

A person with long dark hair, wearing pink sunglasses and a light-colored jacket, is seen from the side, holding a smartphone to record a video. The phone's screen shows a beach scene with a cloudy sky and a body of water. The background is a blurred beach with waves and a picnic blanket. The overall scene is bright and sunny, with a clear blue sky.

visit
California

An Integrated
Strategy for
Selecting and
Working with
Influencers

2024

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EXECUTIVE SUMMARY

Social media is ingrained into our everyday lives. As time spent across social platforms has continued to rise, influencer marketing has grown and evolved to become one of the most utilized ways to authentically tell your brand's stories. In 2023, the influencer marketing industry grew to approximately \$21.1 billion. [Data Bridge Market Research](#) expects the value of the influencer marketing platform market to reach \$69.92 billion by 2029.

According to MMGY Global's 2023 *Portrait of American Travelers*® "Winter Edition", 85% of active leisure travelers have a personal page or profile on social media, and that number jumps to 96% for active leisure travelers who have kids. In addition 46% have selected a vacation destination based at least partially on information viewed on social media, showing the importance of social media platforms as sources of inspiration and planning. With marketing tactics shifting based on consumers' demand for more authenticity from brands, interest in influencer marketing has increased. Authentic content remains a top value for travelers, with 52% valuing user-generated content taken by other travelers and 37% valuing influencers' experiences, both up 10% from the previous year. Nearly half of all active leisure travelers follow a celebrity or influencer on social media, and that number increases to 70% when looking at Millennial travelers and 64% when looking at travelers with children. (Source: MMGY Global's 2023 *Portrait of American Travelers*® "Winter Edition").

Creators on these platforms can harness a tremendous amount of influence among their follower base, and the curated content they create and publish can be a powerful marketing asset for brands. Thirty-seven percent of active travelers have stated influencers and content creators have an impact on their travel decisions.

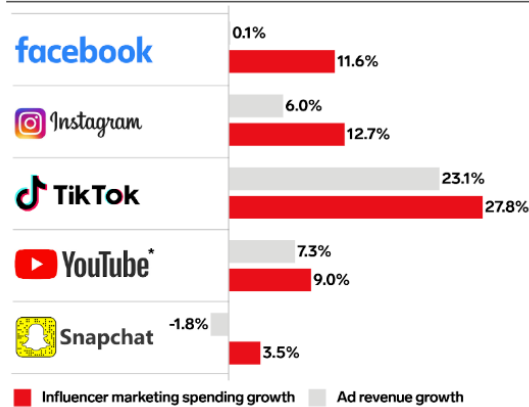
Given the rise in popularity with influencer marketing among tourism boards, Visit California has continued its Global Influencer Advisory Board, started in 2017, for the past seven years. The board is composed of both domestic and international influencers and content creators whose content themes vary from travel, family, adventure and lifestyle content niches. Throughout the ever-changing influencer landscape, the Advisory Board has helped Visit California maintain a firm position as a thought leader in the influencer space, ultimately keeping California top of mind as a premier travel destination.

Visit California's influencer strategy provides an overview of influencer marketing and current trends, outlines recommendations and benchmarks for integrated ROI calculations, shares tools to assist in influencer management, and establishes best practices for working with influencers from both domestic and international markets.

WHAT IS INFLUENCER MARKETING?

Influencer marketing leverages storytelling, endorsements, destination mentions and personal views from influential individuals who have a dedicated social following to drive a brand's message and raise awareness within specific consumer markets, and is set to grow to a \$24 billion industry by the end of 2024 according to the 2024 Influencer Marketing Hub [Benchmark Report](#). Working with influencers goes hand-in-hand with an earned media strategy, along with social media and content marketing. Influencer marketing is successful because of the high level of trust that these individuals have built within their following.

Influencer Marketing Spending Growth Is Outpacing Ad Revenue Growth on Every Major Social Platform, 2023
% change



Many influencers are skilled content creators who specialize in creating photography, video and written content that aligns with established campaign goals and brand pillars. Influencer partnerships help the destination drive brand awareness and travel inspiration by providing an added layer of trust through channels seen as authentic by many target audiences.

Visit California defines an influencer as an individual with a strong online presence who has an engaged audience that was cultivated organically and

who produces high-quality content that inspires their audience and attracts additional readership and viewership. Influencers have spent time and effort building a loyal, authentic following. Their audiences trust them and the products and services they use and promote.

Social media sharing and content gathering are the main components of each Visit California influencer campaign based on the campaign goals. Influencers create and share content on their personal social media profiles which then gets amplified through the organization’s owned channels.

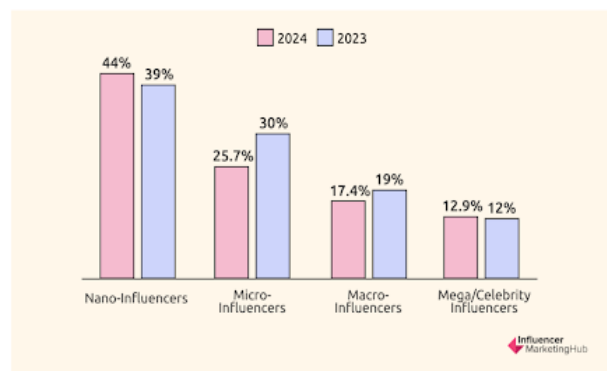
VISIT CALIFORNIA INFLUENCER SELECTION CRITERIA

Visit California approaches influencer discovery and selection with a strategic approach to ensure alignment with Visit California’s brand values, messaging, target audiences and goals.

Visit California collaborates with a diverse range of influencers, spanning from nano to mega influencers, depending on the scope and goals of each specific influencer campaign or initiative.

Mid-tier and micro-influencers offer a large opportunity for brands as consumers trust smaller influencers more than mega-influencers or celebrities, with 31% of active leisure travelers stating they are influenced by celebrities, compared to 37% of travelers being influenced by mid-tier and micro influencers. (Source: MMGY Global’s 2023 *Portrait of American Travelers*® “Winter Edition”). Consumers view smaller micro-influencers as people like themselves who they can more easily relate to, which makes them more likely to trust and take action based on their recommendations.

Influencer Preferences
What Types Of Influencers Will Your Brand Mostly Utilise In 2024?



Despite having smaller followings, niche-influencers should not be overlooked. In 2024, 44% of brands plan to work with smaller nano-influencers compared to the nearly 13% of brands who plan to work with mega-influencers or celebrities. These influencers have a unique advantage as they often boast a more engaged and loyal audience seeking specific content interests and needs. For example, by partnering with Cory Lee, a well-known advocate for accessible travel, Visit California was able to authentically highlight diverse travel experiences across California to new audiences. This strategic partnership demonstrates the impact of engagement and authentic messaging beyond follower size and reach.

While many will use the terms content creators and influencers interchangeably, there are a few distinctions that can make an influencer a content creator.

Traditional influencers have a large following and the power and influence to impact purchasing decisions. However, not all influencers are strong content creators. Content creators create high quality, polished content that ranges from photos assets, how-to guides, fully produced video content, and b-roll. Content creators do expect more compensation than a traditional influencer given you are also paying for their work (produced videos, high quality photo assets, etc.).

Influencers and content creators tend to have one platform of strength, which is where most of their original content is shared and where many of their followers engage with them. For example, an influencer who specializes in content curation will create blog posts that will live on their site, then share customized messaging on their social media platforms to drive increased visitation to the original content on their site. The presence and priority of each of these platforms varies by market.

INFLUENCER PLATFORMS

Blogs

As the original influencer, many prominent bloggers first amassed their audiences from blog viewership. They have a media kit, maintain strong branded partnerships, and garner high visitation and engagement on site content. Each site typically includes a “contact me” tab to include additional contact information in order for brands and tourism boards to begin the discussion on potential partnerships. Many have extended their online reach and prominence onto social media platforms.

YouTube

YouTube is the second-largest search engine, processing more than 3 billion searches a month. More than 500 hours of video are uploaded every minute and there are now more than 50 million content creators vying for the attention of more than 2.7 billion monthly active users.

YouTube brings both authenticity and storytelling to the platform and active travelers are turning to YouTube for travel inspiration. Twenty-two percent of travelers ranked YouTube as the best social app for travel inspiration (MMGY Global's 2023 *Portrait of American Travelers*® "Winter Edition"), with Gen-Xers being more likely to turn to YouTube than any other generation.

Instagram

Instagram continues to be the No. 1 social media platform for brand engagement and accounts for 92% of all social interactions (for both brands and non brands) from 2 billion monthly active users. Sixty-two percent of those users log on at least once per day.

Short-form videos on the platform took off with the addition of Instagram Reels. Reels allow engaging content to live on influencer and brand feeds and to be found on the Explore page. As a bonus, many influencers share their TikTok videos to Reels and vice versa which allows them to grow their audience via multiple platforms. Video content will continue to be prioritized on Instagram, so leveraging Reels in influencer partnerships is important. In addition to video content, Instagram Carousels also perform well and can be considered a good asset deliverable.

Many brands are seeking to leverage the reach and engagement of top Instagram influencers to drive increased brand awareness. That said, to fully support campaign marketing initiatives, a holistic approach should be considered.

TikTok

With 1.7 billion global users and 1 billion video views per day, TikTok is the place to view short and engaging videos. From how-to videos to daily vlogs and of course, humor, there is always a new trend to follow. Reach and impressions are easier to gain on TikTok, and the app continues to develop more engagement-focused additions.

Additional Social Platforms

Visit California does not typically negotiate social shares or assets for Facebook, Pinterest, X or Threads, but allows influencers and creators to share value-add content on these platforms if it aligns with the content being created for the campaign. LinkedIn could also be considered as an additional social platform for very specific campaign needs and messaging.

INFLUENCER CATEGORIES

The chart below outlines Visit California's approach for categorizing influencers. This model ensures a comprehensive influencer strategy, harnessing the strengths of each influencer category to effectively promote Visit California's initiatives across various target audiences. Examples within each category showcase the versatility and inclusivity of Visit California's influencer engagement strategy.

VISIT CALIFORNIA'S INFLUENCER CATEGORIES

EXAMPLE

Micro-Influencer No. of followers: < 50,000 on primary social platform

- Everyday people with highly engaged followers
- May require lower fees or provide higher amount of deliverables
- Project basis appropriate
- Objective for working with influencer: Reach niche and highly engaged audiences,
- As a group, the average engagement rate is **3.86%** – typically, the highest rates.



Cory Lee @curbfreecorylee

- Less than 50,000 followers on Instagram
- Robust blog and growing Instagram channel
- Niche audience base focused on accessibility within the tourism industry

Mid-Tier Influencer No. of followers: 50,000–500,000

- Will require compensation (partnership fees) in return for social media coverage, photo and/or video assets and curated content
- Project basis or long-term
- Average engagement rate is 2.5% on Instagram
- Objectives for working with influencer: engagement and relevance



Tee George @ asipoftee

- 315,000+ reach across TikTok and Instagram
- Began online presence with a niche focus on hiking before expanding her focus to encouraging diversity in the outdoors

Macro-Influencer No. of followers: > 500,000–1 million

- Likely to have agency representation and higher fees
- Content creation is primary focus
- Project basis appropriate
- Engagement is typically closer to 1.5% on Instagram
- Objectives for working with influencer: relevancy and reach



PJ and Thomas @pjandthomas

- 830k+ followers across Instagram and TikTok
- Active bloggers with large social followings across all major social platforms
- Influence extends outside of social, including filming with HGTV

Mega-Influencer No. of followers: > 1 million+

- Name recognition online
- Partnership fees are as high as some advertising fees
- Will have a manager
- Objective for working with influencer: reach, brand awareness



Mark Wiens @migrationology

- 8 million+ followers on YouTube and 1 million+ Instagram
- 10 million reach across all platforms

INTEGRATED FRAMEWORK FOR VETTING INFLUENCERS

It is essential to carefully evaluate influencer opportunities to ensure they are brand aligned and display strong past performance. Vetting should consider both qualitative and quantitative information. When considering a partnership, you are encouraged to request performance metrics you are curious about in order to fully understand and evaluate the type of performance the influencer yields. Influencers should not take offense to this ask but instead be open and willing to share that information. If they are not, proceed with caution, as this may mean they are not clear or transparent about their content performance or audience authenticity.

Visit California's vetting process encompasses both qualitative and quantitative factors of an influencer's performance, as shown in Exhibit A – the Influencer Assessment Form. Using the below factors will help you determine if the influencer is the right fit for your brand and campaign:

- **REACH:** The number of followers an influencer has across all social platforms; think “brand awareness.”
- **RISE:** Vet data from an influencer's main content hub (blog, YouTube, Instagram) to gather actual readership and audience data to ensure viewership is growing and authentic.
- **RELEVANCE:** The context of working with this influencer and knowing that the demographics of the influencer's followers match with your brand's target audience and their content aligns with the brand.
- **RESONANCE:** The number of likes, comments and shares an influencer gets across various platforms, ultimately driving conversion. Pay attention to engagement rates compared to others in the same category. Also pay attention to where the engagement is coming from and if it feels as if it's coming from authentic followers.
- **RISK:** Weigh any potential drawbacks in a possible partnership against opportunity for exposure with an engaged consumer audience. Don't be afraid to Google each potential partner and see what news is out there. Now more than ever it's important to ensure potential partners align with brand values.
- **RELATIONSHIP:** Determine influencer's existing brand relationships, including other travel destinations, to determine overall brand alignment and potential for longer-term relationship.

Quantitative data, such as unique monthly visitors (UMVs), reach, engagement rates, authenticity of followers and frequency of posts should be reviewed and weighed accordingly for each platform. The qualitative evaluation process includes reviewing business objectives of working with the influencer, type of content (copy, photos, videos and/or live streaming) developed and posted, quality of content, posting frequency, notations about current brand partnerships and about any recent content created for Visit California partners or competitor destinations.

The process also involves a step of sharing information across agencies to gauge input from paid, social and owned content teams to brainstorm ideas on how to leverage the influencer’s content across multiple channels.

Reach Versus Engagement:

- Reach (number of followers) is important to evaluate but it isn’t the most important factor when qualifying influencers. Micro Influencers are a growing segment that offers Visit California access to a very niche and often engaged audience.
- Engagement represents the subsegment of an influencer’s following that watches, comments, likes, shares or clicks through to content posted by the influencer.

An influencer with a mid- to large-size audience is considered to have a favorable engagement rate if it reaches 3% or higher. Typically, influencers fall within the 1% to 3% range, making anything exceeding 3% above average. Micro-influencers, with smaller audiences, generally exhibit higher overall influencer engagement rates. A strong performance for a micro-influencer is indicated by an engagement rate of 5% and above.

Tools for Vetting and Tracking Influencers

There is no shortage of tools available in the market to help discover, vet and track digital influencers. These tools are available across various price ranges; the more budget-friendly options usually only handle one part of the process (discovery, audience analysis or post tracking) while more robust tools will offer comprehensive capabilities at a higher cost.

Visit California recommends a subscription to a management tool such as [Tagger](#) or [Captiv8](#). If budgets do not allow for larger tools, platforms such as Influence.co can be used and updated at any time to a pro account.

EVALUATION CRITERIA

Blog analytics	The website’s unique monthly visitors and audience demographics. Blogs that have quality content and have consistent posts are given priority.
Reach	The total number of followers across each platform.

Relevance	Audience demographics and interests that align with the brand but also reflect authenticity. Ensuring a match in values and interests, you create stronger authentic connections between the influencer’s audience and your brand.
Engagement	Influencers who regularly engage with their audience, ask and answer questions and alter their content based on people’s feedback. High engagement (in their respective category context) is the key to creating conversations and cross-platform promotion across many channels.
Frequency	The average number of posts per week across each channel. This information enables us to understand consistency and the number of posts that would be deemed as authentic for a partnership agreement.
Quality of content	Influencer content shows a high production level and clear tone of voice. Photography and videography follow the influencer’s brand and tone of voice and are clear, sharp and stylized. Content is written correctly, shows authenticity through tone of voice and provides their readership with the deeper information through the long-form content shared.

The goal of the integrated process is to match authentic influencers with the brand, voice and marketing needs for your destination, whether that is brand awareness within a niche category, content creation, calls to action for followers, or building a super advocate for California.



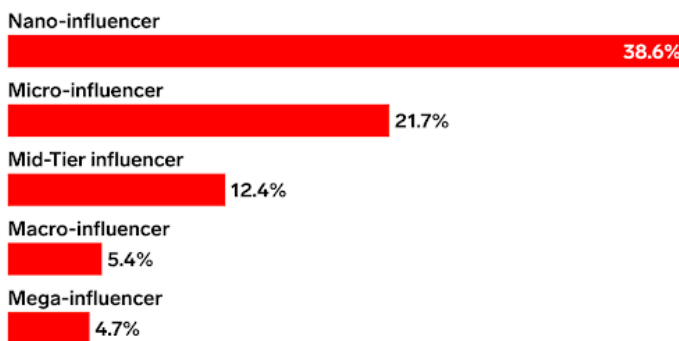
PARTNERSHIP EXECUTION

Negotiating Fees and Deliverables

Influencer marketing is a growing **\$24 billion** industry. Compensating influencers and creators for deliverables and assets they produce is standard practice and expected, as influencer marketing has reached maturity within the United States. According to data from Hashtag Pay Me’s 2023 report, average income from brand campaigns in the U.S. increased from \$3,653 in 2021 to \$5,111 in 2022. In terms of how marketers are prioritizing spend by creator types, nano- and micro-influencers take the majority of market spend.

It is important to note that every influencer has a different pricing structure based on their channel focus and content strengths. In a recent report, multiple influencers shared their own pay scales, offering different pricing options. Visit California recommends always negotiating custom packages that include multiple deliverables for each partnership. This will ensure you're receiving a stronger ROI for the partnership compared to only contracting and paying an influencer or creator for a single post.

Influencer Marketing Spending Growth, by Follower Count US, 2024, % change

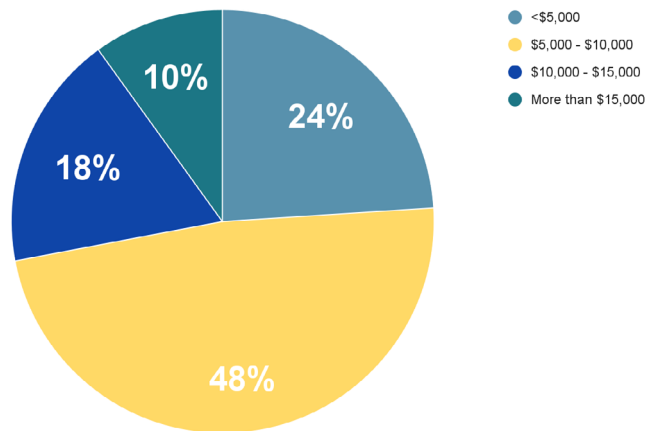


Source: Insider Intelligence | eMarketer, July 2023 (see below for notes and methodologies).

Influencer fees are on the rise globally as well. In markets like Canada and the U.K., where influencers formally did not require payment, it is now the expectation in most cases. However, California is perceived as a desired destination – one that most influencers want to travel to with brands in the state they want to work with – there is still room for negotiations around payment and trade-outs for travel expenses with some international markets.

As mentioned previously, audience size is not the only factor to consider when negotiating influencer rates. There are several variables to keep in mind when negotiating compensations and deliverables including:

- Influencer reach
- Audience Engagement
- Influencer content focus and quality
- Content channels and format
- Number of Deliverables
- Licensing Rights



Based on survey responses from influencer partners, conducted in 2022, respondents provided insight into their average compensation ranges for full sets of deliverables for travel-specific partnerships. 48% of respondents stated their average compensation ranged between \$5,000 - \$10,000, with 24% stating average compensation is below \$5,000, as highlighted in the chart.

Contract Development

Visit California provides each influencer with a contract that outlines the agreed upon deliverables, respective delivery dates, usage rights, financial compensation, program details and travel details. Exhibit B is a template of the contract/terms of agreement that Visit California's earned media agency, MMGY, uses for influencer partnerships.

It is important to note that some of the biggest points of feedback from respondents in the 2022 influencer survey included how important it is to be transparent about what the partnership includes. When asked what information should always be shared within initial outreach, the majority of responses noted that clear expectations, goals, required deliverables and budget should always be included. It is important to be upfront about contracts and deliverables in order for the campaign to be successful.

When finalizing deliverable and compensation criteria, it is also important to clearly state expected usage rights for all assets produced during the partnership. This includes how and when they agree to the re-sharing of their social media content, requested images or video, and if anything created will be used for paid promotion. Usage rights are a big moneymaker for influencers, with many charging more for unlimited rights for content to be used outside of primary social channels as well as for paid whitelisting initiatives. Almost every influencer respondent noted that full usage rights warrant a higher fee. If usage rights or paid whitelisting is a priority, expect to pay more for the content you are asking each influencer to create.

Partnership Disclosure

In the United States, the FTC monitors influencer activity closely, occasionally sending letters to both influencers and marketers reminding them that they should clearly and conspicuously disclose their relationships to brands when promoting or endorsing products through social media.

Influencers are required to disclose any affiliations with brands, encompassing both financial and personal relationships. Financial associations extend to gifts, discounts, or any form of perks received. Compliance with these guidelines also ensures clarity and openness in communicating the nature of the influencer's connections with brands, fostering transparency and trust with their audience.

A few tips for compliance:

- Be transparent and clearly communicate relationships with brands
- Disclose financial and personal affiliations, including gifts or perks
- Make sure disclosure language is unambiguous
- Ensure font and color are easy to read
- For video ads, the message must be on the screen long enough to be noticed, read and understood
- Terms likely to be understood include "Partner", "Ad," "Advertisement," "Paid Partnership," "Paid Advertisement," "Sponsored Advertising Content," or some variation thereof; advertisers should not use terms such as "Promoted" or "Promoted Stories"
- Stay informed about evolving regulations and update influencer contracts and guidelines accordingly to ensure ongoing compliance
- Provide influencers with comprehensive guidelines outlining best practices, including clear disclosure requirements in alignment with regulations

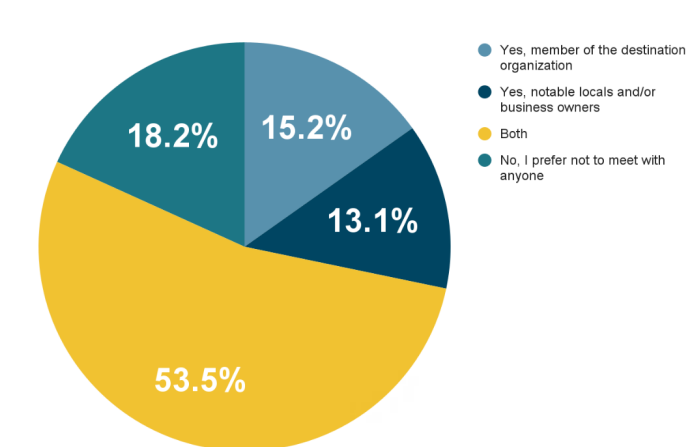
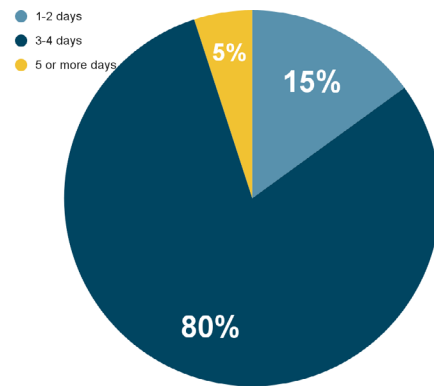
For every influencer partnership where payment or travel is exchanged for services, Visit California proactively includes specific hashtags in the contract that influencers are required to use.

All contracts also state that influencers need to disclose that they are compensated to produce the content shared in partnership with Visit California. As a best practice, Visit California provides guidelines, Exhibit C, that outline partnership best practices and partnership disclosure in compliance with FTC regulations.

Trip Planning

Visit California works to provide each influencer with unique experiences that further drive travel inspiration to target audiences via influencer channels. In doing so, keep in mind that not every influencer has the same travel preferences. Once contracted, Visit California requests that all influencers complete a pre-trip survey that allows them to share their preferences for accommodations, dining, content creation, activities and more. Influencers also include important travel information in the form to help streamline travel coordination. It is important to work directly with each influencer to ensure they are comfortable with the experiences you are offering and feel safe exploring your destination. Ethnicity, race, gender and disability all factor into a person’s comfort level with certain travel experiences. Keep an open dialogue with potential partners to ensure their needs are being met prior to their arrival in your destination.

Through the influencer survey conducted in 2022, each respondent was very helpful in outlining the best way to plan travel experiences. 77% of influencers noted they would love to provide more input on their trip itinerary, with 80% noting that they believe 3-4 days allows for adequate time to gather content in one location.



Diving into how influencers spend their time while in destination, it is important to provide a good balance between planned activities and solo exploration time. Looking at our survey results, 42% of respondents preferred only 2 planned activities per day, with 39% preferring only one planned activity per day.

As influencer trips rely on first-person viewpoints and experiences, it is important to work directly with each partner to ensure these activities are aligned with the influencer's preferences and content creation plans.

Lastly, when planning each influencer's travel experiences many noted their interest in meeting with a member of the destination organization or a notable local while traveling.

Content Creation and Brand Amplification

A trend that's affecting all facets of the digital marketing landscape is the growing presence of artificial intelligence (AI). Visit California's Global Influencer Advisory Board members all noted that utilizing AI within any imagery shared on their channels would not be ethical without a disclaimer. While all board members shared that they do not use AI to alter their content, they shared that they might find it okay to use as long as creators are properly crediting what has been altered.

Members also wanted to clarify that they do not consider editing video or photo with proper editing software an improper use of AI and 50% of our members do edit their content using presets or custom filters to give their content a similar look and color story. With the growing presence of AI, in today's world, it's even more important to properly vet your potential influencer partners to ensure their content is authentic. You can also clearly state that utilizing AI to alter imagery is not allowed in any campaign content should you see that as a risk when working with influencers in the future.

Organic Amplification

While garnering earned media through influencer content is important to brands, the content created can have a far-reaching impact beyond the influencer's organic reach. Now, the majority of influencer-created content is also being used for both organic brand channel amplification and paid advertising.

Influencers have reported that when they feel like they are a part of a brand's authentic marketing strategy, they are often happy to create and share assets with the brand, inspiring more creation, loyalty and conversion. That said, it is important to ensure when and where content will be shared is approved by each influencer before using the assets. Usage extending past organic social media sharing should be discussed during initial conversations with each influencer to ensure they are aligned with how and when their content will be repurposed on owned channels. Once usage has been agreed upon by both parties, it should be clearly outlined within the influencer agreement.

Frequent reviews of influencer-created content generated through hosted trips are conducted to select photo and video assets that Visit California can share or promote across their owned channels. When looking at organic amplification, Instagram Collab posts and Instagram Story features are the primary methods of amplification that Visit California executes. Instagram Collab posts allow one post to be shared with three additional Instagram accounts, allowing us to plan ahead when featuring an influencer's post and approve that content for sharing across both the influencer's channel as well as the @VisitCalifornia Instagram account. Visit California has seen great success from our Collab opportunities, resulting in strong reach and engagement for both the influencer and the brand account. Instagram Story features are a great way to share influencer content post-trip, allowing the influencer to be featured through dedicated frames by sharing the content they created post-trip to Visit California's Instagram audience.

Visit California earned and owned teams have developed a process that outlines social re-sharing guidelines. These are discussed among both teams to ensure the proper strategy is agreed upon by all parties and re-sharing aligns with the usage rights agreed upon by Visit California and the influencer partner.

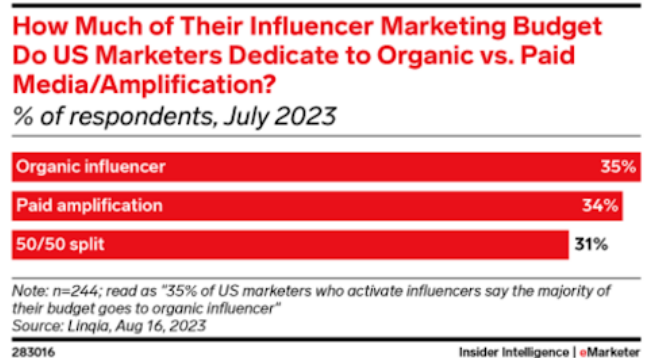
With the increased presence TikTok has within social media strategies, ways to leverage influencer content continue to grow. Some influencers, especially those who have stronger partnership ties to your brand, enjoy crafting additional content for new and emerging platforms or are happy to provide additional image and video coverage to be used for owned content creation. Others, especially those who are seen more as experts and professionals in their fields (think videographers and photographers) may not be as willing to provide unlimited usage rights for their content to be repurposed on new platforms. Through clear, concise communication that outlines your content aggregation goals, you will be able to find those partners who are open to further collaboration. It's important to note that outcomes typically aren't a reflection of your relationship with those influencers and many might not feel comfortable in their skills just yet, or just might not have the time to take on additional work.

Paid Amplification

Another trend that's affecting all facets of the digital marketing landscape is incorporating paid whitelisting into influencer marketing campaigns. Influencer whitelisting is defined as the process of an influencer granting a brand permission to access their social media accounts in order to execute paid promotion of the influencer's sponsored content. When a social media user sees the whitelisted ad, it looks like it came from the creator - not the brand, which can seem more trustworthy to consumers. During our February 2024 Global Influencer Advisory Board meeting, our board members shared that almost every campaign they work on now includes paid whitelisting permissions within their contracts. Additionally, TikTok is the preferred channel for paid whitelisting for most, as our Advisory Board members noted they see more of a performance boost on TikTok than they do on Instagram. They also overwhelmingly see a more positive response from target audiences on TikTok when compared to Instagram. If you are considering adding paid whitelisting to your influencer campaigns, our board members also noted that they appreciate knowing more about the target audience you'll be using their content to reach as well as advertising run dates in order to provide more transparency around how brands are utilizing their content for paid purposes.

It's important to note that influencers and creators expect clear communication from potential partners that paid usage is a priority for the campaign as is compensation for paid promotion. This primarily applies

to U.S. creators as members of our Global Influencer Advisory Board from other countries noted a lag in brands asking for paid usage rights. In fact, eMarketer projected that spending on sponsored social media content in the U.S. grew roughly 3.5 times faster in 2023 than social ad spending, remaining ahead of ad spending through 2025.



Visit California tested paid whitelisting across both Instagram and TikTok with two influencers who were part of a Childhood Rules influencer campaign in 2023. The test yielded strong results across both platforms, collectively generating 150,000 engagements and performing stronger on TikTok when compared to Instagram.

TRACKING ROI AND DETERMINING SUCCESS OF INFLUENCER PARTNERSHIPS

The influencer with the highest number of followers is not always the best ambassador for Visit California and partners. Influencers can generate net-new impressions, site traffic, brand awareness and drive visitation to California. An important component of Visit California's influencer strategy is an integrated approach at tracking ROI and overall campaign success.

As Visit California deepens relationships with past and current influencers and increases its relationships with new influencers, the overall objective is to develop a robust influencer network for Visit California and to accurately track and maximize the ROI of each campaign.

Within the influencer space, there are no consistent methods of how to measure the ROI for influencer marketing. Some brands do not attach a dollar amount to the ROI but instead track the call to action (CTA) that is attached to the influencer partnership agreement, while other brands treat influencer marketing as advertising.

Visit California recommends using digital advertising values as the baseline for ROI reporting. Cost per thousand impressions (CPM) is a marketing term used to denote the price of 1,000 advertisement impressions. Cost per engagement (CPE) is a digital advertising model in which advertisers only pay when a user engages with their brand content. Engagements include likes, comments, public shares and link clicks.

Visit California has established a \$10 CPM as a standard baseline for media value calculations. This baseline is determined by utilizing the industry average for the cost of a typical paid social campaign within paid social.

The standard equation Visit California uses to calculate media value for each influencer partnership in 2024 is as follows:

$(\text{Total Impressions}/1,000) \times \$10 = \text{Total Media Value}$

Using the results from our Childhood Rules campaign as an example, we calculated the total media value to be more than \$57,000.

Total Media Value: $5,760,292/1,000 \times \$10 = \$57,603$

Platform	# of Posts	Total Impressions	Total Engagements
Blog	2	17,500	20
Instagram [Reels + Posts]	15	1,646,494	44,399
Instagram [Stories]	253	445,840	N/A
TikTok	14	3,629,218	131,742
YouTube	2	21,240	1,101
TOTAL	286	5,760,292	177,262

In addition to tracking ROI quantitatively, Visit California also evaluates the quality of content and assets produced by each influencer during the campaign period, including photography, video, blog and social media content. To determine partnership success, the business objective is reviewed to ensure it was met and in some cases this will be valued as the most important factor for working with the influencer.

Examples of business objectives include:

- Brand awareness tied to a content focus or brand pillar: road trips, adventure, culinary, family travel or affluent travel
- Call to action: Encourages visitation to visitcalifornia.com and social media channels (measured by tracking data provided through Google Analytics or a sharp increase in followers across Visit California’s social media platforms)

Some partnerships will incorporate a paid media component, in which Visit California will allocate paid media budget to share the content created by the influencer across our owned channels. In these instances, Visit California will also evaluate the paid media impressions, website visitation and audience insights as part of the overall success of the campaign.

Measurement of influencer partnerships are evaluated within one to two months following the end of the campaign and depends on the length of time contracted to each influencer to complete the agreed upon deliverables. Measurement and results are shared across the marketing and communication teams once final results are calculated.

INFLUENCER PARTNERSHIP BEST PRACTICES

For Visit California to continue to build an authentic, loyal and engaged network of influencers, it is important to continue to foster relationships with each influencer partner. Visit California’s owned content and social media teams follow designated influencers on all social channels, monitoring content shared during each paid partnership and amplifying real-time content, when applicable.

The Visit California social media team will organically engage with influencers during and after the campaigns to ensure that the influencers are “feeling the love” from their DMO partner and also to foster an advocate relationship with the influencer that will last beyond the campaign.

Post-campaign, the Visit California social media team curates and shares video, blog content and/or image assets that the influencer produced on Visit California’s owned channels.

10 Steps to Partnering with an Influencer

1. Have a strong, established social media presence that is highly curated and aligns with the influencer’s content focus.
2. Establish the campaign goals you are wanting to achieve through influencer marketing and determine the content focus. Allocate marketing budgets (compensation and travel expenses) for influencer marketing campaigns you hope to execute based on the goals you are hoping to reach and content you are hoping to produce.
3. Identify which influencer(s) match the brand, using the evaluation criteria, and determine who you want to work with for this particular campaign. It is recommended to begin partnership discussions via email or the ‘contact me’ submission form on their website.
4. Articulate a clear campaign strategy, purpose and goal for working with the influencer. Ensure this information is transparent and shared with the influencer during the initial outreach email.
5. Negotiate rates, compensation and/or travel reimbursements with influencers AND make sure to outline clear deliverables and responsibilities for the campaign that are agreed upon by both you and the influencer. Once final compensation and deliverables have been determined, provide a contract to clearly outline influencer requirements and responsibilities. See exhibit B for an example agreement template.
6. Develop a visually engaging itinerary aligning with campaign goals, allowing ample time and flexibility for influencers to produce photography and videography. As needed, consider hiring a locally-based photographer to escort a group of influencers or allow their photographer to join them as their plus one.
7. Monitor deliverables during the campaign or in-destination visit and quickly address any issues that may arise with the influencer, such as poor quality photos, lack of hashtag usage or tagging of your organization. Continuous monitoring of content will also ensure you are re-sharing and engaging with the influencer’s content via your own social accounts.
8. Secure deliverables, if applicable, within one month following the influencer’s visit or campaign start date. Depending on the amount of assets, a one-month time period can be lessened or increased.
9. Process final payments for influencers as outlined in the signed contract.
10. Maintain contact with the influencers throughout the year and monitor all channels for re-purposed and/or re-imagined content that mentions your brand throughout the year.

International Best Practices

Visit California takes a targeted, localized approach to influencer marketing in its international markets. While each market has its own nuances, there are many similarities that exist across markets – from vetting influencers and paying fees to the types of influencers to engage and the content that resonates the most with consumers. The following overview provides a high-level snapshot of each market to clarify the state of influencer work and recommendations to guide programs across the globe.

Global Trends:

- Niche creators and micro-influencers are on the rise.
- Video content is a huge source of inspiration across the globe.
- Group press trips are of interest and an effective way to garner coverage and destination knowledge.

CANADA

Nano- and micro-influencers are trending in the Canadian market as brands look to leverage their niche and engaged followers. The audiences of both nano influencers and micro-influencers are trusting of them – and with paid amplification, the content can have an impressive reach even with their lower organic following.

Engaging influencers who are sustainability focused and share sustainable ways of living is key in Canada. Growing awareness of sustainability concerns in this market creates an opportunity for brands to share these efforts with consumers through influencer programs.

The Canadian influencer market closely mirrors the U.S. influencer market, with authentic and organic content valued highly across all channels. Additionally, a growing movement to transition the term “influencers” to “creators” reflects this need to provide unique, genuine and fearlessly creative content.

Canadian influencers expect compensation for partnerships, with micro-influencers charging approximately \$1,000–\$3,000 per post and mid-tier influencers charging anywhere from \$3,000–\$10,000 per post. Forming real relationships and long-term partnerships can help move from a “per post” payment model to a more flexible package that meets your needs.

MEXICO

Influencer marketing in Mexico has emerged as a powerful tool for brands to reach and engage with their target audience. By partnering with Mexican influencers, tourism destinations can leverage their large following and credibility.

In Mexico, working with influencers is very common for tourist destinations. Due to this high demand, the correct selection of profiles is essential. Destinations are forming more long-term relationships with influencers to create brand affinity rather than hiring influencers for one-off projects.

Influencers who are recognized for giving travel recommendations have a very busy schedule both nationally and internationally. That's why, beyond simply inviting them to visit the destination, it is recommended to have a contract or commercial agreement (with a designated budget) to allow for tailored content that is communicated to the Mexican market as intended by the destination.

Another trend is group travel by influencers who normally travel together, which can increase their reach.

Looking ahead, influencers will continue to proliferate. There will be pressure, however, from destinations on influencers to better measure their return on investment beyond the stay.

UK & IRELAND

The UK is continuing to see the emergence of video as the leading form of content. Working with influencers in the U.K. and Ireland, deliverables suggested by the content creator generally include a Reel and/or TikTok as they adjust to the ever-changing social algorithms. According to a recent report from [Meltwater](#), while Facebook and Instagram have the most users per month, the video-based platforms (TikTok and YouTube) have the most time spent on them, with a staggering amount of time spent on TikTok.

The Meltwater report noted there were 57.1 million social media users in the U.K. as of January 2023, with 70.7% using Facebook each month, followed by Instagram (56.4%), X (42.8%) and TikTok (38%). However, TikTok had the highest average time spent per month with a staggering 27 hours, 18 minutes, followed by YouTube (15 hours, 30 minutes), Facebook (14 hours, 42 minutes), and Instagram (7 hours, 42 minutes).

Following the pandemic, influencer fees have increased significantly across the U.K. and Ireland, with most content creators now requiring payment. This includes low- to mid-tier influencers (50K-100K followers) who are also requesting a fully supported trip. On the other hand, micro-influencers who would typically not request payment from a destination like California (which might be a bucket-list destination for them) are seeking added value, whether that be promotion of their content on Visit California's owned social channels or providing a limited set of assets within the deliverables, with additional ones available to purchase.

GERMANY

Unique and authentic experiences that showcase a destination's culture, nature and beauty are very important to German creators. To gain and engage followers, German influencers must create unique, meaningful and educational content, so providing those opportunities is crucial throughout the itinerary. It is important to note that many German creators like to be involved with building out their itinerary, and they like to have time to explore the destination on their own.

Though TikTok is gaining popularity in Germany, Instagram remains the most popular platform for German influencers. While many of the well-known influencers have retained their prestige, many German creators have changed their content focus and niches, and many new creators have come to the scene after COVID-19.

Many influencers in Germany are now covering different content pillars such as outdoor adventure, leisure travel and family travel to differentiate themselves from others.

It has also become standard practice for influencers to require payment for partnerships. In fact, unless the influencers intend to travel to California anyway, they most likely expect sponsorship of the entire trip including flight, accommodation, meals and activities. Generally, travel expenses for a guaranteed set of deliverables in return is the standard. It is also common to collaborate with photographers and videographers to obtain licensing rights for images, but additional fees are usually charged.

Group FAMs have historically proven to be very successful for the German market.

FRANCE

The influencer landscape in France is mature with a complementary mix of profiles, from micro to celebrity and with a wide variety of topics, platforms and expertise. Instagram, TikTok and Facebook are the platforms where influencers are the most active in France, with YouTube ranking fourth. Fifty percent of influencers are now active on TikTok. Twitch is on the rise in France with new concepts of live shows or live travel vlogs that have strong and engaging communities of viewers. In the tourism sector, blogs remain a useful tool to inspire future travelers and to support them in the creation of their itinerary. Blogs are also a precious tool for SEO strategy.

French users are looking for transparency from brands and influencers. They want more authentic, in-the-moment shared content.

Laws have been voted on in France to supervise influencer marketing, and a union of influence agencies has been created. A certificate of ethical influence has been created by the SCRP (Syndicat du Conseil en Relations Publics).

Influencer marketing is regulated in France, and every commercial collaboration has to be mentioned in the content shared by the influencer even when influencers are invited and not paid, with the added mention of “Commercial collaboration” or “Advertising” on every piece of content (stories, posts and Reels).

In the case of an unpaid collaboration, influencers are less inclined to commit to a specific amount of content deliverables. However, it is possible to secure a minimum amount of content in order to guarantee visibility for the brand and partners.

ITALY

The most widely used channel for sharing travel-related content in Italy is Instagram, followed by TikTok and Facebook. Micro-influencers are the most numerous, while mid-level influencers are less common. Though micro-influencers have a smaller following, they tend to be more favored by Italian brands and consumers as their content is more niche and specialized. In fact, niche-focused content is trending in Italy and expected to grow.

In terms of payment, it is standard to pay Italian creators a fee when working with them. With the payment, creators also expect brands to be more involved in the messaging, timing, etc.

SCANDI

The Nordic countries of Denmark, Norway, Sweden and Finland are fond users of influencer marketing, and it has become the most increasing form of online marketing over the past 10 years.

In the Nordics, smaller influencers are more desired by brands because of the authentic and relatable content. The micro-influencer (less than 50,000 followers) is also particularly liked by the Nordic audience because of their relatability and credibility since the content comes from a private person. Micro-influencers are often people who gained a large audience because of their talent for creating original content or because of a specific talent or passion that people are interested in. Additionally, micro-influencers are more niche, and their profiles often center around an interest or expertise such as food, traveling, fashion or family. The content gives the audience access to the influencer's private day-to-day life with kids, ups and downs, and work, which yet again fuels the authenticity – creating the feeling of “they are just like us.” Micro-influencers are also popular with brands because the interaction and engagement rates are often high and personal.

Macro-influencers (50,000–500,000 followers) are frequently used by larger brands. These influencers are typically people previously known from television or the music industry. Macro-influencers have large audiences but typically do not post as frequently, and the quality of content is often less professional. But these macro-influencers have a much greater reach and are often talented and humorous entertainers.

Statistics show that nearly every other person in the Nordics between 18 and 29 follows an influencer and one-third of all women follow an influencer on social media. Instagram is the absolute most used platform for following influencers, and the biggest influencers in Scandinavia can charge organizations up to \$15,000 per post on Instagram and sometimes more.

In 2021, laws concerning influencer marketing were made in the Nordics, and it became illegal to do brand deals without clearly marking the posts as “advertisement.” Even though influencer marketing has been forced to become more transparent, the audience and brands still have a trust in micro-influencers especially because of their authenticity and their ability to target a specific audience. Therefore, more and more brands view influencers as their primary branding platform.

Working with influencers through their agencies is preferred in the Nordics, as the agencies are highly professional, and they use performance tools to measure interaction rates, reach and more, which gives brands better insights when it comes to data.

CHINA

Weibo and WeChat are the two main platforms of note. There is also Douyin (the domestic version of TikTok) and RED (pretty similar to Instagram), but Visit California doesn't have an official presence yet.

Influencers and key opinion leaders (KOLs) are requiring compensation for partnerships, with rates similar to those seen in the U.S. The way to approach influencers in China is different as Weibo is the main platform to engage with influencers and KOLs.

Visit California works with Weibo Travel to build partnerships and leverage their power to reach influencers. It is generally more cost effective to work through Weibo Travel rather than reaching out to influencers one by one, and influencers tend to be easier to manage when Weibo Travel is involved. Working with the platform is definitely more cost effective when working with five or more influencers at once.

JAPAN

Japanese influencers with the potential to influence consumer travel decisions are found primarily on YouTube and Instagram. Instagram was previously the most influential channel for Millennials, especially women who were inspired by the beautiful images they found there. During the pandemic, video content – both short and long form – became essential for reaching consumers and helping them to dream about travel. Now that the Japanese are not just dreaming but traveling again, they are using video as their primary source of inspiration.

There are a limited number of pure travel influencers in the Japanese market. They travel both domestically and internationally and post about their experiences. They are in high demand because all DMOs and airlines want to reach their audiences. Most influencers are more lifestyle focused, creating content about culinary, music, art, fashion, wellness, family and more.

In terms of content creation, the travel content that attracts the most reach and engagement continues to be culinary, unique natural beauty (especially what can only be seen at a certain time of day or time of year), exciting experiences that make followers want to join in, and hotel accommodations. On YouTube, content that resembles traditional television reporting on destinations, restaurants or hotels is popular. The more professional looking, the better. This type of content is replacing traditional broadcast travel programming.

On Instagram, content that is half video and half text overlay is attracting high engagement. Followers are seeking information as well as striking images. Followers also want to learn how to create their own images similar to the influencers, so tips on how to create content are gaining popularity. Apart from travel, content featuring animals is always popular and attracts high engagement.

KOREA

Influencer marketing in South Korea is growing, with both large and small companies leveraging it. In the past, brands primarily relied on celebrities; however, the focus has now shifted toward micro- and nano-influencers. These influencers are highly valuable as they can foster deeper connections with their followers, particularly the MZ Generation. They possess a more relatable and approachable demeanor compared to celebrities and specialize in specific areas of interest relevant to their followers.

When engaging with consumers, influencers must prioritize honesty and transparency, especially when it comes to sponsored content. While follower count holds importance, the quality of content is paramount. Followers are interested in compelling content rather than just the social media platforms themselves.

Alongside human influencers, virtual influencers have also emerged and gained prominence on social media. Some have even collaborated with brands to promote products and enhance brand recognition.

A recent Korean survey found that people are considering travel destinations and getting planning resources mostly through influencer Instagram postings and blogs. This is especially true for the MZ generation, as they tend to follow influencers more and want to be like them.

AUSTRALIA

Trust and authenticity have been a focus recently with the Australian Competition and Consumer Commission (ACCC) auditing more than 100 influencers in January 2023 to check their “sponsored content” to ensure they met the #ad guidelines in response to more than 150 tipoffs from consumers.

1 in 5 Aussies follow influencers or experts on social media, and there has been a 58% growth in brands engaging micro- and niche-influencers for the authenticity they bring to content.

A 2021 report by Australian influencer management agency The Exposure Co. found that 39% of Australians are more likely to purchase a product promoted by an influencer demonstrating a measurable impact on consumers. The same report found that 70% of people use social media to research things they want to buy and that travel influencers are the most popular category of influencer to follow. A more recent 2023 study found that 87% of Instagram users took a specific action such as following a brand, visiting its store or making a purchase after seeing posts containing product information on the platform.

It is estimated that there are over 56,000 influencers in Australia. The largest group of creators in Australia by far is nano-influencers who account for more than half of all influencers (57.79%). This type of creator has between 1,000 and 10,000 subscribers. The second-most popular group is micro-influencers (33.61%) with between 10K and 50K followers. Mid-tier influencers with around 50K to 500K followers account for 8.06%. Macro-influencers and mega-influencers /celebrities with over 1 million followers represent the smallest groups: 0.32% and 0.22% respectively.

The average Instagram engagement rate in 2022 for Australian influencers was 2%, with niche- and micro-influencers having the highest engagement rates.

INDIA

The Indian influencer industry continues to grow. In India, brands across all sectors are increasingly relying on influencers to connect with audiences for reliable content. Personal care brands lead in market share, followed by food, fashion, travel, jewelry and mobile electronics.

By 2026, the industry’s market value is estimated to reach 28 billion Indian rupees with around 55 million urban Indians being direct consumers of influencers of various kinds.

According to a Statista study, 73% of respondents followed influencers to obtain information, while 61% followed them for inspiration or motivation.

The study also highlighted the significant impact of influencers on their audience's purchase decisions, with 59% of respondents more likely to try a product recommended by their favorite influencer. Furthermore, 52% of respondents trusted influencers more than celebrities.

Instagram remains the top platform for influencer-brand collaborations, followed by YouTube and Facebook. Indian consumers are most drawn to content formats such as short-form video, like reels, followed by vlogs and images.

Brands prefer to work with macro-level influencers followed by micro-influencers, while virtual influencers are the least popular choice among brands, followed by mega-influencers and celebrities. In terms of engaging social media users on Instagram, nano influencers were in the lead in India, with an engagement rate of over 5% as of 2022. According to a Dentsu study, the virtual influencer market is set to grow significantly.

The overall number of posts by Indian influencers on Instagram amounted to nearly 9.2 million in 2022. According to Statista, Instagram is the preferred platform for collaboration between influencers and brands in the country by a large margin. YouTube was the second-most popular choice with 21% of responses. India has also seen a rise in thought leader influencers through LinkedIn.

Some notable trends in the Indian influencer market include a shift toward authenticity and relatability. Influencers who showcase their genuine personalities, share personal stories and engage in meaningful conversations tend to resonate well with their audiences. Additionally, collaborations with micro-influencers and niche content creators are rising, as they often have dedicated and highly engaged fan bases and high-quality content.

For effective collaboration with Indian influencers, brands should prioritize long-term relationships over one-time campaigns. Partnerships aligning with the influencer's niche and values yield better outcomes. Costs can vary widely as there is no standardized pricing model. Typically, payment depends on the brand's value, the size of the influencer's audience, previous collaborations, negotiation skills, content that has to be created and other such variables. If the influencer has worked with the brand before, it's usually easier to reconnect directly without getting their agency involved and may be more cost-effective.

Celebrities in sports and entertainment (mainly cricket and Bollywood) continue to have a massive fan following; however, their followers are not categorized or defined. For example, Virat Kohli, a cricketer and former captain of the Indian national cricket team, has the largest Instagram following in India with 254 million. Most brands work with celebrities for their mass reach, providing great visibility through brand endorsements and social media campaigns.

In a country like India, celebrity endorsements have helped to build that instant connection with a larger audience. The primary reason for this is that celebrities have millions of fans who believe in them and listen to what they have to say. There is also a category of people who treat these celebrities as their idols and follow whatever they say. Hence, a single post on a celebrity's social media platform has the power to reach millions across the world.

While top A-list Bollywood stars are still part of many brands' promotional plans, the recent trend reflects a growing recognition that younger and more relatable stars may be better suited to connect with the rapidly evolving consumer base. International companies have discovered that well-known Indian faces resonate well with audiences, and so they have chosen to work with Indian celebrities.

MIDDLE EAST

The influencer market in the Middle East has witnessed remarkable growth over the past decade, propelled by the region's increasing digital connectivity, robust social media adoption and a burgeoning interest in online content consumption. The major channels used by Middle East-based influencers include: YouTube (popular among most demographics and especially popular for entertainment and lengthier production); Instagram (widely popular throughout the region and among most demographics, especially Millennials and Gen Yers); Snapchat (extremely popular among Saudi nationals and other Middle East nationals and Arab expats); TikTok (increasing in popularity across the region starting with Gen Zers and steadily growing) and X (popular especially among Arabs for receiving updates with the latest news).

What makes this market particularly unique is its high levels of expats and wide spread of demographics, with each cultural community being influenced by the influencers from their home regions. As such, influencers from the United States, Bollywood and India, Europe and Asia all have influence within their corresponding diaspora in the Middle East.

The most popular influencers in the region are members of the various royal families of the region. This tends to be especially the case of male members, whereas female members remain largely absent from the social media public scene. Local TV and radio presenters have generally broad appeal as social media influencers, followed by content providers from all sections of society (both male and female) who hold great appeal and interest from their followers.

As a widely traveled consumer market, almost all Middle East-based influencers see collaborating with destinations, hotel brands and even airlines as a positive thing that they would be interested to explore. While a few top key influencers will seek a paid marketing deal, most influencers will be happy to engage in barter or hosted experiences in exchange for coverage without additional financial payments.

Most are also happy to pre-negotiate a guaranteed minimum level of exposure in exchange for hosted tourism-related experiences and are willing to sign agreements to that effect. TV and radio celebrities would also include coverage/exposure for their commercial outlet media social handles as well as their own personal social handles.

As part of special tie-ups, an increasing number of travel-focused influencers will include and promote exclusive discount promotions for their followers, such as 10% discount codes for airline tickets, travel packages, hotel stays, and spa and dining experiences.

A select number of vetted influencers are also being encouraged to create paid group trip travel as a method of monetization for the destination that has previously hosted them.

EXHIBIT A - INFLUENCER ASSESSMENT FORM

Influencer Details:

Name:	
Email:	
Phone:	
Address:	
Content Focus:	

Website/Blog Information:

Website/Blog Name	Profile	UMV
<insert>		
<insert>		
Total UMVs:		

Social Media Footprint:

Social Media Platform	Potential Reach	Average Engagement Rate over last 90 days	Average # of Posts Per Day	Comments
Facebook:				
Instagram:				
Pinterest:				
TikTok:				
X:				
YouTube:				
TOTALS				

Total Potential Reach:

UMV Total:	
Social Media Total:	
TOTAL:	

Content Ownership:

Can VCA Obtain Rights To Content?	Yes/No
If Yes, List Content Assets To Be Developed And Their Rights	\$<insert>

Partnership Costs:

Is There Sponsorship Cost?	Yes/No	
If Yes, List Content Assets To Be Developed And Their Rights		
What Are The Elements To The Sponsored Partnership?		
What Are The Estimated Assisted Travel Costs?	Accommodation: Car Rental: Flights: Gas: Meals: Other:	\$<insert cost> \$<insert cost> \$<insert cost> \$<insert cost> \$<insert cost> \$<insert cost>
	TOTAL SPONSORSHIP AND ASSISTED TRAVEL COSTS:	\$<insert cost>

Objectives:

What is the business objective of working with this influencer?	<insert overall goal > i.e. drive website impressions to VCA.com, increase followers of @californiadreameater
How will this goal be met?	Yes/No
How will we track success?	

EXHIBIT B - TERMS OF AGREEMENT TEMPLATE

Sponsored Influencer Agreement:
 [Insert Campaign Name]
 Trip Dates: [insert here]

This Sponsored Influencer Agreement (“**Agreement**”), effective as of [date], (the “**Effective Date**”), is by and between **INFLUENCER** who resides at www.WEBSITE.com (“**Influencer**”), and **MMGY NJF** (“**Company**”), on behalf of its client, **Visit California** (“**Client**”).

In consideration of the mutual covenants set forth herein, and for other good and valuable consideration, the sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1.0 Services

Visit Date(s) to California	[Insert Trip Dates here]	Inclusive dates of travel in California.
Flights	[Flight detail here]	Visit California to purchase airfare on behalf of [name] [name]
Ground Transport (e.g. car rental)	Car rental	These specific costs will be reimbursed with original receipts after the assisted visit has concluded.
Gas	Gas needed for rental car	These specific costs will be reimbursed with original receipts after the assisted visit has concluded.
Accommodations	[Accommodation detail here]	Incidentals are at own cost. Will need to put down credit card at hotels for incidental charges.
Meals	Visit California and/or destination partners to cover the cost of meals as outlined in the final itinerary.	Daily stipend outlined in the final itinerary to cover any additional meal costs. These costs will be reimbursed with original receipts after the assisted visit has concluded.

Influencer shall promote the Client by creating social media posts and other content (collectively “**Content**”), and performing certain services (collectively, “**Services**”):

Name of Influencer	[Name]	
Names and links to Platform Pages	Blog: Instagram: TikTok: YouTube: X: Facebook:	
Date Range Of Content		
Content Focus		
Social and Blog Deliverables	<ol style="list-style-type: none"> 1. Blog/YouTube Requirements 2. Instagram channels sharing requirements 3. Instagram Story requirements 4. Addition social sharing requirements 5. Image asset requirements 	<ol style="list-style-type: none"> 1. Blog must-haves 2. Blog posts, social posts and Story content to link to custom UTM link: [link] 3. VCA to credit [influencer] on photos or videos posted to VCA's social accounts 4. Influencer to provide all social and blog analytics to [email] by [content due date]

Influencer shall create the Content and perform the Services hereunder in accordance with the Engaged Influencer Guidelines, attached hereto as Exhibit A, as well as in compliance with all applicable federal, foreign, international, state, local or other laws, rules or regulations (collectively, "Laws"), including without limitation, not in any manner as to violate any third party rights and/or any applicable privacy and/or publicity rights. Influencer shall use their best talents, efforts and abilities to provide the services.

Social Media Tagging/Hashtag Usage

This agreement requires influencer to tag Visit California in all relevant postings on the corresponding social channel used:

- Facebook.com/VisitCalifornia
- Youtube.com/visitcalifornia
- Instagram: @VisitCalifornia
- TikTok: @VisitCalifornia
- Pinterest.com/VisitCalifornia
- X: @VisitCA
- Usage of #VisitCalifornia hashtag in posts across social media channels is required.

Per your supplied itinerary and/or social media cheat sheet, inclusion of supporting destination partner handles and hashtags is also required when visiting that establishment.

2.0 Compensation and Payment Terms

In consideration for Influencer's full performance of all services, the Content and all rights granted by Influencer hereunder, and subject to all terms and conditions hereof, Company shall pay Influencer the sum of USD [\$XX] (the "Fee"). Upon completion of all services, Influencer shall issue a final invoice to Company for the Fee (\$XX) and Company shall pay such invoice within 45 days of receipt.

3.0 Term and Termination

The term of this Agreement shall commence on the Effective Date and shall continue until the earlier of [end date] or when all of the Services have been completed by Influencer to the satisfaction of

Company, unless earlier terminated in accordance with the terms hereof (the “Term”). Company may terminate this Agreement at any time, without cause, by five (5) days prior written notice to Influencer.

Should the Influencer choose to terminate the Agreement prior to departing for the trip, Influencer will be held responsible for any travel expenses the Company has incurred on the Influencer’s behalf.

4.0 Responsible Tourism

4.1 **Responsible Tourism:** It is your sole responsibility to practice responsible travel when partnering with Visit California. It is critical that all of Visit California’s marketing and content programs positively contribute to communities and embody good stewardship of the state’s natural and cultural resources. Responsible travel ensures that future generations will be able to access the same California experiences available today and includes, but is not limited to, not causing negative social, economic or environmental impacts on the destinations you visit. Responsible travel must be practiced at all times by your actions and through all content created during your time in California, as well as in any content shared in partnership with Visit California.

4.2 **Safety:** Be alert and make responsible decisions about your safety when traveling. Follow safety tips provided by Visit California, registered places of accommodation and by local authorities. For your own safety and for the safety and preservation of all landmarks, attractions, parks, and ecosystems, you must follow all rules and restrictions while visiting these areas. This includes, but is not limited to, staying on proper paths; not feeding or touching wildlife; obeying all traffic laws and consciously sharing the road with other motorists, cyclists and pedestrians; and vigilantly practicing fire safety. Remember, your followers are influenced by your content and any actions you take are a reflection of Visit California. Do not share content that may be viewed as dangerous or could cause harm to your followers if they tried to recreate your content. Imagery including scenes from the edges of cliffs, near restricted areas, off designated trails, etc. should not be shared unless the dangers are clearly stated in the post copy.

4.3 **Respect of Culture and Environment:** Always be socially and environmentally aware of your surroundings during your time in destination. This includes showing respect to local residents and fellow visitors, as well as to the environment, while abiding by all laws. Be tolerant and respectful of the people you meet and the environments you visit as you observe social and cultural traditions and practices. Do not litter, and be mindful about leaving a location the same or better than when you arrived – leave no trace of your presence and never take artifacts or natural mementos (rocks, seaglass, bottles) away from a location. Be conscious of your environmental impacts and make sustainable choices whenever possible.

4.4 **Multimedia Responsibilities:** Obey all photography, video and drone laws during your time in California. Some areas in destinations such as national landmarks, state and national parks, and wildlife areas do not allow drones to be flown. Others may require you to obtain a permit or other form of permission for any filming to be done on site. Research drone and video rules and restrictions for public lands and attractions before visiting.

5.0 Grant of Rights

5.1 **License to Use Content:** Influencer grants Company a limited, non-exclusive right and license, to use and/or link to the Content or any portion thereof, and to use the Influencers domain name, trademarks, logos, identifications and other intellectual property associated with Influencers social media channels, including, without limitation, the Influencer’s social media usernames and blog titles (“Marks”), in any and all media (now or hereafter known), without limitation as to time or territory.

5.2 **Name and Likeness:** Influencer hereby grants Company the right to use Influencer’s name, image, likeness and other identifying indicia (“Name and Likeness”) in any and all media (now or hereafter known) for Company’s advertising and marketing purposes, including, without limitation, in connection with the posting, publication and/or any other exploitation of any of the Content, without limitation as to time or territory.

6.0 Exclusivity

Influencer agrees not provide services similar to those provided hereunder to any competing brand of Client during the Term without the prior written approval of Company.

7.0 Influencer Representations, Warranties and Agreements

Influencer represents, warrants and covenants to Company that: (a) Influencer has the full right, power and authority to enter into this Agreement, grant the rights granted herein, and fully perform his obligations hereunder without violating the rights of any third party; (b) the Content is wholly original with Influencer, and Company’s or any other party’s use thereof does not and will not infringe any copyrights, trademarks, trade secrets or other intellectual property rights or violate the right of privacy, publicity or other rights of any individual; (c) the Content, and Influencer’s performance of the services and all of his other obligations under this Agreement, will comply with the Specifications and all other terms and conditions of this Agreement and will not violate any applicable Laws; and (d) all statements made by Influencer in the Content will be truthful, and an expression of Influencer’s personal experience and belief. In no event will Company’s approval of any Content relieve Influencer of his responsibilities under this Section 7.0.

8.0 Indemnity

Influencer shall defend, indemnify and hold Company, its Client and their respective parent, subsidiary and affiliated companies, and their respective retailers, advertising agencies, and their respective agents, employees, representatives, contractors, successors and assigns (collectively, “**Indemnified Parties**”) harmless from and against any and all costs, liabilities, demands, claims, suits, actions, damages, losses, judgments and expenses, including without limitation, attorneys’ fees, arising out of or related to: (a) the performance of obligations under this Agreement by Influencer and/or his employees, agents, representatives and/or contractors; (b) any breach hereof by Influencer and/or his employees, agents, contractors or representatives, including without limitation, any breach of any of the warranties, representations and/or agreements by Influencer under this Agreement; and (c) any other acts or omissions of Influencer and/or his employees, agents, contractors or representatives (including without limitation, any claims for libel, slander, disparagement, defamation, copyright infringement, invasion of privacy, piracy, plagiarism, or infringement of any copyright, trademark, trade secret or other intellectual property right of any third party), at no expense to the Indemnified Parties. Company shall provide Influencer with prompt written notice of any claim for which Company seeks indemnification. Influencer agrees that Influencer may not enter into any settlement or compromise without Company’s prior written consent, which shall not be unreasonably withheld. Company may, at its election, assume the defense, settlement or other resolution of such a claim with counsel of its own choosing.

9.0 Confidential Information

Influencer agrees that it will not utilize or disclose to any party any confidential or proprietary information obtained hereunder regarding Company, its Client or any of Client’s products or services, or the terms of this Agreement. Notwithstanding the foregoing, Influencer may disclose the terms of this Agreement under the following circumstances: (1) to its professional advisors who are bound by an obligation of confidentiality and non-disclosure, or (2) as otherwise required by law.

10.0 General Provisions

- 10.1 **Independent Contractor:** The relationship of Influencer to Company shall be that of an independent contractor rendering professional services. Nothing in this Agreement is intended to, or should be construed to create a partnership, agency, joint venture or employment relationship with the Company. Influencer is not authorized to make any representation, contract or commitment on behalf of the Company or its Client.
- 10.2 **Assignment:** This Agreement and the rights and obligations thereunder shall not be assignable or delegable by Influencer without the prior written consent of Company in each instance (at its sole discretion). This Agreement shall be binding upon and inure to the benefit of each party’s permitted successors and assigns.
- 10.3 **Choice of Law:** This Agreement shall be governed by the laws of the State of Missouri without regard to conflict of law principles. The parties hereby agree to submit to the exclusive jurisdiction and venue of the federal, state, and local courts located in Kansas City, Missouri.
- 10.4 **Waiver Interpretation:** Neither the failure nor any delay to exercise any right, remedy, or privilege under this Agreement shall operate as a waiver thereof or of any other provision hereof, nor shall any single or partial exercise of any right, remedy, or privilege preclude any further exercise of the same. A determination that any provision of this Agreement is invalid, illegal or unenforceable shall not affect the enforceability of any other provision.
- 10.5 **Obligation Limited to Payment:** Company shall be under no obligation to cause the Content to be posted or otherwise used, or otherwise exploit any of the rights granted by Influencer hereunder, it being understood that their only obligation is to make the payment required under this Agreement.
- 10.6 **Entire Agreement Amendment:** This Agreement and any Exhibits attached hereto and incorporated by reference herein constitute the entire agreement of the parties and supersede all other agreements, representations, communications, statements or negotiations between the parties relating to the subject matter hereof. Any change to this Agreement shall not be valid unless it is in writing and signed by both parties.
- 10.7 **Counterparts:** This Agreement may be signed in counterparts, each of which shall be deemed an original, and all of which together shall be deemed a single instrument.

IN WITNESS WHEREOF, the parties hereby execute this Agreement as of the date first set forth above.

[INFLUENCER NAME OR COMPANY NAME]

MMGY NJF

By: _____

By: _____

EXHIBIT C - VISIT CALIFORNIA BLOGGER GUIDELINES

VISIT CALIFORNIA BLOGGER GUIDELINES

Please abide by the following Blogger Guidelines (“Guidelines”) when Blogging at the request of Visit California (“Company”), or when the Company has provided you with free accommodations or any other incentive for you to blog about Company properties.

1. Application of Guidelines

“Blogging” includes any ongoing electronic chronicle of information conducted on Company-owned websites or third-party websites (e.g., Facebook, X, Instagram, YouTube, etc.). Blogging also includes making comments about the Company, its products/services or those of its competitors, on third party websites (e.g., on public review websites like Yelp!, via the Amazon.com Customer Review feature, etc.).

2. Disclose Your Connection to Company

Whether you were directly engaged by Company to engage in Blogging or have simply been given an incentive to review Company’s products, you should make your connection to Company clear to readers. This connection should be disclosed regardless of space limitations of the medium and it should be prominent enough for consumers to view and understand it easily when they are reading your posts.

Examples:

- #Ad or #Sponsored on shared social media content
- “This post was sponsored by Visit California. All opinions expressed here are my own” on a blog post

3. Give Your Honest and Truthful Opinions

Your statements should always reflect your honest and truthful opinions and actual experiences and clearly state that the views expressed are yours alone and do not represent the views of the Company. That being said, be aware that stating even honest views about the Company, its competitors or its respective industries, may have repercussions to you. Remember that the Company expects that you refrain from making statements that may be inconsistent with the positive images and/or goodwill with which the Company wishes to associate. This would likely include linking to, or including content that is sexual, violent, offensive or otherwise inappropriate for the audience for which it was intended.

If a statement is not your opinion, but rather something that Company has asked you to say, this fact should be made clear to readers and you should only post content provided by Company to the extent it is consistent with your own views and opinions.

4. Only Make Factual Statements That Are Truthful and Can Be Verified

Only make factual statements, which you know for certain, are true and can be proven. Remember that even if you don’t expressly state a fact, it may be implied, and these Guidelines apply to both express and implied messages. Be especially careful about making any false statement about Company’s competitors or their products/services, as Company does not support any false or misleading statement or comparison. If you are Blogging at Company’s direct request, each Blog entry may require prior legal review (please check with your Company contact for full details).

5. Promotions, Giveaways or Contests

Company sponsored: Blogger Giveaways, Sweepstakes or Contests are subject to applicable laws and compliance with Company’s policies. Bloggers invited to participate in a Company sponsored Giveaway must provide receipt of acknowledgement of their participation and agree to be in compliance with these Guidelines. All blogs must contain a brief description about Company and post links to the Company websites. Any promotion (sweepstakes, contest, free giveaway, etc.) conducted at Company’s direct request must disclose Company’s affiliation (See Paragraph 1 above). Any Contests or Sweepstakes must provide a link to the complete Official Rules and be compliant with all applicable legislation and regulations.

6. Do Not Send E-Mail Messages on Company’s Behalf Unless Expressly Requested

Unless expressly requested, Company does not want you to send any emails on its behalf, nor will it provide you any compensation if you do. To the extent that you send your own e-mails, Company encourages you to comply with all applicable laws. For the purposes of clarity, if you are specifically asked to send any emails on the Company’s behalf, these Guidelines will apply and any e-mail communication about the Company or its products and services shall be considered “Blogging” for the purposes of these Guidelines. If you are asked by the Company to send e-mails or internal social networking messages, you should disclose your connection to the Company (see Section 2) and the Company may also require certain disclosures to be contained in the message.

7. Respect Intellectual Property Rights

Intellectual Property is the group of legal rights relating to things people create or invent. Intellectual property rights typically include copyright, trademark, and trade secret rights, as well as the right to

use someone's name, likeness or voice. Examples include photographs, video, music, trademarks/logos, personal names/likenesses, writings, etc.

Only use Company intellectual property with express written permission, and do not alter or modify any Company intellectual property. Only use third-party owned intellectual property with express permission or when such use is otherwise permitted under the law (such as a "fair use"). Note: a determination that a use is a "fair use" is a legal judgment and should likely only be made after consultation with Company's legal department, or your own legal counsel, as appropriate.

All Content should comply with applicable federal, state and local laws and regulations.

8. Do Not Disclose Any Company Confidential Information

If you receive or become aware of information about Company, or its products or services or its internal business operations (including financial information) that is not known by the general public or is subject to a Non-Disclosure Agreement, do not include such information in your Blog. To the extent you have any question whether information is confidential in nature, either contact Company directly before disclosing such information or otherwise err on the side of caution and do not disclose the information. Please refer all media inquiries regarding the Company or its products/services to Mackenzie Bromley (mbromley@mmgy.com).

9. You Are Personally Responsible for Your Actions

You should know that you are personally liable under federal, state or local law for your actions and omissions with respect to your Blog, which makes following these Guidelines, as well as all other applicable laws, regulations and other applicable legal authority, particularly important. Furthermore, you should know that Company will hold you directly responsible for any claims which arise from your violation of the law, these Guidelines, or Company's rights, and by Blogging you hereby agree to indemnify the Company, its parents, affiliates and subsidiaries from any liability which arises out of the foregoing.

10. We Reserve the Right to Ask You to Remove Content

By Blogging at the direct request of Company, or by accepting any incentive from Company to Blog, you agree that you will immediately remove any content on your Blog relating to Company, its products or its services, those of its competitors or those associated with Company, upon notice from Company that it finds the content objectionable. Even if we do not notify you, we expect that you will promptly remove any content for which you receive a legitimate complaint or which you later become aware may be in violation of the law or otherwise violate third party rights.