



Visit Williamsburg

# Influencer Campaign Overview

October-December 2023

## 2023 Strategy

In 2023, we defined each influencer partnership as **audience-first** or **content-first**, based on WTC's goals and strengths of the influencer at hand.

### AUDIENCE-FIRST PARTNERSHIPS

These partnerships involve an influencer who has a large audience within our demographic targets. **While the content is important, the value primarily comes in the form of reaching their audience and driving interest in the destination.** These partnerships include:

- Regional influencers who can help us reach priority target markets (NYC, Boston, Atlanta, Cleveland, DC, Baltimore, and Philadelphia)
- Mega/macro influencers who can help us reach a broad national audience with their star power

The influencers will post content on their own social channels, and depending on the contract terms, they may also allow us to repurpose it on our own channels.

### CONTENT-FIRST PARTNERSHIPS

These partnerships involve an influencer who—above all else—creates high-quality written or visual content. **While their audience is a factor, the value primarily comes in the form of securing engaging content that helps us elevate our owned channels (social, blog, etc.) and raise the overall perception of the destination.** These partnerships include:

- Influencers who are experts in a specific category (i.e. food & drink) and/or influencers who are skilled at a particular content-type (i.e. Instagram Reels or long-form articles)

Influencers will post on their own channels, but they might also contribute to the *WilliamsBLOG* if their writing is a fit. Content can also be repurposed on our social channels, depending on contract terms.

## 2023 Key Performance Highlights

- In comparing performance to 2022, **impressions generated by influencers were up 56% and engagements were up 60%**. We also **featured 45+ new industry partners in content deliverables this year**.
- Influencers created content across **Black history, food & beverage, outdoor activities, LGBTIQ+ travel, active mature, multi-gen travel**, etc. (many of these being **new-to-us content themes**).
- **Implemented additional paid support on TikTok influencer content for broader and targeted reach.**
- **Launched a content creator program** to capture more seasonal images and short-form video for use on social media and paid campaigns
- **Shay Spence and Annie Jiang's content were top-performers across most KPIs.** Their content was amplified with paid support to further reach our target audience and extend the life of organic performance, **which is an approach that we're doing more of in 2024.**
- Influencers who had the **strongest engagement rates** (meaning that many people who viewed the content actually engaged with it) were **subject matter experts or micro-influencers**, including Courtney Vondran (over 9%), Ernest Crim (over 8%), Shay Spence and Jennifer Allen (over 7%). Taryn Newton had an ER of 6%, showing how truly engaged her large audience is and appreciates her style of content.

20 influencers hosted

145+ partners featured

32MM+ impressions generated

1.1MM+ engagements generated

## Executive Summary: October-December 2023

Performance in this report accounts for influencers that went live with in October, November, and December: Christine Tran Ferguson, Annie Jiang, Lauren & Cameron Hamilton, Hunter Hulbert, Jennifer Allen, Tee George, Mallory Ervin, Taryn Newton, Charlotte Simpson, and Britny McKibben,

- These influencers **collectively drove some of the strongest performance of the year.**
- The **strongest performers across all KPIs include the Hamiltons, Mallory, and Taryn.** However, this can be attributed in part to their audience size compared to smaller influencers. Additional callouts:
  - **Annie:** Generated as many impressions as mega-influencers with paid support; further supporting how organic and paid can work together to accomplish our visitation goals and travel inspiration—and shaping our 2024 strategy.
  - **Jennifer:** Strongest engagement rate this quarter (7.4%). Although her audience is smaller, they are **very** engaged and follow her for accessible travel recommendations.
  - **Britny:** Influencer this quarter with one of the lowest CPEs and CPMs, highlighting cost effectiveness in terms of her rate and the strong performance she generated. Her content also highlighted the holiday season really well.
- **Christine Tran Ferguson was our bottom-former** this quarter. When we had contracted her, our plan was to amplify her multi-gen content with paid support, but due to her son's passing, these posts went live months later and we did not boost them due to the circumstances.

**8.1M followers reached**

**\$295K total spend  
(incentives & ad spend)**

**6.5M impressions/video  
views**

**238.2K engagements**

All analytics received from influencers are captured in quarterly tabs [here](#), along with links to all content screenshots.

# CONTENT-FIRST INFLUENCERS

## Jennifer Allen: 12K followers ([Instagram](#))

**About:** Jennifer is the mother of three and a lover of travel. With a disabled son, she has made it her mission to inspire and enable families with disabilities to get out and explore the world, all while raising disability awareness. Her family shares destinations that are accessible for all families.

**Travel Dates:** September 25 to 29, 2023

### Content Links:

[Instagram Stories](#)

[IG Post #1](#) (bonus), [IG Post #2](#) (bonus)

[IG Post #3](#) (bonus), [IG Post #4](#)

[IG Post #5](#), [IG Post #6](#) (bonus)

[IG Post #7](#) (bonus)

[WilliamsBLOG Post](#)

[Bonus Blog Post #1](#), [Bonus Blog Post #2](#)

[Bonus Blog Post #3](#), [Bonus Blog Post #4](#)

**Partner Coverage:** Food For Thought, Great Wolf Lodge, Pirate's Cove, Pierce's, Craft 31, Wagsters, Precarious Beer Hall, Williamsburg Walking Tours, Colonial Williamsburg, Aromas, Water Street Grille, Yorktown, Culture Cafe, Jamestown Settlement, Anna's Brick Oven, Baker's Crust, Freedom Trail, Hohl, Capitol Pancake House



# CONTENT PERFORMANCE

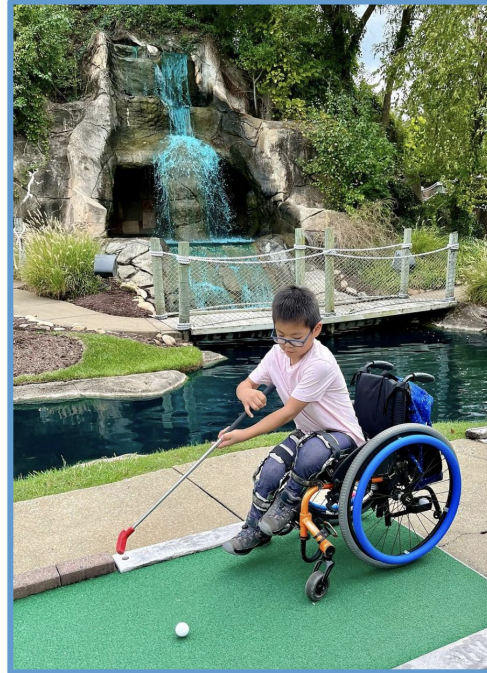
**27.9K impressions/views**

**2.1K engagements**

**7.4% engagement rate**

**\$1.69 CPE**

**\$125.61 CPM**



# AUDIENCE SENTIMENT

Great find and great job Yorktown! I wish every beach had them!  
*(re: beach wheelchairs)*

These are the moments so fun to see kids enjoying!  
Looks like a blast!

What an incredible list of accessible adventures in Williamsburg! It's so refreshing to see destinations embracing inclusivity and making sure everyone can enjoy their attractions.

We're planning a trip to Williamsburg next year, I'll have to remember some of these 😊

You make me want to plan a trip ASAP!

Saving this for a future visit. Thanks for all the wonderful details





## Charlotte Simpson: 28K followers ([Instagram](#))

**About:** Charlotte Simpson, a.k.a. the Traveling Black Widow on social media, is a retired guidance counselor and special education teacher. After losing her husband of 31 years, she decided to make solo world travel a central part of her retirement life and has now been to 100 countries across seven continents and all 50 states. She documents her journey on Instagram, Facebook, and TikTok as @TravelingBlackWidow, where she currently has over 29K followers. Charlotte has been featured in *Conde Nast Traveler*, *Essence*, *Washington Post*, and many other publications. When she is not traveling, she volunteers as a court-appointed special advocate for children in foster care and to help high school students learn English as a second language.

**Travel Dates:** December 6 to 10, 2023

### Content Links:

[Instagram Stories](#)

[IG Post #1](#), [IG Post #2](#), [IG Post #3](#), [IG Post #4](#) (bonus)

[FB Post #1](#), [FB Post #2](#), [FB Post #3](#)

[TikTok Post #1](#), [TikTok Post #2](#), [TikTok Post #3](#), [TikTok Post #4](#) (bonus)

[WilliamsBLOG Post](#)

**Partner Coverage:** Culture Cafe, Busch Gardens, Tippy Beans Cafe, Culture Fix, The Spa of Colonial Williamsburg, Colonial Williamsburg, Williamsburg Inn, Blue Talon Bistro, Waypoint Seafood & Grill, Williamsburg Premium Outlets, The Hound's Tale, First Baptist Church, Jamestown Settlement, Yorktown



# CONTENT PERFORMANCE

**22.4K**  
impressions/views

**1.2K** engagements

**5.58%** engagement rate

**\$5.59** CPE

**\$311.85** CPM



# AUDIENCE SENTIMENT

This looks like so much fun. I need to add these to my mommy daughter trip list

Perfect timing! My mom and I have been talking about doing a getaway in January or February!

So beautiful! I want to go ❤️

😍 that looks amazing!!

My husband and I both worked in Williamsburg when we lived in Virginia. So much to do (or not do)! Great itinerary ❤️

😍😍😍😍



## Britny McKibben: 181K followers ([Instagram](#)), 79K followers ([TikTok](#))

**About:** Britny is the travel blogger behind *Darling Travels*. She's an ordinary girl from Ohio with big dreams of traveling the world with her husband. Currently, she works as a PRN nurse in a hospital, which provides her with a flexible schedule to pursue her passion for travel.

**Travel Dates:** November 30 to December 4, 2023

### Content Links:

[Instagram Stories](#)

[IG Post #1](#), [IG Post #2](#), [IG Post #3](#)

[TikTok Post #1](#), [TikTok Post #2](#), [TikTok Post #3](#)

**Partner Coverage:** Williamsburg Christmas Market, Kephi Greek Kitchen, Kingsmill Resort, Column 15, Jamestown Settlement, La Tienda, Busch Gardens, Second Street American Bistro, Hohl, Sweethaven Lavender, Mobjack Bay Coffee Roasters, Christmas Market on Main, Historic Yorktown Village, Water Street Grille, Aromas Coffeehouse Bakeshop & Cafe, Colonial Williamsburg, Secrets and Untold Stories of Williamsburg Tour, The Cheese Shop, The Williamsburg Symphony Orchestra, Liberty Ice Pavilion in Colonial Williamsburg, The Williamsburg Winery, King's Arms Tavern



## CONTENT PERFORMANCE

**135.9K**  
impressions/views

**4.6K** engagements

**3.43%** engagement rate

**\$0.86** CPE

**\$29.43** CPM



# AUDIENCE SENTIMENT

It looks amazing! I'd love to visit Britny! Always finding us the best places ❤️ sounds perfect! Saved

I've never been! But now I want to see it at Christmas! 🥰

I can't wait to go one day!

Definitely adding this to my Christmas places to visit list!!

You definitely sold me 🥰

I want to go right now!!!!



# AUDIENCE-FIRST INFLUENCERS

## Christine Tran Ferguson: 273K followers ([TikTok](#))

**About:** Christine is a travel and lifestyle blogger based in NYC with a knack for creative storytelling and colorful content. Her blog, *Tour de Lust*, began as a travel blog where she captured her adventures abroad and shared travel tips for millennials. Today, she uses her platforms to share all aspects of her life—including, travel, fashion, and home decor,—as well as glimpses into family life.

**Travel Dates:** May 9 to May 12, 2024

### Content Links:

[Instagram Stories](#)

[TikTok Post #1](#)

[TikTok Post #2](#)

[TikTok Post #3](#)

**Partner Coverage:** Great Wolf Lodge, Busch Gardens, Maurizio's, Pierce's, Topsy Beans, Pirate's Cove, Berret's, Colonial Williamsburg, Merchants Square, La Piazza, American Revolution Museum, Jamestown Settlement, Duck Donuts, Food For Thought, Kephi Greek Kitchen





# CONTENT PERFORMANCE

**12.3K impressions/views**

**361 engagements**

**2.8% engagement rate**

**\$31.86 CPE**

**\$886.11 CPM**



# AUDIENCE SENTIMENT

so glad you have this special trip to remember. ❤️

I wanna eat the bbq!

La piazza looks so yummy!

Love that you did this

That cafe looks amazing!

Love that you did this



## Annie Jiang: 396K followers ([Instagram](#)), 96K followers ([TikTok](#))

**About:** Based in Atlanta, Annie is a Chinese-born, American-raised, Southern-rooted girl with a passion for travel. Her love for travel stems from her love for reading. Her favorite part about traveling is connecting with people and learning through interactions and experiences. As a content creator, she loves sharing hidden gems and bucket-list destinations to inspire others.

**Travel Dates:** July 27 to July 30, 2024

### Content Links:

[Instagram Stories](#)

[IG Post](#)

[TikTok Post #1](#)

[TikTok Post #2](#)

**Partner Coverage:** Wedmore Place, Hohl, Yorktown, Mobjack Bay, Little York Confectionery, Sail Yorktown, Column 15, Jamestown Settlement, La Tienda, Williamsburg Winery, Gabriel Archer Tavern, Blue Talon Bistro, Colonial Williamsburg, Merchants Square, King's Arms Tavern, Crim Dell Bridge, Waller Mill Park, York River State Park, Powhatan Creek Trail, Williamsburg on Wheels, Colonial Williamsburg, Williamsburg Winery, Blue Talon Bistro, Williamsburg Winery, Merchants Square



# CONTENT PERFORMANCE

**1.1M impressions/views**

**10.3K engagements**

**0.9% engagement rate**

**\$3.87 CPE\***

**\$35.21 CPM\***



*\*Calculated based off Annie's fee & media spend from boosted TikTok costs from 10/1/23 to 12/31/23 (\$39,790.80 total spend)*

# AUDIENCE SENTIMENT

Omg how stunning -  
adds Williamsburg to  
my list 🏡🏡

Adding to my bucket  
list

How pretty is this  
place 🥰

Planning to go next  
year!

I must go 🥰

🥰 No way!? I've gotta  
make my way!



## Tee George: 207K followers ([Instagram](#)), 148K followers ([TikTok](#))

**About:** Based in Atlanta, Tee encourages diversity in the outdoors by sharing outdoor adventures in Southeast and beyond.

**Travel Dates:** October 9 to 13, 2024

### Content Links:

[Instagram Stories](#)

[IG Post #1](#)

[IG Post #2](#)

[TikTok Post](#)

[WilliamsBLOG Post](#)

**Partner Coverage:** Hohl, Go Ape, Food For Thought, Williamsburg on Wheels, Billsburg Brewery, Jamestown Beach, Captain George's, Pirate's Cove, Waller Mill Park, Second Street, Yorktown, Sail Yorktown, Masala Craft Indian Kitchen, Bassett Trace Nature Trail, Colonial Williamsburg, William & Mary, Taste of Williamsburg Food Tour (Colonial Ghosts), Williamsburg Winery, Williamsburg Campground



# CONTENT PERFORMANCE

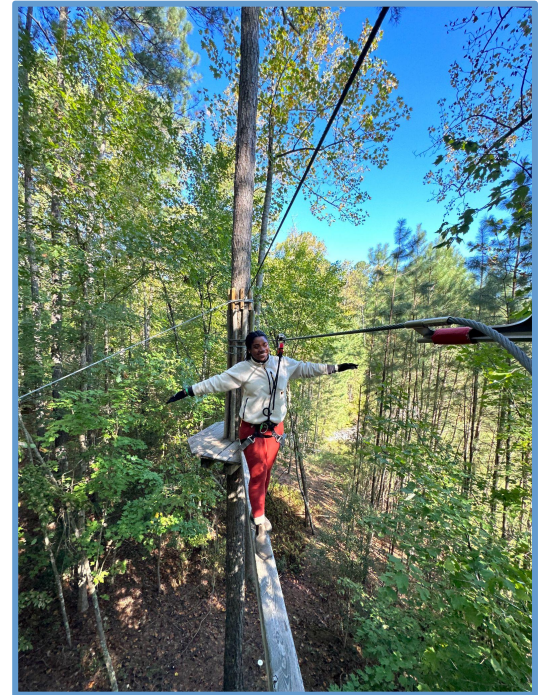
**95.3K impressions/views**

**2.7K engagements**

**2.8% engagement rate**

**\$5.23 CPE**

**\$146.90 CPM**



# AUDIENCE SENTIMENT

I would definitely take a trip there!!!

I used to go to Williamsburg every year for Thanksgiving with my family! I had no idea you could do things like canoe or zip line in the area. I need to go back!

Saving for my birthday weekend.

Never been there. Have to put it on the bucket list

I love visiting Williamsburg, it's such a fun area!!

How fun!!! Williamsburg look beautiful 🥰





## The Hamiltons: 2.5M followers ([Lauren's IG](#)), 2M followers ([Cameron's IG](#))

**About:** Known for their appearance on the hit Netflix show, *Love Is Blind*, Lauren and Cameron are authors, entrepreneurs and influencers.

**Travel Dates:** October 19t to 23, 2024

### Content Links:

[Instagram Stories](#)

[IG Post #1](#)

[IG Post #2](#)

[TikTok Post](#) (Bonus)

**Partner Coverage:** Kingsmill Resort, Column 15, Colonial Williamsburg, Williamsburg Walking Tours, Go Ape, Spa of Colonial Williamsburg, Busch Gardens, American Revolution Museum, Yorktown, Cochon on 2nd, Blue Talon, Tuscany, Masala Craft, Fat Canary, Mobjack Bay, Column 15, Second Street, Old City BBQ, Hohl, The Terrace Room, Historic Jamestowne, American Revolution Museum at Yorktown



# CONTENT PERFORMANCE

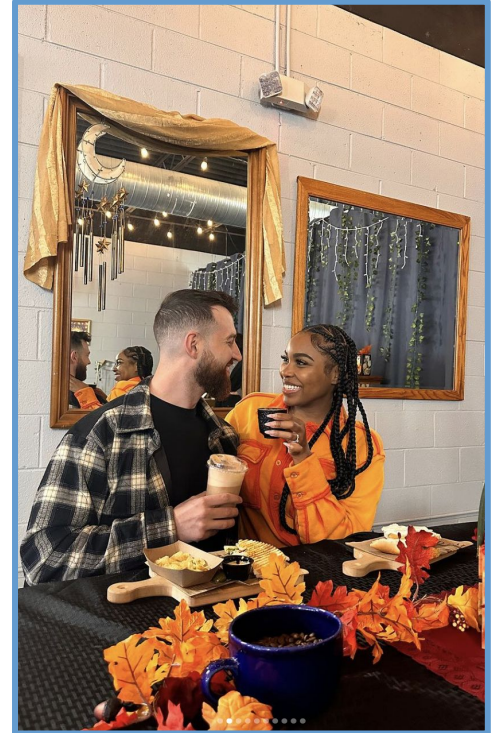
**1.9M impressions/views**

**77.1K engagements**

**3.99% engagement rate**

**\$1.03 CPE**

**\$41.43 CPM**



# AUDIENCE SENTIMENT

My husband and I started a new tradition last year, and we plan a trip instead of buying Christmas gifts for each other. I'm thinking Williamsburg might be it this year!!! He LOVES History.

I love the way you took a trip to Williamsburg and highlighted its historical significance, showed it as a vacation destination and made it a romantic destination as well. You guys are amazing!

Might be time to do a little family vacay there for a long weekend.

I definitely want to go to WILLIAMSBURG  
❤️❤️❤️

Love ❤️ Williamsburg VA. I use to go there all the time as a kids - with family and for class trips. I can't wait to go and follow your lead. 🙌🙌🙌🙌

So, I don't live too far from here...just wondering if this was a weekend trip? Spanning multiple days...can you share the itinerary?



## Hunter Hulbert: 132K followers ([Instagram](#)), 48K followers ([TikTok](#))

**About:** Hunter Hulbert is a travel journalist who specializes in showcasing unexpected destinations and experiences. If it's weird, beautiful, off the beaten path, or all of the above, that's where he'll be!

**Travel Dates:** October 21 to 25, 2023

### Content Links:

[Instagram Stories](#)

[IG Post #1](#)

[IG Post #2](#)

[TikTok Post #1](#)

[TikTok Post #2](#)

[WilliamsBLOG Post](#)

**Partner Coverage:** President Heads, Go Ape, Timberline Glamping, York River State Park, Merchant's Square, Colonial Williamsburg, Kiln Kingdom, Colonial Ghost Tour, Jamestown Historic Glasshouse, Historic Jamestowne, Williamsburg Flight Center, Mobjack Bay Coffee Roasters, Williamsburg Walking Tours, Williamsburg Antique Mall, Jamestown Rediscovery



## CONTENT PERFORMANCE

**81K impressions/views**

**2.2K engagements**

**2.83% engagement rate**

**\$2.29 CPE**

**\$64.77 CPM**



# Mallory Ervin: 1M followers ([Instagram](#)), 143K followers ([YouTube](#))

**About:** Based in Nashville, Tennessee, Mallory Ervin is a former entertainer and beauty pageant titleholder from Kentucky (Miss Kentucky '09 and 4th runner-up to Miss America '10) and three time contestant on *The Amazing Race*. With over 1M followers across channels, today she uses her social media platforms for impact and to share her latest lifestyle finds, the reality of motherhood, fashion and beauty tips, family vacations, and more.

**Travel Dates:** November 29 to December 2, 2023

## Content Links:

[Instagram Stories](#)

[IG Post #1](#)

[IG Post #2](#)

[YouTube Short](#)

**Partner Coverage:** Williamsburg Lodge, Food For Thought, Blackbird Bakery, Colonial Williamsburg, Williamsburg Christmas Market, The Cheese Shop, Liberty Ice Pavilion, La Piazza, Wagsters, Colonial Pancake House, Duck Donuts, Sweethaven Lavender, Craft 31, Busch Gardens, Yorktown Christmas Tree Lighting



# CONTENT PERFORMANCE

**1.8M impressions/views**

**57.6K engagements**

**3.2% engagement rate**

**\$0.04 CPE**

**\$39.68 CPM**



# AUDIENCE SENTIMENT

Those wreaths! I've never considered this as a place to go, but I'm now very inspired to make it happen!

I've never wanted to visit Virginia until now!! Looks so fun!

Need to write this one down. Looks like a blast!

What a cute little Christmas town! We need to go!! ❤️

This place is going on my bucket list!!

I want to visit just to see those wreaths in person!





## Taryn Newton: 870K followers ([Instagram](#))

**About:** Taryn is the mom of five kids: Cameron, Calvin, Cyrus, Cash, and Cecelia, wife to Rick and dog mom to Conan and Casper. Since she started her blog in April 2016, she's transformed her platform to be a true representation of everything she loves and stands for. As her platforms have grown, she primarily focuses on lifestyle, family, home, style, and travel content.

**Travel Dates:** December 15 to 18, 2023

### Content Links:

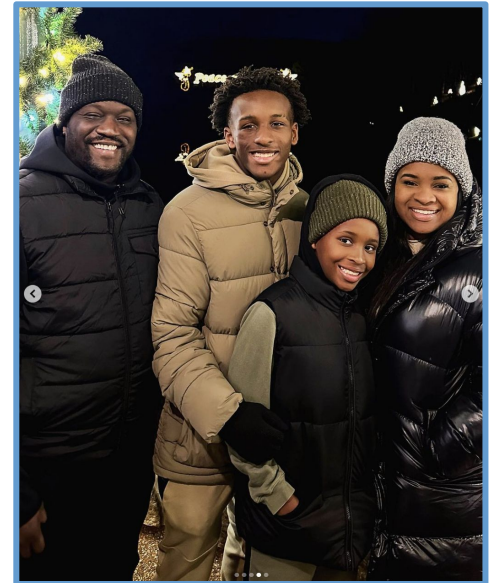
[Instagram Stories](#)

[IG Post #1](#)

[IG Post #2](#)

[IG Post #3](#) (Bonus)

**Partner Coverage:** Kingsmill Resort, Olde Towne Pizza, Wagsters, Emily's Donuts, Bounce House FEC, Revolution Golf & Grille, VR64, Busch Gardens, Illy Caffe, Williamsburg Walking Tours, Precarious Beer Hall, We Junket, William & Mary, Route 60 BBQ, Capitol Pancake House, American Revolution Museum, Mobjack Bay



# CONTENT PERFORMANCE

**1.3M impressions/views**

**79.9K engagements**

**6% engagement rate**

**\$0.75 CPE**

**\$45.06 CPM**



# AUDIENCE SENTIMENT

Such a great trip! So nice to see one of the places on my bucket list Williamsburg through your family's eyes! Can't wait to visit sometime!

Thanks for sharing, a new place on my list of places to go someday!

Adding this place to our vacation list!

this was the best! looks like such a great time! adding Williamsburg to my list!

Well now I wanna go there!

Loved watching you all explore Williamsburg! ❤️❤️

