

Social Media Benchmark Report

Travel Industry



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Benchmarking Performance

Given the expense and effort required to consistently produce high-quality social content, it's critical that brands understand what truly resonates with their audiences to maximize ROI and achieve lasting success. While metrics like follower count and growth rate remain important, brands are looking to measures such as engagement, owned reach, and posting cadence to gain a deeper understanding of how content is received. Learn why the following KPIs are critical to brands' social strategy.

Methodology

For the 2H 2024 Social Media Benchmark Reports, Dash Social pulled a sample of global companies across TikTok (n=1,150), Instagram (n=2,956), and YouTube (n=631), analyzing their activity between January 1, 2024 – June 30, 2024, to determine average performance against a predetermined set of KPIs. These benchmarks include handles with a minimum of 1K followers, from both customers and non-customers. The results have been published in separate reports broken down into the following industries: beauty, fashion, luxury, media and publishing, CPG, food and beverage, retail, home, baby and children, wellness, B2B and sports.



Defining the Travel Industry

The travel industry includes travel-related products and services, including airlines, accommodations, tourism, and various travel essentials.

KPIs

Average Monthly Growth Rate

The average number of followers added on a monthly basis.

Why It Matters: It helps brands understand the rate at which the industry is growing and how they measure up.

Cross-Channel Engagement Rate

The Cross-Channel Engagement Rate is a metric that was created to compare each platform's short-form video offering equally.

TikTok and Instagram: (Likes + Comments + Shares) / Reach.

YouTube: (Likes + Comments + Shares) / Video Views.*

*As Reach is not an available metric for YouTube, Video Views was used.

Why It Matters: It helps brands understand the rate at which the industry is growing and how they measure up.

Average Reach (TikTok and Instagram)

The average number of unique accounts that see your post.

Why It Matters: It helps brands understand the number of unique people its message reaches. This is important because it provides insight into brand awareness.

Average Entertainment Score (TikTok and Instagram Reels)

The Entertainment Score is a proprietary Dash Social metric and is scored against a global database of industry benchmarks.

Why It Matters: It helps brands understand how entertained its audience is by a TikTok or Reel.

Average Engagement Rate (TikTok and Instagram)

The average Engagement each post receives.

TikTok Engagement Rate = (Likes + Comments + Shares) / Video Views.

Instagram Engagement Rate = (Likes + Comments) / Followers.

*This TikTok calculation differs from what is used in Dash Social's platform. Video Views is used instead of Reach in order to include brands that are not customers.

Why It Matters: It helps brands understand the rate at which the industry is growing and how they measure up.

Average Effectiveness Rate

A Dash Social metric that includes video views as a way to understand video performance.

Effectiveness Rate = Likes + Comments + Saves + Video Views / Est. Reach.

Why It Matters: It helps brands understand how posts were received by those who saw it, rather than the brand's total Followers.

Average Number of Weekly Posts

The average number of posts brands share per grouping and industry.

Why It Matters: It helps determine the right cadence for posting.

Average Video Views

The average number of views each video receives.

Why It Matters: Users watching video more often have a higher likelihood of remembering brand messages or products.

Average Shares

The average number of times each piece of content is shared.

Why It Matters: Shares indicate that content resonates with users and is deemed 'shareable'.

Average Comments

The average number of comments that each post receives.

Why It Matters: Comments signify community and suggest that users connect with the video.

Retention Rate (TikTok)

The percentage of a video that people watched.

Retention Rate = average time watched / video duration.

*This number can be over 100% if viewers rewatch a video.

Why It Matters: Understanding how long audiences stay engaged is key to figuring out what types of content work on TikTok.

Cross-Channel Trends

TikTok Leads in Engagement, Followed by Instagram and YouTube

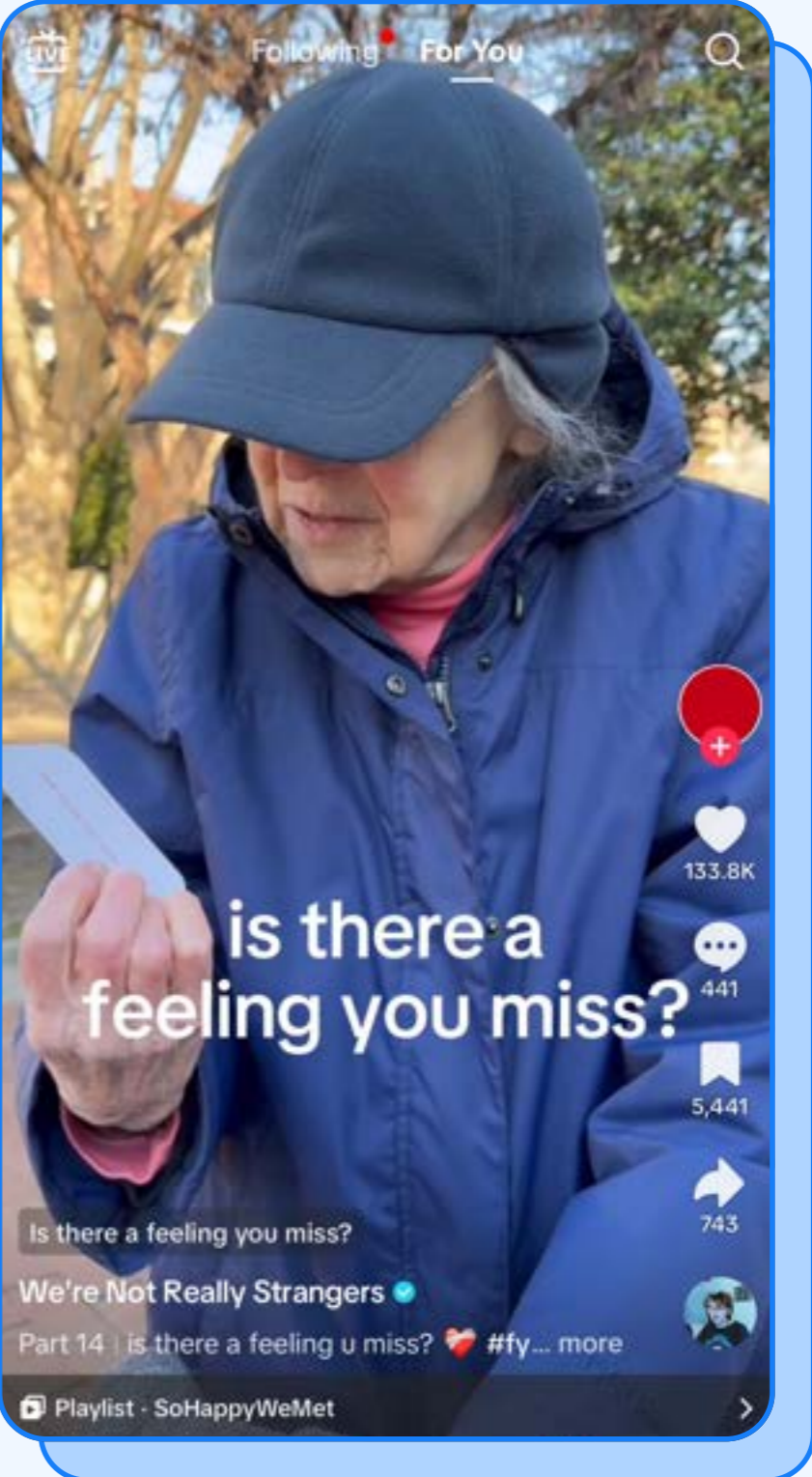
When using a common metric to compare engagement across all channels (cross-channel engagement rate), TikTok leads with 4.5%, followed by Instagram with 4.0% and YouTube with 2.8%. This indicates that TikTok has superior user interaction. This trend continues in short-form content, with TikTok leading at 4.5%, followed by Instagram Reels at 3.6% and YouTube Shorts at 3.4%. These figures underscore TikTok's effectiveness in captivating and engaging its audience, while brands see lower engagement in Reels than Instagram overall.

Brands Achieve Nearly Equal Reach on TikTok and Instagram Reels

Historically, Instagram Reels has outperformed TikTok due to its seniority and built-in user base. However, this recent analysis shows the gap is narrowing. Instagram now only leads by 4%. This highlights TikTok's growing influence and the strength of its algorithm, especially considering how brands often have fewer followers on TikTok than Instagram.

More Users Are Sharing Content Compared to Six Months Ago

All three platforms have seen a significant increase in shares compared to six months ago. This trend underscores the growing importance of creating shareable content as more conversations are moving into direct messages. The rise in shares highlights that regardless of user behavior changing, share-worthy content from brands still sees meaningful engagement.



@werenotreallystrangers

Dash Social Insight

Create highly engaging, shareable content across TikTok, Instagram and YouTube to boost interaction, reach and conversations. Take advantage of each platform's growing engagement and capitalize on trendy content to grow your community.

TikTok Trends

TikTok Continues to Experience Rapid Growth and Widespread Popularity

Brands on TikTok still see momentum, with 6% monthly follower growth. Brands are more invested in the channel than ever, increasing their posting cadence to 6 times a week, up from 5 times a week over the past year. This consistent growth and increased posting frequency highlight how TikTok is a key focus for both brands and users.

Brands Are Producing Better Content and Seeing Better Results

Average Entertainment Scores have grown from 3.6 to 3.8, shares from 111 to 146 and overall reach by 5%. Brands have gotten better at creating the entertaining, highly shareable content that users are most likely to engage with, and the algorithm is rewarding them. This also highlights how competition for creating great content is heating up, and brands need to get good at becoming entertainers to grow their social channels.

Brands With Higher Engagement Rates Attract More Followers

As an algorithm-based platform, the objective for TikTok is to make engaging content, not grow follower count. However, follower growth is one indicator that brands are succeeding. This trend can be visualized as the circle of engagement: create good content, drive engagement, gain followers, and in turn, these followers contribute to even more engagement. As a result, large brands (4.3%) outperform established (3.6%) and growing (3.3%) brands in engagement rate.



@gisou

Dash Social Insight

Brands that post more often have increased Entertainment Scores and shares. Focus on creativity and consistency to maximize reach and audience engagement.

Instagram Trends

Engagement Sees an Uptick While Reach Remains Flat

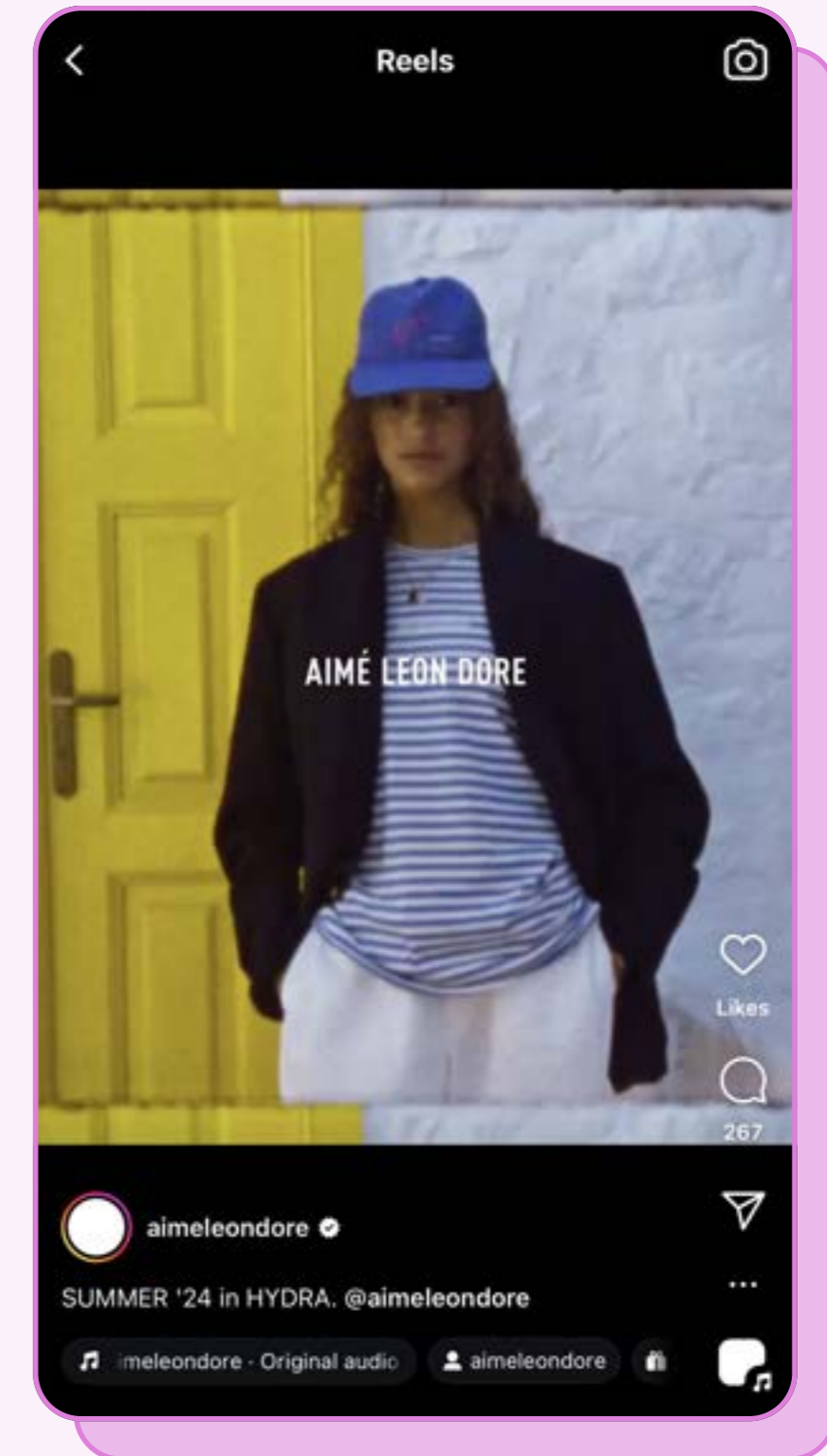
The cross-channel engagement rate has seen an increase in the second half of 2024 for Instagram, while overall brand reach remains flat.

Images and Carousels Drive Greater Reach Than Reels

On average, single images (188.6K average reach) and carousel content (149.9K average reach) achieve greater reach than Reels (109.4K average reach). Brands appear to be more discoverable on the feed. This could be attributed to user preference for creators in Reels, or [Instagram's new ranking system](#) that prioritizes smaller creators.

Instagram Stories Continue to Drive Strong User Engagement

Instagram Stories continue to be a powerful tool for engagement, as demonstrated by impressive reach and completion rates across different follower tiers. These metrics highlight the effectiveness of Stories in connecting with audiences and driving forward momentum, making them an essential part of any social media strategy.



@aimeleondore

Dash Social Insight

Single images and carousels can drive higher reach, yet Reels and Stories remain crucial tools for brand engagement and visibility.

YouTube Trends

Shorts See Substantial Increase in Views, While On-Demand Declines

Compared to six months ago, YouTube Shorts video views have increased by 153%, suggesting that the short-form offering continues to gain traction. Meanwhile, On-Demand video views dropped by 15%.

Shorts Drive Higher Engagement Compared to On-Demand

YouTube Shorts receive three times more likes than On-Demand, differentiating the format as more engagement-driven. Users' tendency to comment on and participate in whatever they're watching is beneficial to brands looking to build community.

YouTube Has Higher Viewer Retention Compared to Instagram Reels

YouTube's role as a search engine significantly contributes to its higher viewer retention rates, with users completing an average of 67% of videos, compared to TikTok's 25%-30%. Unlike TikTok's infinite scroll, YouTube leverages Google's advanced discoverability tools to help users find content tailored to their interests. For brands, optimizing YouTube content like blog posts ensures it reaches and engages the right audience effectively.






@realmadrid

Dash Social Insight

YouTube Shorts has experienced significant growth in video views yet remains a largely untapped opportunity for brands.




Across All Industries

TikTok, Instagram and YouTube (Average)

	 TikTok	 Instagram	 YouTube
Followers/Subscribers	357K +7%	2.1M -2%	791K +13%
Monthly Follower/Subscriber Growth Rate	5.8%* -25%	0.8% +14%	1.2% No change
Weekly Posts	6 +20%	9 No change	7 +17%
Cross-Channel Engagement Rate	4.5%* -2%	4.0%* +14%	2.8%* -28%
Reach	105K* +5%	158K* -10%	Reach is not available through Dash Social

*Customer data only
Compared to six months prior

TikTok, Reels and Shorts (Average)

	 TikTok	 Instagram Reels	 YouTube Shorts
Weekly Posts	6 +20%	4 No change	4 No change
Cross-Channel Engagement Rate	4.5%* -2%	3.6%* +20%	3.4%* -15%
Video Views	128K -2%	117K* -5%	81K +17%
Reach	105K +5%	109K -7%	Reach is not available through Dash Social
Shares	142 +28%	408 +36%	51 +9%

Cross-Channel Engagement Rate is a metric designed specifically for this report. It allows for an equal comparison across TikTok, Instagram, and YouTube by applying the same calculation across all three platforms.

Calculation: TikTok and Instagram = (Likes + Comments + Shares) / Reach | YouTube = (Likes + Comments + Shares) / Video Views

Travel Brands Can Expand Reach With More Enticing Content

The Travel Industry Sees High Video Views on TikTok, but Have Opportunity To Strengthen Engagement

The travel industry enjoys a high number of video views on TikTok, indicating a strong interest in content. However, a clear opportunity exists to strengthen engagement and enhance entertainment value. By focusing on more interactive and engaging content, travel brands can better capture audience attention and turn viewers into a loyal community.

Brands on Instagram Excel in Entertainment and Impact, Yet Could Boost Reach

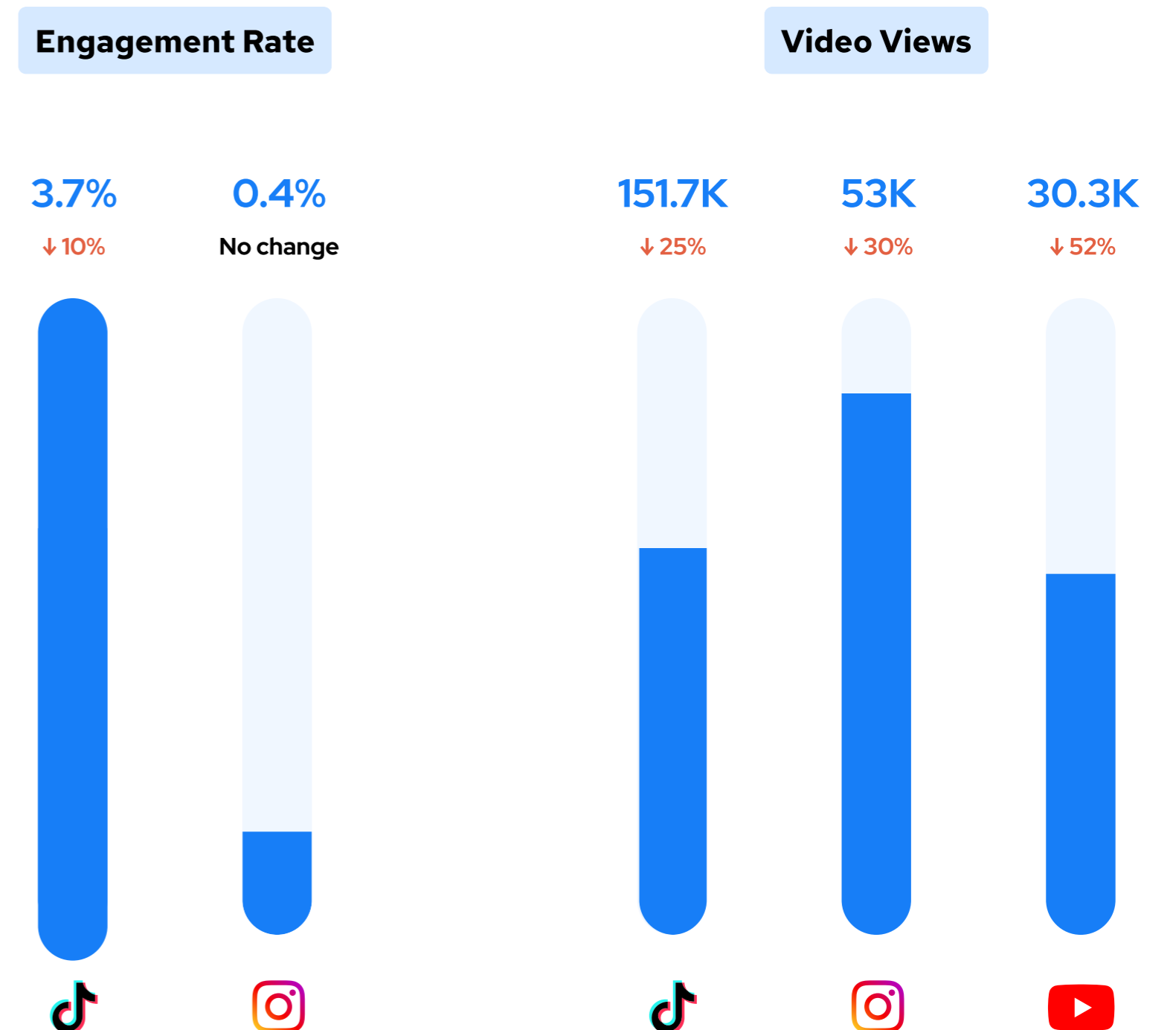
Travel brands boast one of the highest Entertainment Scores and Effectiveness Rates on Instagram, demonstrating their ability to produce content that captivates and resonates well with their audience. However, there is potential to further expand their reach by prioritizing content that plays well in the algorithm, whether that is stunning landscapes, travel guides, personal stories or behind-the-scenes moments.

Brands on YouTube Struggle With Views Despite High-Quality Content

Travel brands have some of the lowest YouTube views across industries, focusing mainly on ad content. Brands like Celebrity Cruises and Booking.com find success with high-quality educational videos, meaningfully leveraging content from their tours. Expanding beyond ad-focused material could help increase engagement and attract a larger audience.

Average Travel Engagement Rate and Video Views

H2 2024



Percentage change compared to six prior

TikTok



Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Overall	357K	6	5.8%	128.1K	142	105K	3.8
Growing Brands (0 - 11.5K Followers)	4.1K	3	7.6%	19.3K	9	12.9K	3.4
Established Brands (11.5K - 110K Followers)	44.7K	5	6.8%	61.8K	36	47.4K	3.6
Large Brands (110K+ Followers)	894.6K	9	3.5%	177.8K	216	145.6K	3.9

*Customer data only

Engagement Rate



Engagement Rate: (Likes+Comments+Shares) / Video Views

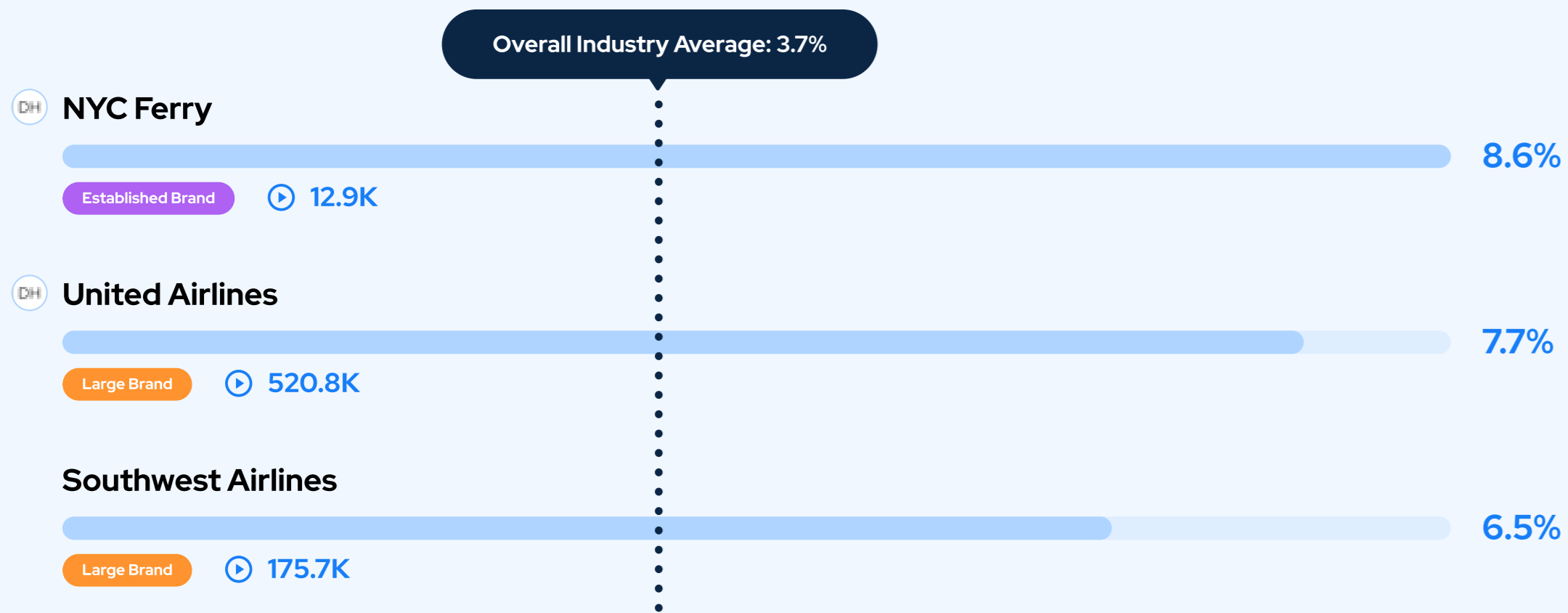
By Industry

	Travel	Beauty	Retail	Fashion	Luxury	CPG	Food and Beverage	Home	Media and Publishing	Baby and Children	B2B	Wellness	Sports
Follower Count	139K	339.7K	252.3K	200.6K	514.9K	329.9K	564.5K	121.3K	676.9K	208.2K	193.9K	110K	604.6K
Weekly Posts	3	6	4	5	4	4	3	3	11	3	8	4	5
Monthly Follower Growth Rate*	5.6%	4.7%	4.0%	4.9%	5.8%	5.1%	5.0%	7.5%	9.3%	4.1%	**	6.8%	**
Video Views	151.7K	96.3K	141K	107.1K	207.2K	146.6K	161.5K	60.7K	159.9K	99.9K	125.3K	66.7K	168.3K
Shares	128	66	71	55	127	121	164	50	269	98	105	47	178
Reach	96.3K	79.3K	107K	86.6K	154.7K	121.4K	120.8K	48.8K	138K	54.9K	**	54K	**
Entertainment Score*	3.4	3.9	3.4	3.4	3.8	3.9	3.8	3.7	4.0	3.6	**	3.3	**
Engagement Rate	3.7%	4.0%	3.3%	3.2%	4.2%	3.6%	3.5%	3.4%	4.7%	3.9%	2.4%	3.3%	5.6%

*Customer data only

** Limited data available

Top Travel Industry Performers by Engagement Rate



 Average Video Views  Dash Social User  Growing Brand: 0 – 11.5K Followers  Established Brand: 11.5K – 110K Followers  Large Brand: 110K+ Followers

Deep Dive Into Top Performing Travel Brand

Southwest

Southwest Airlines earns incredible TikTok engagement by blending humor and heartfelt stories from both crew and passengers. Its friendly and relatable content strategy effectively humanizes the brand and builds a community of engaged followers who love its content, ultimately earning customer loyalty.



Southwest Airlines outperforms the average Engagement Rate for travel brands by **55%**.



Winning Formulas for Creating Entertaining TikTok Content

BRAND LOGO

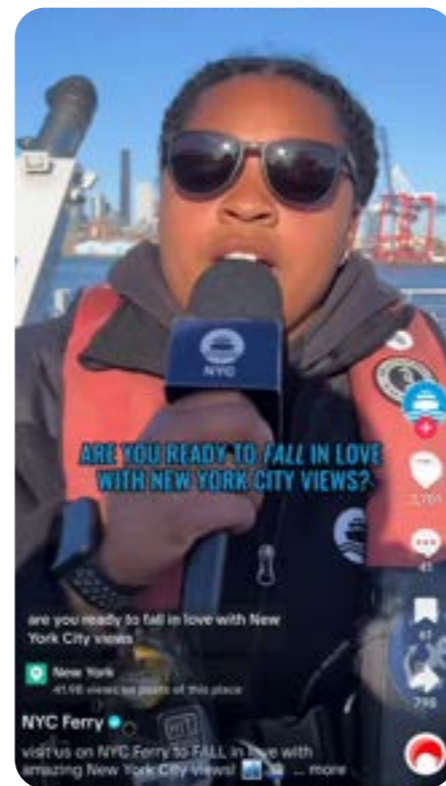
NYC Ferry entertains TikTok users with captivating and endlessly entertaining perspectives of New York City's cityscape from the water, as well as behind-the-scenes looks at ferry operations. Its unique lens of the city and hilarious content engages locals and tourists alike.

Entertainment Score: 9.8/10

Compared to the travel industry average of **3.4**, and NYC Ferry's own average of **6.5**.

Retention Rate: 70%

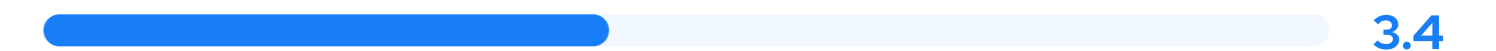
Compared to the travel industry average of **27%**, and NYC Ferry's own average of **49%**.



Top Travel Industry Performers by Entertainment Score

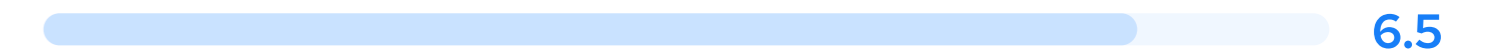
 Average Retention Rate

Overall Average



 27%

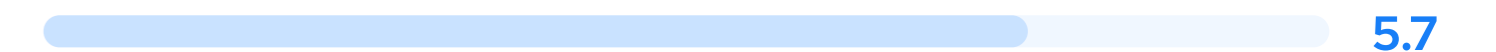
 NYC Ferry



Established Brand

 49%

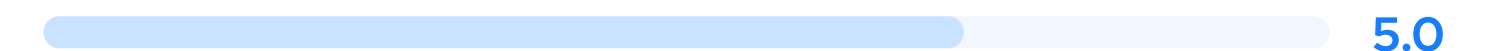
 United Airlines



Large Brand

 32%

 The Maker Hotel



Growing Brand

 26%

Instagram

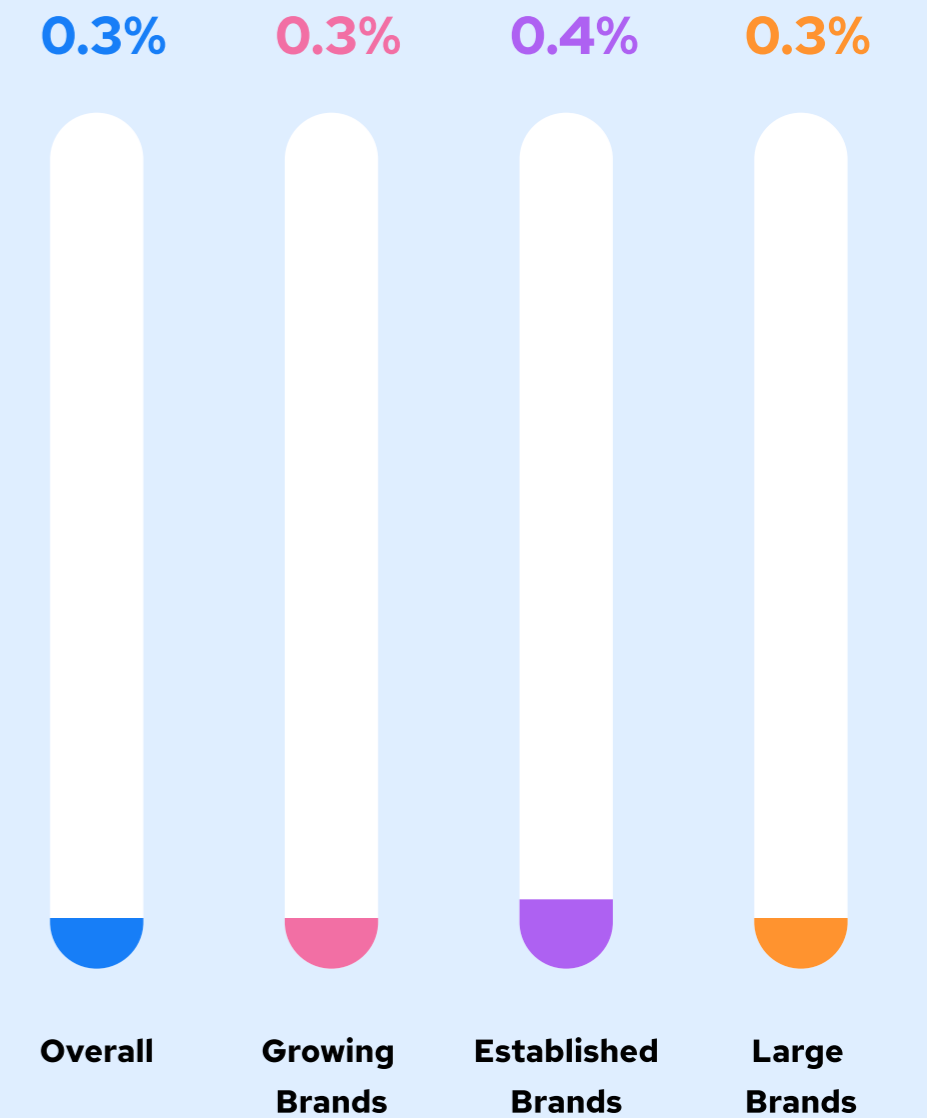


Across All Industries

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach*	Entertainment Score* (Reels)	Effectiveness Rate*	Shares
Overall	2.1M	4	5	0.8%	158.2K	4.6	14.7%	363
Growing Brands <small>(0 - 190K Followers)</small>	87.5K	2	3	1.1%	9.9K	4.5	21.1%	34
Established Brands <small>(190K - 1.1M Followers)</small>	497.3K	3	4	0.7%	40.5K	4.1	16.6%	140
Large Brands <small>(1.1M+ Followers)</small>	7.4M	7	10	0.5%	304.8K	5.1	10.9%	658

*Customer data only

Engagement Rate

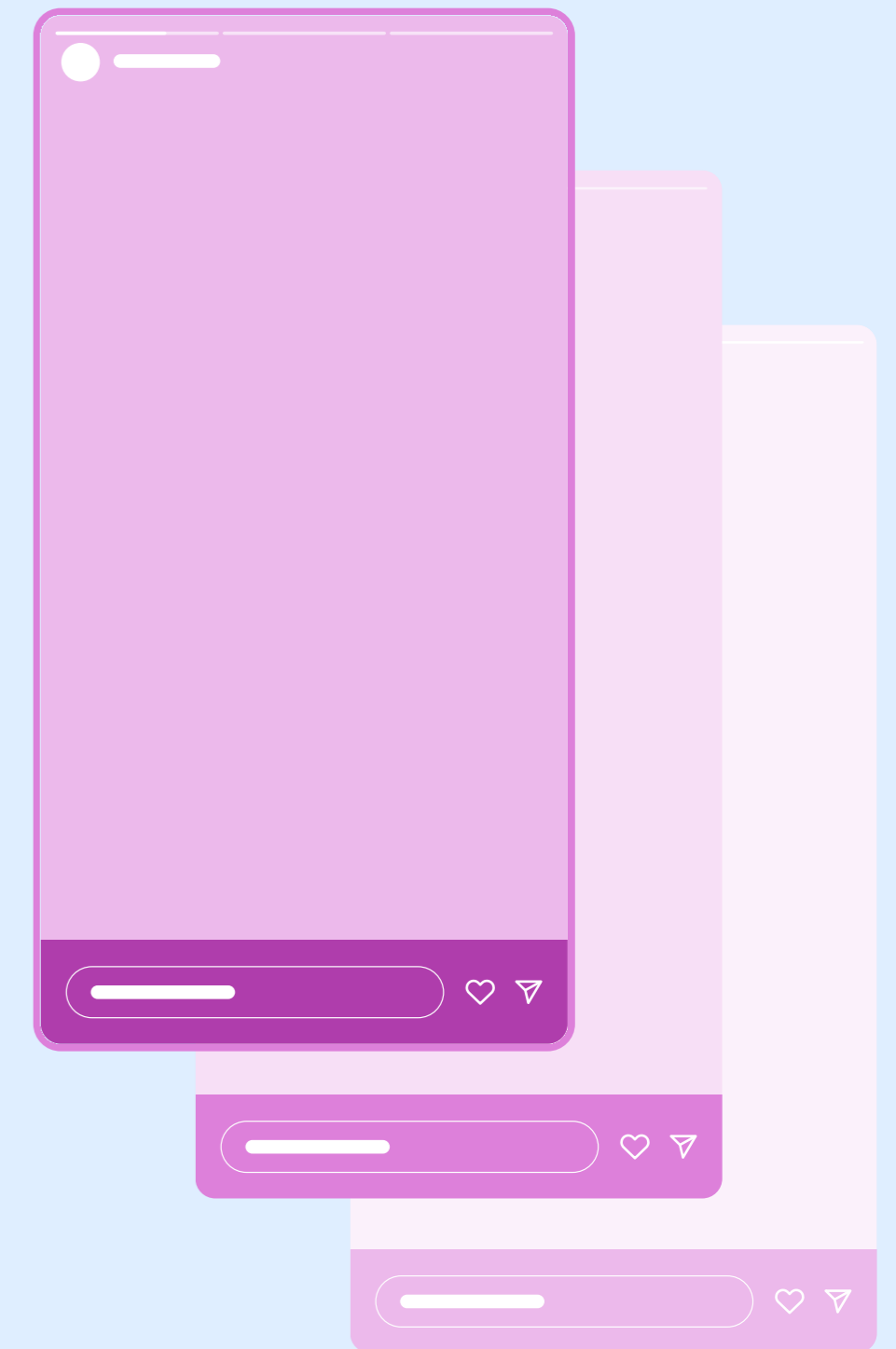


Engagement Rate: (Likes + Comments) / Followers

Across All Industries

	Daily Posts	Post Completion Rate	Post Exit Rate	Reach	Impressions	Tap Forwards	Tap Backwards
Overall	3	92%	8%	14.1K	14.3K	11.9K	632
Growing Brands (0 - 190K Followers)	2	91%	8%	903	914	772	39
Established Brands (190K - 1.1M Followers)	3	92%	7%	4.1K	4.1K	3.6K	171
Large Brands (1.1M+ Followers)	4	93%	6%	35.8K	35.8K	29.6K	1.6K

*Customer data only



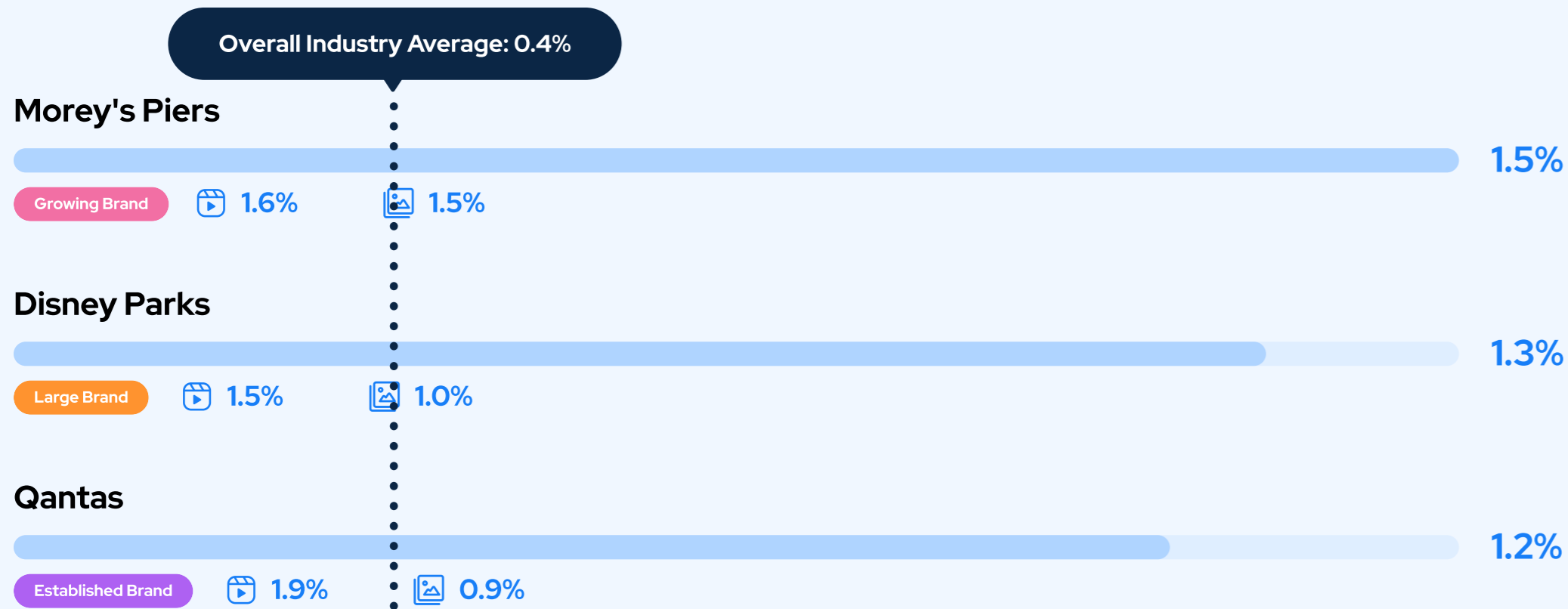
By Industry

	Travel	Beauty	Retail	Fashion	Luxury	CPG	Food and Beverage	Home	Media and Publishing	Baby and Children	B2B	Wellness	Sports
Follower Count	1.5M	2.5M	3.2M	3.6M	8M	1.5M	1.6M	1M	6.2M	989.6K	418.1K	680.8K	28.2M
Weekly Posts (Reels)	2	6	4	3	2	2	2	2	12	2	2	3	6
Weekly Posts (Carousel and Image)	4	5	5	6	5	2	3	4	19	3	2	3	12
Monthly Follower Growth Rate	1.0%	0.8%	0.5%	0.6%	0.7%	0.9%	0.9%	0.6%	0.8%	0.7%	1.6%	1.0%	1.1%
Shares*	213	119	79	60	127	165	313	109	688	257	**	198	**
Entertainment Score* (Reels)	5.3	4.9	3.4	3.6	4.9	4.9	5.4	3.7	5.1	3.6	**	3.6	**
Reach*	60.8K	81.2K	64K	68.8K	136.6K	31.3K	72.6K	58K	284.7K	40.5K	**	47.4K	**
Effectiveness Rate*	17.5%	15.6%	9.8%	9.4%	11.4%	19.8%	17.8%	10.2%	15.3%	14.4%	**	16.2%	**
Engagement Rate	0.4%	0.2%	0.1%	0.2%	0.3%	0.4%	0.3%	0.2%	0.4%	0.2%	0.4%	0.2%	0.9%

*Customer data only

** Limited data available

Top Travel Industry Performers by Engagement Rate



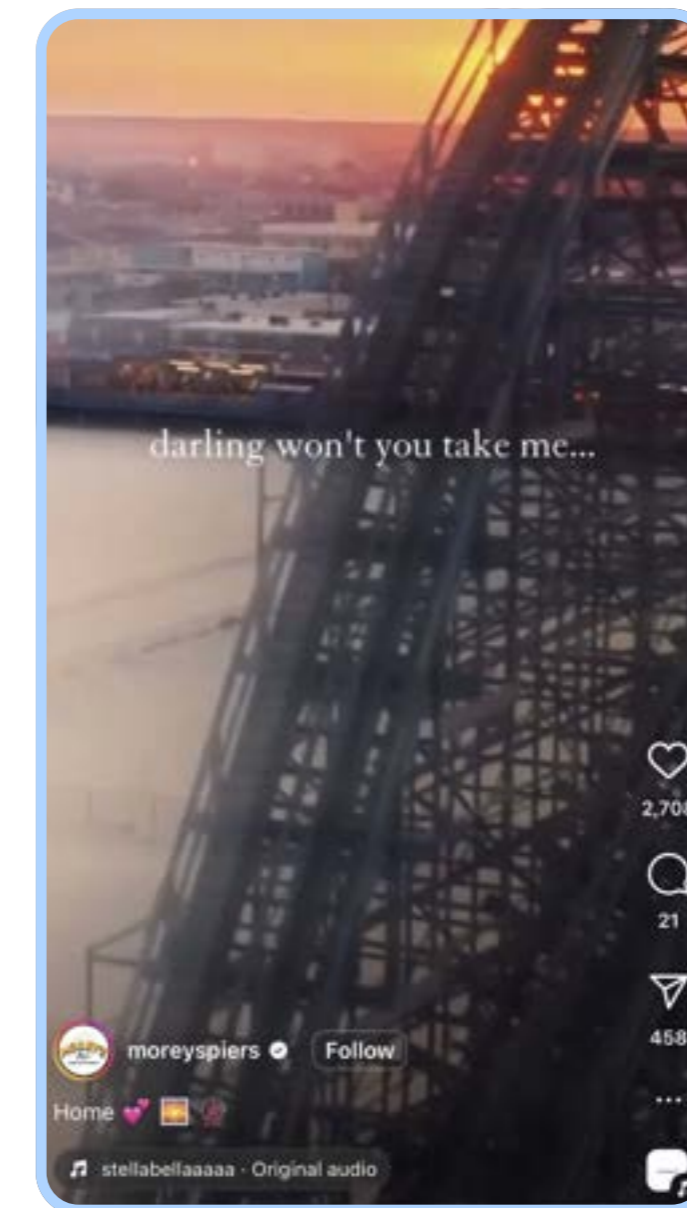
 Average Engagement Rate (Reels) | Industry Average: 0.5%  Average Engagement Rate (Static and Carousel) | Industry Average: 0.4%  Dash Social User

 Growing Brand: 0 – 190K Followers  Established Brand: 190K – 1.1M Followers  Large Brand: 1.1M+ Followers

Deep Dive Into Top Performing Travel Brand



Morey's Piers achieves a high Instagram engagement rate by posting vibrant, fun-filled snapshots of its amusement park attractions and events. This content vividly captures the excitement of visiting the boardwalk park.



Morey's Piers outperforms the average Engagement Rate for travel brands by **116%**.



Winning Formulas for Creating Entertaining Reels Content

Celebrity X Cruises® Celebrity Cruises keeps its Instagram followers entertained with luxurious imagery and stories from exotic destinations. Its Reels offer a lavish glimpse into the upscale cruising lifestyle, captivating those dreaming of their next vacation adventure.

Entertainment Score: 8.2/10

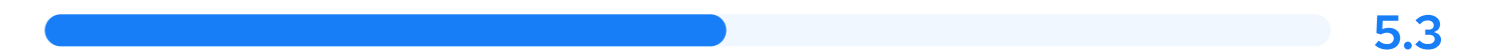
Compared to the travel industry average of **5.3**, and Celebrity Cruises' own average of **6.3**.



Top Travel Industry Performers by Entertainment Score (Reels)

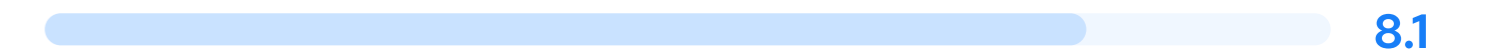
Average Video Views

Overall Average



53K

United Airlines



Large Brand

291.8K

Breeze Airways



Growing Brand

12.3K

Celebrity Cruises



Established Brand

46.7K

YouTube



 Average YouTube Performance

Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes	Shares	Percentage Viewed
Overall	791.2K	7	1.2%	2.1K	84	67%
Growing Brands (0 – 20K Followers)	5.8K	3	1.6%	201	7	86%
Established Brands (20K – 150K Followers)	70K	5	0.9%	236	8	68%
Large Brands (150K+ Followers)	2.7M	17	0.9%	3K	156	60%

*Customer data only

Overall Video Views



By Industry

	Travel	Beauty	Retail	Fashion	Luxury	CPG	Food and Beverage	Home	Media and Publishing	Baby and Children	B2B	Wellness	Sports
Subscriber Count	132.8K	98.2K	343.4K	48.2K	312.6K	714.3K	622.2K	94K	3.7M	335.4K	192.3K	200.1K	1.6M
Weekly Videos	6	8	7	9	4	4	3	3	35	4	3	5	15
Monthly Follower Growth Rate	1.6%	1.3%	0.5%	0.9%	1.1%	1.1%	1.0%	1.4%	1.5%	0.8%	1.4%	1.4%	1.4%
Likes*	146	1.3K	368	247	1.3K	3.2K	3.6K	151	2.4K	592	135	355	4.5K
Shares*	6	34	6	4	36	12	24	15	188	17	2	34	35
Percentage Viewed*	**	88%	59%	68%	100%	64%	64%	74%	57%	73%	**	**	**
Overall Video Views	30.3K	72.5K	77.7K	45.9K	118.8K	163.2K	163.7K	56.8K	90K	55.9K	33.9K	55.8K	135.2K

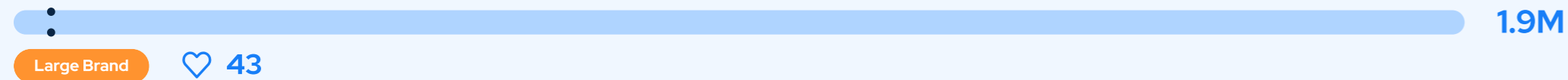
*Customer data only

** Limited data available

Top Travel Industry Performers by On-Demand Video Views

Overall Industry Average: 42.8K

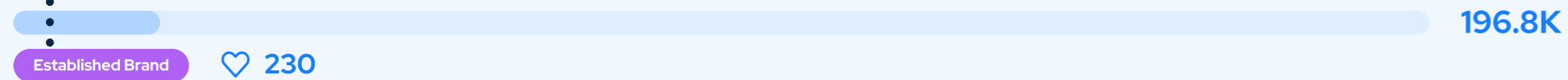
Booking.com



Best Western



Norwegian Cruise Line



📍 Average Likes | Industry Average: 54 📍 Dash Social User 📍 Growing Brand: 0 – 20K Followers 📍 Established Brand: 20K – 150K Followers 📍 Large Brand: 150K+ Followers

Deep Dive Into Top Performing Travel Brand

Booking.com

Booking.com uses On-Demand YouTube for its fun and colorful ads, while its Shorts are cleverly designed to promote the site through relatable content in the short-form, vertical format that so many mobile users are used to.

Booking.com outperforms the average Video Views for travel brands by 191%.



What We Can Learn From Travel Brands' Strategies



Blend Humor With Personal Stories

Utilize a mix of humor and authentic content to humanize the brand and build a strong community, enhancing engagement and loyalty on platforms like TikTok.

Showcase Unique Perspectives

Highlight unique perspectives and entertaining visuals, such as cityscapes from waterways or behind-the-scenes operations, to captivate both locals and tourists.

Leverage Luxury and Excitement

Focus on luxurious and exciting imagery to attract followers dreaming of their next adventure, especially effective on platforms like Instagram where visually captivating content can significantly enhance Entertainment Scores.



Outsmart Social

Dash Social is a social media management platform that equips brands with intelligence and speed to stay ahead of the curve. Through its sophisticated cross-channel insights and workflow tools, Dash Social enables brands to create content that entertains, engages, and drives consistent business results. To discover how Dash Social empowers brands to outsmart social, visit dashsocial.com.



Scan the QR code to sign up for a free demo of Dash Social.



Andie Social Media Manager

Hey team! Sharing our weekly social performance dashboard for review.



At a Glance

Facebook, Pinterest and X

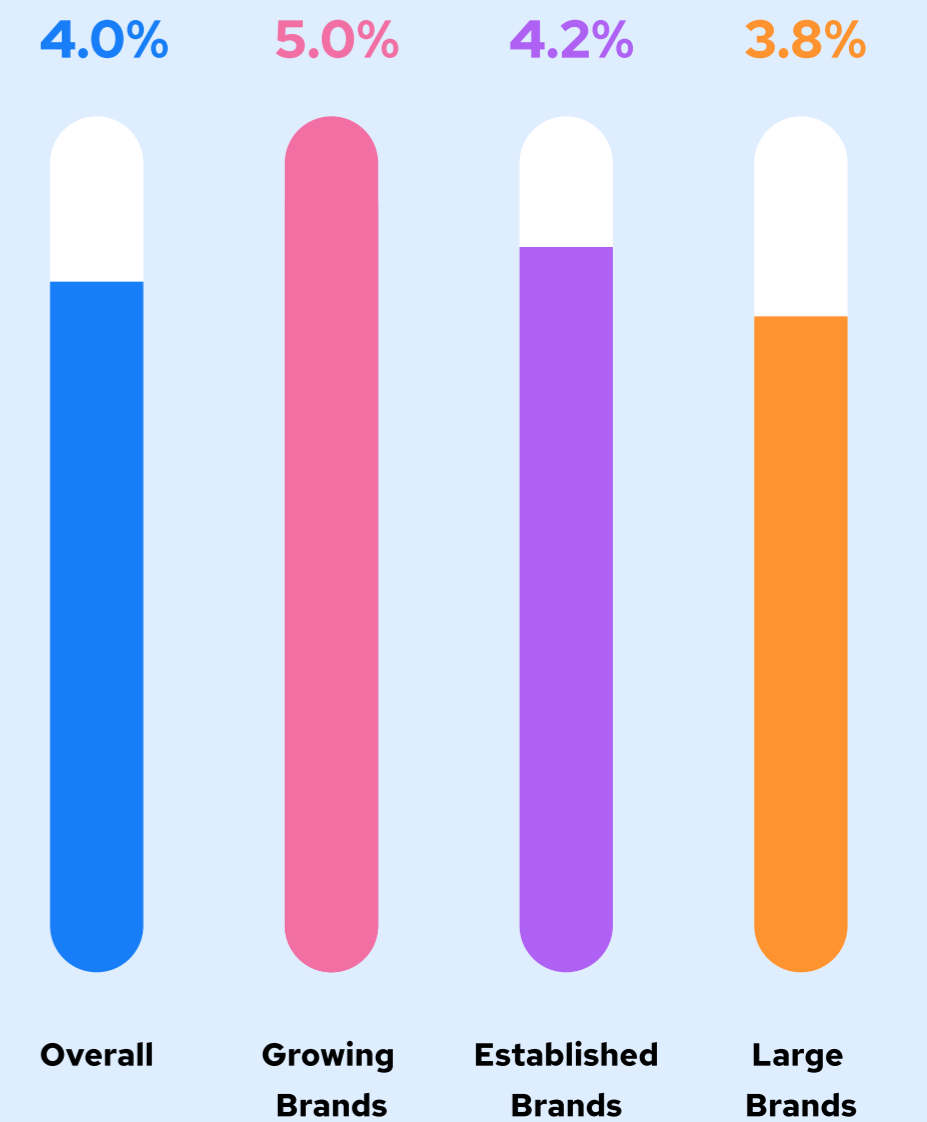


Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Reach	Effectiveness Rate
Overall	927.1K	8	0.5%	63.5K	9.7%
Growing Brands (0 - 100K Followers)	29.3K	2	1.0%	5.1K	12.3%
Established Brands (100K - 850K Followers)	337.3K	7	0.2%	26.6K	9.1%
Large Brands (850K+ Followers)	3.5M	20	0.1%	89.8K	7.4%

Customer data only

Engagement Rate



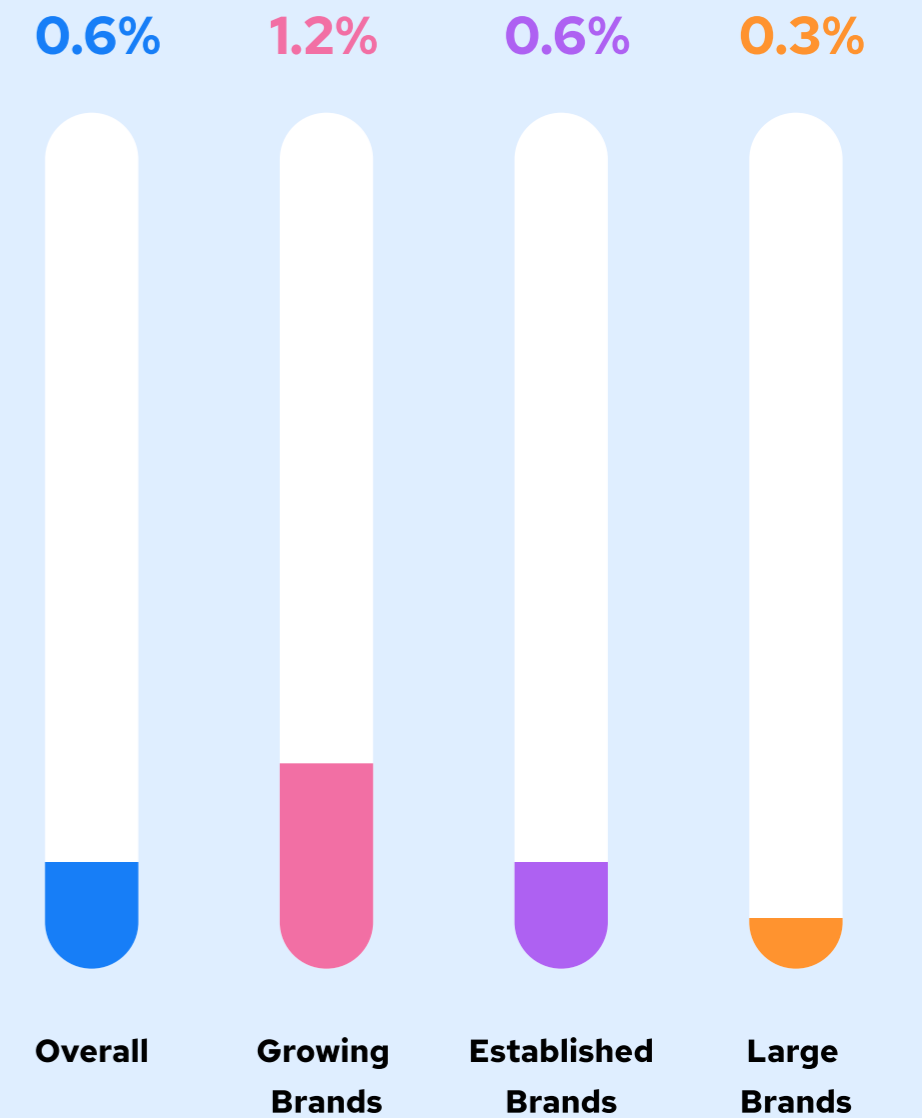
Engagement Rate: (Total Engagements) / Impressions

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Video Views
Overall	235.4K	22	1.3%	845
Growing Brands (0 – 8K Followers)	2.7K	9	2.5%	285
Established Brands (8K – 105K Followers)	37.9K	18	1.1%	850
Large Brands (105K+ Followers)	769.5K	43	0.3%	4.4K

Customer data only

Engagement Rate



Engagement Rate: (Likes + Comments) / Followers

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Impressions	Likes	Total Engagements	Retweets
Overall	813.1K	48	0.1%	16.4K	38	258	8
Growing Brands (0 – 12.5K Followers)	5.1K	6	0.2%	818	7	23	5
Established Brands (12.5K – 200K Followers)	70K	21	0.04%	3.3K	18	90	6
Large Brands (200K+ Followers)	2.0M	100	-0.03%	17.9K	40	284	10

Customer data only