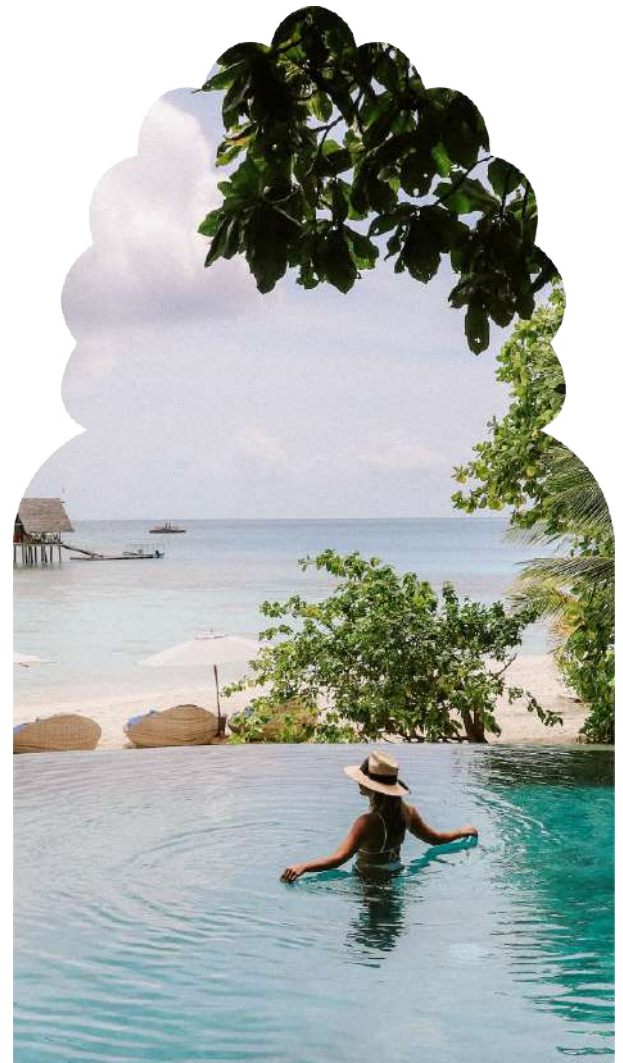


# tripscout

**DESTINATION PARTNERSHIPS**



# Our History

Every trip has a starting point, every journey has a beginning.



**2015**

**We started with...  
walking tours.**



**2019**

**We leaned into  
travel inspiration  
via Instagram and  
curated articles**



**2020**

**Recognizing the shift to  
social, we doubled down  
and saw rapid growth  
during the pandemic**



**2024**

**With 70M+ followers,  
we're now largest  
network of social  
travel content in the  
world**

# We are the world's largest social travel network!

**140+** Instagram Handles  
Owned + Managed

COUNTRIES • REGIONS • LOCAL • INTEREST-BASED



**92%**

of our followers are  
looking to book travel  
in the next 12 months

**4B+**

Monthly  
Views

**70M**

Followers and  
growing!

**Our social audience is 2X the size of the entire travel industry combined. And social media is where the trend is!**

We gain **more followers per week** than companies like Expedia, Matador, and KAYAK have in TOTAL.

## Network Demographics

### Age

A 25-44 48.6%  
A 25-54 61.8%  
A 18-54 77.9%

### Gender

Female - 51.9%  
Male - 48.1%

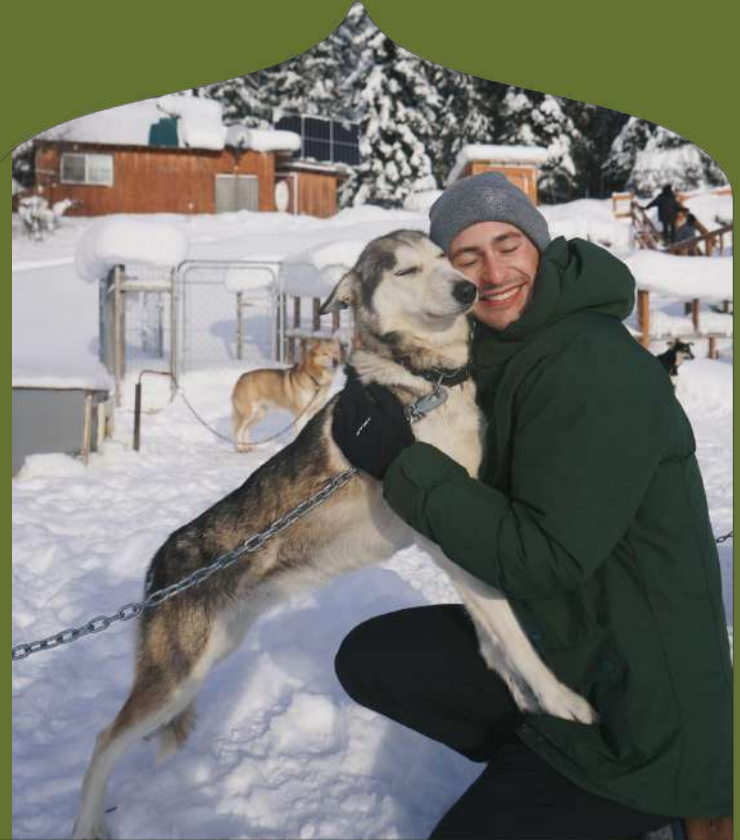
### HHI

Above Average - 70.0%

# We do travel content better than anyone else.

**Authentic**  
**Informational**  
**Immersive**  
**Inspirational**

We're the experts at finding and working with local trendsetters, explorers, and bloggers around the globe to showcase real people experiencing real adventures. And amplifying it to a wider audience.



# Tripscout has industry-leading reach

Thanks to the Largest Travel Social Media Network

GLOBAL  
DESTINATIONS



US  
DESTINATIONS



INTEREST  
BASED



**Total: 140+ Accounts | Monthly Views: 4B+**

# Who We've Worked With

4X

**MAINE.**  
VISITMAINE.COM

**ALASKA**  
TRAVEL INDUSTRY  
ASSOCIATION

**SAN FRANCISCO**

*Experience Prescott*  
True West. Real Adventure.

2X  
EXPLORE  
**boone**

3X

DISCOVER  
*Puerto Rico*

destination  
**madison**

2X

VISIT  
**MODESTO**  
CALIFORNIA

**STAY  
IN WACO**

VISIT  
**LAKE CHARLES**

2X

**Nebraska**

Visit  
**GALVESTON**

**Delaware North.**

HOTEL  
XCARET  
**ARTE**

2X

**VisitMalta**

**miles**  
PARTNERSHIP

**Delaware**  
*Endless Discoveries™*  
VisitDelaware.com

 Front Burner Media LLC  
www.frontburnermedia.com

**Graduate**  
HOTELS

**Branson**  
MISSOURI  
ExploreBranson.com

***Tripscout Partnership  
Opportunities***

**Custom Content  
Marketing Packages**

# Custom Creator Content

Tripscout partners with **diverse creators** to capture a wide variety of compelling, social-first content to educate visitors on all there is to do, see, eat, and experience in a destination! Our creators create emotional connections through authentic content, driving high engagement and intent to travel.



**INSPIRE**  
PICTURE THIS!



**INFORM**  
PROVIDE VALUE



**ENTERTAIN**  
AWE-INSPIRING FUN



**MOTIVATE**  
BOOK NOW

## OUR CONTENT CREATION APPROACH

- **LET CREATORS CREATE** - We arm creators with brand guidelines but give them creative freedom
- **ORGANIC INTEGRATION WINS** - We create actionable, authentic, and relatable campaigns
- **LEAN INTO CULTURAL RELEVANCE** - We continuously monitor evolving strategy and can adapt quickly

# Our Key Differentiators

## REACH + AMPLIFICATION

We can reach high-intent travelers across our network of 70M followers. This unprecedented reach ensures that your destinations reach an entirely new and engaged audience, making a mark that no other social entity/agency in the industry can offer.

## CUSTOMIZABLE CAMPAIGNS

We understand that no 2 destinations and no 2 campaigns are the same. We're flexible and can focus to fit focused needs and goals. We're also never afraid to adapt as needs and trends are ever-changing.

## FULL-SERVICE CAMPAIGN MANAGEMENT

We do it all. Our internal team of experts will simplify the process, handling a robust planning experience from start to finish while seamlessly integrating into your team's current marketing mixes

## COMMITTED TO OVERDELIVERING

A partnership with Tripscout guarantees results that you can stand behind. We **do not** rely on third-party solutions to guarantee impressions. All impressions are delivered solely through our owned channels - 140+ Instagram handles.



# Tripscout provides turn-key influencer management

## FIND THE RIGHT CREATORS

We will source the right creators for your organization's goals and audience.

## DO THE DIRTY WORK

Let us handle the negotiating, billing, and briefing with the creators.

## HANDLE THE PLANNING

We'll take care of the travel details, providing creators with a detailed itinerary based on your suggestions.

## SIMPLIFY THE APPROVAL PROCESS

You'll receive all content at once for final approval, streamlining the process for everyone.

## SCHEDULE AND TRACK ALL CONTENT

Once approved, we'll work with the creator to ensure content is posted on time and gather all analytics.

## GO THE EXTRA MILE

Our team utilizes creators' raw footage to create bonus Reels and added amplification to take your campaign to the next level.

## DELIVER ROBUST REPORTING

Once the campaign has wrapped, we'll provide detailed reporting to showcase the success of your campaign. Easily showcase how your budget was maximized!

# Campaign Strategy

**High quality content + a targeted campaign of placements designed to meet your goals, strategies and KPI's**

- **INSTRUMENTAL CLIENT INVOLVEMENT** - in choosing creators and creating itineraries

- **THE TARGETING YOU NEED** - both geo-targeting and contextual targeting across our curated channels

- **GUARANTEED IMPRESSIONS** - Including added value and over-delivery

- **SUPPORT FOR KPI's** - Engagement, CTR, follows, leads all supported

- **ROBUST REPORTING** - Providing during at at the end of the campaign

## SAMPLE DELIVERABLES

	Package 1	Package 2
# of CREATORS	<b>2</b> Creators	<b>3</b> Creators
IG REELS	<b>8</b> 4 per creator	<b>15</b> 5 per creator
IG POSTS	<b>2</b> 1 per creator	<b>3</b> 1 per creator
IG STORIES	<b>Unlimited</b>	<b>Unlimited</b>

***Tripscout Partnership  
Opportunities***

**Amplification/Advertising**

# Campaign Strategy

Use your library of wonderful content, social-first assets, and brand messaging to reach your target segment of travel enthusiasts with guaranteed impressions across the world's largest social travel network.

Creative units:

- Reels
- Stories
- Posts
- Email display and content
- Creative services included in campaign packages

Targeting:

- Geo-target users in markets across the globe
- Contextual targeting using the aligned channels within our 145+ channel network

Comprehensive ad campaign:

- Guaranteed added value and overdelivery
- Robust campaign reporting



**Thank you!**

# Appendix A

## Case Studies + Our Work

### CASE STUDIES

- **City Partnership**
- **Statewide Partnership**
- **Food-Focused**
- **Follower Growth**
- **Campaign Integration**

# PARTNER CASE STUDY: City Partnership

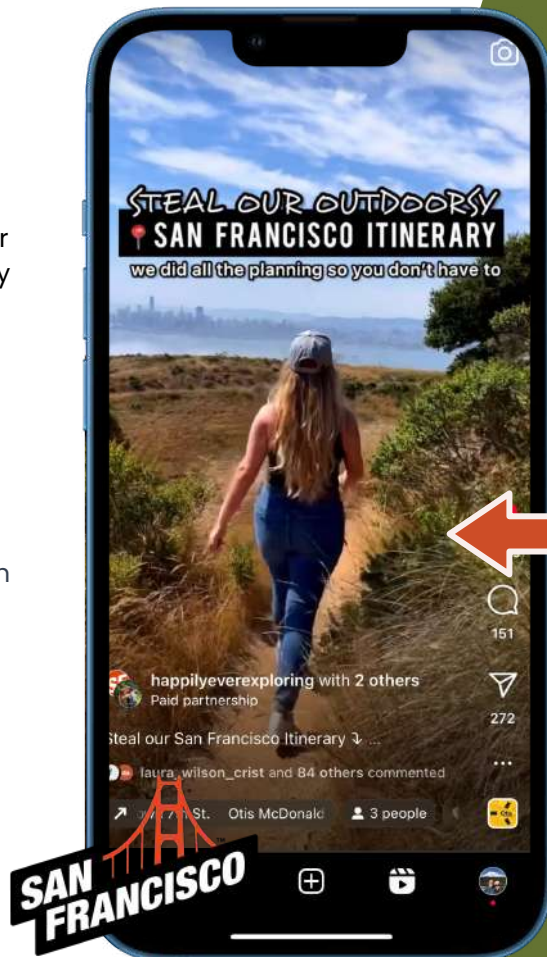
Client: San Francisco Travel

## The Challenge:

San Francisco was dealing with less-than-favorable reputation and wanted to take back the narrative. Known for iconic attractions, San Francisco has no shortage of itinerary highlights, but they wanted to highlight more than just the icons. They wanted to showcase the unique neighborhoods that make SF truly special.

## Tripscout Solution:

- **Real People, Real Content-** Unlike San Francisco's commercially produced assets, our creator-led, first-person content authentically captured real experiences, fostering genuine connections and high engagement.
- **Saveable Content-** We created actionable, detailed itineraries; this highly savable content creates long-term connections as users refer back to saved posts when planning their trips.
- **Partner Collaboration** - We collab posted 7 Reels directly with the [@onlyinsf](#) handle & the creator. These Reels generated 2-3 times more impressions compared to [@onlyinsf](#)'s organic content.



# Campaign Overview

8.3M

DELIVERED IMPRESSIONS

18% ABOVE GOAL

606

SAVES ON THIS REEL  
ALONE!

68

TOTAL SOCIAL POSTS

4.5X Guaranteed Deliverables

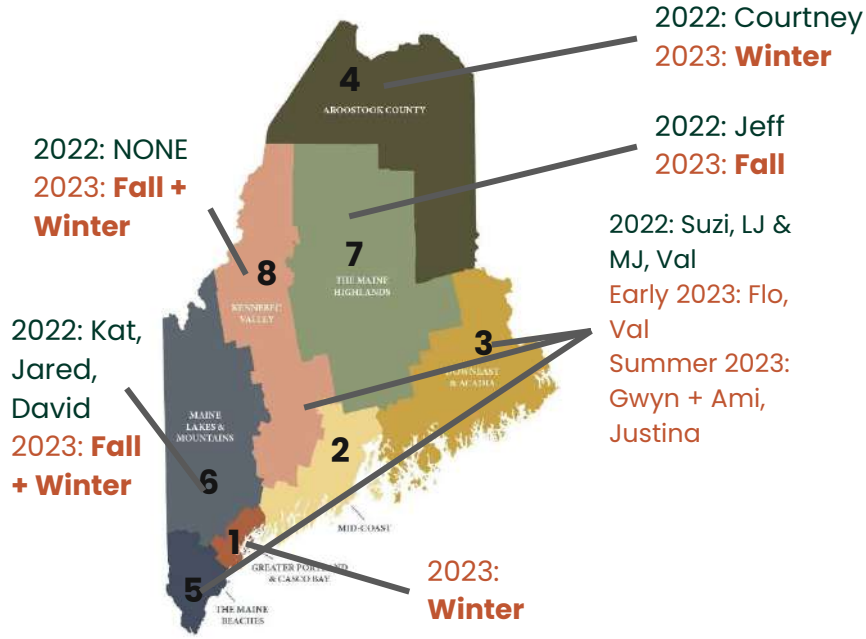
# PARTNER CASE STUDY: Statewide Marketing: Regional Approach

Client: Visit Maine

**The Challenge:** Navigating a shifting political landscape, Visit Maine has been tasked with maintaining harmony among partners and regions while ensuring equitable coverage. The challenge was to keep all stakeholders satisfied in the midst of evolving dynamics.

**Tripscout Solution:**

- **Comprehensive Strategy**- We created a detailed, yet [easy-to-digest plan](#) that systematically broke down the coverage of the entire state ensuring each region was represented with a tailored approach, addressing the unique needs and characteristics of each area.
- **On-brand, Seasonal Approach** - As a consistent always-on partner, we were able to showcase the four distinct seasons Maine experiences, driving off-season and shoulder-season visitation. We were also able to lean into and highlight Visit Maine’s four core brand pillars.
- **Robust Reporting** - We provided comprehensive wrap reports quarterly. These reports served as a clear record of efforts, fostering transparency and trust among partners.



**23**  
Creators Contracted

**250+**  
Pieces of Content Created

**24%**  
Above Goal for Impressions Delivered

**4X**  
Partner

# PARTNER CASE STUDY: Key Brand Pillar: Food Client: Visit Maine

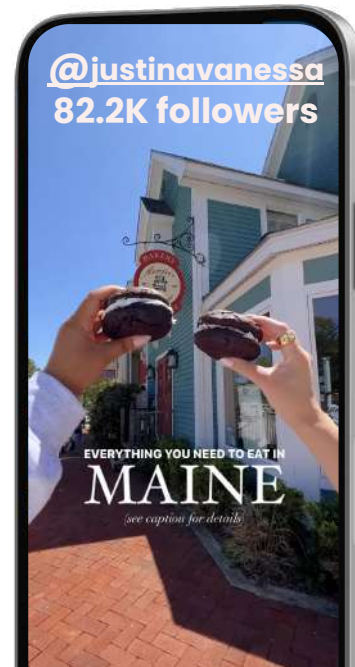
**The Challenge:** From iconic Maine lobster rolls to wild blueberries ripened to sweet-tart perfection, Visit Maine wanted to elevate their culinary reputation through authentic partnerships.

## Tripscout Solution:

- **Macro Talent Partnership with Personal Connection-** We partnered with Emmy award-winning celebrity chef and travel expert, Andrew Zimmern, who spent his childhood summers in Maine. Leveraging his authentic experience and love of Maine, we produced six long-form storytelling videos that intimately highlighted local ingredients and personal memories.
  - **ADDED VALUE:** Mid-campaign we negotiated the use of Andrew's recipes and videos on the Visit Maine website.
- **Micro Creators and Detailed Itineraries** - Complementing macro-level content, we engaged 11 micro creators to detail their culinary journeys in Maine dedicating at least one piece of content to their foodie finds. This diversified approach aimed to capture a range of local ingredients and dining experiences, showcasing the state's diverse culinary offerings.

# + 29%

Average views than Visit  
Maine's food-focused  
partnership with  
**@thefeedfeed (2M followers)**



kesslerelsewhere Seeing this right before lunchtime everything looks so delicious!

11w 2 likes Reply

# 8

**Local Restaurants  
Featured in Reel +  
Caption**

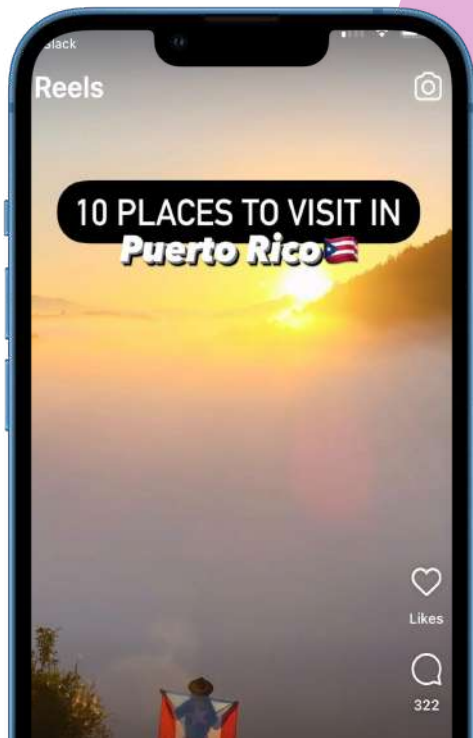
# PARTNER CASE STUDY: Increasing Follower Growth

## Client: Discover Puerto Rico

**The Challenge:** As one of Fast Company's "World's Most Innovative Companies," Discover Puerto Rico has established themselves as a premier DMO. However, there's always room for growth. Tasked with growing awareness and bookings for hotels in the South and West Regions, Tripscout was able to significantly grow the followers on Discover Puerto Rico's Instagram page.

### Tripscout Solution:

- **Increased Reach** - By posting across our network of 60M+ followers, we introduced @discoverpuertorico to new audiences.
- **Quantity + Quality** - By posting more than 75 times throughout the campaign, we kept Discover Puerto Rico top of mind throughout the entire campaign.
- **Sustained Growth** - As shown by the graph to the right, our success was not result of just one post going viral or a giveaway. Our always-on solution ensured that the growth was consistent throughout the campaign.



# Campaign Overview

**12,400**  
NEW FOLLOWERS IN Q2

**1.9X**  
MORE FOLLOWERS THAN Q1  
6,500 Followers added

**75+**  
PIECES OF CONTENT  
Posted across Tripscout Network

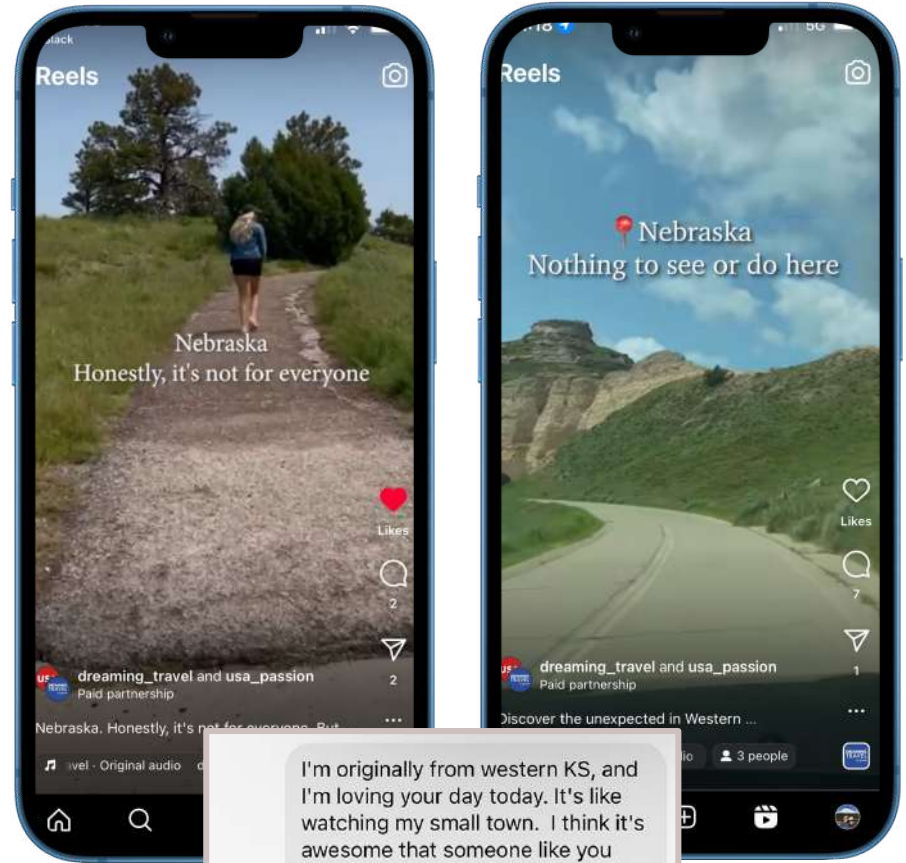
# PARTNER CASE STUDY: Campaign Integration

## Client: Visit Nebraska

**The Challenge:** Nebraska. They'll be the first to admit - honestly, it's not for everyone. And they've leaned into this with a unique branded campaign featuring common idioms with a spin. It was important that their influencer campaign was an extension of this larger cross-channel marketing effort.

### Tripscout Solution:

- **Organic Integration** - Tripscout was able to utilize bonus footage collected by our creators to create truly organic, creator-led Instagram Reels featuring Nebraska's branded campaign language.
- **The Right Creators** - Tripscout partnered with creator [Erika Altes](#) for this campaign. As a California city-girl, Nebraska is the LAST place her followers expected she would vacation to. But she showcased the unique, hidden gems that Nebraska offers are worth exploring. Her followers LOVED her content and expressed a newfound love for this "flyover state."



**8.3M**  
Million  
Impressions

**58+**  
Pieces of  
Content Created

**18%**  
Above Goal for  
Impressions Delivered

I'm originally from western KS, and I'm loving your day today. It's like watching my small town. I think it's awesome that someone like you from Cali is visiting middle of nowhere USA and seeing a completely different side of life. Loving this content!!! ❤️