

VISIT 1000 ISLANDS

FY25 INFLUENCER REPORT

October 2025



COLLABORATION OVERVIEW



FY25 COLLABORATION OVERVIEW



2 Total Partnerships



Total Engagement Rate: 10%

Total Impressions: 93,773

Total Earned Media Value: \$4k

20 Posts So Far

6 in-feed



2 Instagram Reels + 2 Carousels

4-5 Instagram Story Sets

2 TikToks

24,437 Total Reach



Average Organic Engagement: 11
Engagements per Post

Average Influencer Engagement:
5,131 Engagements per Post



What We Learned

Key Takeaways

- **Overall Impact:**
 - Despite a lower total media value (TMV), creator content drove strong engagement across platforms.
 - High engagement reflects the quality of creators selected — each with loyal, active audiences and proven storytelling ability.
 - The lower TMV can partly be attributed to external factors, including current U.S.–Canada travel relations, which are outside our control.



INFLUENCER REPORTS





[@consumedbycarlo](#)

In-Market: July 31st, 2025

DELIVERABLES

- 1 Story Sets (2-3 frames per set)
- 2 Instagram Posts
 - [Carousel](#)
 - [Reel](#)

ORGANIC METRICS

- 14 posts (2 in-feed)
- 74,407 Impressions
- 1,642 Engagements
- 5.9% Instagram Engagement Rate
- \$2,992 Earned Media Value





CONTENT



consumedbycarlo and visit1000islands
Original audio

consumedbycarlo Looking for the perfect day trip from Ontario? [@visit1000islands](#) is your answer 🌞🌴 Just a few hours drive from Ontario and you've got unbeatable views, endless adventure, and tons of really really good food. Save this post and plan your trip... like ASAP 🌟🌟

[#torontoblogger](#) [#torontolife](#) [#torontofoodies](#) [#travel](#) [#ontarioroadtrip](#) [#roadtrip](#) [#usa](#) [#america](#)
10w

scaleandtailor 🥰🥰🥰 yes please
10w Reply ...

foodsofottawa Exactly what we needed 🍷🍷
10w 1 like Reply

victoriabeaudoin Wow what a beautiful day, so nice and sunny 🌞
10w 1 like Reply

zoejo109 Stunning, thanks for featuring some of home! Next time you're in clayton, stop at Hops Spot! My cousin is the best bartender there 🍷🍷



consumedbycarlo and visit1000islands
Paid partnership

consumedbycarlo 🇺🇸 If you were looking for a sign to [@visit1000islands](#) here's NINE! Pack the car and get ready for a roadie, because all this is just a few hours drive from Ontario 🌞 Which fun fact surprised you the most?
[#visit1000islands](#) [#travelnow](#) [#ny](#) [#roadtrip](#) [#canadian](#) [#1000islands](#)
8w

saraevabuchanan 🇺🇸 Wait!! This was so informative! I just learned so much and suddenly want to go!
8w 2 likes Reply

jess.can.eat 🇺🇸 Ahh fun 🍷
8w 2 likes Reply

agirrfromcanada 🇺🇸 So cool! I need to visit!!
8w 1 like Reply

foodsofottawa The food wow
8w 1 like Reply

babymamahustle 🇺🇸 So freaking cool!
8w 1 like Reply

628 likes
August 29

Add a comment...





[@spotted.ottawa](#)

In-Market: September 20th, 2025

DELIVERABLES

- 1 Story Sets (2-3 frames per set)
- 2 Instagram Posts
 - [Carousel](#)
 - [Reel](#)
- 2 TikToks
 - [Video](#)
 - [Photo](#)

ORGANIC METRICS

- 7 posts (4 in-feed)
- 19,366 Impressions:
- 828 Engagements:
- 4.2% Instagram Engagement Rate
- \$1,062 Earned Media Value





CONTENT



spotted.ottawa and visit1000islands
Paid partnership

spotted.ottawa Things I didn't know about the 1000 Islands 🤔 From how many islands there actually are to what qualifies as one, this place is full of surprises. Definitely worth the 2hr drive from Ottawa 🇨🇦 Which fact shocked you the most?
#spottedottawa #1000islands #visit1000islands #roadtrip
3w

jess.can.eat Love that dressing 🥰🥰
3w 1 like Reply
— View replies (1)

yumyumyow I haven't been in too long! Time to go back
3w 1 like Reply
— View replies (1)

lisabadchild It's a lovely visit. And how Romantic ,building your lover a castle💕💕
3w 1 like Reply
— View replies (1)

tashellejoseph25 1000 Island has more islands!?!? What the heck 🤔🤔🤔🤔that's so cool🔥🔥🔥
3w 1 like Reply
— View replies (1)

balancedpillates Thousand Island dressina is the BEST
3w 1 like Reply
— View replies (1)

218 likes



spotted.ottawa and visit1000islands
Original audio

spotted.ottawa Steal my 1000 Islands itinerary 📄👉 Just a quick 2hr drive from Ottawa and 1000% worth the trip. Add this to your bucket list ASAP 📌✅
#spottedottawa #1000islands #visit1000islands #ottawafoodie #america #ontarioroadtrip
3w

cooking_with_karly Ooooo I've always wanted to go to 1000 islands!! So many cool things to do 🔥🔥
3w 1 like Reply
— View replies (2)

jess.can.eat Oooo Lala fun
3w 2 likes Reply
— View replies (1)

bigbellymel Ouuu! Love an itinerary 🥰
3w 1 like Reply
— View replies (1)

wundawomun I never made it to the museum when I loved our there. I loved Bella's, Coyote Moon, and Lyric Coffee House. Clayton was so peaceful to walk around in winter and had fun events throughout the year. Coyote Moon also had the wine cruises during the summer months. I recommend going on one of those.
3w 1 like Reply

203 likes





Where We Go Next

Planning for FY26

- **Incorporate paid promotion:**
 - Boost content to extend reach and drive measurable impact.
- **Expand seasonal storytelling:**
 - Invite creators across multiple seasons — winter, summer, and fall — to showcase year-round experiences.
- **Diversify creator mix.**
 - Include a variety of niches (family, couples, adventure, wellness) to attract broader traveler segments.
- **Prioritize early planning.**
 - Longer lead times = better coordination, stronger content, and more efficient execution.





THANKS!

