



NAPLES · MARCO ISLAND
EVERGLADESSM

FLORIDA'S PARADISE COAST

2024 Media Trends





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Meet The Team



Brittany Chapman

President, Florida

13+ years of experience managing the public relations and social media efforts for destinations, hotels, resorts and countless lifestyle-focused brands.

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Mackenzie Comerer

Vice President, Florida

More than a decade of experience managing the public relations for beloved global hotel brands, as well as leading the charge for one of Florida's top Destination Marketing Organizations.

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Meet The Team

As the PR agency-of record for Florida's Paradise Coast, LHG is focused on:

- supporting your destination marketing team
- managing a comprehensive PR and media relations strategy

Our primary goal – create impactful relationships with media in your target markets, so that the destination is consistently and favorably featured in relevant print, online and broadcast press.



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Trending
Media Topics

The Role of AI in Travel

- OpenAI's ChatGPT broke record as fastest-ever growing consumer app
- Travelers using AI chatbots to get inspiration on where to go
- Major travel booking platforms integrating AI chatbots into booking experience
- Wave of new AI-powered features and products aims to support travelers on the ground
- Controversy in travel writing – who is really writing the story?

The Promise of Travel in the Age of AI

Skift
RESEARCH

+ McKinsey
& Company

September 2023



Digital First

- Publishing houses pulling print distribution in favor of digital emphasis
- One example: DotDash Meredith ending print editions for six titles: EatingWell, Entertainment Weekly, Health, InStyle, Parents, and People en Español
- Digital publications = longer shelf-life; publishers constantly looking for new content to increase readership
- New print launches decreased in 2022-23

EatingWell

Parents

Health

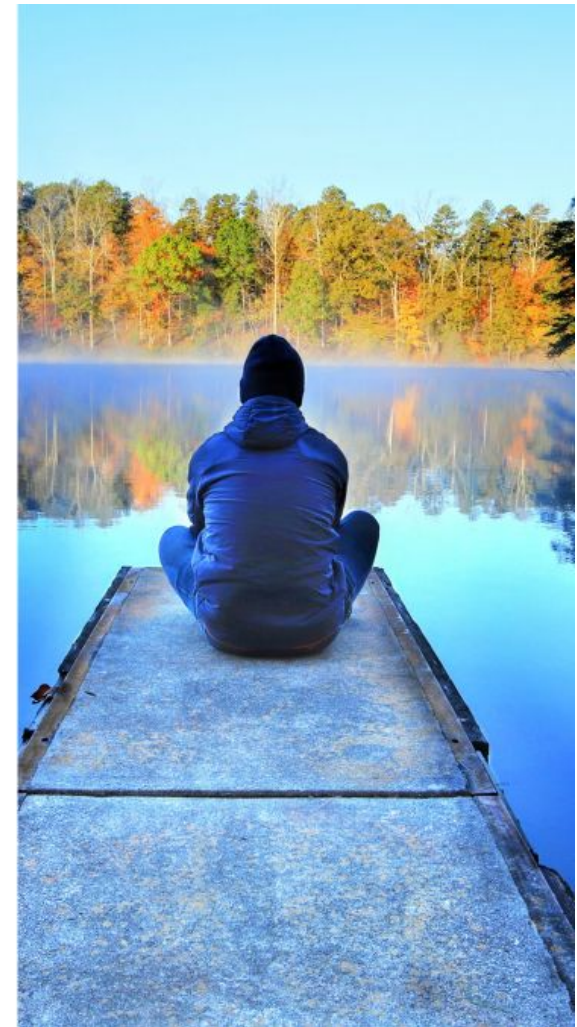
What's Real News? Where To Get It?

- Adults increasingly getting news from social media
- Traditional news sources heavily utilizing affiliate links with virtually every story
- Many young consumers have abandoned traditional news for some variety of social media
- Social media and content creators increasingly specialize in 'real' and 'authentic' content



Media Avoiding Media

- Media desire to avoid large numbers on press trips
- Of equal importance: where, how and who they travel with
- Opting to travel with trusted media friends or solo whenever possible
- LHG focusing on individual and “buddy” press trips
- Mini-fams, 2 -3 media max





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What's Hot with
Today's Travelers

Astro-Tourism

- Star gazing popular since dawn of civilization – soul-soothing experience
- Increasingly virtual world = desire to be in the real universe
- Travelers want to avoid pollution, crowds, traffic – focus on nature
- 2024 Solar Eclipse increasing interest in astro-tourism
- Hotels can capitalize – stargazing programs, guides, wellness tie-in to spas
- Big Cypress National Preserve opportunity



Sports Tourism

- Sports tourism growing; new generation of sports fan emerging
- Taking fandom out of the house; following different sports in destinations across the world
- Trips that hinge around seeing games, races, and extending trips to see the sights
- High profile travel events 2024 – Olympics, Tour de France will increase interest in travel
- USL coming, Paradise Coast Sports Complex – our area well positioned for growth



Gig Tripping

- Rock stars are the new rock stars of travel
- Taylor Swift-effect: concert tours generating huge income for destinations
- Fans willing to travel to see their favorite stars; make a vacation of it
- Music festivals growing around the world
- Hotels can create VIP packages; user-friendly experience



Skip-Gen to Grow in 2024

- Grandparents traveling with grandkids – no parents
- Travel to places with sentimental meaning
- Healthier grandparents staying active, have disposable income
- Global ratio of living grandparents to grandchildren higher than ever
- Increase of life expectancy + drop in number of children per person
- Golisano Children's Museum, Naples Zoo, Dolphin Explorer and more – appeal to market



Silent Travel

- Global Wellness Institute forecasting a 21% increase in wellness tourism in the next two years
- In age of overstimulation, silence being sought in travel
- Chance to restore and reset, mindful kind of trip
- Silent meditation retreats increasingly popular
- Sleep retreats, quiet hotels, silent walking tours
- Silent travel part of a move towards more sustainable tourism; reduce noise pollution for wildlife
- Paradise Coast's natural surroundings a perfect fit



Wild Feasting

- Travelers tired of eating sandwiches in front of computer at home/work
- Wild feasting – beautifully curated culinary experiences in natural environments
- Incorporation of hyper-local and foraged ingredients
- Sweden offers do-it-yourself outdoor restaurants: book table in scenic location, search for certain ingredient and then cook them on an open fire using recipe card provided by Michelin-grade chef
- Paradise Coast – incorporate farmer's markets, fishing, stone crabs; cook with chef-provided recipes outdoors



Small Group Travel

- Takes page from multi-generational trend
- Young families, neighbors traveling together
- Friend groups renting large vacation home or private villa or even take over a floor of a hotel
- Holidays such as New Years, Independence Day, Memorial Day, Labor Day, Spring Break popular



Destination Dupes

- Travelers taking page from TikTok, with destination dupes
- Can't travel internationally? Substitute aspirational adventure for more attainable trip with similar characteristics.
- Substitute trip to Europe for international vibe of Third Street South



Trends That Are “Out” in 2024

- Jam-Packed Vacations – no one wants to have to take a vacation from vacation!
- Skiplagging to save money on flights – airlines punishing travelers
- Cash tips for housekeeping – hotels experimenting with QR codes and services like Grazzly – digital tipping
- Visiting over-touristed destinations – avoiding crowds, impacting environment, reducing stress and cost; Amsterdam instituted highest tourist tax





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Capitalizing on
Trends
&
Current Events

Ways to Capitalize on Trends

- **Newsjacking** – media love stories that tie into current events and pop culture, e.g. Barbiecore, Pantone colors, Royal weddings, Olympics
- **Timeliness is key** – have to move fast to capitalize; impact lost if response to trend comes months later
- **Special Offers** – coverage less focused on price/deals and more on special amenities, experiences
- **Thought Leadership** – offer your management as expert resource to comment on trends and how they impact your business
- **Have Fun** – the more outlandish, distinctive, cute, funny (but tasteful), quirky but helpful for travelers will be hard for media to resist!



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2024
Social Media
Trends

Meet the Team



Katherine Peterson

Senior Social Media Manager

Paradise Advertising

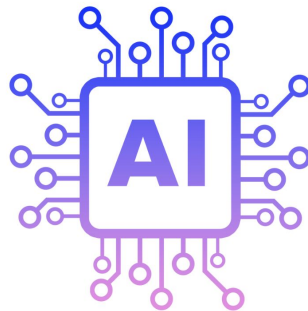
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Katherine is an accomplished Senior Social Media Manager at Paradise Advertising, renowned for her expertise in creating impactful social media campaigns. Her content strategies have been recognized by US Travel Association, winning her Esto's Best Social Media Campaign award in 2021. With a passion for assisting local businesses and communities, Katherine utilizes her skills to drive awareness and promotion through various social media channels.

Top 2024 Social Media Trends | Summary

- **Adapting to 2024 Realities: Success lies in adapting to the evolving social media landscape.**
- **In 2024, ROI will take center stage in social media as successful organizations close in on top-performing tactics.**
- **From singling out hero platforms to perfecting content mix and leveraging AI, marketers and brands set the pace with a new level of precision and efficiency.**

The Rise of AI



- AI is becoming an integral part of social media strategies, transforming how brands engage with their audience.
- Maintaining a healthy balance between **technology and authenticity** is key.
- Decide which tasks are best suited for AI and which ones are crucial for building authentic relationships with your audience.
- **Different age groups** are forming **different relationships** with AI-generated content. Knowing exactly who your audience is will help you develop an AI strategy that's in line with their values and preferences.

Social Platform Statistics

- **5 billion** people are social media users worldwide.
- **Facebook** is still the largest online social media network - 3 billion users, 70% of American adults have an account.
- **TikTok** is the fastest growing platform - 1 billion users worldwide, and about 50% of Americans have accounts.
- **YouTube** is on the decline but still has over 2.5 billion users globally.
- **Pinterest** is the second most visited website in the United States.

Source: HSMAI Americas

The Multi-Platform Predicament



- Zeroing in on Platforms That Work
- **Strategic Approach:** Instead of being everywhere, focus on platforms that align with your audience and contribute to meaningful engagement.
- **Quality Over Quantity:** It's not about the sheer number of platforms but about maintaining a strong, impactful presence on selected platforms.
- **Measuring Success:** Prioritize the platforms that generate the most positive response and contribute significantly to your overall ROI.

The Entertainment and ROI Connection

- In 2024, brands that publish entertaining content on social will succeed in **winning engagement**, and market share away from brands that keep on publishing the same old type of content.
- **Consumer Preferences:** Consumers use social media primarily for entertainment and relaxation. Brands focusing on too much self-promotion are perceived negatively.
- **Entertainment** proves to be a quantifiable factor in ROI, even in serious or regulated industries.
 - Top performing content- short form video
 - Unique brand positioning





Q & A Session

THANK YOU

