

Terranea Resort Influencer Program

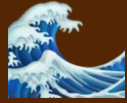
August – September 2020



TERRANEA
CALIFORNIA

#TERRANEA

TERRANEA INFLUENCER CAMPAIGN



Objective:

- Enhance Terranea's brand position within Southern California drive market
- Generate positive coverage surrounding the resort's reopening, enhanced safety and cleanliness, and current available offerings
- Increase resort's user generated content & brand engagement
- Ultimately drive mid-week bookings, while maximizing weekend ADR

Target Audience:

- Our loyal guests and potential future guests of Terranea, who are active consumers of social media and in the Southern California drive market.
- Affluent yet unpretentious, well-traveled, sophisticated, and experiential
- Average household income is \$200K+ and between the ages of 35-54.



FAMILY GETAWAY



- Christy Carlson Romano & Family (@TheChristyCarlsonRomano)



2016

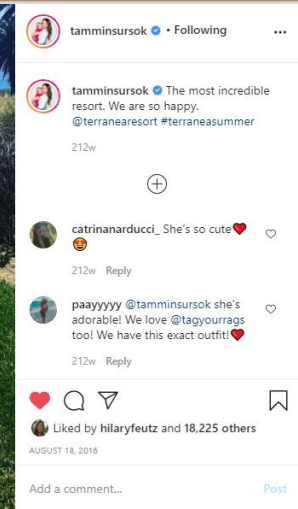


2020

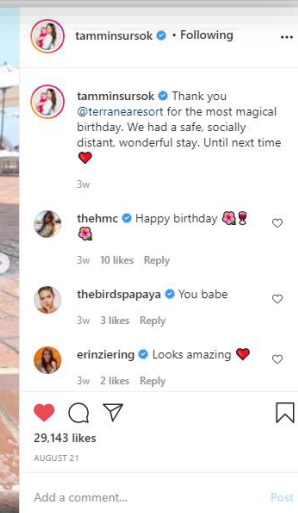
FAMILY GETAWAY



- Tammin Sursok & Family (@TamminSursok)



2016

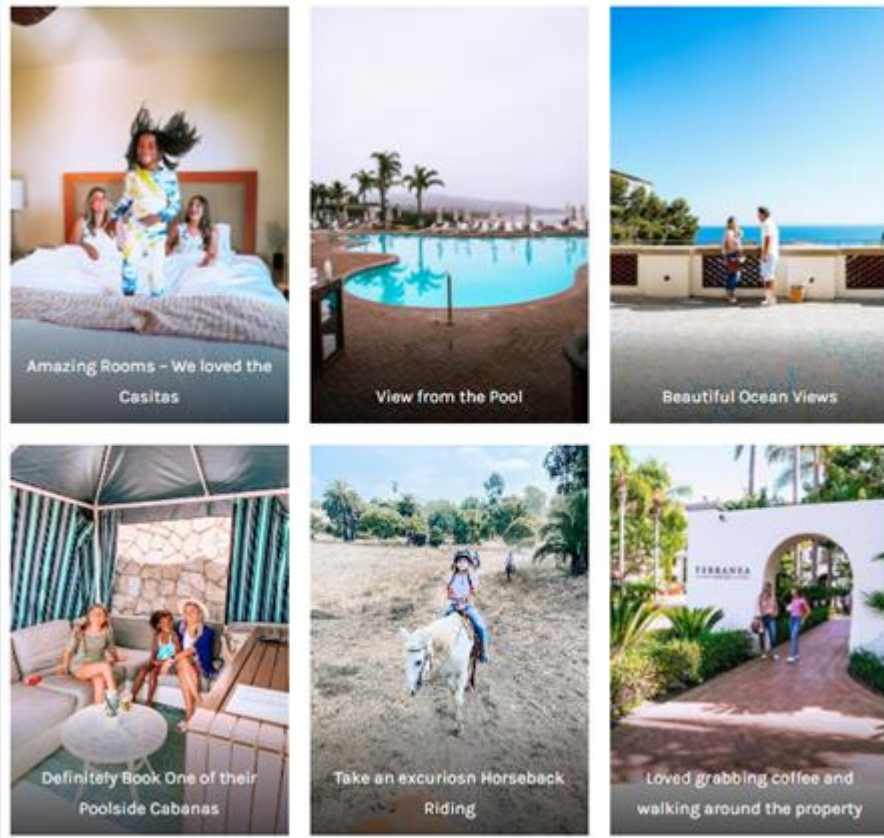


2020

FAMILY GETAWAY



- The Mamian Family (@global_munchkins)



FAMILY GETAWAY



- The Mamian Family (@global_munchkins)



COUPLES' STAYCATIONS



- Tanner Tolbert (@tanner.tolbert), Jade Roper (@jadelizroper), Jared Haibon (@jaredhaibon), and Ashley Iaconetti (@ashley_iaconetti) of *The Bachelor* franchise



COUPLES' STAYCATIONS



SOLO TRAVEL



- Taylor Sullivan (@Taylor.Rockwell)



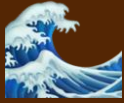
SOLO TRAVEL



- Rachel-Jean Firchau (@racheloffduty)



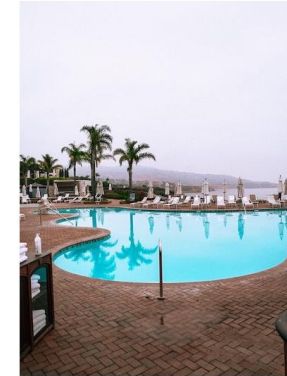
RESULTS



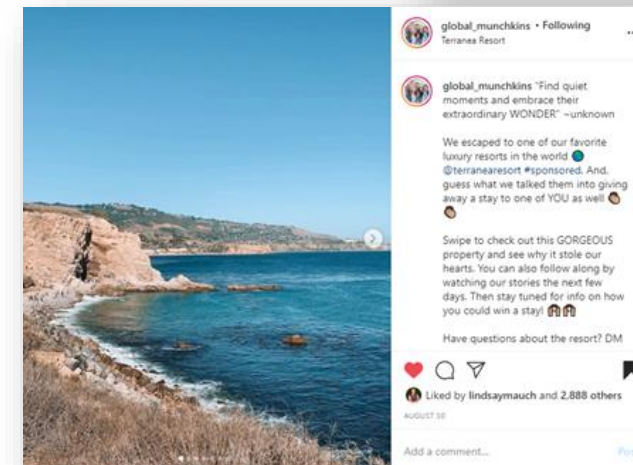
BY THE NUMBERS:

- **279** pieces of content shared (blog articles, social posts, IG stories)
- **6.4** million followers
- Over **330,000 unique engagements** (likes, comments, video views, shares), not including IG stories
- Over **3,000** new Instagram followers
- Stories: Jade's **37** stories each reached **~250,000 people and led to ~8,500 visits** to Terranea's Instagram. Ashley's **~17** stories each reached **~180,000 people and led to ~2,200 visits** to Terranea's Instagram.

THE 15 BEST FAMILY RESORTS IN CALIFORNIA



My home state of California. I am often shocked by the beauty of this state and the many different types of vacation to take the family. With 840 miles of beautiful coastline, gorgeous, snow-filled mountains, and some of the best amusement parks in the world, California is one of the best places for ...



THANK YOU!

