

# TOURISM INFLUENCER MARKETING MAY HELP COMPANIES OUT OF CRISIS



Tourism and travel influencers have suffered enormously during the covid crisis. Experts however point out that there are ways how to bounce back by focusing on new angles in tourism influencer marketing.

The current pandemic has created significant disruption for businesses in a variety of sectors, but the most affected sector remains the travel and tourism industry.

As a result of the industry transformation, **the travel industry has had to rethink its marketing techniques to get the word out.** In addition, the travel industry has seen a significant evolution in digital video and a strong connection to influencer marketing throughout the pandemic.

## The Impact of COVID-19 on the Travel Industry

The outbreak has forced the travel industry to change its operations. Due to the impact of COVID-19 on the travel industry, travelers accepted new trends. As a result of being homebound, they began to surf the Internet for ways to stay stimulated.

Individuals had the opportunity to get back into a routine and recalibrate their priorities following the global epidemic. It also allowed many people to spend more time with family, especially those who needed to help their children attend virtual school.

Some tourists are attracted to nations that have suffered significant tourism losses due to the downturn. They want to help these countries by stimulating their economies. Some people enjoy traveling in style and would love to do so again. Others are looking for a peaceful tropical island where they can relax and stay connected.

The family plays a central role in this pandemic. Originally, local governments implemented home confinement, but it was impossible to communicate safely with extended family members. People used video conferencing to interact with distant relatives.

As a result of the epidemic, many people have become increasingly cautious about traveling by air. Consequently, in the coming years, more and more people will travel nationally and locally by bus, train or car.

## Discover Influencers Who Promote Sustainable Travel

Influencers are now planning to develop a new marketing strategy for their travel business partners to address the resurgence of destination travel within tourism. The travel industry will face new challenges, but also new opportunities.

Many influencers emphasize clean and safe travel. Others are trying to encourage domestic or local travel. In terms of travel standards, this is a unique and ever-changing time. It is therefore becoming interesting to focus on new influencer profiles by considering sustainability and all things related to the environment.

## **Capitalizing on Tourism Influencers: a Long-term Strategy**

Tourism influencer marketing has the power to make a difference in the travel industry. The power of the influencers has grown from people who prioritize real, long-term connections with trusted individuals. Collaborations with influencers can lead to an engaging user experience that encourages other followers to participate.

Influencers have lately been raising consumer awareness in various areas of the travel industry. Responsible and eco-friendly tourism and premium luxury tours are just two examples of topics that influencers are addressing.

### **Micro-influencers vs. Macro-influencers**

Celebrities and macro-influencers have long been used in advertising. In fact, this practice is becoming more and more common every year. Many travel agencies are already working with celebrities to use their power. Macro-influencers are those who have a high number of followers on social media.

Working with micro-influencers, on the other hand, can help you reach a wider audience while providing more relevant and authentic content to your consumers. Although current initiatives don't reach everyone, micro-influencers are a great way to get material out there.

### **Traveling Safely in Demand**

COVID-19 has caused people to reconsider their perception and experience of travel. They are now looking for virtual tourism that can take them to another place.

In the early days of the epidemic, as individuals sought ways to escape, video consumption skyrocketed. The tourism industry was quick to capitalize on this trend, producing more interesting and informative videos on their sites.

Indeed, the possibility to live indirectly through influencers in other countries has become a popular method to discover new cultures and travel to new places. This is especially true since a country like the USA for example, puts multiple constraints in place that add up, like the COVID test coupled with the ESTA constraint for the USA.

In the past, YouTubers have earned money by cooperating with companies on platforms. Travel bloggers belong to the influencers who have seen their audience grow thanks to COVID-19.

Working with influencers can help you provide local recommendations when your customers are confined at home and have limited travel options. The ability to discover local sites becomes more accessible with their help. Influencers are also great for spreading the word about your business to their followers on social media.

### **Follow the Influencer Trend on Business Content**

Previous generations prioritized family livelihoods while travel was considered a luxury. Millennials and Generation Z, on the other hand, now value more physically intense activities, including social events and travel. As a result, financial criteria play less of a role compared to the ability to travel and explore.

Also, with the development of new technologies and social media, the latest generation is

technologically sophisticated. In addition, many people are using travel influencers and content to plan their future vacations.

For example, a group of travel influencers got together to explore new places and discover areas where they could create business ideas. When customers were drawn to content that incorporated utopian experiences like love or adventure, online marketing by travel influencers gained popularity.

The appeal of travel influencers lies in their popularity and ability to connect with their followers through their travels. Travel influencers have access to places and accommodations that most people can only dream of, including stays at high-end hotels and visits to major sites.

### **Tailored Tourism Influencer Marketing**

User-generated content is a great brand marketing tool for both businesses and advertisers.

**Customers and consumers who want to promote your service or product to their followers, develop user-generated content marketing.**

When done effectively, user-generated content outperforms all other forms of advertising in terms of effectiveness and reliability. It's also inexpensive and can help with search engine optimization. In influencer marketing, authenticity is key. To get the most out of your relationships with influencers, make sure their values match yours.

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