

# WORKING WITH LOCALS TO ATTRACT VISITORS



# LOCALS ARE INFLUENCERS

- Organic UGC is a source that your audience can trust
- Tap specific locals who have social media influence
- Encourage local businesses and attractions to use your tags



# YOUR CO-WORKERS ARE INFLUENCERS

- Train staff to use their personal social media to
  - Share company posts
  - Share positive personal experiences
  - Use your tags
- Share your staff's posts
- Our LinkedIn Results:
  - 35% increase in engagement
  - 58% increase in link clicks



**Experience Columbia SC**  
1,783 followers  
7mo • 🌐

We love bringing [#RealColumbiaSC](#) to you! Senior Sales Manager [Twila Jones](#) shared local art with guests at the 2021 Emerge Conference.

**Twila Jones, CFMP** • 1st  
Senior Sales Manager at Experience Columbia SC  
7mo • Edited • 🌐

Creating unique experiences with art & artistry at the 2021 EMERGE Conference! (Pictured with our booth guest, artist Ija Monet, who's art is featured on the new issue of our Experience Columbia SC Insider Guide). [#art](#), [#Experiencecolumbiasc](#), [#ijacharles](#), [#EMERGE2021](#)



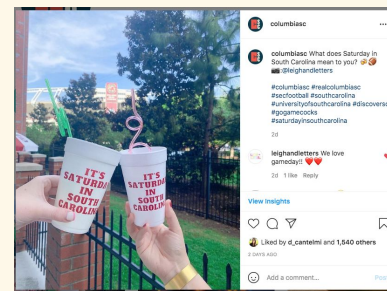
# NAYSAYERS ARE (UNFORTUNATELY) INFLUENCERS

- Be on the lookout for detractors
  - Social media
  - Chamber or City Council meetings
- Sit down one-on-one to address concerns
- Answer concerns, but don't get caught up in the negativity



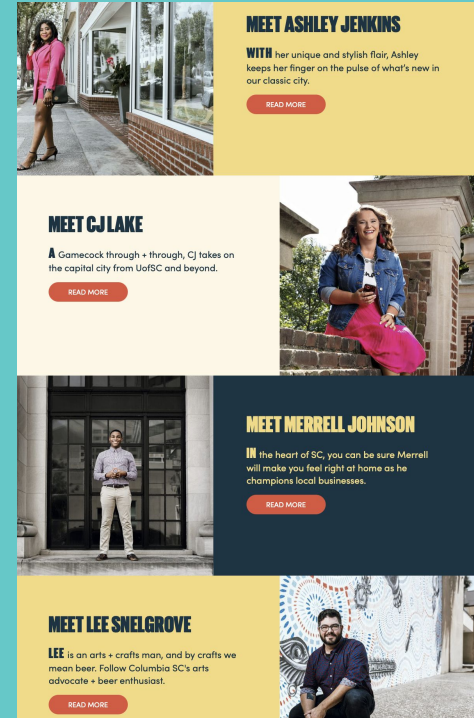
# PUT IT TO WORK

- **Work with what you have:**  
Pair UGC with trending sounds for an easy reel
- **Work with city's strengths:**  
Lean in to popular topics
- **Work with your locals:**  
Ask for their opinions and suggestions



# COLUMBIA SC AMBASSADOR PROGRAM - WHAT IS IT

- Traditional influencers vs. Columbia SC Insiders
- Ambassador criteria
- Tell potential visitors the Columbia story from an “insider’s” perspective
- Ambassador Alumni



**MEET ASHLEY JENKINS**  
**WITH** her unique and stylish flair, Ashley keeps her finger on the pulse of what's new in our classic city.  
[READ MORE](#)

**MEET CJ LAKE**  
**A** Gamecock through + through, CJ takes on the capital city from UofSC and beyond.  
[READ MORE](#)

**MEET MERRELL JOHNSON**  
**IN** the heart of SC, you can be sure Merrell will make you feel right at home as he champions local businesses.  
[READ MORE](#)

**MEET LEE SNELGROVE**  
**LEE** is an arts + crafts man, and by crafts we mean beer. Follow Columbia SC's arts advocate + beer enthusiast.  
[READ MORE](#)

# WHAT WE ASK THEM TO DO

- Weekend itinerary
- Participate in photo & video shoot for microsite
- Meet with travel writers
- Join our conversations on social



# ORGANIC CONTENT - AMBASSADOR UGC



eatnsc · Following  
Azalea Coffee Bar

eatnsc Happy Monday folks! Did everyone have a good weekend?!

A highlight for me was trying the Talk Show from @azaleacoffeebar. So delish! The combination of hazelnut chai, espresso and Oat Milk (my go to milk preference) was creamy and oh so good! #drinknsc #eatnsc #RealColumbiaSC

sgadams @azaleacoffeebar and @curiositycoffeebar will forever be my go-to coffee spots! 🥰

Bw 2 likes Reply



leesnelgrove · Following  
Columbia, South Carolina

leesnelgrove Overall this parklet on Washington Street by the Arcade Mall was a fairly small project, but it's one that I'm really excited about. It was a pleasure to work with @frankie.zombie\_ and I'm so grateful for @wearecolumbia planning staff for making this happen.

#wearecolumbia #publicart #realtocolumbiasc #therealcolumbiasc

21w

lauramcguinn Too cute!! ❤️

21w Reply

lauramcguinn Too cute!! ❤️

Liked by d\_cantelmi and 128 others

MAY 6

Add a comment... Post



wetrundle · Following  
Columbia, South Carolina

wetrundle Loving how vibrant our @sodacitysc market has become! It's a true treasure on @mainstcolasc and our guests at @hoteltrundle get a true @columbiasc experience as they stroll through it. 💜

19w

sodacitysc 🥰

19w 1 like Reply ...

View replies (1)

thewhimsicalpineapple LOVE these pics!!!!!! We enjoyed @sodacitysc today 🥰🥰🥰🥰🥰🥰

Liked by d\_cantelmi and 144 others

MAY 22

Add a comment... Post

# CURATED CONTENT - MICROSITES

Hi, I'm Lynn. To say that I'm in love with Columbia SC is an understatement. Columbia's home to my favorite food, amazing sunsets and the best people. I've put together my ultimate weekend in Columbia, and I hope you'll read along for some insider info on many of my favorite places. And if you ever have a question on where to go or what to do, just send a message to me at [@gocala](#). Cheers!



I am an outdoor junkie who loves to get off the beaten path and go hard. Riding my bicycle around the city and through its many parks never gets old. But, I love to relax with a cold beer or even some scotch, but only neat! I love Columbia because it has an amazing local scene can be polished and gritty. There is something here for whatever the mood and it is always evolving. Let me know if you need any suggestions for your next staycation or visit!







## CURATED CONTENT - VIDEO



# HOW IT'S WORKING

**Brittneychubb:** Yes I love Columbia! I haven't been back to visit in so long 😞

**Paulette.a.edwards:** OMG Sis, now I'm ready to hop in my car and drive to Columbia for a few days. 💜

**Shannon\_parker\_hardee:** Love this ❤️ it really is a neat city very eclectic with great food places, outdoor venues, parks etc!





# HOW IT'S WORKING

**Merrell Johnson**  
September 22 at 4:40 PM · 🌐

So good to see [Ashley Jenkins Wood](#) share her experience in our city. Everyone looks so beautiful and so [#sodacity](#)



**Experience Columbia SC**  
September 22 at 4:25 PM · 🌐

From shopping on [Devine Street Columbia](#) to brunching at [Tazza Kitchen Trenholm Plaza](#), [Ashley Jenkins Wood](#) shows that it's hard to be bored in our sweet city. See... See More



**columbiasc** · Following  
Columbia, South Carolina

**tinroofcolumbia** Hey that's us! 🥰 us...now everyone come hangout with us 🥰❤️  
3w 2 likes Reply ...

**columbiasc** [#realcolumbiasc](#) [#columbiasc](#) [#southcarolina](#) [#maskupcolumbiasc](#) [#discoversc](#) [#covid19](#) [#stayhealthy](#) [#maskup](#)  
3w Reply

**allison\_m\_bertram** This is how we care for one another.❤️  
3w 9 likes Reply


— View replies (3)

❤️ 💬 📌

👤 Liked by [d\\_cantelmi](#) and 633 others  
SEPTEMBER 9

😊 Add a comment... Post

**Lee Snelgrove**  
September 15 at 4:05 PM · 🌐



**Experience Columbia SC**  
September 15 at 4:04 PM · 🌐

Pull a seat up to the (virtual) bar and let Ambassador [Lee Snelgrove](#) tell you what's good in Columbia SC. 🍹🍷🍺  
<https://bit.ly/3DVPbHD>

👍❤️ 82 12 Comments 2 Shares

👍 Like 💬 Comment ➦ Share 🌐

View 6 more comments

**Phillip Higgins**  
👍👍👍👍👍👍👍👍  
Like · Reply · 2w 🗨️ 1

View 4 more comments

👤 Write a comment... 🌐 📷 📺 🗨️

# STAY IN TOUCH!

**@COLUMBIASC**  
**#REALCOLUMBIASC**



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SEE 2021

Laurie Dempster - Digital Lead,  
Newfoundland and Labrador Tourism



# SIGNAL HILL PROJECTION

Stay Home Year launched with a symbolic statement: Cabot Tower lit up the night sky with a massive projection of the word 'HOME'.



**STAY HOME**  
**YEAR 2020**

Newfoundland  
Labrador

# Where is Newfoundland and Labrador?



# 2021 Influencer Program Goals

Growth of our influencer strategy

Storytelling. Beyond pretty pictures.

Collaboration

1

"Where we have  
been."

2

"Where we are."

3

"Where we are  
going."



# In the Beginning...



 **newfoundlandlabrador**  

 **connie\_duthler** Looks like Cape Spear   
266w Reply

 **vicens.an.llu** Whoaaa   
264w Reply

 **anitao1** Is this cape st. Francis?   
158w Reply

 **lolol93567** I've been at that very spot   
150w Reply

[View Insights](#)

 Liked by **tomcochrane** and 233 others

NOVEMBER 19, 2014

 Add a comment... [Post](#)



# Macro Influencer Tours

2015-2021



















# Meet the Explorers



 **@calsnape**

July 4-9



 **@georgetheexplorer**

July 9-18



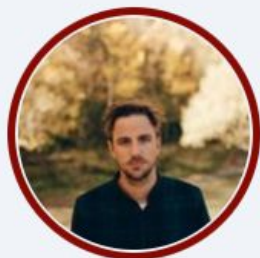
 **@goldiehawn\_**

July 20-25



 **@helloemilie**

July 26-31



 **@jasoncharleshill**

July 26-31



 **@mikeseehagel**

 **@greatnorthco**

Aug 7-11

















# Iceberg Finders Local Ambassador Tour 2018



## Meet The Locals



**Gord Follett**

 [gordfollettphotography](#)

 [gord\\_follett\\_photography](#)



**Candice Walsh**

 [FreeCandieBlog](#)

 [candicewalsh](#)



**Michael Winsor**

 [winsorphotos](#)

 [michael\\_winsor\\_photography](#)



**Chelsey Lawrence**

 [chelseylawrencephotography](#)

 [chelseylawrencephotography](#)



**Terry Adey**

 [TerryAdeyPhotography](#)

 [terry.adey.photography](#)



**Ray Mackey**

 [RayMackeyPhotographyNL](#)

 [raymackeyphotography](#)







📷 [@jasoncharleshill](#)

August 7

📍 Twillingate, Newfoundland and Labrador

Stormy afternoon boat rides on the Atlantic... For scale this iceberg was 5 stories high.

[@newfoundlandlabrador](#) [#ExploreNL](#)

[Iceberg Quest Ocean Tours - Twillingate](#)







# Content Capture, Niche Marketing And The Future











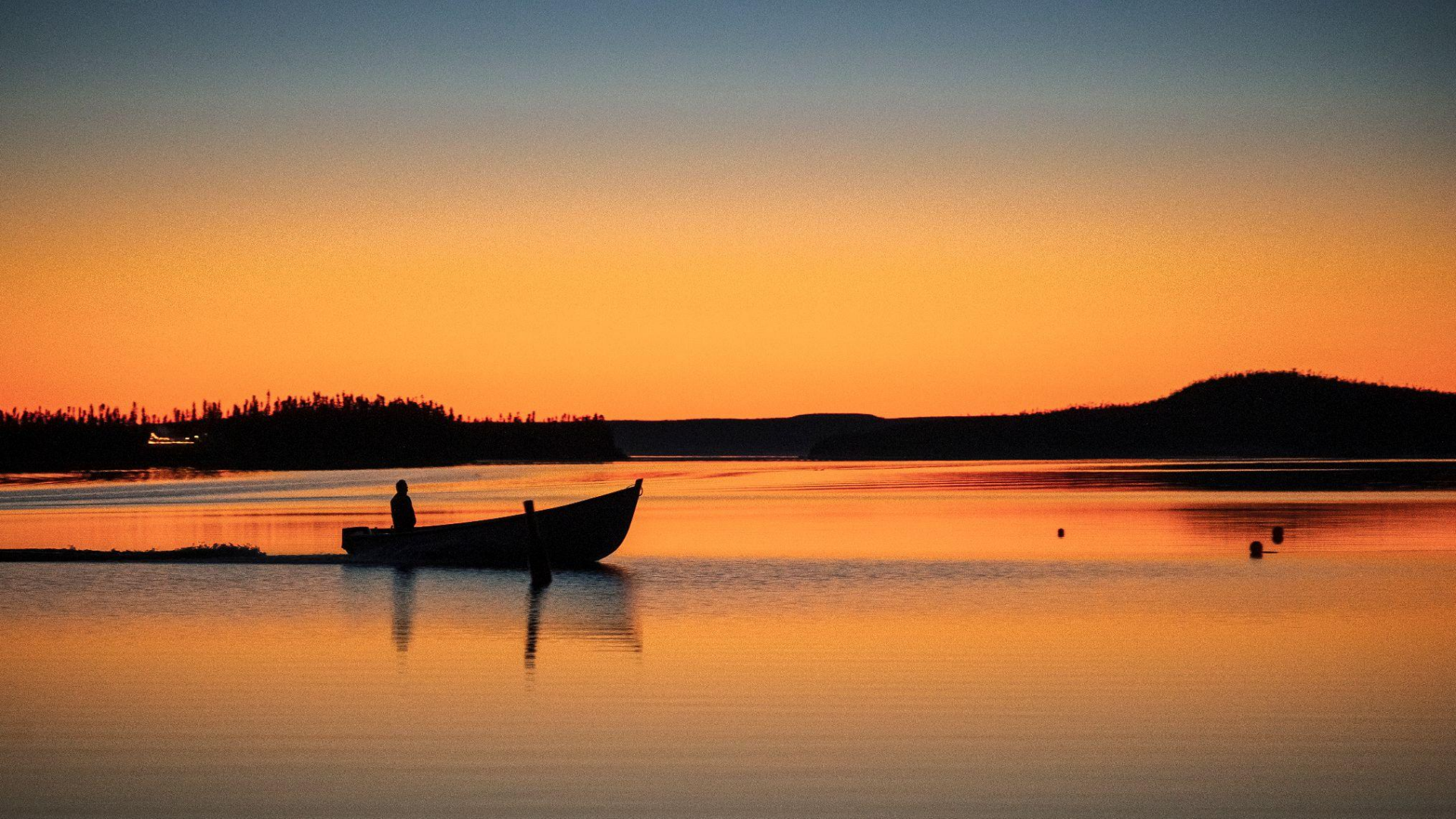
















## Finding Francois, A First Person Essay

*By: Hayley Gendron - Photos by: Taylor Burk*



#HIKENL



#BIRDSNL





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Newfoundland and Labrador Tourism