

# Reimagining Travel: innovation across hospitality and media

January 2026

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# 200+ Brand Editions Globally, in 47 Markets



# VICTIMS AND HEROS IN AN EVOLVING SCENARIO



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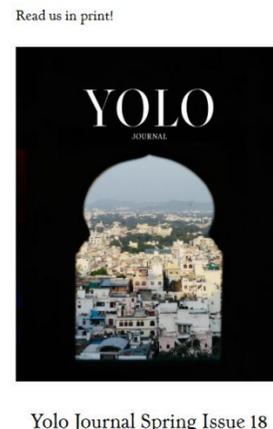
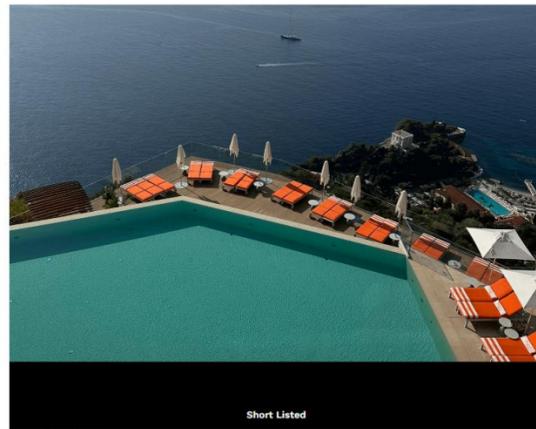
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We handpicked the 57 best travel essentials in Amazon's spring sale under \$25

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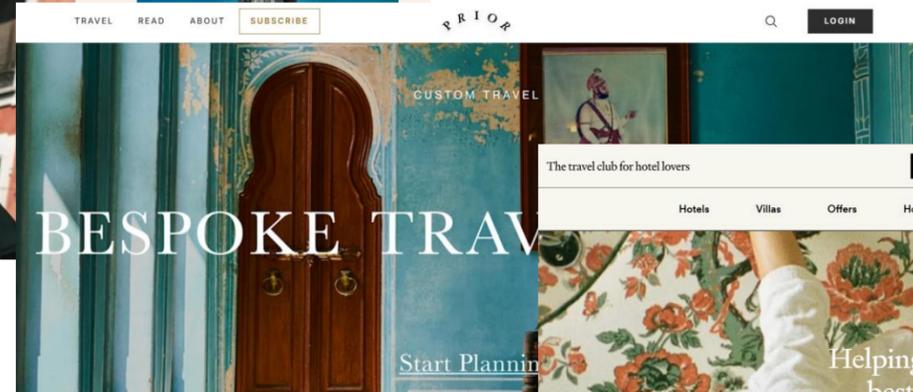
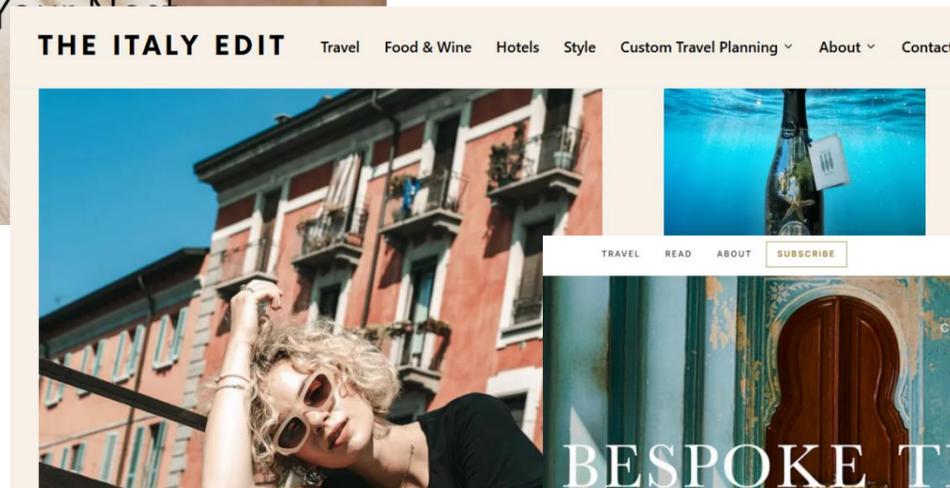
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FEATURES  
Murder in Megève? Scandal in the Serengeti? *Tatler* asks: where will *The White Lotus* season four be?  
By Ben Juraidini  
8 April 2025

TRAVEL

## TRADITIONAL WEBSITES

# TRAVEL WEBSITES: Experience



# UNCONVENTIONAL WEBSITES

# AMBASSADORS: Influencer Marketing



**Murad Osmann**



**Lucy Williams**



**Luca & Alessandro**



**Kiersten Rich**



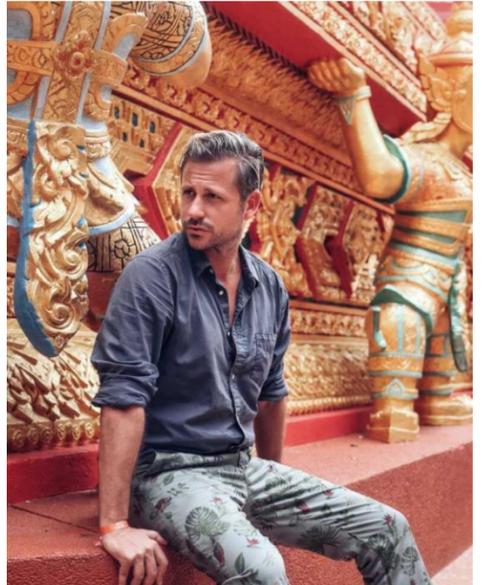
**Monica Mendal**



**Luana & Fred**



**Jennifer Tuffen**



**Alessandro Marras**

**BUZZ and UGC  
People matter**

# SOME DATA



Source: Inflead – May 2025

## Brand analizzati

Agriturismo.it	Eurail	Jambo Tour	Secret Escapes	Voyage Privé
Airbnb	Expedia	Kayak	SiVola	Vrbo
Airhelp	FlixBus	Kiwi.com	Skiplagged	WeRoad
Avventure nel mondo	Frecciarossa	Klook	Skyscanner	WeRoad Italia
BlaBlaCar	Freedome	Lastminute	Terravision	Worldpackers
BlaBlaCar Italia	G Adventures	Logitravel	TouRRadar	YallaYalla
Booking.com	Garden Sharing	Momondo	Trainline	
campeggi.com	Get Your Guide	MyParking	Travel for Teens	
camping.info	Homexchange	Omio	Travel365	
Contiki	Hopper	Oniva	Trip	
Couchsurfing	Hostelworld	Piratinviaggio	Tripadvisor	
Couchsurfing Italia	Hotels.com	Pitchup.com	Trivago	
Cozycozy	Interrail	Rail Europe	UTravel	
Dream Packer	Intervac	Rentalcars	ViagginBus	
Edreams	Itabus	Rome2Rio	Volagratis	



- Instagram is confirmed as the top-priority channel for travel marketing activities, both for branded content and organic mentions. TikTok is growing.
- Micro-influencers are crucial for brands because they have a strong engagement rate.
- Stories are a format dominated by creators with medium-to-large audiences, but the organic mentions from macro- and micro-creators show that the format is also important for organic visibility and reputation.

## SECTOR NEEDS

Influencer marketing in travel is no longer just visual inspiration; it requires:

**Credible storytelling**

**Creators who are genuinely travel-addicted**

**Brands that are consistent in their narrative and in their selection of talent**

# SOME DATA



Source: Inflead – May 2025

## TRENDS

- **Influencers as brand ambassadors: ongoing collaborations help build stronger, more authentic, and mutually beneficial relationships for both brands and creators**
- **UGC on the rise: brands are investing more and more in user-generated content (UGC) to increase trust and improve engagement**
- **Social commerce: Integrating direct shopping features on social media is a growing trend. Influencers are also becoming “sellers.”**
- **AI and influencer marketing: AI is continuously growing because it enables the analysis of large amounts of data, etc.**

# SOME DATA

Mercati stranieri a lungo raggio in crescita



World Travel & Tourism Council

## GLOBAL SUMMIT

### ROME ITALY 2025

Hosted By  **MINISTERO DEL TURISMO**  
REPUBLICA ITALIANA 

Source: September 2025

## Cosa cercano i nuovi viaggiatori?



Esperienze immersive



Momenti di rigenerazione psico-fisica



Un ruolo centrale per spa, natura e sostenibilità

# SOME DATA

**Global travel & leisure industry: significant expansion. Annual growth 5%  
Next year the overall volume is expected to reach \$3 trillion for travel services alone, driven in particular by the airline and hotel sectors.**



**Source: September 2025**

**Return of business travel with a growing demand for personalization (tailored experiences and services).**

**Premium and luxury travelers increasingly central role, shaping market dynamics with sophisticated preferences and a strong focus on personal well-being.**

**GenAI is emerging as the real “wild card”: a disruptive lever capable of redefining processes, service models, and interactions, opening up new opportunities for innovation across the entire sector.**

**Adoption of AI tools for planning trips and itineraries: from 16% in 2023 to 65% in 2026.**

**Integration of traditional travel agents with agentic AI solutions growing up to 25%.**

**Travel inspiration driven by social media and AI-based tools up to 75%.**

**Europe remains the beating heart of the global tourism landscape, with five of the world’s 10 most powerful travel and tourism markets in terms of GDP: Italy. Germany, United Kingdom, France (the world’s most visited destination) and Spain**

# SOME DATA

Among ELLE readers interested in travel...

*Spa/retreat vacation* is the  
**2<sup>nd</sup> most preferred vacation type**

**53%** would rather *spend money on an experience* than a new product

**34% of them** are *planning to/have purchased an experience* (e.g. spa trip, day out)

**49%** expect brands to *be eco-friendly*  
vs 42% general population interested in travel

**55%** expect brands to *be socially responsible*  
vs 48% general population interested in travel

**65%** would *pay more for an eco-friendly product*  
vs 59% general population interested in travel



Source: GWI – Q1 2024

# KEYWORDS

A word cloud of marketing and technology terms. The word 'EXPERIENCE' is the largest and most central. Other prominent words include 'AI', 'WELLNESS', 'SOCIAL COMMERCE', 'ECO-FRIENDLY', 'TAILORMADE', 'UGC', and 'UNCONVENTIONAL'. The words are arranged in a circular pattern around the central 'EXPERIENCE'.

AI

WELLNESS

ECO-FRIENDLY

EXPERIENCE

TAILORMADE

UNCONVENTIONAL

UGC

SOCIAL COMMERCE

HEARST

# Thanks

January 2026

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