



## INSTA-HOLIDAYS AND INSTAGRAMMABILITY

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### KEYWORDS

Generation Y  
Generation Z  
Insta-Spots  
Instagram  
Travel Motivation

### ABSTRACT

This article is dedicated to the investigation of underlying motivation to use the social media platform Instagram for travel planning purposes and to identify the possible impact of Insta-Spots with regards to the travel destination choice. Furthermore, possible generational differences between Generation Y and Z have been analysed and justified by comparing their responses with existing literature and characteristics of deviating generational cohorts. To give a first insight into the topic of interest, an in-depth literature review was conducted to describe the theoretical background of the study. Moreover, an online questionnaire served with the purpose to collect primary data and to answer the respective research questions. As it has been identified, the social media platform Instagram plays a crucial role in the holiday planning process, especially for members of Generation Z. Furthermore, the existence of Insta-Spots has been acknowledged as an additional motivation for choosing a destination but not as a primary driving factor with regards to travel planning purposes. Additionally, it has been figured out that various types of Insta-Spots have a different extent of influence on Generation Y and Z, which can be underlined by the reason for having different priorities for activities during a holiday. Consequently, various tourism players are urged to include the promotion of Insta-Spots in their marketing strategy and also add places like these to a destination in order to attract Generation Z's travellers.

## 1. Introduction

Less than a decade was needed for Instagram to grow with over 1 billion users worldwide. To display this visually, Figure 1 shows the number of monthly active Instagram users from January 2013 to June 2018 and the growth that Instagram has experienced over the last years.

Since Instagram's foundation in 2010, the social media platform has gained more and more importance in people's lives and has become inevitable in terms of marketing strategies (Lee, Lee, Moon, & Sung, 2015, p. 552). Hence, three main factors regarding the relevance of Instagram as a marketing tool can be clarified, including the likelihood of people owning a smartphone or tablet, the increase in users over the last years and the company's growing awareness to use Instagram as a marketing channel (Faßmann, & Moss, 2016, pp. 19-21).

Nevertheless, Instagram is not only an attractive tool for companies but also for individuals who aim for social interaction, self-expression, and escapism, amongst other things (Lee et al., 2015, p. 522). Especially for members of Generation Y and Z, social media platforms like Instagram are very popular and a daily companion on their smartphones. Based on previously published research, it has been identified

that the internet, computers, and cell phones faced a grave change in usage frequency, especially amongst Generation Z and younger representatives of Generation Y. In 2018, 45% of Generation Z stated that they are "almost constantly online," whereas, in 2014-15, only 24% agreed to this statement (Taylor, 2018). With the constantly rising importance of social media and the internet, it is therefore inevitable for tourism researchers to identify, what motivates members of the target group and which interests lie behind a holiday decision (Haddouche & Salomone, 2018, p. 69).

Consequently, a lot of research has already been conducted and important researchers, including Sigmund Freud and Abraham Maslow, have published their theories regarding the roots behind people's motivation and triggers behind the "Why" in an individual's decision-making process (Kotler, 2016, pp. 228-229).

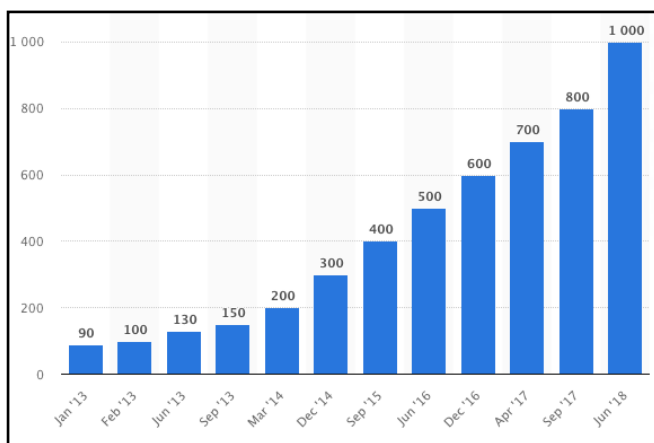
Regarding the motivation for using Instagram and including it in the holiday planning process, various studies (Haddouche & Salomone, 2018; Lee et al.,

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**Figure 1.** Number of Active Instagram Users Until 2018



2015; Abrantes, Fonseca Amaro, Ribeiro, & Seabra, 2014) targeting Generation Y and Z have already been conducted. Nevertheless, there is still a gap when it comes to Insta-Spots, which will be defined and explained in more detail at a later stage, and their influence on travel motivation. Consequently, it is essential to understand the connection between Instagram and travel motivation and to what degree influence through published content on Instagram is taking place.

Taking the previously described background into account, this research was conducted in order to investigate the connection between the motivations for using Instagram and to what extent this social media platform influences Generation Y and Z regarding their travel decision-making process. As the main focus, a special interest is centred on Insta-Spots and their possible influence when it comes to the holiday planning process.

Generation Y and Z have grown up with technology, seeing social media and the usage of the internet as natural. These generations are proven to be seen as likely to share information by themselves on various social media platforms or taking online platforms into account when it comes to their travel decision-making process (Bolton et al., 2013, p. 29). Furthermore, user-generated content has highly impacted the way travellers search for information as customers are no longer dependent on companies but even rely more on entities they follow on social media. As it is stated by Abrantes et al. (2014, pp. 245-246) those influencers have the potential to drive sales by posting content about their holidays on Instagram.

At this stage, the gap in research has been identified. As Insta-Spots can be seen as a new field of investigation, no prior studies which aim at figuring out the connection between travel motivation, traveller’s choice of destination, and Insta-Spots are available yet. Therefore, this study wants to investigate the connection between Generation Y’s and Z’s travel motivation, driven and influenced by being confronted with Insta-Spots on Instagram. Moreover, it is intended to find out to what extent Instagram serves as an information source for the

chosen generational cohorts and to what degree it is used for travel planning purposes.

## 2. Literature Review

The social media platform Instagram can be best described as a free smartphone or tablet application that allows users to share their lives with others through photos and videos (Faßmann & Moss, 2016, p. 13). Introduced in 2010, Instagram itself engages people to share their experience by marketing the platform as “a medium that allows users to transform an image into a memory to keep around forever” (Lee et al., 2015, p. 552). As opposed to other social media platforms, Instagram not only offers its users to post text-only content but photos and videos that are shown in chronological order on an individual’s profile (ibid.). Kobilke (2019, p. 10) goes one step further and highlights that Instagram is much more than only a photo and video sharing platform but comprises mobile, social, and visual communication at once, representing the media usage and communication behaviour of individuals.

Therefore, it is inevitable to mention that users of various social media platforms do not only use Instagram for personal purposes but have become an important contributor to social media marketing and new product development as they are getting involved in the development process and influence “value-in-exchange” and “value-in-use” by regularly sharing their lives through posts or stories and indicating, how important word of mouth is today (Bettiga, Lamberti, & Noci, 2017, pp. 155-156).

Nevertheless, the platform does not only give individuals the possibility to create content online but also enhances celebrities and commercial brands to share their campaigns and products via social media (Lee et al., 2015, p. 552). Furthermore, Choudhury and Mohanty (2018, p. 42) state that marketing through social media increases the liability of individuals and organizations and points out that reviews or posts on social media platforms are an excellent tool to create electronic word of mouth.

To be part of the Instagram community, an individual firstly needs to create an account. Since 2016, users can opt for either a regular profile or a business account, giving companies the possibility to present them directly as such and to facilitate monitoring online performance (Lapp, n.d.). On the outside, the only difference between these two types of profiles is additional buttons that allow regular users or other business profiles to get in touch with each other. Furthermore, a business profile allows its owner to get statistical data about the business by reporting user traffic on the Instagram page (Kobilke, 2019, pp. 25-26). Regardless of the respective profile type, any individual with an account can share photos or videos on Instagram.

In summer 2016, Instagram has expanded its versatility and introduced a new service for all Instagram users – Instagram Stories. This new

feature allows every user to post as many photos or videos as desired, displayed in a slideshow format at the top of everyone's feed. As opposed to content that has been shared before, people do not have the option to directly like people's stories. The goal of this innovation was not only to share moments, people want to remember but to allow content producers to share everything in between as well. Moreover, it is stated that stories are a great chance to add a personal touch to an Instagram profile (Instagram, 2016). Another core element besides Instagram stories is Instagram Live, where users can start live streams with a duration up to one hour, which will then be displayed like regular stories on the top of everyone's feed (Kobilke, 2019, p. 34).

To explore new profiles on Instagram and to expand one's diversity on the start page, the application as well allows users to seek for either account, hashtags or places by making use of the Instagram Explorer. This innovation serves with the purpose to search for new and interesting Instagram profiles by providing visual inspiration, created by an Instagram algorithm (ibid., pp. 36-37).

With these possibilities to share and to look for inspirational content on Instagram, all types of posts and shared experiences can be found online. From a company's perspective, it is focused more and more on online marketing and increasingly, companies adapt their marketing strategies by focusing on a good online presence. Therefore, a new job has been evolved, which will be discussed in more detail now.

What seems like a relatively new job started to evolve already in the 17th century. Josiah Wedgwood, a British businessman and manufacturer, experienced quickly that his ceramic goods, originally produced for the privileged population and Queen Charlotte amongst other things, have gained popularity. With the consent of Her Majesty, the most influential individual during these times, Wedgwood renamed his products to "Queen's Ware," which served as the foundation for the production of the world's first affordable luxury brand. Understanding the demand, reducing the price and using consumer marketing, Josiah Wedgwood began to market his inventory under this name and gained enormously on popularity, especially with Queen Charlotte as an important influencer at that time (Levin, 2020, pp. 1-3).

Evolving and gaining more and more attention over time, influencer marketing is nowadays more popular than ever. A new branch of business has emerged, which had highly affected and still influences online marketing due to the rising importance of online communication. This kind of marketing managers called influencers can be best defined as digital opinion leaders who publish content on their initiative on a topic at a high and regular frequency and hence initiate a social interaction (Deges, 2018; Wimmer, 2018).

However, what appeals to a lot of companies, which make use of this popular marketing strategy, is the

importance and convenience of the word of mouth and the likelihood of consumers having at least one social media account (Bizibl Group Limited). Popularity in this new field of self-employment can also be reasoned by the fact that shared content on social media sites like Instagram is an important information source that amongst others may help travellers planning their next vacation or even influence their decision-making process further (Gerritsen & Zeng, 2014, p. 29).

Another major factor that needs to be discussed is the attributes that are most important to start a career as an influencer. Relevance in posts and advertisements is a key factor regarding opinion leaders online, especially for increasing the image and relationship between a customer and a brand or company. As the goal of influencer marketing is to transform as many people into customers as possible, the reach of an influencer, namely the number of followers and his activity on social media, are as well decisive for a good online marketing strategy. Lastly, it needs to be pointed out that it needs not only the key factors mentioned before but also qualitative posts to optimise online presence (Bizibl Group Limited).

As mentioned before, Instagram and sharing experience online is gaining more and more importance in people's lives. With the evolution of selfies, especially the Generations Y and Z want to post perfect pictures on social media, no matter how. Going with this trend, a lot of small and medium-sized companies have adapted their marketing strategies towards this innovation and another field in marketing has been developed – Insta-Spots. These can be best described as public places like restaurants, museums, paintings, etc. aiming at visitors to share their experience via Instagram and opting to attract people who want to take a perfectly "instagrammable" photo (Eisenbrand, 2018).

Rachel Hosie (2017) even claims that "instagrammability" is one of the most important influences for the millennial generation when choosing a holiday destination, referring to a study that resulted in two-fifths of Generation Y and Z choosing a travel spot because of the likelihood to get great pictures for Instagram.

Within this article, four main categories of Insta-Spots and their influence on Generation Y and Z will be analysed and interpreted. These categories include the investigation on how likely people would assess themselves visiting Angel-Wings-Insta-Spots, Instagram museums, restaurants, which are seen as "instagrammable" and natural Insta-Spots.

### 3. Method

Regarding quantitative research techniques, Dwyer (2012, p. 1) states that those have gained high importance in tourism over the last decades as more and more destinations rely on this industry as a fixed part of their economy. Furthermore, globalisation indicates an important factor for the worldwide

expansion of tourism. As a result, researchers have been provided with more resources in order to collect quantitative data.

Coming to the definition of an online survey, Veal (2011, pp. 255-256) claims that questionnaires can be seen as one of the most common research techniques used in tourism. Regarding the implementation of this survey, it needs to be stated that the internet was used as a distribution channel, accompanied by the benefits of speed, cost efficiency, and response rate. Besides, an electronic version of a survey aims at being user-friendly and easy to handle and is therefore attractive for people who want to participate in the study. It is also stated that questionnaire-based surveys are used for getting a holistic understanding of a population that can be drawn from a chosen sample, which is the intention of this research (Veal, 2011, pp. 255-273).

The quantitative research method was chosen over a qualitative approach for various reasons. First of all, quantitative methods allow the researcher to deal with larger sample sizes, which, therefore, leads to more relevant results that can be applied to the whole population. Furthermore, it facilitates displaying the gained results as responses are already in the form of numbers and statistics, easily transferable to analytical tools such as SPSS (Formplus Blog).

As this study is aiming to investigate the motivations and interests of the population of Generation Y and Z, an online survey is seen as the most appropriate method because this target group has grown up with technology and is used to the treatment of this type of surveys. Apart from that, an online survey allows the researcher the opportunity to reach and allow people to participate, although they are spread out geographically (Veal, 2011, pp. 255-273).

Although a quantitative research approach boasts numerous advantages, the limitations must not be ignored. Though the majority of the population can access the internet, it is not possible to include everybody that would be relevant for this study. For this reason, a sample, which will be defined further below, has been determined that will represent the target group of this article. However, it is only a selection of people who cannot replicate the whole population. Furthermore, it is pointed out that online surveys may be seen as annoying, which will result in participants opting out before the completion of the questionnaire (Ritter & Sue, 2012, p. 20). Another limitation that may take place is a low number of respondents as emails with this nature are often seen as a waste of time when it comes to participation (Veal, 2011, p. 274).

The sample of this study consists of the members of Generation Y and Z, namely people born between 1980 and 2010 regardless of gender or nationality, as Instagram is an internationally spread mobile application and equally used between both genders. It was intended to reach at least 100 representatives of each generation to allow the author to compare

these two generational cohorts. These generations have been chosen according to the likelihood of having such an account and the motivation to use this social media platform on a frequent level, as Kobilke (2019, p. 12) confirms that people between the age of 18 and 36 are visiting Instagram up to 19 times on average per day. As the study wants to investigate the motivations that lie behind the usage of Instagram for travel planning purposes, an active Instagram account was a pre-condition for taking part in the survey.

With regards to the sampling method, the online survey is based on a non-probability sampling approach, as although this survey is intended to be applied to the whole population, only people that have received the link for the online questionnaire had the chance to participate, due to limited resources. Furthermore, snowball sampling was applied, meaning that former contributors to the study were asked to also recruit new people by sharing the link with friends and other followers on various social media channels.

The survey was put online on January 19th, 2020 and stayed available for disposal for four weeks, ending on February 16th, 2020. With the help of the IBM published analytical tool SPSS (Statistical Package for the Social Sciences) and Microsoft Excel, all collected data has been analysed and the results are represented in different tables and graphs.

The data collection resulted in net participation of 419 respondents, of which 336 people completed the survey. As an active Instagram account was set as a precondition for evaluation, a filter was placed at the beginning of the survey in order to differentiate between active and nonactive Instagram users and to facilitate the evaluation process. Taking this predefined quota into account, only completed surveys from users that have an active Instagram account have been used as a basis for the analysis. As a result, 298 participants have completed the questionnaire and have been considered for evaluation and interpretation. Therefore,  $n = 298$  can be generalised for the entire analysis.

#### 4. Findings

The total reach exceeded the predefined quota of 200 people by 49%. Regarding the gender distribution of this survey, it can be observed that 82% of the participants were female, compared to male participation of 18%. Although the survey is heavily female-dominated, these outcomes do not influence the credibility of the study, as no predefined target regarding the gender was set.

When comparing the number of participants of Generation Y and Z, an inequality of the distribution within generational cohorts can be observed, as only 64 out of a total of 298 completed survey respondents represent members of Generation Y. In contrast, more than three times more, counting a total of 234 valid responses represent members of Generation Z. Unfortunately, the target of 100

**Table 1.** Distribution of Generations

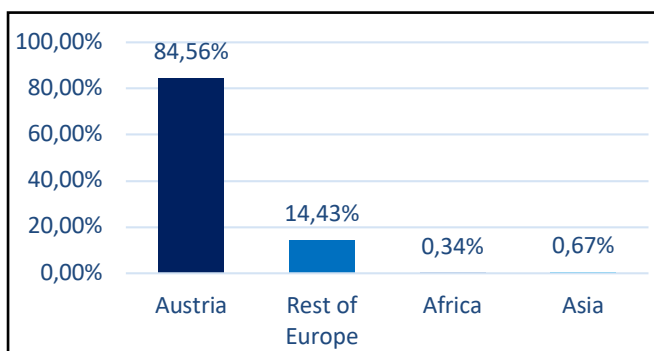
	Generation Y		Generation Z
	Born between 1980-1989	Born between 1990-1994	Born between 1995-2010
n	30	34	234
%	10%	11%	79%

participants of each generation could not be met. However, both generations will be compared with regards to the perceptual preferences within the age cohort. To visualise these inequalities, a table describing the distribution of age is included above (Table 1).

Although Kasasa (2019) defines members of Generation Y born between 1980 and 1994, a distinction between early and younger representatives of this generational cohort was made to conduct the survey, as Javelin Research highlights that “not all Millennials are currently in the same stage of life”. As early representatives will probably turn 40 this year and have already settled down with their families, younger members might struggle with finding their rightful place in life and are, to an extent, not entirely financially stable. Moreover, the interest in technology and the frequency in the usage of social media platforms might differ as well, which is the reason why it was decided to differentiate between older representatives born between 1980 and 1989 and younger members of this generational cohort born between 1990 and 1994 in the course of this study.

Regarding the nationalities that have participated in the study, it needs to be pointed out that the survey was heavily Austrian orientated, with approximately 85% and a total number of 252 Austrian participants. 46 international respondents have been counted, and a graph describing the detailed distribution is included (Figure 2). As it would have been not efficient and hard to oversee every nationality that participated, all nationalities besides Austria have been categorised and clustered into continents.

**Figure 2.** Distribution of Nationalities

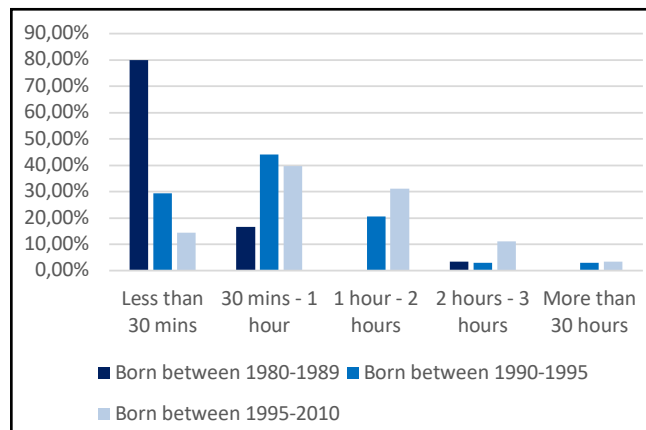


In order to analyse the Instagram using behaviour and habits of all participants and to see whether this is connected to the influence of Instagram and its respective Insta-Spots, three questions aiming at investigating the participant’s Instagram habits have

been asked throughout the questionnaire:

- How much time on average are you spending on Instagram daily?
- How often do you post something on your Instagram feed?
- How many followers do you have on Instagram?

**Figure 3.** Average Time Spent on Instagram - Overview



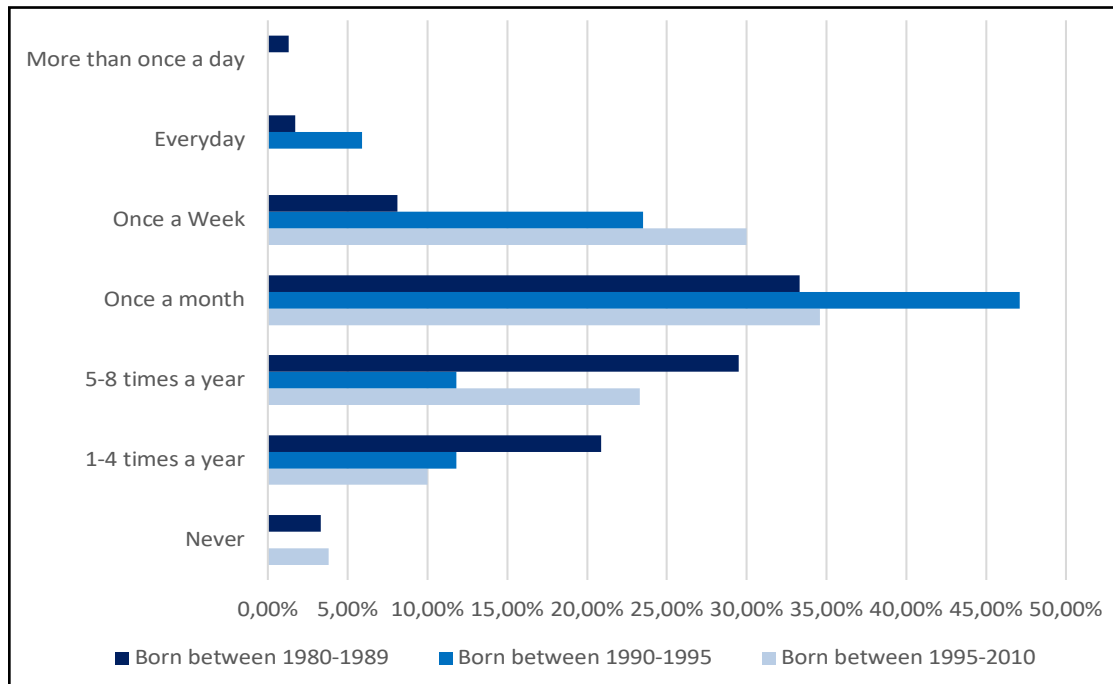
As presented in Figure 3, the majority of the older Generation Y, namely people born between 1980 and 1989, do not add high importance to Instagram. Therefore, 80% of the participants of Gen Y have indicated to spend less than 30 minutes daily on this social media platform. A behavioural change can be recognised by increasing the age range of respondents as approximately half of the younger members of Generation Y do spend half an hour more on Instagram per day, compared to older members of this generational cohort. Comparing these results with the answers of Generation Z, a more significant shift regarding daily time spent on Instagram can be observed, and it has been identified that members of Generation Z dedicate a significantly longer time amount daily to explore the latest news on Instagram.

When it comes to the post frequency of the respondents of the survey, Figure 4 intends to give an overview of the regularity of the sample to share a post on Instagram. Like these results demonstrate, slightly but not significantly distinctive results between the two generations of investigation can be identified. Nevertheless, the majority of participants shows a tendency to monthly posts. When comparing both generations, a higher post frequency and involvement in interactivity can be attributed to Generation Z. As opposed to this, no surprises can be observed when focusing on the Millennials.

When comparing the average time spent on Instagram and the post frequency of the sample, it has been identified that people who spend more time on Instagram are publishing content more frequently. However, as only 3% of the investigated participants post one or several times a day, this cannot be generalised and applied to the whole population.

Another focus was set to find out whether an individual’s reach and follower amount (Table 2)

**Figure 4. Post Frequency**



goes hand in hand with the influence of Instagram regarding travel planning and the consideration of visiting Insta-Spots.

**Table 2. Follower Amount**

Amount of Followers	n	%
0 - 500 followers	183	61
500 - 999 followers	77	26
1,000 - 4,999 followers	35	12
5,000 - 100,000 followers	3	1
More than 100,000 followers	0	0

As identified by Workmacro (2018), the average follower amount of a private Instagram account is about 150 followers. Based on this assumption, it can be stated that 61% of the participants summarised that both generations meet this target, followed by 26% of respondents who reported to have 500-999 followers on Instagram and resulting in a total number of 260 people who have between 0 and 999 followers.

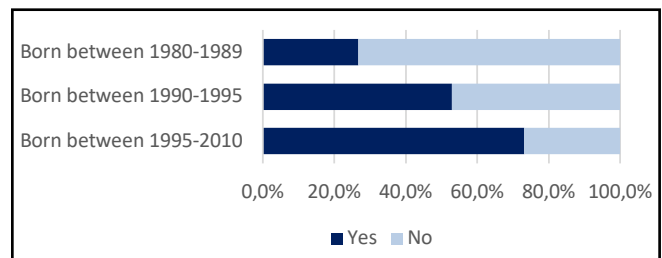
When comparing the follower amount and post frequency, it has been identified that people with a larger number of followers post more frequently compared to those with fewer followers. However, this cannot be generalised and hence not concluded over the whole population as the majority stated to have less than 500 followers.

After clarifying all demographics and identifying participants' Instagram using behaviour, it was intended to figure out their main reasons to have an Instagram account and to what extent it is used for planning a holiday. With regards to the whole sample asked, approximately 2/3 of the entire sample would consider Instagram as a relevant source for gathering information about a particular

destination, activities, hotspots, etc. with regards to the holiday planning process compared to 1/3 not using Instagram for these purposes.

Comparing Generation Y and Z, significant differences can be observed. For a better understanding, a graph displaying the answers to this question is included in Figure 5.

**Figure 5. Instagram as a Relevant Information Source**

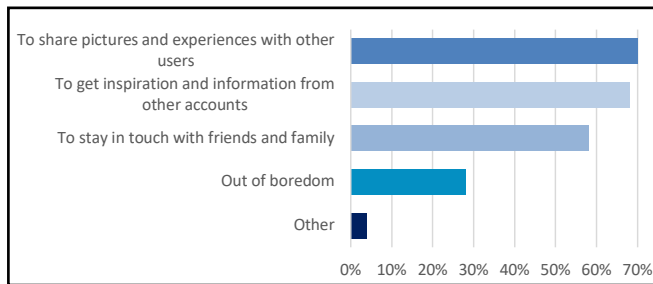


As it can be extracted from the figure, Instagram is being used more and more with decreasing age for travel planning purposes, meaning that Generation Z attaches significantly more importance to this social media platform. Whereas only 27% of older representatives of Generation Y use Instagram for travel planning, it is three times more likely to use it as a member of Generation Z, showing an enormous shift in the information gathering process and again proving, that generational cohorts do have an impact on the usage and influence of technology in people's lives.

Regarding the main influential and motivational factors to use Instagram as an information source, broad accordance between both generations of investigation can be observed. Overall, the main motivational factor is to share pictures and experiences with other users (70%), directly followed by getting inspiration and information from other accounts (68%) and staying in touch

with friends and family (58%). Only 28% of all respondents stated that they would use Instagram out of boredom, followed by 4% stating other reasons why they are using Instagram. When analysing the individual responses, it can be said that nearly all of them can be categorised into one of the above-stated categories but have just been explained in more detail (Figure 6).

**Figure 6.** Main Motivational Factors on Instagram



As 70% of the respondents use Instagram to get inspiration from other accounts, it is also assumed to be likely for them to use Instagram for travel planning purposes. With the shift from an offline to a rather online society and with the constant development of the world wide web and the changing behaviour of its users, it has been proven that this has also influenced tourism, especially the behaviour of tourists and their information-seeking process (Minazzi, 2015, pp. 2-3).

When considering these motivational factors, the conducted online survey intended to furthermore identify the point in time where customers would seek for and need sufficient information that may or may not convince them to visit a destination.

Furthermore, the questionnaire intended, amongst others, to investigate the primary motivational sources of Instagram for travel planning processes. Therefore, participants were asked, to what extent they would describe themselves being influenced by either friends, family, bloggers and influencers, destination accounts, tour operators, hotel accounts as well as airline accounts. Within this course, they were provided with a 4-point scale, asked to indicate whether these players would influence them 1 = a lot, 2 = to a moderate extent, 3 = to a small extent and 4 = not at all. As the results do not significantly differ when comparing both generations, the mean of the whole sample has been calculated in order to identify a tendency of influence.

To visualise the extent of influence given by different players on Instagram, colour coding was used to design Table 3 in order to highlight the main as well as the least essential influencers. As it can be identified, most people examined would consider shared content from friends as their primary influence on Instagram with regards to travel planning, followed by the content produced from destination accounts. As a next level, the respondents claimed that family, bloggers and influencers would on average influence them either

**Table 3.** Influence of Different Players on Instagram

	Mean	Mode	Std. Deviation
Friends	2.28	2	0.914
Family	2.67	3	1.079
Blogger & influencer	2.57	3	0.983
Destination accounts	2.44	2	1.053
Tour operators	3.11	4	0.936
Hotel accounts	3.21	4	0.877
Airline accounts	3.32	4	0.85

“to a moderate extent” or “to a small extent”. Lastly, it has been investigated that neither tour operators, nor hotel accounts, nor airline accounts would be considered as relevant and therefore are not used for travel planning purposes.

The last part of the questionnaire wanted to investigate the influence of Insta-Spots and how their existence would or would not have an impact on an individual’s booking behaviour. As these are a rather new trend, the first question proposed tried to find out if participants are already aware of this trend. As the questionnaire did not require a pre-knowledge to be answered, a definition of Insta-Spots has been included in order to make sure that everybody has the same pre-conditions to answer the last section of the survey.

**Figure 7.** Stage of Awareness Regarding the Existence of Insta-Spots

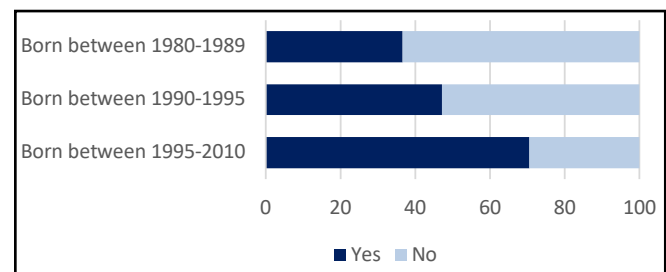
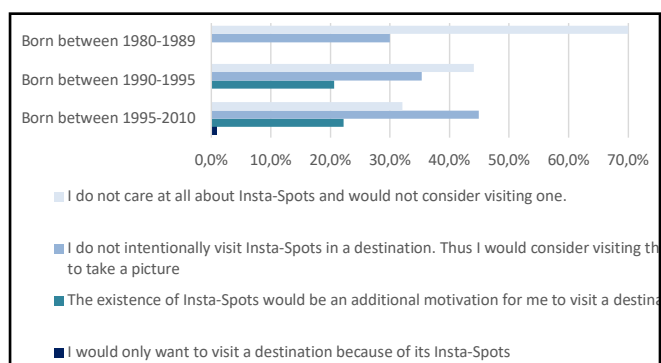


Figure 7 shows the answers to the question, whether the respondents have already heard about the existence of Insta-Spots. As it can be read out from the chart, the results differ when comparing Generation Y and Z. Moreover, it also displays differences between older and younger representatives of the Millennials, which can be the result of the different influences technology has on various generational cohorts. Furthermore, it again needs to be stated that the high awareness of Insta-Spots of Generation Z might be due to the fact that Generation Z “is a complete technology generation as they were born into technology rather than being accustomed to it” (Berkup, 2014, p. 224).

As the next question asked whether the participants have already visited an Instagram spot, is linked to the previous one, differences could again be identified. It has been found out that the majority (52%) of all participants have never visited an

**Figure 8.** Influence of Insta-Spots on Booking Behaviour


Insta-Spot before. Moreover, the participants tend not to visit an Insta-Spot intentionally and also not choosing the destination according to the existence of Insta-Spots but were motivated to integrate a visit in their holidays.

These results have also been confirmed in the next question where it was asked whether the existence of one or several Insta-Spots would influence on their booking behaviour. Therefore, Figure 8 visualises the influence Insta-Spots have on an individual's booking behaviour.

With regards to the members of the older Generation Y, no one of the investigated participants would intentionally visit a destination only because of the existence of Insta-Spots. However, approximately one third would consider visiting them to take a picture. Looking at the younger Generation Y, still 80% would not plan their holidays according to the existence of Insta-Spots. However, the remaining 20% see Insta-Spots as an additional motivation to visit a specific destination.

Coming to Generation Z as a whole, some outliers (0,85%) indicate that Insta-Spots are a crucial influence when it comes to their holiday planning process and that they would only want to visit a destination because of them. However, the majority states that they would not intentionally visit a destination only because of the existence of Insta-Spots.

The last goal of the online survey was to find out whether there would be influential differences when it comes to different types of Insta-Spots. Although there can be various types of Insta-Spots identified all over the world, it has been decided on four main categories, which will be described and analysed in more detail now. All questions regarding these spots were asked in the form of a 5-point Likert scale (1 = very likely, 2 = moderately likely, 3 = neither likely nor unlikely, 4 = moderately unlikely, 5 = very unlikely), asking to what extent they would consider visiting one of these places or including them in a holiday. Therefore, the mean and mode values were calculated in order to identify their likelihood to be visited and a table displaying these is included below. As no overall generational differences occurred during the analysis, both generations of the investigation will not be compared when talking about different types of Insta-Spots.

**Table 4.** Mean and Mode Values of Likelihood to Visit Different Insta-Spots

	Mean	Mode	Std. Deviation
Angel Wings	2.79	2	1.420
Selfie Museums	3.49	5	1.374
Instagram Restaurants	2.84	2	1.333
Natural Selfie Spots	2.10	1	1.153

#### 4.1. Angel Wings

Especially in the United States of America, Insta-Spots are widespread and can be found on nearly every hotspot. More and more purposely painted artworks on walls can be found, including all kinds of different angel wings, which serve with the purpose to give visitors the possibility to take a selfie for their Instagram profile. As a pioneer, Colette Miller introduced the global angel wings project in 2012, not only to create selfie spots but to remind everybody of the fact that all humankind are the angels of this world. The most famous motive can be found in Melrose Avenue, Los Angeles. However, this project reached all continents with a total of over 50 installments (Miller, 2019).

When asking the participants of the survey about whether they would consider visiting an Angel-Wings-Spot throughout their holiday, the answers are not consistent amongst all respondents, and different preferences can be observed when it comes to visiting this type of Insta-Spot. As it is displayed in Table 4, most people would define it as "moderately likely" to integrate a visit to such an Insta-Spot, and a tendency of interest rather than disinterest can be detected.

#### 4.2. Instagram Museums

Like the Angel-Wings-Spots, also Instagram-Museums have their original roots in the United States, as the first Instagram museum – The Museum of Ice Cream – opened in New York in 2016 (Pardes, 2017). Since then, these new types of museums are on the rise with more and more facilities opening up all around the world. This kind of innovative museum differs enormously from the traditional form, allowing its visitors to touch everything they see and to make use of the equipment for taking a perfectly "instagrammable" photo (Barringer, 2018). Within these facilities, visitors are provided with colourfully painted rooms, quotes on the wall, requisites to make pictures livelier and many more accessories to give a great variety of possible selfies. Starting to gain popularity in Europe, Vienna opened up its first Instagram museum, where visitors had the chance to experience 24 selfie rooms equipped with everything an individual desires to produce individual photos for Instagram (Kennedy, 2019). Moreover, also other European cities, including amongst others Amsterdam and Berlin, have opened various Instagram museums.

To give an example, possible selfie outcomes



**Illustration 1.** Example Pictures - Nofilter Museum Vienna



shot in the Nofilter Museum in Vienna, which was installed as a pop-up museum for six months from October 2019 until March 2020, can be found in Illustration 1.

Compared to the previous category, selfie museums do not stand on the respondent’s bucket list when going on holiday. 43% of respondents indicate that it would either be “moderately unlikely” or “very unlikely” for them to visit an Instagram museum during a trip. However, approximately a quarter of the respondents would see it as (moderately) likely to do so.

4.3. Restaurants

Regarding restaurants being seen as Insta-Spots, it needs to be pointed out that nowadays, much more is required in order to be successful as a restaurant to only offer good food. As Company (2020) states, “food has become a huge part of social networking” and especially Generation Z attaches a lot of importance on good looking food on their Instagram profiles. To give an example, the restaurant Pez Playa, which is situated in Mallorca, mainly focuses on the “instagrammability” of the facility. Therefore, every staff member is trained to give customers helpful hints to take a good picture for their Instagram account, by advising how to position the camera and at what angle the light lets the food look the best (ibid.).

Moreover, some restaurants focus besides good looking food on the overall look and presence of the restaurant by adding some selfie spots within

**Illustration 2.** Selfie by the Avocado Show, Amsterdam



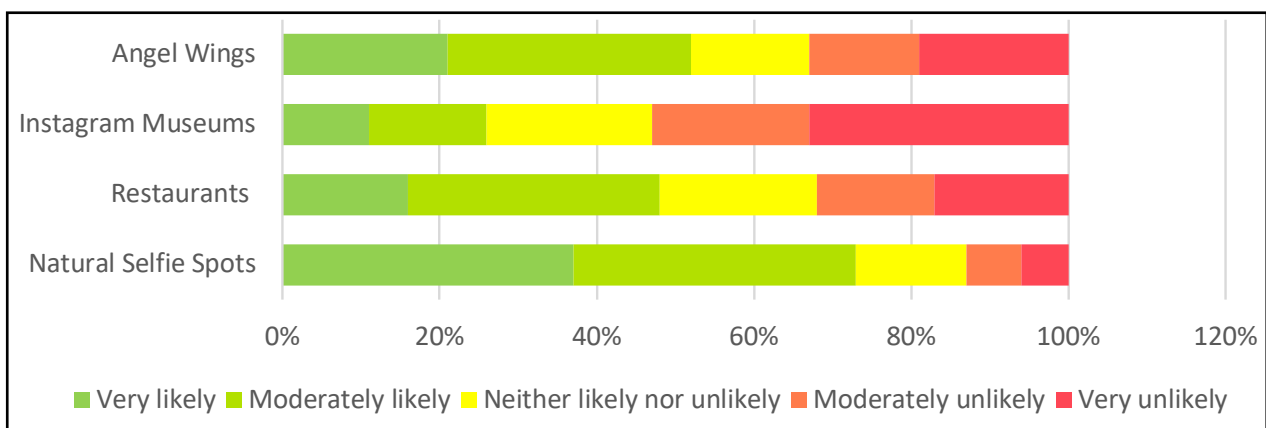
or outside the facility. As an example, The Avocado Show in Amsterdam installed a selfie spot directly in front of the building, aiming at visitors to stop after or before their visit to take a picture. An example of a possible selfie outcome can be found in Illustration 2.

Taking the previous theory into account and associating it with the answers of the participants, the responses are widespread, and no overall tendency can be observed regarding people’s motivations to visit a restaurant only because of its “instagrammability” and not because of the excellent food. 48% of the respondents would consider themselves either “very likely” or “moderately likely” to do so, followed by 20% who do not have a preference and 32% who would be (moderately) unlikely to visit such a restaurant.

4.4. Natural Selfie Spots

Coming to the last category of Insta-Spots, the survey intended to investigate people’s motivation to include natural selfie spots in their holiday itinerary. As a pioneer, the Indonesian holiday destination Bali directs its attention to the creation of Insta-Spots and therefore serves as an example for the questionnaire. Especially Wanagiri Hidden Hills, a selfie paradise

**Figure 9.** Participant’s Preferences Regarding Different Types of Insta-Spots



for all who seek for a perfectly “instagrammable” memory, focuses on the popular trend of Insta-Spots by offering settings, such as swings, a wooden boat, a bamboo bird nest and many more to the public.

This type of selfie spot turned out to be the most popular amongst all the participants. 73% of all respondents would consider themselves either “very likely” or “moderately likely” to include a visit to this spot on their holiday.

To summarise the last section of the findings part, all selfie spot categories are summarised, and the respondent’s preferences are displayed in Figure 9.

## 5. Conclusion

As it has been outlined at the beginning of this article, this research aimed at investigating the connection between content published on Instagram, the travel motivations of members of Generation Y and Z and how Insta-Spots influence their holiday planning process. Furthermore, potential generational differences were tried to be identified and the results have been analysed and compared to identify possible deviations between Generation Y and Z. Three research questions, including one sub-question, have been posed at the beginning of the research process and by analysing the collected quantitative data from the online questionnaire, these questions will be answered below.

First of all, it needs to be stated that the intensity to what extent Instagram is used for travel planning purposes differs when comparing both generational cohorts enormously. Moreover, it is essential to mention that it was highly beneficial to separate the older from younger members of Generation Y, as the interests diverge within this generational cohort.

It has to be pointed out that during the research process, generational differences could indeed be observed, especially between the older Generation Y and Generation Z. Generally, it can be said that it is two times more likely for an individual to use Instagram for travel planning purposes if being a member of Generation Z, compared to the previous generation.

When it comes to the main motivational factors for using Instagram, it can be claimed that these do not significantly differ when comparing both generations. Overall, it can be said that the main motivations for using Instagram are sharing experiences with others and in addition, getting inspiration from other accounts back. Regarding the types of accounts which are seen as most influential, it can be expected that friend’s and destination’s accounts are seen as most likely to be the main inspirational source amongst members of Generation Y and Z, directly followed by the influential content posted by family and bloggers as well as influencers.

When it comes to the influence of Insta-Spots on the investigated people of Generation Y and Z, it can be generalised that overall, Generation Z attaches a lot more importance to the existence of Insta-Spots compared to the previous generation. This has been

identified as a result of the lacking awareness of their existence from Generation Y and might be due to the fact that Generation Y shows a lower involvement in social media and technology, compared to their name successors – Generation Z (Berkup, 2014, pp. 222-224).

Regarding the different categories of Insta-Spots as such, no generational comparisons have been conducted as no significant differences between the two investigated generations could be observed. Overall, natural landscapes and therefore connected Insta-Spots have been identified as the most popular sights to visit, which can be concluded in people’s higher interest in the authenticity of a destination and naturally kept sights instead of completely purposely built attractions. As the second most likely Insta-Spot to visit, Angel-Wings-Spots have been identified, followed by restaurants that focus on their “instagrammability” and Instagram museums, which attendees of the survey have rated for feeling rather unlikely to visit them.

## 6. Limitation and Future Research

As far as the limitations of this research are concerned, it has to be mentioned that first of all, due to the limited resources and reach of the questionnaire, the study was heavily Austrian-orientated with approximately 85% of the respondents being from Austria. Furthermore, 14% stated to have their origin in another European country. As Instagram is an internationally spread online application, it would be highly beneficial for further research to conduct a similar study in different countries in order to make different nationalities comparable. Continuing with the demographics of the conducted online survey, a limitation regarding the age distribution had to be dealt with as only 21% of the participants represent Generation Y and therefore the generational comparisons that have been conducted may be seen as inconclusive. However, it has been tried to compare the percentual proportion within the generational cohort.

As mentioned previously, the above-stated limitations might also be due to the lacking reach of the author and the limited time of one month in which the survey staid available to access online.

Within the purpose of the survey, it has been identified that especially Generation Z uses Instagram amongst others for travel planning purposes. Therefore, it needs to be highlighted that various tourism players should also focus on their online presence and try to focus on the “instagrammability” of certain sights or destinations. As it has been figured out, the majority of investigated people would not purposely visit a destination just because of the existence of Insta-Spots. However, these would be an additional motivation to visit a destination. Therefore, it is recommended for destination management companies to focus on these points of attention and adapt their marketing strategies on social media platforms such as Instagram.

Regarding further research that may be conducted in the future, a qualitative research approach examining the professional opinions of influencers could be carried out. As the online survey reached mostly people with Instagram accounts up to 999 followers, the whole study could be conducted with a different angle of perspective and with a focus on experts in social media marketing and advertising.

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