



- b) Family – if you’re looking to highlight kid-friendly activities
  - c) Friends – if you’re looking for outings/activities for a small group of people
5. When (what month) would you like the influencer to visit? Please provide at least **three** different options.
- First preference:
  - Second preference:
  - Third preference:
6. Would you like the influencer to do a **day trip** or **overnight visit**? If an overnight visit, please specify how many nights you’d like them to stay. (Typically, we advise no more than two nights.)
- Day trip or overnight visit?
  - If overnight, how many days?
7. What activities would you like the influencer to participate in?

If you prefer a **day trip**, then please include the top **three activities/attractions** you’d like the influencer to experience (Option 1). If you would like the influencer to **stay overnight**, then please list the **five to seven activities** you’d like them to experience (Option 2). These top activities will be used to guide the influencer’s itinerary. **Please also state which activities will be comped. It is not required to have all activities comped, but please list any of the activities you can cover.**

\*Please note: We will do our best to ensure that the influencers accomplish as many of the activities as possible on the itinerary. However, we would like you to list the must-see attractions that are unique to your destination. When outlining activities below, please include which ones are **mandatory** for the influencer to experience for either their day trip or overnight visit.

**OPTION 1: Day Trip**

- Day trip activities:
  - > Activity one:
  - > Activity two:
  - > Activity three:

\*Mandatory day trip activities:

- > Activity one:
- > Activity two:

**OPTION 2: Overnight trip**

- Overnight trip:
  - > Activity one:
  - > Activity two:
  - > Activity three:
  - > Activity four:
  - > Activity five:
  - > Activity six:
  - > Activity seven:

\*Mandatory overnight trip activities:

- > Activity one:
- > Activity two:
- > Activity three:
- > Activity four:

8. What backup activities do you recommend the influencer experience, in case of inclement weather? Please keep in mind that these will be indoor activities.

**OPTION 1:**

- Day trip backups:
  - > Activity one:
  - > Activity two:

**OPTION 2:**

- Overnight trip backups:
  - > Activity one:
  - > Activity two:
  - > Activity three:

9. Please provide any additional recommendations on restaurants you'd like the influencer to visit. List breakfast, lunch and dinner options.

- Breakfast:
- Lunch:
- Dinner:

10. **FOR AN OVERNIGHT VISIT**, please provide a brief summary of and link to the lodging and accommodations/where you'd recommend the influencer stay. **It is not required for lodging to be comped, but if it is, please confirm here.**

11. What language/messaging, if any, should influencers avoid in reference to your particular destination and/or activities? (This direction will help influencers when creating content.)

12. What COVID-19 safety precautions and/or requirements are being taken throughout your destination?

13. Please provide your destination's appropriate hashtags and social media handles for influencers to include in their content.

- Instagram:
- Facebook:
- Twitter:

**Influencer Itinerary – [INSERT PARTNER NAME HERE]**

**COMPREHENSIVE ITINERARY FOR INFLUENCER VISIT**

**CONTACT INFORMATION** (Please include your contact information here. The final itinerary will also include contact information for the influencer, Ohio. Find It Here. and Marcus Thomas.)

Name	Email Address	Phone Number	Social Handles

**ITINERARY AT A GLANCE (\*PLEASE BE SURE TO HIGHLIGHT YOUR MANDATORY ACTIVITIES IN THIS SECTION)**

Insert Date	Insert Date	Insert Date
[INSERT HIGH-LEVEL ACTIVITIES HERE]	[INSERT HIGH-LEVEL ACTIVITIES HERE]	[INSERT HIGH-LEVEL ACTIVITIES HERE]

**ITINERARY DETAILS**

**DATE – DAY 1** (Please include the activities you’d recommend for the influencer’s day trip, or the first day of their overnight visit. We encourage you to include any interesting background or tidbits about each activity in the Notes section.)

Time	Activity	Location/Address	Notes

**DATE – DAY 2** (This is a placeholder in case the influencer is experiencing an overnight visit. Please include the activities you’d recommend for the influencer’s second day. We encourage you to include any interesting background or tidbits about each activity in the Notes section.)

Time	Activity	Location/Address	Notes

**DATE – DAY 3** (This is a placeholder in case the influencer is experiencing an overnight visit. Please include the activities you’d recommend for the influencer’s third day. We encourage you to include any interesting background or tidbits about each activity in the Notes section. Only fill this section out if the influencer is staying two nights.)

Time	Activity	Location/Address	Notes

(This is a placeholder for backup activities in case of inclement weather. Please include them in the chart below.)

Time	Activity	Location/Address	Notes