



A New Zealand-based tour company that caters to 18 to 35-year-olds, offering over 350 different tours in over 75 countries in Europe, Australia, New Zealand, North America, South America, Africa, the Middle East, and Asia.

**1,732 CLICKS DRIVEN
FROM AFFILIATES VS.
INFLUENCERS**

**47+ INDIVIDUAL
BOOKINGS &
GROWING**

**140+ CONTENT PIECES
PUBLISHED
(INCLUDING BLOG
POSTS, ARTICLES AND
SOCIAL POSTS)**

**1.2M+ VIEWS ACROSS
ALL POSTS**

OBJECTIVE

Address Contiki's low US brand awareness (13% sales) compared to AU (63% sales). Target 18-35-year-olds in the US and secondary markets (AU, UK, CA) through influencer-led campaigns, highlighting Contiki's unique social travel experience, and driving bookings via affiliate partnerships.

SOLUTION

our strategy involved recruiting 12 affiliates for a 9-day journey in Spain & Portugal, targeting Contiki's diverse 18-35 demographic. After assembling a mix of influencers, bloggers, and media partners, we conducted pre-trip calls to finalize contracts and briefing details. Each affiliate joined Contiki's Impact program, earning a 10% commission per booking, with additional flat fees for some. Throughout the trip, our AIM representative managed communication and ensured compliance with campaign guidelines and FTC regulations. Post-trip, we facilitated content delivery and payments through Impact.

OUTCOME

The results of our campaign are promising, with over 1,732 clicks generated by our affiliates and more than 47 bookings recorded (with ongoing updates expected). These results demonstrate the effectiveness of our influencer-led brand awareness strategy in driving conversions. They affirm that our affiliates successfully reached the target audience, delivering engaging, authentic, and on-brand content in alignment with the campaign brief.