

 TikTok



Tourism Playbook 2025



Contents

01

Takeoff with TikTok

Seizing Travel Opportunities on TikTok

02

Safety Demonstration

How to Use TikTok for Your Tourism Campaign

03

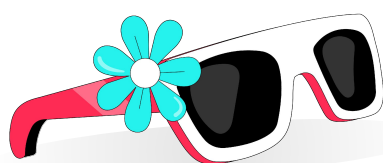
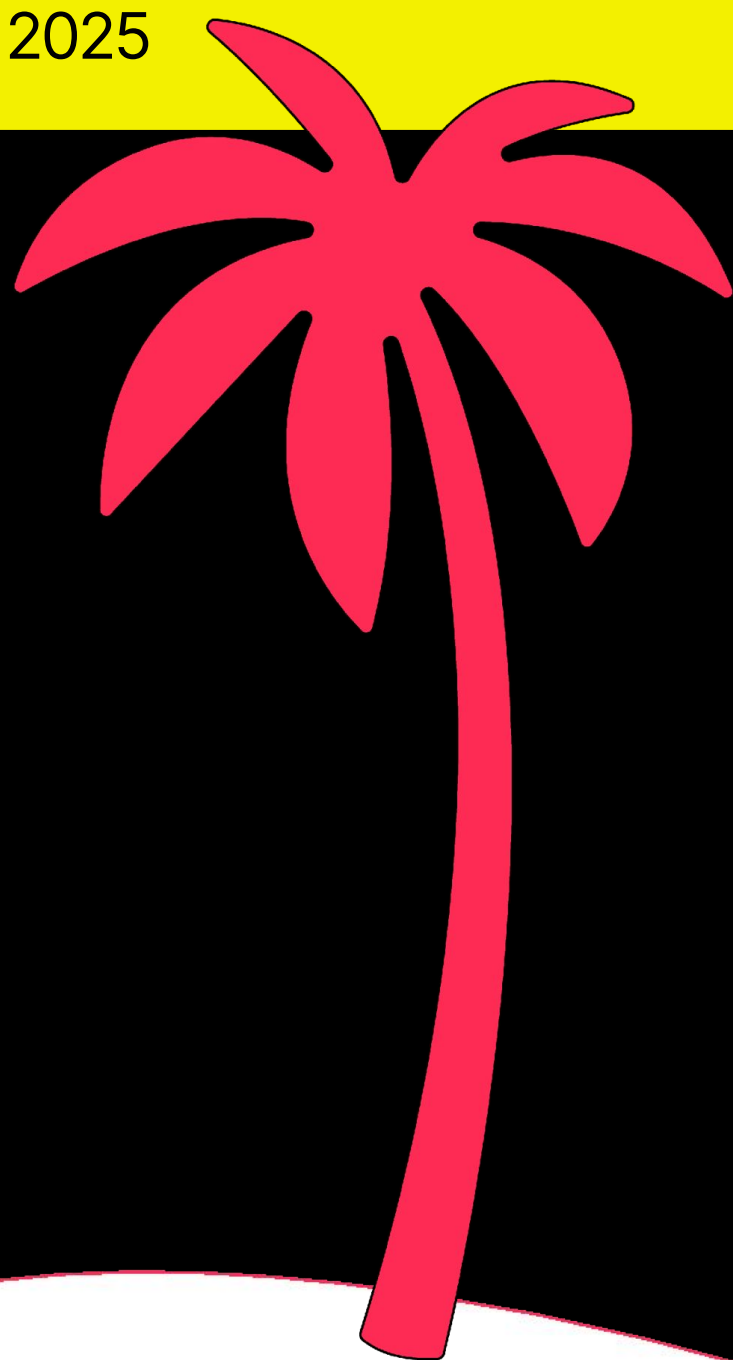
Inflight Entertainment

Tips for Creating Engaging TikTok Content

04

Smooth Landing

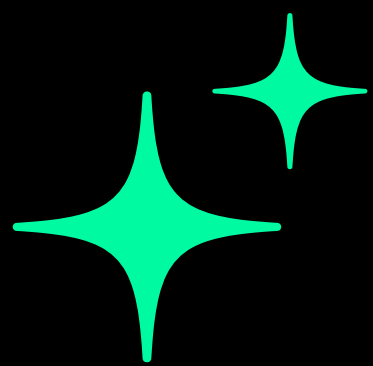
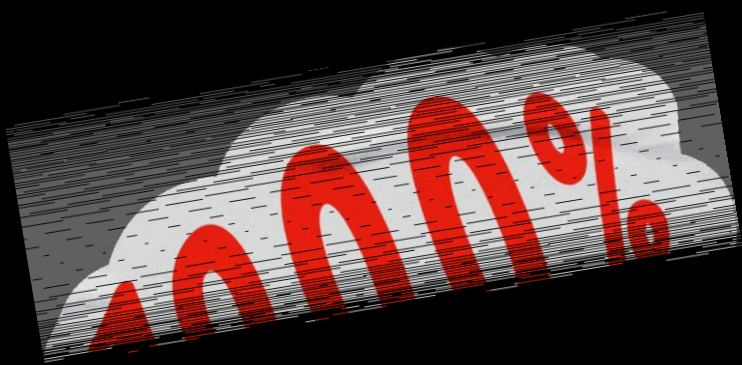
Campaign Planning for 2025



01

Takeoff with TikTok

Seizing Travel Opportunities on
TikTok



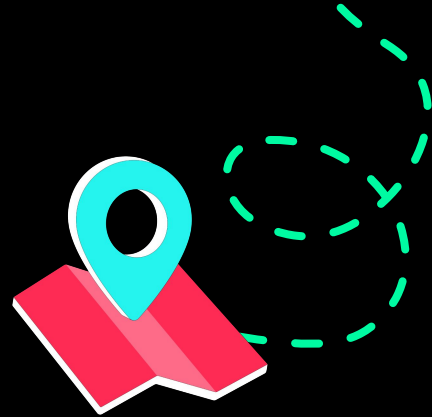
TikTok Takes Travel Plans Out of the Group Chat

For over one billion users, TikTok is the ultimate travel planner. It's not just a place for ideas; it's where travel plans come to life.

With content covering every stage of the traveler's journey (from discovering a new destination to telling everyone they need to go there next), TikTok makes travel exciting, easy, and achievable.



Discover, Plan, Book, and Share



Discover: Travelers see real experiences and destinations on TikTok, helping them decide where to go next.

Plan: TikTok users research accommodations, destinations, and activities, using the platform as their travel search engine.



Book: With the power of TikTok's algorithm, users find and book trips that match their interests.

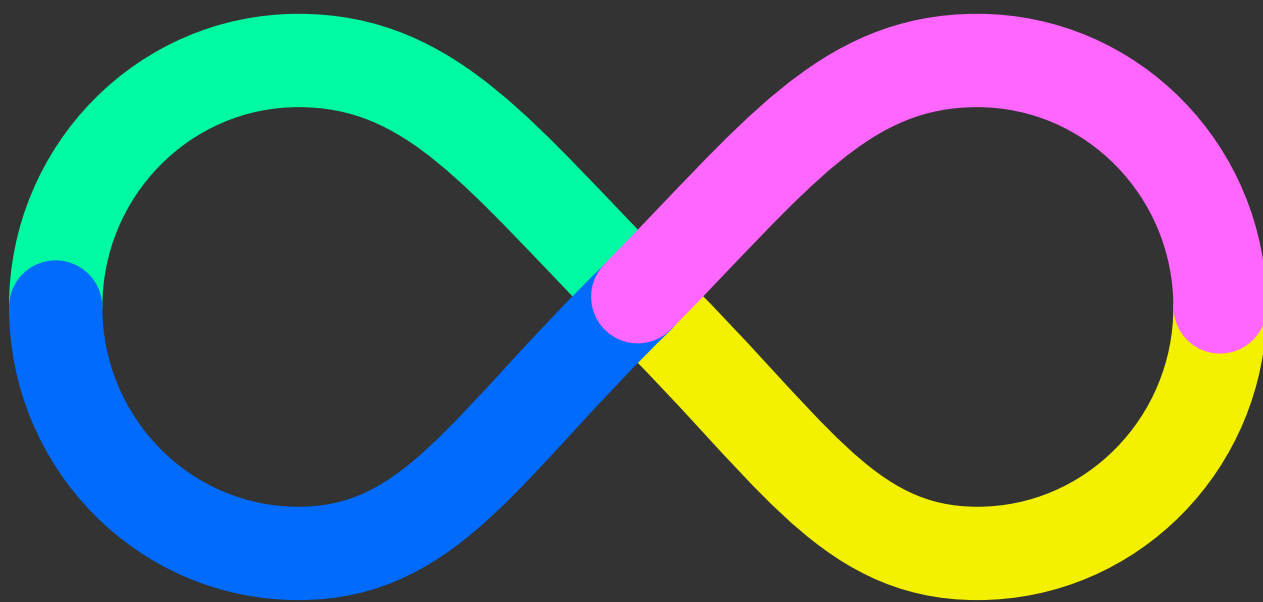
Share: Users share every step of their journey, helping other users make informed choices on everything from accommodations to activities.

Discover

Product:
Reach & Video Views

Book

Product:
Lead Ads, Web Conversions,
Look Alike audience to
target similar profiles



Share

Product:
UGC, Creator Partnerships

Plan

Product:
Reach & Views

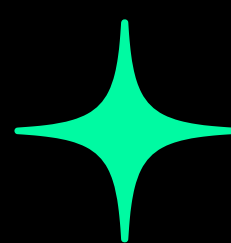
TikTok Turns Discoveries into Destinations



68%



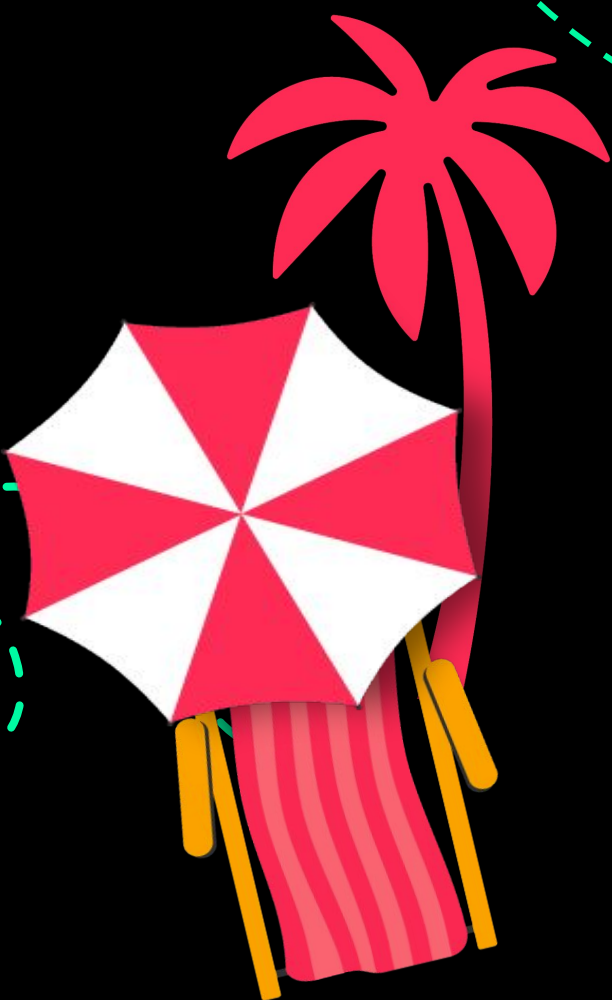
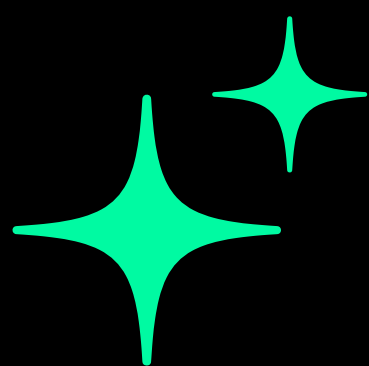
of TikTok users believe TikTok is more fun when looking for travel and tourism-related content (vs. other platforms)¹.



64%



of TikTok users booked a trip after getting inspired by TikTok travel content².



Source:

1. TikTok Travel & Tourism Study (United Arab Emirates) conducted by Ipsos Jun 2021 (n=3,000)

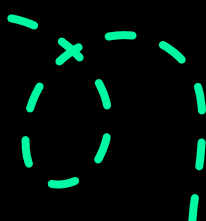
2. TikTok Travel & Tourism Study (Saudi Arabia) conducted by Ipsos Jun 2021 (n=3,000)

Find All Those Who Wander...



The Family

Those looking for kid-friendly activities and destinations. They value family-friendly hotels, travel tips for kids, and activities that cater to all ages.



The Digital Nomad

Professionals who blend work and travel, often extending business trips for leisure. They seek out remote work locations, "bleisure" trips, and travel-friendly workspaces.



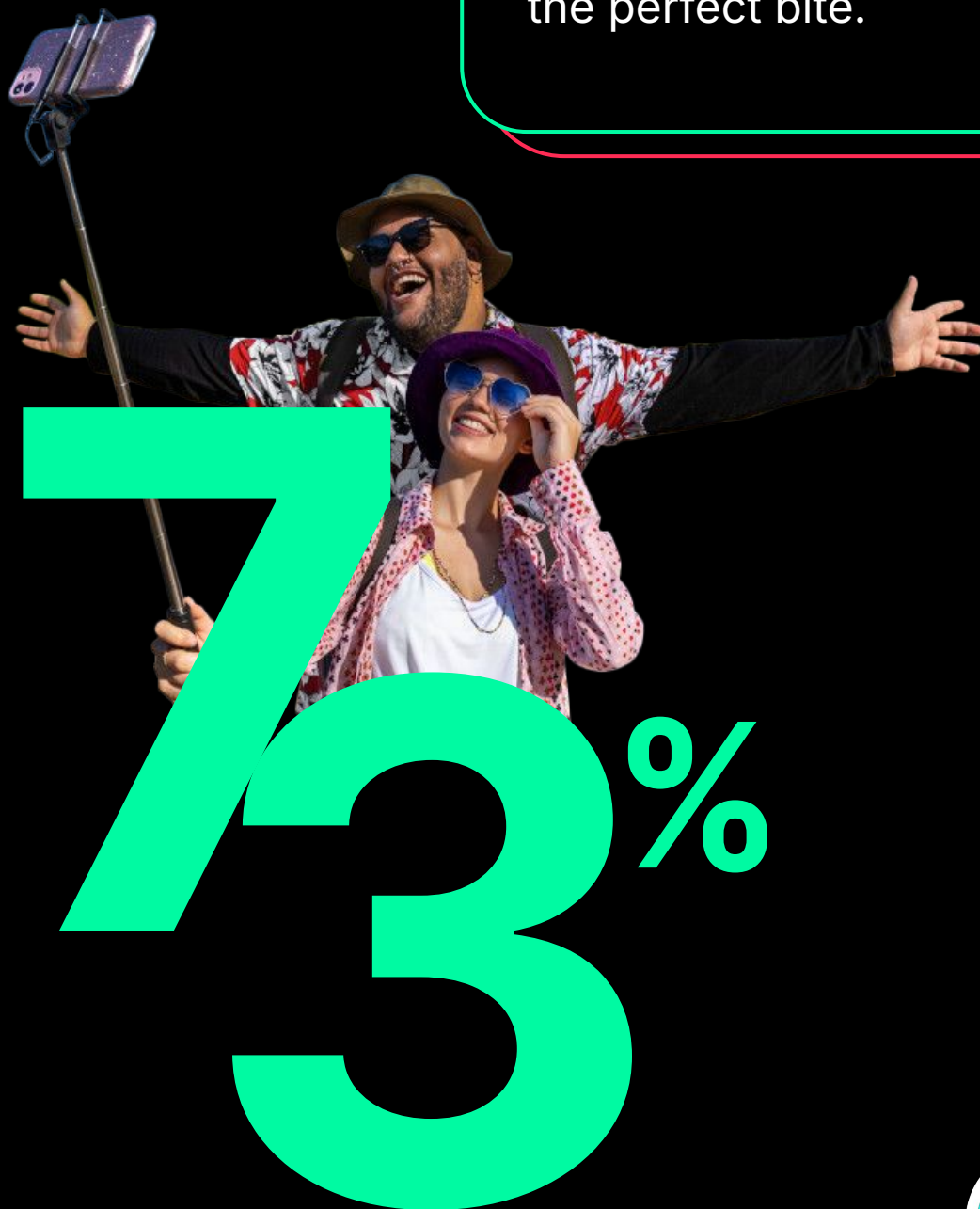
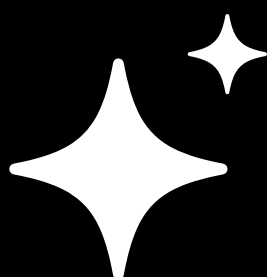
The Budget Traveler

Money-savvy adventurers who are always on the lookout for great deals and cost-effective travel tips. They love discovering affordable destinations, budget hacks, and travel deals.



The Foodie

Users that are looking to either experience food markets or to check out the latest Michelin-star restaurants. They do everything they can to find the perfect bite.



of TikTok users have at least **one international trip** planned in the next **12 months**.

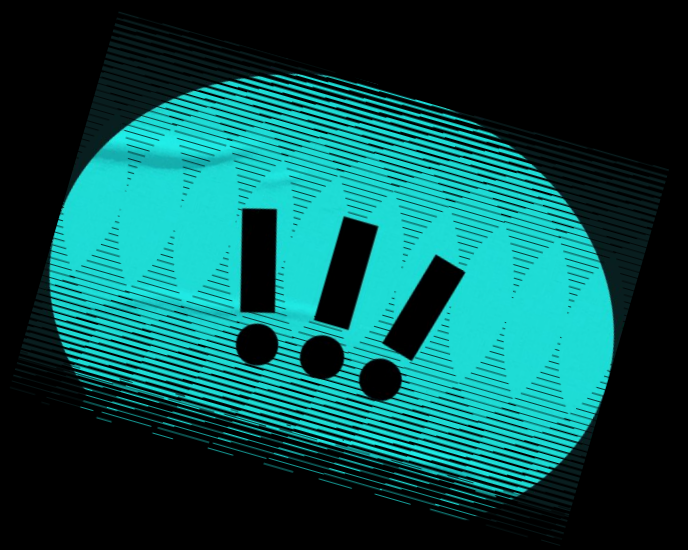
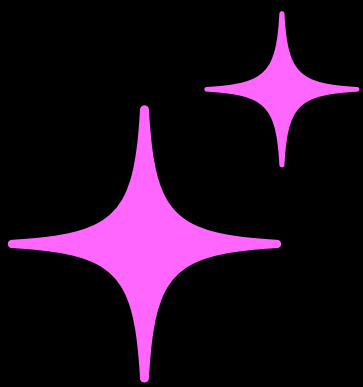


Source:
GWI Travel, US, CA, JP, SG, FR, DE, ES, UK, Q1-Q3 2023, TikTok users 18+

02

Safety Demonstration

How to Use TikTok for Your
Tourism Campaign



Full Funnel Approach

Guide your customers from discovery to loyalty with a clear strategy at every step:

1. BRAND AWARENESS

Use broad targeting to introduce your brand to as many people as possible. Create eye-catching videos that grab attention in the first few seconds.

2. CONVERSION

Implement the TikTok Pixel and API and encourage people to book with clear calls-to-action (CTAs).

3. LOYALTY

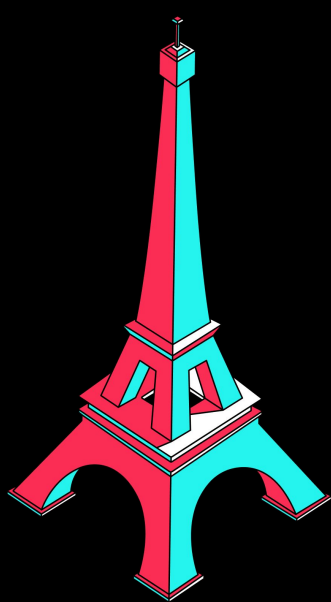
Use targeted ads to remind past customers about your brand and encourage repeat bookings. Promote loyalty programs and special offers.



Drive Brand Awareness

Leverage always-on In-Feed and Lead Ads to build a strong presence and increase your brand's visibility among potential travelers.

In-Feed Ads with a Video View objective to blend into users' feeds. Introduce your brand and showcase captivating travel experiences.



227%

Read on to see how Hoseasons maximized the reach of their Spring Summer sales and saw a 227% increase in clicks.

Lead Ads:

Capture user information for future campaigns and build your audience.

Performance Pit Stop: TopView

Be the destination they can't get out of their heads! Maximize your visibility with premium placements that turn travelers from dreamers into bookers.

TopView

Our biggest digital billboard that dominates the screen the moment users open TikTok. Be the first travel inspiration they see with **100%** share of voice and immersive full-screen takeover.

Travel Impact by Numbers

When travel campaigns include TopView:

+16.95%

+16.95% lift in Ad Recall compared to standard campaigns

+10.0%

+10.0% increase in Intent to visit destinations

100%

SOV when travellers open the app seeking inspiration

3.03 seconds

3.03 seconds Average watch time that drives maximum attention

14^x

14x higher click-through rates versus standard video ads.

Reach & Frequency

Control exactly who sees your destination and how often with these travel-boosting hacks

01

Book early with broad targeting - secure premium spots before they're gone and maximize awareness

02

Target at least 50% audience coverage - build FOMO within your target audience

03

Run campaigns for 3+ weeks - the sweet spot for travel daydreaming

04

Aim for 3x weekly frequency - capture 80% of total lift in awareness and 85% of travel intent

05

Track your wins with Brand Lift Studies that prove you're crushing it!

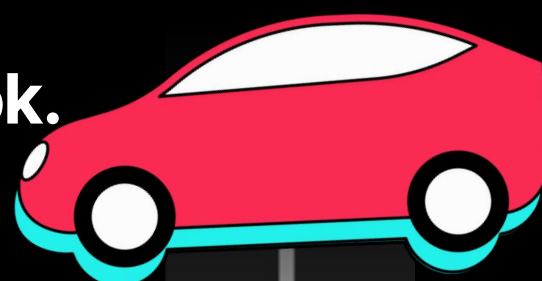
Source: TikTok Internal Data: EUI Brand Campaigns FY2024, comparing campaigns with and without TopView. 80% stat. sig. Published Feb 2025.



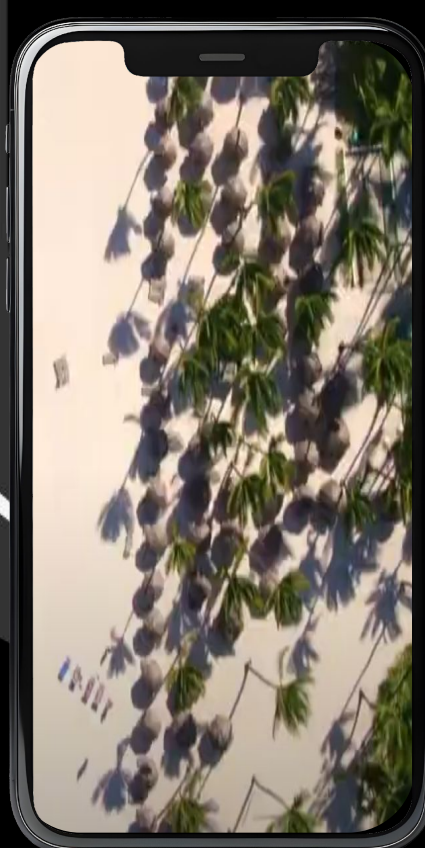
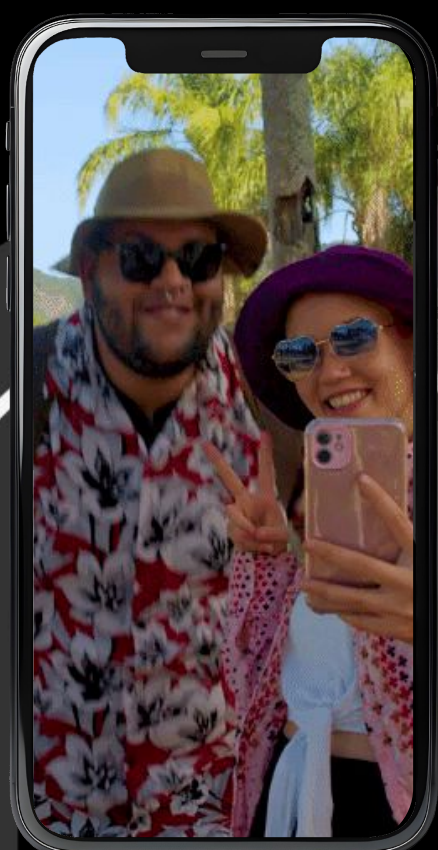
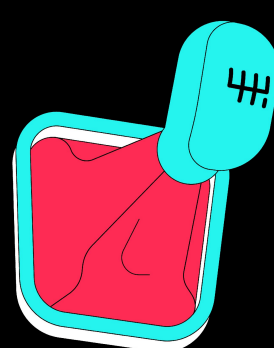
Drive Bookings



Encourage immediate actions and drive bookings with ads that allow users to secure travel services directly from TikTok.



Leverage **Value Based Optimization** to target travelers likely to spend more on premium tourism options.

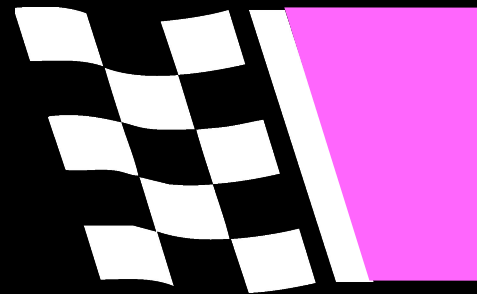


7.75%

[Read on](#) to see how **Princess Hotels & Resorts** achieved a **7.75%** conversion rate with their bookings.

Spark Ads allow you to boost organic content from creators. This ad format allows you to promote user-generated content, which is trusted by viewers and encourages higher engagement.

Performance Pit Stop: Smart+



TikTok Recommended:

Book More, Stress Less With Smart+

Smart+ is the ultimate travel time-saver that looks simple but works overtime. This AI-powered solution automates every part of campaign management to maximise returns making it the best pathway for brands like yours.

Smart+

Let AI do the heavy lifting while you focus on creating jaw-dropping travel content that makes viewers pack their bags on the spot:



Creates multiple ad groups

targeting travel-obsessed audiences wherever they scroll



Uses AI to identify

which destination showcases are resonating with different crowds



Automatically boosts

your top-performing paradise picks and quietly retires the flops



Delivers 36% better performance

than doing it all manually (yes, really!)

Tourism Smart+ Setup

- 01 Upload your best beach/mountain/city content (the stuff that makes people say "I NEED to go there!")
- 02 Set your destination goals (bookings, sign-ups, or website visits), market and language.
- 03 Let Smart+ find your future travelers while you focus on capturing FOMO-inducing content

Get to know Smart+

Pro Tip

Turn on Smart+'s optional creative AI features to add trending music and hooks that make your destination impossible to resist!

2.6x

Travel ads that incorporate a trending sound add-on are 2.6x more likely to attract loyal customers (vs. travel ads without trending sound).

Source: TikTok Marketing Science Global Repurposing Creative Study (Italy Results) conducted by Material September 2023 (n=250)



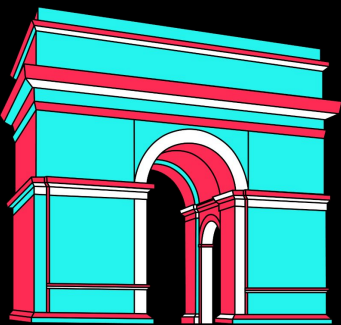


Drive Loyalty

Foster long-term relationships with your audience and turn first-time customers into loyal advocates.

Lead Generation:

Direct potential travelers to sign-up pages for newsletters or loyalty programs.



Retargeting:

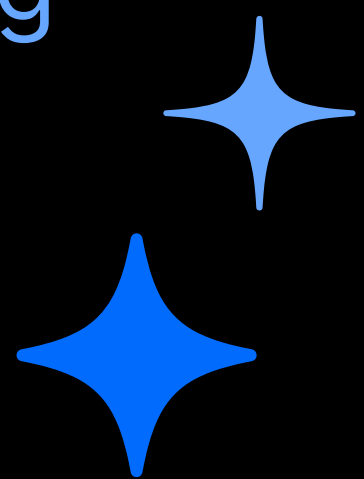
Re-engage users who have previously interacted with your content to increase repeat bookings.

Source: TikTok Inspiration Center: Reimagining TikTok’s #ForYou Page as a Virtual Racetrack

03

Inflight Entertainment

Tips for Creating Engaging
TikTok Content



SLAY

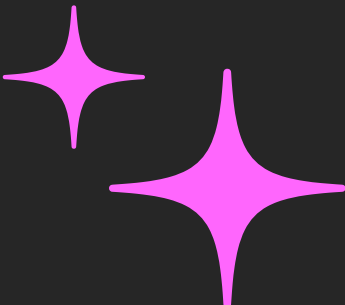


Golden Formula

You can combine different hooks, key messages, and CTAs to create consistent reliable content.



Passion and interest	Visual pleasure	Direct CTA
Question-curiosity	Exciting activities	Motivation + CTA
Listicles-tourism tips	Platform benefits	Promotions + CTA
Benefits or advantages	Inclusiveness	Product benefits + CTA
Call out target audience	Tourism motivation	Brand message + CTA
Promotion information	Brand message	



Popular Narratives

Expectations vs Reality

Highlight the authenticity of online reviews by comparing expectations with the actual experience.

Vlogs

Document a day in the life of a traveler, capturing their immediate reactions and adventures.

City Guides

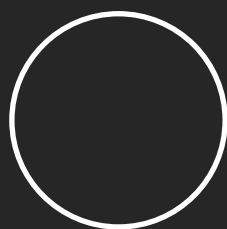
Use a list format to share top attractions, hidden gems, and local tips.

Room tour

Highlight special features, amenities, and views to entice viewers.

Step-by-Step Tutorials

Provide helpful, informative videos on how to save money or benefit from travel hacks.



04

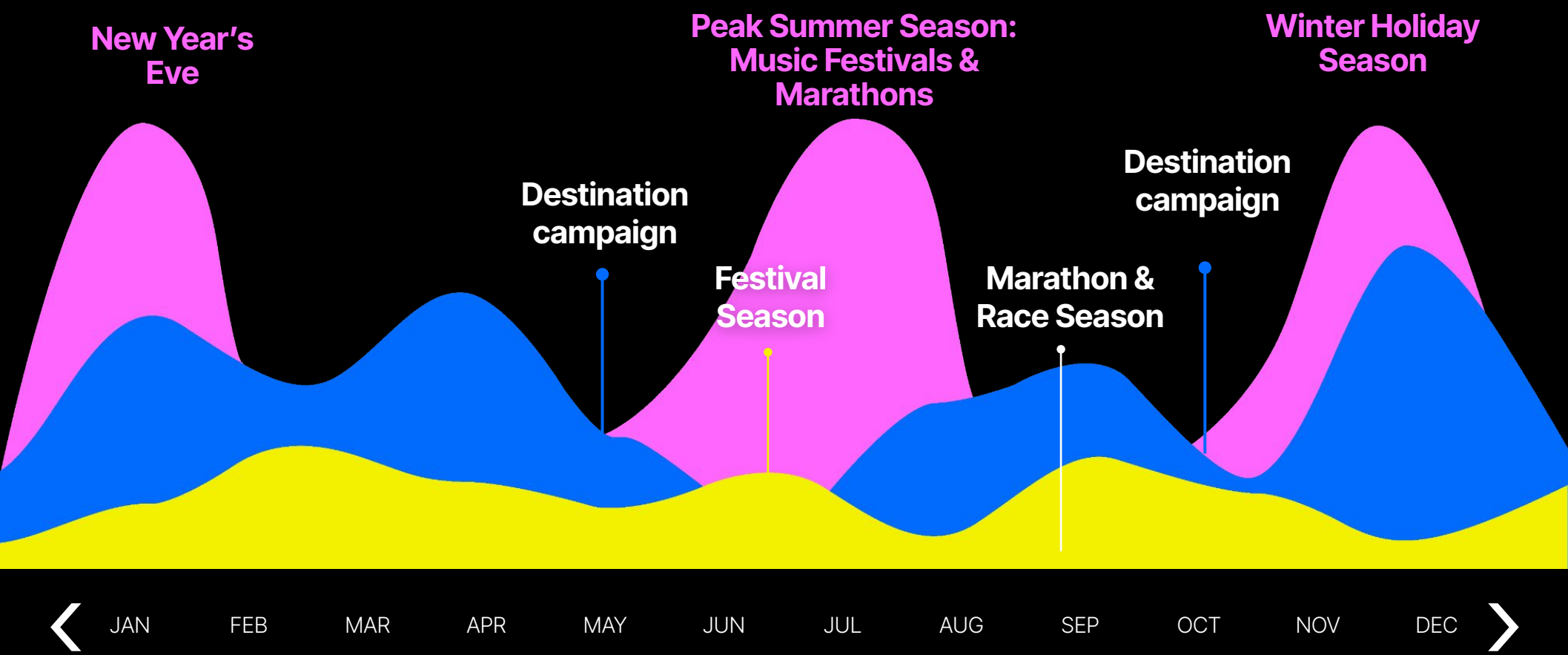
Smooth Landing

Campaign Planning for
2025



2025 Media Plan

Plan your campaigns throughout the year to maximize your reach and impact on TikTok.



Align your ads with popular travel periods to maintain engagement.



Keep the hype flowing even during the off-peak season.



Create buzz around key dates with tailored content.





**Bon
Voyage!**

**Ready to take your TikTok
campaigns to new heights?**

Get Started Now

