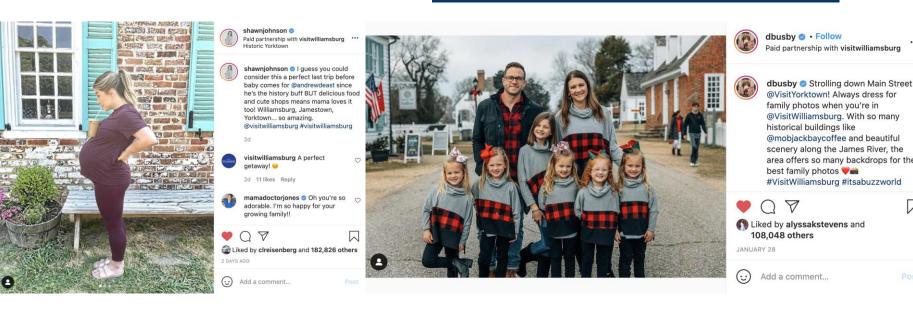
Visit Williamsburg Influencer Marketing Metrics July 2020 - December 2021



Influencer Strategy

41 Influencers Hosted 42M+ Impressions 2.5M+ Engagements 129 Industry Partners Featured



Shawn Johnson East 3.1M followers

<u>The Busby Family</u> 2M followers <u>Tori Roloff</u> 1.7M followers

have had so much fun exploring all the historic

explored @buschgardensva tonight and loved it! It was so utiful () guess that's why it was voted most beautiful them

the area, and enjoying so much holiday magic

It's going to be hard to go home tomorrowl ♡

buschgardensva O We're thrilled to see you en yourselves! Wishing you all a very merry Christr welcome back any time!

fivemarysfarms 📀 I went to college there!! The b

ou and 128,457 othe

@visitwilliamshurg #visitwilliamshurg #ad

park? (10)

5d 18 likes Reply

5d 46 likes Reply

milksnob 🗢 🚷 🗐 🧐

V Q 🛛

🌆 Liked by

E.

amyjroloff 🛛 Looks like a wo



Influencer Strategy



amberfillerup 📀 • Following Williamsburg Inn

amberfillerup 🥺 Had such a great day exploring with @VisitWilliamsburg today! We explored Jamestown Settlement where Rosie learned a little too much info about how they would kill deer and squirrels to make jerky .. her response was "wait.. they kill the nice animals too?!" Then we had lunch at the Williamsburg Inn which has the most gorgeous grounds ever! Then went to @colonialwmsburg and got to see all the incredible historic homes. Thanks to all who told us about the cheese shop - you know we love our cheese 🐸 #ad 19w

3 • 0 7 Liked by alyssakstevens and 32,099 others SEPTEMBER 11, 2020 Add a comment...

Amber Fillerup Clark 1.3M followers



Sazan Hendrix 1.1M followers

sazan 🧔 🔹 Following sazan <a> Collecting sweet moments with my girl before her little sis arrives Walked through the gardens & grounds of Colonial Williamsburg for the first time. These buildings date back to the 1700s! Can't wait to keep exploring so follow us along on my Stories 🙂 #teenyandme #VisitWilliamsburg #ad @VisitWilliamsburg (+)safinaaaslam I loveeeeee \odot such cute and priceless moments $\bigcirc \forall$ \square Liked by courtney.marlow and 34,842 others

24w



christineandrew 🧔 • Following Williamsburg, Virginia

christineandrew 🗇 Wrapped up our last day in Virginia 🥪. We hit up @buschgardensva and I was so stoked I didn't get sick on the roller coasters 𝓶 😂 it was actually so fun doing them with the kids! Apollo's chariot was my Fave. Swipe to see the kids HANGING on Griffon 🥯 (they are on the left see Mara wave 👋) Do any of you guys get motion sick? Cody is still dizzy cause he did the upside down one.

We ended riding bikes from @spokeartprovisions through The Virginia Capital Trail (one of my favorite things we did) it was so beautiful. We passed over ponds, saw wildlife, and rode through the woods on these cute wood bridges It was like nowhere I've

Liked by alyssakstevens and 8,660 others 4 DAYS AGO

Christine Andrew 1.1M followers

