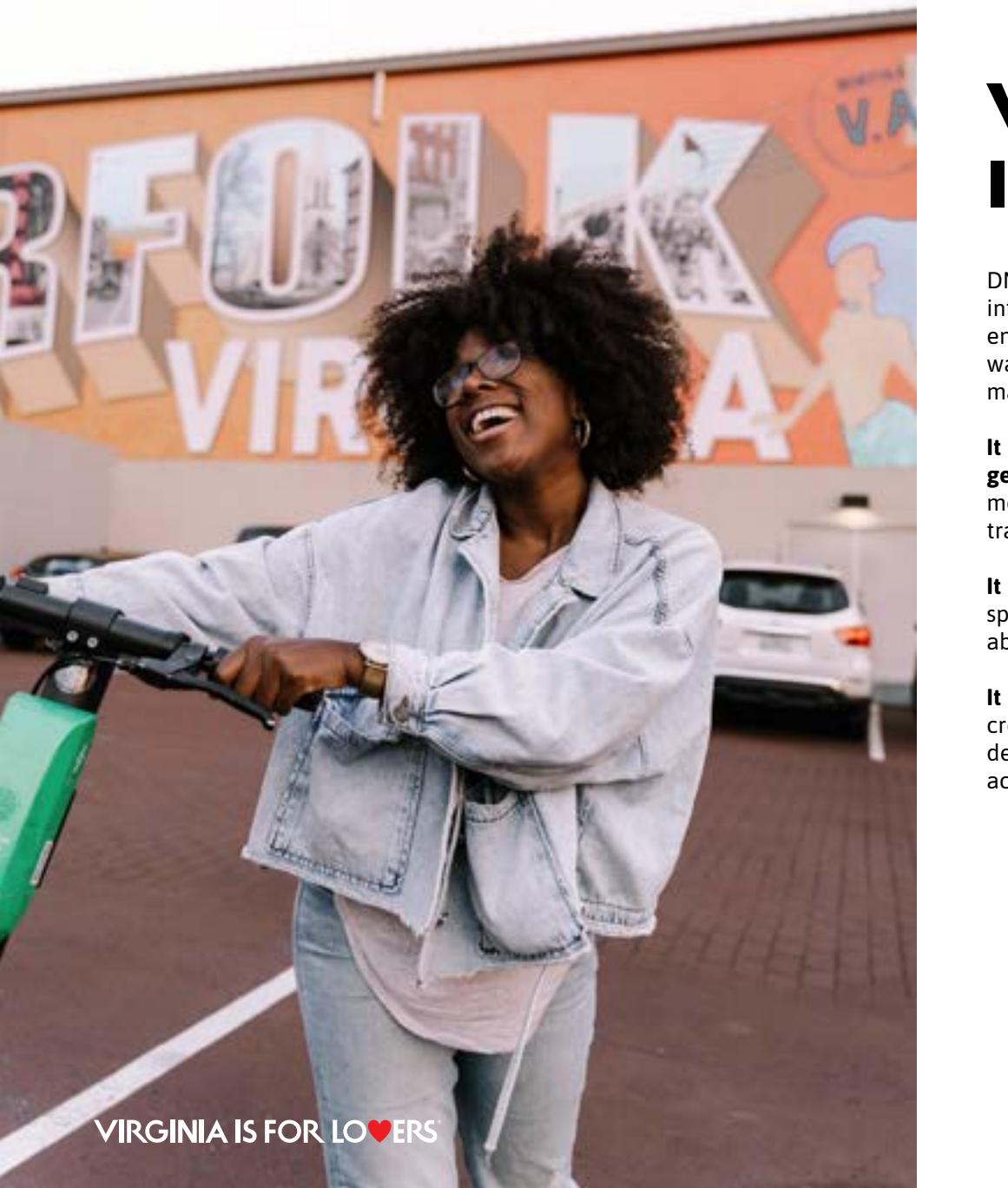


VIRGINIA
IS FOR
LOVERS®

VIFL
INFLUENCER
GUIDE



WHY HIRE AN INFLUENCER?

DMOs can greatly benefit from collaborating with influencers to expand their reach, build credibility, and engage with new audiences in a personal and memorable way. This approach is especially effective in tourism marketing because:

It builds authenticity and trust. When influencers share genuine experiences with a destination their audience is more likely to perceive it as a credible endorsement than a traditional advertisement.

It provides targeted reach. Influencers allow DMOs to reach specific demographics based on the niche they often post about.

It provides DMOs with user-generated content. Influencers create high-quality, shareable content that showcases the destination in real time. This content can be repurposed across the brand's own channels to enrich storytelling.



Key Considerations When Hiring Influencers

What are your goals?

- To reach a new audience?
- To get assets for your own use?
- To highlight a specific event?

Value & Reach

- Influencer rates typically rise with higher follower counts and engagement.
- Don't rely on follower count alone — review likes, comments, and shares to assess actual influence.

Content Quality & Brand Fit

- Ensure their style aligns with your brand, especially if you'll be using their content for your own marketing.
- Review their past work for quality and consistency.

Location

- Out-of-state influencers may require additional budget for travel and accommodations.

Niche Focus

- Choose influencers whose audience aligns with your target (e.g., family, food, outdoors, urban).



Planning Their Trip

- Work with the influencer on their itinerary. While you know your area and what you would like to be showcased, trust that they know their audience as well as what content will perform best.
- We always recommend scheduling a call vs. going back and forth on email.

Usage Rights

- Be clear upfront: Do you want them to simply post to their account, or also provide content for your own use?
- Requesting usage rights increases cost but can be worthwhile for high-quality content.
- Usage rights may be limited by time (e.g., 6 months, 1 year) or offered in perpetuity at a higher fee.
- Standard terms usually exclude media or partner sharing — include this explicitly in the contract if needed.
- We can provide sample terms & conditions covering usage rights and sharing options.

Budgeting & Invoicing for Influencer Partnerships

- Always draw up a contract with ~~ALL~~ requirements:
 - What are they required to share? Ex. One reel, one carousel and five IG stories.
 - Do they need to tag you or your partners? If so, include those handles in the contract.
 - Do they need to link to anything? Add links and where to include them.
 - Include itinerary, if specified.
 - What are the expected post dates or timeframe?
 - Are they providing any assets for your use? Outline any usage timeframes, terms and conditions, etc.
- We recommend agreeing on one lump sum payment for all work.
 - This will prevent back and forth and make payment easy.
 - Include language that payment will be made once all work is complete.
- Require an invoice for payment.

**Some influencers might offer their own contract, if you are able to use theirs and would prefer it, be sure to check for everything above.



INFLUENCER RECOMMENDATIONS

To effectively showcase your unique destinations, experiences, and attractions, we've identified influencers whose reach, style, and audience align with our mission. Each influencer on this list can captivate audiences with authentic, visually compelling storytelling that drives engagement and inspires travel. These individuals represent diverse demographics and interests—from outdoor adventure seekers and family travel experts to culinary enthusiasts and culture-focused creators—ensuring that we can connect meaningfully with a wide range of potential visitors.

FAMILY

[@Virginia.adventure.family](#)

Northern Virginia based <100k followers

[@Julesfromvirginia](#)

Northern Virginia based <50k followers

[@thewestendmom](#)

Richmond based <100k followers

OUTDOOR

[@withsunshinesol](#)

D.C./Virginia based - Macro influencer - over 100k followers (\$\$)

[@krismariawanders](#)

D.C./Virginia based - Macro influencer - over 100k followers (\$\$)

[@Alinazbv](#)

D.C./Virginia based - Macro influencer - over 100k followers (\$\$)

[@RVAhiker girl](#)

Richmond based - Macro influencer - over 100k followers (\$\$)

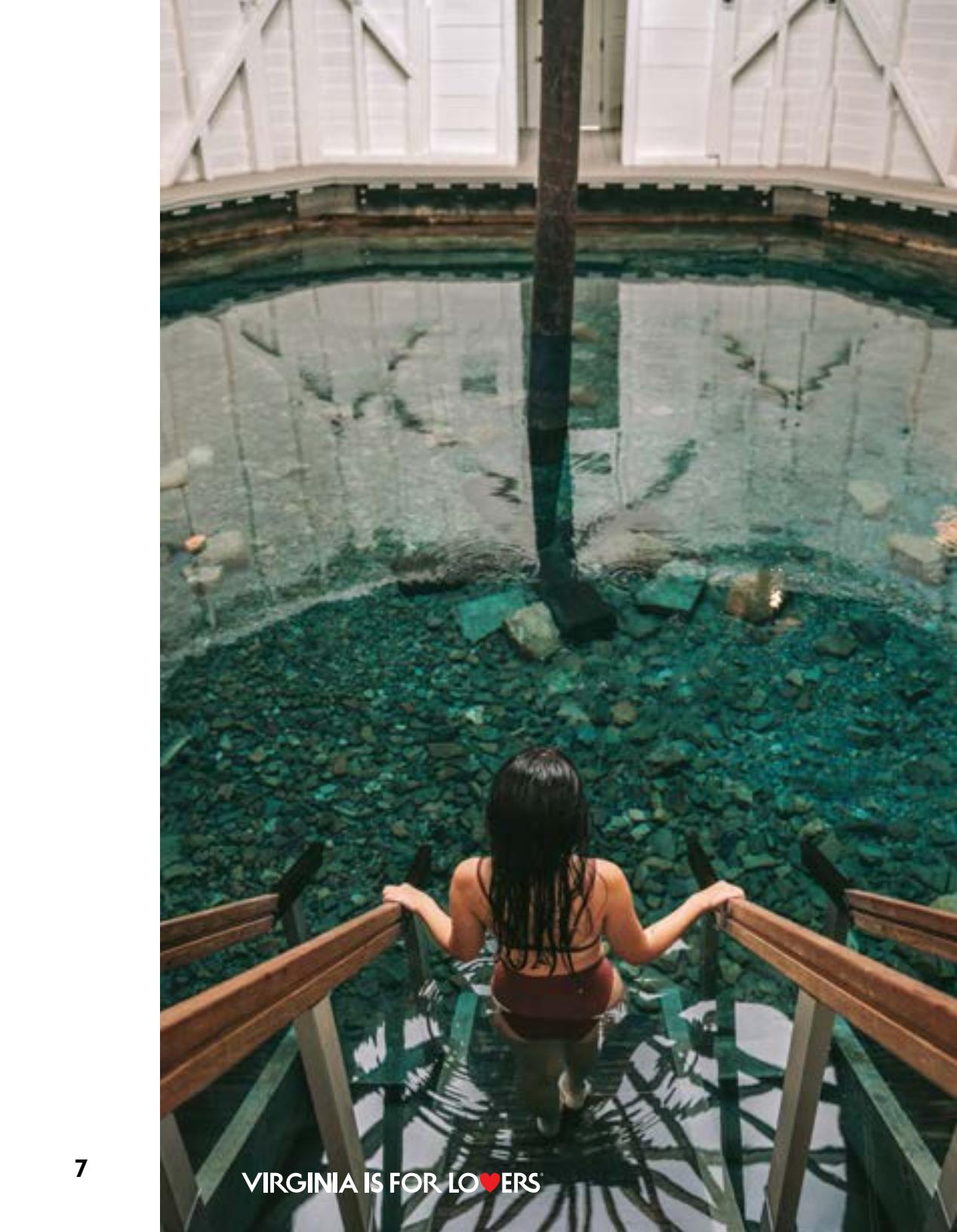
GENERAL TRAVEL

[@packslight](#)

NYC based - Macro influencer - over 100k followers (\$\$)

[@wander.with.alex](#)

Coastal Virginia based - Micro influencer - under 10k followers



FOODIE

[@hungryasianke](#)

Roanoke based <50k followers

[@atlfoodiesofficial](#)

Atlanta based - Macro influencer - over 100k followers (\$\$)

[@theworldin80bottles](#)

NYC based - Micro influencer - under 10k followers

[@laurenzray](#) (Youtube)

Richmond based <50k followers

[@VAfoodie](#)

Virginia based <50k followers

WELLNESS

[@ochristine](#)

Miami and NYC based <50k followers

[@Steffy](#)

<100k followers

LUXURY

[@goanniewhere](#) (Youtube)

Atlanta based - Macro influencer - over 500k followers (\$\$)

[@vineyardsandvoyages](#)

Macro influencer - over 400k followers (\$\$\$)

[@Staysandgetaways](#) (Youtube)

D.C. based - Macro influencer - over 100k followers (\$)

PET-FRIENDLY

[@jdisthebestb](#)

Northern Virginia based <50k followers

[@therealgoldensam](#)

Williamsburg based <50k followers

HISTORY

[@HunterHulbertH](#)

D.C. based Macro influencer - over 100k followers (\$\$)



HEART & SOUL

HEART & SOUL CAMPAIGN

@Marissa.daily (Youtube)
D.C./Virginia based <50k *followers*

@lmeumo
Maryland based <100k *followers*

@Feedthemalik (Youtube)
D.C. based - Macro influencer - over 100k *followers* (\$\$)

@Parisisthename
Richmond based <50k *followers*

@Politicandfshn (Youtube)
Macro influencer - over 100k *followers* (\$\$)

@_Nomarama
Virginia Based <50k *Followers*

@Xaviertramaine
Virginia Based <50k *Followers*

@Mharm_1
Virginia Based <50k *Followers*