



Importance of Video in Travel Marketing

- Videos up to 2 minutes long get the most engagement
- Videos generate 1200% more shares than text and images combined



- More than 50% of videos are watched on mobile
- By 2019, video will account for 80% of global internet traffic

Recent Trends in Video Marketing

- 360 degree videos are getting increasingly popular in destination marketing
- More and more brands are putting videos on their homepage
- Brands are using Facebook Live Video Streaming for engagement

Why Use Video for Your Travel Brand

Increased Brand Awareness and Credibility



Increased Website Engagement & Look-to-Book Ratio

Videos Inspire Travelers and Aid Decision-Making

Youtube Videos improve Search Engine Rankings



More Shares, Likes and Comments on Social Media