

2025 CONTENT BENCHMARKS REPORT

TRAVEL & HOSPITALITY



sproutsocial

Dear travel & hospitality brands, social is no longer a matter of “*if you post it, they will come*”

Per The Sprout Social Index™, **86% of social users will maintain or increase their time spent on social platforms in 2025**. As engagement surges, a bold social strategy will become an absolute necessity for travel and hospitality brands.

Social is where your customers are, where they seek out financial advice and where they want to connect with brands. Yet, platforms are reaching peak saturation, and treating social as a broadcast channel only creates more noise.

Consumers say their favorite brands on social are those that have high quality products/services *and* engage meaningfully with their audience—reinforcing the need for providing a top-tier customer experience (digitally and in-person) across the funnel.

Travel and hospitality brands exist in a space that naturally lends itself to eye-catching content, appealing to audiences’ need for entertainment and occasional wanderlust. However, brands that strike the right balance between publishing and engagement will win over customers for life (not just one-off trips and events).

Our 2025 Content Benchmarks Report turns the spotlight on how travel and hospitality brand content performed in 2024 across networks, the types of content audiences want today and how to build a stronger social strategy for the year ahead.

2024 content benchmarks for travel & hospitality brands

Brands across industries published an average of 9.5 social posts per day across networks in 2024—a slight dip from 2023. Travel and hospitality brands surpassed that threshold with 11 posts per day, holding steady from the year prior.

Even with publishing volumes unchanged, inbound engagements are up to 127 per day (well above the cross-industry standard)—which proves that posting more isn’t necessarily the key to more meaningful interactions.

Outbound engagements are only slightly above average (3 per day). When your content is centered around dream trips, luxury staycations or local amusements, people are bound to hit the like button (it’s called *manifesting*). But there’s opportunity for travel and hospitality brands to invest in their proactive engagement strategy as well.

Social users value both the originality of a brand’s content and how they interact with audiences, according to our Index research. Audience growth and retention require delivering human-centric content that demonstrates you’re paying attention to your community. Posting constantly won’t endear people to you. It’s more important to engage and interact with them, and craft content that feels human yet aspirational—not forgettable, salesy or out-of-touch.

Industry publishing & engagement benchmarks

	Avg. posts published per day	Avg. inbound engagements on content per day	Avg. outbound engagements per day	Avg. daily inbound engagements per post
All brands	9.5	83	2	14
Travel & hospitality	11	127	3	16

Video and multi-image content get VIP treatment

Even as the social network landscape diversifies, Facebook, X and Instagram remain the core platforms where travel and hospitality brands maintain profiles. That said, they’re also leading the way on TikTok, where 46% have accounts v. 32% of brands overall.

But across almost all platforms these days, algorithms and social media users alike play favorites—with video continuing to be a top pick. The travel and hospitality industry is setting the bar, with **above-average percentages of video content across channels.**

Unsurprisingly, travel and hospitality brands are investing in more visual real estate wherever possible. On Instagram and X, brands are moving away from single-image posts in favor of multi-image posts and carousels, as well as more video. Instagram single image posts alone decreased by 9 percentage points from 2023 to 2024.

Travel & hospitality content types across networks

Facebook	2023	2024
% image posts	51%	47%
% video posts	22%	25%
% plain text posts	19%	22%
Instagram	2023	2024
% multi-image posts	22%	26%
% single image posts	52%	43%
% single video posts	25%	30%
% multi-media posts	0.7%	0.1%
X	2023	2024
% multi-image posts	9%	12%
% single photo posts	49%	48%
% video posts	9%	11%
% plain text	15%	14%
% no media (link post)	14%	12%

Meeting audiences where they want to engage

Overall engagement is the primary metric marketing leaders will use to measure social media success in 2025, per the Index. Travel and hospitality brands receive **127 engagements per day**—52% higher than the cross-industry average—with average engagements per post reaching 16.

But when it comes to interacting with brand content, not all networks are created equal. Travel and hospitality brands receive over 30 engagements per day on Facebook and Instagram, compared to 19 or less on the other networks. From 2023 to 2024, Instagram and TikTok offered the most engagement growth whereas the industry saw slight dips on Facebook and X.

Contrasts like this make it even more important for marketers to keep close watch on where their audiences spend their time, and where they don't. Making thoughtful decisions about where your brand shows up on social media can free up resources to dedicate to more original, compelling content.

Network engagement trends by industry

	Facebook total engagements per day	Instagram total engagements per day	TikTok total engagements per day	X total engagements per day
All industries	24	27	4	13
Travel & hospitality	36	46	7	19

Within travel and hospitality, brands’ daily response rate to messages and comments was only 6% —even as inbound message volume decreased slightly. It’s a tricky time for the industry as some consumers pull back on in-person hospitality and entertainment spending while reallocating funds to travel. Ignoring prospective or current guest questions on social can compile into a larger reputation management issue if left unchecked. A strong social customer and community engagement strategy is a must-have to attract and retain audiences.

Inbound message & response rate

	Total inbound messages per day (2023)	Total inbound messages per day (2024)	Response rate to messages and comments(2024)
Travel & hospitality	41	36	6%

Rethinking the role social media plays: Answering the call for community

Attention has never been harder to earn on social media in the increasingly saturated social landscape. To avoid getting lost in the noise, travel and hospitality brands must move beyond using social as a digital billboard. Distinct content and personalized, 1:1 engagement are essential to entice new audiences, improve the customer experience and build long-term loyalty.

Static images of a pristine beach or well-appointed suite and reposted user-generated content of Michelin-starred meals will consistently get attention—but they alone don't amount to a bold social strategy. Travel and hospitality brands have an opportunity to tell one-of-a-kind stories and interact meaningfully with your current and future customers.

But what does that look like in practice?



Originality

Second only to the quality of their product or service, consumers say original content is what makes brands stand out on social, according to our Index research.

While consumers agree brands should keep a pulse on online culture, following every trend or reposting every meme isn't what makes a financial brand memorable. But they should craft a unique brand voice that distinguishes them from others in the industry.

What consumers say makes their favorite brands stand out on social

- 1 Quality of their product or service
- 2 Originality of their content
- 3 How they engage with their followers
- 4 How quickly they respond to customers
- 5 Content their employees post

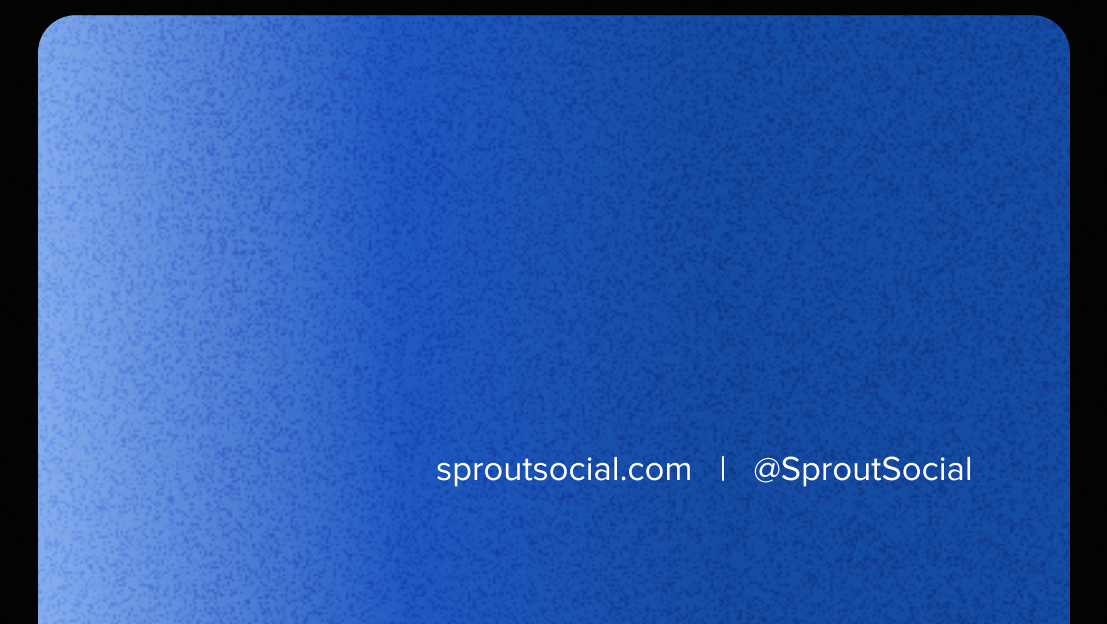
// RESORT SPOTLIGHT

Thredbo

The words “year-round alpine resort” may initially conjure up images of Swiss ski chalets or chair lifts in the Rockies. Enter: Thredbo, one of Australia’s highest-rated destinations for all kinds of outdoor activities: skiing, hiking, mountain biking and more.

Thredbo is located within Australia’s Kosciuszko National Park (where the mountains reach over 1,300 meters above sea level), but the resort’s social team doesn’t simply fall back on hilly panoramic shots. Across channels, Thredbo goes all-in on video content that puts their activities (and visiting adventure-seekers) on full display.

No matter the season, **Thredbo content drops audiences right into the action** with first-person POV videos showcasing the thrill of their slopes and trails. Their team also capitalizes on opportunities to blend familiar video frameworks with a uniquely Thredbo twist—e.g., a wildlife documentary-style approach to highlighting their Interschool mountainbike program, or ASMR of staff building a mountain bike.



Influencer marketing strategy

Marketing teams agree: Influencer marketing isn't a passing fad, it's a proven strategy that unlocks sustainable growth. The Q1 2025 Sprout Pulse Survey found that teams say influencer marketing is essential for boosting brand awareness, building audience engagement and trust, and driving revenue.

The travel and hospitality space is rife with potential influencer partners—but brands shouldn't limit themselves to lifestyle, travel or foodie creators. For instance, resorts and hotels looking to attract guests from specific regions can collaborate with boots-on-the-ground local influencers to build awareness and credibility in untapped markets.

59% of marketers plan to build out their roster and partner with more influencers in 2025.*



// RESTAURANT SPOTLIGHT

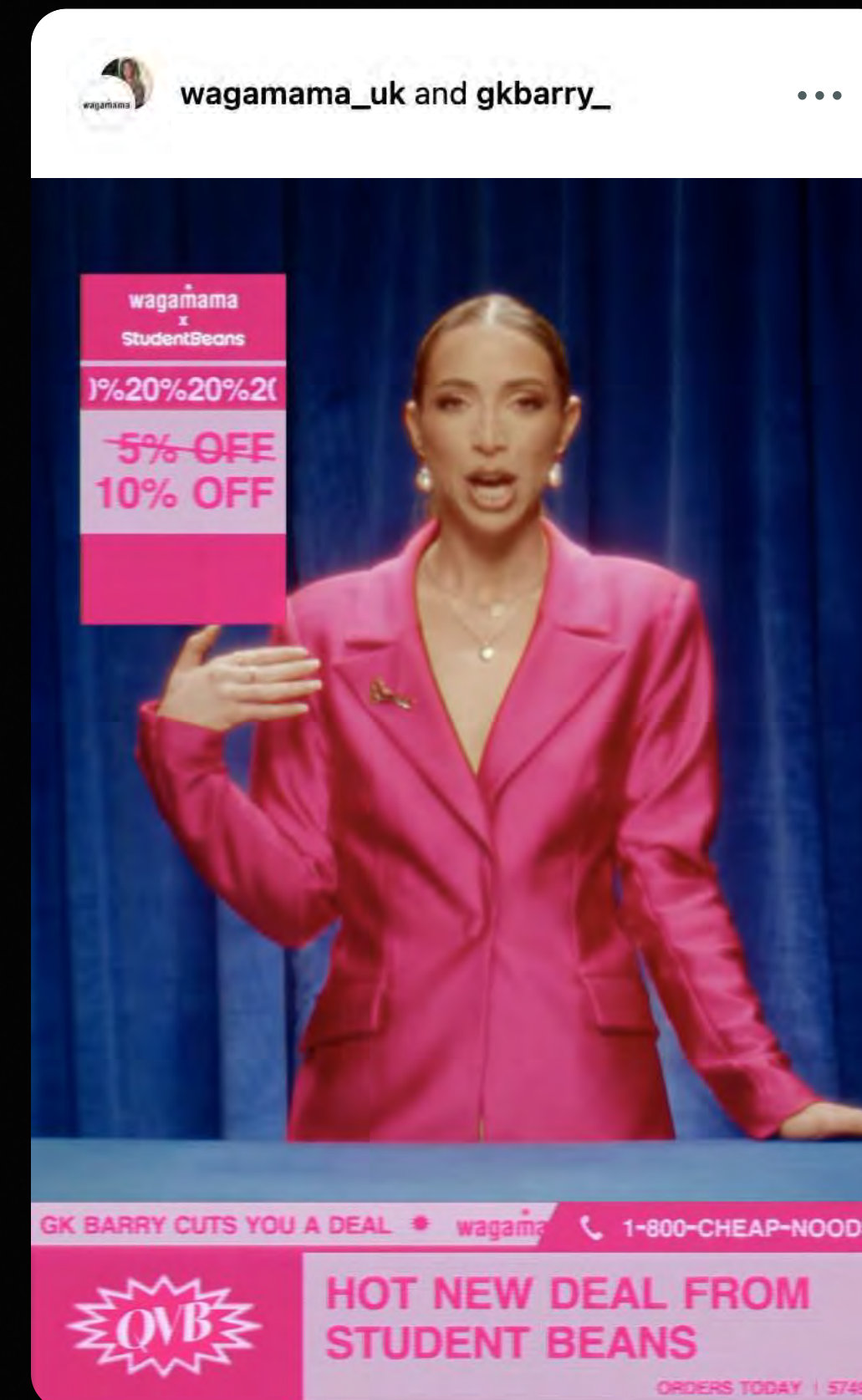
wagamama

UK-based restaurant chain wagamama has been delighting diners with its Asian-inspired menu for over two decades. One of the brand's core values revolves around "kaizen," a Japanese phrase that translates to "good change" or "improvement." Their masterful influencer strategy proves that wagamama's team won't settle for status quo campaigns.

Sprout's Influencer Marketing Report found that almost all consumers (86%) make a purchase inspired by an influencer at least once per year. To that end, wagamama's influencer partnerships are aimed at not just brand awareness—but driving hungry customers to their restaurants.

In August 2024 the chain launched a long-term collaboration with UK influencer and podcaster GK Barry, naming her their new "noodle union president." From a "ramen rush" giveaway to a classic QVC-style ad touting the chain's student discounts, the campaign content consistently gets five-star reviews from wagamama's audience.

Wagamama isn't afraid to partner with influencers beyond social either. In late 2024, they teamed up with UK food creator Alfie Steiner (@alfiecooks) on a new ramen option—a perfect match, given Alfie's reputation for celebrating soup through original series like SOUP SEASON.



Guest engagement

Posting alone can't earn you brand loyalty—only genuine engagement can. In a crowded social space, community interactions are what set brands apart and create lasting connections.

Comments, @-mentions and DMs aren't just conversation starters—they're consumers' go-to channels for customer service. And brands that ignore them risk losing business. According to the Index, **73% of social users say they'll buy from a competitor if a brand doesn't respond on social.**

Consumers say companies should make personalized customer service their #1 social media priority in 2025.^

Even the way you handle other customers' inquiries can influence lurking prospects. Every public interaction is an opportunity to build trust, showcase responsiveness and turn casual followers into loyal customers. In 2025, the brands that win won't just post more—they'll connect more.



// GAMING SPOTLIGHT

Caesars Entertainment

Caesars Entertainment is the largest casino-entertainment organization in the US, operating a vast portfolio of hotels, resorts and hospitality amenities, as well as digital sports betting experiences. As you can imagine, their social footprint across sub-brands and channels is equally extensive.

Even with more than 50 destinations under their umbrella, Caesars prioritizes 1:1 engagement across social. In some cases, this might mean answering dietary questions from future customers on a post highlighting their resorts' dining options. But often, Caesars is just as quick to engage with pure brand love and excited future guests—letting commenters know how excited they are to welcome them during their upcoming stays.

Caesars Entertainment also runs multiple accounts explicitly dedicated to social customer service—including support profiles for their Caesars Rewards loyalty program and Caesars Sportsbook—proving how far they go to meet audiences where it's most convenient for them.



- foodie_commenter** Are there any vegan or vegetarian options? 🌱❤️🙏
8w 2 likes Reply
- Hide replies
- caesarspalace** 🟦 Yes, these options are notated on the menu.
7w 6 likes Reply
- foodie_commenter** perfect 🙏🙏🙏 we will come soon
8w 2 likes Reply
- caesarspalace** 🟦 We hope you enjoy! 😊
7w 6 likes Reply

Social media is about the customer journey—not just their destination

As consumer expectations shift toward authenticity, engagement and originality, brands that prioritize quality over quantity will stand out. Posting less doesn't mean doing less—it means making every post, interaction and partnership more purposeful and delightful.

In 2025 and beyond, success for travel and hospitality brands won't be measured by how often you post, but by how well you connect. This means doubling down on memorable IP and devoting even more resources to community management and personalized customer engagement.

Brands across the travel and hospitality industry are acclaimed for their commitment to putting the customer first—no matter how big or small the request. The brands that weather economic turbulence and break away from the competition will extend that same philosophy to social.



About the data

The report analyzed nearly 3 billion messages from 1 million public social profiles that were active between Feb 1, 2024 and Jan 31, 2025. Data includes posts from Facebook, Google My Business, Instagram, LinkedIn company pages, Pinterest, TikTok, TripAdvisor and X.

Engagement activities include actions that generate a published message, such as reposting or commenting. Non-publishing activities such as likes and reactions are not included. The top 0.5% of data was winsorized to limit the impact of extreme outliers.

*The Q1 2025 Pulse Survey conducted online by Glimpse, a global market research firm, on behalf of Sprout Social. Participants included 650 marketers across the US, UK and Australia whose responsibilities include managing their organizations' social media presence and influencer marketing efforts. The survey was conducted from January 9 to January 27, 2025.

^The Q4 2024 Pulse Survey conducted online by Glimpse, a global market research firm, on behalf of Sprout Social. Participants included 2,068 social media users across the US and UK. The survey was conducted from September 25 to October 1, 2024.

For questions about the data, please contact content@sproutsocial.com.

About Sprout Social

Sprout Social is a global leader in social media management and analytics software. Sprout's intuitive platform puts powerful social data into the hands of more than 30,000 brands so they can deliver smarter, faster business impact.

With a full suite of social media management solutions, Sprout offers comprehensive publishing and engagement functionality, customer care, influencer marketing, advocacy and AI-powered business intelligence. Sprout's award-winning software operates across all major social media networks and digital platforms.

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