THE OCCASSION

IN SEPTEMBER TRAVEL PORTLAND AND THE BLACK TRAVEL ALLIANCE INVITED 10 CREATORS TO THE CITY TO EXPLORE, INDULGE, LEARN AND EXPERIENCE THE WONDERFUL DESTINATION AND ALL IT OFFERS. WITH A NEW APPRECIATION FOR IT’S BLACK HISTORY, CULINARY SCENE AND NATURAL BEAUTY, THE TRIP EXPOSED BLACK TRAVELERS TO A NEW AND EXCITING NARRATIVE THATS NOT NORMALLY SHARED.
CREATORS WEEKEND GOALS/SNAPSHOT

Visibility: The Goal was to raise brand awareness for Black Owned Portland, its Black entrepreneurs and the vibe of Portland's overall food scene.

Engagement: We set a goal to see 5-10% engagement on all posts, an uptick in followers on Travel Portland and featured businesses profiles.

- Each Creator was given content guidelines according to creator type.
- Each creator had 30 days to create and post content. Most content was posted on time.

CREATOR WEEKEND THEMES

BLACK PORTLAND HISTORY

BLACK OWNED BUSINESSES PORTLAND

MARKETING STRATEGY TO APPEAL TO BLACK TRAVELERS

SNACKFEST EVENT
INTENTIONS

At all times we are intentional in the way we show up in a destination through the itinerary. We wanted to show Portland from a different lens outside of the common themes people associate with the destination. We additionally wanted to ensure we gave our network options of different Black-owned businesses they can support when visiting the city and outside of the “Black History Month, narrative”. Committed to amplifying Black stories, we wanted the creators to be master storytellers in introducing the world to Portland’s local legends.
THE CREATORS!!

Bea Alleyne
@busybeatravels
Videography/Content Creator

Veronica Gordon
@VeronicaTheExplorer
Blogger/Content Creator

YiNkZZ Odofin
@yinkzztravels
Videography/Drone

Latisha Williams
@latishasvoice
Blogger/Content Creator

Bryana Dunn
@travelwelldunn
Blogger/Content Creator

Adrie Smith
@Standbywithadrie
Content Creator

Ruth White
@ruthbeyond50
Content Creator
MEET THE EXPERTS!!

We we’re excited to welcome the following creators to facilitate sessions daily. With different niches and perspectives, we knew their knowledge and experience was a recipe for success!

Imani Bashir/ Sheismanib
Journalist

Rick Southers/ Rickontherun
Videography/Photography

Dominek Tubbs/ Domntheacity
Food Blogger
TOTAL REACH & DELIVERABLES

Each Creator provided the following deliverables:

- 3 Static Posts
- Daily IG Stories focused on Portland local legends, Black History, Black-owned businesses and Snack Fest
- 1 IG Reel which will summarize the cumulative experience In Portland

In total across Instagram, TikTok and Youtube Shorts they submitted 38 posts for a total reach of 136,214 accounts. 71,323 impressions, 13,681 (comments, likes, shares, saves)

We concluded the “Black in Portland” titles performed the highest, and that the creators communities were extremely interested in the Whiskey Library

These numbers do not include any expert analytics which contributed 5 extra post
Top Performing Content (clickable)

- BUSYBEATRAVELS
  - TIK TOK
- STANDBYWITHADRIE
  - INSTAGRAM
- STANDBYWITHADRIE
  - INSTAGRAM
- TRAVELWELLDUNN
  - INSTAGRAM
- RUTHOVER50
  - INSTAGRAM

5 Post, 81,417 reach, 686 shares, 2,114 saves
There were multiple highlights to pull from the analytics but Bryanna Dunn’s synopsis and analytics which you can find in Dropbox is an excellent insight to the impact Creators Weekend had. From sticker taps to comments, her report is a fantastic case study into what Black travelers preferences are and how when presented with alternative destinations for the first time excites them and they want to learn more.
Imani’s testimonial of what this trip meant and how the people she was introduced to is an inspiring testament to this trip.
NEXT STEPS

- POST CREATORS WEEKEND FEEDBACK SESSION WITH TRAVEL PORTLAND
- POST CREATORS WEEKEND FEEDBACK SESSION WITH ALL ATTENDEES

We'd love to further our conversation and collaboration between Travel Portland and BTA. We are grateful for your continued partnership.

Photos from the trip can be found here.

This campaign will be highlighted on our website and we have a dedicated Travel Portland email slated for Mid-November.
THANK YOU FOR HAVING US!