



The 2021 Summer Travel Report

Data and Trends From The World's
Leading Brands and Influencers

 klear
A MELTWATER COMPANY

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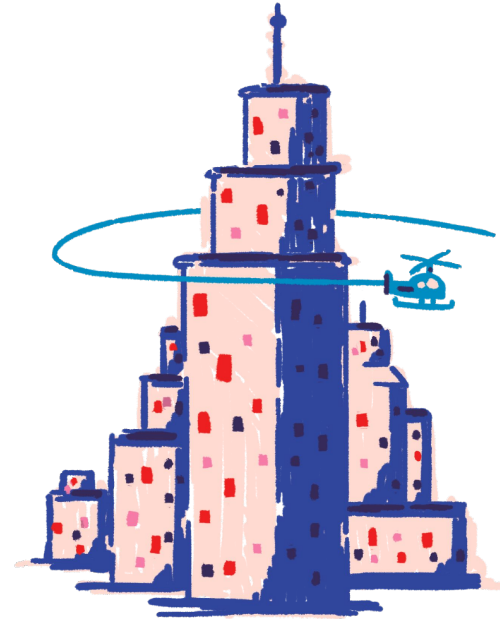
The Return of Travel Campaigns

How Are Travel Brands and Influencers Navigating Tourism Amid a Pandemic

We all miss the days before Corona. Which is why it's so wonderful to see some signs of a return to normal from some of our favorite industries, like Travel. With brands running travel campaigns and influencers sharing the summer itineraries, it's a nice reminder of what life was.

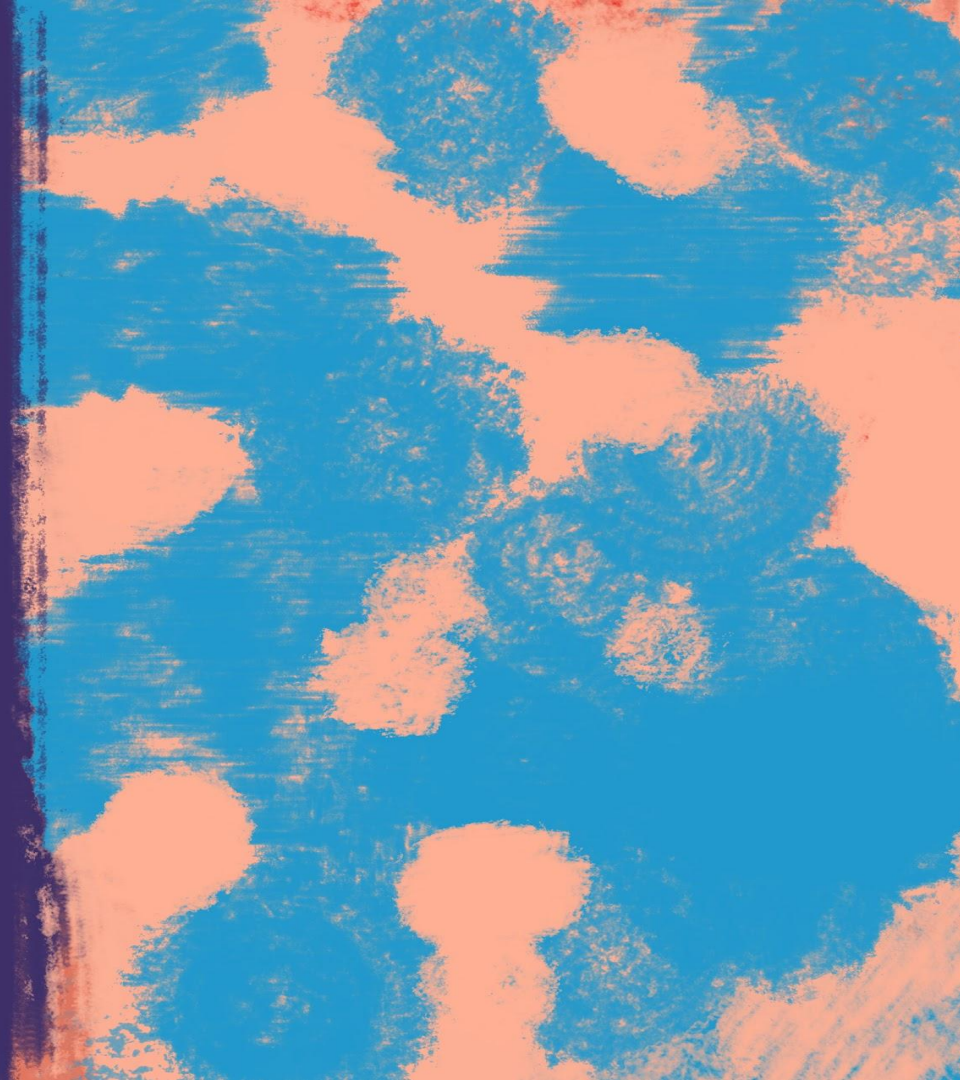
Visit Your Favorite City

In this report, we will share data insights on how Travel and Influencer Marketing has evolved in 2021. And, will look at how agencies and brands are leveraging influencers to promote tourism.



Part 1

The Impact of COVID 19 on Travel and Influencer Marketing



Top 10 industries sponsored collaborations 2020

Travel Category Decline by 4 spots



#1 Fashion

-



#2 Fitness

↑ 1+



#3 Photography

↑ 7+



#4 Lifestyle

↑ 7+



#5 Beauty

↓ 1-



#6 Travel

↓ 4-



#7 Parenting

↓ 1-



#8 Food

↓ 1-



#9 DIY & Art

-



#10 Design

↓ 1-

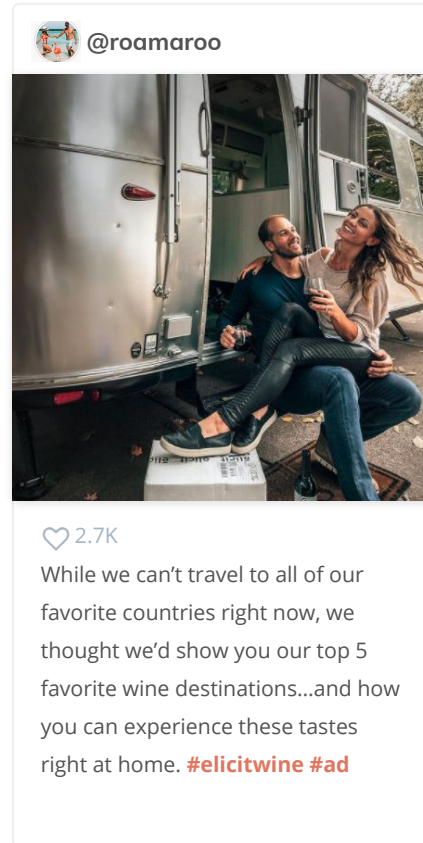
How influencers and brands are navigating the events of 2020

When categorizing the top 10 industries posting sponsored content we saw that Travel and Food participated in fewer sponsored collaborations in 2020 than 2019.

This is an unfortunate side-effect of COVID-19, with many travel destinations and eateries closed. As the year progressed, we did see brands and influencers re-adapt their strategy, and this trend offers an optimistic forecast for 2021.

"As travel experts, we've adapted our content to focus on socially distanced travel - road trips, camping, the Great Outdoors, and anything self-sustainable. Due to the pandemic, we moved into an Airstream for the foreseeable future. As travel creators, we have a responsibility and opportunity to help educate and inform the world on how to safely and respectfully travel (or not travel at certain times)."

- Scott & Collette, travel influencer couple, [@roamaroo](#)



Part 2

Sponsored Travel Campaigns Rebound in 2021



210%

The increase of sponsored travel content in 2021

Sponsored Travel Content in 2021

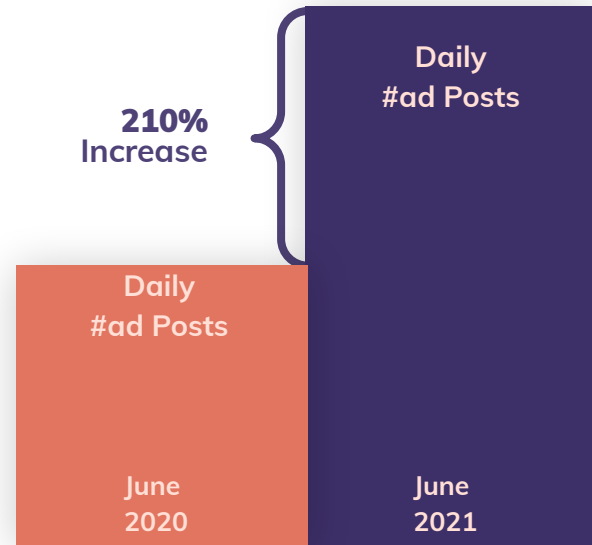
Brand and Influencers are engaging in more sponsored collaborations

When comparing travel influencers creating #ad content in June 2020 to #ad content in June 2021, we identified a 210% increase in sponsored collaborations.

In **June 2020** travel influencers produced **19,280** sponsored post, in **June 2021** travel influencers engaged in **40,500** sponsored posts.

210% Growth

Sponsored Travel Content



Part 3

Brand Inspiration: Going Local or Flying High



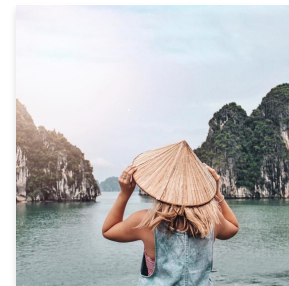
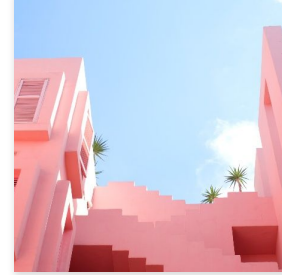
Visit Your Favorite City

How localized agencies are leveraging influencers

With flights resuming and hotels reopening, travel campaigns have been an excellent way to encourage visitors. Importantly, influencers have been great resource for local tourism agencies to promote the attractions of their city.

Influencers Promote Local Travel

Travel influencers are often associated with private jets and 5-star hotels on private islands. But, tourism agencies have been using influencers to promote authentic campaigns focused on local cities, creating meaningful content that encourages travel in a relatable way.



#VisitOrlando

A family fun travel destination

Promoting Travel to Orlando

The Visit Orlando campaign brought together 5 influencers from across the globe including the US, Sweden and Wales, to promote fun travel to Orlando.

166

Posts

21K

Engagements

\$125K

EMV

#VisitOrlando Influencer:

Brittany Nichols is a mom influencer from Florida.

She created 72 posts for the #visitorlando campaign, promoting all of the wonderful attractions the city has to offer.





Brittany Nichols

77

72 Posts

13.4K Eng.

0.11% Eng. Rate

64.6K Reach

\$73.9K EMV



Brittany Nichols on Instagram: "Living in cabana-land with a drink in my hand? I love findi..."

05/01/21



384 85 1.9K

Slip into those wellies and splash into your nearest muddy puddle because legolandflorida ...

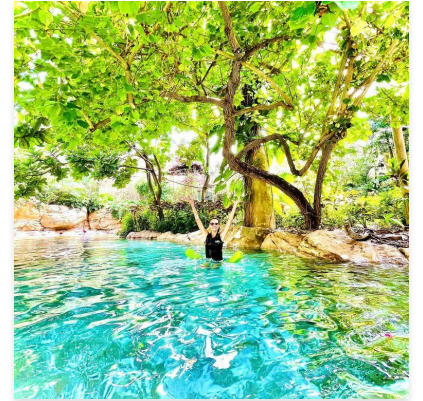
06/29/21



178

@visitorlando @discoverycove TO SEE MY FACE DURING OUR DOLPHIN SWIM

06/17/21



1

Would you believe me if I told you this beautiful oasis is located in sunny central Florid...

06/17/21

#VisitFaroeIslands

Europe's best kept secret

Promoting Travel to the Faroe Islands

The Faroe Islands is a small archipelago of 18 islands between Iceland and Scotland. Influencers help promote travel to this undiscovered region, and share its beautiful scenery.

415

Posts

1.7M

Engagements

\$2.8M

EMV

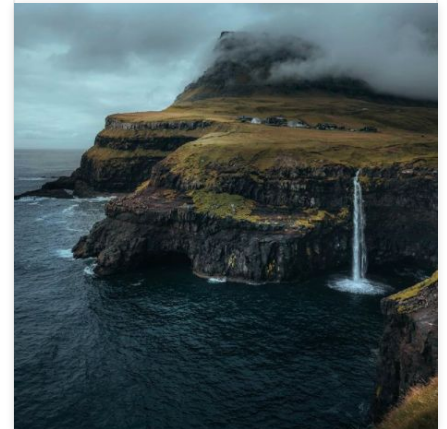
#VisitFaroeIslands Influencer:

Andy Donath is a photography and travel influencer from Germany.

After getting vaccinated he booked his first getaway since the pandemic, the remote Faroe Islands. His imagery showed the Islands' natural beauty and the value of traveling there during the pandemic.



@signaphoto



♡ 8,382

The next days we get our 2nd vaccination and then we can finally book the ferry. So it finally goes off. Scandinavia we come. 😊

Faroe Islands 🇫🇮 #travel

#visitfaroeislands



Andy Donath

80

35

Posts

148K

Eng.

3.08%

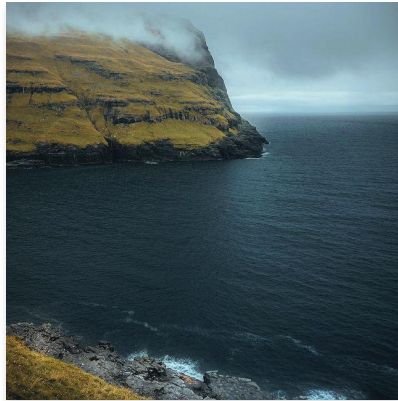
Eng. Rate

825.1K

Reach

\$268.9K

EMV



3.2K 40



It looks like we will be able to travel again this summer. Tourism and of course we are lo...

05/15/21

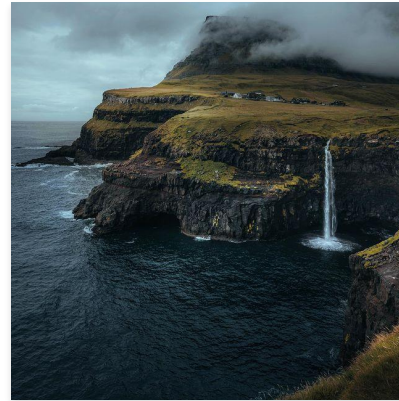


3.2K 53



To all the fathers out there, have a great Father's Day today. Enjoy the time with your ki...

05/13/21



8.4K 93



The next days we get our 2nd vaccination and then we can finally book the ferry. So it fin...

05/11/21



4.1K 85



Who of you has been lucky enough to visit the Faroe Islands 🇫🇷? This unique landscape and ...

05/09/21



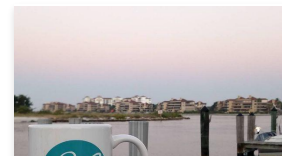
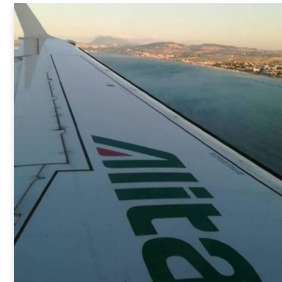
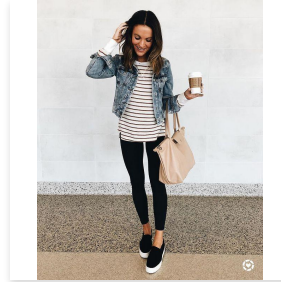
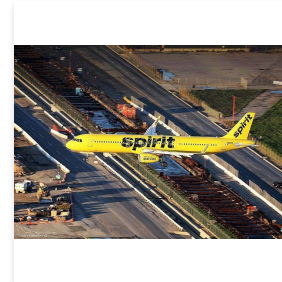
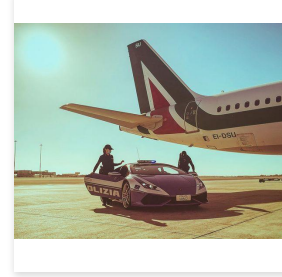
Check Out The Sky Views

Airlines use influencer to promote safe travel

Air travel was one of the most impacted industries during the height of the pandemic. Once borders reopened, and travel resumed, it was important that airlines promoted safe travel.

Influencers Promote Air Travel

Airlines like **Alitalia** and **Spirit Airlines** leverage aviation influencers and their cabin crew to promote the benefits of their airline. From cute in-flight pictures, to fun facts about airlines, it is a great way to engage with a new audience.



#alitaliaofficial

The leading Italian airline has lots of amore ❤️

Promoting stylish travel

If there is one thing Italy is known for, it's style. And, pizza...and pasta...and wine. Well, one of the MANY things Italy is known for is style, and Alitalia airlines certainly capitalizes on this fact.

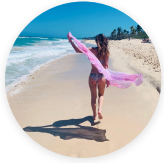
They work with their fabulous crew as well as passengers, who create user-generated content with the hashtag **#alitaliaofficial**

#alitaliaofficial Influencer:

Mariangela is an Alitalia flight attendant based in Rome.

She uses her Instagram to share her story as a flight attendant, which has been especially interesting to follow as flights resume during the pandemic.





Mariangela

58

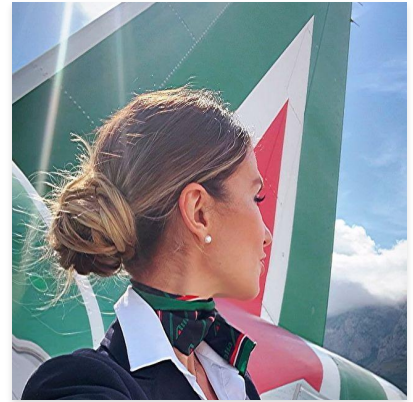
35 Posts

9.7K Eng.

10.7% Eng. Rate

23.5K Reach

\$22.3K EMV



192 2

Buongiorno Italia 🇮🇹
#alitaliaofficial #alitalia #aviation
#alitaliacrew #bo...

07/07/21

4

Esco solo per aggiornare il profilo. . .
. #alitaliaofficial #alitalia #aviation
#aviati...

06/24/21

192 4

Viva l'Italia L'Italia che lavora L'Italia
che si dispera e l'Italia che
s'innamora L'Ital...

06/02/21

639 34

"Sei solo uno steward...ONLY"
#alitaliaofficial #alitalia #aviation
#alitaliacre...

05/31/21

#SpiritAirlines

An affordable airline for everyone

Promoting affordable travel

Spirit Airlines is a budget airline that offers domestic flights across the US, as well as to the Caribbean and in Latin America.

They are able to capture awesome user generated content by asking travellers to post pictures using the hashtag **#SpiritAirlines**.

#SpiritAirlines Influencer:

Mateen the Avgeek is an aviation enthusiast, with over 67K instagram fans.

His feed is a true homage to his passion, planes. His posts about Spirit Airline planes help to show that any aviation lover would be happy to fly with the airline.





Mateen the Avgeek

77

14

Posts

14.8K

Eng.

1.57%

% Eng. Rate

187.7K

Reach

\$23.9K

EMV



377 5



A Spirit Airlines A320 at Boston Logan International Airport. Spirit is the largest ultra...

06/24/21



616 5



The plane.photos weekly Pop Quiz is currently live on my story! 😊 Be sure to play and learn...

04/12/21



783 10



Double tails today for #tailtuesday! 🛩️ Here's a photo of an Alaska Airlines 737 passing a ...

02/10/21



642 10



Happy Tail Tuesday from two very different US airlines! 😊 JetBlue Mint or Spirit's bare far...

10/14/20



Thank You





The New Standard in Influencer Marketing

Klear is the leading influencer marketing platform for Fortune 500 brands and agencies.

Powered by award-winning influencer measurement technology, Klear is setting a new market standard for finding social creators, assessing influence and measuring ROI.

[Learn more at klear.com](https://www.klear.com)

