60% of surveyed TikTok users have become interested in visiting a new destination (city, beach, park, etc.) after seeing a TikTok video about it.

35% of U.S. TikTok users - or approximately 47.6 MILLION people - have traveled to visit a new destination (city, beach, park, etc.) after seeing a TikTok video about it.

MILLENIALS ARE PARTICULARLY DRIVEN

45% of U.S. TikTok millennials - aged 25–44 - have traveled to a new destination because of TikTok.

ALL FACETS OF TOURISM BENEFIT FROM TIKTOK’S INFLUENCE

- 32% have booked a stay at a new resort or hotel
- 28% have visited an attraction (waterpark, amusement park, aquarium, museums, historical sites, etc.)
- 18% have traveled to a new city
- 18% have attended a festival or state fair
- 15% have visited a new state park, lake, or nature reserve
- 12% have visited a new beach
- 12% have traveled to a new state, park, lake or nature reserve

Results are based on a national survey of 1,139 U.S. TikTok users. The survey was fielded July 16-18, 2022 using SurveyMonkey Audience. The margin of error is ±3.06%.

Survey conducted by Tourism Marketing Experts mghus.com