

INFLUENCE MARKETING IN THE TOURISM INDUSTRY - COVID-19

50 French influencers interviewed in the Travel/Lifestyle industry

Overview of the situation in 2020


Emergence of creative and entertaining formats :

 Instagram lives


 Reels on Instagram

 Challenges on TikTok

Development of new platforms and media :

 TikTok App

 Twitch App

 Podcasts



Focus on the activities of influencers




60%

of the influencers interviewed have continued working with brands in the tourism sector in 2020




44% of influencers have continued traveling in partnership with tourism industry operators active on social media

Top 3 destinations


53%
France


26%
E.U


21%
Outside E.U

Reinventing tomorrow's tourism

100%

of influencers are ready to change their travel habits for a fairer, more ethical and responsible tourism



Ecological awakening



Traveling more ethically



Favour destinations that are close & easy to access



Limit their carbon footprint

New expectations from the communities



A great need to escape, to dream



Travel with a purpose, more interactions with locals



Strong interest in slow tourism



More eco-responsible travel



More responsibility from influencers concerning travel restrictions



A more spontaneous and authentic content, being transparent