How do we preserve the health of the aviation industry at a time when destinations must encourage travelers not to visit?
UNDERSTAND MODERN MARKETING FOR THE MODERN TRAVELER THROUGH SOCIAL-FIRST RESEARCH
Our proprietary research gleans insights from the largest tourism community in the world on social media.

We are the only company in the world with online social listening, interactive surveys and weekly conversations with a community of 25 million global travelers.

In a matter of days, our team of strategists and social media analysts can understand the changing needs of travelers - what type of experiences will they be looking for (adventure, wellness), will they travel domestically or internationally? What are their perception and demand for a destination?

Sources: Beautiful Destination, March 2020
02 STRATEGY AT THE SPEED OF CULTURE
We help destinations and brands connect with travelers at scale.

**High-Level Snapshot**
- 25 Million global audience
- 1 Billion engagements
- 100 Million monthly views
- 180 countries reached

**Demographics**
- 70% aged between 18-34; 28% aged 35+
- 55% Women / 45% Men

**The Beautiful Destinations Instagram Community**
- 13.3M followers
- 3-4M Impressions per post or story
- +200k Likes and 400k+ video views per post

**The Beautiful Hotels Instagram Community**
- 3.4M followers
- 700K Impressions per post or story
- +30K Likes and 400k+ video views per post
We use premium, digital and social-first storytelling to stand out.

We have a core team of 34 strategists, filmmakers, editors, creatives as well as an army of over 100 content creators around the world who, at the drop of a hat, can create powerful and positive stories in their countries to keep destinations on the map.