**Understanding the YouTube User profile**

It’s one thing knowing that travel-related videos are in big demand on YouTube, it’s another thing understanding the kind of person who is looking at this type of content.

**Different types of YouTube User**

People from every age bracket subscribe to YouTube travel content. Fifty percent of travel channel subscribers are aged 25 to 64, while 38% fall in the 18 to 24 age range. The younger audience tends to favour travel vlogs (video blogs), perhaps indicating that they have more of an interest in “authentic” content. What 21-year old wouldn’t want to go zorbing on the Shannon after watching another 21-year old speak enthusiastically about it on YouTube?

The 25-to-64-year-olds seem to be interested in a broader range of content relevant to frequent travellers. Often these are videos associated with decisions further down the travel purchase path, such as brand information, reviews and tips. It is important to have content that addresses the different needs of both the under 25 and the over 25 YouTube user to help convince them to book a holiday with you.

**What are their interests?**

Travellers often watch content in categories closely related to travel, such as restaurants, spas and food and drink. Compared with the average YouTube user, travellers are 18 times more likely to watch videos about restaurants, for example. This represents a huge opportunity for tourism businesses to add in more food-related content to their YouTube channel.

Targeting YouTube users however with travel related content is not the only way to attract them to your business. You can also be clever about it and supply a wider range of videos on your YouTube channel in order to draw them in and capture their attention. Three in four YouTube users come to watch videos related to their interests & hobbies. Why not supplement the vlogs and professionally produced promotional videos of your business on your YouTube channel with other content that also addresses these needs?

**Domestic Market**

As regards the domestic market; 81% of Irish users go on to YouTube each month and there is a roughly 50% male and 50% female breakdown in terms of gender amongst users. YouTube Users are 1.9 times more likely to be early adopters. They are 1.2 times more likely to be brand advocates and they are 1.6 times more likely to be influential.

While a viral video can rack up thousands of views (if things really take off) views are just one measure of a video’s success. Shares, subscribers gained and other online actions are important as well. Finally; don’t forget your calls-to-action. It is important to include annotations on your videos with clear call to actions such as the link to your ecommerce site, ‘download a brochure here’ or the link to your online booking engine. This will help viewers hopefully to convert to a sale.

**Find out more here:**

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