

Influencer Visit Request Form

Requested Visit Date

Individual Contact Information	
Name	
Address	
City	
Province/State	
Country	
Postal/Zip Code	
Phone Number	
Email	
Website	
Facebook	
Twitter	
Instagram	

Website	
URL	
Stats from Google Analytics	
Average monthly sessions	
Average time on site per session	
Average monthly page views	
Visitor Demographics including: <ul style="list-style-type: none"> - Country - Prov/State - City - Age 	

Instagram	
Account name & URL	
Number of followers	
Follower demographics including locations and age	
Instagram Posts	
Average post reach	
Average post engagement	
Instagram Stories	
Average reach per story	
Average engagement per story	

Twitter	
Account name & URL	
Number of followers	
Follower demographics including locations and age	
Engagement rate	

Facebook	
Profile name & URL	
Number of followers	
Follower demographics including locations and age	
Average post reach	
Average post engagement	

YouTube	
Account name & URL	
Number of subscribers	
Audience demographics including locations and age	
Average # of views per video	
Average # of engagements per video	

Content Details	
Idea – explain the purpose and theme of your content	
Please list specific experiences required to fulfill the idea	
Deliverables – outline the type of content & how many pieces may be produced	
Distribution method – which channels and when will content be live?	

Support Request	
Please outline the level of support you are requesting from Tourism Kelowna for your visit and any costs associated with producing the content outlined above.	

References	
Please link to at least 3 of your most recent travel pieces supported by a city, regional, provincial or national destination marketing organization.	

Thank you for your interest in Kelowna! Please submit this form to carla@tourismkelowna.com