

Travel in the age of scrolling: TUI Musement research reveals 4 in 10 travellers visit tourist sites to capture social media content

The study explores how social media influences travel inspiration, activity bookings and the way people experience and share their holidays

- 43% have booked a trip or activity after seeing a viral post
- 37% feel pressure to make their holidays look exciting on social media
- TikTok is the leading source of travel inspiration for Gen Z

Palma de Mallorca, 19 August 2026 – Social media is now part of every stage of the travel journey. Viral TikTok videos, Instagram recommendations and other online content are playing an increasingly important role in how travellers discover, book, experience and share their holidays. Social media's influence is now so strong that nearly four in ten travellers (39%) say they have visited a tourist site mainly to take a photo or record a video, according to the latest study by [TUI Musement](#), a leading tours and activities provider.

Where do travellers find inspiration? Gen Z turns to TikTok

When looking for travel inspiration and ideas for things to do, travellers use a wide range of sources. Google and other search engines, cited by 42% of respondents, along with social media, are becoming as influential as, and in some cases more than, traditional word of mouth, with recommendations from family and friends mentioned by 41%.

However, the study points to a clear generational shift. Among Gen Z travellers, TikTok is the leading source of travel inspiration, cited by 48%, ahead of recommendations from family and friends, at 43%. This reflects the growing influence of visual and short-form content when it comes to discovering new destinations, activities and holiday ideas.

From inspiration to booking: the power of viral content

Social media does not just inspire; it also drives concrete decisions. According to the survey, more than 43% of respondents say they have booked a trip or activity after seeing a viral post or video. This trend is particularly strong among millennials, at 52%, and Gen Z, at 50%.

TUI Group
Group Corporate &
External Affairs
Karl-Wiechert-Allee 23
30625 Hannover

group.communications@tui.com
www.tuigroup.com

Content creators also play an important role. 43% of respondents say they follow travel influencers to decide where to go or what to do, while 27% say they have changed destination following this type of recommendation.

The study also shows that places made popular on social media continue to hold strong appeal: 37% of travellers say that, at least occasionally, they prefer visiting Instagram-famous spots over lesser-known places.

“A single image or video can now inspire travel, and we have steadily increased our focus on how we can best reach and engage our audience through platforms such as Instagram and TikTok. However, ultimately, what matters most is the holiday itself and at TUI Musement, we help people go beyond the viral moment to connect with the heart of a destination through authentic, expertly curated experiences,” says Mirco Fiumene, Managing Director Experiences & CMO TUI Musement.

TUI Group
Group Corporate &
External Affairs
Karl-Wiechert-Allee 23
30625 Hannover

group.communications@tui.com
www.tuigroup.com

The pressure to share the “perfect” trip

Obtaining visual content and sharing travel experiences on social media is part of the journey for most respondents and impacts how trips are planned and which experiences travellers prioritise. Nearly four in ten respondents, 39%, admit they have visited a tourist site mainly to take a photo or video. Furthermore, 73% share their holidays at least occasionally on social media, although one in four, 26%, prefer to share only with a small group of people.

However, this exposure can also create pressure. 37% of travellers say they feel the need to make their trips look exciting on their social media profiles, a figure that rises to 45% among Gen Z. The constant presence of social media can also affect travel companionship. For 18% of respondents, an obsession with photos and social media can be considered a red flag when choosing a travel companion.

Overall, the study confirms that social media has transformed the way people discover, plan and share travel, while the activities, tours and moments experienced in destination remain what connects travellers authentically with each place.

Notes to editors:

Findings from January 2026, following independent study conducted by Appinio for TUI Musement in Spain, Italy and the UK.

This announcement can be found in the press section on www.tuigroup.com
(images for online use only)

About TUI Musement

TUI Musement is a global Tours & Activities business that combines a highly curated product portfolio, scalable digital platforms and in-destination service by local teams, to source, develop, distribute and deliver products in three categories:

- Experiences: Excursions, activities & attraction tickets
- Transfers: Between airports, hotels and ports
- Tours: Multi-day itineraries encompassing hotels, experiences, guides and transportation

TUI Group
Group Corporate &
External Affairs
Karl-Wiechert-Allee 23
30625 Hannover

Available in all major beach and city destinations, products are sourced from leading travel businesses or developed in-house by TUI teams, including the TUI Collection, the flagship experiences portfolio of TUI Group. Products are distributed to customers, including the 34.7+ million TUI customers, through TUI websites and apps – such as the Tours & Activities dedicated TUI Musement app, as well as in-destination local teams and B2B partners, including some of the world's leading OTAs, tour operators, airlines, hotels, travel agencies and cruise lines. TUI Musement is one of the major growth areas of the TUI Group and employs approximately 7,000 people worldwide.

About TUI Group

The TUI Group is a leading global tourism group. The group is headquartered in Germany. TUI shares are listed on the MDAX index of the Frankfurt Stock Exchange and on the regulated market of the Lower Saxony Stock Exchange in Hanover. The TUI Group offers its more than 34.7 million customers integrated services from a single source and covers the entire tourism value chain under one roof. The Group owns more than 460 hotels and resorts with premium brands such as RIU, TUI Blue, and Robinson, as well as 18 cruise ships, ranging from the luxury class MS Europa and MS Europa 2 and the HANSEATIC class expedition ships to the Mein Schiff fleet of TUI Cruises and cruise ships at Marella Cruises in the UK. The group also includes leading European tour operator brands and online marketing platforms, for example for hotel-only or flight-only offers, five airlines with 125 modern medium- and long-haul aircraft, and around 1,200 travel agencies. In addition to expanding its core business with hotels and cruises through successful joint ventures and activities in holiday destinations, TUI is increasingly focusing on the expansion of digital platforms. The group is transforming itself into a global tourism platform company.

Global responsibility for sustainable economic, environmental, and social action is at the heart of our corporate culture. The TUI Care Foundation, initiated by TUI, focuses on the positive effects of tourism, education and training, and the strengthening of environmental and social standards with projects in 25 countries. In this way, it supports the development of holiday destinations. The globally active TUI Care Foundation initiates projects that create new opportunities for the next generation.

TUI Musement**Communications Department**

María Sierra

maria.sierra@tui.com

group.communications@tui.com
www.tuigroup.com