

TikTok

Instagram

2024

Facebook

# Trends Report

X Twitter

Marketing Trends and Predictions for DMOs

 CrowdRiff

Threads

YouTube

Photo: Jeremy Bishop



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# Welcome to your 2024 Trends Report

Sometimes it feels like we can't get through a single week without a new AI tool or social media feature, or CEO announcement that will "change marketing forever." Add to that the pace of change in travel and tourism and we totally understand why you might be feeling some whiplash. But however fast the industry moves from day to day, there are bigger, steadier shifts that are shaping the way we work and the work we do. In this 2024 trends report we've worked to capture both the quick leaps and the lasting changes, so that you have a well-rounded perspective on the upcoming year in destination marketing.

To support our research, we surveyed over 200 destination marketers to find out how their 2024 strategies are shaping up. The sample represents diverse perspectives from across North America (and a few in Europe in Australia). Here's a quick glance at the range of destination marketers we heard from:

- Team size: 30% of the respondents work with teams of five or more people, while almost 20% come from teams of two.
- Destination size: A quarter of the respondents work for destinations with 100,000-500,000 people while almost a quarter are from smaller destinations with populations of 3,000-50,000.
- Content budget: 61% of the respondents work with a content budget of \$200,000 or less, while 20% have budgets of \$600,000 or more.
- Job function: The respondents work in roles all the way up the marketing ladder, from creative practitioners and managers to directors and C-level leaders.

On top of everything these destination marketers shared, we used secondary research from trusted publications and thought leaders in the space.

From social platform shuffles to a creator economy in flux to the accelerating influence of AI, we can tell that 2024 will be full of new demands and new opportunities. We hope this report helps you understand the changing world of destination marketing so that you can develop smart strategies to engage travelers, build up your local community, and showcase your destination to the world.

Sincerely,



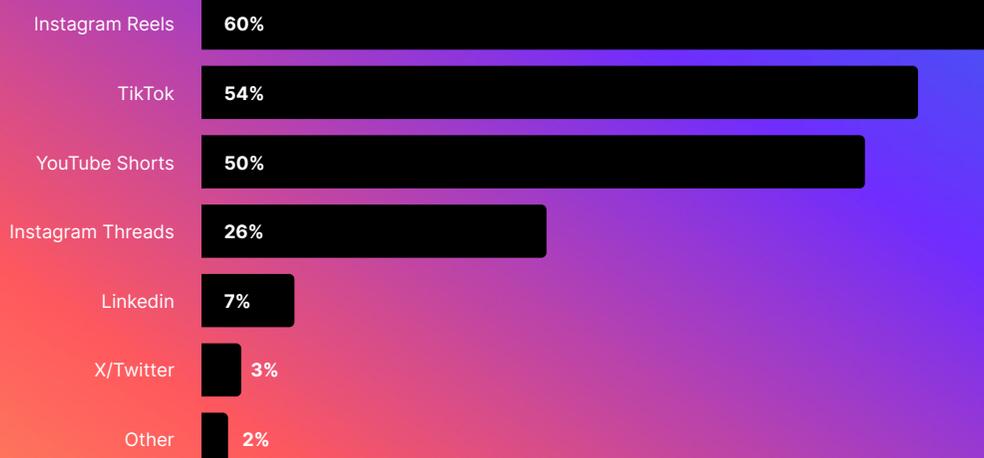
Kash Miah, VP Marketing

# What Destination Marketers Are Planning in 2024

Our annual survey data shows us the social media channels that destination marketers are excited about in 2024 — and the ones they'd rather not think about. In the end, there's one clear winner: short-form video.

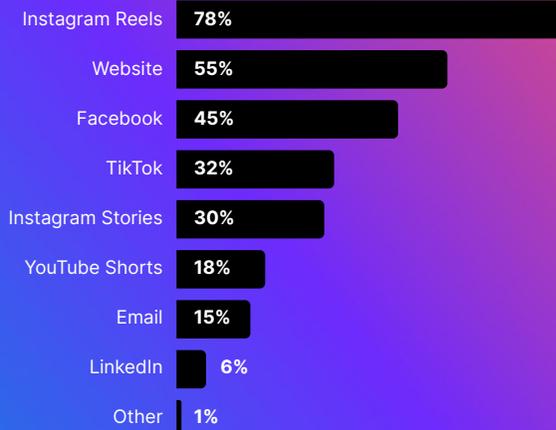
The majority of destination marketers agree that short-form video will *still* be the talk of the town in 2024, with Instagram Reels, TikTok, and YouTube Shorts taking the buzziest channel spots. Even across job titles, from leadership to practitioners, destination marketers see Reels as next year's biggest social media channel.

## The social channels destination marketers think will have the most buzz in 2024<sup>1</sup>



<sup>1</sup> Data from multiple selection survey question "YouTube Shorts got a lot of buzz in 2023, which channel do you think will get similar buzz in 2024?"

### The digital marketing channels destination marketers are prioritizing in 2024<sup>2</sup>



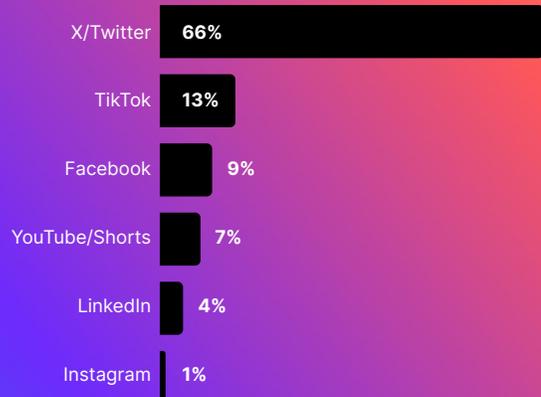
### When it comes to the channels DMOs will prioritize in 2024, the old guard reigns:

Instagram Reels, destination website, and Facebook. Interestingly, while 63% of the destination marketers we surveyed have a TikTok account<sup>3</sup>, only 32% will be prioritizing it in their marketing strategy. And YouTube Shorts has a long way to go with this group: 53% say they operate a YouTube Shorts channel<sup>4</sup>, but only 18% plan to prioritize their Shorts strategy in 2024.

### At 66%, a majority of destination marketers want to see one social channel in particular make its exit: X.

What’s the breakdown by job level? After Twitter, most executive leadership, directors, and managers want to see TikTok go. But the practitioners — likely the youngest destination marketers with the most interaction with social media on a daily basis — voted a tie between YouTube Shorts and Facebook. It’s surprising that TikTok takes the second spot, even though it ranks in top priority channels for DMOs going into 2024. It could mean that destination marketers simply don’t like using the channel — or they’re seeing diminishing returns.

### The social channels destination marketers wish they could drop in 2024<sup>5</sup>



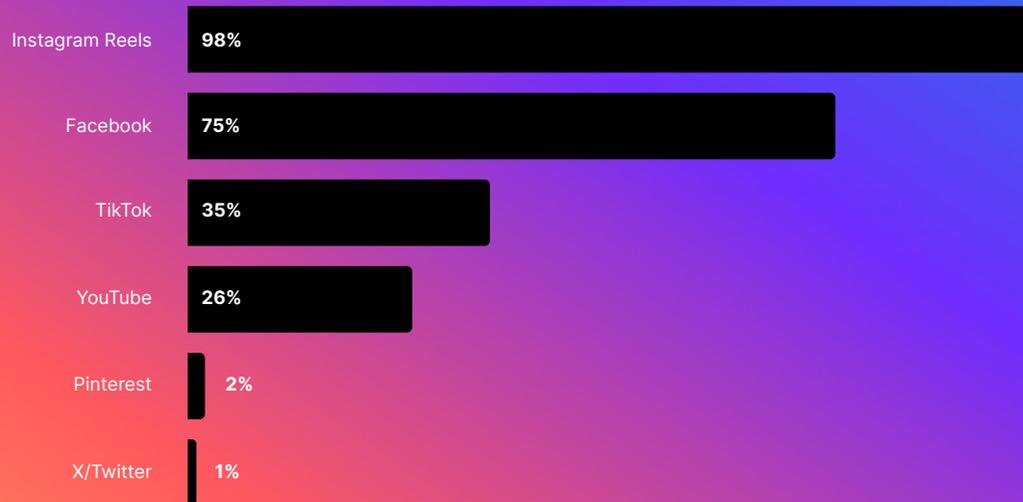
<sup>2</sup> Data from multiple selection survey question “Which channels are your biggest priority in 2024?”

<sup>3</sup> Data from survey question “Does your destination currently have a TikTok channel?”

<sup>4</sup> Data from survey question “Does your destination have a YouTube Shorts channel?”

<sup>5</sup> Data from single selection survey question “Is there a social channel you’d secretly like to drop from the content mix in 2024?”

### The social channels where destination marketers are putting paid dollars to work in 2024<sup>6</sup>



Instagram is the most popular paid channel for influencer and creator content distribution — just shy of 100% of DMOs in every budget bracket distribute their creator content through Instagram ads. In close second is Facebook, but the number of DMOs using this channel for paid media decreases in conjunction with content budget.

<sup>6</sup> Data from multiple selection survey question “Which paid channels do you typically use the influencer or creator assets on?”





Photo: Karsten Winegeart

# Social Media Channel Predictions

Social media channels across the board are upleveling their content creation tools and introducing AI-influenced features throughout the user experience. Let's see how these developments will impact each channel in 2024.

## Instagram

As Instagram continues to morph from social network to bonafide entertainment and ecommerce app, expect to see more experimental launches and rapid feature changes. Already the app is phasing out Guides, [unveiling week-long Stories](#), and [testing personality-driven chatbot](#). With AI-enthusiast Mark Zuckerberg at the helm, users are sure to see more AI developments, some of them copied over from Facebook, and possibly some that are wholly unique to Instagram.

While many Gen-Zers still consider it inferior to TikTok, every Meta quarterly report shows Reels inching closer to a level playing field with its top competitor, [in both revenue and time spent on the app](#). Reels now boast more than 200 billion plays per day across Instagram and Facebook, [up from 140 billion in 2022](#). Whether it's the continued reach of short-form video, the novel tools and features for content creation, or the engaged and relevant user base, destination marketers are making Instagram their top social priority in 2024.

STAT

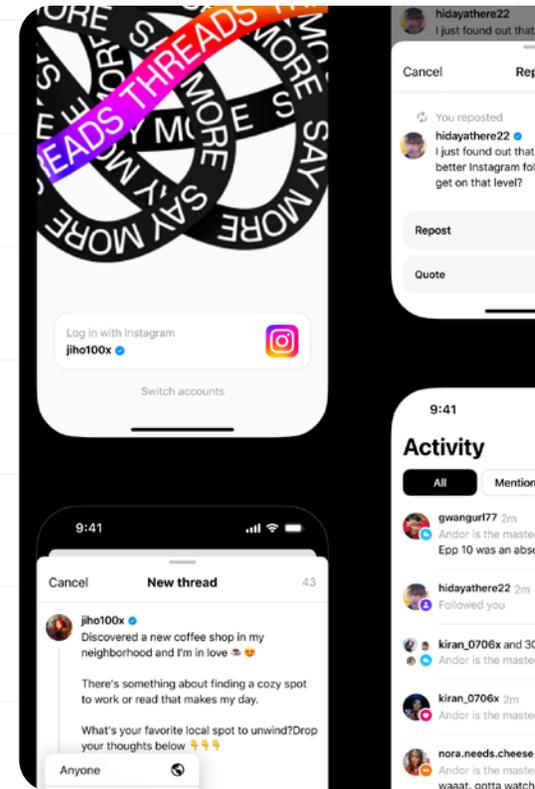
Did you know that AI recommendations account for **40% of content shown on Instagram?**

[Social Media Today](#)

## Instagram Threads

After it launched in July with great fanfare, the initial excitement surrounding Meta's text-based social app fizzled almost as quickly. Now the social app is only more popular than Tumblr, [with 23.7 million U.S. daily active users projected by the end of 2023](#). But Threads is young, and 2024 will be a big year for expansion and development, including the app's launch in the EU, [exposing it to a population of 448 million potential new users](#).

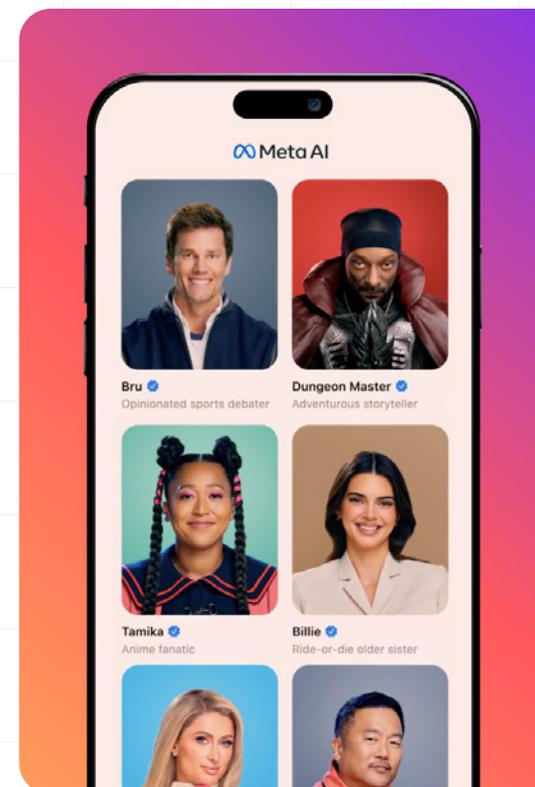
The app is quickly adding basic features like a chronological feed, keyword support, and DM capabilities, but regardless of any new features Threads' destiny is ultimately intertwined with X (formerly Twitter). Meta leaders say [the app isn't inherently meant for news and politics](#), but as X loses more journalists and advertisers because of its dicey political atmosphere, it's inevitable that Threads will start to weather more of this debate. All political analysis aside, destination marketers will do well to remember that in a visuals-heavy social landscape, there will always be room for a text-based player.



## Facebook

Though younger generations bemoan the OG social network, daily active users on Facebook actually [increased year over year in 2023 after a period of decline in 2021](#). Meta has Reels to thank for the increase, but short-form video is just one aspect of a huge sea change on the app. Nowhere is the industry-wide shift from social network to entertainment channel more obvious than on Facebook, where old school social tools and features are falling by the wayside in favor of celebrity chatbots, AI-recommended video feeds, metaverse-style avatars, and mixed reality gaming.

What's coming in 2024? While an ad-free subscription tier newly launched in the EU [spells some changes for advertisers](#), most of the focus will continue to be on integrating AI into the platform. It's no secret that Meta founder and CEO Mark Zuckerberg is feverishly pursuing the promise of artificial intelligence — we're all just on this journey with him.





## TikTok

When we talk about TikTok, we're really talking about two entities: TikTok in the US, and TikTok's sister app in China, Douyin. In many ways, Douyin reflects the ideal roadmap that TikTok parent company ByteDance wants to roll out in the US, albeit incrementally. At the top of that roadmap in big neon letters is one word: ecommerce. TikTok Shop launched in September, allowing for a new ecommerce ecosystem including [shoppable videos and a native shopping experience](#). In 2024 we'll see how TikTok pushes its new ecommerce features as it works to turn viewers into consumers.

Another clear focus in 2024 is longer format videos. Not only is it testing 15-minute uploads for users, but in late 2023 TikTok also suspended its content creator monetization system, the Creator Fund, and replaced it with the Creativity Program. This new system only rewards videos that are 1 minute or longer. [Some experts speculate that this move is a play to compete with YouTube](#). By encouraging the longer vlog- and infotainment-style content that has thrived on YouTube, TikTok can increase video watch times and time on the app — and nurture way more ad placements. Short-form video isn't going anywhere, but to show up in a changing algorithm destination marketers can start stockpiling their library with clips so they're ready to test a variety of video lengths in the coming year.

STAT

**Only 36% of destination marketers we surveyed are worried about a TikTok ban.**

## YouTube

A few years ago, YouTube probably wouldn't have shown up in a social media trends wrap-up. But ever since the launch of YouTube Shorts in late 2020, the brand has been nipping at the heels of its social-media-turned-entertainment competitors, TikTok and Meta. YouTube says that Shorts are being [watched by over 2 billion logged-in users each month](#) — that's double the users TikTok can claim. It's no mystery why: the platform has been pushing these short-form videos aggressively, highlighting them in users' feeds and giving creators who use the format more opportunity for discovery.

It will be interesting to watch as YouTube and TikTok compete in 2024, each encroaching on the other's core business. YouTube's entertainment model is built around fandom and intentional watching, while TikTok is built around impulsive watching and discovery. In order to compete in the short-form video space, YouTube will have to alter its users' already established viewing behaviors. In 2024, destination marketers can take advantage of Shorts' prominence in the YouTube feed by cross-posting their existing short-form video content, chopping and changing their long-form video content, and testing Shorts ad features as they continue to roll out.



## X (formerly Twitter)

From staggering layoffs to mass advertiser exodus to non-stop feature roll-outs (and almost-as-frequent reversals), it seems like X is always in the news for the wrong reasons. Elon Musk's do-it-all vision for the app seems a long way off, especially with [monthly active users dropping 15% worldwide \(and 18% in the U.S.\) year-over-year](#).

X is experimenting with ad revenue payouts for users of X Blue subscribers to attract more content creators to the platform, but with advertisers fleeing and a [projected \\$75 million in lost ad revenue in 2023 Q4 alone](#), that scheme could be precarious. With geopolitical tensions rising, another contentious US election in the spotlight, and Musk continuing to lose favor in the court of public opinion, 2024 is sure to be another interesting year for X. Our survey showed 66% of destination marketers wish they could drop this channel from their content mix, and we agree it probably won't hurt to focus your efforts elsewhere while things get ironed out (or don't) at X.





Photo: Jakob Owens

MAJOR TREND:

# Entertainment Above All

Social media isn't simply a distribution lever anymore — it's an all-encompassing entertainment ecosystem. The savviest destination marketers will not only respond with new storytelling tactics and measurement, but also a whole new approach to social's role in the traveler's journey.

**67%**

of destination marketers are focused on social media engagement metrics as 2024 KPIs.

In 2024, social media will be the dominant first-stage channel for many audience segments. According to Expedia, [77% of travelers use social media when they're in the early stages of trip planning](#). This comes as no surprise — social media has always been a major top-of-funnel driver, historically as a distribution channel. Like a digital bulletin board, it's where marketers posted brand

updates and iterations of existing content from blog posts, press releases, and long-form video, sometimes with different copy, maybe a different graphic, usually cross-posted to every account. But consumers' behavior and expectations on social apps is changing. The world of simple distribution is long gone, replaced by the era of social as an entertainment marketing machine.

## Entertainment is the key to awareness

Hasn't entertainment always been a part of top-of-funnel tactics? Yes! But this particular moment is seismic because of how the awareness-stage platforms themselves are changing. Social algorithms are shifting focus to high entertainment value content (video, video, video) to keep users on the apps. In 2022, a TikTok executive even proclaimed that TikTok isn't a social media network — [it's an entertainment platform](#). Now Meta, whose proprietary social graph was the reason it dominated social media in the early years, is moving instead towards a ["discovery engine."](#) While the social graph was built on personal identity and how content related to a user via their social connections, this new modality of ranking and surfacing content is driven by entertainment value.

Brands are in the crosshairs, forced to meet competing demands for entertainment — entertainment made for algorithms that are hungry for viral potential, and entertainment made for users that seek authenticity and relatability. It's a tough but not impossible balance to strike. The most important takeaway for destination marketers is that traditional brand promotion tactics just won't float. According to Hootsuite, ["34% of consumers say 'too much self-promotion' is a major turn-off in how they perceive brands on social."](#) Instead, DMOs might consider how entertainment companies like Netflix create blockbuster content. Netflix hones in on niche audiences, then continually tests different storytelling within that niche to see what clicks.

### TAKEAWAY

**Conduct thorough audience research and continually play with new formats, hooks, templates, memes, and audios to hit that sweet spot between virality and relatability.**





Photo: Jaime Reimer

## Evolving social media metrics

Likes, shares, views, impressions. These generalized engagement metrics are the bread and butter of social apps, but they've made it hard for destination marketers to accurately measure and understand the ROI of their social efforts. As social sucks up more of the early-stage buyer's journey, effective strategies will need more powerful inputs than eyeball metrics to inform their storytelling tactics — and to convince stakeholders that social efforts are worth the cost.

Just in time, social media metrics are evolving: Instagram has already rolled out more robust measurements for Reels that mirror TikTok's insights and help marketers make video-level decisions about hooks, length, audio and more. But why stop there? What if social rolls out native sentiment analysis tools that measure how content makes users feel? How about tracking dark social (all those brand mentions that happen inside DMs, for instance)? What if there's actual credence to Elon Musk's ["unregretted social seconds" metric on X?](#)

### TAKEAWAY

**2024 is the year to push on social media metrics harder, making more creative connections between data and audience behavior, testing with new measurement tools from the platforms, and discovering the true ROI behind social efforts.**

## Social and search

You've heard it before, and this is certainly not the last time you'll hear it: [Gen Z searches on TikTok over Google](#). For generations that grew up with Google at the helm of search it seems surreal that another app could replace the behemoth search engine. If you consider a younger user's daily internet journey, though, it makes sense. Younger users open social media first, and as these apps create more incentive to stay within the app ecosystem, more search and discovery patterns happen there. Social platforms are already making adjustments to aid in search and discovery — like Instagram, which recently rolled out Reels in search.

Destination marketers can get ahead of the impending search revolution by optimizing their social video and image content now. Whether you're publishing on Reels, TikTok, Shorts, or all three, take the lessons of traditional web-based search and corner the market with regular high-quality and up-to-date visual content about your destination.

### TAKEAWAY

**Use the social platform's categorization tools, develop a smart keyword strategy for your captions and text overlays, and [start thinking about interlinking related content as you might on a blog.](#)**





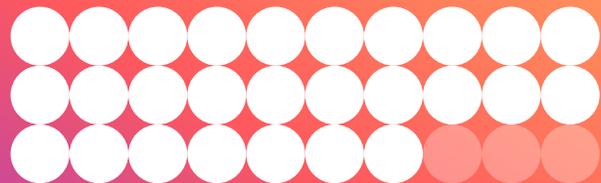
**MAJOR TREND:**

# The evolution of influence 📱

**Demand for authenticity is driving big changes in the mediums and methods of influence. In 2024, destination marketers will need to pursue more relatable and emotionally authentic storytelling made possible through micro-content creators and subtle, unobtrusive marketing tactics.**

**90%**

of DMOs we surveyed think influencer marketing will continue to be big in 2024.



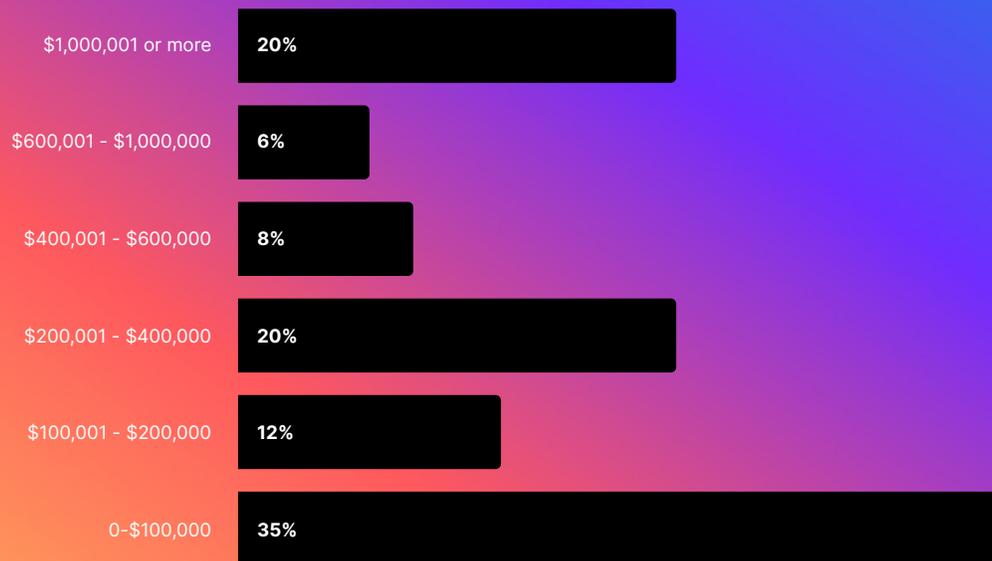
How many years in a row have thought leaders predicted the end of the influencer? Yet here we are, with 90% of DMOs believing influencer marketing will continue to be big in 2024. We wholeheartedly agree. Influencers won't die out because influence will never die — but the mediums and methods of influence are going to evolve, and we're living through one such evolution event. Let's call it the authentic period.

It's no surprise that "authentic" was named Merriam-Webster's 2023 Word of the Year. The last decade of social media was all about being polished and put together, aspirational and inspiring. Now everyone's sick of it, from creators to marketers to consumers. In fact, [the majority of consumers think that brands should strive to be more relatable on social media](#). Demand for authentic and relatable content is setting a new bar for influencers and content creators that will change the way destination marketers approach storytelling and the content partnerships they pursue.

# The micro-content creator

Let's look at the way DMOs are spending on content creation: The most common payout for influencer and creator content is \$500 or less — 31% of DMOs spend within this range for each piece of influencer or creator content. It's not surprising that over a third of the DMOs that spend less on creator content also have the lowest content budgets overall. But it is surprising that almost a quarter of the DMOs spending \$500 or less on content have the highest content budgets in the group — over \$1M. This suggests that a DMO's spending on creator content is not entirely dependent on their content budget. Even higher budget DMOs are favoring content at the micro-creator price point, likely to help them scale their output across multiple channels.

## Distribution of DMOs Budgets Among Those Spending \$500 or Less on Content



The lesson is that an influencer's follower count isn't the deciding factor anymore. What does count is how connected to their audience they are: [88% of consumers say it's important for influencers to be authentic and genuinely care about their interests](#). These circles of trust usually exist within niche communities that are deeply invested and engaged in a specific interest — like cross-country bikepackers, or sourdough bread bakers, or urban architecture enthusiasts. None of these groups are travelers per se, but their narrow interests give destination marketers a hyper-focused marketing opportunity to target.

#### TAKEAWAY

**By choosing a well positioned niche, partnering with a respected and influential creator in the niche (like an in-the-know local), and working with them on pitch-perfect messaging, you could expose your destination to a whole new world of traveler interest.**





Photo: Courtney Cook

## Relatability, believability, and UGC

It's not just the type of influencer that consumers are drawn to that's changing — it's also the type of influence they're willing to tolerate. It's an old adage that customers don't want to be sold to, even by a likable influencer. That's why passive marketing tactics like product placement will be on the rise in 2024. Rather than explicit sponsored messaging, influencers and creators will do promotion by simply using a product, engaging in a service, filming from a place, etc. This piques curiosity and encourages viewers to interact in order to uncover the product, service, or place. They might leave a comment, dive into the creator's ecosystem of content, or start a related search on the social app.

### TAKEAWAY

**Passive marketing tactics encourage more user interaction, which creates a level of awareness that could win your destination some serious share of mind.**

There's another passive marketing tactic that will continue to be big in 2024: UGC. 81% of the destination marketers we surveyed have seen an increase in engagement on social media through UGC, showing its continued effectiveness as a marketing strategy. This type of consumer-based marketing, which can come in the form of on-site videos, reviews, photo dumps, and more doesn't just work on social media, but across almost every marketing touchpoint. It allows destination marketers to tap into a diverse creator base with an even more diverse audience, helping them scale reach without a ton of active content creation. UGC is also critical in the mid-funnel stage, supplying travelers who are considering a destination with positive reviews and testimonials from real and relatable sources.

## TAKEAWAY

**Focus on curating the right UGC for your destination — content that carries a positive message to diverse audiences through authentic, relatable, and original storytelling.**





Photo: Javon Swaby

## Streamlined creator partnerships

What used to be a fringe line item buried in a social marketing strategy, partnerships and collaborations with content creators, influencers, and UGC creators now plays a critical role in most travel marketing strategies. Despite its prominence in marketing strategies, the behind-the-scenes work can be chaotic, and many steps are still done manually. Scaling up your output with micro-influencers and content creators sounds great, until it comes to finding, onboarding, and managing all those contracts.

In 2024, we'll watch as marketing teams develop a standard operating procedure for working with creators and influencers — and many more of these marketing teams will opt to outsource this labor-intensive work. Luckily, an array of solutions are popping up to support marketers with the hardest parts of content creation partnerships, like talent discovery, pricing and negotiation, creative brief management, and payment.

### Takeaway

**When you streamline your content creator process, you're freed up to focus on rapidly testing and adapting your storytelling tactics — a must in the fast-paced social entertainment age.**

# Introducing ChatGPT

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests.

[Try ChatGPT ↗](#)

[Read about ChatGPT Plus](#)



## MAJOR TREND:

# AI goes organizational

**Many destination marketers have developed their own AI-enabled workflows — now we'll see it implemented at the organizational level in both internal and consumer-facing solutions.**

No 2024 trends report would be complete without the mention of AI. From ChatGPT and DALL-E to a series of smaller generative AI upstarts, 2023 is the year marketing met AI. 2024 will be the year AI goes organizational. Customized artificial intelligence solutions built on large language models (LLMs) will be deployed across every industry, for both businesses and consumers. At the same time, corporate and governmental bodies will grapple with

mounting questions about how to safely and ethically incorporate this technology into organizational structures, individual workflows, and daily life. This year will bring more instances of AI that wow us, and some that scare us. What does this mean for all of us on the ground? AI is here to stay, and it's critical that we all learn about it — as destination marketers and digital citizens.

**65%**

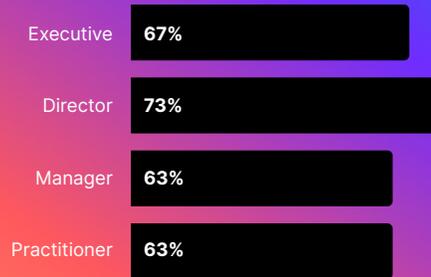
of destination marketers are using AI for work

# AI adoption enters the stratosphere

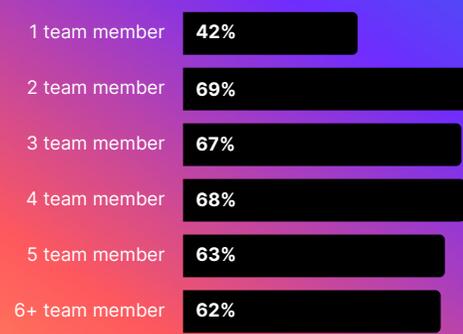
Our survey shows that 65% of DMOs are using AI for work. Let's break that down. Across job titles, it looks like AI is most popular among the directors in an organization and the least popular with creative practitioners. DMOs with budgets between \$100k-\$200k are the most likely to use AI (79%). 58% of one-person teams are toughing it out without AI, while just 38% of teams of five or more aren't using AI.

Overall, a majority of DMOs surveyed are using AI, and this tracks with general trends across marketing. AI use has exploded, especially for tasks related to content creation, like copywriting, content writing, and photo editing. This has helped social media and content practitioners focus more on rapid testing and strategy. And that's just at the individual level. 2024 will see an increase in organizations that systematically integrate the use of AI internally and in customer-facing products. In fact, [Hubspot noted a 260% increase in how much organizations plan to use AI for editing images in 2024.](#)

Percentage of destination marketers who use AI compared to job function



Percentage of destination marketers who use AI compared to team size



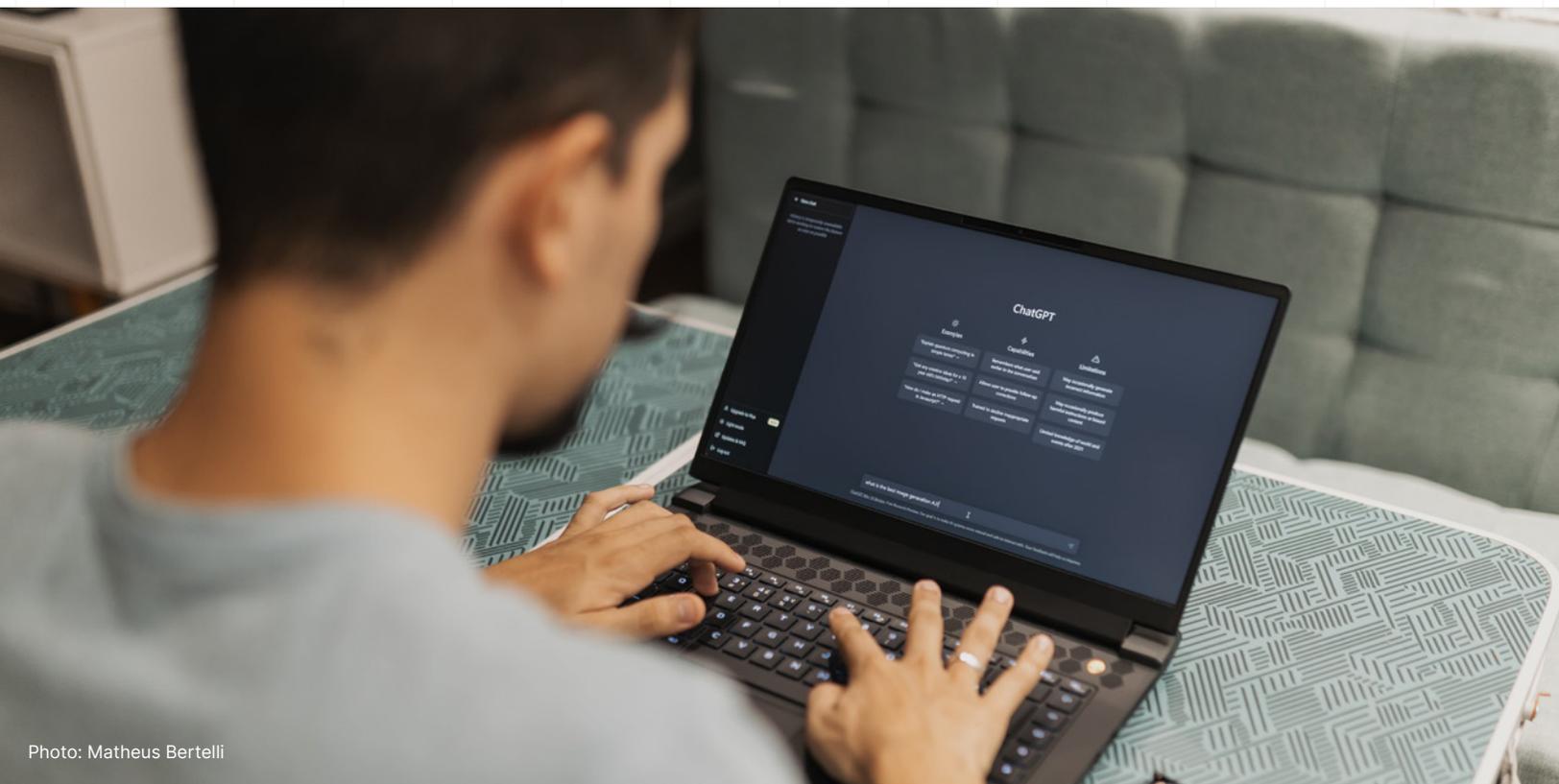
Percentage of destination marketers who use AI compared to content budget



[Many thought leaders are predicting that everyone will have an AI assistant soon.](#) By using open source LLMs or OpenAI-integrated systems, users in the very near future will be able to “build their own bot” that is programmed to help with tasks specific to the individual. Imagine an AI assistant that helps you with all of your least favorite tasks, say social media copy, image cropping, and grocery lists. Just like developing an Excel budget or a Zapier function, this level of customization will create an infinite number of idiosyncratic AIs and further enshrine their use in the workplace.

#### TAKEAWAY

**Destination marketers should continue to not only learn as much as they can about this technology, but also use it and experience how it works. In the years ahead, many of us will be more than AI users — we'll be AI tinkerers.**



## AI meets QC

Unlike other MarTech solutions that have quietly optimized and supplemented our workflows, AI has the potential to actually do our work for us (with varying degrees of execution). The question is whether we want it to. Of the destination marketers we surveyed, 80% think that AI doesn't threaten the work they do. This signals an overwhelmingly positive sentiment about AI in the DMO community. But as this technology makes rapid advancements in 2024 and beyond, it's likely that organizations will start to develop hardline rules about the tech and seek more expert input for their leadership teams. At the same time, individuals in the workforce will see AI quality control become an important part of their job function.

### TAKEAWAY

**At this early stage in AI development, it's important that destination marketers start to develop not just a working knowledge, but a working philosophy about artificial intelligence.**

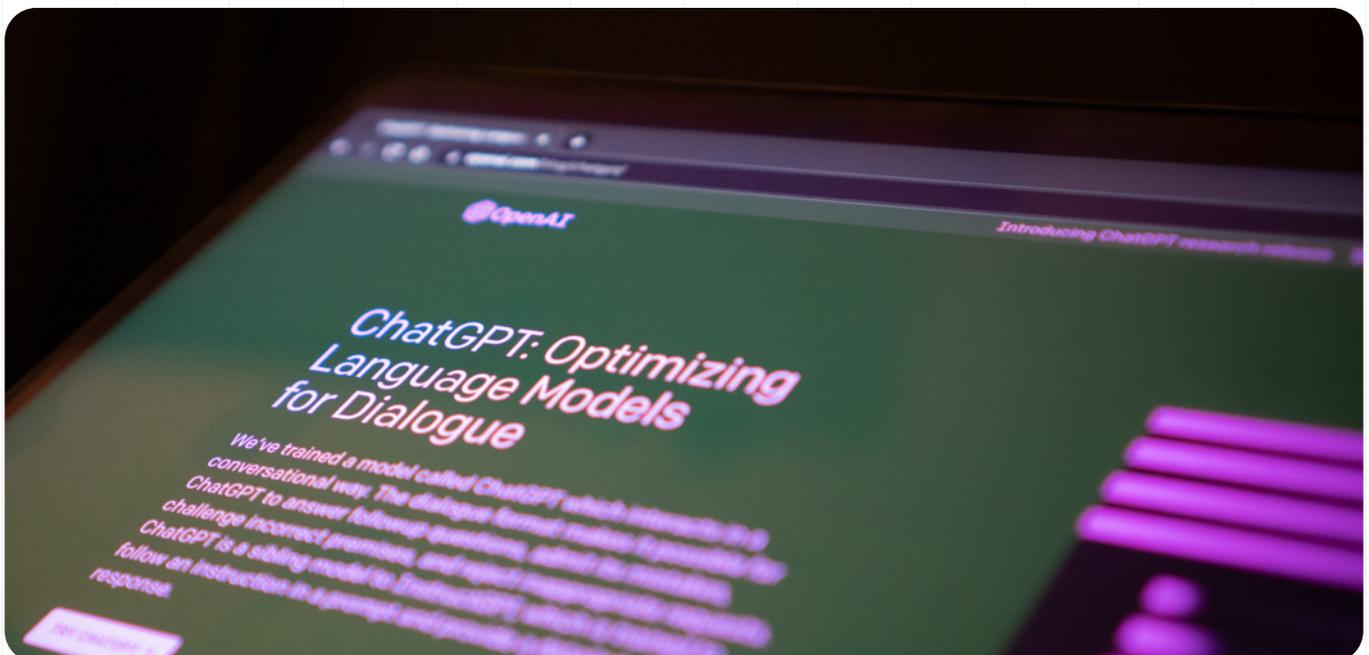




Photo: Andre Furtado

## Audience fatigue

Almost everyone with an internet connection has encountered AI in some form, and many people are using it on a daily basis. But in a survey conducted by the Pew Research Center, [almost 44% of Americans think they do not regularly interact with AI](#). How will generative AI impact that number? Right now, many digital natives can distinguish between content made by generative AI and content made by humans, such as blog posts and digital imagery. In fact, many internet users already complain of a proliferation of overly optimized “AI-garbage” on search engines. In the end, human input, reasoning, and quality control is essential to meeting the demands of an AI-savvy audience who want authenticity above all.

### TAKEAWAY

**Generative AI is super useful for front-loading content creation, but destination marketers should be careful to add checks and balances to their AI workflow.**

# Conclusion

If there's anything we've all learned in the last few years it's that there's no such thing as a constant in marketing. This report is your compass for navigating that dynamic world, making sure every move you make adds up to a compelling narrative for your destination in the year ahead.



Photo: Ahmed

**In this report, we've explored the rapidly evolving landscape of destination marketing in 2024, unveiling key trends and strategies that shape the industry's future:**

### **Video dominance** 🎥

Short-form video, led by Instagram Reels, TikTok, and YouTube Shorts, has solidified its place as a key marketing tactic. By thinking of social media as an entertainment ecosystem rather than a distribution channel, destination marketers can experiment with high entertainment value video storytelling to help new audiences discover their destination.

### **Authenticity rules** ✨

Influencer marketing, particularly with micro-content creators, thrives on authenticity. The growing demand for relatable content underscores the importance of building genuine connections with engaged niche audiences through user-generated content, passive marketing tactics, and micro-influencers.

### **AI Integration** 🤖

Artificial intelligence is not just an individual tool but an organizational force, with the majority of destination marketers already incorporating AI into their strategies. As the technology advances throughout 2024, destination marketers can expect solutions that streamline more of their content creation workflow. On the flipside, this will require more quality control and behind-the-scenes knowledge to manage.

As you kick off 2024, use these trends to pioneer your next social video, ad campaign, and overall marketing strategy for your DMO. Embrace the entertainment wave, find new ways to build genuine connections with travelers, and harness AI with thoughtful consideration.

# Fuel your content marketing in 2024 🎉

**CrowdRiff's visual content marketing platform empowers destination marketers to source, share, and scale original content that connects with today's travelers.**

With tools for user-generated [content discovery](#), [digital asset management](#), and [custom short-form video](#), CrowdRiff supports the most authentic and engaging storytelling in travel and tourism. That's why 900+ brands globally trust CrowdRiff as their visual content marketing partner.

What's possible for your DMO?

**Get in touch with our team today.**

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Photo: Caleb Lucas

