

19 Creative Travel & Tourism Marketing Campaigns

Intro Letter

Whether it's a hilarious YouTube video series or a memorable social media campaign, brands are capturing the hearts and minds of travelers globally.

We can all benefit from learning from our peers, building off their creative ideas to design campaigns for our own brands. The best thing? Inspiration is just a few clicks away.

Our team regularly keeps tabs on the best visual marketing campaigns in travel and tourism, so we've rounded up some of the best from the last year.

Whether your brand is a hidden gem or a household name, you'll find something in here to inspire you, entertain you, and spark some new ideas for your own initiatives.

Enjoy!



Amrita Gurney

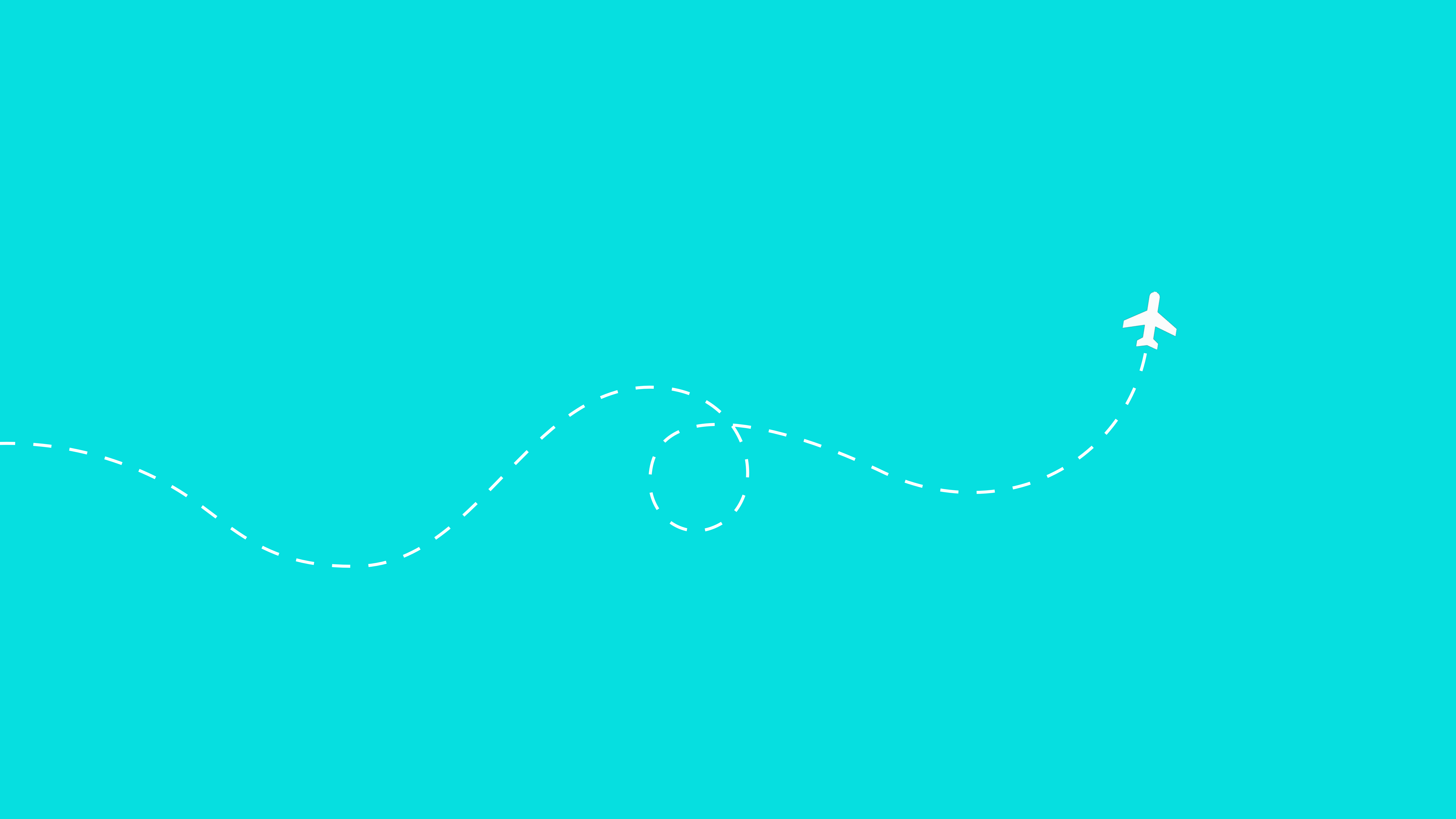
*Vice President of Marketing
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Any questions? Want to be featured in a future article or ebook? Get in touch by emailing me at **amrita@crowdriff.com**

Discover and Deliver Visuals that Influence Today's Travelers

CrowdRiff's visual marketing platform is tailor-made for marketing teams at destinations, museums, attractions and resorts.





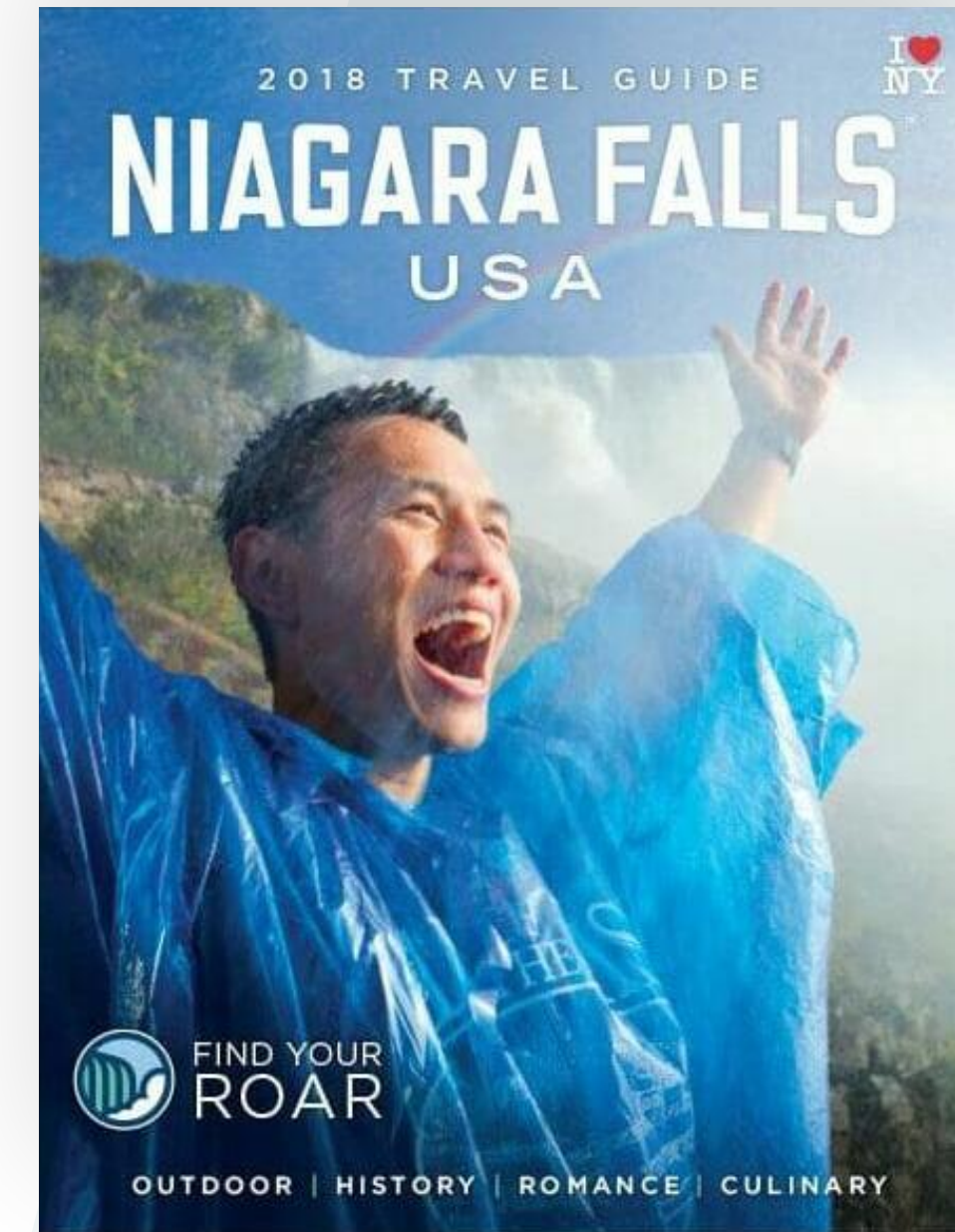
1 Find Your Roar in Destination Niagara USA

Using AR to bring would-be visitors closer to the falls

When you think about visiting Niagara Falls USA, the first thought goes immediately to views of the world's largest waterfall.

While the falls have always attracted visitors from far and wide, Destination Niagara USA's task is to encourage them to stick around and explore all there is to see and do in the surrounding region.

For their visitor guide, they wanted their new editions to be consistent with the brand's increased focus on **immersive, genuine experiences from the first-person perspective**. So, Destination Niagara USA took their visitor guide one step further by introducing an augmented reality (AR) feature.



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Developed in partnership with the destination marketing organization's creative agency, FourthIdea, the guide invites readers to download the Layar app to unlock an augmented reality experience.

When a reader scans the page with their smartphone, **the page on their screen magically turns into a video** that auto-plays to take the viewer on a myriad of adventures.

The innovative 2018 Travel Guide is on display at key drive market distribution centers in New York, Pennsylvania, New England, Ohio and Canada. The publication is also being promoted on the destination's digital channels, allowing visitors to request a free copy or view the PDF online, which also supports the AR experience. In total, over 500,000 of their travel guides have been distributed.

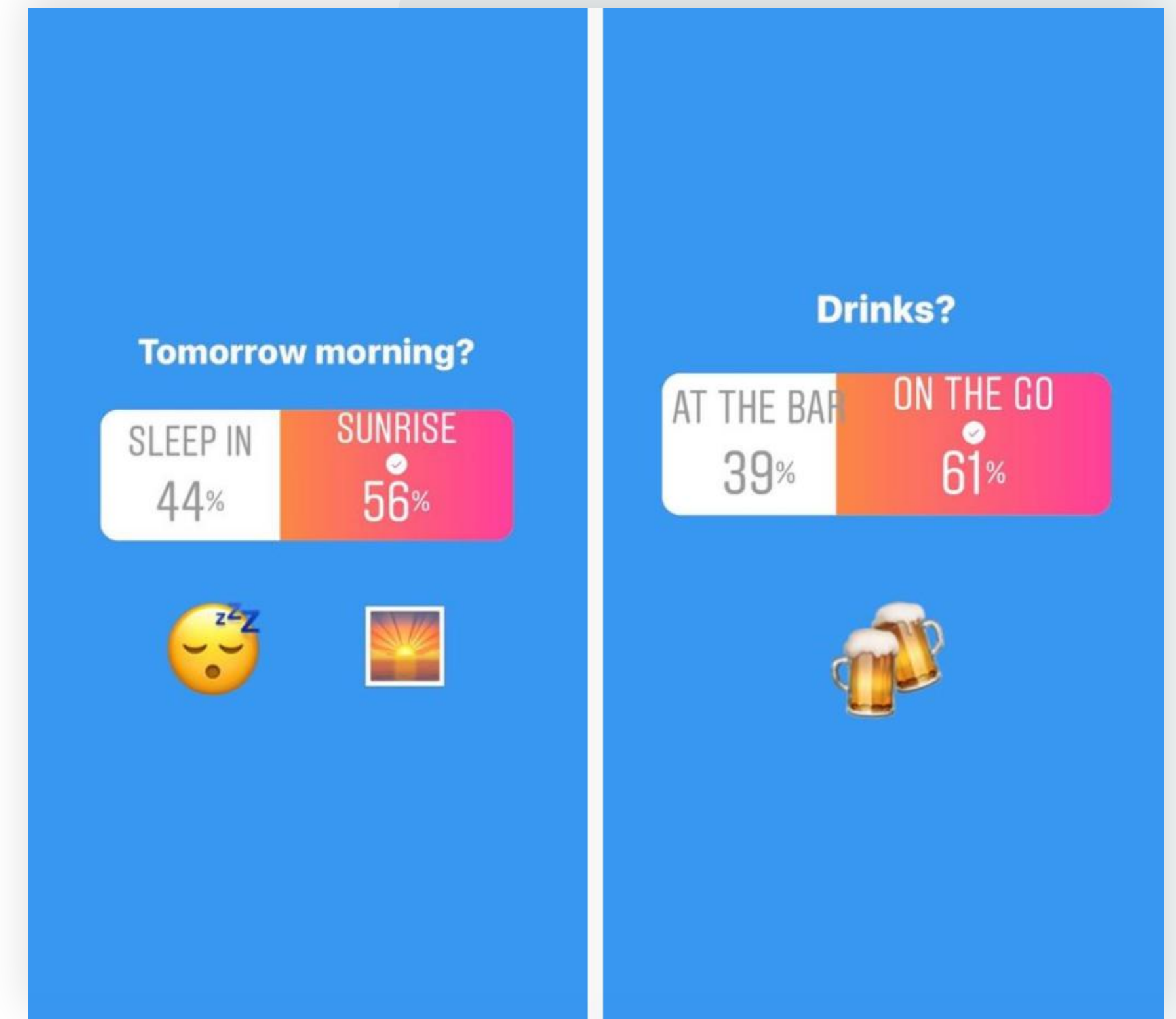
2 The Perfect Day in Savannah

A video directed by Instagram polls

There's a lot more to Savannah than the fairy tale town that people think they know. To help showcase the full range of what Savannah has to offer, their digital marketing team decided to try making a video of a day's itinerary in Savannah, and **letting their Instagram followers give input into every activity.**

Visit Savannah's Instagram Story featured 10 of these questions over the course of two days, using a blank background and some relevant and fun emojis.

While the first question received about 900 views and roughly 350 votes, each added to the project's momentum, with the final question receiving over **2,600 views** and nearly **900 votes.**





Once all of the responses were tallied, they worked with their video production partner to shoot a video showcasing activities that related to the Instagram poll.

The Perfect Day in Savannah video ultimately received **64,000 views**, **372 shares**, **761 reactions** and **175 comments** on Facebook alone. It was also viewed more than 10,000 times on Instagram and nearly 17,000 times on YouTube, where it had an average view length of 1:40.

3 The UGC Guide That Gets Locals Talking

A pocket guide campaign with a reach of 12 million

How do you re-teach the country's most educated population something they think they already know?

“Huntsville has changed so much—even over the past decade— that what we’re finding is that a lot of our locals that are from here and grew up here don’t consider Huntsville a travel destination,” said Kristen Pepper, the Marketing Manager of the Huntsville/Madison County Convention and Visitors Bureau. “We want to make sure our locals are educated and aware of all the things we have to offer.”

Over the previous 4 years the Huntsville/Madison County Convention and Visitors Bureau has run a contest that asks its social media followers a new question during each of the 14 days of February leading up to Valentine’s Day.





Drawing inspiration from a vintage postcard that was once popular amongst locals, they presented the 14 winning photos in the postcard-sized “Huntsville Pocket Guide.”

The response to the Huntsville Pocket Guide has been so great, they reprinted a second batch for 3x as many.

This year the #iHeartHsv campaign was the largest in its five-year history. The total reach of the social campaign was approximately 12 million, and Pepper says the partners that are distributing the Huntsville Pocket Guide can barely keep them in stock.

4 Visit Saint Paul's Insider's Guide

120,000 visitors got an insider's view of Saint Paul

“The challenge right now is we’re very much an event town - it’s trying to figure out how to get people to come back after those events are over,” explained Visit Saint Paul’s Social Media Coordinator, Caroline Ponessa.

In an effort to establish an emotional connection to the city outside of events, Ponessa says the organization has recently looked to its local population to help showcase the best of what it has to offer.

“A tourism board can tell you all they want about how great a city is, but that’s what their job is, that’s what they get paid for,” she said. “It’s different when you’re hearing it from people who are choosing every day to be in that environment.”



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To help share those voices, Visit Saint Paul began introducing an annual “Insider’s Guide” in 2015. Visit Saint Paul’s “Insider’s Guide” puts real recommendations from locals front and center.

The 80+ page guide is **filled with advice provided by actual residents who are passionate about their city**, as well as user-generated imagery featured alongside professional shots of Saint Paul.



Last year Visit Saint Paul distributed over 120,000 guides, 19,000 of which were requested directly from their website. The guides are distributed across the city to tourism partners, as well as at events like the Minnesota State Fair. The team has also occasionally arranged to have them packaged with local publications like Minnesota Monthly.

5 Visit Indy's Persona-Based UGC Video Ads

How persona-based marketing increased click-through rates by 3x

In an effort to do more with less, Visit Indy has made some major marketing strategy changes in recent years, investing heavily in what works and cutting everything that doesn't.

After “a few decades” of struggling to nail down the key demographics and drivers of visitors to Indianapolis, social listening on CrowdRiff helped the organization to hone in on what really encourages travel to the destination, and identify nine distinct target audiences.



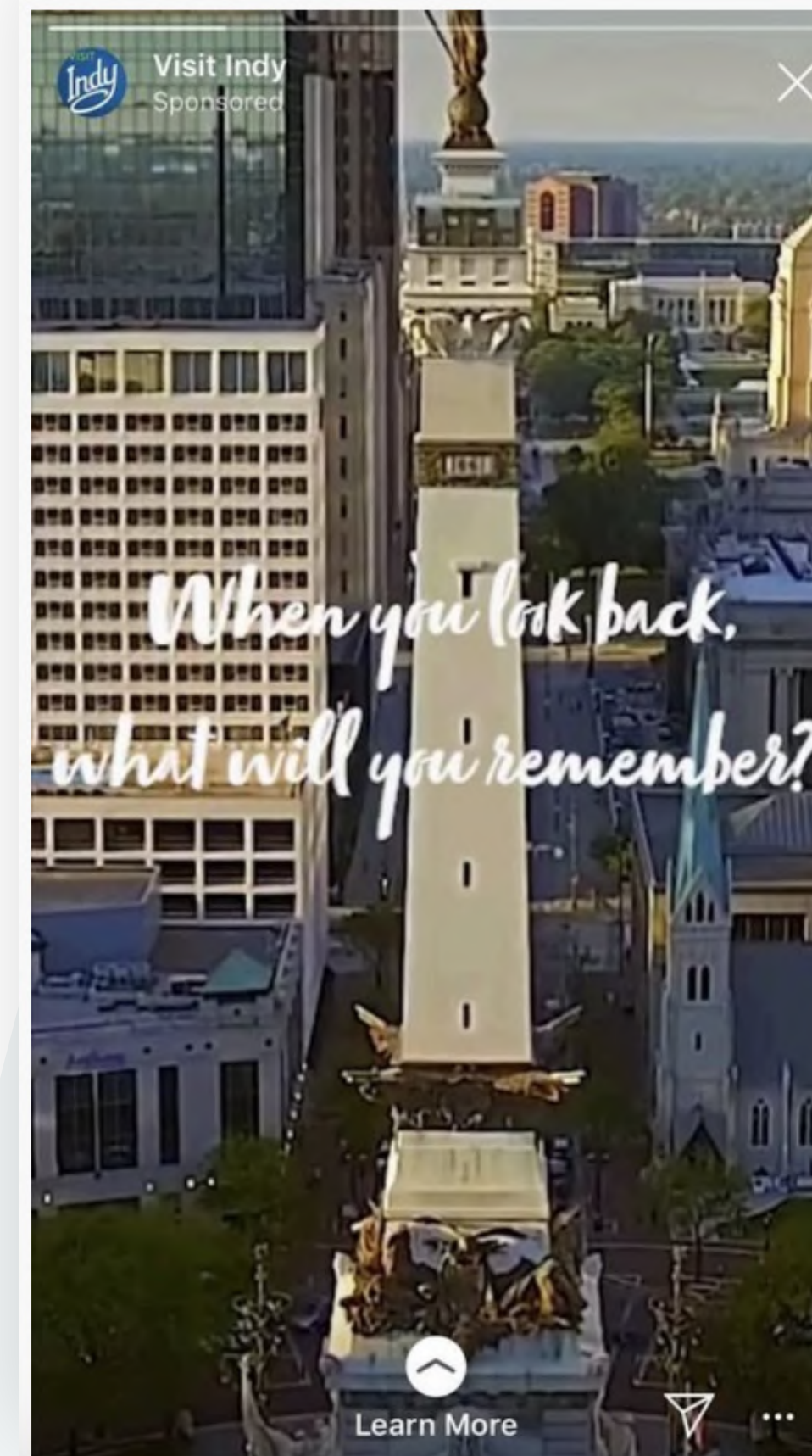
The nine personas identified include “history buffs,” “bucket listers,” “urban adventurers,” “nature lovers,” “romantics” and “cultural connoisseurs.” said Christine Zetzl, Visit Indy’s Digital Marketing Manager. Rather than paying for a TV or radio ad that’s broadcasted to a very general audience, the DMO now creates digital content that speaks directly to each of these specific traveler types.

“Visitors want to see other visitors interacting in the space, so 2018 is the first year that in our social ad buy, we decided and pledged that **we’re only going to use UGC images** within the ad buy,” says Zetzl.

Thus far Visit Indy has released five persona videos created entirely using UGC acquired through CrowdRiff, with the goal of creating one for all nine personas by the end of September.

Visit Indy's social ad buy, which is now entirely comprised of UGC videos, is currently generating a 1.33% click-through rate, according to Zetzi, representing 53% of total paid media clicks in the DMO's 2018 campaign.

"We're seeing a three times stronger click-through rate within Facebook and Instagram than with display," she said. "Over the last year we've been able to shift our funds, and we've been really optimizing more and more towards our Facebook ad buy with these UGC videos feeding that content."



6 Visit Franklin's Retro-Style Video Series

Comedy, Nostalgia, and Frequently Asked Questions

There's something about Franklin Tennessee that reminds people of simpler times.

So when Josh Collins, the Digital Communications Manager for Visit Franklin, was considering the next project for Visit Franklin Films, he wanted to **create something that would stand out from the rest of the noise online**, and felt a little reminiscent of simpler times.

"Everything is so clean and crisp and cinematic, but this is like 'remember a time when we used to have to put in a VHS and push play and stop and manually record things?' he said. "And that's congruent with the destination; it just strikes that nostalgic chord."





The destination's latest video project, Frankly Franklin with Frank Franklin, features a whimsical host (played by local comedian Brandon Harris) named Frank Franklin, who speaks frankly about the town of Franklin from behind the desk of a retro talk show set.

For the content of the videos Collins looked no further than the most frequently asked questions the DMO receives. **“We decided to take what is so often the most underutilized ideas, the frequently asked questions, and put a spin on it,”** he said. The 15 videos tackle everything from how long it takes to get there from the airport to where to hear live music or find public restrooms.

Collins says the main goal is to serve the content directly in response to inquiries about the destination.

“It’s probably not something you expose a user who’s never heard of Franklin to, but for those that express interest in some way it serves as a great continuum along the path to purchase,” he said. “Our goal was to keep moving users down the funnel.”

7 How Georgia Increased Chinese Tourism by 30%

Southern Culture and Hospitality

China is emerging as one of, if not the most, vital markets for international travel.

Even for places like Georgia, Chinese tourism represents a massive economic opportunity that can't be ignored.

When it comes to the state's overall tourism marketing strategy, Xu [Stella Hu, Director of the Georgia Department of Economic Development's Greater China Region Initiative] says it's all about **showcasing the sounds, smells, tastes and hospitality** of southern culture, highlighting how it differs from America's coastal cities.





Many Chinese tourists are familiar with classic novels like *Gone with the Wind*, and are intrigued by Georgia and the South described in the novel.

On this page of Explore Georgia’s 2018 Chinese visitor guide, set against a stunning photo of a quintessentially Georgian wetland, they explore different places a traveler can experience the wonders of the state’s unique natural terrain.

Xu says that this strategy extends from the visitor’s guides to the website to the social media campaigns and blog posts that the tourism department creates in Mandarin for the Chinese market.

Explore Georgia’s targeted efforts see consistent yearly growth in Chinese visitors.

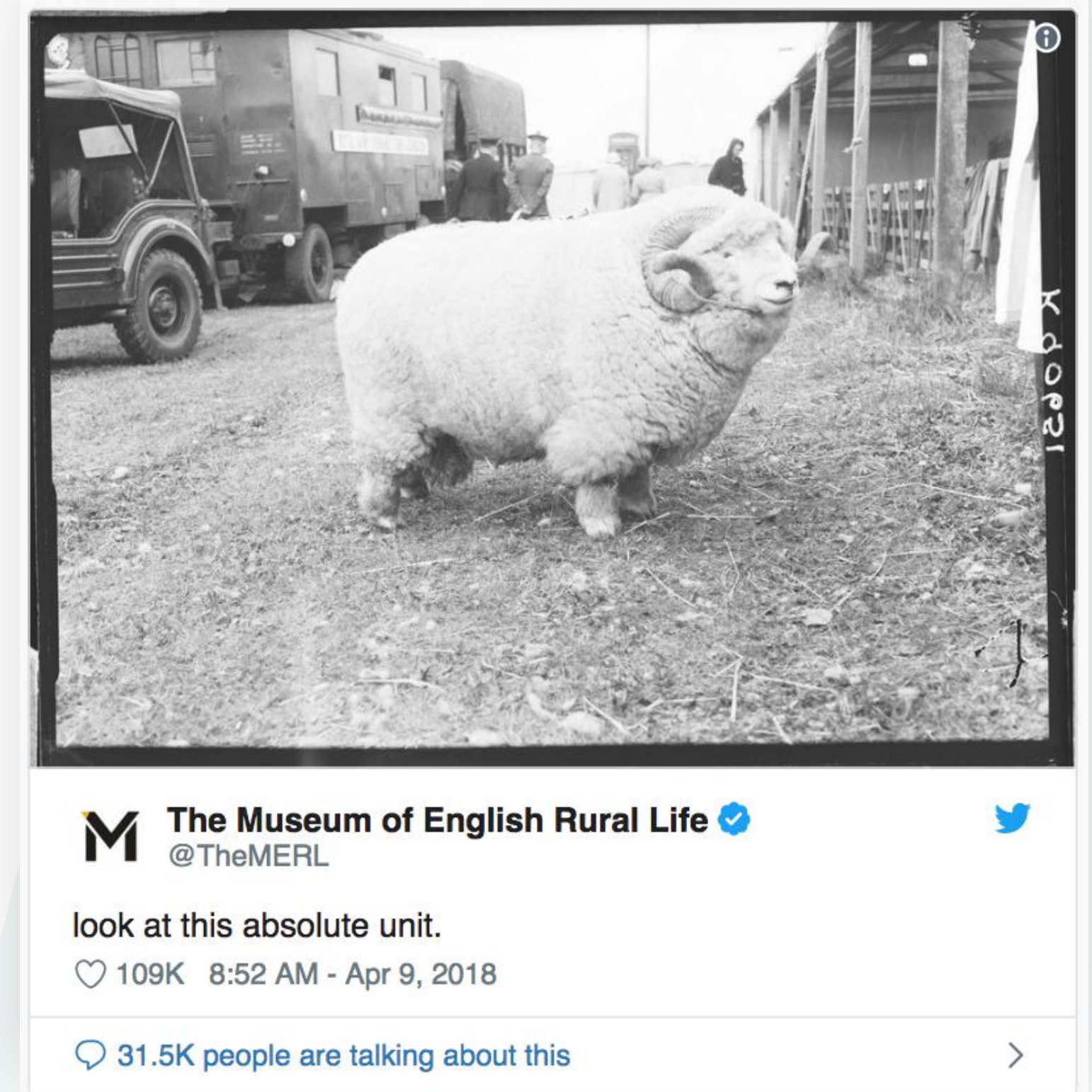
“When I joined the department in 2008, China was not on the top 10 international visitors list,” said Xu. Today the country is fifth behind Canada, the U.K., Germany and India. “For the past four years the number of Chinese visitors has increased every year by 20% or 30%, as well as their spending power.”

8 How One Museum Used Memes to Go Viral on Twitter

The Sheep That Broke The Internet

Cultural institutions tend to evoke a sense of prestige and of high-culture seriousness. So when the Museum of English Rural Life began Tweeting blunt, slang-riddled memes about exhibits in its collection, the Internet just couldn't resist.

It all began with a Tweet that featured a historical photograph of a really big sheep. Rather than explaining in 240 characters the history behind the image and its relevance to the wider collection, the @theMERL Twitter account simply accompanied the photo with slang that poked fun at the subject's overwhelming size:



The viral meme was liked over 100,000 times on Twitter, receiving over 30,000 retweets and reaching **an engagement of over 1.5 million**. One month ago the @TheMERL Twitter account had less than 10,000 followers, and today boasts over 33,000.

The Twitter fame has also lead to collaborations with other influential accounts in the agriculture space, and even a series of t-shirts featuring its animals.

“ The point of the museum is to get people excited and invested in the countryside, and as long as we do that in a way that isn’t completely flippant, then that’s okay. ”

Adam Koszary

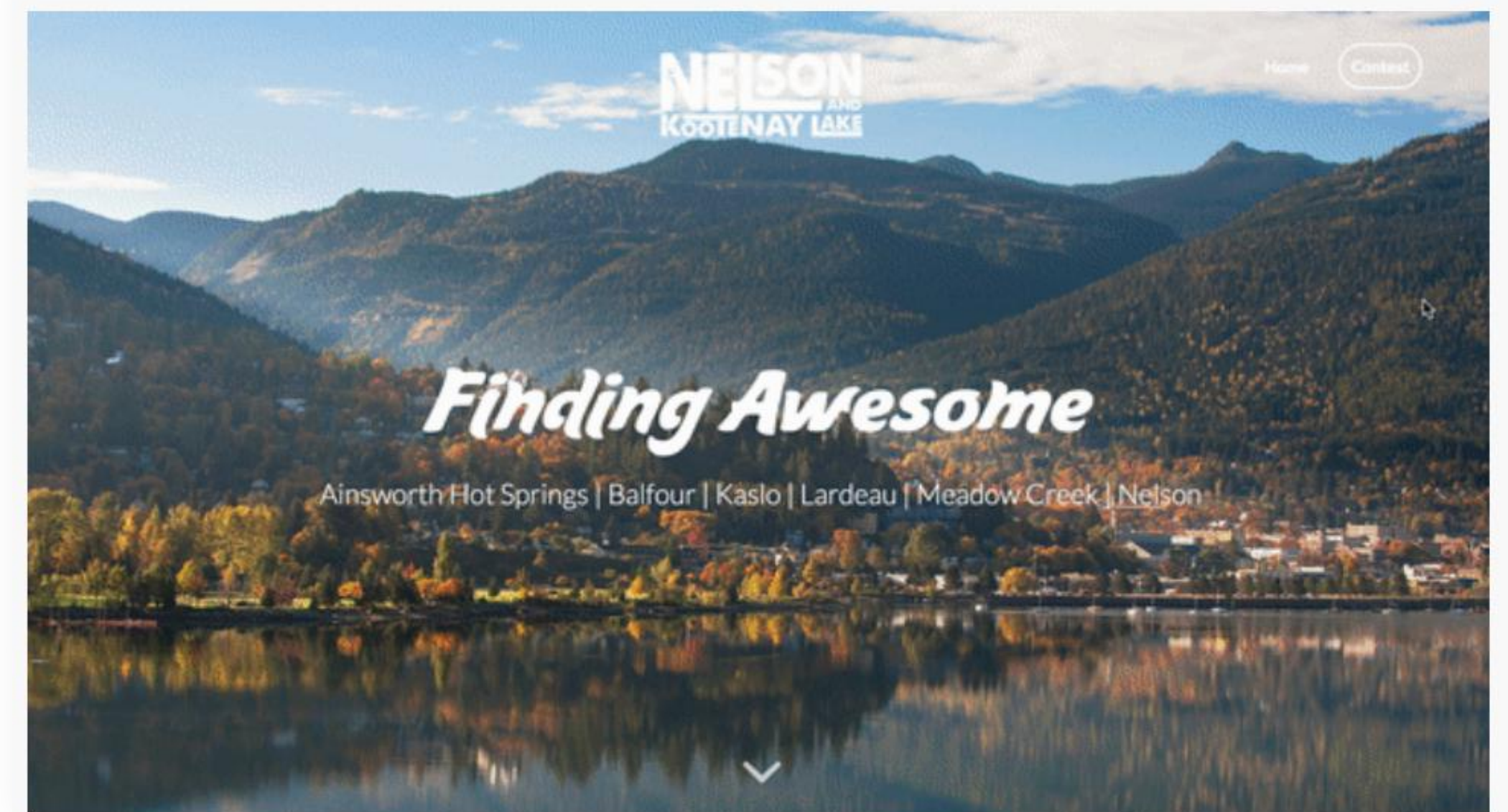
The Museum of Rural Life

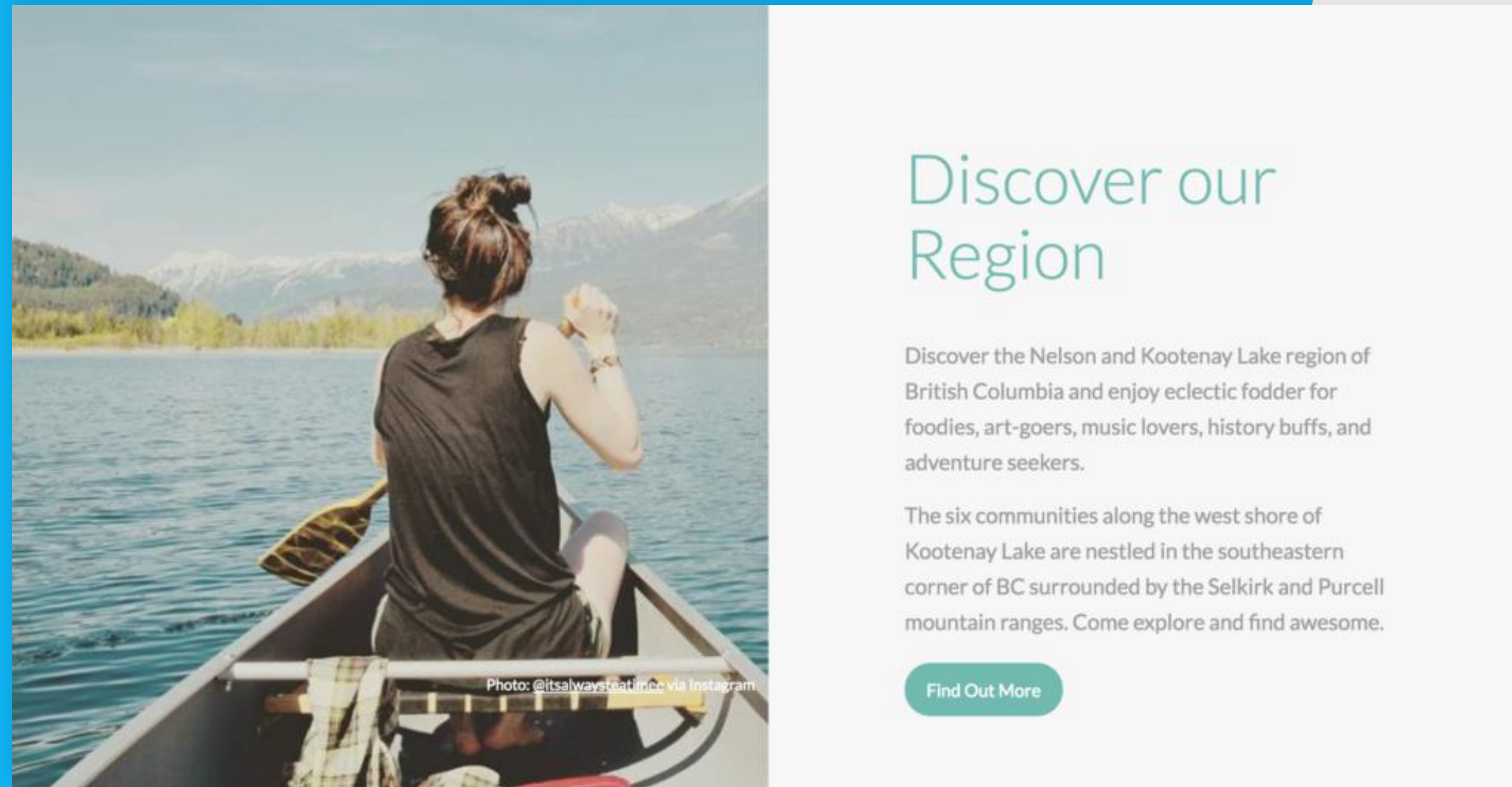
9 The Live Stream Event That Engaged 20k Travelers with UGC

#FindingAwesome in Nelson & Kootenay Lake

A year after launching its #FindingAwesome social media campaign and online contest—which encouraged locals and visitors to share content showcasing what they loved most about the Nelson & Kootenay Lake region in southern British Columbia—the destination marketing organization was overwhelmed with the number of entries it had received.

“Over 10,000 photos and 1,500 videos were submitted through the year in all four seasons,” explained Dianna Ducs, Executive Director of Nelson & Kootenay Lake Tourism. The content was too incredible to keep to themselves, but too plentiful to post on social media.





So, on March 11th Nelson & Kootenay Lake Tourism broadcasted a 45-minute live stream through Facebook, where host and Kootenay Mountain Culture Magazine Editor-In-Chief Mitchell Scott interviewed a range of guests with expert knowledge of the region (including Ducs) and showcased some of the best user-generated content it had collected through the year.

With nearly 20,000 viewers tuning into the live stream — equivalent to the entire population of the region — and over 900 comments, the showing was a huge success.

“We’re going to push it out through some YouTube ads, so we’re going to continue using it, and we can also push out those mini user-generated seasonal clips that are in there,” Ducs said, adding that UGC clips will also be shared with partners that want to showcase the area.

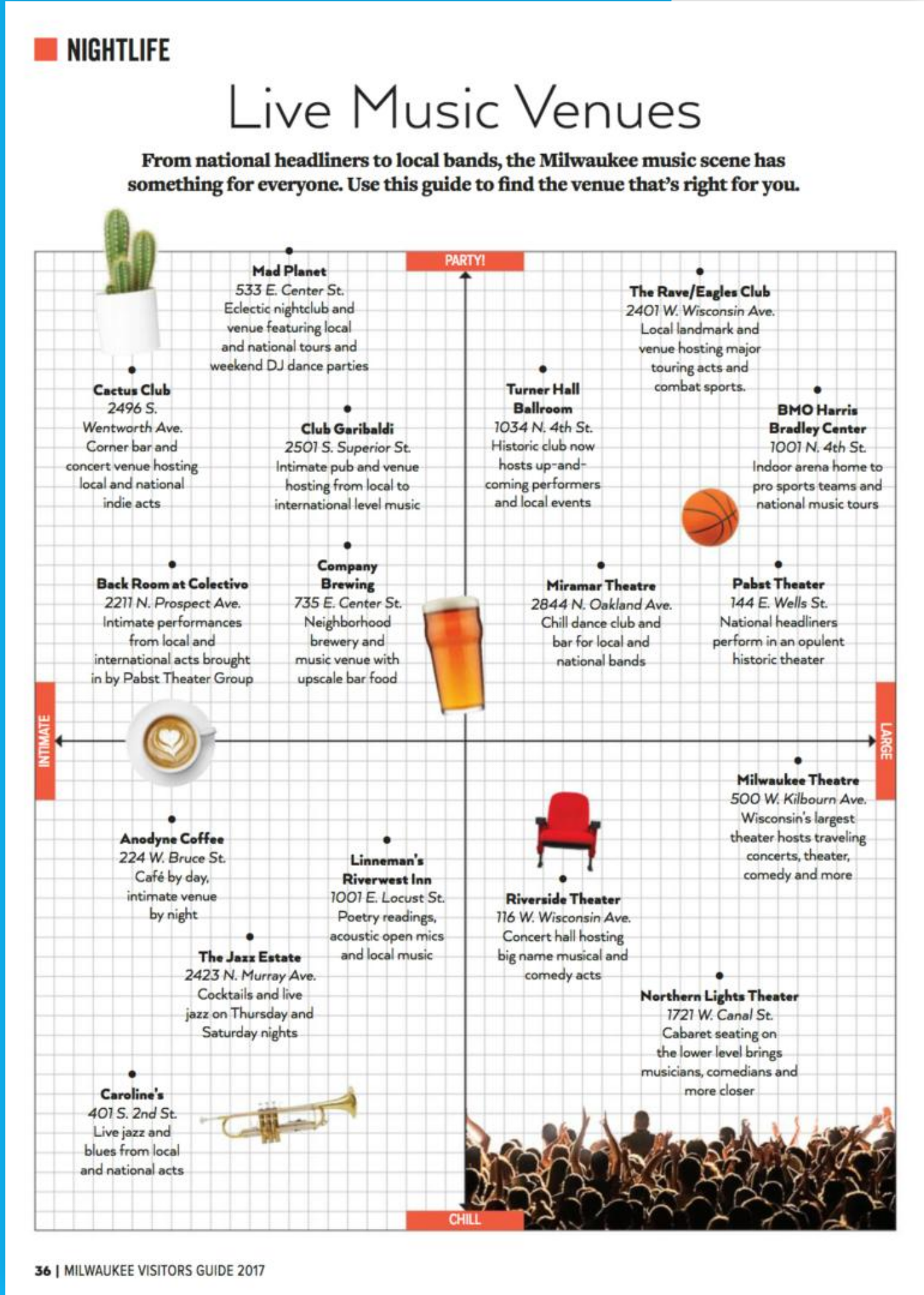
10 A Visitor's Guide Taking Inspiration from the Magazine World

Seeing Print Differently

With a hundred glossy pages of vibrant photography, interactive content and articles that range from blurb to multi-page feature, it's easy to think at first glance that Visit Milwaukee's visitor guide is a travel magazine.

Produced entirely in-house by two team members (along with the support of other staff members) the Milwaukee visitor guide went in a new direction 2 years ago following the hiring of Kathryn Lavey, the former Art Director of Milwaukee Magazine, as the Graphic Design Manager. In collaboration with the destination marketing organization's Content Manager, Jennifer Posh, the two combine elements of the traditional publishing world to create the DMO's visitor guide.





Finding creative ways to spotlight tourism partners, beyond traditional listings pages

Unlike most magazines, the annual publication can't avoid repeating some content from one year to the next, especially when it comes to showcasing partners and key attractions. What makes Visit Milwaukee's visitor guide so impressive, however, is its ability to present similar information in completely unique ways with each new edition.

When it comes to picking and choosing between the "million things" they're tempted to include in the visitor's guide, Posh and Lavey say they've taken cues from the magazine industry to weigh the value of each piece of content.

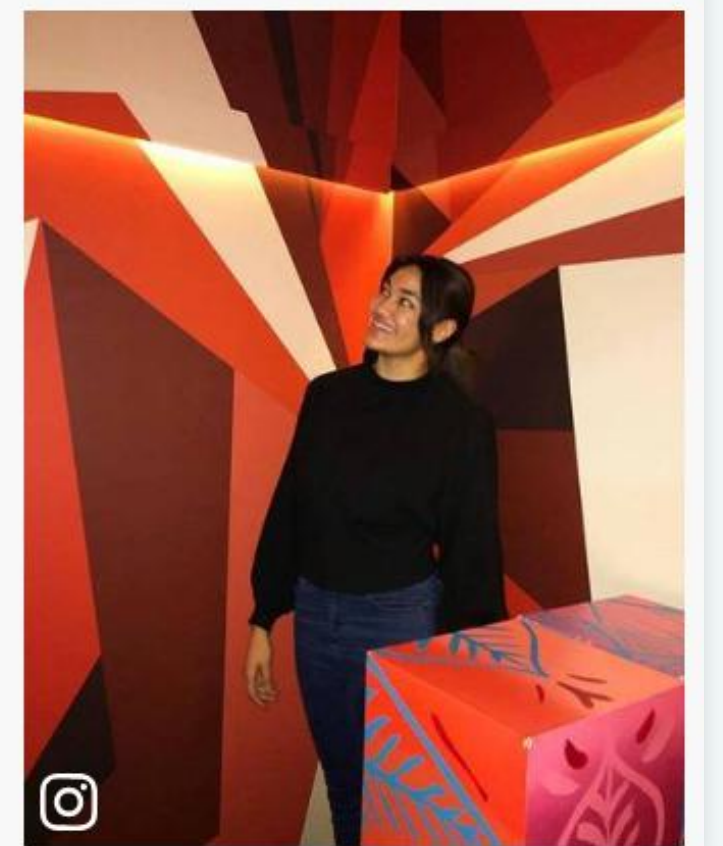
11 Accessibility in Art & Museums

The Denver Art Museum Creates An Accessible Atmosphere for Art Lovers and New Fans Alike

Some art museums can feel inaccessible to visitors - the Denver Art Museum is not one of them.

Through CrowdRiff, the Denver Art Museum has secured rights to over 1,500 images in about a year, which they distribute all throughout their marketing, social media, and communications materials.

Beyond adding a boost of authenticity to its website imagery and social media posts, they also use these rights-approved images in their email newsletters, and even in public relations and communications materials.





“It would have been very difficult to create 1500 images that authentically capture the range of people and museum experiences that we’ve been able to see and share using CrowdRiff,” says Shannon Robb, the Communications and Public Affairs Coordinator for the [Denver Art Museum](#).

Showcasing how everyday people interact with art and the museum space more broadly has gone a long way in breaking down barriers and demonstrating how accessible art museums can be to even the most casual art fans.

“People scrolling through our website deciding whether or not they want to come to the museum will see people like them and feel more welcome.”

12 Using UGC On-Location

Tupelo Shows Visitors it's More Than Just Elvis' Hometown

While the King's hometown draws crowds from far and wide many only come for one specific attraction — so for the marketing team at Tupelo CVB, the goal is to increase overnight/weekend stays.

“UGC was the biggest topic at most conferences I attended, so it just made sense for us to incorporate that into this year's marketing campaign,” said Kylie Boring, Director of Marketing at the Tupelo CVB. “A lot of our marketing plan this year is focused on turning all of our marketing directives to become user-generated content-based,” added Will Crockett, the Online Content Manager for the Tupelo Convention and Visitors Bureau.

Boring explained the professional photos on those A-frame boards were replaced with user-generated images taken by real visitors to that same attraction, and the all-new Tupelo Visitor Center has been outfitted with an interactive digital gallery people can use to explore the town through UGC.

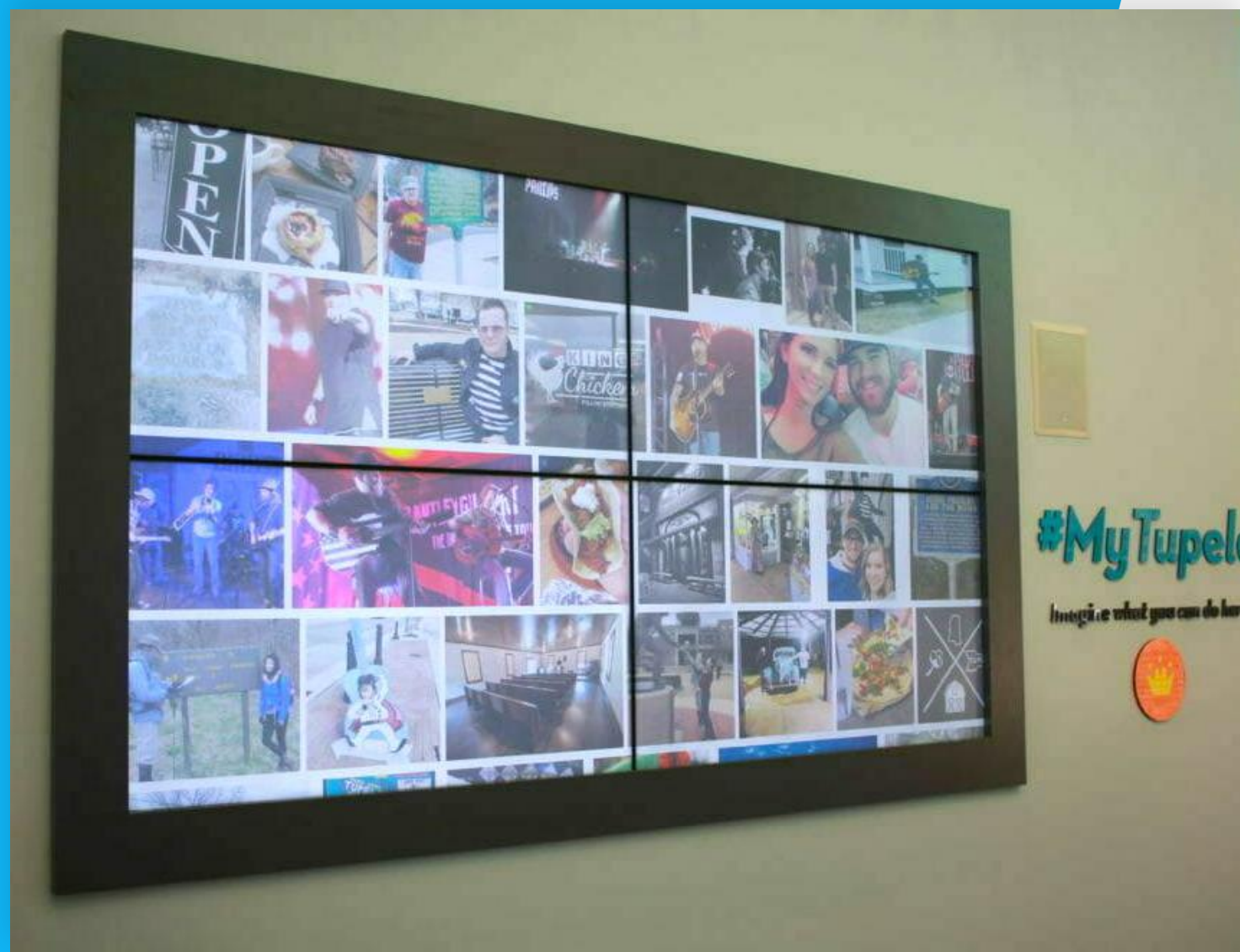




Authentic storytelling that reflects the visitor experience.

With UGC it's not just us telling you to use our hashtag; it's us saying there's another traveler who stood in the exact same spot you're standing in right now, and is telling their travel story with a level of authenticity we just can't provide on our own.

While people may initially become interested in Tupelo because of its association with Elvis, the user-generated content on-location helps visitors discover there's more to see.



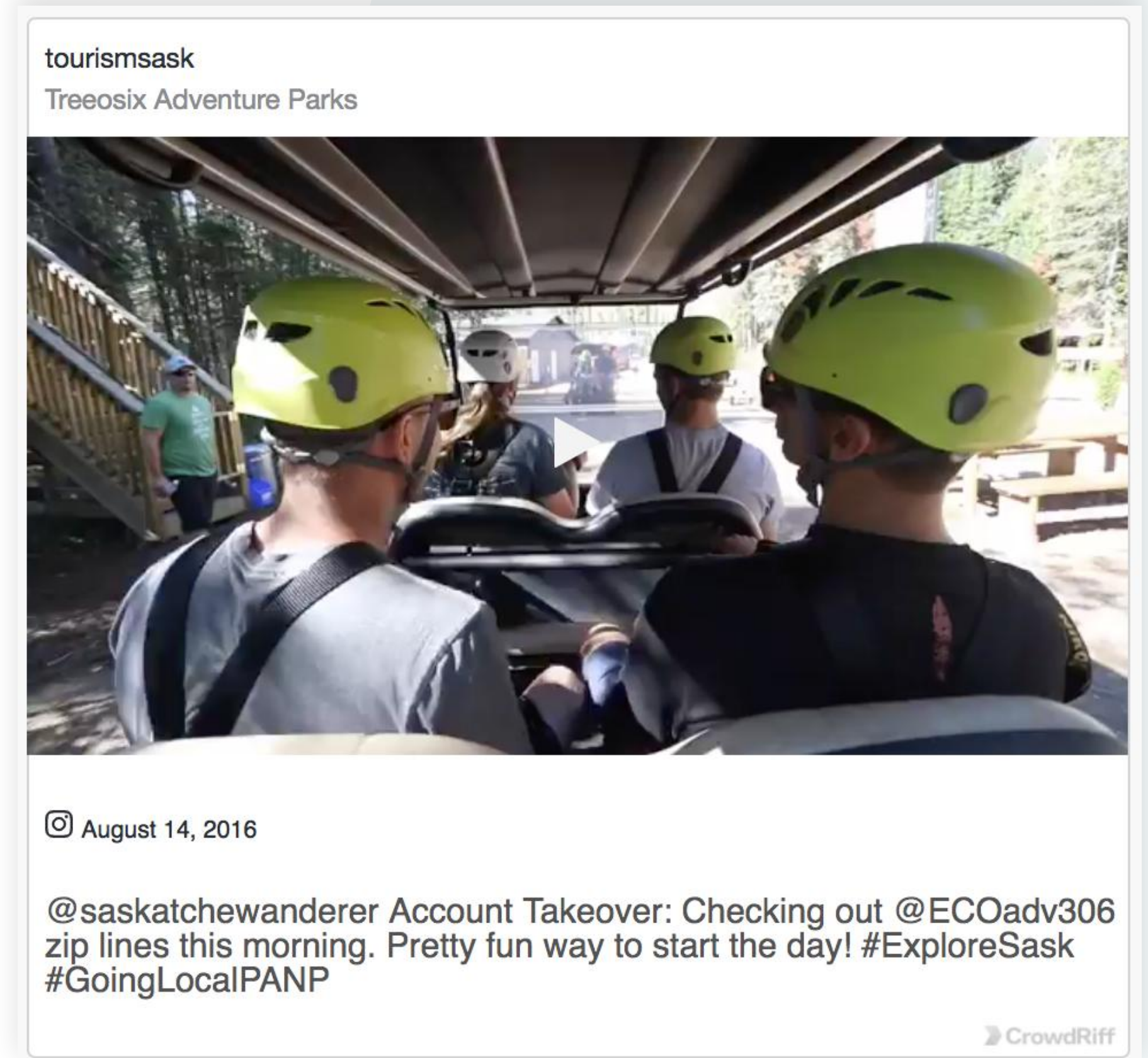
13 The Power of Brand Ambassadors to Tell Authentic Visual Stories

The Saskatchewaner

The sparsely populated Canadian province of Saskatchewan may not be as renowned for big cities, skiing or ocean coastlines like its neighbors are.

The prairie province is, however, two-thirds covered by boreal forest, home to almost 100,000 lakes and rivers, and has a long-standing farming and agriculture tradition, making it one of the largest playgrounds for hunters, campers, big game fishers, and agriculture enthusiasts.

However, with a tight tourism budget - Tourism Saskatchewan had to turn to others to help tell their story. That's how the "Saskatchewaner" campaign was born.





© January 12, 2017

The 2017 Saskatchewaner is Andrew Hiltz! #ExploreSask

CrowdRiff

The campaign sent one lucky content creator to explore the province over the course of a summer, earning a small salary with all of their expenses covered. In return, the winner was required to blog about their experience, and promote the province on social media.

For 2017, the Saskatchewaner produced a total of 70 videos over the course of the year, which earned a combined total of approximately **1.8 million views**.

Today, the Saskatchewaner enjoys 75,000 followers across its three primary social media channels: Twitter, Facebook, and Instagram. Those channels grew by an average of 66% in 2016 and 35% in 2017, and the blog's page views grew from less than 135,000 in 2015 to more than 235,000 in 2017.

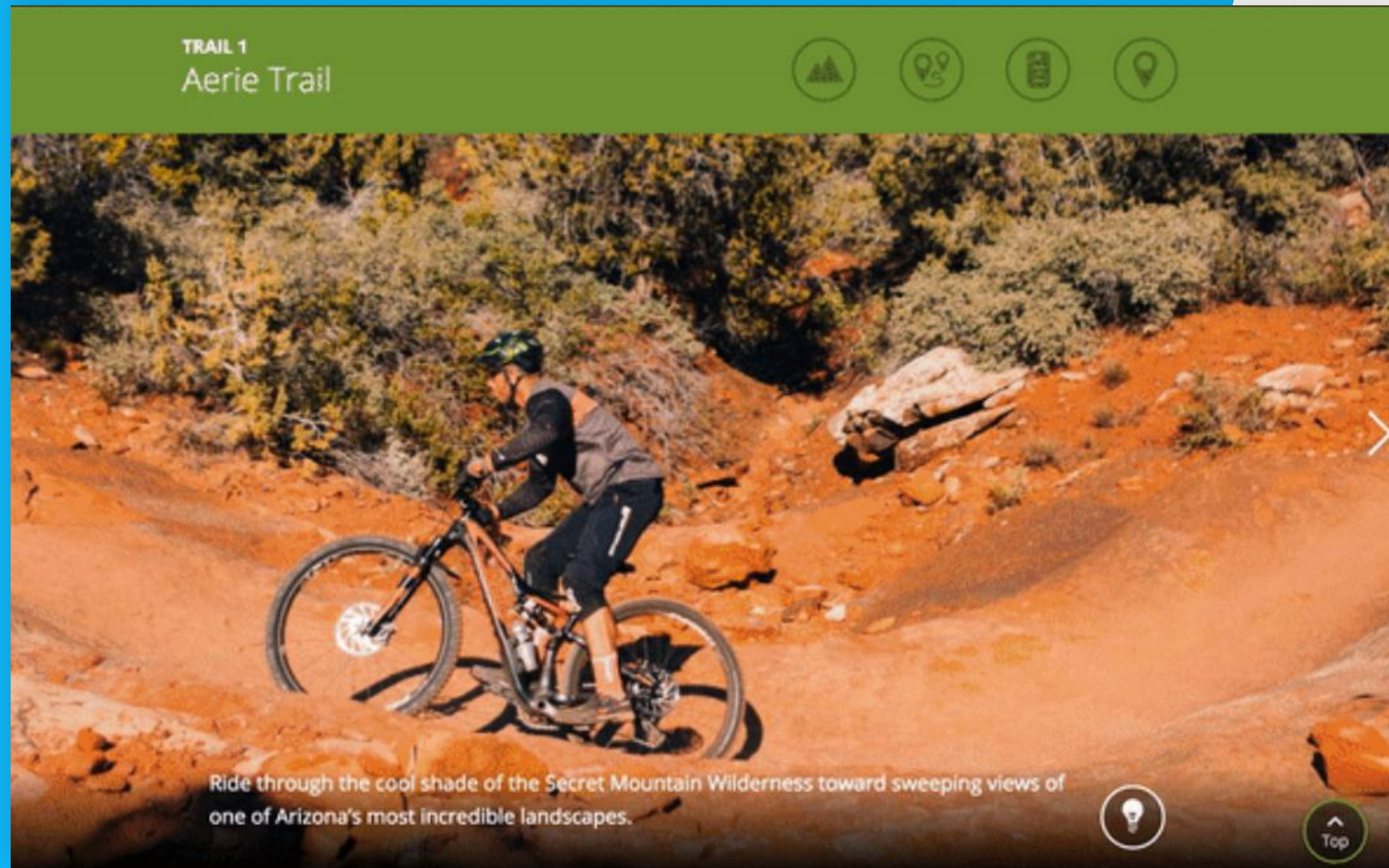
14 How Visit Sedona Redirects Tourism Traffic To Their Hidden Gems

The Implications of Over Tourism

Though surrounded by some of the most popular natural sandstone formations in the country, Sedona, Arizona was never really built to accommodate the mass of tourists that flock to the town year-round.

Although the town and its surrounding area feature over 200 trails covering 300 miles, 1.8 million acres of national forest land, 80 fine arts galleries, countless native artifacts and historical sights, the majority of visitors weren't seeking to enjoy all that the area has to offer. And it was taking a toll on local infrastructure.





To combat the effects of over tourism in the town, the [Sedona Secret 7](#) campaign was conceived. A highly visual standalone website drives interest towards seven lesser-known attractions in seven popular tourism categories, including hiking, biking, arts and culture, spirituality, vistas, stargazing, and picnics.

SedonaSecret7.com, takes its visitors on a visual journey through some of the lesser-known attractions of the region. Each recommendation includes some basic information — such as the distance, difficulty and pet friendliness of hiking trails, or the shopping availability, location and kid friendliness of cultural sites — but are ultimately showcased using vivid, inviting photography.

As a result of the low-budget campaign, locals are finding that traffic on its busiest roads, parking lots and attractions are beginning to thin out, while some of its previously untouched sites are gaining new popularity.

15 Educating Tourists on Responsible Tourism

Iceland Academy: A Digital Video Academy

As Iceland grew to become a popular international tourism destination, visitors began treating it like, well, every other popular tourist destination; failing to appreciate the uniqueness and delicateness of its landscape.

With tourism an economic imperative for the country, Promote Iceland was challenged with educating visitors on proper etiquette and conduct without compromising their interest in visiting, all with a budget that pales in comparison to most of its European neighbors.

“The biggest challenge was finding the right tone, something that was both light but still educational,” said Sveinn Birkir Björnsson, the Director of Communication for [Promote Iceland](#).





The resulting campaign, titled “[Iceland Academy](#)”, features 14 videos of approximately a minute and a half each, playfully and humorously covering a range of important topics, including how to get around, how to pack for the country’s unpredictable weather and how to “avoid hot tub awkwardness.”

While it was a risk that would-be visitors might have misinterpreted the videos as a polite request to keep away, the distinctively Icelandic quirkiness of the series had the opposite effect. The videos became a viral hit, racking up a combined 10 million views.

“The most impressive number for us, however, is that the videos drove 30% increase in consideration for viewers, according to Google Brand Lift Survey,” said Björnsson. “The videos also drove search for Iceland up by 342% compared to non-viewers. That’s much more than we expected from content with such a serious undertone.”

The Iceland Academy project proved that destination marketing organizations shouldn’t have to shy away from serious subject matters, as long as they approach it with an authenticity, and in Iceland’s case, a playful tone.

16 Chile: Becoming a Key South American Destination with Video

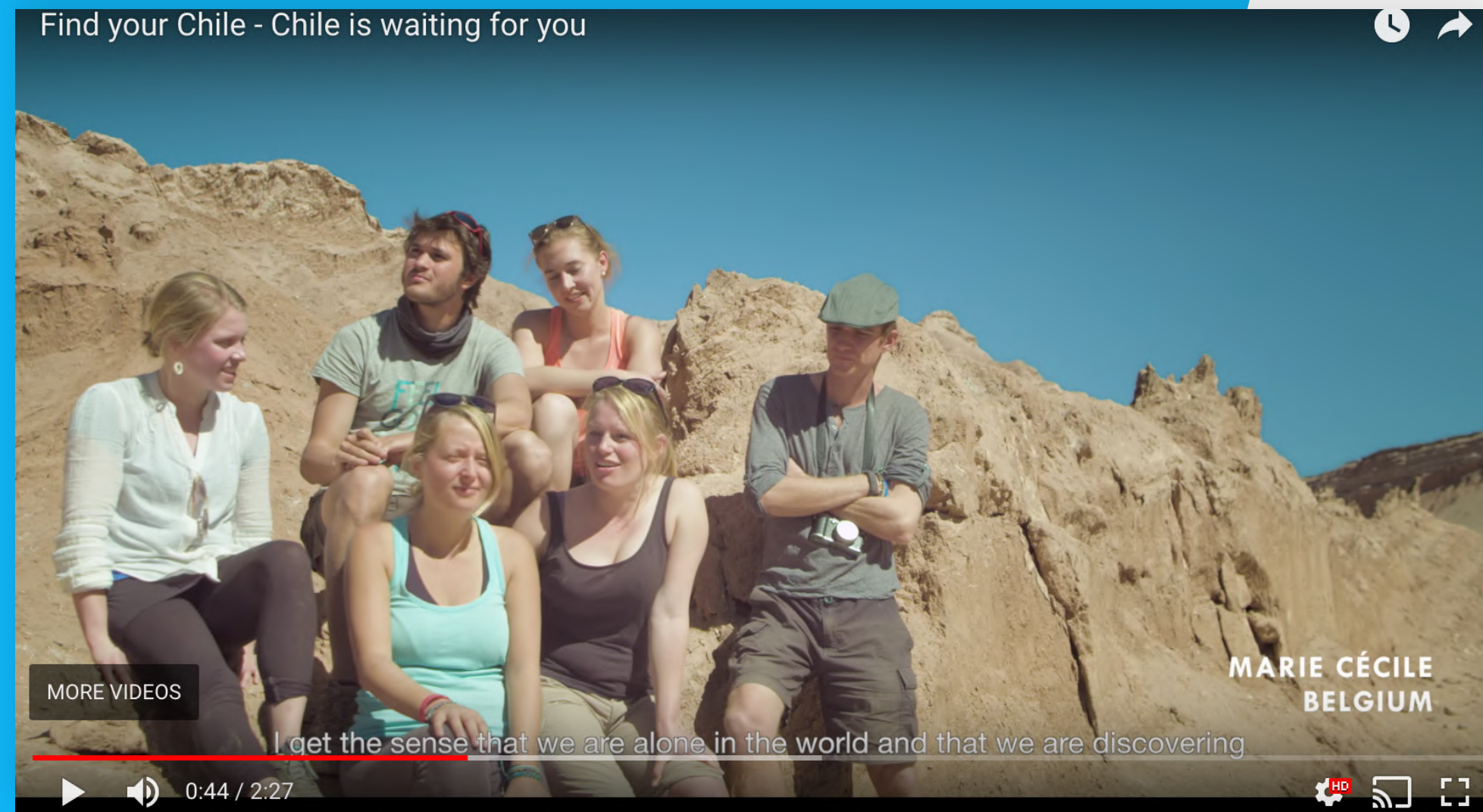
Find Your Chile

Before Chile's national tourism service, SERNATUR, set out on its most ambitious video campaign ever, the destination marketing organization was struggling to establish itself as a key South American destination for international travelers.

The marketing material was outdated, failing to showcase the diversity of landscapes and people that truly differentiate the thin coastal country from its neighbors.

Capturing all of those unique elements in a single marketing campaign posed a huge challenge, but was also the best way for the country to differentiate itself from the rest of the continent.





Rather than recruit tourists to speak to the country's beauty, however, SERNATUR just showed up to some of the country's biggest attractions with a camera crew and asked to interview the people they found on location. "It was spontaneous, and that's, I think, the main attraction of the video: all the testimonials are real," said Magdalena Ramirez, SERNATUR's Branding Manager..

So was created the "Find Your Chile" campaign, featuring one flagship video supported by 27 additional videos that hone in on the specific activities, attractions, and landscapes that are "waiting for you."

All 28 videos have been cut into 30-second and two-and-a-half-minute versions, and have been translated into Spanish, French, Portuguese, English, German and Italian.

The English language version of the flagship "Chile Is Waiting for You" video alone has accumulated over a quarter-million views.

17 Combine Epic Imagery And Intimate Stories In Video

Travel Wyoming

When people think of visiting Wyoming, they often think of Yellowstone National Park, Devils Tower National Monument, and Grand Teton National Park.

While such iconic natural wonders have historically inspired adventure seekers and wildlife enthusiasts to make the drive, the would-be travelers from beyond driving distance often failed to appreciate the diverse characters and experiences that surround these attractions.

Prior to 2015, much of the state's marketing materials focused on showcasing those iconic landscapes and natural wonders, adding that they often lacked a more personal, relatable touch.





In response to this, the team worked with agency BVK, to produce a series of multimedia stories showcasing not just the unique landscapes of the state, but the unique stories of its residents as well. Each story is anchored by a two- to three-minute video profile supported by additional images, written stories, and behind-the-scenes content.

The videos are typically shot in groups of three over an eight- to 12-day shooting schedule each summer, then edited over autumn and released in the winter. Thus far the campaign has produced nine feature videos along with supporting content.

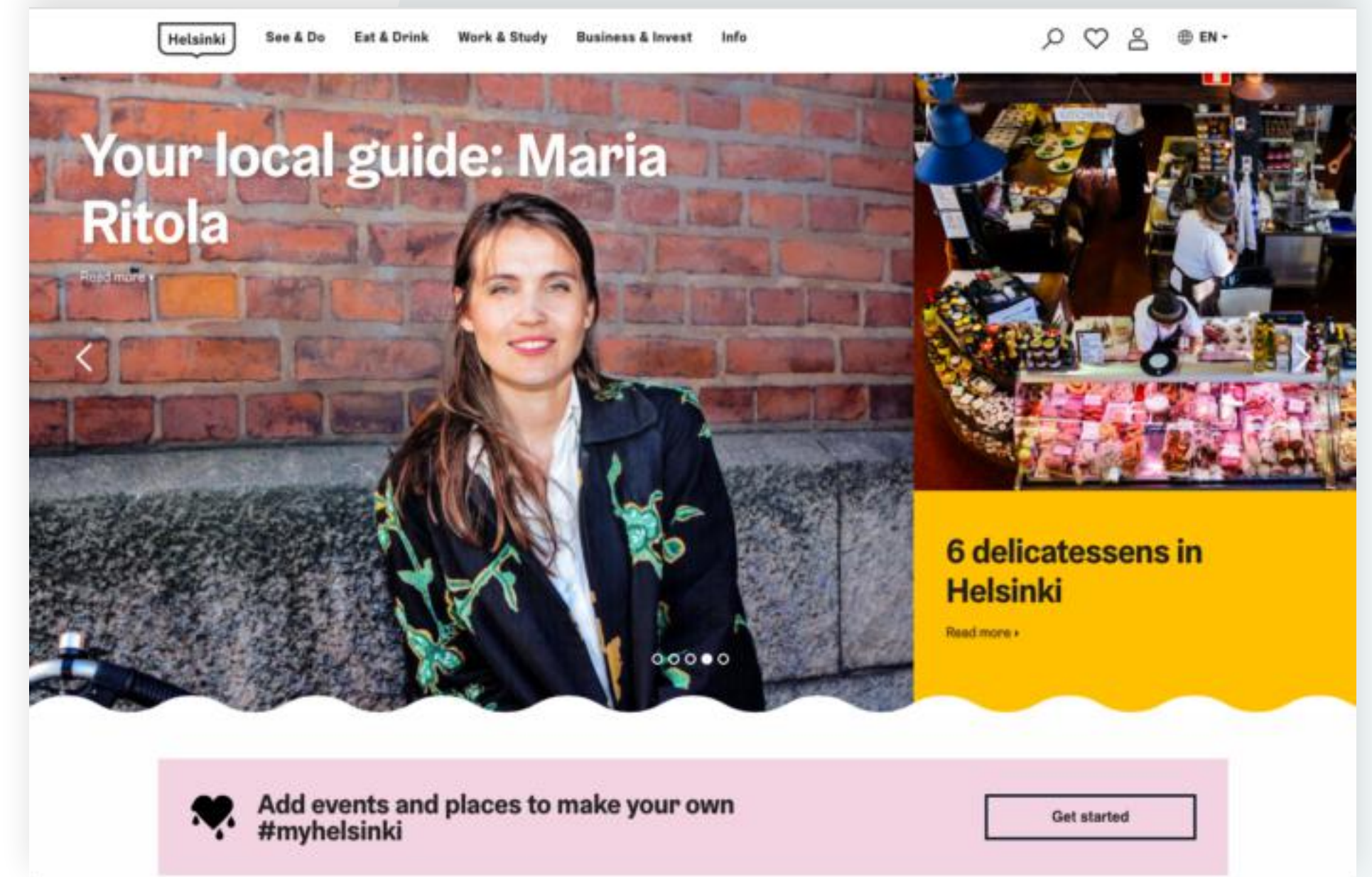
The campaign extended beyond traditional video, with the addition of 15- and 30-second clips designed for digital ads.

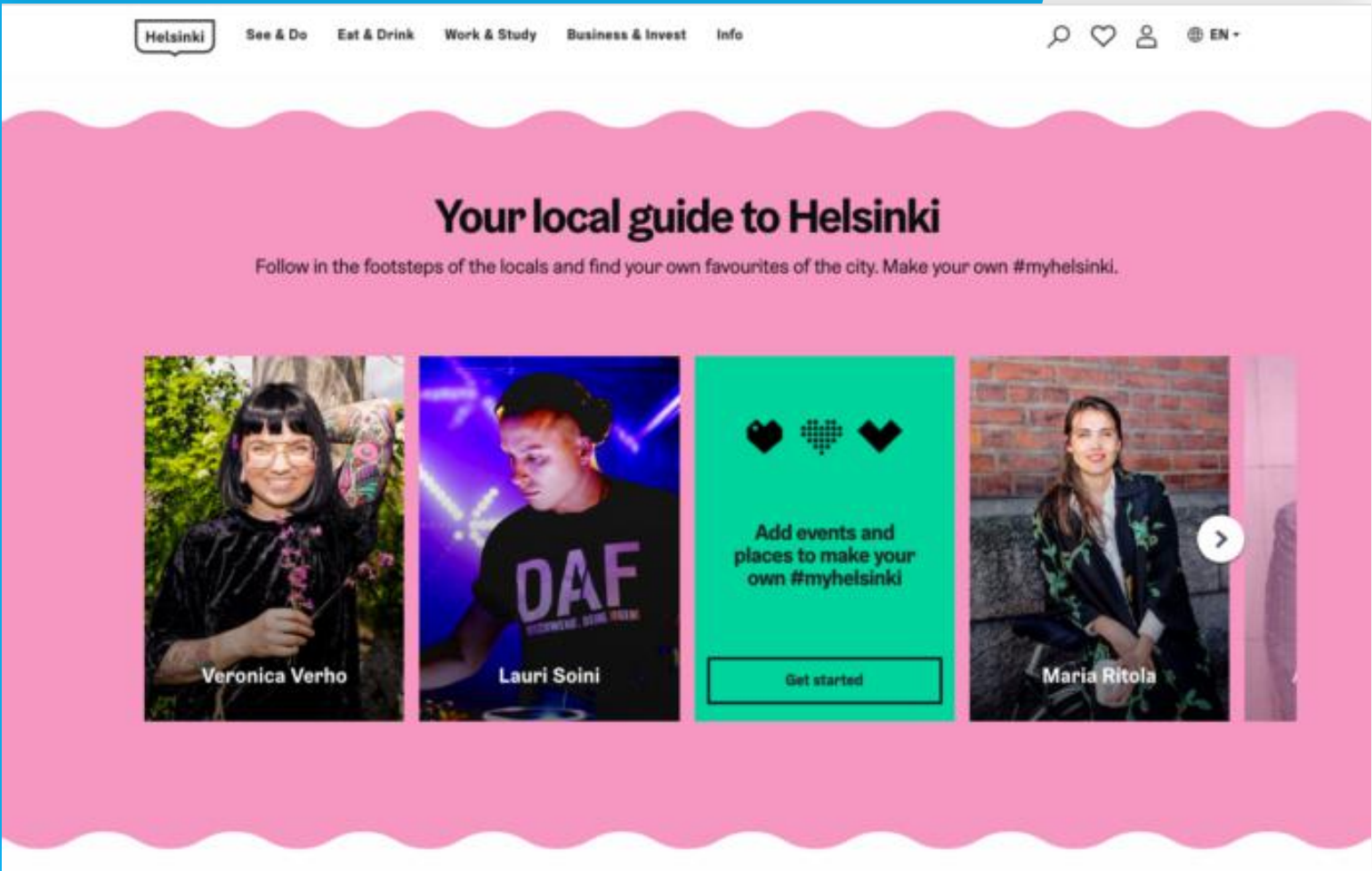
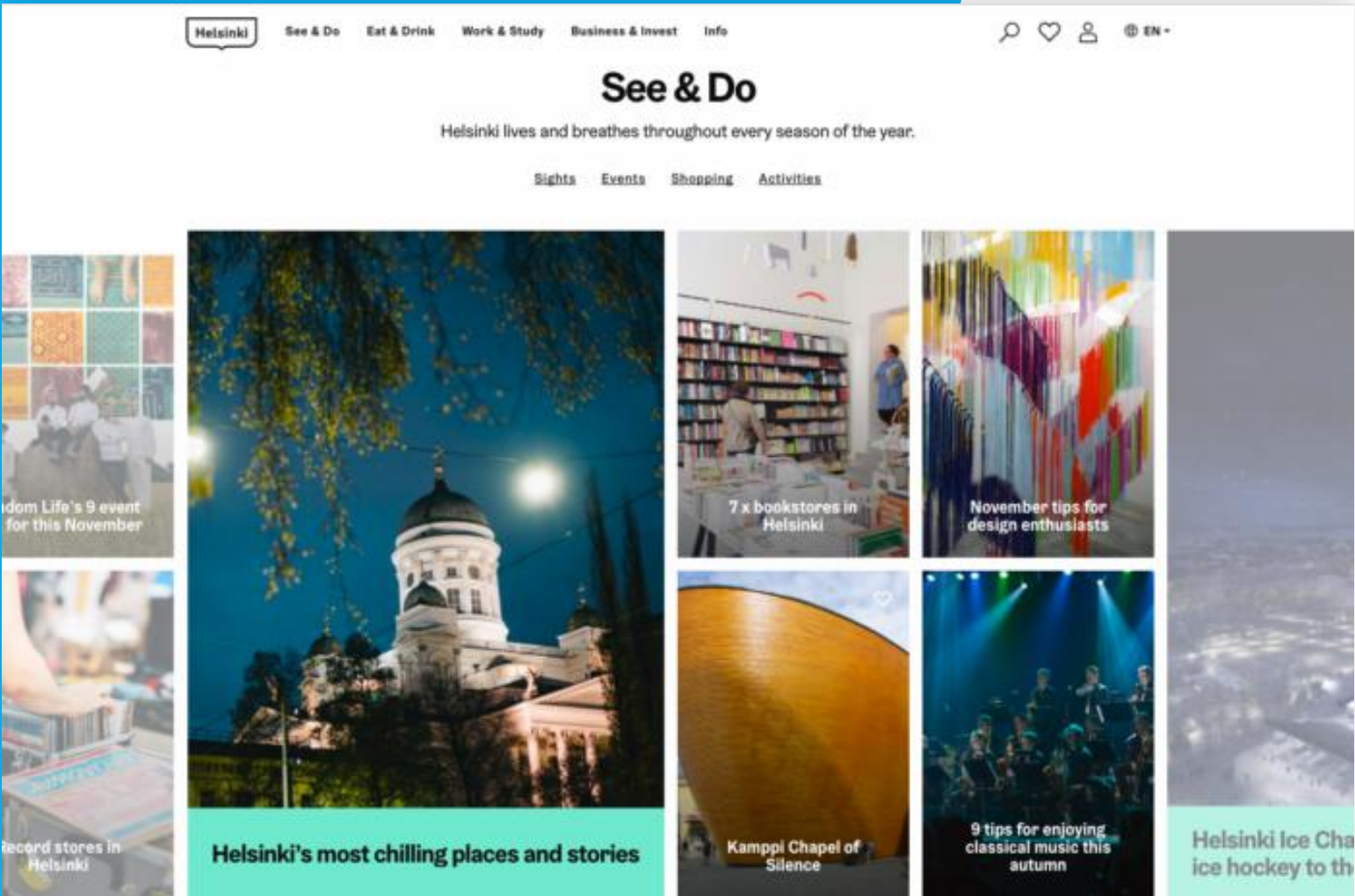
18 Why Helsinki's Inventive New Website Gets All Its Content From Locals

MyHelsinki

Though Helsinki has long had a website dedicated to showcasing its more traditional tourist attractions, VisitHelsinki.fi, Hallanoro says that the website didn't really capture the one key element which made the city unique - its open, intrepid culture.

So how do you introduce the rest of the world to not just the natural beauty and manmade attractions, but the actual people of a city who make it great? **Not with a traditional tourism website.**





The [new website](#) takes a visuals-first approach, and prominently features images of civic attractions and citizens alike. It also features a simpler, more streamlined design, making it easier to explore content and soak in the vibrancy exuded from its bold imagery and animated color scheme. Content is displayed in visual collages, similar to Pinterest.

The site still features many of the visitor resources one would come to expect from a destination website, including city guides, food and nightlife tips, and convention/conference information — but the overwhelming focus of the website is on recommendations from people who have made Helsinki their home.

In keeping with the by-locals theme all of the website’s vibrant visual content has been sourced from local photographers and social media posts tagged with the hashtag #MyHelsinki.

19 How Tourism Toronto Captured Its Culture of Diversity in Video

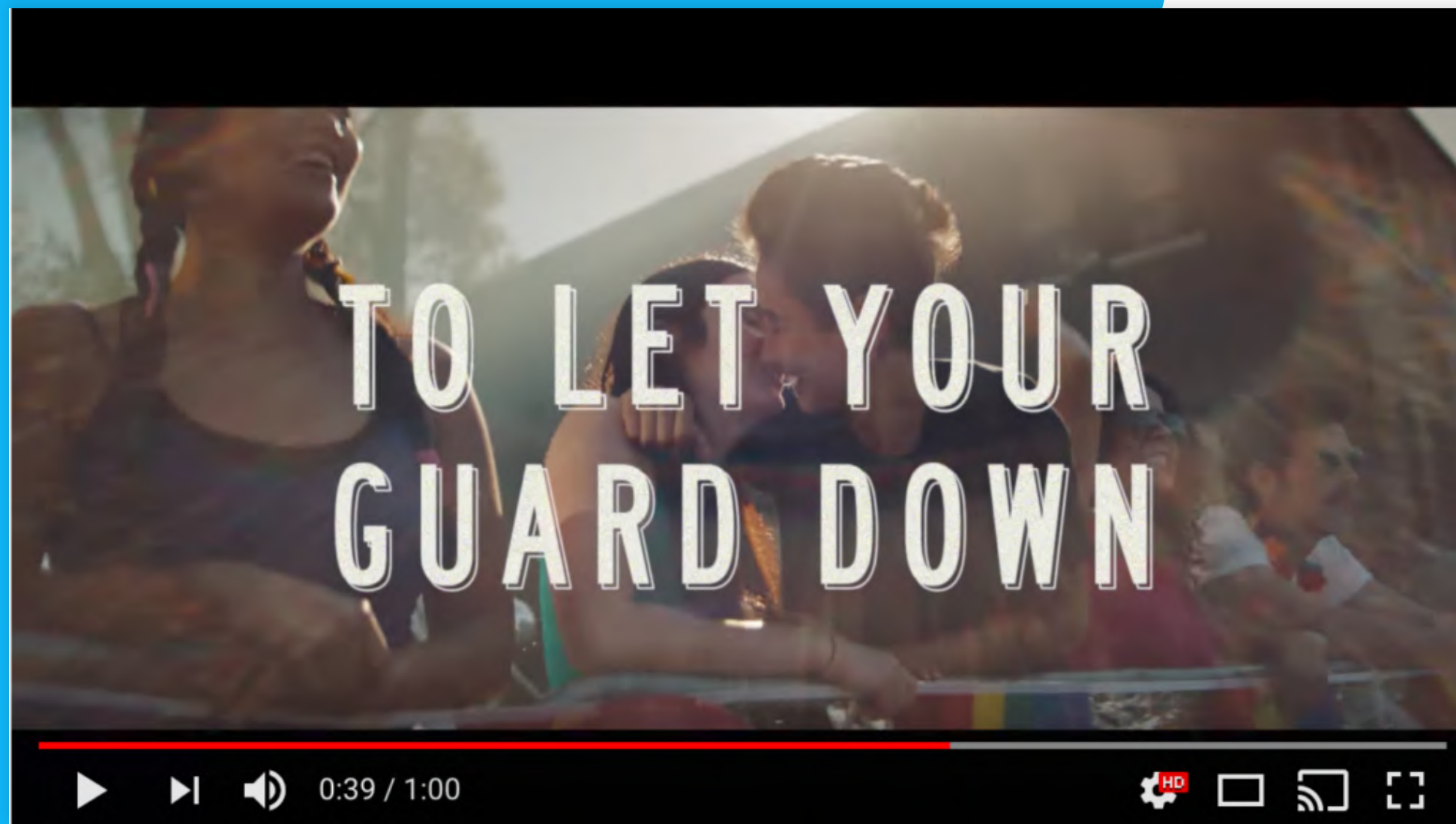
(& Went Viral...)

Much of what distinguishes Toronto from other major North American cities are completely intangible qualities, making it sometimes difficult to convince people that it is worth the trip north.

It's more than the skyline that makes Toronto unique: there is a sense of not just being a diverse city, but of embracing diversity in a way that's uniquely Canadian.

A new campaign tries to capture that uniquely Torontonion sense of diversity in a one-minute video spot, accompanied by three 30-second spots that focus on specific elements like food and culture.

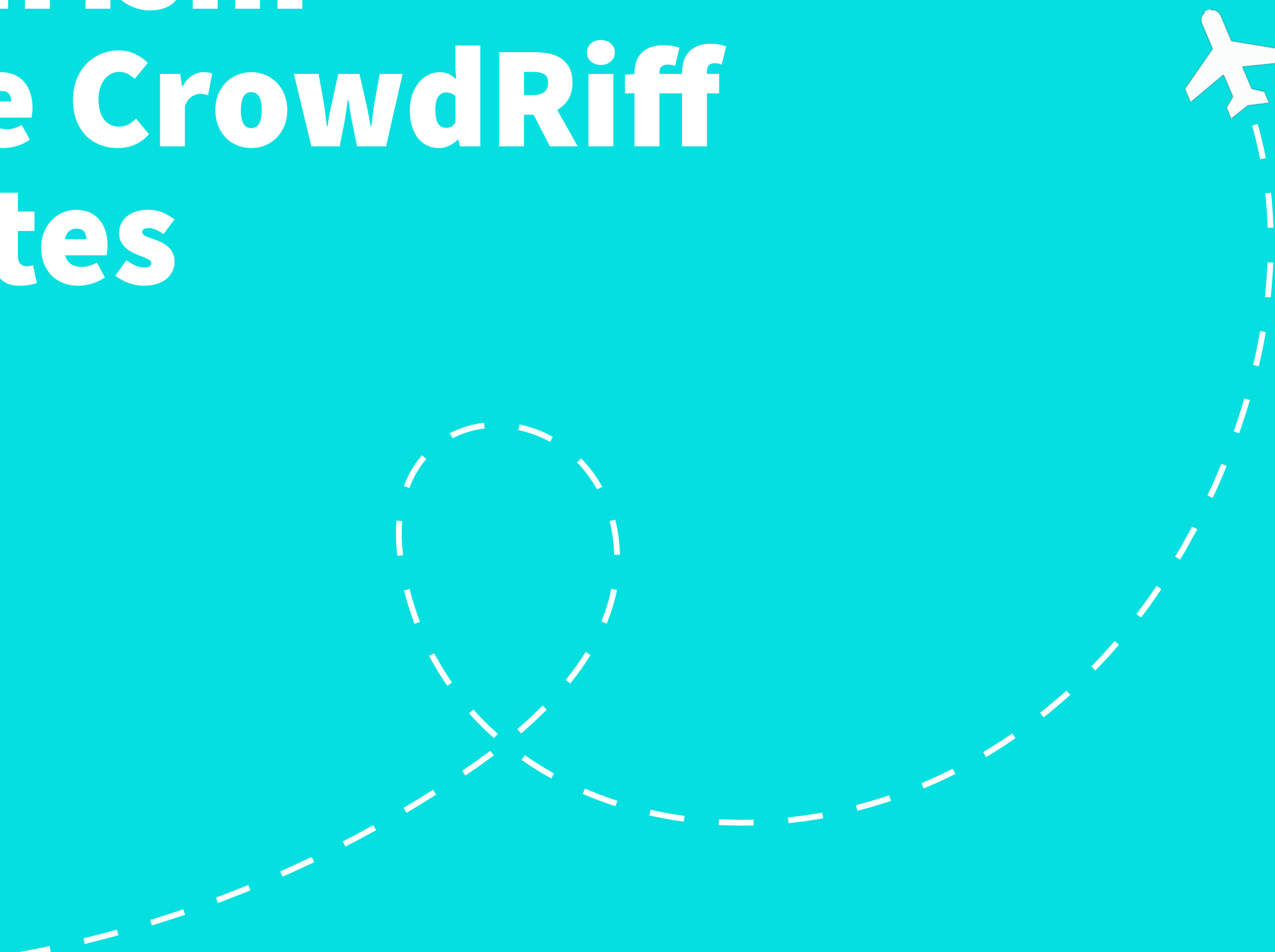




The videos are fast paced with quick cuts that cram a lot of different elements of the city into a short timeframe, all while attempting to capture that intangible feeling. The main video begins with the campaign slogan, “the views are different here,” both a nod to its unique cultural perspective and an ode to the city’s most famous resident, Drake, and his 2016 album Views from the Six.

In less than a year the video **surpassed 13 million views**, well beyond its goal of 6 million. The three other thirty-second spots, along with the minute-long video, have since been translated into six other languages, and have been viewed more than 26 million times combined.

How leading tourism brands integrate CrowdRiff into their websites



Turn your website into an irreplaceable travel resource

CrowdRiff can help bring your website to life with visual content that resonates with today's travelers.

Our dynamic website image galleries do more than look pretty. They can:

- Lead visitors deeper into your site, to drive downloads or sales
- Send traffic to your partner sites
- Keep your website up to date with no development resources

No need to wait for a major website refresh; start using CrowdRiff where it can make the biggest impact.



A modern UGC + DAM platform, powered by AI

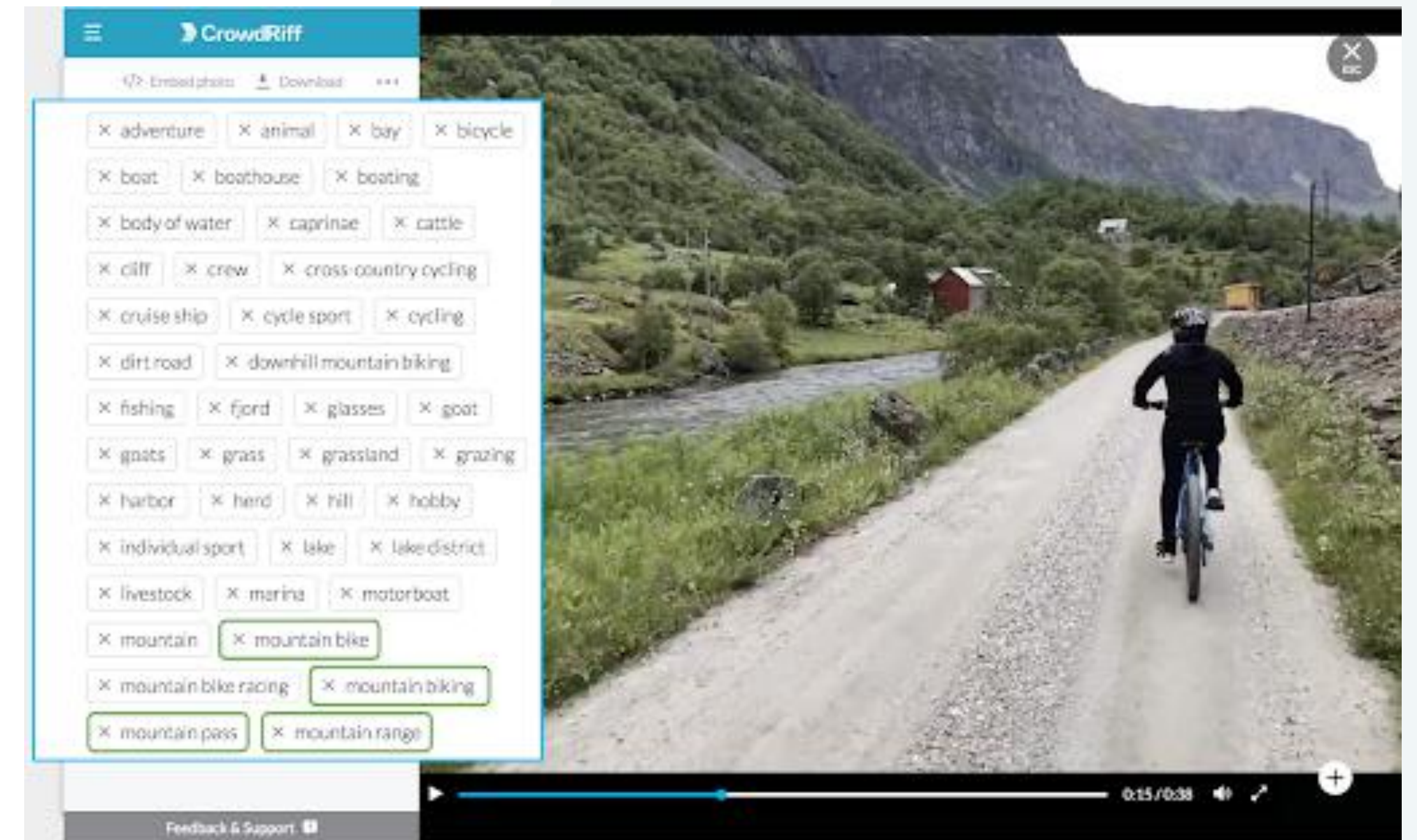
Centralize all of your marketing visuals into one platform, including user-generated content and professional photography and video.

Have all your images organized in seconds

Google Vision's artificial intelligence automatically tags all your photos and videos with relevant keywords, for easy categorization and discoverability.

Add any complementary keywords

You also have the option to further add any keywords to organize your assets; for example, the name of the photographer.



Smart curation

Say goodbye to blurry photos, gym selfies, text-laden posts and memes — CrowdRiff eliminates it all from your library.



Scroll through less clutter

CrowdRiff's smart curation functionality automatically filters out poor quality or irrelevant visuals, so you scroll through less clutter and find the perfect visual faster.



Maintain total control over your content

You can turn filters on and off, so at the end of the day, you have control over what's included in your library and what's not.



Lightning-fast image search

No more wasted time manually scrolling through hashtags — CrowdRiff finds what you need with a fast and powerful search function.



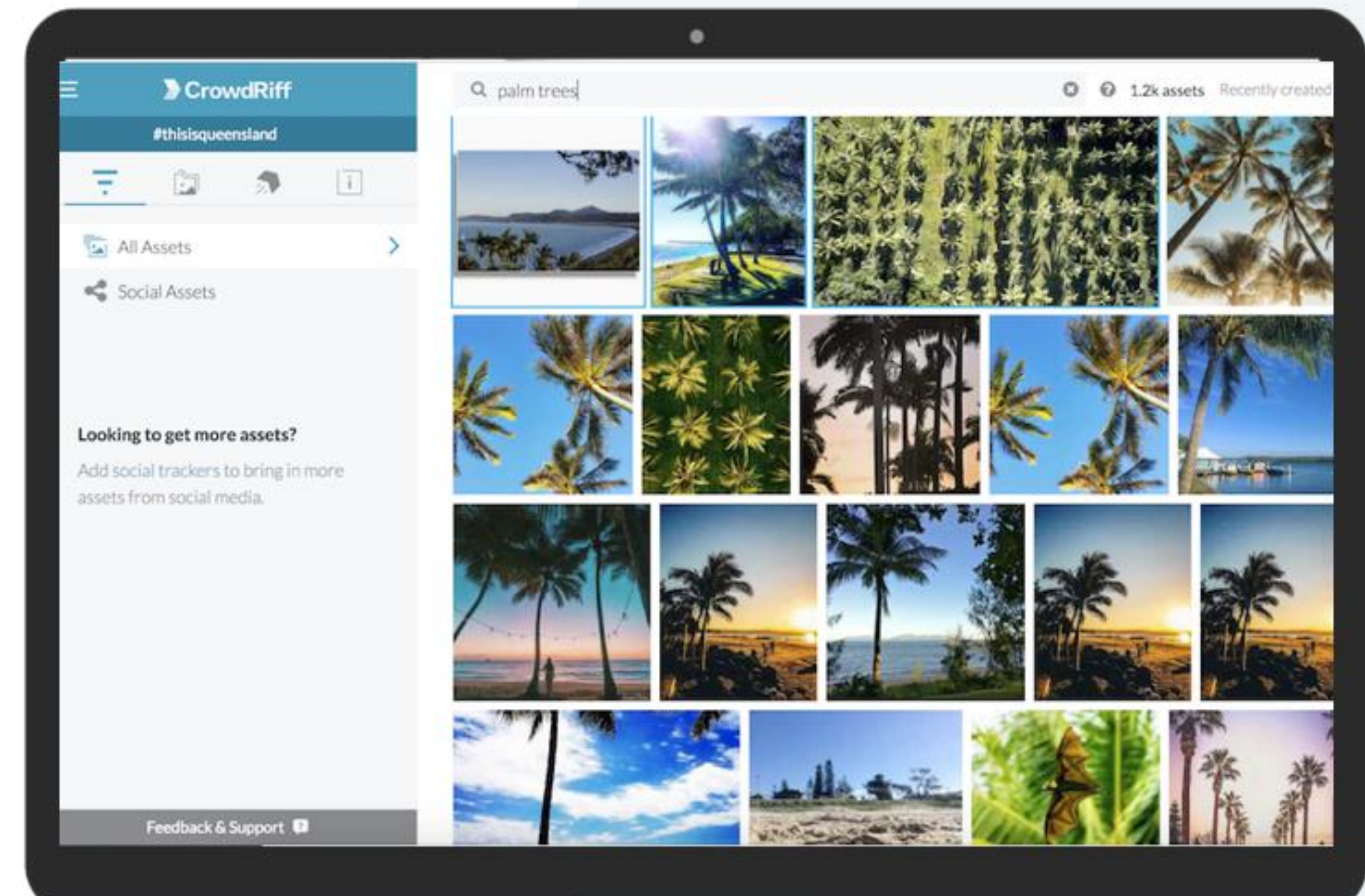
Find the right visual in seconds

CrowdRiff's search recognizes word stems (hike = hiking, hiked, hikes) and multiple languages, so you always find the content you're looking for, even if it's not exactly what you typed.



Get as specific as you need with flexible search parameters

Get granular with your searches by specifying format, types, and even dates created to find the exact image you need for any use case.



Self-optimizing website galleries

Responsive and interactive galleries make it easy to captivate and excite travelers with fresh website imagery.



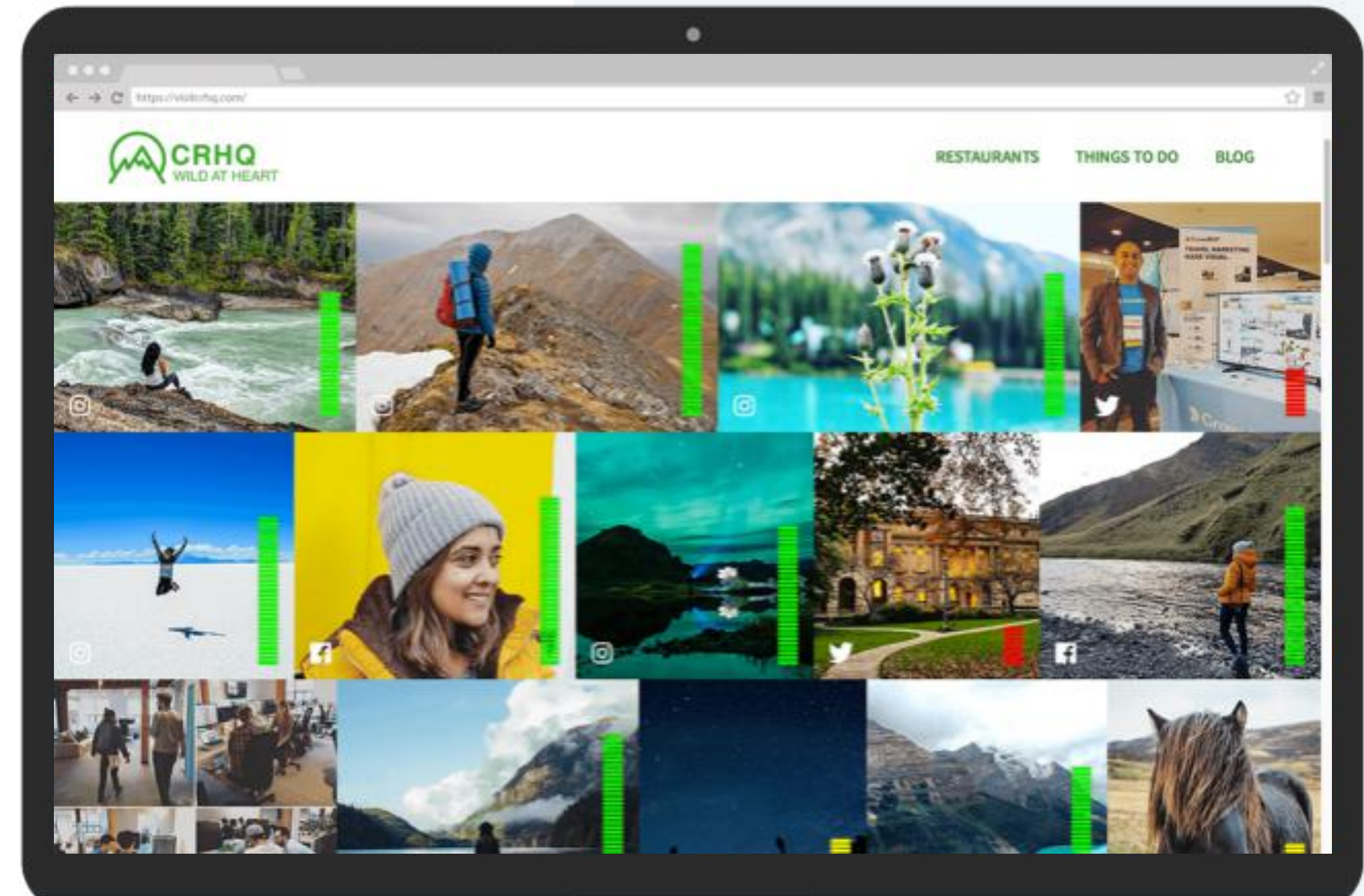
Display your most engaging visuals

CrowdRiff's self-optimizing galleries use machine learning to track which visuals visitors engage with, swapping out your lower performing images with higher performers.



Access insights from our experience in tourism

CrowdRiff has processed over 500 million travel and tourism visuals, learning which images resonate with website visitors. We use these insights to recommend visuals that are likely to resonate with your audience and align with your brand.



Discover and deliver the visuals that influence today's travelers

Over 500 organizations use CrowdRiff's visual content marketing platform to make their visual content marketing more authentic and effective.

CrowdRiff enables travel brands to discover and deliver top performing visuals to any marketing channel — from websites to ads, social media and beyond.

Get a personalized walkthrough today, and see why CrowdRiff is a must-have tool for DMOs, museums, resorts and attractions.

[Get a product tour](#)

