

INFLOW **XCLUSIVE**

Meet-Up in
PARIS'19

INFLÖW
SUMMITS



PARIS

7th-10th of
May'19

**A very unique experience in
Paris, the city of lights, with 10
worldwide influencers from travel, luxury,
fashion, beauty industries. Powered by three top
notch hotels, The Peninsula Paris, Le Royal
Monceau - Raffles and Buddha Bar Hotel, this
experience that reaches millions
of people in all
around the world.**





EXPERIENCE

DAY 1



The experience started with the special Welcome Dinner at **Katara Suit** in The Peninsula Paris that gathers Influencers together for the first time.

DAY 2



Following a delicious breakfast in **The Peninsula Paris**, the experience continued with a **Bateaux Mouches** experience with a special Lunch on **Mademoiselle Mouche** Terrace.



The evening has started with a **Cocktail Masterclass** with the newly awarded barman in **Le Buddha Bar & Hotel** following a signature dinner at the restaurant with special displays.

EXPERIENCE

DAY 3



Following the last day's breakfast **Morning INFLOW Workshop** to know better the power of the network and to be informed more about the brand.



Meeting at the lunch at **Lili Restaurant** in The Peninsula Paris, Influencers has been transferred to **Le Royal Monceau - Raffles**. Following a very unique **Welcome Cocktail at the Presidential Suite**, the rest of the day has been dedicated to the **wellbeing afternoon at My Blend Clarins Spa**.



Before the breathtaking Farewell Dinner at **Katara Presidential Suite in Le Royal Monceau**, all participants gathered for a special **Sushi Masterclass in Matsuhisa Paris Omakase Bar**.

INFLUENCERS



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Zeynep Zor
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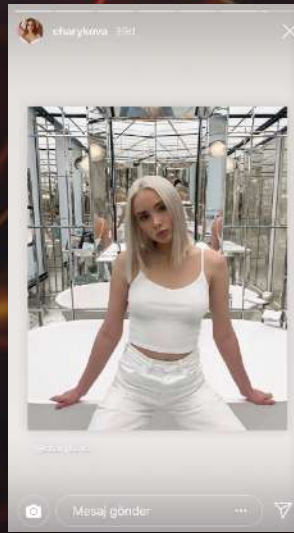
Viacheslav Basiul
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Lifestyle

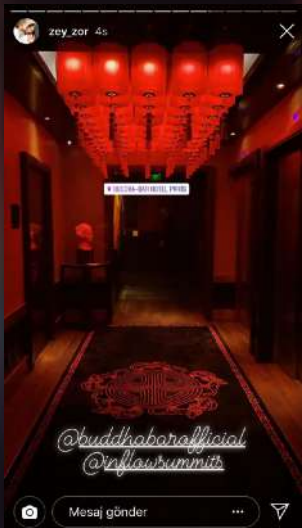


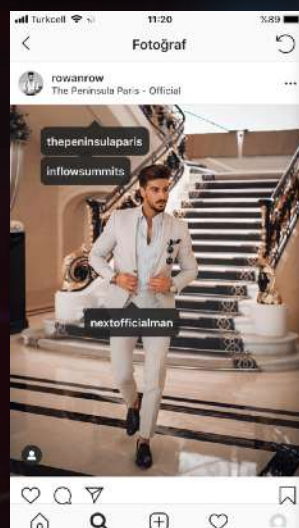
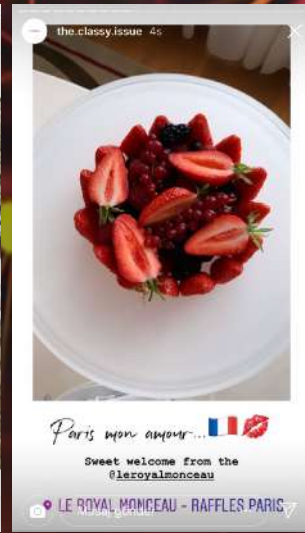
Julia Pushman
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Lifestyle & Fashion



BEST OF POST & STORY **SHARES**







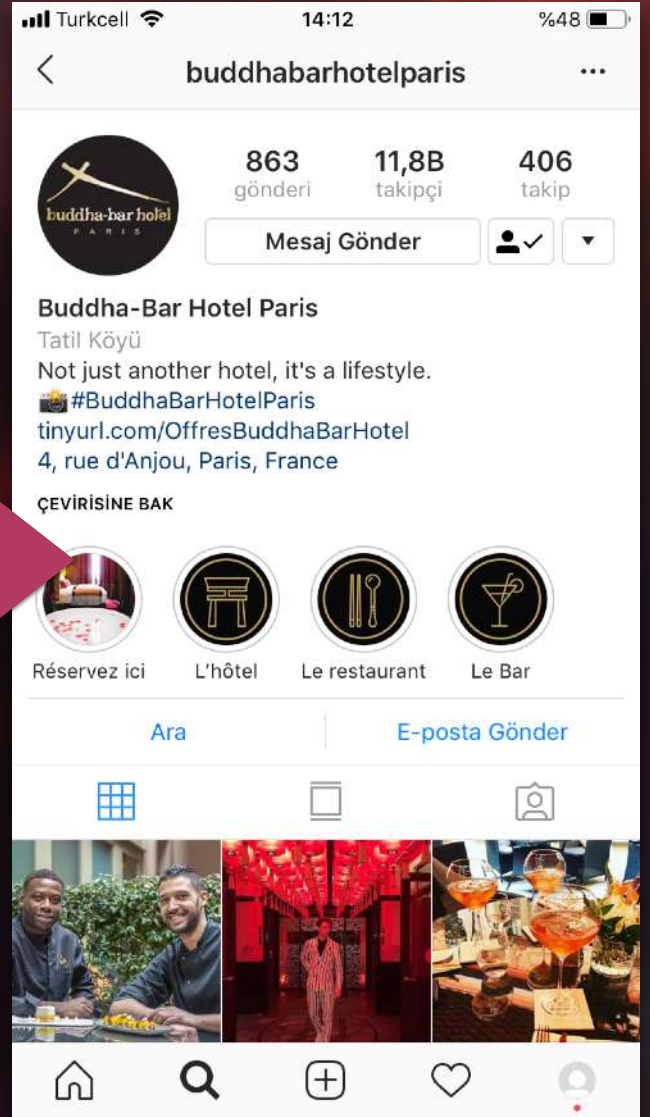
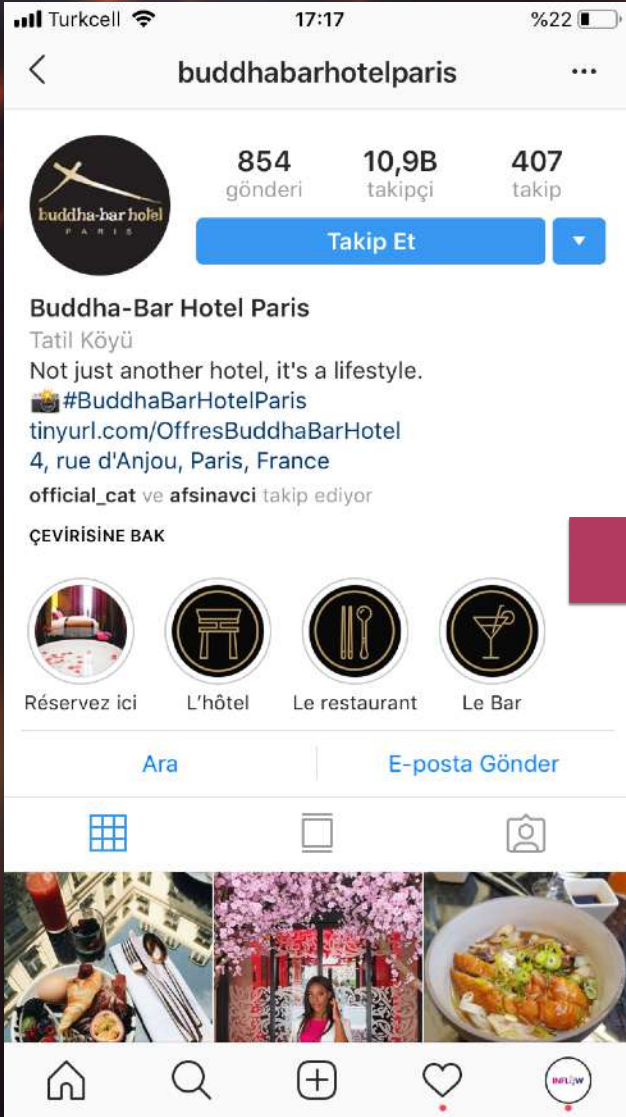


KATARA HOSPITALITY BENEFITS

on social media

Before

After



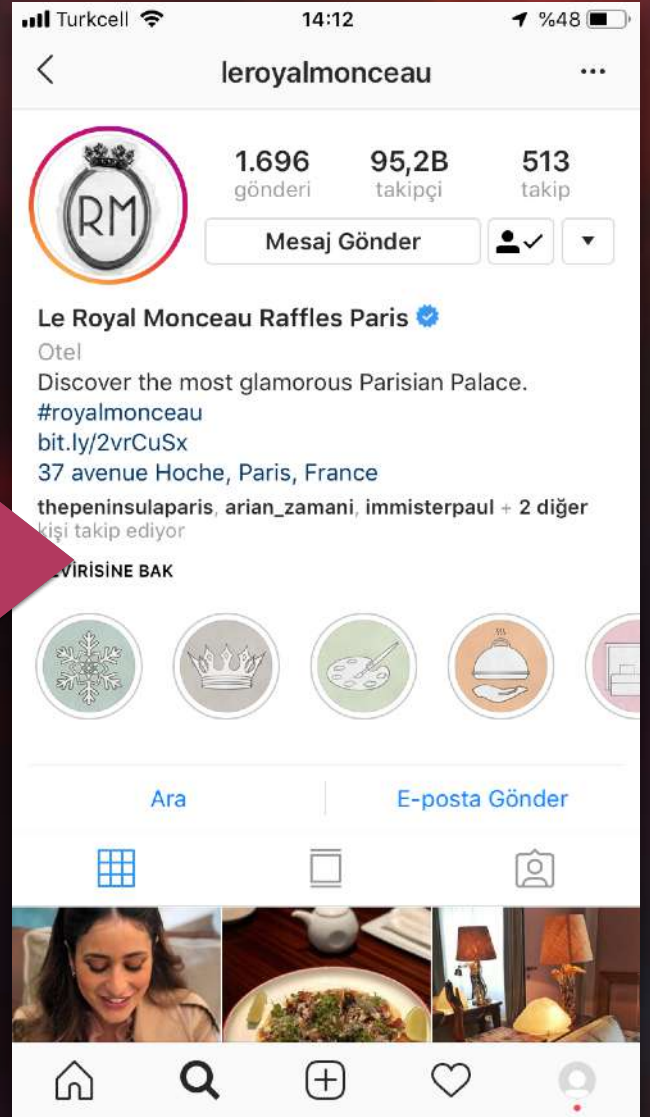
KATARA
HOSPITALITY

KATARA HOSPITALITY BENEFITS on social media

Before



After

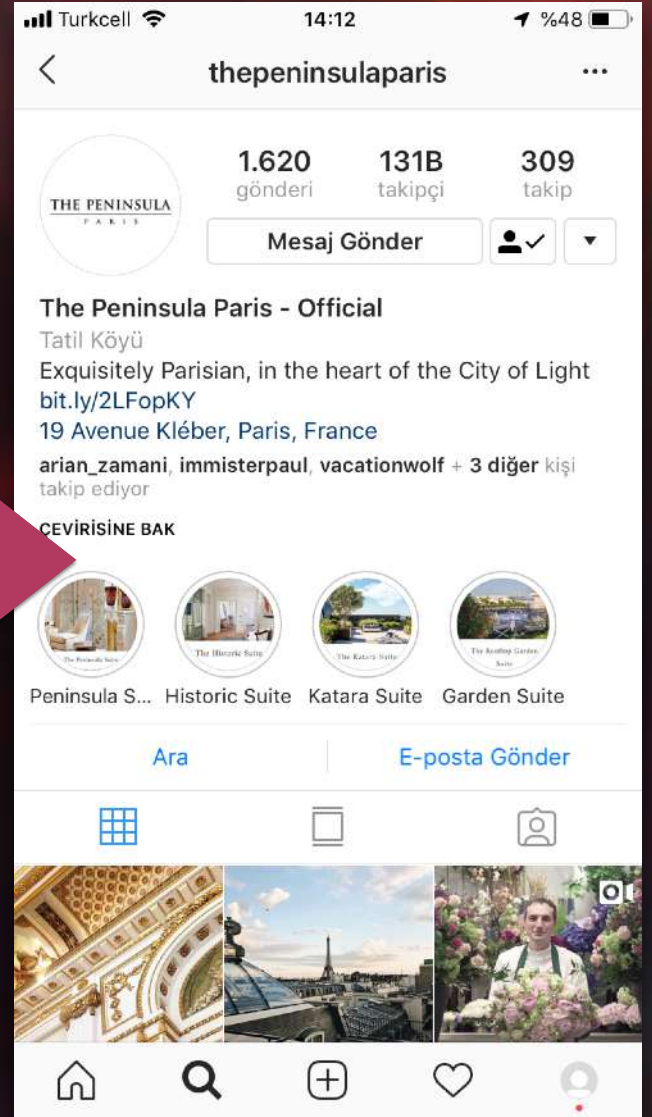
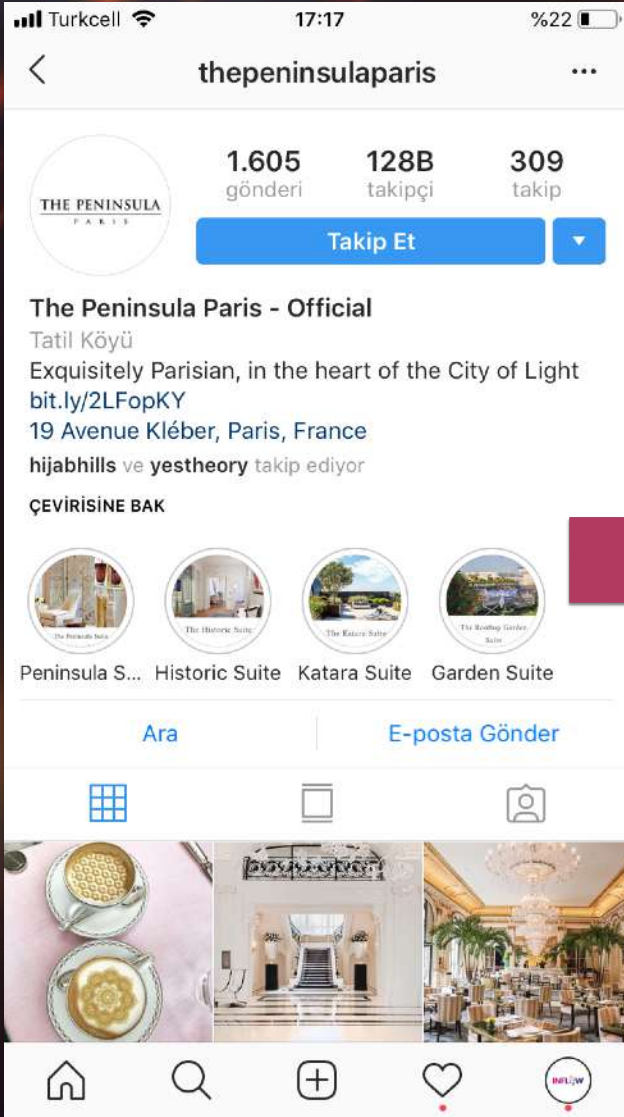


KATARA
HOSPITALITY

KATARA HOSPITALITY BENEFITS on social media

Before

After



KATARA
HOSPITALITY

MEDIA OUTPUTS

social media

	TOTAL SHARES	TOTAL REACH
INSTAGRAM	117	76.377.200
INSTA-STORIES	1.061	652.165.200
FACEBOOK	15	783.232
YOUTUBE	2	1.847.343
TOTAL	1195	731.172.975

TOTAL MEDIA VALUE

	REACH	AVERAGE COST PER REACH*	TOTAL
INSTAGRAM	76.377.200	\$0,05	\$3.818.860,00
INSTA-STORIES	652.165.200	\$0,02	\$13.043.304,00
FACEBOOK	783.232	\$0,02	\$15.664,64
YOUTUBE	1.847.343	\$0,02	\$36.946,86
TOTAL			\$16.914.775,50

* Average Unit Values are calculated at average global purchasing values.

TOTAL REACH
731.172.975



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TOTAL MEDIA VALUE

\$16.914.775,50 \$



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ABOUT INFLOW GROUP

INFLOW is short for 'Influencers of The World'.

INFLOW aims to bring together the well-known faces on popular platforms, digital opinion leaders, bloggers, social media content creators with leaders brands in sectors at international conferences including B2I (Business to Influencer) meeting & special activities.

Thus, **INFLOW** features being the most important platform that manages destination promotion, marketing and what is required to be promoted in the best way; realises common goals; steps up the marketing power; and brings together the potentials of pioneers active in the market to create profitable business.

This report has been prepared by using data of *Social Media Statistics, Google Analytics* and **INFLOW Bridge**

- > **Reach Data**
presents the number of unique accounts that see the post or story.
- > **Interaction Data**
presents total insight into how active audience of Influencers have likes and comments.





Turkey's Promoting Events
category winner at the **Skalite'17**

AWARDS & ENGAGEMENTS



INFLOW Summits is an official
World Tourism Organisation
(UNWTO) member





EXPLORE
SHARE
INTERACT