

FOURCAST

four

Insights from Four's travel team



TIKTOK TRUTHS & TRENDS

With travel well and truly back and top of the list in 2023, we outline the post Covid-19 trends.

The team at Four is certainly seeing this in travel consumption habits and how consumers are getting their ideas and inspiration.

The Four content marketing team has been recording the continued growth of TikTok - with the platform becoming a new search engine to rival Google.

For more on the TikTok trends, have a look at our report [here](#)

Some of the key findings from the analysis include:

- There are 30.8 million daily users of TikTok in 154 countries
- Over 30 year olds represent nearly 50% of usage – so it's not just for the youngsters
- 72% of TikTok users bought a product or visited a website after going on TikTok
- 50% of TikTok users say the platform makes them feel happy



LUXURY TRAVEL POST PANDEMIC

YouGov recently released a white paper on the global luxury sector, which supports what we are seeing. Travel is becoming more a necessity than a nice thing to do and this is being seen more than ever in the luxury sector.

Since the pandemic, the UAE, India, Hong Kong, Singapore and Italy feature in the top five destinations, seeing the greatest appreciation for travel since 2019. This may well be partly because of the longer term Covid-19 travel restrictions.

The YouGov research also shows that for the next 12 months, affluent travellers will still want to share their experiences with friends and family, while they are ticking off their bucket list. Taking a cruise is notable, along with health and wellness retreats.

This white paper is available to download from the YouGov website [here](#).

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TOGETHER WE
MAKE A
DIFFERENCE

