There’s a Better Way to Do Influencer Trips

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As influencer marketing has grown into a multibillion-dollar business, influencer trips have evolved into bigger and more lavish affairs, with brands looking to outdo their rivals.

But many consumers are wondering if there’s a ceiling to such extravagance.

Criticism hit a high note earlier this year when beauty brand Tarte flew influencers, along with their plus-ones, on private planes to Bora Bora. Upon arrival, they were greeted with so much swag from more than a dozen brand partners that they received a suitcase to take it all home in.

Is this over the top? Some say yes.

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