



#DestinationTwitter Travel in a post-Covid world

As the world begins to open up again, travel conversation on Twitter is heating up. With anticipation of holidays rising, people can't wait to get out and start exploring the world around them.

Travel conversations on Twitter

26M

DESPITE THE PANDEMIC, CONVERSATION ABOUT TRAVEL ON TWITTER HASN'T STOPPED

Source: Twitter Internal, retrieved xx date. Global. Data covers 1st Jan 2019 to 31st Dec 2020

As restrictions ease, people on Twitter have been dreaming of travel

41%

OF THE TRAVEL CONVERSATION ON TWITTER IS ANTICIPATION FOR AN UPCOMING TRIP

66%

TRAVEL IS HIGH ON OUR LIST OF PRIORITIES THIS SUMMER

Source: Yougov, UK, 31/1/2021 Data Set. What, if any, of the following activities do you prefer to do in Summer? Please select all that apply. n=1958n Metric: Daily average Tweet growth month over month, 6/1/20 - 7/17/20. Data retrieved 7/17/20.

Travel planning has changed with safety and last-minute short-haul trips taking a front seat



+84%

INCREASE IN CONVERSATION ABOUT LAST-MINUTE OUTDOOR TRIPS

+721%

INCREASE IN 'SAFETY WHEN TRAVELLING' CONVERSATION ON TWITTER

Source: Qult.ai commissioned by Twitter, 2020. Countries included UK, FR, DE, ES, KSA, IN, JP and AUS unless specified otherwise. PreCovid June '19 - Jan '20. During-Covid Feb '20 - September '20 (included)

Four types of holidays have become more important



Exploring the outdoors



Cultural immersion



Food dining and shopping



Entertainment

