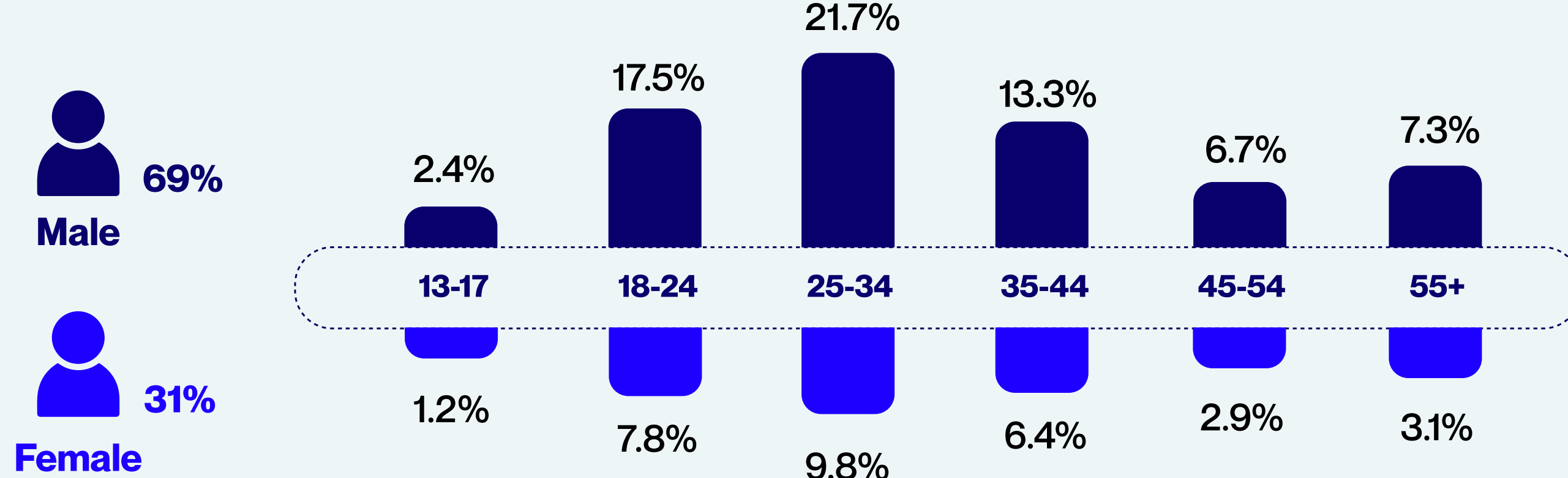


Travel

To understand travel industry consumers we dive into audience demographics, content preferences, and ecommerce behaviors of the travel audience on social video

Audience



Content

Year Over Year Views

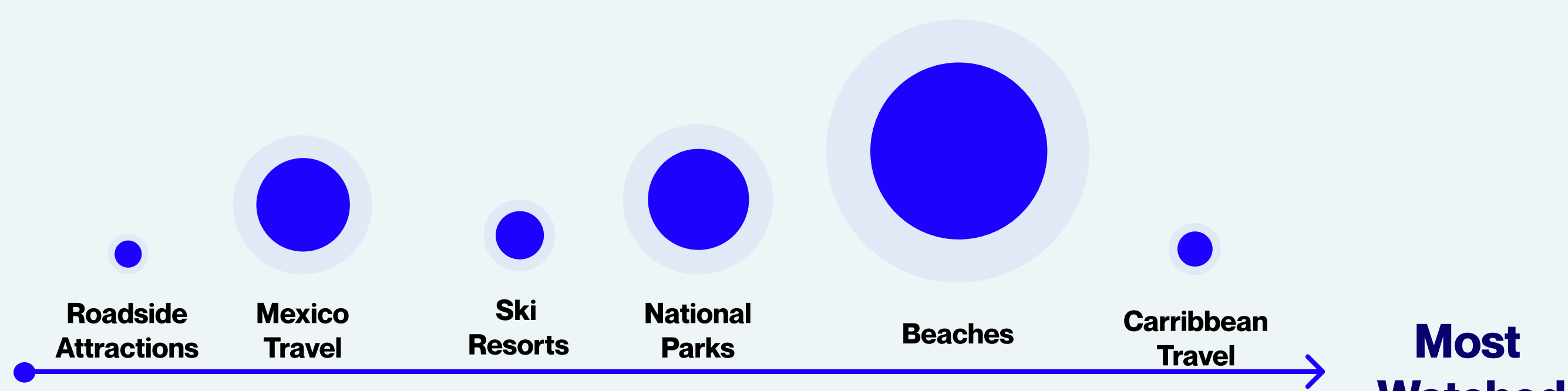
+29%

97.2B

Last 365 Days

75.5B

365 Days Prior



The size of the dot indicates the number of videos in each category on YouTube. Categories with high viewership and low supply represent areas of opportunity for brands and creators. YoY timeframe is October 2021-2022 versus October 2020-2021. Data available upon request.

Behavior

What they watch:

Travel Content

- Travel TV
- Hong Kong Travel
- World Heritage Sites
- Landmarks
- Luggage

Other Content

- Gratitude
- Mythology
- Racing Cars
- Lumberjack Sports
- Docuseries

What they buy:

Products

- Motorcycle Helmet Accesories
- Phone Lens Attachments
- Portable Power Banks
- Women's Tweezers
- Fishing Hats

Brands

- SOLGAR®
- Wrangler
- TRAVELON.
- Timberland
- GoPro

Websites they visit:

The Nomadvisior
thenomadvisior.com

SPACENEWS
spaceneews.com

THE TOUR Guy
thetourguy.com

WHAT SHOULD I READ NEXT?
whatshouldireadnext.com

new balance
newbalance.co.uk

These insights stem from an analysis conducted using Tubular data on thousands of social videos. Behavior data connects social video viewership to ecommerce activity on Amazon.com. Data available upon request.



Travel content inspires its viewers to get out in the world and create their own! This audience loves to shop for photo and video accessories from **GoPro** and is **5.9x** more likely to shop for **Phone Lens Attachments**.



Carribbean Travel content offers marketers a **white space opportunity**. With high demand and low supply of videos, partnering with creators in the category is a sure way to cut through the clutter and reach travel viewers.



Travel lovers do their research! They are **4.5x** more likely to watch **Travel TV** and **3.8x** more likely to watch content on **Landmarks**. This content inspires trip itineraries for future travels.

Interested in supercharging your social video strategy?

Get in touch