Opening New Worlds
Exploring the travel universe on Instagram
In a typical week, we saw close to 1M unique users search for travel related hashtags on Instagram globally, with over 160M posts for #travel worldwide.

Travel Enthusiasts skew towards Millennial women

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>40%</td>
</tr>
<tr>
<td>Female</td>
<td>60%</td>
</tr>
</tbody>
</table>

MEDIAN AGE OF 29

They follow a range of accounts and hashtags, from adventures to staycations

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>#adventure</td>
<td>Over 38M</td>
</tr>
<tr>
<td>#roadtrip</td>
<td>Over 25M</td>
</tr>
<tr>
<td>#staycation</td>
<td>Over 1M</td>
</tr>
<tr>
<td>#vacationmode</td>
<td>About 1M</td>
</tr>
<tr>
<td>#hiddengem</td>
<td>Over 290K</td>
</tr>
</tbody>
</table>

Their passions intersect, going beyond travel

Travel
Food

“Maybe you will never go to Tokyo or Venice, but [through Instagram] you can see personal images of individuals who have.”
—Carmen from LA

Travel respondents from our survey use Instagram to travel like a local

find things to do on Instagram when traveling to a new place

And they turn to Instagram because it

ENCOURAGES THEM TO FANTASIZE ABOUT VISITING EXCITING PLACES 96%
EXPOSES THEM TO DIFFERENT CULTURES 95%
PROVIDES AN OPPORTUNITY TO REJUVENATE AND RECHARGE 94%

Marketer Takeaways

Open new worlds
People seek to delve deeper into different cultures, they yearn to see other ways of experiencing life in new places. Use global and cultural insights to educate and inspire. Utilize your messaging, copy, and creative to pique curiosity and expand people’s worlds.

Connect to hometown adventurers
Tap into the urge for people to explore their own towns as tourists. Use video and Instagram Stories to reveal the unknown in the backyards of hometown adventurers, day trippers and people looking for stress-free staycations.

Use storytelling throughout the travel journey
Travel Enthusiasts like to be inspired before, during, and after their travels—from researching a trip to remembering it—video is a powerful way to connect your brand to the journey while storytelling.

Sources:
1 Instagram Data, Feb 2017. 2 Instagram data based on audiences eligible to see ads on Instagram based on a variety of factors. Data based on US users that are ages 18-65+, male/female, travel related hashtags, based on 28 days prior to Mar 9, 2017. 3 “Instagram Passions” by Coherency (Facebook-commissioned study of 1,662 people ages 18-65 in the US), Oct 2016.