



BrandGraph®

COVID-19 DATA BRIEF

# Travel & Tourism

Influencer Marketing  
and Coronavirus

APRIL 2021







#### BACKGROUND

This brief for the travel and tourism industry is based on BrandGraph analysis of over 1.2 billion pieces of social content, created by over 10 million influencers. There were 241 travel and tourism brands analyzed in this study, including airlines, hotels, timeshares, and theme parks, among others.

#### GOALS

- Provide insights for our partners who are responsible for marketing travel and tourism related products and services as Coronavirus impacts the industry.
- Inform, educate, and assist decision makers that must adapt to a high stress environment and continue to operate their businesses.
- Help all parties understand sensitive topics and how they may be able to interact with consumers during an unprecedented national crisis.
- Protect the brands, influencers, and end consumers that make our industry work.

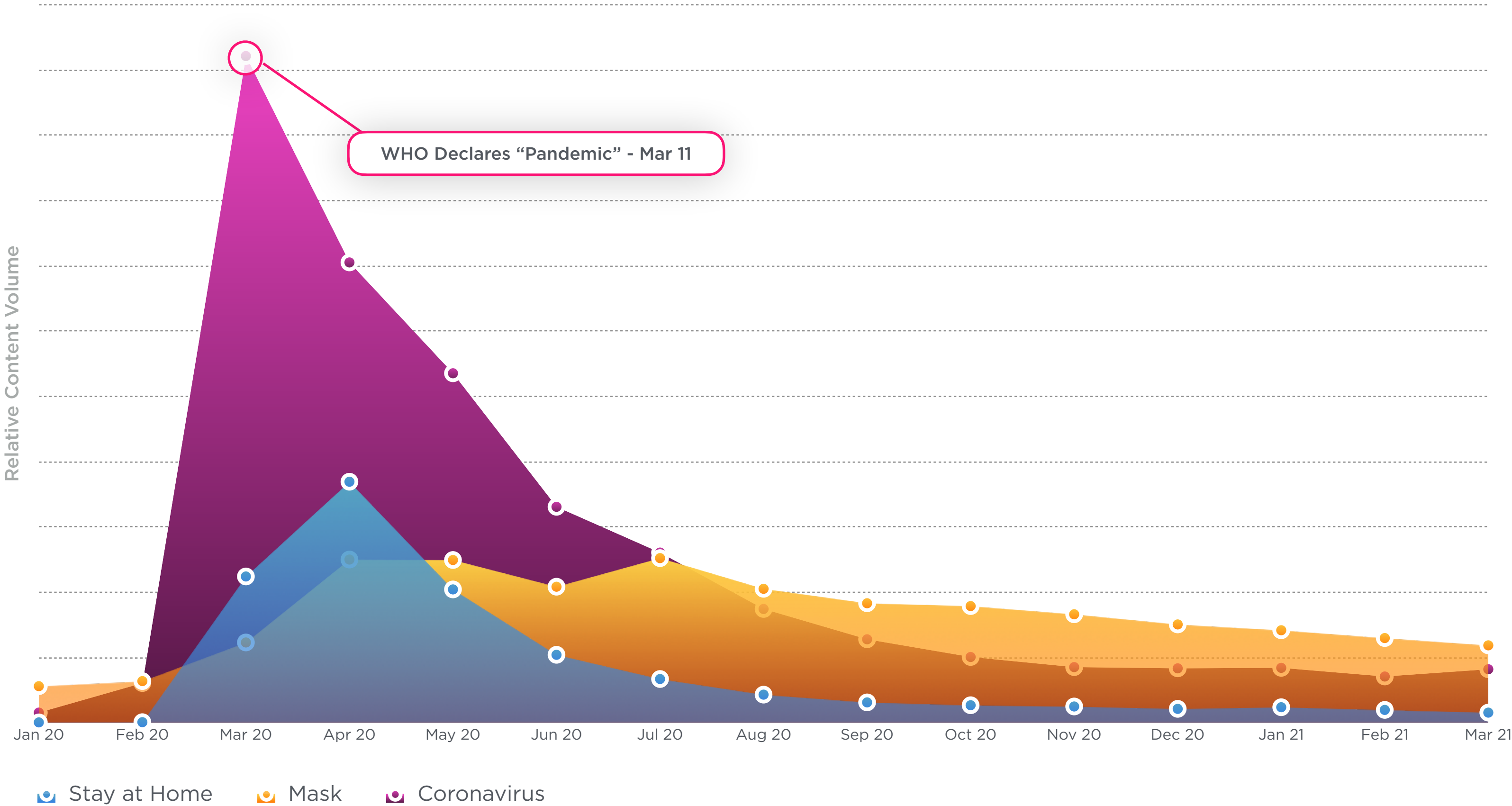


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# Coronavirus Content Trends

Relative Content Volume by Keyword



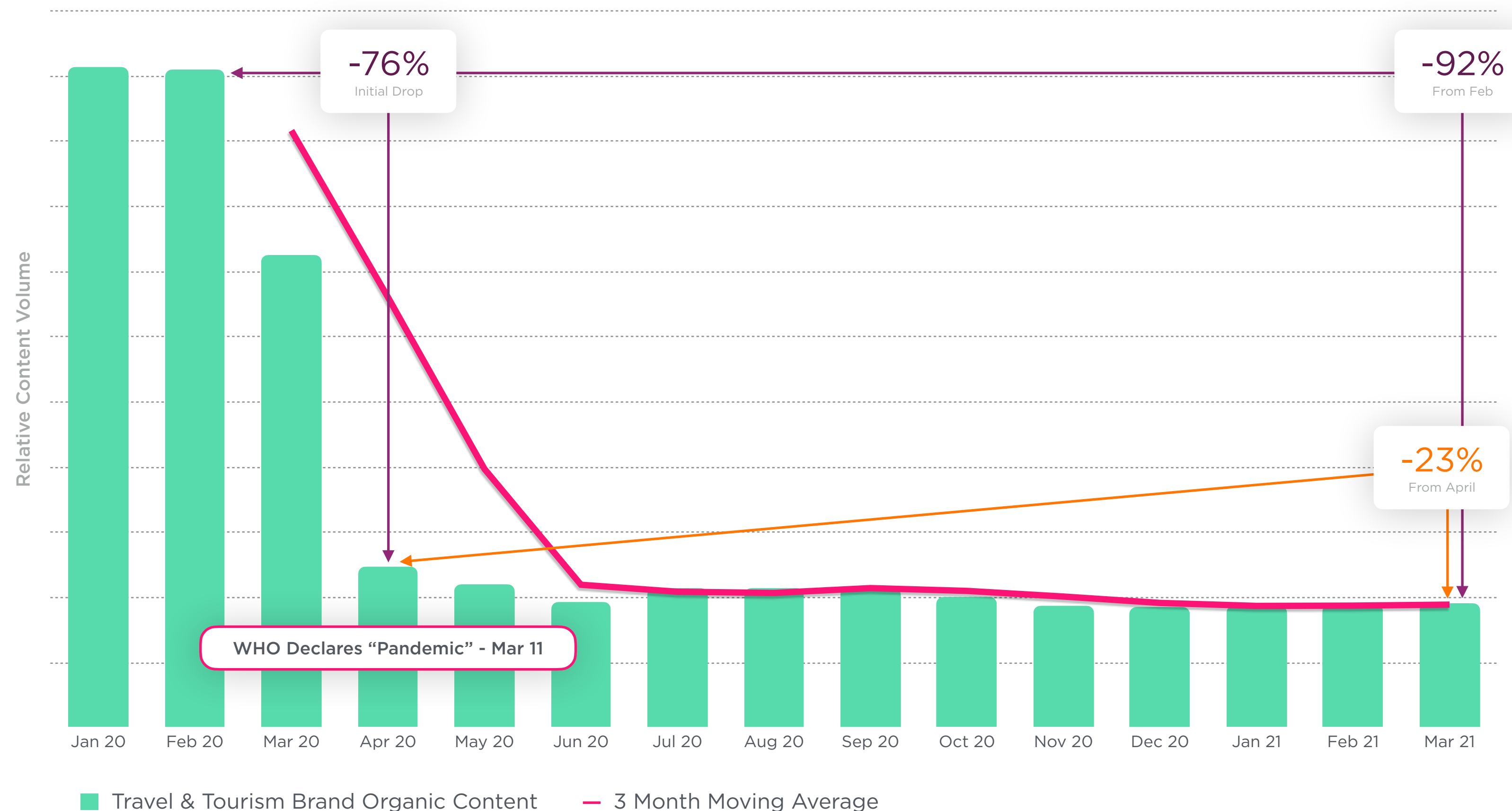
Social media content has shifted from a lockdown mindset to a safety mindset. Pandemic-related content continues to fall overall.

Coronavirus content peaked in March with the declaration of a pandemic by the World Health Organization (“WHO”).

While the world is still grappling with COVID-19, there has been a significant shift in content since that time.

# Travel & Tourism Brand Content Trends

## Organic Content : 15 Month Relative Content Volume



The overall volume of organic content mentioning travel and tourism brands continues to fall despite more business re-openings.

### Brand Opportunities

- The lower volume of travel and tourism content makes it easier to capture share of voice in the category.
- Decreased demand for travel and tourism influencers can create pricing power for those that are offering influencer sponsorships.



IZEA INSIGHT

While many travel industry companies have started to reopen and more people are taking advantage of those services, people may be **more hesitant to share** travel experiences for **fear of being judged.**

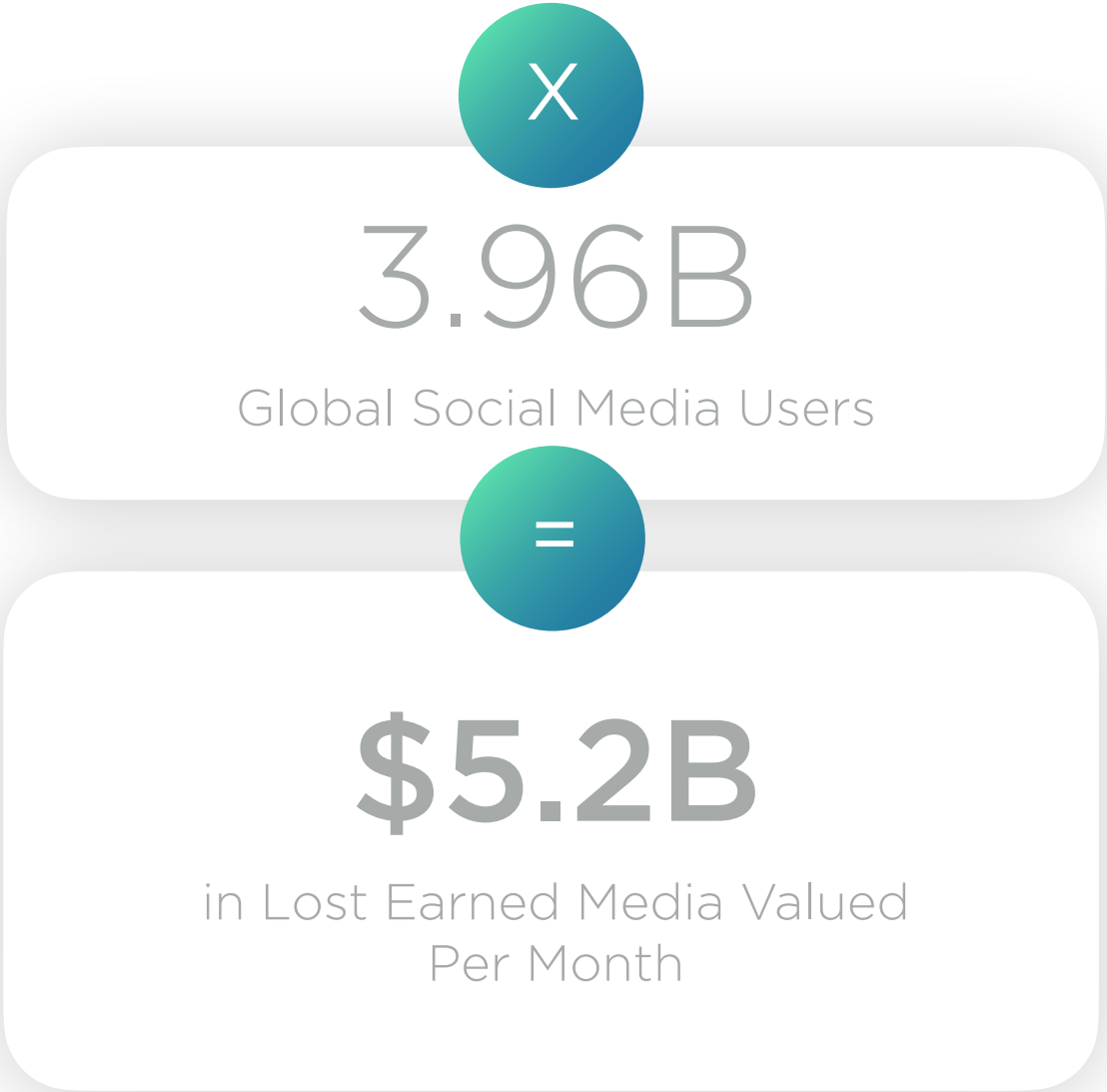
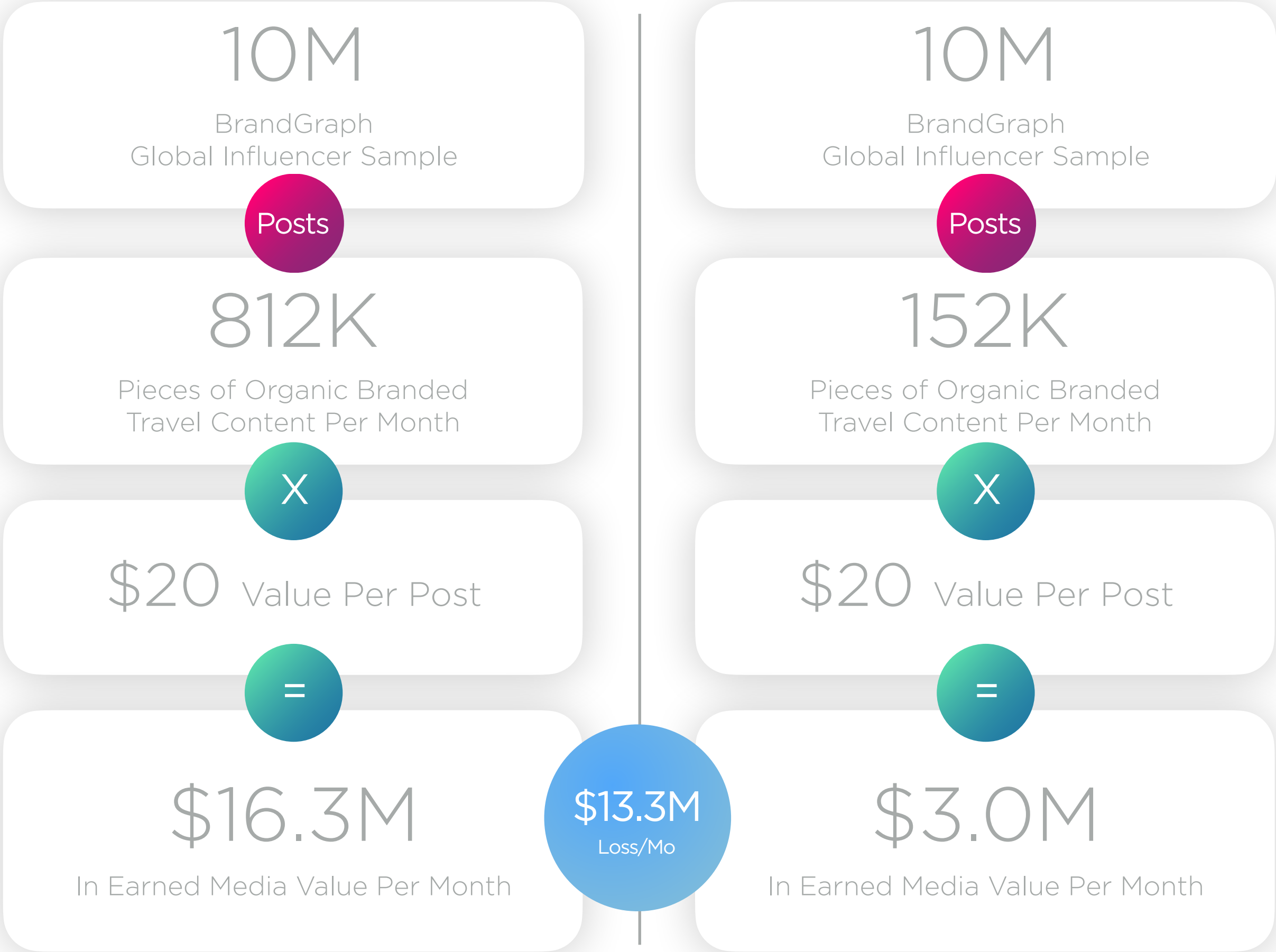




# Calculating Earned Media Impact

JANUARY 2020 - PRE COVID

MARCH 2021 - POST COVID



Applying BrandGraph sample data to the broader global universe of social media users reveals an estimated monthly loss of **\$5.2 Billion** dollars in earned media from people not sharing travel experiences.



#### KEY TAKEAWAY

The travel and tourism is losing billions of dollars in earned media each month because people are not sharing their experiences through social media.

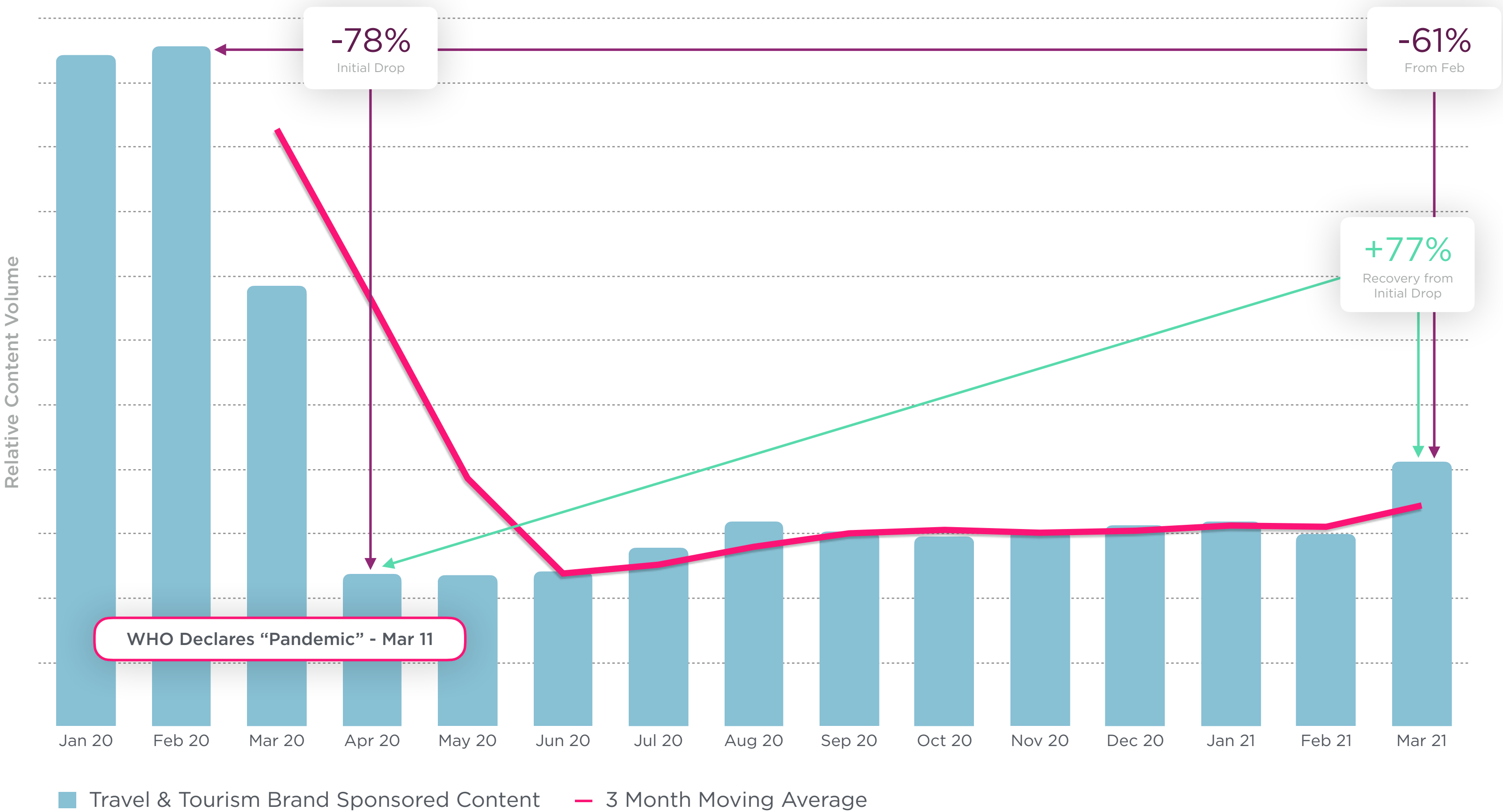
The travel industry has an opportunity to invest with influencers in order to rebuild consumer confidence and comfort with sharing travel content once again.





# Travel & Tourism Brands Content Trends

Sponsored Content : 15 Month Relative Content Volume



The beginning of a Travel & Tourism Influencer Marketing Recovery:

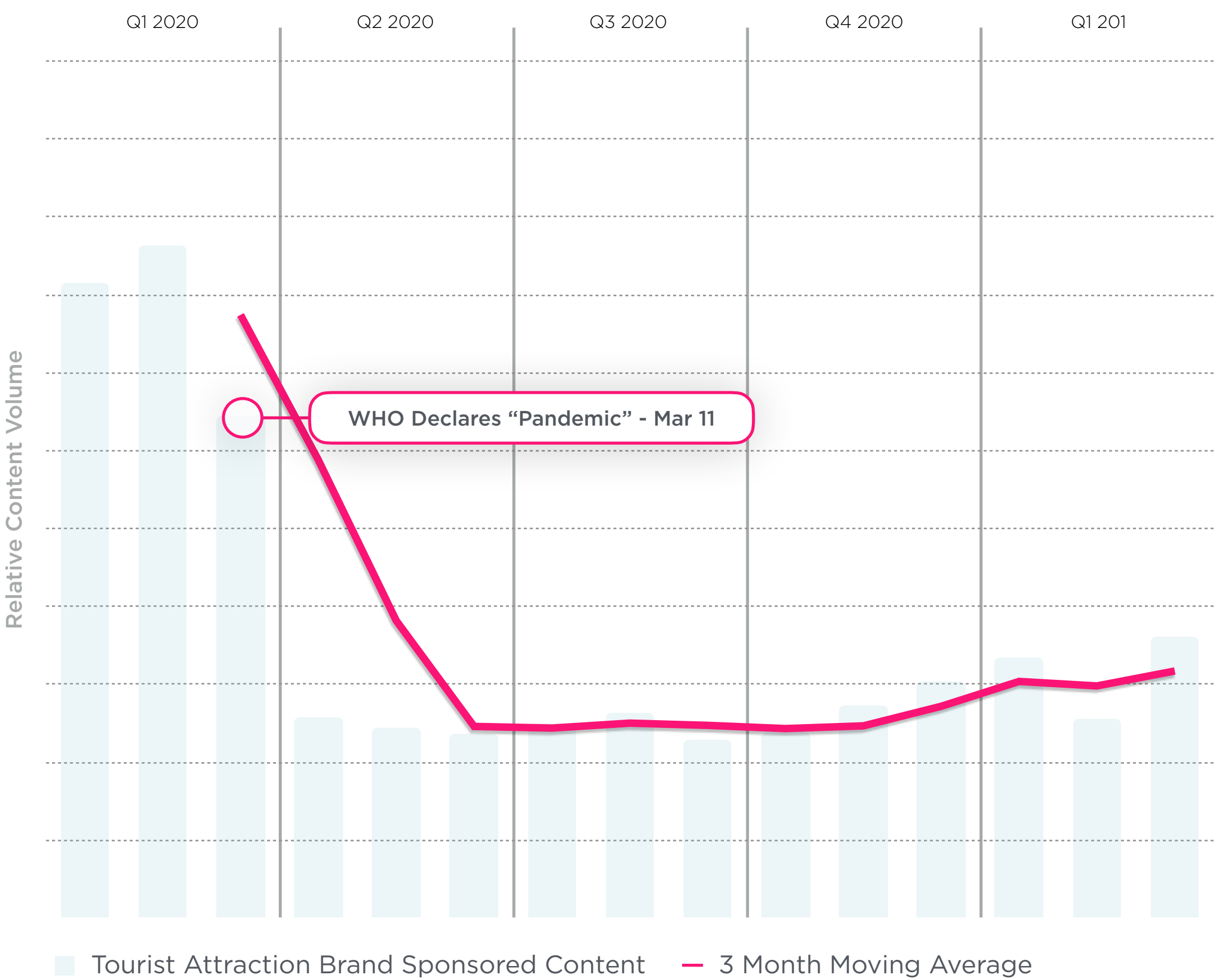
BrandGraph data reveals that sponsored content for travel and tourism brands fell dramatically beginning in March when “Stay-at-Home” orders went into effect for many states.

Sponsored influencer content has since recovered 77%, though still dramatically down from pre-Coronavirus levels as brands start to reinvest in growth.

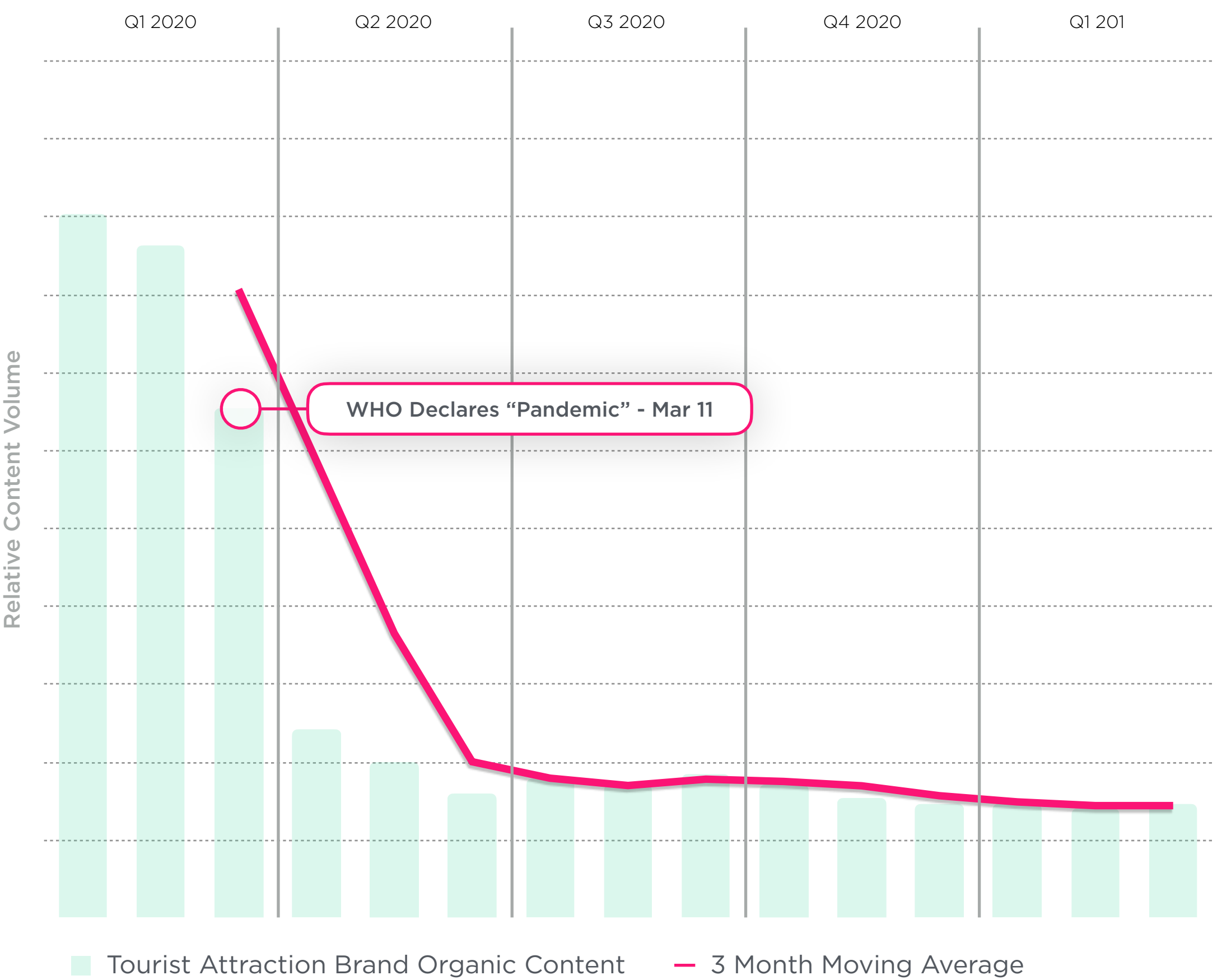


# Tourist Attraction Content Trends

Sponsored Content : 15 Month Relative Content Volume



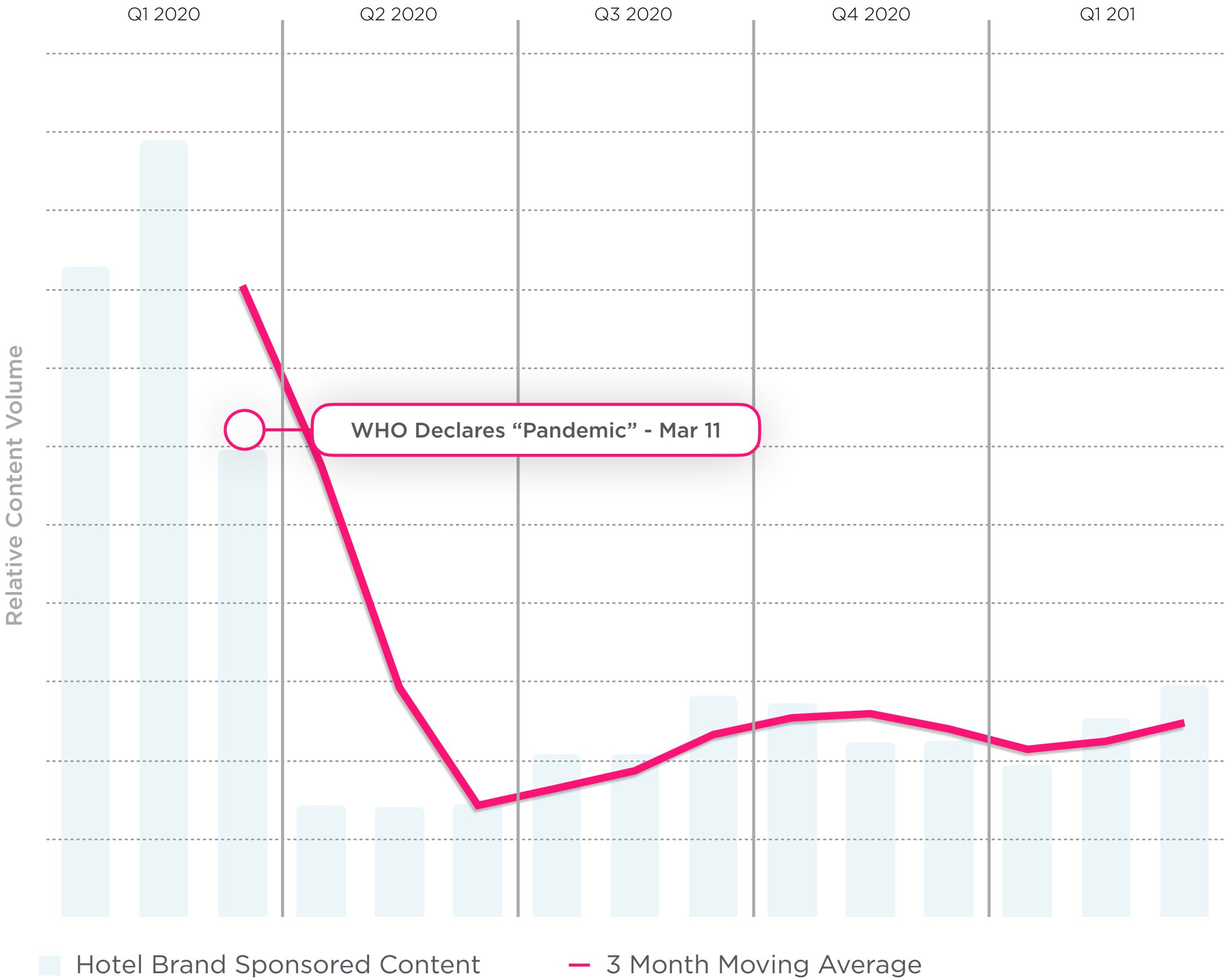
Organic Content : 15 Month Relative Content Volume



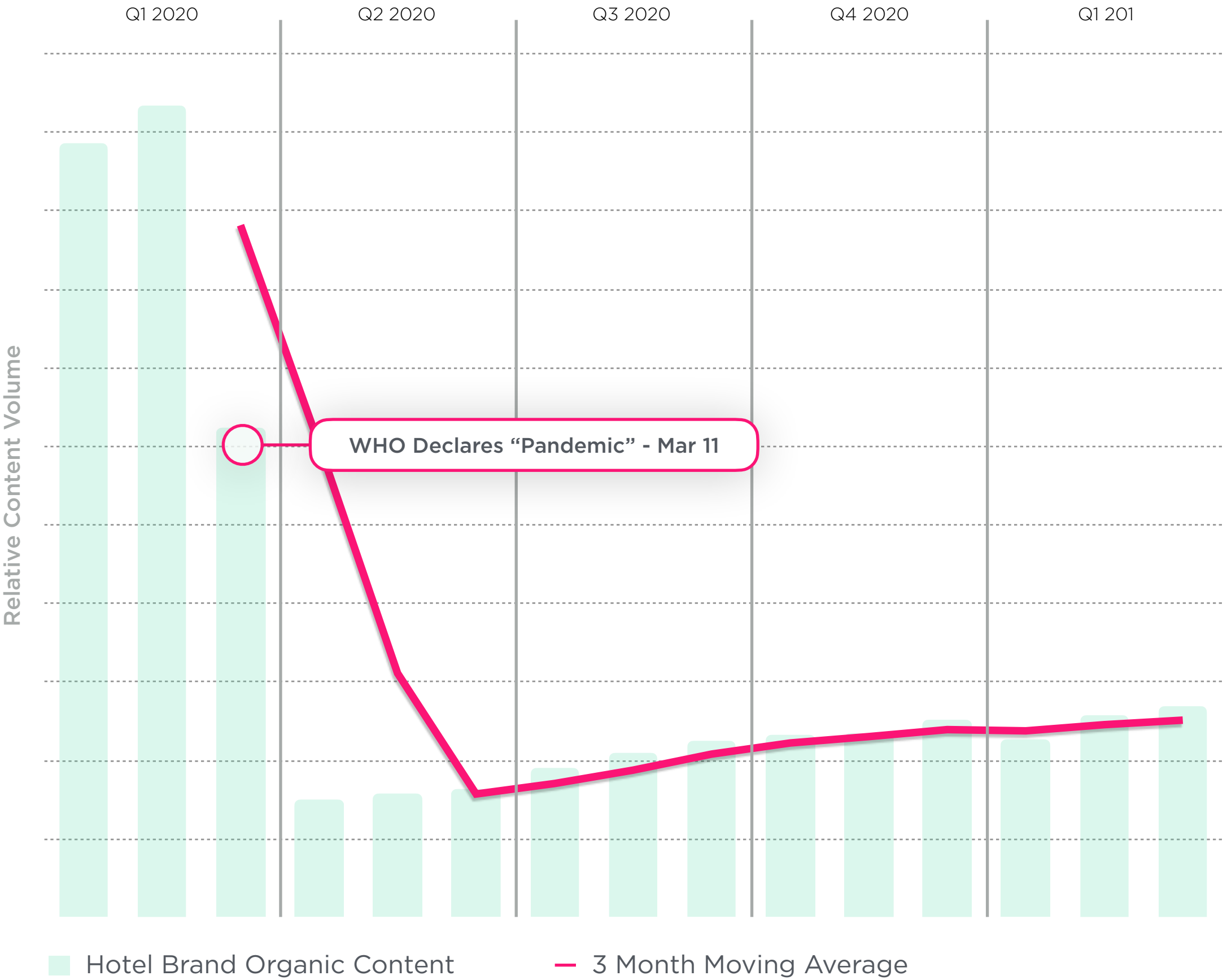


# Hotel Brand Content Trends

Sponsored Content



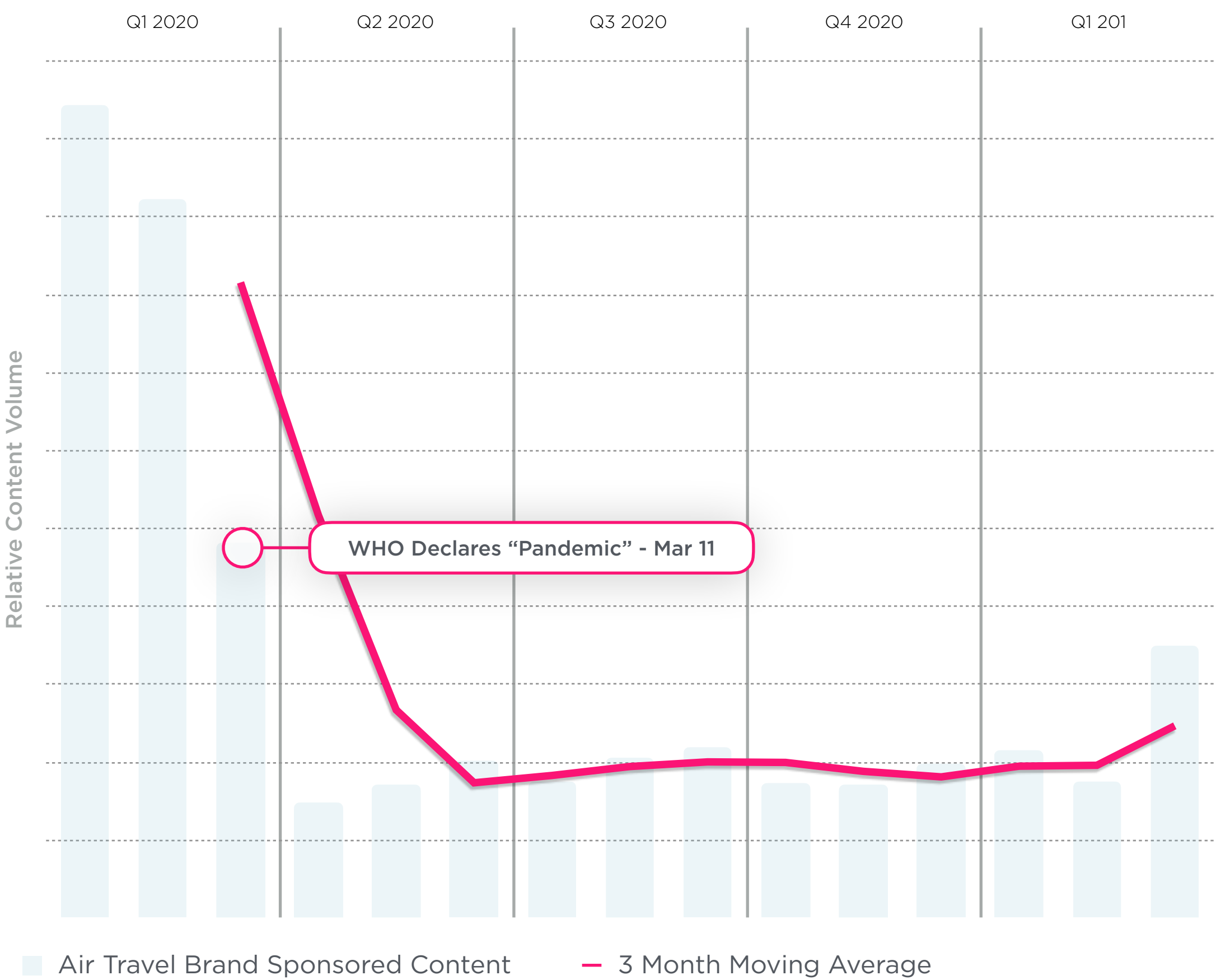
Organic Content



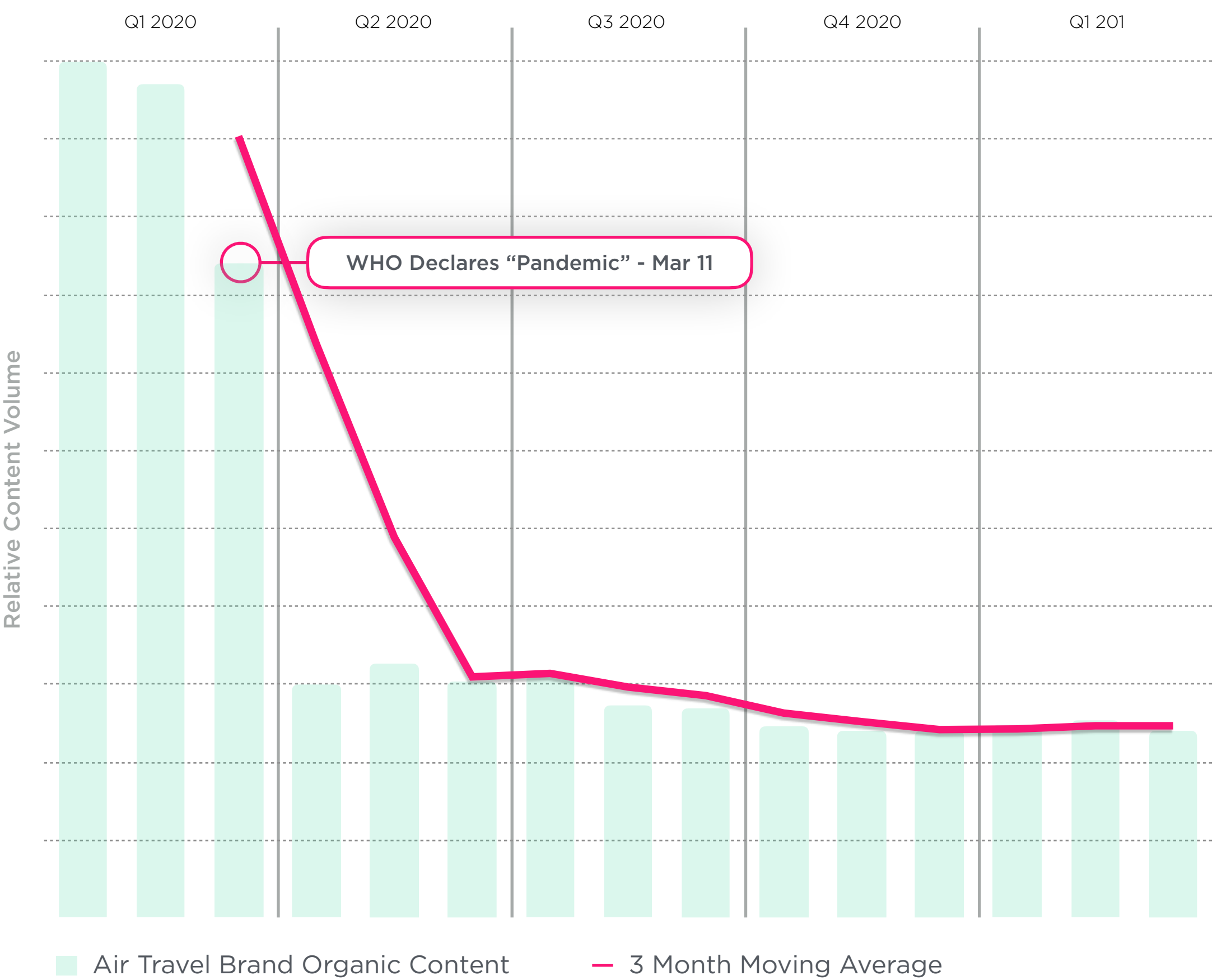


# Air Travel Content Trends

Sponsored Content : 15 Month Relative Content Volume



Organic Content : 15 Month Relative Content Volume

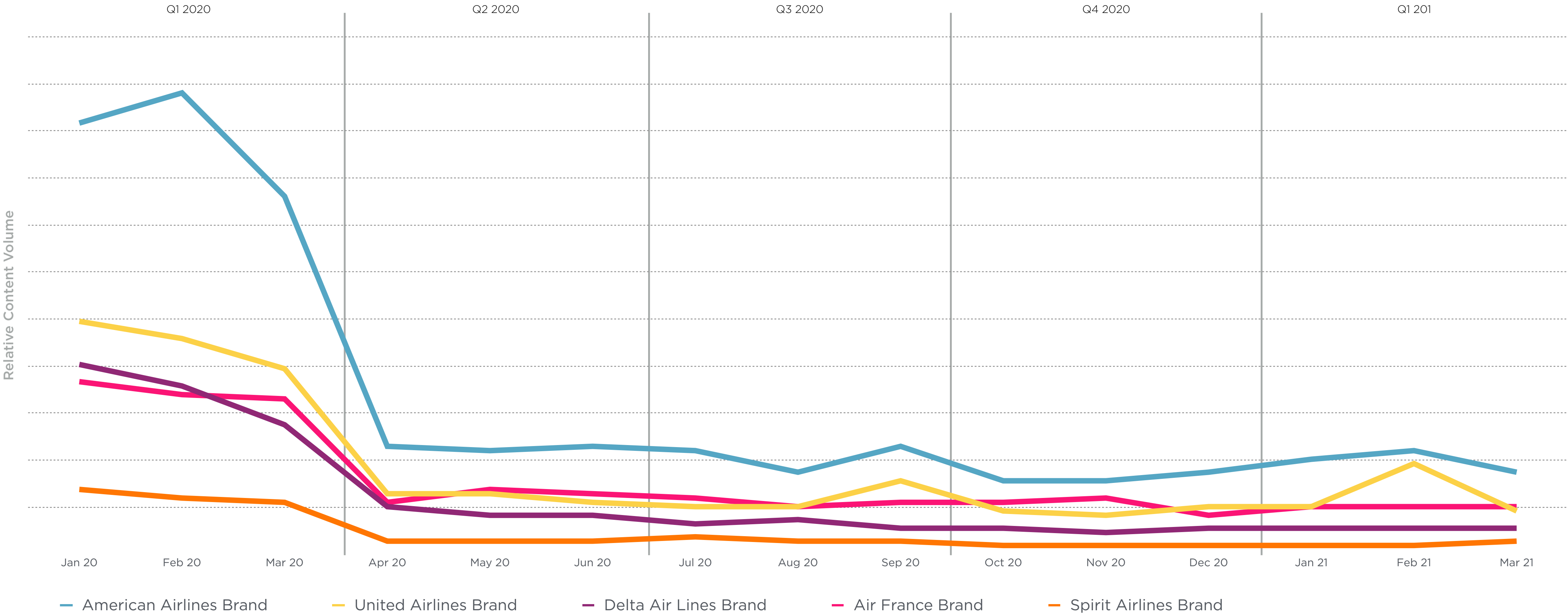




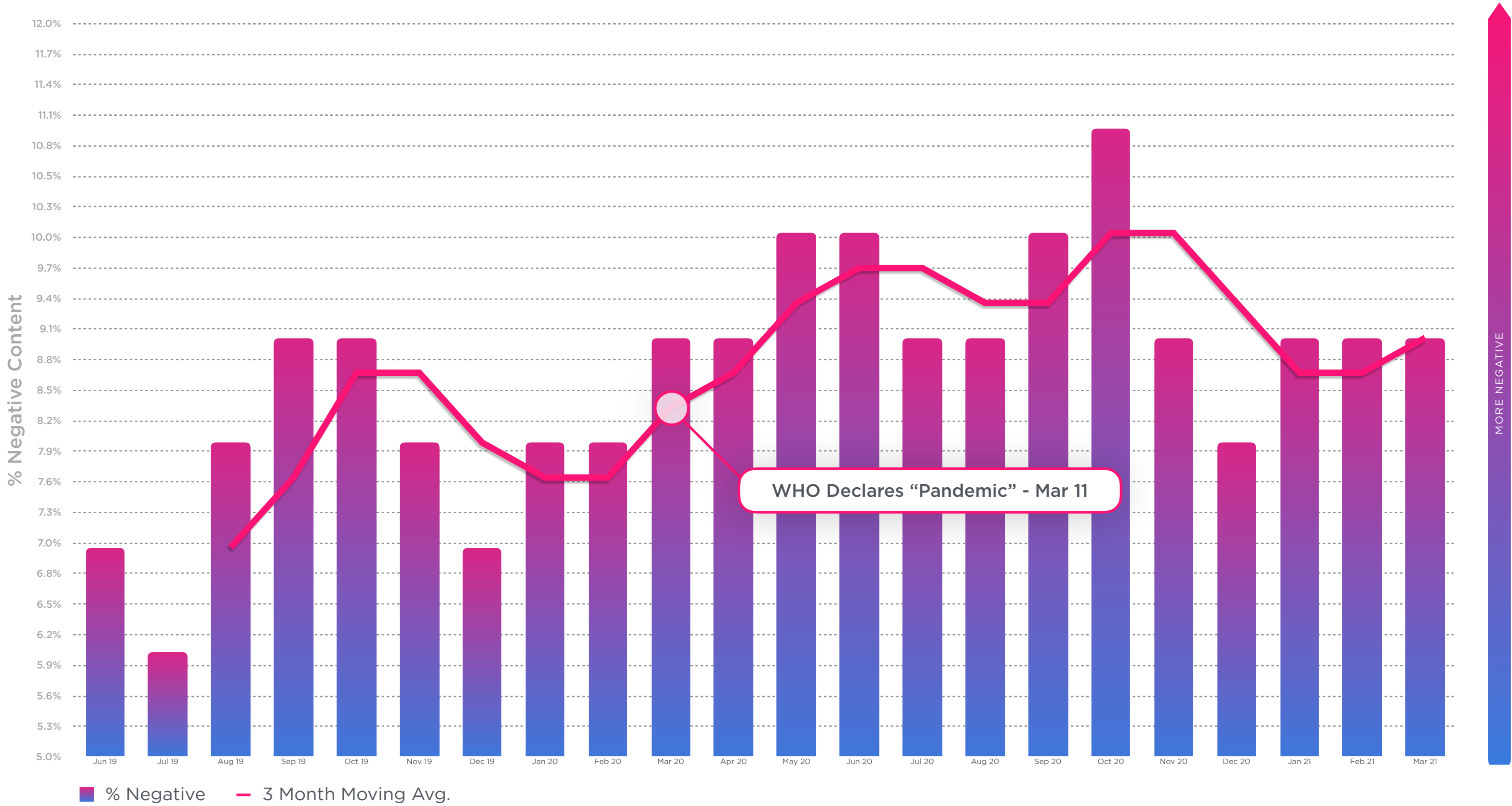
# Air Travel Content Trends



Relative Content Volume for Airlines



## Organic Content : Negative Sentiment %



Organic content volume has dropped across the travel and tourism industry, but negative content has increased as a percentage during the same period.

### Brand Opportunities

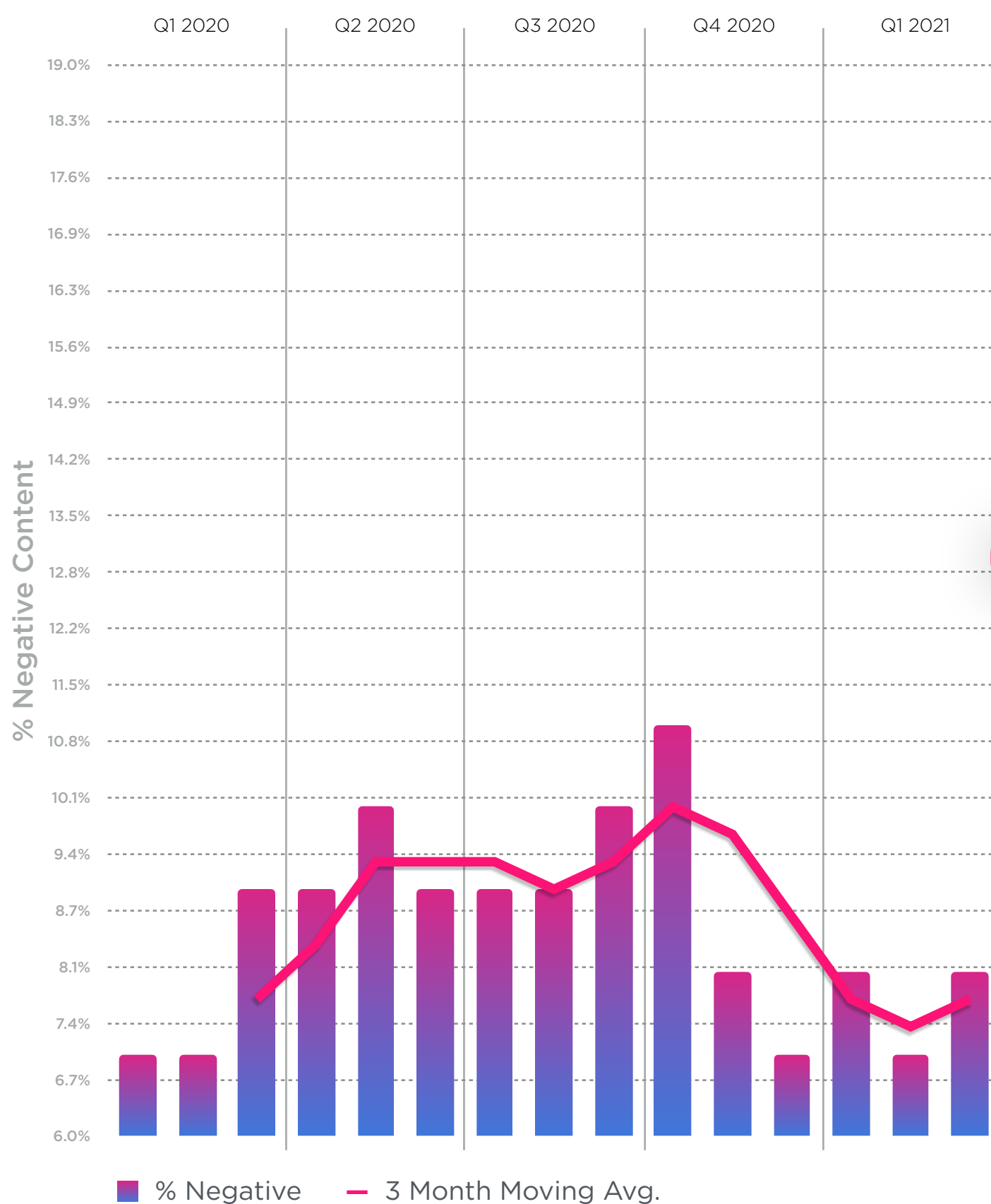
- Utilize influencers to demonstrate and share the safety precautions that have been put in place.
- Educate consumers about the mental health benefits of vacationing and how to do so in a safe way if possible.



# COVID-19 Brand Sentiment Impacts

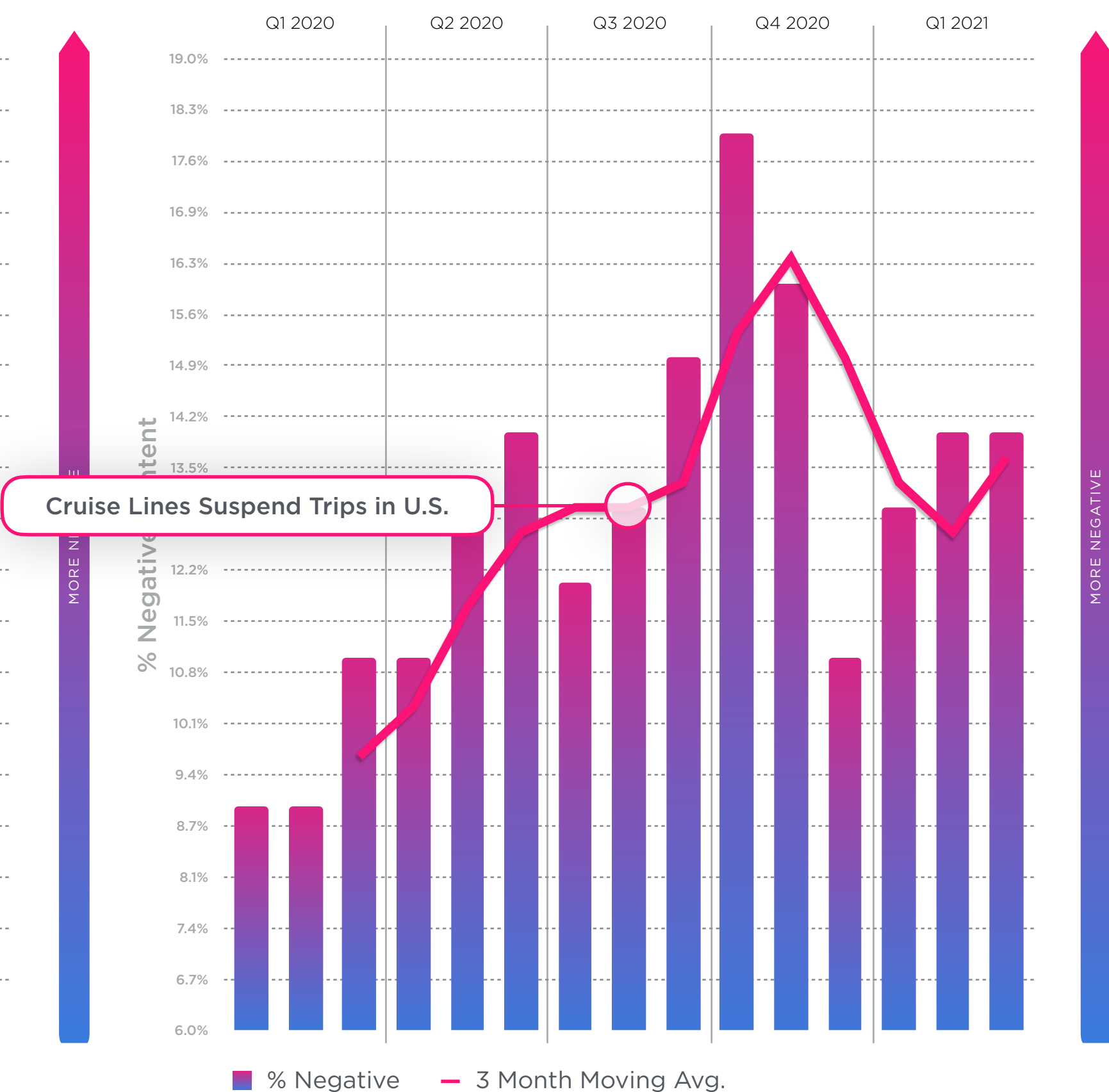
## Tourist Attraction Organic Content

% of Brand Content with Negative Sentiment



## Sea Travel Content

% of Brand Content with Negative Sentiment



## Air Travel Content

% of Brand Content with Negative Sentiment

