



# TIKTOK

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IN TOURISM MARKETING



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TikTok is a mixture of many other social media, like Snapchat, Vine and Instagram.

60-second videos featuring music and graphic effects. This is how TikTok users portray themselves to their viewers on this social media site.

# Register but don't make any posts

Register ASAP to get a username. We advise against developing material immediately. Instead, observe what works and doesn't. Check out popular travel profiles' videos. Once you're sure in your platform and messaging, start sending out content.

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# Think of video challenges

Travel and tourism also benefit from challenge videos. Ask people to share a hidden treasure video using a hashtag you generate. Or humorous tour videos? You can raise awareness and acquire user-generated content for marketing.

<https://www.tiktok.com/music/TumbleweedChallenge-6621690217864628998?lang=en>

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Attention should  
be paid to the  
relationships  
between people

Many individuals make this mistake when comparing TikTok to Instagram. Don't count your follows... Measure interactions. TikTok promotes postings with lots of first-hour engagement. Don't be startled if a famous brand has few followers; evaluate their posts for likes and views to determine their success.

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# Make your own hashtags

As with most social media sites, hashtags are very important on TikTok. #TikTokTravel is one of the most used hashtags in our field. You can just add this to your content, and you'll get a lot of attention. You can also change it to fit where you're going (for example TikTokKK). Use your creativity to come up with your own hashtags, which you can share with your clients when they book and again when they arrive at the event.

# Pick your Music with sense

TikTok viral videos need music. By using popular streaming tunes or offbeat local sounds, you can boost your posts' reach.

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# Do not fear reposting other accounts.

As long as it is consistent with your brand. There will be fantastic information that showcases your trips or activities; thus, share it. Booking.com does not yet produce its own material; instead, it shares films submitted by other users that are focused on booking travel and vacations. This is also a terrific method to form marketing collaborations that you may not have explored earlier.

We advise against reposting your own content from other websites. TikTok is distinct from Instagram, Facebook, and YouTube; therefore, your audience wants original content. They seek authentic, relatable videos, so don't attempt to save time by uploading the same content elsewhere.



# Be consistent

TikTok requires regular posting. It's a fast-moving platform with exciting and original material (like other social media). Have a posting calendar and schedule, but be flexible to react to current developments.

Successful brands on TikTok post fresh content regularly. Chipotle's page is a top marketing post at least three times a week, keeping their audience engaged.

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# Follow the Trends

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# Solution

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We are hoping that you will concur with us that TikTok presents an incredible chance for travel firms to attract a new audience. Now is the ideal moment to get started so that people will remember you when travel restrictions are lifted and they resume making reservations. This will put you at the top of their list.