

GRAMLIST.50



@retroflame



Volume 4

LETTER FROM THE EDITORS

Dear Readers,

There's an energy in the air that's palpable. Spring has sprung and summer is just on the horizon. Already shedding winter layers, we're ready to throw off our shoes and feel the earth, sand, and surf under our toes.

For the latest issue of Gramlist.50, we've taken a look at Instagrammers doing just that. You'll find emerging influencers rocking their best festival wear at Coachella, catch up on the beauty babes that mega-influencer Nicol Concilio follows, feel inspired to hop in a van to join the latest travel trendsetters on the road, or to make it a shorter stay with Airbnb and its most photo-savvy users.

As always, we've taken a deep dive to find these 50 engaged and engaging influencers. Read on to discover their stories, and how they might fit with yours.

Sincerely yours,

The Gramlist Editors

Compendium:

- FASHION -

NEW KIDS ON THE BLOCK

Poised to be the biggest influencers of tomorrow: 15 emerging influencers with highly engaged audiences and above-average growth.

#COACHELLA2017 #REVOLVEFESTIVAL #DESERTDAZE #COACHELLAVALLEY #FESTIVALSTYLE #FESTIVALLOOK

- BEAUTY -

INFLUENCERS' INFLUENCERS

Pulled from the follow lists of celebrity and mega-influencer feeds with more than 500,000 followers, these 15 hidden gems are the friends, collaborators, and muses of Instagram's largest feeds.

#BEAUTY #BEAUTYLOOK #INSTABEAUTY #MAKEUP #LOVETHISLOOK

- TRAVEL -

INSTA-TRENDY

An editorially driven breakdown of 10 accounts trending on Instagram in a given category by looking at the most highly engaged hashtags, events, and geotags in a given month. Key insights on what is most important to a social audience, how they are spending their time, and where they are the most engaged.

#VANLIFE #VANAGON #PROJECTVANLIFE #VANLIFERS #HOMEISWHEREYOU PARKIT #NOMADLIFE

- LIFESTYLE -

INFLUENCER MARKETS

What brands are seeing the highest engagement on Instagram? We track down the brands moving the needle on social and the influencers who are joining their party.

#AIRBNB #STAYANDWANDER #WELIVETOEXPLORE #MODERNOUTDOORS #ROAMTHEPLANET

A full-page background image featuring two young women standing on a grassy field at a festival. The woman on the left wears a black cowboy hat, sunglasses, a black lace crop top, a light blue denim skirt, and black boots with white patterns. The woman on the right wears a black beret, sunglasses, a black sequined crop top, a black skirt, and black boots. A large Ferris wheel is visible in the background under a clear blue sky.

 THE GRAMLIST

New Kids On the Block

15 Emerging Influencers

FASHION

@mddyelrck

FASHION INFLUENCERS

Festival fashion is a hot topic, especially in the desert. Yep, we're talking Coachella.

We've already brought you some of the top performing posts from the biggest names on the bill during the festival's first weekend. Now, we are looking at the new faces—and accompanying outfits—emerging from the 2017 event. Brought together for this monumental happening through a shared enthusiasm for music (and partying), these influencers hail from around the world and bring their own sense of fashion to the table.

Look here for their best bohemian/rainbow/glitter looks, and scroll through their feeds for so much more.



1. @meryldenis

CONTACT

A self-described “oceanholic french girl,” Meryl Denis never seems to be in the same place twice. Scroll through her feed and you’ll find Hawaii, London, and—of course—Cali, when she’s not at home in Paris.

| | |
|--------------------------------------|-------------------------------|
| FOLLOWERS: 71,988 | LOCATION: PARIS, FRANCE |
| W/O/W GROWTH: 2.70% | DAILY POSTING AVERAGE: 2.57 |
| AVERAGE LIKES & COMMENTS: 3,296 / 35 | 30-DAY ENGAGEMENT RATE: 5.34% |



2. @inspiresmi

CONTACT

Brazil-born Michelli Buback knows how to make any location into a runway, whether she’s in Cuba, Mexico, or LA. She also loves palm trees almost as much as she loves her partner of 12 years, Michael Babil.

| | |
|-----------------------------------|-------------------------------|
| FOLLOWERS: 29,090 | LOCATION: LOS ANGELES, CA |
| W/O/W GROWTH: .40% | DAILY POSTING AVERAGE: 2.97 |
| AVERAGE LIKES & COMMENTS: 270 / 4 | 30-DAY ENGAGEMENT RATE: 1.00% |



3. @retroflame

CONTACT

Erika Fox is an Irish lass living and working in NYC. Sometimes we wonder why she’d want to leave “home home” when it looks like this. But she seems to be having a pretty good time in the states and abroad, from NYC hotel rooftops to beachside in Dubai.

| | |
|---------------------------------------|-------------------------------|
| FOLLOWERS: 84,467 | LOCATION: NEW YORK, NY |
| W/O/W GROWTH: 5.6% | DAILY POSTING AVERAGE: 2.57 |
| AVERAGE LIKES & COMMENTS: 1,888 / 336 | 30-DAY ENGAGEMENT RATE: 2.58% |



4. @caitlinbea

CONTACT

Caitlin Bea’s feed is full of dreamy pastels and landscapes. She also gets real, openly sharing deeply personal stories of overcoming struggles.

| | |
|--------------------------------------|--------------------------------|
| FOLLOWERS: 94,646 | LOCATION: LOS ANGELES, CA |
| W/O/W GROWTH: 0.20% | DAILY POSTING AVERAGE: .70 |
| AVERAGE LIKES & COMMENTS: 4,725 / 11 | 30-DAY ENGAGEMENT RATE: 4.88 % |



5. @pobeaudoin

CONTACT

French Canadian Po Beaudoin hosts a YouTube show along with cohost [Marina Bastarache](#). He also travels around the world, from scaling peaks in [Montenegro](#) to gazing at waterfalls in [Croatia](#).

| | |
|--------------------------------------|-------------------------------|
| FOLLOWERS: 26,149 | LOCATION: CANADA |
| W/O/W GROWTH: 3.50% | DAILY POSTING AVERAGE: .67 |
| AVERAGE LIKES & COMMENTS: 1,899 / 10 | 30-DAY ENGAGEMENT RATE: 7.29% |



6. @ashleylouisejames

CONTACT

Londoner, presenter, and [BitterSweet](#) DJ duo member Ashley Louise James is into rap, hip-hop, trap, grime, and R&B. She discusses music regularly on her [radio show](#) every Friday from 2-4 p.m. Read a review of her Coachella experience [here](#).

| | |
|--------------------------------------|-------------------------------|
| FOLLOWERS: 88,129 | LOCATION: LONDON, ENGLAND |
| W/O/W GROWTH: 3.30% | DAILY POSTING AVERAGE: 2.33 |
| AVERAGE LIKES & COMMENTS: 1,445 / 35 | 30-DAY ENGAGEMENT RATE: 1.66% |



7. @iamfashionlaine

CONTACT

Always colorful, Lainey blogging at [Fashionlaine](#), lives by the [motto](#), "Be what you want, wear what you want." For Lainey, that includes [unicorn loving](#), [rainbow striped socks](#), and tutus in the [desert](#).

| | |
|--------------------------------------|-------------------------------|
| FOLLOWERS: 84,601 | LOCATION: LOS ANGELES, CA |
| W/O/W GROWTH: 1.80% | DAILY POSTING AVERAGE: 2.33 |
| AVERAGE LIKES & COMMENTS: 1,303 / 30 | 30-DAY ENGAGEMENT RATE: 1.58% |



8. @vaniafernandes

CONTACT

Currently in Portugal, Vania Fernandes believes that life is breathtakingly beautiful, and fills her feed with posts that help to prove her thesis, from [flowered shorts in fields](#) to casual [lemonade sipping](#).

| | |
|--------------------------------------|-------------------------------|
| FOLLOWERS: 54,962 | LOCATION: LONDON, ENGLAND |
| W/O/W GROWTH: 2.30% | DAILY POSTING AVERAGE: .60 |
| AVERAGE LIKES & COMMENTS: 5,195 / 54 | 30-DAY ENGAGEMENT RATE: 7.10% |



9. @sammisanchez

CONTACT

No stranger to music festivals, Sammi Sanchez is a Latina musician. Her newest album, "Deeper," dropped on May 12, at a celebration complete with cupcakes.

| | |
|--------------------------------------|-------------------------------|
| FOLLOWERS: 57,577 | LOCATION: LOS ANGELES, CA |
| W/O/W GROWTH: 1.90% | DAILY POSTING AVERAGE: 1.03 |
| AVERAGE LIKES & COMMENTS: 2,307 / 31 | 30-DAY ENGAGEMENT RATE: 3.83% |



10. @tiphainemarie_

CONTACT

Makeup lover and adventurer, Tiphaine Marie hit all the parties at Coachella from Revolve to Urban Decay.

| | |
|--------------------------------------|-------------------------------|
| FOLLOWERS: 66,629 | LOCATION: SWITZERLAND |
| W/O/W GROWTH: 1.10% | DAILY POSTING AVERAGE: 1.43 |
| AVERAGE LIKES & COMMENTS: 2,389 / 13 | 30-DAY ENGAGEMENT RATE: 3.52% |

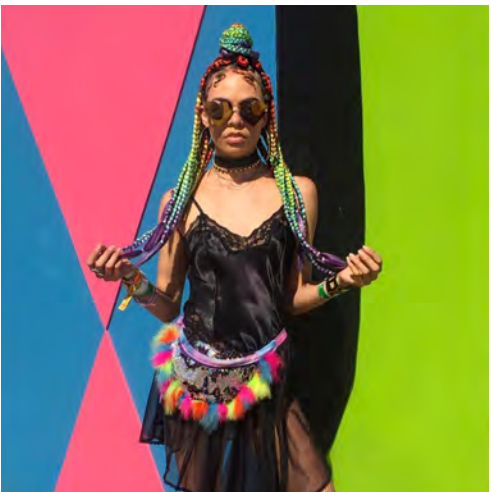


11. @catcherinthestyle

CONTACT

Blogger at Catcher in the Style, Thania Peck's eclectic feed reflects her taste, ranging from "punk rock and 80s comics to nature and the cosmos." Mixed textures and prints along with frills, patches and cats make regular appearances.

| | |
|--------------------------------------|--------------------------------------|
| FOLLOWERS: 84,246 | LOCATION: JOHANNESBURG, SOUTH AFRICA |
| W/O/W GROWTH: 12.90% | DAILY POSTING AVERAGE: 1.07 |
| AVERAGE LIKES & COMMENTS: 1,948 / 51 | 30-DAY ENGAGEMENT RATE: 2.59% |



12. @karixmichelle

CONTACT

Recognized as one of the most beautiful people at Coachella, Kâri Michelle is striking. Whether natural and beachy or gold eye-linered and festival ready, Kâri's look is distinctive. She shows love to her artist fans.

| | |
|-------------------------------------|-------------------------------|
| FOLLOWERS: 93,112 | LOCATION: LOS ANGELES, CA |
| W/O/W GROWTH: .60% | DAILY POSTING AVERAGE: .60 |
| AVERAGE LIKES & COMMENTS: 1,920 / 7 | 30-DAY ENGAGEMENT RATE: 1.97% |



13. @pingponggirl

CONTACT

When Soo Yeon Lee isn't killing it on the table tennis tables as an international champion, she's slaying the fashion game. Sometimes she does both at the same time.

| | |
|--------------------------------------|-------------------------------|
| FOLLOWERS: 88,857 | LOCATION: LOS ANGELES, CA |
| W/O/W GROWTH: 4.10% | DAILY POSTING AVERAGE: .80 |
| AVERAGE LIKES & COMMENTS: 3,820 / 52 | 30-DAY ENGAGEMENT RATE: 3.43% |



14. @bylisalinh

CONTACT

Lisa Linh, the blogger behind the eponymous By Lisa Linh, does not take any BS—it says so in her bio and about me page. We like her attitude and her feed, full of gorgeous photos from boating and frolicking in Santa Barbara to swinging and driving in L.A.

| | |
|--------------------------------------|-------------------------------|
| FOLLOWERS: 85,161 | LOCATION: LOS ANGELES, CA |
| W/O/W GROWTH: 3.00% | DAILY POSTING AVERAGE: 2.77 |
| AVERAGE LIKES & COMMENTS: 1,668 / 38 | 30-DAY ENGAGEMENT RATE: 2.08% |



15. @mybelonging

CONTACT

Tommy Lei is a fashionable gent, rocking denim on denim, hand-painted leather, and pinstriped athletic wear. His goal: to find meaning in the material and be unapologetically himself while doing it.

| | |
|--------------------------------------|-------------------------------|
| FOLLOWERS: 94,531 | LOCATION: LOS ANGELES, CA |
| W/O/W GROWTH: 2.50% | DAILY POSTING AVERAGE: 1.30 |
| AVERAGE LIKES & COMMENTS: 1,922 / 70 | 30-DAY ENGAGEMENT RATE: 2.18% |



THE GRAMLIST

Influencers' Influencer

Making It Up with Nicol Concilio

BEAUTY

@nicolconcilio

BEAUTY INFLUENCERS

With more than 350k followers on [YouTube](#) and 1.2 million on [Instagram](#), makeup maven Nicol Concilio is definitively a mega-influencer in the beauty space. Her skill set when it comes to makeup sets her apart—just look at how she does [Halloween](#)—but Concilio is also relatable to her followers. She’s a New Yorker, daughter of an NYPD detective, and family ([photo](#) courtesy of sister Gina Concilio) is important to her, including her pup [Stella](#) and incredibly supportive and game [boyfriend](#).

What do we like best about Concilio? Besides using her platform for the [greater good](#) and showing her fans love, Concilio’s fun, fully done up looks just work, especially when juxtaposed with natural settings.

Whether hanging [cliffside](#), rocking Coachella-themed [turquoise wave-matching shades](#) or sporting [leis and lips](#) that last all day even at the beach, it’s no wonder so many followers long to [capture](#) and emulate her looks.

Always [daring](#) and on the cutting edge, we decided to take a deep dive into the pool of Instagrammers who Concilio follows. Look here for the beauty babes who inspire and fill Concilio’s feed.



1. @hannah_schroder

[CONTACT](#)

Hannah Schroder is a beauty blogger through and through, from hair to makeup she even brings blush to her wardrobe.

FOLLOWERS: 18,956

W/O/W GROWTH: .10%

AVERAGE LIKES & COMMENTS: 463 / 27

LOCATION: AUSTRALIA

DAILY POSTING AVERAGE: .80

30-DAY ENGAGEMENT RATE: 2.53%



2. @juliapaulescu

[CONTACT](#)

Besides glam makeup looks you'll find brunching, besties, and baseball with pups.

FOLLOWERS: 9,366

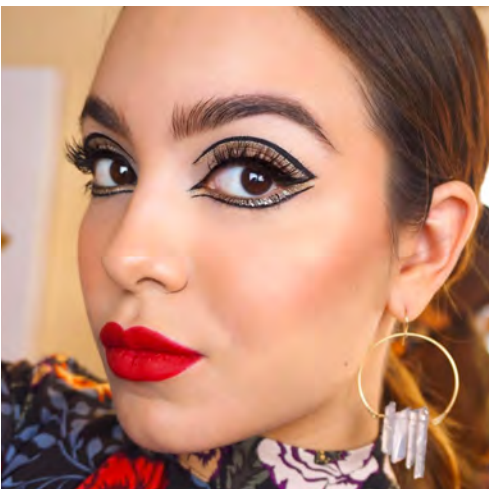
W/O/W GROWTH: .10%

AVERAGE LIKES & COMMENTS: 133 / 10

LOCATION: SAN DIEGO, CA

DAILY POSTING AVERAGE: .33

30-DAY ENGAGEMENT RATE: 1.81%



3. @mirellabelle

[CONTACT](#)

A recent Arizona State grad, Mirella is a makeup and Disneyland fanatic. Check her feed for fun sneakers, heels, braids, and sisterly bonds.

FOLLOWERS: 53,172

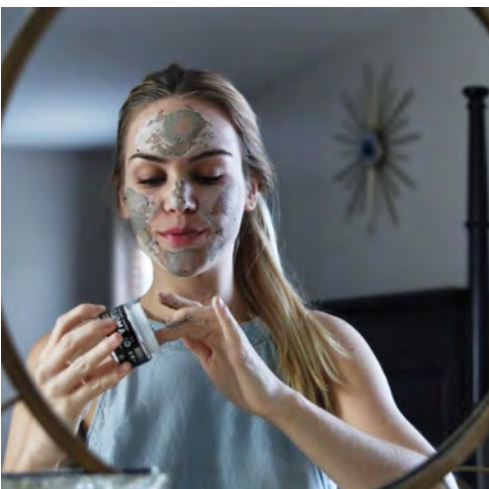
W/O/W GROWTH: .10%

AVERAGE LIKES & COMMENTS: 2,681 / 49

LOCATION: CALIFORNIA

DAILY POSTING AVERAGE: .43

30-DAY ENGAGEMENT RATE: 4.58%



4. @mariahleonard

[CONTACT](#)

Mariah Leonard pulls off an understated look even with a full face of makeup. It's in all the little details in her feed, like carefully placed geodes and succulents, honest cat photos, and decor shots.

FOLLOWERS: 85,246

W/O/W GROWTH: .10%

AVERAGE LIKES & COMMENTS: 2,800 / 32

LOCATION: LOS ANGELES, CA

DAILY POSTING AVERAGE: .63

30-DAY ENGAGEMENT RATE: 3.25%



5. @kerrycole15

CONTACT

Kerry Cole is the global style director for makeup brand BECCA cosmetics. She works hard, and sometimes work even looks like play. Cole always seems to have a good time with the BECCA team.

| | |
|--------------------------------------|-------------------------------|
| FOLLOWERS: 42,498 | LOCATION: ALL OVER |
| W/O/W GROWTH: 0.10% | DAILY POSTING AVERAGE: .23 |
| AVERAGE LIKES & COMMENTS: 1,456 / 87 | 30-DAY ENGAGEMENT RATE: 4.33% |



6. @nytrendymoms

CONTACT

Trendy New York mom Johnnybell Sanchez not only showcases beauty in her feed but also precious moments with her daughters, from Mother’s Day to cooking classes. She’s all about family, from styling her little ones to keeping up a healthy relationship with her husband.

| | |
|------------------------------------|-------------------------------|
| FOLLOWERS: 23,632 | LOCATION: NEW YORK, NY |
| W/O/W GROWTH: .10% | DAILY POSTING AVERAGE: 1.43 |
| AVERAGE LIKES & COMMENTS: 241 / 18 | 30-DAY ENGAGEMENT RATE: 1.09% |



7. @tashietinks

CONTACT

Tashie Tinks is a beauty blogger with a sense of humor. She also has great taste in minimal tattoos and dogs.

| | |
|--------------------------------------|-------------------------------|
| FOLLOWERS: 69,335 | LOCATION: UNITED KINGDOM |
| W/O/W GROWTH: .10% | DAILY POSTING AVERAGE: .80 |
| AVERAGE LIKES & COMMENTS: 2,394 / 34 | 30-DAY ENGAGEMENT RATE: 3.57% |



8. @kirbiejohnson

CONTACT

Kirbie Johnson is a beauty chameleon, she can rock an all-natural look or iridescent nails, and she’s also not afraid to dress up as a Disney princess or have fun with contouring.

| | |
|------------------------------------|-------------------------------|
| FOLLOWERS: 17,436 | LOCATION: LOS ANGELES, CA |
| W/O/W GROWTH: 5.80% | DAILY POSTING AVERAGE: .77 |
| AVERAGE LIKES & COMMENTS: 318 / 16 | 30-DAY ENGAGEMENT RATE: 1.84% |



9. @udamanduh

[CONTACT](#)

As an international artistry manager for Urban Decay cosmetics, Amanda J. Rodriguez often travels for work. That means looking fabulous everywhere from [Mexico](#) to [Dubai](#) to [Brooklyn](#) and, of course, [Cali](#).

FOLLOWERS: 18,010

LOCATION: LOS ANGELES, CA

W/O/W GROWTH: .10%

DAILY POSTING AVERAGE: .83

AVERAGE LIKES & COMMENTS: 418 / 10

30-DAY ENGAGEMENT RATE: 2.40%



10. @nathaliemunozx3

[CONTACT](#)

Beauty and fashion vlogger Nathalie Munoz knows how to pull off a look, from all stripes in [LA](#) to yellow and nude in [Manhattan](#). Also look for wild cards like [prom reminiscent gowns](#) and [hot bathing suits](#).

FOLLOWERS: 30,575

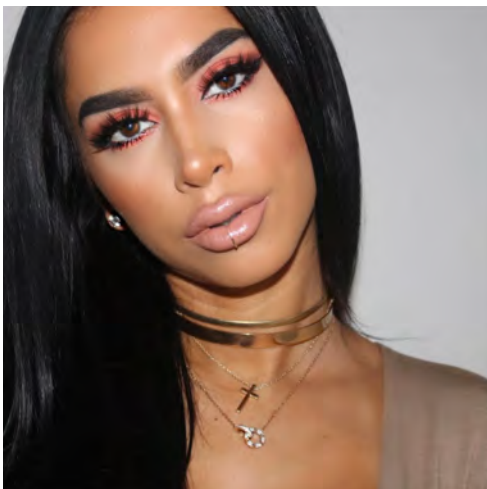
LOCATION: NEW YORK, NY

W/O/W GROWTH: .10%

DAILY POSTING AVERAGE: 1.3

AVERAGE LIKES & COMMENTS: 1,002 / 17

30-DAY ENGAGEMENT RATE: 3.52%



11. @carolina.enamorado

[CONTACT](#)

Carolina Enamorado knows how to pull off a [dramatic](#) makeup look. She also has [great hair](#). Look for her tips on [highlighter](#) because this girl's skin is glowing.

FOLLOWERS: 96,692

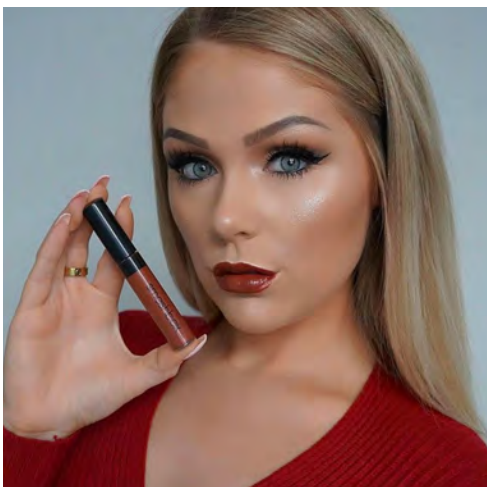
LOCATION: NEW YORK & NEW JERSEY

W/O/W GROWTH: .10%

DAILY POSTING AVERAGE: .13

AVERAGE LIKES & COMMENTS: 2,115 / 56

30-DAY ENGAGEMENT RATE: 2.65%



12. @kelly_janexx

[CONTACT](#)

Kelly Strack is living her fantasies. [Engaged](#) to her dream man, getting married in basically a [castle](#) this [Barbie-nail wearing](#), [pup princess mom](#) is living the dream.

FOLLOWERS: 77,233

LOCATION: NEW YORK & NEW JERSEY

W/O/W GROWTH: .10%

DAILY POSTING AVERAGE: .83

AVERAGE LIKES & COMMENTS: 3,019 / 200

30-DAY ENGAGEMENT RATE: 4.36%



13. @heyitsfeiii

CONTACT

Fei Yang is a Korean beauty blogger who isn’t afraid to showcase her unique style. She changes her tresses often, from purple curls to long blonde bombshell locks to exposed roots and ice cream, there’s never a dull hair moment.

| | |
|---------------------------------------|--------------------------------|
| FOLLOWERS: 74,101 | LOCATION: ALL OVER |
| W/O/W GROWTH: .10% | DAILY POSTING AVERAGE: .53 |
| AVERAGE LIKES & COMMENTS: 8,219 / 122 | 30-DAY ENGAGEMENT RATE: 11.47% |



14. @amandateresamua

CONTACT

Makeup artist Amanda Teresa creates her own Wonderland. Whether she’s bringing out a client’s natural beauty or creating dramatic looks that match her current color, this Alice keeps her followers growing curiouser and curiouser.

| | |
|----------------------------------|-------------------------------|
| FOLLOWERS: 2,584 | LOCATION: CALIFORNIA |
| W/O/W GROWTH: 0.10% | DAILY POSTING AVERAGE: .20 |
| AVERAGE LIKES & COMMENTS: 32 / 5 | 30-DAY ENGAGEMENT RATE: 2.67% |



15. @makeupbybrooktiffany

CONTACT

Brook Tiffany may be vegan but she knows how to pull off a killer red lip. Just when you think you’re already impressed by her eye makeup looks, she wows again by creating a whole new kind of third eye.

| | |
|------------------------------------|-------------------------------|
| FOLLOWERS: 18,845 | LOCATION: CALIFORNIA |
| W/O/W GROWTH: 0.10% | DAILY POSTING AVERAGE: 1.17 |
| AVERAGE LIKES & COMMENTS: 221 / 10 | 30-DAY ENGAGEMENT RATE: 1.31% |



Insta-Trendy

On the Road Again: #Vanlife on Instagram

TRAVEL



@bound.for.nowhere

TRAVEL INFLUENCERS

While living and traveling in a 1987 Volkswagen Syncro, according to the The New Yorker, nomad Foster Huntington started using the term “van life” in a joking nod to Tupac’s “thug life.” Now, Huntington has more than 1 million followers, and a quick search for #vanlife turns up more than 1.4 million posts.

The travel lifestyle trend is all over Instagram, from the van dwellers themselves to support communities centered on specific van models: Vanagon anyone? Even clothing brands are capitalizing on the popular tag.

We’ve rounded up some of the most engaging #vanlifers on the scene. By van or by camper, if it has four or more wheels, these influencers will roll right along to their next destination.



1. @david_waugh

CONTACT

Best friends David Waugh and [Bradley Davis](#) met while road tripping in 2015 and came up with the bright idea to convert a school bus into a camper. Fast forward, and the two are now visiting all 59 US national parks in [Sasquatch](#) the bus.

| | |
|------------------------------------|-------------------------------|
| FOLLOWERS: 14,948 | LOCATION: ALL OVER |
| W/O/W GROWTH: 0.10% | DAILY POSTING AVERAGE: .43 |
| AVERAGE LIKES & COMMENTS: 764 / 16 | 30-DAY ENGAGEMENT RATE: 7.54% |



2. @calliemcmuffin

CONTACT

Sharing a love of pizza with David Waugh, and soon much more (see David’s adorable [proposal post](#)), Callie McMullin is another Sasquatch the Bus traveler. The photos populating her feed create a sense of calm, from serene water pooled in [canyons](#) to effortlessly perching on the edge of a [waterfall](#).

| | |
|------------------------------------|-------------------------------|
| FOLLOWERS: 13,437 | LOCATION: ALL OVER |
| W/O/W GROWTH: .10% | DAILY POSTING AVERAGE: .14 |
| AVERAGE LIKES & COMMENTS: 649 / 31 | 30-DAY ENGAGEMENT RATE: 3.73% |



3. @briannamadia

CONTACT

Brianna Madia’s bio says it all, “Never leave the [dogs](#) behind.” [Furry](#) friends and music (check out her [playlists](#)) are ever-present in the van she shares with Keith, and she’s always willing to share a [story or two](#).

| | |
|--------------------------------------|-------------------------------|
| FOLLOWERS: 85,798 | LOCATION: ALL OVER |
| W/O/W GROWTH: 3.10% | DAILY POSTING AVERAGE: 1.14 |
| AVERAGE LIKES & COMMENTS: 6,261 / 99 | 30-DAY ENGAGEMENT RATE: 6.12% |



4. @katieboue

CONTACT

Professional outdoorist Katie Boué considers herself an advocate for the natural world, especially [public lands](#). She receives support from [Cotopaxi](#) a brand designing conscientious products as well as programs that fund [poverty alleviation](#).

| | |
|------------------------------------|-------------------------------|
| FOLLOWERS: 17,024 | LOCATION: ALL OVER |
| W/O/W GROWTH: 1.20% | DAILY POSTING AVERAGE: .43 |
| AVERAGE LIKES & COMMENTS: 990 / 18 | 30-DAY ENGAGEMENT RATE: 5.12% |



5. @joie_de_vieve

CONTACT

Lone female traveler Genevieve’s only constant companions are dog Sailor and ride Bandit. Blogging at Lady Adventures, this Florida girl ventured out with her van in fall 2015, and is proud to say she has never camped in a Wal-mart parking lot.

| | |
|------------------------------------|-------------------------------|
| FOLLOWERS: 6,347 | LOCATION: ALL OVER |
| W/O/W GROWTH: 0.10% | DAILY POSTING AVERAGE: .24 |
| AVERAGE LIKES & COMMENTS: 245 / 10 | 30-DAY ENGAGEMENT RATE: 4.00% |



6. @bound.for.nowhere

CONTACT

Bound for Nowhere is a blog run by married couple Owen Chikazawa and Mary Ashley Krogh, aka Mak. The pair have been traveling side by side for just over a year in their 1985 VW, Stanley.

| | |
|------------------------------------|-------------------------------|
| FOLLOWERS: 16,172 | LOCATION: ALL OVER |
| W/O/W GROWTH: 1.20% | DAILY POSTING AVERAGE: .71 |
| AVERAGE LIKES & COMMENTS: 694 / 15 | 30-DAY ENGAGEMENT RATE: 3.05% |



7. @wheretowillie

CONTACT

Willie Woodward left his job, grabbed a backpack, and hit the road. He’s been chronicling his adventures at Where to Willie ever since. If you’re ever looking for some pro tips, he really knows how to do birthdays right.

| | |
|------------------------------------|-------------------------------|
| FOLLOWERS: 20,310 | LOCATION: ALL OVER |
| W/O/W GROWTH: 0.20% | DAILY POSTING AVERAGE: .43 |
| AVERAGE LIKES & COMMENTS: 894 / 16 | 30-DAY ENGAGEMENT RATE: 3.25% |

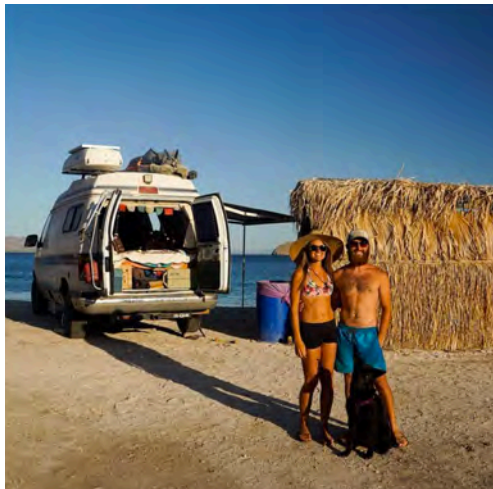


8. @wandxrbus

CONTACT

From California and France, couple Sabrina and Jimmy Horel quit their jobs in business and construction to “wandxr” the US in their ’73 VW bus. Their feed serves as a reminder that doughnuts and visits to grandma are always necessary.

| | |
|------------------------------------|-------------------------------|
| FOLLOWERS: 15,253 | LOCATION: ALL OVER |
| W/O/W GROWTH: 7.50% | DAILY POSTING AVERAGE: .86 |
| AVERAGE LIKES & COMMENTS: 919 / 33 | 30-DAY ENGAGEMENT RATE: 9.11% |



9. @la_copacavana

CONTACT

Nomads Bryan and Sarah are winners of punniest handle on this list honors, and the bloggers behind [Copacavana Life](#). Their [bios](#), written by one another at opposite corners of the van, are worth a read.

| | |
|------------------------------------|-------------------------------|
| FOLLOWERS: 8,366 | LOCATION: ALL OVER |
| W/O/W GROWTH: 0.20% | DAILY POSTING AVERAGE: .43 |
| AVERAGE LIKES & COMMENTS: 330 / 13 | 30-DAY ENGAGEMENT RATE: 3.87% |



10. @weliveweexplore

CONTACT

Putting the “we” in we explore, Mish and Kirk are newly [engaged](#). With their van, [Dodgie](#), they have explored locales including Cali and [Utah](#). The couple is currently exploring in another camper while abroad in [Iceland](#).

| | |
|--------------------------------------|-------------------------------|
| FOLLOWERS: 28,047 | LOCATION: ALL OVER |
| W/O/W GROWTH: 5.72% | DAILY POSTING AVERAGE: 2.43 |
| AVERAGE LIKES & COMMENTS: 1,446 / 16 | 30-DAY ENGAGEMENT RATE: 5.72% |



THE GRAMLIST

Influencer Markets

User Generated Content with Airbnb

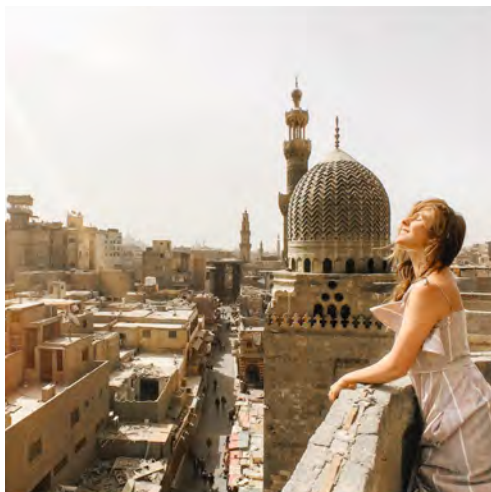
LIFESTYLE

@siniciliya

LIFESTYLE INFLUENCERS

With more than 1.9 million followers, Airbnb is one of the top players in the UGC game (that's user generated content). Airbnb's Instagram feed is full of travel bloggers and photographers capturing beautiful images of their adventures, which often happen to take place in picturesque properties available for rent through, you guessed it, Airbnb.

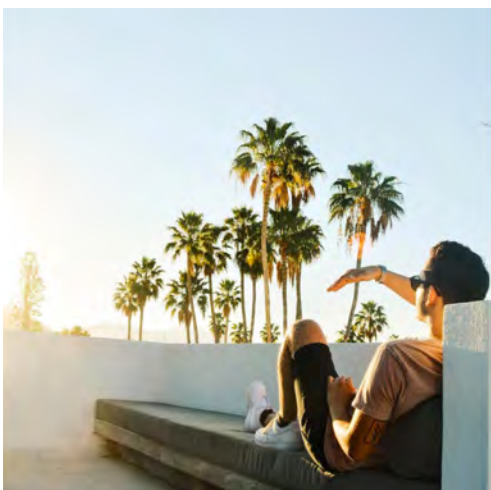
More than 1 million Instagram posts have been shared using [#airbnb](#), from everyday vacationers to mega-influencers. Here, we have gathered the top micro-influencers making their feeds—and Airbnb—look good.



1. @siniciliya

[CONTACT](#)

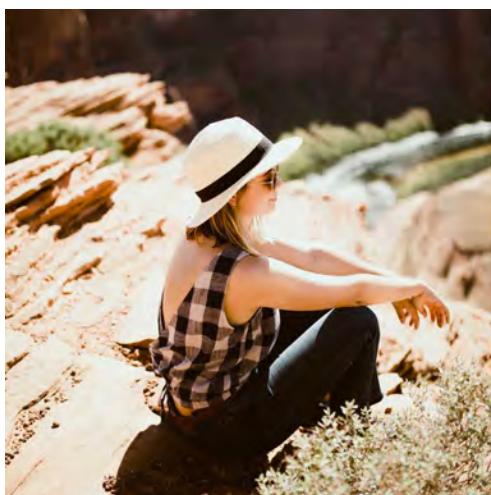
Can we call Veronica Pototska, the blogger behind [Siniciliya](#), the joyful traveler? Her photos capture moments of pure bliss abroad, from dinner parties in [Egypt](#) to skydiving in [Geneva](#) to splashing around in the [Philippines](#).

FOLLOWERS: 32,809**LOCATION:** UKRAINE**W/O/W GROWTH:** .20%**DAILY POSTING AVERAGE:** .57**AVERAGE LIKES & COMMENTS:** 1,716 / 84**30-DAY ENGAGEMENT RATE:** 5.92%

2. @ferfarfan

[CONTACT](#)

Photographer and graphic designer at [panel.studio](#) Fernando Farfán captures imagery with a unique eye. In his feed, look for perspective play in bodies of water from the pool to the [ocean](#), and [gallery wall](#) inspiration.

FOLLOWERS: 20,828**LOCATION:** MEXICO CITY**W/O/W GROWTH:** 0.30%**DAILY POSTING AVERAGE:** .57**AVERAGE LIKES & COMMENTS:** 197 / 7**30-DAY ENGAGEMENT RATE:** 1.00%

3. @danimeep

[CONTACT](#)

SoCal photographer Dani Toscano is a dreamer in love with love and travel, a convenient state of being for a [wedding](#) photographer. See also her companion of [five years](#), in travel and in life, [James Armenta](#).

FOLLOWERS: 13,260**LOCATION:** SAN DIEGO**W/O/W GROWTH:** 0.10%**DAILY POSTING AVERAGE:** .71**AVERAGE LIKES & COMMENTS:** 580 / 97**30-DAY ENGAGEMENT RATE:** 3.76%

4. @_candida

[CONTACT](#)

Photographer Cándida Wohlgemuth finds inspiration in her Guatemalan and L.A. roots. She travels along with [husband Jeff](#). From the [deserts of California](#) to [London bridges](#), they're a pretty photogenic couple.

FOLLOWERS: 4,089**LOCATION:** SAN FRANCISCO, CA**W/O/W GROWTH:** 3.30%**DAILY POSTING AVERAGE:** 1.14**AVERAGE LIKES & COMMENTS:** 580 / 15**30-DAY ENGAGEMENT RATE:** 9.70%



5. @farhadsamari

[CONTACT](#)

Born in Tehran, Iran, travel photographer Farhad Samari now lives the bicoastal life between NYC and L.A., working for clients including [Airbnb](#) and [Fossil](#).

FOLLOWERS: 22,651

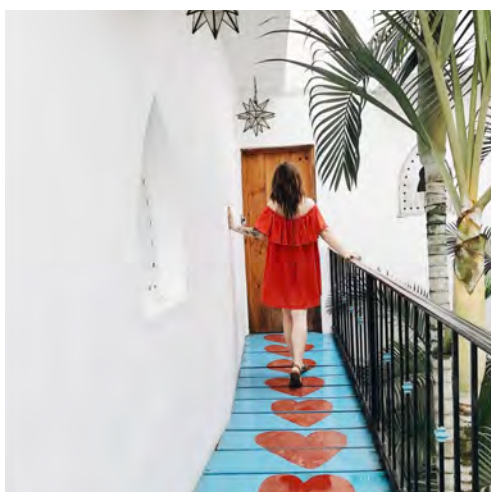
LOCATION: L.A. & NYC

W/O/W GROWTH: .10%

DAILY POSTING AVERAGE: .24

AVERAGE LIKES & COMMENTS: 121 / 5

30-DAY ENGAGEMENT RATE: 1.00%



6. @luckypennyblog

[CONTACT](#)

After growing up in a sleepy little town in Florida, Ana Fritsch now brings sunshine and beachy vibes to Brooklyn. There, she raises her [daughters](#) and documents their adventures at [Lucky Penny Blog](#).

FOLLOWERS: 13,338

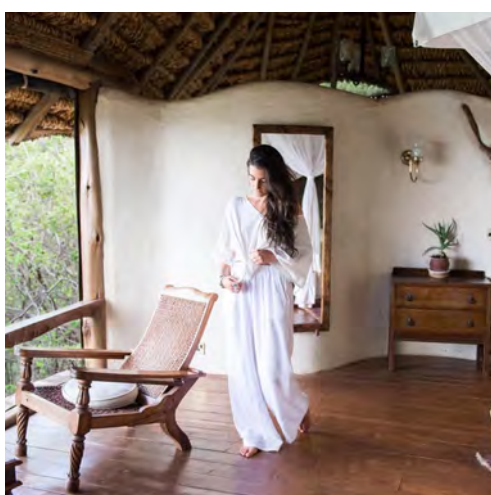
LOCATION: BROOKLYN, NY

W/O/W GROWTH: 2.60%

DAILY POSTING AVERAGE: 1.43

AVERAGE LIKES & COMMENTS: 354 / 47

30-DAY ENGAGEMENT RATE: 2.69%



7. @thenomadicpeople

[CONTACT](#)

Nash and Kim, are the “him and her” behind The Nomadic People blog. [Together](#), they live out the definition of the nomadic lifestyle, from [Africa](#) and the [Caribbean](#) to [Greece](#), [Rome](#), and [NYC](#).

FOLLOWERS: 35,335

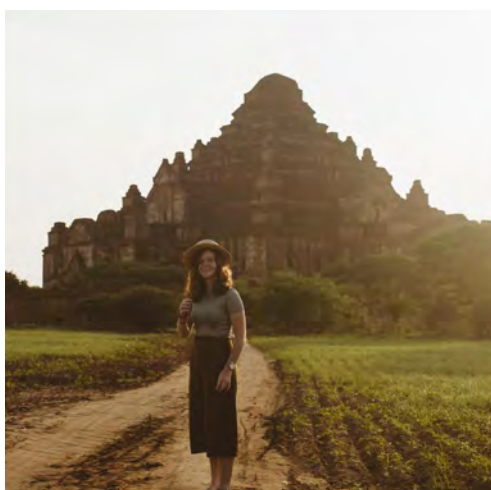
LOCATION: NEW YORK, NY

W/O/W GROWTH: 1.80%

DAILY POSTING AVERAGE: .43

AVERAGE LIKES & COMMENTS: 1,345 / 22

30-DAY ENGAGEMENT RATE: 3.59%



8. @lydzward

[CONTACT](#)

After fending off a shark attack at age 14, Lydia Ward still greets the [ocean](#), and each new day, with love and [respect](#). Now 21, she brings that positivity to every destination and [experience](#), even while juggling her studies at the [University of Otago](#).

FOLLOWERS: 4,173

LOCATION: NEW ZEALAND

W/O/W GROWTH: 0.10%

DAILY POSTING AVERAGE: .29

AVERAGE LIKES & COMMENTS: 196 / 28

30-DAY ENGAGEMENT RATE: 10.23%



9. @bittyfitz

CONTACT

Britney Fitzgerald is a writer curating her experiences living in [NYC](#) and traveling [abroad](#) through her [blog](#) and at a number of [publications](#).

| | |
|-----------------------------------|-------------------------------|
| FOLLOWERS: 5,888 | LOCATION: NEW YORK, NY |
| W/O/W GROWTH: 2.80% | DAILY POSTING AVERAGE: .57 |
| AVERAGE LIKES & COMMENTS: 196 / 4 | 30-DAY ENGAGEMENT RATE: 3.93% |



10. @jennyaconnors

CONTACT

A true Midwesterner, Jenny Connors grew up in Illinois, went to school in Iowa, and currently resides in [Chicago](#), when she’s not traveling and capturing pastel-hued wonders in locales from [Morocco](#) to [London](#). Also look for Murray, Connors’ [golden retriever](#), who shares her impeccable taste in clothing.

| | |
|------------------------------------|--------------------------------|
| FOLLOWERS: 5,418 | LOCATION: CHICAGO, IL |
| W/O/W GROWTH: 0.70% | DAILY POSTING AVERAGE: .71 |
| AVERAGE LIKES & COMMENTS: 578 / 14 | 30-DAY ENGAGEMENT RATE: 10.81% |