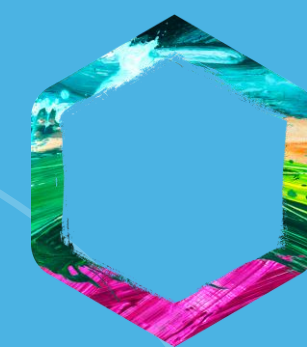


AI Video in Tourism

TED

Tourism
Enterprise Development
Programme



TOURISM
NORTHERN
IRELAND

Why AI Video Production?

- AI transforms text prompts into professional-quality video content
- AI video production significantly reduces time, cost and technical barriers
- **Text-to-video:** AI creates video content from written descriptions
- **Image-to-video:** AI animates static images into dynamic clips
- **Style transfer:** AI applies specific visual aesthetics to footage
- **Video enhancement:** AI improves quality, stabilisation and resolution
- **Voice synthesis:** AI generates natural-sounding narration

YouTube

- Monthly Active Users: 2.5+ billion
- Daily Video Uploads: 2.4 million
- Monthly Site Visits: 77.9 billion (January 2025)

Format Options:

- Long-form content (average length: 12 minutes 26 seconds)
- YouTube Shorts (constituting 20% of total video count)

Tourism Applications:

- Destination guides and virtual tours
- Hotel and accommodation showcases
- Travel vlogs and experience highlights
- Educational content about local culture and history

TikTok

- Monthly Active Users: 1.04 billion (2024), expected to reach 1.08 billion in 2025
- Average Daily Usage: 53.8 minutes per user in the US
- Total Global Downloads: Over 4.92 billion

Format Options:

- Short-form vertical videos (15-60 seconds)
- TikTok Stories

Tourism Applications:

- Quick destination highlights
- Travel tips and hacks
- Behind-the-scenes glimpses
- Trending challenges adapted to tourism contexts

Facebook

- Total Users: Over 3 billion worldwide
- Growth Rate: Approximately 0.7% in 2024, expected 0.6% in 2025

Format Options:

- News Feed videos
- Facebook Stories
- Facebook Watch
- Live videos

Tourism Applications:

- Community building around destinations
- Event promotion
- Targeted advertising to specific demographics
- Live streaming of tourism events and experiences

Instagram

- Monthly Active Users: 2.11 billion
- Daily Stories Users: 500 million

Format Options:

- Feed posts (photos and videos)
- Stories (24-hour content)
- Reels (short-form videos, usage increased by 20% year-over-year)
- IGTV (longer videos)

Tourism Applications:

- Visual destination showcases
- Influencer collaborations
- Interactive Stories with polls and questions
- Shopping features for tourism products and experiences

LinkedIn

- Total Members: Over 1 billion globally
- Monthly Active Users: More than 300 million

Format Options:

- Feed videos
- LinkedIn Stories
- LinkedIn Live (437% increase in views year-over-year)

Tourism Applications:

- B2B tourism marketing
- Destination marketing for business travel
- Professional development and tourism industry insights
- Corporate travel and MICE (Meetings, Incentives, Conferences, Exhibitions) promotion

Snapchat

- Monthly Active Users: 850 million
- Daily Active Users: 443 million (end of 2024)
- Daily Snaps Created: 4.75 billion

Format Options:

- Snaps (disappearing content)
- Stories
- Spotlight
- AR experiences (300 million users interact with AR features daily)

Tourism Applications:

- Location-based AR filters for destinations
- Behind-the-scenes glimpses
- Limited-time offers and promotions
- Snap Map integration (used by over 350 million people monthly)

Pinterest

- Monthly Active Users: 530 million
- Weekly Activity: Users save more than 1.5 billion Pins across 10 million Pinterest boards

Format Options:

- Video Pins
- Idea Pins (multi-page video content)

Tourism Applications:

- Inspirational destination content
- Travel planning boards
- Visual guides and itineraries
- Targeting luxury travellers (1 in 3 Pinterest luxury shoppers make \$100,000+ annually)

AI Video Across Platforms

- **Multilingual content:** Generate videos in multiple languages for international audiences
- **Format optimisation:** Create platform-specific versions of the same content
- **Thematic inspirations:** Generate videos evoking specific atmospheres like sunsets or snowy forests
- **Seasonal content:** Create visuals showing destinations at different times of the year
- **Brand storytelling:** Develop consistent narrative across all platforms
- **Animated infographics:** Present tourism data in engaging visual formats
- **Quick, short formats:** Create reels or stories in vertical or horizontal formats
- **Landscape animation:** Landscapes to captivate without misleading

Get started

TED

Tourism
Enterprise Development
Programme



TOURISM
NORTHERN
IRELAND