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Measuring Meta's Impact on the Travel & Tourism Sector

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EXECUTIVE SUMMARY





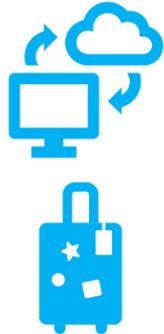
KEY FINDINGS

Digital platform adoption in travel

The global travel industry has grown rapidly in recent decades driven by increased demand for experiences and expanding supply. Technology has played an important role facilitating and enabling this growth. In particular, the expansion of digital platforms has transformed travel retailing making the planning and booking of travel more seamless. This trend is set to continue as technology and digital content become further integrated into consumer lifestyles.

Digital content plays an especially important role in travel as it can influence each phase of traveller journey: dreaming, planning, booking, experiencing, and sharing. Meta platforms¹ play an integral part enabling the sharing of information during each of these phases which drives economic activity and benefits in the travel industry. This is evident from the global usage of Meta platforms. As of Q2 2025, Meta had Daily Active People (DAP) of nearly 3.5 billion people and nearly 4 billion Monthly Active People (MAP).² Additionally, data from Comscore shows that Meta platform users comprised 77% of the digital population and 88% of visitors to travel-related websites in key outbound travel markets in January 2024.^{3, 4}

Meta share of total internet and travel website audiences



77% of digital population in key markets use Meta platforms

88% of visitors to travel-related websites in key markets use Meta platforms

Source: Comscore / Tourism Economics

The importance of social media content in travel was echoed in the results of consumer research commissioned for this study among four key global outbound travel markets.⁵ Overall, 43% of travellers stated they referred to social media information when planning their last international trip. While younger audiences demonstrated a higher propensity to rely on this information, there was widespread dependence as 56% of those aged 18-54 used social media to inform their travel planning.

Further highlighting the influential role of social media, those who accessed information through this channel attached significant importance to it as 83% indicated that it was an important input into their final travel decision. There was little variation across generations in terms of its perceived importance which underlines its universal significance as a major factor influencing travel decisions.

Use and importance of social media to plan last international trip



43% of all travellers used social media to plan their last international trip



83% stated that social media content was important in influencing their decision to undertake the trip

Source: YouGov⁶ / Tourism Economics

Meta platforms such as Facebook and Instagram are extensively used by today's travellers. Overall, according to our consumer research, these platforms were used by nearly 80% of those who accessed social media while planning their last international trip.

Use of Meta platforms among those who accessed social media



78% of social media users accessed Meta platforms when planning their last international trip

Source: YouGov / Tourism Economics

There are significant variations in the use of individual social media platforms among different demographics. This signals the need for a broad suite of platforms which can engage diverse audiences to maximise the impact for the travel industry.

Meta plays a key role within the social media ecosystem as their platforms are heavily relied upon by global travellers. This underlying importance coupled with the diversity of their offering enables significant economic benefits.

KEY FINDINGS

Economic impact

As digital content increasingly influences travel behaviour, Meta’s platforms are providing significant returns on investment for the travel industry. These economic advantages also have far-reaching effects on national economies. In this report, we examine the economic impacts of Meta’s solutions that empower the travel & tourism sector.

Travel & tourism businesses gain significant advantages by advertising their products and services on Meta platforms, leading to increased sales and revenue. This growth in business activity has wider economic effects across various sectors within national economies. We have analysed these relationships in three markets: the United States, the United Kingdom, and the EU27, highlighting Meta’s important role in supporting the tourism sector.⁷

To assess the return on advertising spend (ROAS) for travel and tourism businesses using Meta’s platforms, we first calculate the revenue generated by marketing on Meta platforms for businesses in the travel and tourism industries.⁸ This is done by applying market-specific Return of Ad Spend (ROAS) multipliers to the actual ad spend in each market, segmented by sector; these multipliers are based on research published with the National Bureau of Economic Research and further validated by Meta’s economic research team.⁹

Since not all revenue generated from marketing activity is related to purchases by tourists—some comes from local residents’ spending—we isolate the tourism-specific impacts by applying sector-specific tourism intensity ratios. These ratios are derived from tourism’s share of GDP and consumption, as outlined in the Tourism Satellite Accounts (TSA) for each market.¹⁰ The resulting tourism driven Meta-supported business revenue serves as the primary input for our impact analysis.

To measure the broader economic effects, we apply the direct tourism-specific revenue estimates to an integrated economic impact framework, translating Meta-supported business revenue into contributions to GDP and employment across direct, indirect, and induced channels.

In 2024, advertising on Meta supported \$4.2 billion in additional revenue for travel and tourism businesses in the US, \$3.6 billion in the EU27, and \$0.6 billion in the UK. This translated into a total GDP contribution of \$5.6 billion in the US, \$3.7 billion in the EU27, and \$0.7 billion in the UK. The activity also supported 46,000 jobs in the US, 45,000 jobs in the EU27, and 9,000 jobs in the UK. In terms of public finances, it contributed \$1.1 billion in tax revenues in both the US and EU27, and \$0.2 billion in the UK. The accompanying table provides a breakdown of the direct, indirect, and induced impacts for each region.

Total Economic Impact - 2024

		 Output	 GDP	 Jobs Supported	 Tax
Direct	United States	\$4.2B	\$2.2B	26,000	\$0.5B
	EU27	\$3.6B	\$1.8B	25,000	\$0.6B
	United Kingdom	\$0.6B	\$0.3B	5,000	\$0.1B
Total*	United States	\$10.3B	\$5.6B	46,000	\$1.1B
	EU27	\$7.5B	\$3.7B	45,000	\$1.1B
	United Kingdom	\$1.4B	\$0.7B	9,000	\$0.2B

*Total includes Direct, Indirect, and Induced impacts

Economic Impacts by Market (\$ billions and number of jobs), 2024

Market	Metric	Direct impacts	Indirect impacts	Induced impacts	Total Impacts
United States	Output	4.2	3.0	3.1	10.3
	GDP	2.2	1.6	1.8	5.6
	Tax	0.5	0.3	0.3	1.1
	Employment (000s)	25.8	8.6	11.2	45.6
EU27	Output	3.6	2.4	1.4	7.5
	GDP	1.8	1.1	0.7	3.7
	Tax	0.6	0.3	0.2	1.1
	Employment (000s)	25.4	12.1	7.3	44.8
United Kingdom	Output	0.6	0.4	0.3	1.4
	GDP	0.3	0.2	0.2	0.7
	Tax	0.1	0.1	0.0	0.2
	Employment (000s)	5.3	2.1	1.6	8.9

Source: Tourism Economics

Note: Totals may not sum due to rounding.

KEY FINDINGS

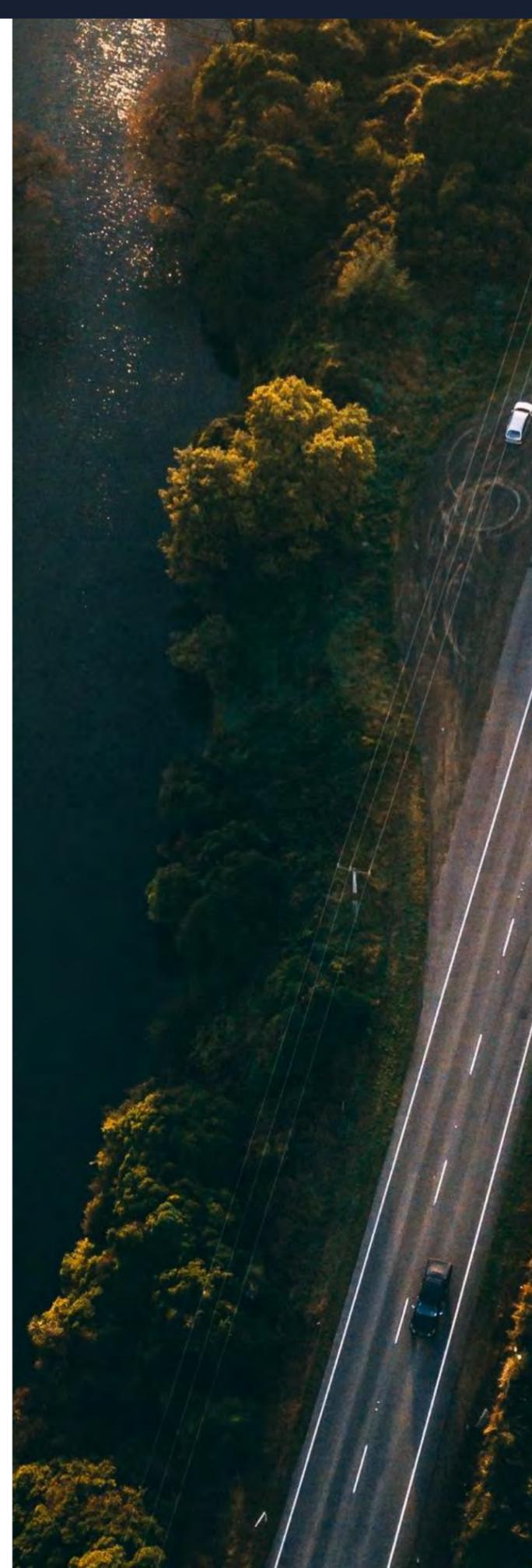
Recommendations for policy makers and tourism boards

Social media has fundamentally transformed the traveller's journey, influencing every stage from inspiration and planning to booking and sharing experiences. For tourism boards, this shift presents a significant economic opportunity, particularly when fully leveraging digital platforms like Meta. By adopting a holistic approach to digital marketing, tourism boards can boost visitor engagement and drive tangible economic benefits throughout the traveller's journey.

In collaboration with Meta, a set of key recommendations has been developed to help tourism boards unlock this potential. These include harnessing artificial intelligence (AI) to personalise travel experiences and promoting a holistic national storytelling strategy to deliver a consistent, clear message and a unique value proposition for a destination. Moreover, unlocking the power of content creators can extend reach and attract new audiences. Further opportunities exist in deepening engagement through business messaging, providing high-touch and interactive channels throughout the traveller's journey. Embracing emerging technologies such as augmented and virtual reality (AR/VR) can enrich the visitor experience with immersive interactions. Finally, developing data-driven digital campaigns with diverse creative assets, alongside short-form video formats like Reels, can amplify the reach and effectiveness of destination marketing efforts.

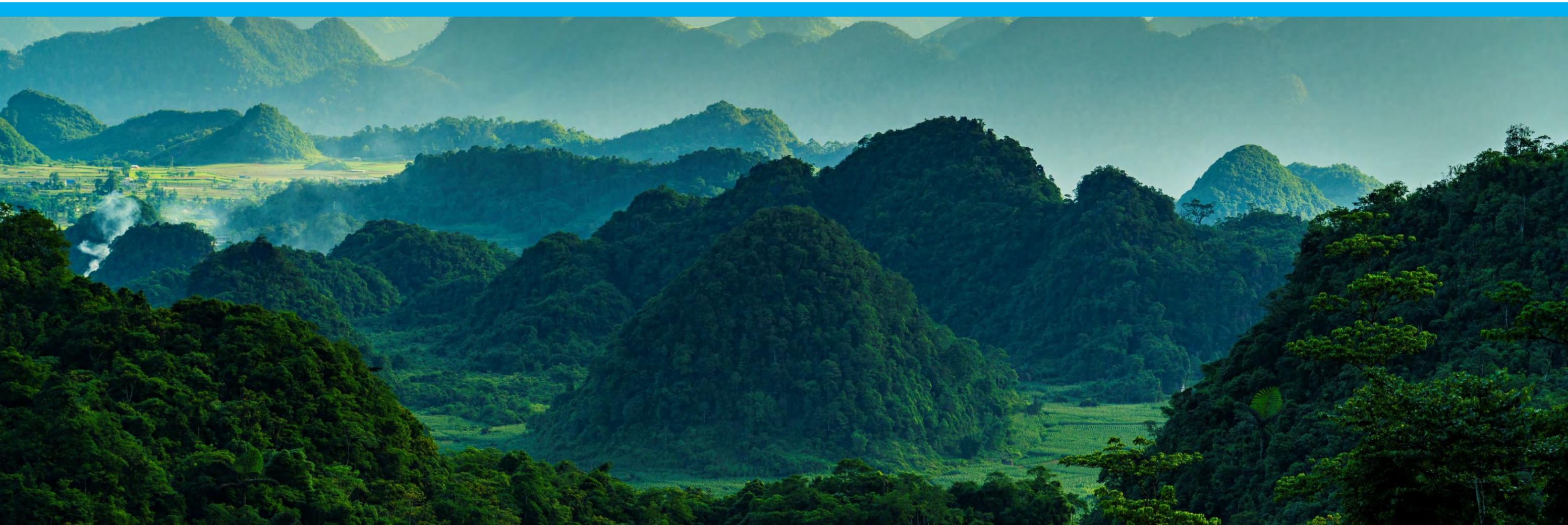
Key recommendations

1. Harness the power of artificial intelligence (AI)
2. Promote a holistic national storytelling across the ecosystem
3. Unlock the creator effect
4. Deepen user engagement through business messaging
5. Diversify the creative offering
6. Leverage short form video (Reels)
7. Transform customer journey with emerging tech (AR/VR)
8. Adopt a data-driven approach to tourism marketing





INTRODUCTION





Introduction

Over the past two decades, digital platforms like Meta have revolutionized how destinations, airlines, and local businesses connect with travellers. By enhancing consumer engagement through targeted marketing, user-generated content, and destination discovery, Meta has played a pivotal role in shaping travel decisions and boosting the global tourism industry.

This report explores how Meta supports both travellers and tourism-facing businesses across several key markets, while also considering how travellers and businesses can continue to leverage the benefits of Meta in the future.

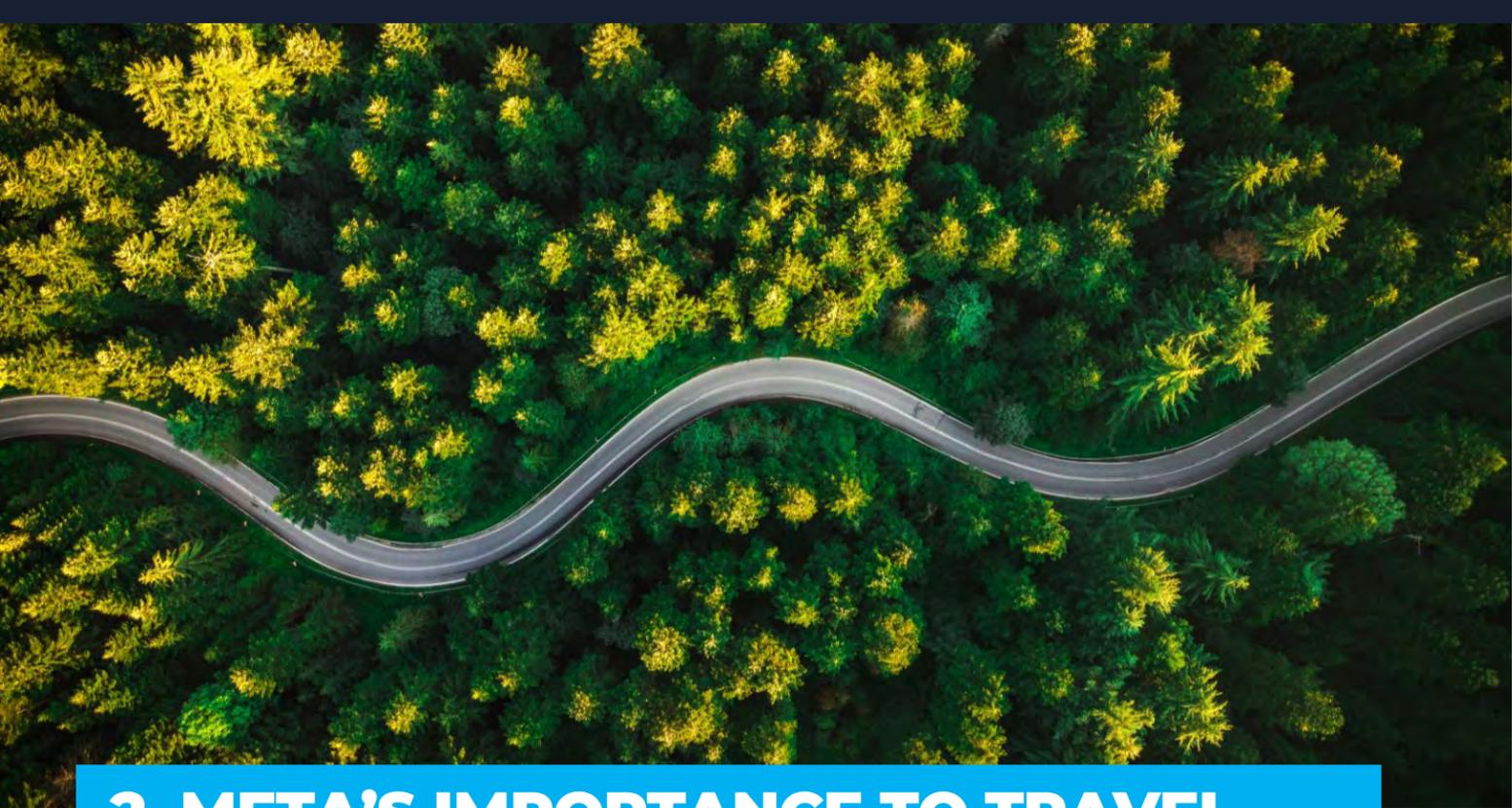
In Chapter 1, we begin by examining the role of tourism in the global economy and highlight the key trends that drive and sustain growth in this sector. We will then explore how digital platforms and technology solutions support consumers at every stage of the travel journey.

From a supply-side perspective, tourism businesses can gain substantial benefits by advertising their products and services on Meta platforms, leading to increased visibility, engagement, and higher revenue. In Chapter 2, we analyse the return on advertising spend (ROAS) within the tourism sector and assess the broader economic impacts of this return across the United States, the United Kingdom, and the EU27.

The report concludes with actionable recommendations for tourism destinations and businesses on how to strategically leverage Meta platforms to maximize their economic impact, ensuring sustainable growth in the ever-evolving digital landscape.

META'S IMPORTANCE TO TRAVEL





2. META'S IMPORTANCE TO TRAVEL

Introduction

In this section, we discuss the significance of tourism to the global economy and highlight key trends that are driving and supporting growth in the industry.

As consumer trends continue to evolve, one key factor which has facilitated and contributed to the expansion of travel worldwide is technology. This includes digital platforms which are providing increasingly innovative and compelling content to consumers such as via social media feeds or through business messaging, among other ways.

Meta is playing an important role in this space providing digital content and technology solutions which are impacting and reshaping the travel landscape. As these offerings continue to rapidly evolve in-line with shifting consumer trends, it is important for travel companies and policy makers to understand and recognise the opportunities these technologies provide.

Our research highlights that Meta platform users engage with travel websites more than the average digital consumer, which cements the important role these platforms play in driving engagement with the industry. Our analysis includes a discussion of research specifically commissioned for this project to examine the usage of social media content for planning international trips. While the study covered 10 key outbound markets, this report focuses on the United States, the United Kingdom, and France and Germany as representative markets within the European Union (EU27).

Corroborating other data sources, including results from Tourism Economics' 2024 Travel Trends Survey, the findings reinforce that social media is an important facilitator of travel. Our primary research reveals that Meta platforms are heavily utilised by global travellers for trip planning, underscoring the significant role these platforms can play in unlocking opportunities for global travel both now and in the future. This is an important finding for travel businesses in their efforts to market and reach audiences, highlighting that there are significant opportunities for growth by harnessing Meta's sophisticated digital tools.

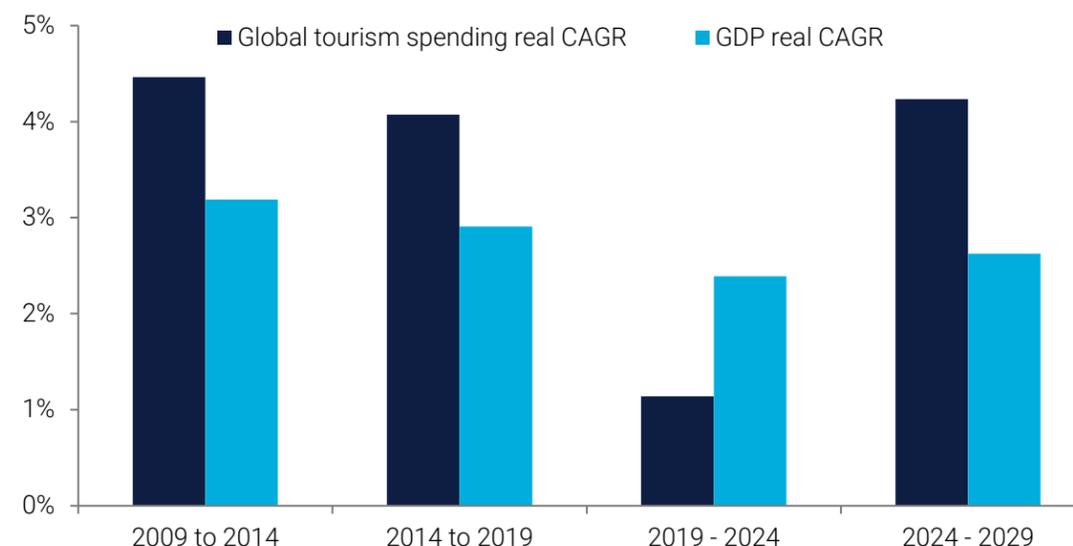
Travel supports global economic growth

Global travel has rebounded strongly since the unprecedented impacts of the pandemic. In 2024, global tourist arrivals exceeded 2019 levels, marking a complete recovery from Covid-19 although some global regions have recovered more strongly than others.

However, the overall strength of the recovery reflects robust underlying fundamentals within the industry and suggests that tourism will become increasingly important in supporting global economic growth in the future. Our travel datasets highlight that - outside of the pandemic period - global travel spend has grown faster than GDP. This trend is set to continue with tourism spending expected to outpace the rate of GDP growth over the next five years. These findings highlight the significant opportunities and economic benefits that travel offers the global economy, even during challenging economic periods such as after the Great Financial Crisis. However, in an increasingly competitive landscape, it is essential for destinations and travel businesses to maximise their visibility to capitalise on this growth potential.

Global tourism spend vs. global GDP growth

% Real terms



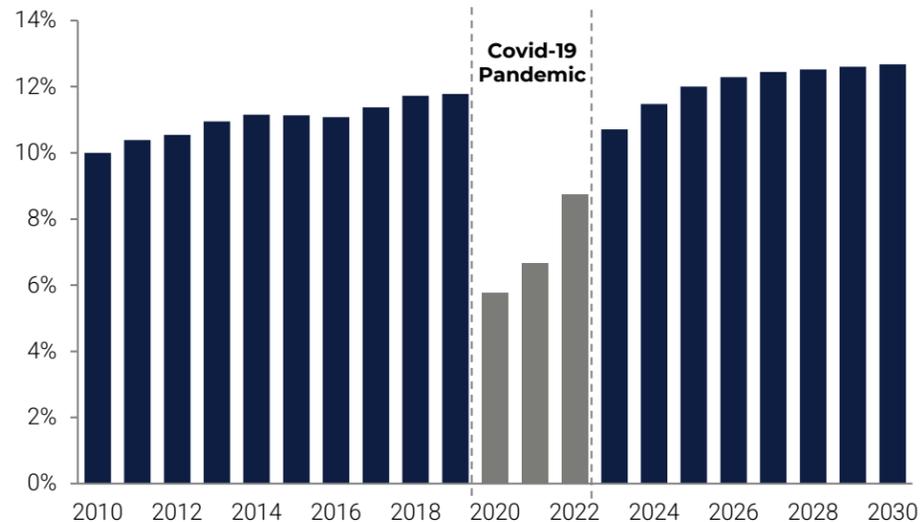
Source: Tourism Economics / Oxford Economics

Travel spend continues to be prioritised

Travel demand continues to grow as a rising number of consumers with sufficient household income prioritise travel in their discretionary spending. This trend is due to a range of factors, including the growth of the experience economy, as many consumers place increased importance on physical interactions and experiences over materialistic goods. According to Mastercard's latest experience economy research, nearly nine out of ten Europeans stated they wanted to increase their travel activity in 2025.¹¹ Global leisure travel spend as a proportion of total consumption – all categories of household expenditure, including rents, mortgages, and living costs – has increased steadily over the last 15 years, except during the pandemic, and is set to continue growing. By 2030, leisure travel spending is expected to account for nearly 13% of total consumption globally.

Leisure travel share of total household consumption

% share of total consumption, 2010-2030



Source: Tourism Economics

Growing supply is fuelling growth

Tourism supply factors are also stimulating growth in the industry. Responding to increasing demand, accommodation and aviation capacity has expanded in many parts of the world, facilitating additional benefits not just for these sectors but also for the broader travel ecosystem. According to STR, a leading hospitality data provider, global room demand is set to reach an all-time high in 2024 while IATA predicts that over 5 billion people will fly in 2025, marking a new record for global aviation.¹²

Increased capacity has helped newer destinations to emerge, spearheading growth opportunities in the Middle East among other locations and has provided additional opportunities for existing destinations to expand.

Enhancements in public and tourism infrastructure are also important in attracting interest among travellers and driving economic benefits. This includes transport investment, such as airport expansion and refurbishment, and strategic tourism-related investments. The Grand Egyptian Museum (GEM), due to fully open in November this year in Giza, Egypt, costing over \$1 billion to construct, is a good example of tourism infrastructure developments which can drive new demand. Although opening has been delayed, GEM is poised to welcome around 5 million visitors a year.¹³

Furthermore, as consumers seek increased personalisation and more unique and authentic experiences, the industry is innovating and diversifying, leading to new growth opportunities. For instance, the short-term rental sector has experienced strong growth in recent years as accommodation providers have capitalised on shifts in consumer preferences. New digital platforms, such as Airbnb, have evolved, aligning with this increased interest in the shared economy. According to Skift Research, the market size of the tours, activities and experiences sector in 2025 is expected to grow by around 20% above the pre-pandemic level.¹⁴ This steep growth trajectory highlights not just strong underlying demand for new and unique experiences, it also highlights the industry's agility to react to consumer trends crafting and curating new offerings that resonate with modern consumers. While supply factors have been and continue to be important, significant growth in tourism in recent decades has been enabled and activated by technology as more consumers become increasingly reliant on online sources to discover and book their travel experiences.

Technology is driving up demand

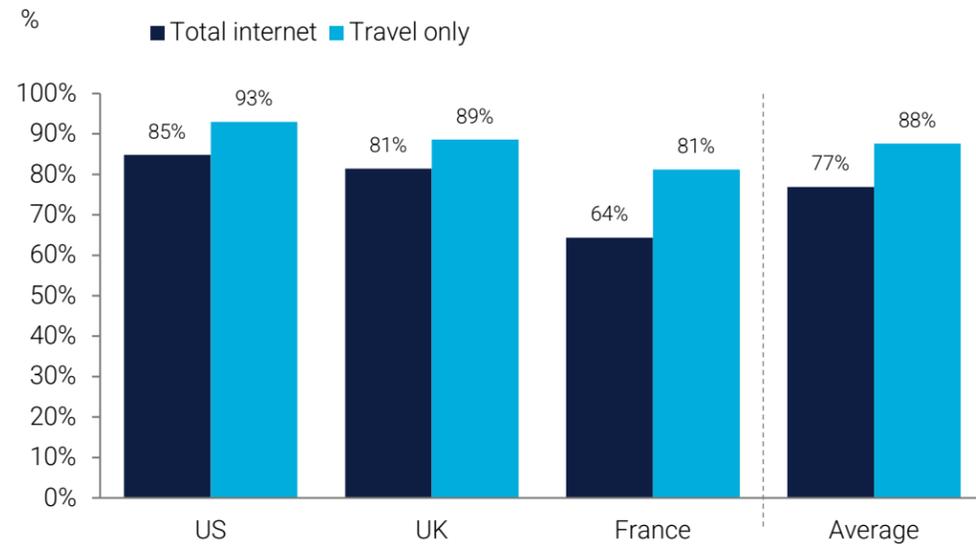
Technology has also played a key role in the growth of tourism and is increasingly important enabler across the industry. The expansion of digital platforms has transformed travel retailing making the planning and booking of travel more seamless for the consumer. This trend is expected to continue as technology and digital content become further integrated into consumers' everyday lives and activities. Growing adoption of mobile devices is also helping to contribute to this growth. According to the Global System for Mobile Communications Association (GSMA), which represents mobile operators worldwide, 58% of the world's population accessed the internet via mobile in 2024 and this is expected to increase to 64% by 2030.¹⁵

Meta platforms play a major part in enabling the sharing of information, which drives economic activity and benefits in the travel industry. Reinforcing this importance, based on website analytics from Comscore, Meta platform users represented on average 88% of the digital population in key outbound travel markets in January 2024.

Technology is driving up demand (continued)

Meta share of total internet and travel website audiences

Percentage of users



Source: Comscore / Tourism Economics

These users demonstrate strong interest in travel as they made up nearly three quarters of the total audience that looked at travel-related websites that month. The results imply high engagement with the travel and tourism industry among Meta platform users. Indeed, Meta platforms users are around 10% more likely to visit travel-related websites than the overall digital population. Across the three selected key markets, this equated to a total of around 270 million unique website visitors in January 2024.

Key outbound markets

In the context of growing demand and expanding supply, supported by technology, the outlook for travel presents opportunities worldwide.

The volume of outbound trips is set to grow by nearly 8% per year between 2024 and 2030. Consequently, over 2.3 billion outbound trips are expected to be undertaken globally by 2030, surpassing an impressive new milestone for global travel.

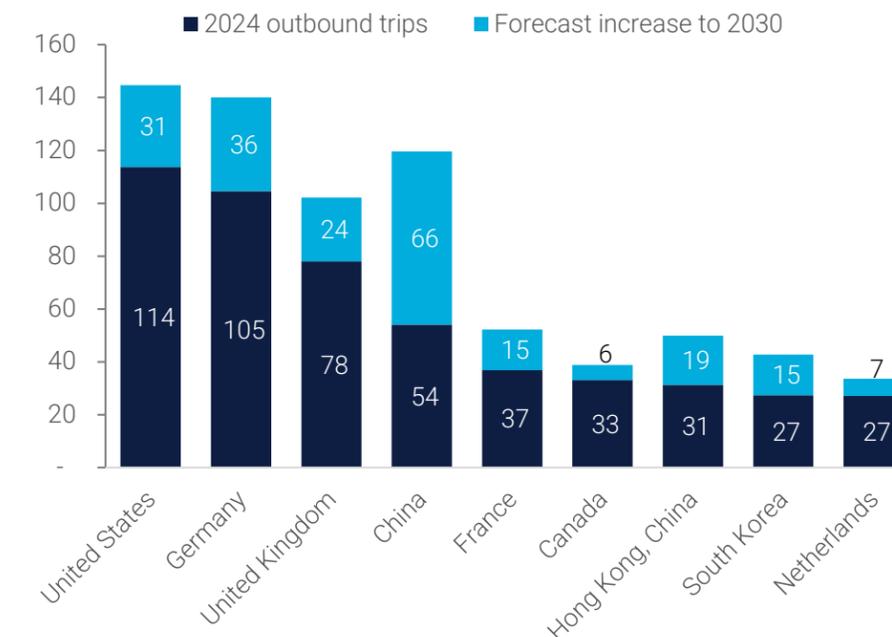
Major existing markets such as the United States and larger European countries, including Germany and the United Kingdom, will contribute significantly to this growth as will China, which is expected to achieve triple digit growth over the next five years. Younger travellers who are typically more digitally active than older generations are likely to become an increasingly important segment, especially in China and other emerging markets.

The top ten outbound markets currently account for just over 50% of global outbound travel expenditure. By 2030, these markets are expected to continue accounting for around half of outbound tourism spending which underlines the global importance of these key markets to travel now and in the future.

The actions of government and industry to capitalise on growing demand for travel, including efforts to leverage and embrace digital content as a stimulus and platform for booking travel, will be important in shaping the actual growth trajectory for destinations in the future.

Volume of outbound trips among major markets (2024 & 2030)

Amounts in millions of trips



Source: Tourism Economics

Digital content supports the traveller journey

There are five key stages in a typical traveller's journey – dreaming, planning, booking, experiencing, and sharing. It is important to understand and consider these phases when developing and marketing tourism offerings. Uniquely, digital content can impact each of these phases from providing information to shape and inform pre-trip plans to enabling a portal for post trip reflections which, in turn, influences would-be travellers. As a result, digital content is an important tool which can react to changing consumer behaviour and, in doing so, help the industry to thrive. Set out below are examples outlining Meta's evolving role in the traveller journey.

Five key stages in a traveller's journey



Dreaming and planning

In the dreaming and planning phase, digital content provides essential information that inspires and stimulates action. Short videos, such as Instagram Reels, can be a powerful advert for tourism experiences. This is a growing area of influence, with video content consumption accounting for over 50% of the time spent on Meta platforms in 2024.¹⁶

According to a Meta-commissioned study by Kantar, recommendations and advice from people are the most influential factors in travel planning. This is leading to a growth in the importance of content creators and influencers who rely on social media platforms.

In an increasingly social environment where consumers rely more on the power of human stories, social media influences travel in powerful ways by providing both trustworthy and relevant content that drives decision-making.

According to separate consumer research by Tourism Economics, social media is the third most important planning tool for international travellers, behind review sites and online travel agents. These results highlight social media platforms' globally significant role in providing information that inspires and stimulates travel decisions.

**Dreaming and planning:
key statistics**

60% of total time on Facebook and Instagram is video¹⁶

35% use social media to plan international trips, after OTAs (49%) and review sites (38%)¹⁸

41% often make decisions about destinations due to influencers¹⁷

Social media: **3rd** most important planning resource behind OTAs and review sites¹⁸

Influential factors in travel planning¹⁷

Overall Planning
#1 Friends and Family

Inspiration
#2 Communities
#3 Influencers

Discovery
#2 Advertising
#3 Influencers

Evaluation
#2 Influencers
#3 Other people I don't know

Booking

The rise of internet use for travel planning has significantly transformed travel retailing. As the volume of online bookings, aided by digital content sharing, has expanded rapidly in recent decades, the proportion of offline bookings has shrunk. Now, with the prominence of online travel services, online bookings are estimated to account for over half of hotel reservations worldwide.

Digital content and platforms help to activate planning decisions by enabling consumers to book various aspects of their trip seamlessly. This includes direct links to tourism businesses for online booking or other organisations in the travel ecosystem, such as online travel agencies. This functionality is becoming increasingly important as mobile device usage rises and more people adopt mobile booking options.

Experiencing

Digital content and social media have also expanded their influence on how consumers experience travel. Digital platforms are evolving to provide consumers with more comprehensive and timely information during their trips, providing information and advice that enable them to maximise their experiences. An example is business messaging, which enables improved communication between end consumers and tourism organisations. These tools empower the industry to offer more personalised experiences and unlock additional value by providing extra support, including assistance for those needing additional support due to accessibility barriers. Augmented Reality (AR) has also changed the way travellers experience museums and historical sites and has helped break down accessibility barriers.

The success achieved by Club Med, an all-inclusive travel operator, following its adoption of the tool provides a useful case study. The organisation achieved a significantly higher conversion rate after using WhatsApp conversations. As well as generating increased business, the tool enabled the organisation to provide tailored information which led to higher customer satisfaction.²²

Sharing

The sharing stage of the traveller journey provides an important opportunity for individuals to express their views and opinions and share insights about their travel experiences.

Crucially, this information can act as a trigger for inspiring and informing travel decisions for others. As identified by YouGov in a recent multi-market survey, when choosing accommodation, information shared by consumers, including friends, family and other users, can be significantly more powerful than other forms of information.

In this way, digital platforms, including social media platforms, have an important cyclical influence on the traveller journey providing compelling content which influences travel decisions and behaviour before, during and after trips.

Booking: key statistics

20 ppts increase in online hotel bookings from 2010 to 2019¹⁹

62% of bookings are made on mobiles and 38% are via a travel app²⁰

Experiencing: key statistics

1 billion people message with a business each week on Meta platforms²¹

10x higher conversion rate after adopting WhatsApp conversations²²

Sharing: key statistics

42% of travellers rely **more** on consumer reviews than critic or industry reviews²³

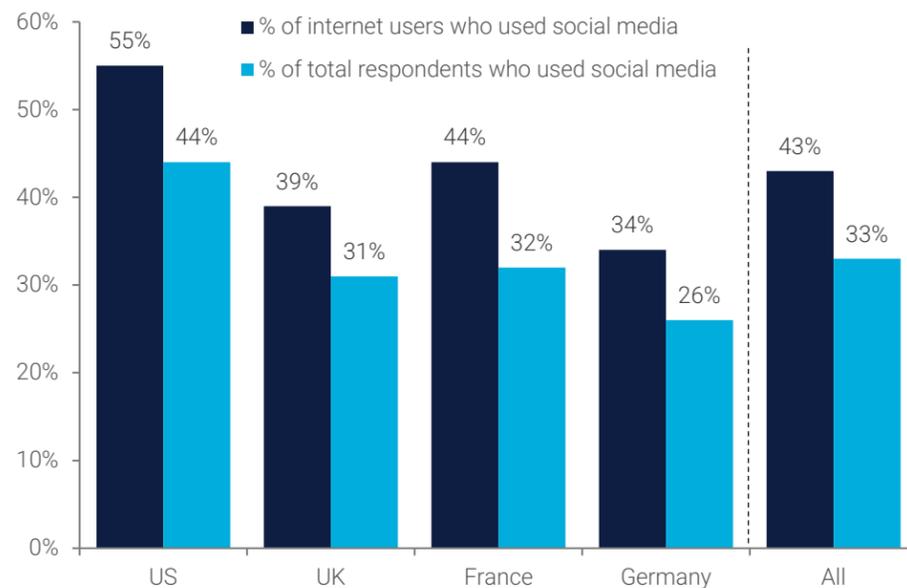
>50% of consumers will not purchase from a travel brand with zero reviews²⁴

The role of social media in travel

Social media platforms are important for sharing information that supports growth in the global travel and tourism industry. This is true across advanced and emerging economies. In the fast-growing markets of India and South Korea, which are expected to achieve outbound growth of 9% and 8% per year over the next five years, social media content is especially powerful in shaping travel decisions. Meanwhile, established markets also rely on this content, with nearly 40% of European travellers and over half of American travellers indicating they used social media when planning their last international trip.

Use of social media to plan last international trip

%, by key outbound market



Source: Tourism Economics / YouGov

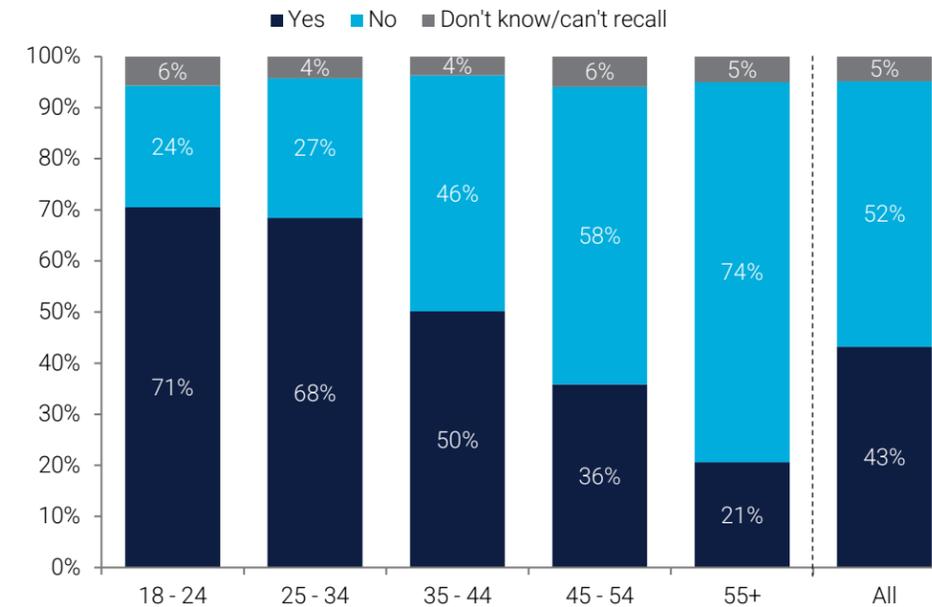
There was high usage of social media across most age groups with 43% indicating they relied on social media information when planning their last international trip.

However, social media is particularly important among younger generations, who are increasingly reshaping and transforming the travel landscape. Those aged 18-34 were significantly more likely than other generations to depend on social media content when planning travel.

This important finding reinforces the need for destinations to embrace the opportunities that digital content via social media can create during the integral dreaming and planning stages of the traveller journey.

Use of social media to plan last international trip

%, by age group

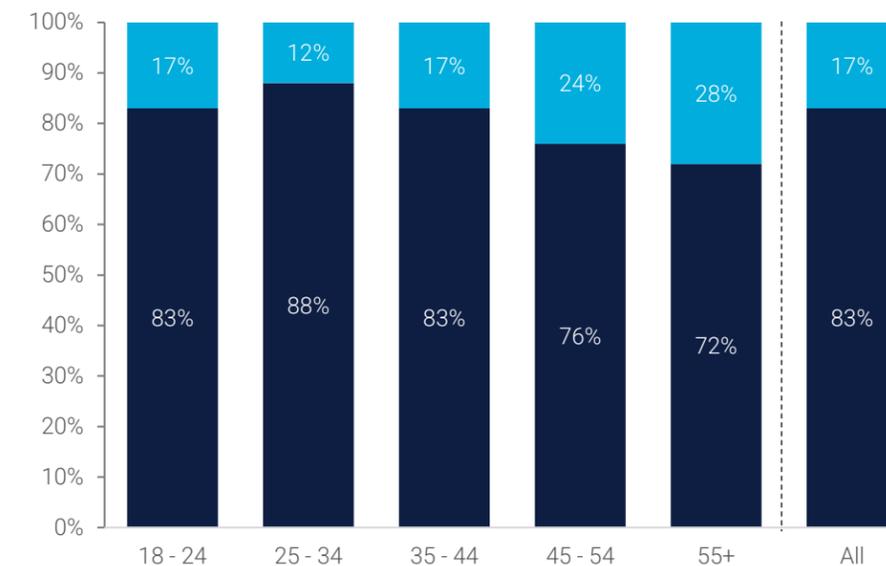


Source: Tourism Economics / YouGov

As well as being a popular source of information for travel planning, social media content is also influential and impactful in the travel planning process. The overall net importance of social media—the proportion of respondents that considered social media content fairly or very important in influencing their travel destination choice—was 83%. Whereas only 17% indicated that social media was not important in their travel choices. Although overall it was important for both younger and older audiences, lower shares considered it to have been unimportant in the under-45 cohorts.

Importance of social media content on travel decision

%, Overall and by age group



Source: Tourism Economics / YouGov

■ Important ■ Not important

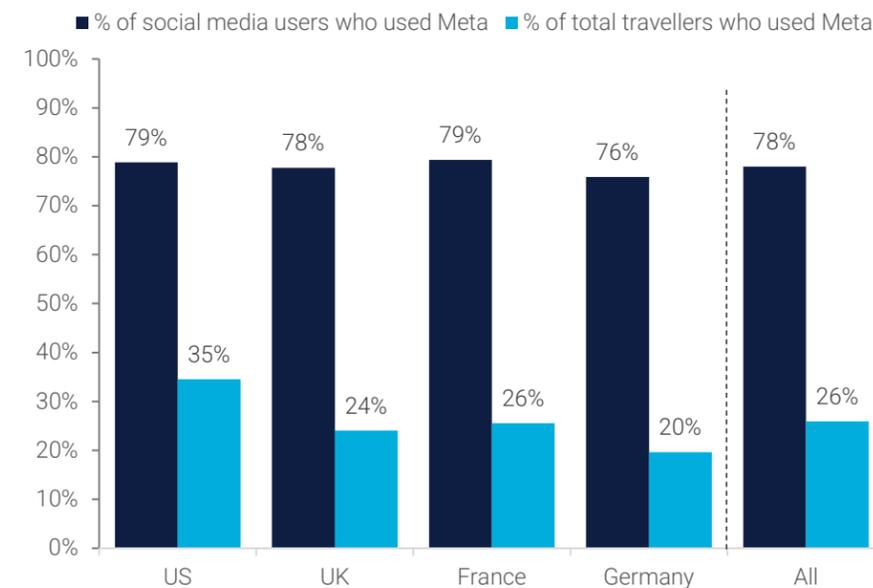
Meta platforms lead across demographics

Meta platforms, which include Facebook, Instagram, Messenger, WhatsApp, and Threads among others, constitute one of the largest digital media ecosystems globally. As of Q2 2025, Meta had Daily Active People (DAP) of nearly 3.5 billion people and nearly 4 billion Monthly Active People (MAP). Consequently, these platforms provide a portal for the global tourism industry to reach nearly half of the world's population. Reflective of this dominance, Meta platforms such as Facebook and Instagram account for the lion's share of social media channels used by modern travellers, according to our research.

Collectively, across the four key outbound markets surveyed, these platforms were used by more than three quarters of those who consumed social media content while planning their last international trip. This represented more than one in four of all travellers, although there were some variations across the markets. Taken as a whole, the findings reveal huge potential for the industry to use Meta's digital tools as an effective and powerful channel to generate engagement.

Use of Meta platforms to plan last international trip

%, by key outbound market

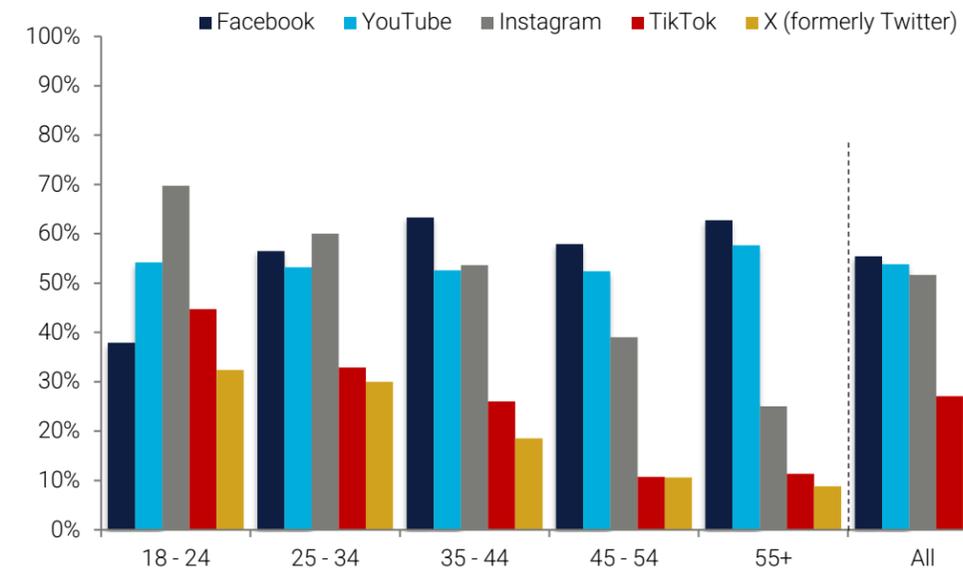


Source: Tourism Economics / YouGov

However, different demographics display unique preferences for engaging with social media content. This highlights the need for a broad suite of platforms which appeal to a diverse network of would-be travellers. Instagram is disproportionately important for younger audiences, with those aged 18-34 more than twice as likely to refer to content on Instagram than the 55+ age cohort. This is likely due to increased video content shared through this platform, which younger audiences are typically more drawn to. Meanwhile, Facebook is relied upon more by older travellers aged 55 or above.

Main social media platforms used

Top five overall by age cohort (%)



Source: Tourism Economics / YouGov

This section has outlined that the travel industry presents significant opportunities for economic growth. Our research has revealed that a key conduit to enable this is social media content, which is regularly used and impactful in driving travel decisions.

This underlying importance coupled with the diversity of their offering—as Facebook and Instagram appeal to different demographic segments—is driving travel activity and generating significant returns on investment for the industry which leads to sizeable economic impacts.

Social Media in Travel Summary



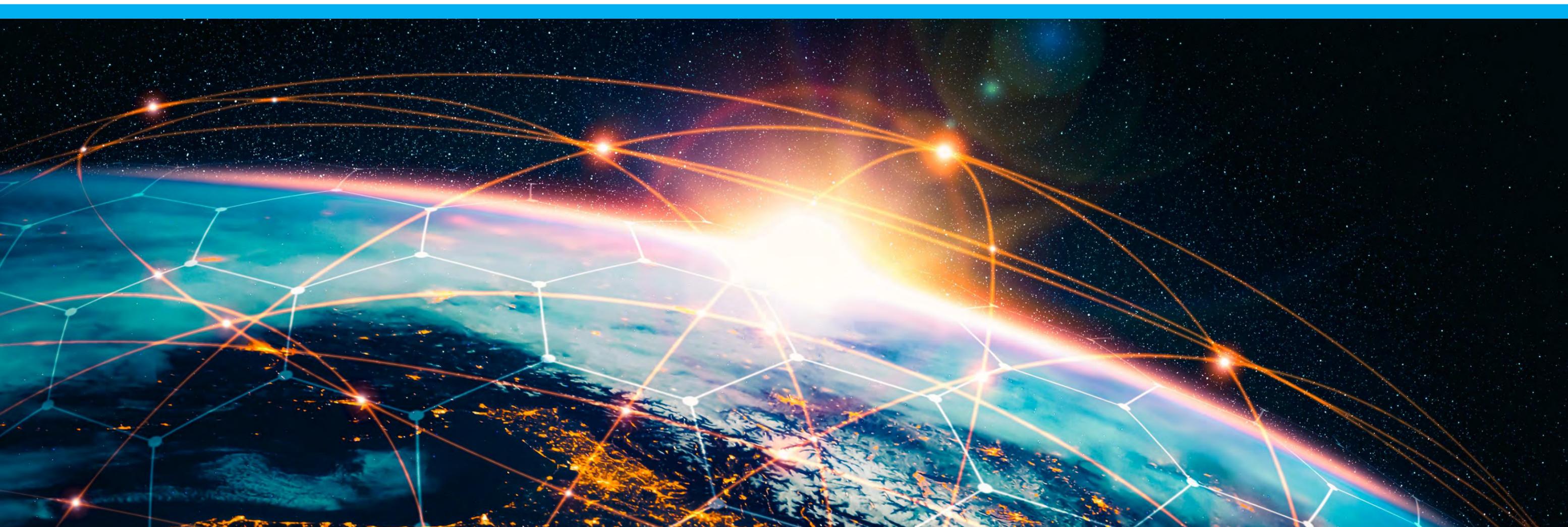
3 most common information source used to plan international trips

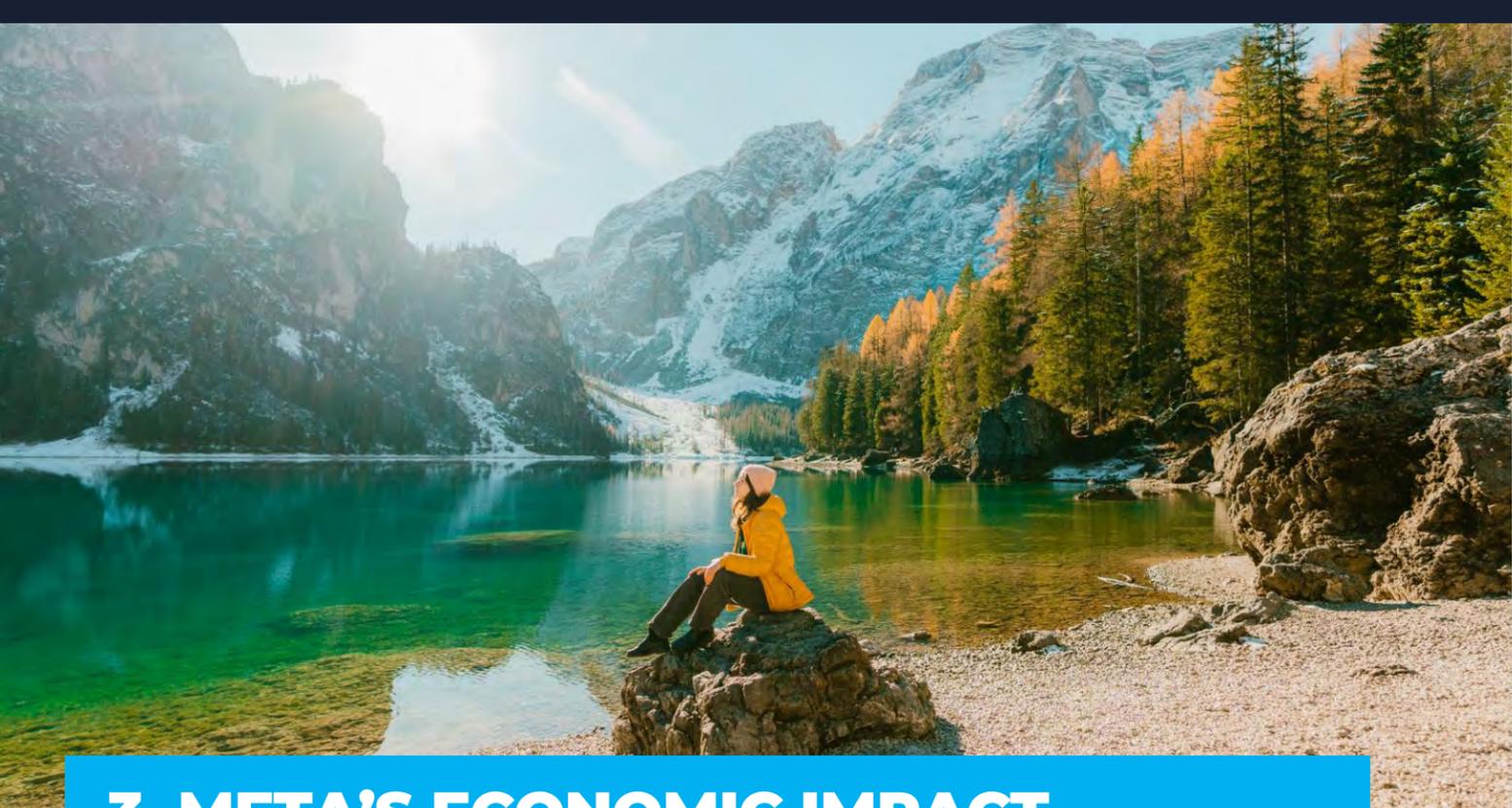
Used by **33%** of all travellers and **43%** who used the internet to plan an international trip



Considered an important source which influenced travel decisions among **83%** of users

META'S ECONOMIC IMPACT





3. META'S ECONOMIC IMPACT

Introduction

Over the past decade, Meta has changed how information is delivered and how businesses connect with audiences, with AI becoming an increasingly important element in this process. These developments have improved user experiences and introduced new ways for the travel industry to engage with consumers. In the tourism sector, businesses and destinations are making use of digital tools that allow for more targeted and efficient advertising.

As digital content plays a more powerful role shaping travel behaviour, Meta's sophisticated business tools are achieving significant returns on investment for the travel industry. These economic benefits have additional far-reaching benefits for national economies.

Meta's platforms provide practical benefits to the tourism sector across several areas, including enhanced advertising solutions, desired audience targeting, creative optimisation, and accurate performance measurement. Together, these functions enable businesses to reach audiences more effectively, tailor their content, and evaluate the outcomes of their investment in Meta advertising.

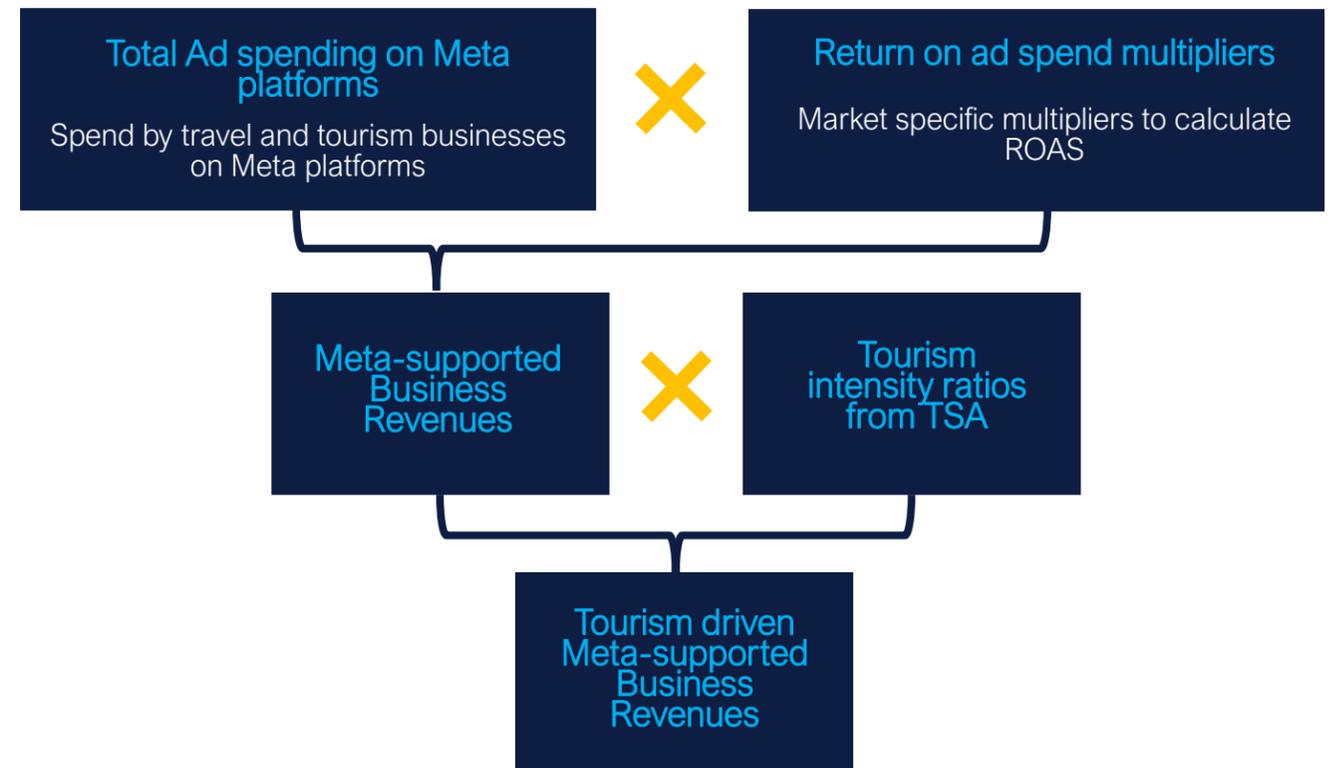
Return on Ad spend modelling

This report quantifies the economic impact of tourism driven Meta-supported business revenue in the US, UK, and EU27. The analysis begins by estimating the return on advertising spend (ROAS) in terms of the additional revenue generated. To conduct this analysis, we applied multipliers based on research published by the National Bureau of Economic Research and validated by Meta's economic research team.⁹ These multipliers originate from a large-scale randomised controlled trial that replicated methodologies developed in collaboration with UC Berkeley. They capture how each unit of advertising spend on Meta platforms translates into additional business revenue within each market.

Applying ROAS multipliers to total ad spend in each market provides the resulting revenue for travel and tourism businesses. While this reflects Meta-supported business revenue at the whole-economy level, our analysis focuses on isolating the portion of this return that is specifically attributable to tourism and excluding resident spending.

To isolate tourism's specific contribution, we integrated official Tourism Satellite Accounts (TSA).¹⁰ This allows us to link advertising-driven activity to the portion of business sales and GDP directly attributable to tourism within each sector. The result is tourism driven Meta-supported business revenue, which serves as the primary input for our wider economic impact model.

Impact Assessment Methodology



Economic Impact Modelling

For a complete assessment of the importance of advertising on Meta platforms to tourism businesses, the impact of additional tourism business revenue supported by Meta is translated into employment, GDP, income and tax impacts.

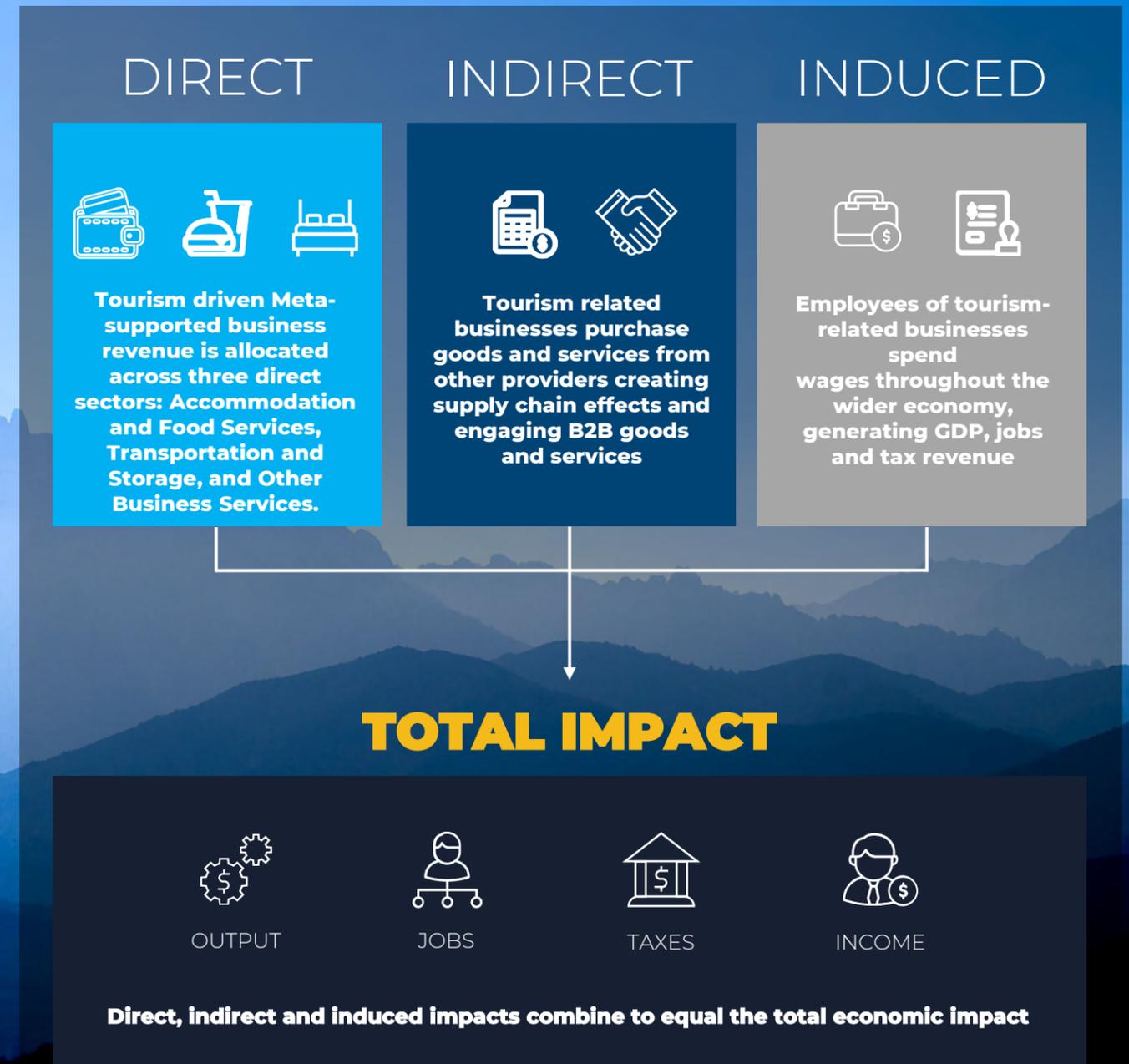
The assessment starts by examining tourism driven Meta-supported business revenue. We then use supply and use tables to map these impacts to the most relevant International Standard Industrial Classification of All Economic Activities (ISIC) sectors, such as Accommodation and Food Services, Transportation and Storage, or Other Business Services. We also consider the downstream effects of this injection of output into each economy. Total economic activity can be grouped into three core channels of activity: direct, indirect, and induced.

- Additional revenue from ROAS supports a proportion of output, GDP, jobs, income and taxes within each tourism characteristic sector – described as the **direct impact**.
- Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production, generating a knock-on supply effect or **indirect impact** on the economy.
- Lastly, the **induced impact** is generated when employees whose wages are generated either directly or indirectly by travel and tourism, spend those wages in the local economy.

The sum of these three channels makes up the total economic impact which is be quantified in terms of:

- **Output**—this consists of those goods or services that are produced by a company or industry. To calculate output, we add together the value of the inputs used in the production process including labour, capital, and intermediate goods and services. Output is closely linked to turnover.
- **GDP**—the gross-value added contribution to GDP. This reflects the value (after accounting for costs) that a business or sector receives for producing goods and services. This value is distributed between wages and profits.
- **Employment**—the number of jobs supported.
- **Taxes**—government revenues collected from taxes on income and profits, social security contributions, and taxes levied on goods and services.²⁵

Economic Impact Framework



Total return on ad spend from Meta platforms

Meta plays a significant role in promoting tourism and helping tourism businesses promote their goods and services on Meta platforms through advertisements. This report quantifies the economic impact of advertising spend by travel and tourism businesses in the US, UK, and EU27 supported by Meta. Travel and tourism businesses include restaurants, accommodation, travel services (agencies, guides, OTAs), transport providers (air, rail, auto rental, ride sharing/taxis, cruises, marine), and related tourism services.

The tourism driven Meta-supported business revenue for travel and tourism businesses is estimated at \$4.2 billion in the US, \$3.6 billion in the EU27, and \$0.6 billion across the UK. To ensure accuracy, impacts associated with residents were excluded, and only tourism-driven contributions were isolated from the total Meta-supported business revenue using tourism intensity ratios derived from Tourism Satellite Accounts (TSA). Tourism driven Meta-supported business revenue is the main input into the modelling, which in turn drives broader economic impacts in the form of economic output, GDP, employment and tax revenues.

Summary tourism driven Meta-supported business revenue, 2024



\$4.2B

United States



\$3.6B

EU27

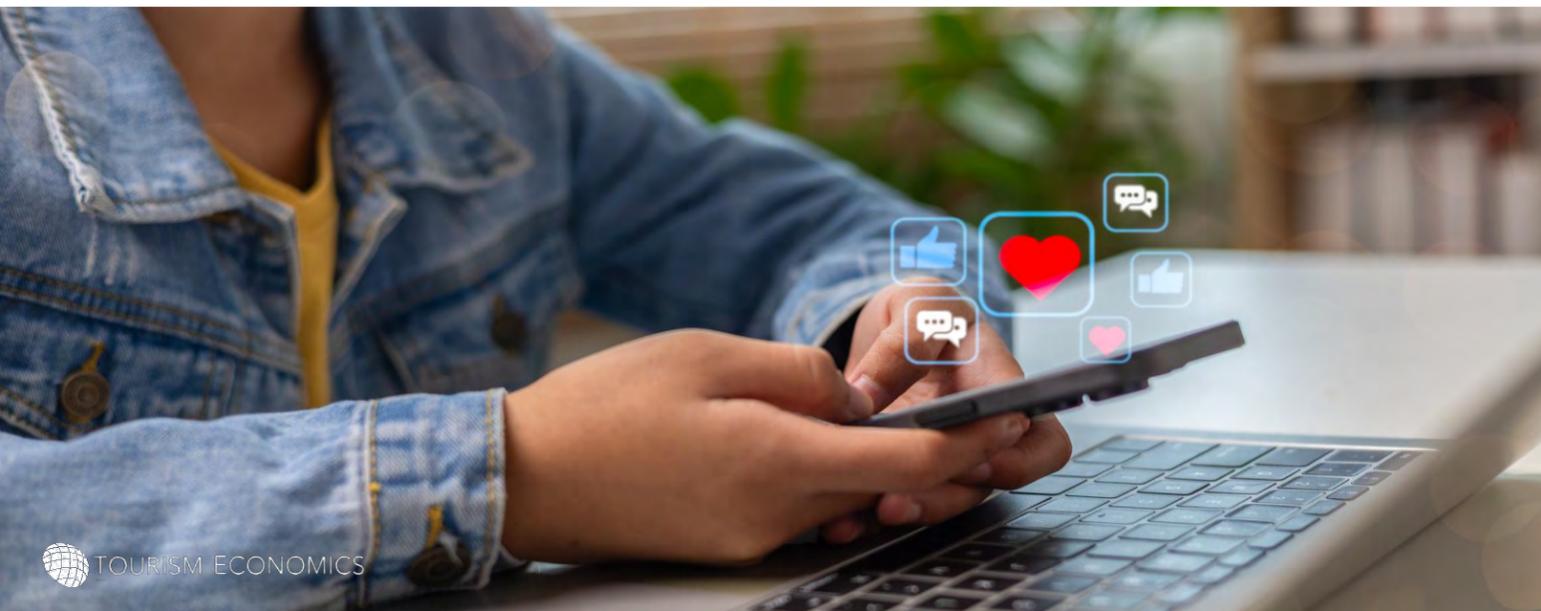


\$0.6B

United Kingdom



Travel and tourism businesses in the US, EU27, and UK gained \$4.2 billion, \$3.6 billion, and \$0.6 billion, respectively, in additional revenue supported by Meta advertising.



THE UNITED STATES



Economic impacts of tourism business revenue: United States

The additional tourism driven Meta-supported business revenue generated **\$10.3 billion in economic output in the United States.**

In 2024, in the United States the travel and tourism industry generated an additional \$4.2 billion in tourism business revenue, which is linked to a total economic output of \$10.3 billion. This figure includes indirect impacts of \$3.0 billion and induced impacts of \$3.1 billion. This level of economic output translates to a \$5.6 billion contribution to GDP. Of this amount, \$2.2 billion was directly linked to increased revenue from travel and tourism businesses, while indirect impacts accounted for \$1.6 billion, and induced impacts generated \$1.8 billion. These economic contributions supported nearly 46,000 jobs and resulted in \$1.1 billion in tax revenues.

The two sectors with the greatest employment impact are accommodation and food & beverage services and transportation and storage, together accounting for 28,000 jobs.

Summary economic impacts of Meta-supported tourism business revenue

(\$ billions and number of full-time and part-time jobs, 2024)

Metric	Direct Impacts	Indirect Impacts	Induced Impacts	Total Impacts
Output	4.2	3.0	3.1	10.3
GDP	2.2	1.6	1.8	5.6
Tax	0.5	0.3	0.3	1.1
Employment (000s)	25.8	8.6	11.2	45.6

Source: Tourism Economics

Note: Totals may not sum due to rounding.

Summary Economic Impacts, United States, 2024



\$10.3B

Output
Impact



\$5.6B

GDP impact



\$1.1B

Taxes
generated



46,000

Jobs
supported

Economic impacts from Meta-supported tourism business revenue by industry (\$ millions), 2024

United States	Output	GDP	Tax	Employment (000s)
Total Impacts, All Industries	10,263	5,631	1,083	45.6
By Industry				
Agriculture, forestry and fishing	141	60	12	0.5
Mining and quarrying	109	79	10	0.0
Manufacturing	1,212	422	69	1.9
Utilities	122	78	19	0.3
Construction	7	4	1	0.0
Wholesale and retail trade	703	437	63	2.8
Transportation and storage	1,684	868	248	10.7
Accommodation and food & beverages	2,578	1,362	263	16.8
Communications	306	170	24	0.5
Financial and insurance activities	560	325	52	1.3
Real estate activities	706	512	76	0.5
Professional services	1,321	804	136	5.2
Public admin. and defence	121	75	6	0.2
Education	182	135	34	1.4
Healthcare services	399	234	60	2.7
Arts and entertainment	108	63	10	0.6
Other services	4	4	0	0.0

Source: Tourism Economics

Note: Totals may not sum due to rounding.

EU27



Economic impacts of tourism business revenue: EU27

The additional tourism driven Meta-supported business revenue generated \$7.5 billion in economic output in the EU27.

In 2024, in the EU27 the travel and tourism industry generated an additional \$3.6 billion in tourism business revenue, which is linked to a total economic output of \$7.5 billion. This figure includes indirect impacts of \$2.4 billion and induced impacts of \$1.4 billion. This level of economic output translates to a \$3.7 billion contribution to GDP. Of this amount, \$1.8 billion was directly linked to increased revenue from travel and tourism businesses, while indirect impacts accounted for \$1.1 billion, and induced impacts generated \$0.7 billion. These economic contributions supported 45,000 jobs and resulted in \$1.1 billion in tax revenues.

The two sectors with the greatest employment impact are accommodation and food & beverage services and professional services, together accounting for 26,000 jobs.

Summary economic impacts of Meta-supported tourism business revenue

(\$ billions and number of full-time and part-time jobs, 2024)

Metric	Direct Impacts	Indirect Impacts	Induced Impacts	Total Impacts
Output	3.6	2.4	1.4	7.5
GDP	1.8	1.1	0.7	3.7
Tax	0.6	0.3	0.2	1.1
Employment (000s)	25.4	12.1	7.3	44.8

Source: Tourism Economics
Note: Totals may not sum due to rounding.

Summary Economic Impacts, EU27, 2024



\$7.5B

Output
Impact



\$3.7B

GDP impact



\$1.1B

Taxes
generated



45,000

Jobs
supported

Economic impacts from Meta-supported tourism business revenue by industry (\$ millions), 2024

EU27	Output	GDP	Tax	Employment (000s)
Total Impacts, All Industries	7,476	3,679	1,114	44.8
By Industry				
Agriculture, forestry and fishing	132	57	6	1.1
Mining and quarrying	9	4	1	0.0
Manufacturing	874	235	104	2.6
Utilities	194	70	18	0.3
Construction	84	33	12	0.4
Wholesale and retail trade	515	287	83	3.7
Transportation and storage	1,062	442	146	4.5
Accommodation and food & beverages	2,419	1,239	373	19.2
Communications	165	80	25	0.7
Financial and insurance activities	230	115	38	0.7
Real estate activities	381	292	30	0.3
Professional services	1,033	570	191	7.0
Public admin. and defence	22	16	5	0.2
Education	22	18	7	0.3
Healthcare services	239	162	62	2.9
Arts and entertainment	86	51	16	0.9
Other services	8	8	0	0.0

Source: Tourism Economics
Note: Totals may not sum due to rounding.

THE UNITED KINGDOM



Economic impacts of tourism business revenues: United Kingdom

The additional tourism driven Meta-supported business revenue generated \$0.6 billion in economic output in the United Kingdom.

In 2024, in the United Kingdom the travel and tourism industry generated an additional \$0.6 billion in tourism business revenue, which is linked to a total economic output of \$1.4 billion. This figure includes indirect impacts of \$0.4 billion and induced impacts of \$0.3 billion. This level of economic output translates to a \$0.7 billion contribution to GDP. Of this amount, \$0.3 billion was directly linked to increased revenue from travel and tourism businesses, while indirect impacts accounted for \$0.2 billion, and induced impacts generated \$0.2 billion. These economic contributions supported nearly 9,000 jobs and resulted in \$0.2 billion in tax revenues.

The two sectors with the greatest employment impact are accommodation and food & beverage services and professional services, together accounting for 5,000 jobs.

Summary economic impacts of Meta-supported tourism business revenue

(\$ billions and number of full-time and part-time jobs, 2024)

Metric	Direct Impacts	Indirect Impacts	Induced Impacts	Total Impacts
Output	0.6	0.4	0.3	1.4
GDP	0.3	0.2	0.2	0.7
Tax	0.1	0.1	0.0	0.2
Employment (000s)	5.3	2.1	1.6	8.9

Source: Tourism Economics

Note: Totals may not sum due to rounding.

Summary Economic Impacts, United Kingdom, 2024



\$1.4B

Output
Impact



\$0.7B

GDP impact



\$0.2B

Taxes
generated



9,000

Jobs
supported

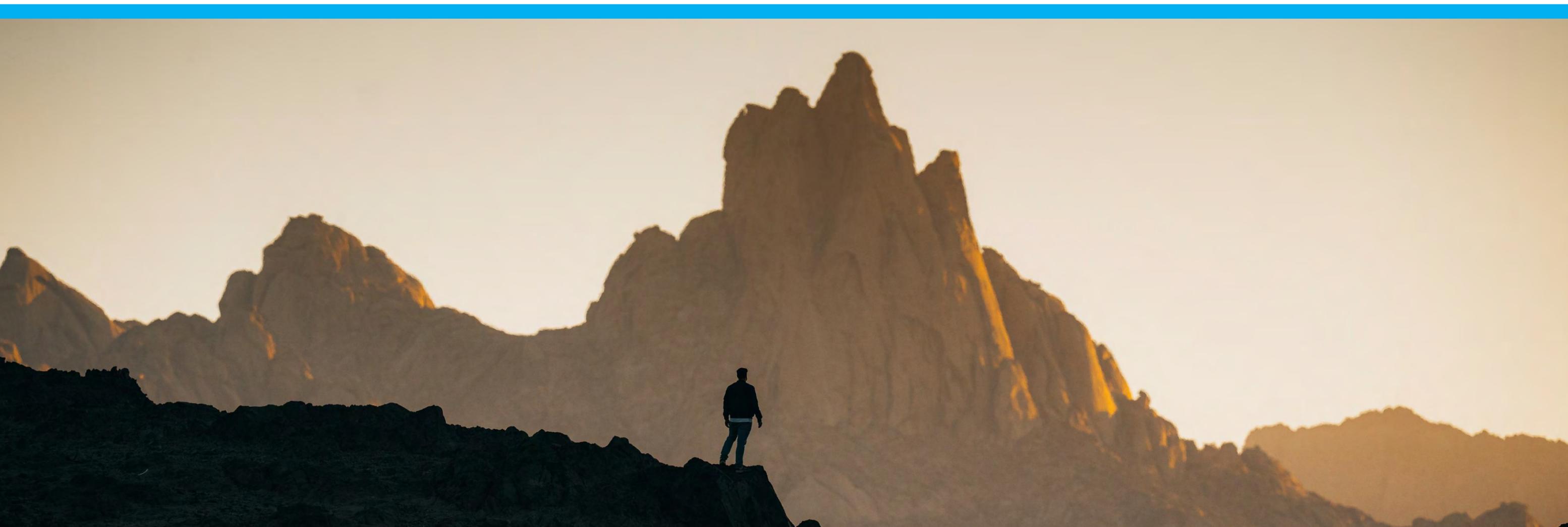
Economic impacts from Meta-supported tourism business revenue by industry (\$ millions), 2024

United Kingdom	Output	GDP	Tax	Employment (000s)
Total Impacts, All Industries	1,387	725	184	8.9
By Industry				
Agriculture, forestry and fishing	13	5	1	0.1
Mining and quarrying	4	2	0	0.0
Manufacturing	106	36	10	0.3
Utilities	46	14	3	0.1
Construction	31	12	4	0.1
Wholesale and retail trade	126	69	18	0.8
Transportation and storage	154	71	25	0.8
Accommodation and food & beverages	467	243	65	4.3
Communications	38	22	5	0.1
Financial and insurance activities	53	24	7	0.1
Real estate activities	89	70	3	0.1
Professional services	183	108	29	1.3
Public admin. and defence	2	1	0	0.0
Education	6	5	1	0.1
Healthcare services	47	28	8	0.5
Arts and entertainment	21	13	3	0.2
Other services	2	2	0	0.0

Source: Tourism Economics

Note: Totals may not sum due to rounding.

Destination Marketing – Key Recommendations





4. DESTINATION MARKETING – KEY RECOMMENDATIONS

Introduction

Social media has fundamentally transformed the traveller's journey, influencing every stage from inspiration and planning to booking and sharing experiences. For tourism boards, this shift presents a significant economic opportunity, particularly when fully leveraging digital platforms like Meta. By adopting a holistic approach to digital marketing, tourism boards can boost visitor engagement and drive tangible economic benefits throughout the traveller's journey.

In collaboration with Meta, a set of key recommendations has been developed to help tourism boards unlock this potential. These include harnessing artificial intelligence (AI) to personalise travel experiences and promoting a holistic national storytelling strategy to deliver a consistent, clear message and a unique value proposition for a destination. Moreover, unlocking the power of content creators can extend reach and attract new audiences. Further opportunities exist in deepening engagement through business messaging, providing high-touch and interactive channels throughout the traveller's journey. Embracing emerging technologies such as augmented and virtual reality (AR/VR) can enrich the visitor experience with immersive interactions. Finally, developing data-driven digital campaigns with diverse creative assets, alongside short-form video formats like Reels, can amplify the reach and effectiveness of destination marketing efforts.

Key recommendations include:

1. Harness the power of AI
2. Promote a holistic national storytelling across the ecosystem
3. Unlock the creator effect
4. Deepen user engagement through business messaging
5. Diversify the creative offering
6. Leverage short form video (Reels)
7. Transform customer journey with emerging tech (AR/VR)
8. Adopt a data-driven approach to tourism marketing

Each recommendation will be examined individually, and where relevant, case studies will be provided to highlight the context, solutions, and outcomes of their adoption.

1. Recommendation: Harness the power AI

AI technology is changing how it delivers advertisements to users, which has significant implications for the travel and tourism industry.

Leveraging AI, advertisers on digital platforms can reach target audiences with enhanced precision and relevance. For example, Meta's AI-powered ad delivery system can identify travellers interested in a particular destination or activity and serve them personalised ads catering to their preferences. This enhances the user experience and increases the effectiveness of advertising campaigns. Travellers are more likely to engage with ads that align with their interests, leading to higher conversion rates and increased bookings. When adopting AI, tourism and travel partners should consider key factors, including data quality, audience segmentation and ad creative optimisation, to ensure maximum return on investment from their AI-driven advertising efforts.

Today, around half of Instagram is AI-recommended. AI-driven recommendations have changed how content is consumed, exposing users to a wide range of content from unfamiliar sources. With this new capability of developing timely, relatable and shareable content, creators can capitalise on this new consumption mode and attract new followers. Businesses can benefit from this phenomenon by partnering with creators to create content with broad appeal to attract new consumers who are open to discovering content from new accounts and brands.

Case Study: Barceló Hotel Group

Context

Barceló Hotel Group is Spain's second-largest hotel group and one of the thirty largest globally in terms of room numbers. Headquartered in Mallorca, it operates 208 urban and holiday hotels, all rated 4-star and 5-star, offering a variety of experiences. The group has more than 62,000 rooms across 25 countries and markets its properties under four international brands.

Solution

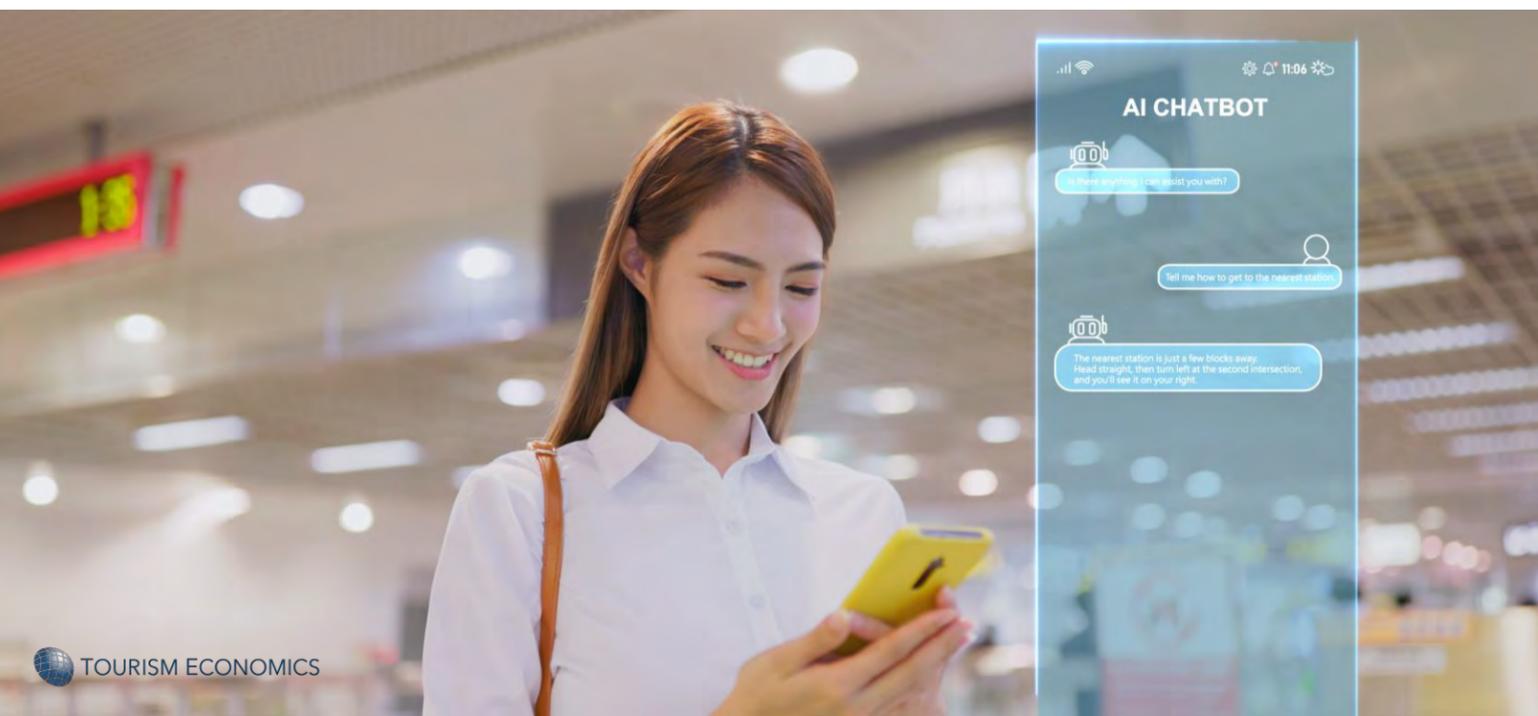
To boost online bookings for its hotels during the summer holiday season, Barceló Hotel Group leveraged Meta AI. Traditionally, the group had set up its ad campaigns on Facebook and Instagram manually. However, to create a more efficient campaign and increase online bookings, they tested a Meta Advantage+ shopping campaign.²⁶

Advertisers adopting this advanced solution benefit from using artificial intelligence and machine learning to automate, simplify and streamline the campaign creation and management processes. Advantage+ shopping campaigns enable advertisers to achieve better performance, greater personalisation and higher productivity. Globally, on average, Advantage+ drives ROAS improvements of 22%.¹⁶

Results

An assessment of the campaign revealed the following findings:

- A 31% reduction in the cost per booking purchase when using an automated Advantage+ shopping campaign compared to the traditional manual campaign setup.
- A 29% increase in purchase volume when utilising an automated Advantage+ shopping campaign compared to the usual manual campaign setup.
- A 35% decrease in the cost per checkout initiation when implementing an automated Advantage+ shopping campaign versus the standard manual campaign setup.²⁷



Barceló achieved a 29% increase in purchase volume when using an automated **Advantage+** shopping campaign

Case Study: Royal Commission for AlUla

Context

The Royal Commission for AlUla (RCU), founded in 2017, is a Saudi government organization focused on developing and preserving AlUla's cultural heritage and natural beauty. It aims to make AlUla a global destination for history, tourism, and sustainability, while supporting local communities and environmental conservation.

Solution

To boost awareness of AlUla's profile as a year-round cultural and heritage tourism destination, RCU invested in automated Meta Advantage+ sales campaigns, similar to the Barceló Hotel Group.²⁸

Leveraging Advantage+, RCU developed a strategic marketing approach that optimized the platform's tools for awareness, consideration, and conversions, using a variety of creative ads to enhance brand visibility, engage audiences, and drive bookings.

The ads showcased AlUla's natural environment, summertime attractions, events and hotel promotions. They also provided messaging to entice viewers to visit the destination, with emphasis on attending concerts and participating in adventure-related activities.

Results

An evaluation of the campaign using Meta's Search Lift methodology revealed the following:

- Brand awareness increased 13%.
- There was an uplift in ad recall of 15%.
- The volume of brand searches rose 40%.

Case Study: Travelist

Context

Travelist, part of the global Secret Escapes group, is a Polish hotel booking platform that offers its members exclusive discounts and promotions on travel services. Founded in 2013, Travelist partners with various travel companies to provide members with access to hotels and holiday packages.

Solution

Travelist aimed to understand how its Meta ads influenced website traffic and bookings, including visits from Google paid and organic search as well as direct traffic.²⁹ To do this, it ran various Meta ad campaigns focused on driving traffic, sales, leads, and awareness, including Advantage+ sales campaigns with Advantage+ catalogue ads. These ads targeted adults in Poland with relevant interests and lookalike audiences similar to existing customers.

To gain a more accurate picture of Meta's impact beyond last-click attribution, Travelist implemented custom web conversions and used a Conversions API integration to accurately track search traffic. They then conducted a Meta Conversion Lift test with search lift methodology to measure the campaign's influence on search traffic and other outcomes.

Results

An assessment of the campaign revealed the following:

- Website traffic increased with Google paid search traffic increasing 22%, organic search traffic increasing 25%, and direct visits to the website rising 18%.
- There was a 19% increase in purchases.



Case study: Ouigo

Context

Ouigo is a low-cost train service operated by the French national railway company SNCF. It aims to provide accessible and affordable transportation for budget-conscious travelers. Ouigo offers discounted fares to more than fifty destinations across France on both high-speed and standard trains. August is the peak holiday month in France, and Ouigo wanted to implement a cost-efficient advertising campaign to increase awareness of its app among budget travelers during this period.

Solution

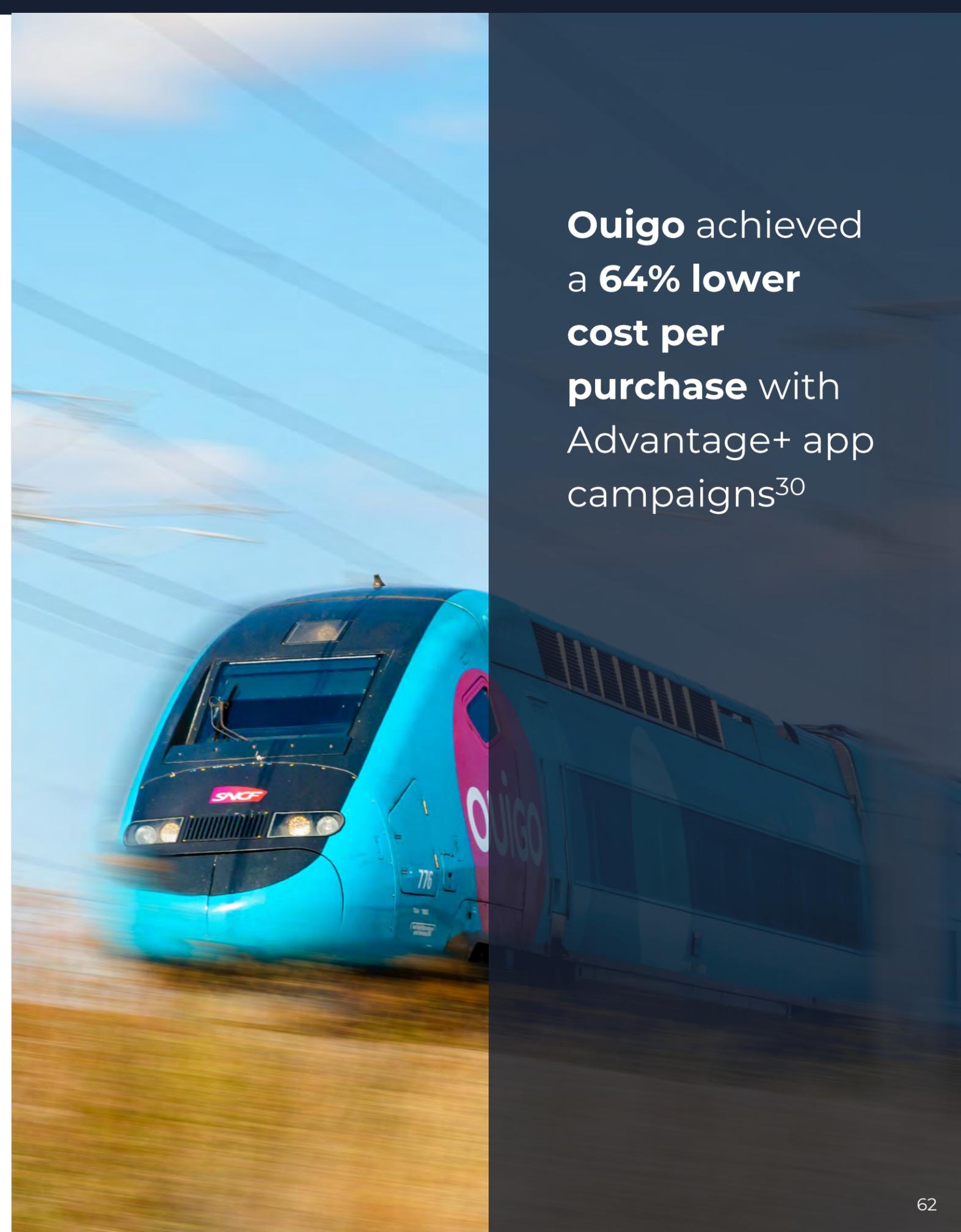
In the past, Ouigo concentrated on manual app ads on Facebook and Instagram, where its team had to manually input and select its specific target audiences, budgets, ad creatives, and placements during the campaign setup. However, for its 2023 campaign, it decided to test the automated power of Advantage+.

The mobile-friendly ad creative showcased how easy it is for travellers to use Ouigo's app to book affordable tickets for train travel from their mobile devices.

Results

Ouigo determined the results of its August 9–31, 2023 campaign using reporting data from an A/B test in Meta Ad Manager, which revealed:

- 27% lower cost per install with Advantage+ app campaigns, compared to its usual manual app ad campaigns
- 64% lower cost per purchase with Advantage+ app campaigns, compared to its usual manual app ad campaigns



Ouigo achieved a **64% lower cost per purchase** with Advantage+ app campaigns³⁰

2. Recommendation: Promote a holistic national storytelling across the ecosystem

Destinations should consider developing national storytelling narrative that involves private and public sectors, avoiding narrative fragmentation. The approach to national branding should be ongoing and not depend only on one-off events and conferences to promote the destination and increase awareness.

National tourism boards and DMOs can be key in "upper-funnel" awareness and familiarity campaigns. Meanwhile, private sector businesses, such as airlines, hotels, and resorts, can concentrate on consideration and conversion campaigns that lead to tourists purchasing airline tickets, booking accommodations, or buying local experiences.

Coordination between the private and public sectors is key to organising demand-generation activities. These activities can include targeting high-value tourism source markets with supply-side dynamics (e.g. hotel room vacancy, direct flights for high-value travel corridors) to avoid mismatches between demand and supply.

When destinations and businesses collaborate to share content, they create a broader and more impactful narrative for the destination. The compelling and relevant nature of this content fosters a virtuous cycle, encouraging more users to share it.

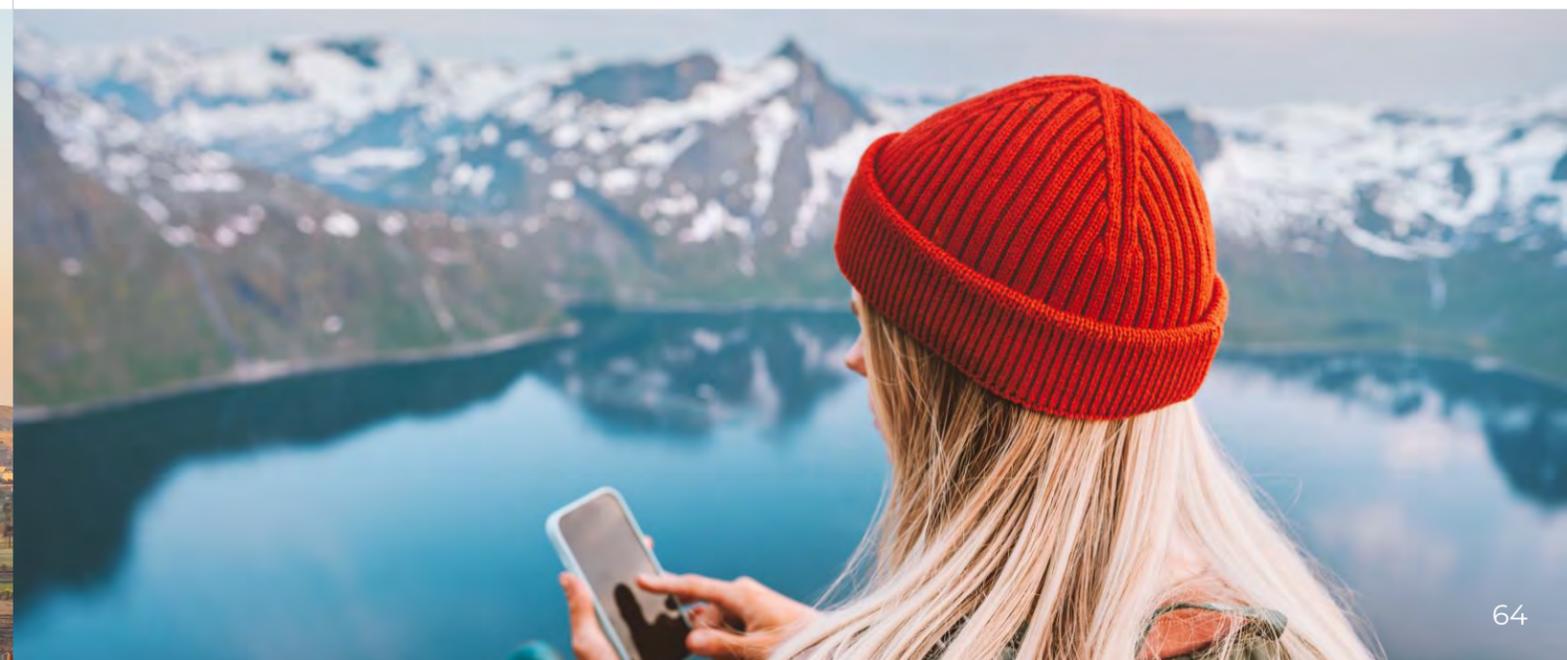
3. Recommendation: Unlock the creator effect

Creators play a crucial role in shaping the culture and language of digital platforms. They are the driving force behind new trends and inspire users around the globe. Often viewed as trusted advisors, they produce relatable, engaging, and uplifting content. Three types of content creators are broadly supporting growth on digital platforms.

- **Personality-first creators:** These creators excel at producing relatable and engaging content for their communities.
- **Hybrid creators:** They develop more advanced skills and push the boundaries of formats like video.
- **Craft creators:** These creators are pushing the limits with highly technical skill sets, working with AI and AR to elevate their digital craft.

Currently, 60% of time spent on Facebook and Instagram involves video content, and approximately 50% of the time spent on Instagram is dedicated to Reels.³¹ Brands that want to keep pace with these changes can benefit significantly from partnering with creators who inherently understand the latest trends and audience preferences. By leveraging their expertise, brands can harness the power of short-form video and engage with audiences in an authentic and engaging manner.

For example, running creator partnerships on Meta platforms in a paid ad format combines the authentic storytelling and relatable content of creators with the scale of Meta's audience and its AI-driven advertising ecosystem. This approach can drive results from initial discovery to final purchase.





2023: **2 trillion minutes** interacting with Meta creator content globally³²

Partnership ads result in an increase in click-through rates of **53%**³³

People spend their time and money with creators across Meta technologies



minutes were spent with creator content globally across Meta technologies in 2023.³⁴



of consumers make a purchase within a couple of days after seeing creator content on Meta technologies.³⁵



would consider switching brands when a product is promoted by a creator they follow.³⁶



Mix in creators to your always-on to maximize performance³⁷

By adding partnership ads to always-on ad strategies:

↓ **19%**
reduction in CPAs

↑ **53%**
higher click-through rate

4. Recommendation: Deepen user engagement through business messaging

Consumers are now accustomed to seamless travel experiences from start to finish. Travellers often seek single conversation that encompasses everything from discovering products to making purchases and receiving support. Traditional channels often focus on singular aspects of travel planning and lack seamless integration. However, combining automation with human agents offers both a personal touch and scalability.

A recent business messaging usage survey by Kantar found that:

- 72% of online adults globally, agree that messaging is their preferred way of communicating with a business.
- 79% of online adults globally, message with a business at least once a week.
- 77% of online adults globally say they feel more connected with a business when they can message them directly.³⁸

At every stage of the travel journey, business messaging can play a pivotal role in unlocking cost savings and new revenue opportunities while emphasizing customer retention.

Case Study: Visit Valencia

Context

The Fallas festival in Valencia is one of the largest festivals in the region. In 2016, it was designated as a UNESCO Intangible Cultural Heritage of Humanity. Each year, around a million people visit the city during the festival period. While the main events attract large crowds, smaller events at the festival are often overlooked.

Solution

By consolidating all Las Fallas festival events from 400 sources onto WhatsApp, the Visit Valencia Foundation made information available to thousands of visitors in nine languages. This solution reduced costs, engaged tourists and diversified participation by exposing more hidden local attractions.³⁹

Results

Analysis of this campaign revealed:

- 41 times increase in customer engagement;
- 82% re-engagement with repeat visits on WhatsApp;
- 99% cost savings per interaction on WhatsApp.



CASE STUDY – VISIT VALENCIA FOUNDATION

Visit Valencia Foundation

VLC VISIT VALENCIA

By consolidating all Las Fallas festival events from 400 sources on WhatsApp, the Visit Valencia Foundation made information available to thousands of visitors in nine languages. The solution reduced costs, engaged tourists, and diversified participation by exposing local attractions.

99%

cost savings per interaction on WhatsApp

82%

re-engagement with repeat visits on WhatsApp

41x

increase in customer engagement



Case Study: Club Med

Context

Club Med pioneered the concept of the all-inclusive resort experience and was the first company of its kind to incorporate childcare with the creation of 'Mini Club' in 1967. Today, Club Med owns or operates travel experiences in 40 countries. Just as the travel company has evolved, so has its approach to the booking of travel.

Traditionally, telephone calls have played a significant role in Club Med's traveller booking journey. Even though the corporate website generated high traffic volumes, customers often completed their booking journey via a call centre. Sometimes, long waiting times resulted in potential customers dropping off the call. Club Med wanted to create a more seamless booking experience that aligned with the needs and habits of modern travellers.

Solution

The company decided to add a WhatsApp button to its website, assisting prospective customers who were visiting the website but not booking.

After selecting the WhatsApp button on the site, visitors enter a WhatsApp conversation where they can complete their travel plans with just a few taps.

Results

- 10 times higher conversion rate from adding WhatsApp conversations compared to usual website booking experience in the same time period;
- 13% increase in leads from adding WhatsApp as a channel in countries where Club Med is not available by phone;
- 86% customer satisfaction rate among those booking with WhatsApp.



Adding the
**WhatsApp
button** to its
website yielded
a **ten times**
higher
conversion rate
for Club Med⁴⁰

5. Recommendation: Diversify the creative offering

In the current digital landscape, creative diversification is a key strategy for advertisers seeking to optimise their ad delivery and outcomes. Advertisers can capture audience attention and drive engagement by incorporating various creative assets into their campaigns. This approach enables advertisers to achieve better ad performance, increased conversions, and improved returns on investment.

For instance, Meta's suite of automation tools can be a valuable asset in supporting creative diversification. By leveraging Advantage+, advertisers can streamline their creative testing and optimisation processes, unlocking new opportunities for creative diversification.

Key features of Advantage+ include:

- **Automated Creative Testing:** Advantage+ allows advertisers to test multiple creative assets automatically, identifying top-performing combinations and optimizing campaigns for better results.
- **Dynamic Creative Optimisation:** Advantage+ uses machine learning algorithms to optimise creative elements such as images, videos, and text, ensuring that each ad is tailored to the individual user's preferences.
- **Creative Asset Customisation:** Advantage+ enables advertisers to customise creative assets for different placements, formats, and audiences, ensuring that each ad is optimised for maximum impact.
- **Real-time Performance Insights:** Advantage+ provides real-time performance insights, allowing advertisers to monitor and adjust their creative strategies on the fly.

Case Study: Finnair

Context

Finnair is the flag carrier and largest airline of Finland. Founded in 1923, Finnair operates a modern fleet of aircraft to over 130 destinations worldwide. As a member of the Oneworld alliance, Finnair aims to provide seamless connections and travel experiences for passengers.

Solution

Finnair was interested in understanding the influence and incremental effect that ads on Meta apps have on other channels, such as organic and paid search. The airline used a multi-objective campaign strategy supported by Meta's automation tools, creating tailored ad creatives for brand awareness, engagement, and sales.⁴¹

The airline also ran Advantage+ shopping and catalogue campaigns to reach audiences further along the travel decision process, with messaging focused on specific destinations and prices. Ads were shown to a broad international audience with interests in travel as well existing loyalty members. Finnair used the Advantage+ automated placement and budget optimisation features to distribute ads across Meta's platforms and allocate resources efficiently based on performance.

Results

Analysis of this campaign, based on a search lift methodology tracking customers' search visits, revealed:

- 16% of total paid searches were driven by Meta ads.
- 14% of total organic searches were driven by Meta ads.



6. Recommendation: Leverage short form video (Reels)

Short-form videos have become an important tool for marketers to capture users' attention and deliver engaging content. Reels offers a unique opportunity for travel and tourism brands to showcase their destinations, experiences and products in a visually appealing format.

Reels are designed to be short, snappy, and entertaining, making them ideal for capturing users' attention and encouraging engagement. They can help travel and tourism brands reach new audiences and increase their visibility on social media platforms. Reels provide a unique opportunity for brands to tell stories in a more immersive and engaging way, using a combination of video, music and text.

On Instagram, Reels has become the top travel-related activity, accounting for about half the time now spent on the platform. or best practices, travel businesses should:

- Keep Reels short, focused and to the point;
- Use high-quality visuals, including images and videos, to make Reels stand out;
- Add music and sound effects to enhance the viewer experience;
- Use text and captions to provide context and additional information;
- Experiment with formats, styles and content to find what works most effectively.



Case Study: flyadeal

Context

Founded in 2017 and headquartered in Jeddah, flyadeal is a Saudi Arabian low-fare airline that has served over 35 million passengers to date.

Solution

The flyadeal team traditionally managed its Meta ad campaigns by manually selecting audiences and placements. To explore ways of improving performance, the team decided to test the opportunity score feature in Meta Ads Manager.⁴³ This tool evaluates how well campaigns, ad sets, and ads are optimized on a 0–100 scale and provides tailored recommendations to enhance effectiveness. In this case, the opportunity score suggested that flyadeal broaden its reach through automated Advantage+ audience.

To assess the impact of these automated tools, flyadeal partnered with its agency LIVEmena to run a Conversion Lift test comparing two setups: one using manual audience and placement selection, and another using automated Advantage+ audience and placements. For the test campaign, the team also built new ad creative specifically for the vertical Reels placement.

Results

An assessment comparing the Advantage+ and Reels-optimized campaigns with the traditional manual approach showed that implementing the opportunity score's recommendations drove:

- 1.5X higher return on ad spend for purchases.
- 12.4X higher return on ad spend for add-to-cart.
- 7.5X increase in purchases.



7. Recommendation: Transform customer journey with emerging tech (AR/VR)

The integration of Augmented Reality (AR) and Virtual Reality (VR) technology into tourism experiences presents another area of transformation. These tools are helping to revolutionise the customer journey by providing more immersive experiences that can enhance engagement, generate increased bookings and foster loyalty.

Recent case studies have demonstrated the effectiveness of AR and VR in helping to reshape the travel experience:

- Marriott International using VR to showcase hotel properties and destinations;⁴⁴
- The Anne Frank House in Amsterdam providing a VR tour allowing users to explore the secret annex;⁴⁵
- The Smithsonian National Museum of Natural History offering an AR app that brings exhibits to life with detailed animations and information;⁴⁶
- The 'VR Pompeii' project allowing users to explore the city in the state prior to being destroyed in the volcanic eruption.⁴⁷

As evidenced by Marriott's use case of this technology, these technologies can play an important role in the assessment of potential destinations prior to making a trip or even deciding on a destination. Therefore, to capitalise on the advantages that this technology can provide in aiding travel decisions, destinations and other tourism organisations can partner with travel agents by offering VR experiences. Enabling would-be customers to sample potential travel experiences, like the innovative 'try before you fly' concept offered by Thomas Cook, offers new opportunities for destinations and other tourism organisations to attract and convert audiences.

Case Study: Egyptian Museum, Cairo

Context

The Egyptian Museum – otherwise known as the Museum of Egyptian Antiquities - houses the largest collection of Egyptian antiquities in the world. Although it is one of the world's most important museums, it was primarily visited by older age groups.

Solution

In collaboration with the Egyptian Ministry of Tourism and Antiquities, Meta implemented 'Project Revival' to enhance visitor experience, namely the Egyptian Museum and the National Museum of Egyptian Civilisation.

Leveraging augmented reality, visitors were able to see a number of iconic artefacts from different phases and aspects of Egyptian history through Instagram filters. This interactive feature can help people imagine how these artifacts looked at their finest and, in doing so, generate additional interest among audiences.⁴⁸

'Project Revival' has made it easy for visitors to capture and share their experiences on Instagram, spreading Egypt's cultural legacy. It has also demonstrated Meta platforms' potential role in inclusivity as it has provided those with limited mobility with a new way of accessing and experiencing the museum in greater depth.



8. Recommendation: Adopt a data-driven approach to tourism marketing

There is a growing need for destinations to leverage broader measurements and analytics to understand the effectiveness of tourism marketing strategies. Through data driven insights, organisations can better identify and act upon shifting preferences and trends in travel behaviour, enabling more effective targeting.

Meta measurement solutions can help destinations understand and maximise the value of their advertising approaches on marketing effectiveness. This gives destinations better control in generating the outcomes that are important to them and, in doing so, improving their marketing performance.

Predictive analytics plays a crucial role in demand forecasting, allowing destinations to identify peak periods and areas with potential for further development. By measuring the incremental impact of predictive analytics on demand forecasting, destinations can optimise their marketing strategies and improve their return on investment. Additionally, destinations which are especially prone to overcrowding can use analytics to optimise the flows of tourists.

Meta's testing capabilities empower businesses to evaluate the effectiveness of their advertising strategies. By conducting controlled experiments on advertising creatives, copy, and targeting metrics, businesses can test new approaches, optimise marketing effectiveness, identify the most impactful elements of their advertising campaigns and refine their approach for improved results and make informed decisions about future advertising investments. By incorporating a 'test and learn' mindset into their marketing toolkit, businesses can ensure that their advertising efforts are optimised for maximum impact and return on investment.

Large scale data analytics also enhances the impact of other recommendations which are discussed previously. For example, virtual assistant systems necessarily function better when they have a clearer idea of peak demand patterns. Dynamic content delivery functions better when it can securely recognise the content which attracts the greatest user attention.

Therefore, tourism bodies can elevate their business models by integrating AI tools into their operations, including their planning and marketing. This can have significant impacts on driving growth and optimising performance.

Case Study: Qatar Airways

Context

The FIFA World Cup in 2022 was the first to be held in a Middle Eastern country, after Qatar was awarded the contract in 2010. Qatar Airways, FIFA's official airline partner for the World Cup, wished to amplify its role and raise brand awareness.

Solution

To do this the airline used appealing brand content on Instagram Stories and Reels. Working with Meta Creative Shop new hero brand films were created to reach people on Instagram in a variety of moods and mindsets, including Stories, Reels and long-form video.⁴⁹ The brand films showcased the journey of getting to the World Cup from all around the world, with the accompanying camaraderie, excitement and anticipation brought to life through the renowned rock anthem, 'We Will Rock You'. Although the videos were made to be enjoyed with the sound off, the sound-on environment of Instagram Reels allowed more people to experience the films with the power of iconic music.

Results

Based on data provided by Qatar Airways, ad recall increased by 13 points and brand awareness rose by 4.9 points due to the impact of the campaign.



Case Study: Turkish Airlines

Context

Turkish Airlines is Türkiye's flag carrier and one of the world's largest airlines, flying to more countries than any other airline. Renowned for its service quality and hospitality, it connects passengers to over 300 destinations across six continents.

Turkish Airlines wanted to measure the true impact of its Instagram and Facebook campaigns on driving paid and organic Google search conversions.

Solution

Turkish Airlines focused on tracking consumer search actions – from initial exposure to an ad on Meta apps to the actual conversion – to understand the role of Meta ads throughout the entire customer decision-making process.⁵⁰

The airline, in partnership with OMD, conducted a Meta Conversion Lift study to measure the true impact of its Meta ads on search-driven conversions. The analysis compared search volumes between test and control groups to isolate the effect of Meta ads. This approach allowed the airline to assess how Instagram and Facebook campaigns influenced both paid and organic Google searches and overall conversions, reducing misattribution issues.

Results

- 39,000 incremental paid search conversions and 104,000 incremental organic search conversions, with 17% of the total driven by Meta ads.
- 4,000 incremental purchase conversions, with 13% of the total driven by Meta ads.



Turkish Airlines achieved **143,000** incremental paid and organic search conversions, with **17%** of all search conversions attributed to Meta ads.⁵⁰

TECHNICAL APPENDIX



5. Technical Appendix

Methodology outline

This annex outlines the methodology used to analyse how advertising on Meta platforms can drive travel and tourism business revenue. It includes a description of the data sources and the methodology to calculate return on ad spend. Additionally, it provides a more detailed description how additional tourism business revenue translates into economic impacts for the United States, United Kingdom and the EU27.

The annex includes two sections:

- **Tourism driven Meta-supported business revenue methodology:** includes an explanation of how raw ad spend by businesses in the travel and tourism sector is converted into tourism driven Meta-supported business revenues. It then further refines this calculation to isolate revenue specific to tourism, excluding resident-related spending.
- **The economic impact of business revenue supported by Meta:** outlines how the study has used the Tourism Satellite Account (TSA) framework to translate tourism business revenue into economic impacts, including the contribution to GDP and employment. The analysis follows the UN Statistics Division and UNWTO-approved Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008), including benchmarking to existing country TSA statistics. The analysis also relies on modelling from Oxford Economics' Global Sustainability Model (GSM).

This is a bespoke impact model that has specified to quantify the full global footprint of tourism-linked expenditures and production within destination economies.

Tourism return on ad spend methodology

The analysis begins by estimating return on ad spend (ROAS) in terms of additional revenue generated. Meta provided data on actual advertising expenditure by businesses in the travel and tourism sector.

The travel and tourism sector can be further broken down into the following sub-sectors:

- | | |
|-------------------------------------|-------------------------------|
| • Restaurants | • Air |
| • Hotel and Accommodation | • Tourism and Travel Services |
| • Travel Agencies, Guides, and OTAs | • Railroads |
| • Auto Rental | • Cruises and Marine |
| • Ride Sharing/Taxi Services | • Tourism Board |

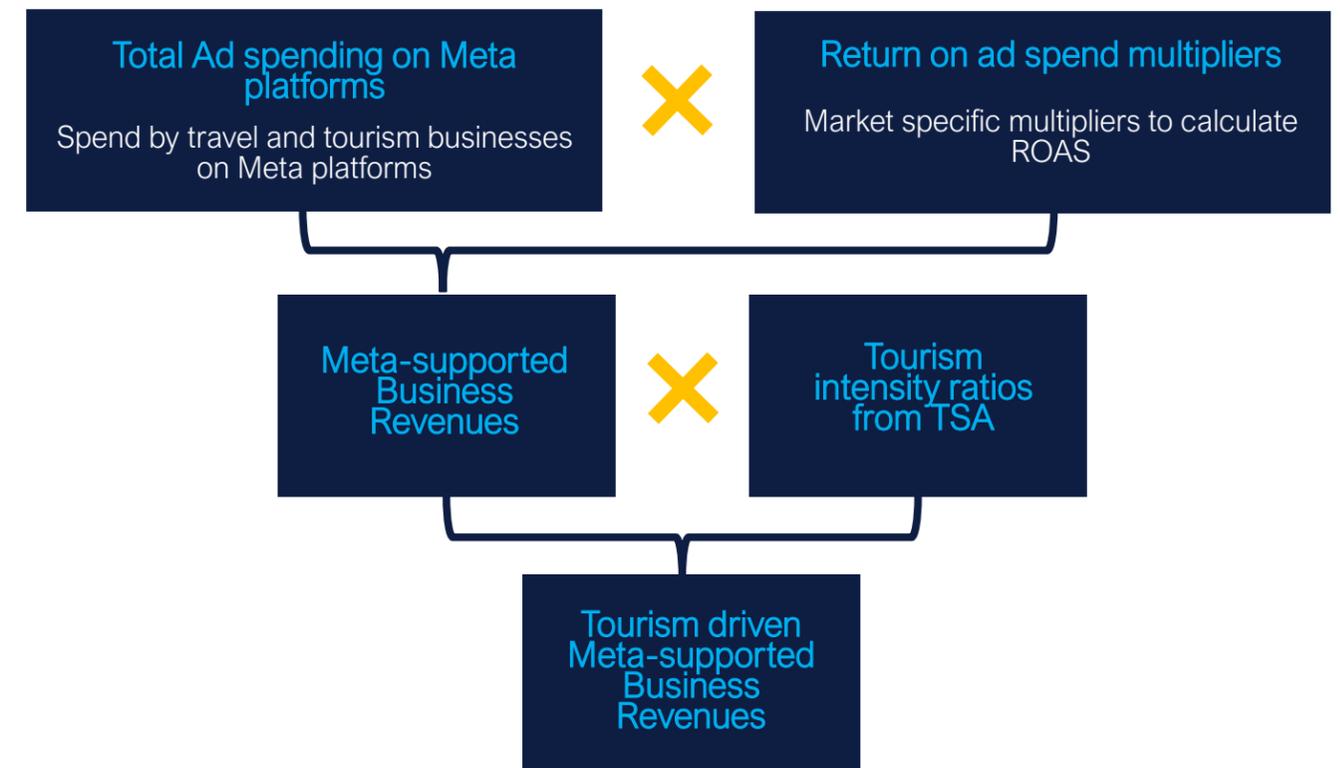
To conduct this analysis, we applied multipliers based on research published by the National Bureau of Economic Research and validated by Meta's economic research team.⁹ These multipliers originate from a large-scale randomised controlled trial that replicated methodologies developed in collaboration with UC Berkeley. They capture how each unit of advertising spend on Meta platforms translates into additional business revenue within each market. These multipliers enabled estimation of the additional revenue generated per unit of ad spend on Meta platforms.

By applying ROAS multipliers to total ad spend in each market, the resulting revenue for restaurants and travel-related businesses was estimated. While this reflects ROAS at the whole-economy level, our analysis focuses on isolating the portion of this return that is specifically attributable to tourism and excluding revenue associated with resident spending.

To isolate the portion directly attributable to tourism, tourism intensity ratios are applied. The analysis incorporates internationally recognised Tourism Satellite Accounts (TSAs) to map the relevant sectors to their contribution to tourism GDP or, where tourism GDP shares are unavailable, to tourism's share of total consumption. This step produces the final tourism-specific ROAS, which serves as the primary input for the broader economic impact modelling.

The following section describes how tourism-specific revenue from tourism-related businesses is translated into economic impacts through the Tourism Satellite Account (TSA) framework.

Impact Assessment Methodology



Economic Impact Modelling

For a complete assessment of the importance of advertising on Meta platforms to tourism businesses, the impact of additional tourism business revenue supported by Meta is translated into employment, GDP, income and tax impacts.

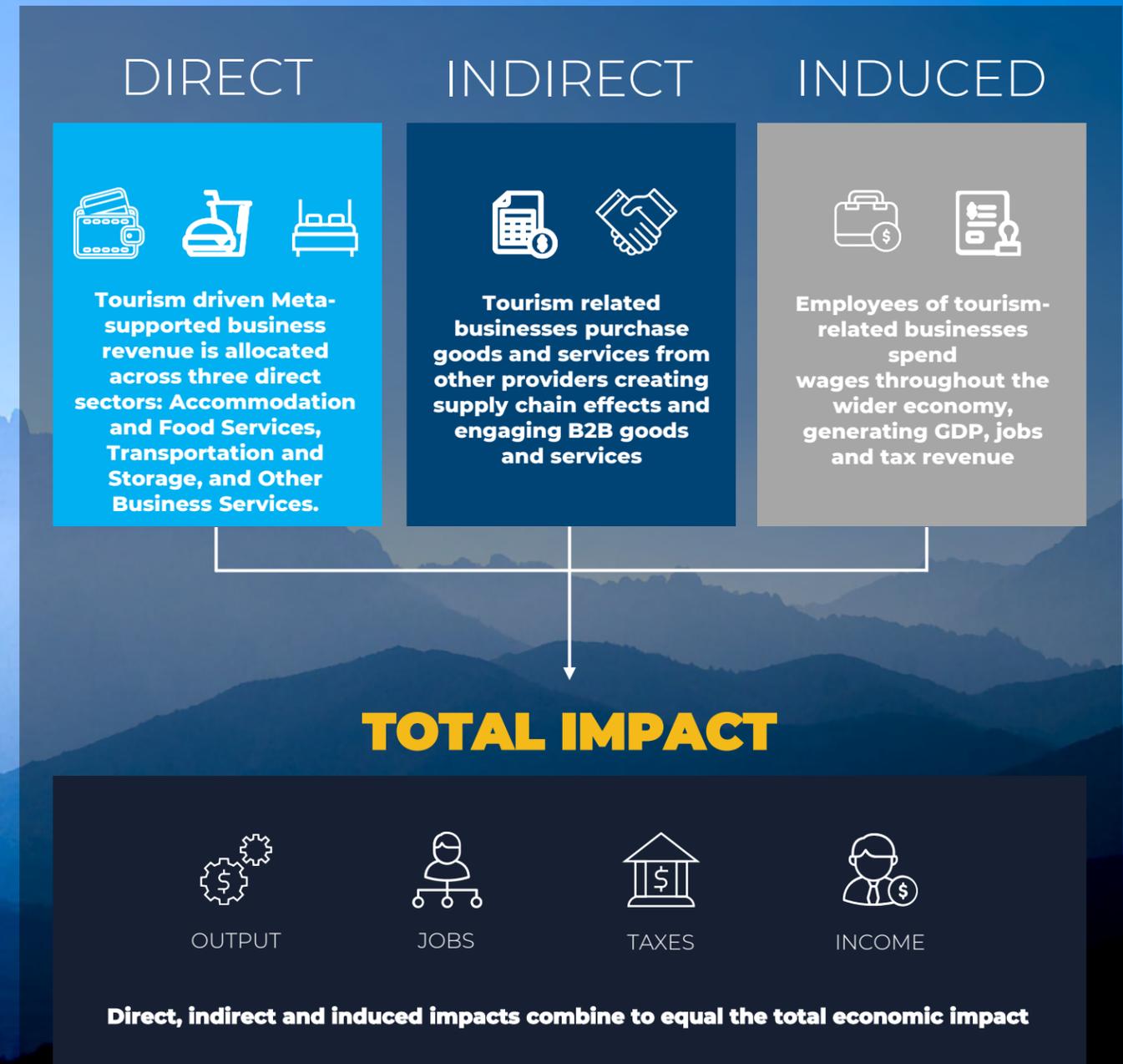
The assessment starts by examining tourism driven Meta-supported business revenue. We then use supply and use tables to map these impacts to the most relevant International Standard Industrial Classification of All Economic Activities (ISIC) sectors, such as Accommodation and Food Services, Transportation and Storage, or Other Business Services. We also consider the downstream effects of this injection of output into each economy. Total economic activity can be grouped into three core channels of activity: direct, indirect, and induced.

- Additional revenue from ROAS supports a proportion of output, GDP, jobs, income and taxes within each tourism characteristic sector – described as the **direct impact**.
- Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production, generating a knock-on supply effect or **indirect impact** on the economy.
- Lastly, the **induced impact** is generated when employees whose wages are generated either directly or indirectly by travel and tourism, spend those wages in the local economy.

The sum of these three channels makes up the total economic impact which is be quantified in terms of:

- **Output**—this consists of those goods or services that are produced by a company or industry. To calculate output, we add together the value of the inputs used in the production process including labour, capital, and intermediate goods and services. Output is closely linked to turnover.
- **GDP**—the gross-value added contribution to GDP. This reflects the value (after accounting for costs) that a business or sector receives for producing goods and services. This value is distributed between wages and profits.
- **Employment**—the number of jobs supported.
- **Taxes**—government revenues collected from taxes on income and profits, social security contributions, and taxes levied on goods and services.²⁵

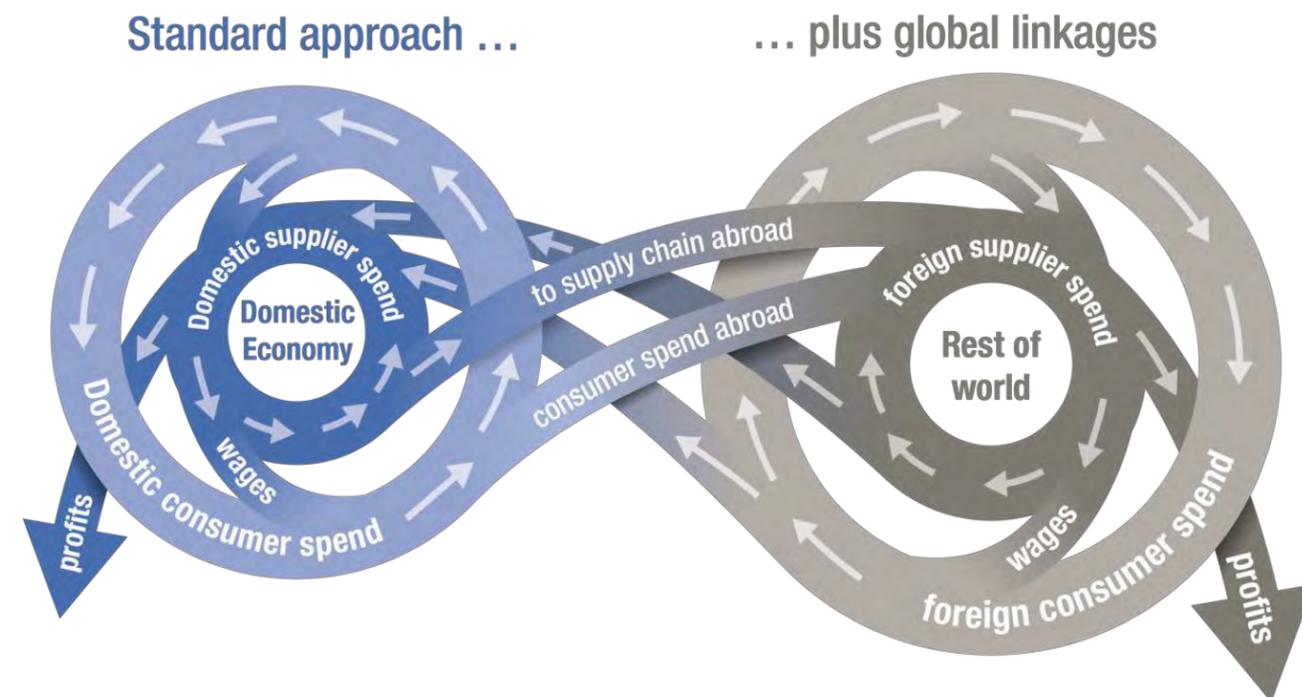
Economic Impact Framework



What is the GSM

Oxford Economics' Global Sustainability Model is a bespoke impact model. It is constructed and specified to quantify the full, global footprint of a user-defined set of expenditures or production. The GSM leverages the knowledge and techniques we have developed in mapping economic footprints. These footprints incorporate not only the activities of the entity/sector in question, but also its global supply chain.

Our Global Economic Impact Model (GEIM) includes the global supply chains typically excluded from standard economic impact assessments, enabling comprehensive measurement of economic footprints.



Underlying the GSM is an extended global input-output table. This I-O table maps total global output and value-added between 36 industries across 96 countries (along with a 'rest of world' aggregate). This global I-O is constructed by Oxford Economics, drawn together from a wide variety of sources:

- **Input-output tables:** the OECD's database of I-O tables form the initial basis for the model. We extend this framework, adding input-output tables for each country that is incorporated into the model, and respecifying the 'Rest of World' residual each time. The additional I-O tables are sourced from respective national statistical offices, or constructed by Oxford Economics.

- **Global trade flows:** information about how each economy interacts with every other is mapped using UNCTAD's trade structure database, along with an estimated bilateral disaggregation of global services trade, by Oxford Economics;
- **National accounts:** To ensure a common base year for the entire model, we source national accounts information for every country in the Oxford Economics Global Industry databank. This ensures that our model reflects the actual observed size of all industries in the desired base year.
- **Employment:** The GSM incorporates Labour Force Surveys from national statistical agencies or the International Labour Organisation (ILO). This allows us to resolve global employment into the industry sectors included in the model.

Given its global scope, it enables the measurement of economic impact and resource use throughout the world. The base year of the economic data is 2019, but it can be re-calibrated and re-specified for any historic year from 2010 to 2025.

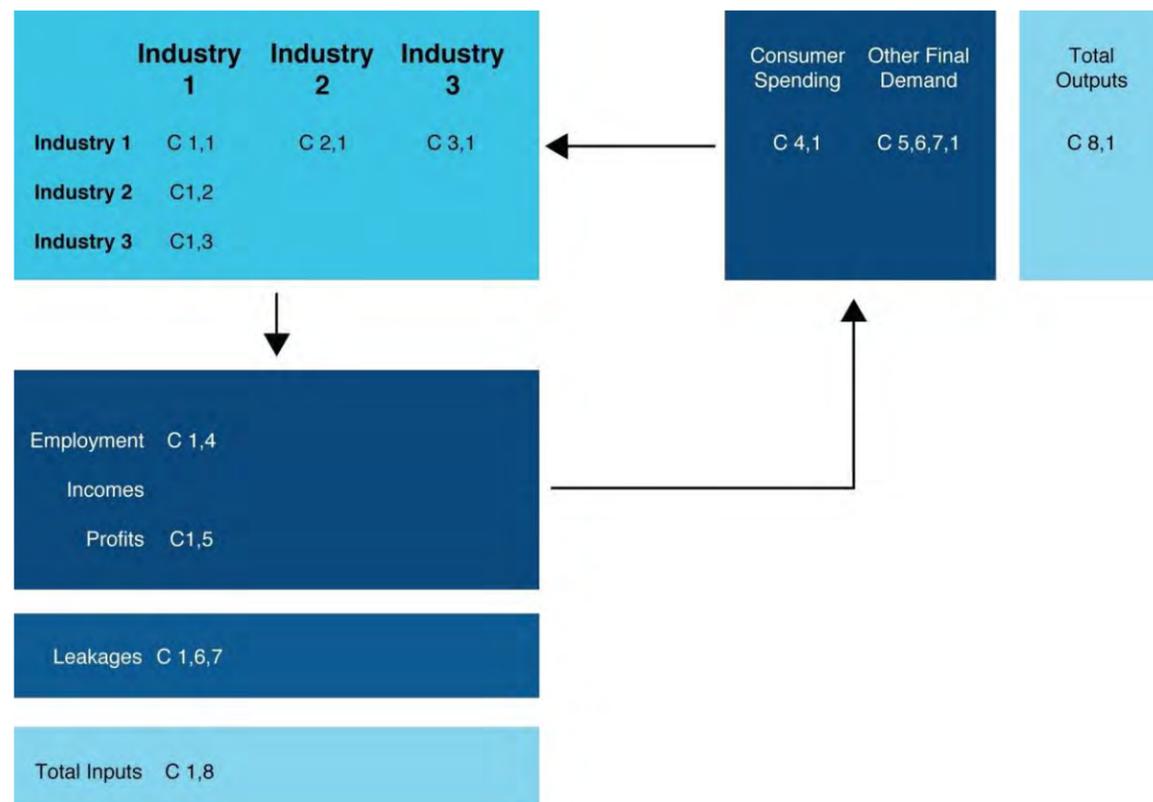
Overview of input-output modelling approach

IO tables are designed to give a snapshot of an economy at a point in time, showing the major spending flows. These include "final demand" (i.e. consumer spending, government spending and exports to the rest of the world); intermediate spending patterns (i.e. what each sector buys from every other sector—the supply chain); how much of that spending stays within the economy; and the distribution of income between employment income and other income (mainly profits). Input-output tables are therefore particularly useful when estimating indirect and induced economic impacts.

The idea behind the input-output table is that the economy can be divided into a number of producing industries, and that the output of each industry is either used as an input into another industry, or in final consumption. For example, grain produced by the farm sector becomes an input into flour milling; flour produced by the milling sector becomes an input into the baking sector; and so on. In essence an input-output model tracks who buys what from whom in the economy.

Overview of input-output modelling approach (continued)

A simplified input-output model



Reading across horizontally illustrates the distribution of each industry's output, split between intermediate demand from other industries (used as an input to production) and final demand (consumer spending, exports and other government consumption). Therefore, Industry 2 in Fig. 8 purchases an amount, C2,1 from Industry 1 as an input to their production process. Reading down vertically indicates what each industry purchases from other industries in the national economy by way of inputs which, when combined with imports from abroad (leakages), employment costs, operating surplus and any additional taxes or subsidies to production, gives total inputs and will equal total outputs. In the model illustrated in Fig. 8, C8,1 will equal C1,8.

This framework helps to develop an understanding of how an increase in activity and spending in one area filters throughout the rest of the economy. For example, an increase in consumer spending on the output of one industry will require input purchases from other industries as well as new labour inputs (employment and wages). In turn, these additional impacts will further filter through the economy with additional purchases from other industries.

A common application of domestic use IO tables is to create multipliers which can be used to illustrate how an increase in demand in one sector affects the whole economy:

- Type I multiplier—estimates the impact on the whole economy of \$1 spent in a given industry, through its supply chain.
- Type II multiplier—includes the Type I multiplier, but also includes the effect of spending by households as a result of the employment supported by the additional \$1 spend.

To calculate the indirect and induced impacts for the tourism industry in a national economy, domestic-use IO tables are used to build an IO model. Amongst other things, this model enabled us to estimate the value of purchases the sector makes from other sectors of the economy. The calculation of the induced impacts is a discrete element of the model and incorporates the impact of purchases on labour costs and final household consumption.

Endnotes & references

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[2] Data for daily active people (DAP) sourced from Meta here: <https://investor.atmeta.com/investor-news/press-release-details/2025/Meta-Reports-Fourth-Quarter-and-Full-Year-2024-Results/default.aspx>

[3] Comscore is a global media measurement and analytics company that provides data and insights into audience engagement across digital, television, and advertising platforms. It specialises in tracking consumer behaviour, measuring advertising effectiveness, and offering cross-platform analytics

[4] Digital population consists of all website users including travel and non-travel related sites

[5] The consumer research consisted of a survey in each of the ten selected source markets which are Australia, Brazil, Canada, France, Germany, India, Japan, South Korea, the United Kingdom, and the United States, which account for around 50% of global outbound travel expenditure. In total, the survey gathered the views of 12,751 respondents from across the ten source markets

[6] YouGov is a global research and data analytics company that specialises in online surveys and public opinion polling. They collect data on consumer behaviour, brand perception, politics, and social issues by surveying a large panel of users from different demographics and regions.

[7] EU27 consists of the following countries: Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden.

[8] Travel and tourism industries consist of the following: Restaurants, Hotel and Accommodation, Travel Agencies, Guides, and OTAs, Auto Rental, Ride Sharing/Taxi Services, Air, Tourism and Travel Services, Railroads, Cruises and Marine, Tourism Board

[9] Return on ad spend multiplier figures are grounded in a large-scale randomized controlled trial that replicated methods established in partnership with UC Berkeley and was with the National Bureau of Economic Research. Sources here:

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[12] STR is a global leader in hospitality data benchmarking and analytics. The STR accommodation demand extracted from: <https://hospitalityinsights.ehl.edu/hospitality-industry-statistics>. See here for additional information released by IATA: <https://www.iata.org/en/pressroom/2024-releases/2024-12-10-01/>

[13] Costs of GEM construction quoted in multiple sources, including here: <https://www.theartnewspaper.com/2024/10/16/grand-egyptian-museum-partially-opens-but-tutankhamun-gallery-remains-closed>. Projected visitor numbers for GEM quoted in multiple sources, including here: <https://www.egypttoday.com/Article/6/79491/Grand-Egyptian-Museum-expected-to-attract-5M-visitors-annually>

[14] Derived from analysis presented in Skift's 'State of Travel 2024' report (page 381)

[15] The GSMA (GSM Association) is an industry organisation that represents the interests of mobile network operators worldwide. It includes mobile operators, device manufacturers, software companies, and other telecom ecosystem players.

[16] Data sourced from Meta Q2 2024 Earnings Call/Report (July 2024)

[17] Data sourced from 'Travel Consumer Journey', a Meta-commissioned study by Kantar, Q2 2022 Wave vs. Q3 2023 Wave, US only

[18] Data sourced from 'Travel Trends Survey' undertaken by Tourism Economics in Q4 2024 – consumer survey among eight key outbound travel markets

[19] Derived from analysis presented in Skift's 'State of Travel 2024' report (page 330)

[20] Data sourced from Mintel's 'Travel US Bookings Report' published in April 2024. Based on research among internet users aged 18+ who have personally booked a leisure trip in the last 12 months

[21] Figure provided by Meta in Q4 2024, based on Meta data in February 2022

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- [26] Source: Meta: Statistics & case studies: Barceló Group
- [27] This is the estimated average cost of each unique checkout initiated. This metric is determined by dividing the total amount spent by the number of unique checkouts made
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two times per month, have been influenced by creators when shopping in specific retail & CPG categories, and have recently purchased in that category

[37] Source: Meta analysis of results across 15 advertiser tests: e-commerce enterprise, e-commerce-scaled, disruptors, retail, CPG, scaled-tech, travel and travel verticals from June 2021 to January 2022 across the NA and APAC regions. NOTE: Partnership ads were formerly known as branded content ads.

[38] Source: Business Messaging Usage Research by Kantar, 2024

[39] Source: Meta: Statistics & case studies: VLC Valencia

[40] Source: Meta: Statistics & case studies: Club Med

[41] Source: Meta; Statistics & case studies: Finnair: <https://www.facebook.com/business/success/finnair>

[42] Source: "Travel Consumer Journey," a Meta-commissioned study by Kantar, Q2 2022 Wave vs. Q3 2023 Wave, US only.

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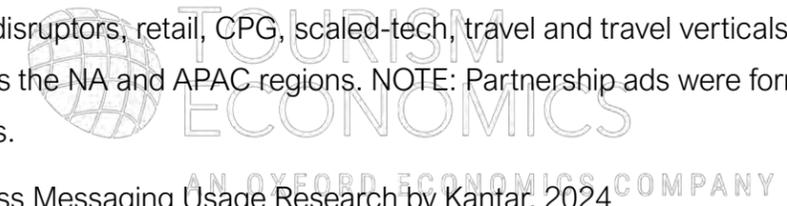
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About the Research Team

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

Oxford Economics is an adviser to corporate, financial and government decision-makers and thought leaders. Our worldwide client base comprises over 2,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics in order to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

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November 2025

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