Travel on Instagram

Industry Report
CONTENT TRENDS
The TOP TRAVEL POST OF 2017 was a re-post by 9gag of a creative video featuring Bali.

TOP 10 INSTAGRAM ACCOUNTS USING #TRAVEL
@redbull
@9gag
@natgeo
@mercedesbenz
@bmw
@anthropologie
@gopro
@australia
@emirates
@discoverychannel

These 10 accounts have a combined following of over 209.4 MILLION
That is almost 2x the people who watched Super Bowl LI

TOP TRAVEL INFLUENCERS
#TRAVEL was the 7th most used hashtag on Instagram in 2017. By partnering with influencers like these, your story could be told authentically to your audience!

@MyHotelCarpet - Comedy Instagram
"This week has been CRAZY!! I found this pic from my last trip at the newly remodeled @axamariott. Concierge lounge was awesome for domestic hotel."

@Alisha - Lifestyle YouTuber
"... all packed and ready for @beyondland ... can't go anywhere without coffee and my @so"

@TheBucketlistFamily - Family Blogger
"... Filmed with a @gopro Hero6 inside a @hugyfot housing 😍"
Top Cities Geotagged & Related to TRAVEL

London, UK  Prague, Czechia
Paris, France  Barcelong, Spain
New York, NY  Venice, Italy
Amsterdam, Netherlands  Budapest, Hungary
Rome, Italy  Lisbon, Portugal

Other hashtags used when posting about travel

14%  #nature
10%  #adventure
8%  #beach
7%  #travelblogger
5%  #architecture
4%  #fashion

Find out how Chute can help you harness the power of UGC for your travel industry marketing!

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