How to Harness the Power of Influence to Fuel Your Destination’s Recovery

Seth Spillman  
CMO  
National Cowboy & Western Heritage Museum

Kyle Huber  
Photographer and Visual Designer  
@asenseofhuber

Eden Hagos  
Founder  
@blackfoodie.co

Dan Rosenbaum  
Director, Global Digital Marketing  
San Francisco Travel

Bill Karz  
VP, Brand & Digital Marketing  
Los Angeles Tourism
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2021 Influencer & Creator Trends
SOCIAL MEDIA BEHAVIOURS

Perspectives on how internet users aged 16 to 64 engage with social media.

Warning: The survey questions that inform this chart have changed, so values are not comparable with those published in previous reports.

- Visited or used a social network or a messaging service in the past month: 98.9%
- Average number of social platforms used each month per internet user: 6.3
- Visit social platforms to find funny or entertaining content: 82.2%
- Follow brands or research brands and products on social media: 73.5%
- Visit social platforms for work-related networking or work-related research: 22.6%

Source: GlobalWebIndex (Q4 2020). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GlobalWebIndex.com for more details. (Comparability Advisory: Survey changes. Values are not comparable with previous reports.)
REASONS FOR USING SOCIAL MEDIA

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO CITE EACH ACTIVITY AS A MAIN REASON* FOR USING SOCIAL MEDIA

THE SURVEY QUESTION THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAYING IN TOUCH WITH FRIENDS AND FAMILY</td>
<td>49.7%</td>
</tr>
<tr>
<td>FILLING SPARE TIME</td>
<td>36.9%</td>
</tr>
<tr>
<td>READING NEWS STORIES</td>
<td>36.1%</td>
</tr>
<tr>
<td>FINDING FUNNY OR ENTERTAINING CONTENT</td>
<td>31.5%</td>
</tr>
<tr>
<td>SEEING WHAT’S BEING TALKED ABOUT</td>
<td>29.6%</td>
</tr>
<tr>
<td>FINDING INSPIRATION FOR THINGS TO DO AND BUY</td>
<td>27.8%</td>
</tr>
<tr>
<td>FINDING PRODUCTS TO PURCHASE</td>
<td>26.5%</td>
</tr>
<tr>
<td>SHARING AND DISCUSSING OPINIONS WITH OTHERS</td>
<td>25.3%</td>
</tr>
<tr>
<td>WATCHING LIVE STREAMS</td>
<td>24.2%</td>
</tr>
<tr>
<td>MAKING NEW CONTACTS</td>
<td>23.8%</td>
</tr>
<tr>
<td>SEEING CONTENT FROM YOUR FAVOURITE BRANDS</td>
<td>23.4%</td>
</tr>
<tr>
<td>WORK-RELATED NETWORKING AND RESEARCH</td>
<td>22.6%</td>
</tr>
<tr>
<td>FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS</td>
<td>22.3%</td>
</tr>
<tr>
<td>POSTING ABOUT YOUR LIFE</td>
<td>21.8%</td>
</tr>
<tr>
<td>WATCHING OR FOLLOWING SPORTS</td>
<td>21.1%</td>
</tr>
<tr>
<td>FOLLOWING CELEBRITIES OR INFLUENCERS</td>
<td>20.9%</td>
</tr>
</tbody>
</table>

SOURCE: CWI (Q4 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

*NOTE: RESPONDENTS COULD SELECT MULTIPLE ANSWERS. ☑ COMPARABILITY ADVISORY: SURVEY CHANGES.
Social Listening

At the onset of the pandemic, analyzing real-time conversations on social helped brands pivot. These deep customer insights, and the ability to quickly adapt, will remain a critical competitive advantage at a time when public opinion changes so quickly.

- Always Be Listening
- Have Resources Available
- Join the Conversation
- Take Calculated Risks & Step Outside the Comfort Zone
CURATORS, CREATORS & MORE
The Tastemaker

The Creator

The Lifestyle

The Curator
Current Trends

• Trustworthiness is the #1 trait people look for in people and brands they follow.

• Influential figures are being held accountable.

• People are looking to people they trust to demystify complex issues.

• People expect influential figures to give up their platforms for important issues.

• This shift has an impact on how brands partner with creators. Influencer strategies need to ensure there’s alignment on the values and beliefs of the brand.
Emerging Trends

• The horizons of social have expanded. People are socializing and hanging out in games, not just playing.

• Gaming streamers on Twitch have been producing lifestyle content, while creators from Instagram and YouTube have started using TikTok.

• Games like Fortnite and Animal Crossing have transformed into social hubs.

• Influential communities are forming in platforms like Clubhouse.

• Enabled by tools and formats that encourage collaboration, the feed is increasingly a place to co-create, not just consume.

• Gen Z’s notoriously fluid approach to content creation is what’s driving this behavior.
Five Ways Your Destination Can Harness the Power of Influence

- Look Local
- Partnerships, Not Transactions
- Authenticity Matters and Who the Message Comes From
- Champion your Destination’s cause
- Integrate Creator’s Content Into all Marketing Channels
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Moderated Discussion
Why is it important for us to think of influencers more as creators?
INFLUENCERS ARE CREATORS

BLACK FOODIE is a creative agency and media platform reaching over 250,000 travellers, journalists, foodies, and social media influencers.

We work with our partners to create digital content that showcases Black food culture around the world.

Past clients

Toronto
Experience Grand Rapids
South Carolina
Los Angeles
What goes into your process of creating content?
INFLUENCERS ARE CREATORS

Welcome to the BLACK FOODIE Battle,
Question #3

Authenticity is a huge trend in content. How do you tap into that trend?
Felt bad my cow-orker was missing another Prix de West. Thought I'd share this piece by Bruce R. Greene called "Four Part Harmony." This gives me an idea. Stay tuned. 

#HashtagTheCowboy Thanks, Tim
Question #4

Why does authenticity matter when focusing on our diverse communities and how do we ensure we get it right as brands?
ALWAYS HIGHLIGHT AUTHENTICITY
How do you like to work with a destination brand? What are things a brand can do to make it easier for the partnership?
STRUCTURED FLEXIBILITY IS KEY
How do you as a creator ensure there is value for the brand in the partnership?
Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. Learn More

13056
1027
2127
1608

Interactions

5,249
Actions taken from this post

Profile Visits
5,221

Website Taps
27

Email Button Taps
1

Discovery

107,162
Accounts Reached
60% weren't following asenseofhuber

Impressions
122,597

From Home
43,830

From Hashtags
29,911

From Profile
20,218

From Other
17,287

Follows
537

Video

asenseofhuber Vacation dreams in Palm Springs 🏖️.Annotations:
I’m excited to partner with @ExpediaCA for this new video that pushed my imagination further than ever! Based on the question "Where are you now and where are you dreaming of going?", my mission was to take you on a visual journey from my apartment in LA to the colorful and sunny desert in the Coachella Valley. Turn your sound up and escape with me! 🌴 #ImagineWithExpedia

View Insights

72,216 views · Liked by erichammerlund

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Question #7

Can you share any examples where your content made an impact on a particular business?
MAKING AN IMPACT

da____mc Ethiopia is definitely on my bucket list!!

I love what you guys do. Representation matters

huntclyde My beautiful one I don't know where you're from but thank you for representing my place Michigan and I will travel 3 hours to go visit his place and let you know my reviews thank you once again

astrobjr Thank you for showcasing my city and my food!!!! ❤️

iammrshendrix We making trip to Ontario too @mrs_dauphine
What is your biggest success story?
Question #9

How do you ensure the content you create is something your audience wants and will engage with?
Question #10

As a creator, how do you diversify your content without alienating your audience?
As the pandemic first hit and brought a halt to travel, how did content creators like yourself adapt?
What’s next? What’s the future of creators and brands working together look like?
DIVERSE STORIES = GREATER ROI

People often think that Blackness is a monolith and it's actually not.
Q&A

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