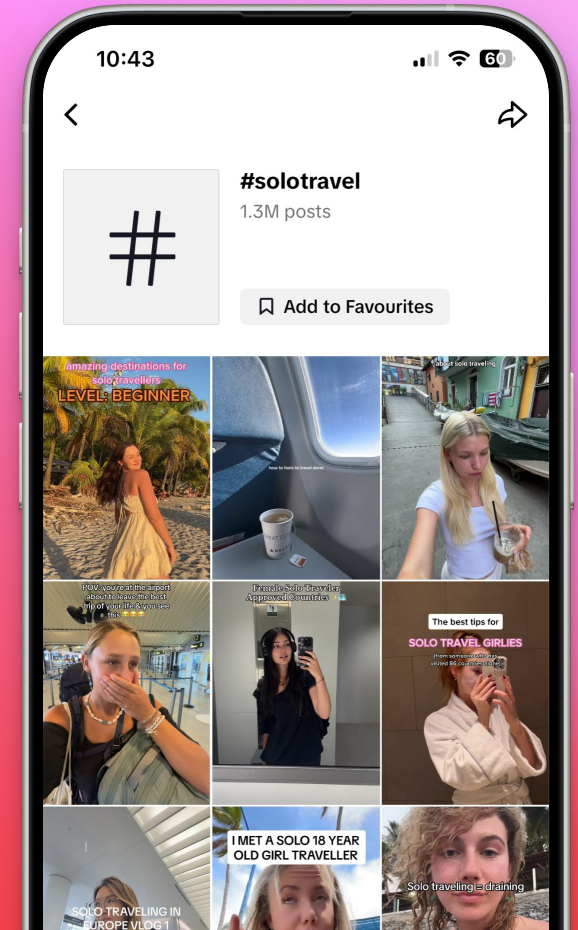


the drop

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THE NEWS MOVEMENT

Industry Trend Report: *Travel & Hospitality*



Foreword

Welcome to ***The Drop***, our bi-monthly deep dive into what's trending in different industries on social...

This month: **Travel & Hospitality**

Some of the terms and concepts outlined in ***The Drop*** may well feel familiar, which is why we have gone a step further to unpack the numbers behind how these trends have emerged to deliver REAL INSIGHT we hope you find useful.

We have also used our own AI products, journalistic approach and creative curiosity to develop brand spotlights which show how your business features on our sentiment scale.

We hope you enjoy ***The Drop*** as much as we have enjoyed creating it. We look forward to any thoughts or feedback and hope to hear from you soon.

Overview

01. Hot Topics
02. Algorithm Hacks
03. Trend Watch
04. Headline Talent
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Hot *Topics*

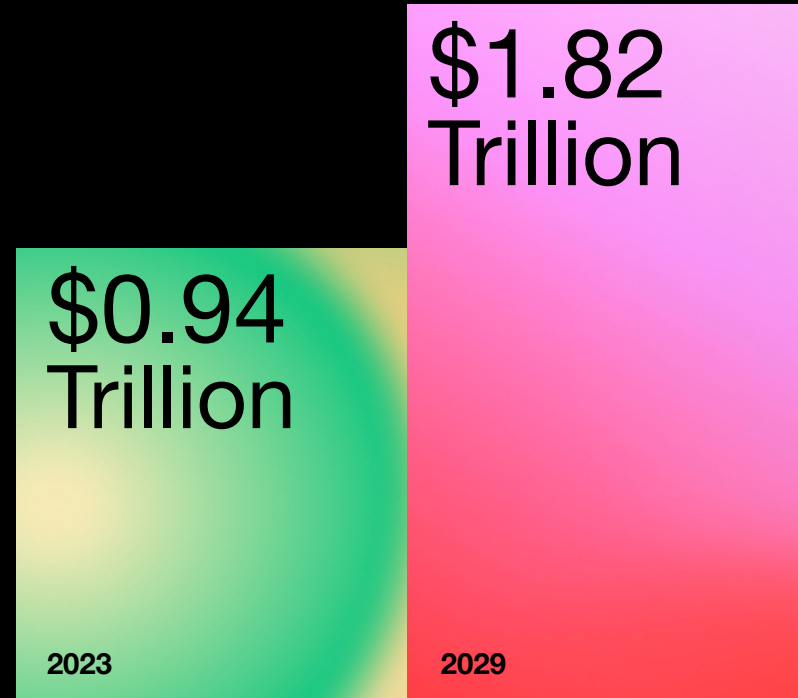
Bleisure

(Business + Leisure)

“Bleisure” travel combines business + leisure by extending work trips to include personal time for relaxation or exploration.

The global bleisure market is expected to grow 94% by 2029 - largely driven by societal shifts such as the increased focus on work-life balance and cost of living crisis.

Travel & hospitality brands that provide services to suit both work and leisure needs will be well positioned as we see this market shift.



Global “bleisure” travel market

Source: Research and Markets

Solo Travel

“Solo travel” refers to individuals travelling independently, for leisure, adventure, or self-discovery.

The rising interest in solo travel in the last decade can be explained by myriad factors. Namely, accessibility and education, increased digital connectivity through social media and travel apps, and societal shifts that focus on self-discovery and the rise of remote/nomad lifestyles.

With 69% of travellers planning a solo trip this year, travel & hospitality brands can take advantage by offering more solo-friendly accommodations and experiences, and improved safety measures.

223%

Increase in Google searches for "solo travel" over the last 10 years.

69%

of travellers are planning a solo trip this year.

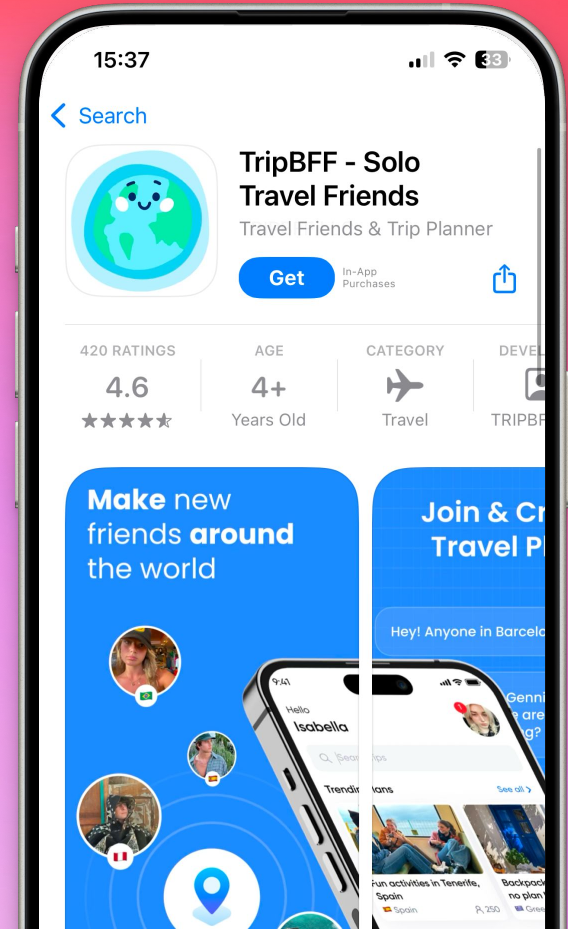
Source: *Exploding Topics; American Express Travel*

Travelling with strangers

“Travelling with strangers” refers to connecting with like-minded travellers through apps and platforms to share trips, split costs, and create new social experiences - think Tinder for travel buddies.

Apps like [tripbff.com](https://www.tripbff.com) have skyrocketed towards the top of app stores as demand for this kind of travel has grown. General desire for community and connection, cost-sharing benefits, as well as the rise of solo travel all contributed to this trend.

Travel & hospitality brands can jump on this trend by integrating community-driven features and promoting group-friendly experiences.



High-growth destinations

Countries like India and Saudi Arabia have generated tourist demand by expanding their investment in tourism infrastructure, and government initiatives to appeal to international visitors.

Social media has played a pivotal role, too, contributing to growth by providing a window into each country's culture, food, and experiences through the eyes of others.



Increase in tourists by destination country

Source: Google Trends

Algorithm **Hacks**

Keywords & Hashtags

Niche and viral hashtags:

#traveltiktok (11.5M)

#solotravel (1.3M)

#placestovisit (604K)

#budgettravel (205K)

#travelinspo (175K)

#bucketlisttravel (129K)

#fulltimetravel (72K)

#workcation (8.3K)

#travelinyourtwenties (6.7K)

Trending terms (Google, 2024):

Sustainable Travel

Eco-friendly Tourism

Digital Nomads

Local Experiences

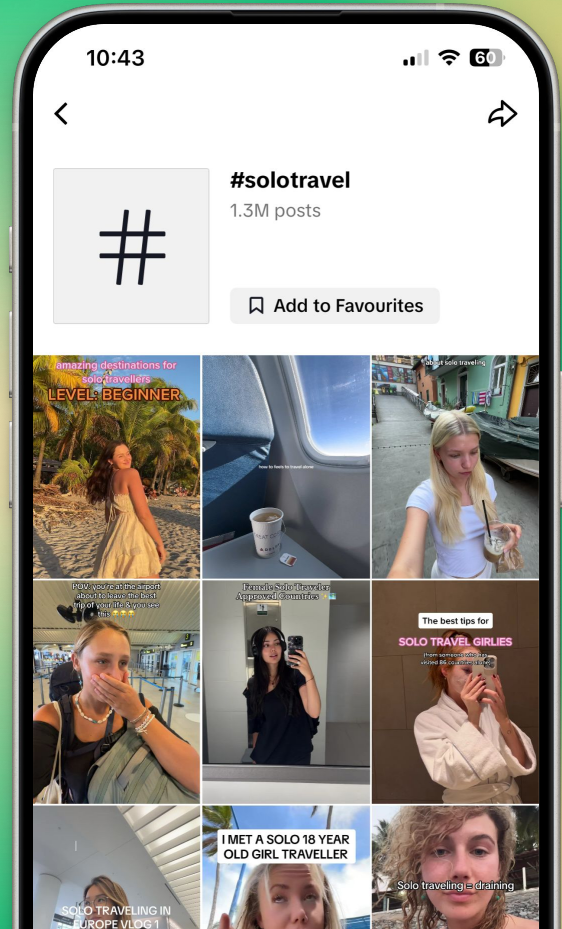
Slow Travel

Regenerative Tourism

Green Hotels

Contactless Check-in

AI Hospitality



Trend *Watch*

636%

eTravel pass

1138%

AI travel planner

149%

eSim for International Travel

248%

eSim for Turkey

101%

Hotels with EV charging

87%

Vacation sunscreen

Hyper-growth keywords

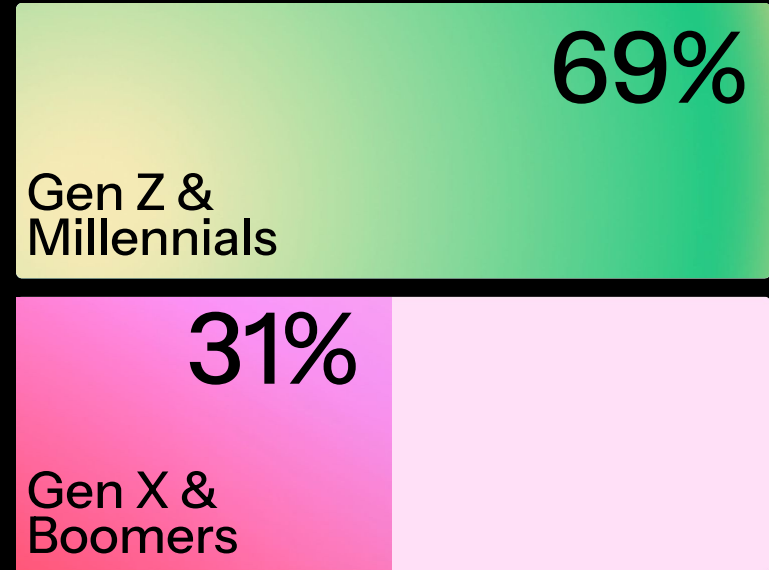
Glimpse analyses keyword growth by tracking the frequency, velocity, and context of mentions across social platforms over time, identifying spikes, sustained increases, and emerging patterns that signal rising trends.

Top YoY Keyword Growth

Source: Glimpse

Social as inspiration

Gen Z and Millennials are heavily inspired by social media to plan their trips - whether that's sourcing ideas on social or taking a trip based on a post - with Instagram and YouTube the top channels for trip planning.



Which generations are reliant on social media for trip inspiration

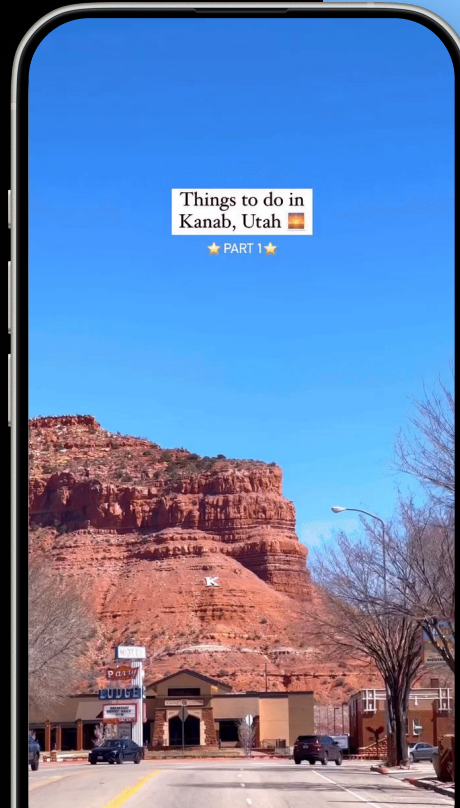
Source: Tripit

Headline **Talent**

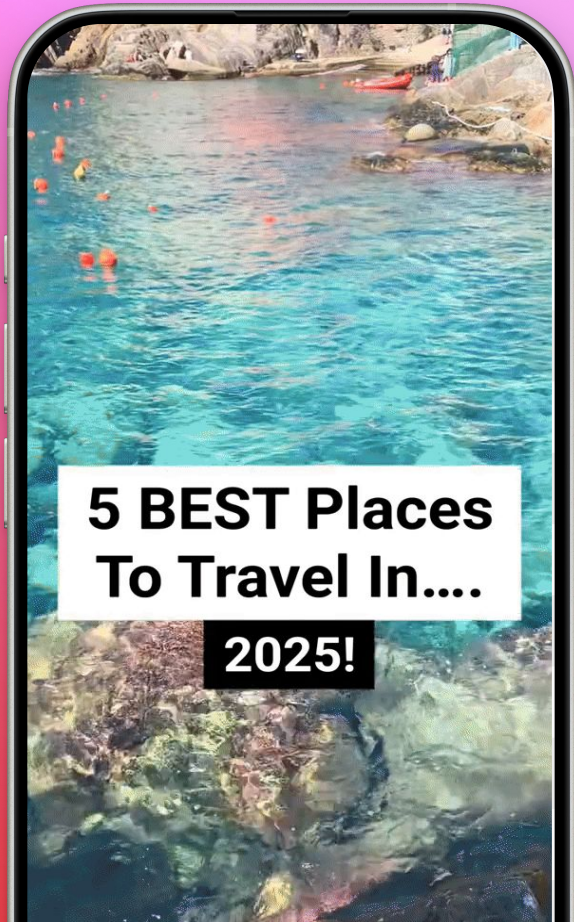
Rising stars

Our top 5 travel & hospitality creators to watch in 2025:

- [@Geobeckly](#) (160K fans)
- [@Accessible.adventures](#) (180K fans)
- [@Rickyroams](#) (68K fans)
- [@Laurabruehl_](#) (60K fans)
- [@roinwanderlust](#) (90K fans)



Creative *Approaches*



5 BEST Places To Travel In....

2025!

Top 5 places to visit

A simple but effective listicle video format, which can be used to showcase everything from locations to hotels and experiences. For example, 'Top 5 places to go to in Rome', or more niche videos like 'Top 5 Bars in Dublin' or 'Top Hotels to stay in under \$200 in Egypt'.

This format sparks inspiration for travel - from where to go, to where to stay, or where to eat.

Whether it's narrated or not, the key to success with this format is to deliver thumb-stopping imagery at *pace*.

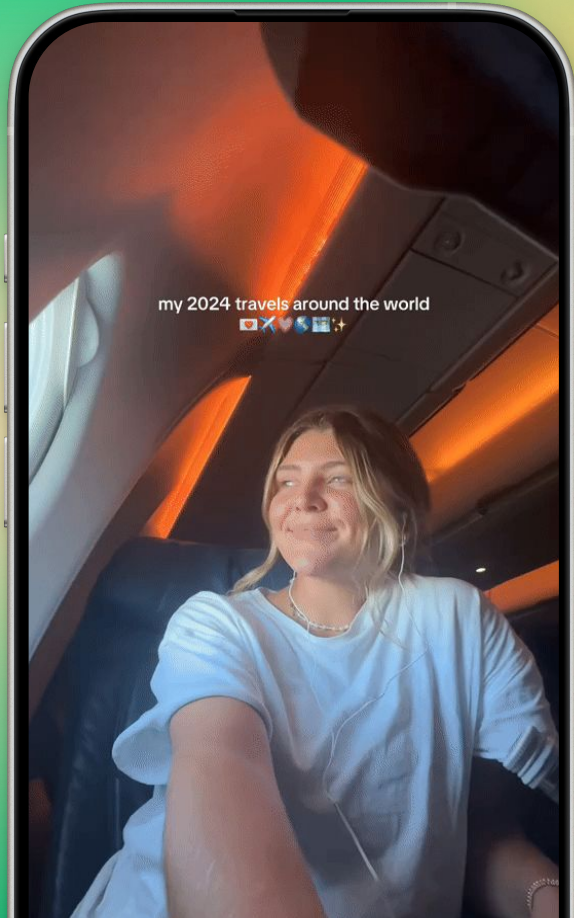
Come with me to visit...

A popular short-form video format, typically featuring a creator inviting viewers to virtually experience a destination, activity, or service in a first-person, immersive way.

Personal, relatable - and oftentimes FOMO-inducing - this video format builds connection with viewers by bringing them on an intimate journey.

The key to making this format successful is to invite the viewer into the journey and production process - the destination isn't as important as the road to get there.





Travel maps

Typically featuring animated or interactive maps combined with short-form video clips, text overlays, or voiceovers, the "Travel Map" format is a highly engaging visual storytelling style.

Frequently paired with trending audio - which increases discoverability and shareability - the format is easy to follow and digest, sparking wanderlust and travel planning.

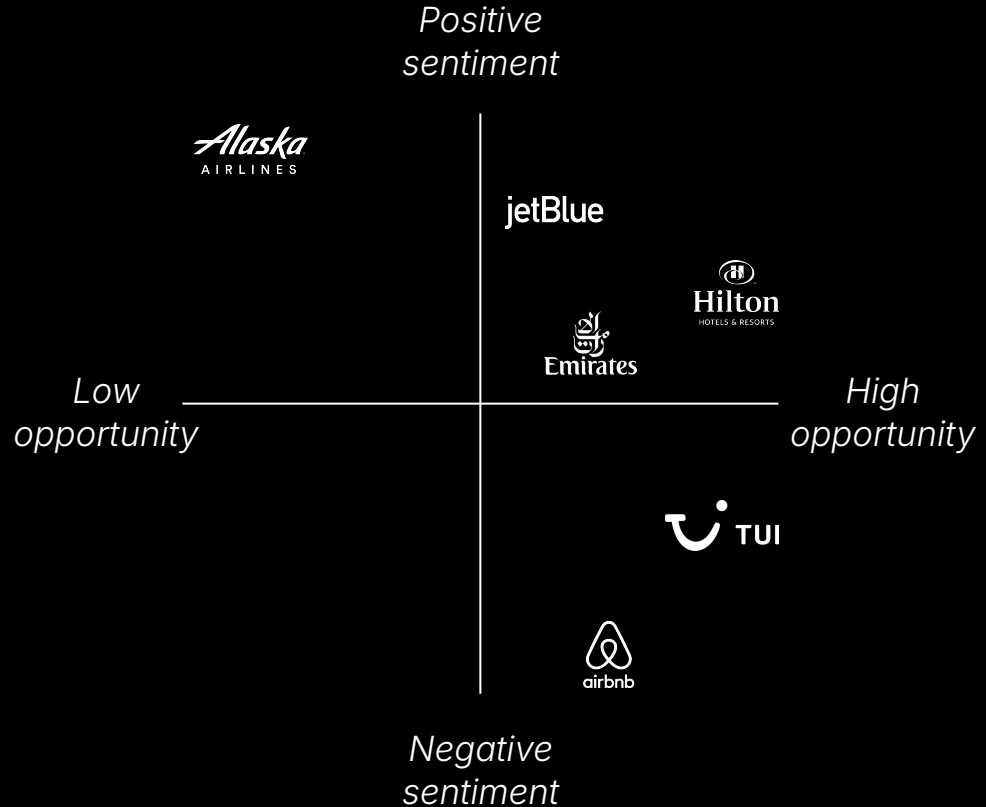
Brand **Spotlight**

Brand Spotlight

Leveraging our proprietary social listening tool, *Top Story Turtle*, we analysed the chatter on social media surrounding some of the biggest travel & hospitality brands.

Is their brand sentiment positive or negative overall? Is the opportunity to insert the brand into online conversations about it high or low? See how each chosen brand stacks up opposite.

Want us to analyse your brand's performance?
Get in touch!



[more information on Top Story Turtle](#)

Alaska Airlines

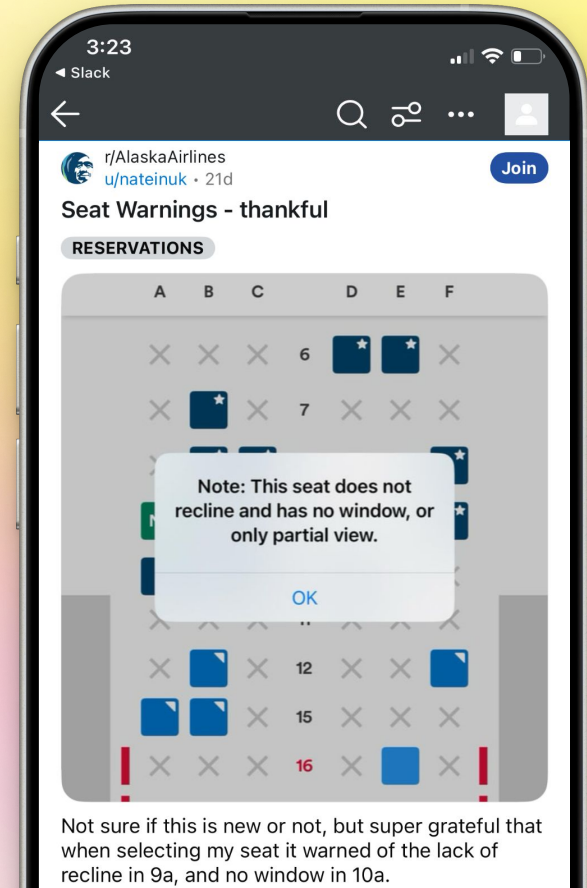
Looking at Reddit specifically, leading travel & hospitality brands can learn a lot from Alaska Airlines' approach to the platform.

91% of U.S. Redditors who browse travel content have made a booking decision based on information they found on Reddit.

Alaska Airlines have taken this into consideration and have grown a subreddit to 47K subscribers with positive sentiment.

The top trending conversations about Alaska Airlines on the platform from the past 30-days include: Giving praise to staff, loving the stewardess for calling out bad guests, and improved seat selection warnings.

Alaska Airlines has a great reputation on Reddit for kind staff and the brand has even fostered a community in its Subreddit for people looking to give away their free upgrade vouchers.



Not sure if this is new or not, but super grateful that when selecting my seat it warned of the lack of recline in 9a, and no window in 10a.

Thank You.