



CruiseTok

Meet the speaker



Ola Quadrio
Head of Travel, Client
Solutions
TikTok

✧

**The FYP is a
stream of
entertaining
content**

✧



✧ ✧

Discovery

Self Expression

Creativity

Community

30

30 is the avg.
age of a
TikTok user



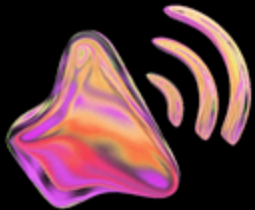
9B

9B #cruisetok hashtag views

(In 3 years)



30



30 million people
use TikTok every
day (in UK)

34%

34% of TikTok users
have taken one or more
cruise trips in the past 5
years.

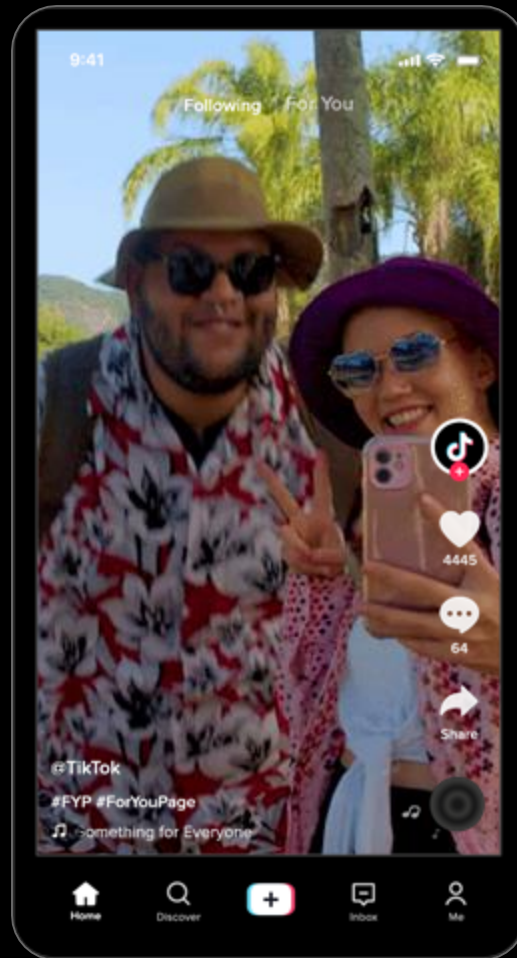


**“People are
exhausted by the
boring and ordinary”**

Circana

Rise of the Joy Economy

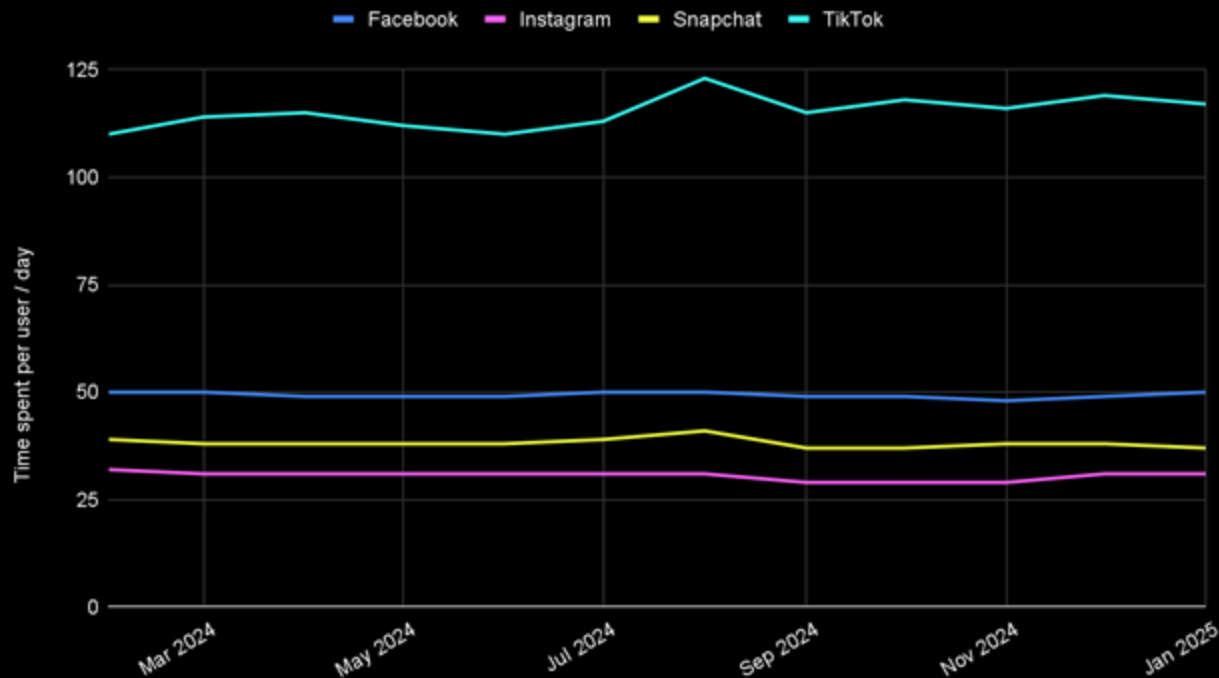
73



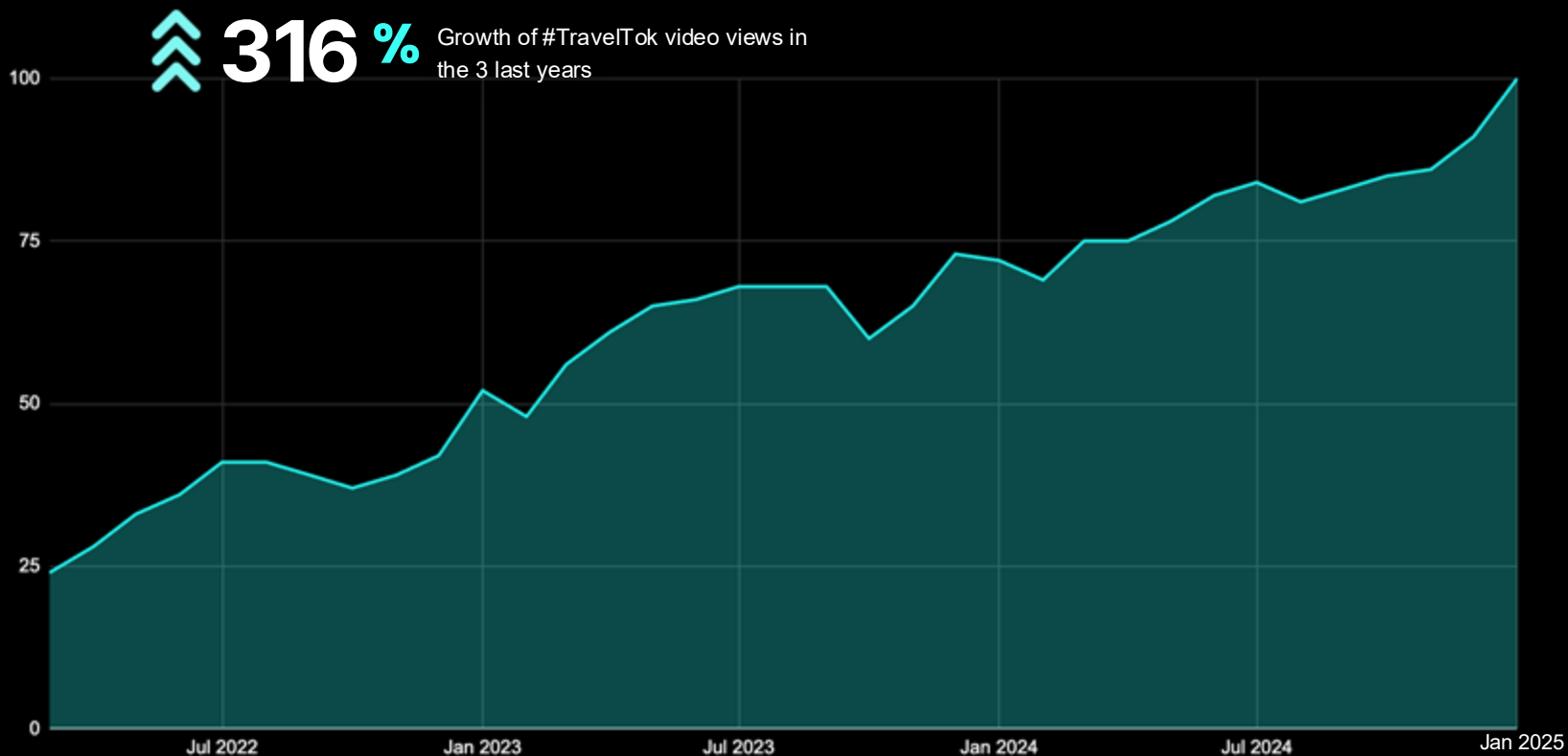
%

said they felt **happier**
after visiting TikTok.

Our users spend 100+ minutes per day with us



Travel interest is strong and continues to grow



CONFIDENTIAL & PROPRIETARY

Travel is the most enjoyable content on TikTok

1 %

Travel

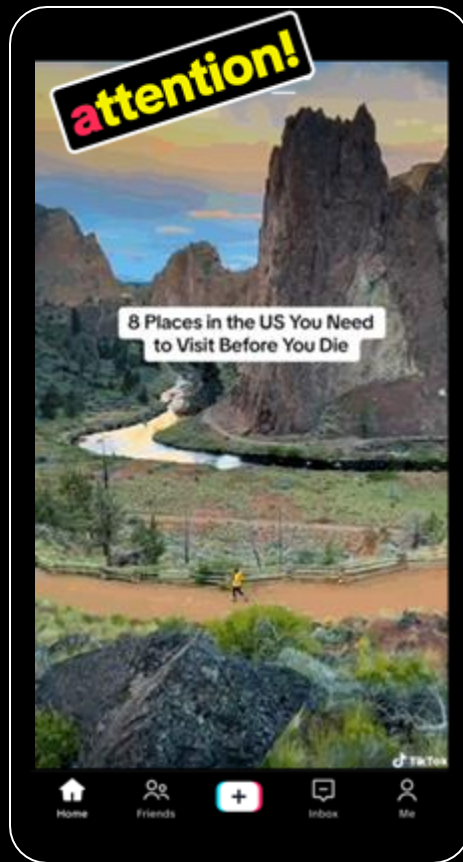
1 %

Food & Beverage

1 %

Entertainment & Streaming

*Types of content that users
most enjoy watching on TikTok*



TikTok Users Hunt
for **Weekly** Travel
Inspiration!

TikTok is the Discovery Engine that Sparks Interest in **New Destinations** and **Drives Visits**



TikTok sparks my interest in visiting new destinations that I have not considered

83%

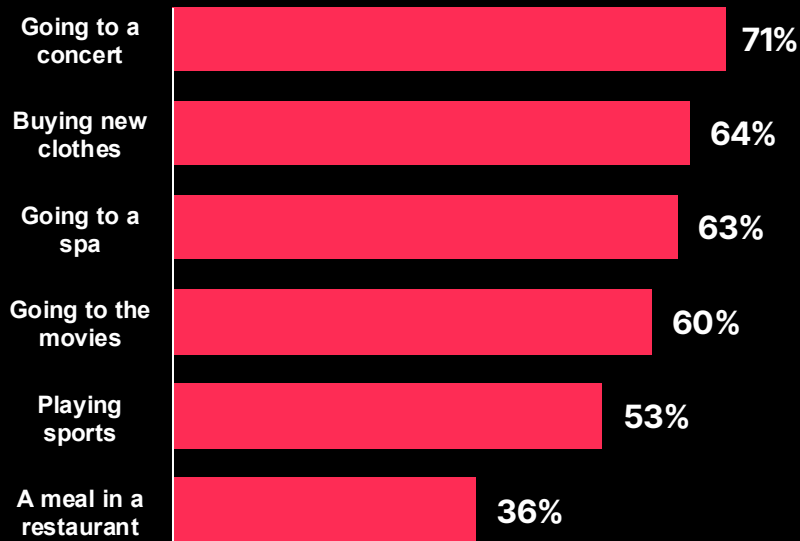
I visit new destinations because I discover them through travel content on TikTok

60%

When asked whether they agree or disagree with statements relating to traveling, responses were provided.

Travel is one of the most sought-after pursuits in people's lives, so much so that **they'd sacrifice just about anything to get away.**

People would give up the following for at least 6 months to travel



Most TikTok users aim to **recharge** and **indulge** on holiday

Motivations to travel in the next 12 months



To Relax

89%

59%

De-stress and switch off

55%

Treat myself

46%

Enjoy better weather

43%

Visit or spend time with family

To Grow

65%

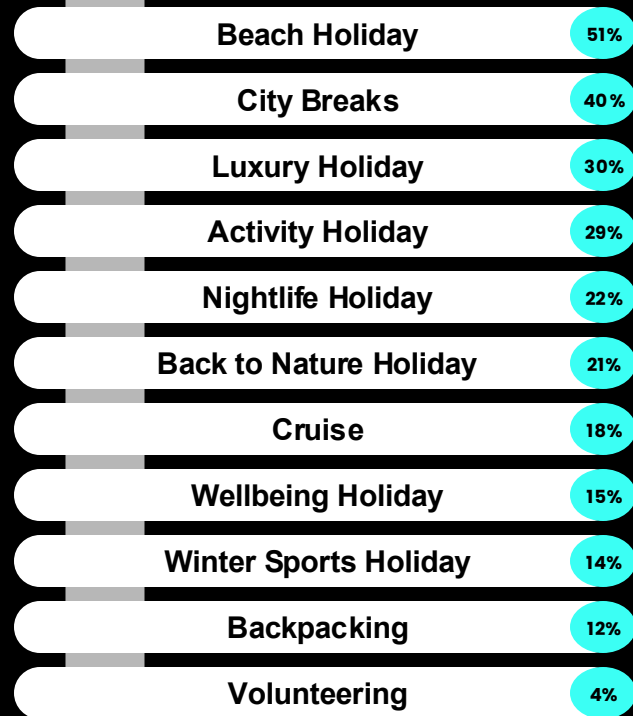
To Celebrate

45%

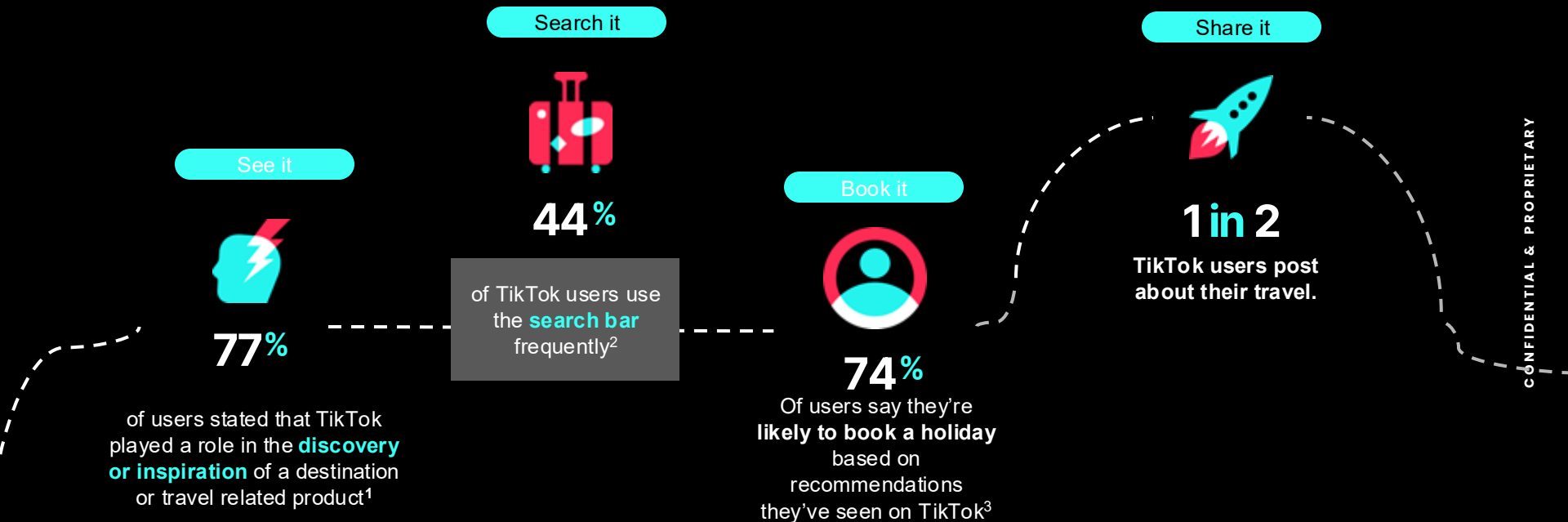


With relaxation
being the goal for
most, **beach
holidays** come out
top & **Cruise** is in
top 10

Type of holiday intending to go on in next 12 months



The journey starts here



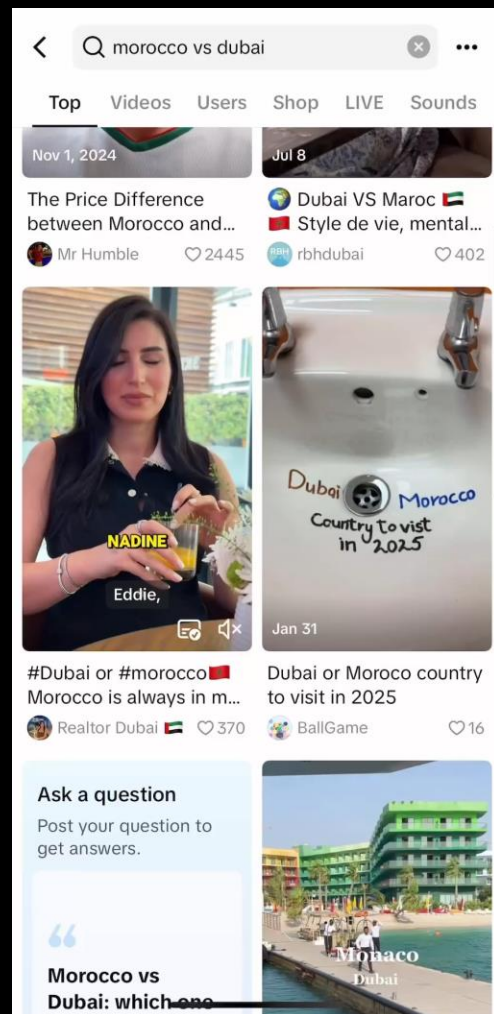
Active discovery

Where **serendipity** meets
search

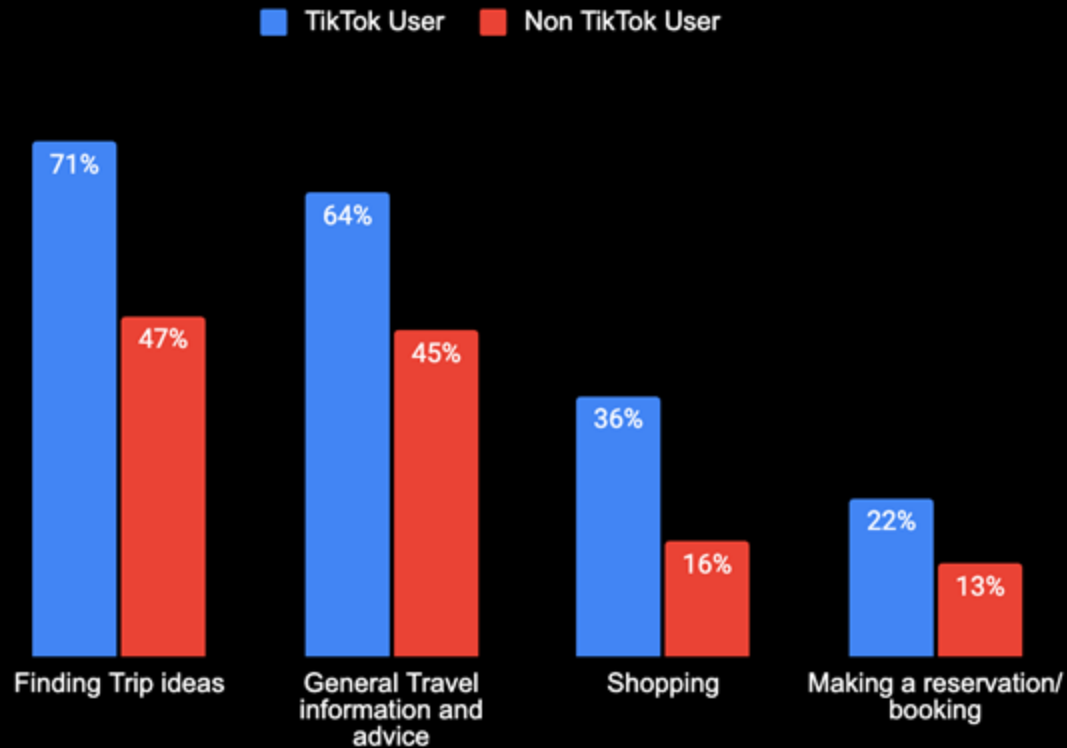
71%

of users **come to TikTok to search** for inspiration, including
where to travel

Source: TikTok Marketing Science Global TikTok as a Discovery Engine Study 2023, conducted by Material



TikTok users are the ones that spend more time in Searching



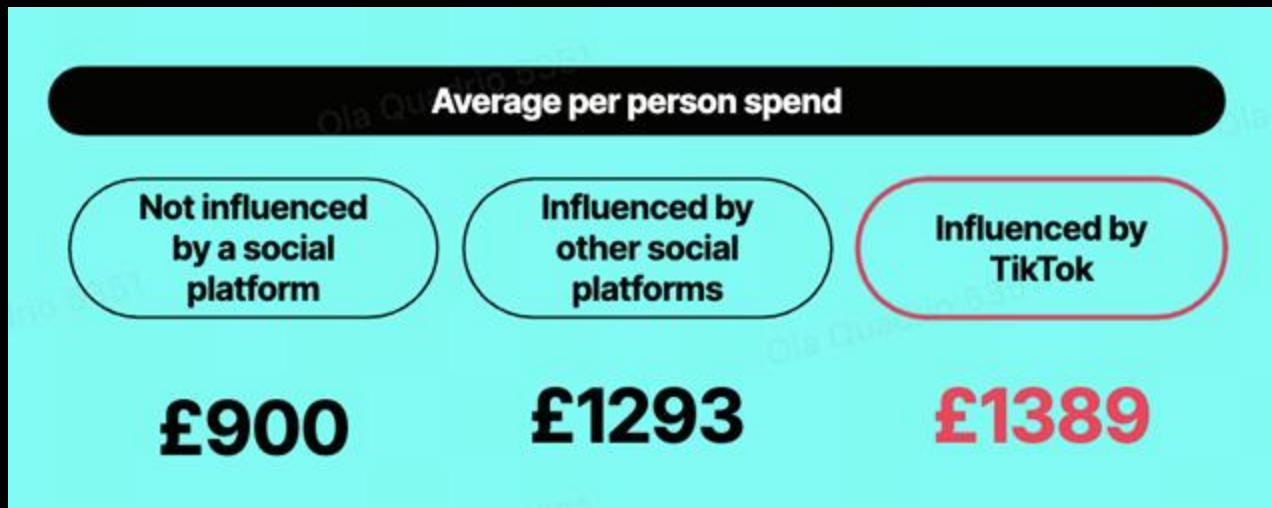


#1

Format for driving conversions amongst travel consumers

76% TikTok users vs 59% other platform users

The rise of the premium TikTok traveller



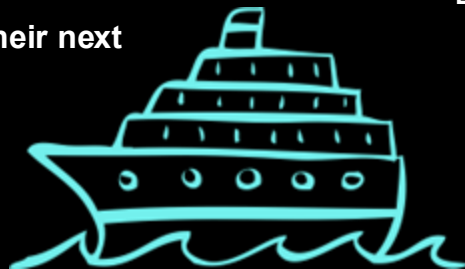
Cruises are **HOT** on TikTok

18%

Planning to book a cruise for their next trip

28%

Want more cruise content on TikTok



What they want **more** of:



More than half (53%) of TikTok cruise enthusiasts prefer a cruise vacation in June, July, August

Summer is the most preferred season for a cruise vacation



Spring

March, April, May

21%

Summer

Jun, July, August

53%

Fall

Sep, Oct, Nov

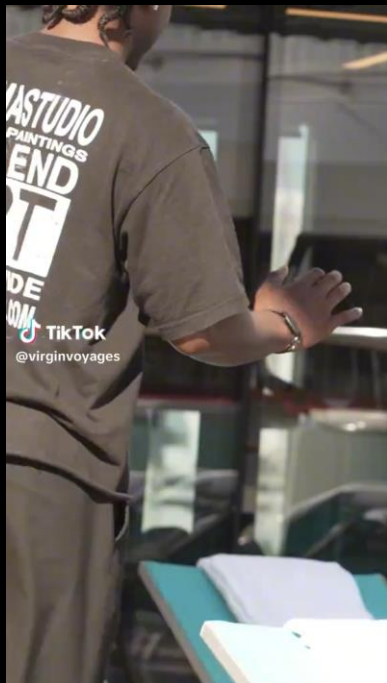
21%

Winter

Dec, Jan, Feb

6%

Let's see what others are doing...



Authentic & Inspiring



Innovative & Diverse



Informative & Engaging

How do I start...



Create an organic profile on TikTok



Start posting



Connect to TTAds Manager



Start experimenting with audiences and objectives



Connect with creators



Trust TikTok



In summary

1

Travel is growing on TikTok and Cruise category is getting traction

2

Stay authentic , speak to your audience and maintain a test & learn mentality

3

Cruise offers endless possibilities and TikTok users are searching for those



Thank You!