

Iconic Influencer Award Isle of Man

Individual Excellence Award Iconic Travel Influencer

OVERVIEW

The Iconic Travel Influencer award honors individuals who have made significant contributions to the travel and exploration space through their captivating content. These influencers use social media platforms, blogs, and vlogs to share their travel experiences, inspire wanderlust, and promote cultural exploration. Their content not only highlights destinations, but also emphasizes authentic experiences, responsible travel practices, and storytelling that connects with audiences on a personal level. Nominees in this category are recognized for their ability to engage audiences, showcase the beauty of diverse locations, and provide valuable insights and recommendations for travelers.

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ELIGIBILITY

- **Active Content Creation:** Must have consistently created travel-related content on platforms such as Instagram, YouTube, TikTok, blogs, or other social media channels.
- **Authentic Travel Content:** Content..

QUALITATIVE CRITERIA

- **Authenticity and Transparency:** The influencer's ability to present genuine travel experiences, highlighting both the positives and challenges of traveling.
- **Personal Connection:** Building a personal connection with the audience by sharing personal travel stories, experiences, and insights.

JUDGING CRITERIA

- **Content Quality:** The overall production quality of the content, including photography, videography, and editing, reflecting a professional and polished presentation.
- **Creativity and Originality:** The innovativeness of the content and the ability to present travel experiences in new, exciting, and engaging ways.
- **Audience Engagement:** Interaction with the audience, including responding to comments, sharing stories, and creating conversations around travel topics.
- **Content Consistency:** Regular posting of travel content across different platforms, showcasing a steady flow of new experiences and stories.
- **Cultural Impact:** The ability to educate and raise awareness about diverse cultures, traditions, and travel practices in a respectful and engaging manner.
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METRICS

Metrics Criteria	Current Year	Previous Year
<ul style="list-style-type: none">• Followers/Subscribers Count: Total number of followers or subscribers on platforms like Instagram, YouTube, or Twitter, indicating the influencer's reach.• ..		



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