



OAK BAY
BEACH HOTEL



COLLABORATION REQUEST FORM

If you are a blogger, photographer, journalist or influencer specializing in luxury travel, spa, food and drink, we are keen to meet you and discuss the potential of a collaboration! We evaluate all requests based on a number of factors. Due to high volumes of requests we are not able to support every inquiry.

Please review the basic guidelines carefully to see if your account/audience would be the right fit to work with our brand. We ask that you review and follow all local, provincial and federal travel guidelines currently in place.

Current Requirements

Below are our minimum requirements for working with most media:

- Preferred Channels: Instagram & Blog
- Minimum of 16,000 Instagram Followers
- Engagement Rate
 - 10k-100k = 2.4%
 - 100k-1M = 2%
 - 1M - etc = 1.7%

Blackout Periods

Due to high demand periods throughout the year, The Oak Bay Beach Hotel has several blackout periods where we are unable to accommodate media visits. Such dates are listed, but not limited to, the below:

- Statutory & Holiday Periods
- May 30 - July 15, 2021
- December 17, 2021 - January 9, 2021

Best Periods

We encourage visits and coverage in shoulder season and midweek, October (after Canadian Thanksgiving) to November, and January (after holiday season) to April.

The Process

We continually work with influencers/photographers who have a specific focus that supports our brand identity and guest experience at The Oak Bay Beach Hotel. A minimum of four weeks advance notice is required for a visit, along with the fully completed Collaboration Request Form (found below). Each submission is evaluated on a case by case basis, and due to high volumes of requests, we are not able to support every inquiry.

Upon request approval, specific tagging requirements will be provided for you visit. The amount of tagged posts will depend on your follower count, engagement numbers, length of stay and activities you are provided with.



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COLLABORATION REQUEST FORM

TRIP DETAILS

Full Name

E-mail Address

Number of Guests Accompanying You

Requested Stay Date

Requested Bed Type

WEBSITE STATISTICS *(Fill in as applicable)*

Website URL

Average Page Views of Blog

Unique Monthly Visitors

Average Monthly Growth

E-mail subscribers

SOCIAL STATISTICS *(Fill in as applicable, please note we do not accept screenshots of your statistics)*

Instagram Account & Handles

Number of Instagram Followers

Average Post Impressions

Audience Demographics (Country, City, Age, Gender)

Average Instagram Story Views

Average Post Engagement Rate

Facebook Page & Number of Fans

Twitter Page & Number of Followers

Pinterest Followers & Engagement

STORY TELLING

What is the story focus or concept of the requested visit?

What content are you able to provide and estimated value (CAD):

Please share links to any recent accommodation or similar experience collaborations you have done:

Please return this form to The Oak Bay Beach Hotel Marketing Department and we will be in touch with you shortly.
Marketing Department | marketing@oakbaybeachhotel.com