

# Visit Williamsburg Influencer Marketing Metrics July 2020 - December 2021

# Influencer Strategy

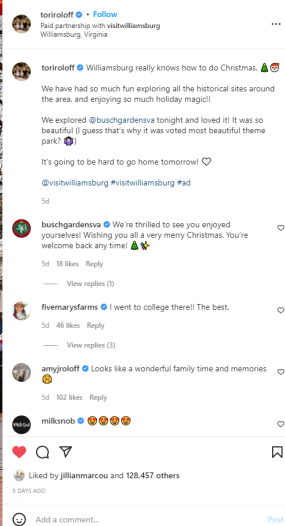
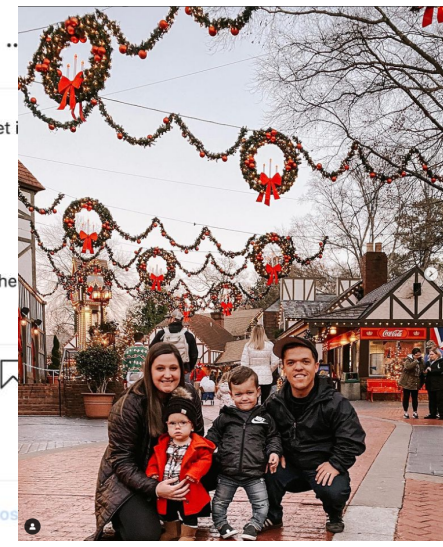
41 Influencers Hosted  
42M+ Impressions  
2.5M+ Engagements  
129 Industry Partners Featured



**Shawn Johnson East**  
**3.1M followers**



**The Busby Family**  
**2M followers**



**Tori Roloff**  
**1.7M followers**



# Influencer Strategy



**Amber Fillerup Clark**  
**1.3M followers**



**Sazan Hendrix**  
**1.1M followers**



**Christine Andrew**  
**1.1M followers**