

Visit Myrtle Beach

SOCIAL MEDIA TRENDS AND INSIGHTS



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Myrtle Beach
SOUTH CAROLINA

Travelers on Social Media



How Active Are Travelers on Social?

84%

Gen Zs: 96%
Millennials: 98%
Gen Xers: 89%
Boomers: 67%

of active leisure travelers have a personal page on social media.



How Is Social Driving Travel Purchases?

52%

Gen Zs: 70%
Millennials: 72%
Gen Xers: 53%
Boomers: 21%

selected a vacation destination or travel service provider based on information viewed on social media.



Where are Travelers on Social?



Facebook



Instagram



Pinterest



Snapchat



TikTok



Twitter



Reddit

Gen Zs	51%	71%	42%	64%	59%	45%	23%
Millennials	70%	57%	29%	42%	38%	44%	21%
Gen Xers	80%	47%	30%	24%	23%	36%	13%
Boomers	92%	27%	16%	9%	6%	21%	2%

Social Platform Updates



TIME SPENT ON SOCIAL REMAINS AT AN ALL TIME HIGH



Facebook

31 Minutes per day



TikTok

38 Minutes per day



Instagram

28 Minutes per day

TikTok

Now a
Frontrunner

FACEBOOK INSIGHTS

The average organic reach of a Facebook post is 5.2% - down from 7.7% in 2018.

58% of consumers say they've visited a brand's website from a Facebook Story ad.

98.5% use Facebook on their mobile device with 81.8% only accessing the platform via mobile. Comparatively, only 56.8% of all Internet traffic is from mobile devices.

2.91
BILLION

Facebook users

INSTAGRAM INSIGHTS

200 million users follow at least one business profile daily.

81% of people use Instagram to research products and services.

Instagram users are 70% more likely to make a mobile purchase.

1.39
BILLION

Monthly Instagram Users

PINTEREST INSIGHTS

86% of Millennials use Pinterest to plan their big and small moments in life. 63% have also used it to discover new products to buy.

35% increase in US millennial Pinners year over year

Outdoor Adventure is still top of mind for pinners, trending with an audience size of 10M

431
MILLION

Monthly Pinterest Users

TWITTER INSIGHTS

70% of users are self-described travel enthusiasts

52% of users reporting using Twitter daily.

54% of users are more likely to purchase new products or services.

330
MILLION

Monthly Active Twitter Users

TIKTOK INSIGHTS

Globally, an average of 59% of TikTok users feel a sense of community when they are on TikTok.

77% of TikTok users say TikTok is a place where people can express themselves openly.

68% of TikTok users find advertising content specifically to be unique or different from any competitive platform.

1
BILLION

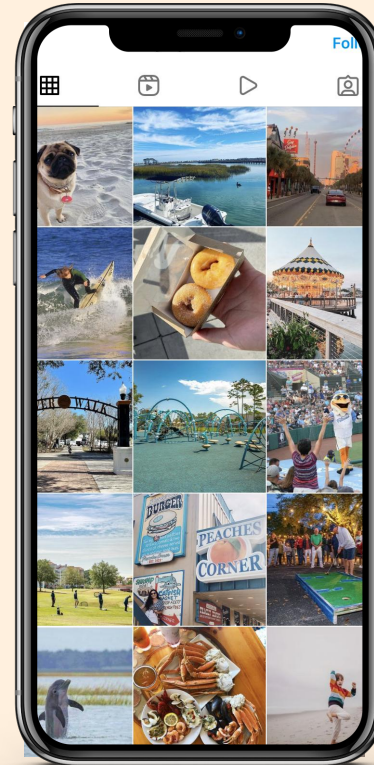
Monthly TikTok Users

Key Trends to Watch



Authentic content impacts purchase decisions

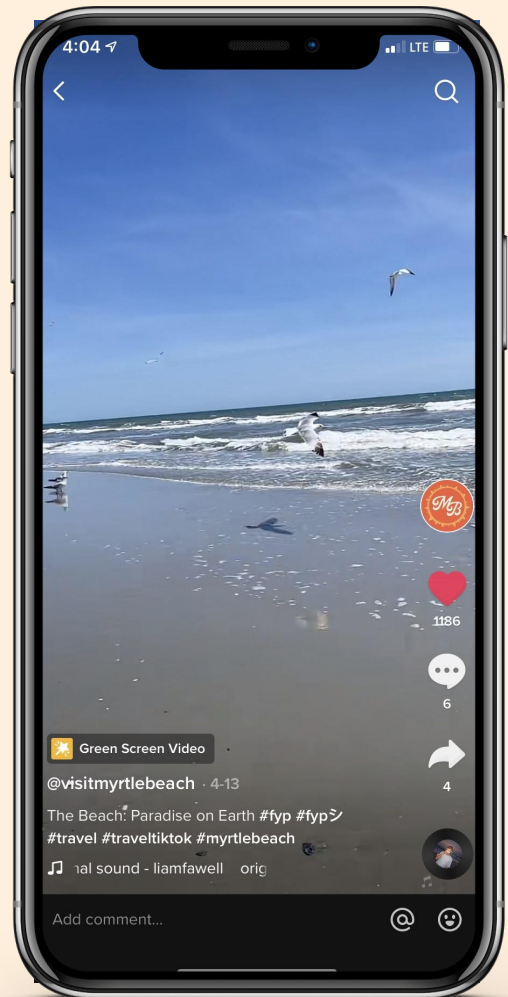
- 40% of people value authentic images taken by other travelers shared across social media.
- 80% of consumers say authenticity is important when deciding which brands they like and support.
- 79% of people say UGC highly impacts their purchasing decisions.



**Source: Nielsen Custom Authenticity Study commissioned by TikTok, Persons 18+, 5/1/2020 - 6/19/2020*

Consumers have an appetite for video

- Consumers spend an average of **323 minutes per week** watching video content - on mobile phones alone.
- Social media videos are the **second-highest** type of video content watched on mobile - just behind YouTube.
- **75%** of Instagram users **take action** after viewing a video ad.



**Source: Nielsen Custom Authenticity Study commissioned by TikTok, Persons 18+, 5/1/2020 - 6/19/2020*

Consumers spend more time with influencer video

- 91% of US brands that use influencer marketing will invest more in video content in 2022
- Video-first doesn't mean video-only. Marketers are using creators across platforms and use a combination of static and video content to best reach audiences.

Total Facebook and YouTube Video Minutes Watched Among US Internet Users, by Creator Type, Q4 2020-Q4 2021

millions of hours

	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
Influencers	14,252.5	15,160.5	14,180.4	14,243.1	15,243.6
Media companies	5,037.9	5,087.9	4,549.1	4,333.3	4,193.2
Brands	479.1	455.7	420.9	400.1	394.2
Aggregators	162.2	181.8	147.0	146.1	160.3
Total	19,931.6	20,885.9	19,297.4	19,122.6	19,991.3

Note: media companies are defined as organizations whose primary business model is in production and/or distribution of content; brands are defined as organizations that primarily sell nonmedia products/services; influencers are defined as personalities, celebrities, or public figures with a social presence; aggregators are defined as creators who repost content

Source: Tubular, Jan 28, 2022

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eMarketer | InsiderIntelligence.com

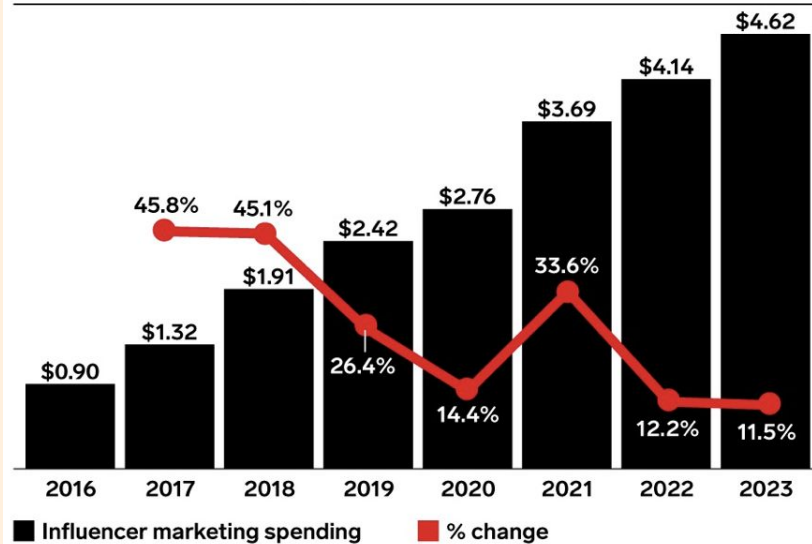
2022 will be the year of the micro-influencer

- 90% of US marketers said they wanted to work with influencers this year with between 5,000 and 100,000 followers
- Influencer marketing spending is expected to surpass \$4 billion in 2022

Source: eMarketer

US Influencer Marketing Spending, 2016-2023

billions and % change



Note: payments made to influencers or their representatives to promote products and services primarily on social media and other platforms featuring user-generated content; excludes noncash payments such as free products or trips; excludes paid media
Source: eMarketer, June 2021

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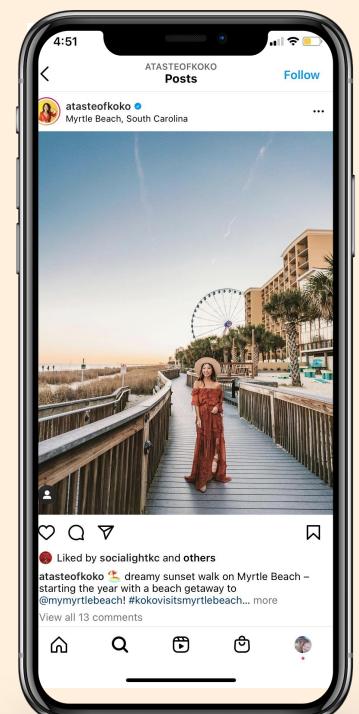
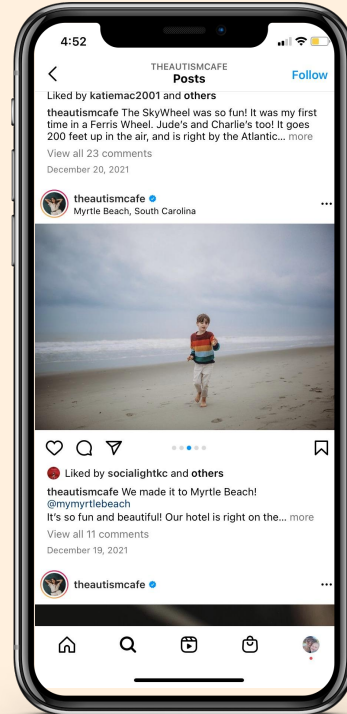
eMarketer | InsiderIntelligence.com

Content creators drive travel purchases

66%

of travelers made a travel purchase partially based on a social media post by an influencer or content creator.

- Gen Zs: 60%
- Millennials: 73%
- Gen Xers: 63%
- Boomers: 39%



Thanks!

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