

Shoulder Season Influencer Marketing Playbook

A Guide to Driving Shoulder Season Visitation Through Influencer Marketing

steller



INTRODUCTION

Shoulder season is no longer the consolation prize of the travel calendar.

It's becoming a primary booking window in its own right.

Shoulder season is no longer the consolation prize of the travel calendar. It's becoming a primary booking window in its own right. Search demand for fall travel is climbing, luxury and mainstream travelers alike are shifting when they go, and social platforms have become the discovery engine that gets them there. For destination marketing organizations, this is a real opportunity to capture incremental visitation and revenue during traditionally slower months, by selling travelers on exactly what draws them to shoulder season in the first place: smaller crowds, more available inventory, and comfortable weather outside the traditional peak.

This playbook walks through how traveler behavior during shoulder season has shifted in the last few years and how you can design an influencer marketing campaign that will turn that behavior into visitation. It closes with real results from destinations that have run successful shoulder season campaigns.



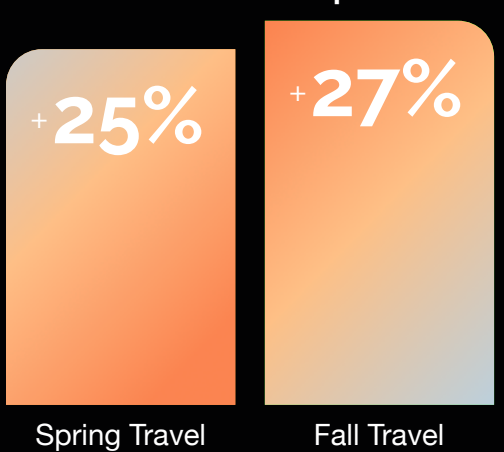




Shoulder Season is Trending

Shoulder season used to be an insider travel tip where travelers in the know could score deals and bypass weather extremes, but in recent years it's become a mainstream travel strategy. Search demand data shows nearly half of U.S. travelers now actively plan off-peak trips, with search interest in fall travel up 27% year over year and spring travel up 25%, according to HomeToGo's Shoulder Season Report. Shoulder season travel is no longer a fringe behavior; it's an accelerating pattern across traveler segments.

Shoulder Season Travel Search Interest is Up



The shift in behavior is being fueled by a few factors:

Overtourism fatigue

Not only is overtourism negatively affecting locals but it's impacting tourists as well. In Skyscanner's consumer research, almost a third of travelers reported a negative travel experience tied to overcrowding. Many travelers are seeking out quieter destinations. About a third of surveyed travelers reported they plan to visit popular destinations during shoulder season instead of peak.

Value-seekers

The traditional driver of shoulder season travel still rings true, budgets are tight and travelers are seeking dates where their money goes farther. Cheaper airfare, lower hotel rates, and room to negotiate the price of experiences are all benefits of shoulder season travel.

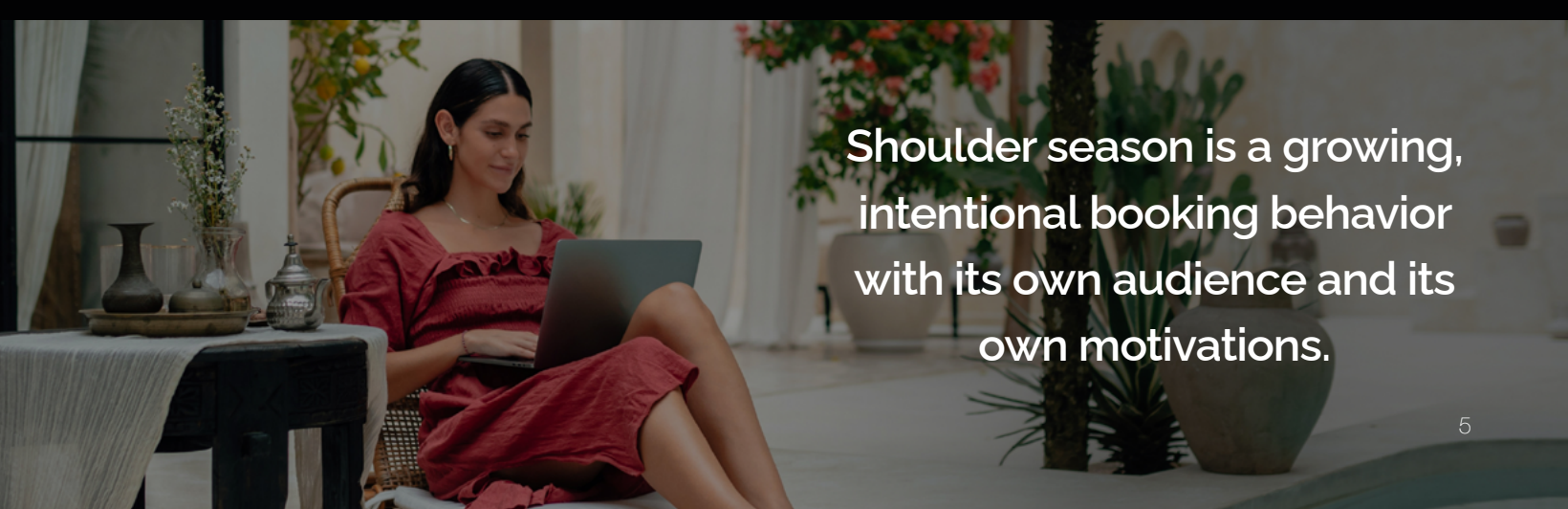
> "Almost a third of travelers reported a negative experience tied to overcrowding"

The Luxury Segment is showing up too

It's easy to see why budget conscious travelers opt for shoulder season, but according to Virtuoso's 2026 Luxe Report, luxury travel advisors are also seeing an increase in off-peak travel interest from their clients. The advisors report their clients' interest is driven by the shoulder season's moderate weather and lack of crowds.

Remote work flexibility

Not everyone is being forced to return to the office. There is still a sizable segment of the population that can work from anywhere and does. Booking data increasingly shows demand spreading beyond the traditional peak windows, with rising mid-week demand and longer average stays; a pattern tied to travelers who aren't locked into school-calendar vacation windows.



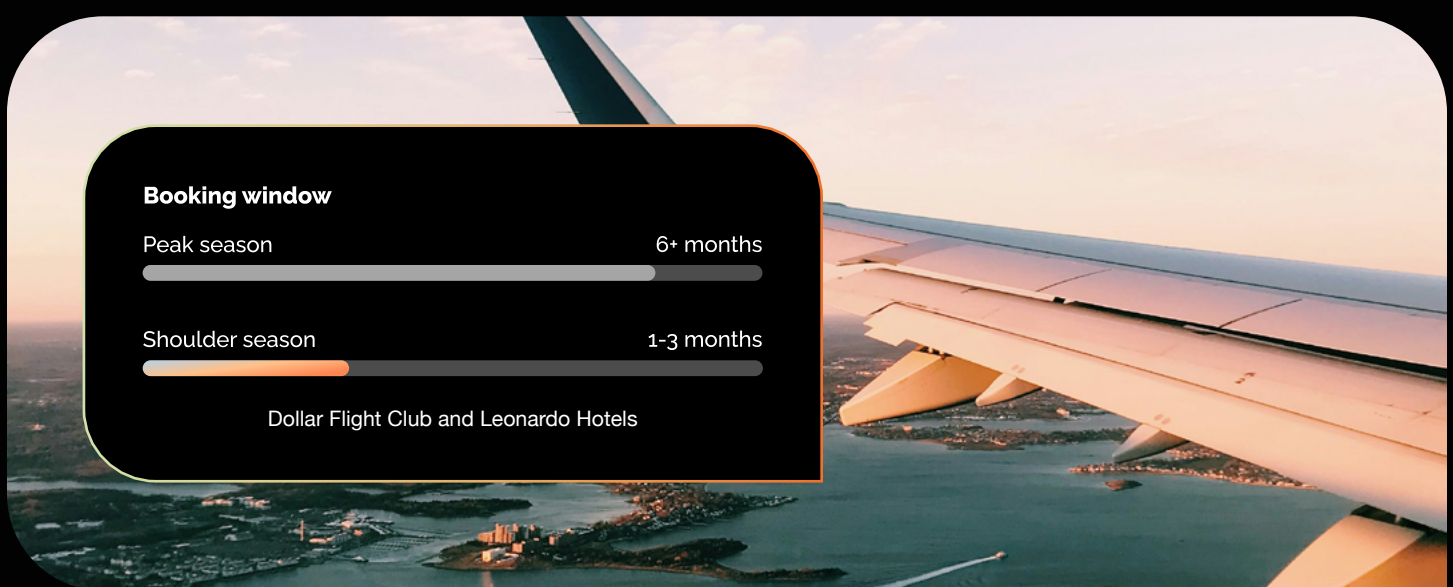
Shoulder season is a growing, intentional booking behavior with its own audience and its own motivations.

Shoulder Season Travelers Behave Differently

The behavior of shoulder season travelers varies significantly from peak season travelers. Here are a few key behavioral differences that will help you shape your creator briefs and CTAs.

Booking decisions happen closer to departure.

For most domestic trips, flights are typically booked one to three months before departure, and hotels follow a similar one to three month window for most destinations, per booking timing research from Dollar Flight Club and Leonardo Hotels. Unlike summer or holiday travel, where families lock in dates and prices six-plus months out around school calendars, shoulder season travelers book closer to departure.



Travel Weekly's agency survey found 32% of agencies reporting increased shoulder season bookings compared to the prior year. In the same survey, 20% of agencies reported more last-minute bookings than usual, meaning many travelers are filling suddenly open weeks and weekends at the last minute during the shoulder season.

32%
increase in shoulder season bookings

20%
more last-minute bookings

Travel Weekly's Agency Survey

They're motivated by absence, not presence.

Peak-season marketing sells "come see X." Shoulder season travelers are drawn by what's missing, the crowds, the heat, the high prices, as much as by what's present. Messaging built around ease, breathing room, and an authentic experience tends to outperform messaging built purely around sights and things to do.

Weather is now a primary decision driver, not a secondary one. In Virtuoso's 2026 Luxe Report, 76% of advisors said their clients are showing increased interest in shoulder-season or off-peak travel, and 75% said their clients now prefer destinations with moderate weather.

75% prefer destinations with moderate weather.

Virtuoso's 2026 Luxe Report



Designing shoulder season campaigns for these travelers

Shoulder season creative should lead with the off-peak season experience and ease, not purely discount messaging or itinerary led content. If your destination's weather is more desirable in the off-season, make sure you highlight it! We've all seen the Reels about sweating in places you didn't know you had while traveling this summer. How about a Reel about enjoying a glass of wine on a patio in perfect 70-degree weather? Sounds amazing!



Creator Content Is Outperforming Everything Else

If shoulder season is the "when," social media (and creators specifically) is the "how" travelers are finding out where to go.

Creator recommendations outperform traditional advertising on trust.

82% of travelers trust creator recommendations more than traditional advertising, according to a 2024 ATTA study, and 73% believe brands partnering with trusted creators seem more authentic than those that don't. That trust translates directly into performance: influencer content converts bookings at a 3–7% rate, compared to just 0.5–1% for display ads.

Creators are genuinely expanding what travelers consider.

64% of travelers say influencers introduce them to new travel options they wouldn't have found otherwise, and 56% say they trust booking links shared directly by creators. Over half of travelers (61%) now find trip ideas on social media platforms, up from 35% just a few years ago — a rapid, ongoing shift toward creator content as a primary discovery channel rather than a supplementary one.

82% of travelers trust creator recommendations more than traditional advertising

56% of travelers trust booking links shared directly by creators

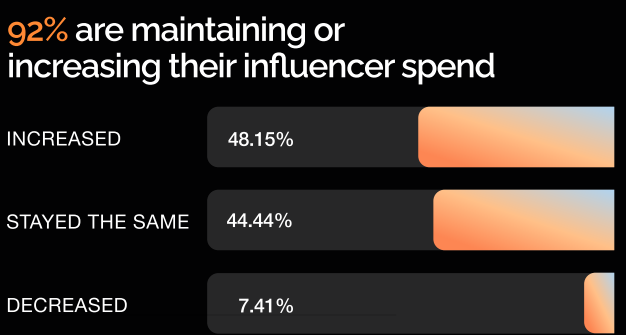
The influence reaches all the way to what gets booked

Hotels are the single most common travel type booked based on a creator's recommendation (31%), followed closely by domestic trips (30%).



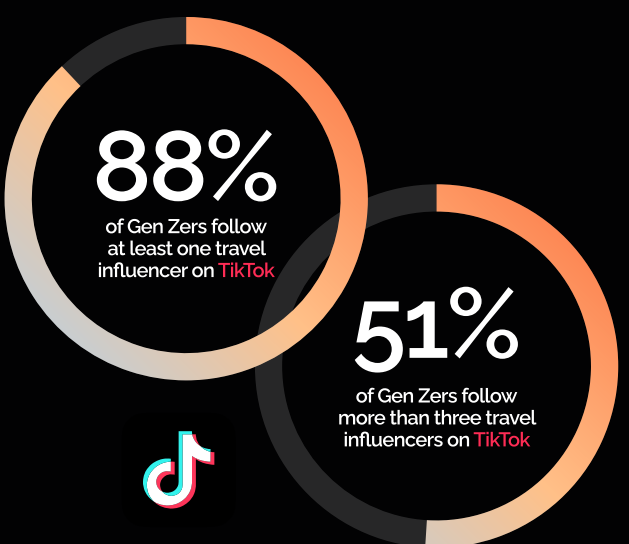
DMOs are responding accordingly.

Steller's own 2026 State of Travel Influencer Marketing Report found that 92% of DMOs are increasing or maintaining their influencer marketing budget this year, and 70% say the channel matters even more as AI-generated search summaries reduce direct website traffic. Creator content is increasingly where the discovery moment actually happens.



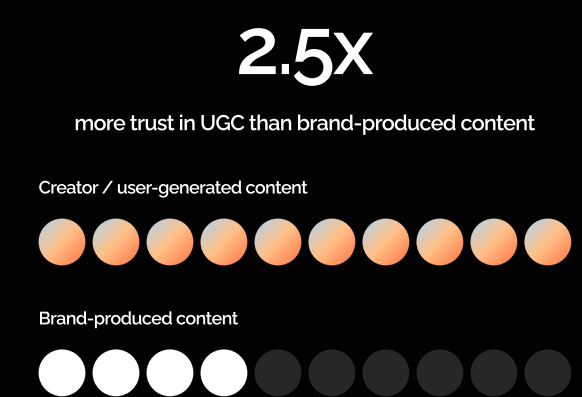
Gen Z and Millennial behavior is diverging by platform.

Instagram remains the top travel-planning platform for Millennials, while TikTok leads for Gen Z, according to 2026 data from PhotoAid. Gen Z is also far more likely to follow and actively trust travel creators on TikTok, according to Passport Photo Online's 2026 research. 88% of Gen Zers follow at least one travel influencer on TikTok, and 51% follow more than three.



Authenticity is a must, not just a nice-to-have

Across platforms, user-generated and creator-style content is trusted 2.5 times more than brand-produced content. This has a direct implication for shoulder season content: overly polished, brochure-style content will likely underperform relative to creator content that feels native to the platform.





Building a Shoulder Season Campaign

Choosing the Right Creators



While it can be tempting to look at your budget and default to either the biggest follower count or the biggest creator roster the budget allows. Steller's own experience running thousands of destination campaigns points to a different answer: the sweet spot is neither extreme. Creator selection should be a thoughtful mix of attention, the right creative, and the right audience.

Follower count is not the same thing as attention.

An impression only means someone had the chance to see a post, not that they actually noticed it. Larger creators reach a smaller share of their audience per post due to how algorithms distribute content, and they cost more, so a fixed budget buys fewer total posts. The result is often fewer real impressions than the bigger name suggests. Going too small creates the opposite problem: nano and micro creators can post strong engagement rates, but if their total audience is small, the number of people in it who are actually ready to travel to your destination in the next few months is even smaller. These creators still have real value for local and drive-market campaigns, but for a shoulder season push, a thin audience limits how much genuine travel intent you're reaching.

The sweet spot is mid-tier creators with highly engaged audiences. Steller consistently sees destinations get more posts than a single macro partnership allows, higher engagement than a macro creator typically delivers, and enough total reach that the engaged portion of the audience still represents a meaningful number of real, in-market travelers. The screening priority should shift from "biggest audience the budget affords" to "most genuine attention the budget affords."



How to identify creators who will drive travel.

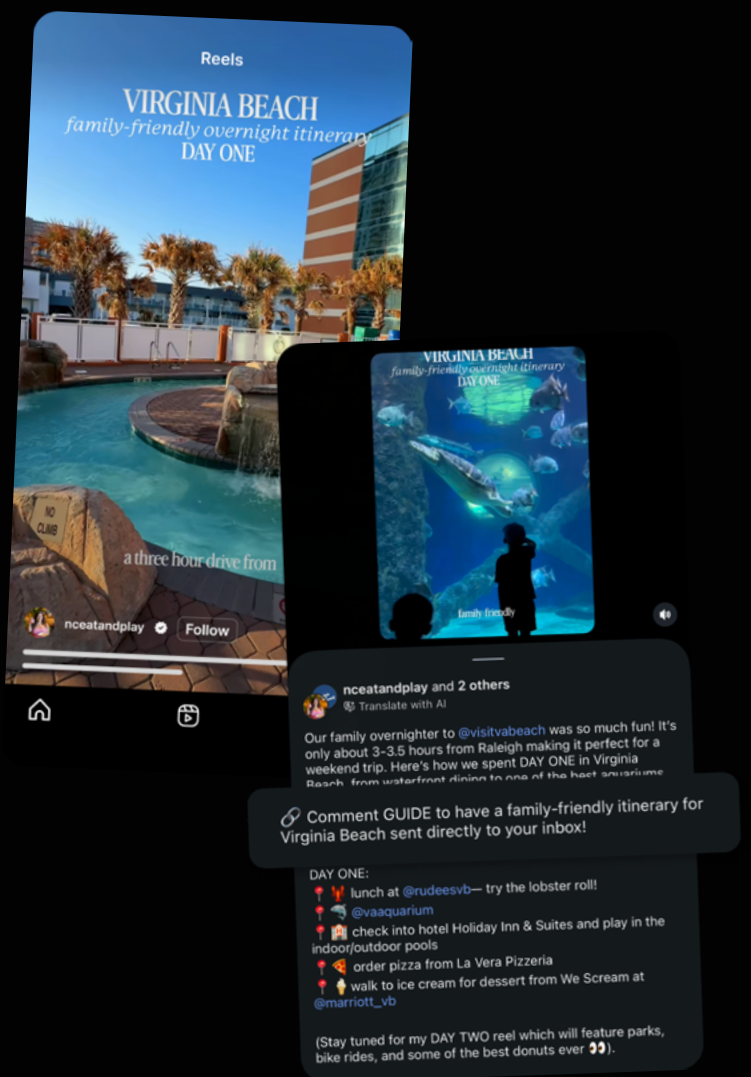
Attention and engagement are necessary, but the creators who reliably drive trip planning and bookings share a specific pattern in how they use their content:

They remove friction by pre-answering questions.

Strong action-driving content already covers the practical questions a traveler would otherwise have to go research themselves — cost, best time to visit, how to get there, what to book first — inside the content itself, rather than leaving a viewer to go find those answers elsewhere (and potentially lose momentum, or the moment, entirely).

They give the audience an explicit next step.

Instead of ending on a pretty shot, action-driving creators tell their audience exactly what to do next — download/request a travel guide, visit the landing page for more info, comment a word to receive an itinerary — turning passive viewing into an active step toward planning.





They stay engaged after the post goes up.

The strongest creators for driving travel are actively answering questions in their comments and Stories, not just posting and moving on — which keeps the conversation (and the traveler's momentum toward booking) alive well past the initial view.

Audience-destination fit is important, but so is audience fit for shoulder season.

A creator's followers might genuinely love travel and love your destination in theory, but if their audience is dominated by parents locked into a school calendar, that audience may simply not be free to travel during the September-November window, no matter how well the content performs. Section 2 already outlined who's driving shoulder season demand. That behavior data should directly shape creator selection:

Audiences without school age children

Parents tied to academic calendars are structurally unavailable for most shoulder season windows. Creators whose audience skews toward this group are working against the calendar, not with it. Creators whose following is more heavily empty-nesters, younger couples, solo travelers, or child-free households are structurally better positioned to convert.

Luxury and moderate weather driven travelers

Section 1's Virtuoso data showed rising luxury-segment interest in shoulder season specifically for quieter, more comfortable travel — creators whose audience over-indexes on higher-end travel, slow travel, or "avoid the crowds" content are already talking to a receptive audience.

Remote and flexible workers

Section 2's booking data ties directly to this group — travelers unconstrained by a fixed vacation calendar are exactly who's driving the compressed, closer-in booking windows and mid-week demand covered earlier. Creators whose content or audience skews toward remote work, digital nomad, or flexible-schedule lifestyles are speaking directly to this segment.

Deal-seekers and value-driven travelers

The other side of the same coin — creators whose audience actively engages with budget travel, off-peak pricing, or "how to travel for less" content are reaching travelers for whom softer shoulder season pricing is itself the hook.



Making sure a creator's audience aligns with one or more of these segments takes more than a glance at their media kit. It requires a deep dive into the creator's content, comments, and audience demographics to understand who's really in the audience and why they're there, which is exactly why audience-segment fit deserves its own deliberate check, separate from the attention and engagement screening above.

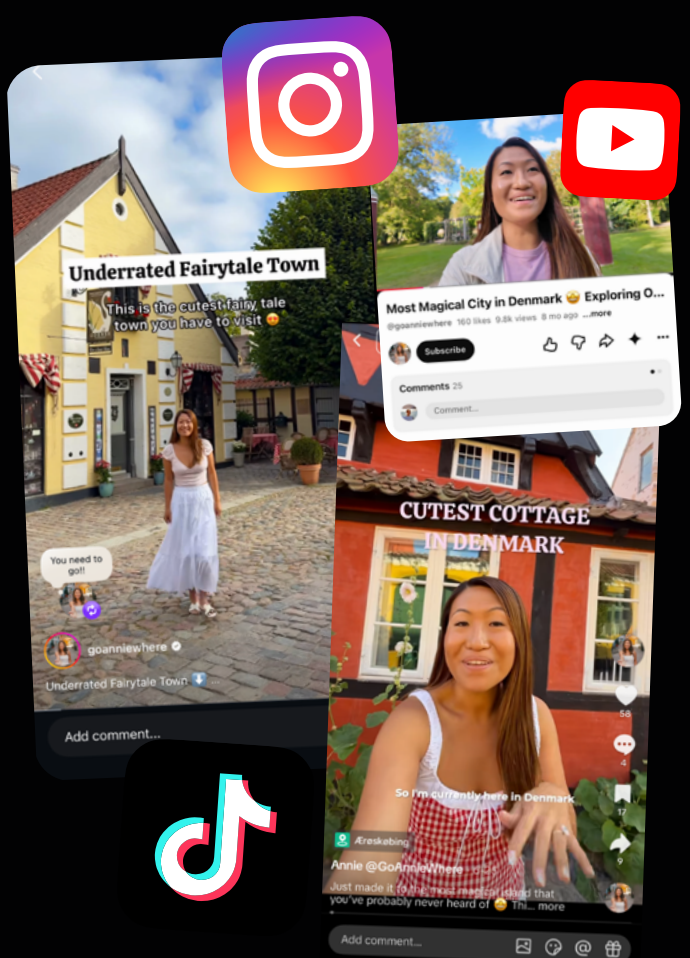
Content Strategy

Lead with authentic, first-person itinerary content over beautiful/ aspirational content

Travelers want to see themselves in the destination before they book, which means content built around “here’s what a day here actually looks like” consistently outperforms scenic and wanderlust style content when it comes to driving travel. People want real; the more authentic it is, the better it performs. Try not to sanitize it too much and trust creators to know what will perform with their audiences.



@texaseatsfirst for Steller’s campaign with New Mexico True



Content by @goanniewhere. Instagram Reel captured for Steller’s campaign with Visit Denmark

Let creators adapt to their platform, not the other way around

What performs on TikTok doesn’t translate directly to Instagram or YouTube — the same underlying itinerary or destination story needs a different edit, pacing, and hook for each platform. Building this flexibility into the creative brief up front (rather than requesting one asset repurposed everywhere) produces stronger performance across the board.

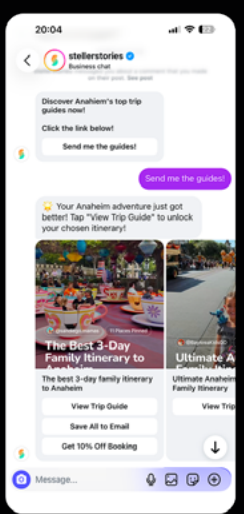
Make it actionable

There needs to be a next step. Having a creator produce an exceptional piece of content without providing a way for the viewer to take the next step by requesting a guide, planning their own trip, or booking the trip is a miss. Use software like Steller Connect, to connect influencer marketing content directly to trip planning tools, marketing automation, and booking opportunities so you can measure how much travel and economic impact the campaign drove.



Social First Content

- Brand Post
- Influencer Post



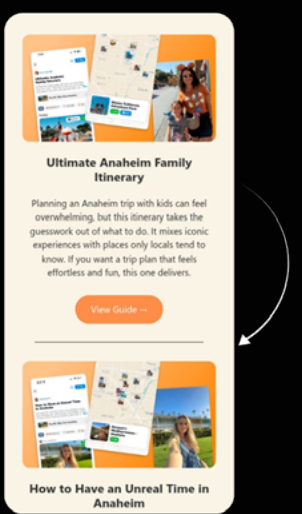
DM Automation to Viewers

Link to Steller Connected Surface and planning tools



Steller Connected Surface

Your website, landing page, Steller itinerary, or DM. Steller establishes a 1-to-1 communication channel.



Behaviorally Triggered Marketing Automation

Push notifications, emails, or DMs keep your destination top of mind and move people from inspiration to traveling to your destination.



Booking & Traveling to Your Destination

Build a content library, not just campaign assets

There is a lot of waste when it comes to influencer marketing campaigns. If you're treating campaign content as a one-time deliverable there is a better way! DMOs juggling multiple platforms benefit from treating creator deliverables as a growing content library they can draw on year-round and utilize across marketing channels, not single-use campaign assets.





Distribution Strategy

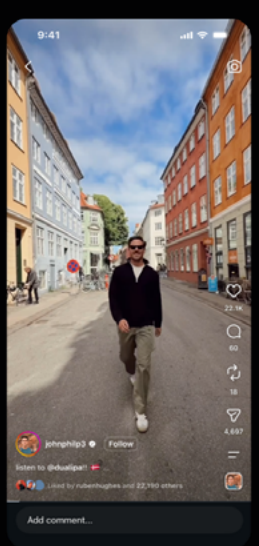
Don't let the moment end when the view does

A single view of creator content rarely converts a traveler on the spot. Most people need to see a destination again, and again, before they act on it. This is the core idea behind Steller Connect's retargeting: for 90 to 365 days after someone views a piece of creator content, they're re-engaged with additional creator content, guides, and booking opportunities through email and push notifications, keeping the destination top of mind through the full length of a traveler's planning window rather than fading after a single impression. This is the key to driving travelers to your destination this shoulder season.

Content Formats Delivered Through 90-360 Days of Retargeting



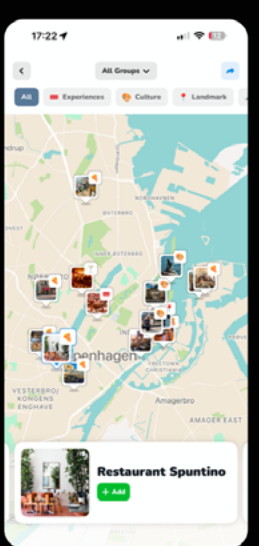
Emails featuring things to do, stays, & experiences



Short-form creator videos for every traveler persona



Push notifications



Interactive guides with engaging images videos, and maps



Booking opportunities are woven throughout

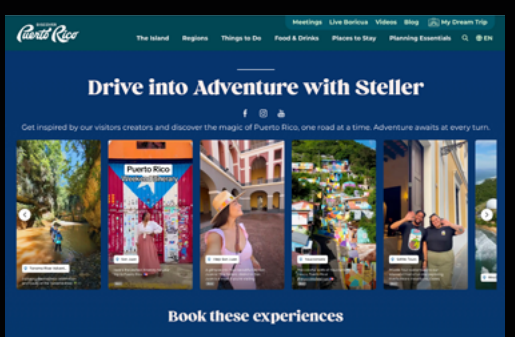
Meet travelers where they go next

The first place most people go after viewing influencer content is the destination's own website. Steller's data shows 57% of viewers head there directly. If a traveler lands on a destination site and the experience drops back into generic brochure content, that's a missed handoff at exactly the moment interest is highest. Steller Connect lets destinations embed that same social content directly on their own website, so the creator experience, and the momentum it built, continues instead of resetting.

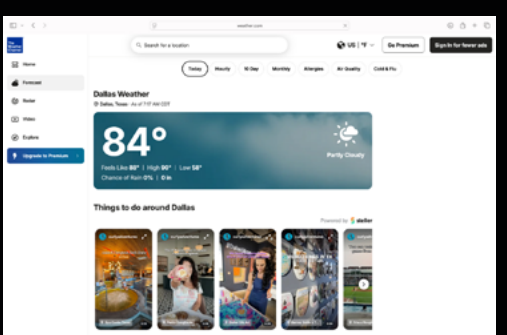
Distribute beyond any single platform's reach

Relying on one platform's organic algorithm caps how many in-market travelers a campaign can realistically reach. The Steller Connect Distribution Network puts destination content in front of over 500 million travelers across every stage of the planning and booking journey, giving a campaign multiple touchpoints with travelers who are actively making travel decisions, not just a single platform feed.

57%
of people visit the destination's website after viewing influencer content



Steller Player embedded on discoverpuertorico.com



Steller content on weather.com

Treat paid as an amplifier for organic creator content, not a separate workstream.

Organic creator content builds discovery and trust over time. Paid media ensures that content reaches high-intent travelers at the specific moment they're actively researching or ready to book. Steller's paid amplification is built specifically for this: campaigns are targeted directly at people most likely to plan shoulder season travel, and connected directly into Steller's trip planning tools and retargeting flows below, so a paid dollar isn't just buying a view, it's buying an entry point into the rest of the distribution system.

Make sure content keeps working after the campaign ends

Distribution isn't only about where content runs first. It's also about how long it keeps generating value. Steller optimizes every piece of creator content for search, on both social platforms and Google, so a piece of content can keep surfacing to travelers researching a destination well past its original post date, extending the return on content that's already been paid for.

Measuring Success

Measurement is where most influencer programs struggle most. In fact, in our 2026 State of Travel Influencer Marketing Survey, 76% of DMOs stated attribution and measurement was their number one influencer marketing challenge.

> **76% of DMOs stated attribution and measurement was their number one influencer marketing challenge**
>
> Steller's 2026 State of Travel Influencer Marketing Survey

Why destination attribution is uniquely difficult

The inspiration-to-visit window is long

Often 2 to 9 months, which outlasts standard attribution windows and cookie lifespans.

The final conversion is offline

Unlike an e-commerce purchase, the "conversion" is an actual visit, not a checkout event.

The journey is fragmented

A traveler's decision typically blends creator content with search, paid social, and word of mouth well before booking. They might book through their credit card using points or a third-party booking website not connected to the campaign. Attribution models struggle to measure what influencer content actually contributed.



Closing the attribution gap

These three challenges are exactly why it is so hard to measure influencer marketing campaigns, and exactly what Steller Connect was built to solve. Rather than your campaign ending in the feed, Steller connected campaigns guide viewers to take the next step and start planning their trip. If they're not ready to plan yet, we keep your destination top of mind until they are. Steller Connect gives DMOs direct visibility into what happens after someone views a piece of creator content, connecting that content straight through to real planning and booking behavior.

That includes:

Steller Engagement Metrics

- Itinerary Views
- Itinerary Engagement
- Itinerary Saves

Planning Metrics

- Trips Planned Each Month
- Time Spent Planning
- Length of Stay
- Trip Name/Purpose

Booking Metrics

- Bookings
- Average Booking Value
- Most Popular Experiences

Other Data

- Email Addresses of Trip Planners
- Trip View to Planning Conversion Rate
- Potential Economic Impact

Instead of estimating impact through EMV or guessing at what a view might have led to, DMOs using Steller Connect can see the economic impact the campaign had on the destination.



Visit Anaheim

Turning Influencer Marketing Into a Measurable Digital Ecosystem

Winner of ESTO's 2026 Digital Brilliance Award

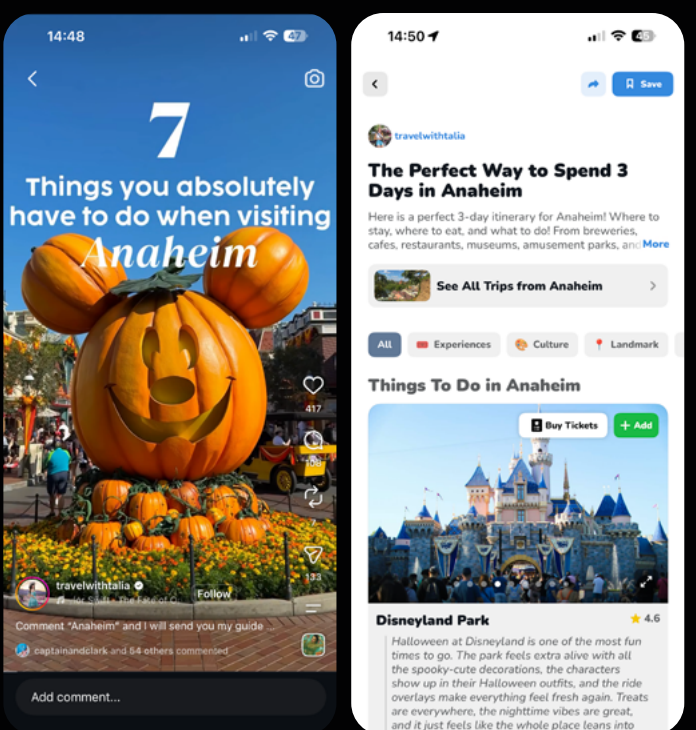
Visit Anaheim wasn't new to influencer marketing. The DMO ran 39 influencer campaigns in 2024 alone, and those campaigns reliably generated awareness and engagement. What they couldn't do was answer the question every DMO in this playbook has struggled with: did any of it actually move a traveler toward planning or booking a trip.

The challenge

Like most destination campaigns, Visit Anaheim's influencer work was stopping at the point of engagement. A traveler would watch a video, feel inspired, and then disappear from view. There was no way to see what happened next, whether that inspiration turned into a planned trip, a booking, or nothing at all. Visit Anaheim wanted to evolve past impressions and engagement metrics and build a connected path from inspiration all the way to a measurable outcome.

The approach

Beginning in August 2025, Visit Anaheim ran its first Steller Connect campaign, targeting local and drive-market travelers, particularly families and leisure travelers actively considering a fall Southern California getaway. Five travel and family creators produced short-form video, Stories, and Reels showcasing both Anaheim's iconic attractions and its local businesses. But the creator content was only the entry point.



@travelwithtalia's content for the campaign

28.35%

Trip Engagement Rate
(More than double the 11% Steller benchmark)

Instead of sending viewers to a static landing page, Visit Anaheim used DM automation so a traveler could simply comment on a post and receive an interactive itinerary directly. Each itinerary was built in Steller and included creator videos, maps, hotel recommendations, and attraction and travel tips, giving travelers a reason to keep engaging well past the initial view. From there, travelers entered automated email and push notification journeys with additional Anaheim content based on how engaged they already were. Paid media amplified the strongest-performing content and drove traffic to a custom Steller landing page that pulled all the campaign's creator content into one destination planning experience. Visit Anaheim also embedded these same interactive creator experiences directly on VisitAnaheim.org, turning what would normally be a short-lived social campaign into an always-on planning resource.

The results

The campaign set out to hit 6.8 million impressions and delivered 31 million, more than four times the goal. Social engagement landed at 13.66%, well above the 3% industry benchmark. The interactive itineraries themselves drove a 28.35% engagement rate, more than double the 11% Steller benchmark, and email campaigns tied to the retargeting journey achieved a 40.25% open rate and 13.83% click-through rate. Most importantly, the campaign generated 234 trips planned, with a potential economic impact of $791,800, giving Visit Anaheim something no previous influencer campaign had delivered: a direct line from creator content to real, measurable travel intent.

31M	13.66%	234	$791,800
Impressions (4x the goal of 6.8M)	Engagement Rate (3% industry benchmark)	Trips Planned to Anaheim	Potential Economic Impact

The takeaway

Visit Anaheim's results show what happens when influencer content isn't treated as a one-off social asset but as the entry point into a connected system, one that carries a traveler from a single video all the way through planning and, ultimately, toward a booking. The content, itineraries, and automated journeys built during the campaign are still active today, continuing to generate planning activity long after the original posts went up.

Copenhagen

Driving Shoulder Season Travel from Seoul to Denmark

Reaching travelers in your own backyard is one thing. Reaching travelers on the other side of the world, in a different language, with a different set of cultural reference points, is another challenge entirely. Plenty of agencies claim they can run influencer marketing in a market they don't operate in, but preserving authenticity, resonating locally, and driving measurable travel outcomes is a much harder bar to clear.

The challenge

Copenhagen wanted to build awareness and shoulder season travel intent among South Korean travelers, a market where the destination has no natural home-field advantage. International campaigns like this carry real complexity: language barriers, cultural context, creator credibility, and the risk that inspiration never turns into anything more than a passing scroll. Most campaigns aimed at an international audience struggle to get past that disconnect.



@ju_ulip's content for the Copenhagen campaign



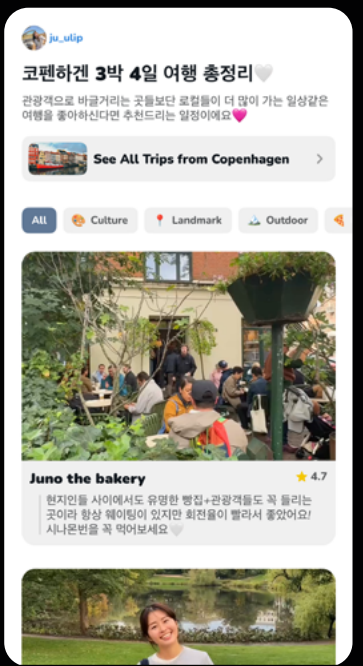
@pillter_'s content for the Copenhagen campaign

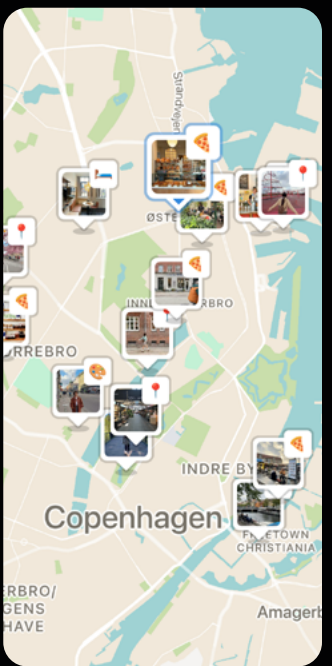
The approach

Copenhagen partnered with Steller to activate two Seoul-based influencers with highly engaged local audiences, ensuring the campaign started from a position of trust and cultural fluency rather than trying to import it. Each creator traveled to Copenhagen and shared their experience on Instagram. Every piece of content connected directly to trip planning, marketing automation, and booking through Steller Connect, fully localized in Korean from start to finish. A Seoul-based viewer could move from watching a creator's story to requesting a Korean-language itinerary to planning a trip, without the experience ever breaking into a second language or a disconnected landing page. The campaign ran from mid-September to the end of October 2025, squarely inside Copenhagen's fall shoulder season window.

The results

The campaign delivered 14.9 million impressions, 11 million above its guarantee, along with 938,000 reach and a 7.74% engagement rate. Beyond awareness, the campaign drove real downstream action: 1,269 Korean-language itineraries were requested, activating trip planning and retargeting workflows that carried that interest through to actual travel. 60 trips were planned with verified travel dates, a strong outcome for a six-week campaign window, particularly for an international audience with no prior relationship to the destination.



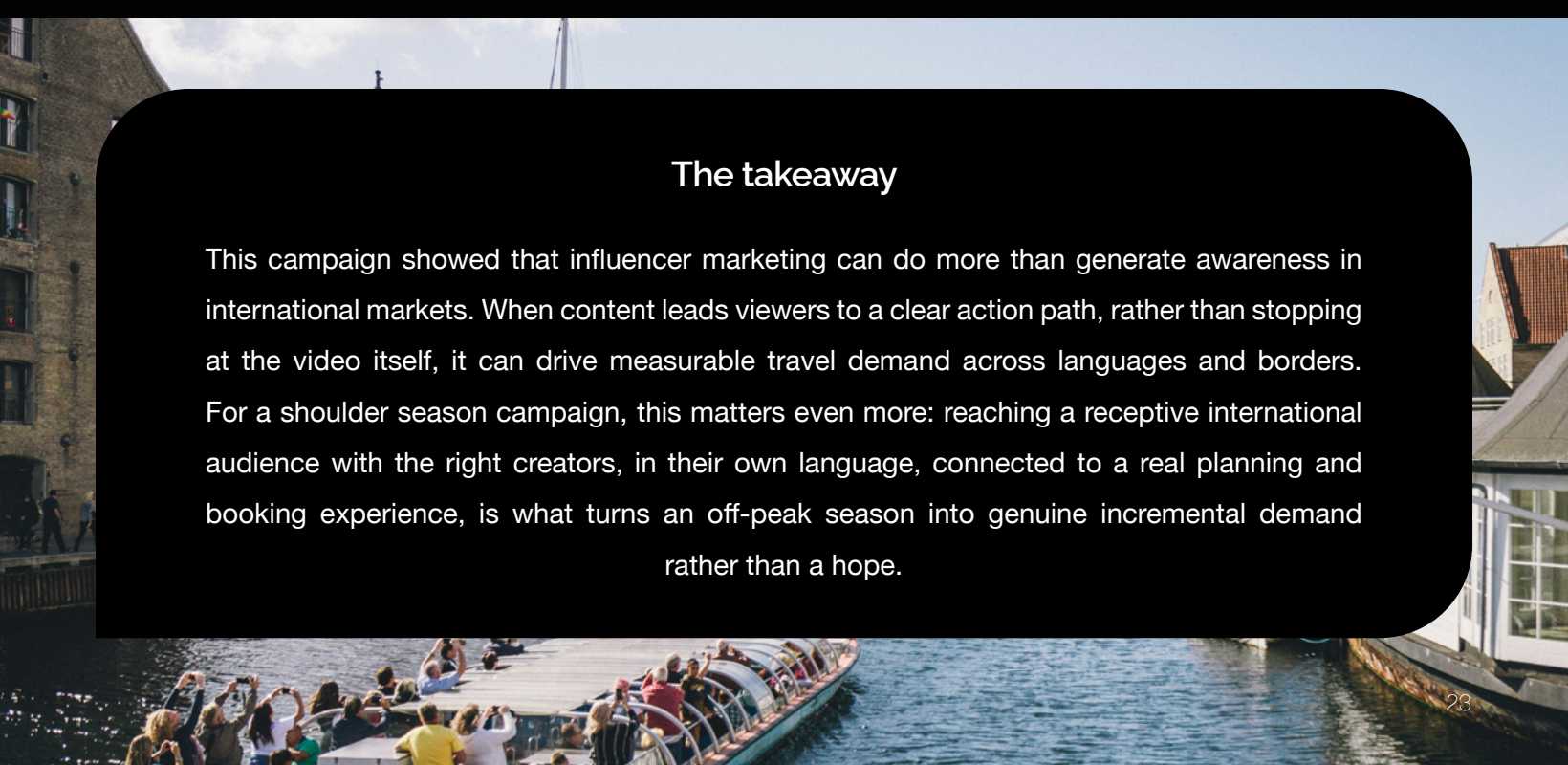


14.9M
Impressions
(11M above guarantee)

7.74%
Engagement Rate
(3% industry benchmark)

60
Trips Planned to Copenhagen

$257,040
Potential Economic Impact



The takeaway

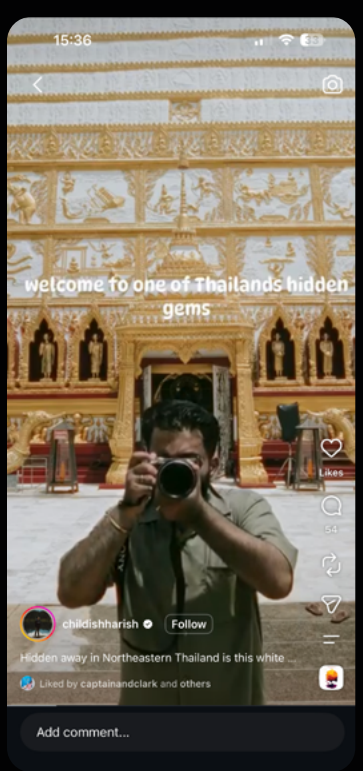
This campaign showed that influencer marketing can do more than generate awareness in international markets. When content leads viewers to a clear action path, rather than stopping at the video itself, it can drive measurable travel demand across languages and borders. For a shoulder season campaign, this matters even more: reaching a receptive international audience with the right creators, in their own language, connected to a real planning and booking experience, is what turns an off-peak season into genuine incremental demand rather than a hope.

Tourism Authority of Thailand

Not every destination has months to plan a campaign or an open-ended budget to work with. The Tourism Authority of Thailand (TAT) had neither, and still needed a campaign that could move a very specific audience toward booking a trip.

The challenge

TAT came to Steller with a tight deadline, a fixed budget, and a clearly defined target: U.S. and Canadian Gen Z and young Millennial travelers who prioritize travel in their personal budgeting. TAT wanted to showcase both Thailand's cultural attractions and its natural beauty, but needed help identifying and vetting the right influencers without burning through their own in-house team's time, and without overspending a budget that had no room for waste.



@childishharish's content for the campaign



@goanniewhere's content for the campaign

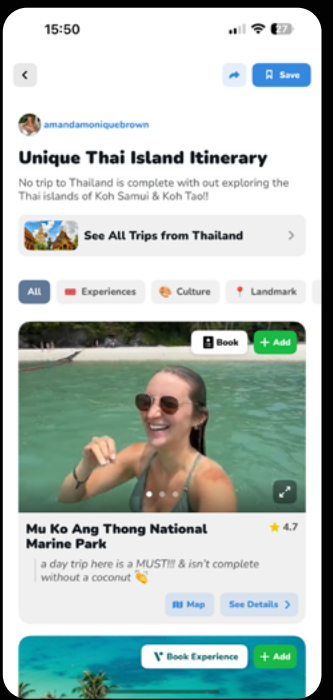
The approach

Running from August to September, the campaign put Steller in full control of influencer management. Steller identified and vetted six influencers, then built a personalized itinerary for each one covering a different region and a different side of Thailand. Bia shopped for traditional clothing and souvenirs in Bangkok and Phuket. Annie took viewers through a food tour of Hua Hin and Phetchaburi. Amanda and Chloe went island hopping and kayaking around Koh Phi Phi, with a beach dinner on Koh Samui. Harish explored Bangkok's temples and the Ubon Ratchathani Candle Festival. Eli uncovered Chiang Mai's hidden gems and its growing coffee scene. Steller handled every logistical detail behind that content, arranging flights, hotels, and activities, managing on-the-ground weather disruptions, and staying in daily contact with each creator to keep the campaign on track. Every post was tracked in real time to make sure it met campaign requirements and stayed on message.

\ The content didn't stop at the post itself. Steller amplified it through homepage placements, immersive emails, push notifications, and bookable, video-infused itineraries, giving travelers who were ready to plan an actual next step instead of just a pretty video to scroll past.

The results

The campaign delivered 126.8 million impressions, more than eight times the original goal of 15 million, across 90 influencer posts. It generated 3.01 million in total reach and 1.8 million video views, and produced seven video-infused itineraries that turned creator content into a real planning tool. Earned Media Value reached $3.2 million, at a CPM of just $0.79. The campaign drove 132 trips planned to Thailand, evidence that the campaign drove measurable trip planning and booking, not just awareness and views.





126.8M
Impressions

7.23%
Engagement Rate
(3% industry benchmark)

132
Trips Planned to Thailand

$762,168
Potential Economic Impact

The takeaway

A fixed budget and a tight timeline don't have to mean a smaller result. By handling creator identification, vetting, and logistics end to end, and by connecting every post to an actionable next step, TAT's campaign turned a constrained budget into a campaign that beat its impression goal eightfold while still driving 132 real trips to Thailand.



Your Next Shoulder Season Campaign Starts Here

Shoulder season is no longer a scheduling afterthought. It's a growing, intentional traveler behavior with its own discovery channel, its own decision drivers, and its own measurement challenges. DMOs that treat it as a real campaign, not a leftover budget line, are the ones capturing this shift first.

If you're ready to build (and actually measure) a shoulder season influencer campaign, Steller can help, from creator strategy through retargeting sequences that actively drive travelers to plan, all the way to tracking the path from first view to booked trip.

Book a Strategy Call with Steller

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