

# 43 SHORT FORM VIDEO IDEAS FOR THE TOURISM INDUSTRY

Short-form videos (Instagram Reels and TikTok) have taken the social media world by storm! These bite-sized wonders have become the go-to for today's digital enthusiasts, offering an alternative to traditional captions and static posts. While the exact length of short-form video varies depending on the platform, the optimum length for a short-form video is 30 to 60 seconds.

The tourism industry is the perfect industry to use short form videos as the ideas and possibilities are limitless! From delectable culinary experiences to awe-inspiring accommodations and thrilling adventures, there's no shortage of captivating content to showcase!

## HERE ARE 43 IDEAS THAT A TOURISM BUSINESS COULD DO FOR THEIR OWN SOCIAL MEDIA MARKETING FEEDS.

**1) First Look:** Step into the world of your tourism business with a lively and inviting video, with a first glance of what your customers would see upon arrival.

**2) Quick Accommodation Tour:** Unveil the allure of your accommodations in a short and engaging reel, highlighting key features.

**3) Chef's Special:** Let your chef steal the spotlight by presenting and preparing a signature dish in a creative and entertaining manner.

**4) Adventure Awaits:** Compile a montage of exhilarating clips showcasing outdoor activities and adventure experiences your business offers.

**5) Room with a View:** Showcase the breathtaking views from your accommodations, capturing different moments throughout the day.

**6) Staff Spotlight:** Introduce the heartbeat of your business – your staff – in a lighthearted manner, giving viewers a glimpse into their roles.

**7) Travel Tips in 60 Seconds:** Share quick and useful travel tips, empowering visitors to make the most of their experience.

**8) Local Favorites Edition:** Highlight the best local activities and dining options that your area has to offer.

**9) Flashback Friday:** Take a trip down memory lane by sharing clips or photos of memorable moments guests have had at your establishment.

**10) Explore with Us:** Invite viewers on a virtual tour of your business's main attractions and features.

**11) Local Music Vibes:** Immerse your audience in the local music scene with snippets of musicians or bands performing at your venue.

**12) Local Cuisine Tours:** Whisk your audience away on a culinary journey, showcasing popular dishes and street food from local eateries.

**13) Historical Landmarks:** Create short, captivating videos highlighting intriguing facts about historical landmarks in your area.

**14) Adventure Travel Tips:** Provide quick tips for adventure enthusiasts, covering essentials like packing and safety measures.

**15) Hidden Gems:** Spotlight lesser-known, picturesque spots that tourists might miss in guidebooks.

**16) Local Festivals:** Capture the vibrant atmosphere of local festivals and events.

**17) Behind-the-Scenes:** Lift the curtain and take viewers behind the scenes of your establishment and showcase the culture and personalities within your business.

**18) Outdoor Activities:** Showcase the thrill of outdoor activities like hiking, kayaking, or zip-lining with breathtaking views.

**19) Day-in-the-Life of a Local:** Offer a unique perspective by showcasing a day in the life of a local resident, featuring their favorite spots and activities.

**20) Pet-Friendly Travel:** Share pet-friendly places and activities for travelers with furry friends.

**21) Scenic Drives:** Captivate your audience with the beauty of scenic drives in your area.

**22) DIY Travel Hacks:** Equip travelers with useful hacks for packing, navigating, and saving money.

**23) Luxury Travel Experiences:** Indulge your audience with a peek into luxurious accommodations, spas, and dining experiences.

**24) Seasonal Attractions:** Highlight attractions and activities unique to each season.

**25) Local Wildlife:** Share enchanting encounters with local wildlife, from birdwatching to spotting marine life.

**26) Yoga and Wellness Retreats:** Create a serene atmosphere by showcasing wellness retreats and relaxation activities.

**27) Famous Sunsets:** Transport viewers to magical moments by capturing breathtaking sunsets from popular viewpoints.

**28) Culinary Delights:** Create a feast for the eyes by showcasing the preparation of signature dishes, emphasizing unique flavors and presentation.

**29) Themed Dining Experiences:** Elevate dining experiences by featuring themed nights or special events hosted by your restaurant.

**30) Room Tours:** Offer virtual tours of different accommodations, highlighting interiors and amenities.

**31) Luxury Suite Experience:** Showcase the opulence of premium suites or rooms, detailing luxurious features and experiences.

**32) Local Art and Culture:** Highlight local artists, musicians, and cultural performances.

**33) Family-Friendly Activities:** Feature attractions and activities suitable for all ages, perfect for family adventures.

**34) Guest Testimonials:** Share the joy of satisfied guests through positive reviews and testimonials.

**35) Concerts and Live Performances:** Bring the stage to your audience with snippets of live entertainment events at your establishment.

**36) Outdoor Adventure Packages:** Generate excitement by creating previews for outdoor adventure packages or activities.

**37) Quick Recipe Demo:** Share a culinary delight with a fast and delicious recipe, providing step-by-step instructions for viewers to follow along.

**38) Sustainable Practices:** Showcase your commitment to sustainability and eco-friendly practices.

**39) Sunrise or Sunset Views:** Awaken the senses by capturing stunning sunrise or sunset views from your location.

**40) Pet-Friendly Amenities:** Highlight amenities catering to travelers with pets.

**41) Day in the Life:** Invite your audience into a typical day in your life, showcasing interesting moments, activities, and routines.

**42) Transformation Video:** Inspire with a transformation video, chronicling the journey from your opening day to the present, showcasing new additions, renovations, or even the seasonal changes around your property.

**43) Local Legends Expedition:** Embark on a virtual journey to discover and showcase local legends or myths associated with your destination.

Let the adventure unfold as you captivate your audience with these diverse and engaging short-form video ideas tailored for the dynamic world of tourism!