

Social influence The urge to travel can come from anywhere. The growing influence of social media corresponds with the proliferation of the use of mobile devices to make travel bookings and Trip.com reported that downloads of its mobile application that is driven by social media doubled in 2022. But in 2022, there were a few overarching trends, including the continued shift online as more of us look to the likes of Instagram, Facebook and TikTok for travel inspiration. Technological innovations have provided novel sources of travel inspiration including the Metaverse. Some travellers are turning to virtual travel communities such as the Trip Moments Community, which enables travel enthusiasts to share photos, tips and inspiration with other users. During the pandemic, this allowed popular holiday packages, hotels, and destinations to be showcased to consumers with live interactions. Almost half of Ctrip Livestream viewers make a travel purchase within 24 hours of viewing content, and the platform has driven around US\$ 1.4 billion worth of sales since its launch. In some markets, this trend has spurred new marketing techniques.