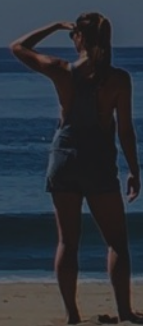


Reaching the Modern Traveler

New Research Highlighting Social Media Behaviors and Preferences



WHO?



WHO TOOK THE SURVEY?



Over 250 people



Ages 18-44



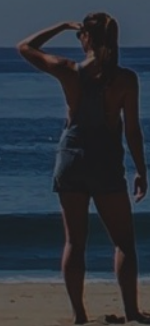
Traveled overnight within the last 3 years



43% Male



57% Female





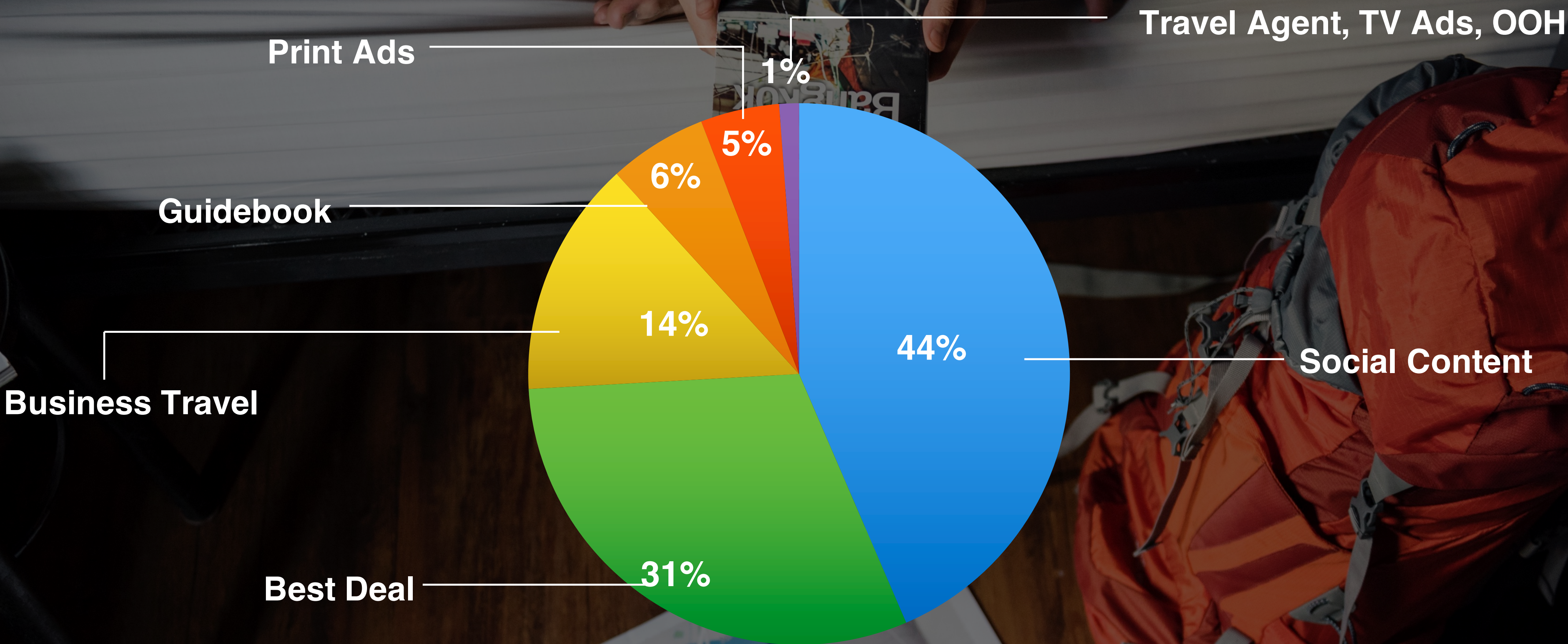
TOP TRAVEL INFLUENCERS

WHAT FACTORED INTO WHERE YOU DECIDED TO TRAVEL?

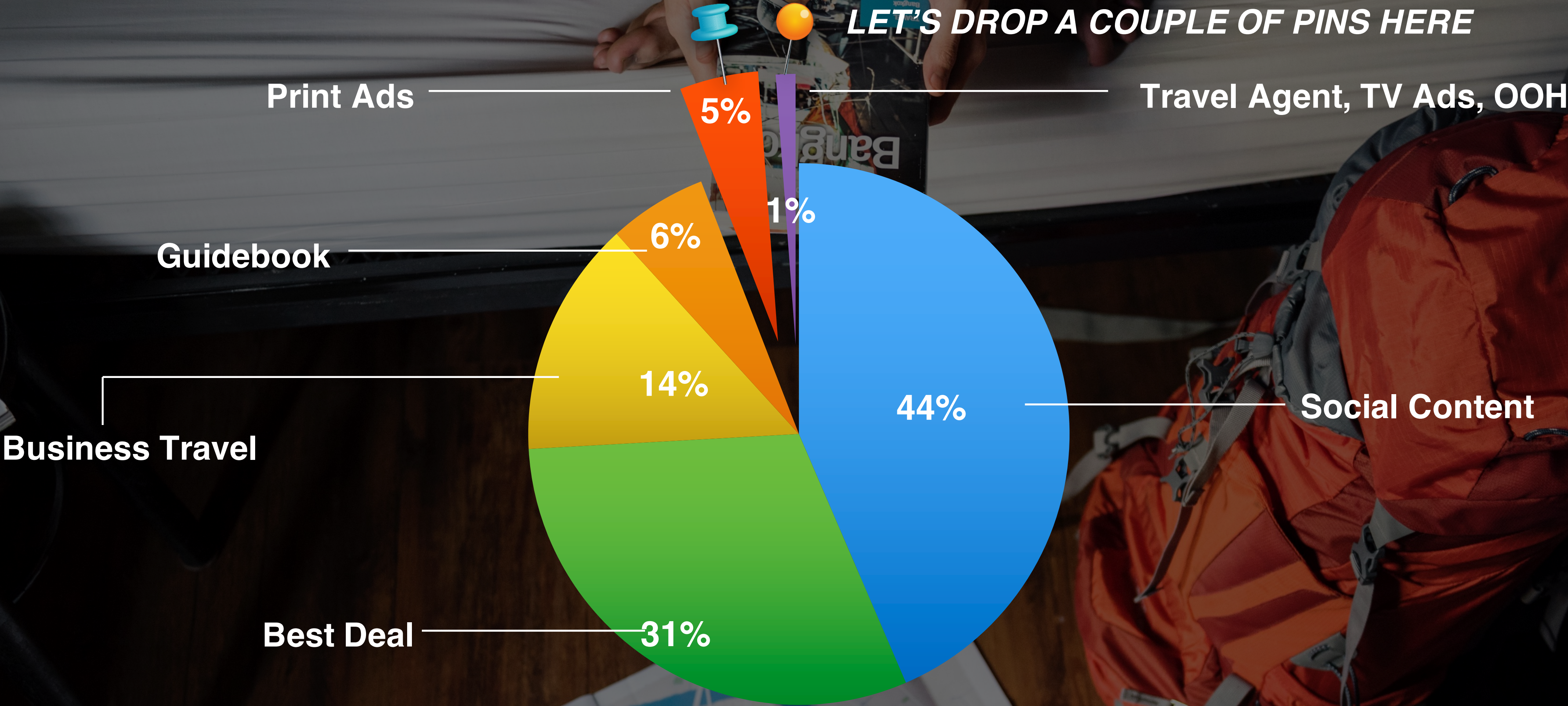
57%

Recommendations
from someone I know

WHAT FACTORED INTO WHERE YOU DECIDED TO TRAVEL?



WHAT FACTORED INTO WHERE YOU DECIDED TO TRAVEL?



BUT FIRST, LET'S TALK ABOUT BUSINESS TRAVELERS

- Have guides/welcome materials at conferences
- Offer ideas for things to do within walking distance
- Offer coupons for dining/attractions
- Offer ideas for things to do in an hour, two hours
- Offer ideas for things to do after typical business hours
- Ask conference organizers for emails



KEY PLATFORMS

PLATFORMS RANKED BEST TO WORST FOR TRAVEL CONTENT

2016

1. Facebook
2. **Instagram**
3. **Youtube**
4. Pinterest
5. Twitter
6. Snapchat

2017

1. Facebook
2. **Youtube**
3. **Instagram**
4. Pinterest
5. Twitter
6. Snapchat

2018

1. **Instagram**
2. Facebook
3. **Youtube**
4. Pinterest
5. Snapchat
6. Twitter

SO SOCIAL IS #1

...but are they following you?

75%

of young travellers **DO NOT**
follow a destination on social

WHY NOT?



TOP REASON: **54%** don't know any

WHY NOT?



54% don't know of any



41% think the content is too promotional



4% don't like overly-produced content



1% think they post inconsistently

WHY *DO* THEY FOLLOW DESTINATIONS?



38% because
they're
researching a trip



37% because they've
already visited the
destination



25% because
they like the
content

DO THEY FOLLOW TRAVEL BRANDS ON SOCIAL?



74%

of young travellers *DO NOT*
follow brands on social

WHY NOT?



TOP REASON: **50%** think the content is too promotional

WHY NOT?



50% think the content is too promotional



44% don't know of any



5% don't like overly-produced content



1% think they post inconsistently

IF THEY DO FOLLOW TRAVEL BRANDS ...



45% because they are a rewards member



18% they're researching a trip



12% plan to book with the brand in the future



12% they purchase frequently



12% they like the content

A close-up photograph of a hand holding a white smartphone. The screen displays the Instagram login interface with a purple background. The word 'Instagram' is at the top in a white script font. Below it are fields for 'Username' and 'Password', followed by a 'Log In' button. At the bottom, there is a link for 'Forgotten your login details? Get help with signing in.' and a 'Log in with Facebook' option with the Facebook logo. A white rectangular box with the word 'INSTAGRAM' in bold, white, sans-serif capital letters is centered over the screen. The background is a blurred outdoor scene.

INSTAGRAM

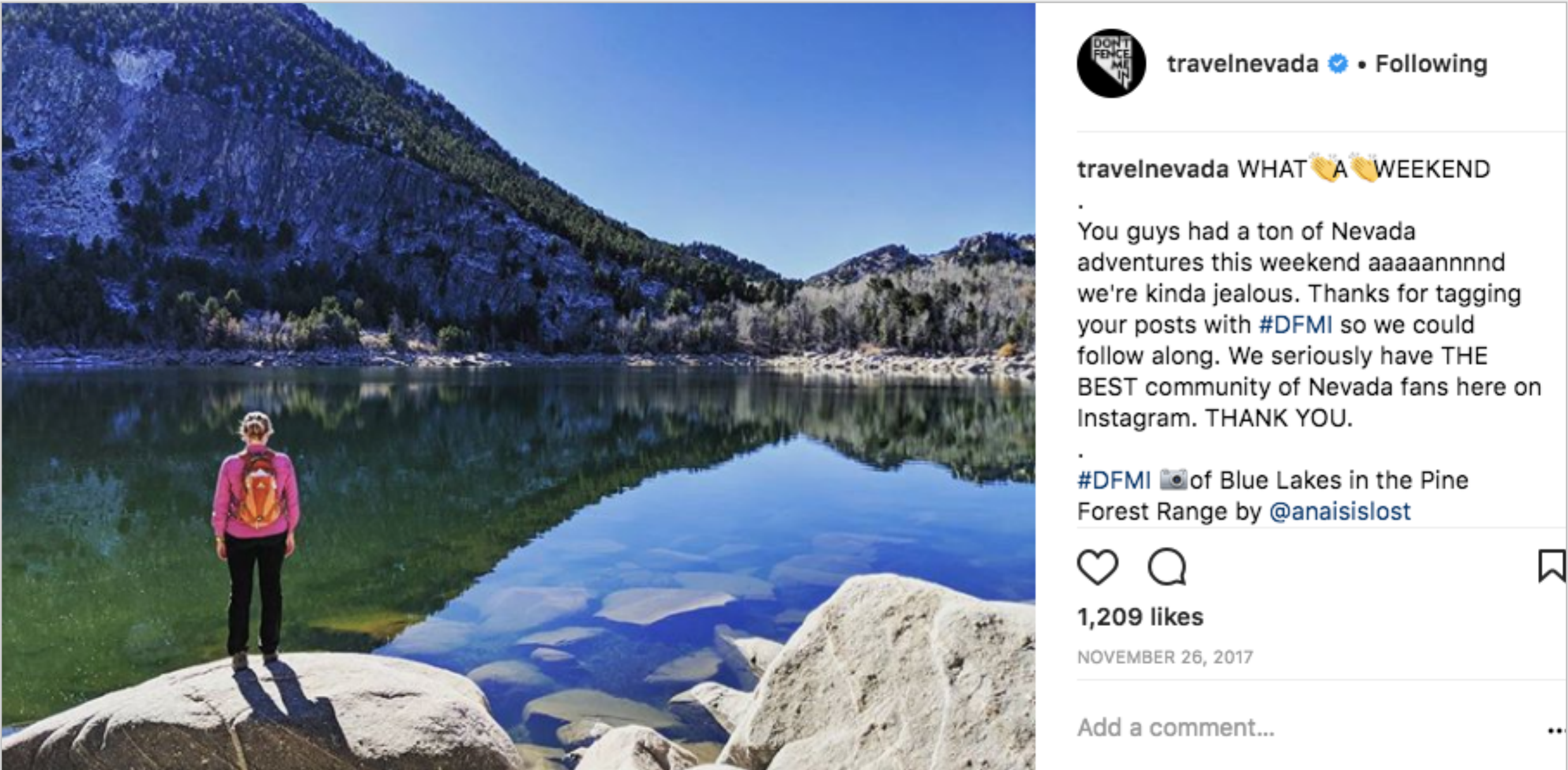
WHAT DO PEOPLE MOST WANT TO SEE ON INSTAGRAM?



WHAT DO PEOPLE MOST WANT TO SEE ON INSTAGRAM?



15%



85%

WHAT DO PEOPLE MOST WANT TO SEE ON INSTAGRAM?



HOW TRAVELERS FIND TRAVEL CONTENT ON INSTAGRAM

Instagram

Username

Password

Forgotten your login details? Get help with login.



Log in with Facebook



1) Geolocation search

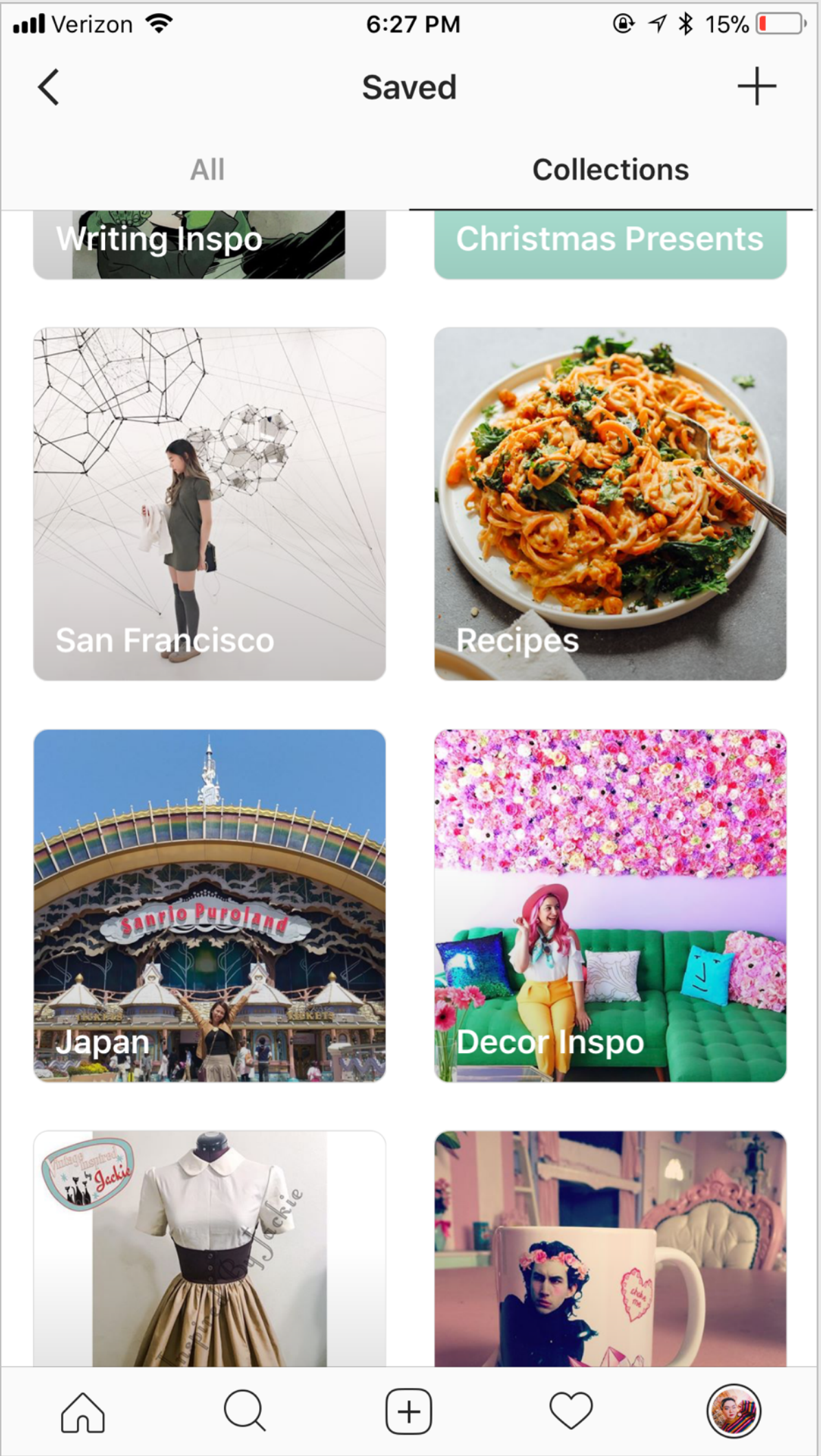
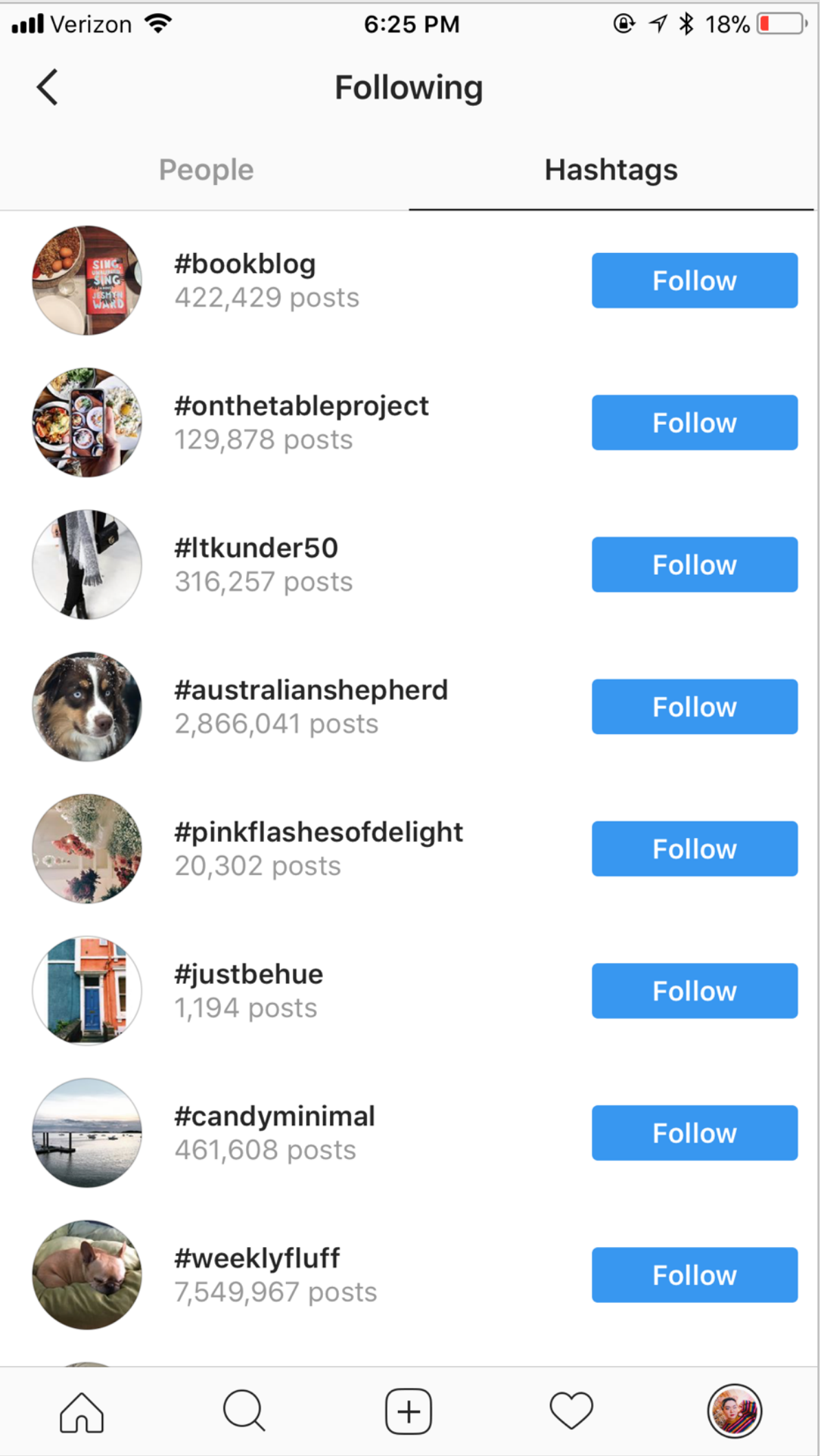
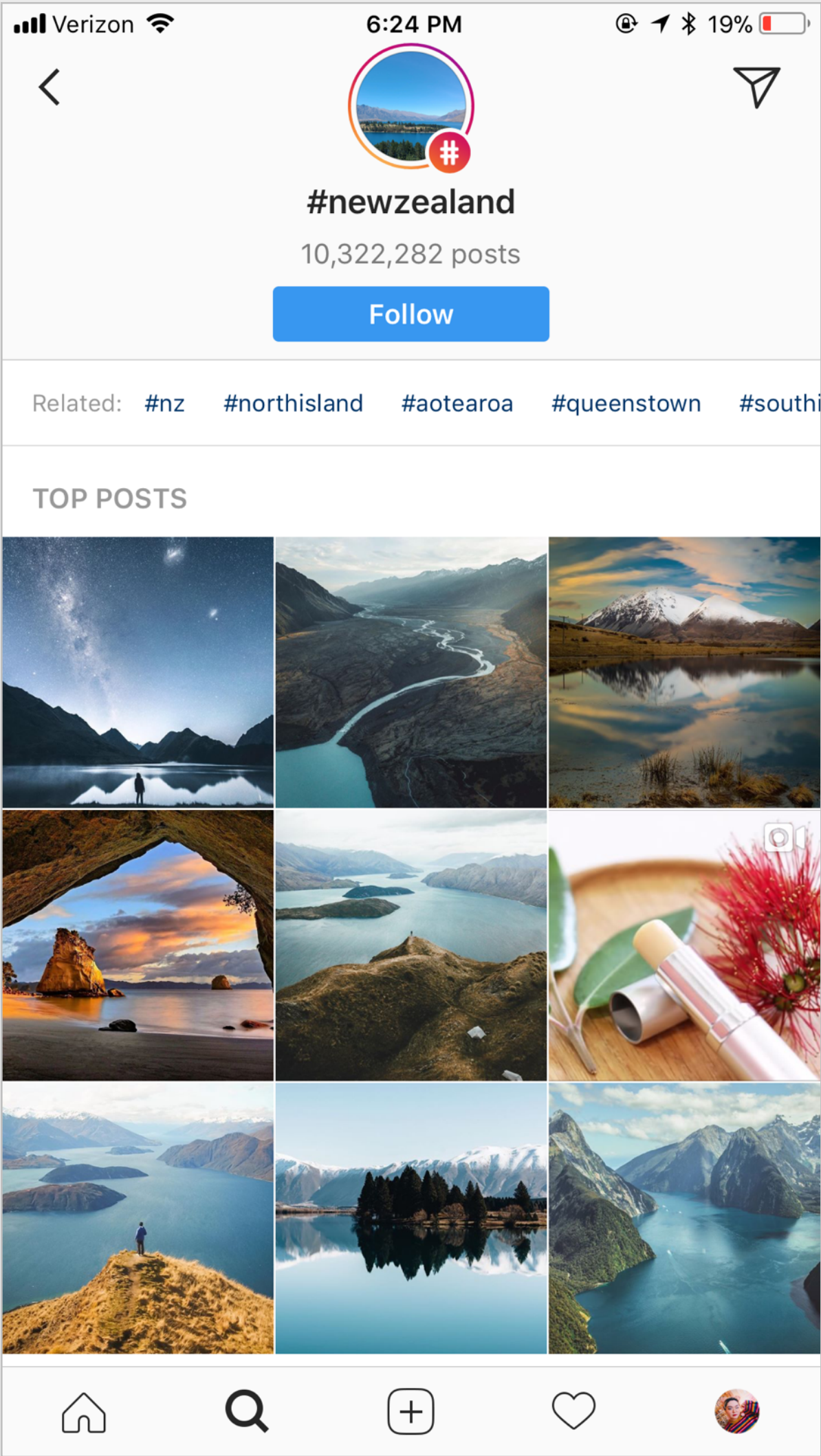


2) Hashtag search

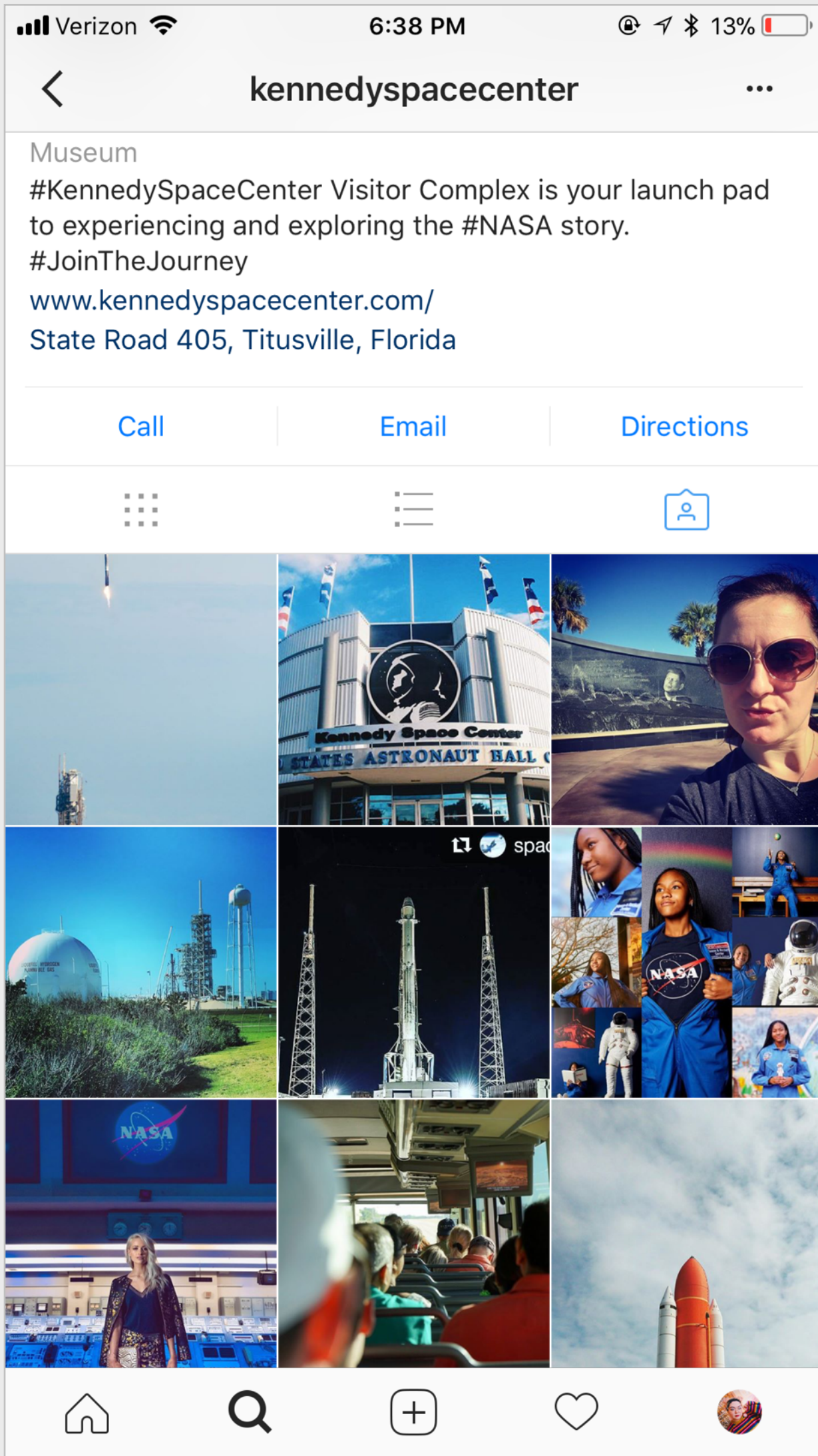
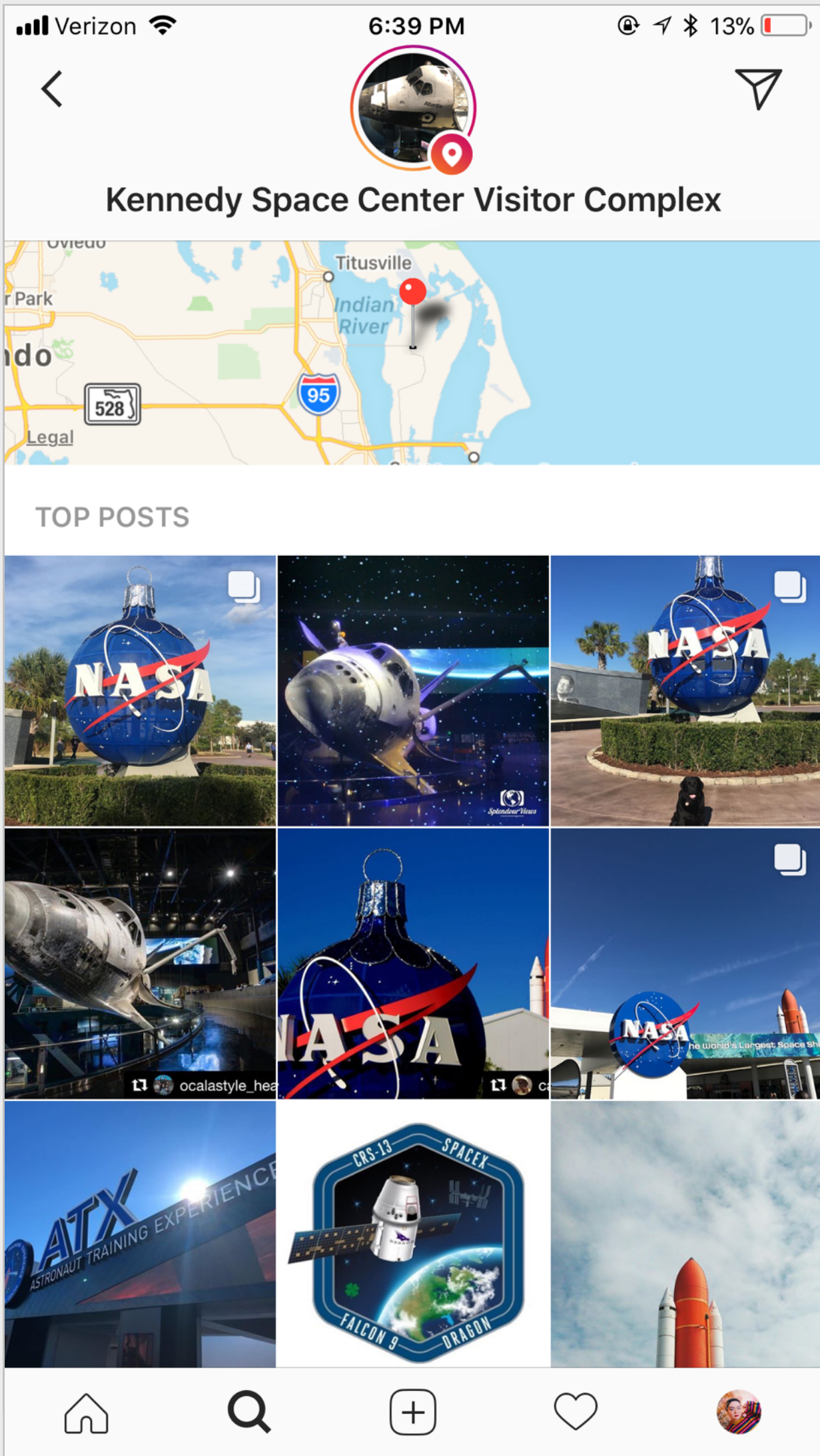


3) People search

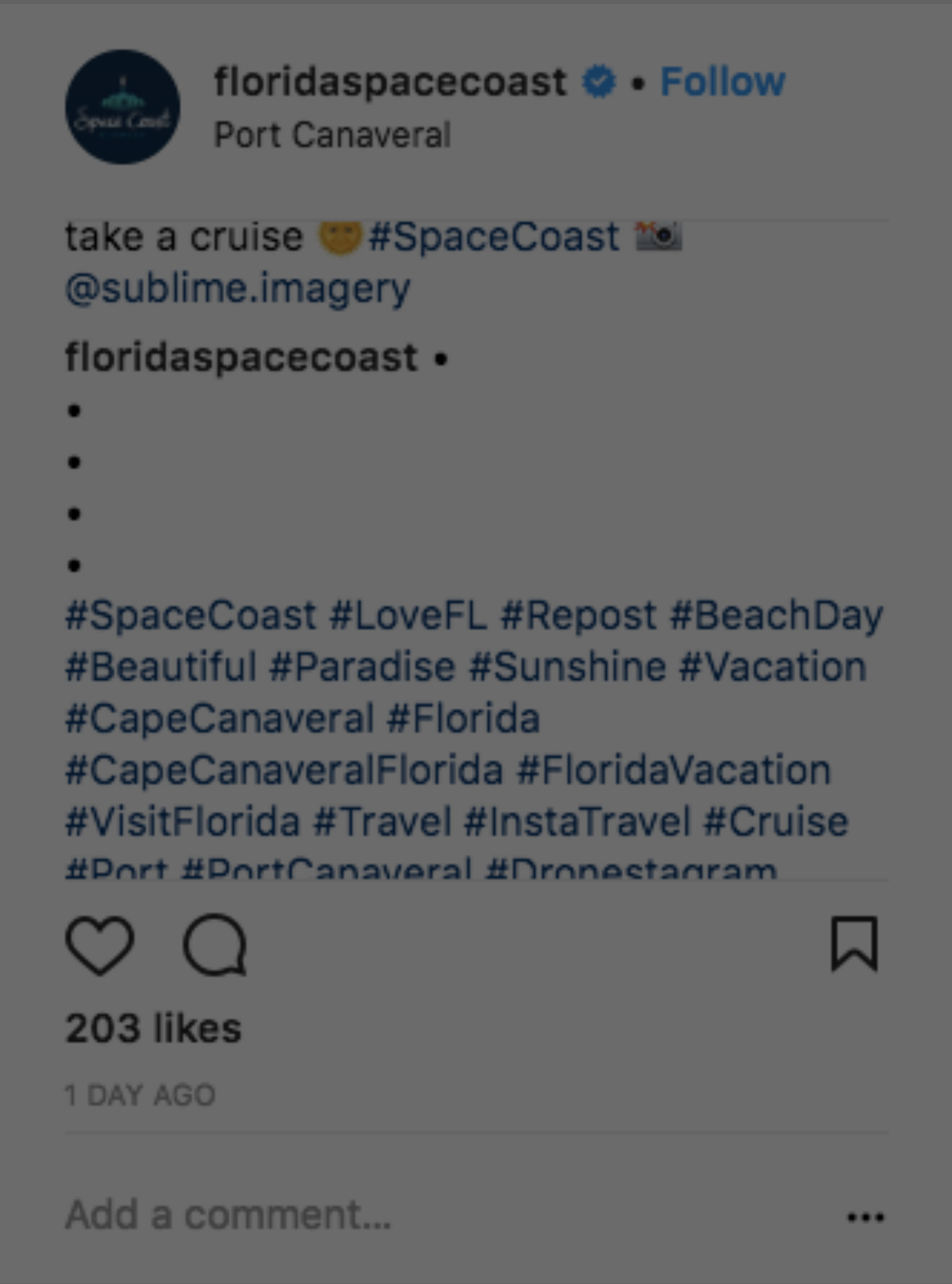
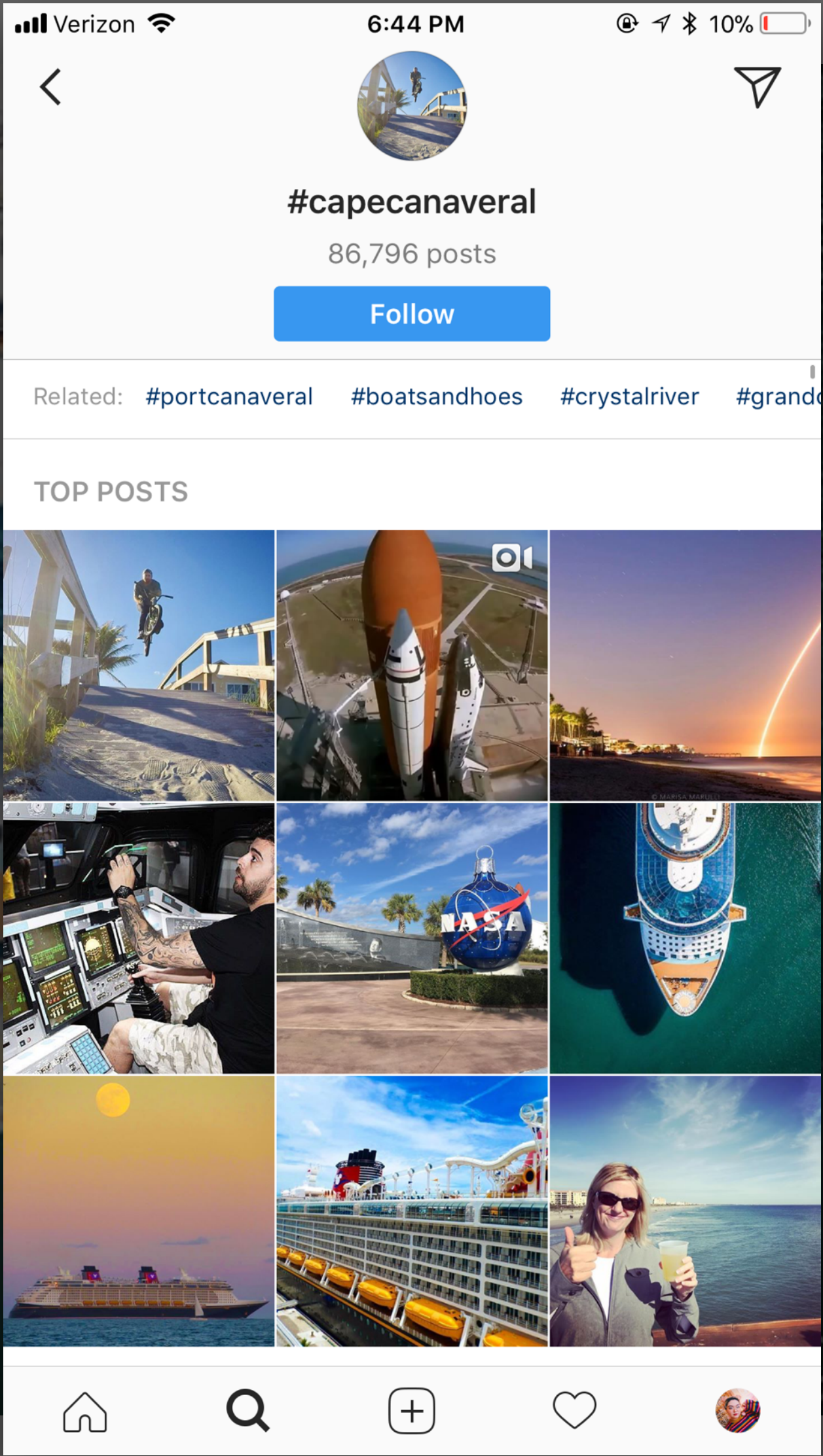
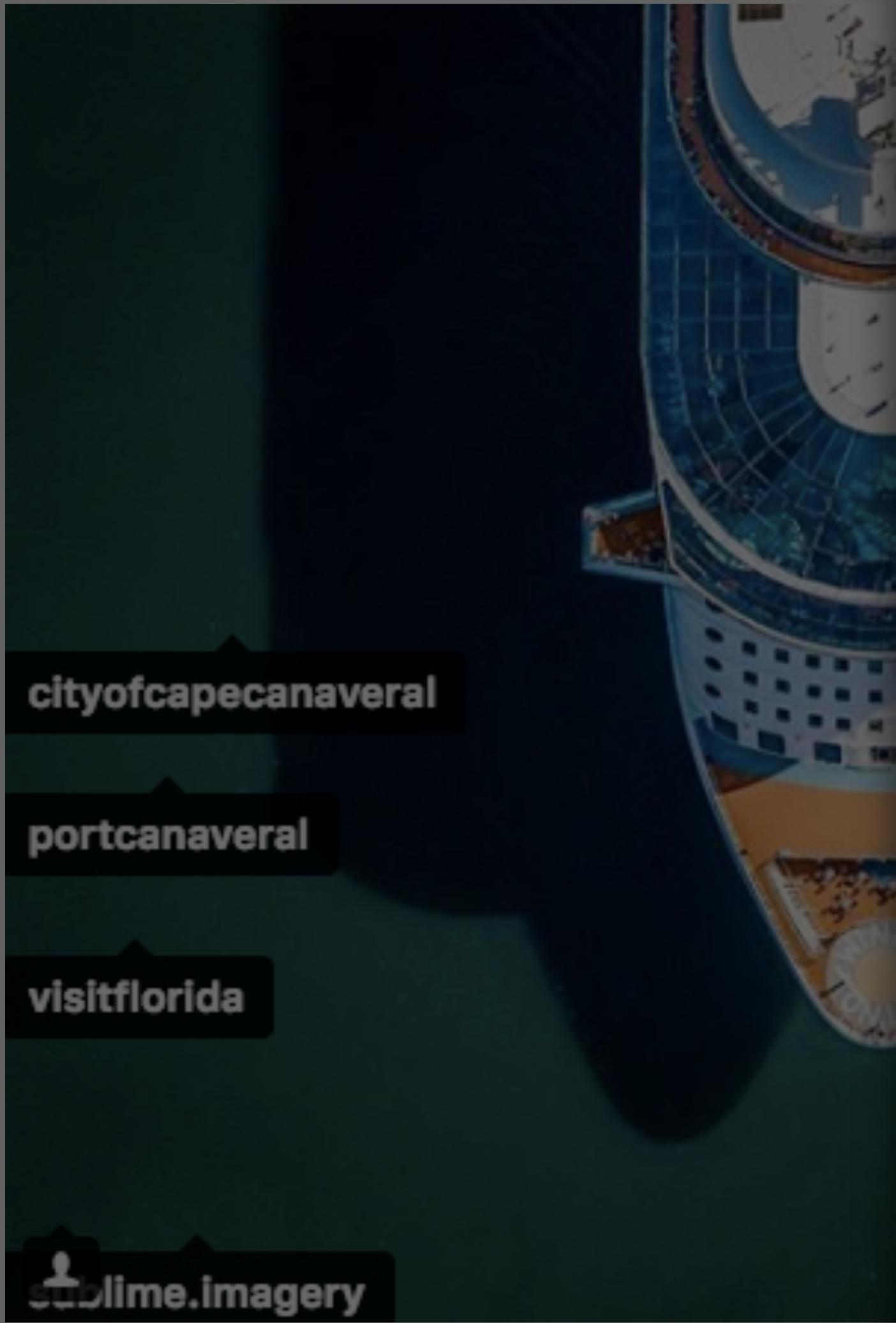
HOW TRAVELERS FIND TRAVEL CONTENT ON INSTAGRAM



HOW TRAVELERS FIND TRAVEL CONTENT ON INSTAGRAM



HOW TRAVELERS FIND TRAVEL CONTENT ON INSTAGRAM



A top-down view of a person's hands at a desk. The left hand holds a white mug of coffee with a yellow rim. The right hand holds a white smartphone displaying the Facebook login page. In the background, a silver MacBook Air is open on a dark wooden desk. To the left of the laptop are some teal-colored folders. A white box with the word 'FACEBOOK' is centered over the image.

FACEBOOK

WHAT CONTENT DO PEOPLE MOST WANT TO SEE ON FACEBOOK?



WHAT CONTENT DO PEOPLE MOST WANT TO SEE ON FACEBOOK?



94%



6%

WHAT CONTENT DO PEOPLE MOST WANT TO SEE ON FACEBOOK?

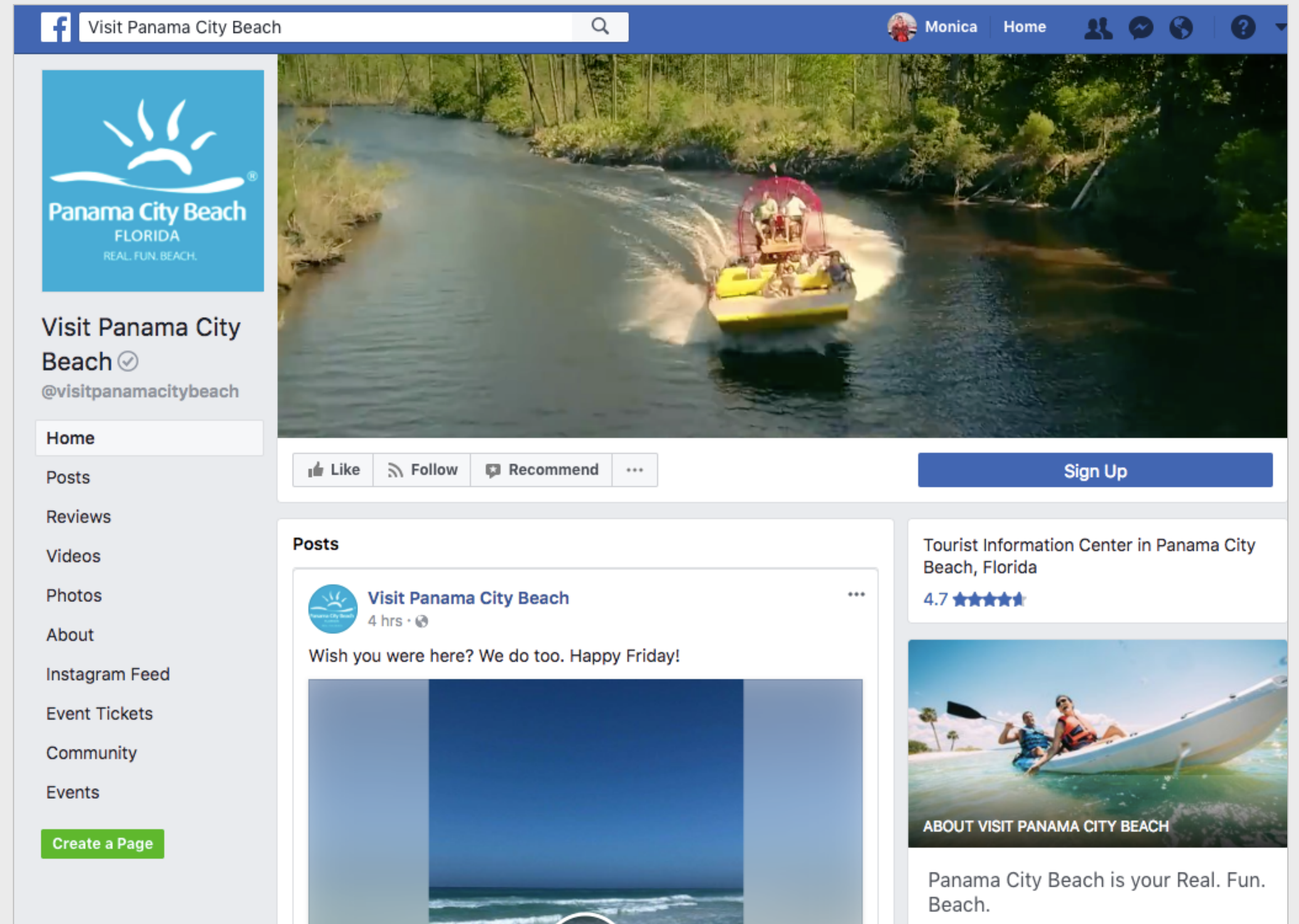
On Facebook, travelers most want travel brands and destinations to post:

32%


photos and videos created by or featuring other travelers

32%

Guides and how-to's





WHAT CONTENT DO PEOPLE MOST WANT TO SEE ON FACEBOOK?





Visit Panama City Beach
February 14 at 10:02am · 🌐


Happy Valentine's Day from the #RealFunBeach! In honor of this special day, check out these top places to get engaged in Panama City Beach:
<http://bit.ly/ProposeInPCB>






 Like

 Comment

 Share

 Buffer



 417

Top Comments ▾



Visit Panama City Beach
October 31, 2017 · 🌐

No tricks here - just beautiful sunset treats! Happy Halloween!
(Thanks instagrammer, @suburbanturmoil for sharing!)



 41,756 people reached

Boost Post

 1.1K

35 Comments 182 Shares

 Like

 Comment

 Share





YOUTUBE

WHAT CONTENT DO PEOPLE MOST WANT TO SEE ON YOUTUBE?



Exploring Florence, Italy vlog!

Julia Trotti • 14,206 subscribers 796 views • 3 months ago

LOCATION: FLORENCE, ITALY I think this is my favourite Italian city that we had the chance to visit on this trip so far! I take you



Florence Vacation Travel Guide | Expedia

Expedia ✓ 377,273 subscribers 447K views • 4 years ago

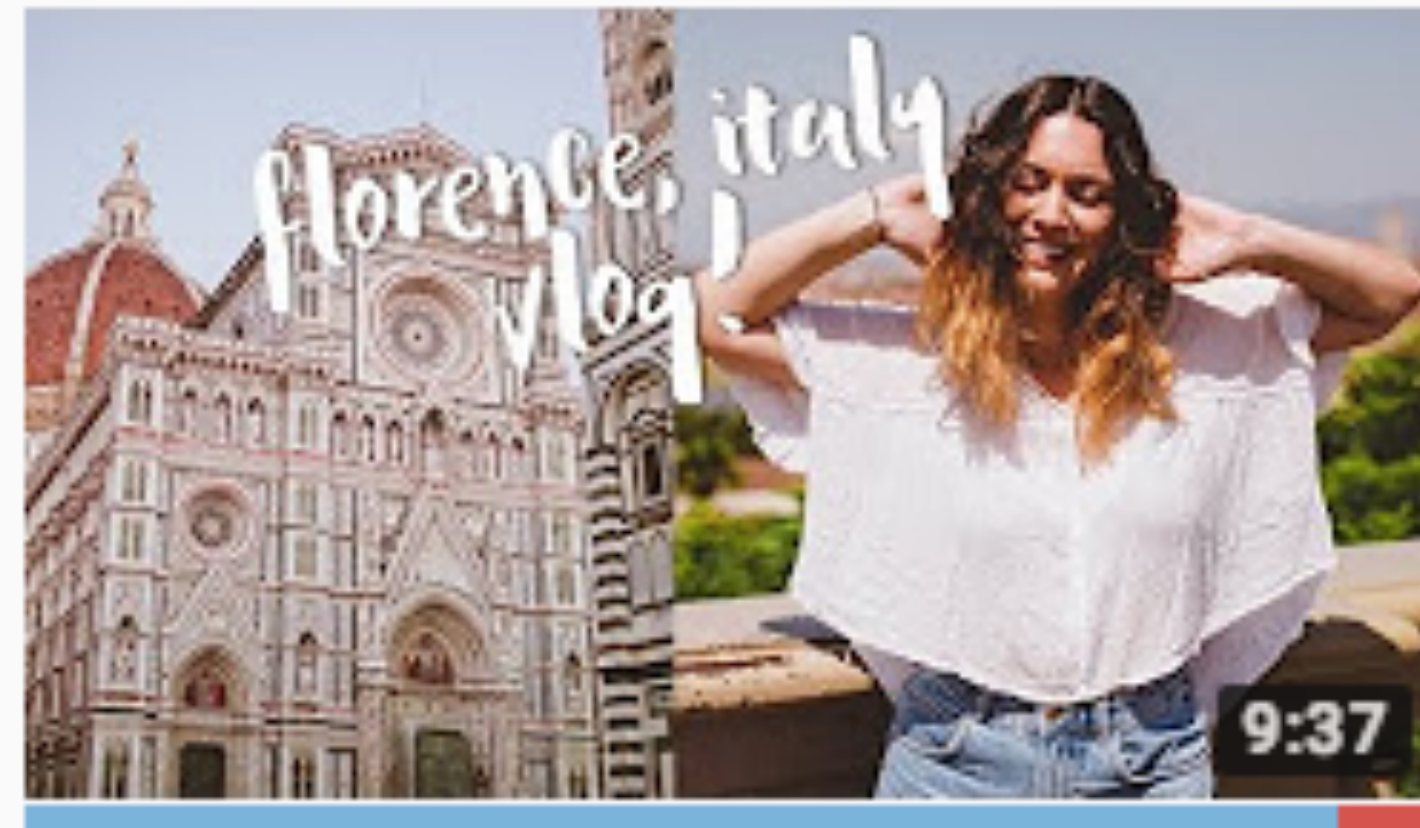
<https://www.expedia.com/Florence.d179893.Destination-Travel-Guides>

Florence, Italy, is a bustling Mediterranean city loaded with

CC

WHAT CONTENT DO PEOPLE MOST WANT TO SEE ON YOUTUBE?

72%



Exploring Florence, Italy vlog!

Julia Trotti • 14,206 subscribers 796 views • 3 months ago

LOCATION: FLORENCE, ITALY I think this is my favourite Italian city that we had the chance to visit on this trip so far! I take you

28%



Florence Vacation Travel Guide | Expedia

Expedia ✓ 377,273 subscribers 447K views • 4 years ago

<https://www.expedia.com/Florence.d179893.Destination-Travel-Guides>

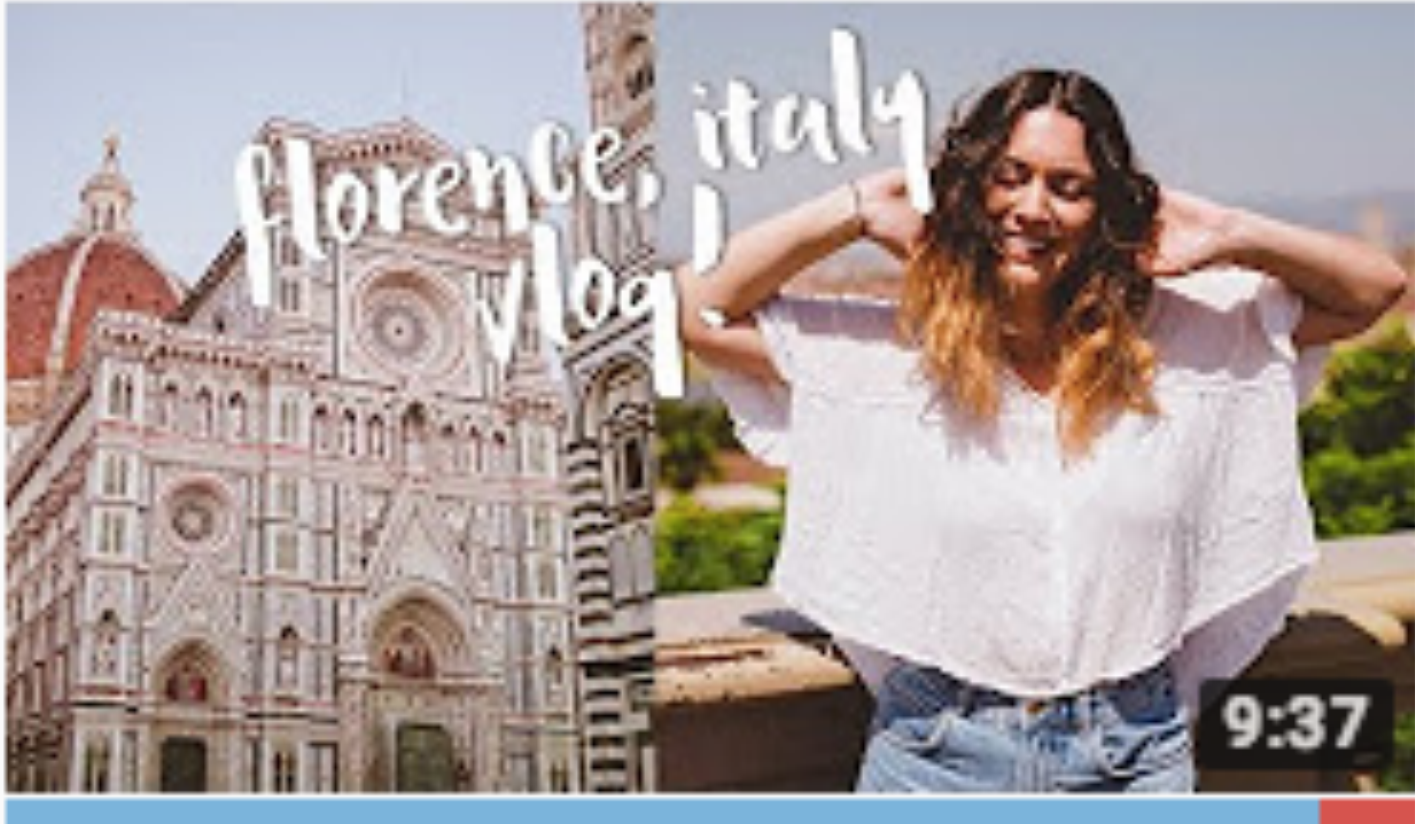
Florence, Italy, is a bustling Mediterranean city loaded with

CC



WHAT DO ALL THESE PLATFORMS HAVE IN COMMON

UGC IS KEY!



Exploring Florence, Italy vlog!

Julia Trotti • 14,206 subscribers 796 views • 3 months ago

LOCATION: FLORENCE, ITALY I think this is my favourite Italian city that we had the chance to visit on this trip so far! I take you



Carnival Cruise Line
Like This Page · September 4, 2017 · 🌟

Labor Day? We haven't done anything but play. — with Amy Brooke Revis.

Like Comment Share

👍❤️🔥 596 Top Comments ▾

31 Shares 65 Comments

Sherrelle Smith Ivahat Traveling 11 days to Bahamas growing concerned about Irma. First cruise hoping still for a good experience.
Like · Reply · 🌐 4 · September 4, 2017 at 10:46am
↳ 8 Replies

Aaron Dudley Supposed to go on Carnival Conquest on the 9th. Anyone have any updates?
Like · Reply · 🌐 3 · September 5, 2017 at 4:30am
↳ 1 Reply

Brenda Bragg Morrow Leaving on the 9th out of Miami on Vista ... bounded for San Juan, St Kitts, & St Maarten... current path of storm ... Carnival keeping us posted ... no change as yet!
Like · Reply · 🌐 6 · September 4, 2017 at 2:02pm

Write a comment... 🗨️📷📺📺



travelnevada • Following

travelnevada WHAT A WEEKEND

You guys had a ton of Nevada adventures this weekend aaaaaannnd we're kinda jealous. Thanks for tagging your posts with #DFMI so we could follow along. We seriously have THE BEST community of Nevada fans here on Instagram. THANK YOU.

#DFMI 📷 of Blue Lakes in the Pine Forest Range by @anaisislost

📷🗨️

1,209 likes

NOVEMBER 26, 2017

Add a comment... ⋮

WHERE DO TRAVELERS SHARE?

THE TOP 3:



73% Share photos on Facebook



53% Share photos on Instagram



32% Post to Snapchat
(Only 18% chose Instagram Stories)

WHERE DO TRAVELERS SHARE?

WHAT ABOUT VIDEO?



21% Share video on Facebook



16% Post video to Instagram



3% Film a video for YouTube

WHERE DO TRAVELERS SHARE?

AND TWITTER?

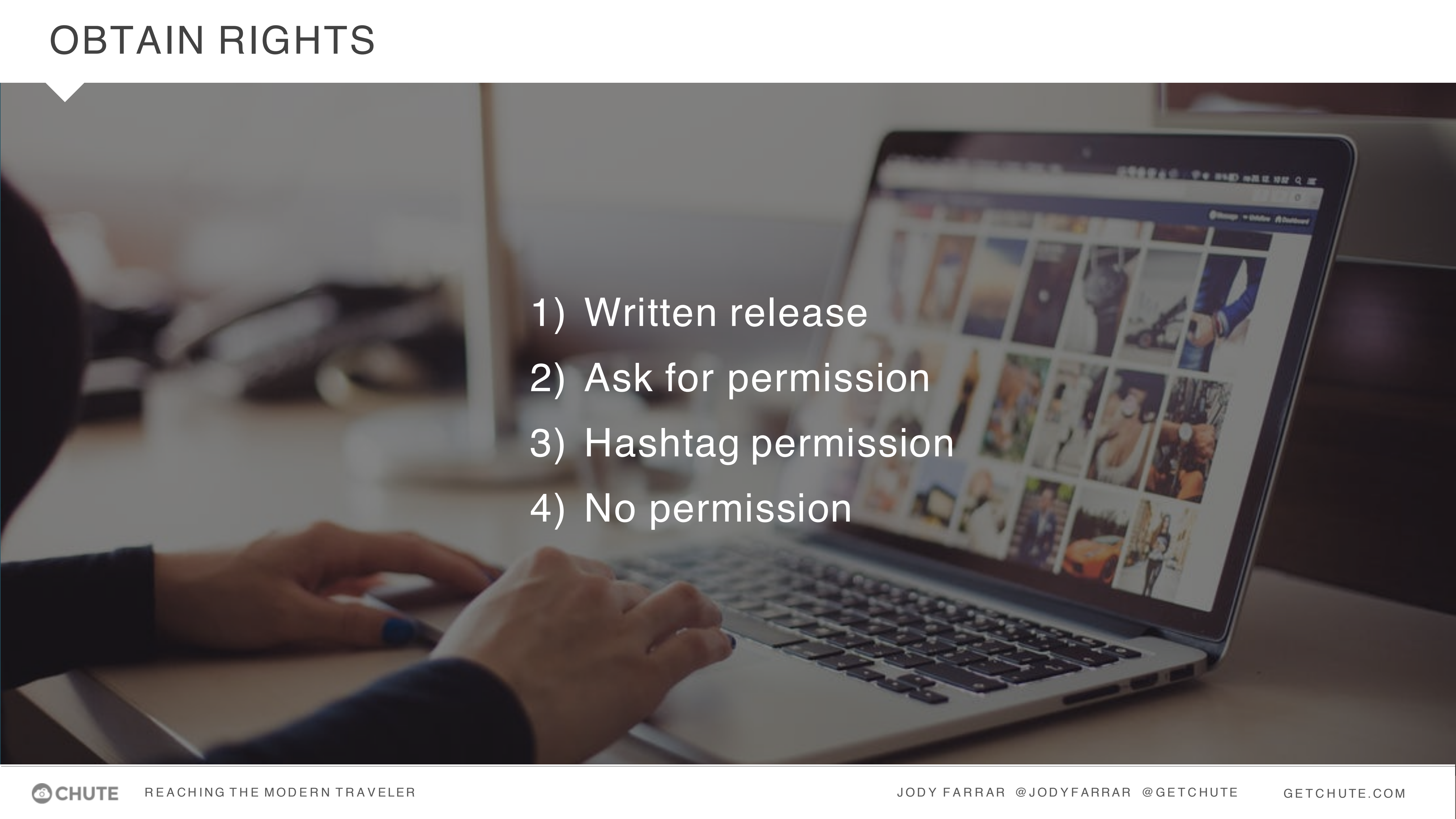


9% Would Tweet about the trip



GETTING ACCESS AND RIGHTS TO UGC

OBTAIN RIGHTS

- 
- A person's hands are shown typing on a laptop keyboard. The laptop screen displays a grid of various travel-related photographs, including landscapes, people, and vehicles. The background is slightly blurred, showing a desk and other office equipment.
- 1) Written release
 - 2) Ask for permission
 - 3) Hashtag permission
 - 4) No permission

OBTAIN RIGHTS



randomactsofpics • Follow

randomactsofpics @travelnevada Thank you. ☺ I don't understand why so much money was spent for a two year installation, but I guess that's Vegas. I wonder if it'll be on display somewhere else.

toddretired @randomactsofpics my understanding is it was all private donations. I can't say I disagree with you though. The money could have been put to use elsewhere for a permanent artistic display. Last I heard it won't be moved to a different location, just removed.

travelnevada Awesome shot! Mind if we share? If you agree and you're 18+, please reply #YesNevada. Full terms and conditions can be found at <https://goo.gl/86zPUR>

randomactsofpics @travelnevada Thank you! #YesNevada



47 likes

OCTOBER 28

Add a comment...




OBTAIN RIGHTS

RESERVE NOW


HOTELS & RESORTS OFFERS WEDDINGS MEETINGS

RESIDENCES REWARDS THE RITZ-CARLTON

English | Sign In




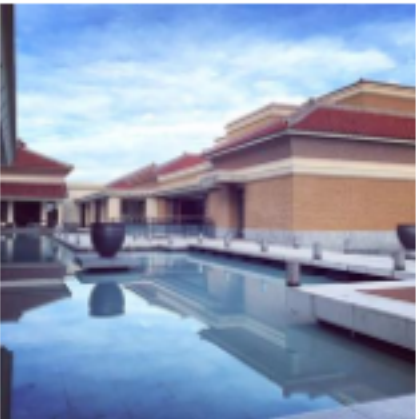

THE RITZ-CARLTON




RITZ-CARLTON
MEMORIES

Memories are meant to be revisited. We invite you to experience The Ritz-Carlton through the eyes of fellow travelers and share unforgettable moments from your own stay.

[Terms & Conditions](#) >






TERMS OF USE

By posting my memory using the #RCMemories, #RitzCarlton, or #RCReserve hashtag(s), I hereby agree to the following Terms of Use.

1. USE OF NAME, HANDLE, TEXT, PHOTO, AND LIKENESS. I hereby grant to The Ritz-Carlton Hotel Company, L.L.C. ("Ritz-Carlton"), its parents, subsidiaries and affiliated companies, and their respective successors and assigns (collectively, the "Permitted Parties") the right and permission to use my name and/or handle, image, and likeness, and the text and photograph I'm posting to a social media platform such as but not limited to Twitter , Facebook and Instagram by using the #RCMemories, #RitzCarlton, or #RCReserve hashtag(s) (collectively, the "Content") on the Ritzcarlton.com website, Facebook, Instagram,

 CHUTE

REACHING THE MODERN TRAVELER

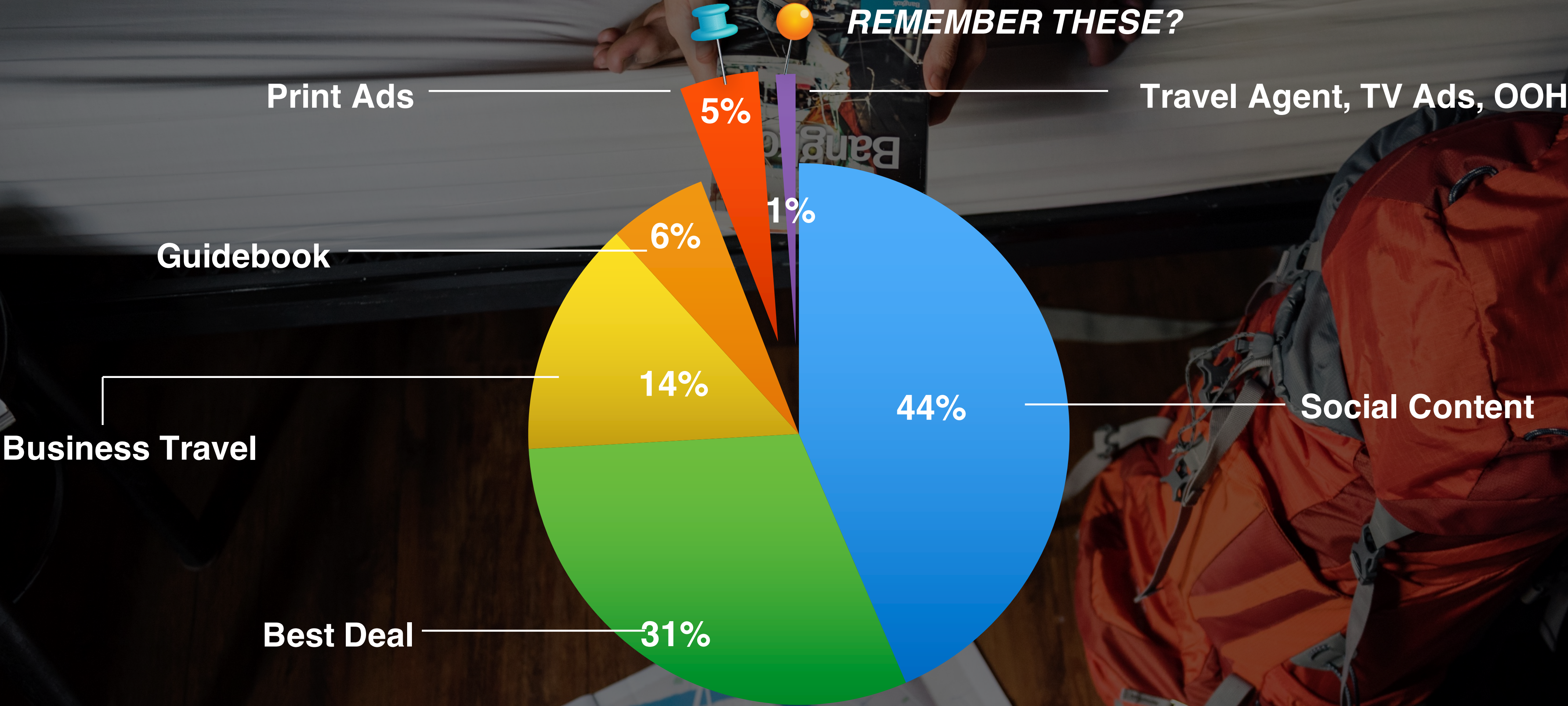
JODY FARRAR @JODYFARRAR @GETCHUTE

GETCHUTE.COM

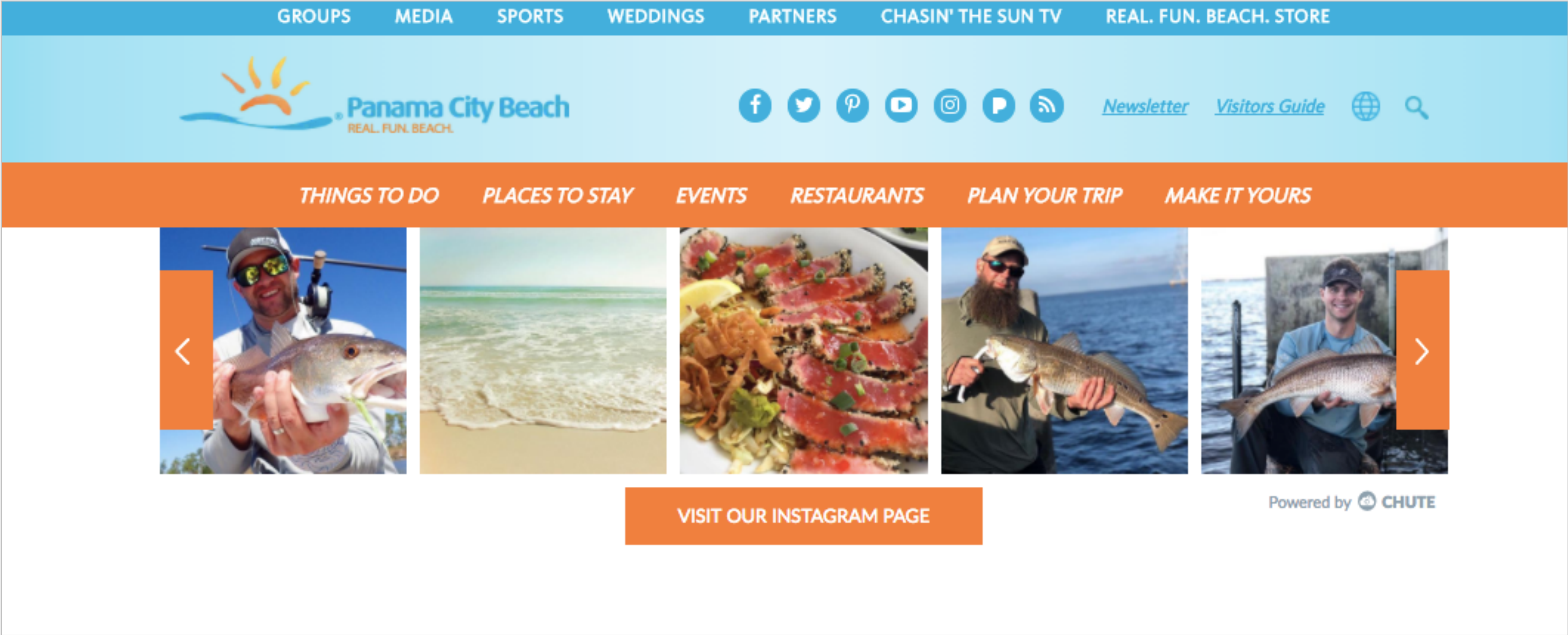


UGC ISN'T JUST FOR SOCIAL

WHAT FACTORED INTO WHERE YOU DECIDED TO TRAVEL?





WEBSITE






PARTNER LINKS



more about the different areas to discover in Panama City Beach!






hamptoninnpcb


7 days ago on  Instagram

Sandy toes, sun-kissed noses and our romance package = The perfect #ValentinesDay. Read more, link in bio.  

Share:   

Plan your fun here:




Hampton Inn & Suites
Panama City Beach

Panama City Beach

©2015 Travel PCB

Medium hazard, moderate surf and/or currents
Beach conditions are provided by
Beach & Surf Patrol

Powered by  CHUTE

PRINT ADS

SEE WHAT'S HAPPENING AT THE
#REALFUN
BEACH



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@ShimmeringSeas



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@lorenaaa.s



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@coastal Rambler


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REAL FUN BEACH

VisitPanamaCityBeach.com


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@oliviakelley21



@julia_yarema

#realfunbeach

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Reaching the Modern Traveler

New Research Highlighting Social Media Behaviors and Preferences

