

TIKTOK VS. INSTAGRAM FOR TOURISM



TikTok's content-sharing platform is essential for exploring new and unusual destinations worldwide.

In recent years, TikTok has been welcomed in almost every home. Highly appreciated by the youngest, its use is gradually spreading to other generations, who adapt it to their needs.

TikTok has become the essential platform for discovering new and unexpected travel destinations, making it an essential tool for modern-day travelers. It has become a prominent reference point for tourism.

Discover using TikTok for tourism

TikTok is a valuable tool in the tourism industry, as it provides a source of inspiration easily accessible to younger generations and beyond.

The platform works in particular thanks to a system of hashtags. Hashtags are words associated with the "#" symbol or "hashtags." They allow people who want to publish content on the platform to assign a category to their video.

For example, someone posting a cooking video could use the hashtags #kitchen, #cooking, or even #healthy if the published recipe is healthy.

The process works nicely for tourism. There are several hashtags on TikTok for the tourism industry. For example, #travel represents 6.7 billion views, and #tourism represents over 410 million views.

Among the most popular hashtags on TikTok, #TravelTok alone has 9.9 billion views. It is one of the iconic tourism hashtags on the platform.

There are also hashtags to determine the type of stay you are looking for. #FamilyTravel for family trips, #SoloTravel for solo trips, or even #AdventureTravel for a journey full of emotions and sensations.

According to a survey, 77% of people who use TikTok reported that the app helped inspire them to discover new travel destinations. Additionally, 50% of these users booked a vacation after seeing content related to a destination on the app, and 74% were made on a whim. This information could be valuable to those in the tourism industry who want to better understand TikTok users' behavior.

The ally of tourism professionals

The new generations use social networks daily because they are real tools for communication and research.

Tourism companies can therefore use such platforms to analyze user behavior to propose an offer in line with the concrete requests of users. TikTok is now an indispensable tool for professionals in the sector.

The platform can therefore offer a travel-related product that corresponds to what users like to see. Still, it is also an opportunity to guide consumers in their choice of holiday.

TikTok has 1.7 billion users globally, making it a source of inspiration for travelers. To attract customers, companies in the tourism industry should consider creating a TikTok account and posting appealing content to promote their services and build a lasting presence on the platform.

A strategy already in place

TikTok and tourism are now inseparable. A tourist office can study destinations with a popular "#" to create content that will find its audience. For example, #Paris has 11 million views. The Paris Tourist Office created a TikTok account (@parisjet'aime) and regularly published content for all audiences. Gastronomy, heritage, curiosities, everything is done to satisfy the curiosity of travelers.

The Booking platform has also understood how the game works. During the summer, it launched a competition by redirecting the #TikTokMadeMeBuyIt (translation: "TikTok made me buy it," a hashtag used by users who purchased after viewing content on the platform).

Booking launched #TikTokMadeMeBookIt and encouraged the community to use the hashtag and mention a friend to win a voucher on the Booking.com website. With the help of several influencers on the platform, Booking has seen strong growth on its TikTok account showcasing its services.

Using TikTok for tourism is no longer an option. It is a direct way to reach a younger and broader population, arousing curiosity, and the desire to travel. TikTok, therefore, places its pawns in front of Instagram, previously considered the leading platform for sharing tourist photos and videos.

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