

# Let's go places together!

We're Tripscout, part of the @hotel network, the largest social travel network on Instagram. We specialize in crafting custom **social-first, creator-led campaigns** for Destination Marketing Organizations and tourism partners worldwide. With the industry's most followers and extensive data insights, our innovative approach leverages the latest social trends, ensures campaigns with high engagement, and ultimately inspires travelers to take action.

By spotlighting **real people doing real things in real places**, we will guide DMOs on a journey to create scalable, actionable strategies, regardless of their team size, destination, or budget constraints.

Our unique offer, found on pages 3-5 is a way to leverage Tripscout across your partners and get more for less!



Tripscout.com | @Tripscout

## QUICK STATS

# 146

Instagram Handles Owned + Managed



# 80M+

Total Followers

# 92%

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

# 4B

Average Monthly Reach

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

# Our Differentiators

## BESPOKE SOLUTIONS

No two clients are the same, so we create a tailored program based on your KPIs.

## SPEED

We're able to secure a high number of creators quickly and can activate a campaign within weeks.

## LOWER RATES

We're able to offer reduced market rates because we promote them across our network of 62M+ followers.

## FLEXIBILITY

We can customize campaigns to your unique campaign goals and desires. We can work with any creators.

## ALIGNMENT WITH TOP TRENDS

We know what audios and themes are trending thanks to the 150+ channels we own and operate.

## OUR TEAM OF EXPERTS

With a dedicated account manager, a creator specialist, content specialist, and an internal social media creative team, your campaign is in good hands.



# Our Services

## Custom Creator Content

We will identify and send diverse creators to your destination to capture a wide variety of compelling, social-first content to educate visitors on all there is to do! They'll create emotional connections and demonstrate the wide range of activities available for every type of adventurer.

## Amplification & UGC At SCALE

Maximize the impact of your social-first content with our Amplification package, where we take your content and amplify it across our expansive network. No content ready to go? No problem. Our UGC package lets us source and share authentic user-generated content on your behalf. Both solutions are designed to drive unmatched impressions, engagement, and awareness at scale you can't find anywhere else in the industry.

## Turn-Key Campaign Management

Let our team do the dirty work for you. When you work with Tripscout, our team of experts will:

- Find, contract, and negotiate with the creators
- Plan and coordinate creators' in-market trips
- Simplify all approvals
- Flight, track, and optimize all content
- Deliver robust reporting summarize campaign results



# Exclusive Travel Nevada Tripscout Offerings

Perfect for small to mid-size DMO's, our Co-Op offering is an awesome opportunity to leverage the Tripscout Network to raise awareness at scale for your destination.

Partner with other DMOs to get the most out of this opportunity!

## Creator Investment Opportunities:

### 2 CREATORS

Tripscout will send **2 diverse creators** to your destination to capture a wide variety of compelling, social-first content to educate visitors on all there is to do! One will be from a drivable/local market.

### 10 POSTS

Each creator will create and post:

- 4 Reels
- 1 Photo Carousel

Reels can include detailed itinerary recaps, attraction highlights, and hidden gems.

### AMPLIFICATION

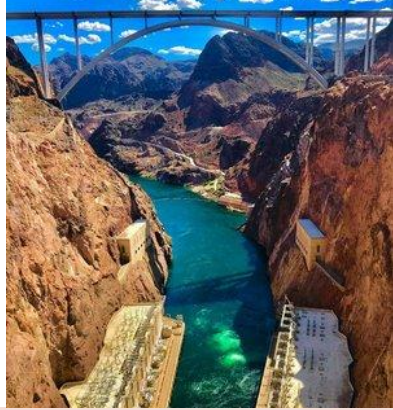
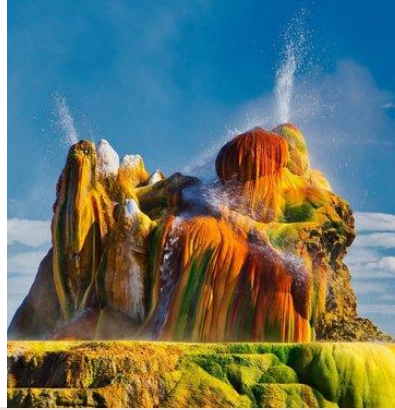
- 5 Bonus Reels created by Tripscout Team
- 15+ Amplification Posts

### CONTENT LIBRARY

- 10 Images + 1 Bonus Reel
- 1 year of usage rights

**3M IMPRESSIONS + 500K AV • 25+ Total Posts**

# of Partners	Investment Level	Added Value
1	\$30,000	• N/A
2	\$28,500	• 2 Bonus Campaign Reels
3	\$26,000	• 2 Bonus Campaign Reels • 1 Regional Email Newsletter Inclusion (520K sends; 30% OR)
4+	\$24,000	• 4 Bonus Campaign Reels • 1 Regional Email Newsletter Inclusion (520K sends; 30% OR)



# Tripscout AMP Offering

Destinations have invested funds to generate their own amazing content. Maximize the ROI on this content by increasing its visibility. Tripscout puts Destination content to work by leveraging the Tripscout Network to a targeted travel audience.

## Investment Opportunities:

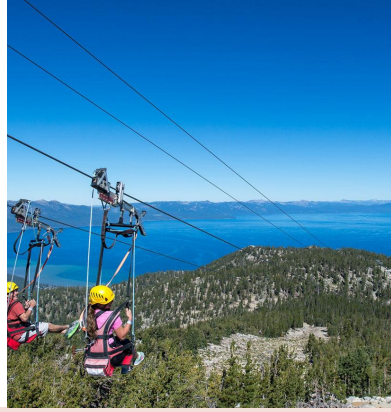
DELIVERABLES PER PARTNER	\$15K	\$12K	\$10K
NUMBER OF PARTNERS	1	2	3+
TS NETWORK POSTED CONTENT:	7	10	12
TS NETWORK INSTAGRAM STORIES:	10	12	15
IMPRESSIONS	1M	1.25M	1.5M
<u>eCPM</u>	\$15	\$9.60	\$6.67
ADDED VALUE	N/A	3 Bonus Reels (created + posted by TS)	5 Bonus Reels (created + posted by TS); Story Highlight bubble for duration of campaign
CAMPAIGN FLIGHT LENGTH	Two months	Two Months	Three Months

## Prerequisite:

RECOMMENDED PIECES OF CONTENT PROVIDED BY CLIENT	Min 4-6 Reels + 5-10 Photos	Min 7-10 Reels + 8-12 Photos	Min 10-12 Reels + 12-15 Photos
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\* The program is only available for destinations who have social first content. Tripscout will need to review the content prior to entering an agreement.

\*Campaign flight length can be flexible, the flights listed above are suggestions. Tripscout can work with a timeline of 2 to 6 months.



# Tripscout UGC Offering

Tripscout understands certain destinations have tight deadlines and may be lacking content in certain brand pillars. Tripscout has you covered! We can source content for your destination, license the content, and amplify the reach!

## Investment Opportunities:

DELIVERABLES PER PARTNER	\$25K	\$20K	\$18K
NUMBER OF PARTNERS	1	2	3+
TS NETWORK POSTED CONTENT:	12	15	18
TS NETWORK INSTAGRAM STORIES:	12	15	18
GUARANTEED PIECES OF CONTENT	12	15	18
IMPRESSIONS	1.5M	1.75M	2M
<u>eCPM</u>	\$14.3	\$11.43	\$9
CAMPAIGN FLIGHT LENGTH	Two months	Two Months	Three Months

\*Campaign flight length can be flexible, the flights listed above are suggestions. Tripscout can work with a timeline of 2 to 6 months.