

# INFLSUMMITSOW

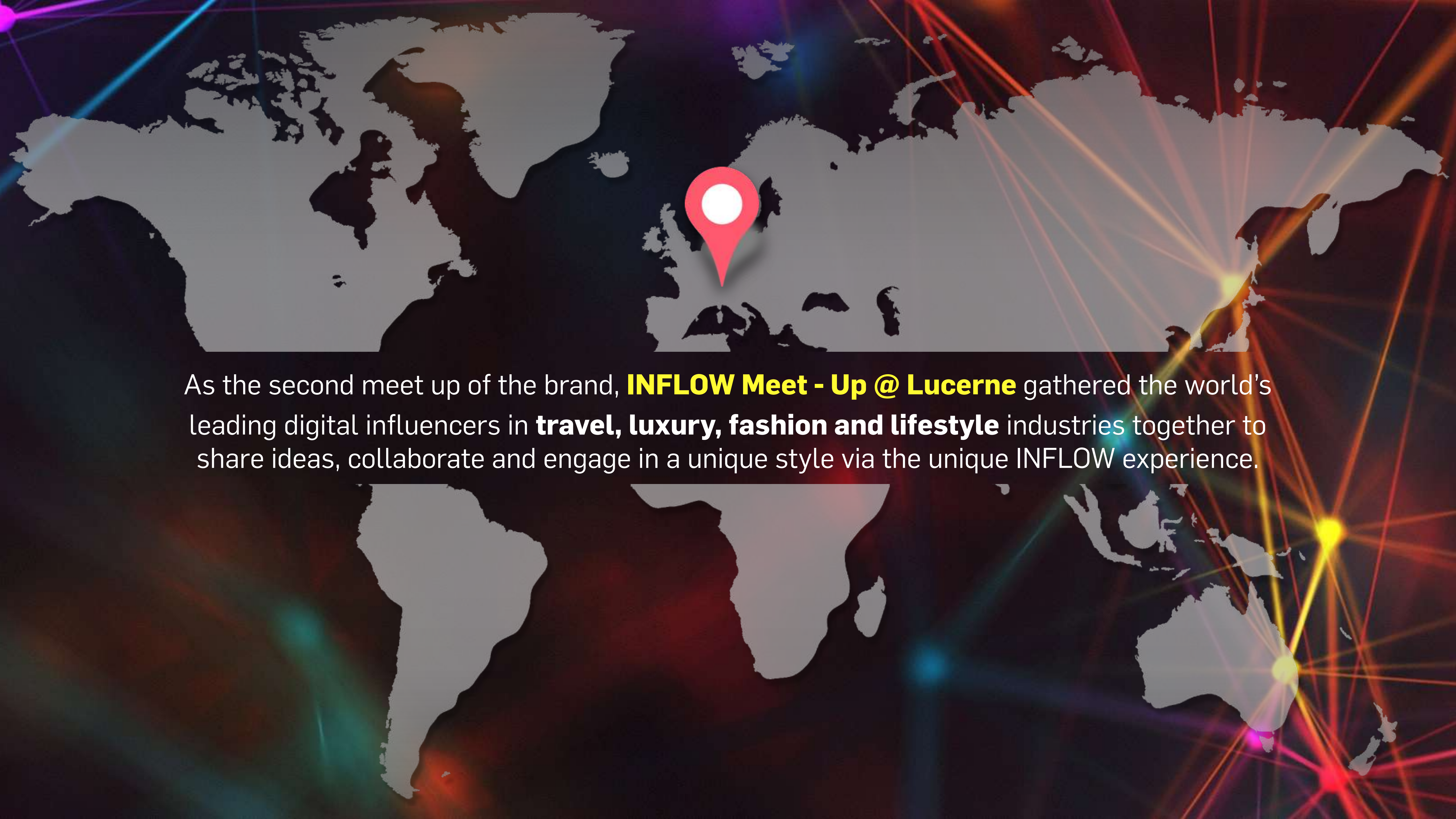
**INFLOW Meet-Up @ Lucerne**

20<sup>th</sup> - 23<sup>rd</sup> of June 2018

**Event Report**







As the second meet up of the brand, **INFLOW Meet - Up @ Lucerne** gathered the world's leading digital influencers in **travel, luxury, fashion and lifestyle** industries together to share ideas, collaborate and engage in a unique style via the unique INFLOW experience.









***“The INFLOW in Switzerland edition was a breathtaking experience. I still cannot get over of the beauty of this country. Of course, always very happy to be reunited with my INFLOW family. Thank you for organising everything in such a professional way!”***

@aliceabdelaziz



# SCHEDULE

**DAY 1: *Arrivals & Welcome Dinner***

**DAY 2: *Lucerne Experience***



**DAY 3: *Bürgenstock Experience***

**DAY 4: *Departures***





***“The event was just perfect, everyone was so lovely, we had so much fun in Switzerland discovering new places and having fun between us, it’s always a pleasure for me to meet with new influencers around the world, and most important thing I wanna thank you INFLOW for this amazing trip and for taking care of us, you’re the best and can’t wait to see u all soon ♥♥♥”***

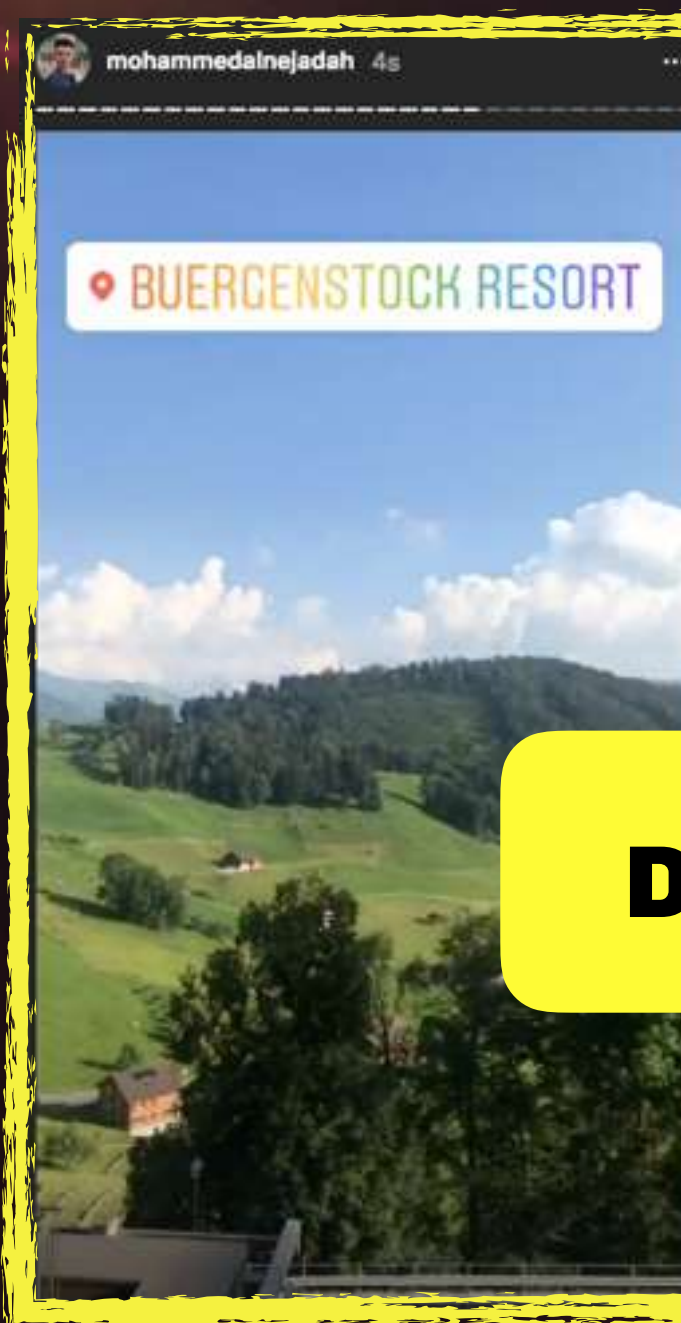
**@fafiabdelaziz**



**DAY 1: Arrivals & Welcome  
Dinner**







# DAY1



## STORIES



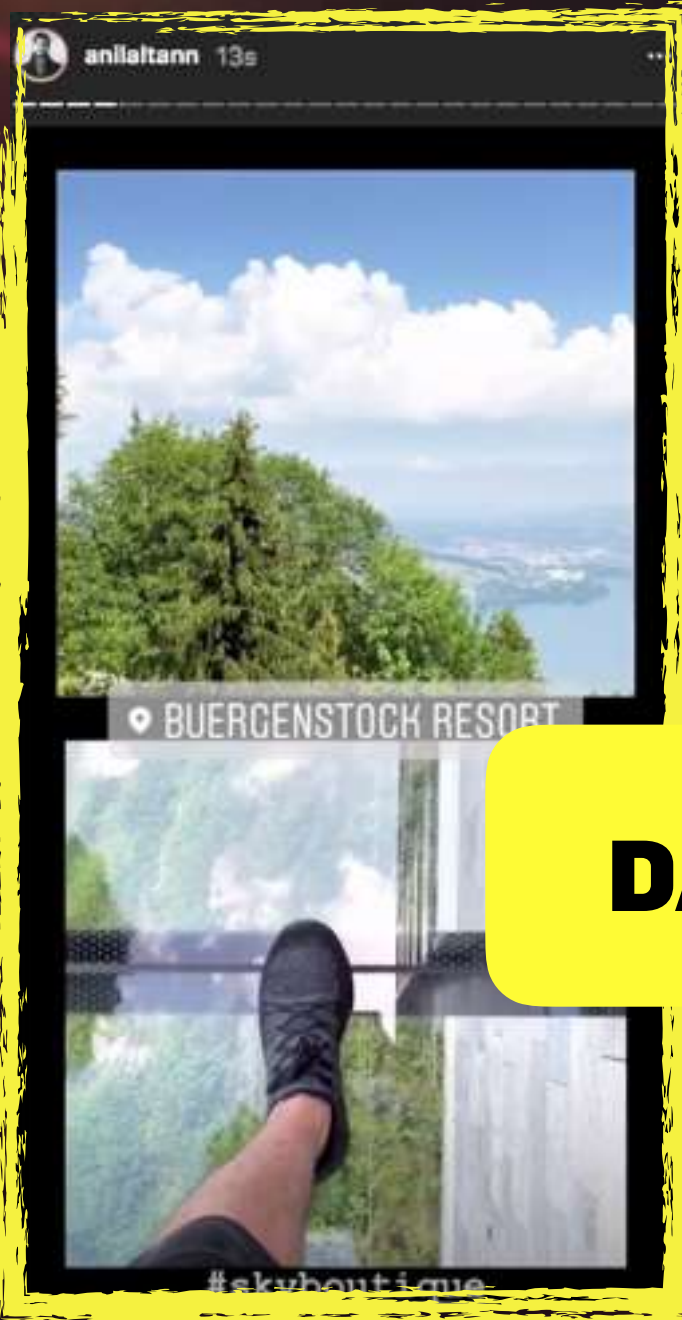




## **DAY 2: *Lucerne Experience***







DAY2



STORIES





***“INFLOW Meeting at Bürgenstock, Switzerland was the place that I’ve collected all my best memories. I say this is the best one for every new INFLOW event!”***

@pelinakil



## **DAY 3: *Bürgenstock* Experience**







DAY3



STORIES





***“My thoughts of the event is that INFLOW Summits is one of the most organised, biggest and nicest influencers meetings I have ever met. Switzerland and the resort in particular, is beyond what I expected. One the most beautiful places I have visited so far and I’m happy that my first youtube vlog will be about Switzerland with INFLOW Summits Looking forward to be reunited with all of you again ♥”***

@nadineabdelaziz





ALL



POST-SHARES







ALL



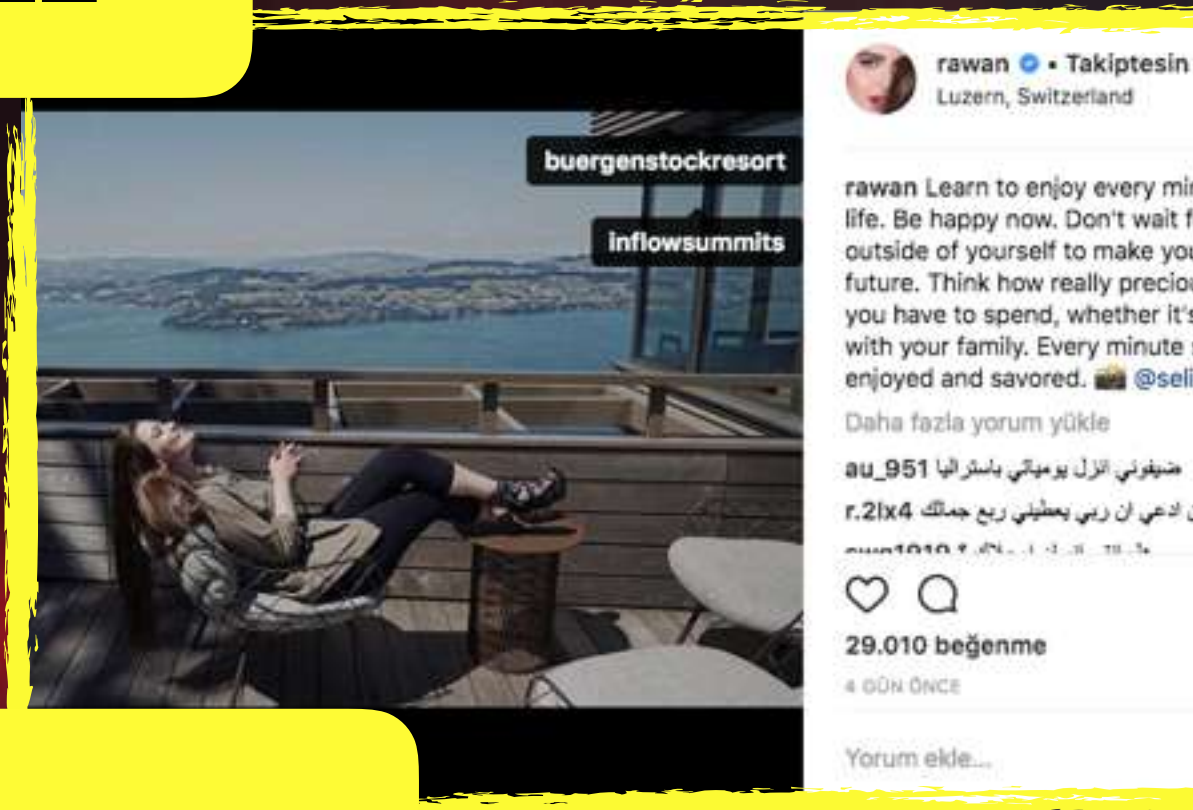
POST-SHARES







ALL



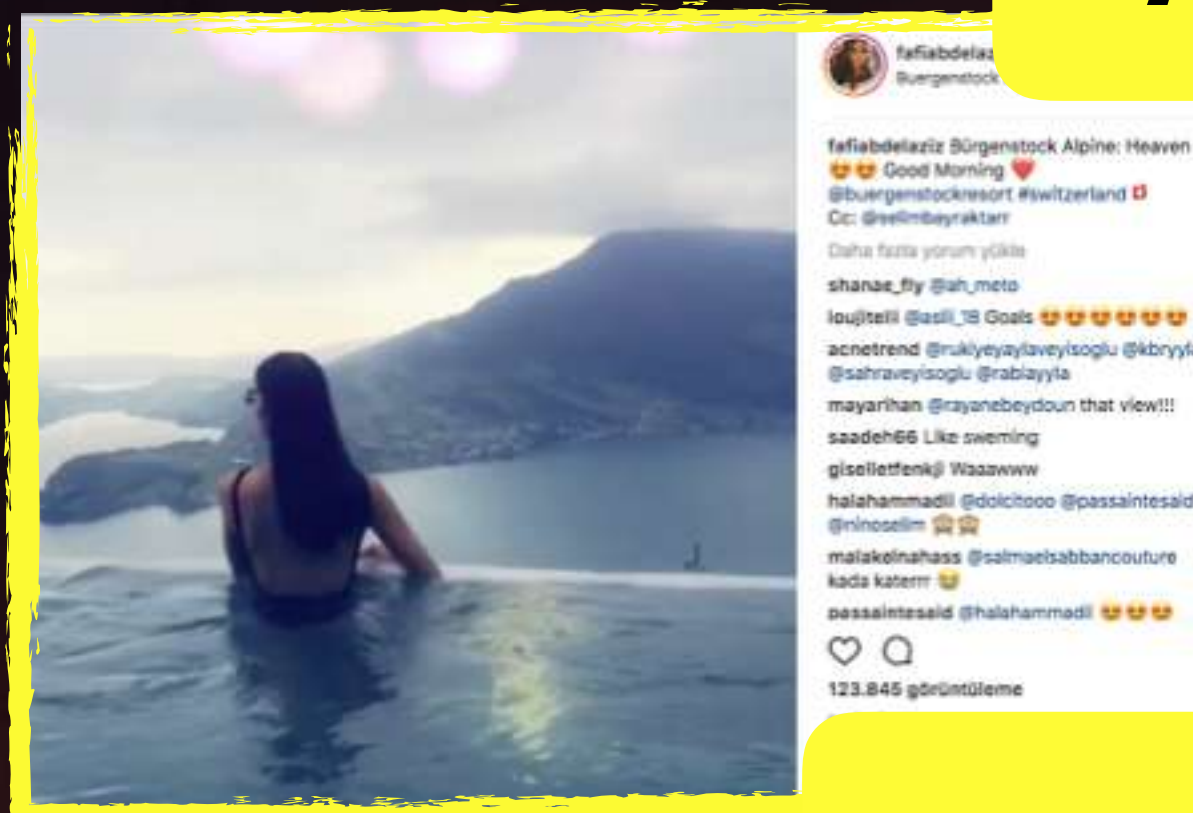
POST-SHARES







ALL



POST-SHARES



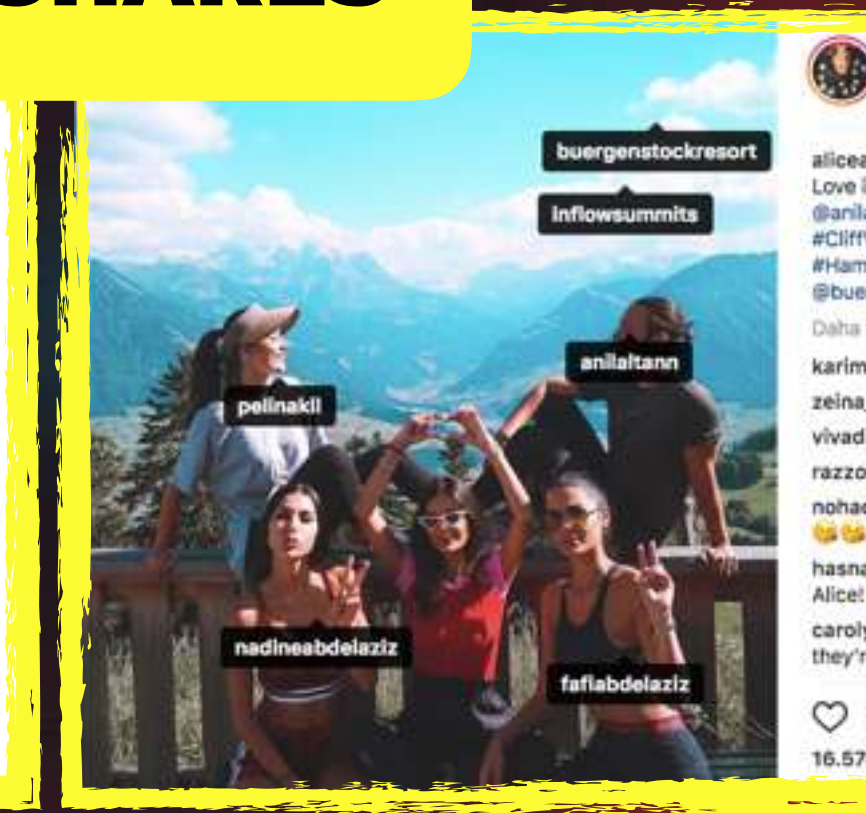




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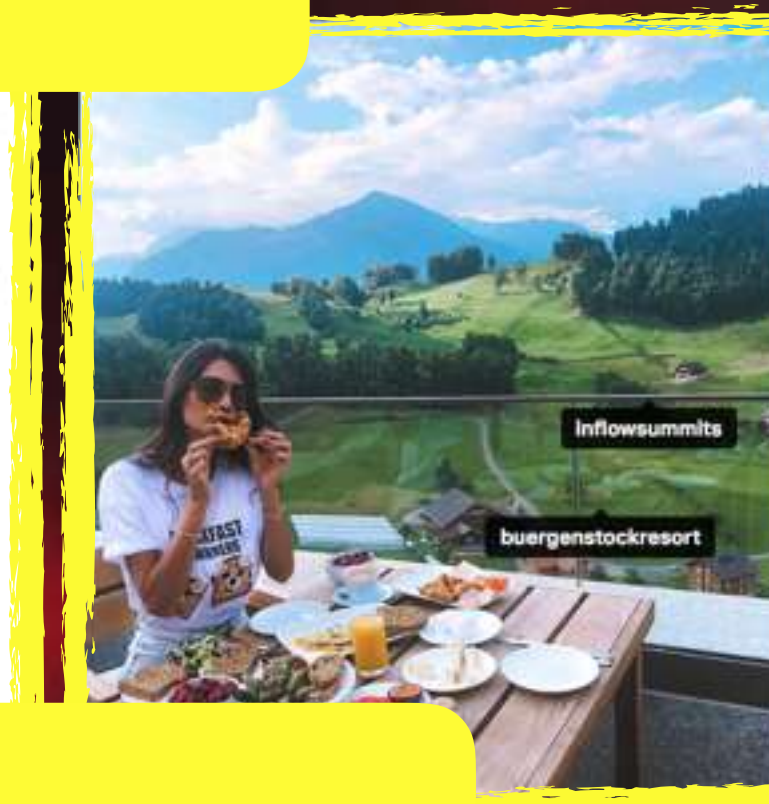


POST-SHARES





ALL



POST-SHARES





**YOUTUBE**

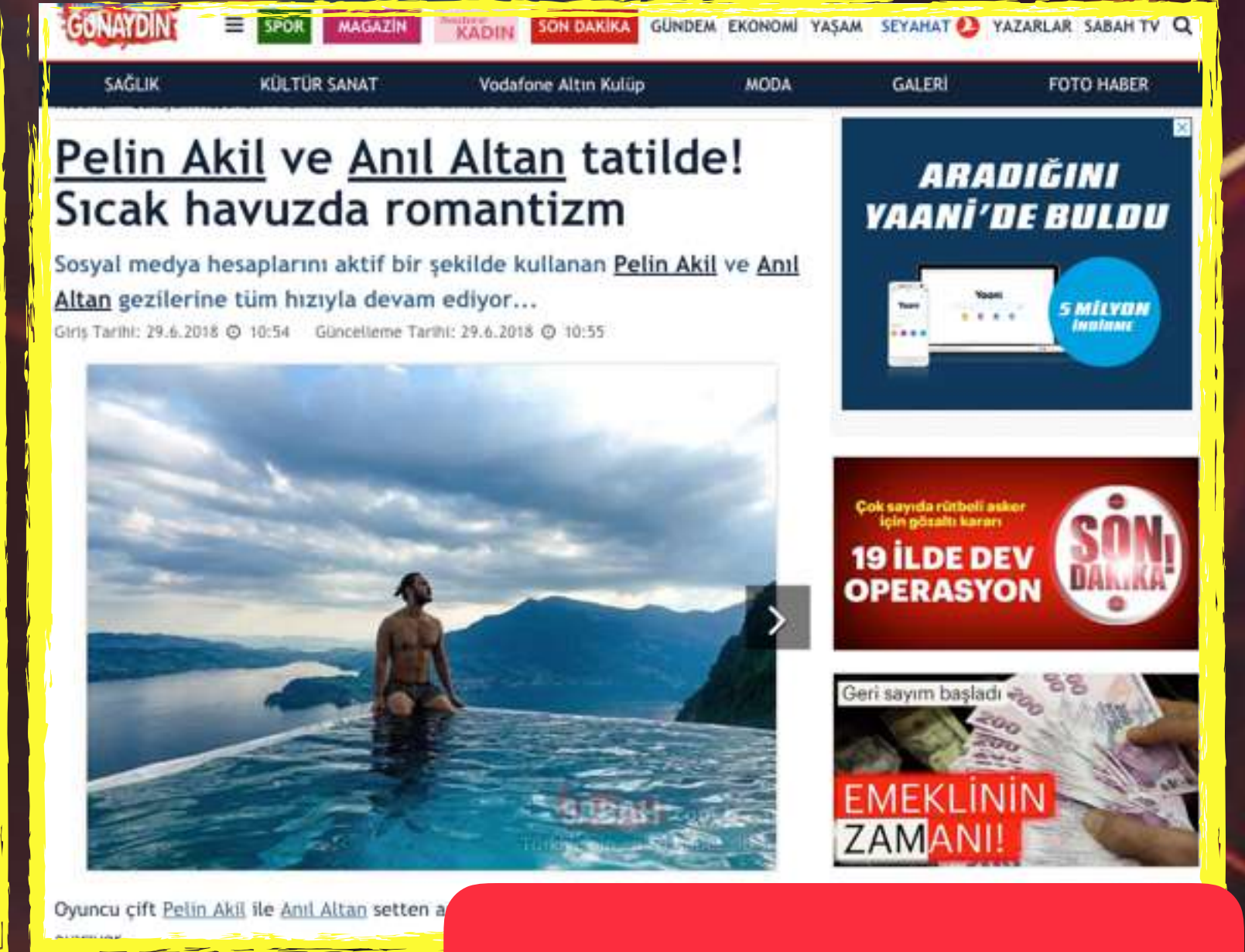
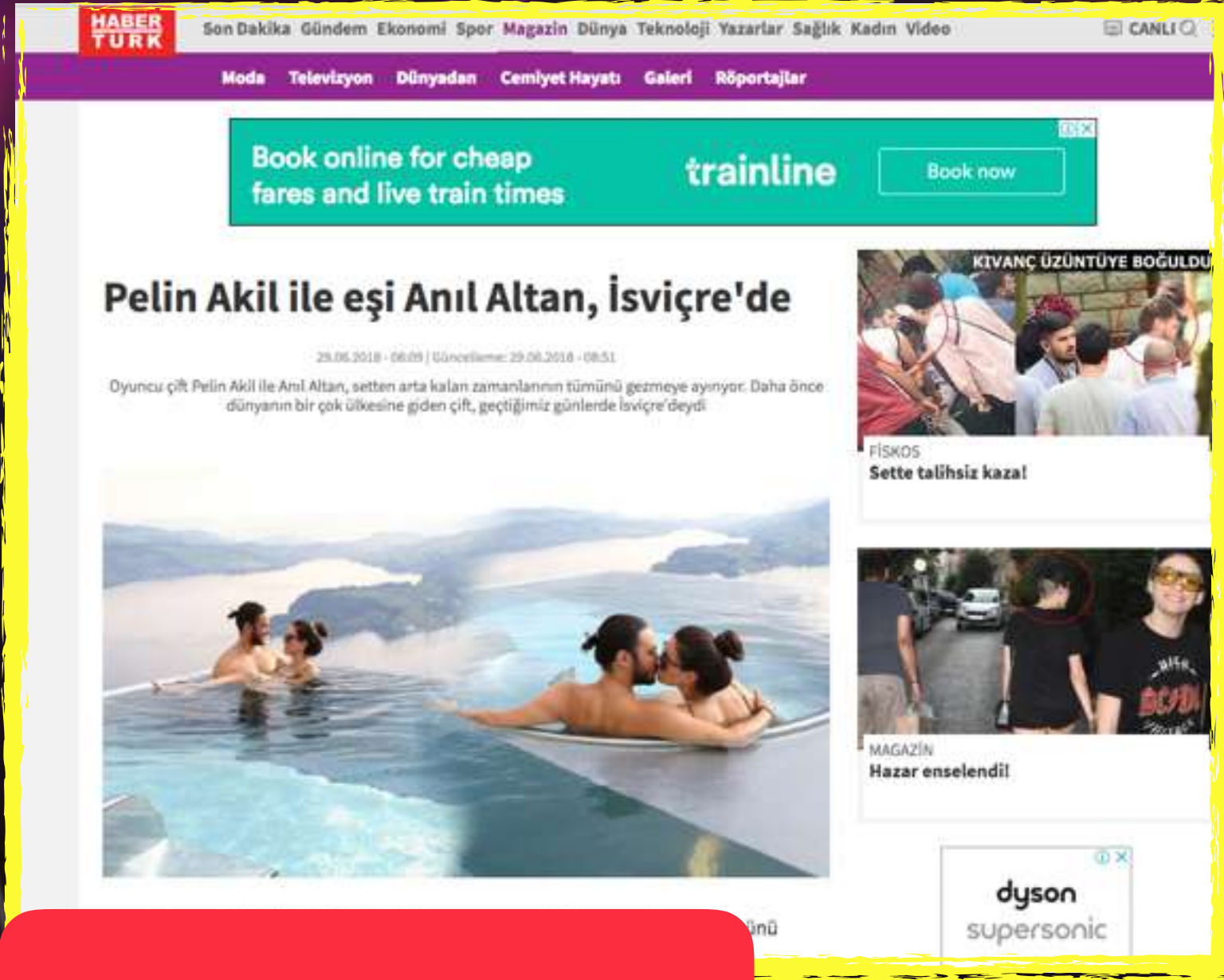
**Coming Soon: Pelin & Anıl**



**Coming Soon: Gizem Zor**







MEDIA

OUTPUTS







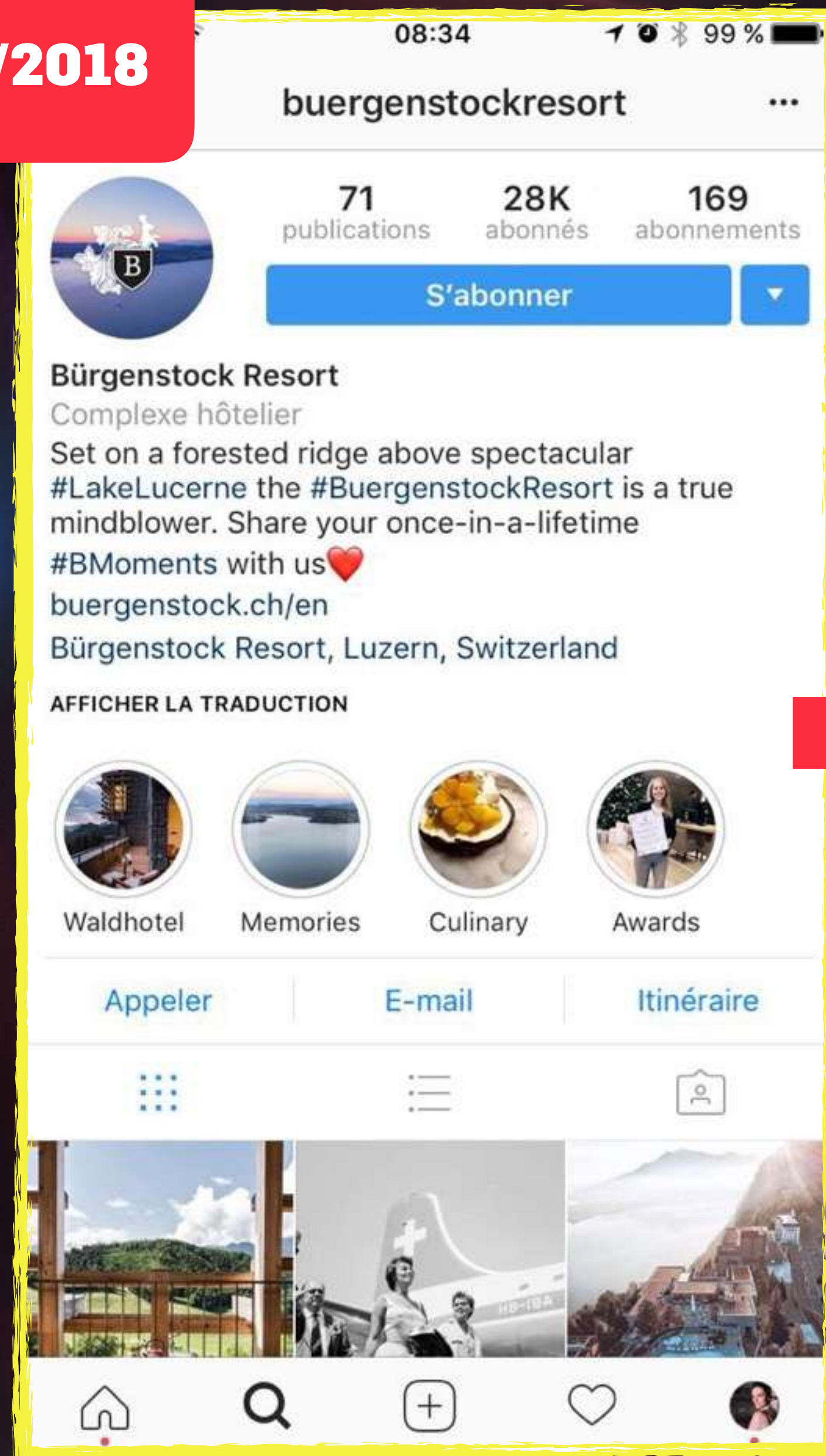


# TOTAL SHARES & INTERACTIONS

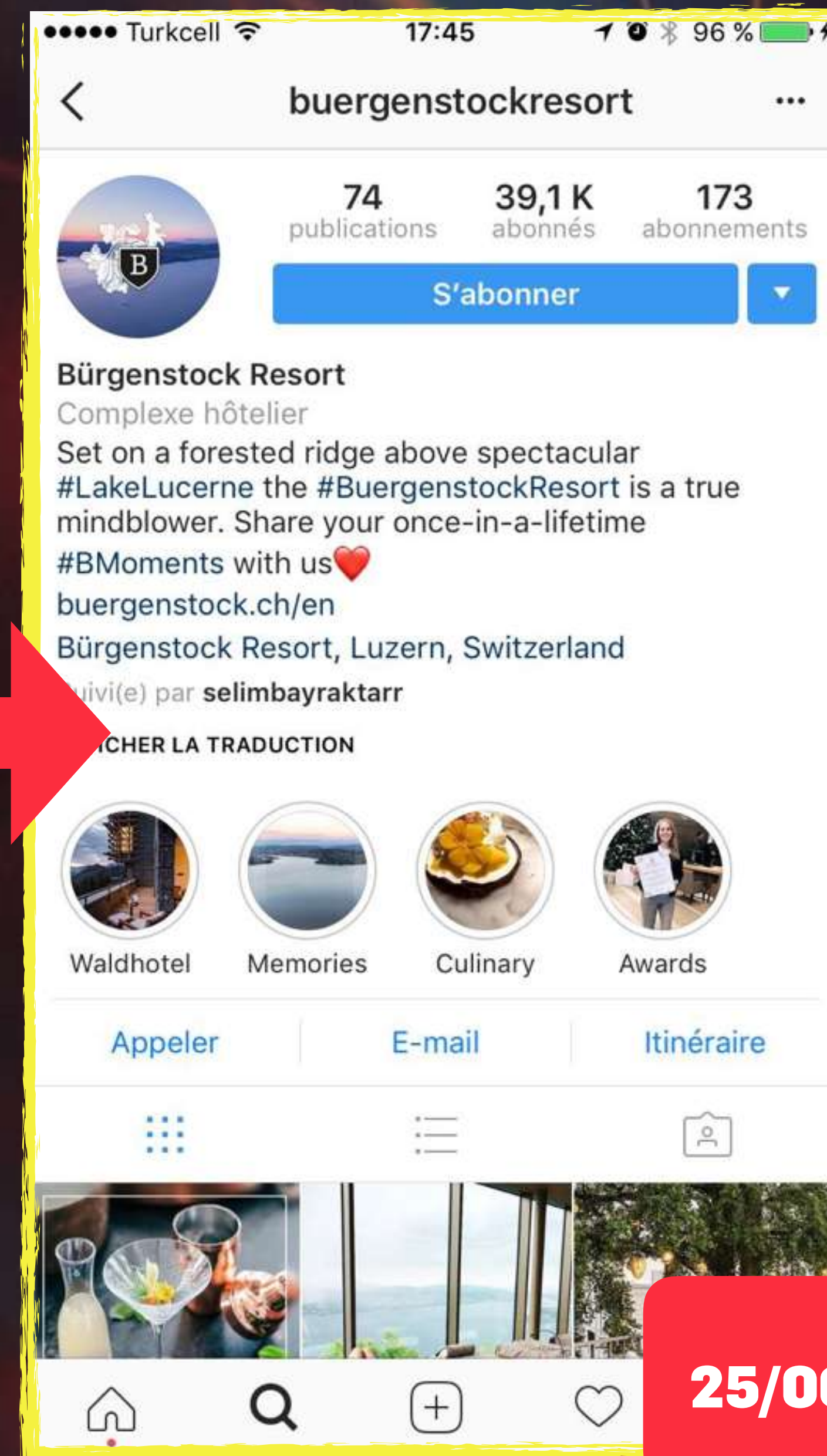
All Hashtags for #INFLOWinLucerne	Instagram	Instagram Stories	Youtube	TOTAL
TOTAL SHARES	64	299	3	366
POTENTIAL REACH (Person)	6.679.000	231.341.000 total views	197.000	238.217.000
INTERACTION	534.320	231.341.000	22.784	231.898.104



20/06/2018



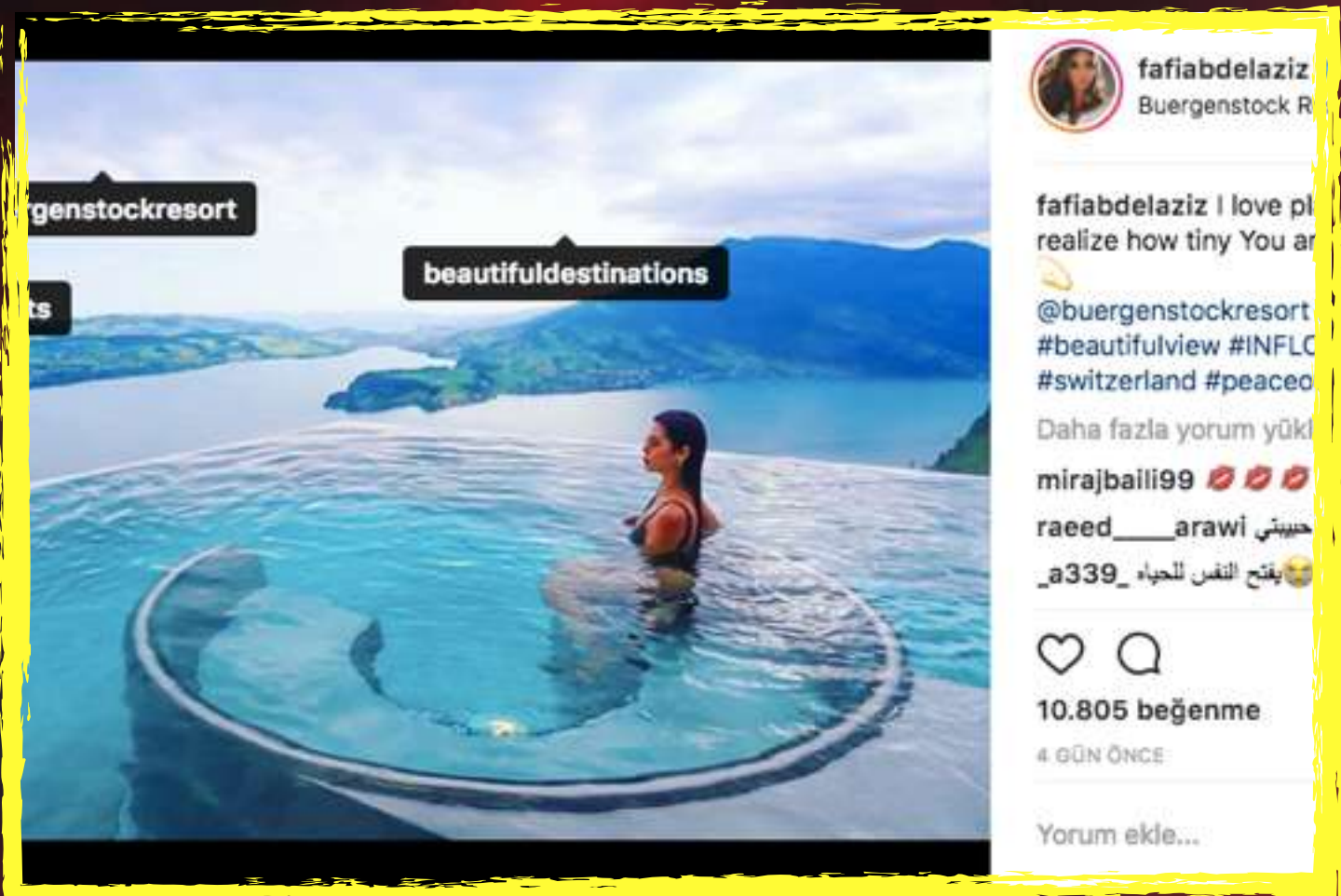
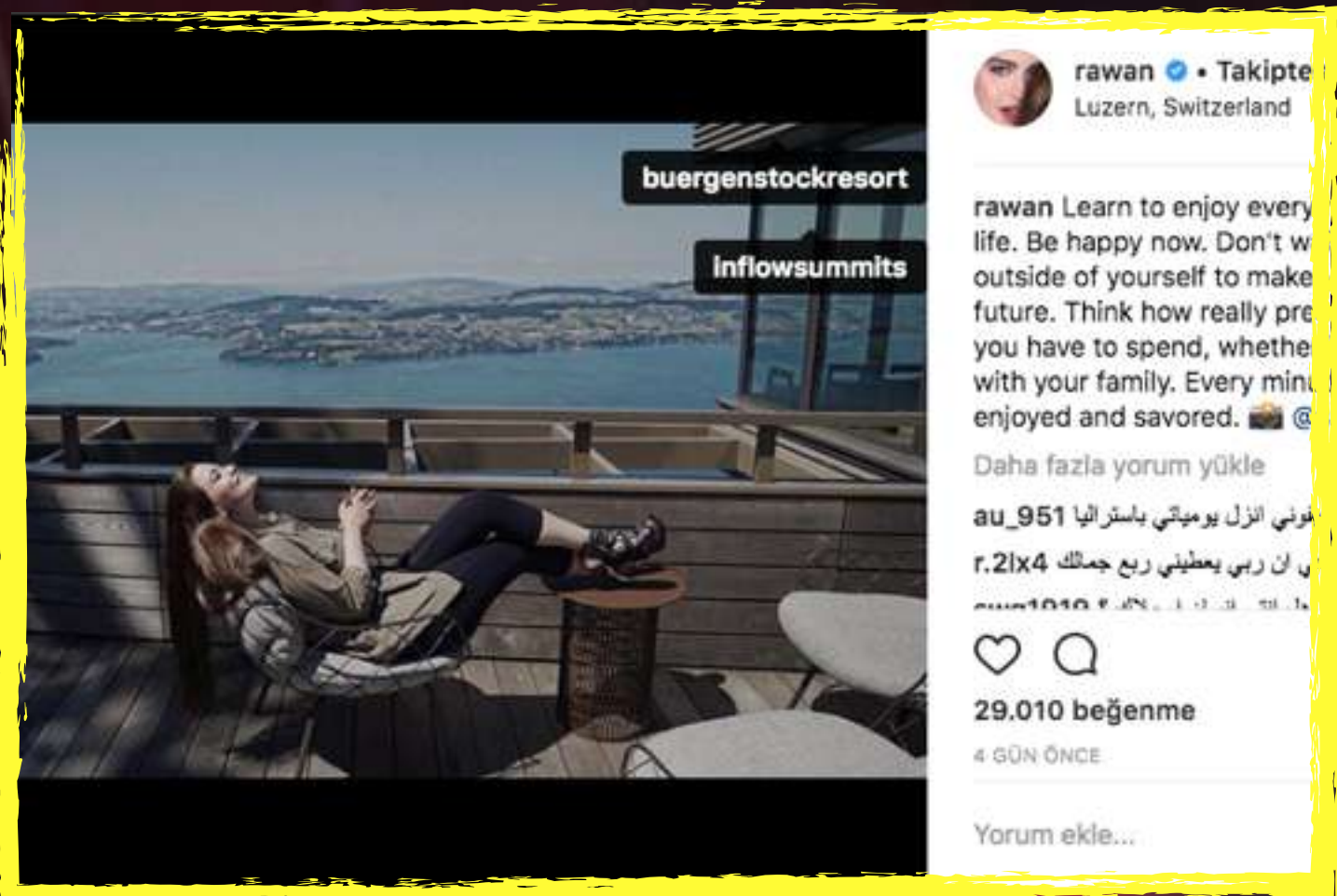
FOLLOWERS



25/06/2018



# Click on photos

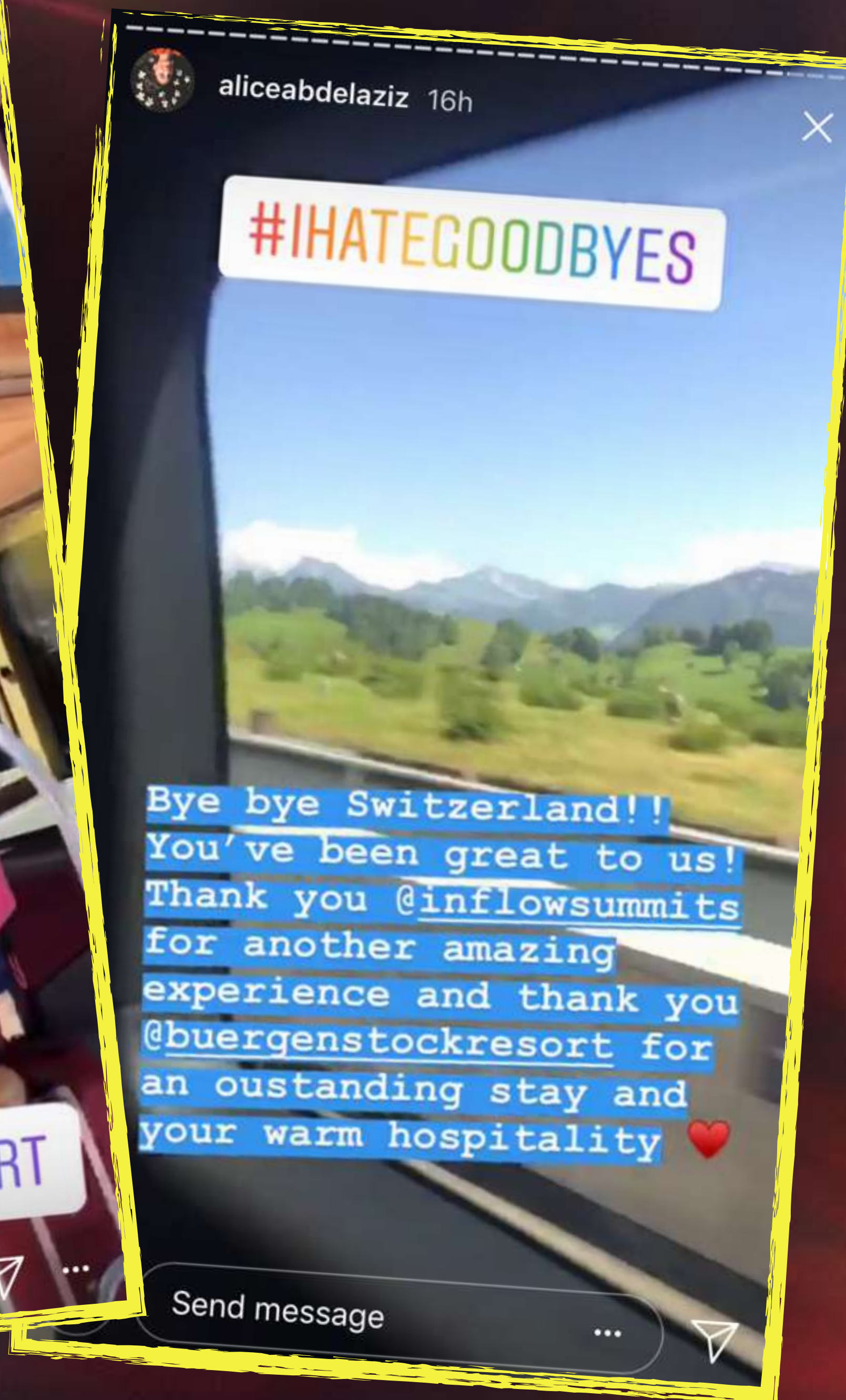




# MEDIA VALUE

	Instagram	Youtube	TOTAL
TOTAL INTERACTION	Post: 534.320 Story: 231.341.000 Total: 231.875.320	22.784	-
AVERAGE COST PER ENGAGEMENT	0,03 \$	0,04 \$	-
TOTAL	6.956.259,6 \$	911,08 \$	6.957.170,68 \$





**Total Media Value:  
6.957.170,68\$**



# ABOUT INFLOW SUMMITS



**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.



# MONITORING SYSTEM

This report has been prepared by using data of *Boomsonar, Social Media Statistics, Google Analytics, Tweet Binder*

<https://www.tweetbinder.com>

<https://www.google.com/analytics/>

<https://www.boomsonar.com>

- **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.



# AWARDS & ENGAGEMENTS



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



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



The background is a dark, deep blue or black space filled with a complex network of thin, glowing lines in shades of red, orange, and yellow. These lines radiate from several bright, multi-colored nodes, creating a sense of dynamic energy and connectivity, reminiscent of a digital network or a star map.

# INFLSUMMITSOW

**EXPLORE . SHARE . INTERACT**