

FROM BOARDING TO TAKE OFF

HOW BRANDS CAN JUMP
ON TRAVEL TRENDS





Table of Contents

01	WHAT'S IN MY TRAVEL BAG
02	GRWM AT 30,000 FT.
03	TYPE A VS TYPE B TRAVEL
04	PANDON GETAWAYS

Four formats. Four ways in. Where travel content is winning on social, and exactly how your brand can show up in it.



CONNEX+S



From Boarding to Takeoff: How Brands Can Jump On Travel Trends



Table of Contents



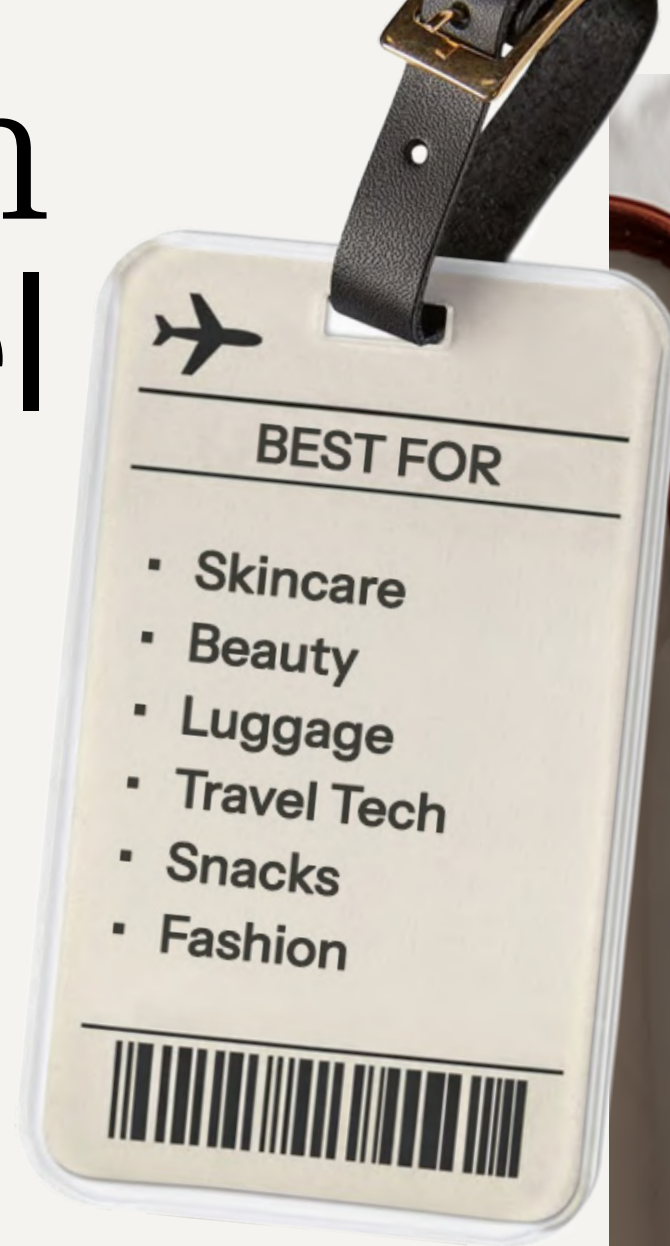
Connected
Thinking

Travel is no longer a destination,
it's a content journey with
entry points for brands at every
stage. Our Travel Playbook is
your go-to roadmap for
trends and formats
stopping the scroll.



What's In My Travel Bag

D1

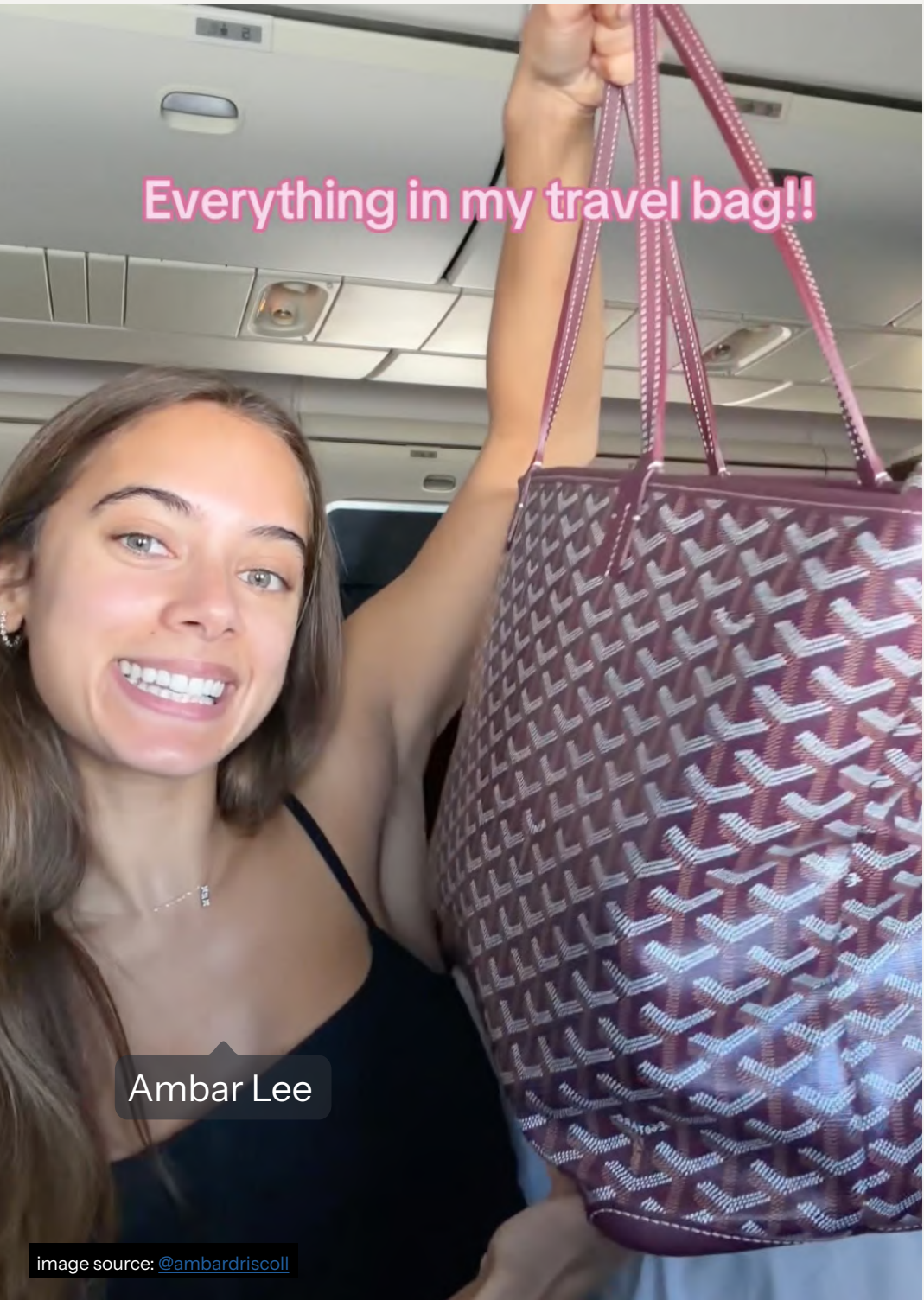


“What’s in my bag” has taken to the skies. The latest evolution of #WhatsInMyBag, a trend with more than 3 billion views on TikTok alone, sees travel creators unpacking their carry-on on camera and talking viewers through every item.

Every product in that bag is a placement opportunity, from skincare to luggage to travel tech and snacks.



Travel creator [Maddie Borge](#) has shared several videos breaking down what she packs, with her guide to going [carry-on only](#) - featuring products from her own packing cubes business, Pastael - receiving 728K views.



Lifestyle creator [Ambar Lee](#) received 69.3K views when she revealed everything in her carry-on bag while sitting in first class.



The format also travels beyond travel creators.

Finance creator [Mia McGrath](#) made a packing TikTok off the back of a brand trip to Crete with wellness app TGC; travel context generating product awareness in a completely natural way.

[Farron Clark's](#) River Island brand trip [content](#) broke down the full itinerary and styled looks by moment, with the packing video as the opening chapter.

Brand trips don't just earn coverage, they generate carry-on content. The packing moment is the first chapter of every travel story.

In Practice



1. **Seed before the pack, not after the trip:** Send product two to three weeks before peak departure windows: Easter, summer, half-term and Christmas. It'll be in hand when creators pack, which is when the content gets made.

2. **Add the pack to every brand trip brief:** If you're flying creators somewhere, make a packing video a named deliverable. You get an extra asset, and it builds anticipation before the trip starts.

3. **Look beyond travel creators:** Reach new audiences by partnering with finance, wellness and lifestyle creators.

4. **Make your product flat-lay ready:** Travel sizes, minis, clear pouches and kits photograph well laid out, and they give creators a reason to name you.





What to Measure

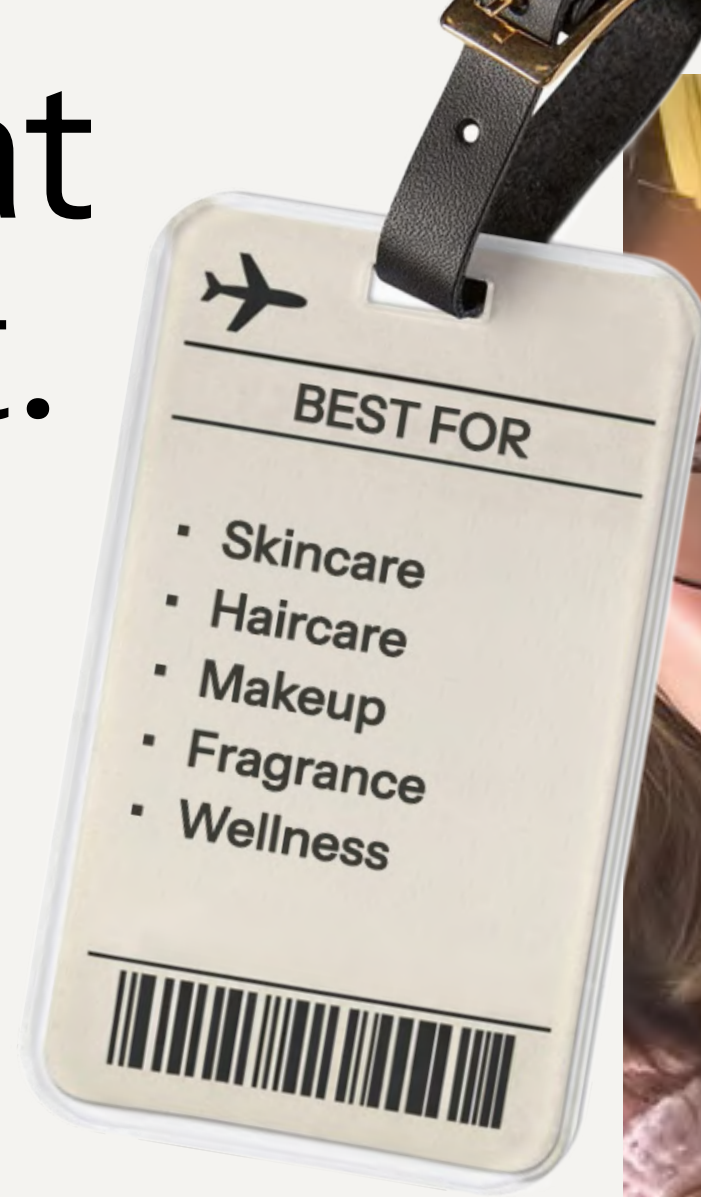
Saves, “what’s that?” comments and link-in-bio clicks, as well as views.

Packing content gets saved and revisited when viewers pack for their own trips.



GRWM at 30,000 ft.

02



The in-flight GRWM has a ready-made hero moment in the pre-landing glow-up. Own the last 30 minutes before landing with a briefed routine, a cabin-friendly kit and several creators on the same trip.

[Topicals](#) were early movers with their Mile High Club campaign, weaving on-the-go skincare into the travel moment.



[Beauty of Joseon](#) took it further. On a Coachella-bound flight, they sponsored [Cinzia Baylis-Zullo's](#) in-flight [skincare routine](#), which drew 165.4K views and 19.8K likes.



Beauty of Joseon also partnered with lifestyle creator [Sophia Tuxford](#) on her [version](#), which drew 145.9K views and 20.6K likes.



On the same route, [Kim Mann](#) posted her pre-landing [refresh](#) from the plane bathroom, and creators including [Holly Brooks](#) have followed the same format. It's repeatable and brand-ready.

In Practice



1. **Brief the routine, not just the product:** Give creators a three-to-five-step sequence that ends on the landing reveal. It gives the video a structure and your product a starring role.

2. **Book creators in clusters:** Beauty of Joseon put several creators on the same trip. One journey delivered multiple versions of the format, so audiences saw the brand over and over.

3. **Pin it to a moment:** Festival flights, ski season, long-haul red-eyes and hen-do departures each come with a built-in reason to film.

4. **Build a cabin-ready kit:** Liquids-rule-friendly minis in one pouch make the creator's job easy and give fans something specific to buy.





What to Measure

Product-name mentions in comments, saves and search lift for “travel skincare” and similar terms during flight-heavy periods.

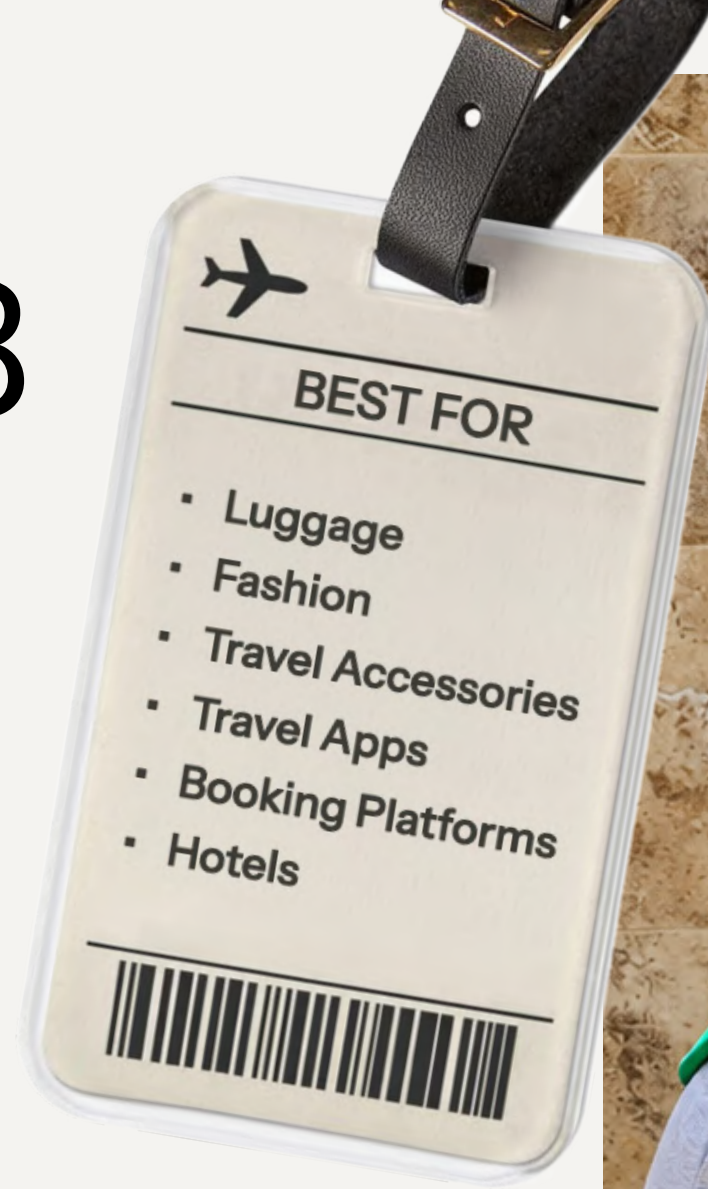
KEY TAKEAWAY

The in-flight GRWM has a built-in hero moment: the pre-landing glow-up. Beauty and skincare brands that own the 30 minutes before landing get product, routine and payoff in a single video.



Type A vs Type B Travel

03



The internet has split travellers into planners and coasters.

Type A builds the itinerary, researches every restaurant, makes an outfit PowerPoint and works on the flight.

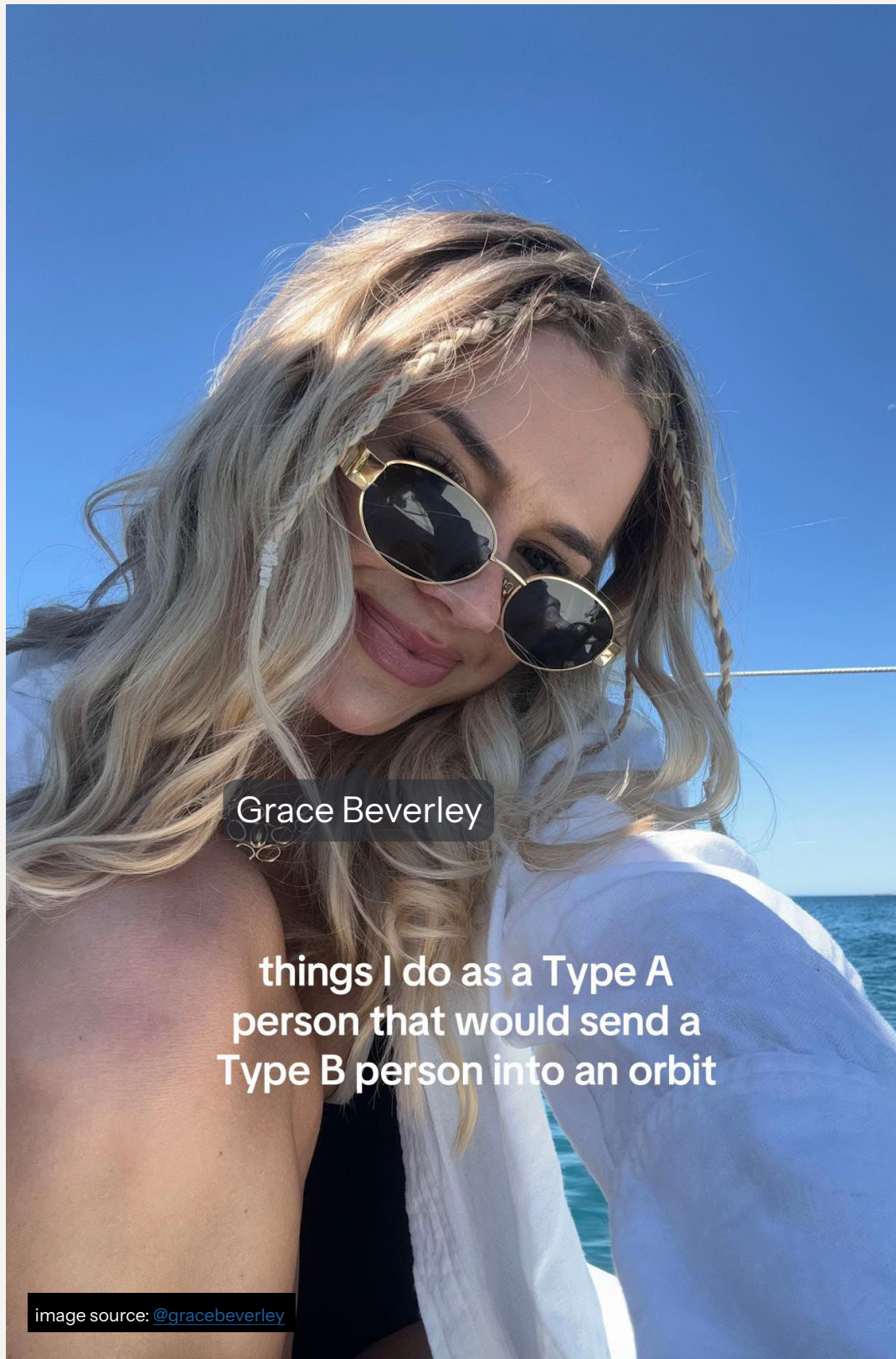
Type B just turns up. The tension between the two is endlessly relatable, and endlessly shareable.



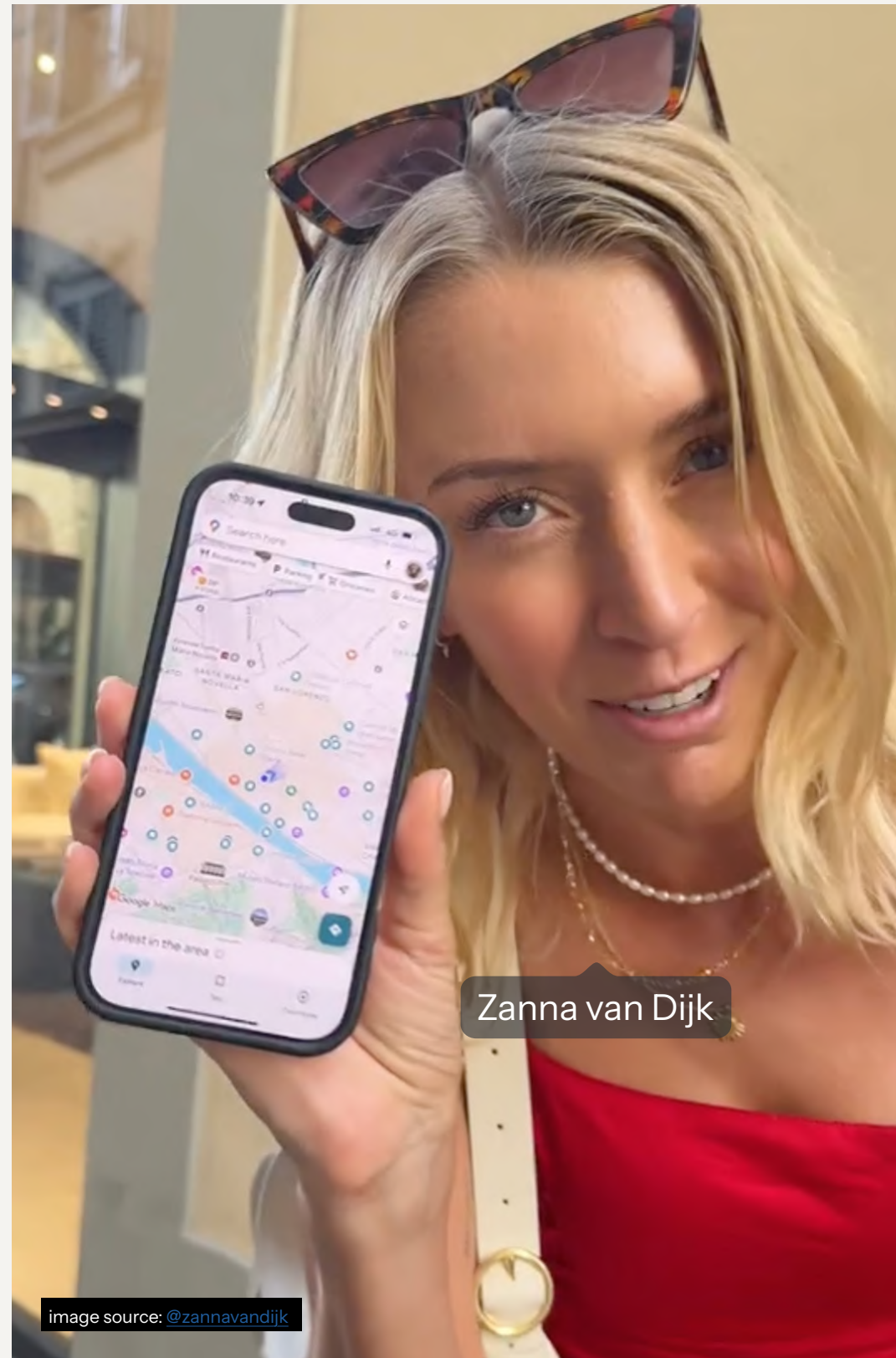
Sisters [Nadya](#) and [Ameya Okamoto](#) received 1.1 million views [showing](#) their contrasting approaches to the airport.



[Jordan Hardman](#) [challenged](#) viewers to spot the Type A and the Type B in her group’s dinner-planning chat, and the video drew 284K views.



Entrepreneur [Grace Beverley](#) turned her Type A habits, from outfit PowerPoints to working on flights, into aspirational [content](#).



Lifestyle creator [Zanna van Dijk](#) received 381.9K views for her go-to Type A [travel hack](#) (quite literally mapping out life on Google Maps).



The theme stretches into style, too. [Verona Farrell's content](#) celebrates Type A travellers who pack outfits, not just clothes.

In Practice



1. **Cast in pairs:** Put a Type A and a Type B creator on the same trip, whether siblings, best friends or partners. The contrast writes the content, as the Okamoto sisters prove.
2. **Run a “Which traveller are you?” quiz:** Use TikTok and Instagram polls, Stories stickers or a simple on-site quiz, then send each result to its own product edit.

3. One campaign, two edits:

For Type As: organisers, packing cubes, planning tools and smart luggage.

For Type Bs: one-bag essentials, crease-free fashion and grab-and-go kits.

4. Hire the planners as experts:

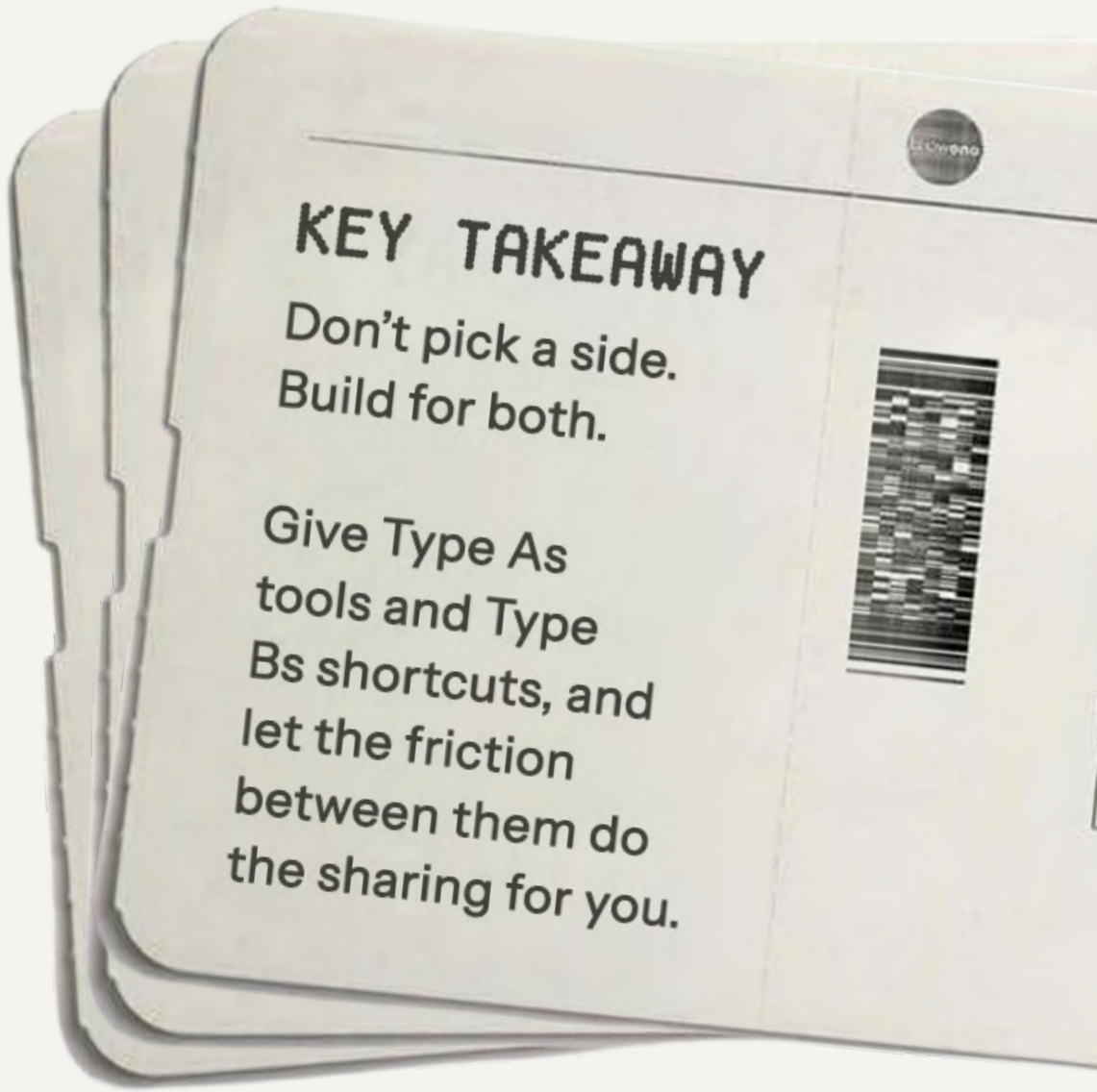
Partner with Type A creators on branded itineraries, city maps or packing checklists your audience can actually download and use.





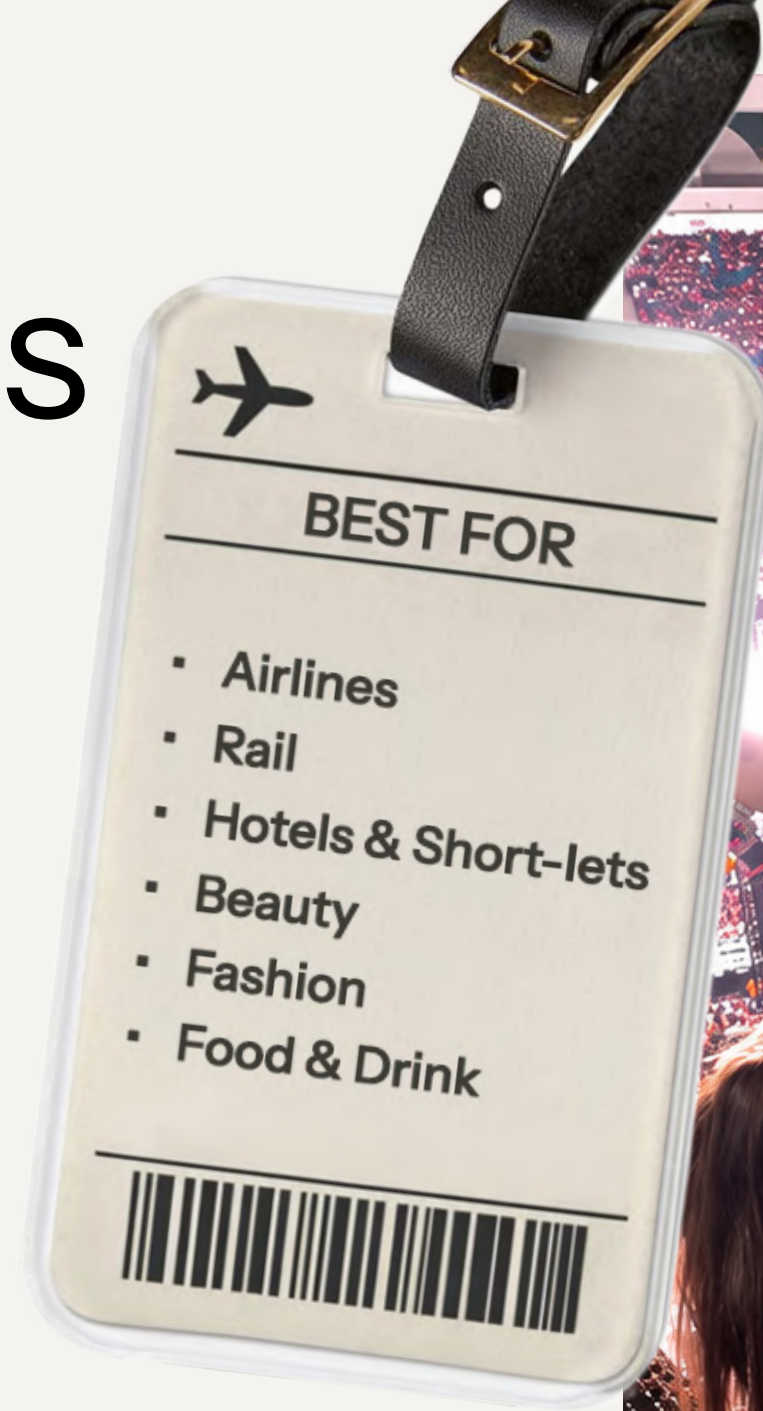
What to Measure

Shares and friend-tags in the comments, which show viewers “calling out” their Type B mate. Also track quiz completions and clicks through to each edit.



Fandom Getaways

D4



[Airbnb data](#) shows a surge in concert tourism with bookings in UK towns and cities hosting major music acts jumping by an average of **744% on concert nights**.

With major artists playing extended runs in European capitals, fans are building whole holidays around the show. Some are even subletting rooms to each other on TikTok.



Amsterdam-based travel creator [Léonie \(The Favourites Guide\)](#) made a [city guide](#) for Harry Styles fans travelling to the Netherlands, and it drew 134K views.



Virgin Atlantic spotted a fan and his dad dancing to Taylor Swift and [invited](#) them to London. The result? 1.1 million views.

In Practice



1. **Plan to the tour calendar:** Tour dates are announced months ahead, so map the European legs three to six months out and line up travel, accommodation and outfit content around them.

2. **Commission local fan guides:** Creators based in tour cities can make “where to eat, stay and get ready” guides for visiting fans. That’s useful content, and it drives bookings.

3. **Listen, then move fast:** Set up social listening for fan moments tied to your category. Virgin Atlantic’s win came from spotting a moment and acting on it, not from planning one.

4. **Sell the group trip:** Fans travel in squads. Bundles, group offers and “get ready together” kits speak to the whole group, not just one ticket-holder.





What to Measure

Shares and saves on your guide posts and user-generated content from fans using your product on the trip.



TL;DR

Key takeaways for brands



1. Get in the bag:

Seed product before peak departure dates and make the pack a deliverable on every brand trip.



2. Own the landing:

Brief a pre-landing routine, build a cabin-ready kit, and book several creators on the same flight.



3. Build for both types:

Cast Type A and Type B pairs, run a quiz, and create a product edit for each.



4. Follow the tour dates:

Plan three to six months ahead of European tour dates and use local creators for fan guides.

CONNEC+S

Ready to get your brand on the trip? Get in touch with our team:

info@seenconnects.com

All title, ownership rights and intellectual property rights in and relating to this document, or any copies thereof including but not limited to copyright, logos, names, trademarks, service marks, design, text, links, concepts and themes are owned by SEEN Connects Limited. Any reproduction, transmission, publication, performance, broadcast, alteration, license, hyperlink, creation of derivative works or other use in whole or in part in any manner without the prior written consent of SEEN Connects Limited is strictly prohibited.

SEEN Connects, Zetland House,
2-25 Scrutton Street, London, EC2A 4HJ

