

# Influencer Collaboration Pitch

**Name of Project:**

Discover the Heart of the Rockies

**Presented By:**

Megan Halvorsen

**Presented To:**

Banff and Lake Louise Tourism



# Discover the Heart of the Rockies

The intent of the “Discover the Heart of the Rockies” campaign is to increase tourism in Banff and Lake Louise by 15 percent, over a nine month period. This campaign has been designed to promote the stunning landscapes, adventure activities and affordable tourism options in Banff and Lake Louise.

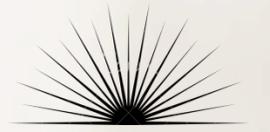
## **Main Messages:**

- Banff and Lake Louise are accessible and welcoming destinations for solo and mindful travelers.
- Fun, sustainable and low cost travel is possible and encouraged in the Rockies.
- The area offers diverse experiences year-round, ranging from spa retreats to wilderness hikes.

## **General Collaboration Objectives:**

- See a 6% overall increase in adventure and general tourism.
- Achieve a 2% increase in off-season lodging bookings.

# Influencer Overview



01

**Olivia Vik**  
@OliviaVik

Home is Where Banff Is

Engagement Rate: 4.2%

Followers: 15.66K

Content Categories:

- Travel
- Vlog

Channel Quality: 89/100

Hashtags:

- Solotravel
- Visionboard
- Solofemaletraveler
- Travelday

02

**Maddie Smith**  
@onthemovewithmad

\$1K and Away

Engagement Rate: 0.67%

Followers: 228.87K

Content Categories:

- Travel
- Self-improvement
- Photo and Video

Channel Quality: 64/100

Hashtags:

- Solotravel
- Travel
- Travelblogger
- Girlstrip

03

**Caroline Foster**

@wilderness\_addict

The Wilderness Addict's Travel  
Guide

Engagement Rate: 1.10%

Followers: 445.26K

Content Categories:

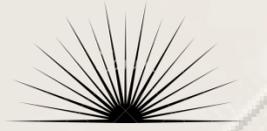
- Travel
- Vlog
- Wildlife

Channel Quality: 89/100

Hashtags:

- ExploreCanada
- Canadianrockies
- ExploreAlberta
- Banff

# Campaign Highlights



Banff is Where the Heart Is	Focus on wellness activities and outdoor activities like horseback riding and caving.
\$1K and Away	Focus on sightseeing activities
The Wilderness Addict's Banff Travel Guide	Focus on hiking trails and camp sites



# Olivia Vik



## **Collaboration Pitch:** “Banff is Where the Heart is”

Olivia is a Canadian who has just moved to Australia. This campaign will follow her returning to Canada, specifically to Banff, to have a “home base” adventure. Olivia’s two week adventure trip will be focused on wellness activities and outdoor adventures like Horsback Riding, climbing and rafting.

**Platform:** Instagram

**Content Type:** Short-form video content and stories on Instagram.

- Daily Vlogs
- Adventure Videos
- Still Story Photos

## **Metrics for Success:**

- Increase of bookings of wellness treatments by 4%
- Increase bookings of hotels and Air BnB’s in the Banff area by 3%
- Increase activity bookings by 6%

## **Impact of Campaign:**

- An overall increase in solo female travelers booking events with the intent of connection with nature and with other solo female travelers and relaxation



# Maddie Smith



## Collaboration Pitch: “\$1K Away” Partnership

Maddie is a solo traveler who is currently doing a series on travelling on a budget. For this collaboration, Maddie will take a trip to Banff and Lake Louise following Travel Banff Canada’s “8 Tips for Banff on a Budget.” She will travel during the off season to boost tourism during this time. This series feature will be sponsored by Banff.

**Platform:** Instagram and TikTok

**Content Type:** Short-form video content and stories on Instagram.

- Daily Vlogs
- Still Story Photos

### Metrics for Success:

- Increase of off season activity bookings and tourists in Banff by 2%
- Increase of off season bookings of hotels and Air BnB’s in the Banff area by 2%

### Impact of Campaign:

- An overall increase in off season bookings



# Caroline Foster



## **Collaboration Pitch:** “The Wilderness Addict’s Banff Travel Guide”

Caroline is an avid traveler with a focus on outdoor adventures. She frequently travels to Kananaskis Country, for this campaign she will compile her 10 best tips and top 5 adventure spots in Banff and share them on social media.

**Platform:** Instagram

**Content Type:** Short-form video, still photo and stories on Instagram.

- Daily Vlogs
- Still Story Photos
- Still Photo Content

### **Metrics for Success:**

- Increase of 4% in camp site bookings in the Banff and Lake Louise area during high season

### **Impact of Campaign:**

- An overall increase of outdoor/hiking purpose travelling in Banff and Lake Louise area

# Timelines



01

Jun 20, 2025  
Start of both  
Olivia and  
Caroline's  
Campaigns.

02

Jul 4, 2025  
End of Olivia's  
campaign.

03

Jul 6, 2025  
End of  
Caroline's  
Campaign

04

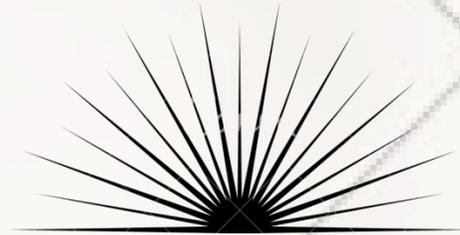
Oct 15, 2025  
Start of  
Maddie's  
Campaign

05

Oct 25, 2025  
End of Maddie's  
Campaign



# References



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