

# CHOOSING DESTINATIONS BASED ON SOCIAL MEDIA



on social networks.

It is hard to miss the stunning photos of crystal-clear water, white sandy beaches, and colorful alleys on social media during summer. In fact, 61% of social media users in Germany on vacation share more pictures and videos from their trip than their daily life. Social media also plays a role in vacation planning for the majority, with 59% of Germans choosing destinations based on how shareable it is

Among German travelers aged 16-29, the number of people deciding for a vacation spot based on social media is even higher at 71%, while **at least 44% of people over 65 also use social media to share their travel experiences.** These findings result from a representative survey conducted by Bitkom Research among 1,002 people in Germany aged 16 and over.

The impact of social media on tourism is undeniable. Travelers now share their authentic experiences directly from their vacations, influencing many others when choosing destinations, accommodations, restaurants, and activities. This has led to previously unknown vacation spots gaining significant popularity through social media exposure. Tourism companies must recognize social media's business potential and ensure a strong online presence.

**Many travelers will go to great deals to capture impressive photos and videos for social media.** Shockingly, 22 percent of individuals admit disregarding barriers and prohibition signs of taking such images. Furthermore, 14 percent have even endangered themselves to capture the perfect vacation photo.

Despite the potential risks, most individuals enjoy seeing snapshots of others' holidays, with 72 percent expressing happiness. However, 27 percent may feel dissatisfied with their life when viewing vacation photos from friends, family, or colleagues. This feeling is more prevalent among younger individuals, with 33 percent of those aged 16 to 29 experiencing it. This is compared to only 14 percent of the 65 and over age group.

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