



Q1 2023

Social Content Opportunity Analysis™

Social Content Opportunities For the Travel Audience on TikTok in Q1 2023

SHARED CHANNELS

TIKTOK

Key Takeaways

Top content opportunities in Q1 for the Travel audience on TikTok includes:

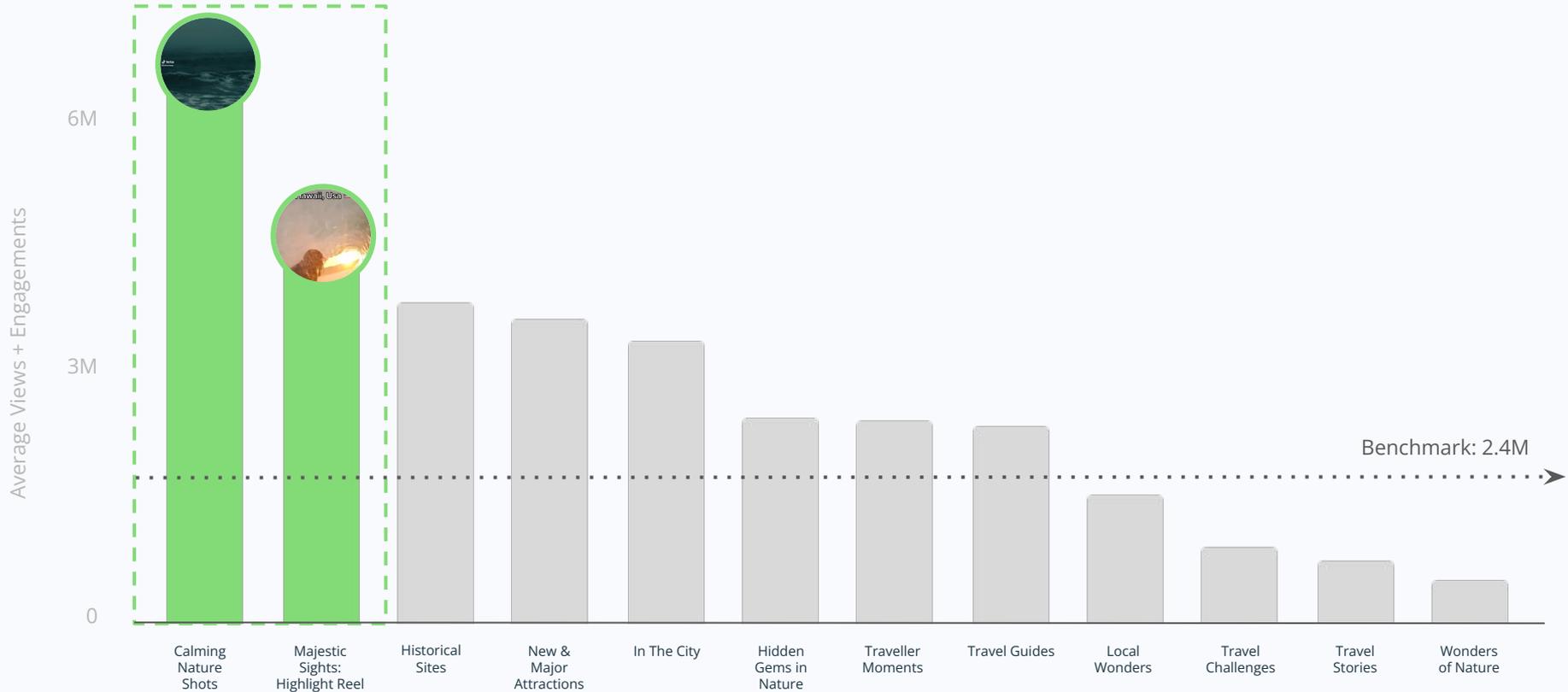
- **Calming Nature Shots**
These videos capture the calm and momentary beauty of different areas, with a focus on landscapes.
- **Majestic Sights: Highlight Reel**
Although similar to Aesthetic Still Shots, this content category focuses on and epic footage of areas and activities.
- **Historical Sites**
This category places its focus on the allure of historical sightseeing and gives a glimpse into what it looks like up close.
- **New & Major Attractions**
This category focuses on different creators giving a walkthrough or their first-hand experience of new and exciting attractions.

TikTok Content Bucket Definitions

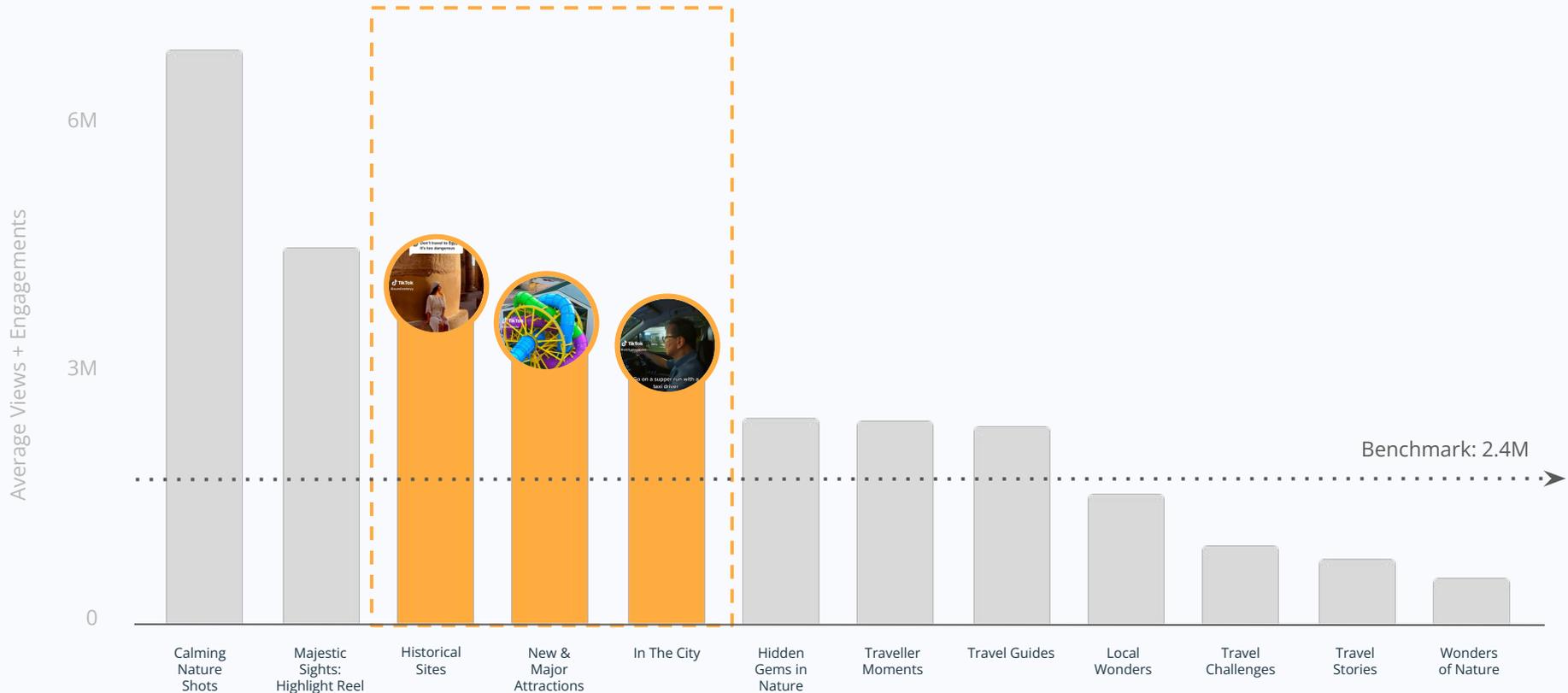
 Click to see example

- [Calming Nature Shots](#): These videos capture the calm and momentary beauty of different areas, with a focus on landscapes.
- [Majestic Sights: Highlight Reel](#): Although similar to Aesthetic Still Shots, this content category focuses on overwhelming and epic footage of areas and activities.
- [Historical Sites](#): This category places its focus on the allure of historical sightseeing and gives a glimpse into what it looks like up close.
- [New & Major Attractions](#): This category focuses on different creators giving a walkthrough or their first-hand experience of new and exciting attractions.
- [In The City](#): Videos that focus on a quick breakdown and guide to specific cities with a focus on local food and cuisine.
- [Hidden Gems in Nature](#): Videos that focus on a specific area or attraction in nature, focusing on very remote areas that are hard to reach.
- [Traveler Moments](#): Candid moments filmed by different creators sharing their experiences and fun facts of their travels.
- [Travel Guides](#): These videos specifically pertain to providing suggestions, helpful information, and general facts by creators currently traveling.
- [Local Wonders](#): Clips that place a heavy emphasis on attractions or experiences that are uniquely local to a specific area.
- [Travel Challenges](#): Videos of creators who attempt to travel under restrictive budgets or arbitrary challenges.
- [Travel Stories](#): Similar to “Traveler Moments”, however, these videos tend to skew longer in duration and focus on overall lifestyle and transformations through experience,
- [Wonders of Nature](#): Short videos that showcase the amazing sights of nature, often depicted through wildlife.

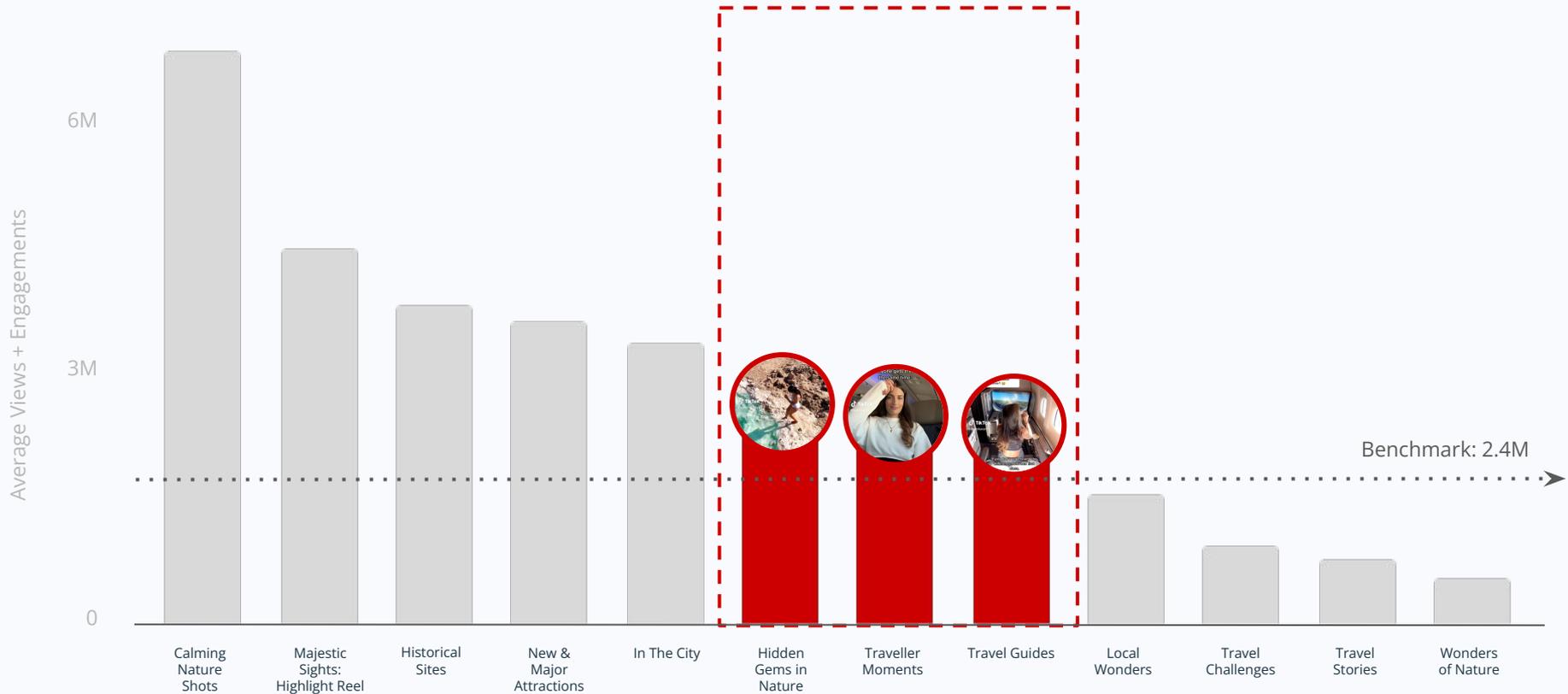
Excellent performing content categories for the Travel audience on TikTok include:



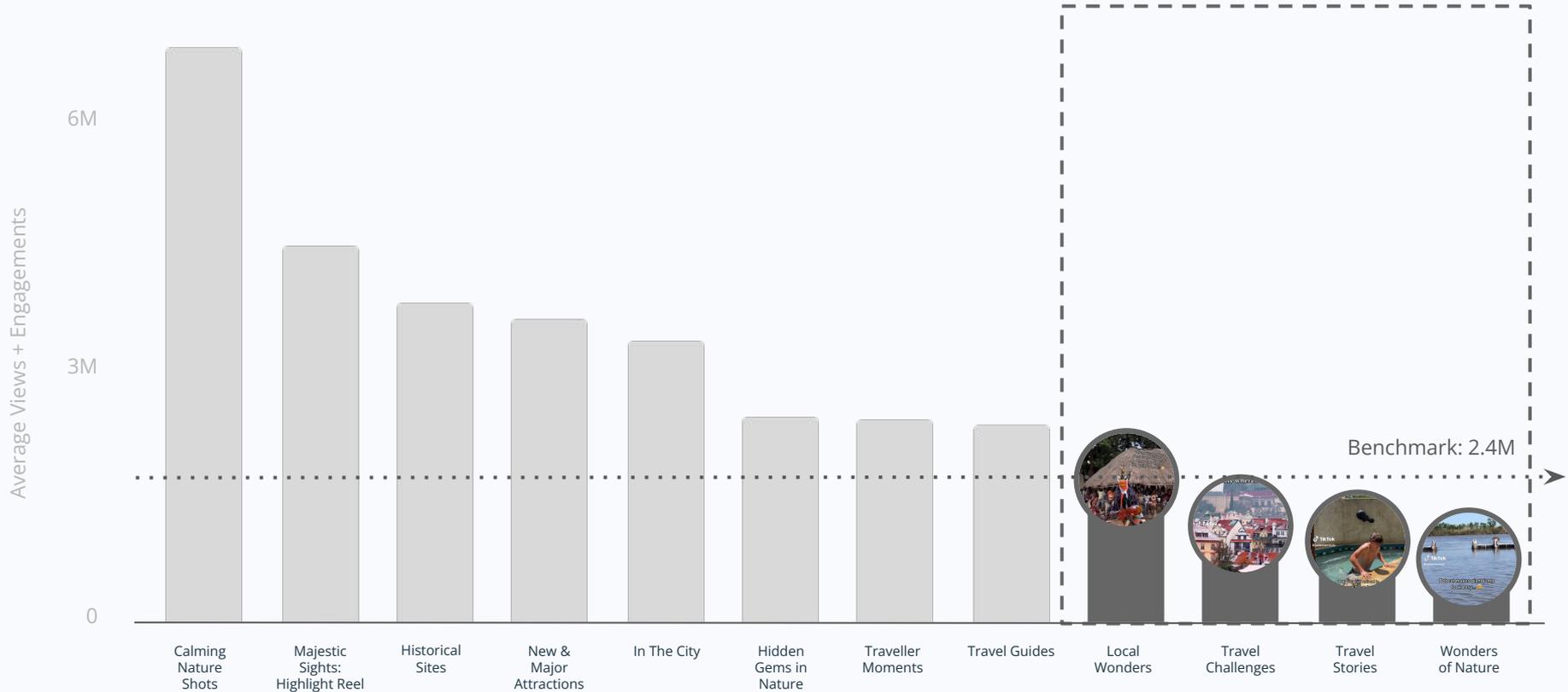
Good performing content categories for the Travel audience on TikTok include:

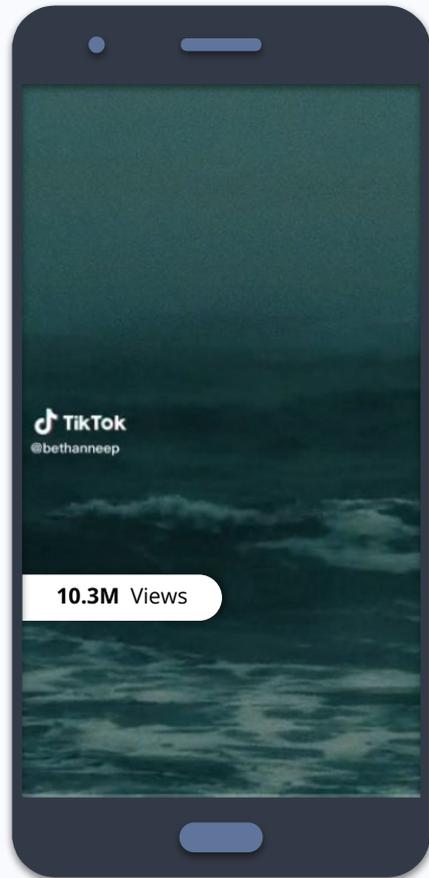


Substandard performing content categories for the Travel audience on TikTok include:

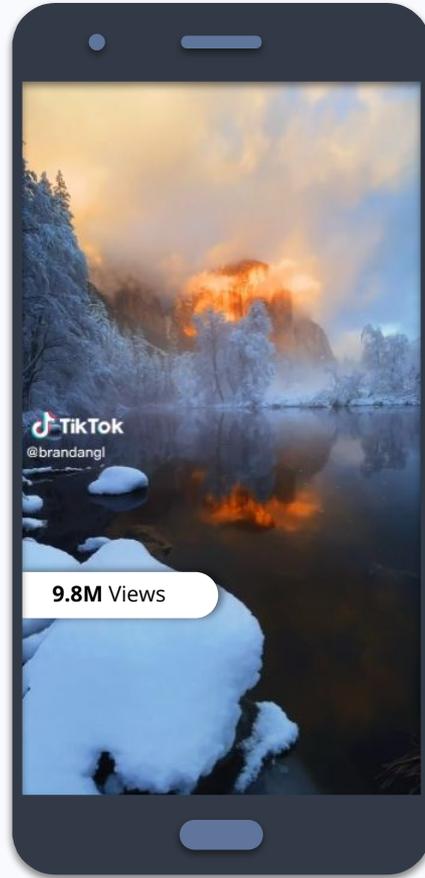


Low performing content categories for the Travel audience on TikTok include:





[Click to view](#)



[Click to view](#)

Content Opportunities:

#1. Calming Nature Shots

These videos capture the calm and momentary beauty of different areas, with a focus on landscapes. Although they are technically not completely still, they pan in such a way that gives a similar impression.



Tactics to Implement:

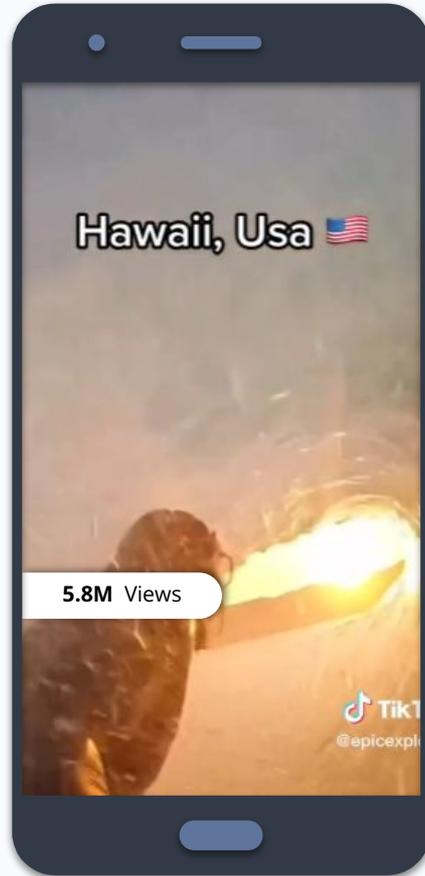
- **Landscape Matters:** Content within this category ranges in what styles of landscapes are shot, however, the most prominent format is wide-angle mountain shots. This format occupies **27%** of the total content in this category.
- **Varying Editing Formats:** As seen in this [video](#), varying shots of the same landscape were high-performing content pieces, relative to a single panning shot as seen [here](#).
- **Don't Be Afraid To Stylize:** High performers in this category contained footage of different landscapes that were heavily filtered as opposed to trying to capture a landscape's natural beauty in the rawest format possible.

Content Opportunities:

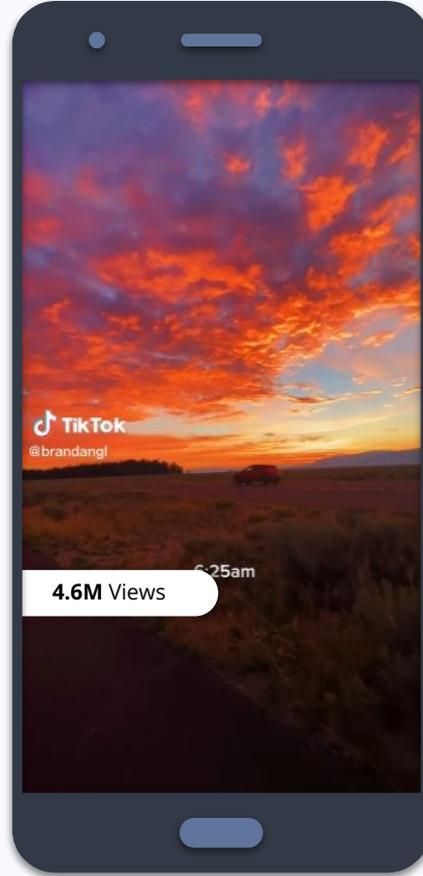
- **Bite-sized Points of Interest:** For TikTok, one style of content would be styled still shots of popular or prominent landscapes. This could take the form as a specific area as well, i.e. Unique terrain.

Sub Communities:

- Hikers
- Backpackers
- Fitness & Wellness Enthusiasts
- Landscape Photographers
- Videographers



[Click to view](#)



[Click to view](#)

Content Opportunities:

#2. Majestic Sights: Highlight Reel

Although similar to Aesthetic Still Shots, this content category focuses on epic footage of areas and activities.

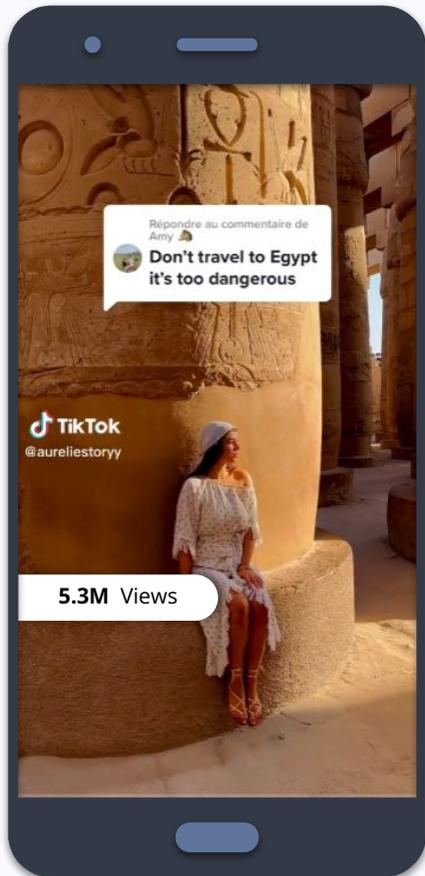
Tactics to Implement:

- **Compilations:** Top-performing content within this category focus on a compilation of clips that either highlight many different areas, or, footage from a specific experience throughout a specific timeframe. Compilation-styled videos occupied **81%** of the total content in this category.
- **Condensed Information:** Although this [video](#) focuses on activities from around the globe, this format could be translated to a quick overview of different high-profile spots that should be prioritized when travelling there.
- **Unique Climate:** As seen in this [video](#), the focus is on how the climate and weather patterns of a specific region create a unique experience for those traveling there, followed by a clear example.
- **Serialized Content:** In this [video](#), users can infer that there is a series of videos following this format through the caption "Part 24", meaning that they can expect to easily find more of the same content. This also gives users an incentive to follow their account for more content in said series.

Sub Communities:

- Hikers
- Backpackers
- Action Sports Enthusiasts
- Fitness & Wellness Enthusiasts
- Landscape Photographers





[Click to view](#)



[Click to view](#)

Content Opportunities:

#3. Historical Sites

This category places its focus on the allure of historical sightseeing and gives a glimpse into what it looks like up close.



Tactics to Implement:

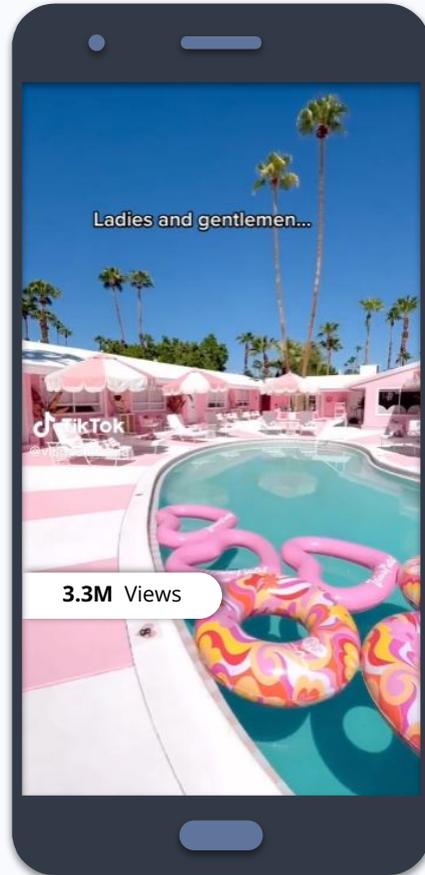
- **Giving Context:** Top performing videos in this category placed a focus through captions on giving a small snippet of information on the place it's highlighting in the footage. A good example is this [video](#) creating instant intrigue by showing how old those areas are.
- **Intrigue Into Interest:** In certain cases, after using a caption to create intrigue, videos would then showcase a reel of footage promoting other beautiful parts of the area where it takes place.
- **Architecture:** Within this category, **48%** of videos had a focus on different types of architecture or building structures.

Content Opportunities:

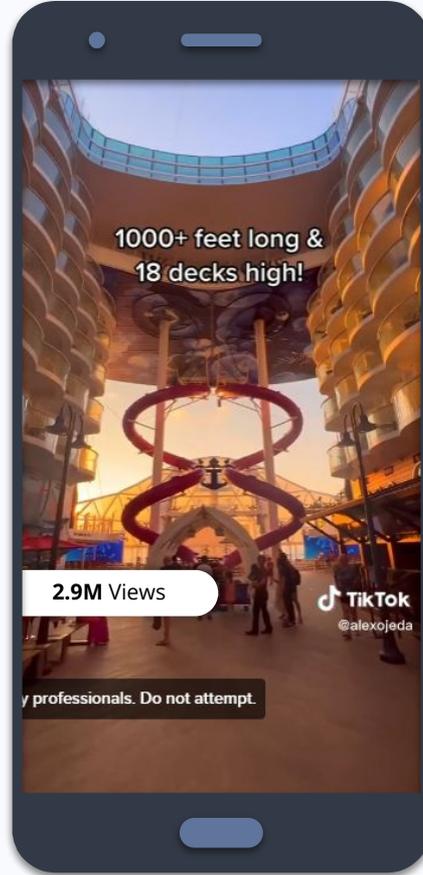
- **History In Under 10 Seconds:** When filming different historical areas, focus on facts that can create intrigue but also be delivered in under 10 seconds. I.e. "These trees can grow to 140 years old" when filming Old Growth Forest on Vancouver Island.

Sub Communities:

- History Enthusiasts
- Architecture
- Cultural Explorers



[Click to view](#)



[Click to view](#)

Content Opportunities:

#4. New & Major Attractions

This category focuses on different creators giving a walkthrough or their first-hand experience of new and exciting attractions.



Tactics to Implement:

- **Walkthroughs:** This [video](#) serves as a good example where a creator blends a walkthrough of different amenities and attractions alongside short snippets of his experiences. Walkthroughs occupied **36%** of overall content within this category.
- **Voice Overs:** In certain situations, creators will use a voice-over to narrate their thoughts and opinions on areas they're traveling to, alongside general information like where certain points of interest are located.
- **Trending Sounds:** Within this [video](#), trending sounds were used as well, i.e. "Ladies and gentlemen... her" and the Wednesday Addams sound from the popular Netflix show.
- **Enticing Captions:** As seen in this [video](#), a caption is placed on the center of the screen to entice viewers to watch all the way through, i.e. "This is the world's largest cruise ship."

Content Opportunities:

- **Experience Walkthrough:** Produce content that focuses on creating a walkthrough of different local experiences for those who have not traveled there, in order to help them become familiar with what to expect and create anticipation.

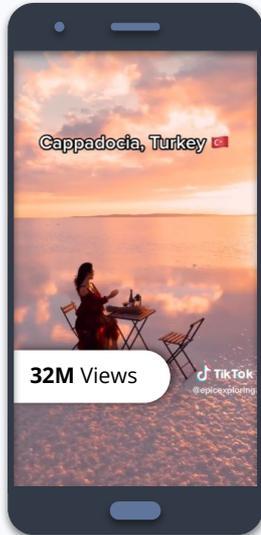
Sub Communities:

- Entertainment Enthusiasts
- Affluent Travellers

Outliers:

These videos were omitted from their content buckets as 'viral' outliers for exceeding 3x the views and engagements of their respective benchmarks.

Majestic Sights

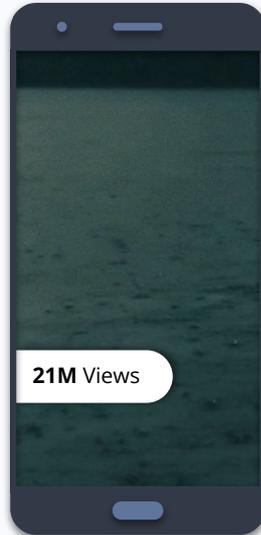


[Click to view](#)

Description:

A compilation of different wonders from across the world shown back to back.

Aethstetic Stills

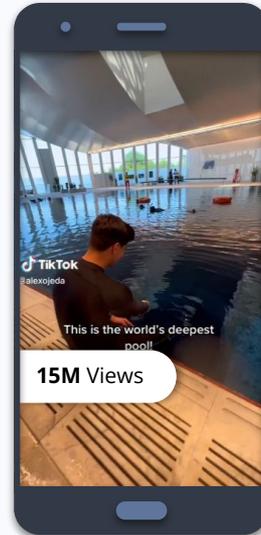


[Click to view](#)

Description:

Still shots of a gloomy and rainy landscape.

New & Major Attractions



[Click to view](#)

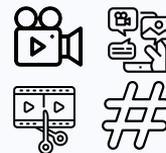
Tactics:

This creator focuses on showing off not only the attraction itself, but the views of what it's like to partake in it. One tactic that's used is a caption placed at the beginning of the video to instantly contextualize what the viewer is seeing.



[Click to view](#)

How the Social Content Opportunity Analysis™ Methodology Works



1

Measure a Large Sample of Posts

Sample a large number of audience-and-topic-specific social posts from a given platform to find ones that are significantly outperforming the average.

2

Group Into Themes

Group top performing posts into themes or “buckets” that are both distinct (different from each other) and specific enough to be actionable.

3

Benchmark the Average

From the post sample, measure the average post views and engagement for the industry or niche.

4

Surface Top Performing Themes

For each custom theme / bucket we identified, rank them by their average views and engagements to identify the winners and losers.

5

Identify Production Insights

For each theme, go into detail about what makes it perform, like video length, editing techniques, production style—the nitty gritty.

