

Promoting Iwaki through Social Media Influencers

Apart from the internet itself, the invention of social media is perhaps one of the defining moments of the 21st century. Not only does it play a major role in everyday communication, but has also become an effective – if not essential – tool for marketing and advertising.



One of the influencers takes photos of hanging silk ornaments known as *tsurushibina*, which are traditionally hung up during the annual Doll's Festival on 3 March

In light of these new trends, Iwaki is also aiming to further promote its tourism overseas through the power of social media influencers. These are people who have a massive following on one or more social media platforms and are an effective way of marketing something due to their ability to “influence” such a large number of people (another way of describing influencers is like a modern version of the “celebrity endorsement”).



Another influencer gets up close to the seals at Aquamarine Fukushima

To coincide with the 10th Iwaki Sunshine Marathon, three influencers were invited to the city over five days from 9 to 13 February. The influencers invited to Iwaki were TV narrator, Andrea (Taiwan), magazine editor-in-chief Reiko (Thailand), and sports-related influencer Fang Fang (China).



An influencer arranges her own lunch at Wonder Farm's Forest Kitchen buffet restaurant

During their time in Iwaki, the influencers tried tomato picking at Wonder Farm, painted calligraphy on folding-fans at the Shoko Kanazawa Art Museum, and visited Iwaki's major sights including Shiramizu Amida Temple, Aquamarine Fukushima and Iwaki La La Mew.

The three influencers have taken many photos and videos of their experiences in Iwaki, which they will use to help inform their followers about this city. As a result, this initiative should hopefully encourage more overseas tourists – especially from East Asia and South-East Asia – to visit Iwaki.



All of the overseas influencers and accompanying staff enjoying the lookout over the ocean at Misaki Park