**Planning a winning YouTube Strategy**

There are few things as compelling as watching a video about a holiday destination to get you in the mood for booking your next holiday. Think about it. You see a video of a deserted beach in Donegal with the clear, blue Atlantic surf breaking against the shore and suddenly you wish you were there! If YouTube videos about holidays have that kind of impact on you – just imagine the impact that they have on your customers. The statistics back it up too. According to a recent study Google conducted with Ipsos MediaCT, two out of three U.S. consumers watch online travel videos when they’re thinking about taking a trip.

**Timing**

Furthermore, views of travel-related content on YouTube are up 118% year over year with videos on mobile devices accounting for 30% of travel related views. Maybe now is the time for you to think about putting together a video to promote your tourism business on YouTube? Timing is everything. Travel search activity on YouTube peaks in July, with smaller spikes in March and October, so it is a good idea to target customers with your promotional videos during these key months.

Travel related searches on YouTube are generally carried out early in the travel-planning process. This means you have an opportunity to influence a potential customer’s decision just when they are trying to make up their mind about where to go on holiday.

**Professionally produced videos**

Interestingly, while travel watchers on YouTube are interested in community-generated content, the majority of travel-related views (67%) are for brand or professionally released videos, like the videos produced by Turkish Airlines, Disney Parks & Resorts and Expedia. Even if you own a smaller business, it could be worth getting your video professionally produced if you want to achieve the maximum impact for your brand.

**Video Blogs (vlogs)**

Potential holiday-makers are also interested in hearing about real-life stories, however. Nearly half of the travel subscriptions on YouTube are to vlogs (video blogs) that feature personal travel experiences. Travel vlogs, in fact, receive 4 times more social engagement (likes, comments, shares, favourites and subscriptions) than other types of travel content on YouTube.

It’s not difficult to understand why, users are much more likely to trust a vlog of a personal account of another holiday maker’s holiday when they can see and hear the person recounting the details before them. As human beings we take in a lot of information from visual cues and watching someone tell the story of their enjoyable holiday on YouTube can have a powerful effect on our decision making process.

**Opportunity**

This presents an opportunity for tourism businesses to encourage visitors to submit their vlogs of their own holiday experiences /testimonials. Once you have their permission to do so, you could feature a selection of the vlogs from these satisfied customers on your YouTube channel together with your own professionally-produced, branded videos for maximum impact. This way you will succeed in offering the two types of travel-related content most in demand on YouTube.

**Find out more here:**

http://www.thinkwithgoogle.com/articles/travel-content-takes-off-on-youtube.html