How to Enhance Consumer Confidence in Destinations by Using User-Generated Graphic Content
CrowdRiff is proud to be the visual marketing platform of choice for over 300 tourism brands.
Travelers today are taking, sharing and viewing visuals like never before
2/3
Rely on UGC to make a purchase decision

65%
Trust UGC more than branded content

1Source: PhocusWright and Microsoft, The Travel Marketer's Guide to the U.S. Digital Travel Landscape, 2017
2Source: MDG advertising
3InfoTrends
Destinations Using User-Generated Visuals to Attract and Engage Travellers
Thousands of visuals shared daily
What a beautiful shot! We’d like to use it in our advertising to share with everyone. If you agree and are 18+, please reply with #YesColorado

Have you checked out zirkels yet?

#YesColorado

Great reflection!

Love this picture!! Indian Peaks is absolutely stunning

Ughhhhh 😞 😞 😞
@lilleyeee

@tv2688
visitcolorado @coloradomountainlove
What a beautiful shot! We’d like to use it in our advertising to share with everyone. If you agree and are 18+, please reply with #YesColorado

squatchuarobertson Have u checked out zirkels yet?

coloradomountainlove #YesColorado
702,000 fans
216,000 followers
3.3 million views
125,000 followers

5,000,000 images served
Record-breaking tourism numbers

> 77 million annual visitors
$19.1 billion in economic impact
$1.13 billion in taxes collected
Tourism growth 2x national average
“The real time aspect is appealing. We are not showcasing photos taken a year ago, we are showcasing photos that were taken a day ago.”

Julie Kaden, E-Marketing Specialist
“Visuals are hugely important. Being able to see and curate the organic social content tends to really bring out the natural in-the-moment stories.”

Dan Hughes, Brand Manager
How Immigrants Become Truly Canadian: On the Ski Slopes

By DAN LEVIN  FEB. 28, 2018
Want to experience the incredible things you see? The Explorer uncovers your favourite Instagram pics from BC. Use it to create your own #exploreBC adventure.
@janet_waldbillig
Wow! The views from the #seatoskygondola are breathtaking! #exploreBC

@emanuelsmedbol
Spending the night at Fernie's @islandlakelodge, and couldn't resist taking the canoes out for a quick evening paddle around the spring-fed lake. #exploreBC #kootrocks #ferniestoke

@nathanielatakora
Last night was spent in soggy boots, feeling around for a flat patch of grass to call home. Despite closures to parts of the park, Wells Grey has been spectacular. This morning we awoke to a dreamy sunrise, surrounded by wildflowers, at Willis Lake. #exploreBC
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@erinthomson
Mount Hosmer (British Columbia)

#BC Parks  #Mountain Experiences  
#Off the Beaten Path  #Kootenay Rockies  
#Fernie

MOUNT HOSMER

CLOSE

@erinthomson

Nature treating us to its finest. #exploreBC #Fernie
Destination BC success

>$17 billion in annual tourism revenue
34% of Canadian ski trips are in BC
3 million images shared with #ExploreBC
The Future of UGC and Marketing Technology
1| UGC powering every marketing channel
2| Collaboration & Co-creation networks

Get instant access to over 40 destinations, attractions and associations across the national Partner Network.
Entire network • 7 partners
51k assets

Cariboo Chilcotin Coast Tourism …
5.8k assets

Northern BC Tourism Association
1.7k assets

Tourism Golden
7.5k assets
AI and machine learning applied to UGC
Approved by Quality Filter

Rejected by Quality Filter

CrowdRiff
The Power of UGC

Trust

Personalization

Scale
Get in touch

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