

HOW INFLUENCER MARKETING FOR TRAVEL WILL CHANGE

10/20

// IN BRIEF

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for travel will change



The world is beginning to return to some sort of normality and no industry could be more relieved or cautious about re-opening its doors than the hospitality industry.

As the hospitality industry begins to ramp up its marketing activity in response to Covid-19, travel influencers are not only well equipped to know what people want to see, but they also have a unique understanding of what brands need to do to reassure that their guests will be safe in light of the Covid-19 pandemic.

For this report, we spoke with four full-time travel influencers for tips on how travel marketing and storytelling needs to change: the very cool and colourful [@bei.bei.wei](#), Italian and honorary Brit [@dr_difilippo](#) (who is also one half of [@prettylittlelondon](#)), Italian creative [@sarah_bianchi](#) and [@aureliestory](#), who produces some seriously well curated travel goodness.

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[@sarah_bianchi](#)
Renaissance Tuscany Il
Ciocco Resort & Spa

Lockdown and creating content at home

All the influencers we spoke with experienced far fewer communications with brands during lockdown. For some this provided an opportunity to find new ways to collaborate with hospitality brands. For example, @prettylittlelondon took part in a collaboration with The Dorchester, which sent a delicious-looking afternoon tea hamper to market their takeaway offering.

This is a trend that's now taking shape across many verticals – not just travel and hospitality. Indeed, if you take a look at ASOS and other fashion brands, you can see the move to 'at home' content production has grown.

“ Some of my collaborations have been cancelled, others postponed, but I was also approached more than usual because brands could less easily create content by themselves.”

~ @aureliestory

@prettylittlelondon
in partnership with
@thedorchester



Building trust around the ‘new normal’

As we all adjust to the ‘new normal’, social content plays a role that is more important than ever. During lockdown, people turned to social media as a means of escapism and information gathering, meaning we’re seeing more influencer content than ever before.

Influencers provide a ‘trusted voice’ amidst all the noise and that is exactly what brands need now to get through this challenging time: honest and authentic content.

“ I think nowadays the contents the public most appreciate is honest and genuine. No heavy filters, no built images of unreal places edited adding baroque settings... just transparency and value.”
~ @sarah___bianchi

“ Our audience is reacting well to photos of places that they miss the most. I think before the pandemic people were dying to see new things, now they realise how much they have missed what they gave for granted before.”
~ @dr_difilippo

Rebuilding for the long-term

With the majority of us not likely to book a trip abroad until next year ([The Future of Travel report](#)) the trend for staycations and domestic holidays will be around for some time. Many are now curious about where they can visit more locally.

In the short-term safety is obviously the main priority, but with an ever growing concern for brand values, influencers are suggesting that sustainability and brand activism will be the big differentiator in the long-term.





@bei.bei.wei
Lina Stores, Kings Cross

Genuine partnerships are more important than ever

There has been a lot of publicity in the media questioning whether influencers are being honest with their audience regarding the nature of their collaborations with other brands. This as a result has made it more likely that audiences will question contrived storytelling and advertising.


Influencers, as well as brands, are feeling the pressure to create genuine, quality content. The need for long-term authentic relationships with brands, over the one-off gifting approach is a sentiment felt by influencers.

“ My audience is looking for much more authentic content than previously. They want to see influencers who travel or choose brand partnerships for genuine reasons, not just money. Also with the Black Lives Matter movement, I think my audience wants to see influencers hold their brand partnerships to account.”

~ @bei.bei.wei

@dr_difilippo
Daroco, Paris





Three reasons why you need to work with influencers now

OPPORTUNITY TO ALIGN VALUES WITH INFLUENCERS

With more and more consumers looking to buy from brands that demonstrate real purpose, connecting with influencers who want to work with you for genuine reasons will help your brand to demonstrate its values beyond social-distancing.

INFLUENCERS ARE AGILE

Many influencers are one-person content production houses that are able to work anywhere and produce content that is more compelling than professional photographers/videographers.

Influencers not only produce compelling content, they also produce this content more efficiently. Ultimately, working with influencers is a great way to cut down your content production costs.

INFLUENCERS CAN QUICKLY REACH TARGET AUDIENCES

Speed of communication is one of the most important factors at play here. Because influencers have a more specialised audience, they can cut through more quickly to the heart of your target group. And because influencers know their audience well, they can suss out what kind of content their followers really want to see, and offer insight into what channels they are using.

*“ Good influencer-brand
relationships are partnerships
where both sides work together
for the influencer to get to know
the product, build an authentic
story and create content that
audiences genuinely engage with.
A one size fits all approach for
every influencer will not maximise
performance across each account.”
~ @bei.bei.wei*

It's a new world out there,
but we can find a way to
navigate it together. Feel free
to reach out to us if there's
anything you need help with.

GET IN TOUCH

(WITHOUT TOUCHING)

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