

Peak Your Adventure Proposed Influencer Group

Outdoor Category

- Outdoors 1 - Maria ([@maria_boguslav](#)), 11,300 followers, 6% engagement rate, based in SF and heavy lifestyle feature - we feel she'd be great to show off the activities at each resort
- Outdoors 2 - Liz Bryant ([@wildbythemile](#)), 17,200 followers, 7.3% engagement rate, outdoors and "van-life" would make her a great option to show off the active side of resorts in the summer. She's visited/posted about Tahoe before but mostly at lake level - great to show off this message
- Outdoors 3 - William Thompson ([@goodthompson](#)), 25,200 followers, 3.9% engagement rate; much more landscape focused but could highlight the stunning outdoor landscapes (and variety) at each resort

Family Category

- Family 1 - Chelsea ([@whereweadventure](#)), 46,600 followers, 4.3% engagement rate; mother with young daughter who captures beautiful landscapes and experiences - would be ideal to show some landscapes and in-village experiences
- Family 2 - Carolina Andes ([@carolinaandes](#)), 11,700 followers, 5.9% engagement rate; mother with a young daughter - lots of personality, would be great at capturing a range of activities
- Family 3 - Ryan & Becky ([@webetraveling](#)), 8,998 followers, 5.5% engagement rate; van life family that loves outdoors experiences, even with smaller following numbers, provide a fun, real look at family travel