



INSTAGRAM & OVERTOURISM



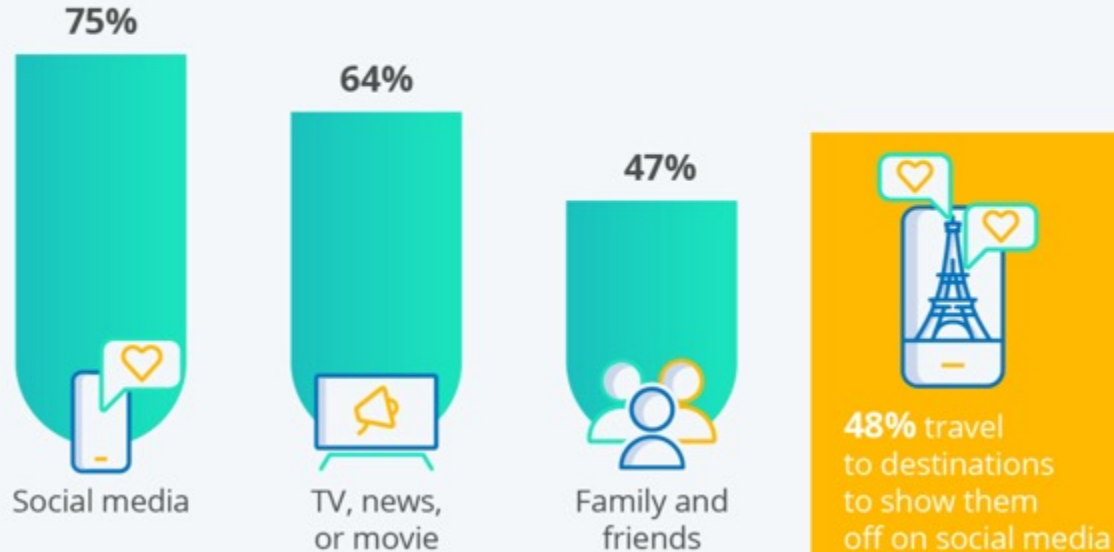
#influence on travel choices

#environmental impact on travel destinations



HOW DOES INSTAGRAM INFLUENCE OUR TRAVEL CHOICES?

Share of respondents who were influenced to travel to a destination, by channel



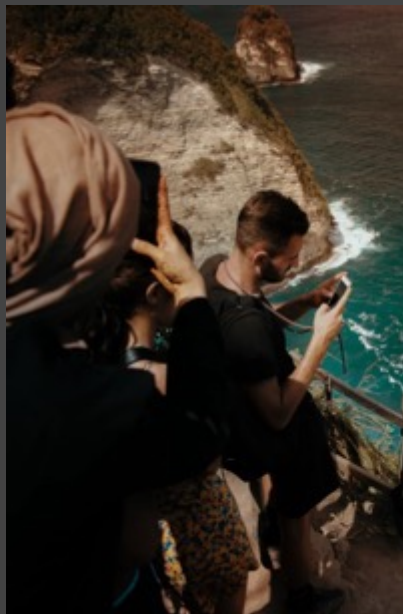
Social Media has the biggest impact on travel choices:

- visually appealing content
- influencers
- user generated images
- > algorithms
- trends



48% travel
to destinations
to show them
off on social media

Kelingking Beach, Nusa Penida (Bali)





OVERTOURISM

Overtourism occurs when a destination becomes so popular that it can no longer sustain the number of visitors it receives.



A red speech bubble graphic with a white border, pointing to the right. Inside the bubble, the word "PRO'S" is written in white, bold, sans-serif capital letters.

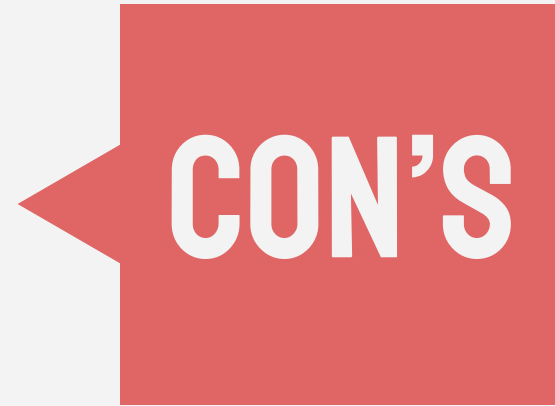
PRO'S

...OF OVERTOURISM

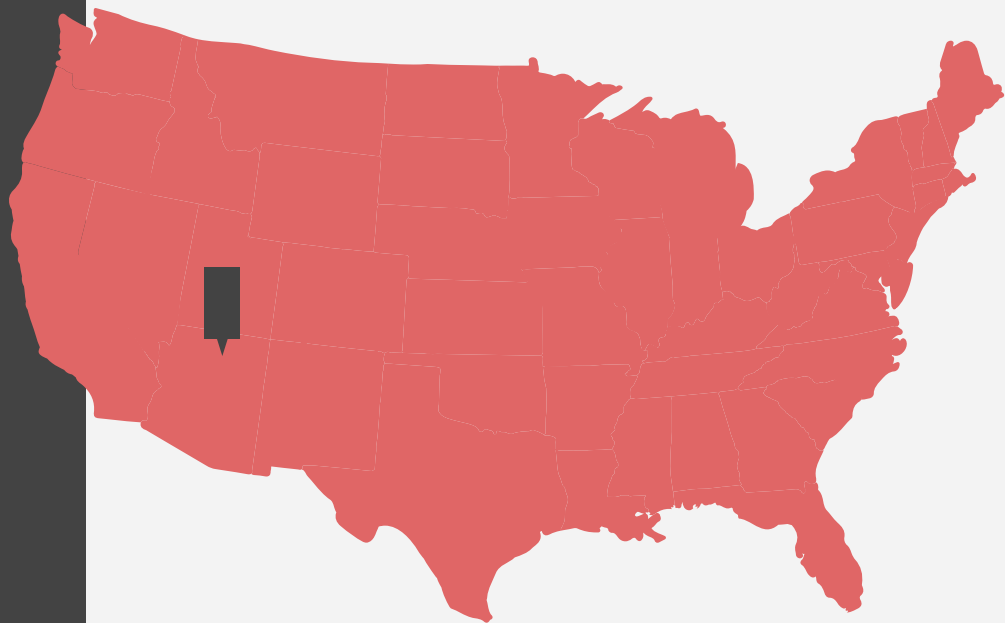
- economic growth:
 - higher salaries
 - construction of new hotels
 - expansion of transport. infrastructure
- increased demand for goods & services
 - > job opportunities
- cultural exchange
- improvement of the quality of life for local communities through increased income

...OF OVERTOURISM

- economic inequality:
 - > uneven wealth distribution
- overcrowding
- cultural erosion
- environmental degradation:
 - pollution
 - waste accumulation
 - depletion of natural resources
 - destruction of ecosystem



HORSESHOE BEND, ARIZONA



- got more popular over the years
- >2018 1.5 mil visitors
- due to **geotagging & social media explosion**

Issues:

- tourists leave trash behind
- trouble with wildlife
- cut down trees for firewood
- infrastructure not good enough (e.g. no restrooms, trashcans)



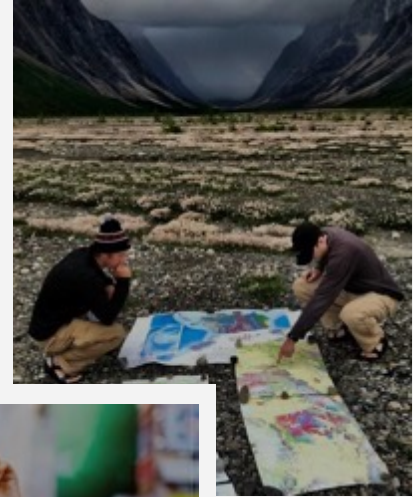
INSTAGRAM EFFECT

- people see posts from a popular destination (revealed through geotags)
- > want to visit the same place and take the same photos
- form of social status

INSTAGRAM BECAME A TRAVELGUIDE

BEFORE

Relying on guides and informations
-> difficult to know what a destination is really like



AFTER

Seeing posts of real people enjoying their vacation
-> much better sense what the destination is like



THE IMPACT OF INSTAGRAM ON TOURISM

2019



2025

The global tourism industry
generated 1.5 trillion dollar

Expected to rise to 2.7 trillion
dollar

- 30 % of American travelers are influenced by social media when planning a vacation -> good photos being a major factor
- 92% of customers trust influencers over direct advertisement

GEOTAGGING

WHAT?

- geographical information to media content

WHY?

- personal memories, marketing, research, travel guide

WHERE?

- above instagram posts

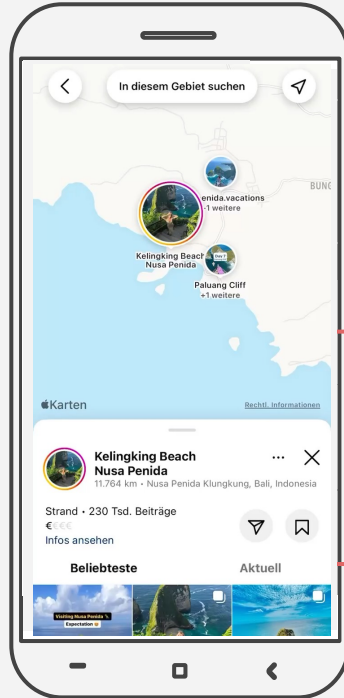


"People just wanted to take pictures and go."

—SUDANTA, TAXI DRIVER IN BALI



TRAVELING FOR THE PICTURE



Trying to achieve as many likes and followers as possible through geotagging and hashtags

Many posts look the same

SOURCES

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THANKS FOR LISTENING!

Do you have any
questions?

Debora, Pauline, Ida and Lena