



# RECOVER & REDISCOVER

**An Instagram Guide to Tourism  
Recovery for Governments and  
Small Businesses**





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## WELCOME BACK

The world is slowly opening up again, safely and responsibly. And for many millions of people who depend on it, the restart of tourism is essential.

The UN World Tourism Organization (UNWTO) is delighted to partner with Instagram to help get us moving again and to show how just a single journey can make a big difference.

The pandemic hasn't just kept us grounded. It's put on hold the wide range of social and economic benefits only tourism can deliver, like creating jobs and supporting businesses of all sizes, as well as providing opportunities for rural communities and vulnerable populations, and preserving our cultural and natural heritage.

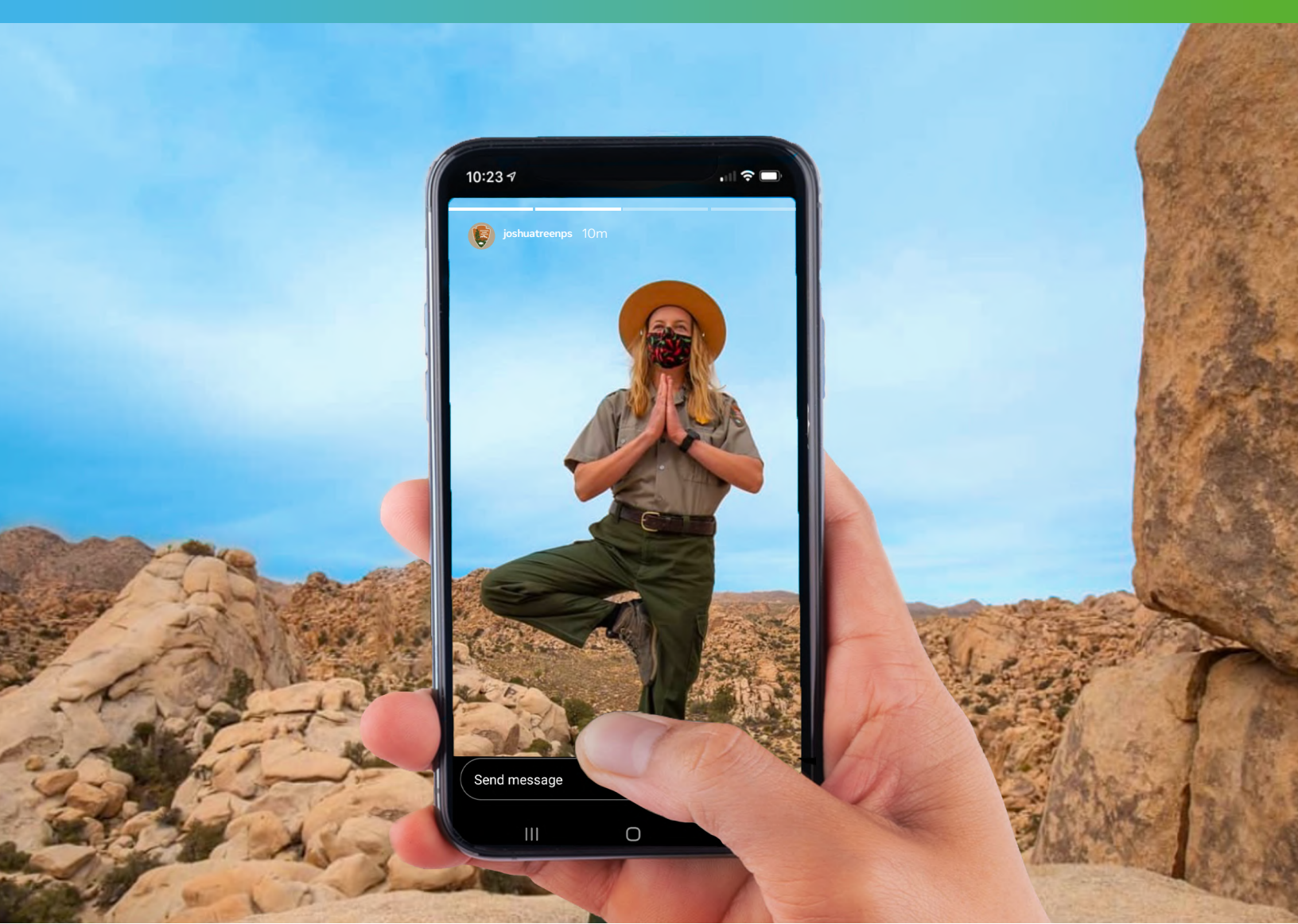
Now is the time to be bold and to be creative in showing why tourism matters—for individuals, for our communities and for our planet. With the innovative

tools and the unrivaled reach of Instagram, we can bring UNWTO's vision for tourism as a force for good to new audiences all around the world.

This Guide to Tourism Recovery provides everyone from governments and tourism bodies to local businesses and tour guides tips and recommendations on how they can use the power of digital to reconnect with travelers around the world — or right in their local communities. It's the perfect platform to show solidarity with UNWTO's core values of respect, inclusivity and sustainability.

Tourism is all about people, stories and experiences. I look forward to seeing this essential spirit shine through on Instagram.

Zurab Pololikashvili  
UNWTO Secretary-General



## TOURISM ON INSTAGRAM

As people around the world are starting to be able to safely and responsibly travel—so vital to the economies of communities worldwide—Instagram offers guidance and tools to help businesses and governments support and connect with their audiences.

The COVID-19 pandemic has been devastating for so many people working in the tourism and hospitality industries. Understandably, 2020 was the worst year in tourism history, with international arrivals dropping by 74% according to the [UN World Tourism Organization](#). That's an unprecedented challenge for small businesses around the world, and also for the cities, regions and countries that depend on tourism to help grow their economies.

During this difficult time, local, regional and national governments and tourism organizations have turned to Instagram in record numbers to connect with their communities virtually, through live broadcasts and online events to remind us all of our desire and need to be connected, even in the hardest of situations.

We're here to help you get the most from Instagram's tools when the time is right, which we designed to showcase the best of what you have to offer. Spectacular natural splendor. The best bakery in town. That perfect road trip itinerary.

When you're ready to welcome the world back to your doorstep—safely and sustainably—Instagram is the place to help you make it happen.



FINE &  
SUNNY

## GETTING THE MOST FROM INSTAGRAM

Maximize your campaign's impact by planning a content strategy that makes the best use of the app's visual capabilities and storytelling features.

Here's a quick primer about how to take the best advantage of each of the app's features.



We love how Instagram gives us an opportunity to share travel stories from Norway with the world.”

@visitnorway



## Your Feed

Showcase your highlights, favorite moments and key messages using your best photos, videos and graphics. You want to make an impression on people while they scroll.

Be sure to use expressive, plainspoken and colorful captions with your posts to make an impact and drive engagement. Also tag key accounts and be sure to interact with people in the comments.

## TIPS

- Post a photo, video or series of photos that will be visible on your followers' feeds—and will live on your profile grid.
- Add captions that convey your message in clear, direct language.
- Answer questions from your followers in your comments—and pin your favorite comments to the top of the thread.

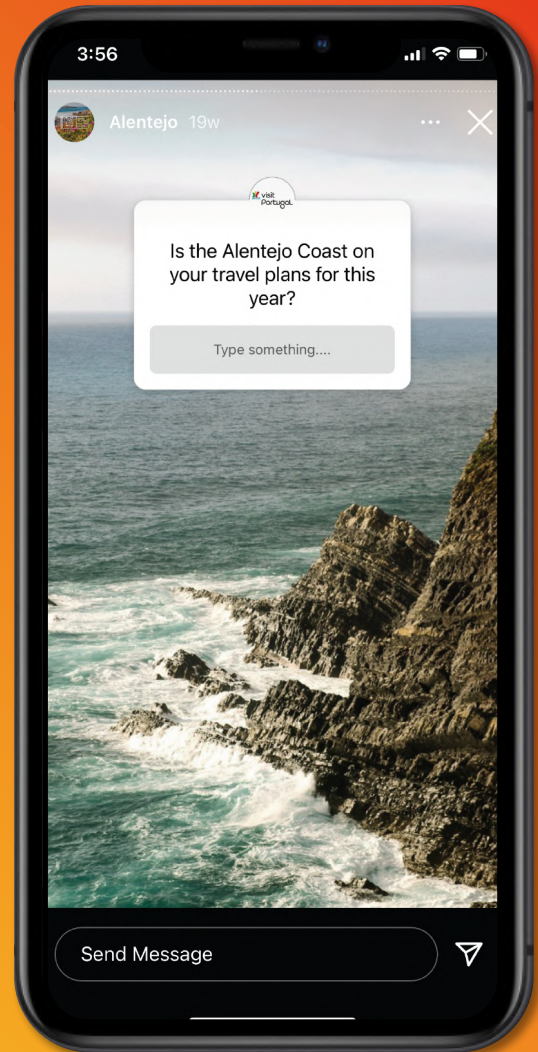
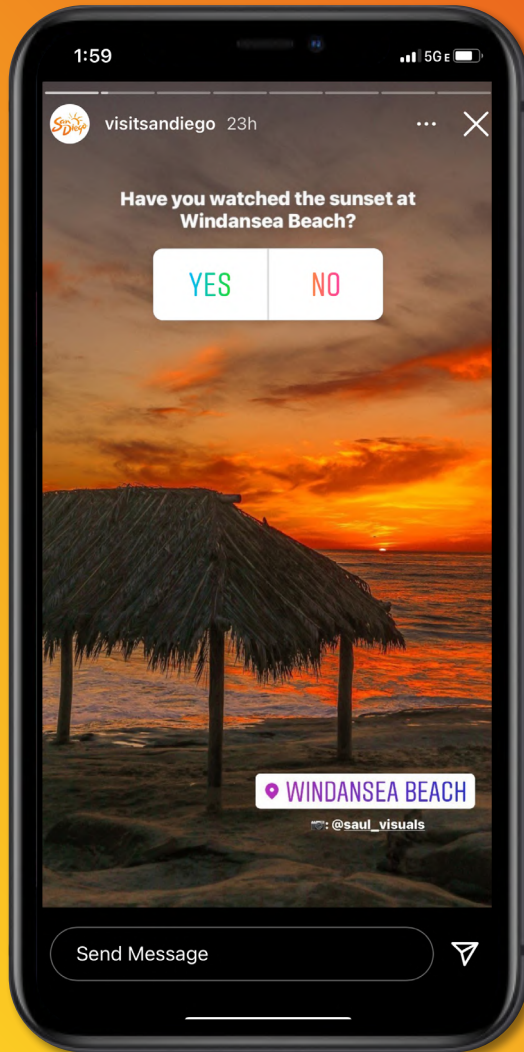


## Your Stories

Stories provide the perfect opportunity to post interactive content that gets your community involved and engaged. They are ideal for behind-the-scenes, informal content and sharing fun, recurring features. Remember that Stories disappear from your profile after 24 hours, so be clever when framing time elements.

A graphic overlay featuring a clock face with the numbers 12 and 3 visible. The clock hands are positioned to show approximately 1:50. Overlaid on the clock is the text "DATE NIGHT" in large, white, bubbly letters with a purple shadow effect. Three white starburst icons are positioned above the text.

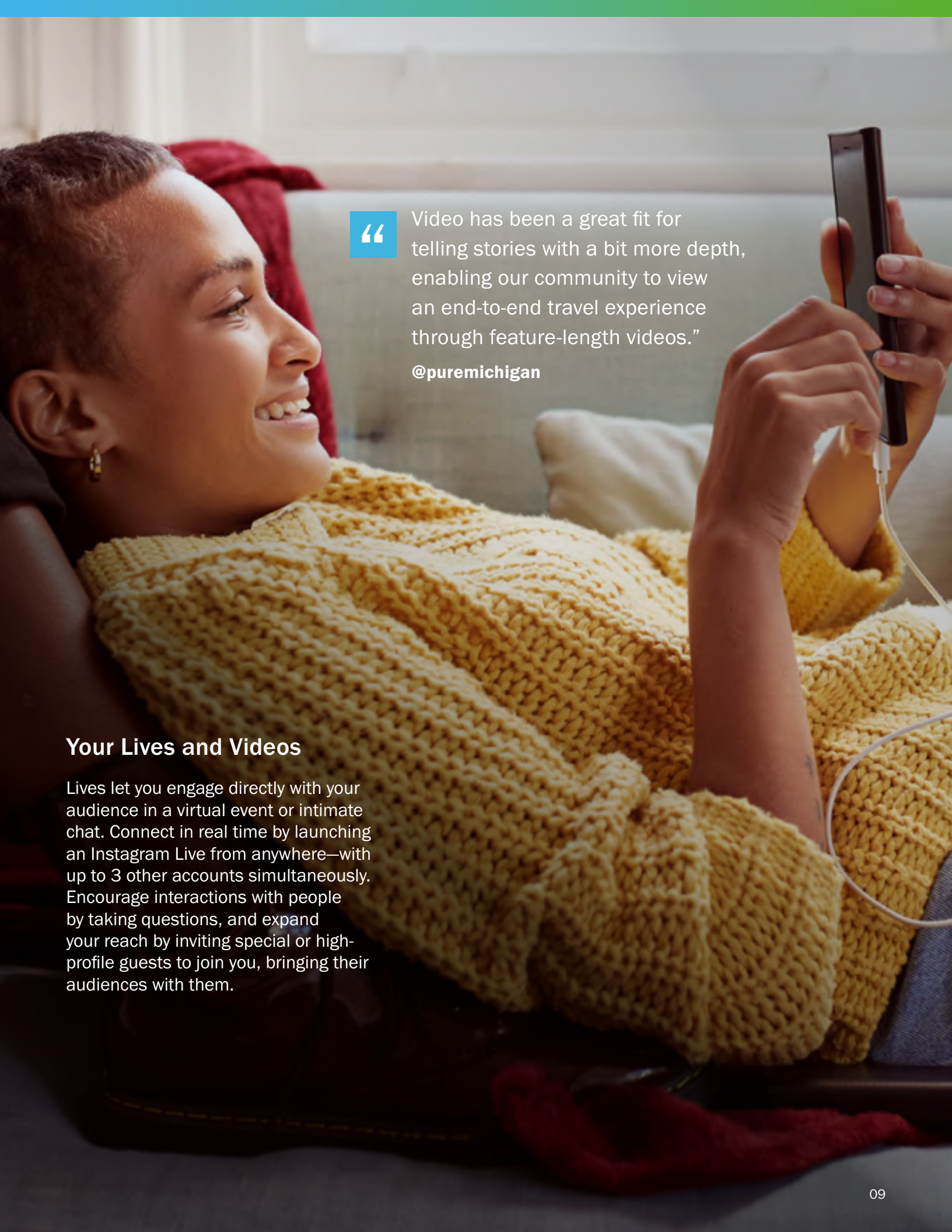
## YOUR STORIES



### TIPS

- Shoot videos and photos directly with the Stories camera, or upload from your camera roll.
- Add interactive stickers to bring you closer to your audience and help build informative, 2-way conversations.
- Use hashtags, and tag your location or another handle to help people discover your account.
- Ask your audience questions or create quizzes to build interest and get people to interact with you.
- Caption your videos instantly—it's easy.
- Create cool text and drawing effects directly on your photos and videos.
- Use fun augmented reality filters and effects to make your visuals pop.
- Add music to your Story from Instagram's vast library of copyright-cleared songs.
- Group, save and permanently display Stories on your profile using the Highlights feature.





“

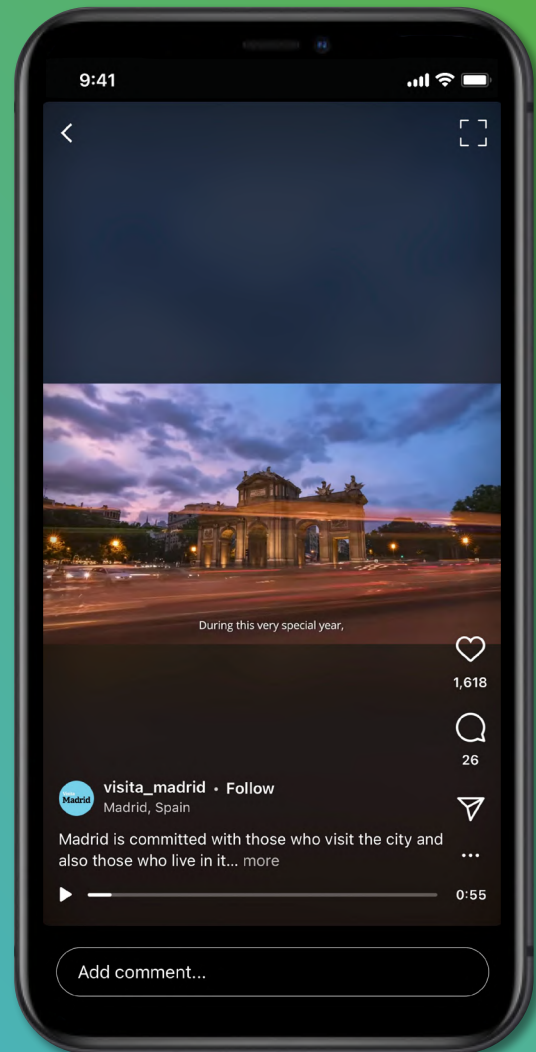
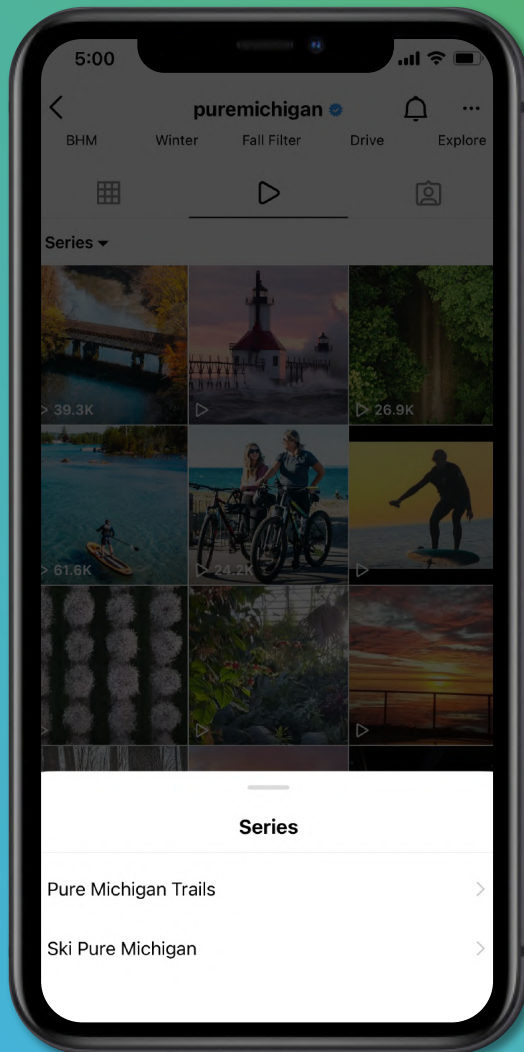
Video has been a great fit for telling stories with a bit more depth, enabling our community to view an end-to-end travel experience through feature-length videos.”

@puremichigan

## Your Lives and Videos

Lives let you engage directly with your audience in a virtual event or intimate chat. Connect in real time by launching an Instagram Live from anywhere—with up to 3 other accounts simultaneously. Encourage interactions with people by taking questions, and expand your reach by inviting special or high-profile guests to join you, bringing their audiences with them.

## YOUR LIVES AND VIDEOS



### TIPS

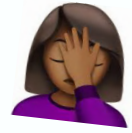
- Start a Live broadcast from anywhere with just one tap.
- Invite up to 3 guests to join you—bringing their audiences to you.
- Take questions live! Only you see the questions, so you can choose the best ones to answer.
- Create lasting content by publishing your Live broadcasts to your profile. (Lives are automatically saved in an archive after they end.)
- Use an Instagram countdown sticker to build anticipation ahead of your next Live.
- Engage your audience and build curiosity with regular episodes in ongoing video series.



With Instagram’s sharing and reach capabilities, we utilized the hashtag #SaltLakeStrong: a challenge that built awareness and support around local businesses, all while helping to unite our city.”

**@visitsaltlake**

Denim, travel essential?



## Your Reels

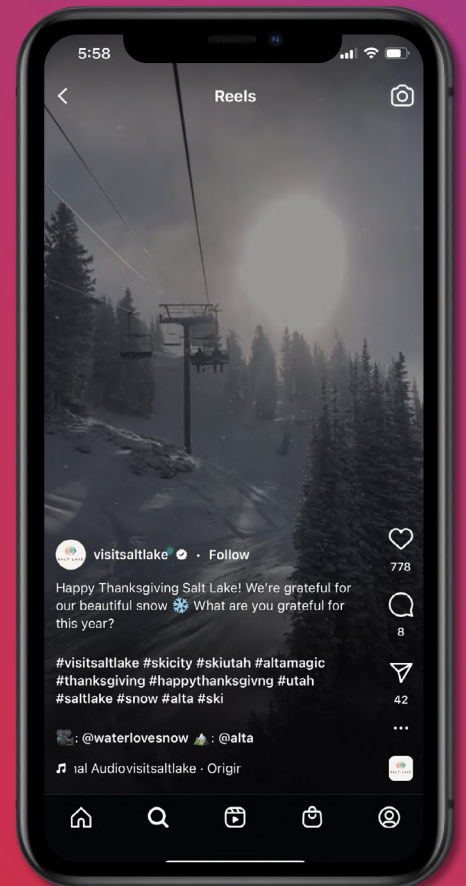
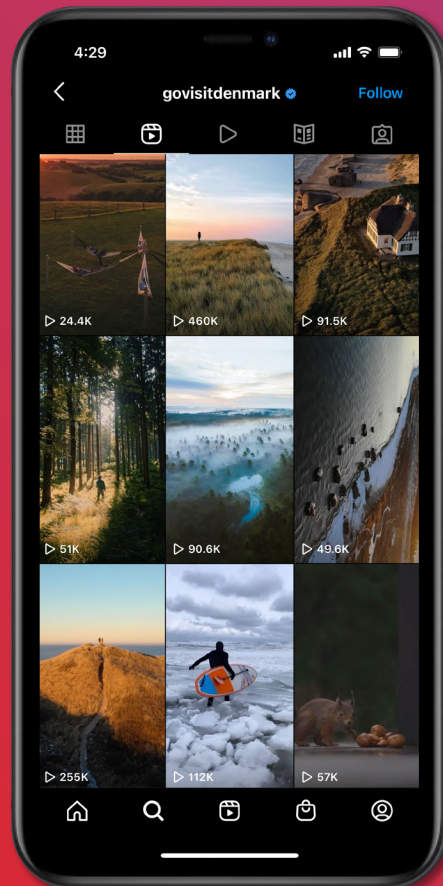
Catch your audience’s eye with short videos set to trending music and sounds. These mini videos also let you showcase engaging effects and cool visuals.

## YOUR REELS

“

We aim to inspire future travelers. But we don't just want a polished feed without any personality. Our regular takeovers should feel welcoming and personal, not perfect.”

**@govisitdenmark**



### TIPS

- Shoot your Reels segment by segment.
- Add text and time it to appear when and where you want in the video, or caption your video instantly with the Captions Sticker.
- Set your Reels to music from our library, trending audio or the audio from another Reel.
- Use visual effects features, like Green Screen, to share stories and draw in your audience.
- Reply to trending Reels or other accounts using the Remix feature.



Guides helped us share trip-planning resources and give visitors a unique Denver checklist or itinerary to follow.”

@visitdenver

## Your Guides

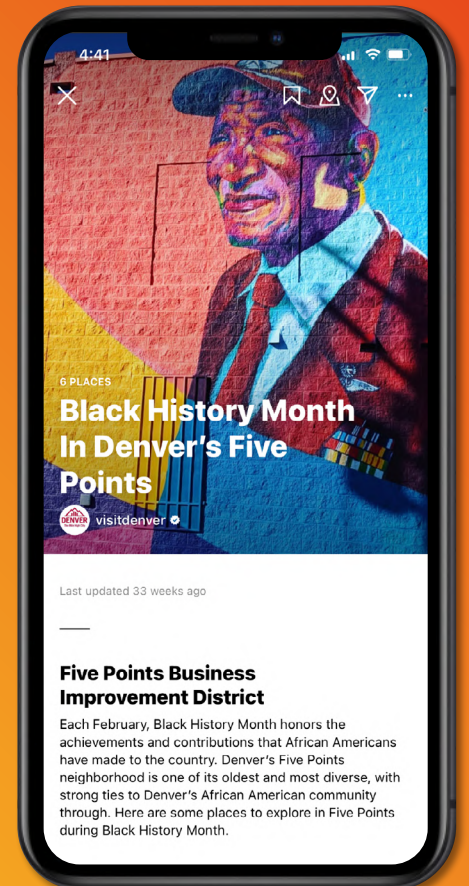
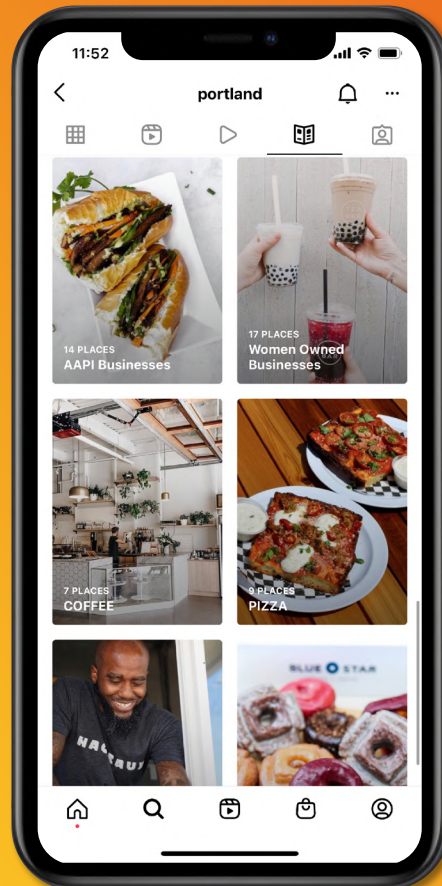
The Guides feature lets you group a variety of Instagram content—ideal for creating a multimedia tourism or travel showcase—in one visually striking, easy-to-scroll collection. A Guide is perfect for creating a themed campaign.



## YOUR GUIDES

“

During COVID-19, we were able to create Guides on how our followers could help support local small businesses. Alongside that, we were able to create Guides to elevate BIPOC- and AAPI-owned businesses and spotlight the amazing businesses within our community.”  
**@portland**



### TIPS

- Easily select any public post on Instagram to feature in your Guide.
- Add titles, captions and a cover photo to tell your story and bring your Guide to life.
- Share your Guides in Stories, or include them in Direct Messages to drive conversations.
- Highlight special moments to engage your followers, who can tap through to featured posts and accounts, and then swipe right back to your Guide.
- Update and edit your Guides anytime, adding or removing elements.



We used our account to instill hope by capturing armchair travel moments that spark awe and delight.”

@visitpanama

## CASE STUDIES

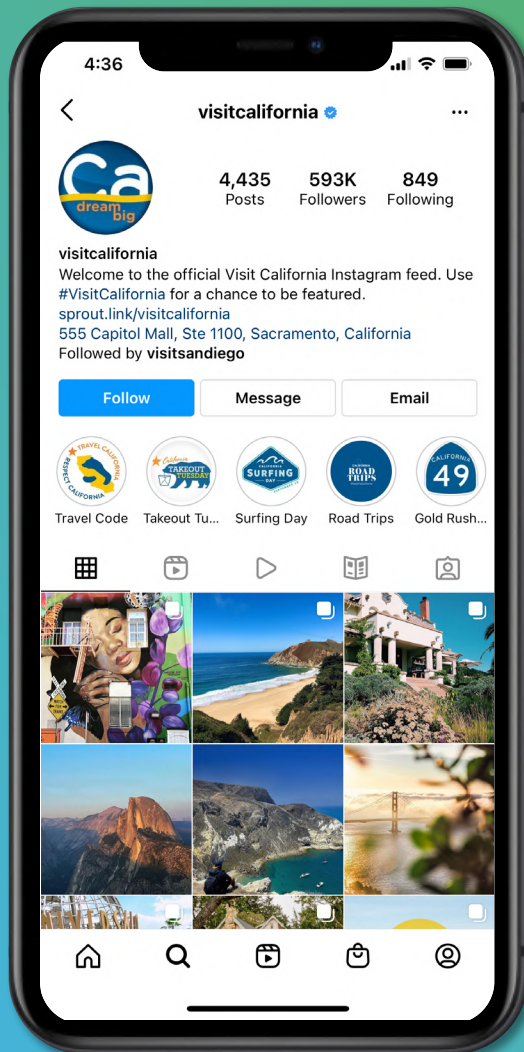
### How Real Businesses and Governments Promote Travel on Instagram

Now that you have a sense of the tools available on Instagram, here are some examples of how Instagram accounts around the globe use the app to promote travel, adventure, sustainable tourism and, ultimately, economic recovery.



Visiting Panama next week,  
HMU with suggestions!

Type something...



**Visit California:**  
Showcase Local Restaurants

The destination marketing organization (@visitcalifornia) uses Stories to create a **Takeout Tuesday** campaign that encourages Californians to order from local restaurants and tag those businesses in their own Instagram Stories.

**TIP: Have fun and use unique art elements to make your content memorable and bring your audience back for more.**



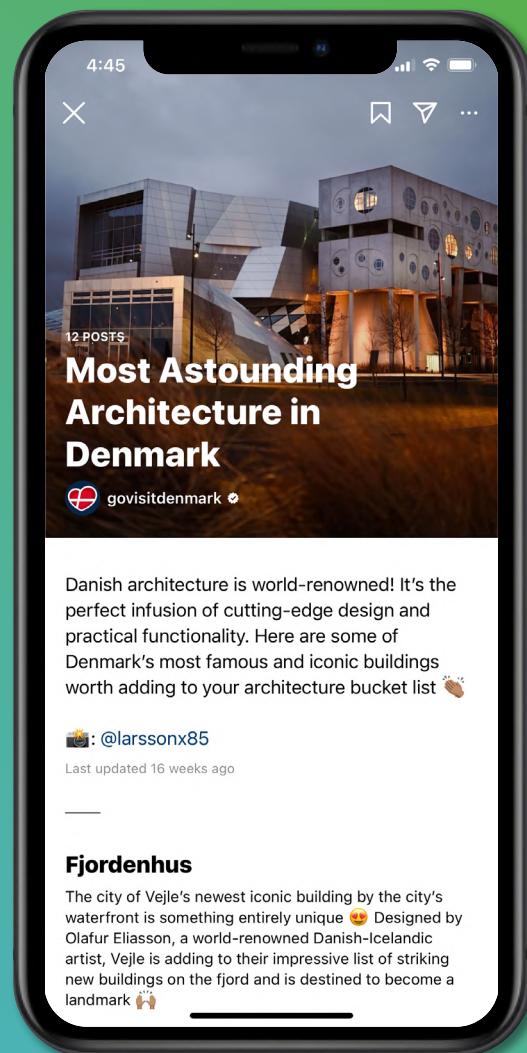
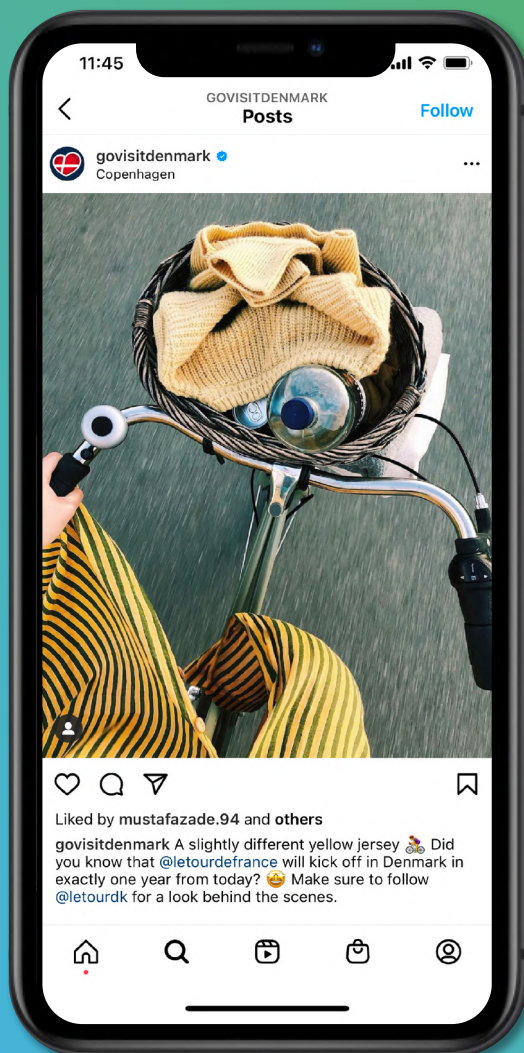


**US Department of the Interior:**  
Encourage National Park Visits

The Interior Department (@usinterior) created a Guide for National Take a Hike Day that offers tips on hiking and how to visit national parks responsibly.

**TIP: Consider partnering with a local creator to share pertinent information or showcase a destination.**

## CASE STUDIES



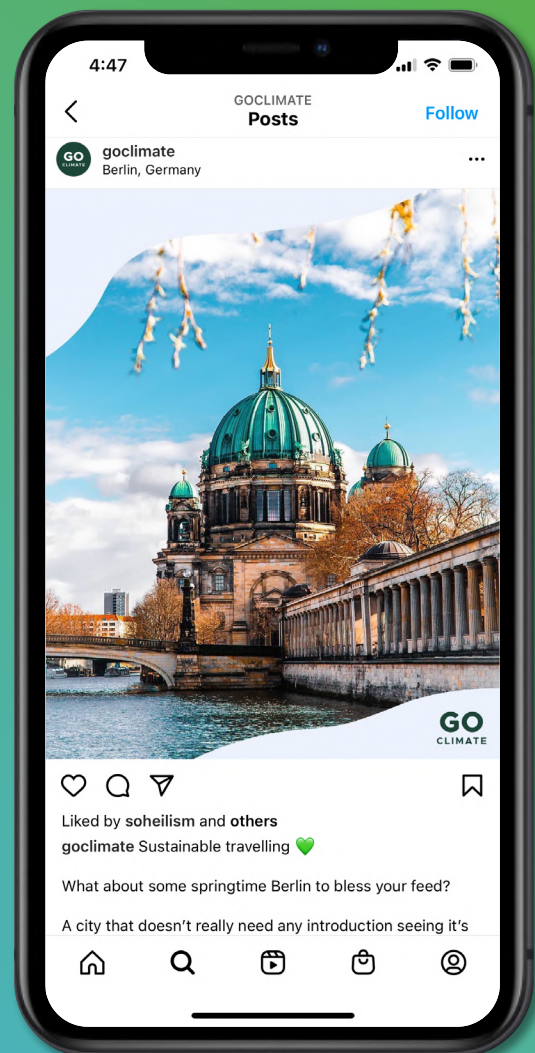
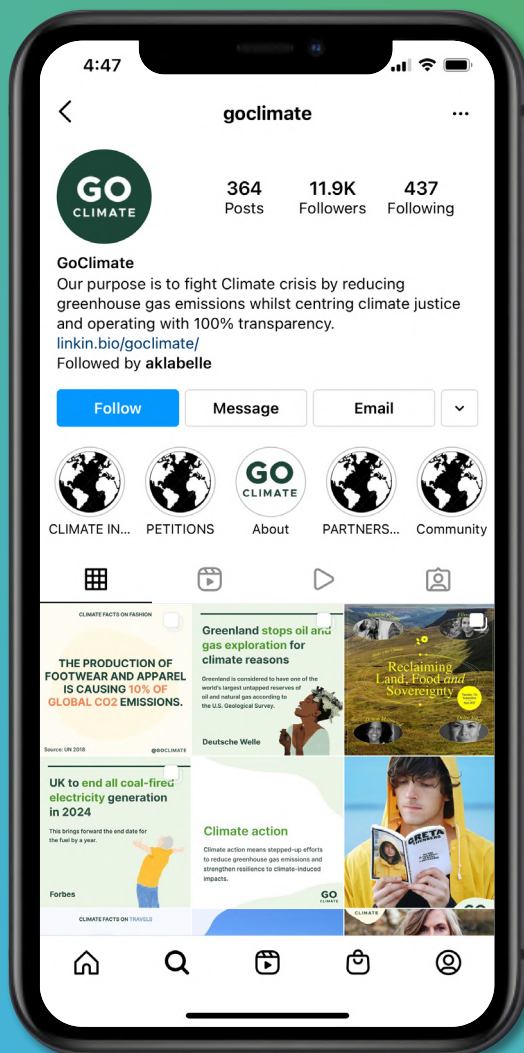
### Visit Denmark: Highlight the Unique

Can roaming creators show others the way back to travel? Visit Denmark, the country's official tourism organization (@govisitdenmark), thinks so. For instance, it shared avid travel poster @radeloss's biking image to point out that the Tour de France's first leg in 2022 will begin in Denmark.

Visit Denmark also partnered with multiple Instagram creators to post a [Guide](#) spotlighting architectural wonders across the nation and promote their locations as possible travel destinations.

**TIP: Collaborate with creators and influencers who capture in images the story you want to tell in your travel-themed Guide.**

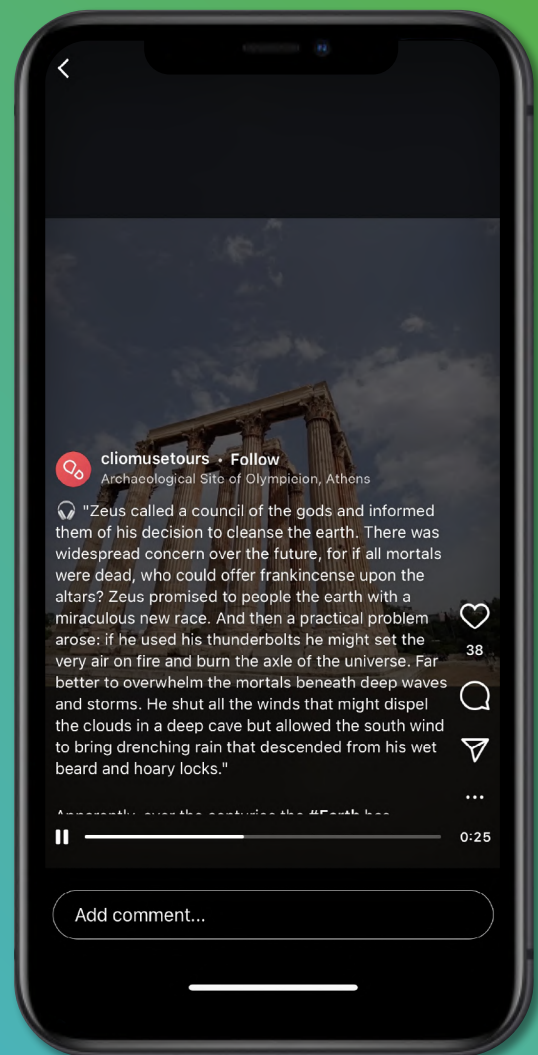
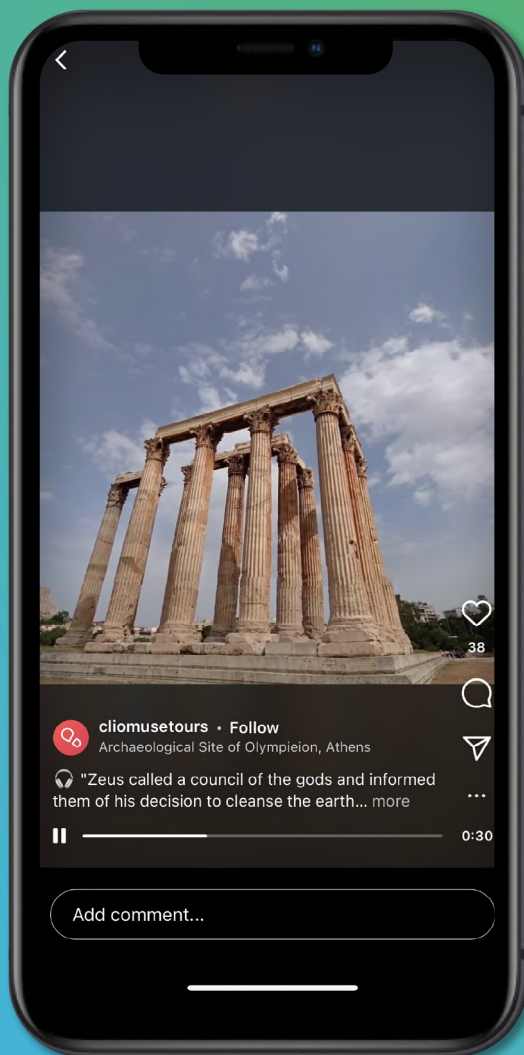
## CASE STUDIES



### GoClimate: Suggest Green-Friendly Travel Options

GoClimate, a company focused on promoting ways to live a climate-neutral life (@goclimat), often features travel posts, like one promoting train travel to Berlin.

**TIP: Want to showcase sustainability to encourage travel? Partner with organizations that support causes you care about or that offer safe and green transportation options to your destination.**

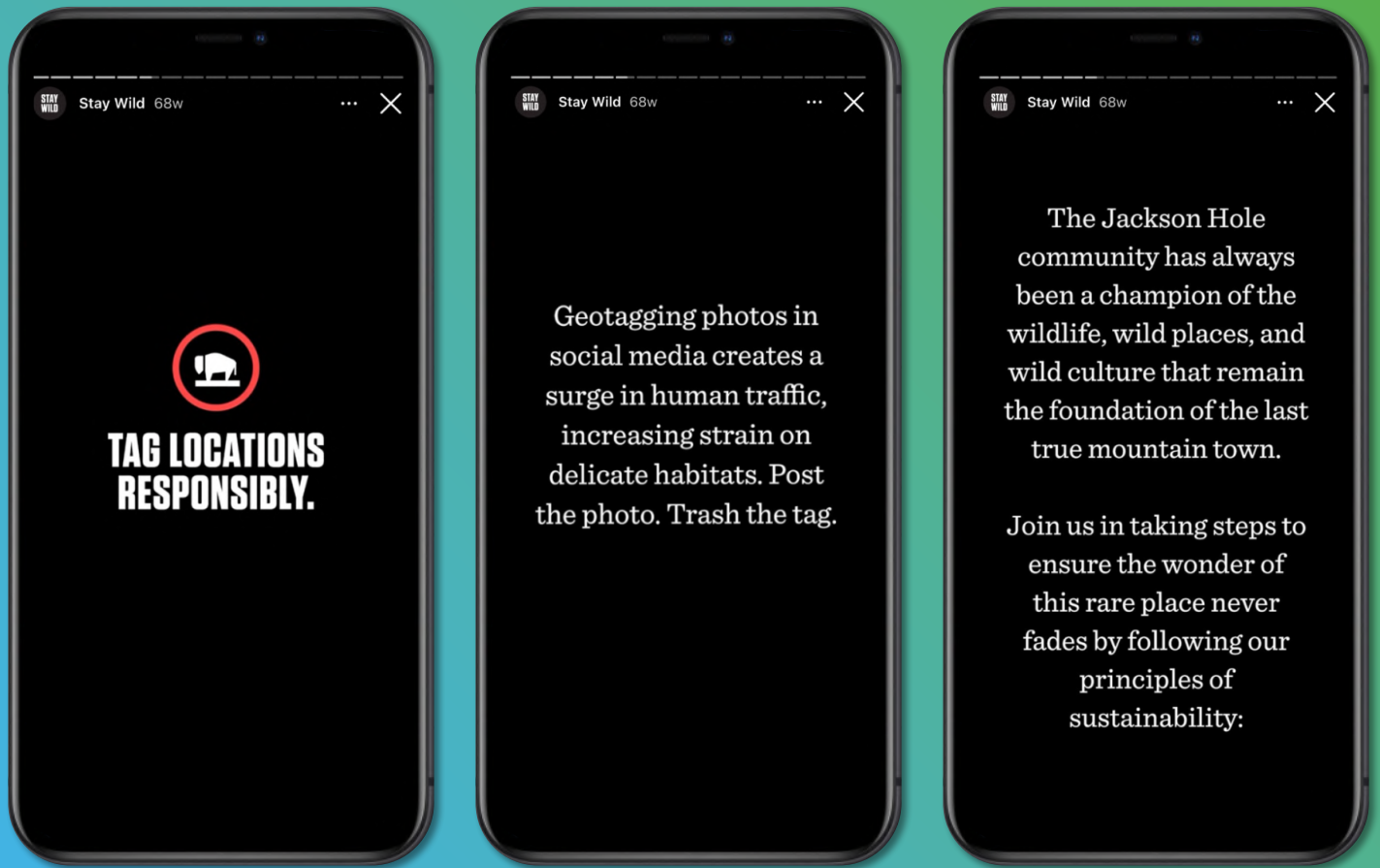


## Clio Muse Tours: Hear the World

Clio Muse Tours (@cliomusetours) offers self-guided audio tours in over 400 locations across 23 different countries. They lean into Instagram Video to promote their tours and instill a sense of adventure in their audience.

**TIP: Transcribe your audio or add an image description in the captions of your Instagram Videos to ensure everyone can enjoy your content.**

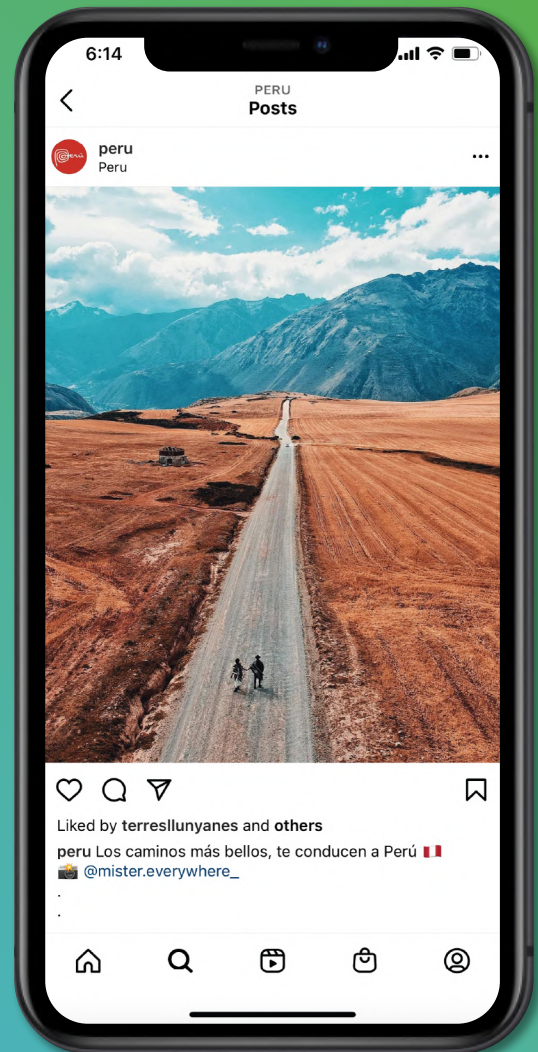
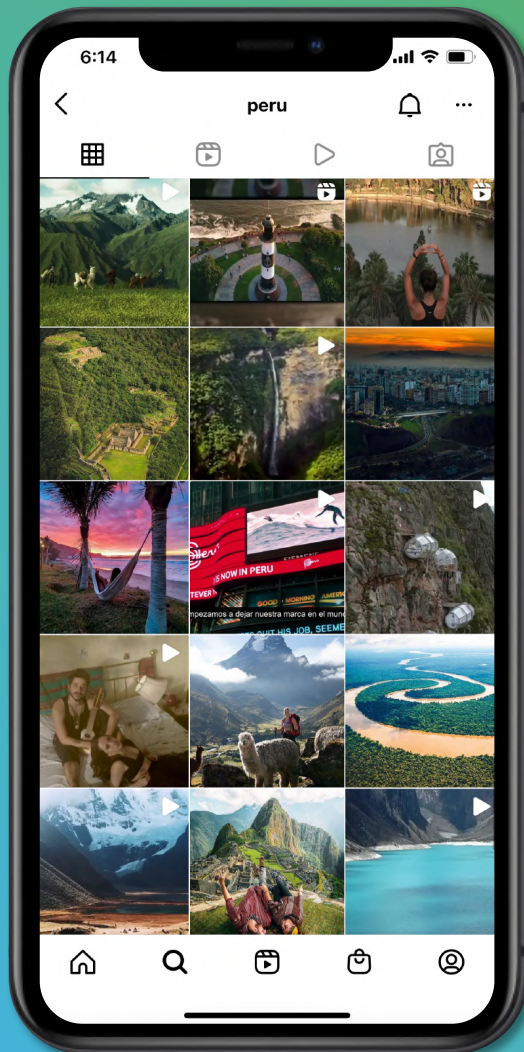
## CASE STUDIES



### Jackson Hole, WY: Offer Advice on Responsible Social Use While Traveling

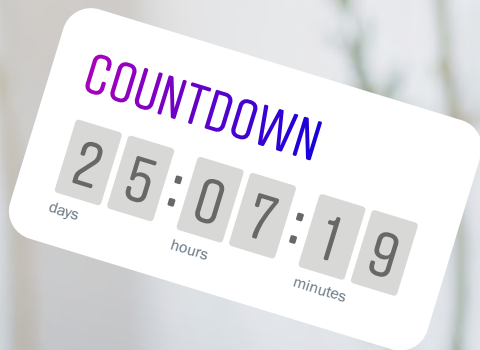
Jackson Hole's official tourism account (@visitjacksonhole) used a series of simple but effective Stories to remind visitors about how the use of geotags affects natural habitats.

**TIP: Make sure the text you use for posts in Stories can be read easily before each slide automatically moves forward.**



**Perú:**  
The Official Tourism  
Page of Peru

“In these challenging times, we found on Instagram the best window to showcase our country. Every feature becomes a space to connect to our audience, first by inspiring them with our Dream Then Travel digital strategy, and more recently by inviting them to our wonderful country with our new campaign, Awaken to Peru.” (@peru)



#HASHTAG

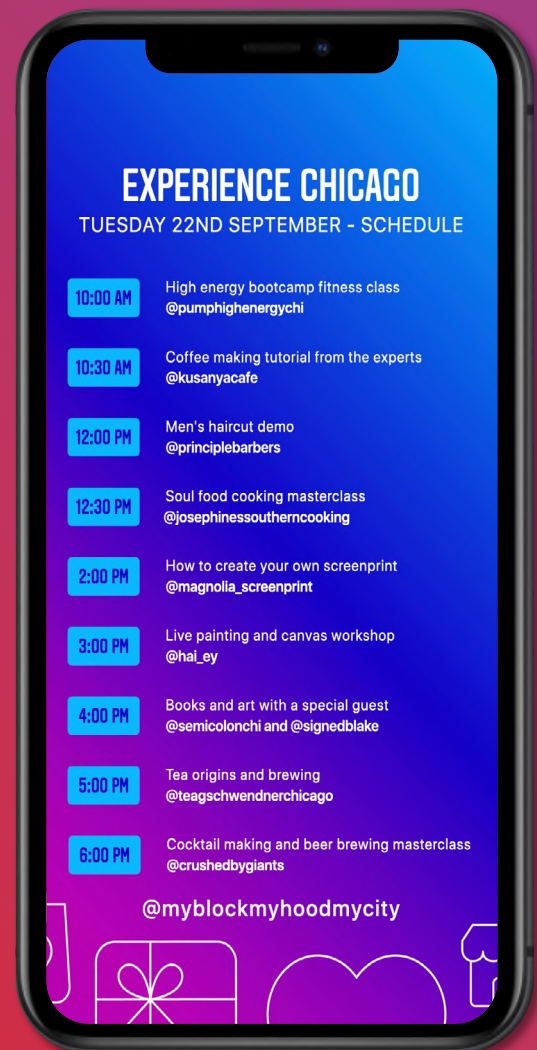
QUESTIONS



## EXPERIENCE FESTIVALS

With Experience Festivals, you can create a virtual multiday event with other businesses and organizations. Small businesses and tourism agencies around the world have used Instagram Live to help virtual visitors have experiences in cities when they weren't able to do so in person. Partner with other small businesses or local travel organizations and host an Experience to pique the wanderlust of potential travelers. Check out our [Experience Playbook](#) to learn how to create your own virtual festival.

## EXPERIENCE FESTIVALS



### Experience Chicago

In 2020, Instagram hosted a 2-day **virtual SMB (small and medium-sized business) Festival in Chicago** which coincided with National Small Business week and Hispanic Heritage Month in the US. Instagram partnered with the Illinois Hispanic Chamber of Commerce and My Block, My Hood, My City in Chicago to identify and showcase local small businesses. During the virtual festival, 17 local small businesses and creatives were highlighted in Chicago that have uplifted their communities and brought people together over the last several months, reaching thousands of viewers.

From Southern food cooking demos and cocktail tutorials to fitness sessions and museum tours, the festival highlighted inspiring business owners and businesses from a variety of neighborhoods and allowed viewers from around the world to experience Chicago through Instagram Live. During the Lives, viewers were encouraged to support these and other small businesses by purchasing gift cards, ordering meals through the Food Orders feature and promoting the businesses via the "Support Small Business" sticker on Stories.





KEEPING YOUR  
ACCOUNT SECURE

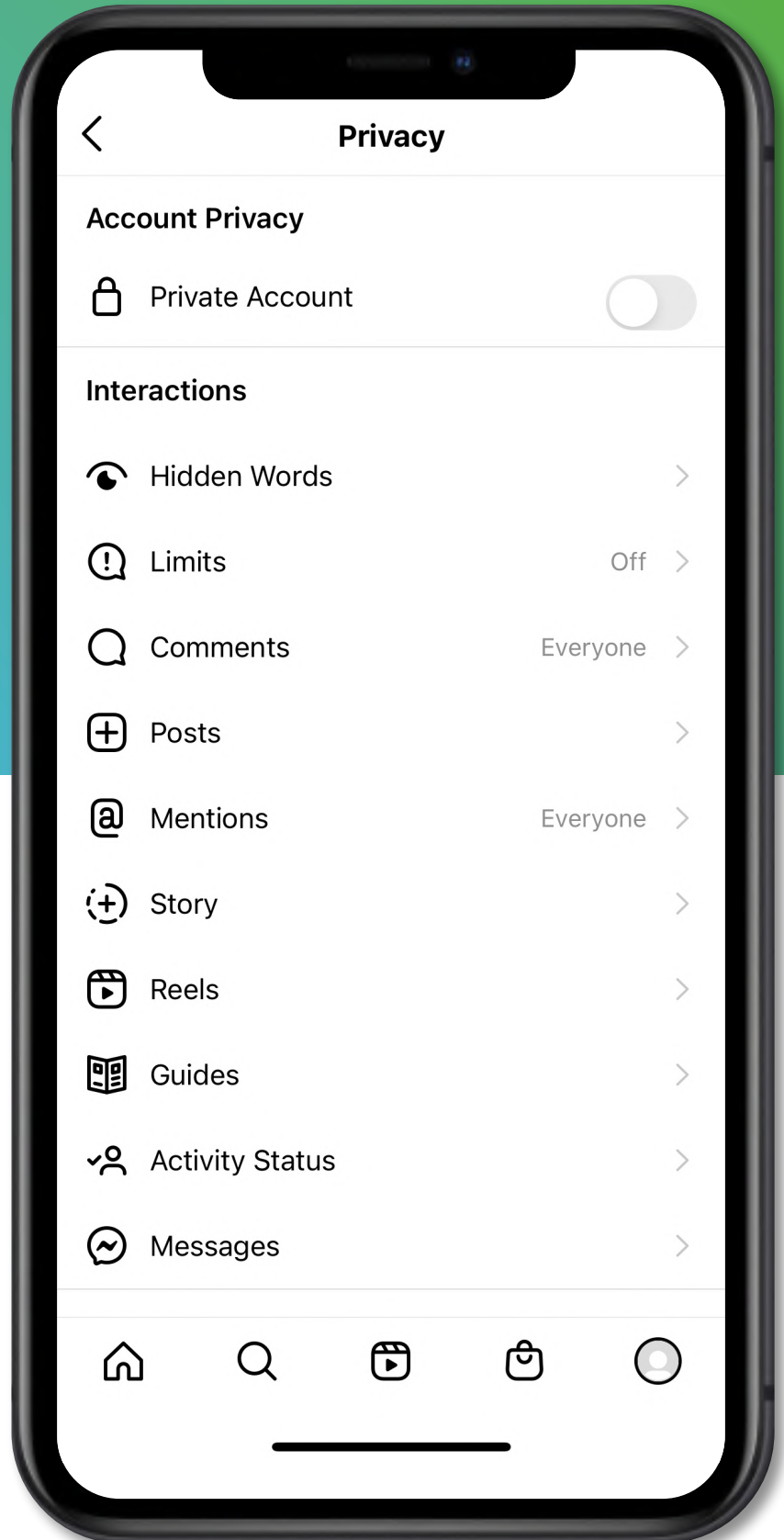


#BUYBLACK

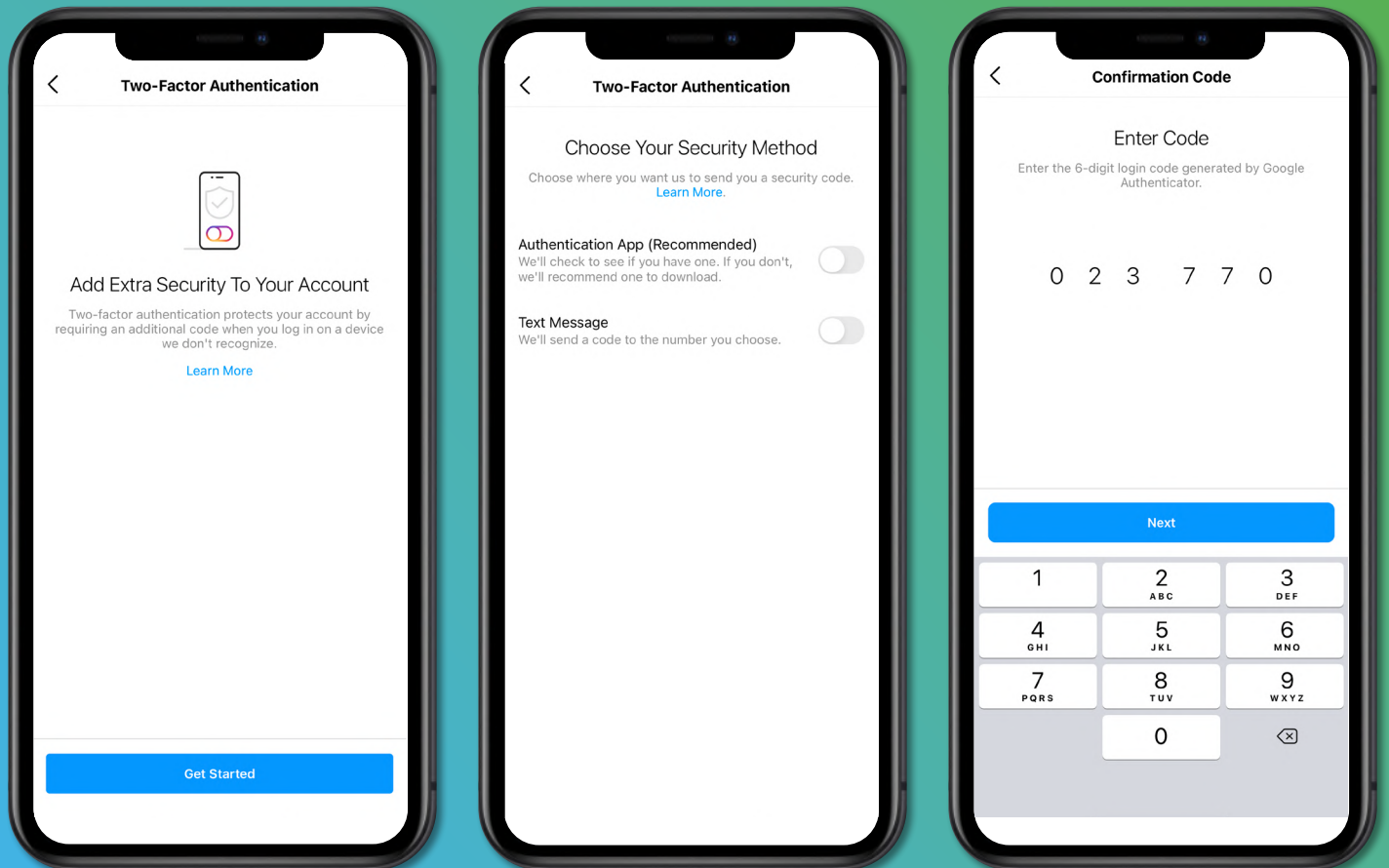
## Tips and Strategies to Keep Your Account Secure

We want people to feel safe while on Instagram and trust that their accounts are safe from tampering as well. We also continue to develop features and tools to let our members control their own experience on the app.

Here are some of the ways you can secure your account and manage your experience on Instagram.



# KEEPING YOUR ACCOUNT SECURE

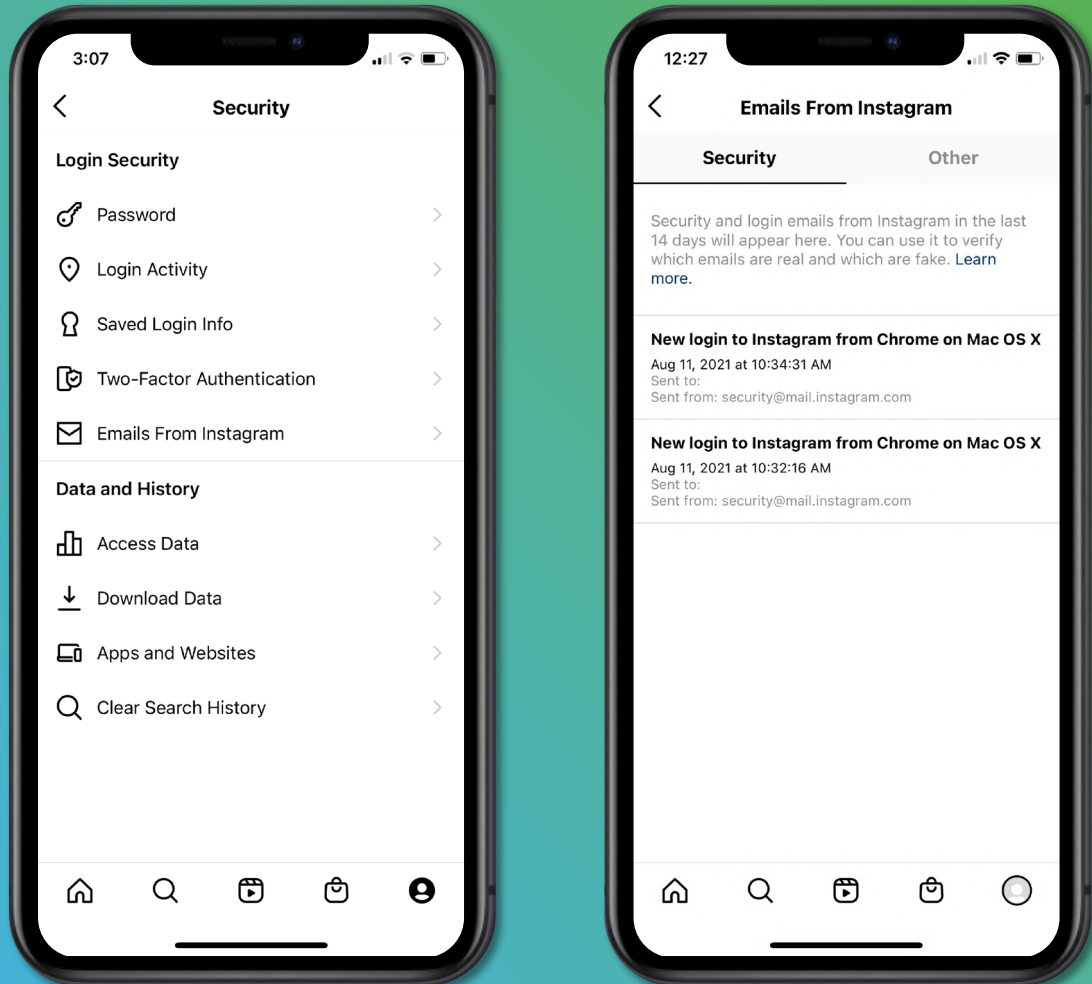


## Enable Two-Factor Authentication

Protect your account and stop hackers by activating two-factor authentication (2FA). With 2FA, any time someone who isn't you tries to log in to your account, Instagram will automatically send a notification to your mobile phone.

You can easily set up 2FA for use by a single account manager or for a team that manages the same account using multiple devices.

## KEEPING YOUR ACCOUNT SECURE



### Avoid Phishing and Other Hacking Attempts

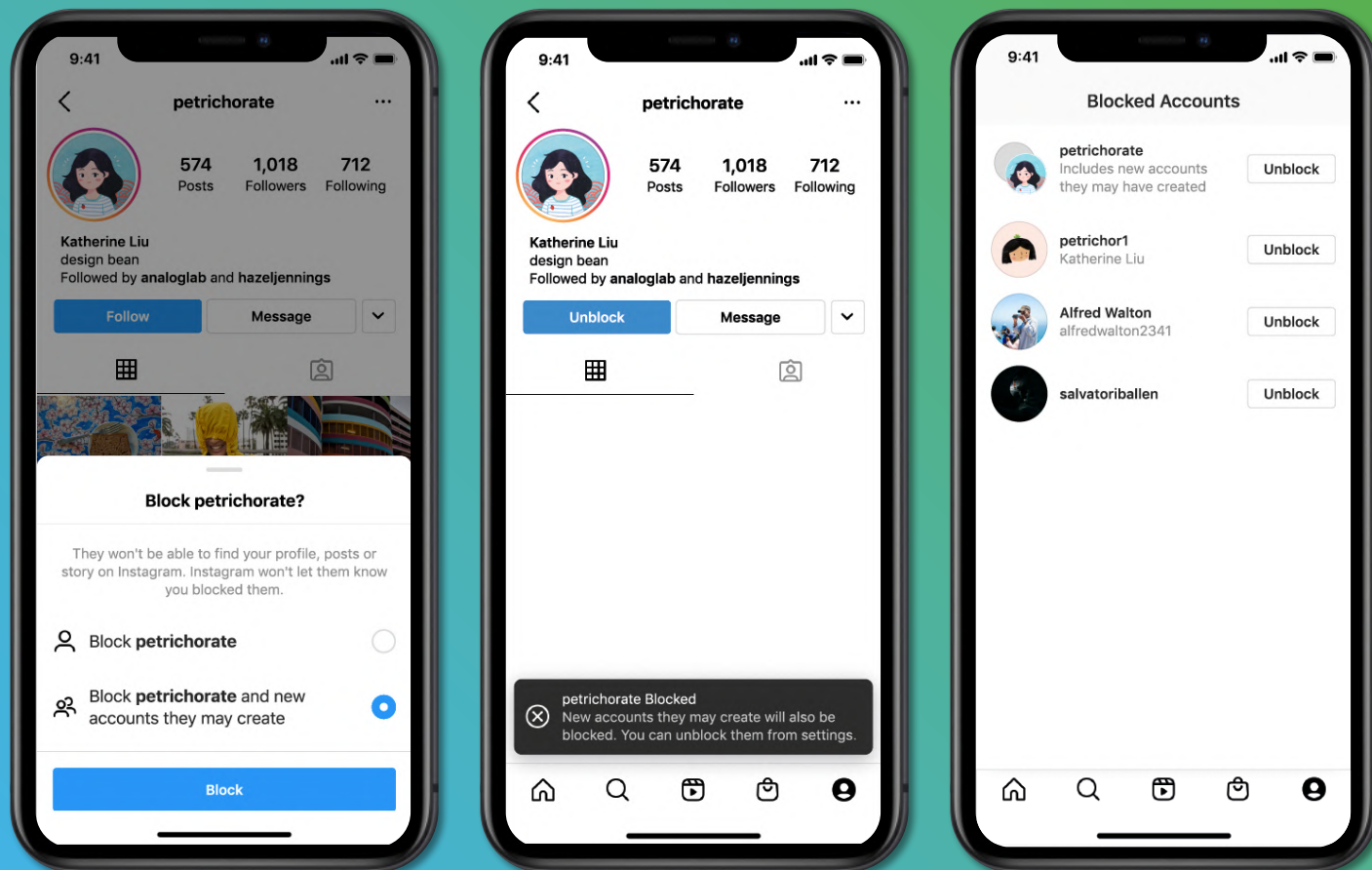
Instagram only contacts users about their accounts through email. **Instagram will never send you a Direct Message.**

You can quickly check whether an email you receive is valid. There's an Emails from Instagram section in your profile's Security settings that displays all emails sent by Instagram over the past 14 days.

If you ever think an email in your inbox is suspicious, check this section right away.

This security feature lets you easily identify phishing and hacking attempts.

## KEEPING YOUR ACCOUNT SECURE



## Manage Your Account Using Audience Controls

When you create an Instagram account for a business or organization, you typically want the account setting to be public so that your content can be easily discovered. But that doesn't mean you must be subjected to harassment or cyberbullying—ever. You can always block or restrict accounts to prevent them from seeing or interacting with your content. Also, to help manage your experience on the app, you can control who can tag and mention your account in their content. Learn more about [managing your privacy settings](#) in the Instagram Help Center.

If you are the target of abuse or other questionable activity, always immediately report it, which can be done directly within the app. Find out why and how to [report inappropriate activity](#) within the Instagram community.

It's also possible to [filter out Direct Message requests by people attempting to harass](#) your account. This feature identifies and hides from view Direct Message requests containing offensive words, phrases or emojis—both from preset and custom lists.



## Control and Manage Your Comments Section

You can make your comments section more secure by using Instagram comment filters and moderation tools. We have developed artificial intelligence tools to automatically identify and filter out abusive, inappropriate and spam comments, and you can further **fine-tune the comments section** of your account by blocking specific words or emojis. You can also pin your favorite comments on a post to the top of the comment thread to feature specific creators or content.

Our efforts to evolve protections on Instagram and also the controls available to community members are ongoing. We continue to collaborate with security experts and invest in research to help make Instagram a community where people, businesses and organizations can find, connect and share with one another easily and safely.

# THANK YOU



Stay connected with Instagram

@instagram

[about.instagram.com/civic](https://about.instagram.com/civic)



Instagram



**UNWTO**  
World Tourism Organization