

VERTICAL VISION

DESTINATION ANALYSTS + MILES PARTNERSHIP

June 1, 2023



Destination  Analysts

miles
PARTNERSHIP

With You



Myha Gallagher
*Vice President of Research,
Destination Analysts*



Kathryn Shea Duncan
*Director of Social Media,
Visit Lake Charles*



Hayden Pigott
*TikTok Platform Manager,
Miles Partnership*



Emilie DeLong
*Senior Video Creative Product,
Miles Partnership*

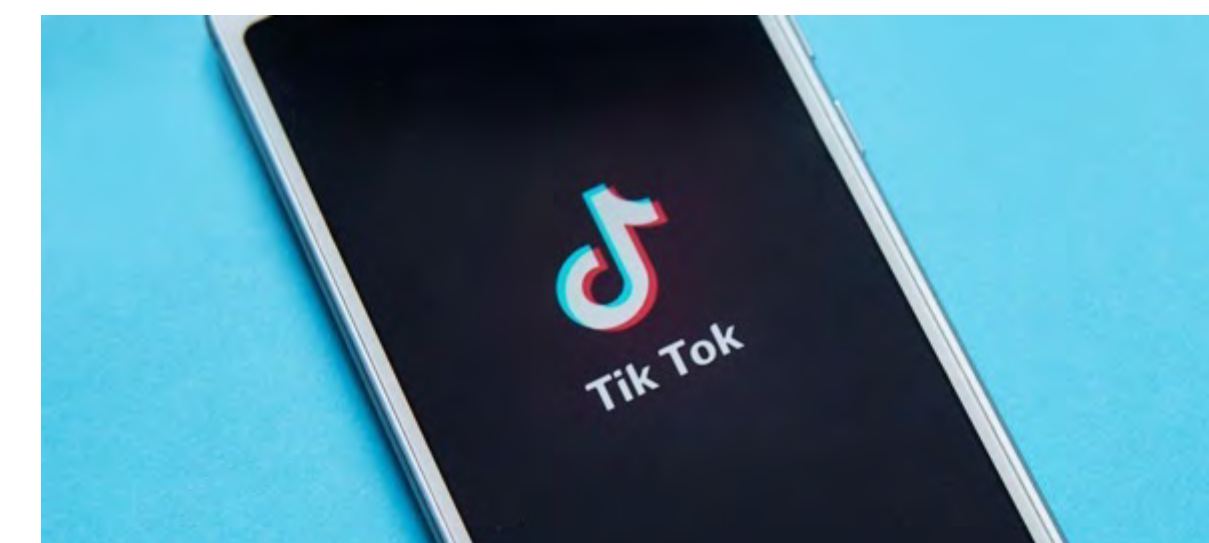
Agenda

1. Best Practices In TikTok Content For Travel Brands
2. How To Make Short Form Work For You
3. Q&A with Kathryn Shea Duncan

Destination  Analysts

BEST PRACTICES IN TIKTOK CONTENT FOR TRAVEL BRANDS

2023



A nighttime aerial view of a city, likely Kuala Lumpur, with the Petronas Twin Towers prominently featured. The city is illuminated with various lights, and a complex digital network of glowing lines and nodes is overlaid on the scene, suggesting data analysis or connectivity. The text 'Destination Analysts' is centered in white, with a white diamond-shaped logo containing a stylized 'D' and 'A' between the words.

Destination Analysts

RESEARCH CONDUCTED BY
DESTINATION ANALYSTS, INC.
IN PARTNERSHIP WITH:

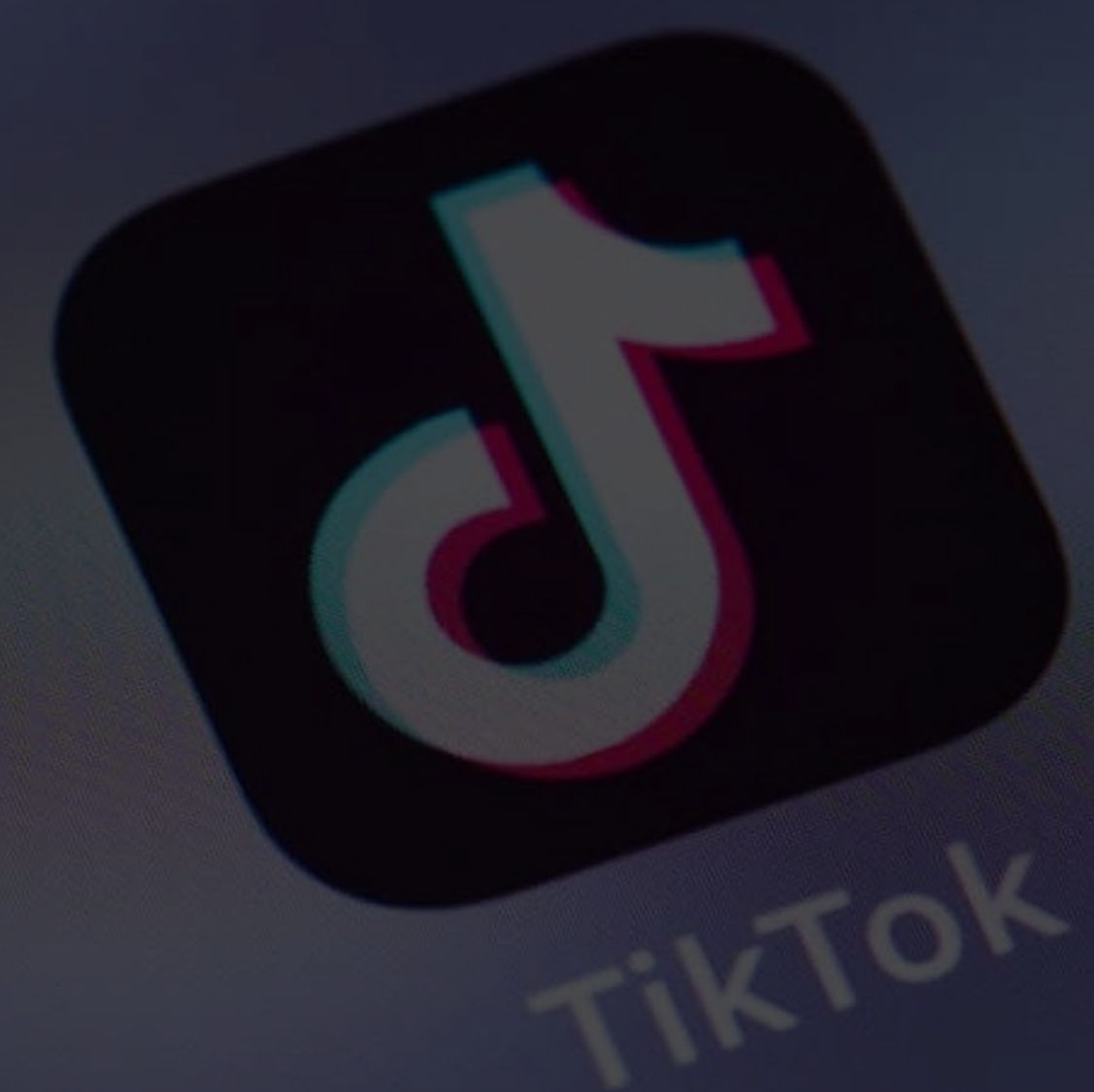
**miles**
PARTNERSHIP



VERTICAL VISION:

HOW TO MAKE SHORT FORM WORK FOR YOU

June 1, 2023



miles
PARTNERSHIP

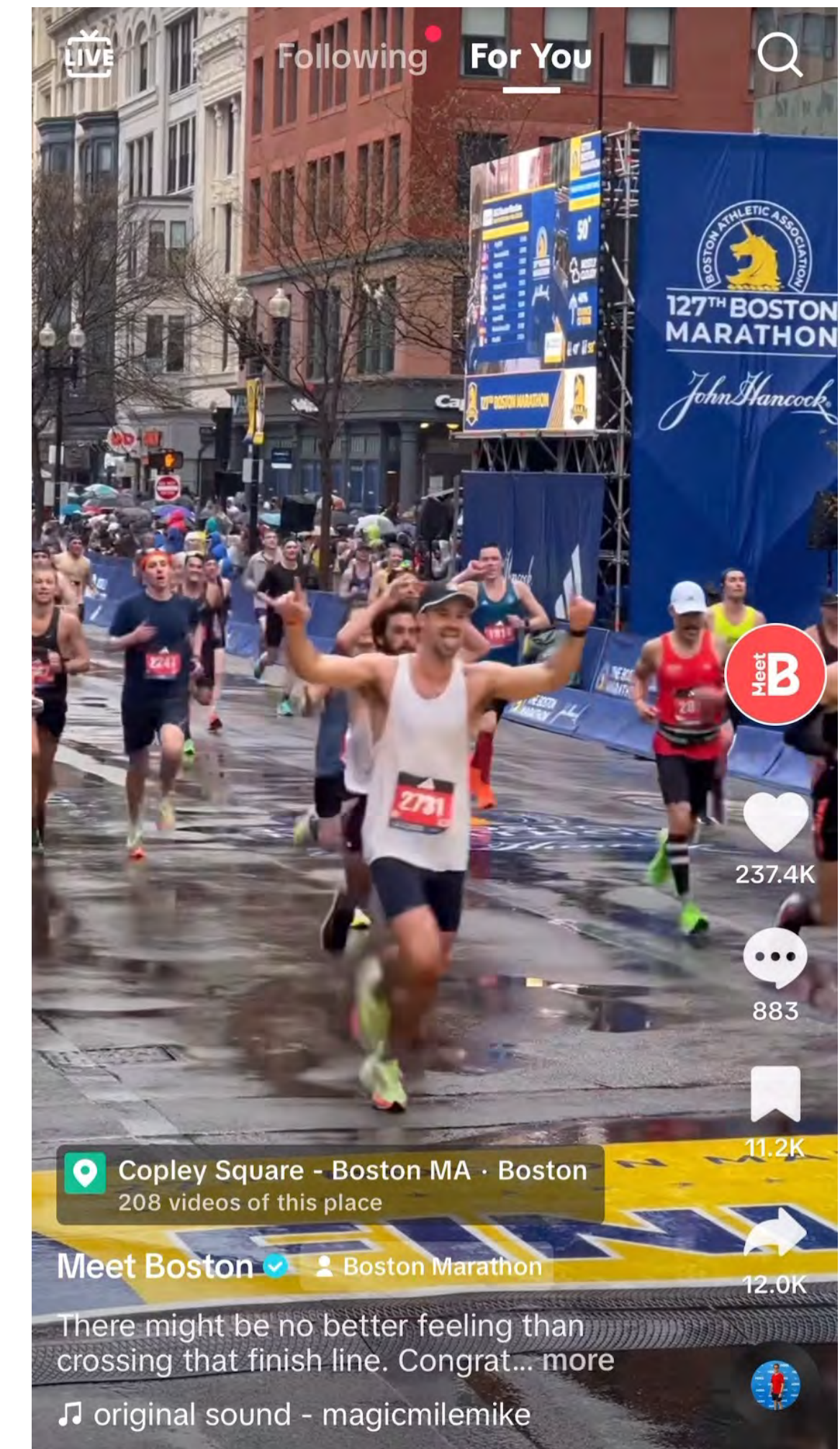
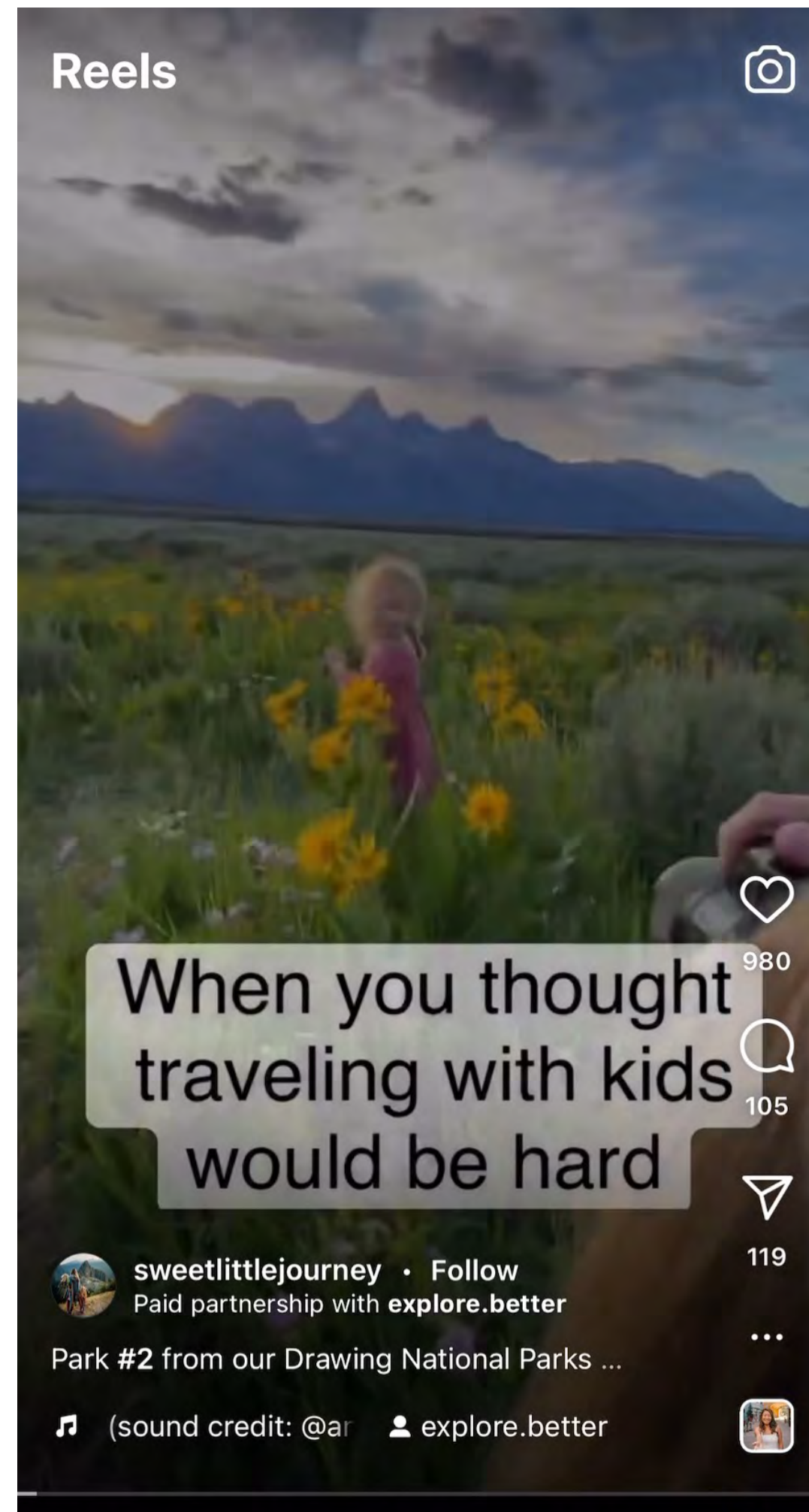
A person is sitting on a stone wall, looking out over a vast, hazy mountain landscape. The scene is dimly lit, suggesting dawn or dusk. The person is wearing a light-colored t-shirt and dark pants. The stone wall is made of large, rough-hewn stones. The background shows rolling hills and mountains under a cloudy sky.

THE TOP 10 BEST PRACTICES

ONE

Don't just push a product, promote the emotional value of visiting your business or destination.

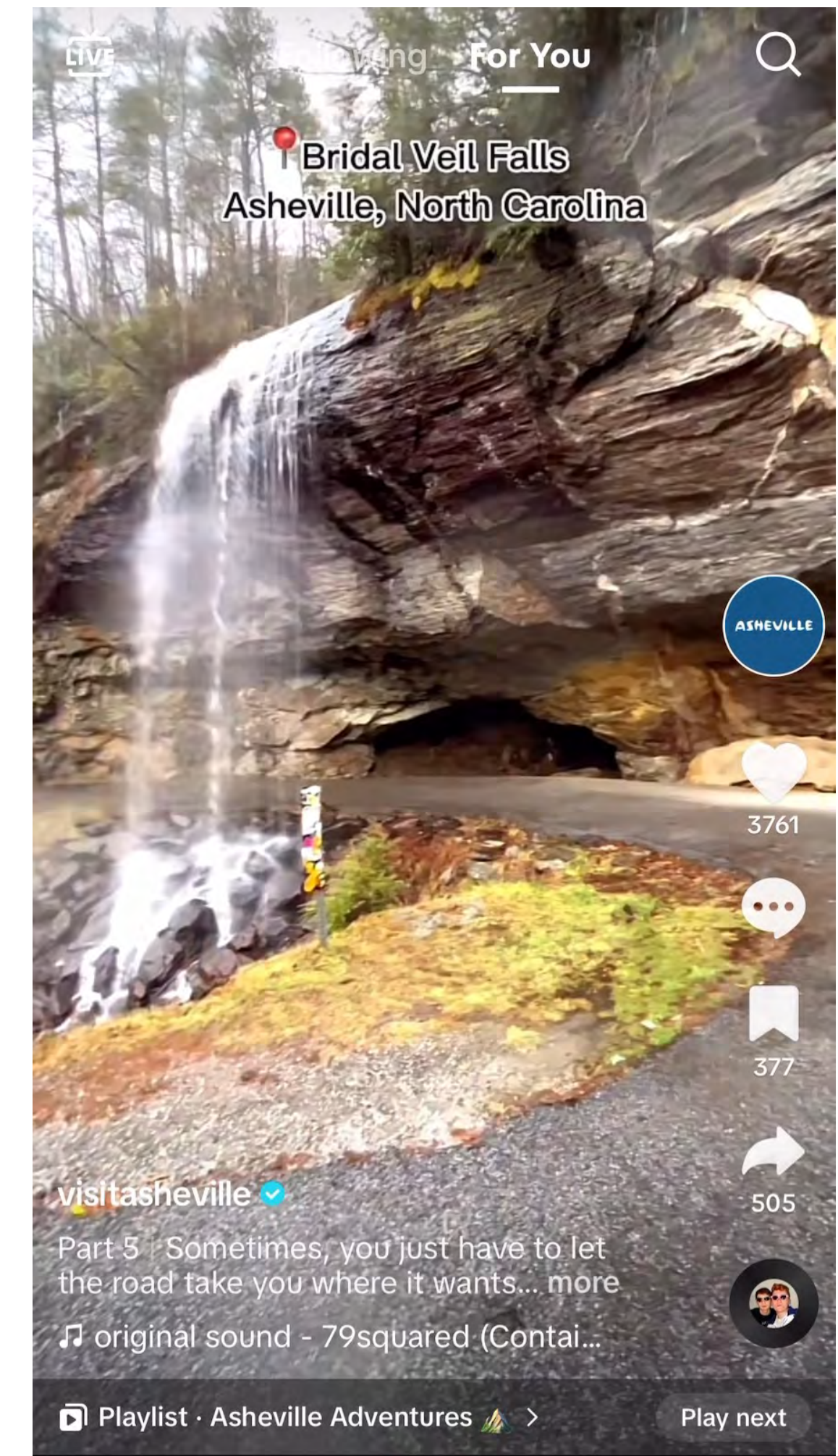
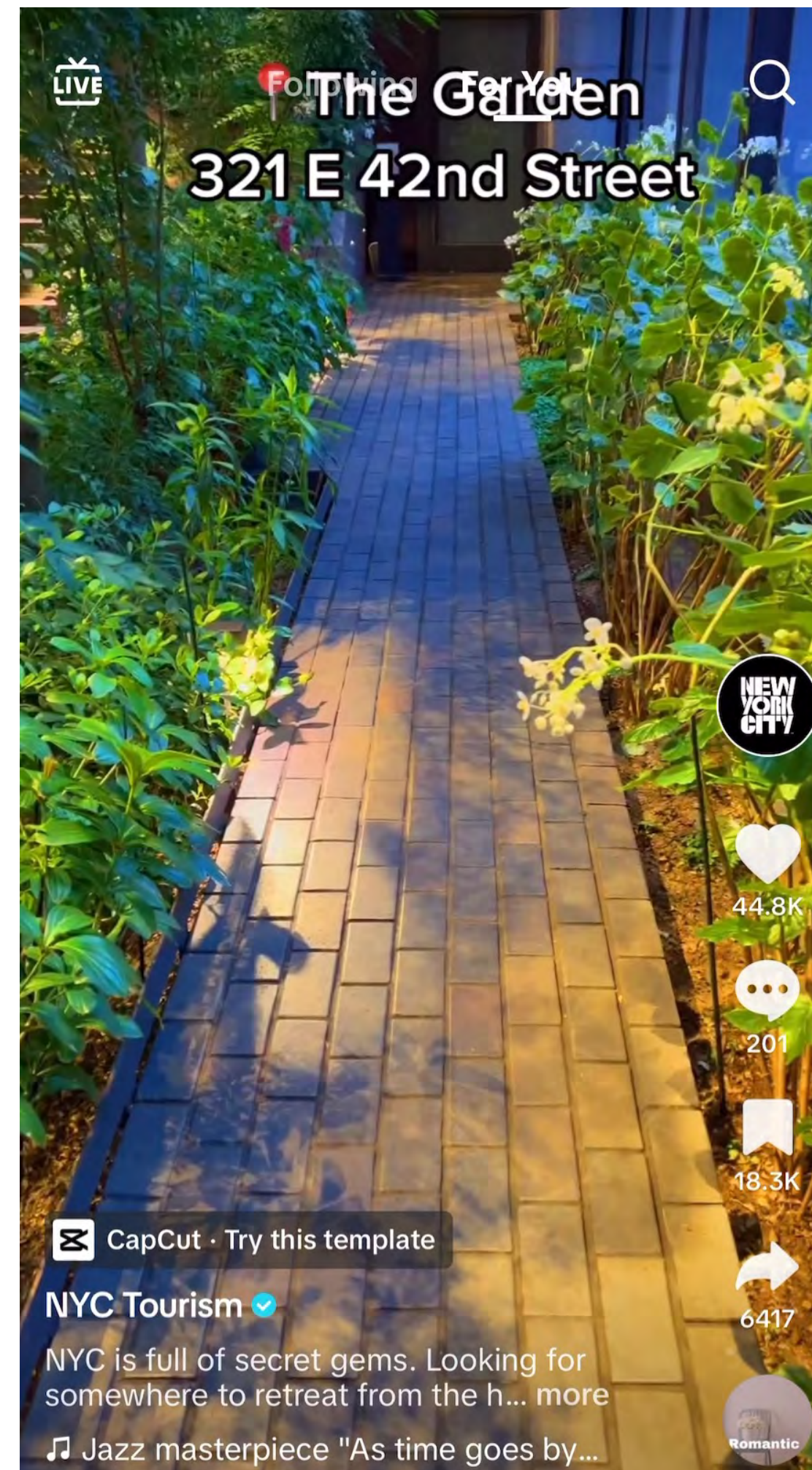
- Beautiful scenes with no emotional subtext don't grab users' attention.
- Be sure to use storytelling in your content.



TWO

Pace. Is. Key.

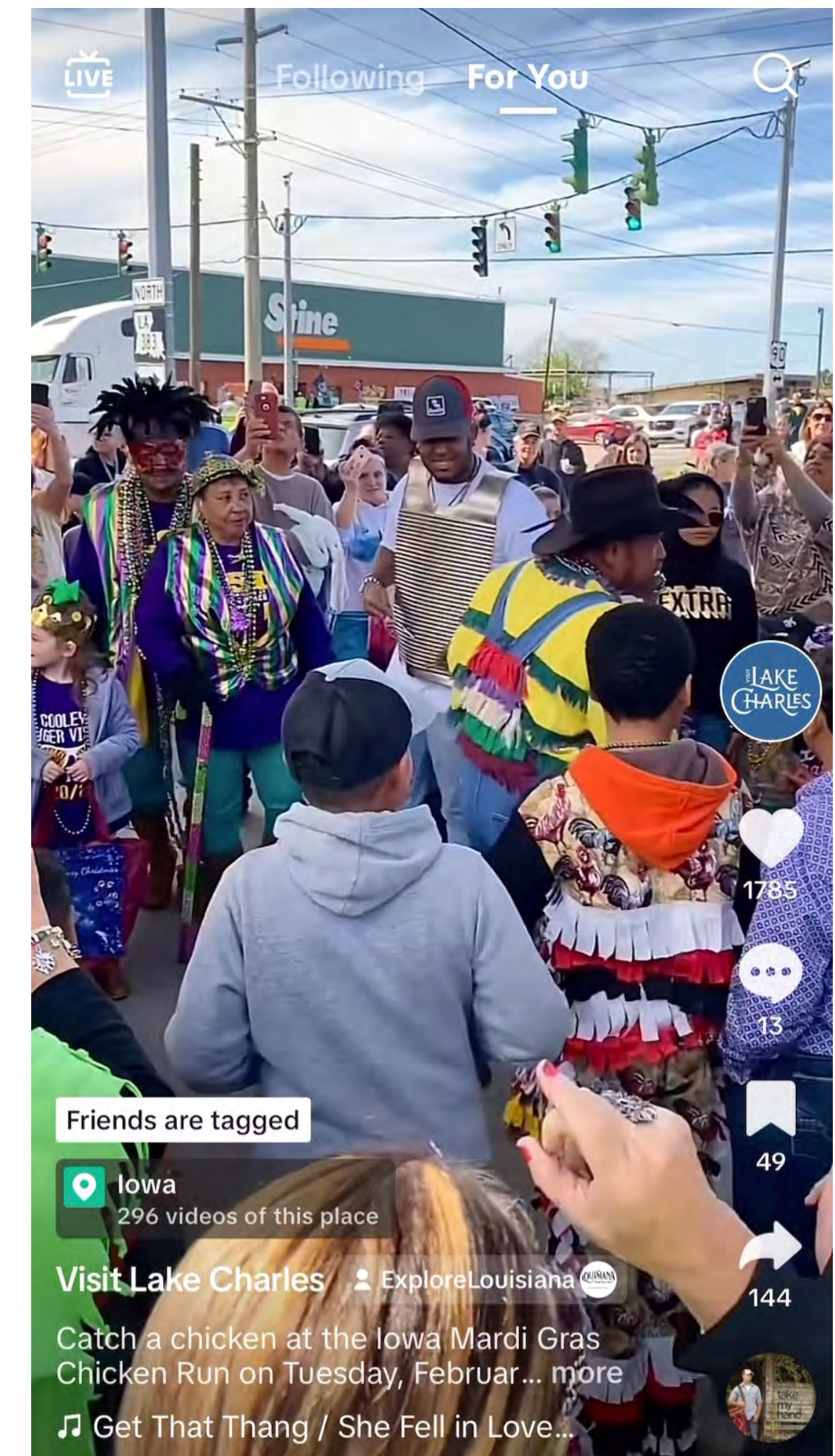
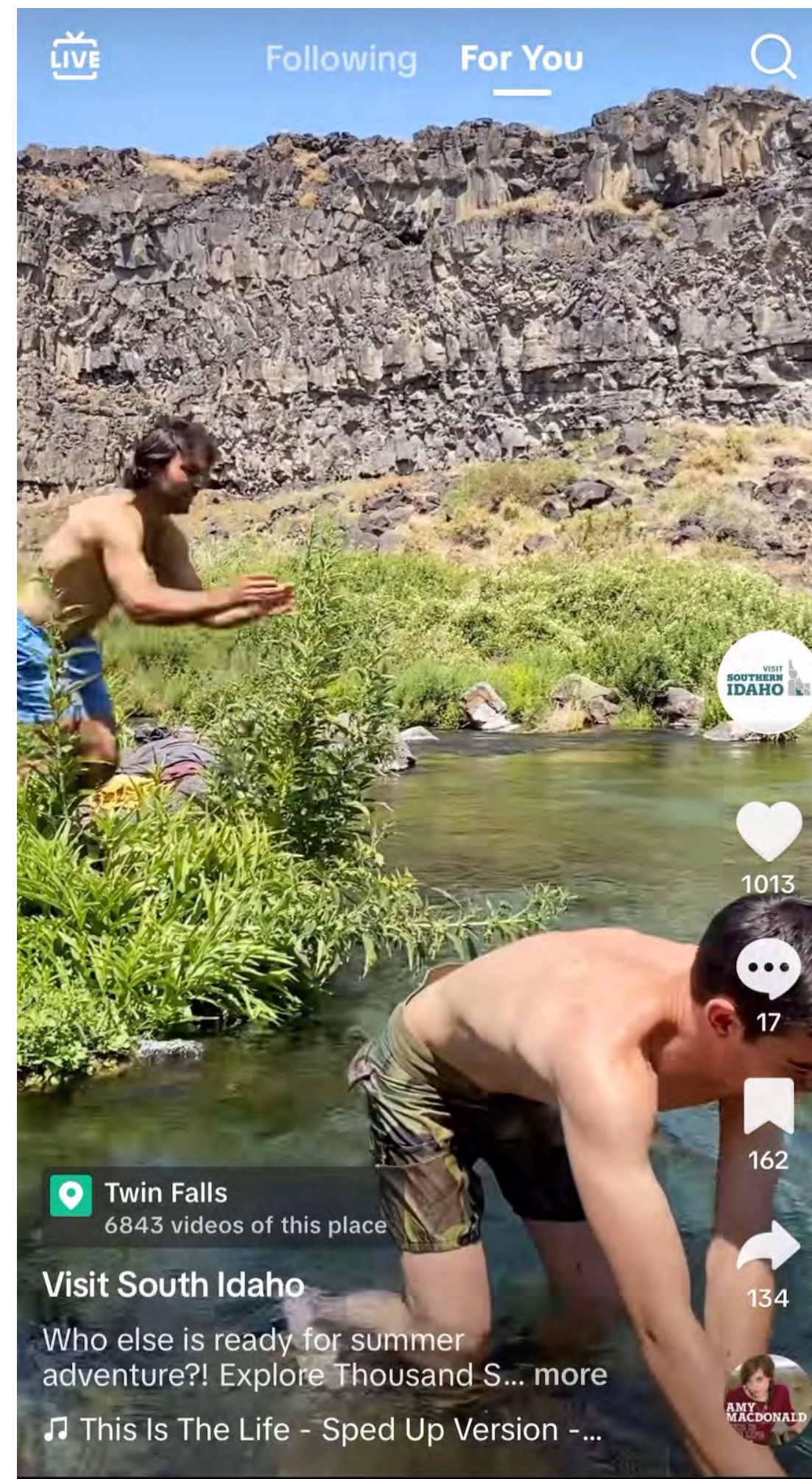
- Videos too drawn out will make users scroll.
- Overly frenetic videos will lead to less absorption by users.
- Show a site long enough for users to understand the highlight but then move on.



THREE

Like other promotional mediums, people want to see other people.

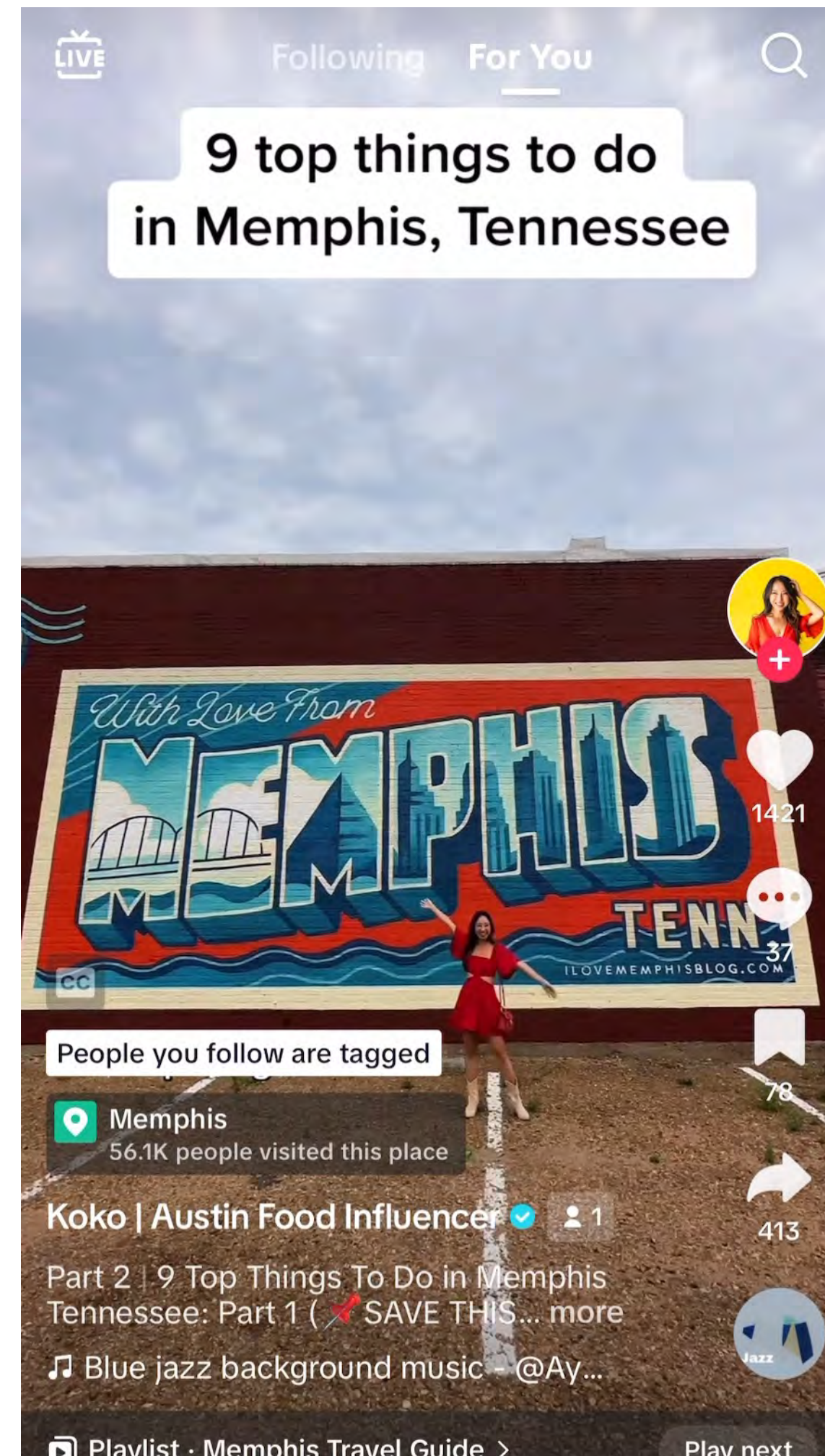
- Happy faces sell an experience.
- "Me seeing an empty place does not make me want to go there."



FOUR

If using influencers, they must have a real connection to your brand.

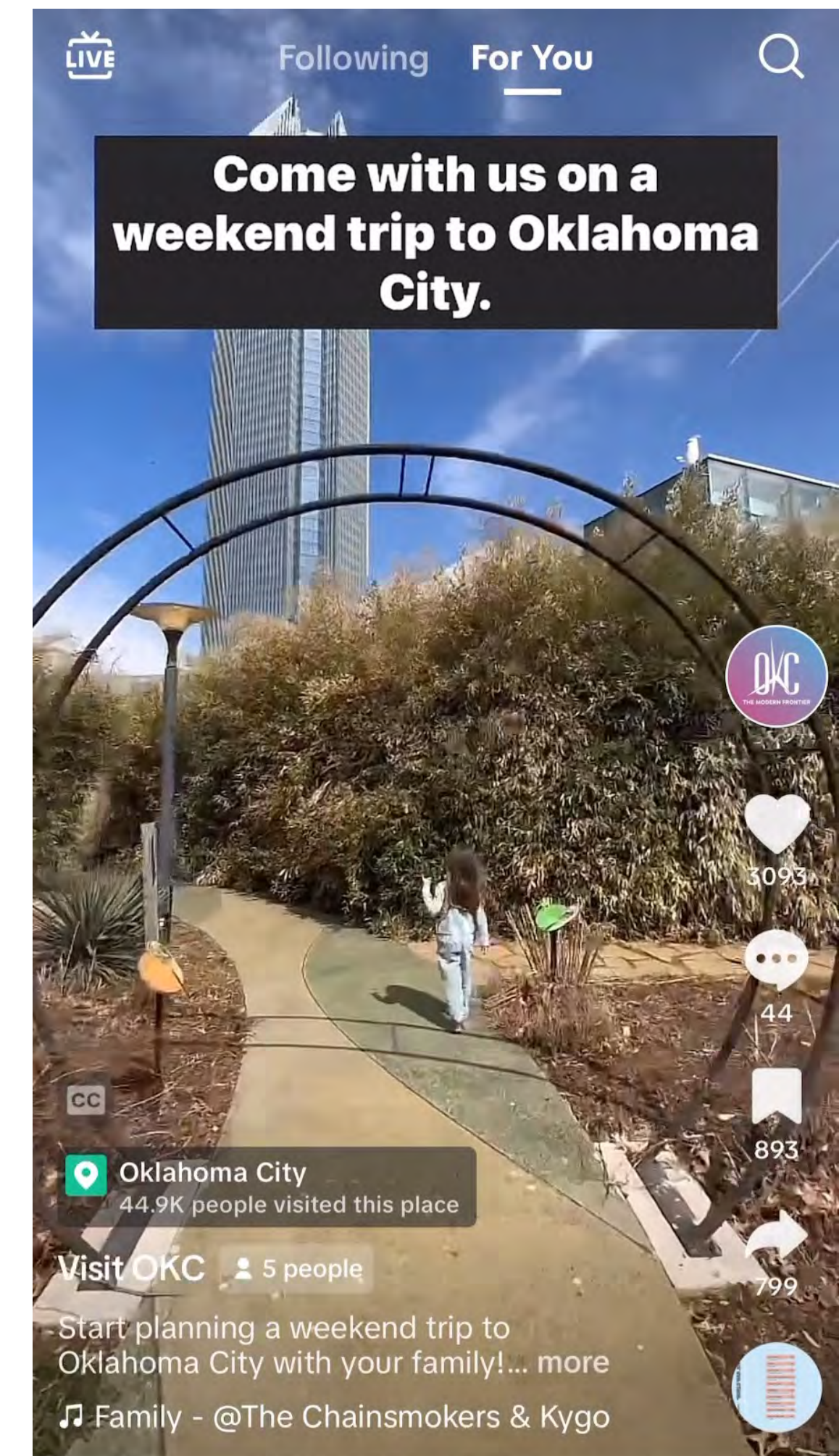
- TikTok users place more emphasis on understanding influencers' connections to the brands they promote.
- Your collabs need to make sense – Tom Brady promoting your local ice cream shop would be off.



FIVE

Feature real people.

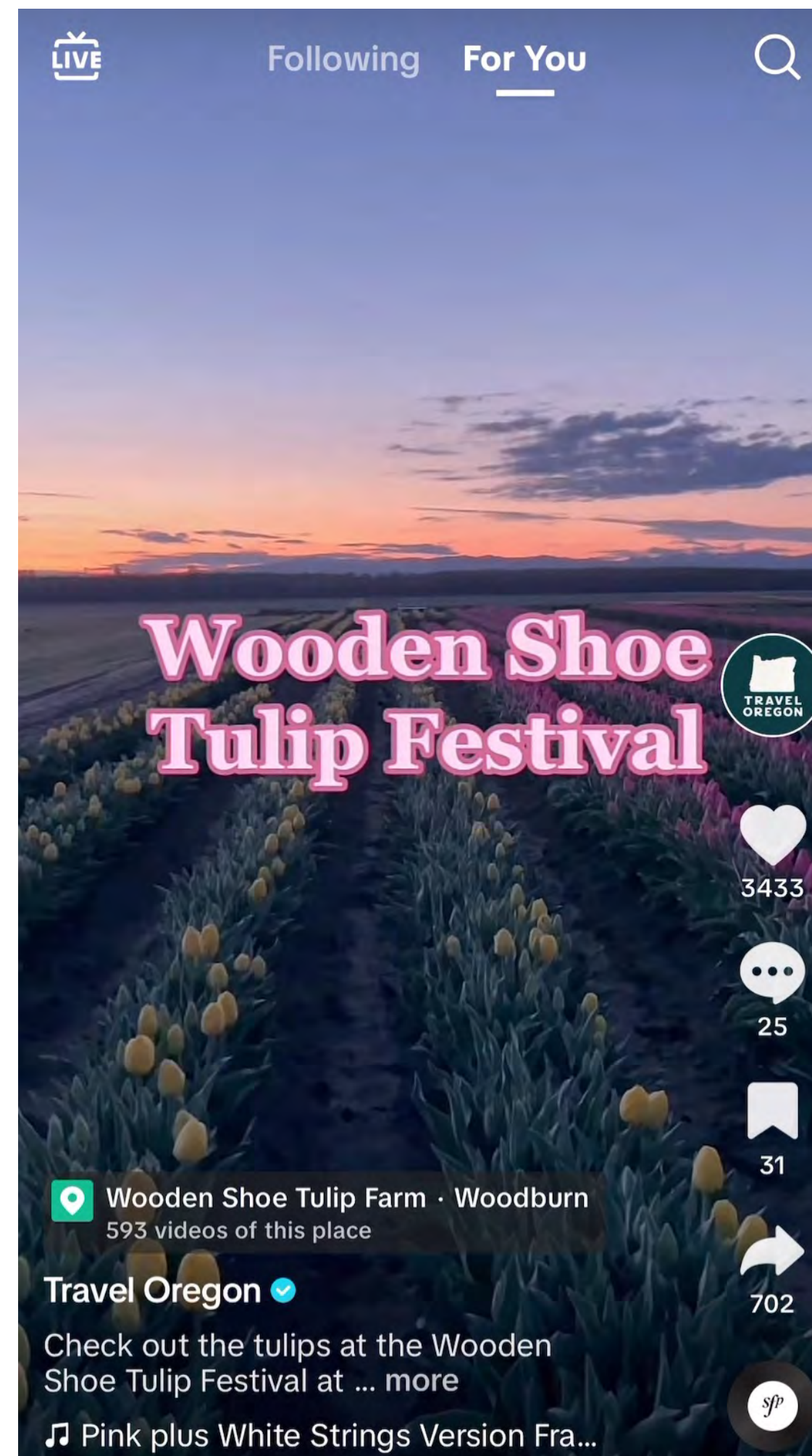
- People like TikTok because it feels the most authentic of the current social channels.
- Strike a balance between influencer content and showing the everyday traveler in the destination — great way to utilize UGC.



SIX

Craft your videos to be consumed without audio.

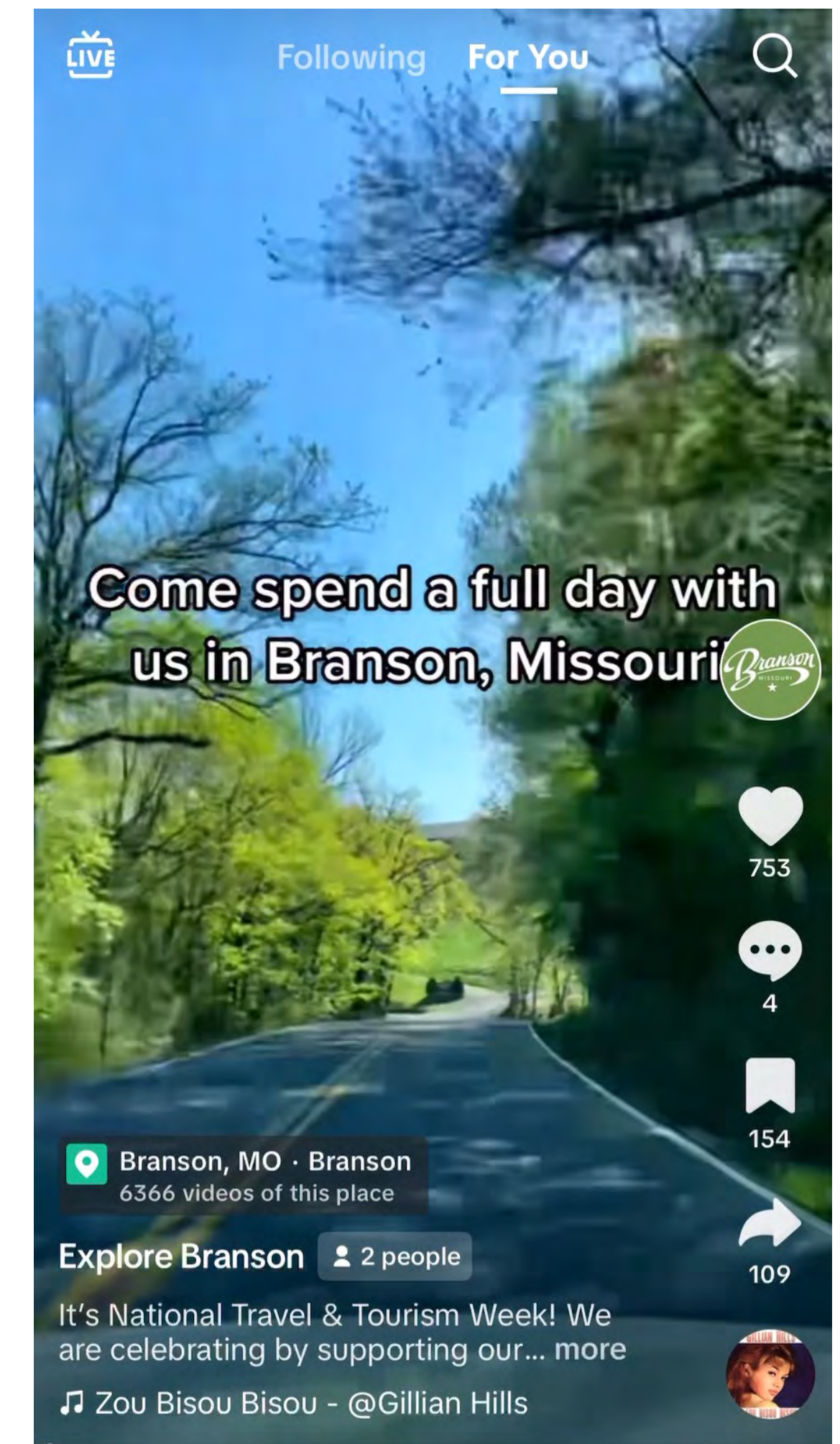
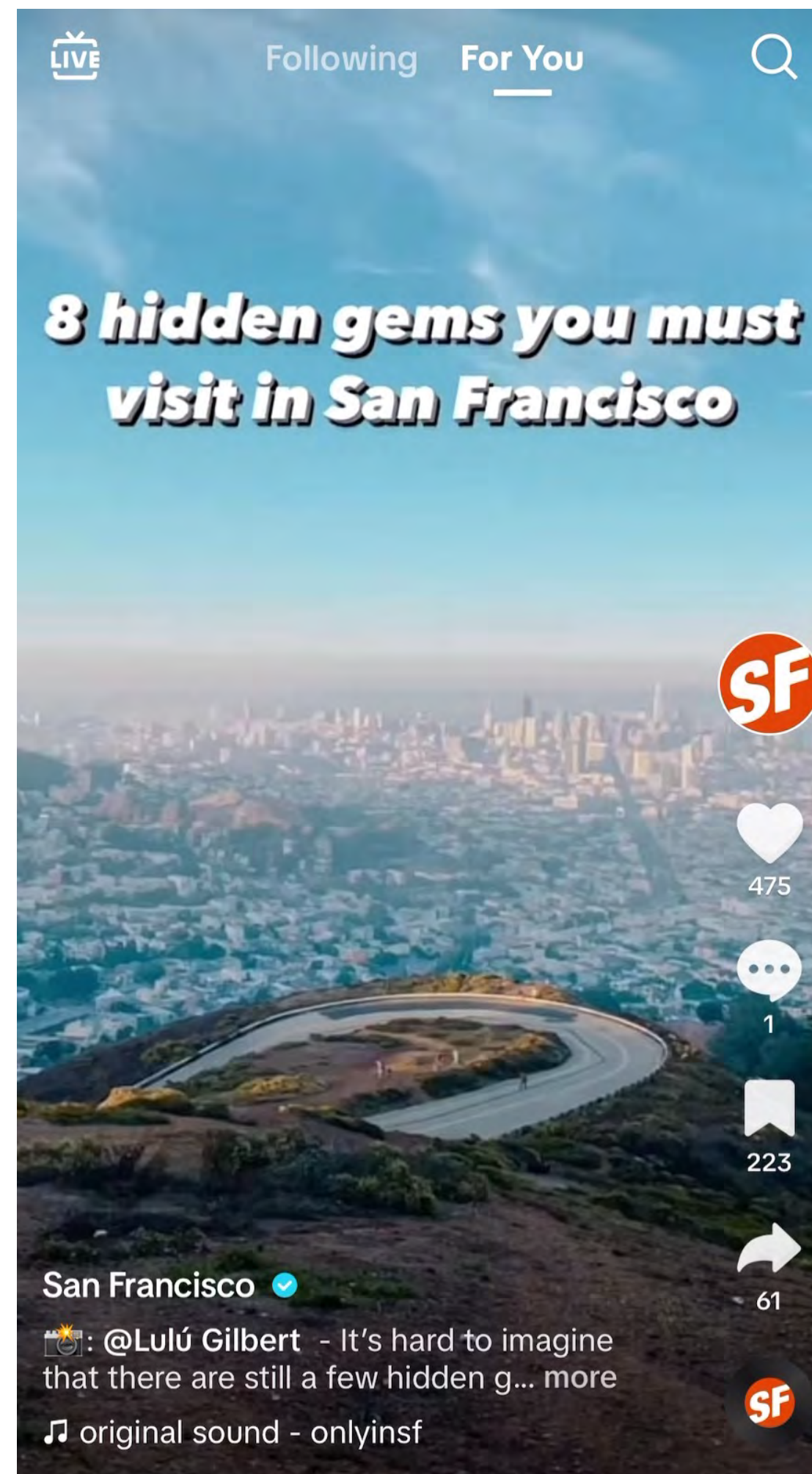
- Many users scroll through the app in public spaces or at work.
- You must use those closed-captioning features and appropriate subtitles.



SEVEN

Be descriptive.

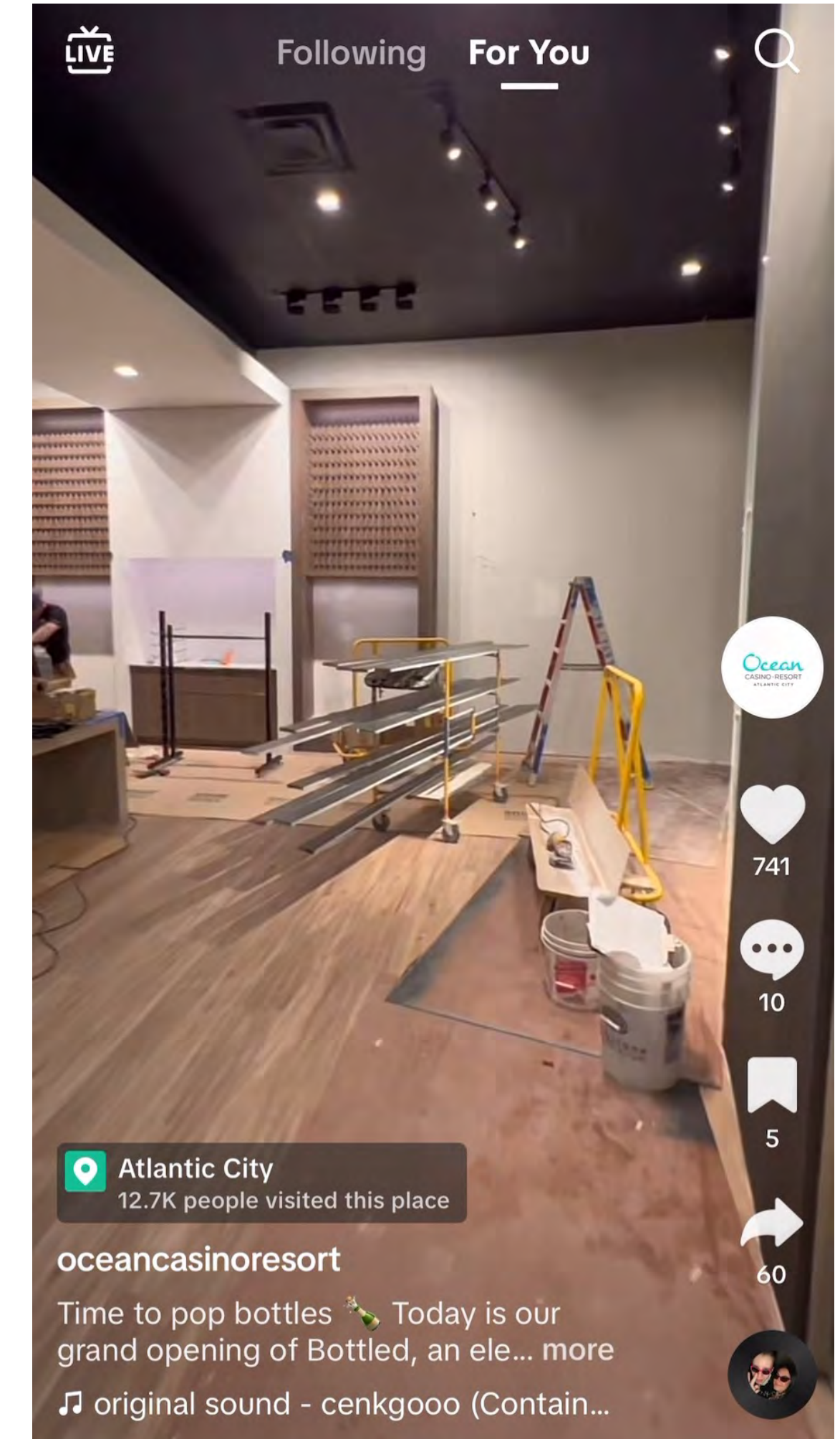
- Always describe an item with text.
- When showcasing places to visit, always put text in the video saying where it is.



EIGHT

Single scenes of a destination or business did not perform as well as a montage giving different perspectives of the property.

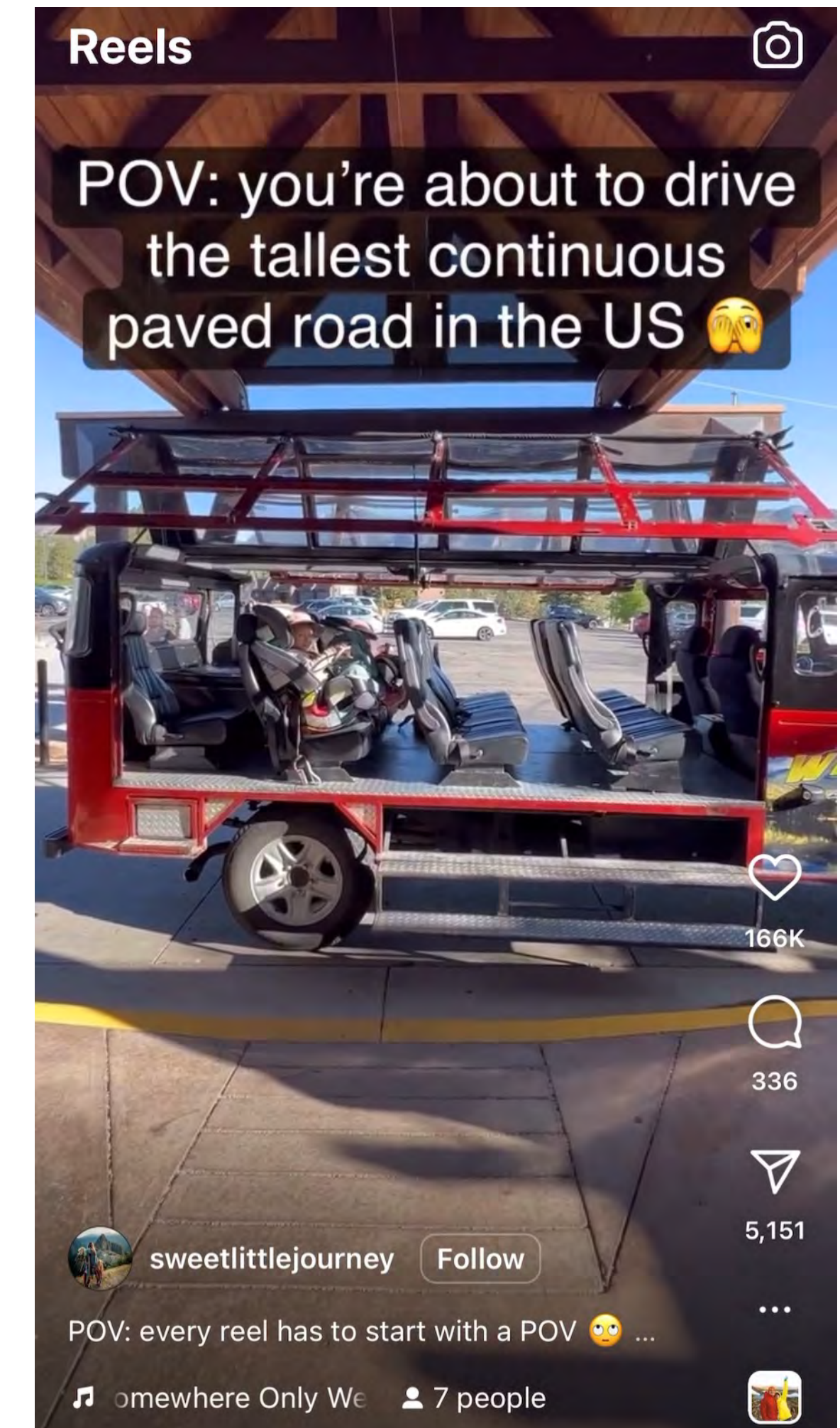
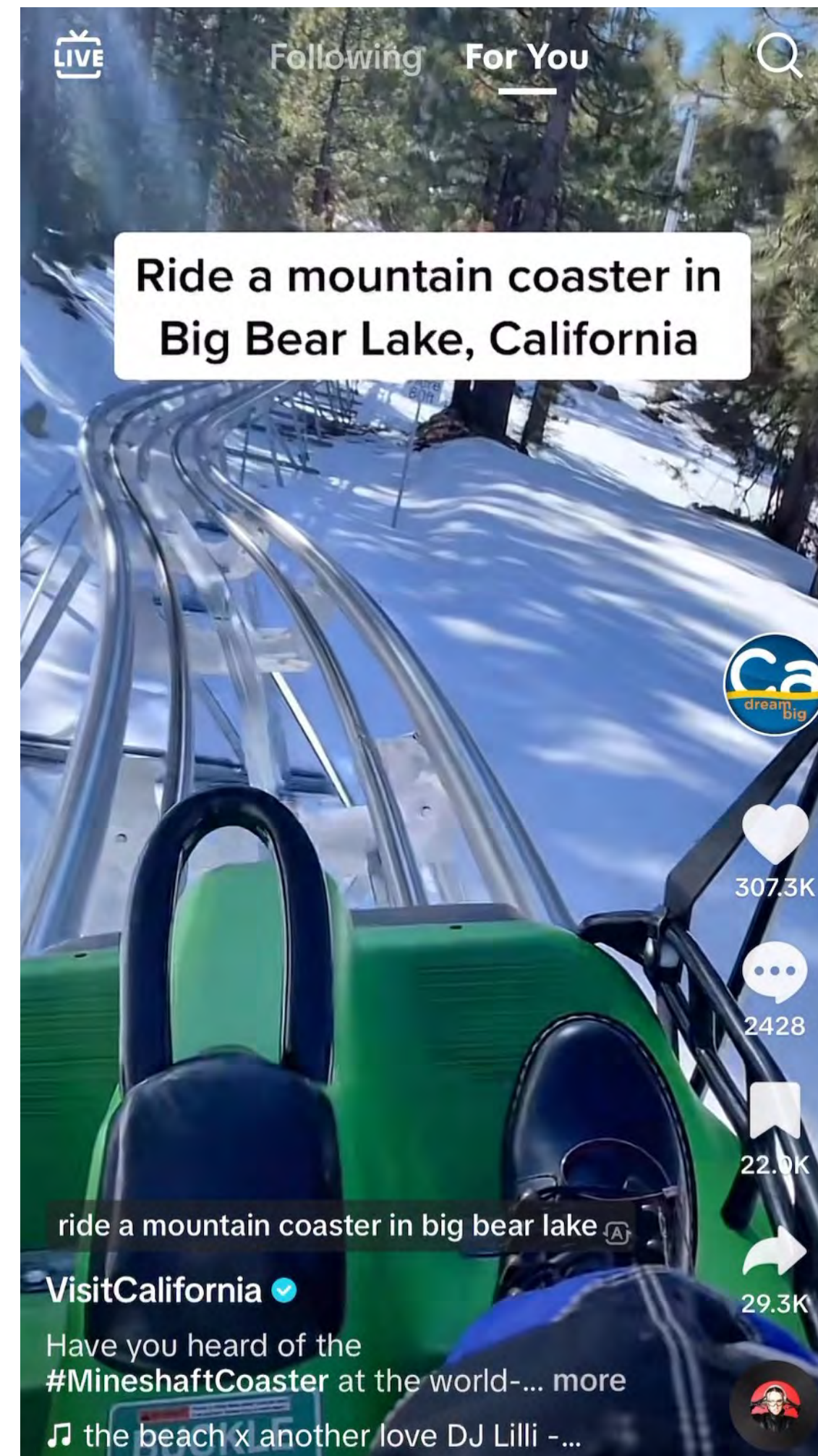
- Be sure to give an intimate view of the travel experience.



NINE

P.O.V. content garnered more engagement over other travel content types.

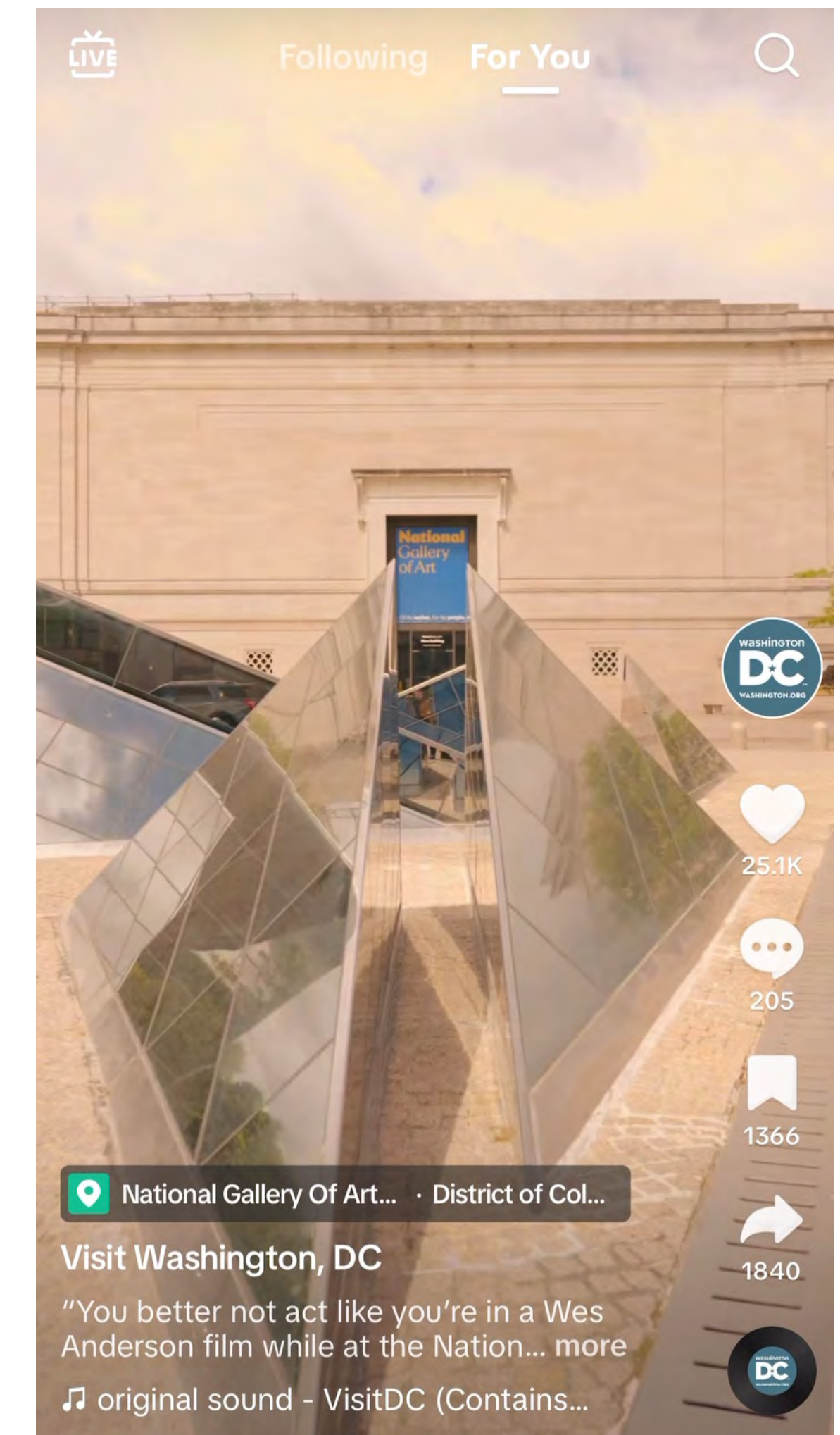
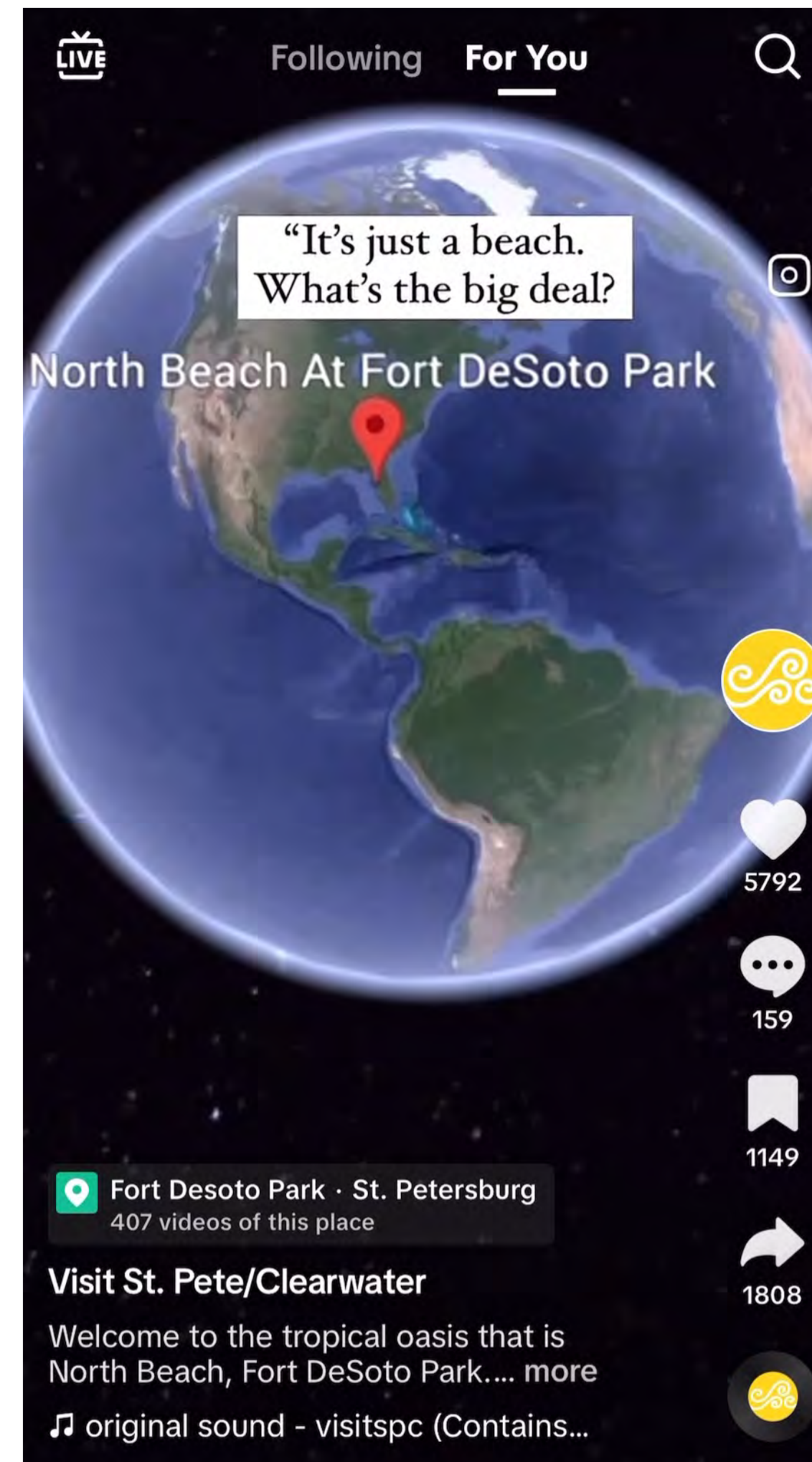
- Walk users through an attraction/destination.
- Be sure to have a compelling narrator as well.



TEN

Follow the trends.

- TikTok users love that the platform emphasizes communal engagement.
- Brands that can leverage participation in platform trends will be more successful.



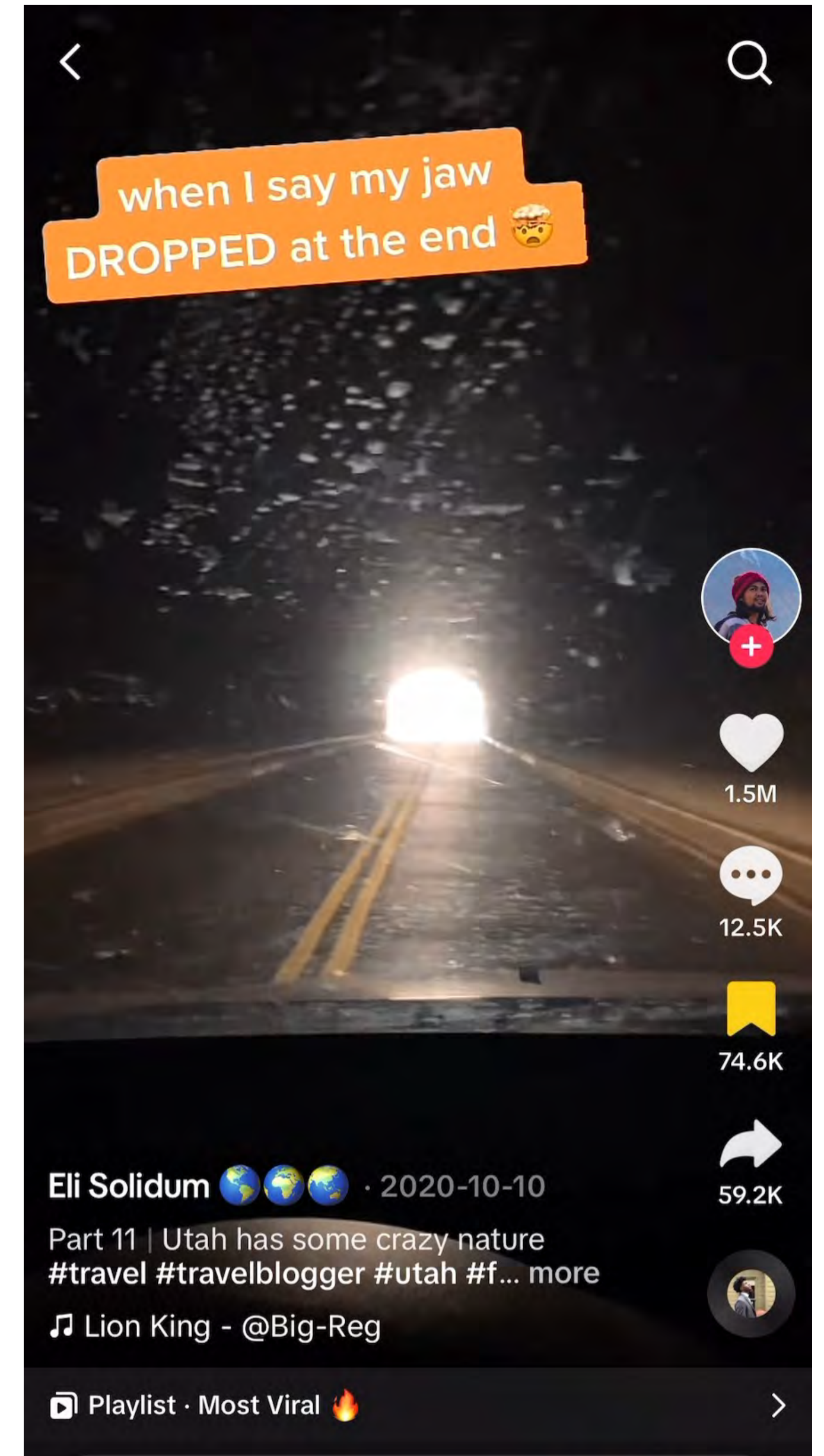
5 PRACTICAL TIPS TO MANAGE CREATION



TIP NO. 1

Be Authentic

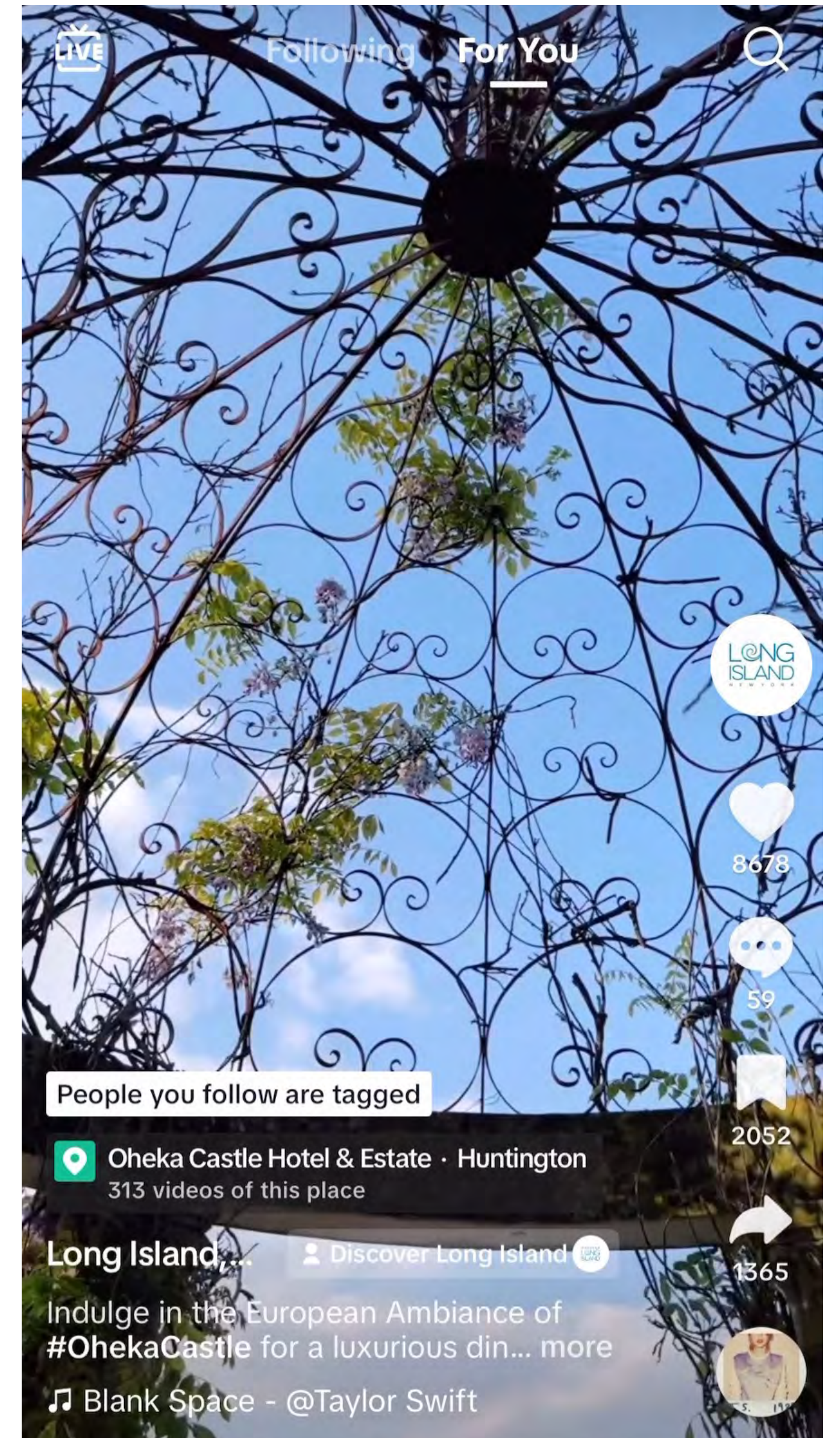
- Don't overthink it – viewers want to see real experiences.
- Cell phone quality is perfectly fine if not preferred. The more polished the footage looks, the less authentic it will feel to the viewer.
- There's a time and a place for high production video, this is not it.



TIP NO. 2

Brand Lightly

- The more logos you slap on your content, the less authentic it will feel to your audience.
- Your content should speak the same language as your brand but in a more nuanced way – visual style, color, music, etc. are all ways to communicate brand.



TIP NO. 3

Recycle

- In an ideal world, every video would be shot vertically and custom created for each platform. Nobody's got that kind of time.
- Recycle content that performs well across other platforms.
- Reuse high resolution 16x9 footage cropped to 9x16.



TIP NO. 4

Content Calendar

- Create a content calendar around best-performing and seasonal content.
- Utilize social-first content storytelling to make sure you're ahead of the game.
- Failure to plan is planning to fail.

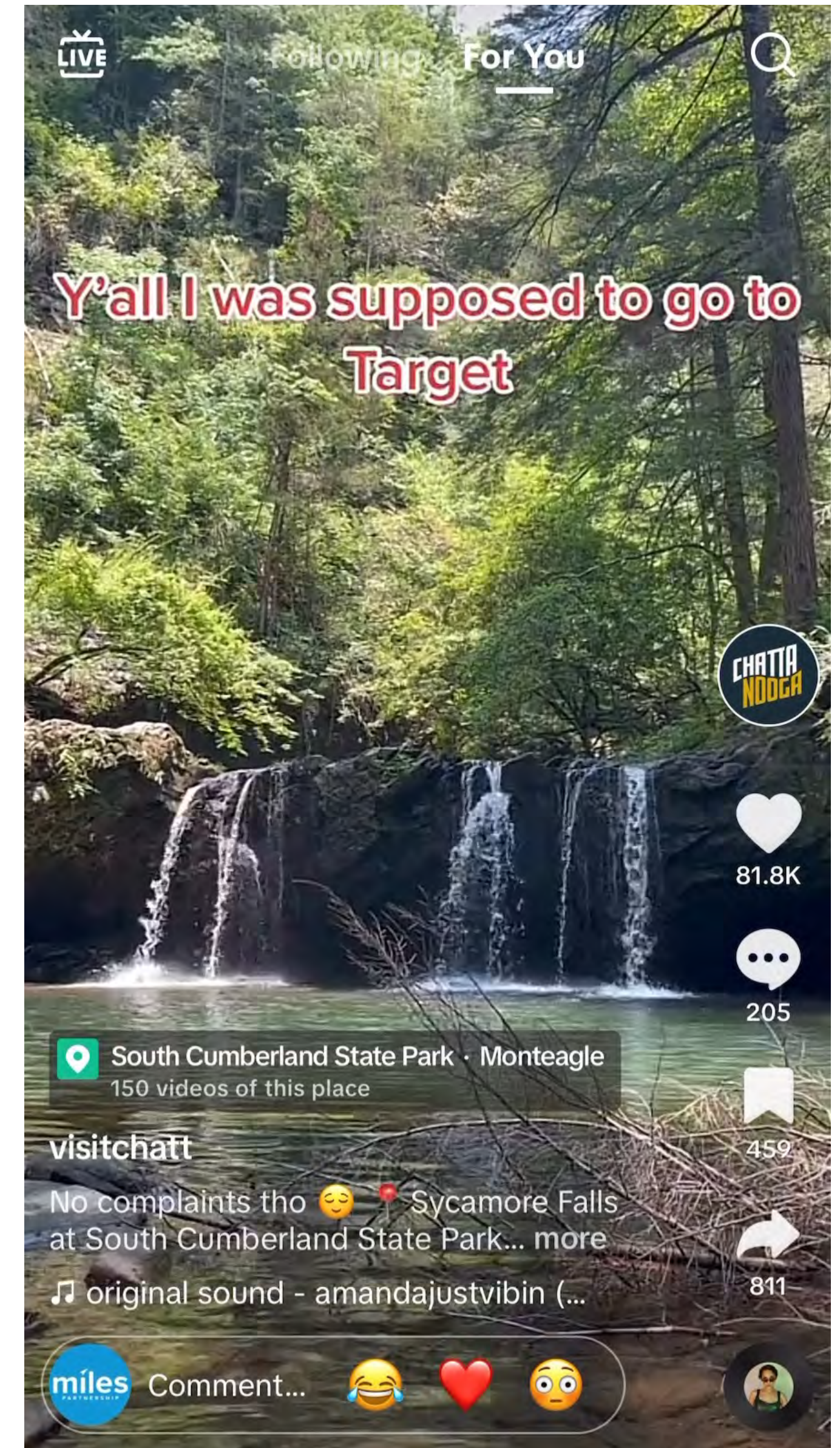
| Week 1 | | |
|-----------------------------|---------------------------------------|--------------------|
| Post Topic/Type | Copy | Visual Type |
| Event (Greeting) | Happy New Year, Journal Buddies! 🎉 | Single Gif |
| Event (Greeting) | Happy New Year, Journal Buddies! 🎉 | Single Gif |
| Event (Greeting) | Happy New Year, Journal Buddies! 🎉 | Single Gif |
| Product Update/Announcement | We promised you a great new year—so, | Single Still Image |
| Product Update/Announcement | We promised you a great new year—so, | Single Still Image |
| Employee Testimonial | Journaling for 2023 #fyp #foryou | Video |
| Research | We found that 99% of people who write | None (Text Only) |
| Educational | Welcome to #FridayTips! | Single Still Image |
| Educational | Welcome to #FridayTips! | Single Still Image |
| Educational | Welcome to #FridayTips! | Single Still Image |
| Customer Testimonial | Watch this creative genius at work 🧠 | Video |
| Product Promotion | | None (Text Only) |

MAY JUNE JULY AUG SEPT

TIP NO. 5

Experiment

- Try the trends! Experiment with different styles of content. Get creative!
- What is working for your audience on one platform may not work across them all – look at your data, notice patterns, try something new.



Q&A WITH KATHRYN SHEA DUNCAN

Director of Social Media
Visit Lake Charles



GERALD GRUENIG EATS HIS WAY THROUGH LAKE CHARLES

By Kathryn Shea Duncan · Jun. 27, 2022

The man, the myth, the LEGEND! Social media sensation, [KLFY Gerald Gruenig](#), eats his way through some of Lake Charles' most iconic eateries. From [Famous Food's](#) famous soft and spicy cracklins to [Lulu's Specialty Snocone's](#) pickle snocone, Gerald devours the most unforgettable and unique meals and frozen treats. Add these Gerald-approved stops to your Lake Charles itinerary! Special thanks to [John Weatherall III](#) for creating these incredible videos!



BEST PRACTICES IN TIKTOK CONTENT FOR TRAVEL BRANDS FULL REPORT IS AVAILABLE TODAY!



**SCAN
HERE TO
PURCHASE!**

Destination  Analysts

UPCOMING WEBINAR

**THE STATE OF THE AMERICAN TRAVELER:
TECHNOLOGY EDITION**

TUESDAY, JUNE 20, 3PM ET

REGISTER NOW





Q&A

Thank you

miles

PARTNERSHIP
milespartnership.com