

# TOP 5 TRAVEL TRENDS ON SOCIAL NETWORKS IN 2024



From Instagram to TikTok via artificial intelligence, Tourism Review offers you an overview of the essential digital strategies on social networks for tourism brands this year.

## 1/ Internet users want authentic and embodied content

Internet users are becoming tired of overly polished and aesthetically perfect communications. Some graphic designs that are too perfect have lost their meaning to the audiences they were meant to attract. In the race for engagement and attention, raw and authentic content is now preferred over beauty, which is considered too standardized and fixed.

These findings have significant implications for the digital teams of tourism brands. Photos and videos posted on social networks must appear "unretouched," which still requires solid creative work. From minimalism to eccentricity, social media managers can give free rein to their imagination, with the common thread being a willingness to let go.

The year 2024 will transition from communication through promises to communication through proof. Sincere representations are the best way to demonstrate this. Companies give credibility to their message by revealing the teams behind their activities and entrusting them with their image. These spokespersons are the new muses of customer relations, and their activation is part of the strong trend of employee advocacy.

Regarding digital advertisements, emotional content is the most effective one in capturing the audience's attention, especially for young people. Entertainment and creativity are the first pillars of a successful campaign. To reduce costs, the "content recycling" strategy involves disassembling and distributing content in various formats. The objective is to address the target audience multiple times from various angles to convince them without fatigue (conversion).

## 2/ Community engagement shifts to private conversations

There is a growing trend for people to share updates within more intimate circles, such as groups or private messages, rather than posting them publicly on social networks. Concerns over data scandals, mental health, privacy, and the polarization of public discourse are driving this shift toward private communication.

Snapchat has been particularly successful in this area among those under 30, with more than 20 million daily visitors in France. Platforms like Meta, Facebook, and Instagram have also launched messaging features to benefit from this trend. The shift from public to private communication impacts engagement on public posts, particularly comments, causing brands to re-evaluate their metrics.

This presents a new challenge for marketers, as they need to understand how users connect, discuss

products, and seek connections to create personalized engagement methods and build strong customer relationships.

### **3/ LinkedIn, essential, becomes an excellent B2C channel**

Destinations and tour operators have recognized the significance of enhancing their presence on LinkedIn. With over a billion members, this professional social network is viral and has a large audience (nearly 17 million monthly visitors in France only). LinkedIn has overtaken X (formerly Twitter) and become the best corporate communication channel.

Just like on other social networks, the most successful editorials on LinkedIn are the ones that are aimed at a particular audience, provide relevant and engaging content, and are aligned with the objectives of a company or an individual. The LinkedIn platform is so active that its algorithm had to be adjusted in September 2023 to provide users with more engaging content. Tourism brands must put more effort into their editorial content to adapt to these changes, but it is worth it. LinkedIn offers an excellent platform for professionals to showcase their human resources, projects, results, commitments, and employees.

### **4/ Generative AI, the new El Dorado**

In 2023, generative AI has become the most publicized subject that has significantly impacted our daily lives, especially those of marketing professionals. One of the earliest applications of AI was the conversational assistant.

Today, it has improved dramatically and enables community managers and customer services to automatically handle many inquiries and requests from social networks. Additionally, it can identify personas and generate complex texts, which is quite impressive. However, the most noteworthy breakthrough of AI in the digital team's daily routine is the production and retouching of visual content.

### **5/ Ad activation is inevitable**

After a decade of actively using social media, tourism brands are now realizing that free visibility only sometimes translates to solid engagement, large audiences, or significant commercial impact. This has led to a decline in the effectiveness of social media strategies for professionals who need to invest more in their editorial and advertising campaigns.

In 2024, the "pay to play" trend will dominate social networks. This means those who do not advertise will not achieve notable results. Digital teams that have invested in creative and well-funded advertising measures have demonstrated impressive results.

Organic performances still exist but require an efficient media engine to sustain them. Advertisers are tightening budgets in the current permanent crisis and opting for safe and profitable communication methods.

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