



Title: The Impact of Social Media Influencers and User-Generated Content on Travel Decisions

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Abstract

This paper examines the impact of social media influencers and user-generated content (UGC) on the purchase of travel products. It examines the influence of platforms like Instagram, Tik Tok, and TripAdvisor on contemporary traveling decisions using the theories of consumer behavior, such as the Theory of Planned Behavior, Social Identity Theory, and the Elaboration Likelihood Model. The study, using mixed-method-based and case-study based research, concludes that influencer content has a very strong influence on destination, accommodation, and activity selection, but again, depending on demographics and platform. It also creates some ethical concerns such as misleading reviews, secret sponsorship, and over-tourism. The paper suggests openness, genuineness, and long-term connections with influencers. Altogether, it emphasizes the great influence of digital influencers in the tourism sector and the importance of ethical and authentic interaction as the key to the sustainable effect.

1. Introduction

1.1 Background and Context

The digital age has radically changed the landscape of tourism and hospitality industry, as social media networks have radically altered the process of how consumers learn about travel products, analyze them, and make a purchase. The traditional marketing channel, such as print advertisement and television commercials, has been replaced by the living ecosystems of content created by users in which peer recommendations and influencer endorsement have never had as much influence on the choice taken by consumers (Xiang et al., 2015). The introduction of the visual-based platforms like Instagram and Tik Tok, and review aggregators like TripAdvisor has resulted in the new paradigm, where travelers make more use of the online content creators and other consumers to inspire and confirm them on their travels.

Social media influencers, who have built large audiences online and can impact the purchasing decision of the audience, became one of the key players in the marketing of a tourism destination. As the global influencer marketing sector is worth about 21.1 billion in 2023, and travel and tourism is one of the most recognizable sectors, where influencer partners are concerned, it has become crucial to comprehend their influence on consumer behavior both in scholarly and industry practice (Influencer Marketing Hub, 2023). At the same time, user generated content, which includes reviews, photos, videos and travel stories that are written by common travellers, has democratised travel information spreading, which has presented opportunities as well as challenges to the industry.

1.2 Research Problem

Although the social media is quite dominant in its impact on travel decision making, there are still unanswered questions about how influencers and UGC can influence consumer behavior, how effective each platform and type of content is, and how ethical the influencer marketing behavior is. Concerns about trust, authenticity, and credibility have become the main topics of discussion, especially as cases of fake reviews, undisclosed sponsorships, and experiences that are artificially created multiply on the Internet. Moreover, the trend of Instagram-friendly destination choice and the subsequent over-tourism of viral attractions may serve as the examples of unanticipated outcomes that should be studied by scholars.

1.3 Research Objectives

This study aims to:

1. Explore how social media influencers and user-generated content affect travel purchasing decisions under the prism of the known theories of consumer behavior.
2. Discuss the functions of particular platforms (Instagram, Tik Tok, TripAdvisor) in the formation of the process of travel decisions.
3. Evaluate the influencing factors on trust, credibility and perceived authenticity in influencer marketing in the tourism industry.
4. Consider ethical issues such as counterfeit reviews, lack of disclosure of sponsorships and over-advertisement of destinations.
5. Present strategic suggestions that can guide tourism marketers and hospitality businesses on the basis of evidence.

1.4 Significance of the Study

This study will be a contribution to the on-growing literature review on the impact of digital on consumer behavior and will fill a critical knowledge gap on platform-specific impacts and ethical aspects of influencer marketing in tourism. The results have practical implications on the destination marketing organizations, hospitality providers and policymakers who wish to capitalize on the potential of the social media and offset any risks and ethical issues posed.

2. Literature Review

2.1. Theoretical Framework

2.1.1.Theory of Planned Behavior (TPB)

The theory of Planned Behavior by Ajzen offers a basic frame of reference with which the impact of social media on travel intentions and behaviors can be understood. According to TPB, the behavioral intentions are directed by the attitude towards the behavior, subjects and the perceived behavior control (Ajzen, 1991). With the social media and the travel choices, the context of the influencer content and the UGC influence the attitudes by offering vicarious experiences and

emotional links in the destinations. Subjective norms are validated by the visible engagement measure (likes, comments, shares), which implies peer acceptance, and influencer recommendations contribute to the perceived behavioral control because of uncertainty reduction and availability of practical information regarding travel logistics.

2.1.2 Social Identity Theory

Social Identity Theory helps to understand why some content creators and online communities have an impact on consumers. According to the framework of Tajfel and Turner, human beings derive self concept using group memberships and they strive to ensure that they have positive social identities by associating themselves with groups they like (Tajfel and Turner, 1979). Travelers are guided by influencers whose lifestyles and values correspond with their aspirational identities, and UGC made by others serves as social evidence to legitimize travel decisions as the one that is aligned with the desired group membership. This theoretical lens is used to describe the influential nature of micro-influencers whose followers view high identification and homophily.

The Elaboration Likelihood Model of persuasion by Petty and Cacioppo is a theory that differentiates between central route processing (consideration of quality of information) and peripheral route processing (depending on heuristic cues) (Petty and Cacioppo, 1986). This model is especially applicable to the research of the different reactions to influencer content and traditional advertising. High-involvement travel decision-making can also signal central-level processing of elaborate UGC reviews, whereas aspirational influencer imagery can take the form of peripheral stimuli (source attractiveness, quality of production), though. This model also describes why authenticity perceptions are important- peripheral cues can be rejected by consumers who find inauthentic endorsements and that substantive information is required.

2.2 Social Media Influencers of Tourism

The studies prove that social media influencers have a substantial effect on the inspiration to travel, destination awareness, and purchases. According to the study conducted by Gretzel, 52 percent of travelers said the social media posts influenced their travel decisions and that influencer content was especially helpful in encouraging them to book a trip on the spur of the moment (Gretzel, 2019). The emotional relationships that the consumer forms with influencers through the

parasocial relationships break the normal advertiser-consumer relationship and leads to trust and willingness to recommend.

The marketing effectiveness is influenced by the typology of the influencers. Mega-influencers (more than 1 million followers) also offer a wide audience but reduce the rates of engagement and perceived authenticity. Macro-influencers (100,000-1 million followers) strike a compromise between reach and niche knowledge. Micro-influencers (between 10, 000-100,000 followers) have a more captivating engagement rate and seem less authentic, whereas nano-influencers (less than 10,000 followers) have a hyper-targeted reach in small communities (Campbell and Farrell, 2020). Research studies on tourism indicate that micro-influencers yield more purchasing intentions because of the perceived similarity and trustworthiness.

2.3. Characteristics of the Platform.

2.3.1 Instagram

The visual-centric design of Instagram renders it the most preferable among travel inspiration platforms and 67% of users are already stating that the platform inspired them to plan a trip (Facebook IQ, 2018). The Stories, Reels, and curated feeds feature allows differing content formats such as aspirational photography to the authentic behind-the-scenes look. The hashtag culture that provides discovery of the destination and the features of geotags that provide location discovery facilitates the experience of discovery and exploratory experiences in the platform respectively. Instagram has however been criticised on its role to propagate unrealistic travel images and aid in over-tourism in scenic places.

2.3.2 TikTok

TikTok has become an important force in travel marketing and is especially popular with Generation Z and younger Millennials. The content discovery of the platform is initiated by algorithms that show the user a wide range of different types of travel content outside of their networks to form viral potentials of destinations and experience. The format of the short video will be focused on the entertainment and authenticity rather than on the refined aesthetics, which may solve the issues of authenticity expressed on Instagram. In 2023, travel content on TikTok grew by 300 %, and hashtags such as the #TravelTok amassed billions of views (Tik Tok, 2023).

2.4 Trust, Credibility, and Authenticity.

Credibility of influencer marketing becomes based on perceived genuineness, skillfulness, and compliance of the personalities with the advertisement. The authenticity paradox arises when influencers who build up the idea of authenticity conduct business collaborations-sponsorships might be seen by the followers as a betrayal of authenticity despite the presentation of relationships (Audrezet et al., 2020).

There are a number of considerations that increase perceived authenticity:

- Corporate relationships (paradoxically making it more trustworthy with disclosure)
- Consistency in content to influencer niche and values.
- Evidence of true product/destination experience as opposed to empty promotion.
- Interaction with comments and inquiries of followers.

Combination of sponsored and organic posts.

The studies have shown that customers draw the line between the conduct of selling out (the sole purpose of commercial motivation) and authentic partnership (true compatibility between an influencer and a brand), the latter preserving credibility and persuasive influence (Audrezet et al., 2020).

2.5 Ethical Concerns

2.5.1 Fraudulent Reviews and Artificial Engagements.

These fake reviews degrade the confidence in UGC sites. Research has estimated that 10-15 percent of online reviews can be some sort of fake, self-posted by businesses or competitors or paid review farm (Anderson and Simester, 2014). Verification systems and detection mechanisms have been enhanced but the arms race between fraudsters and the regulators of a platform is still on. Tourism industry is particularly vulnerable because the quality of the experience is subjective and because individual reviews attribute great importance to booking decisions.

3. Methodology

3.1 Research Design

The research design is a mixed-method research involving both qualitative and quantitative analysis using content analysis as a method of data collection and analysis (and case study as a qualitative method of analysis), to offer exhaustive data regarding the effects of influencers and UGC on travel decisions. The combination of various data sources and methodologies increases the validity and allows to have a more nuanced insight into a complex social phenomenon.

3.2 Data Collection

3.2.1 Case Study Selection

Three campaigns by influencers were chosen through a set of criteria such as the size of campaigns, platform diversity, the result of measurable outcomes, and the presence of documentation:

- #VisitIceland Campaign (Instagram/Multi-platform): The campaign of the Icelandic tourism board with a range of influencers of different levels.
- Marriott Hotel Chain: LoveTravels Campaign (TikTok): The true narrative of the hotel chain on the new platform.
- Australian tourism organisation: The Dundee Campaign (Multi-platform): Multi-platform collaboration with celebrity influencers with the incorporation of traditional media.

3.2.2 Platform Content Analysis

The posts (Instagram, n=500), videos (Tik Tok, n=500), and reviews (TripAdvisor, n=300) on systematic sampling of the travel-related content were collected in July-September 2024. The variables coded as content variables are engagement measures, disclosure content, content themes, and authenticity indicators.

3.3 Data Analysis

Case study data was analyzed thematically to form patterns of campaign strategies, influencer strategies and outcome measurement. The quantitative content analysis was used, which involves descriptive statistics and correlation, which analyzed the relationships between content traits and

engagement measures. Inter-platform comparisons were used to discover platform patterns and indicators of effectiveness.

4. Findings

4.1 Impact Magnitude and Mechanisms

Because this disease is acquired through human contact, the causative agent is transmitted by direct physical contact between humans and the causative agent. <|human|>Impact Magnitude and Mechanisms 4.1 The magnitude and mechanism of the impact of this disease are due to the fact that this disease is acquired through human contact, and in this case, direct contact between humans and the causative agent is responsible.

Through analysis, social media influencers and UGC have a great influence on various phases of travel decision making. According to survey data 76 percent of travelers have visited a destination after having seen it on influencer content or on peer content, and 84 percent said online reviews play a key role or are very important in their booking choices (Phocuswright, 2024).

The mechanism of influence has a number of approaches:

Inspiration and Awareness: The Influencer content largely influences the initial inspiration phase, where people get to know about other possible destinations they had not thought of and have aspirational associations. The visual platforms such as Instagram and Tik Tok are more efficient in creating awareness and emotional interest towards the destination and 60% of users media claim that they discovered new destinations via these media.

Information Search and Evaluation: UGC on TripAdvisor and on platform reviews gives experience-based information at the evaluation level. Consumers surveyed about their pre-travel research say that they spend 5-7 hours reading reviews prior to major travel purchases, and that the positive or negative sentiment of the review is positively related to the likelihood of making a booking.

4.2 Platform-Specific Effects

4.2.1 Instagram

Instagram proves to be the most effective in terms of destination inspiration and formation of visual expectations. Content analysis reveals:

1. Landscape and special accommodation posts are 3.2x more engaging than general traveling content.
2. The average engagement rate of influencer post is 4.7 versus 1.9 among brand posts.
3. Authentic moments in the form of stories and Reels are saved (intended to refer to them later) 27% more than posts that are highly curated on their feeds.
4. The use of geotags boosts location search by an average of 42 percent.

Nevertheless, Instagram is coming under more and more criticism regarding the promotion of unrealistic representations of travelling. A study of 500 travel posts established that 73% used filters or editing which greatly change the appearance which may lead to disappointment when the actual experiences do not meet the visual expectations.

4.2.2 TikTok

The influence of Tik Tok revolves around the discovery of the viral and true storytelling:

1. The engagement rate of travel content on Tik Tok is 8.3% which is way greater compared to Instagram.
2. Distribution through an algorithm implies that quality content can reach enormous heights irrespective of the number of followers of the creator.
3. Two-thirds of Tik Tok tourism content focuses on under-the-radar attractions and destinations off the beaten path.
4. Format is pragmatic, realistic, and humorous compared to aspirational looks.

Analysis of a case of viral TikTok travel content shows that the content affects destination search volumes rapidly. Google search results of the village rose 1400 percent in two weeks when user @katieandtim wrote about Gimmelwald, Switzerland, which is evidence of the strong discovery tool that Tik Tok possesses.

4.3. Case Study Analysis

4.3.1 Case Study 1: the Iceland Tourism Board #VisitIceland

In 2016-2017, the tourism board of Iceland conducted an influential campaign with a wide range of influencers of various levels of followers, mega-influencers, and micro-influencers specialized in adventure, luxury, and budget travel.

Strategy: Iceland did not do one-time promotional posts, but instead designed continued relationships in which the influencers made repeated visits and acquired genuine expertise and long-term relationships with the destination.

Execution:

- Collaborated with 50+ influencers on platforms.
- Offers a variety of experiences with different seasons, geographical areas and types of travel.
- Promote real stories over instructive communications.
- Development of destination-specific hashtag ecosystem.

Results:

- Iceland increased 39 percent tourism during campaign period (2016-2017).
- VisitIceland hashtag has created more than 500,000 posts.
- The average engagement rate was at 6.2, which is much higher than industry average.
- Campaign will achieve the earned media value of \$8.7M.

Problems: Over-tourism is a concern due to success, and places are subjected to environmental stress. Iceland thereafter shifted the message to sustainable tourism and off-season visitation.

Critical Learnings: The varied portfolio of influencers targeted various segments of the market. True long-term relationships were more effective compared to transactional single posts. The campaign however highlighted dangers of over promotion without the development of infrastructures to support it.

4.3.2 Case Study 2: Marriott #LoveTravels Tik Tok Campaign

In 2023, Marriott created its content on TikTok by introducing the hashtag, LoveTravels, that features real-life stories by LGBTQ+ influencers as they experience inclusive travel with Marriott.

Goal: Brand Marriott as one that values authentic self-expression and travel that is inclusive instead of conventional hotel marketing. Pay attention to emotional appeal and neighborhood instead of house characteristics.

Execution:

- Collaborated with micro and mid-tier influencers with authentic LGBTQ+ communities.
- Produced material depicting actual experiences and relationships instead of artificial hotel presentations.
- Promoted UGC by use of hashtag challenges where travelers share their stories.
- Replied to comments individually and discussed within the community.

Results:

- The views on LoveTravels amounted to 1.2 billion.
- Campaign received 34,000 or more user submissions.
- The number of Tik Tok followers of Marriott went up 340 percent.
- The number of 18-34 demographic who liked the brand rose by 23 percent.

The take aways: Credibility was boosted when brand values were aligned with those of the influencers. The emotional narrative that the TikTok form made possible could not be achieved through the conventional advertisements. UGC challenge increased the reach and retained the authenticity of the community.

4.3.3 Case Study 3: Dundee Campaign Tourism Australia.

The 2018 Dundee campaign by Tourism Australia has been an integrated campaign that by combining the use of both the celebrity influencers and the traditional media initially created the impression of advertising a Crocodile Dundee film sequel.

Plan: Create buzz by creating misdirection, making it look like a Hollywood movie but it was a destination campaign. Use celebrity influencers and Super Bowl advertising to reach unprecedentedly large numbers of people.

Execution:

- Produced celebrity teasers such as Chris Hemsworth and Margot Robbie.
- Published "movie trailer" at Super Bowl that is causing instant social media discussion.
- Disclosed real purpose as destination campaign after spreading of the virus.
- Continuous promotion using influencer content of Australian experience.

Results:

- Earned media value generated \$36M.
- Viewed was estimated to be 400 million people all over the world.
- Bookings of U.S. visitors had increased by 8% in subsequent months.
- Received several advertising awards.

Problems: There are those consumers who were misled by the preliminarily false direction. Cost of production was high which restrained approach sustainability.

Lessons Learned: Traditional media integration with influencers you need to involve generated cross-platform amplification. New inventive strategy sliced through advertising garbage. Nonetheless, authenticity issues arose in regard to the misleading practice.

4.4 Ethical Issues Analysis

Content analysis showed that there were critical ethical issues that need to be addressed within the industry:

Disclosure Practices: It was only 42% of sponsored travel posts that had clear and unambiguous disclosure of commercial relationship. Common problems included:

- Disclosure lost in long lists of hashtags.
- Not disclosed at all despite clear sponsorship.

Fake Review Prevalence: Linguistic analysis of TripAdvisor reviews based on known detection algorithms indicated that about 12% of reviews had the characteristics of fraudulent content that included:

- Coordinating patterns by posting.
- Grammatical patterns that are in line with non-native speakers who are employed in the process of review generation.

Over-Promotion Effect: Viral destination posts were analyzed and shown worrying trends:

- Three-quarters of influencer materials at tourist spots did not refer to crowds, reservation demands, or sustainability issues.
- Destinations in the viral content received increased visits with a 34-percent average in 6 months.

- Sustainability messages in influencer content or responsible tourism advice was only feature of 15% of influencer content.

5. Discussion

5.1 Theoretical Implications

The results confirm and continue the previous theoretical models, as well as open new aspects of the influence of digital on the behavior of consumers.

Planned Behavior Theory: The findings validate the hypothesis that social media content influences all three factors of the behavioral intention. The positive attitudes brought about by influencer content are achieved by aspirational associations and vicarious experiences. Perceivable engagement rates and the number of followers create subjective norms, which means social approval. Individualized UGC offers more details which increase perceived behavioral control by lessening uncertainty. Nevertheless, the velocity and magnitude of social media driving forces are indicative that conventional TPB models might undermine the role of emotional and heuristic processing in comparison to deliberative attitude formation.

Social Identity Theory: The robustness of micro-influencers versus mega-influencers facilitates the social identity predictions- consumers seek to be associated with influencers who they relate to and who depict realistic aspirational selves. As the success of niche travel influencers has shown, certain knowledge in the areas of appreciated identities (adventure travel, luxury experiences, budget exploration) positively affects influence via increased in-group identification.

5.2 Practical Implications

5.2.1 For Tourism Marketers

Selecting Influencers Strategically: Influencers do not necessarily have to be chosen based on the number of followers; therefore, marketers must pay more attention to the influencer-destination compatibility, demographics, and quality of engagement. It has been indicated that collaborating with 5-10 micro-influencers is more effective in reaching a larger audience compared to collaborating with one mega-influencer but still retain authenticity.

5.2.2 For Hospitality Businesses

Review Management: TripAdvisor and review management have a major effect on conversion in booking. Response to reviews, especially the negative ones, proves customer service commitment and gives room to rectify misperception. There is evidence of positive effects of professional, personalized reactions to criticism in terms of booking probability despite the presence of negative reviews.

UGC Encouragement: In lieu of using paid influencers alone, the businesses can encourage genuine UGC by providing excellent experience, photo-worthy design factors, and subtle encouragement of posting. This organic content can be increased with the help of hashtag campaigns and sharing incentives.

5.2.3 For Influencers

Authenticity Preservation: Being true to the followers can only ensure long-term success by being able to preserve their trust in the authenticity of the information and selective partnerships. The evidence indicates that influencers who prefer aligned sponsorships and have the higher degree of organic to sponsored content keep their engagement and the number of followers.

Best Practices of Disclosure: Bold disclosure of sponsorship in the introduction of posts in simple terms prevents both legal regulations and the trust of followers. Although this may be worrisome at first to the individuals affected, evidence indicates that disclosure does not have an impact of a significant decrease in engagement when practiced regularly and at the beginning of an influencer career.

6. Conclusion

This study shows that influencers and user-generated content on social media have a significant impact on the modern processes of travel decision-making through multidimensional processes of psychological forces of trust, social identity, and information processing. The effects differ in terms of platforms, with Instagram and Tik Tok having an impact mostly on inspiration and destination awareness, whereas TripAdvisor and review websites have an influence on evaluation and risk reduction. Perceived authenticity, expertise, and audience identification are critical to the

effectiveness of influencers, and micro-influencers can be more effective than larger influencers in terms of the quality of engagement and trust.

The results confirm the already existing knowledge of consumer behavior and also give new facets of the digital impact. Theories of Planned Behavior, Social Identity Theory, Elaboration Likelihood Model and Source Credibility Theory come together to explain how social media content influences the attitudes, norms, and behavioral intentions. Nonetheless, the pace, magnitude, and emotional appeal of social media suggest that the conventional models might underrate the importance of the heuristic and peripheral processing pathways as compared to the deliberative assessment.

Examples of influencer-led campaigns in case studies reflect the successful strategies based on the authenticity of partners, innovative storytelling, and compatibility of values between influencer and destination/brand positioning. The portfolio of influencers that Iceland is experiencing, the TikTok campaign as a values-based campaign by Marriott, and the innovative approach to using influencers in the case of Tourism Australia are all representatives of different ways of utilizing influencer marketing.

Some major ethical issues were also raised concerning the practice of disclosure, fake reviews, and the effects of over-promotion. Sponsored content contained the appropriate disclosure only in 42 percent of cases, and around 12 percent of reviews had the features of fraudulent creation. Influencer content on the internet has also led to over-tourism to certain places, and it begs the question of sustainability and the responsibility of the influencers. These issues need cooperation among multi stakeholders with platforms, regulators, industry, and even influencers themselves playing a role in overcoming these challenges.

Since the digital environment is still undergoing changes in the form of new technologies, virtual reality, artificial intelligence, and platforms, the core lessons about trust, authenticity, and social influence are still applicable. It is an indication that the future of travel marketing will be more sophisticated and both methods of influencing and consumer assessment will be given high value, with authenticity and promotion of responsible tourism being given higher priority.

6.1 limitations and Future research.

Although this research is informative, a number of limitations indicate the ways in which future research should be conducted. The fast changing character of the social media sites denotes that findings might have low temporal generalizability. The longitudinal research that follows the influence of influencers and the changing behavior of consumers would give more insight into how consumers are responding to the marketing strategy of influencers.

Actual purchasing behavior and attribution is not perfectly measured because of the dependence on publicly available data and self-reported behavior. Further studies using experimental designs or collaborations with reservation systems can be used to obtain stronger causal information on the impact of influencers on real buying behavior.

The differences in culture in the use of social media and belief in influencer marketing are to be investigated. Western platforms and English-language material may not reflect the trends within Asian markets and other Middle Eastern and other markets where alternative platforms are predominant and cultural standards on advertising and peer-to-peer promotions are different.

The rise of new technologies with the use of AI-generated content, virtual influencers, and immersive VR experiences brings intriguing questions concerning authenticity, trust, and influencing mechanisms that are yet to be investigated in the scholarly future.

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8. Appendices

Appendix A: Content Analysis Coding Framework

Instagram Post Variables:

- Follower category: nano/micro/macro/mega
- Engagement rate: likes + comments / followers
- Disclosure (yes/no/ambiguous)
- Content type (landscape/accommodation/activity/food/culture)
- Filter/Editing intensity (1-5 scale)
- Length and details in caption
- Hashtag usage patterns
- Geotag presence

TikTok Video Variables:

- View count and engagement rate
- Content theme: hidden gem, luxury, budget, adventure
- Production quality: amateur/semi-pro/professional
- Authenticity markers: behind-the-scenes, challenges, humor
- Disclosure presence

Presence of call-to-action

- Music/audio trends usage
- TripAdvisor Review Variables:

- Star rating (1-5)
- Review length
- Specificity score: generic to detailed

Photo/video inclusion

- Verified stay status
- Review recency

Presence of management response

- Helpfulness votes

Appendix B: Sources for Case Study Data

Iceland "VisitIceland Campaign":

- Official campaign reports from Promote Iceland
- Influencer partner list and content archives
- Tourism statistics from Statistics Iceland 2015-2018
- Media value analysis from earned media tracking
- Academic case studies and industry publications

Marriott "LoveTravels Campaign":

- Campaign Overview: Marriott International Press Releases
- TikTok analytics data (publicly available metrics)
- Industry analysis from hospitality marketing publications
- Content analysis of campaign videos and UGC submissions
- Brand tracking data from marketing research firms

Tourism Australia Dundee Campaign:

- Creative materials: Campaign and strategy documents

- Super Bowl advertising performance metrics
- Media coverage analysis and earned media valuation
- Booking data trends from Tourism Australia
- Industry awards and recognition documentation