

HOW IMPORTANT IS SOCIAL MEDIA MARKETING FOR VENUES?

Take a look at the stats



52%
of travellers like or follow a social page relating to an upcoming trip once booked



74%
of travellers use social media while on vacation



40%
of consumers under 30 prioritise how Instagrammable their destination is before booking

In Frame and in Demand: Video Content

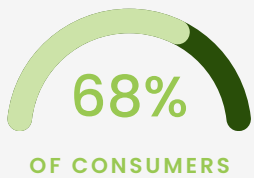
34%
higher conversion rate, when videos are used in marketing campaigns



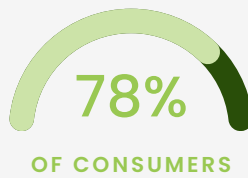
58%
of viewers will watch an entire video if it's less than 90 seconds

88%
of consumers want more video content from brands

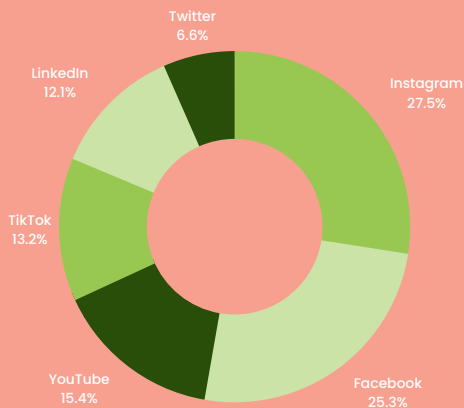
66%
of consumers think short videos are the most engaging type of social media content



believe social media enables them to interact with brands and companies.



are willing to buy from a company after having a positive experience with them on social media.



Which Social Media Channels Have the Best ROI?

Source: Hubspot 2023 Social Media Trends Report

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