



The Power of Authenticity

The Scalable Approach to
Amplifying Destination Appeal

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What attracts modern travelers?

Authenticity



Real People

+



Real Experiences

=



Connection



Introduction

1. Power of User-Generated Content (UGC)
2. Content Creators delivering UGC at Scale
3. Organizing Creator Visits: Things to Consider



Power of User-Generated Content (UGC)



59% of travelers are influenced by UGC on travel, hospitality and destination sites.



52% of travelers have booked a specific destination based on UGC they saw online.



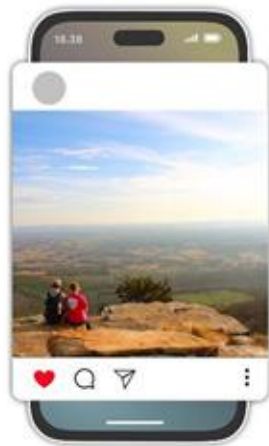
Websites that include UGC can see an increase in their time on-site by up to 90%, and an increase in return visitors of 20%.

Where to get all this content?



You create it

You know the area well but you have limited perspectives and it takes lots of time.



Instagram

Authentic content but quality varies and you have no input (you get what you get).



Creator Visits

Authentic content & you can give input, but time consuming to find/coordinate.

Why Creator Visits?

Creators can captivate and inspire audiences

- Real people having real experiences in your destination
- Bringing in a new perspective (seeing your community through a new set of eyes)
- Experienced in creating content that resonates





Forrest



Diversification of Marketing Strategy

Innovation and Creativity

Cost-Effectiveness

Versatile Content

Experience Waterloo



Stephanie Frias



Lost Island Family Adventure



Things to Do in Waterloo:
Lost Island, Mini Golf &
the John Deere Museum



Where Eat & Stay in
Waterloo



Experience Lost Island's
NEW theme park!

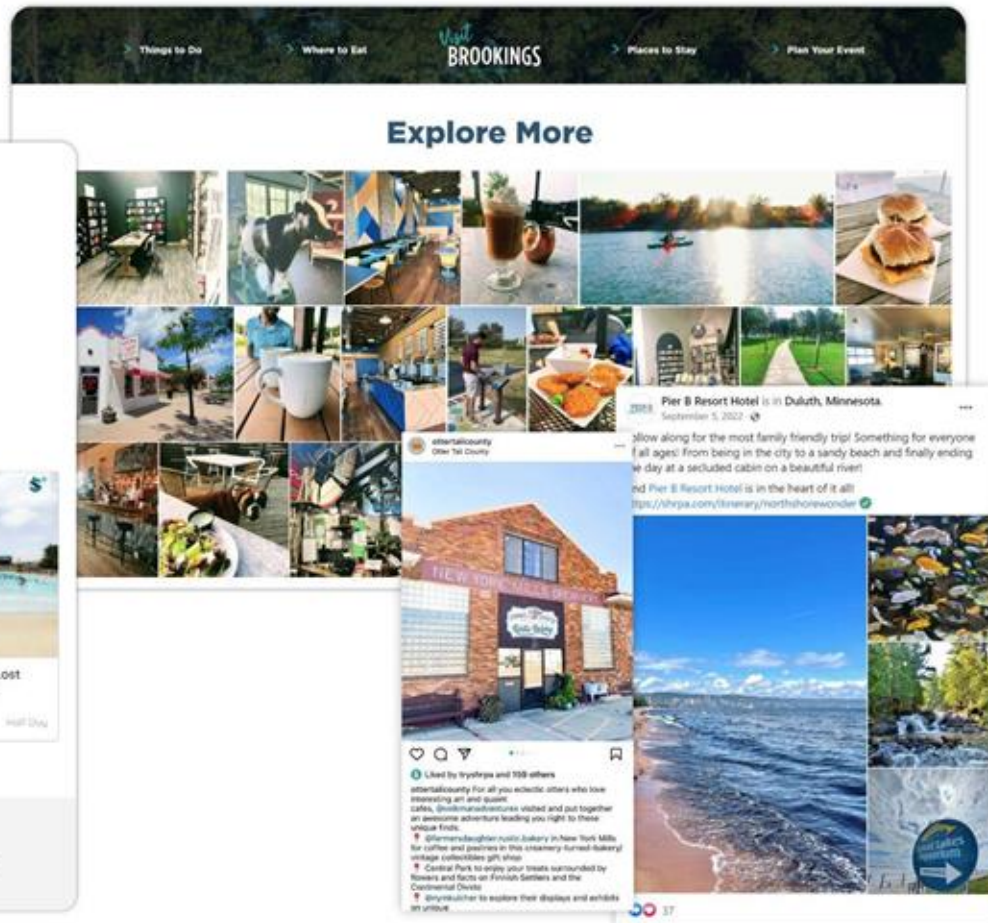


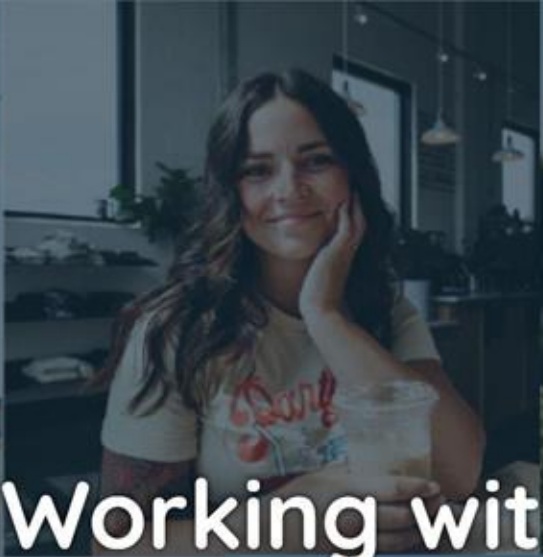
Make a Splash at Lost
Island Water Park

8 Locations

80 Photos

14 Videos





Considerations for Working with Content Creators



Start with End in Mind

1. Determine the content you need
2. Think about themes
3. How are you going to use it?



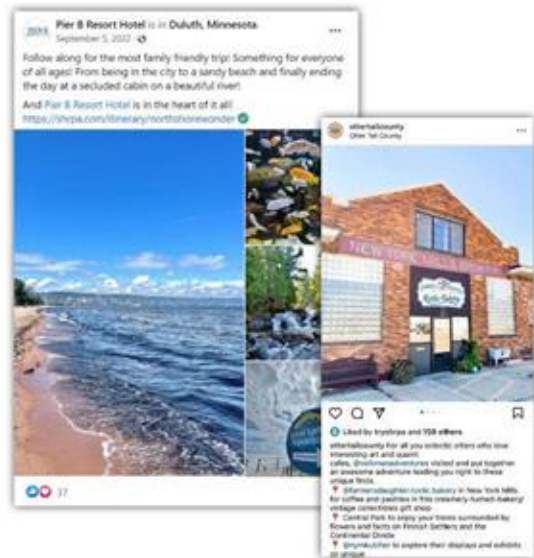
What will they deliver?



Types of Content



Content Rights



Social Media
Posts



What are you responsible for?

- Setup work required of you
- What are your all in costs?
- How much guidance are you expected to provide



Considerations for Working with Content Creators

1. Start with the end in mind
2. What will they deliver?
3. What are you responsible for?



Steps to Successful Creator Visits

Paperwork ahead of time

- W2
- Assignment of content rights
- Agreement of work & Payment





Planning Dates of Visit

1. Agreed dates of visit
2. Coordinating with stakeholders
 - Hotel
 - Restaurants

After the Visit

1. Payment
2. Transferring & storing content
3. 1099 Filing



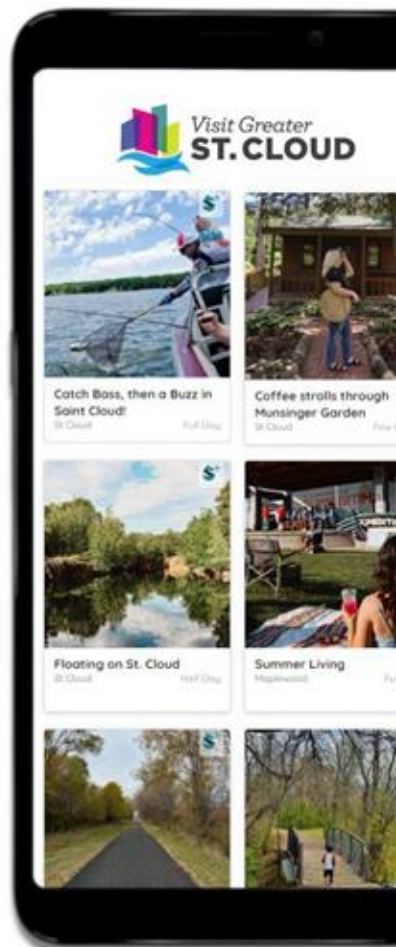


Steps to Successful Creator Visits

1. Paperwork ahead of time
2. Planning dates of visit
3. After the visit

Key Takaways

1. Creator Visits deliver UGC at Scale
2. Considerations when Choosing Creators
3. Steps of a Successful Creator Visit



Questions?
Let's Connect!

*Shrpa - Facilitating 400+
Creator Visits to date*



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