



Content Creator Partnerships



Hotel Program Highlights

An Instagram collaboration between a hotel and a popular influencer, where the influencer stays at the hotel for a set period and shares their experience through Instagram posts, stories, and reels.

[Knott's Hotel](#) @jerendelle_official

[Grand Legacy at the Park](#) @Themeparkmomlife

[Candy Cane Inn](#) @the_magical_rn

[Courtyard Anaheim Convention Center](#) @themagicalmillennial_

[Element by Westin](#)



Hotel & Influencer Partnership

Arrival and Hotel Tour

The influencer arrives at the hotel and posts stories or reels walking through the lobby, showcasing amenities, the hotel room's interior, and any standout features such as a stunning view, in room amenities, fancy coffee machines, closet space or themed décor that ties into the nearby attraction.

[Candlewood Influencer](#)

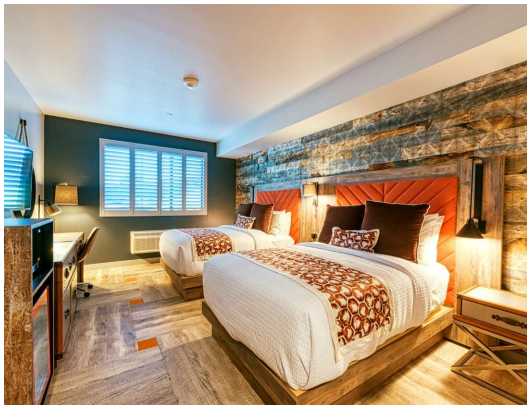
[Candy Cane Inn Influencer](#)

[Candlewood Influencer](#)

Hotel Highlights

They highlight the hotel's amenities like the pool, spa, gym, restaurant and any special features such as a themed suite, transportation services or sweet surprises, creating excitement for potential visitors.

They may interact with followers by asking questions, running polls about what the audience is most interested in (e.g., breakfast options or transportation), or sharing behind-the-scenes content.



Theme Parks

Exploring the Theme Park

The influencer shares their experience at the nearby theme park through photos and videos, showcasing rides, attractions, and characters. They might post themselves enjoying roller coasters, meeting characters, or participating in parades and shows.

Posts often emphasize a hotel's closeness to the theme park, noting how convenient it is for guests to go back and forth.(Could highlight the trolley for this) Influencers might mention tips & tricks to have the best theme park experience. If they are working with a tourism entity they may include visits to local restaurants and other attractions.

[Knott's Berry Farm](#) @jerendelle_official

[Six Flags Magic Mountain](#) @coupleofmen

[Knott's Merry Farm](#) @themeparkmomlife

[Holiday in the Park](#) @magicfamilyadventures



Santa Clarita

Exploring the Local Area

Influencers often explore the surrounding area, sharing photos or videos of local attractions, restaurants, cafes, shops, and hidden gems. They might showcase a charming town square, a nearby hiking trail, or infamous location.

Instagram posts often feature local food or drinks, with influencers recommending the best eateries or hot spots in town. They may also highlight any unique dining options, like themed dinners, daily happy hours or “secret” trails etc.

[Wolf Creek](#)

[Animal Tracks](#)

[Diablos Tacos](#)

[MB2 Entertainment](#)

[Agua Dulce Winery](#)

[Old Town Junction](#)



Content Plan



Building Anticipation

Countdowns and Teasers: Influencers may post countdowns, sneak peeks, and teasers to build anticipation for an upcoming park event or special hotel offer. For example, they may post about an exclusive in-room surprise or limited-time promotion for followers.

Follow-Up Content

After a visit, the influencer may share follow-up content about their experiences, such as a blog post, a YouTube video, or additional Instagram stories, continuing to drive traffic to the hotel and the park. Most add the feature to a highlight on Instagram. Often times they will offer a discount code from the business.



Sample Collabs

Alex Hollander

- [Old Town Newhall](#)
- [Pocock Brewing House](#)
- [San Fernando Coffee Co.](#)

Snacks and Slow Jams

- [D Baker's Lab by AnJ](#)
- [Monty's Sports Bar](#)
- [Henry's Coffee](#)

[Saugus Café LA in a Minute](#)





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