



crews

Where you belong

TRAINING

Instagram & Tourism

LEARNING OBJECTIVES

- Understand the role of Instagram in tourism promotion
- Master visual formats and codes suited to destinations
- Develop an engaging content strategy for visitors
- Monitor and adjust actions based on Instagram statistics

TRAINING DURATION

1 day (7 hours)

TARGET AUDIENCE

Communication or marketing officers of destinations, tourism boards, travel agencies, hospitality professionals, tourism freelancers, students in the field

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €940 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Understanding Instagram in the tourism ecosystem
 - How the algorithm works and the logic of recommendation
 - Role of Instagram in travel inspiration and conversion
 - Overview of key formats: reels, stories, carousels, lives
- Building an editorial strategy for a destination
 - Defining objectives: awareness, traffic, loyalty
 - Creating content pillars: heritage, experience, behind-the-scenes, events
 - Choosing messages, tone and storytelling
- Creating attractive and immersive content
 - Visual creation using accessible tools (Canva, CapCut)
 - On-site shooting: showcasing rooms, experiences, staff
 - Using trends, hashtags, music and locations
- Managing your community and generating engagement
 - Replying, interacting and building bridges with visitors
 - Using user-generated content (UGC)
 - Collaborating with travel influencers and micro-creators
- Practical workshop
 - Analysis of tourism Instagram accounts
 - Creation of posts, stories and reels for a destination
 - Planning a publication calendar and engagement strategy

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design an Instagram strategy dedicated to promoting a destination or tourism structure, produce emotionally engaging content and efficiently engage their community.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training led by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA
- Interruption rate during training: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

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