

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



MEET THE GROUP



TEZZA | @TEZZA



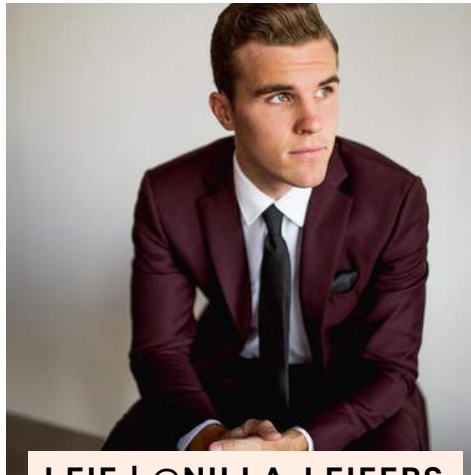
COLE | @COLE_HERRM



CHRISTINE | @TOURDELUST



JACI | @JACIMARIESMITH



LEIF | @NILLA_LEIFERS



NICOLE | @NICOLEISAACS



ZOE | @ZOELAZ



GABE | @FALLLENSKIES

2,205,000+
TOTAL INSTAGRAM
FOLLOWERS

PRODUCTION TEAM //

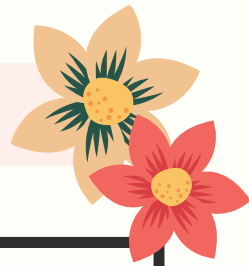
LINDSEY | EDITOR
@JETSETTERDOTCOM

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

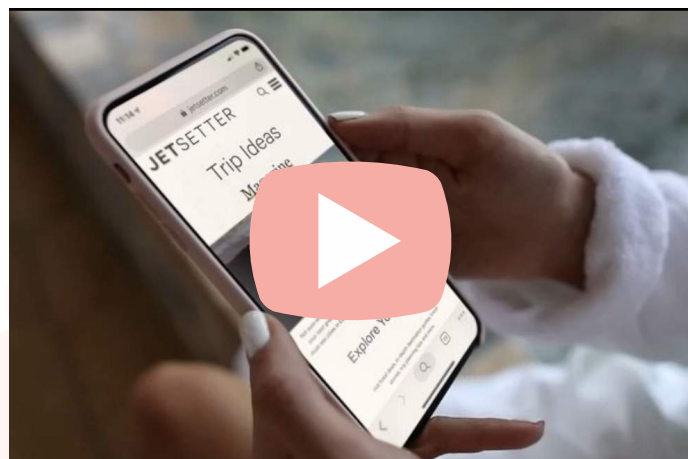
THE TRIP GENERATED OVER 17 ARTICLE IDEAS FOR THE JETSETTER TEAM, 11 OF WHICH FEATURED OR MENTIONED COSTA RICA.

- 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



Magazine

January 4, 2019



The Best Warm-Weather Vacations to Take This Winter

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

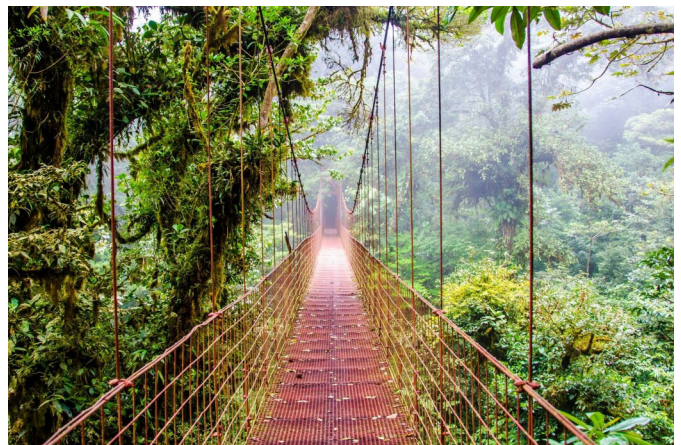
[Read More →](#)

Top Story of the Month

Costa Rica for Every Type of Traveler

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



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

[Read More →](#)



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

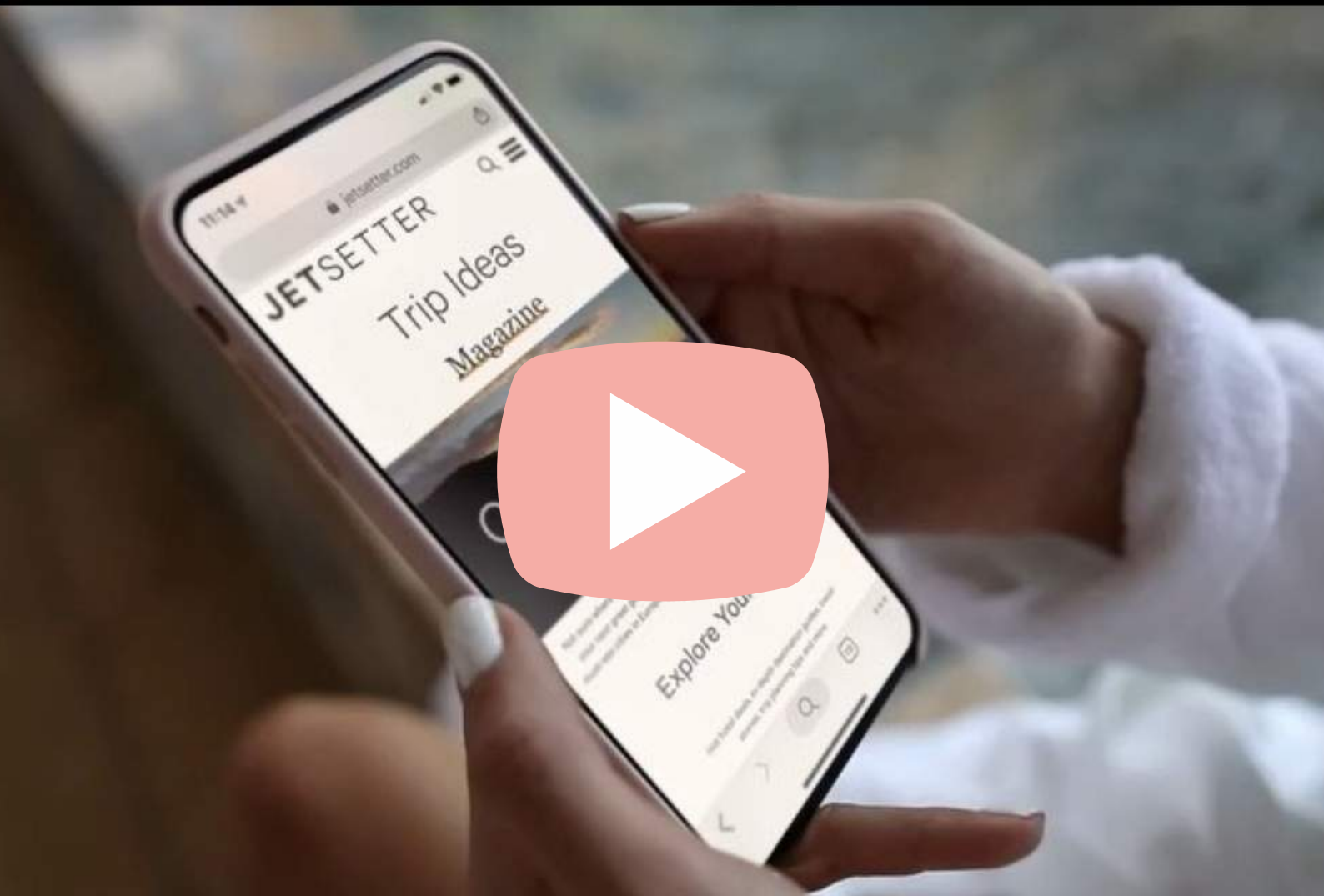
Want to Win a Trip to Costa Rica? Enter Our
Sweepstakes!



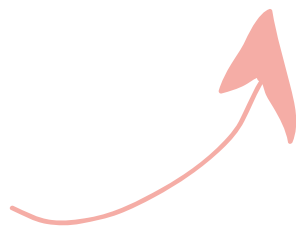
How should *you* plan to live [#LikeAJetsetter](#) in 2019? Take our travel resolution quiz, where you can enter to win a three-night stay at The Springs Resort & Spa at Arenal in Costa Rica—plus \$800 towards airfare!

[Take The Quiz →](#)

TRIP RECAP VIDEO



**CLICK
TO
VIEW
VIDEO**



INSTAGRAM CONTENT SUMMARY

► HIGHLIGHTING COSTA RICA'S KEY MESSAGES

ADVENTURE
WELLNESS
CULINARY

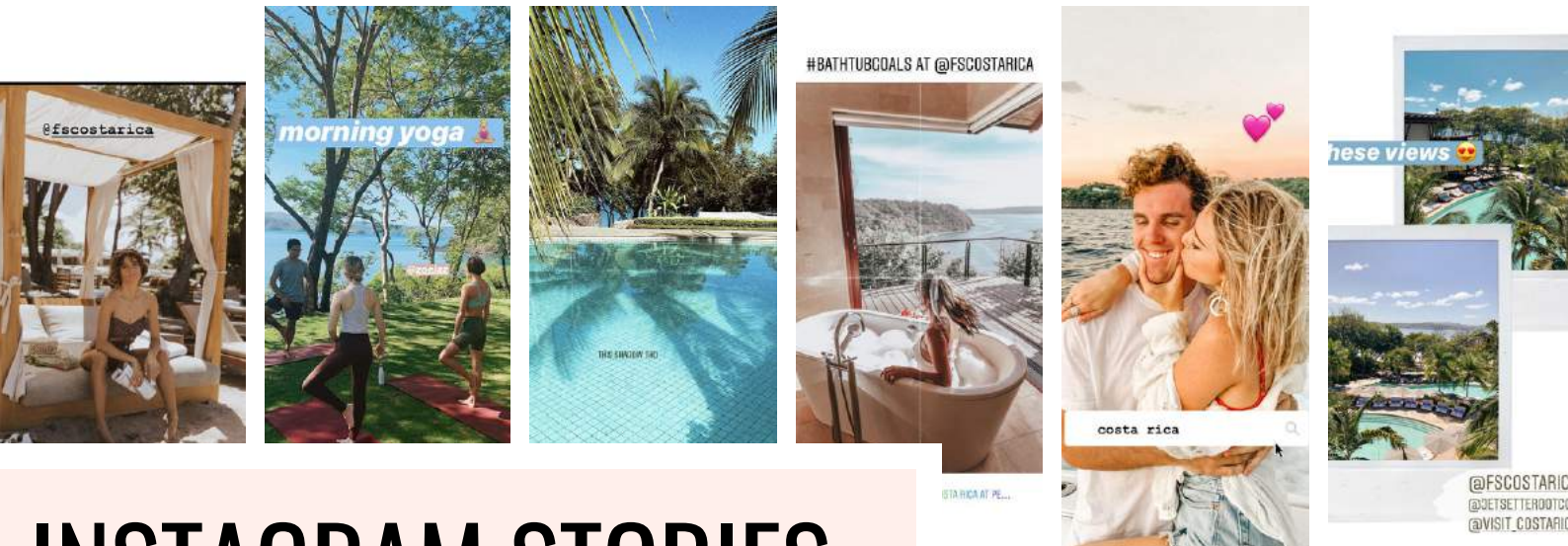
ROMANCE
GENERAL TRAVEL

PENINSULA PAPAGAYO

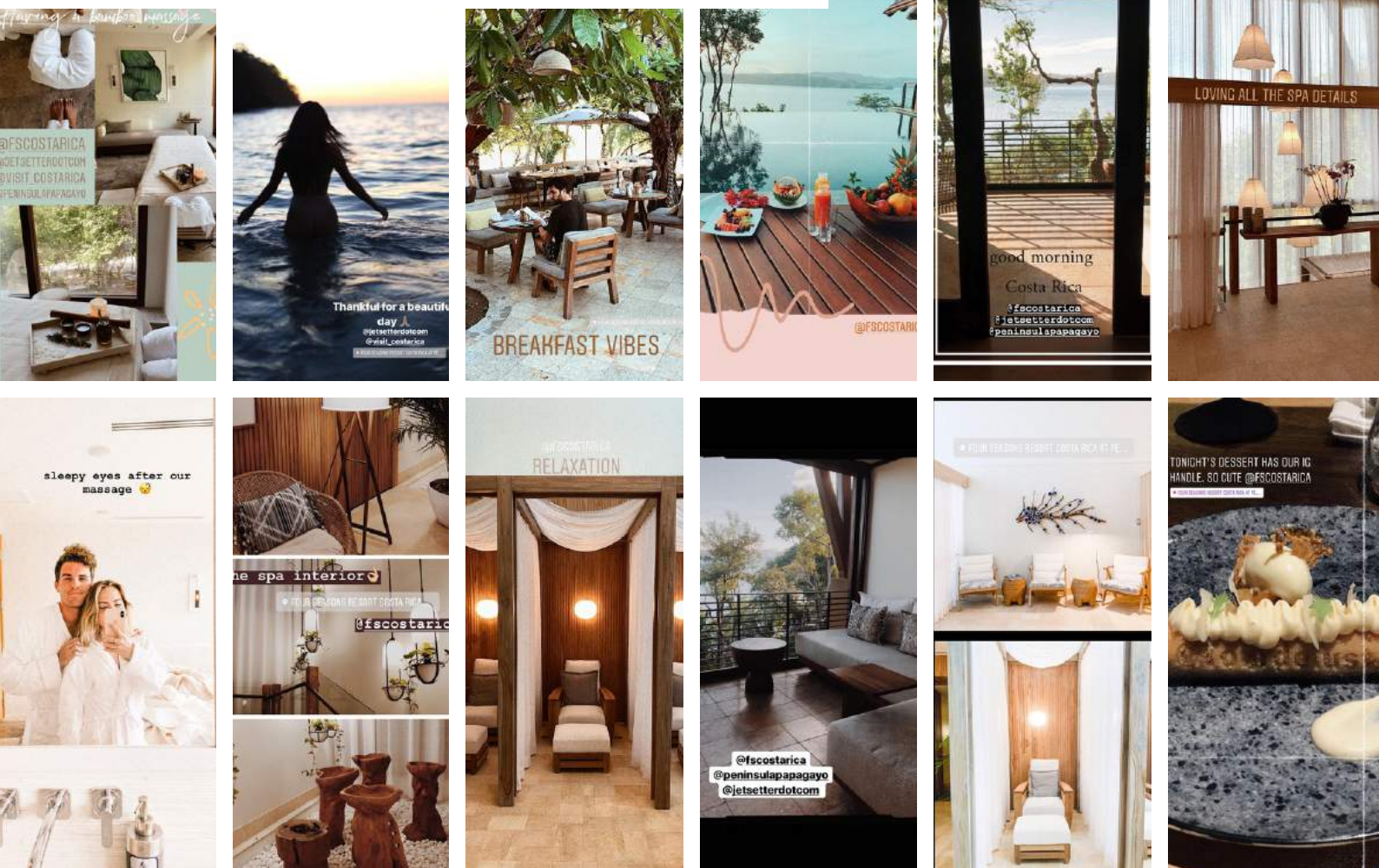


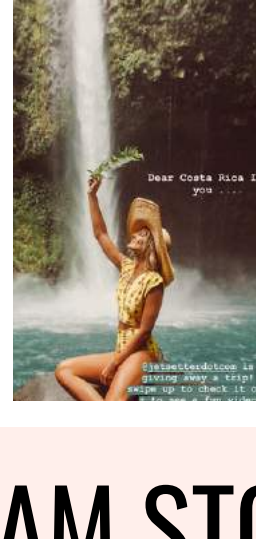
LA FORTUNA



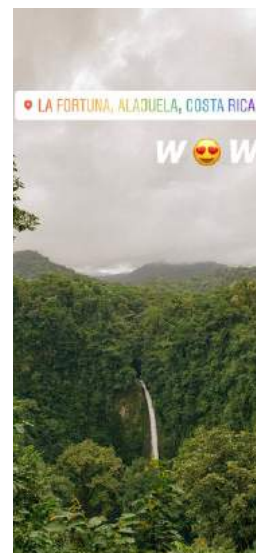
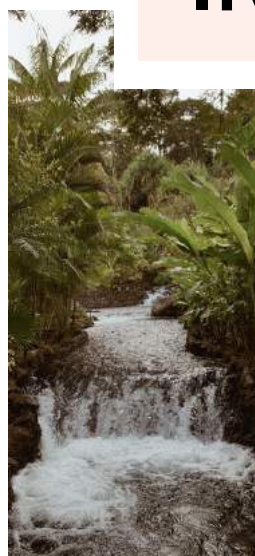


INSTAGRAM STORIES





INSTAGRAM STORIES



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



SIDEWALKER

IT WAS A PLEASURE WORKING WITH YOU!

CONTACT // HELLO@SIDEWALKERDAILY.COM

WWW.SIDEWALKERDAILY.COM

