

Beat: Travel

## **WE ARE WHERE WE HOLIDAY, Rise of the -Instagrammable Trip-**

By TRAVELZOO

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**USPA NEWS** - Travelzoo, a Travel Deal Site with exclusive offers for mMmbers, predicts the future success of Tourism Destinations will lie in their ability to deliver an 'Instagrammable holiday'. This is based on the findings from Travelzoo's Autumn Travel Trends Survey issued on August 17, 2017....

Travelzoo, a Travel Deal Site with exclusive offers for mMmbers, predicts the future success of Tourism Destinations will lie in their ability to deliver an 'Instagrammable holiday'. This is based on the findings from Travelzoo's Autumn Travel Trends Survey issued on August 17, 2017. The Survey reveals that how a Holiday photo will look on Social Media Platforms is an important consideration for 55% of those born after 1996 (Generation Z). The appeal of Social Bragging declines going back each Generation. Millennials (those born between 1987 and 1995) are highly focused on the Photogenic Appeal of their Holiday Choice (42%), but just 10% of both late and early Boomers (those born between 1946 and 1965) consider this when booking a Holiday.

In terms of the power of social media to influence Holiday Bookings, the Generational Split is vast. Almost two thirds of Generation Z use Social Media for inspiration on what to book, but only 10% of older Boomers say Social Media has an Influence on their Decision Making. For Millennials and Gen Z, Facebook and Instagram are the most Powerful Channels, with Facebook marginally more influential for Millennials.

Savvy Hotels, Restaurants and Resorts are realising how important it is to enable Customers to create the best Visual Impression of their Experience. Thomas Cook recently opened a new Line of Resorts called Casa Cook, which have been designed with features that will photograph well and appeal to a Younger Demographic.

Generation X is the most concerned of all Generations about Privacy Online and limit posting on Holiday because of this. Millennials are the least concerned about their Privacy being compromised through Social Media but this Group are the most aware (34%) of the pressure to Project the image of the 'Perfect Holiday' while they are on a Trip. Authenticity is a Trend most noted by Generation Z, with one in four saying they think People are doing less obviously Touristy activities on Holiday.

While the Appetite to share the Holiday Experience on Social Media shows no sign of abating, the Survey also reveals an awareness of the Benefits of switching off digitally (and this is true across all generations polled). Despite their love of Social Media 53% of Millennials and 45% of those born after 1996 say the idea of totally disconnecting digitally on Holiday is appealing to them and over 60% of Generation Z say switching off from Social Media and emails would help them recharge more on Holiday.

Source : Travelzoo

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