



Elevated Storytelling

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- Video

- <https://www.youtube.com/watch?v=jVKAtOeo-AQ>

Social Revolution

- There are eight billion video views on Facebook every day
- Snapchat averages 24 million views in 24 hours
- “Facebook’s news feed will be mostly video in five years.”
– Mark Zuckerberg



Storytelling is more relevant to the
travel industry
than any **other industry**

- Video

- <https://www.youtube.com/watch?v=pDrfFPtyNZ8&feature=youtu.be&list=PLYMMcE9SvA4Jsl1Ulxl6neq6M0P0XP2WI>

The rise of the **influencer**

83% of consumers use social media for
travel inspiration



Claire Thomas

Instagram: 98.4k
Pinterest: 22.2k
Facebook: 24k
Twitter: 8.7k
YouTube: 65.7k
Total: 218k



Likes: 1,332



Likes: 1,166



Likes: 1,136



Likes: 1,048



Likes: 2,126



Likes: 1,980



Likes: 990



Likes: 1,516



Likes: 1,462



Likes: 1,697



Likes: 1,187



Likes: 2,119



Likes: 1,835



Likes: 1,402

Elevated Storytelling

FOOD & WINE

Mushroom Foraging

Imagine bringing together the locally renowned mushroom forager, Alan Muskat, a well-known chef influencer and a food-and-wine writer from Food and Wine magazine; now plop them in the middle of the national forest, where the lush ecosystem yields one of the most diversified fungi colonies in the world and let the conversation begin! Cook up a little gravel gourmet in the woods with the bounty. With the PR team behind the camera, guiding the discussion to bring the culinary travel story to life in a completely organic and unexpected way, the results yield immediate social media content across the three participants' channels – YouTube videos, blog posts, articles... the possibilities truly are endless.



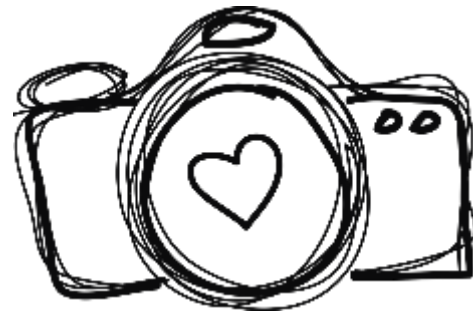
Types of Content:

- Immediate social content
- Long-term content in print and online
- Larger audiences reached through multiple channels
- Videos, social content, photos, web content and story angles

Embracing the shift

Questions?

Keep your camera rolling...



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