

Visit Santa Barbara Tourism Summit

March 2022

SP/RKLOFT

ABOUT SPARKLOFT MEDIA

Social-first creative agency

Team of 60+

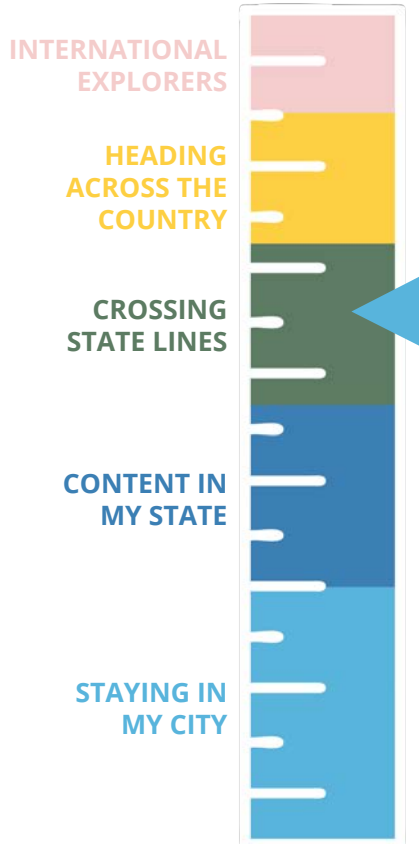
Strategy, creative, engagement, distribution

13 markets around the world



WHERE ARE WE?

TRAVELER SENTIMENT (FALL 2021)



Princess Melody
@MelodyMarksxxx

just booked a vacation to Amsterdam !!!



Robert Saucedo
@robsaucedo2500



A week from tonight I'm flying to Seattle for a vacation. Anybody have any recommendations for must-do things to see, visit, eat, consume?



livelaughlove fascism
@feduplesbian



I am in Boulder, CO w no family, and hardly a community, other than my Phd cohort/a few friends. I am going to make the most of the Fall and travel on weekends to new places. I am thinking NM, Montana, etc. - suggestions welcome. Road trips seem better than flying these days.



Tim
@TimAlle97055825



3. Have you started making plans for the holidays yet?

Me...Yes, booked a beach house for Thanksgiving as we always spend it with my family, in a different location every year.



Betsy
@btransatlantic

I was planning to bring my son to visit my sister in Boston this fall, but his new school requires students to quarantine if they're unvaccinated and they travel out of the area so nope :(

HOW WE HAVE CHANGED



GERMANY



AUSTRALIA



EUROPE

Forbes

EDITORS' PICK | Jan 23, 2022, 06:45am EST | 8,746 views

How São Paulo Became 'The World's Vaccine Capital'

 **Christine Ro** Contributor @
Science
I write about science and international development (broadly defined). [Follow](#)

 Listen to article 5 minutes 



Drive-through vaccination in São Paulo. (Photo by Mario Tama) GETTY IMAGES

BRAZIL

TRENDS

TREND - BLEISURE



A screenshot of a tweet from Brian Chesky (@bchesky) on Twitter. The tweet is enclosed in a light red rectangular border. It features a profile picture of Brian Chesky, his name with a verified badge and a Ukrainian flag emoji, and his handle @bchesky. The tweet text reads: "1. Starting today, I'm living on Airbnb. I'll be staying in a different town or city every couple weeks". Below the text is the timestamp "11:19 AM · Jan 18, 2022 · Twitter Web App". At the bottom, the engagement statistics are displayed: "1,414 Retweets", "1,125 Quote Tweets", and "17K Likes".

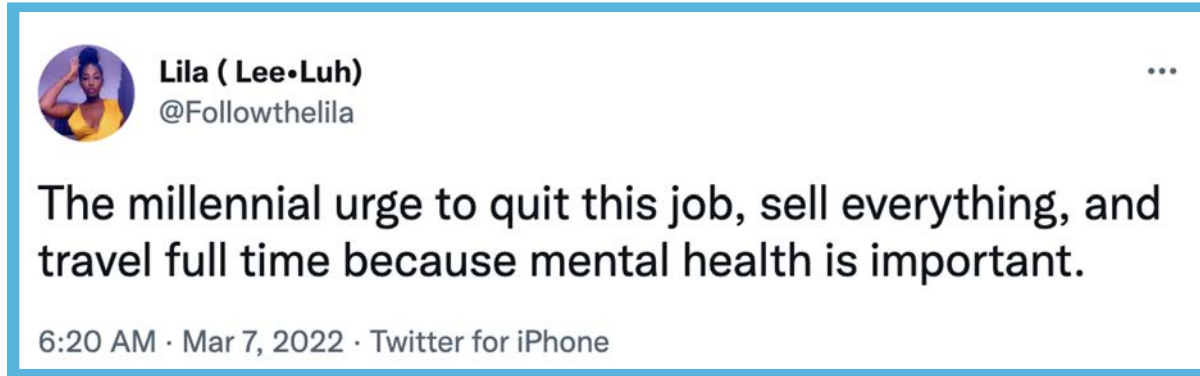
 **Brian Chesky** 🇺🇦 ✓
@bchesky

1. Starting today, I'm living on Airbnb. I'll be staying in a different town or city every couple weeks

11:19 AM · Jan 18, 2022 · Twitter Web App

1,414 Retweets **1,125** Quote Tweets **17K** Likes

TREND - MENTAL HEALTH



A screenshot of a Twitter post by user Lila (Lee•Luh) (@Followthelila). The post features a circular profile picture of a woman with dark hair in a bun, wearing a yellow top. The text of the tweet reads: "The millennial urge to quit this job, sell everything, and travel full time because mental health is important." Below the text, it says "6:20 AM · Mar 7, 2022 · Twitter for iPhone". There are three dots in the top right corner of the tweet box.

Lila (Lee•Luh)
@Followthelila

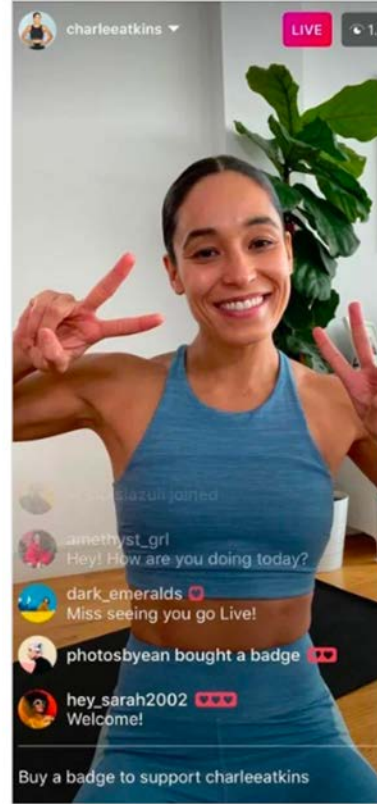
The millennial urge to quit this job, sell everything, and travel full time because mental health is important.

6:20 AM · Mar 7, 2022 · Twitter for iPhone

TREND - CONNECTION



TREND - CREATORS



TREND - MARKETING STRUGGLES

Market Summary > Meta Platforms Inc

216.49 USD

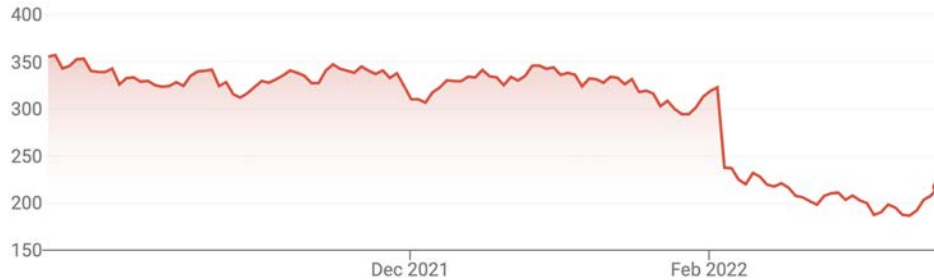
+ Follow

-139.21 (-39.14%) ↓ past 6 months

Closed: Mar 18, 7:58 PM EDT • Disclaimer

After hours 216.25 **-0.24 (0.11%)**

1D | 5D | 1M | **6M** | YTD | 1Y | 5Y | Max

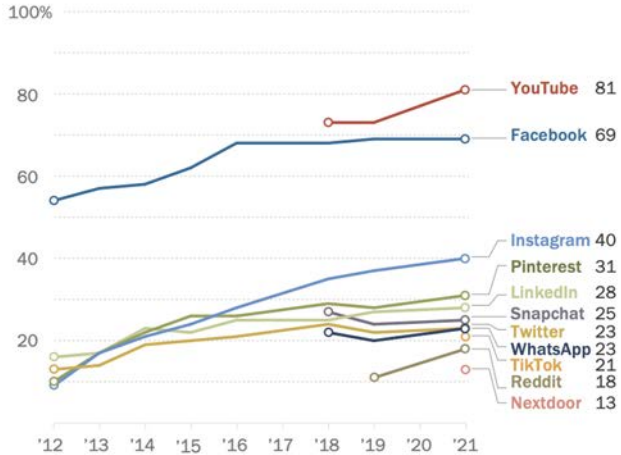


| | | | | | |
|------|--------|-----------|---------|------------|--------|
| Open | 206.70 | Mkt cap | 589.27B | 52-wk high | 384.33 |
| High | 216.80 | P/E ratio | 15.72 | 52-wk low | 185.82 |
| Low | 206.00 | Div yield | - | | |

TREND - EMERGING PLATFORMS

Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.
"Social Media Use in 2021"

PEW RESEARCH CENTER

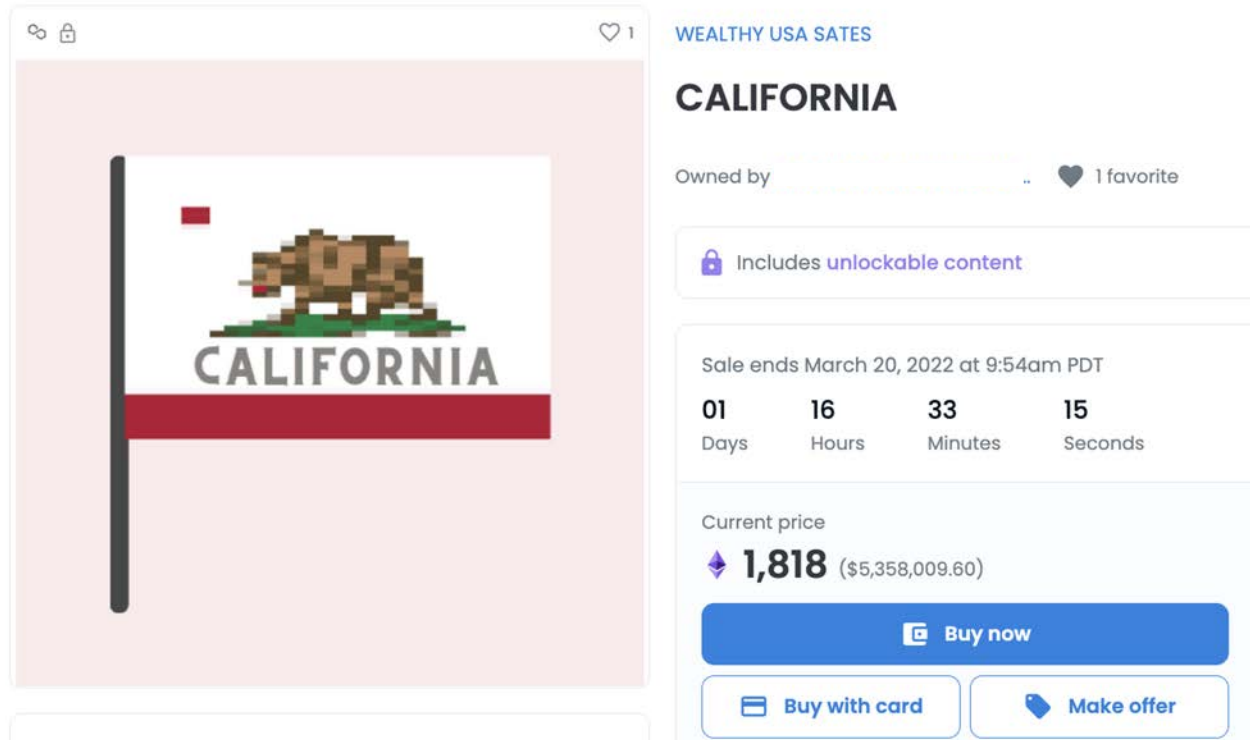
Look at this... 🤪

<https://pin.it/YfXqDx1>

We need to do this




TREND? - METAVERSE AND NFTS




The image shows a screenshot of an NFT marketplace listing. On the left is a large image of a pixelated California state flag, featuring a grizzly bear on a green patch of grass, a red square in the upper left, and the word "CALIFORNIA" in grey letters on a white background, all set against a red horizontal bar. The flag is mounted on a black pole. The listing interface includes a seller name "WEALTHY USA SATES", the title "CALIFORNIA", and ownership information "Owned by [redacted] .. 1 favorite". A feature box indicates "Includes unlockable content". A countdown timer shows the sale ends on March 20, 2022, at 9:54am PDT, with 01 days, 16 hours, 33 minutes, and 15 seconds remaining. The current price is listed as 1,818 ETH (\$5,358,009.60). At the bottom are three buttons: "Buy now", "Buy with card", and "Make offer".

WEALTHY USA SATES

CALIFORNIA


Owned by [redacted] ..  1 favorite

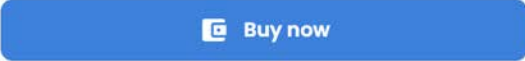
 Includes **unlockable content**


Sale ends March 20, 2022 at 9:54am PDT


| | | | |
|-----------|-----------|-----------|-----------|
| 01 | 16 | 33 | 15 |
| Days | Hours | Minutes | Seconds |

Current price

 **1,818** (\$5,358,009.60)

 Buy now

 Buy with card

 Make offer

THANK YOU!

SP/RKLOFT