

# How to Enhance Consumer Confidence in Destinations by Using User-Generated Graphic Content





**CrowdRiff is proud to be the  
visual marketing platform  
of choice for over 300  
tourism brands**



**Zürich,  
Switzerland.**



**Travelers today are taking,  
sharing and viewing visuals  
like never before**







**2/3**

Rely on UGC to  
make a purchase  
decision

**65%**

Trust UGC more  
than branded  
content

<sup>1</sup>Source: PhocusWright and Microsoft, The Travel Marketer's Guide to the U.S. Digital Travel Landscape, 2017

<sup>2</sup>Source: MDG advertising

<sup>3</sup>InfoTrends

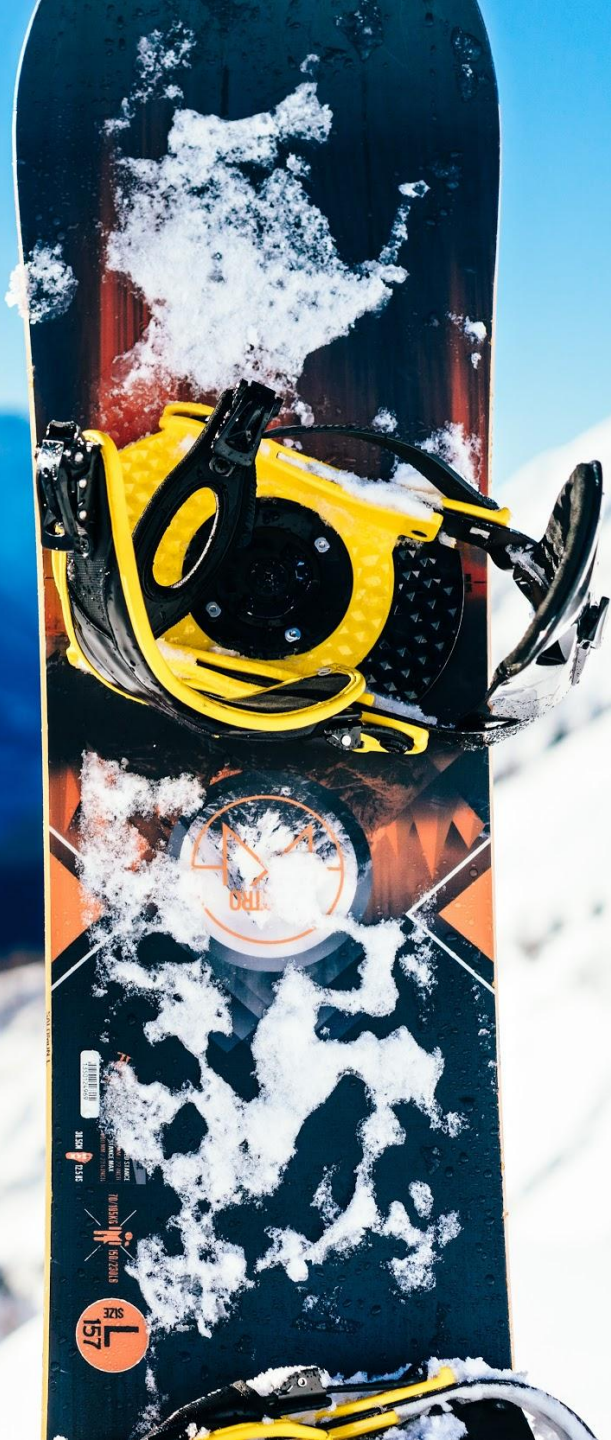


**Destinations Using  
User-Generated Visuals  
to Attract and Engage Travellers**



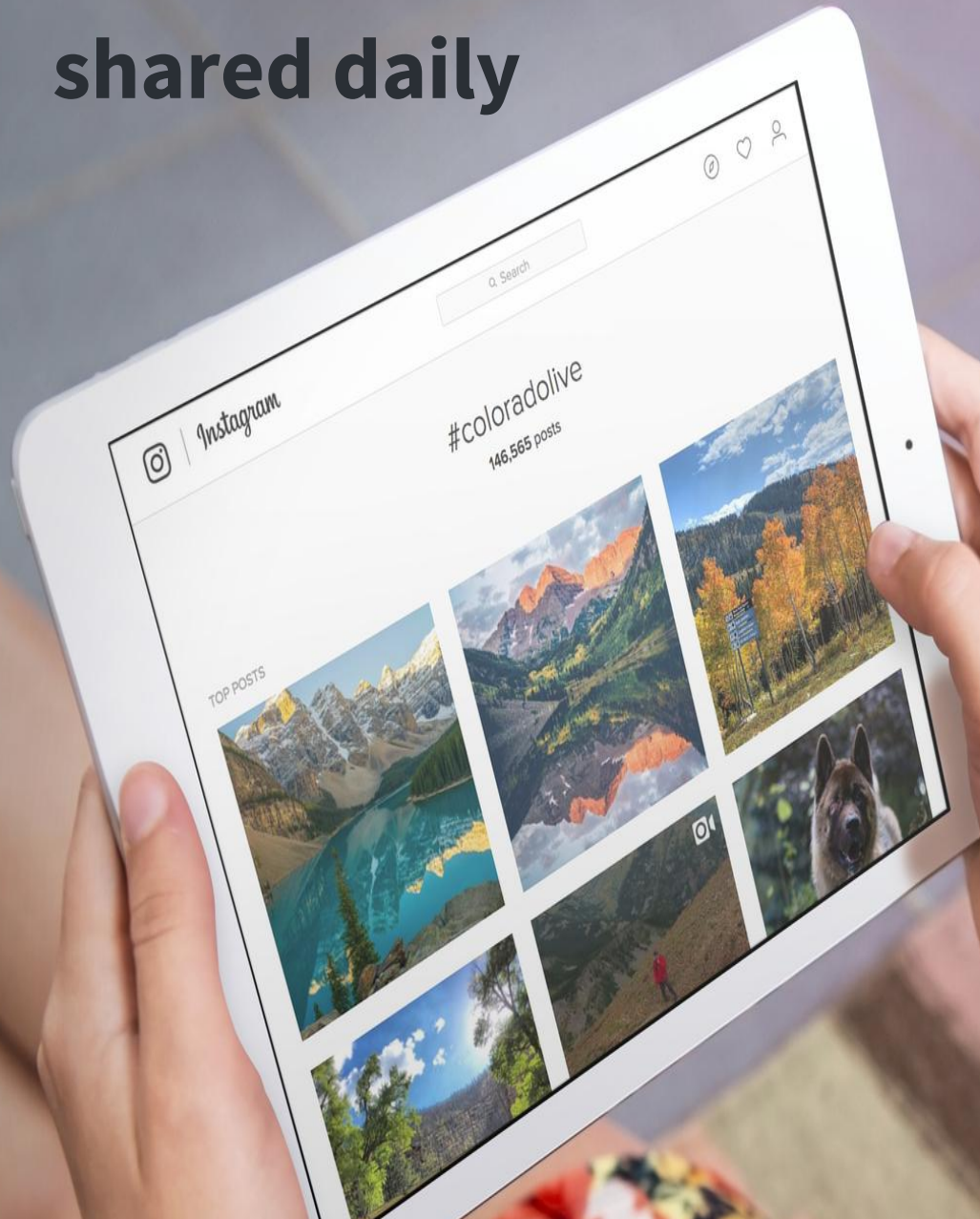


COLORADO™  
COME TO LIFE





**Thousands of visuals  
shared daily**







@jibcob\_sends





coloradomountainlove • [Follow](#)

Full 50

kerihans 🙌 Sing it!

kaciesilver @katemple

bresus\_christ this is so great!

visitcolorado @coloradomountainlove  
What a beautiful shot! We'd like to use it in our advertising to share with everyone. If you agree and are 18+, please reply with [#YesColorado](#)

squatchuarobertson Have u checked out zirkels yet?

coloradomountainlove [#YesColorado](#)

home\_slice Great reflection!

buzz921 Love this picture!! Indian Peaks is absolutely stunning

daniellesarentino Ughhhhh 🥰🥰🥰🥰  
@lilyeeyee

lover\_fighter82 @tv2688



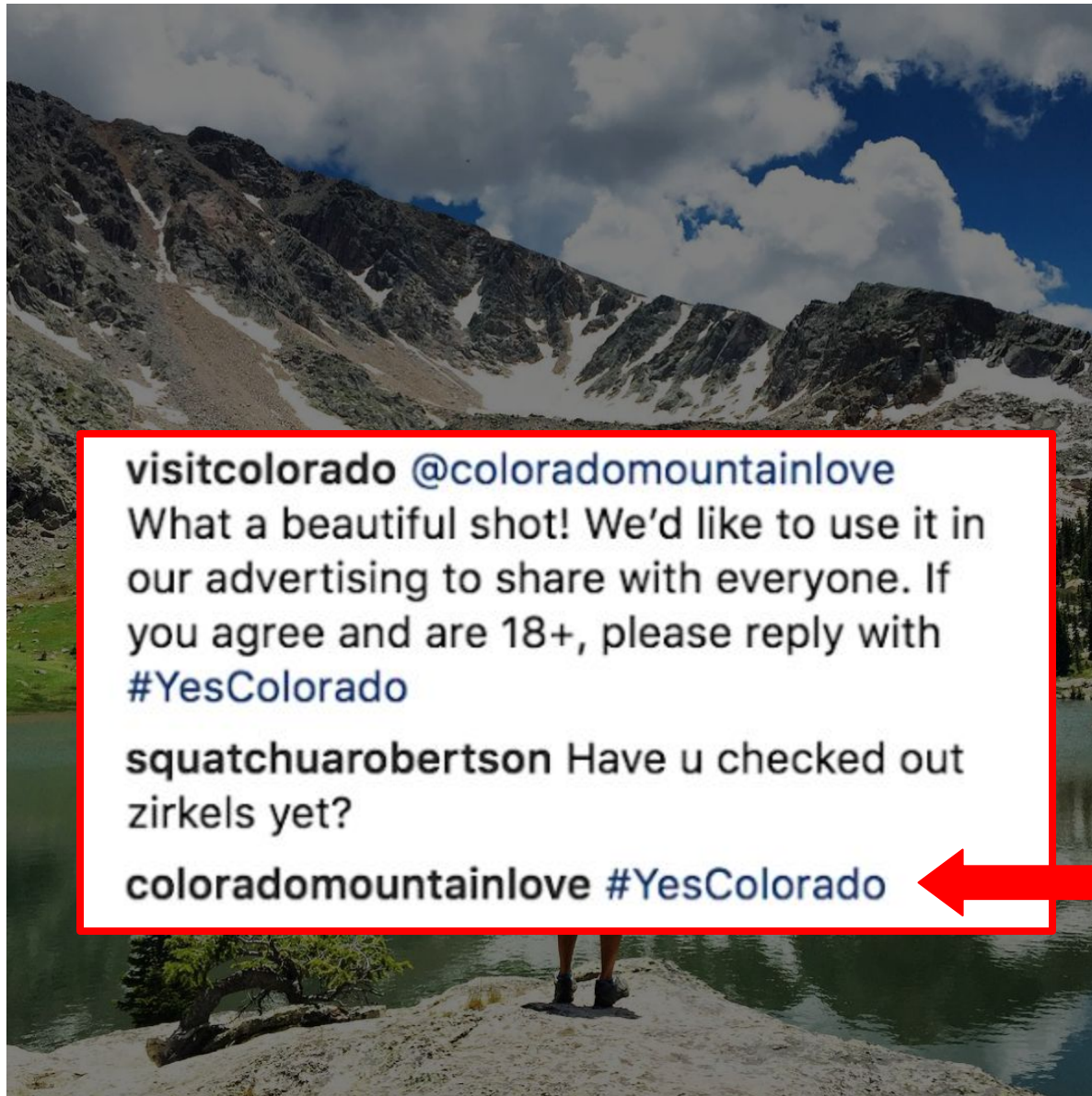
219 likes

JULY 9, 2015

Add a comment...







**visitcolorado** @coloradomountainlove  
What a beautiful shot! We'd like to use it in our advertising to share with everyone. If you agree and are 18+, please reply with #YesColorado

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**coloradomountainlove** • Follow

Full Name

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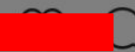
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@lilyeeyee

**lover\_fighter82** @tv2688



**219 likes**

JULY 9, 2015

Add a comment...







702,000 fans



216,000 followers



3.3 million views



125,000 followers



**5,000,000 images served**



A night scene of a snowy mountain with a town at its base and a large fireworks display in the sky. The fireworks are in shades of yellow, orange, and red, exploding against the dark night sky. The mountain is covered in snow and has some evergreen trees. The town at the base is lit up with warm lights, and some buildings are visible. The overall scene is festive and celebratory.

# Record-breaking tourism numbers

> 77 million annual visitors

\$19.1 billion in economic impact

\$1.13 billion in taxes collected

Tourism growth 2x national average





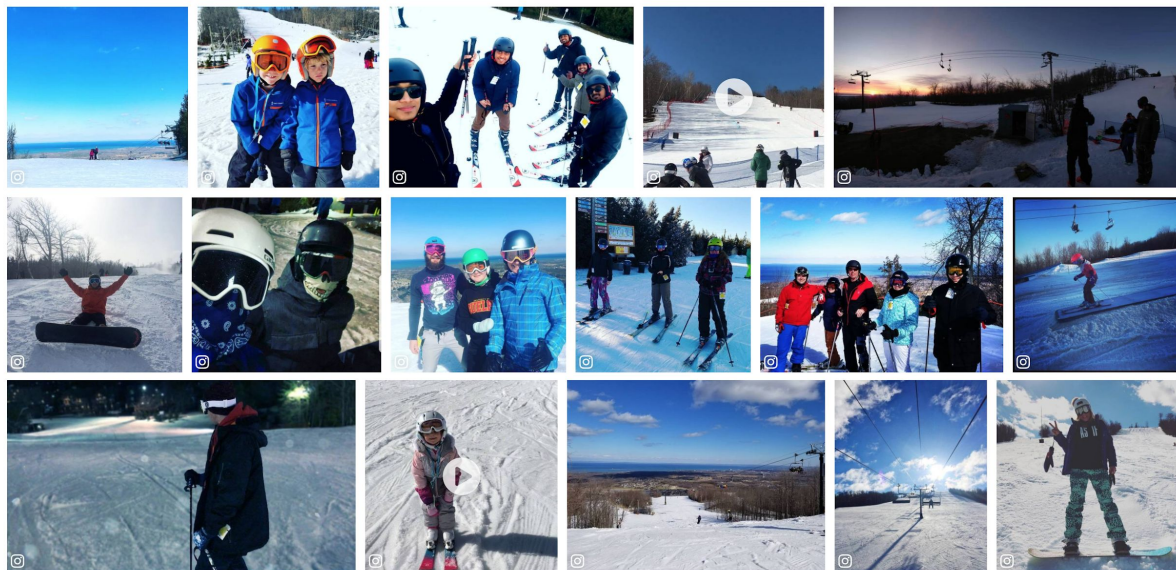
I'M LOOKING FOR:  
LIFT TICKETS



FIND LIFT TICKETS >

## #LIVEITOUTSIDE

Tag your content with #liveitoutside to be featured in our gallery





**“The real time aspect is appealing. We are *not* showcasing photos taken a year ago, we are showcasing photos that were taken *a day ago*.”**



Julie Kaden, E-Marketing Specialist



“Visuals are hugely important. Being able to see and curate the organic social content tends to really bring out the natural *in-the-moment* stories.”

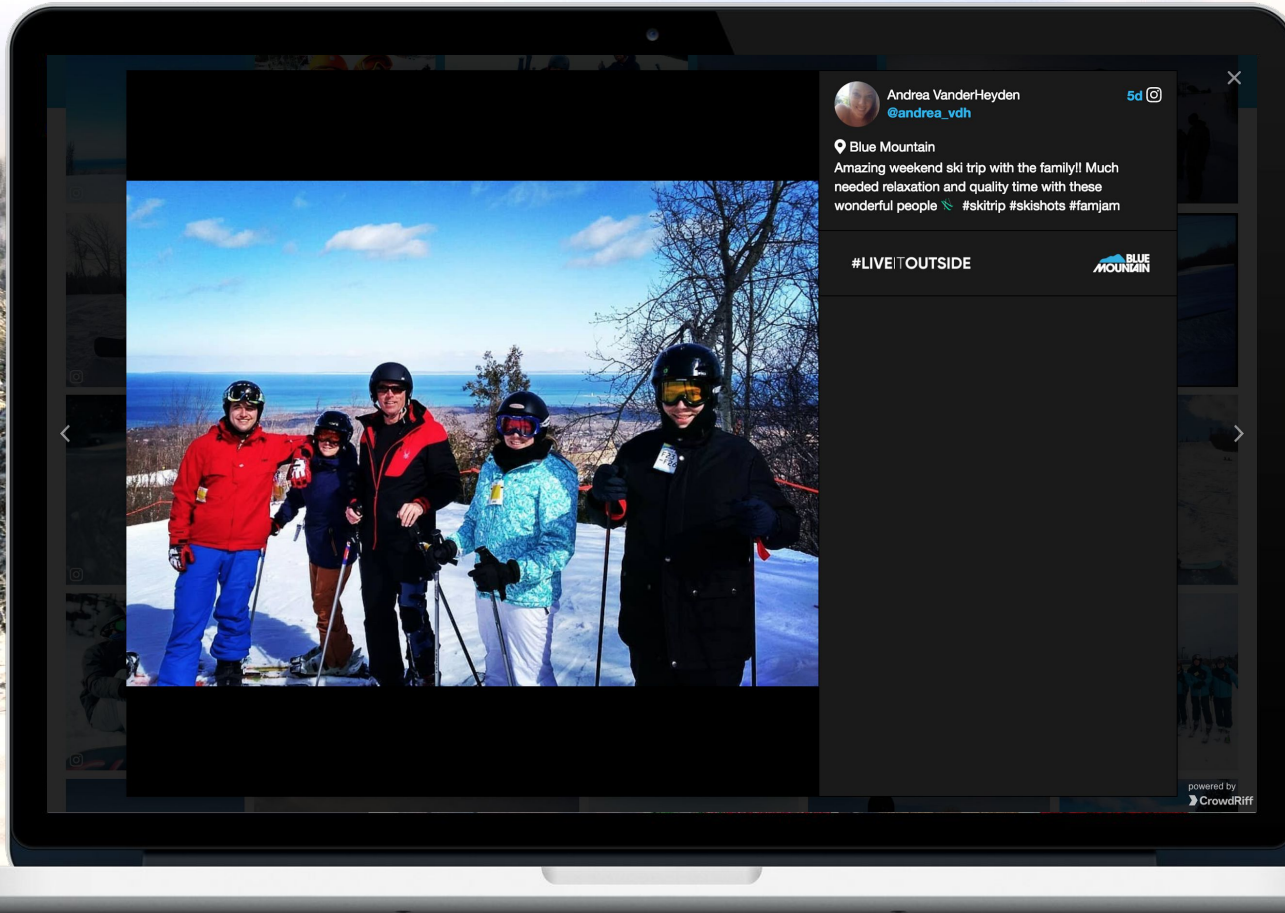


Dan Hughes, Brand Manager





 **BLUE  
MOUNTAIN**





1.



Mueller's Focus on Adviser to Emirates Suggests Broader Investigation

2.



A 'Bright Light,' Dimmed in the Shadows of Homelessness

3.



Wounds From Military-Style Rifles? 'A Ghastly Thing to See'

4.



Thugs, Leeches, Shouting and Shoving at Trump Hotel in Panama

5.



Playing Trump on 'S.N.L.,' Baldwin Takes On White House Turmoil

# How Immigrants Become Truly Canadian: On the Ski Slopes

By DAN LEVIN FEB. 28, 2018

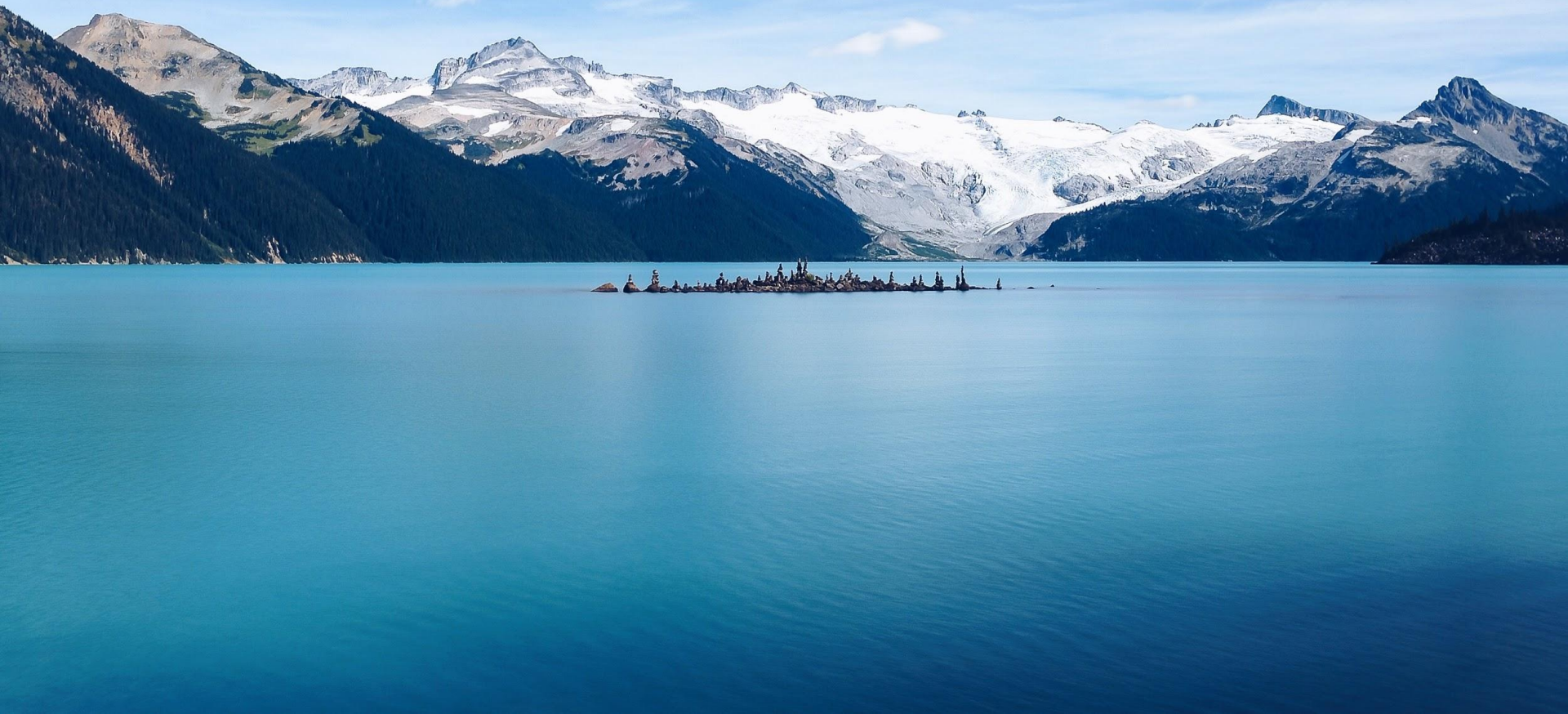


38





SUPER,  
NATURAL  
BRITISH  
COLUMBIA  
CANADA





FILTER BY:

REGION ▾

CITY ▾

THEME ▾

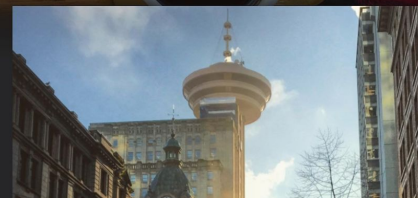
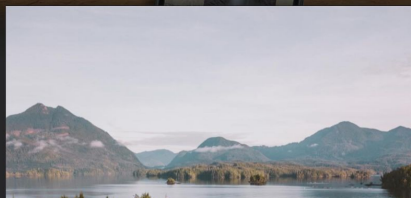
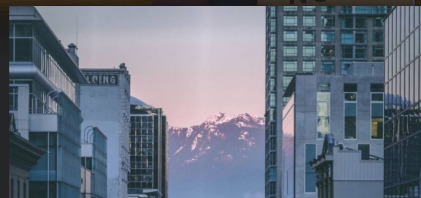
MYTRIP

5

BC

# EXPLORER

Want to experience the incredible things you see? The Explorer uncovers your favourite Instagram pics from BC. Use it to create your own #exploreBC adventure.





FILTER BY:

REGION ▼

CITY ▼

THEME ▲

MY TRIP

0

SELECT ANY THAT INTEREST YOU

☐ Adrenaline Adventures

☐ BC Parks

☐ Cities on the Edge of Wilderness

☒ Mountain Experiences

☐ Off the Beaten Path

☐ On the Water

☐ Photogenic Spots

☐ Places to Eat

☐ Rainforest Adventures

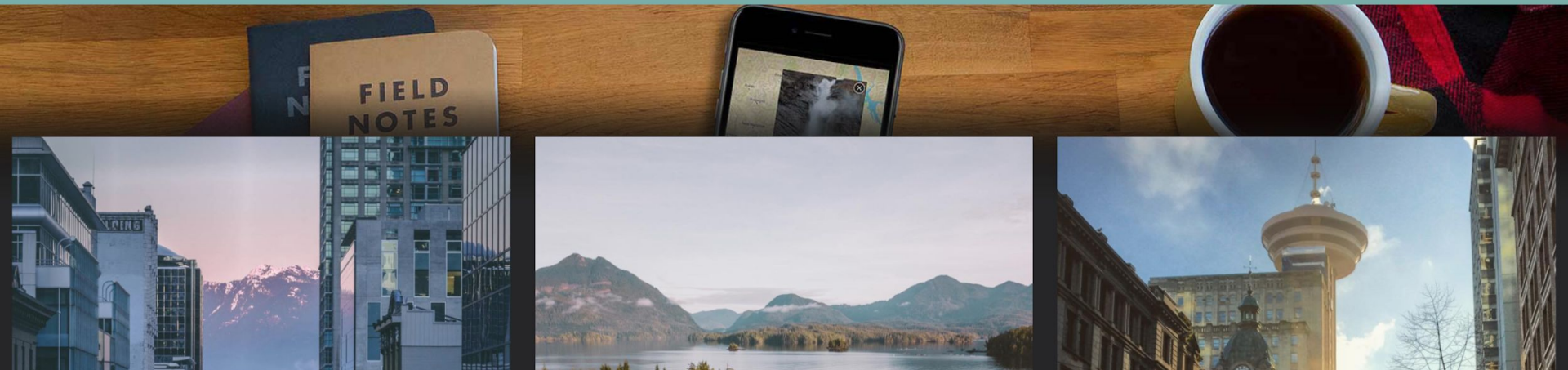
☐ Skiing & Winter Activities

☐ Unique Places To Stay

☐ Wildlife Viewing

APPLY

RESET





FILTER BY:

REGION ▾

CITY ▾

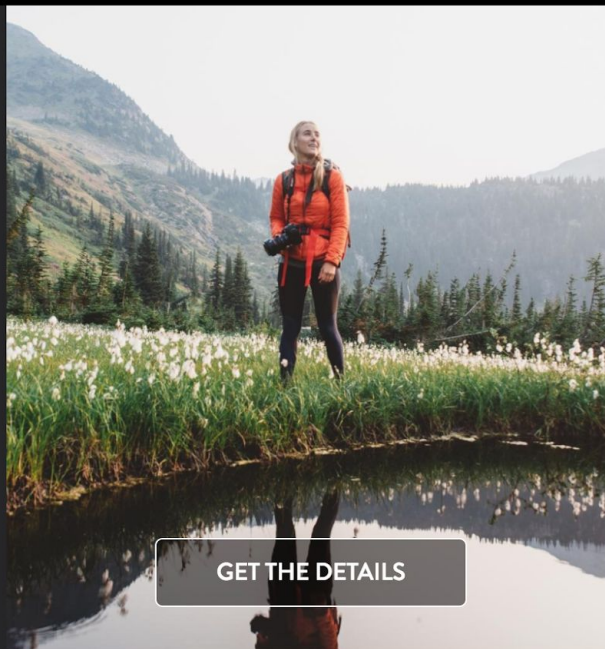
THEME ▾

MY TRIP

0

@janet\_waldbillig

Wow! The views from the #seatoskygondola are breathtaking! #exploreBC



GET THE DETAILS



ADD TO TRIP



@nathanielatakora

Last night was spent in soggy boots, feeling around for a flat patch of grass to call home. Despite closures to parts of the park, Wells Grey has been spectacular. This morning we awoke to a dreamy sunrise, surrounded by wildflowers, at Willis Lake. #exploreBC

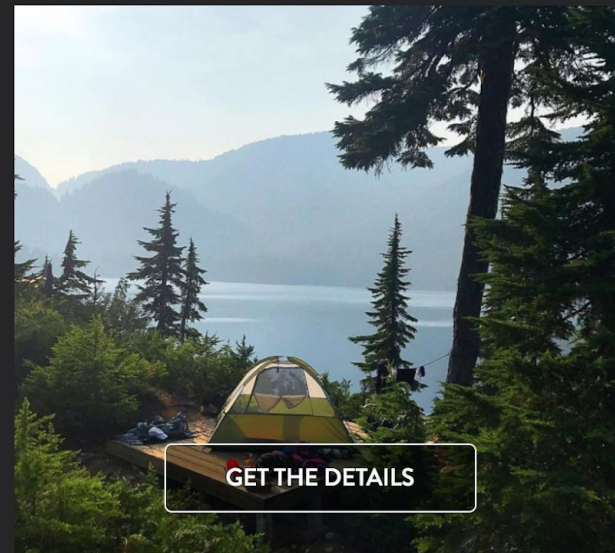


ADD TO TRIP



@emanuelsmedbol

Spending the night at Fernie's @islandlaketelodge, and couldn't resist taking the canoes out for a quick evening paddle around the spring-fed lake. #exploreBC #kootrocks #ferniestoke



GET THE DETAILS



ADD TO TRIP



ADD TO TRIP



@erinthomsn



FILTER BY:

REGION ▾

CITY ▾

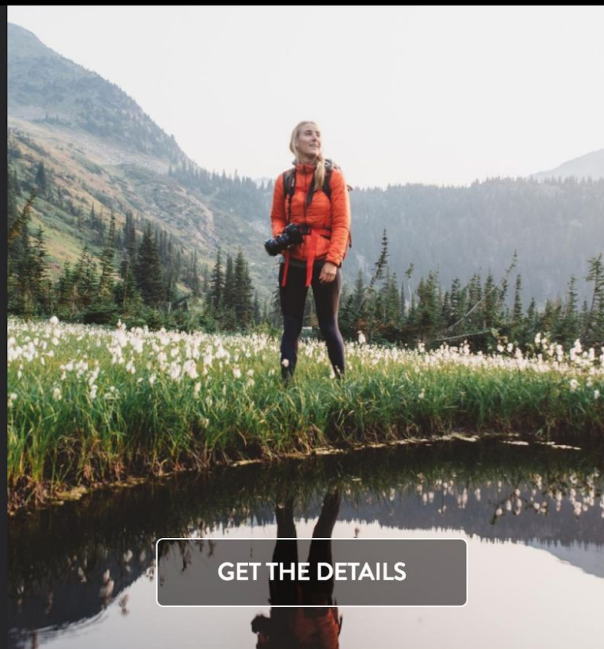
THEME ▾

MY TRIP

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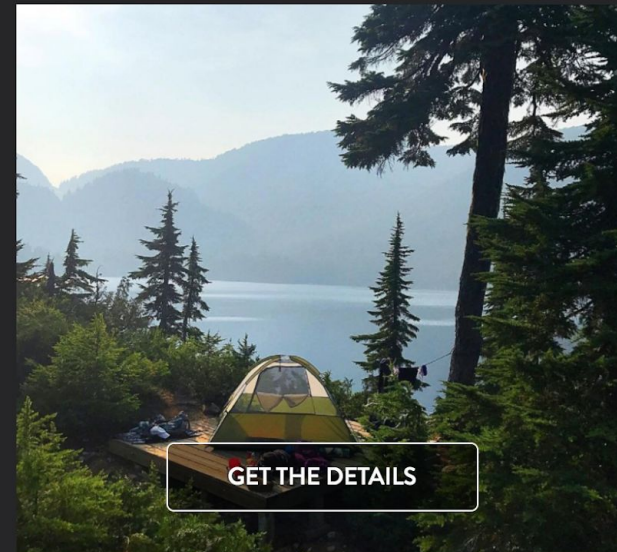


ADD TO TRIP



@emanuelsmedbol

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GET THE DETAILS



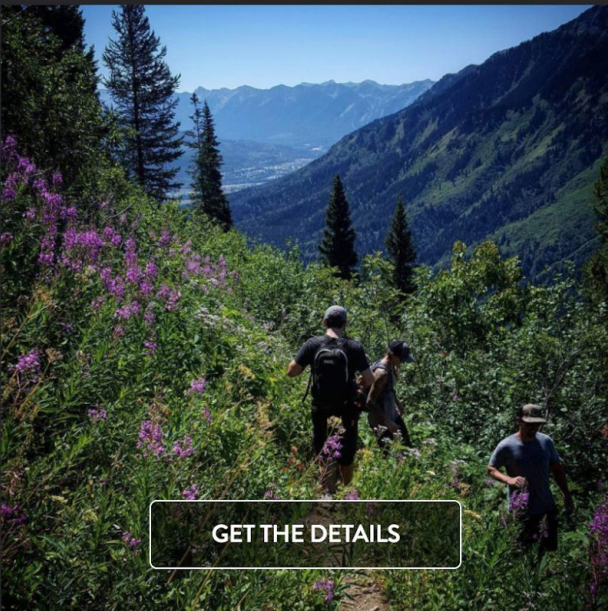
ADD TO TRIP



ADD TO TRIP



@erinthomson



GET THE DETAILS



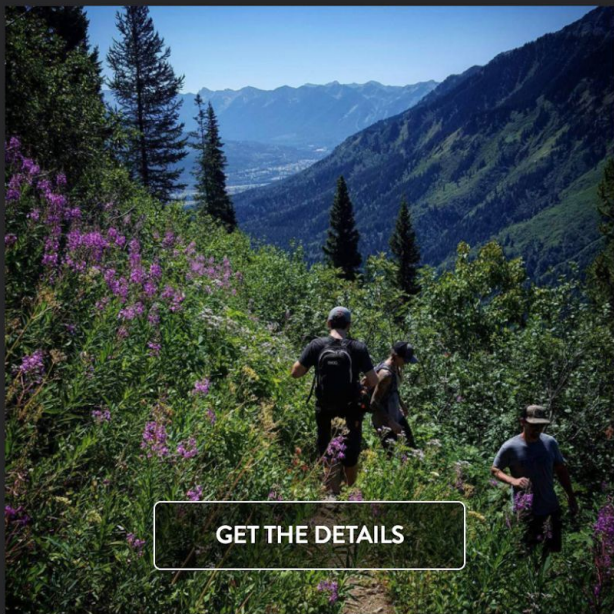
FILTER BY:

REGION ▾

CITY ▾

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GET THE DETAILS



ADD TO TRIP



@erinthomson

THEME ▾

MY TRIP

0

## Mount Hosmer (British Columbia)

#BC PARKS #MOUNTAIN EXPERIENCES  
#OFF THE BEATEN PATH #KOOTENAY ROCKIES  
#FERNIE

MOUNT HOSMER

CLOSE



REMOVE FROM TRIP



@erinthomson

Nature treating us to it's finest. #exploreBC #Fernie

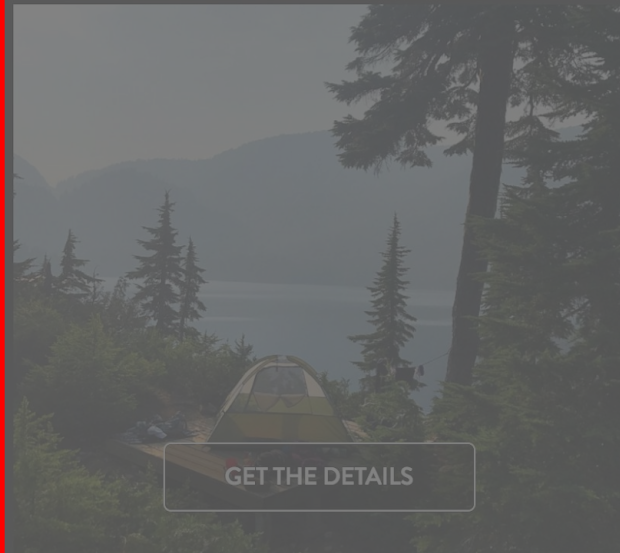


ADD TO TRIP



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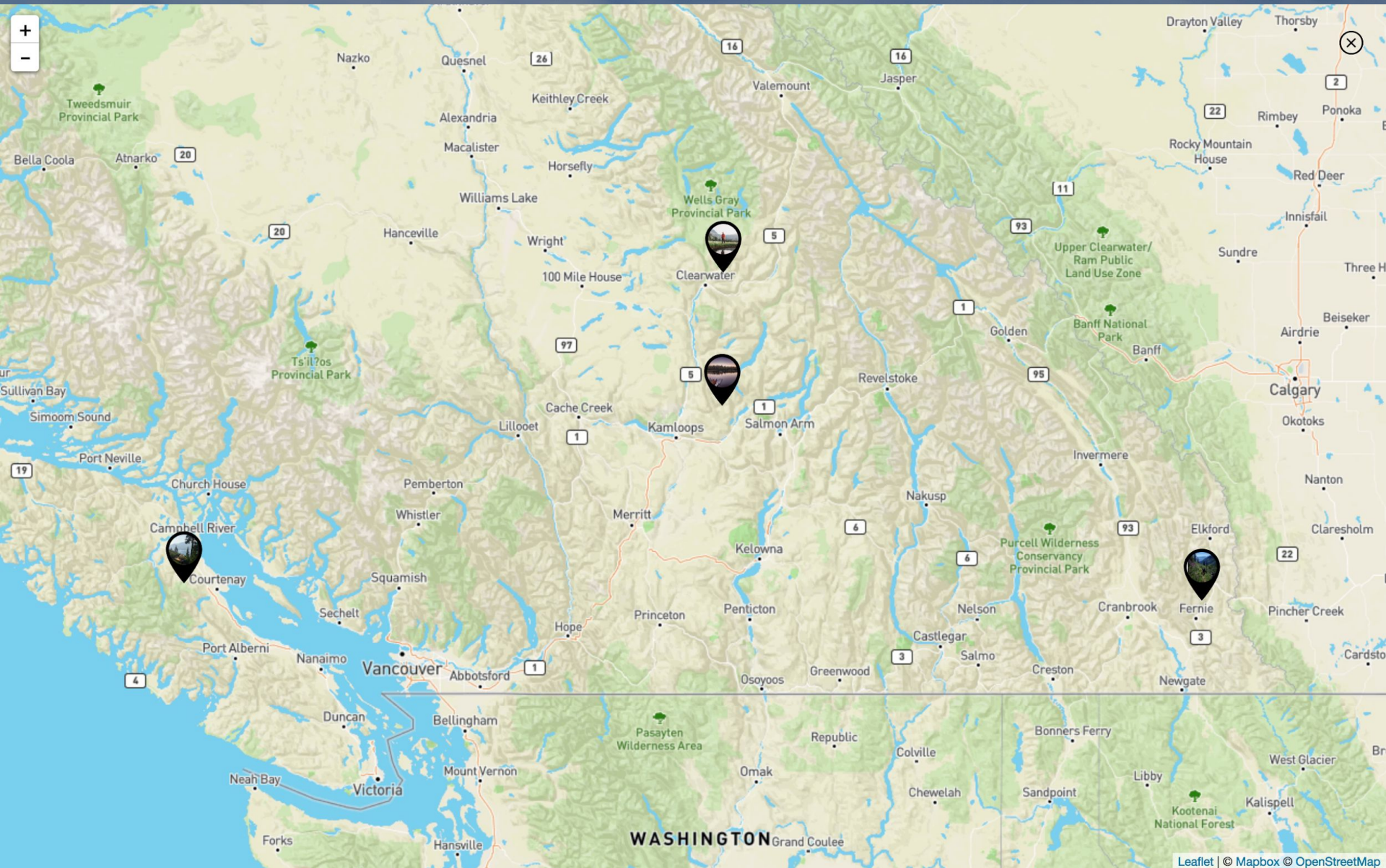
GET THE DETAILS



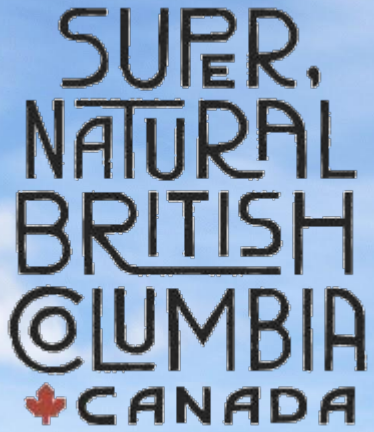
ADD TO TRIP









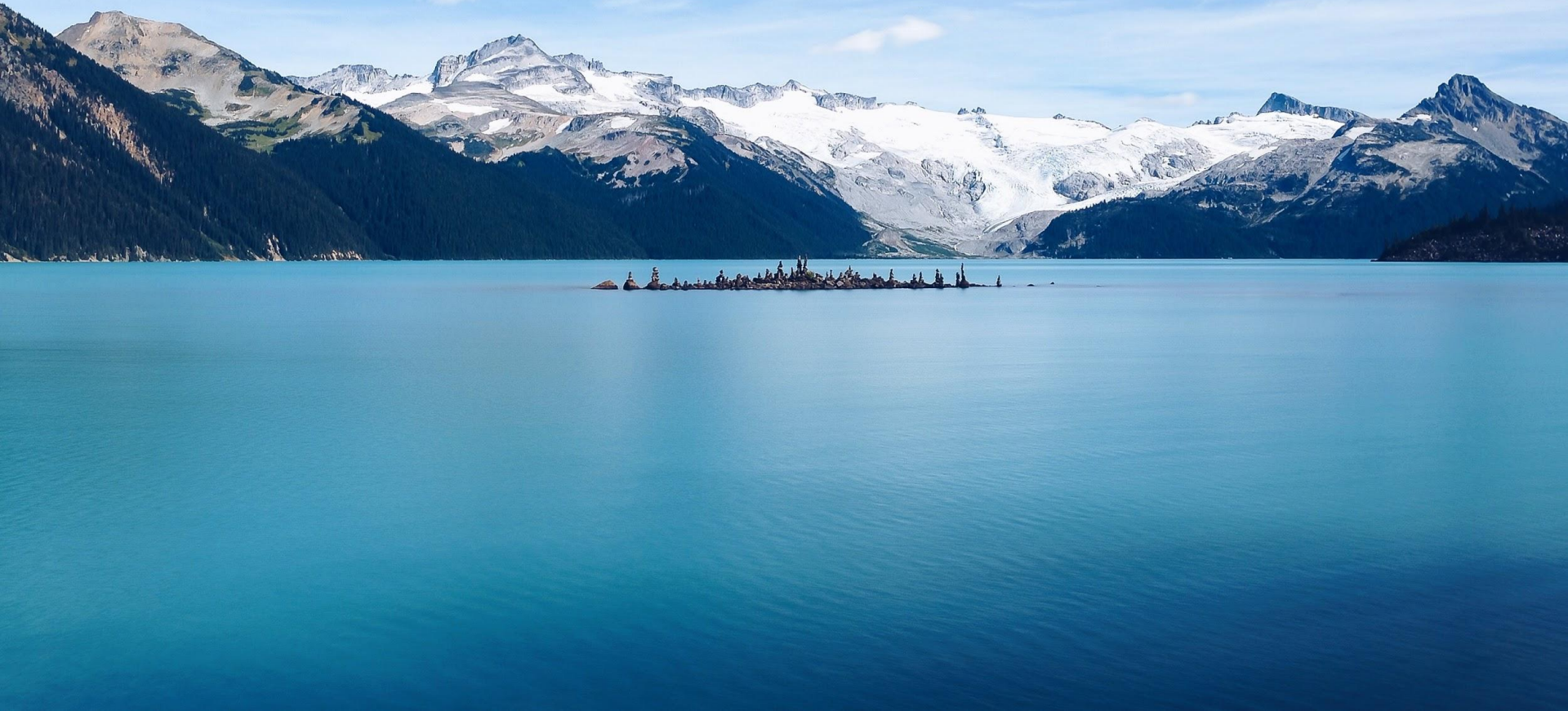


## Destination BC success

>\$17 billion in annual tourism revenue

34% of Canadian ski trips are in BC

3 million images shared with #ExploreBC



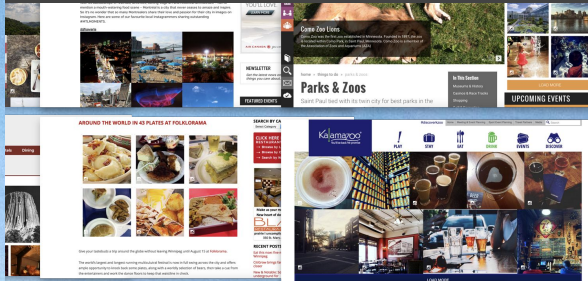


# The Future of UGC and Marketing Technology



# 1| UGC powering every marketing channel

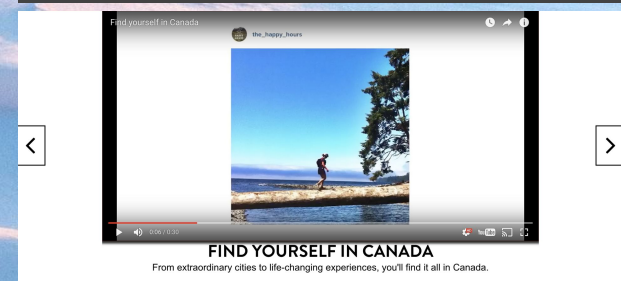
## WEBSITES & BLOGS



## DIGITAL ADS



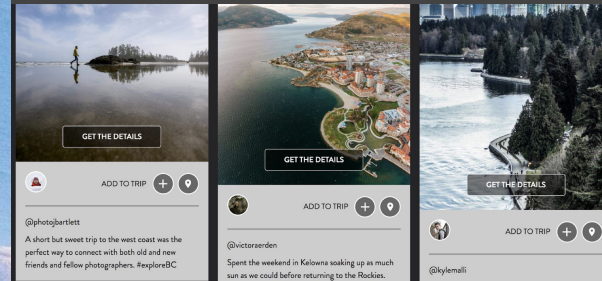
## VIDEO



## PRINT



## CUSTOM EXPERIENCES (via API)

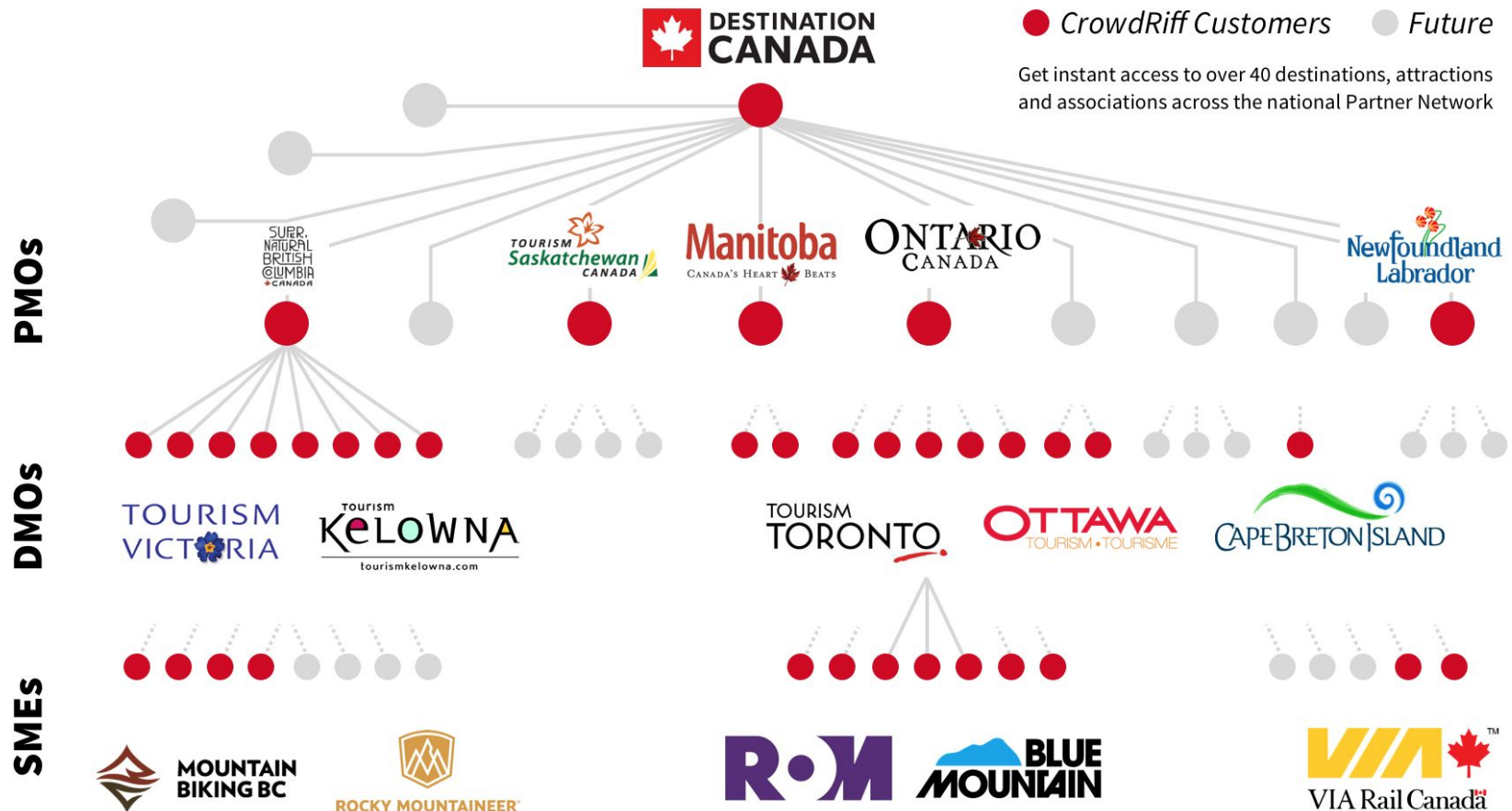


## PUBLISHING





# 2| Collaboration & Co-creation networks







CrowdRiff

Destination BC

My network

All Assets

Social Assets

Uploaded Assets

Rights-Approved Assets

Slack Assets

Saved searches

Create a [saved search](#) as you discover content in your streams so that you can easily repeat the query as part of your daily workflow!

Contact Support

Entire network

Search your assets



**Entire network • 7 partners**  
51k assets



**Cariboo Chilcotin Coast Tourism ...**  
5.8k assets



**Northern BC Tourism Association**  
1.7k assets



**Tourism Golden**  
7.5k assets





# 3| AI and machine learning applied to UGC



← → ↻ https://platform.crowdriff.com/video ☆ ⋮

⋮ CrowdRiff

</> Embed photo ⬇ Download ⋮

✕ adventure ✕ animal ✕ bay ✕ bicycle

✕ boat ✕ boathouse ✕ boating

✕ body of water ✕ caprinae ✕ cattle

✕ cliff ✕ crew ✕ cross-country cycling

✕ cruise ship ✕ cycle sport ✕ cycling

✕ dirt road ✕ downhill mountain biking

✕ fishing ✕ fjord ✕ glasses ✕ goat

✕ goats ✕ grass ✕ grassland ✕ grazing

✕ harbor ✕ herd ✕ hill ✕ hobby


✕ individual sport ✕ lake ✕ lake district

✕ livestock ✕ marina ✕ motorboat

✕ mountain ✕ mountain bike

✕ mountain bike racing ✕ mountain biking

✕ mountain pass ✕ mountain range



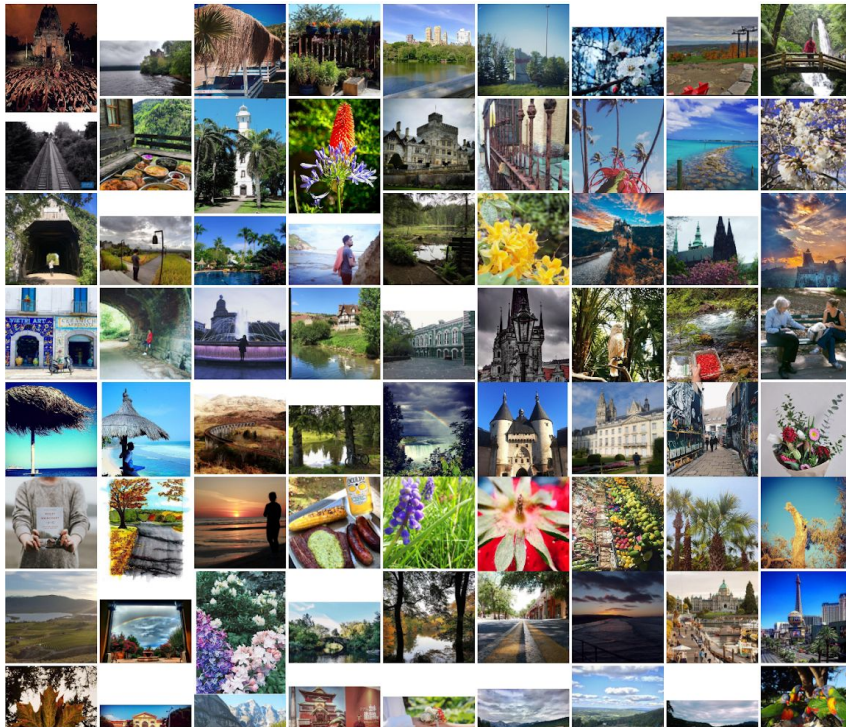
✕ ESC

▶ 0:38 / 0:38 🔊 🔗 +

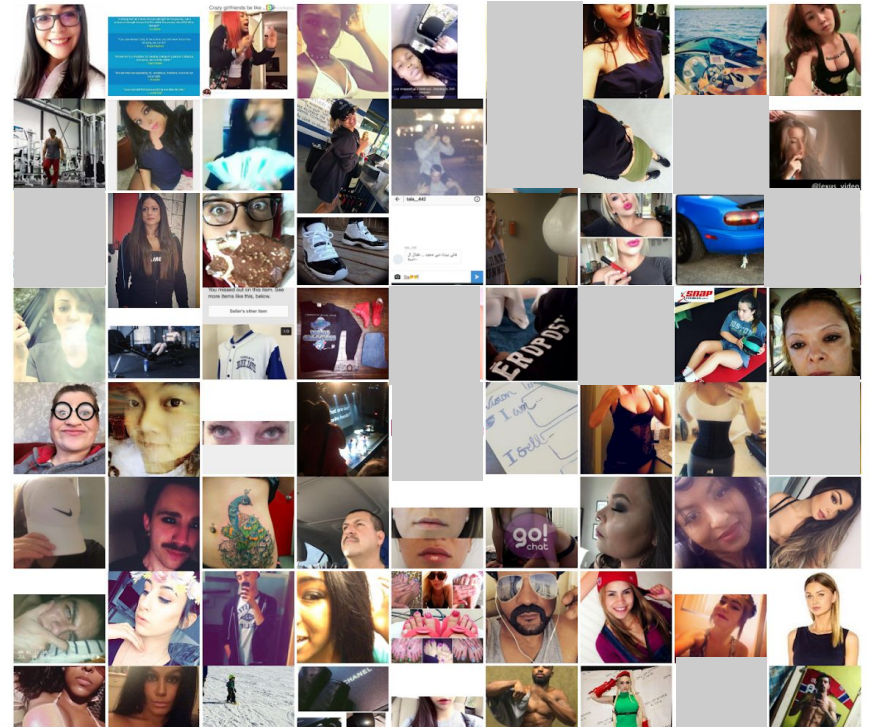
Feedback & Support ?



## Approved by Quality Filter



## Rejected by Quality Filter





# The Power of UGC

Trust

Personalization

Scale





**Get in touch**

**Dan Holowack**

*Founder & CEO*

*[dan@crowdriff.com](mailto:dan@crowdriff.com)*

