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INFLUENCER MARKETING FOR FOOD & HOSPITALITY

1

AUTHENTICITY & TRUST

Influencers are seen as more authentic and trustworthy compared to traditional advertising, their followers often perceive their recommendations as genuine and personal. Because influencers have already earned the trust of their followers their suggestions will significantly impact their audience's travel and hospitality choices. Influencers fans and followers are more likely to eat, sleep, and find amusement in the places that they highly rate and display in their unique ways.

2

TARGETED REACH & INCREASED ENGAGEMENT

Influencers can help hospitality brands reach specific target demographics effectively. Whether it's luxury travelers, budget backpackers, food enthusiasts, or adventure seekers, influencers have built dedicated followings that align with these niches. Along with this Influencer-generated content tends to have higher engagement rates compared to traditional advertisements. These niche groups of followers are more likely to comment, like, and share posts from influencers they follow, increasing the visibility and reach of your hospitality brand.

3

REAL TIME MARKETING & STORYTELLING

Influencers excel at storytelling, weaving personal experiences and emotions into their content. This narrative approach helps potential customers connect with the brand on a deeper level, making the experience seem more attainable and desirable. This storytelling technique can also be done in real time because influencers can share their experiences in real-time through stories, live videos, and posts, providing instant exposure for hospitality brands. This immediacy can create buzz and attract spontaneous bookings or visits.

4

STAYING CREATIVE & REMAINING TRENDY

Influencers often bring a creative touch to advertising that doesn't exist with traditional advertising when using social media applications like TikTok, Instagram, and Snapchat. Even more most influencers stay up to date on popular trends, these trends can often be used to help sell products or generate interest for your business in creative and fun ways that will grab the attention of young travelers or adventure goers.