

Tripscout

2026







tripscout

DESTINATION PARTNERSHIP OPPORTUNITIES



We are the social media travel guide

Our Editorial Content: Over 1,000 posts/day!
Immersive · Informational · Inspirational

 Flight Alerts	 Itineraries
 Hotel Reviews	 Experiences
 Live Events	 Local tips



Flight Alerts



Itineraries



Hotel Reviews

We have more social media success and scale than every other travel company and agency combined

90M

Followers

4B

Monthly views

2M

Posts

150

High-Intent Brands

10M

Asset Library

70K

Creator Licenses



Our 150 accounts get billions of views

4B



Monthly Impressions
Organic Views from High-Intent Travellers

150

Destination Accounts
#1 Search Result in 150+ Markets Globally

90M



Instagram Followers Actively Planning their Next Trip

9X

Viral Posts per Day



The numbers tell our story -
Tripscout is the #1 source for
travel inspiration and planning



4.5 Billion LIKES



5.8 Million SAVES



2.9 Million SHARES

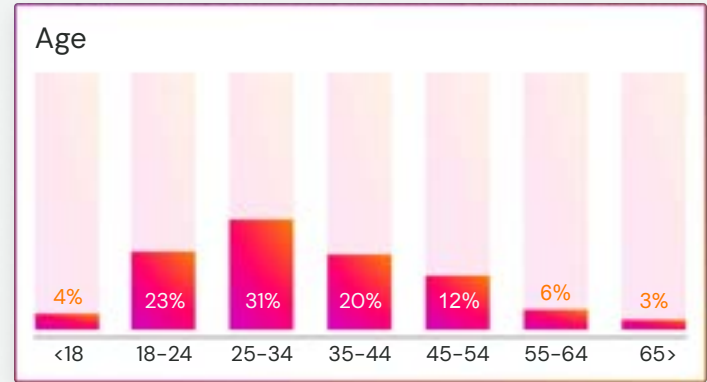
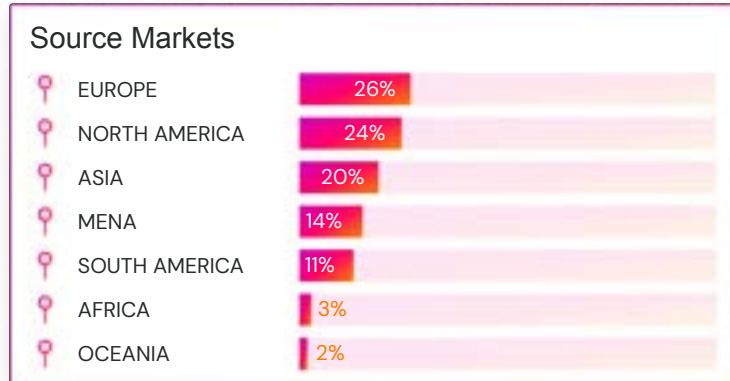
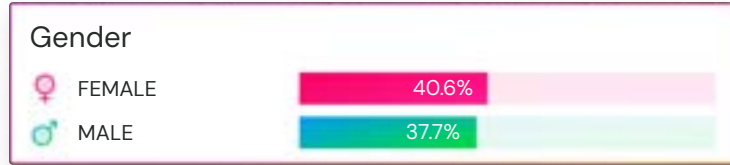


18.1 Million COMMENTS



Our audience consists of highly desirable leisure travelers

The "Frequent Leisure Traveler"



92% Are looking to book travel in the next 12 months

70% Are categorized as above-average income

The secret sauce behind this scale is how we can help your destination better than anyone else



Social IQ

Our social data platform with all travel content indexed for search, engagement, and algorithm detection



1K+ Content Per Day

Created at unmatched production scale



70K+ Creator Licenses

That we can search across and leverage



10M Asset Library

Video licenses that we can leverage for campaigns



AI Automation

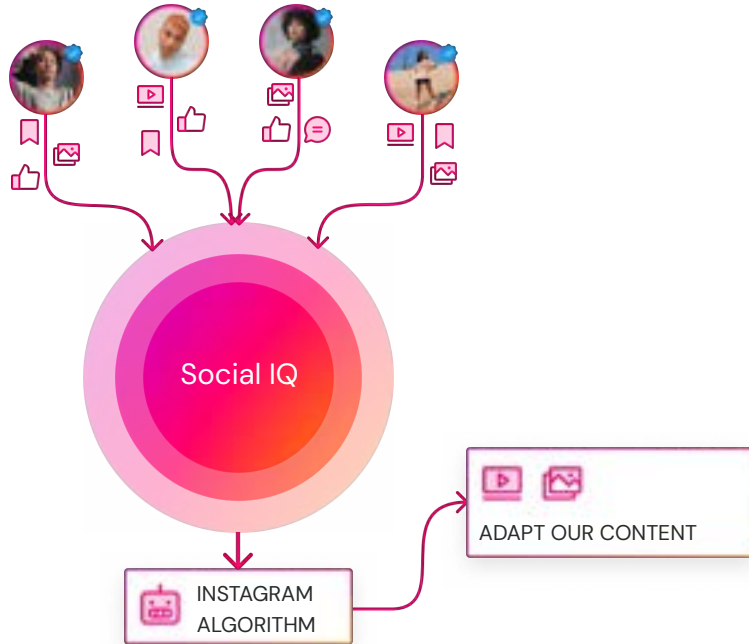
Proprietary ad tech and AI solutions to scale video



Travel Search Intent

Custom audiences before they book

Social IQ: Our Secret Weapon



2M net new monthly followers

2M+

9X We go viral 9 times PER DAY

All-time posts (1000+ posts per day)

4M+

Analyzed and tracked posts

70K

creator's we've licensed content from.

Social IQ is Data

- Tripscout Network content and Engagement
- Booking and pricing data from travel industry partners
- Content and engagement from 70,000 creators
- Content on and engagement with DMO social channels



Social media campaigns that are actually highly targeted, measurable, and effective.

Our followers are actively planning trips and looking for advice.

Every DMO knows:

Travel inspiration + planning happens on social

But it's been too hard to execute

Too hard to control

And impossible to measure

We solve all three.

We make social:



As easy to buy as display



**Targeted for geography,
demographics, and user behavior**



Fully measurable (including arrivals)

We keep it extremely simple:

You tell us:

- ✔ What you want travelers to know
- ✔ Who you want to reach
- ✔ What success looks like



No Minimum Budgets



Precision Targeting



**Immersive, Inspirational
Social-First Content**



Low Effort, Low Hassle



Customized To Your Needs



Comprehensive Reporting

We've created viral campaigns for:

ALL THE MAJOR LABELS



Sony Music



GLOBAL TRAVEL BRANDS



A-LIST POP STARS



Billie Eilish



Coldplay



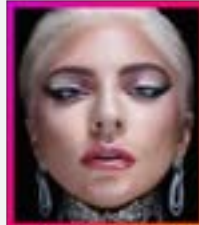
Ed Sheeran



Jonas Brothers



Selena Gomez



Lady Gaga



Imagine Dragons



Bruno Mars

+ MANY MORE!

With our unmatched reach and scale, we've turned songs into viral trending Instagram audio.

We're trusted by 100+ of the most social-savvy destinations and travel brands

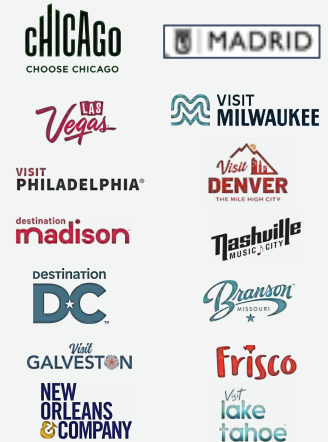
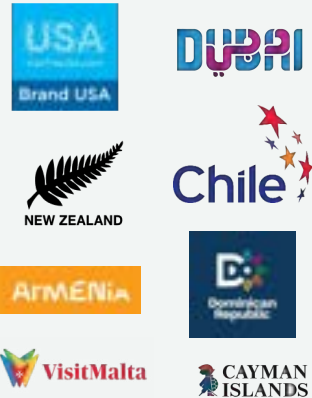
...and we hope you're next!

TRAVEL BRANDS

COUNTRIES

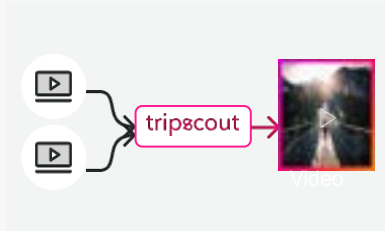
REGIONS

CITIES



We make content the easy part

Between our 1,000+ daily posts, 70K creator licenses, and 10M+ asset library, we have the most scalable content machine by far



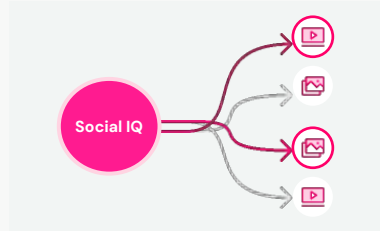
Raw Content

Our team takes your stock video and turns it into social masterpieces



Existing Content

We take your high-engaging social content and amplify it on our accounts



UGC Licensing

We leverage Social IQ to license the best existing content that aligns to your strategy



Custom Creators

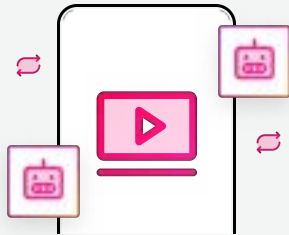
Our network of 70K global creators makes custom content a breeze

Advertising campaigns live in as little as 14 days

Our process for content amplification is nearly turn-key, and impressions can be delivered at the pace of your choosing

STEP 1

Perfect content



We take your existing content (or license UGC), raw or finished, and optimize it for the algorithm.

STEP 2

Post On Accounts



We publish collaborative content that features your brand and helps grow your follower base.

STEP 3

Boost



We boost the post to your exact target audience on your timeline, from a fast-blitz to always-on.

Social Advertising

We utilize our network of trusted accounts and Meta's ad platform to make your content go viral



WE TAKE YOUR EXISTING CONTENT



WE POST IT ACROSS OUR NETWORK OF 150 ACCOUNTS

TARGET AUDIENCE

People interested in the destinations and experiences aligned with your campaign

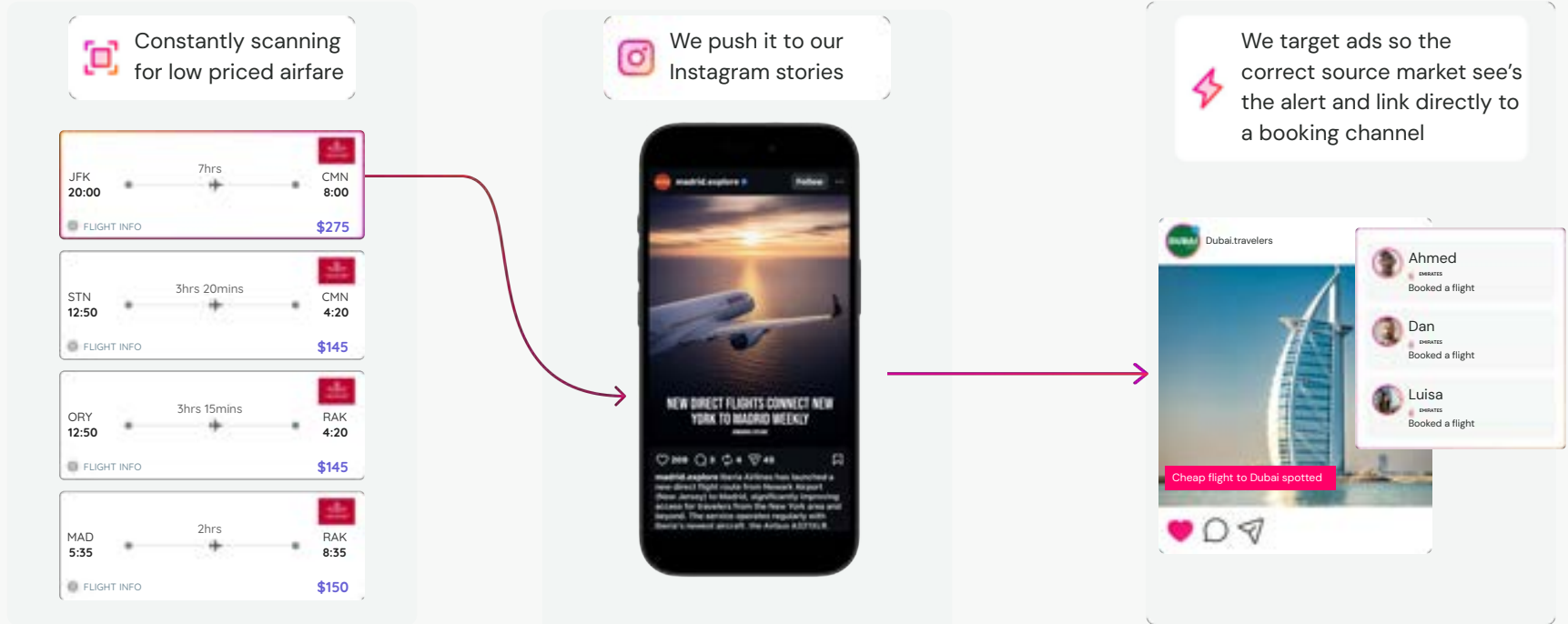
Potential visitors in target countries, regions and cities

Target frequent travelers, travel enthusiasts, and specific demographics and lifestyles.

WE BOOST THE CONTENT TO REACH YOUR EXACT TARGET AUDIENCE

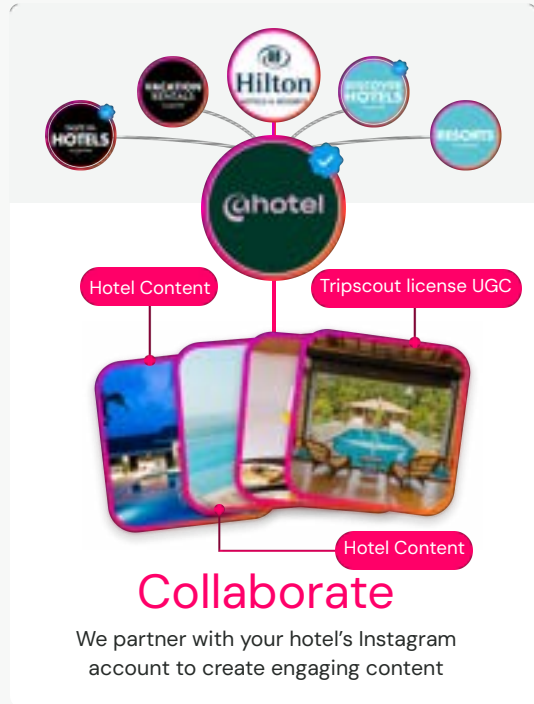
Social Flight Alerts

Our flight alerts target high-intent travelers from your target source markets with great air deals



Hotel Collaborations

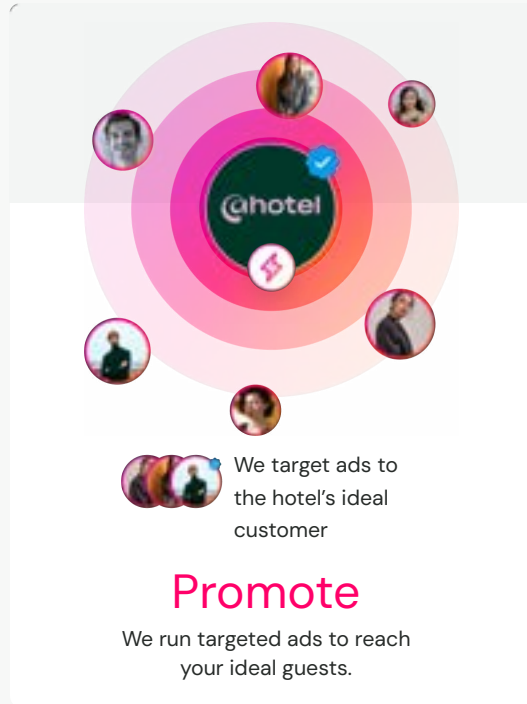
We promote your top tourist hotels through our accounts and drive bookings



A central green circle with the '@hotel' logo is connected to several other circles representing hotel brands: Hilton, Marriott Hotels, Embassy Suites, and Resorts. Below this, a stack of three smartphone screens displays various hotel content. Labels 'Hotel Content' and 'Tripscout license UGC' point to the content on the screens.

Collaborate

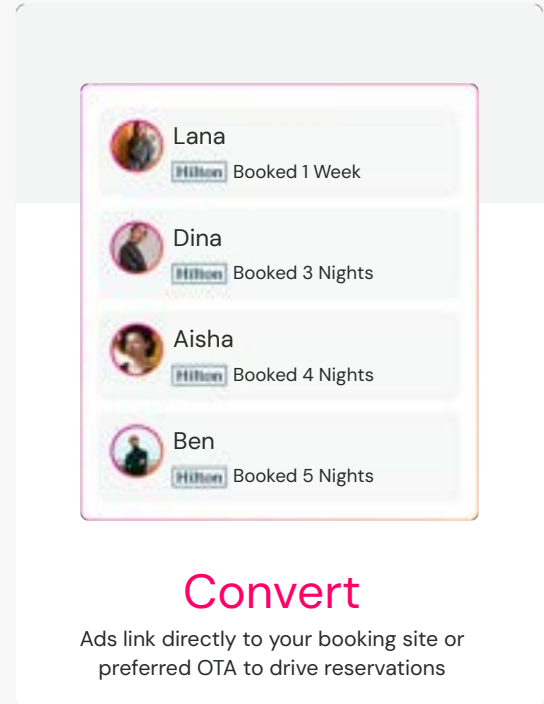
We partner with your hotel's Instagram account to create engaging content



A central green circle with the '@hotel' logo is surrounded by concentric pink and orange circles. Small circular icons of people are arranged around these circles, representing a target audience. A dollar sign icon is also present. Below the diagram, text explains the targeting strategy.

Promote

We run targeted ads to reach your ideal guests.



A list of four conversion results, each featuring a user profile picture, a name, a Hilton logo, and a booking status.

Lana	Booked 1 Week
Dina	Booked 3 Nights
Aisha	Booked 4 Nights
Ben	Booked 5 Nights

Convert

Ads link directly to your booking site or preferred OTA to drive reservations

DRIVE CLICKS

Hotel Deals

We'll create localized price comparisons for flights and hotels that show incredible value

Price alerts and deals are a top performing category



Price alerts are our most frequently saved and shared content.



We will create localized versions of content for target source markets that personalize currency, OTA, and showcase specific hotels that are popular among the individual source market.



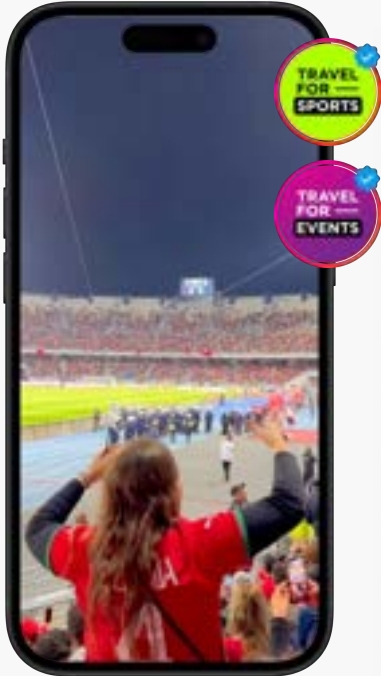
Alerts will be frequently pushed to the stories of our most relevant accounts.



Ads can target the trade partner site, OTA, booking channel, or website of your choice to effectively track conversion.



Sports & Events



“Travel For” drives attendance and maximum economic value by:

- ✔ Promoting upcoming games and events across our network of accounts.
- ✔ Deploying “social flight alerts” to travelers in target markets that promote convenient, inexpensive flights.
- ✔ Curating hotels across different price and service levels, with accurate pricing and availability.
- ✔ Creating extended itineraries that encourage longer stays and higher in-destination spend.
- ✔ Scalably target travelers with aligned interests, demographics, and proprietary travel intent through paid social channel.
- ✔ Directly track attribution through our partnership with Azira.

Bookable landing pages are real-time and customizable

Our social optimized content will drive consideration and conversion



CURATED ITINERARY

We'll use your existing recommendations to craft itinerary videos showcasing the best of your destination.



LOCAL LANGUAGE

All content will be created in the local language for each market with culturally appropriate voice and captions.



MAXIMIZE IMPACT

Hotel and flight alerts with bookable links, individual experiences or events, and even more destination content!



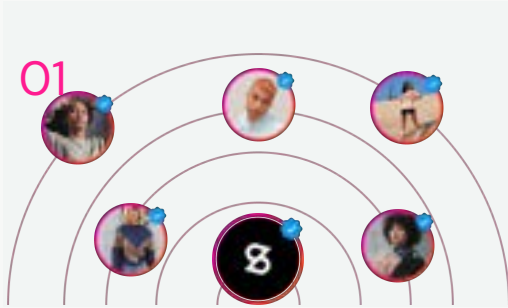
REAL PRICES

We recommend 3+ night itineraries that will encourage travelers to visit key sites and spend locally.

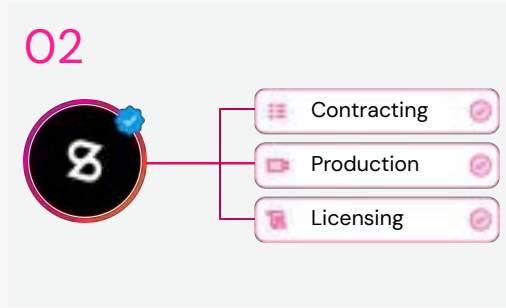
REACH STRATEGY

Celebrity Collaborations

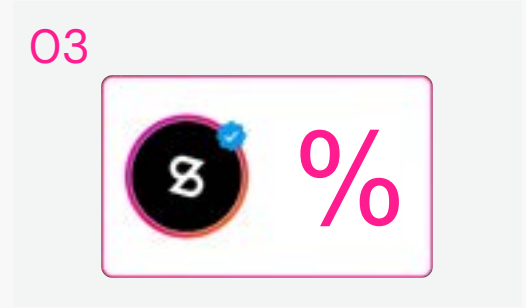
Content from celebrities that have been in or will visit your destination



We can work with our network of partners to facilitate relationships with celebrities that are interested in traveling to your destination



Tripscout handles all of the contracting, coordination, production, and licensing.



Tripscout charges a percent of total spend as a fee. Total spend is estimated as \$15-75K for KOLs and \$150-\$500K for A-List Celebrities

Case Studies

Tripscout

2026

VIRAL CAMPAIGN

Case Study



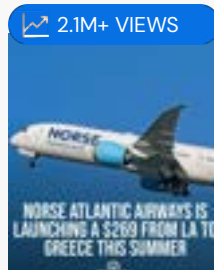
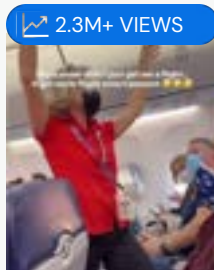
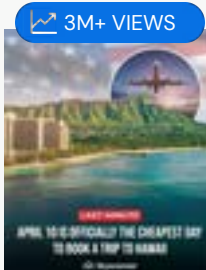
THE OPPORTUNITY

Skyscanner is world's largest flights search engine. They have historically relied on SEO content to build brand and drive traffic. In order to continue diversifying its acquisition channels beyond SEO, they wanted to build brand for their flight alerts and helpful travel content on social, which reaching travelers with high intent for booking flights, hotels, and cars.

TRIPSCOUT SOLUTION:

Tripscout developed a wide sweeping campaign of 300+ organic posts across the full network of account that were specifically designed for virality, sharing, and saving while organically promoting the Skyscanner brand. Our giveaway contest generated more than 10M views for a prize cost of \$1,000.

OUR VIRAL HITS



CAMPAIGN RESULTS

120M

Organic views, compared to a goal of 40M views.

4.9M

Organic views, compared to a goal of 15M views.

1.9M

Total engagements for all the posts across the campaign.

31

Viral posts with more than 1M views, including one with 10M.

Tripscout

2026

BOOKING CONVERSIONS

Case Study

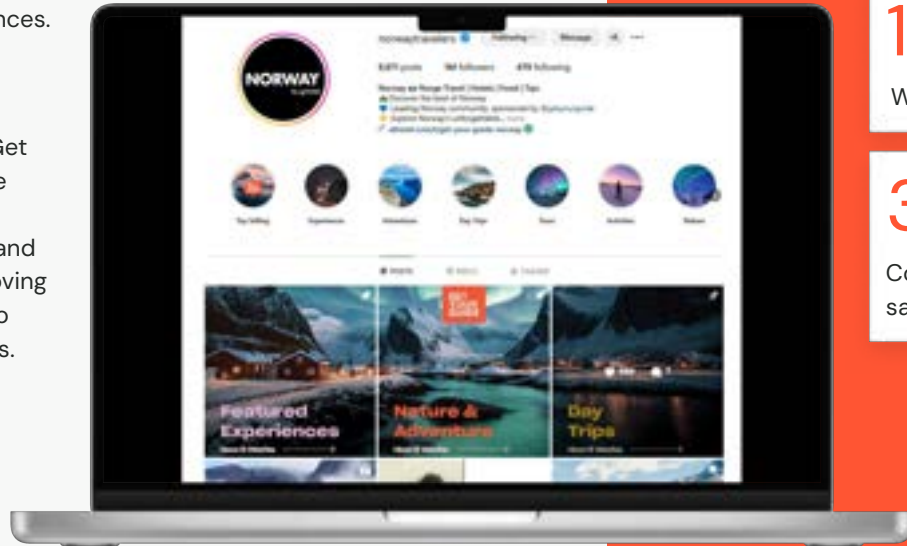
THE OPPORTUNITY

Get Your Guide is sophisticated omni-channel performance marketer that has a scaled paid social strategy, but wanted to increase their organic reach and conversions. They partnered with Tripscout to take advantage of their travel intent and high engagement rates for content about local experiences.

TRIPSCOUT SOLUTION:

Tripscout created a first-of-its-kind opportunity for Get Your Guide, where they became the sponsor of the iceland.explore and norwaytravelers accounts. As sponsor, they received a link-in-bio, pinned post, and a large number of monthly organic posts. After proving success in these markets, the campaign scaled to create a series of organic posts across 15 accounts.

GET
YOUR
GUIDE



CLIENT

Get Your Guide

CAMPAIGN RESULTS

120M+

Organic views of
branded content

1.2M+

Web traffic generated

3.8%

Conversion rate to
sales of products.

Tripscout

2026

CLIENT

Hopper

DEAL PROMOTION AND APP INSTALLS

Case Study



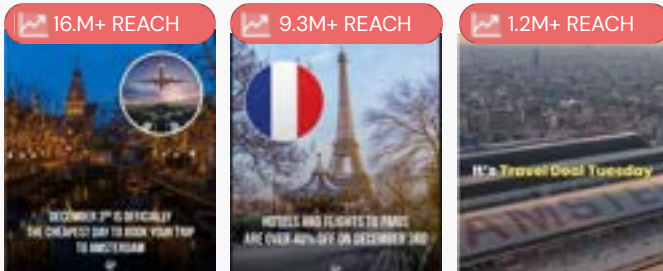
THE OPPORTUNITY

Each November, Hopper runs a campaign called Travel Deal Tuesday immediately following Cyber Monday, where travelers can get heavily discounted rates on hotels. While Travel Deal Tuesday has historically been for user acquisition, this year their goal was to execute the campaign profitably at scale.

TRIPSCOUT SOLUTION:

Tripscout used its full network of accounts to promote Travel Deal Tuesday in the three weeks leading up to the sale, with the goal of converting users to install the app without any ad spend. Tripscout developed multiple viral content strategies, each organically reaching millions of travelers and directly resulting in installs at a \$0 CPI.

OUR VIRAL HITS



CAMPAIGN RESULTS

150M

Organic views of branded content

125K

Installs of the Hopper app in 3 weeks

230K

Total content saves

Tripscout

2026

UGC LICENSING

Case Study



CLIENT

Skyscanner

THE CHALLENGE

Skyscanner's core marketing strategy is to answer valuable questions for travelers. They have spent years creating informative web content that helps travelers in all facets of their travels, but with attention moving to short-form video Skyscanner wanted to replicate this strategy on social. They had expertise on scaling web content, but their first attempts on creating high quality social content proved to be a slow, expensive, and inconsistent process.

TRIPSCOUT SOLUTION:

Rather than creating custom content for each destination, Tripscout leveraged its network of 70K creators to source "Destination Guides" or short-form videos that explain the best things to do in destinations around the world. Creators submitted their existing content and then worked with Tripscout to edit that content to meet Skyscanner's content and branding guidelines, ensuring a consistent experience across every video.

In less than two weeks, Tripscout was able to deliver 100 fully edited and branded videos for 100 different destinations, complete with audio transcripts, royalty free music licenses, and a content library of 2K+ individual clips.



Tripscout

2026

VIRAL MUSIC

Case Study



THE OPPORTUNITY

Interscope Records was looking for ways to make sure their top artists reach top the charts for Spotify, Apple Music, and other major streaming platforms. To make a song a part of culture and become a viral success relied too much on luck historically. With all the attention and music discovery shifting to Instagram and TikTok, they were looking for a way to make sure their artists were becoming viral success on the platform.

TRIPSCOUT SOLUTION:

Tripscout partnered with Interscope on key song releases for their top artists and new emerging breakthrough artists. Tripscout created content that uniquely aligned to both the vibe of the song and each specific social media account's brand – and replicated that at scale, posting 1,000 times in the first week of the song launch. Across the 35+ campaigns we've done together, every single one has become a top Trending Audio on Instagram, and many have reached #1 on the charts.

Billie Eilish

CLIENT

Interscope Records



Selena Gomez



Imagine Dragons



Maroon 5



Billie Eilish



Lady Gaga



Gwen Stefani



Elton John



Tiesto



Kacey Musgraves

FEATURED ARTISTS

Tripscout

2026

CUSTOM CREATOR CONTENT

Case Study



THE CHALLENGE

Changing the perception of the destination was key for San Francisco, who was dealing with less-than-favorable reputation and wanted to take back the narrative. Known for iconic attractions, San Francisco has no shortage of itinerary highlights, but they wanted to highlight more than just the icons. They wanted to showcase the unique neighborhoods that make SF truly special.

TRIPSCOUT SOLUTION:

We Real People, Real Content- Unlike San Francisco's commercially produced assets, our creator-led, first-person content authentically captured real experiences, fostering genuine connections and high engagement.

Saveable Content- We created actionable, detailed itineraries; this highly savable content creates long-term connections as users refer back to saved posts when planning their trips.

Partner Collaboration - We collab posted 7 Reels directly with the @onlyinst handle & the creator. These Reels generated 2-3 times more impressions compared to @onlyinst's organic content.

CLIENT

San Francisco

CAMPAIGN OVERVIEW

8.25M

Delivered Impressions
17% Above Goal

606

Saves On This Reel
Alone!

68

Total Social Posts
4.5X Guaranteed
Deliverables



Tripscout

2026

INTERNATIONAL PARTNERSHIPS

Case Study



CLIENT

Bonjour Québec

THE CHALLENGE

Québec set out to boost awareness and visitation by spotlighting its outdoor adventure, cultural richness, and year-round appeal. The challenge was to break through the noise of more familiar destinations and introduce Québec as a must-visit location for North American travelers—especially those seeking nature, authenticity, and something a little unexpected.

TRIPSCOUT SOLUTION:

Tripscout partnered with MMGY and Québec to launch a dynamic content campaign that captured the province's adventurous spirit and unique charm. From snowshoeing through quiet forests to savoring street-side poutine and kayaking pristine lakes, our creators immersed themselves in Québec's landscapes and culture—sharing it all through a mix of educational, aspirational, and just plain fun storytelling.

The campaign drove strong engagement across our network, with content designed to resonate seasonally and align with Québec's brand. With high-performing visuals, local insights, and transparent reporting, we helped Québec stand out as a destination worth exploring in every season.



CAMPAIGN OVERVIEW

3.7M

Delivered Impressions
7.3% Above Goal

12.5X

Greater Reel
Impressions With
Tripscout Collab

3.5%

Increase in Followers
on Bonjour Québec's
Instagram Account

Tripscout

2026

CONTENT AMPLIFICATION

Case Study



CLIENT

West Virginia

THE CHALLENGE

West Virginia launched a fall campaign with IRL and social activations, featuring Instagrammable spots and handmade wooden swings. While their team produced stunning content showcasing the "Almost Heaven Swing" locations, their social reach wasn't enough to generate the awareness needed to attract drive-in travelers.

This is where we stepped in – amplifying the campaign, expanding its visibility, and inspiring new visitors to explore these hidden gems for themselves.

TRIPSCOUT SOLUTION:

Viral Engagement – We leveraged West Virginia's curated content to create viral Reels and Stories. Tapping into trending formats, we boosted brand awareness, drove website traffic, and positioned West Virginia as a top fall destination across our relevant handles like @ Visit.the.South.

Trending Audio – John Denvers Take Me Home, Country Roads resonates deeply with West Virginians. As the campaign's soundtrack, we creatively leveraged the song, sharing content and sparking trends that led to over 21K user-generated Instagram Reels. This propelled the song to the #1 trending audio globally, boosting awareness of West Virginia.



CAMPAIGN OVERVIEW

6.5M

Delivered Impressions
12.4% Above Goal

#1

Trending Audio On
Instagram Globally

7.6X

Greater Reel Views
When Comparing
Reels w/o Tripscout
Network Collab

Tripscout

2026

STATEWIDE: REGIONAL APPROACH

Case Study



CLIENT

Visit Maine

CAMPAIGN OVERVIEW

78M

Delivered Impressions
24% Above Goal

250+

Pieces of Content
Created

23

Creators
Contracted



THE CHALLENGE

Navigating a shifting political landscape, Visit Maine has been tasked with maintaining harmony among partners and regions while ensuring equitable coverage. The challenge was to keep all stakeholders satisfied in the midst of evolving dynamics.

TRIPSCOUT SOLUTION:

Comprehensive Strategy– We created a detailed, yet easy-to-digest plan that systematically broke down the coverage of the entire state ensuring each region was represented with a tailored approach, addressing the unique needs and characteristics of each area.

On-brand, Seasonal Approach – As a consistent always-on partner, we were able to showcase the four distinct seasons Maine experiences, driving off-season and shoulder-season visitation. We were also able to lean into and highlight Visit Maine’s four core brand pillars.

Robust Reporting – We provided comprehensive wrap reports quarterly. These reports served as a clear record of efforts, fostering transparency and trust among partners.

4X PARTNER

FULL-STATE REGIONAL APPROACH

Tripscout

2026

CAMPAIGN INTEGRATION

Case Study



THE CHALLENGE

Visit Galveston aimed to boost tourism by showcasing the full range of experiences available on Galveston Island. While many travelers were familiar with its beaches, there was a need to educate audiences on the island's broader appeal—its history, culture, family-friendly attractions, and unique coastal charm. The challenge was to reach and engage potential visitors beyond Texas, driving awareness and visitation from key out-of-state markets.

TRIPSCOUT SOLUTION:

Tripscout partnered with Visit Galveston to launch a social-first content program designed to highlight everything the island has to offer. The campaign included influencer partnerships, a robust content library, e-newsletters, and a blog post. To drive meaningful traffic into Texas, we selected creators from high-priority markets outside the state—ensuring fresh perspectives and expanded reach. These out-of-state voices helped spark curiosity and inspire travel to Galveston among new audiences.



CLIENT

Visit Galveston

CAMPAIGN OVERVIEW

10.2M

Delivered Impressions
13% Above Goal

43

Content Pieces
3.5X Guaranteed
Deliverables

3

Out-of-state Creators

Tripscout

2026

INTERNATIONAL PARTNERSHIPS

Case Study



ITS

THE CHALLENGE

DCI and Sernatur Chile set out to elevate Chile as a must-visit destination—one that stands out not just for its iconic landmarks, but for its untapped wonders and authentic experiences. The goal was to celebrate Chile’s breathtaking diversity, while ensuring that regions across the country were thoughtfully and equitably represented.

TRIPSCOUT SOLUTION:

Tripscout and Hopper partnered with DCI and Sernatur Chile to create a vibrant, countrywide campaign that brought Chile’s diverse landscapes and experiences to life. From the Atacama to Patagonia, our creators explored each region through authentic storytelling—highlighting hidden gems, local culture, and seasonal adventures.

We delivered tailored coverage that aligned with Chile’s brand and ensured balanced representation across the country. Through immersive content and transparent reporting, the campaign inspired travelers while keeping stakeholders engaged and informed every step of the way.

CLIENT

Chile Travel

CAMPAIGN OVERVIEW

13.1M

Delivered Impressions
9% Above Goal

51

Social Posts
+ 26 Added Value
Posts

29.3X

More Creator Views
With TS Collaboration



Tripscout

2026

CAMPAIGN INTEGRATION

Case Study



THE CHALLENGE

Explore Boone sought to position Boone, North Carolina, as a must-visit destination for travelers seeking outdoor adventure, family-friendly experiences, and small-town charm—across multiple seasons. The challenge was to stand out among other popular Appalachian and Southeast destinations, while inspiring year-round visitation. Boone needed to be portrayed as more than just a gateway to the Blue Ridge Mountains—highlighting its unique blend of educational attractions, adventurous activities, and welcoming community spirit.

TRIPSCOUT SOLUTION:

Tripscout partnered with Explore Boone to launch a dynamic, multi-season content campaign that captured the town's distinctive personality and scenic beauty. Through collaborations with creators who authentically connected with Boone's outdoor, family-friendly vibe, we showcased everything from hiking trails and seasonal festivals to local dining and cultural experiences. The content mix—educational, adventurous, aspirational, and just plain fun—was strategically amplified across our network to maximize reach and engagement. By aligning with seasonal travel motivations and spotlighting Boone's year-round appeal, the campaign successfully inspired travelers to envision Boone as their next adventure, no matter the time of year.

CLIENT

Explore Boone

CAMPAIGN OVERVIEW

15.2M

Delivered Impressions
8.8% Above Goal

10.1X

Greater Reel
Impressions With
Tripscout Collab

136

Pieces of Content
Created, 3.8X More
Than Contracted



Tripscout

2026

SPORTING EVENT PROMOTION

Case Study



THE CHALLENGE

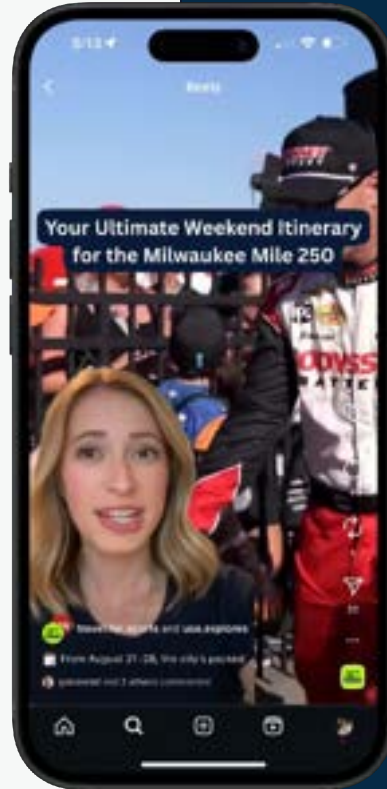
Visit Milwaukee set out to elevate the Milwaukee Mile 250 IndyCar race beyond a two-day sporting event, using it as a catalyst to boost both attendance and extended visitation. The challenge was to harness race-day excitement and translate it into full weekend trips—driving travelers to book flights, hotels, and curated itineraries that highlighted Milwaukee's broader offerings. With strong competition from other Midwest summer events, the campaign needed to break through the noise and position the race as the anchor of a complete Milwaukee getaway.

TRIPSCOUT SOLUTION:

Tripscout launched a first-to-market sports campaign through the new @travel.for.sports account playbook, leveraging the Milwaukee Mile 250 as a marquee driver for visitation. Content was designed to extend the narrative beyond the track—pairing race-day excitement with curated weekend itineraries, flight deals from key direct markets, and hotel recommendations at multiple price points. Strategic amplification through organic distribution, account collaborations, and paid targeting to sports-minded travelers ensured strong reach and engagement. The campaign successfully inspired trip planning behavior, positioning Milwaukee as a go-to weekend getaway destination tied to its signature events.

CLIENT

Visit Milwaukee



CAMPAIGN RESULTS

1.1M

Delivered Impressions
37.5% Above Goal

250K

Total Engagements
4-5X Greater than
Industry Benchmarks

9X

Greater Reel Views
With Tripscout Collab

↑ YoY Attendance

Drove Out-of-State
Visitor Growth to
Milwaukee Mile 250

Tripscout

2026

EVENT PROMOTION + TICKET SALES

Case Study



THE CHALLENGE

The New Orleans Tourism Board needed to drive immediate ticket sales for Rockin'1000, a one-of-a-kind live concert event featuring 1,000 musicians performing together at Caesars Superdome. With a compressed timeline and a fixed budget split across two phases, the campaign needed to break through the noise, reach high-intent buyers, and convert efficiently through paid social, all while launching within 48 hours of approval.

TRIPSCOUT SOLUTION:

Tripscout launched a high-impact, conversion-focused paid social campaign across two phases totaling \$15,000. The team produced 46 pieces of content tailored to distinct audience segments, promoting various ticket codes and promotions. Creator-produced video reels with voiceovers showcased the energy and scale of the event, driving engagement and urgency. Strategic paid targeting identified and scaled high-intent audience segments, maintaining efficient cost per purchase while maximizing reach within priority markets. The campaign launched in full within 48 hours of receiving official approvals and assets.

CLIENT

New Orleans



CAMPAIGN OVERVIEW

1.2M

Delivered Impressions
17% Above CPM Goal

\$13,329

in Tracked Sales
430 Est. Tickets Sold

11.3K

Website Clicks
Conversion Traffic

\$12.44

CPM Achieved vs. \$15
Committed