

How DMOs Can Utilize Online Video & Podcasts

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Many DMOs still seem to think that online video and podcasts are for kids, but times have changed.

90% of U.S. online travelers have been influenced by fellow travelers posting blogs, online videos, travel podcasts and reviews (PhoCusWright). 80% of Baby Boomers are ONLINE and account for 59% growth on social networking sites year over year. Podcasts and blog followers have increased a whopping 67% among baby boomers; while the younger Gen Y has had no growth at all (Accenture). 24% of users over the age of 70 have watched an online video in the last week! (TNS Compete Data).

With such high statistics, social media programs need to be taken seriously and you must evaluate where your brand stands in the Travel 2.0 environment. In this article, we share tips on how to maximize your video and podcast efforts, and provide some examples of what other destinations are doing. (full article only available to DMAI members)

Travel Spike article on Online Video and Podcasts for Destinations featured by Destination Marketing Association International.