

TIKTOK DRIVES TOURISM DISCOVERY & ACTION

60%

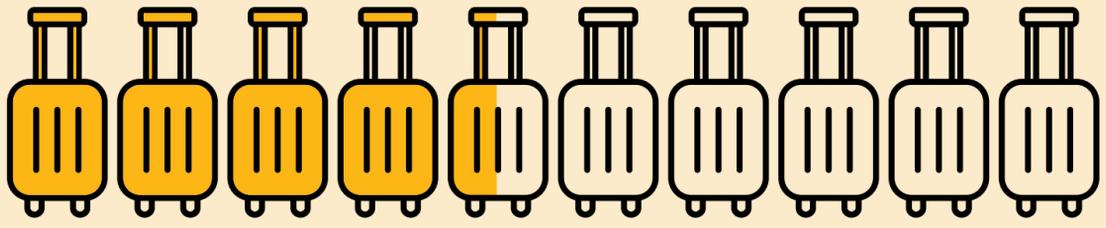
of surveyed TikTok users have become **interested in visiting a new destination (city, beach, park, etc.)** after seeing a TikTok video about it.



35%

of U.S. TikTok users - or approximately **47.6 MILLION people** - have traveled to visit a new destination (city, beach, park etc.) after seeing a TikTok video about it.

MILLENNIALS ARE PARTICULARLY DRIVEN



45% of U.S. TikTok millennials - aged 25-44 - have traveled to a new destination because of TikTok.

ALL FACETS OF TOURISM BENEFIT FROM TIKTOK'S INFLUENCE



32%

have booked a stay at a new resort or hotel



28%

have visited an attraction (waterpark, amusement park, aquarium, museums, historical sites, etc.)



18%

have traveled to a new city



18%

have traveled to a new beach



15%

have visited a new state park, lake or nature reserve



12%

have attended a festival or state fair

Survey conducted by



Tourism Marketing Experts
mghus.com

Results are based on a national survey of 1,139 U.S. TikTok users. The survey was fielded July 16-18, 2022 using SurveyMonkey Audience. The margin of error is +/- 3.06%.