



Search to Stay

How to Win Tourists on Social
Media Platforms

**SMART
SOCIAL** *Secrets*

ZOETICA MEDIA, LLC

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Hi, I'm Kami

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Author, ***The Most Amazing Marketing Book Ever***

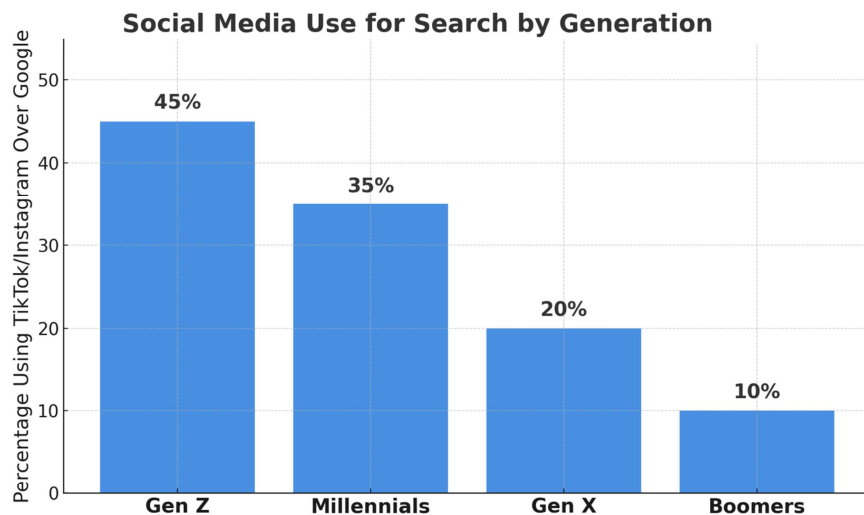
Mom of three teenagers...

Forbes



STATS

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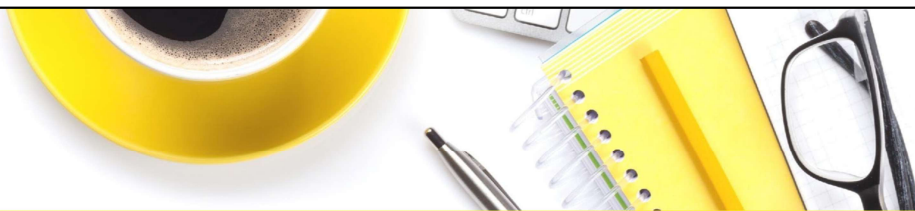


**Who's Searching
on Social Media?**

45% Gen Z
Instagram and TikTok

Forbes Advisor and Talker Research, 2024

using an April 2024 survey by Forbes Advisor and Talker Research of 2,000 Americans, noted that 45% of Gen Z are more likely to use “social searching” on sites like TikTok and [Instagram](#) instead of Google. That’s compared to about 35% of millennials, 20% of Gen X, and less than 10% of Boomers. Even as Gen Z grows older, they’ve increasingly relied on social media as their primary search engine.



Social Media and Travel (US TikTok Users)

60% interested in visiting a new destination

35% traveled to a new destination. (45% of Millennials)

32% booked a stay at a resort or hotel

28% have visited an attraction

MGHUS Survey, 2022

<https://www.mghus.com/blog/survey-tiktoks-undeniable-impact-on-travel-and-tourism>

**Results are based on a national survey of 1,139 U.S. TikTok users. The survey was fielded July 16-18, 2022 using SurveyMonkey Audience. The margin of error is +/- 3.06%.*



Don't Forget Pinterest and YouTube

Pinterest:

Over **1 billion** travel-related searches and **10 billion** saves in a year, making it a hub for travel inspiration.

YouTube:

88% of YouTube travel-related searches focus on destinations, attractions, points of interest or general travel ideas

Pinterest Travel Report, 2024
Think With Google Research, 2024

https://newsroom.pinterest.com/news/the-pinterest-summer-2024-travel-report/?utm_source=chatgpt.com

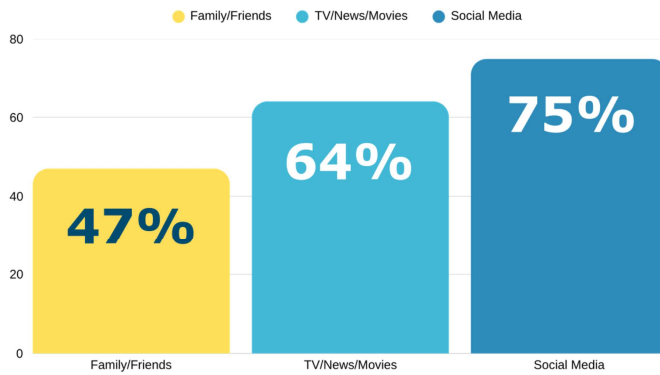
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STATS

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Impact on Travel Destination Choices



48%
Travel to
Show Off

American Express, Morning Consult, 2023

Video Rules, Especially Short Form

- 91% of marketers are currently integrating video into their marketing strategies.
- 90% of marketers reported that video marketing provided them with a positive ROI.
- 89% of people say they want to see more video content from brands.
- Video accounts for 82.5% of global internet traffic.
- 66% of consumers report short-form videos is most engaging
- 82% of people stated that watching a video influenced their decision to purchase a product or service.
- The average user spends 88% more time on websites that have videos.

Source: <https://www.demandsage.com/video-marketing-statistics/#:~:text=Video%20accounts%20for%2082.5%25%20of,on%20websites%20that%20have%20videos.>

PLATFORMS

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Platform	Purpose	Key Tips
Instagram/Facebook	Inspire, stay top of mind	Use Reels, Stories, geotags, highlights
TikTok	Discovery + entertainment	Keep it real, casual, local flavor
Pinterest	Trip planning + saving ideas	Pin guides, itineraries, seasonal events
YouTube Shorts	Deep content, searchable reach	Repurpose Shorts from Reels/TikTok
LinkedIn	Professional authority + thought leadership	Post articles, carousels, thought pieces

Ideal Length - 60 seconds

TOOLS

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EDITING

- Canva
- Opus Pro
- Descript
- Edits (Meta app)
- CapCut (TikTok App)
- LightCut
- Filmora Wondershare

SCHEDULING

- Loomly
- Planoly
- Cloud Campaign
- Meta Business Suite
- LinkedIn Scheduling



Pro Tip:

Create a long form video, a blog post, short form videos, and then carousels and written posts.



The Content Generator, ChatGPT Custom App



<https://pxl.to/contentgenerator>



EXERCISE

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What to Post?

1. **Show the experience** (sunset, coffee pour, music, a wave crashing)
2. **Tell a human story** (team, guest quote, funny moment)
3. **Help someone plan** (FAQ, best time to visit, how to book)

EXERCISE

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Be Audacious to Stand Out

1. Act 1: Disrupt the Medium

Unexpected format or space: mural stories, coaster QR codes, live from the dock

1. Act 2: Disrupt the Narrative

Try raw stories, show fails, use different perspectives, experiment with storytelling tricks

1. Act 3: Disrupt the Storyteller

Try guest takeovers, unexpected voices (kid, critic, fisherman), or social objects (banana!)

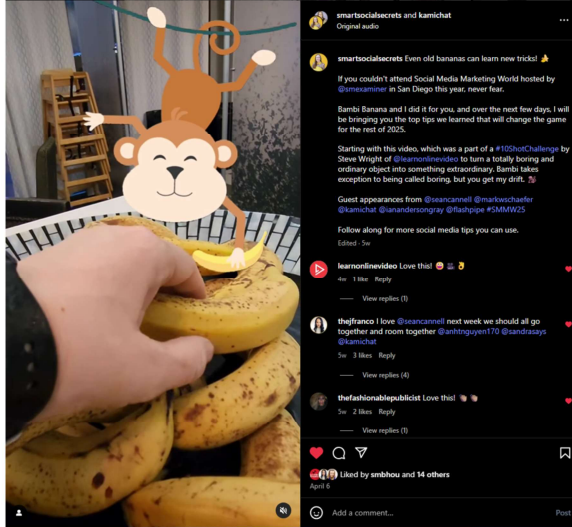


Examples of brands that have used some of these methods

<https://www.one-tab.com/page/qxjj2ARVR9q9yEHRwsRRsg>

EXERCISE

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Ditch the Pandemic of Dull!

<https://www.instagram.com/p/DIH-iOOpBRW/>



EXERCISE

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Get Visitors to Tell the Story

- Set up shareable experiences
- Use QR Codes (pxl.to, bit.ly)
- Run a contest with a branded hashtag
- Create a photo booth
- Partner with a creator/influencer (collaborate on Insta)



EXERCISE

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Hands On: 3 Video Ideas

- **Post 1:** A real moment or visual people love
- **Post 2:** A tip or how-to (best table for sunset, where to park)
- **Post 3:** A personal story or highlight (employee, guest, owner POV)

Plus, can you disrupt the medium, narrative or storyteller for any of these?

Hands-On: Plan 3 Posts (25 min)

“Now let’s make this real. You’re going to plan 3 posts — and if you want, use the GPT tool to help.”

Give them a worksheet or whiteboard slide:

A top-down view of a desk with a cup of coffee, a keyboard, a spiral notebook, pens, and glasses. The image is overlaid with a semi-transparent blue rectangle containing the text "SHARING & QUESTIONS?".

SHARING & QUESTIONS?

Stay with me....

COMING UP

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Upcoming Sessions

- June 11 – How to Create an Effective Digital Marketing Plan
Strategies to boost visibility and attract more summer visitors.

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SEEN ON



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