

JETSETTER

COSTA RICA TOURISM BOARD (ICT)
INFLUENCER PRESS TRIP RECAP





EXECUTIVE SUMMARY



#LIKEAJETSETTER

A TRIP OF A LIFETIME

Sidewalker Daily worked with the Costa Rica Tourism Board and Jetsetter.com to produce an influencer press trip. The goal was to create content and bring awareness to the country of Costa Rica. We tapped into our network of influencers and secured 5 A-list influencers to travel with us to Costa Rica, and brought along one of our favorite photographer/videographers to capture the memories. The Sidewalker Daily team also secured the Four Seasons Costa Rica as a trip partner, as well as a 3 night stay at The Springs Resort & Spa to include in an accompanying giveaway. The influencer press trip resulted in over 15 million Instagram impressions, over 1 million engagements and 36,000+ post saves on Instagram.

JETSETTER



About Us

Jetsetter is the traveler's ultimate muse. We're on a mission to explore the world through style and quality, as your insider source for living the jet-setting lifestyle.

Our team of global correspondents is constantly on the hunt for hot new hotels, must-try restaurants, one-off shops, killer wardrobes, and can't-miss sites you need to experience—no matter your destination.

Jetsetter is owned by TripAdvisor and is part of the SmarterTravel Network of travel brands, which includes SmarterTravel, Airfarewatchdog, Oyster, and Family Vacation Critic.

1M

Avg. Unique
Monthly Visits

5M

Social Media Followers

5.5M

Email Subscribers

Source: Adobe Analytics, Social Platforms (Facebook, Twitter, Pinterest, Instagram), Syndication Reach, and Internal CRM metrics.

Content Overview

Jetsetter covers everything travelers need to know to experience the best the world has to offer:

- Curated hotel reviews and awards
- Destination inspiration
- Fashion and style
- Food and drink

Jetsetter publishes a mix of Editorial and video content daily on its site and distributes its content through email newsletters and social to an audience of 8M+.



The Jetsetter Consumer

- ♀♂ Females, 25-54
- 💰 Affluent (highly over-index \$150K+)
- 🎓 Well-educated (college+)
- 🌐 U.S. centric audience
- ✈️ High travel intenders (12.5 over-index)
- 👜 Style conscious and active shoppers (Jetsetters spend \$1M+ on reco'd affiliate products/year)
- 📢 Highly influential among peer set
- 📊 Curious, trend embracers

Source Quantcast; Internal Subscriber Survey.



MEET THE GROUP



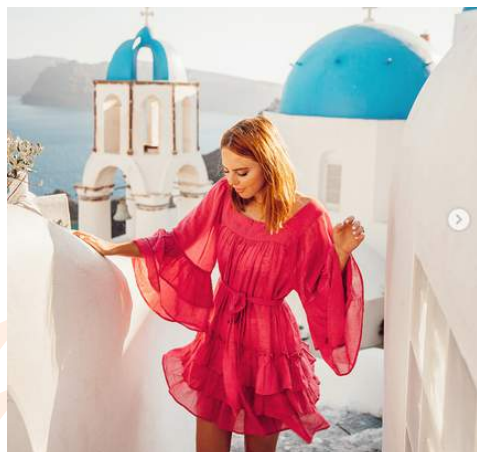
TEZZA | @TEZZA



COLE | @COLE_HERRM



CHRISTINE | @TOURDELUST



JACI | @JACIMARIESMITH



LEIF | @NILLA_LEIFERS



NICOLE | @NICOLEISAACS



ZOE | @ZOELAZ



GABE | @FALLLENSKIES

2,205,000+
TOTAL INSTAGRAM
FOLLOWERS

PRODUCTION TEAM //

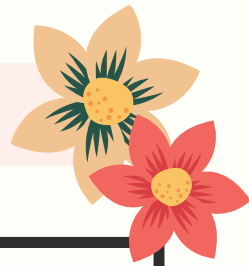
LINDSEY | EDITOR
@JETSETTERDOTCOM

CLAIRESSE | TRIP DIRECTOR
@SIDEWALKERDAILY

MICHAEL | PHOTOGRAPHER
@MICHAELMORETTI



TRAVEL ITINERARY



DESTINATION: COSTA RICA		DURATION OF STAY: 6 NIGHTS 7 DAYS	
AREAS EXPLORED: PENINSULA PAPAGAYO LA FORTUNA		ACCOMODATIONS: FOUR SEASONS COSTA RICA THE SPRINGS RESORT & SPA COSTA RICA MARRIOT HOTEL	
TOTAL TRIP ATTENDEES: 11 PEOPLE			
DAY 1	ACTIVITIES: ARRIVAL OF INFLUENCERS + GUESTS PRIVATE WELCOME DINNER	LOCATION: FOUR SEASONS PENINSULA PAPAGAYO	
DAY 2	ACTIVITIES: GROUP BOATING EXPERIENCE	LOCATION: FOUR SEASONS PENINSULA PAPAGAYO	
DAY 3	ACTIVITIES SUNRISE PHOTOSHOOT AT PRIVATE VILLA TRUNK SHOW WITH COSTA RICAN DESIGNER SPA TREATMENTS + TRAVEL TO LA FORTUNA	LOCATION: FOUR SEASONS/THE SPRINGS PENINSULA PAPAGAYO/ LA FORTUNA	
DAY 4	ACTIVITIES ZIPLINING THROUGH THE RAINFOREST HOT SPRINGS EXPERIENCE AT TABACON RESORT	LOCATION: THE SPRINGS LA FORTUNA	
DAY 5	ACTIVITIES VISIT TO LA FORTUNA WATERFALL	LOCATION: THE SPRINGS LA FORTUNA	
DAY 6	ACTIVITIES HORSEBACK RIDING HANGING BRIDGES TRAVEL TO SAN JOSE	LOCATION: THE SPRINGS/MARRIOT HOTEL LA FORTUNA/SAN JOSE	
DAY 7	ACTIVITIES GROUP RETURN TO THE USA	LOCATION: MARRIOT HOTEL SAN JOSE	



CUSTOM CONTENT

#LIKEAJETSETTER TRIP OVERVIEW



76



INSTAGRAM POSTS

THE GROUP CREATED OVER 76 STATIC INSTAGRAM POSTS ABOUT THE TRIP TO COSTA RICA.

424



INSTAGRAM STORIES

OVER 424 STORIES WERE POSTED ON INSTAGRAM ABOUT THE TRIP TO COSTA RICA SHOWCASING THE COUNTRY'S KEY MESSAGES.

10K



INFLUENCER + TRIP IMAGES

THE TRIP PHOTOGRAPHER TOOK OVER 10,000 RAW PHOTOS AND HOURS OF VIDEO FOOTAGE WHILE IN COSTA RICA.

17

JETSETTER ARTICLES

THE TRIP GENERATED OVER 17 ARTICLE IDEAS FOR THE JETSETTER TEAM, 11 OF WHICH FEATURED OR MENTIONED COSTA RICA.

- COSTA RICA 12 WAYS
- HOW TO EXPLORE #LIKEAJETSETTER: VIP CITY EXPERIENCES WORTH EVERY PENNY
- BLISSING OUT AT THE FOUR SEASONS RESORT COSTA RICA'S NEW SPA
- WHAT TO PACK FOR COSTA RICA: 21 MUST-HAVE ITEMS
- HOW TO SPA #LIKEAJETSETTER: ETIQUETTE, TRENDS, AND EVERYTHING IN BETWEEN
- HOW TO FLY #LIKEAJETSETTER: AIR TRAVEL TIPS AND TRICKS TO LIVE BY
- THE 9 BEST HOTELS IN COSTA RICA
- HOW TO DRESS #LIKEAJETSETTER IN 2019
- JUST BACK: LIVING #LIKEAJETSETTER IN 2019
- SWEEPSTAKES HOW SHOULD YOU TRAVEL #LIKEAJETSETTER IN 2019? TAKE OUR QUIZ FOR A CHANCE TO WIN A TRIP!
- HOW JS EDITORS ARE LIVING #LIKEAJETSETTER IN 2019
- TALKING SUSTAINABILITY AND STYLE WITH NOMADIC COLLECTOR'S STEFANI DE LA O
- 5 INFLUENCER TASTEMAKER Q + A'S

1

CAMPAIGN VIDEO

THE #LIKEAJETSETTER VIDEO KICKED OFF THE CAMPAIGN AND GIVEAWAY, SHOWCASING THE BEAUTY OF THE TRIP AND COUNTRY OF COSTA RICA.



JETSETTER CONTENT SUMMARY



JETSETTER

Magazine

Travel Shop

Destinations

Magazine

January 4, 2019



The Best Warm-Weather Vacations to Take This Winter

OVER
1,000,000
EMAIL
SUBSCRIBERS

JETSETTER COVERAGE

THE COUNTRY OF COSTA RICA WAS FEATURED IN TWO (2) JETSETTER EMAIL CAMPAIGNS AND ELEVEN (11) JETSETTER ARTICLES AND (1) TRIP GIVEAWAY



9 Standout Hotels in Costa Rica

Rainforests, surfing, unspoiled beaches, and more

[Read More →](#)

JETSETTER FEATURE ARTICLES

- BLISSING OUT AT THE FOUR SEASONS RESORT COSTA RICA SPA
- THE 9 BEST HOTELS IN COSTA RICA
- JUST GOT BACK FROM LIVING LIKE A JETSETTER IN COSTA RICA
- COSTA RICA FOR EVERYONE
- WHAT TO PACK FOR COSTA RICA - 21 MUST HAVE ITEMS

JETSETTER.COM

TIER 1 MEDIA

1,000,000+ UMV

Top Story of the Month

Costa Rica for Every Type of Traveler



Calling all thrill seekers, beach bums, nature fiends, and honeymooners!

[Read More →](#)

Hello, 2019! We're SO ready for you

JETSETTER

Destinations

Travel Shop

Magazine



Letter from the Editor

Happy 2019, Jetsetters! You made it.

This year is going to be all about living [#LikeAJetsetter](#), inspired by our incredible trip to Costa Rica (check out our recap below). What that means for me? Eating at all my [favorite restaurants](#), knocking off at least three places on my travel [bucket list](#), [staying healthy](#) both at home and on the road, picking up a new skill (I've always wanted to learn French...), and finally getting the [wardrobe](#) I've been dreaming about forever.

No matter what living [#LikeAJetsetter](#) means to you, I hope you'll join me in at least a few of these. Cheers to an incredible year ahead!

Clara

JETSETTER ARTICLE MENTIONS

- TALKING SUSTAINABILITY AND STYLE WITH NOMADIC COLLECTOR'S STEFANI DE LA O
- Q + A WITH TEZZA BARTON
- Q + A WITH JACI MARIE SMITH
- Q + A WITH ZOE LAZERSON
- Q + A WITH CHRISTINE TRAN
- Q + A WITH NICOLE ISAACS

Destination of the Month:
Costa Rica



Read About Our Week-Long
#LikeAJetsetter Adventure

[Explore Now →](#)

It's All Pura Vida at Costa
Rica's Best Hotels

[Explore Now →](#)

JETSETTER TRIP GIVEAWAY

- #LIKEAJETSETTER COSTA RICA TRIP

Want to Win a Trip to Costa Rica? Enter Our
Sweepstakes!

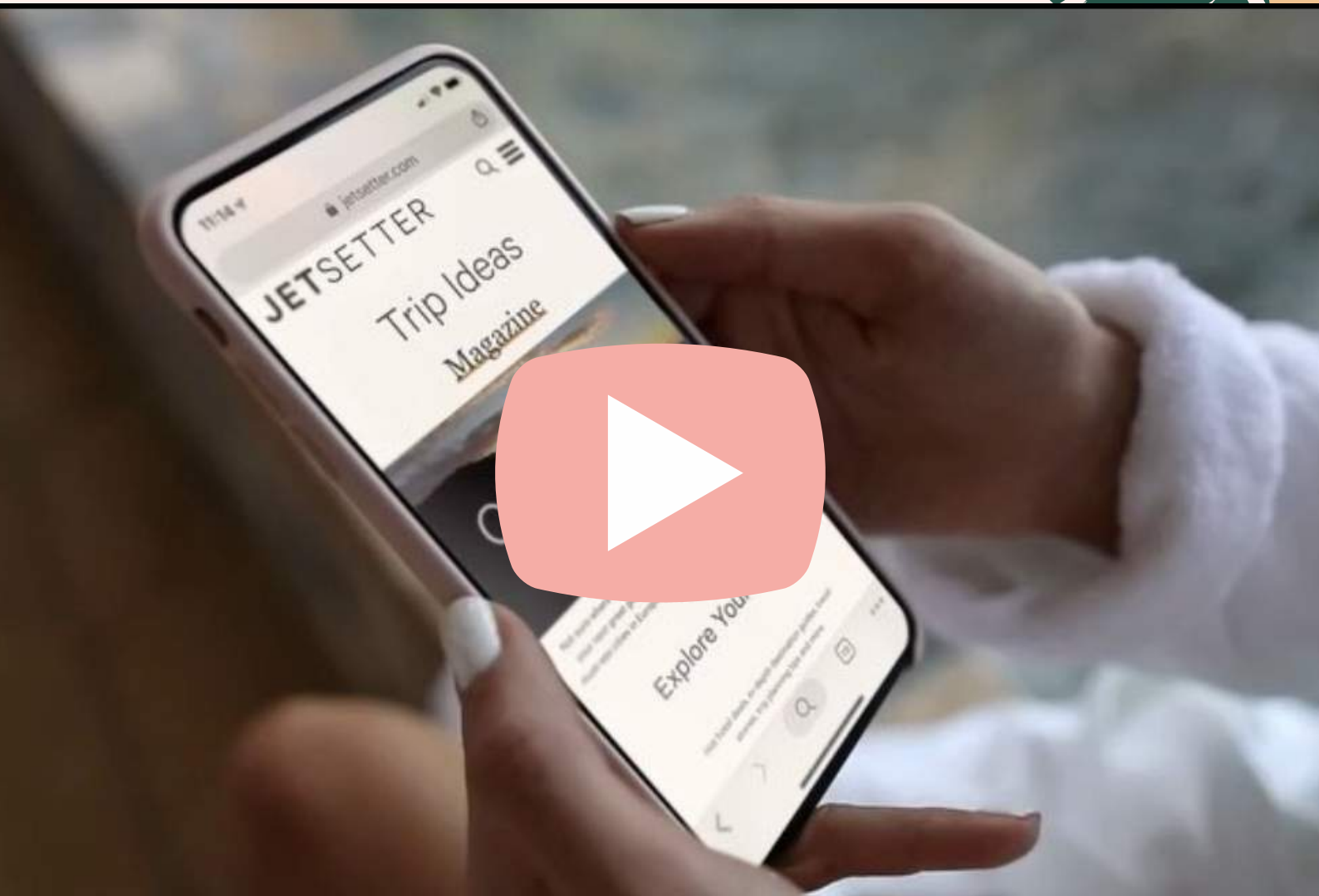


How should *you* plan to live
#LikeAJetsetter in 2019? Take
our travel resolution quiz,
where you can enter to win a
three-night stay at The Springs
Resort & Spa at Arenal in
Costa Rica—plus \$800
towards airfare!

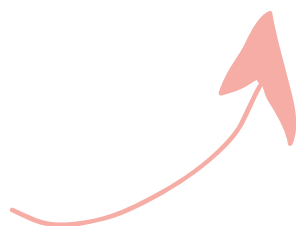
[Take The Quiz →](#)

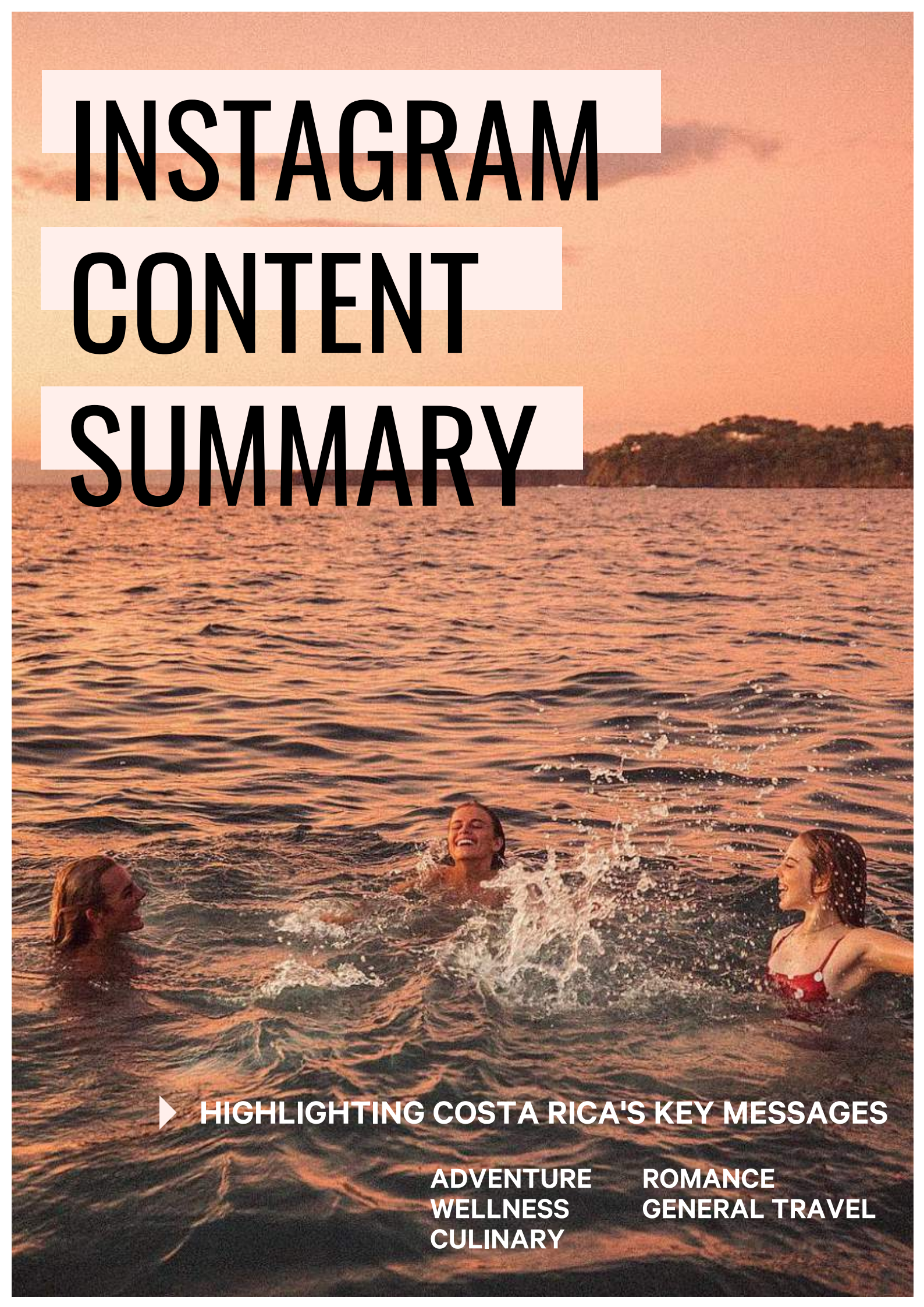
TOTAL AVE
\$101,750
FOR JETSETTER
ARTICLES

TRIP RECAP VIDEO



**CLICK
TO
VIEW
VIDEO**



A full-page background image showing three people swimming in the ocean at sunset. The water is dark with golden reflections from the low sun. A man is on the left, a woman is in the center splashing, and another woman is on the right. The sky is a warm orange color.

INSTAGRAM CONTENT SUMMARY

► HIGHLIGHTING COSTA RICA'S KEY MESSAGES

ADVENTURE
WELLNESS
CULINARY

ROMANCE
GENERAL TRAVEL

TRIP INSTAGRAM EXPOSURE

THE INFLUENCERS AND JETSETTER WERE COLLECTIVELY RESPONSIBLE TO POST A TOTAL OF 59 POSTS (29 STATIC POSTS AND 36 INSTAGRAM STORIES). NOT ONLY DID EVERYONE OVERDELIVER, THE OVERALL FEEDBACK OF THE TRIP WAS EXTREMELY POSITIVE. ALSO, MICHAEL MORETTI, JETSETTER'S DEDICATED PHOTOGRAPHER/VIDEOGRAPHER, WAS NOT REQUIRED TO POST ON INSTAGRAM; HOWEVER, HE POSTED ABOUT THE TRIP AND COSTA RICA, INCREASING THE TOTAL EXPOSURE OF THE INFLUENCER PRESS TRIP ON INSTAGRAM. ALL REPORTED VALUES ARE APPROXIMATE AS OF JANUARY 2019.



\$301K+
TOTAL AVE*
VALUE



TEZZA & COLE

- 10 IG Static Posts
- 55 IG Stories
- 4,694,808 IG Impressions
- 346,024 IG Engagements
- 15,137 IG Saves

TOTAL AVE: \$93,896



JACI MARIE & LEIF

- 11 IG Static Posts
- 41 IG Stories
- 4,035,313 IG Impressions
- 281,788 IG Engagements
- 7,134 IG Saves

TOTAL AVE: \$ 80,760



ZOE & GABE

- 13 IG Static Posts
- 100 IG Stories
- 3,106,578 IG Impressions
- 202,812 IG Engagements
- 6,812 IG Saves

TOTAL AVE: \$ 62,132



CHRISTINE & NICOLE

- 25 IG Static Posts
- 102 IG Stories
- 1,953,964 IG Impressions
- 154,432 IG Engagements
- 6,486 IG Saves

TOTAL AVE: \$ 39,079



MICHAEL MORETTI

- 6 IG Static Posts
- 60 IG Stories
- 1,005,659 IG Impressions
- 42,811 IG Engagements
- 807 IG Saves

TOTAL AVE: \$ 20,113



JETSETTER

- 11 IG Static Posts
- 66 IG Stories
- 289,481 IG Impressions
- 9,426 IG Engagements
- 473 IG Saves

TOTAL AVE: \$ 5,790

AVE CALCULATED AT \$0.02 PER INSTAGRAM IMPRESSION

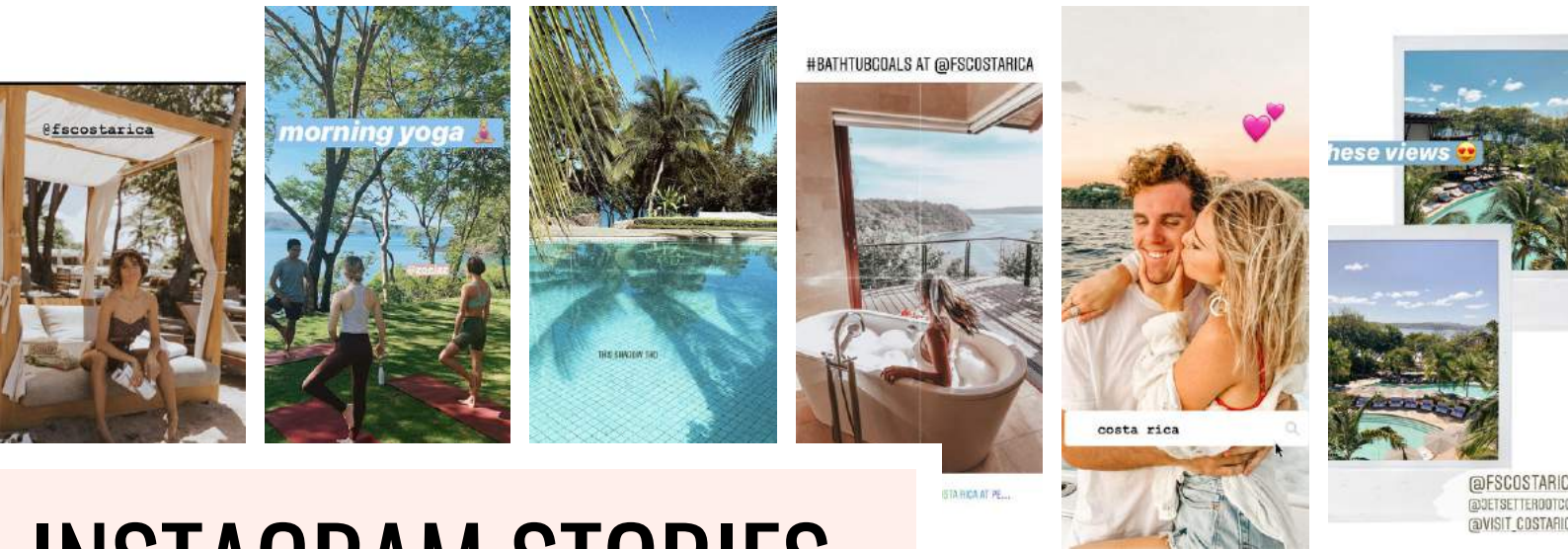


PENINSULA PAPAGAYO

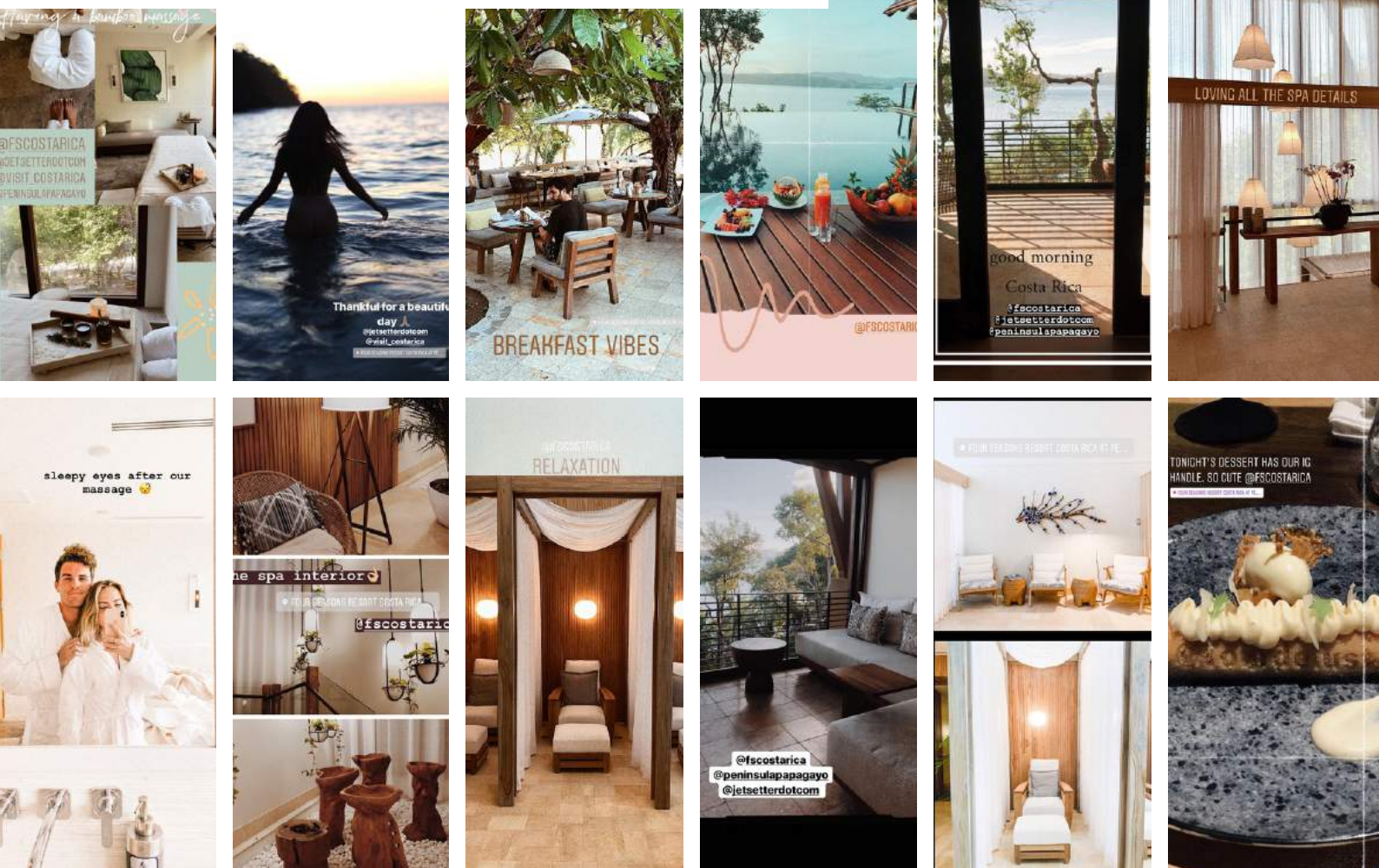


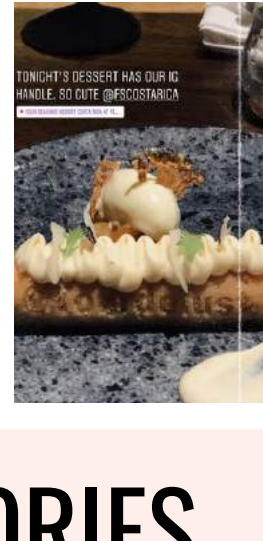
LA FORTUNA





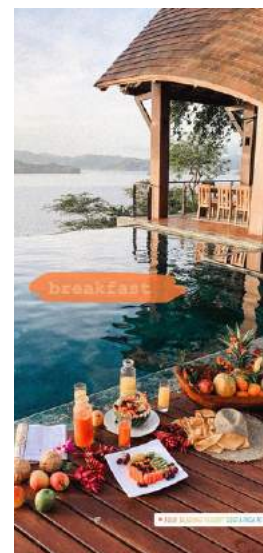
INSTAGRAM STORIES



A woman with long brown hair, wearing a long white sleeveless dress, stands in a grassy field next to a dark brown horse. She is holding the horse's bridle. In the background, there are rolling green hills and mountains under a cloudy sky. The image has a torn paper effect at the top and bottom edges.

shot with these beautiful
animals today + my heart
was so full.

[istockphoto.com](http://www.istockphoto.com)
[visit.coastal.ca](http://www.visit.coastal.ca)



A vertical photograph on the left side of the page shows a woman with wet hair swimming in a river. In the background, there is a small waterfall cascading over rocks, surrounded by lush green tropical vegetation. The overall tone is natural and serene.

15M+

TOTAL INSTAGRAM IMPRESSIONS

TOTAL IMPRESSIONS FROM ALL STATIC POSTS
AND STORIES RELATED TO COSTA RICA

1M+

STATIC IG POST ENGAGEMENTS

COLLECTIVE LIKES + COMMENTS FROM ALL
STATIC POSTS RELATED TO COSTA RICA

36,000+

INSTAGRAM SAVES

OVER 36,000 PEOPLE SAVED COSTA RICA
CONTENT TO VIEW AT A LATER TIME



TOTAL ADVERTISING VALUE EQUIVALENCY



\$301,716*

INSTAGRAM AVE



\$101,750

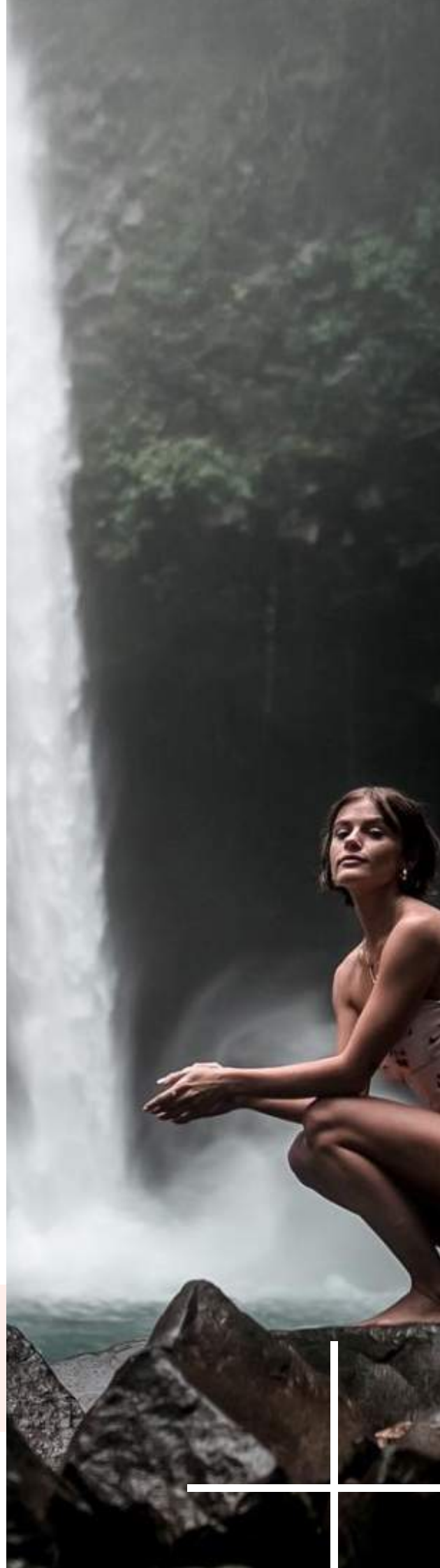
JETSETTER ARTICLES AVE

\$403,466

PLEASE NOTE THE VALUE OF THE FOUR SEASONS
ROOMS, FOOD & BEVERAGE, SPA TREATMENTS AND
ACTIVITIES ARE VALUED AT \$24,260.

AVE = Advertising Value Equivalency
Instagram AVE Valued at \$0.02 Per Impression

Estimated as of 1/29/19





SIDEWALKER

IT WAS A PLEASURE WORKING WITH YOU!

CONTACT // HELLO@SIDEWALKERDAILY.COM

WWW.SIDEWALKERDAILY.COM

