

Mike's
**ROAD
TRIP**

Travel Video Stats: Why you should care about video marketing

Presented By



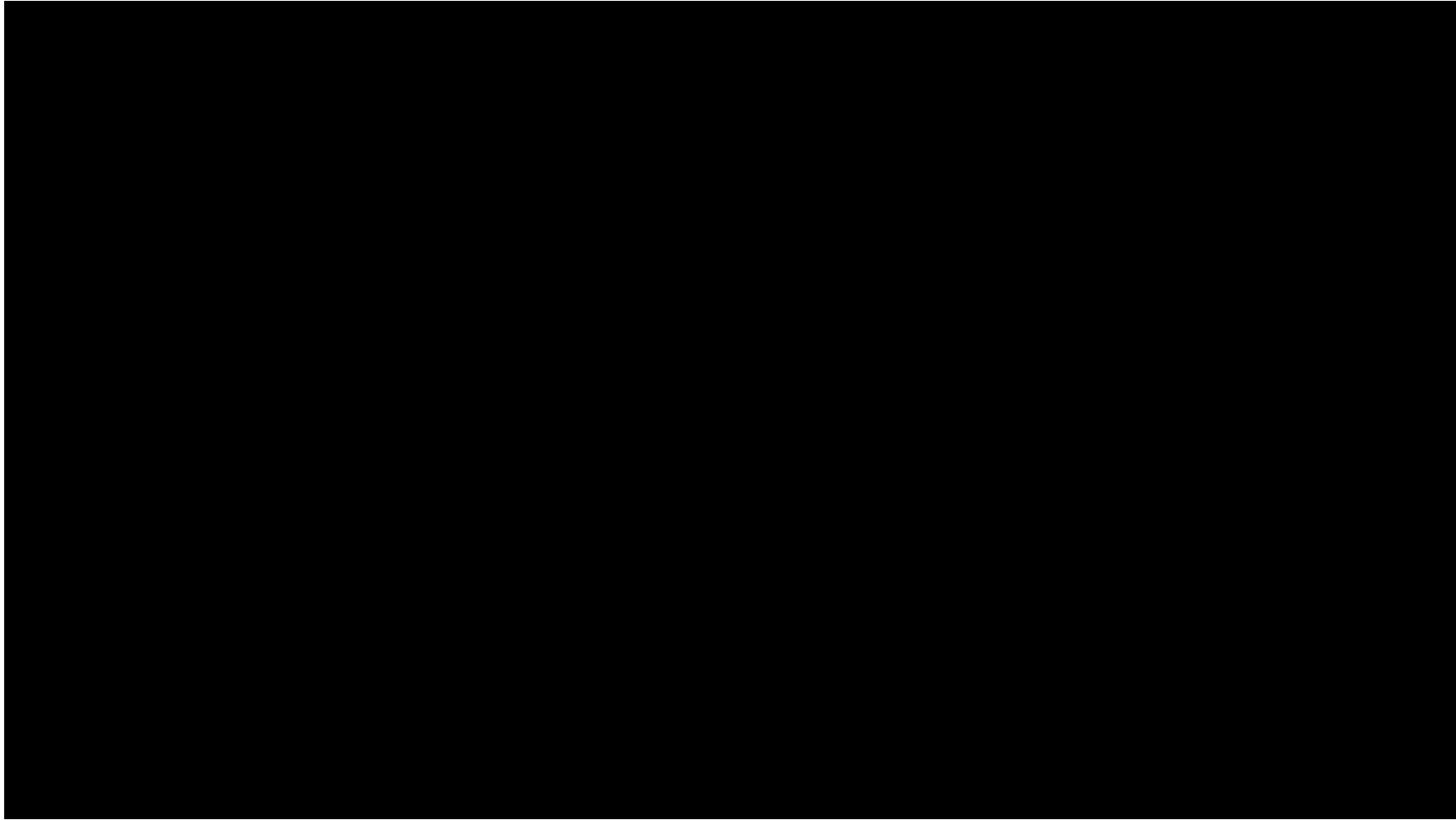
Mike Shubic



MikesRoadTrip.com

Social: Everywhere @MikesRoadTrip

CASEY NEISTATE ON VIDEO



Disruption is the new currency

- Think UBER for Transportation
- Airbnb for Lodging
- Travel Bloggers for Destination Marketing



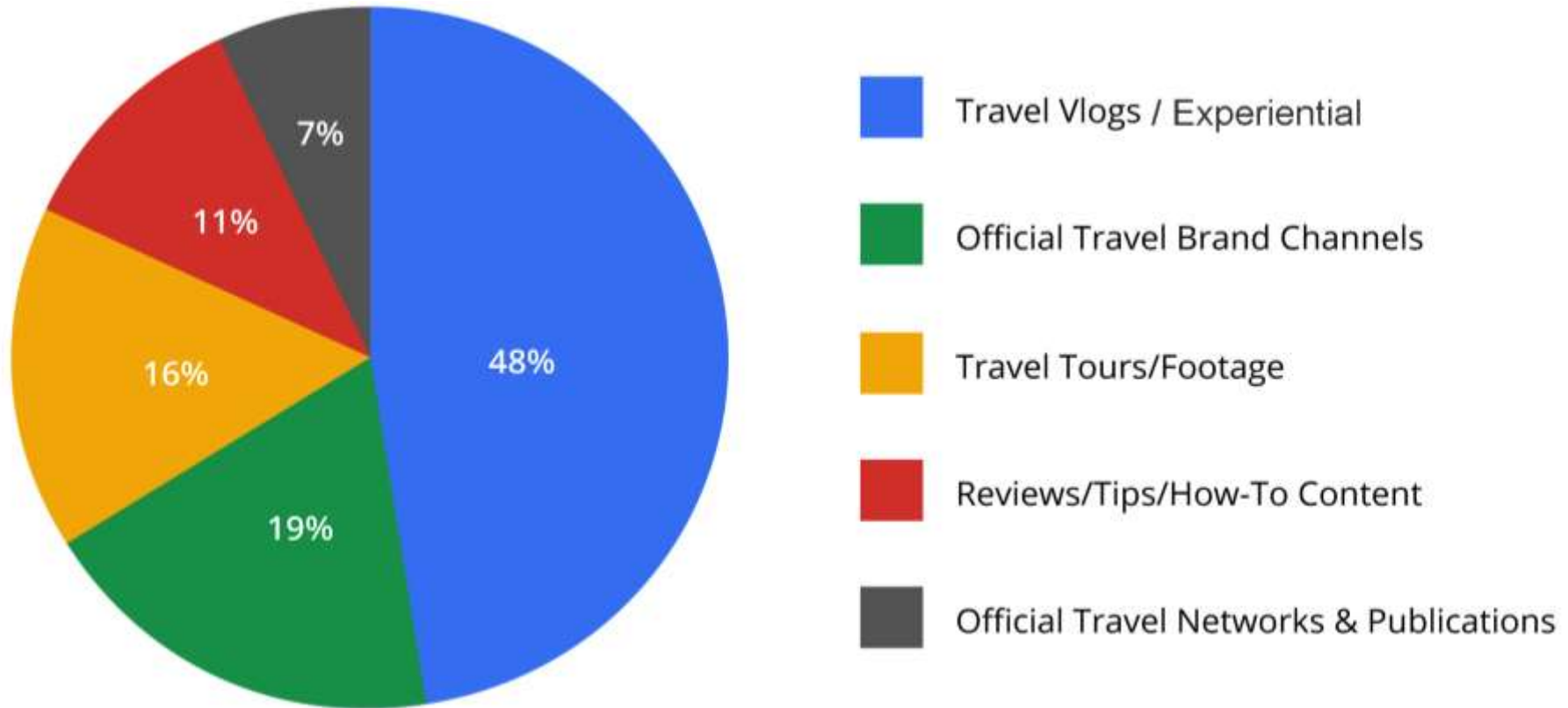
TRAVEL VIDEO STATS

- 64% of Marketers expect video to dominate their strategies.
- YouTube has been 2nd most popular search engine for over 5 years.
- 66% of those looking to travel watch travel videos.
- Video on a landing page can increase conversions up to 80% (lodging 40-200%).
- Videos uploaded directly to Facebook have a 10x higher reach than when using a YouTube link.



**Sources from Forester Research, ComSore and Forbes

MOST POPULAR TRAVEL VIDEO CONTENT



TRAVEL VIDEO STATS

- 71% of YouTube travel searches are for destinations, i.e. Berlin, Prague, Paris.
- Travelers want to do more than just watch videos, they want to connect with creators. Channel subscribers watch 86% longer than non-subscribers.
- Experiential/Vlogs receive 4x more social engagement than other types of travel content.
- 1 minute of video is worth 1.8m words.

Source: ThinkwithGoogle Travel Trends



Moving on...

