

- [f Share](#)
- [Tweet](#)
- [in Share](#)
- [g+ Share](#)



Share

- [f](#)
- [Tweet](#)
- [in](#)
- [g+](#)

Hi there,

Thank you for taking the time to join me.

For years Facebook has basked in the limelight as social media king, but recently there's been a behavioural shift and it's Instagram that users are also turning to.

Most notably, in advertising Facebook remains top but evidence shows growing potential for Instagram. The articles below will ensure you're #instaready for 2020.

Let's get started.

—

#### Here's this week's roundup:

[Lonely Planet Best Places To Travel 2020: The Full List From Bhutan To Salzburg](#) - Lonely Planet has proved to be a trusted resource for travellers for over 40 years. It's a platform that I regularly use for travel tips and destination inspiration, and it appears that I'm not the only one - its website alone receives almost **13 million monthly visitors** and **over 12.5 million social followers**. Through both its UK and international magazines, the average reader spans between **38.5 - 44 years of age** and **goes on 5 trips per year...**

...Lonely Planet is clearly a powerful player in the travel industry and if your country has made it to their **Best Places to Travel 2020 list**, then that's something to celebrate. Could you add this accolade to your social media marketing campaign and/or homepage to boost both your quantity and quality of leads?

[How Meat-Free Holidays Are Taking Off](#) - There are many paths that can lead a person to veganism. Combine this with the plant-based industry's innovative food "alternatives" and marketing campaigns such as **Instagram's #meatfreemonday**, it becomes a personal choice that tour operators should not overlook in their own marketing campaigns....

....According to this article **websites promoting meat-free travel are booming**. With that in mind, if you already offer a vegan option (or could), do you explicitly state this on your website? Would it make sense to offer a free list of the best vegan restaurants in your city or region? How could you appeal to this growing market?

[Meme Tourism Has Turned The World Into The Seventh Circle Of Selfie Hell](#) - This is an opinion article from *The Guardian* which highlights **the negative effect of Instagram**. It's in stark contrast to the next article you'll read below, yet both are valid.

...For me, this article provided some food for thought. It becomes apparent that the culture of "living our best life" through social media means that **tour operators must constantly tread a fine line** between giving a customer what they want (that iconic photo opportunity) and being respectful that these are real places where real people live. In the article below, I put to you a simple suggestion on how you can do both. But how do you currently handle this? I'd be keen to hear your perspective.

—

### Here's my top tip articles:

[6 Best Brands That Dominate User-Generated Content on Instagram](#) - Adding user-generated content (UGC) to your Instagram content mix is marketing gold. Why? Firstly, **it doesn't require you to create any content yourself** (that's music to all our ears!), and secondly, it allows you to **strengthen your relationships with followers** and customers and **broaden your online presence**. If you're not already encouraging customers to take *instaworthy* photographs throughout the tour, it would certainly be in your interest...

...However, with *The Guardian* article above in mind, **it's vital that this is done right in order to please both your tour group and the local community**.

**One easy way to do this is:** Before pointing out the photographic hotspots, offer a gentle reminder to your customers of being respectful to their surroundings. Where appropriate, words of encouragement to "shop local" in order to help those that contribute to the upkeep of these beautiful locations could also diffuse any simmering tensions.

[A Step By Step Guide To Creating The Best Instagram Post In 2020](#) - This isn't just another quick "how to" article. *Smart Insights* looked at **over 7.4 million Instagram posts** to create this step by step guide! Bookmark this article and take note as the findings will shape your social media editorial planner.

[How Google's Bert Update Will Affect Content Marketing](#) - I don't know about you, but whenever I hear that Google has brought out another update my head explodes. 🤯 Yet having read this article, I have to admit that Bert is genius! In my opinion, **the Google Update is a positive for all tour operator businesses** and it will affect 1 in 10 search queries. This article provides clear examples and guidance on how to utilise Bert to your advantage against competitors. In a nutshell, create content around very specific long-tail phrases, especially using informational keywords.

—

### A statistic I found interesting:

For anyone who thought Instagram was only used by the younger generation...

Yes, more than 50% of global Instagram users are 34 years and under. However, the **65+ year-olds** make up 1.8% of total users. That may not sound like a lot, but that's 1.8% of **1 Billion monthly active users!** ([Statista](#))

—

### A question for you:

What social media platform do you spend the most time on?

Hit reply or drop me an email at: [frida.kops@10x.travel](mailto:frida.kops@10x.travel), I'd love to hear your thoughts.

—

So that's all from me this week. This Saturday, I'm taking advantage of *La Noche de los Museos* - Museum Night 2019. It's an annual event where over 280 museums and art spaces across Buenos Aires stay open all night offering different cultural activities.

Have a lovely weekend everyone!

Talk soon,

**Frida**



## Frida Kops

*Get More Bookings™ Specialist*

**10x Travel • More bookings, less hassle**

**p:** +44 20 3858 0058

**a:** 1st Floor, 35 Little Russell Street, London WC1A 2HH

**w:** [10x.travel](https://10x.travel) **e:** [frida.kops@10x.travel](mailto:frida.kops@10x.travel)

Sent to: [\\_t.e.s.t\\_@example.com](mailto:_t.e.s.t_@example.com)

[Unsubscribe](#)

35 Little Russell Street, 1st Floor, London, WC1A 2HH, United Kingdom