

Pickup in travel gives lift to influencer marketing

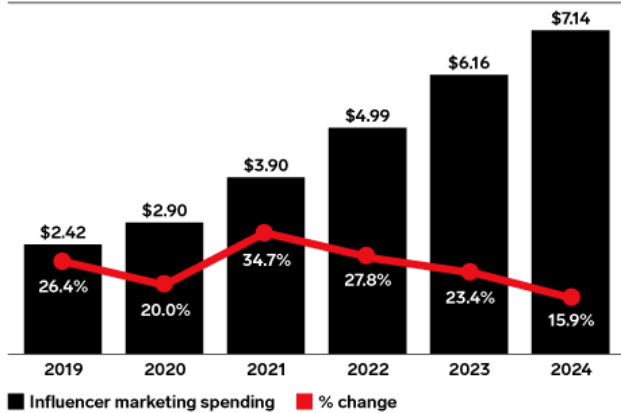
Article

The trend: Travel marketing has risen solidly in 2022 after taking a nosedive during the pandemic, a factor that is helping to lift influencer marketing.

- Increases in travel ad spending are close to levels last seen in the 2020 first quarter, with the major categories—airlines, lodging providers, rental car companies, and tourism boards—all coming back, [per](#) a MediaRadar report.
- As travel marketing resumes, it's likely that a fair share of those funds will go to creator partnerships, increasing total influencer marketing spending.

US Influencer Marketing Spending, 2019-2024

billions and % change



Note: payments made to influencers or their representatives to promote products and services primarily on social media and other platforms featuring user-generated content; excludes noncash payments such as free products or trips; excludes paid media
Source: eMarketer, July 2022

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eMarketer | InsiderIntelligence.com

A resilient sector: Though many recession-wary marketers are curbing their marketing spending, our forecast suggests those cuts don't necessarily extend to influencer partnerships. US influencer marketing spending will come to roughly \$5 billion in 2022, up \$850 million from our previous forecast and over \$1 billion more than was spent in 2021.

- Businesses that already use influencer marketing are increasing their spending and new marketers are leaning in. This year, 74.5% of US marketers from companies with over 100 employees will work with influencers.

Travel influencers were the No. 4 most popular type of creator worldwide, with 11% of adults saying they followed them in a 2021 YouGov study. That was behind only food (16%), celebrity (12%), and health (12%) creators and on par with fashion, beauty, music, and lifestyle creators.

Go further: Read more about the factors that are driving influencer marketing spending in our report, [Influencer Marketing 2022](#).