



WWW.CARLYMARIE-TRAVELWITHME.COM

Campaign Performance Report

VISIT 1000 ISLANDS

CAMPAIGN DATES: JUNE 2026

PREPARED BY
CARLY MARIE. TRAVEL WITH ME

Campaign Overview

Deliverables:

- 2 Reels
- 1 Carousel
- 1 Story feature
- 1 Blog Post



Campaign Objective:

The objective of this campaign was to inspire travel to the Thousand Islands by showcasing the region as a premier summer destination filled with unique experiences both on and off the water. Through authentic storytelling and a thoughtfully curated itinerary, the content highlighted charming waterfront communities, scenic boat tours, local attractions, restaurants, and small businesses while encouraging audiences to look beyond the area's most well-known landmarks. The campaign aimed to position the Thousand Islands as a destination worthy of an extended stay, inspiring visitors to explore all that the region has to offer.

The Stats

111,745

Total Views

35,897

Total Accounts Reached

2,699

Total Likes

312

Total Comments

1,375

Total Saves/Shares



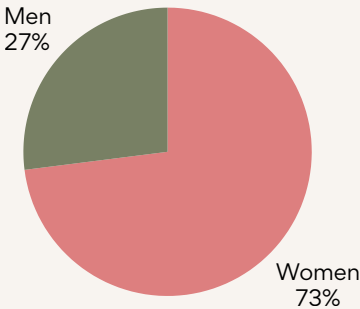
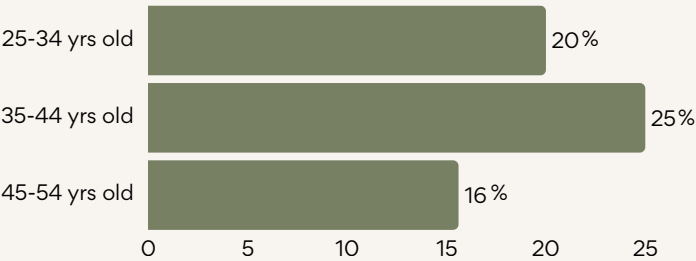
Individual Content Performance

Content	Views	Reach	Likes	Comments	Shares	Saves
Reel #1	81,360	24,607	1.9k	119	537	380
Reel #2	12,109	4,653	357	90	112	124
Carousel	18,276	6,637	442	103	97	125

Stories	Views	Interactions
17	12,233	165

Audience Insights

With a highly engaged audience concentrated across New York State, my content reaches travelers actively looking for new places to explore! This makes Thousand Islands a natural fit, inspiring potential visitors within Western, Central, and Upstate NY.



Top Locations

- 80 % US 6% Canada
- New York City
 - Buffalo
 - Rochester
 - Toronto

Campaign Highlights

- ✓ 123,978 total views across two Instagram Reels, one Carousel, and seventeen Instagram Stories, showcasing the beauty and diverse experiences of the Thousand Islands while inspiring future travel
- ✓ 35,897 accounts reached, introducing the Thousand Islands, Clayton, Cape Vincent, and local attractions to a highly engaged travel audience
- ✓ 4,386 total engagements (likes, comments, shares & saves), demonstrating exceptional audience interaction and strong interest in the destination
- ✓ 312 comments, sparking meaningful conversations, travel recommendations, and questions from followers interested in visiting the region
- ✓ 746 shares and 629 saves, reflecting outstanding travel inspiration and clear intent from viewers to revisit and share the content while planning future trips
- ✓ 12,233 Instagram Story views across 17 stories, providing authentic, real-time coverage of local restaurants, waterfront accommodations, museums, boat tours, Boldt Castle, scenic viewpoints, and other experiences throughout the campaign
- ✓ 39 new followers and 34 profile actions, expanding audience awareness and encouraging continued engagement beyond the campaign

Some Favorite Comments





THANK YOU

Thank you for the opportunity to partner on this campaign and showcase the incredible experiences that make the Thousand Islands such a special destination. From charming waterfront communities and scenic boat tours to local businesses, unique attractions, and unforgettable views, it was a pleasure sharing the many reasons to visit this remarkable region. I truly appreciate the opportunity to work together and look forward to collaborating on future campaigns that continue to inspire travel to the Thousand Islands.

Carly Marie

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