

Val de Loire



The Endless Adventure

Snapshot

Posts	Impressions	Interactions	Personnes atteintes
The Endless Adventure +Atout France	1 101 069	37 845	383 705
Total	1 101 069	37 845	394 930

01

Retombées sur les réseaux
“The Endless Adventure”

Retombées de l'accueil de "The Endless Adventure"

⇒ Du 14 au 19 octobre 2019, Le Val de Loire a reçu en accueil les influenceurs/YouTubeurs: The Endless Adventure.

Durant leur séjour, ils ont pu visiter divers châteaux et lieux de la Loire pour la création et promotion d'une vidéo sur Youtube.



Vidéo Youtube

	Stats
Impressions	635 565
Vues	47 459 vues
Nombre de spectateurs uniques	41 431
Engagement (heure regardée)	8 426,60

Chiffres communiqué le mardi 26 novembre*



Lien vers la video: <https://www.youtube.com/watch?v=-hYoCo9M9PE&t=3s>

Instagram Posts

Paid Media

Photo Posts	Impressions	Personnes atteintes	J'aime	Commentaires
#1	30 136	19 965	2 464	34
#2 (carousel)	37 034	18 056	2 474	35
Total	67 170	38 021	4 938	69

Earned Media

Photo Posts	J'aime	Commentaires
#1	2 317	51
#2 (carousel)	2 747	31
#3	2 053	13
Total	7 117	95

Instagram Stories

Stories	Nombre de cadres	Impressions	Interactions	Vues
#1	7	55 289	272	48 523
#2	8	69 391	230	62 000
#3	4	21 779	75	19 714
Total	19	146 459	577	130 237

Instagram Feed



Instagram Stories



Facebook

Posts	Personnes atteintes	Engagement
#1	3 482	972
#2	2 376	546
Total	5 858	1 518

The Endless Adventure with France.fr (US)
Paid Partnership · 🌐

We had a blast being back in The States, but we're super excited to be heading back to Europe to explore an area of France we've never been to before: The Loire Valley 🥰

There are so many vineyards and over 100 Chateaus, all of which are so unique and beautiful in their own way 🍷🏰

Get ready for amazing royal views, delicious food and exploring one of our new, favorite regions! 🇫🇷

#ad @LoireChateaux France.fr Château de Chambord Château de Chaumont-sur-Loire Chenonceaux



👍👍👍 256

24 Comments 3 Shares

The Endless Adventure with France.fr (US)
Paid Partnership · 🌐

New Video! - We spent an incredible week in France's Loire Valley seeing so many chateaus, drinking all the wine and eating delicious food 🥰 We also dressed up in Renaissance clothing and became King and Queen of our own Chateau! 👑👑 Watch here 📺 <https://youtu.be/-hYoCo9M9PE> #ad @loireChateaux France.fr Château de Villandry Azay-le-Rideau Château Royal d'Amboise



👍👍👍 169

7 Comments 1 Share

Twitter

Posts	Impressions	Engagement
#1	9 284	533
#2	5 430	296
Total	14 724	829

The Endless Adventure
@The_Endless_A

We had a blast being back in the USA, but we're super excited to explore an area of France we've never been to before: The Loire Valley 🥰 Get ready for amazing royal views, delicious food and discovering one of our new, favorite regions! 🇫🇷 @US_FranceFR #ad



Azay-le-Rideau and 3 others

8:07 AM · Oct 31, 2019 · [Twitter Web App](#)

8 Retweets 112 Likes

The Endless Adventure
@The_Endless_A

New Video! - We spent an incredible week in France's Loire Valley seeing so many chateaus, drinking all the wine and eating delicious food 🥰 We also dressed up in Renaissance clothing and became King and Queen of our own Chateau! 🤖👩🏻👤👉 youtu.be/-hYoCo9M9PE @US_FranceFR #ad



9:36 AM · Nov 3, 2019 · [Twitter Web App](#)

7 Retweets 58 Likes

02

Retombées sur les réseaux Atout France

Instagram

Photo Posts	Impressions	J'aime	Commentaires	Personnes atteintes
#1	34 084	2 735	85	25 944
Total	34 084	2735	85	25 944

Stories	Nombre de cadres	Impressions	Interactions	Vues
#1	15	40 415	94	35 357
#2	8	17 225	65	16 622
#3	5	11 913	91	10 817
#4	9	25 567	239	23 233
Total	37	95 120	489	86 029

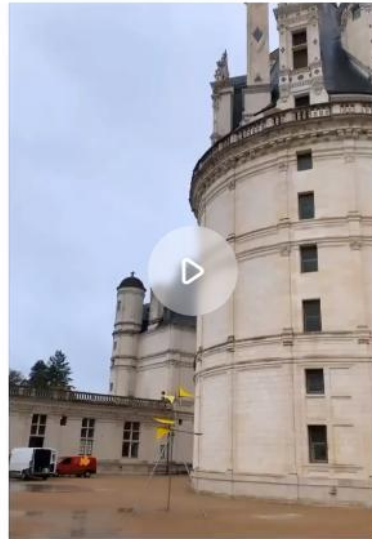
Instagram Stories



The double helix staircase

The Chambord staircase, which has two spirals so that two people can use the staircase at the same time without running into one another

2.7k 2.6k



A closer look, but let's get inside now!

2.7k 2.6k



At the château you can take a bike ride to get around and visit its beautiful gardens.

[@loisirsvalleytourisme](#)
[@chateaudechambord](#)

2.8k 2.7k

the château of Chambord has become emblematic of the French Renaissance in Europe and throughout the world.



2.9k 2.8k



The Château of Chambord

A unique architectural jewel built starting in 1519 at the request of Francois I, a lover of the arts and passionate hunter.

[@chateaudechambord](#)
[@chateaudechambord](#)
[@loisirsvalleytourisme](#)

3.2k 3k

Facebook Vidéo Boost

Photo Posts	Impressions	Engagement	Personnes atteintes
#1	106 759	10 944	67 410
Total	106 759	10 944	67 410

 **France.fr (US)** Published by YouTube [?] - December 2 at 11:43 AM · 

Check out The Endless Adventure's journey back in time to the Renaissance châteaux of France's Val de Loire - France. Then, get inspired by their trip to create your own itinerary-->



YOUTUBE.COM
The ULTIMATE Loire Valley Guide! - Delicious Food & Wine, Beautiful Chateaus & MORE!... [Learn More](#)

LinkedIn

Photo Posts	Impressions	Interactions	Clics
#1	1 188	23	126
Total	1188	23	126

Atout France USA
2,551 followers
1mo · 🌐

Naomie Wah · 1st
Digital Marketing Specialist
1mo · Edited · 🌐

Last week, I had the pleasure working with youtubers/vloggers The Endless Adventure: <https://lnkd.in/dhUCXzh>. We worked with our partners in the Loire Valley to create an experience for them to visit, learn, and share about ...see more



👍 23

👍 Like 💬 Comment

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Organic Impressions: 1,186 Impressions Hide stats ⌵

Organic stats ⓘ
Targeted to: All followers

1,186 Impressions	23 Reactions	10.62% Click-through rate	0 Comments
0 Shares	126 Clicks	12.56% Engagement rate	



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