



VISIT
THE WOODLANDS
— T E X A S —

USE OF INFLUENCER

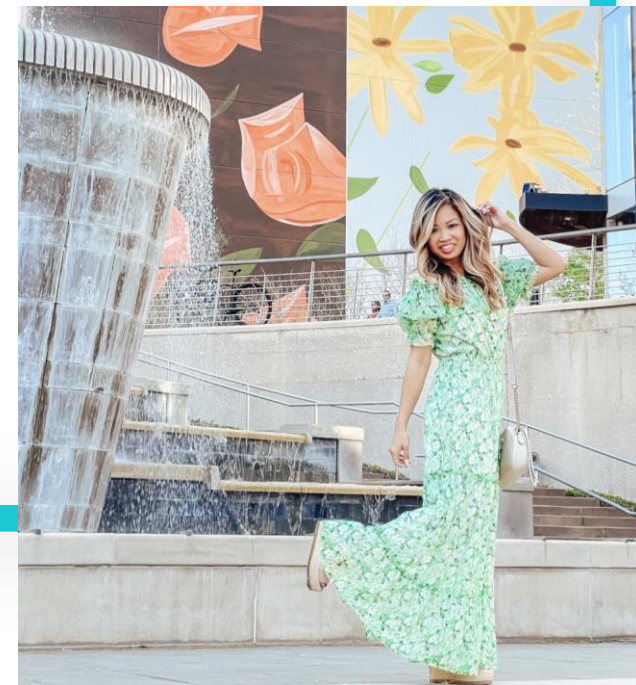
AVA AWARDS ENTRY

AMBASSADOR PROGRAM

INFLUENCER COLLABORATIONS

Visit The Woodlands' Ambassador Program encourages leisure visitors to experience The Woodlands through the voice of a social media influencer.

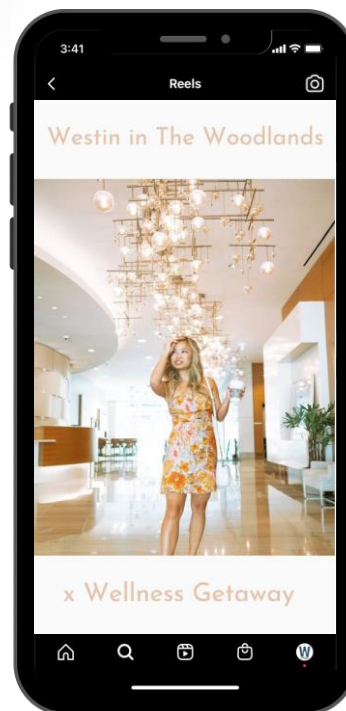
After a careful selection process, Visit The Woodlands hosts influencers and bloggers to collaborate with our destination and brand.



AMBASSADOR OF THE YEAR

In 2022 we contracted with a regionally-based Influencer to be our Ambassador of the Year, taking our Social Media collaborations to the next level and expanding our brand messaging by regularly reaching the Influencers audience to promote leisure travel to The Woodlands, Texas.

- Total Views: 397,559
- Total Likes: 11,205



CLICK EACH PHONE TO PLAY.

SINCERELY KARIN KARIN CHEN

LOCAL TRAVEL & LIFESTYLE INFLUENCER

From November 2021 to December 2022, we have collaborated with Karin on over 11 posts and Karin has been hosted in The Woodlands 5 times.

Focus: Swan Boat Rides on The Woodlands Waterway

- Plays: 84,126
- Likes: 3,003
- 24-Hour Channel Growth: +74



CLICK PHONE TO PLAY REEL.




_ATOMOLI **OLIVIA EBROTIE**

TRAVEL AND LIFESTYLE INFLUENCER

Focus: General Travel and Itinerary Suggestions

- Accounts Reached: 7,018
- Non-Followers Reached: 6,998
- Likes: 1,606
- 24-Hour Channel Growth: +74



 **_atomoli and visitthewoodlands**
The Woodlands, Texas



[View insights](#)



 Liked by [shopatmarketstreet](#) and **1,605 others**

_atomoli Why fly halfway around the world when you can travel closer to home?

For me, The Woodlands is the ideal place to relax and enjoy much-needed leisure time. The area offers an urban escape amongst the trees and gorgeous fountains, all set near luxurious things to do, attractions, and more.

BECKYSTRAVELLIST BECKY SALGADO

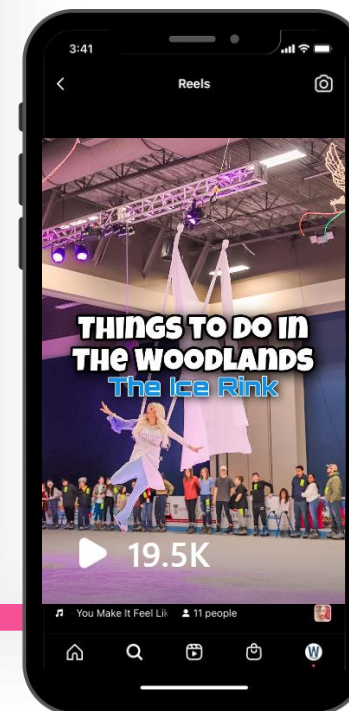
BILINGUAL TEXAS TRAVEL INFLUENCER

Focus: Skating at The Woodlands Ice Rink

- Plays: 19,579
- Non-Followers Reached: 6,821
- Likes: 321
- 24-Hour Channel Growth: +95

Focus: The Woodlands Waterway Marriott Hotel

- Accounts Reached: 8,554
- Non-Followers Reached: 3,304
- Likes: 385
- 24-Hour Channel Growth: +47



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LOCAL GUIDES

LOCALLY-BASED INFLUENCERS

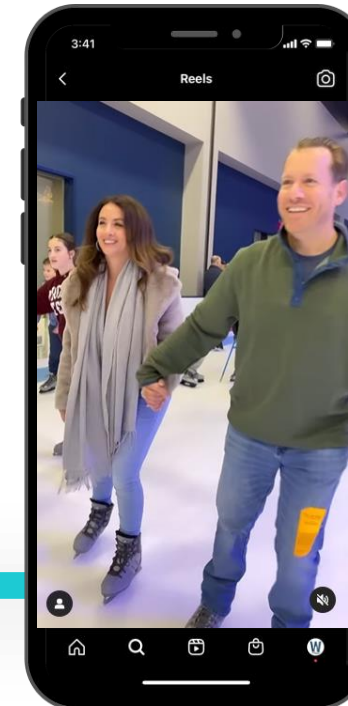
Focus: Skating at The Woodlands Ice Rink

Life of Alley - Reels

- Views: 3,601
- Hosted Ticket Giveaway

Patty Tells All

- Stories Series: 6,821



CLICK PHONE TO PLAY REEL.