

VISIT
THE WOODLANDS
— T E X A S —

AMBASSADOR PROGRAM

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INFLUENCER COLLABORATIONS

Hosting influencers in-destination has the potential to be expensive, time consuming, and hit-or-miss with results. To combat this, Visit The Woodlands developed the **Ambassador Program**. Any content creator interested in collaborating with The Woodlands must fill out an online application and go through a vetting and selection process. If they are determined to be a good fit, they will be accepted into the Ambassador Program and become an extension of The Woodlands brand, telling the unique story of the destination through their own voice.

Using this method, Visit The Woodlands has developed relationships with several influencers and collaborate with them throughout the year to share the story of The Woodlands with their followers. The highlight of the Ambassador Program is the “Ambassador of the Year”.

The “Ambassador of the Year” works closely with Visit The Woodlands to develop monthly content features that showcase The Woodlands. This ensures that The Woodlands stays top of mind for the influencer’s followers year-round. It also cuts down on time and cost, because the influencer can capture content for upcoming months during one hosted trip, instead of coming back for one-off collaborations. Along with this, it allows Visit The Woodlands’ reach to grow as the influencer’s audience grows throughout the year.



Ambassador of the Year 2022
[@SincerelyKarin](#)

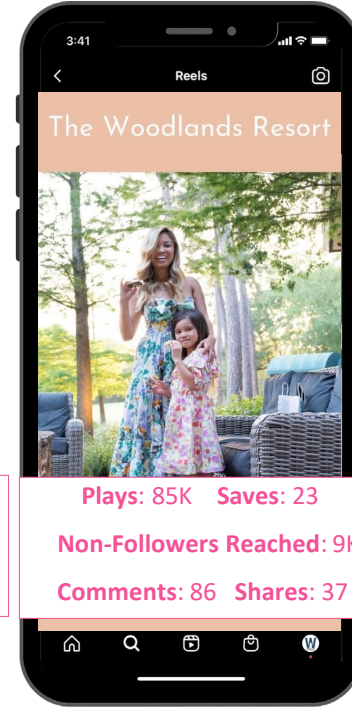
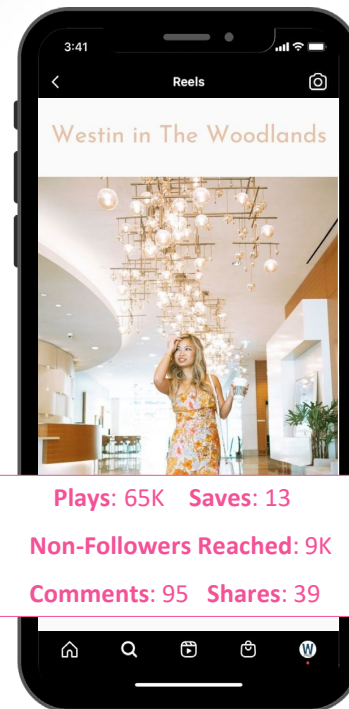
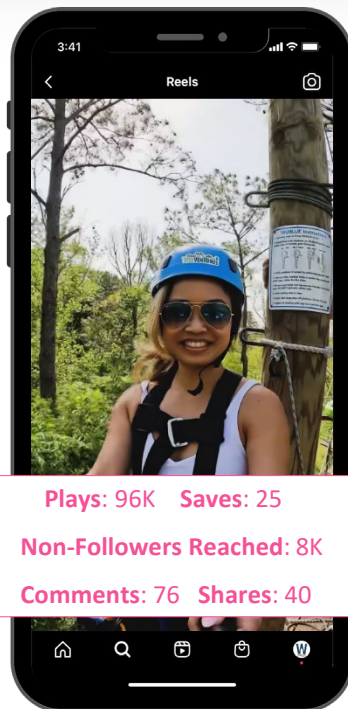
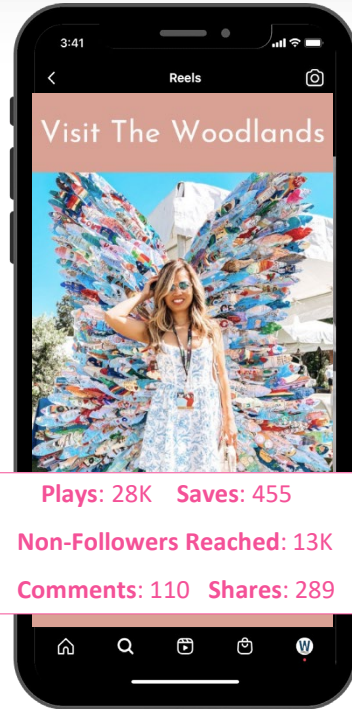
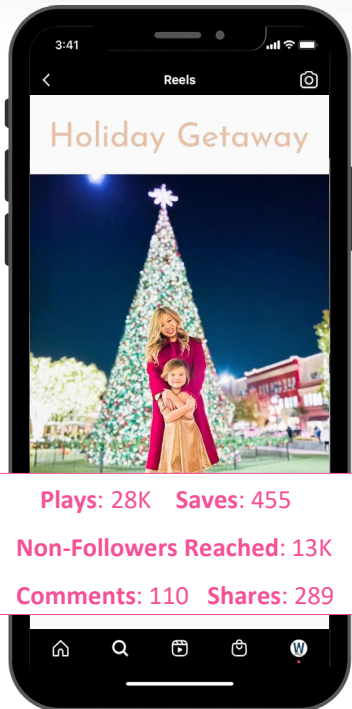


Ambassador of the Year 2023
[@BeckysTravellist](#)

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.

@SincerelyKarin was hosted in The Woodlands 4 times throughout the year. During her time in The Woodlands, she created content for multiple upcoming posts that she and Visit The Woodlands had planned collaboratively.



CLICK EACH PHONE TO PLAY.

@SINCERELY KARIN KARIN CHEN

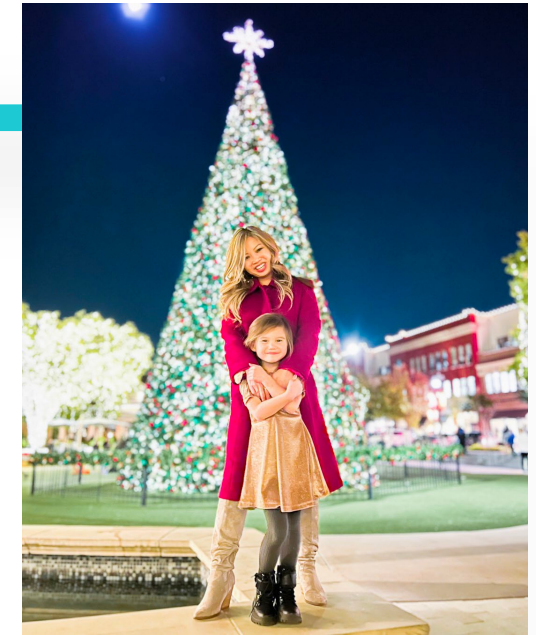
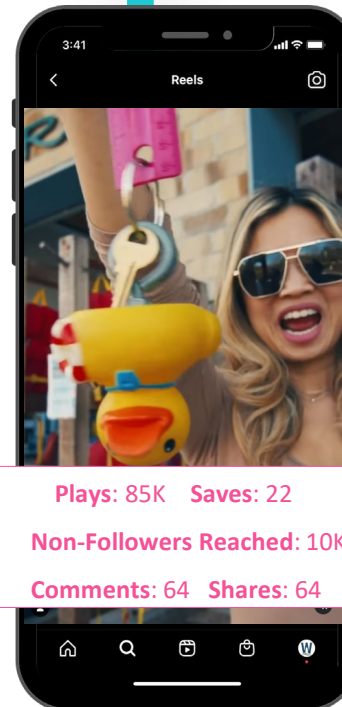
LOCAL TRAVEL & LIFESTYLE INFLUENCER

From April 2022 to April 2023, Visit The Woodlands hosted Karin 4 times and collaborated with her on 12 posts. During this time, Karin posted about The Woodlands almost every month, which kept the destination top of mind for her followers.

Visit The Woodlands planned Karin's trips with future posts in mind. While in destination, Karin captured content for upcoming monthly posts. This method was time-effective and cost-effective. Visit The Woodlands hired Karin for the year-long partnership for under \$10k. In return, Visit The Woodlands received rights to Sincerely Karin's content (including still photos and videos she didn't post on Instagram), and 12 collaborative posts that are still resonating with her audience and seeing results.



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Along with the “Ambassador of The Year”, Visit The Woodlands has established relationships with other vetted influencers through the Ambassador Program and partners with them intermittently throughout the year.

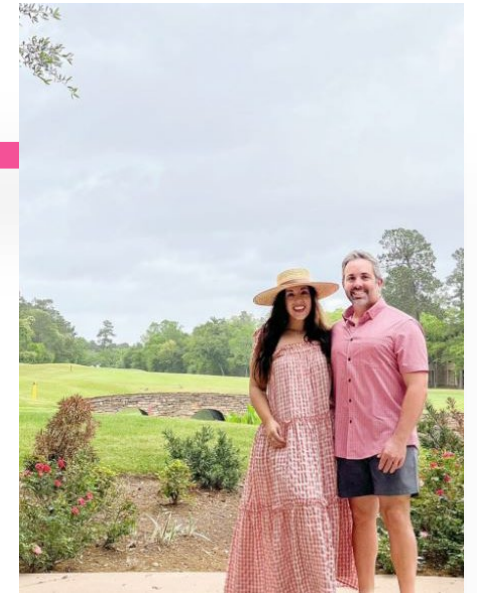
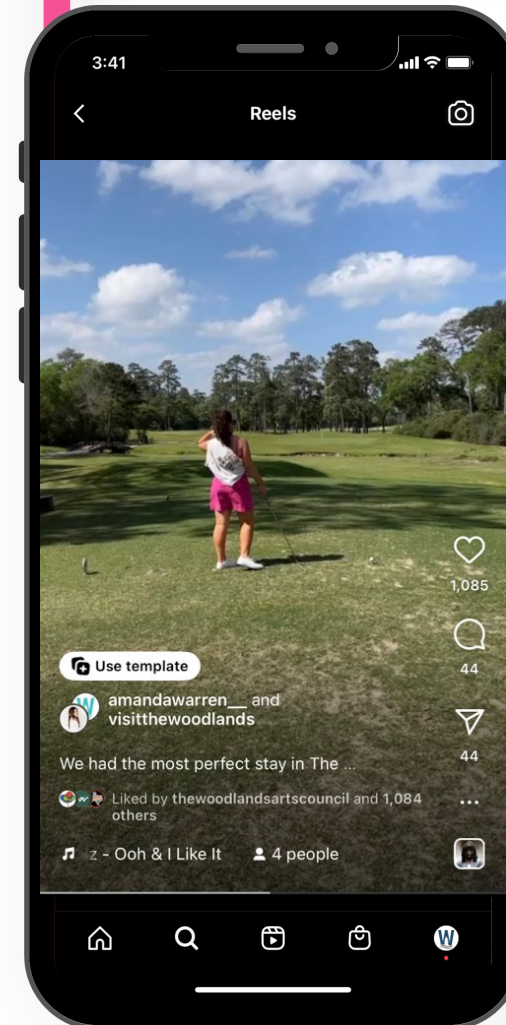
@_AMANDAWARREN_ AMANDA WARREN

TRAVEL AND LIFESTYLE INFLUENCER

Recently relocated from California with a large CA audience.

Focus: Getaway at The Woodlands Resort

- Accounts Reached: 62,777
- Non-Followers Reached: 43,990
- Likes: 1,082
- Saves: 47
- Comments: 44
- Shares: 44
- 3-Day Channel Growth: +119



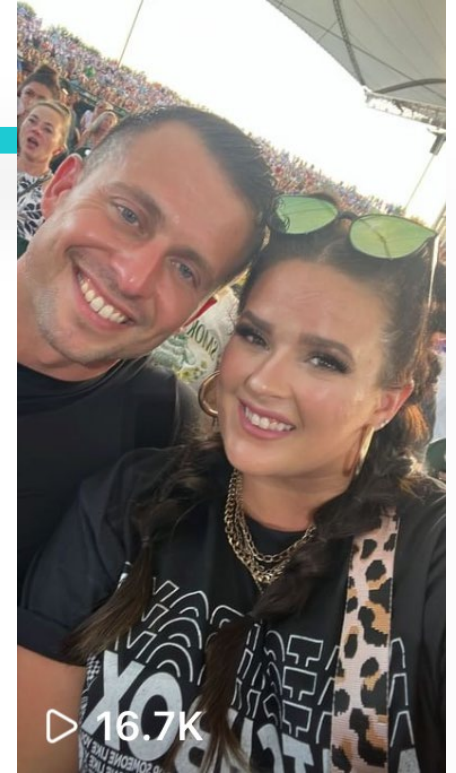
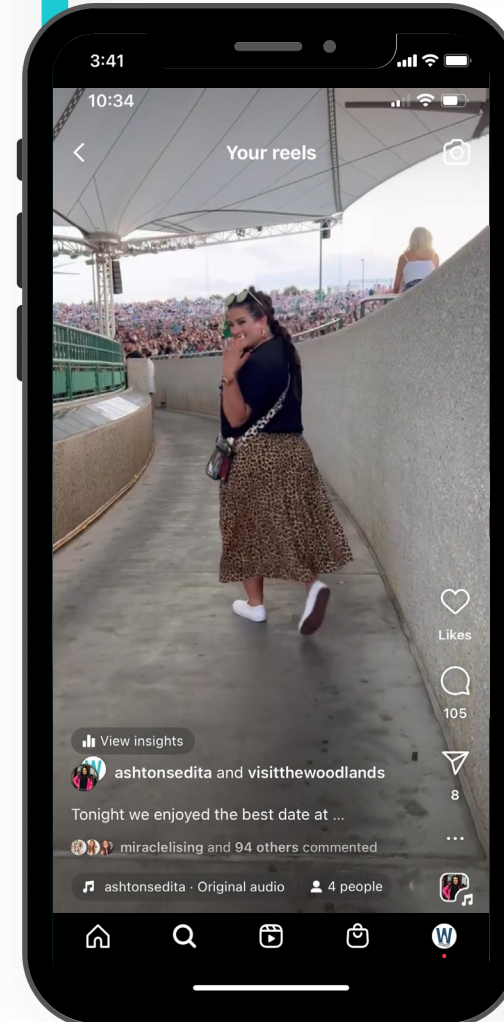
@ASHTONSEDITA ASHTON SEDITA

TRAVEL AND LIFESTYLE INFLUENCER

Regional Houston content creator with a dedicated audience.

Focus: Date night in The Woodlands

- Accounts Reached: 14,307
- Non-Followers Reached: 4,993
- Likes: 529
- Comments: 105
- Estimated Media Value: \$2,833
- ROI: 5.67x



@BECKYSTRAVELLIST BECKY SALGADO

BILINGUAL TEXAS TRAVEL INFLUENCER

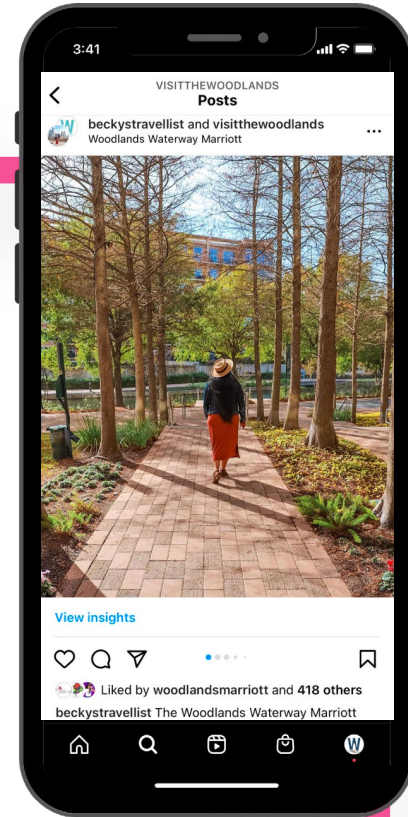
One of Visit The Woodlands' goals with the Ambassador Program was to reach Spanish-speaking audiences. Becky Salgado was a great fit for this niche, as she writes captions for her post in both Spanish and English.

Focus: Skating at The Woodlands Ice Rink

- Plays: 22,398
- Non-Followers Reached: 8,772
- Likes: 343
- Saves: 65
- Comments: 177
- Shares: 80
- 24-Hour Channel Growth: +95

Focus: The Woodlands Waterway Marriott Hotel

- Accounts Reached: 11,008
- Non-Followers Reached: 5,376
- Likes: 419
- Saves: 71
- Comments: 59
- Shares: 34
- 24-Hour Channel Growth: +47



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2023 AMBASSADOR OF THE YEAR

After a successful partnership with Becky Salgado at the end of 2022, Visit The Woodlands decided to choose her as the 2023 Ambassador of The Year. Becky visited The Woodlands 4 times and created 25 posts with outstanding results.

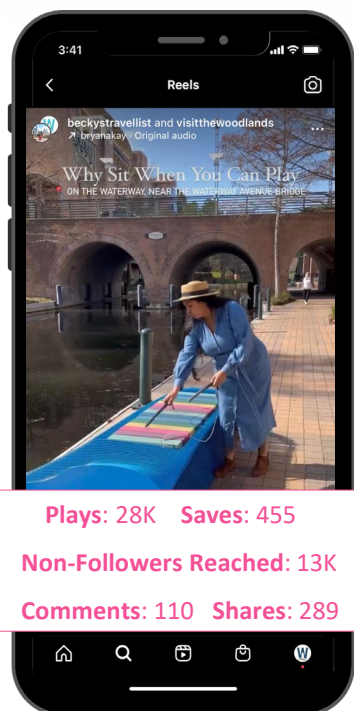
Total Engagements: 151,142

Estimated Media Value: \$275,372

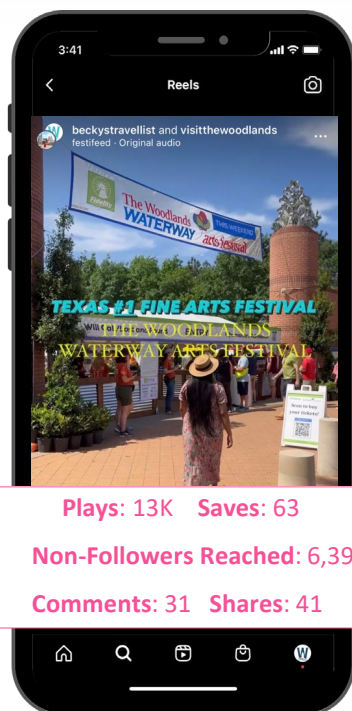
ROI: 38.8x

Becky also shares her content about The Woodlands on TikTok, which is a large added benefit considering Visit The Woodlands doesn't have a TikTok account.

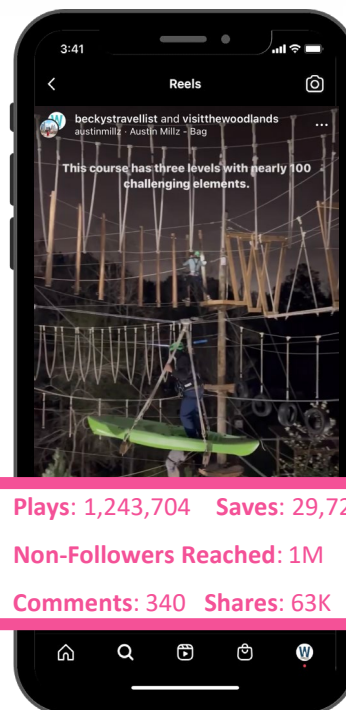
[The Ambassador Program](#) has proven to be time and cost effective for Visit The Woodlands and influencers who are selected to participate. Since starting the program in 2022, Visit The Woodlands' Instagram channel has grown 108% while staying within an influencer budget of \$20K (including collaboration fees and hosting experiences).



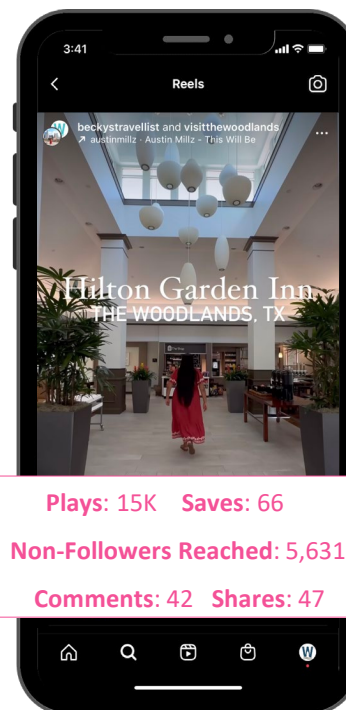
Plays: 28K **Saves:** 455
Non-Followers Reached: 13K
Comments: 110 **Shares:** 289



Plays: 13K **Saves:** 63
Non-Followers Reached: 6,399
Comments: 31 **Shares:** 41



Plays: 1,243,704 **Saves:** 29,727
Non-Followers Reached: 1M
Comments: 340 **Shares:** 63K



Plays: 15K **Saves:** 66
Non-Followers Reached: 5,631
Comments: 42 **Shares:** 47



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