

visit  
**California**

An Integrated  
Strategy for  
Selecting and  
Working With  
Influencers  
**2025**



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## EXECUTIVE SUMMARY

As influencer marketing continues to mature, it has grown and evolved to become one of the most utilized ways to authentically tell your brand's stories. In 2024, advertisers spent \$8.14 billion on influencer marketing, a 16% increase from 2023 according to EMARKETER. It's forecasted that U.S. influencer marketing spend will grow faster than social ad spending in 2025.

According to MMGY's 2024 *Portrait of American Travelers*® "Winter Edition," 89% of active leisure travelers have a personal page or profile on social media, and that number jumps to 97% for active leisure travelers who have kids. Additionally, more older travelers are joining younger travelers on social media, with an increase of 3% and 5% in the number of Gen Xers and Boomers, respectively, with a personal page from 2023. In addition, 49% of active leisure travelers 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 consumer demand for more authenticity from brands, interest in influencer marketing has increased. More travelers used social media in 2024 to save content for future travel ideas (48%) and search for things to do in destinations they had already decided to visit (60%). Influencers and content creators are great resources to fill both needs, with half of all active leisure travelers following a celebrity or influencer on social media. That number increases to 68% when looking at Millennial travelers and 80% of Gen Z travelers.

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. In fact, 41% of active travelers have been influenced to make a travel purchase following a post that they have seen on social media.

Given the rise in popularity of influencer marketing among tourism boards, Visit California has hosted its Global Influencer Advisory Board for the past seven years. The Advisory Board is composed of both domestic and international influencers and content creators whose content themes vary from travel, family, adventure and lifestyle 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.

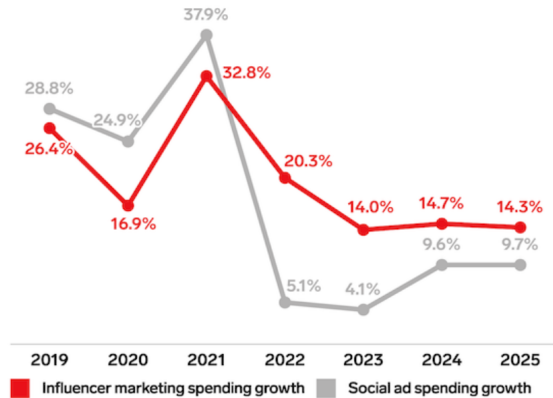
Visit California's influencer strategy provides an overview of influencer marketing and current trends, outlines recommendations and benchmarks for integrated ROI calculations, shares tools to assist in influencer management, and establishes best practices for working with influencers in both domestic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

## WHAT IS INFLUENCER MARKETING?

Influencer marketing is a collaborative strategy in which brands partner with individuals who have built trusted relationships with their audiences. These influencers, ranging from celebrities to everyday people with niche credibilities, bring authenticity and relatability to marketing efforts. By leveraging their storytelling, endorsements and personal insights, brands can create engaging content that resonates deeply with followers, driving awareness and connection within targeted consumer markets. This approach prioritizes trust and authenticity, unlike traditional mass advertising, making influencer marketing

**Influencer Marketing Has Been More Resilient Than Social Ad Spending**

% change



a powerful tool for reaching specific audiences in meaningful ways.

Influencer marketing is a **\$24 billion industry** with its spending growth set to outpace both digital- and social network-ad spending growth according to **EMARKETER's** forecasts. 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 with their following. 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 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.

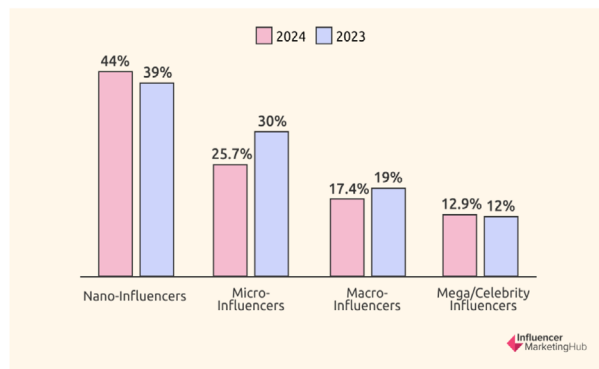
Social media sharing and content gathering are the main components of each Visit California influencer campaign based on campaign goals. Influencers create and share content on their personal social media profiles that then gets amplified through the organization's owned channels.

**VISIT CALIFORNIA INFLUENCER SELECTION CRITERIA**

Visit California approaches influencer discovery and selection with a strategic lens 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.

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



## The Value of Midtier- and Micro-Influencers

**Midtier- and micro-influencers** offer a large opportunity for brands, as consumers trust smaller influencers more than mega-influencers or celebrities, with 24% of active leisure travelers stating they are influenced by celebrities compared to 32% of travelers being influenced by midtier and micro-influencers. In fact, the percentage of travelers who were influenced by celebrities dropped 7% from 2023 to 2024 (Source: MMGY's 2024 *Portrait of American Travelers*® "Winter Edition"). Consumers view smaller micro-influencers as people who they can more easily relate to, which makes them more likely to trust and take actions based on influencers recommendations.

## The Unique Advantages of Niche-Influencers

Despite having smaller followings, niche-influencers should not be overlooked. Niche-influencers tailor their content creation to a very specific topic, interest or area of expertise. These influencers have a unique advantage as they often boast more engaged and loyal audiences 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 regardless of follower size and reach.

## Diversity in Partnerships

Visit California recognizes the importance of working with influencers who represent diverse identities, such as BIPOC, LGBTQ+ and individuals with disabilities.

According to **CreatorIQ's** State of Creator Marketing 2024–2025 report, 84% of creators share that inclusivity factors into whether they want to work with a brand. However, it's important to make sure we are not working with these creators solely for diversity messaging. Instead, their unique perspectives should be considered and integrated into our broader campaign messages and brand initiatives. This approach ensures diversity and inclusivity messages are included within Visit California's campaigns and messaging with authentic voices.

## Specializing Content for Crowded Conversations

Influencers are becoming increasingly specialized. While many already focus on a specific niche or industry, the trend is moving toward even greater refinement. Instead of identifying simply as travel influencers, for example, some are carving out unique identities like hotel influencers or van life influencers to differentiate themselves and stand out in a crowded field.

## Understanding the Role of Influencers vs. Content Creators

It's important to note the difference between traditional influencers and content creators. While many will use the term interchangeably, there are clear distinctions between the two.

A traditional influencer has a larger 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 photo assets and how-to guides, to fully produced video content and b-roll. Content creators do expect more compensation than a traditional influencer, as you are also paying for the content itself.

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 live on their site, then share customized messaging on their social media platforms to drive increased visitation to their original content. The presence and priority of each of these platforms varies by market.

## Influencer Categories

The chart 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: < 55,000 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 @curbfreeecorylee

- Less than 55K followers on Instagram
- Robust blog and growing Instagram page
- Niche audience base focused on accessibility within the tourism industry

## Midtier-Influencer No. of followers: 55,000–500,000

- 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\_

- 315K+ 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



### Greta Gercovich @the\_gretaway

- 609K+ followers across Instagram and TikTok
- Australian travel and lifestyle influencer with large social followings
- Infuses humor into her content

## 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

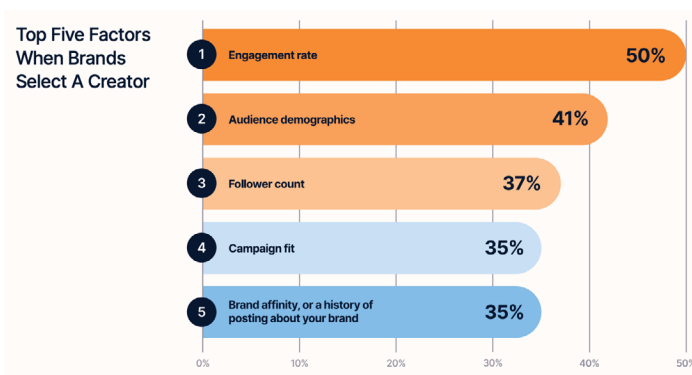
- 10 million+ subscribers on YouTube, 2 million+ on Instagram and nearly 2 million on TikTok
- Famed food traveler and flavor enthusiast

# INTEGRATED FRAMEWORK FOR VETTING INFLUENCERS

It is essential to carefully evaluate influencer opportunities to ensure they are brand aligned and display strong past performances. 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 and ensure viewership is growing and authentic.
- **RELEVANCE:** The context of working with this influencer and whether their content aligns with the brand and their followers' demographics match with your brand's target audiences.
- **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. Follower count is no longer the most accurate reflection of a creator's ability to drive results for brands. According to CreatorIQ, more brands are now prioritizing engagement rate as the primary factor for predicting partnership performance.



## Reach Versus Engagement:

- Reach (number of followers) is important to evaluate but it isn't the most important factor when qualifying influencers. For example, 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 on Instagram if it reaches 1% 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. The average engagement rate on TikTok is 2.6%.

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 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.

## EVALUATION CRITERIA

Reach	The total number of followers across each platform.
Relevance	Audience demographics and interests that align with the brand but also reflect authenticity. By 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 contextual categories) 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 on-brand in a partnership agreement.
Quality of content	Influencer content that 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 in its tone of voice and provides their readership the deeper information via shared long-form content.

The goal of the integrated process is to match authentic influencers with the brand, voice and marketing needs of 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.

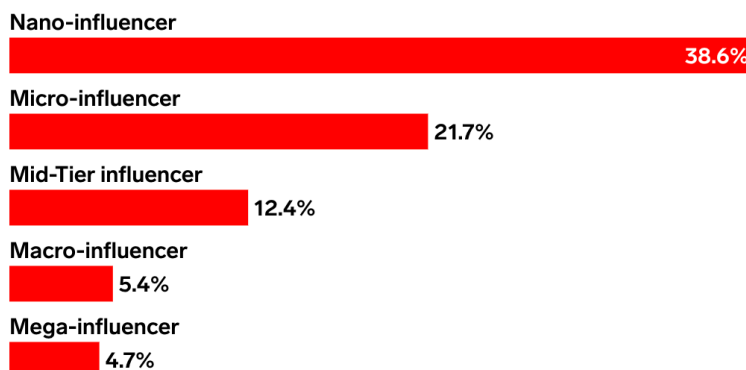


## PARTNERSHIP EXECUTION

### Negotiating Fees and Deliverables

Compensating influencers and creators for the deliverables and assets they produce is standard practice and expected as influencer marketing has reached maturity within the United States. **EMARKETER** projects that U.S. marketer spending on sponsored social media content will rise by 14.2% this year to total of \$9.29 billion. In terms of how marketers are prioritizing spend by creator types, nano- and micro-influencers take the majority of market spend.

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



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

Insider Intelligence | eMarketer

It is important to note that every influencer has a different pricing structure based on their channel focus and content strengths. 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. Visit California prioritizes the following deliverables when contracting influencer partners:

## Influencer Priority Deliverables by Platform

<p>Photo &amp; Video Assets</p>	<p>Creator-generated content, photos or videos captured by the influencer, but not necessarily posted to their channels, is a great way to get authentic content for brand use. If this is a priority, it is imperative to contract for the required usage rights (term and use case).</p> <p>Visit California’s recommended deliverables (depending on strength of profile):</p> <ul style="list-style-type: none"> <li>• 3-5 high-quality photo or video assets</li> </ul>
<p>Instagram</p>	<p>Short-form videos on the platform took off with the addition of Instagram Reels. Reels allows 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.</p> <p>In addition to video content, Instagram carousels also perform well and can be considered a good deliverable for focusing on high-quality images.</p> <p>Daily Instagram Stories are a great way for creators to give their followers a play-by-play look at their trips. During Visit California’s September 2024 Influencer Advisory Board meeting, many board members shared that less stories generate stronger engagement for them. Many will wait at least 24 hours before starting a new series to help with engagement and views. Having a strong hook for each individual frame to keep engagement up is a must.</p> <p>Visit California’s recommended deliverables (depending on strength of profile):</p> <ul style="list-style-type: none"> <li>• 1-3 Reels</li> <li>• 1 carousel</li> <li>• 3 Stories frames per day</li> </ul>
<p>TikTok</p>	<p>On TikTok, vertical videos reign supreme. Videos can be up to 10 minutes long, but most users prefer to create content that is less than 60 seconds. Videos that tap into trends - whether trending songs or topics - tend to perform best on the platform.</p> <p>TikTok also offers Photo Mode, a carousel format available on mobile for photo content that’s ideal for sharing high-quality images. Still images automatically display one after another, and creators can add music to accompany them.</p> <p>Visit California’s recommended deliverables (depending on strength of profile):</p> <ul style="list-style-type: none"> <li>• 1-3 videos</li> </ul>

<p>YouTube</p>	<p>Long-form YouTube videos allow for deeper engagement and advanced storytelling. Videos that are 10 minutes or longer typically retain viewers for at least 50% of the video duration.</p> <p>After platform testing longer-form videos, YouTube Shorts can now be up to 3 minutes long. Shorts show up on the YouTube homepage, in the Shorts tab and on a creator's channel homepage.</p> <p>Creators who upload both long-form videos and Shorts see better overall watch time and subscription growth. During our September 2024 Influencer Advisory Board meeting, our members agreed that a balance between long- and short-form video content is best. With long-form content allowing creators to stand apart, but short-form content having more potential to go viral and grow follower counts.</p> <p>Visit California's recommended deliverables (depending on strength of profile):</p> <ul style="list-style-type: none"> <li>• For larger creators - 1 long-form video</li> <li>• For smaller creators - YouTube Shorts video(s) syndicated from Instagram Reels/TikTok</li> </ul>
<p>Blogs</p>	<p>Blogs remain an incredible format for detailed storytelling. When considering blog deliverables, brands should review the number of monthly visitors a website receives to understand the potential performance.</p> <p>Visit California's recommended deliverables (depending on strength of profile):</p> <ul style="list-style-type: none"> <li>• 1-3 blog posts</li> </ul>

If an influencer is active on multiple video-focused platforms, syndication can be a useful method for extending content reach within compensation budgets. Syndication involves an influencer posting a video across multiple platforms (Instagram Reels, TikTok, YouTube Shorts).

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 fees are on the rise globally as well. In markets like Canada and the UK, where influencers did not previously 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 - so 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

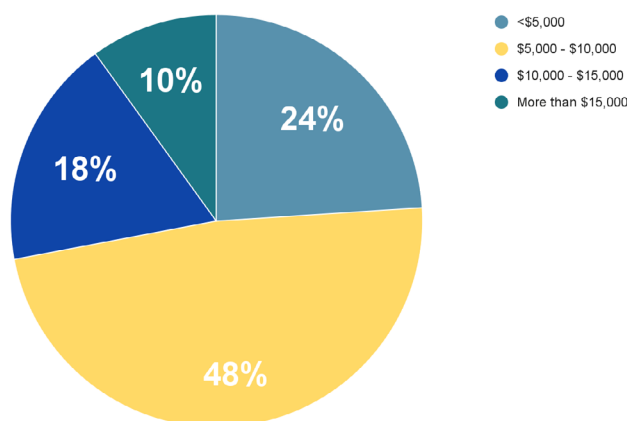
Based on survey responses from influencer partners in 2022, respondents provided insights into their average compensation ranges for full sets of deliverables in travel-specific partnerships. 48% of respondents stated their average compensations ranged between \$5,000-\$10,000, with 24% stating average compensation was 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 were 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 resharing of their social media content, requested images or videos, 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 and 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. 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,” “Sponsored,” “Advertisement,” “Paid Partnership,” “Paid Advertisement” 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

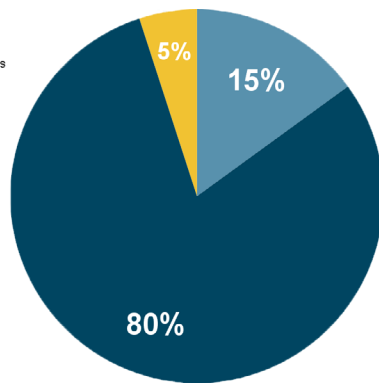
For every influencer partnership where payment or travel is exchanged for content, Visit California proactively includes specific hashtags in the contract that influencers are required to use.

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, found in Exhibit C, that outline partnership best practices and partnership disclosure in compliance with FTC regulations.

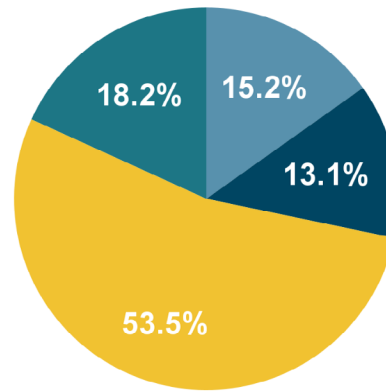
## Trip Planning

Visit California works to provide each influencer with unique experiences that further drive travel inspiration to target audiences via influencer channels. Keep in mind that not every influencer has the same travel preferences. Once contracted, Visit California requests that all influencers complete a pretrip 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.

- 1-2 days
- 3-4 days
- 5 or more days



- Yes, member of the destination organization
- Yes, notable locals and/or business owners
- Both
- No, I prefer not to meet with anyone



In 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 itineraries, 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 visiting.

Visit California requires all influencer partners to abide by responsible tourism principles. These are clearly outlined in each partnership agreement, as shown in section 4.0 of Exhibit B – Terms of Agreement Template. These principles highlight that marketing programs should positively contribute to communities and embody good stewardship of the state’s natural and cultural resources to ensure future generations will have access to the California experiences of today. While traveling, influencers must make safe and responsible decisions, be aware of their surroundings, respect local communities and abide by all laws, including those that limit photo, video or drone use in specific destinations.

## 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 cohesive 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

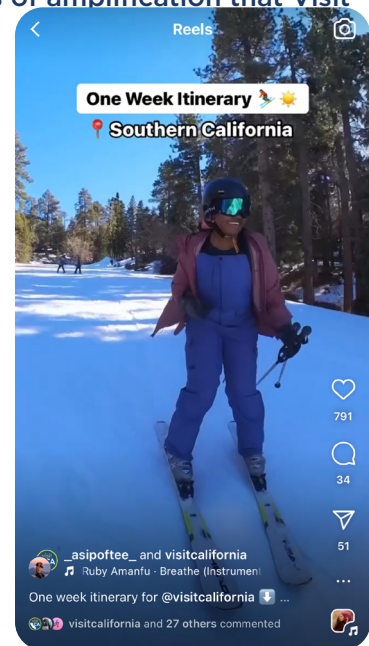
While garnering earned media through influencer content is important to brands, the content created can have a far-reaching impact beyond the influencer's organic reach. Now, the majority of influencer-created content is also being used for both organic brand channel amplification and paid advertising.

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 in dedicated frames by sharing the content they created 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 between both teams to ensure the proper strategy is agreed upon by all parties and re-sharing aligns with the usage also 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 with 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 Visit California's September 2024 Influencer Advisory Board meeting, board members emphasized the importance of ensuring the paid audience strategy aligns with the creator's organic audience as well as the brand's target audience. Many board members have also shared that most of their current campaign work includes some form of 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 any 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 Meta (Instagram and Facebook) and TikTok with eight influencers who were part of the "Ultimate Playground" influencer campaign in 2024. The test yielded strong results across both platforms, collectively generating 208,295 engagements. Overall, we consistently see stronger video completion rates for whitelisted content compared to brand content.

## 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 its partners. Influencers can generate net-new impressions, site

### How Much of Their Influencer Marketing Budget Do US Marketers Dedicate to Organic vs. Paid Media/Amplification?

% of respondents, July 2023



Note: n=244; read as "35% of US marketers who activate influencers say the majority of their budget goes to organic influencer"  
Source: Lingja, Aug 16, 2023

283016

Insider Intelligence | eMarketer

traffic, brand awareness and drive visitation to California. An important component of Visit California’s influencer strategy is an integrated approach for tracking ROI and overall campaign success.

As Visit California deepens relationships with past and current influencers and strengthens 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 for measuring the ROI for influencer marketing. Some brands attach a dollar amount to the ROI by calculating digital advertising values such as cost per thousand impressions (CPM) or cost per engagement (CPE). However, Visit California recommends using engagement rate as the baseline for ROI reporting.

As previously mentioned, engagement rate can be used as an initial vetting technique. In that use case, average content engagements on a platform over a period of time are divided by an influencer’s total following on that platform. Engagement rate can also be calculated post-campaign to report on an influencer’s content performance.

The standard equation Visit California uses to calculate engagement rate for each influencer partnership is as follows:

$$(\text{Total Engagements}/\text{Total Impressions}) * 100 = \text{Total Engagement Rate}$$

Using the results from our “Ultimate Playground” campaign with Global Influencer Advisory Board members as an example, we calculated the total engagement rate to be over 3%.

$$\text{Total Engagement Rate: } (99,116/3,050,267) * 100 = 3.25\%$$

Platform	# of Posts	Total Impressions	Total Engagements
Instagram Reels	42	1,170,789	65,595
Instagram Posts	9	148,549	25,290
Instagram Stories	351	1,294,410	3,034
TikToks	30	89,475	4,895
YouTube Shorts	9	2,114	43
Facebook Posts	6	7,430	259
Blog Content	2	337,500	0
<b>TOTAL</b>	<b>449</b>	<b>3,050,267</b>	<b>99,116</b>

Impressions also remain an important metric for campaigns focused on generating brand awareness. However, impressions or views totals are tied to an influencer’s following size, so this metric cannot always be used to compare creator performances. It’s worth noting that in 2024, [Instagram](#) and [Facebook](#) both announced that in an effort to streamline metrics across platforms, the platforms would be switching to views as their primary metric for all content. This also emphasized the overall rise of video content.

In addition to tracking ROI quantitatively, Visit California 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 when working with the influencer.

Examples of business objectives include:

- Brand awareness tied to a content focus or brand pillar, like: road trips, adventure, culinary, family travel or affluent travel
- Call to action: Encourages visitation to [visitcalifornia.com](http://visitcalifornia.com) and social media channels (measured by tracking data provided by 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 is 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.

## 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 [Sprout Social Influencer Marketing](#) 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.

## 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 the content you are hoping to produce.
3. Identify which influencer(s) matches 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 when available.
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 and allowing ample time and flexibility for the influencer to produce photography and videography. As needed, consider hiring a locally based photographer to escort the influencer, 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 influencer as outlined in the signed contract.
10. Maintain contact with the influencer throughout the year and monitor all channels for repurposed and/or reimagined 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 Influencer Marketing Trends:

- Long-term partnerships with influencers are valued amongst many international markets, rather than one-off campaigns. This helps build increased brand affinity and authenticity, especially with international consumers who may not be familiar with a destination or business.
- Influencer campaigns have more and more influence on consumers' purchasing decisions in multiple markets.
- Almost across the globe, talent fees have risen, even amongst nano- and micro-influencers. In addition, many countries are now requiring creators to emphasize transparency in sponsorships and collaborations.

### CANADA

The Canadian influencer market closely mirrors the U.S. influencer market. Key elements and differentiators include:

- Diversity and representation across influencer programs is crucial.
- The Canadian market is unique in having two official languages; with a large population being French-speaking only, adapting all marketing collateral to be in-language is imperative.

### MEXICO

Micro-influencers and content creators remain successful for niche campaigns and precise targeting. Looking ahead, trends include:

- TikTok and Twitch are growing faster and are generating significant ROI for brands. TikTok is considered the top platform for influencer content in Mexico.
- Virtual or AI creators are more widely followed in Mexico.

### UK & IRELAND

Video remains the leading form of content in the U.K. market. The market is unique in that:

- Brits spend more time on TikTok than any country in the world.
- Fees for U.K. & Irish influencers are much higher than other countries, including micro-influencers, and with nano-influencers increasingly expecting payment.

### GERMANY

Unique and authentic experiences that showcase a destination's culture, nature and beauty remain important to German creators. Key differentiators from other markets are:

- There is a high demand from international DMOs for professional and credible German mid-level travel influencers, which has caused the cost to rise.
- German consumers prefer longer-form content and trust influencers with expertise. Content that is unique, authentic, meaningful and educational especially resonates.

## FRANCE

The influencer landscape in France is very well established, with a complementary mix of profiles, from micro- and macro-influencers to celebrities. Recently new developments include:

- Twitch is becoming more popular. Blogs also remain a valuable resource in this market.
- A recently-passed law prohibits asking for a specific volume of deliverables when there is no compensation.

## ITALY

Over the past two years, the social media landscape in Italy has undergone significant changes including:

- New digital guidelines emphasizing transparency in sponsorships and collaborations, particularly for influencers with large followings.
- A growing use of UGC, in addition to a shift toward realistic, practical and truth-oriented content.
- Diversity and representation across influencer programs is increasingly recommended.

## NORDICS

While 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, the Nordics market is unique in that:

- Dedicated travel influencers in the Nordics are relatively rare, but niche-influencers are strong at authentically showcasing travel destinations.
- Since 2021, Nordic laws have required influencer marketing posts to be labeled as “advertisements.” Despite this, micro-influencers remain highly trusted for their authenticity and ability to target specific audiences, making them a cornerstone of many brands’ marketing strategy.

## CHINA

The digital landscape of the China market is very different than the rest of California’s priority markets:

- China’s digital landscape is fragmented amongst more platforms than other markets with platforms like RED, Weibo, WeChat, and Douyin/TikTok all serving distinct and different purposes. It is important to tailor strategies per campaign and content style for each platform.
- Culturally relevant and localized content resonates the most as travelers are shifting away from mass tourism experiences.

## **JAPAN**

There are a limited number of pure travel influencers in the Japanese market, which has led to high demand. Key details about the Japanese market are:

- As video content remains a huge source of inspiration for Japanese travelers, there has been a shift away from Facebook.
- Detailed travel content is highly desired for Japanese consumers, including specific details like showing public transportation from point A to B.
- Influencer press trips often lead to co-promotion opportunities with airlines and travel agencies.

## **SOUTH KOREA**

While micro- and nano-influencers remain the priority for influencer partnerships in South Korea, changes in the market include:

- The highly localized ecosystem in South Korea including platforms like Naver, Kakao, and homegrown live-commerce channels play a bigger role compared to global platforms.
- As data analytics tools become more sophisticated, brands in South Korea are using AI-driven insights to select influencers whose audiences align closely with campaign goals.
- The South Korea market is highly trend-sensitive.

## **AUSTRALIA**

Following the global trend, micro- and niche-influencers are the most popular demographic for influencer campaigns in the Australian market, with rapid growth setting the market apart.

- There has been a 58% growth in brands engaging in micro- and niche-influencers.
- With platforms like Byrdli, social commerce now provides a measurable pathway to attribute revenue and conversions from the campaign.

## **INDIA**

The Indian influencer industry is set to continue its rapid growth in 2025 and beyond. The current market nuances include:

- While Instagram remains the top platform, the India market has seen a significant increase in thought leader influencers on LinkedIn.
- There remains no standardized pricing model for influencer collaborations in India.

## MIDDLE EAST

The Middle East market is a global leader in social media usage, with several countries ranking above the global average in population usage. Other recent trends in the market are:

- AI tools being utilized to identify ideal influencers using advanced analytics.
- In addition to the 1B Followers Summit (largest content creator expo), the UAE established a “creator’s headquarters” in Dubai, offering Visas to top influencers in efforts to establish status as a global influencer hub.



# 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	

**Partnership Costs:**

Is There Sponsorship Cost?	Yes/No	
If Yes, What Is The Cost?	\$<insert>	
What Are The Elements To The Sponsored Partnership?	<insert outline of agreement>	
What Are The Estimated Assisted Travel Costs?	Accommodation:	\$<insert cost>
	Car Rental:	\$<insert cost>
	Flights:	\$<insert cost>
	Gas:	\$<insert cost>
	Meals:	\$<insert cost>
	Other:	\$<insert cost>
	<b>TOTAL SPONSORSHIP AND ASSISTED TRAVEL COSTS:</b>	<b>\$&lt;insert cost&gt;</b>

**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 @californiadreamater
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**”), is by and between **INFLUENCER** who resides at www.WEBSITE.com (“**Influencer**”), and **MMGY** (“**Company**”), on behalf of its client, **Visit California** (“**Client**”).

**Term:** This contract will begin on [date agreement should be considered effective], and will end once the final deliverables have been submitted and approved and Influencer has been paid unless terminated earlier in accordance with Section 4. Note: Usage rights detailed in Section 5 may survive the term of this Agreement if so specified.

Because Influencer possesses specific skills and maintains a platform for social media promotions, and recognizing that Company seeks to hire Influencer to promote [Destination or other subject for promotion] on behalf of its Client, the parties agree as follows:

### 1.0 Trip

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)	Visit California shall provide a rental car, with insurance included.	You must have a debit or credit card as these costs will be put on your personal card. These specific costs will be reimbursed with original receipts after the assisted visit has concluded. Please note, MMGY and Visit California cannot pre-pay for these costs per the rental car companies policies. Please ensure to bring a card for this charge.
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.

**2.0 Services and Deliverables**

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"> <li>1. Instagram channels sharing requirements</li> <li>2. Instagram Story requirements</li> <li>3. Additional social sharing requirements</li> <li>4. Blog/YouTube Requirements</li> <li>5. Image asset requirements</li> </ol>	<ol style="list-style-type: none"> <li>1. Content must tag Visit California and corresponding partners, as outlined in the itinerary.</li> <li>2. Instagram Stories to include ‘Link Button’ when applicable. Link to be used will be included in your itinerary.</li> <li>3. Visit California and destination partners to credit the creator on social media re-shares posted to their global social media accounts, including Visit California’s domestic and international social channels.</li> <li>4. Post analytics will need to be shared by connecting your profile with our reporting tool Sprout Social Influencer Marketing. This will only be used for reporting purposes and none of the information will be shared outside of the team and the client. Directions to report analytics before the end of Term will be provided by MMGY. All posts must include FTC sponsorship disclosure.</li> </ol>

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.

Influencer must clearly disclose brand connection according to the [FTC's current endorsement guides](#), as further outlined in Exhibit A.

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.

### **3.0 Compensation and Payment Terms**

[INCLUDE COMPENSATION TERMS HERE]

### **4.0 Termination**

[INCLUDE TERMINATION TERMS HERE]

### **5.0 Responsible Tourism**

- 5.1 **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.
- 5.2 **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.
- 5.3 **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.
- 5.4 **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.

**6.0 Grant of Rights**

[INCLUDE USAGE RIGHTS TERMS HERE]

- 6.1 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.
- 6.2 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.

**7.0 Brand Guidelines and Exclusivity**

Influencer agrees to abide by any brand guidelines or content brief(s) provided to Influencer under this Agreement.

[INCLUDE EXCLUSIVITY TERMS HERE]

**8.0 Influencer Representations, Warranties AND AGREEMENTS**

[ADDITIONAL TOPICS COULD INCLUDE: Rights, Power, and Authority; Insurance; Liabilities; Personal Information]

- 8.1 Travel Documents: Influencer acknowledges that they are responsible for obtaining all necessary travel documents required to enter Location and will be in possession of the appropriate documents by the time of departure.
- 8.2 Health and Fitness: Influencer acknowledges that it is their responsibility ensure they are medically fit and competent to complete the Trip and to participate in the arranged travel, accommodations, transportation, meals and activities. If the Influencer has any doubts about their medical fitness or ability to participate in the Trip or any of the arranged travel, hotel accommodations, transportation, meals or activities, it is Influencer’s responsibility to bring them to the attention of Company and/or the guide at the Location beforehand. Influencer acknowledges that they are responsible for (a) their own health while on the Trip (including time in the destination and while traveling to/from the destination), (b) their own health upon returning from the destination (including if an illness was contracted during the Trip) and (c) any restrictions or inconvenience imposed upon them as a result of visiting the destination (including but not limited to a mandatory quarantine)
- 8.3 Medication: Influencer acknowledges that they are responsible for ensuring to have on them at all times any necessary medications, including but not limited to EpiPen Auto-Injectors (or their authorized generic). It is the Influencer’s responsibility to check expiration dates and consider bringing extra supplies.

**9.0 Confidential Information**

Influencer agrees that it will not utilize or disclose this Agreement with any third party. Influencer further agrees not to disclose to any third party any specific terms of this Agreement or any confidential or proprietary information obtained by virtue of this Agreement regarding Company, its Client or any of Client’s products or services.

For purposes of this Agreement, “confidential or proprietary information” is any information that is identified as confidential or proprietary at the time of disclosure or is disclosed in a manner that it may be reasonably inferred to be confidential and/or proprietary.

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.

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 INFLUENCER GUIDELINES

## VISIT CALIFORNIA INFLUENCER GUIDELINES

Please abide by the following Influencer Guidelines (“Guidelines”) when creating, posting, or sharing Content (“sharing content”) at the request of the Client or when you are being provided free accommodations or any other incentive in order to share content about Company properties.

### 1. Application of Guidelines

“Sharing content” includes any ongoing electronic chronicle of information conducted on Client-owned websites or third-party websites (e.g., Facebook, Instagram, TikTok, YouTube, etc.). Sharing content also includes making comments about the Client, 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 Client to engage in sharing content or have simply been given an incentive to review Client’s products, you should make your connection to Client clear and conspicuous 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. Disclosures should adhere to the [FTC’s current endorsement guides](#), and generally should be:

- In simple and clear language
- Easy to see, hard to miss
- In a font that is easy to read
- In a shade that stands out against the background
- For video ads, on the screen long enough to be noticed, read and understood
- For audio disclosures, read at a cadence that is easy for consumers to follow and in words consumers will understand
- For live stream, repeated periodically so that viewers who see only part of the stream will get the disclosure
- For sharing content on social media, included in the post copy using #Sponsored or #Ad

### 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 Client. That being said, be aware that stating even honest views about the Client, its competitors or its respective industries, may have repercussions to you. Remember that the Client expects that you refrain from making statements that may be inconsistent with the positive images and/or goodwill with which the Client 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 Client has asked you to say, this fact should be made clear to readers and you should only post content provided by Client 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 Client’s competitors or their products/services, as Client does not support any false or misleading statement or comparison. If you are sharing content at Client’s direct request, content may require prior legal review (please check with your Client contact for full details).

### 5. Promotions, Giveaways or Contests

*Client sponsored:* Influencer Giveaways, Sweepstakes or Contests are subject to applicable laws and compliance with Client’s policies. Influencers invited to participate in a Client sponsored Giveaway must provide receipt of acknowledgement of their participation and agree to be in compliance with these Guidelines. All content must contain a brief description about Client and post links to the Client websites. Any promotion (sweepstakes, contest, free giveaway, etc.) conducted at Client’s direct request must disclose Client’s affiliation (See Section 2 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 Email Messages on Client’s Behalf Unless Expressly Requested

Unless expressly requested, Client 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 emails, Client encourages you to comply with all applicable laws. For the purposes of clarity, if you are specifically asked to send any emails on the Client’s behalf, these Guidelines will apply and any email communication about the Client or its products and services shall be considered “sharing content” for the purposes of these Guidelines. If you are asked by the Client to send emails or internal social networking messages, you should disclose your connection to the Client (see Section 2) and the Client 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 Client intellectual property with express written permission, and do not alter or modify any Client 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 Client'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 Client Confidential Information

If you receive or become aware of information about Client, 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 content*. To the extent you have any question whether information is confidential in nature, either contact Client 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 Client or its products/services to [mmgysocial@mmgyglobal.com](mailto:mmgysocial@mmgyglobal.com).

9. You Are Personally Responsible for Your Actions

You should know that you are personally liable under federal, state and local law for your actions and omissions with respect to sharing content, 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 Client will hold you directly responsible for any claims which arise from your violation of the law, these Guidelines, or Client's rights, and by sharing content you hereby agree to indemnify the Client, 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 sharing content at the direct request of Client, or by accepting any incentive from Client to share content, you agree that you will immediately remove any content relating to Client, its products or its services, those of its competitors or those associated with Client, 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.