



#FLX  
 Facebook: @Fingerlakestravel  
 Twitter: @Finger\_LakesNY  
 Instagram: @fingerlakes\_ny

Influencer Profile	
Full Name	
Birthday (month/day/year)	
Instagram handle and # of followers	@ Followers:
Blog/other relevant social media handles and UVM/# of followers	
Stats and Demographics	
<i>Please provide screenshots of each of the below in an email attachment.</i>	
On average, how many views do your Instagram stories receive?	
On average, how many impressions does your Instagram profile receive per week?	
Please share details on your followers' demographic, including age and location.	
Links to recent travel collaborations	

Trip Coverage		
<p>Which aspects of the destination are you most interested in sharing on your platforms?</p> <p><b><i>Bold all that apply. This helps us arrange for partner involvement and curate an itinerary for your experience.</i></b></p>	<ul style="list-style-type: none"> <li>Art Museums</li> <li>History Museums/Sites</li> <li>Farms/Farm Stands</li> <li>Family Activities</li> <li>Shops/Boutiques</li> <li>Golf</li> <li>Scenic Drives</li> <li>Hiking Trails</li> <li>Kayaking/Canoeing</li> <li>Paddle Boarding</li> <li>Skiing/Snowboarding</li> <li>Waterfalls</li> <li>Lake Views</li> </ul>	<ul style="list-style-type: none"> <li>Dining/New Restaurants</li> <li>Wine/Vineyards</li> <li>Beer</li> <li>Cider</li> <li>Distilleries</li> <li>Architectural Gems</li> <li>Wellness Spots</li> <li>Festivals/Fairs</li> <li>Nightlife</li> <li>Biking</li> <li>Hotels</li> <li>Camping Sites</li> <li>Picturesque Towns</li> </ul>



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Are there specific attractions/venues you'd like to cover in the region?	
Are there specific visuals or types of content you're looking to capture?	
Overall Preferred Level of Activity ( <i>high, moderate or low</i> )	
Based on what you know about the destination, what type of coverage could you provide the region? ( <i>blog, Instagram, newsletter</i> )  Please be as specific as possible.	
Hosted media visits are offered in exchange for at least two (2) static posts and three (3) stories per day. Are you comfortable with these deliverables?	
Will you create an Instagram Story Highlights series from your trip?	
If applicable, will you link to the region's website, <a href="http://www.fingerlakestravelny.com">www.fingerlakestravelny.com</a> , in the Swipe Up feature each time you share a series of Instagram Stories?	
Are you open to utilizing the destination's preferred geotags, hashtags and tagging social media handles for the region and any stops you visit?	

<b>Permission for Destination PR Use</b>	
Do you grant us permission to repost your social media content on the destination's web and social platforms with proper credit?	



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Do you grant us permission to use your imagery for future PR and editorial opportunities?	
If yes to the above, how would you like to be credited?	
Are you open to receiving a preferred shot list of images?	

Trip Details	
How do you prefer to travel to/from the destination (car, flight, train, etc.)?	
If flying, what airport(s) will you be departing from and returning to?	
Within the Finger Lakes, do you prefer to drive yourself or be driven around?	
Do you prefer a self-guided visit using a provided itinerary OR a fully-guided tour?  <i>If you prefer self-guided, please note that you are expected to visit each stop noted on the provided itinerary and would be expected to meet with at least one regional representative during your visit.</i>	

Contact Information	
Name <i>(as it appears on travel documents)</i>	
Phone Number	
Email address	
Emergency contact	
Flight/transportation information <i>(frequent flier information)</i>	



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Accommodations	
# Of Adults	
# Of Children	
Dietary restrictions	
Preferred arrival date	
Preferred departure date	
Accommodation Preference (B&B, hotel, camping, glamping, etc.)	

<b>Accompanying Guest(s)</b> <i>(skip if not applicable)</i> <i>Please note that all guests will be expected to pay their own portions of the trip.</i>	
Name <i>(as it appears on travel documents)</i>	
Birthday <i>(month/day/year)</i>	
<b>Stats and Demographics (for guests only)</b> <i>Please provide screenshots of each of the below in an email attachment.</i>	
Instagram handle and # of followers	
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