

**VIRGINIA
IS FOR
LOVERS[®]**

**VIFL
INFLUENCER
GUIDE**



WHY HIRE AN INFLUENCER?

DMOs can greatly benefit from collaborating with influencers to expand their reach, build credibility, and engage with new audiences in a personal and memorable way. This approach is especially effective in tourism marketing because:

It builds authenticity and trust. When influencers share genuine experiences with a destination their audience is more likely to perceive it as a credible endorsement than a traditional advertisement.

It provides targeted reach. Influencers allow DMOs to reach specific demographics based on the niche they often post about.

It provides DMOs with user-generated content. Influencers create high-quality, shareable content that showcases the destination in real time. This content can be repurposed across the brand's own channels to enrich storytelling.



INFLUENCER RECOMMENDATIONS

To effectively showcase your unique destinations, experiences, and attractions, we've identified influencers whose reach, style, and audience align with our mission. Each influencer on this list can captivate audiences with authentic, visually compelling storytelling that drives engagement and inspires travel. These individuals represent diverse demographics and interests—from outdoor adventure seekers and family travel experts to culinary enthusiasts and culture-focused creators—ensuring that we can connect meaningfully with a wide range of potential visitors.



FAMILY

[@Virginia.adventure.family](#)

Northern Virginia based <100k followers

[@Julesfromvirginia](#)

Northern Virginia based <50k followers

[@thewestendmom](#)

Richmond based <100k followers

OUTDOOR

[@withsunshinesol](#)

D.C./Virginia based - Macro influencer - over 400k followers (\$\$\$)

[@krismariawanders](#)

D.C./Virginia based - Macro influencer - over 100k followers (\$\$)

[@Alinazbv](#)

D.C./Virginia based - Macro influencer - over 100k followers (\$\$)

[@RVAhikergirl](#)

Richmond based - Macro influencer - over 100k followers (\$\$)

GENERAL TRAVEL

[@packslight](#)

NYC based - Macro influencer - over 100k followers (\$\$)

[@wander.with.alex](#)

Coastal Virginia based - Micro influencer - under 10k followers



FOODIE

[@hungryasianrke](#)

Roanoke based <50k followers

[@atlfoodiesofficial](#)

Atlanta based - Macro influencer - over 100k followers (\$\$)

[@theworldin80bottles](#)

NYC based - Micro influencer - under 10k followers

[@laurenzray](#) (Youtube)

Richmond based <50k followers

[@VAfoodie](#)

Virginia based <50k followers



WELLNESS

[@ochristine](#)

Miami and NYC based <50k followers

[@Steffy](#)

<100k followers

LUXURY

[@goanniewhere](#) (Youtube)

Atlanta based - Macro influencer - over 500k followers (\$\$\$)

[@vineyardsandvoyages](#)

Macro influencer - over 400k followers (\$\$\$)

[@Staysandgetaways](#) (Youtube)

D.C. based - Macro influencer - over 100k followers (\$\$)

PET-FRIENDLY

[@jdisthebestb](#)

Northern Virginia based <50k followers

[@therealgoldensam](#)

Williamsburg based <50k followers

HISTORY

[@HunterHulbertH](#)

D.C. based Macro influencer - over 100k followers (\$\$)



HEART & SOUL
HEART & SOUL CAMPAIGN

[@Marissa.daily](#) (Youtube)
D.C./Virginia based <50k followers

[@lmeumo](#)
Maryland based <100k followers

[@Feedthemalik](#) (Youtube)
D.C. based - Macro influencer - over 100k followers (\$\$)

[@Parisisthename](#)
Richmond based <50k followers

[@Politicandfshn](#) (Youtube)
Macro influencer - over 100k followers (\$\$)

[@_Nomarama](#)
Virginia Based <50k Followers

[@Xaviertramaine](#)
Virginia Based <50k Followers

[@Mharm_1](#)
Virginia Based <50k Followers