

The rise of social media influenced travel

Social media has been dramatically shaping the travel industry. Whereas in previous years we may have flicked through a travel brochure, we now open our Instagram app to pick our next travel destination. With over 600 million users it is no surprise that we flock to Instagram for inspiration, easily rivalling the 175 million users on Pinterest, also a favoured platform for the wanderlust-bucket-list. It is easy, accessible content that lets us travel across the world through our phone screens.

Social media lends itself to the idea that we can always do better, look better and travel better. Schofields Insurance recently spoke to over 1000 adults aged 18 - 33 (a [study](#) conducted in 2017) about how they choose their holiday destination. A staggering 40.1% said the leading incentive for choice was how 'instagrammable' a place was, whilst the least popular was opportunities to sightsee.

Fortunately at [Inkaterra](#) we are very photogenic on numerous different levels; in particular our [Inkaterra Machu Picchu Pueblo Hotel](#) located in the Cloud Forest of Machu Picchu near the world heritage site of Machu Picchu, declared one of the New 7 Wonders of the Modern World. Studies have concurred that Machu Picchu is one of the most instagrammed destinations in the world, but we count the cobbled streets of Cusco and our canopy Amazon walkway just as Instagram-worthy. Lest we forget our own architecture and interiors, all of which are designed to reflect and accentuate the local history. There isn't a cosy reading nook or a charming cabaña that doesn't deserve a photograph.



Inkaterra Hacienda Urubamba





Inkaterra Machu Picchu Pueblo Hotel

Through Instagram we visually communicate with audiences and this is why we enjoy Instagram or, in our case, **Inkagram**. At Inkaterra we use Instagram as a platform primarily to showcase our properties and offerings. We love that we can instantly update our followers with day-to-day news via a stream of imagery.



Inkaterra La Casona

One Inkagram is also a wonderful channel by which we can share the Inkaterra experience through our guests' eyes. Everyone's experience at Inkaterra is unique, and with the wealth of excursions on offer at our various properties, all of guests walk away with something that is truly special to them.

Here at Inkaterra, we particularly enjoy learning about new perspectives to the Inkaterra experience, captured through our social media channels. Whilst not all of these moments can be caught on camera, we revel in the ones that we can share.

We hope for everyone's personal experience to be memorable at Inkaterra, but appreciate that everyone's is just that, personal. This is exactly why we love to see guests' exploration and development reflected in their photographs and shared via Instagram.

Please tag us in your Insta-memories we'd love to share your experience.

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