

A full-page background image of a tropical beach. A person in a white bikini is walking away from the camera on the sand, towards the turquoise ocean. The water has white foam from gentle waves. In the distance, a wooden pier extends into the sea. The sky is blue with scattered white clouds.

# TasteInHotels

Media Kit

---

TasteInHotels enables travel and hospitality brands to reach a highly targeted audience of luxury travelers in a way that's relatable and trustworthy — By amplifying the most engaging content created about your brand, by social media's top Travel Influencers.

# How does Influencer Amplification help promote your brand?

---

## Relatable

Influencer marketing works because it's relatable. Perfectly staged hotel shots with smiling models don't engage travelers who demand authentic portrayals of what a destination is like.

## Trustworthy

82% of TasteInHotels followers report that they believe the content Travel Influencers create and share about the hotels and destinations they visit is highly trustworthy.\*

## Effective

67% of TasteInHotels followers say that Travel Influencers play an important role in helping them decide where to travel — and half report having stayed at a hotel after seeing it on Instagram.\*

# By The Numbers

TasteInHotels has become one of the fastest growing and most highly engaged travel accounts on Instagram since launching in October 2017.

**8.5 Millon**

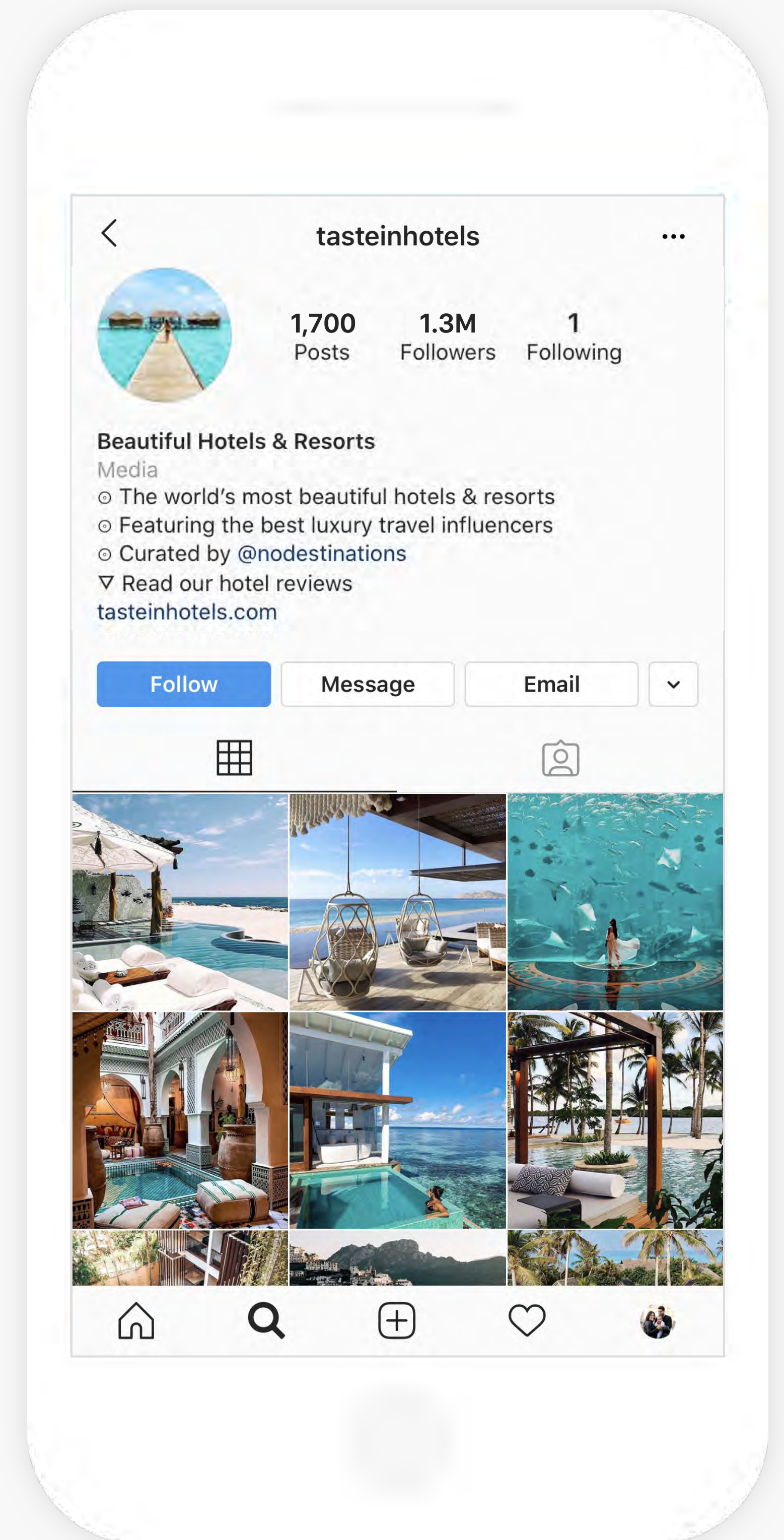
Users reached by our posts each week on Instagram

**13 Million**

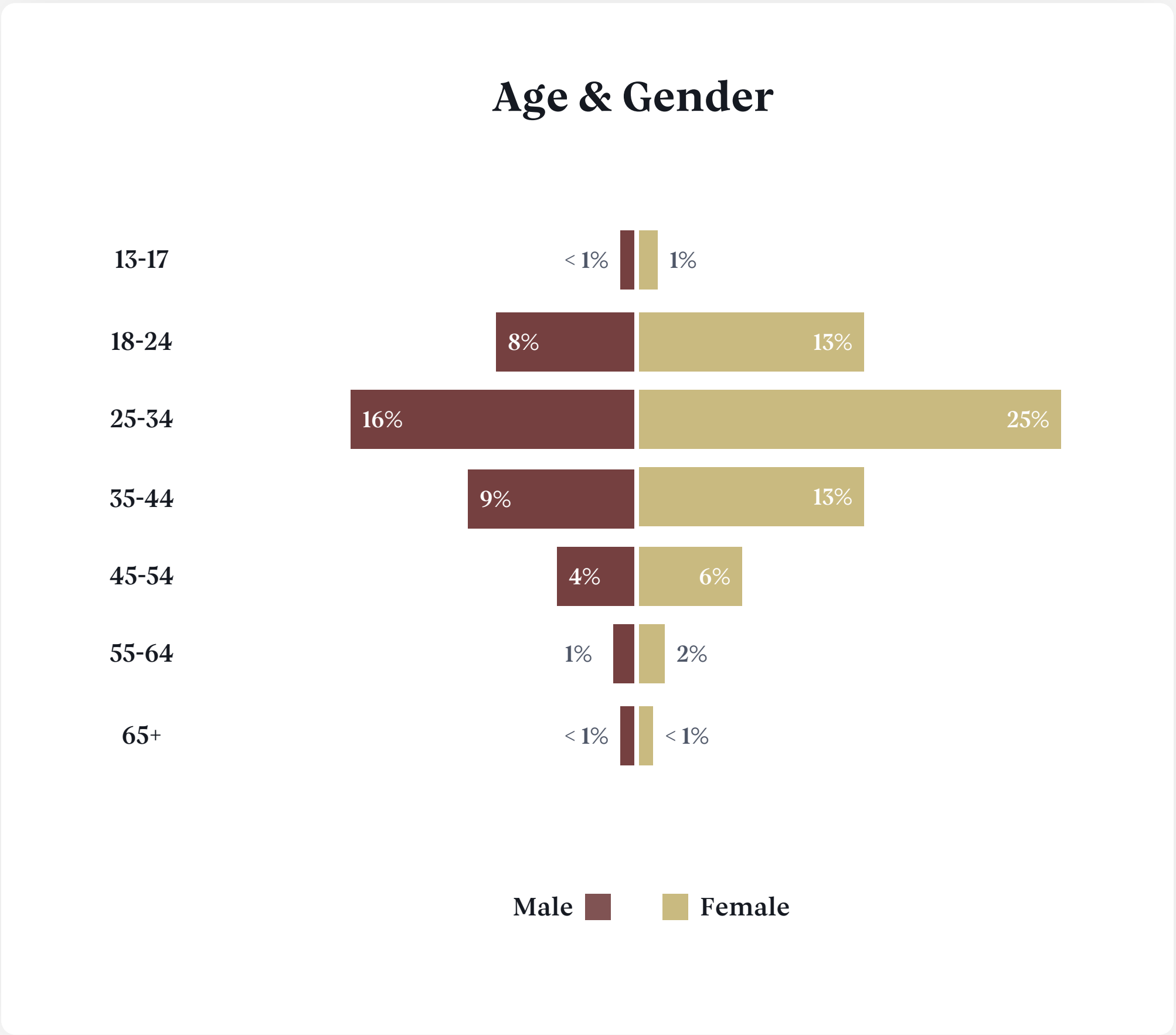
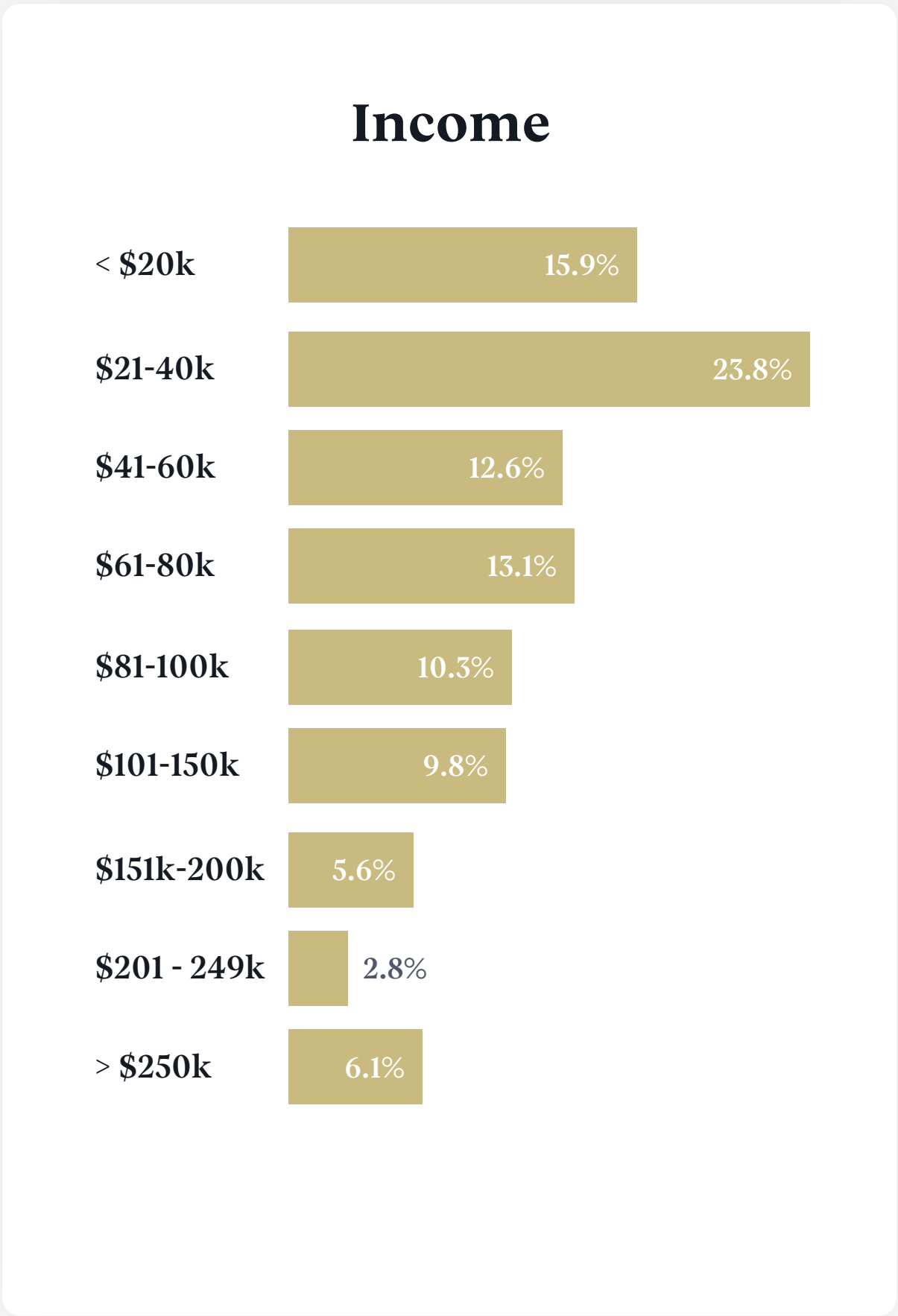
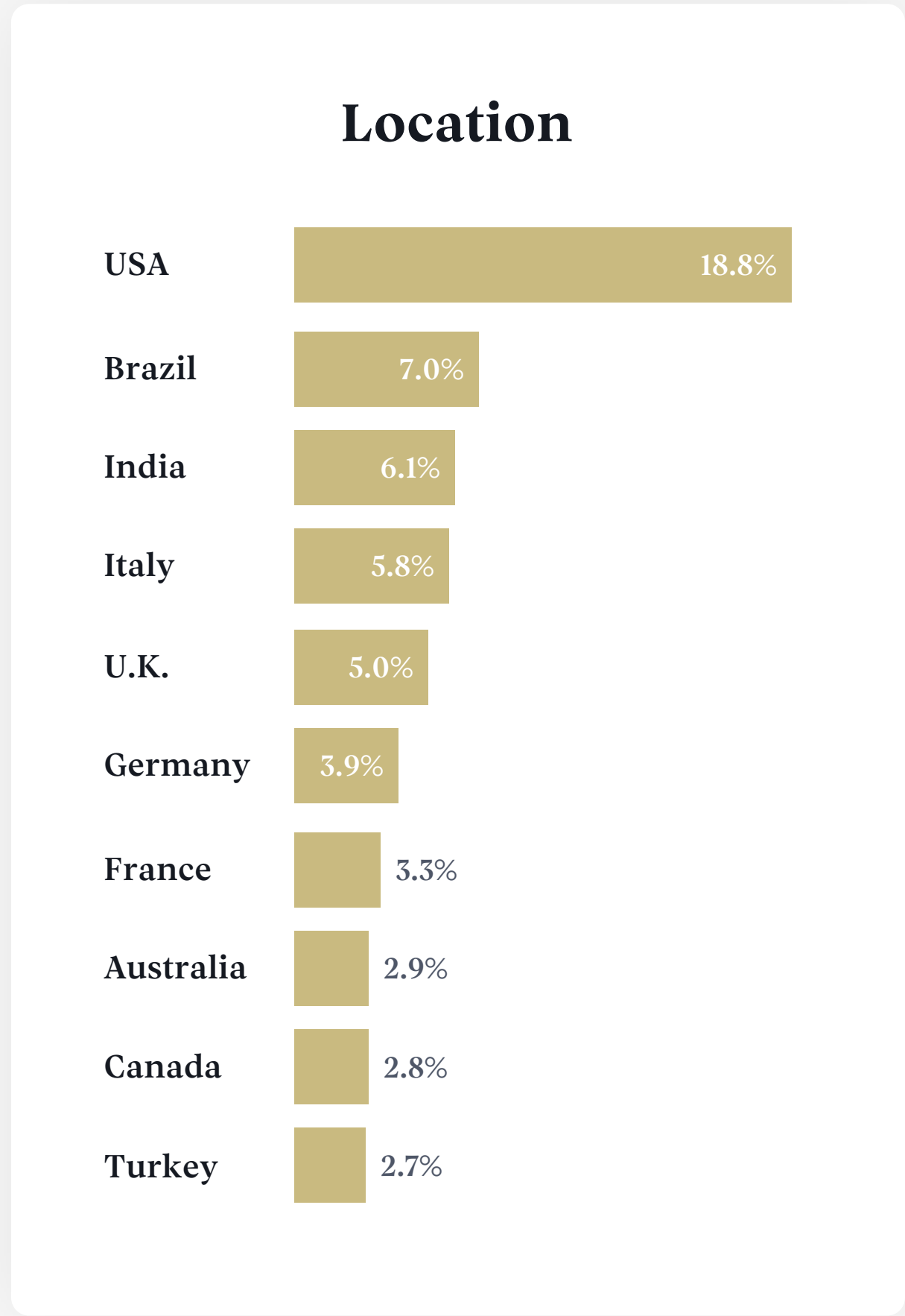
Average weekly impressions for our posts

**15,000**

New Instagram followers added each week on average



# Audience Demographics



# Audience Survey

---

In 2019 we conducted a survey in order to better understand the travel preferences of our followers — and learn how social media impacts their travel decisions. Here is what we discovered;

- 73% report that Instagram inspires their travel plans: With 68% saying it has prompted them to visit a specific destination and 50% saying they stayed at a hotel after seeing it on Instagram
- 82% believe that the content Travel Influencers create about the places they visit and the hotels they stay at are trustworthy
- 67% say that Travel Influencers play an important role in influencing where they decide to travel

# Audience Survey (Continued)

---

- 60% spend 1-3 hours per day on Instagram, and 18% spend 3 hours or more each day
- 83% have taken an international trip in the past year and 93% plan to take one in the next 12 months
- 48% take short trips lasting from 3-6 days, and 48% take long trips from 1-3 weeks
- 75% of our followers begin planning their trips at least 3 months in advance
- 64% have a budget between \$2,500 and \$10,000 USD for a 2 week all inclusive vacation
- 63% prefer to stay in luxury hotels and 45% opt to stay at all inclusive resorts

# Audience Survey (Continued)



## Countries our followers are most interested in traveling to:

- |                     |                    |
|---------------------|--------------------|
| 1. Greece 44%       | 11. France 16%     |
| 2. Italy 32%        | 12. Mexico 16%     |
| 3. Thailand 31%     | 13. Canada 13%     |
| 4. Indonesia 25%    | 14. Dom. Repub 13% |
| 5. Japan 24%        | 15. Egypt 13%      |
| 6. USA 20%          | 16. Singapore 13%  |
| 7. Brazil 20%       | 17. Austria 11%    |
| 8. Morocco 20%      | 18. Peru 10%       |
| 9. South Africa 19% | 19. Portugal 10%   |
| 10. Spain 16%       | 20. U.A.E 10%      |

# TasteInHotels Advertising Solutions

---

TasteInHotels enables brands to reach a highly engaged audience of travelers with Sponsored Posts and Stories on Instagram, and through unique property reviews featured on the TasteInHotels website. We can also work with you on custom advertising solutions design to meet your business objectives.

**Rates are available upon request.**

# Sponsored Posts

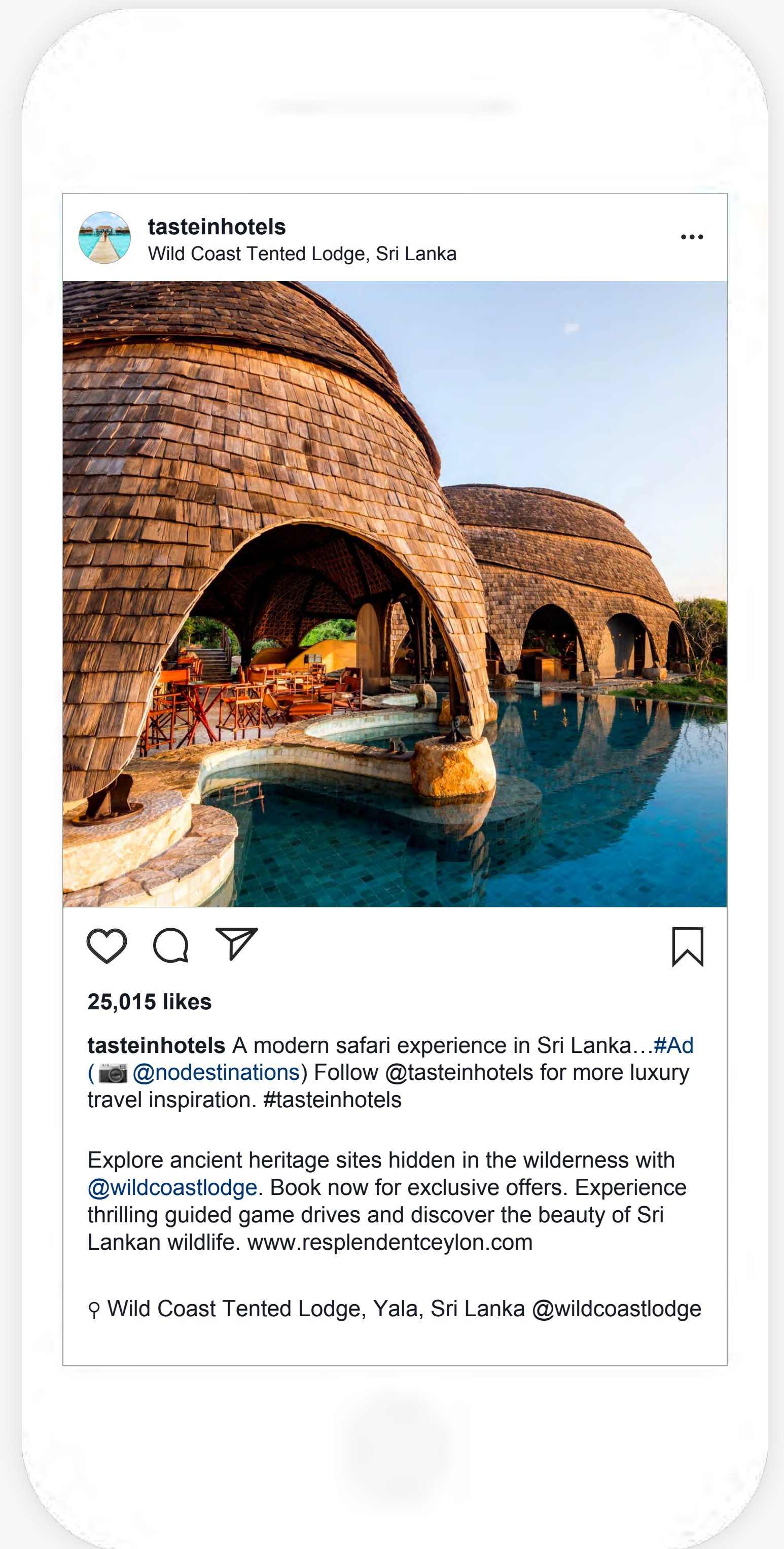
---

Amplify your brands most engaging content by promoting it on the TasteInHotels Instagram account — reaching travelers who are actively seeking hotel inspiration for their next trip.

**Amplify your most engaging content:** Easily promote the images or video content you already own — or that has been given to you by travel influencers.

**Talk directly to travelers:** Add a custom message to your Sponsored Post — prompting potential guests to take the actions most important to your business.

**See what's working:** You'll get access to your Posts performance data — allowing you to see how many people you've reached and what actions they've taken.



# Sponsored Stories

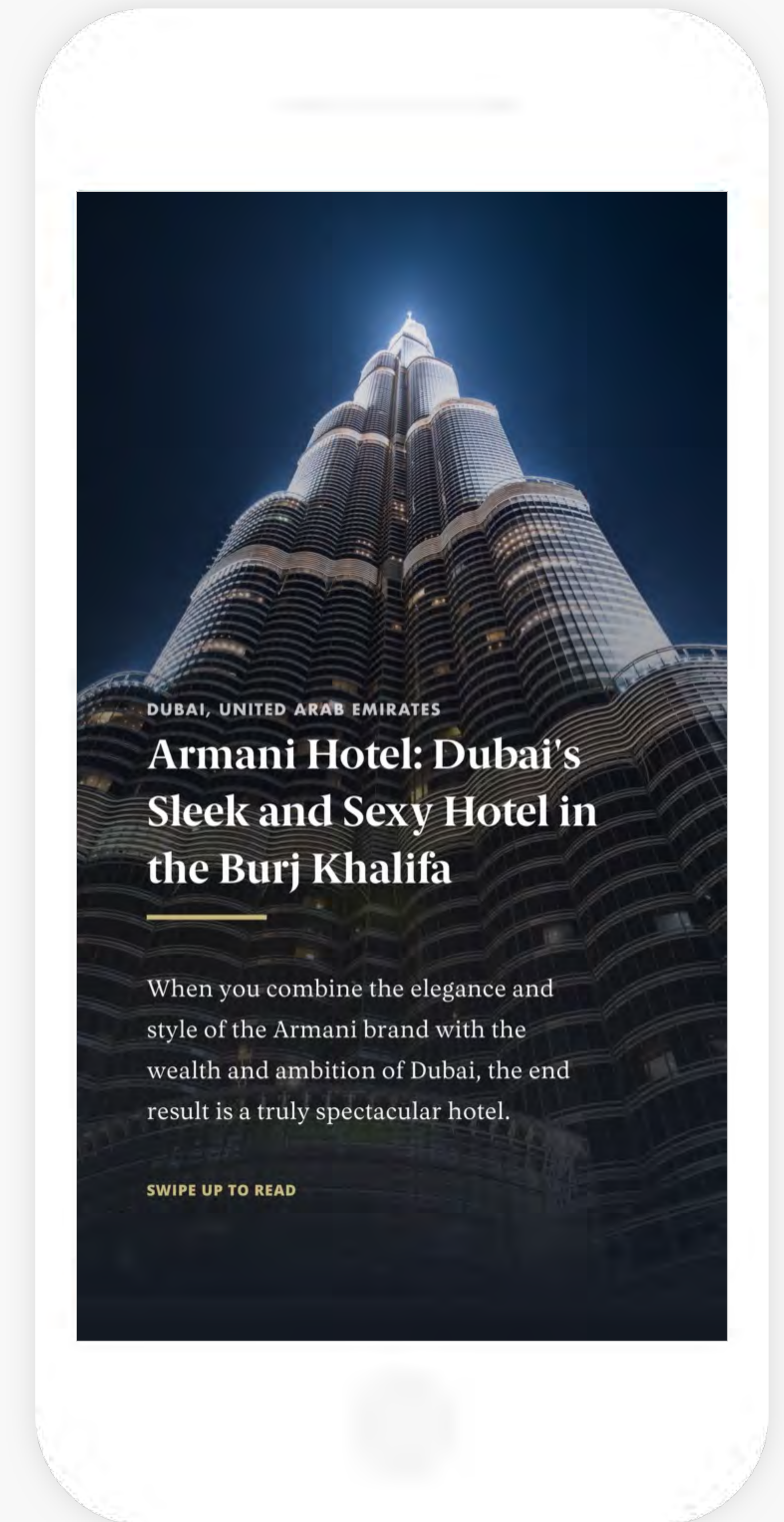
---

Tell travelers an engaging story about your property using video, images, and text — while driving clicks and bookings with TasteInHotels Sponsored Stories.

**Drive clicks & bookings:** You can provide a click through link for each story — driving traffic to your website, a 3rd party booking engine, or Instagram account.

**See what's working:** You'll get real-time access to your Stories performance data — allowing you to see which Stories are driving the most clicks and engagement.

**Exposure that lasts:** Your Sponsored Stories can live on the TasteInHotels Featured Stories, ensuring that travelers can see it — even after 24 hours.



# Sponsored Review on TasteInHotels.com

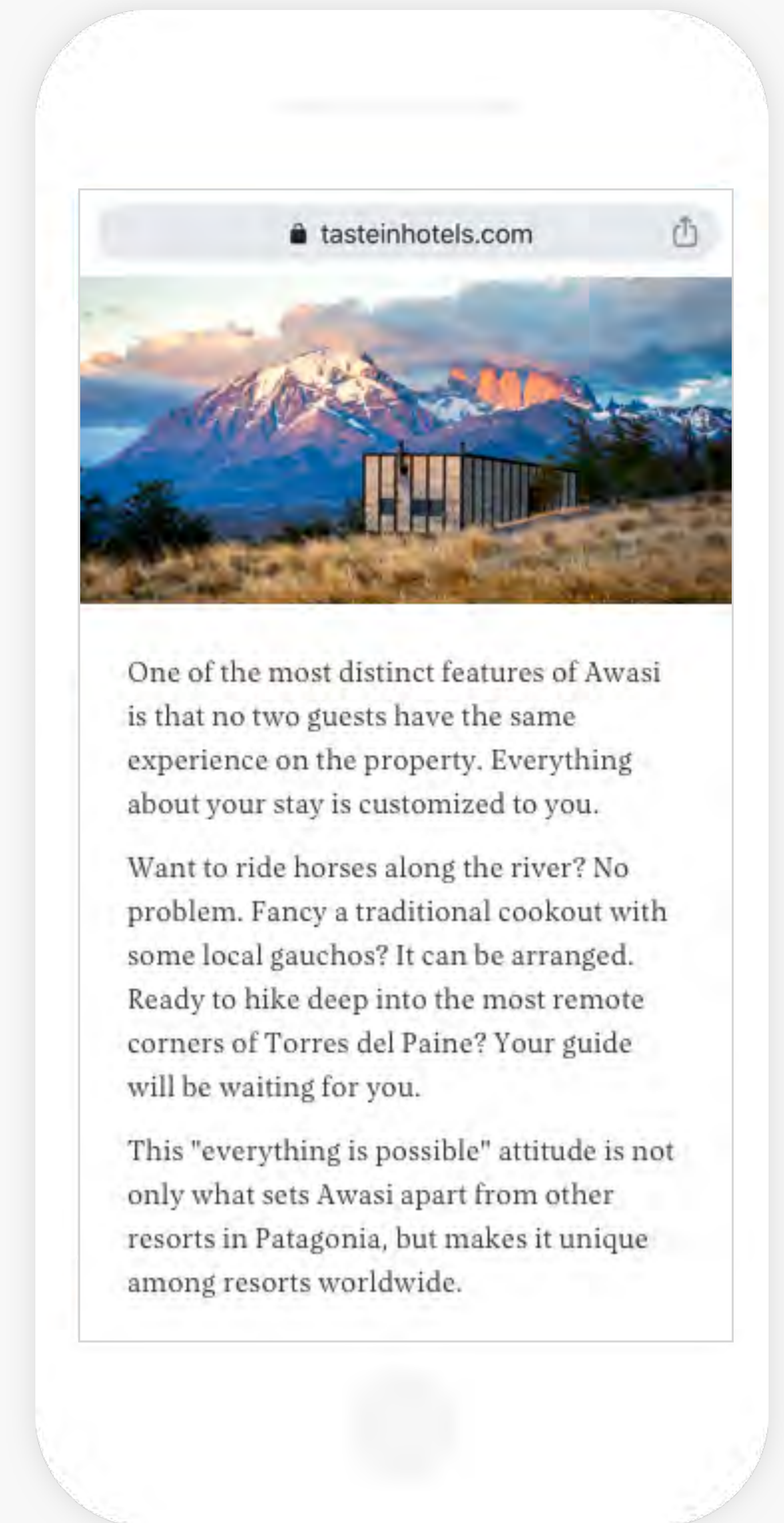
---

Enable potential guests to learn about your property from a trusted source; By having us visit your property and craft a review for inclusion on TasteInHotels.com website.

**Unique and compelling content:** Your Sponsored Review will feature custom content and images — giving potential guests a unique view of your property.

**Drive more online bookings:** Each Sponsored Review links directly to a online booking engine allowing readers to make reservations directly. \*Available early 2020.

**Exposure that lasts:** Your Sponsored Review will be promoted on an ongoing basis to travellers via TasteInHotels Instagram Posts and Stories.



# About TasteInHotels

---

**TasteInHotels was founded by Chris and Danika Garlotta — the travel couple behind @nodelinations — one of the very first Travel Influencers on Instagram.**

In 2013, after quitting their jobs, selling everything, and renting out their home in San Francisco — Chris and Danika spent 4 years traveling the world non-stop, while growing their Instagram account to over 175,000 followers. Over the years they worked with over 250 hotels around the world, including brands like Four Seasons, Ritz-Carlton, Waldorf-Astoria, Mandarin Oriental, Delta, Lexus, Tumi, and many more.

Previously Danika was Director of Marketing for a San Francisco based hotel group, and before that an editor at a luxury magazine. Chris has spent the last 20 years working in online marketing and analytics.