GOING PLACES WITH BUZZFEED
WHAT DOES TRAVEL LOOK LIKE ON THE INTERNET?
WHAT DOES TRAVEL LOOK LIKE IRL?
THE WORD “TRAVEL” HAS BECOME DILUTED.
MILLENNIALS LOVE TRAVEL.

💼 BUSINESS TRAVEL
Employees under 30 travel for work more than those 30+.

 ¶ LEISURE TRAVEL
American and Canadian millennials take 7.8 leisure trips per year — that’s more than any age group of any nation.

🎉 EVENT TOURISM
72% of millennials prefer to spend on experiences over material things.

BUT THEY DON’T CALL IT “TRAVEL.”

THEY CALL IT A BACHELORETTE PARTY IN CHARLESTON

OR RUNNING A HALF MARATHON IN PHILLY

OR EXTENDING MY BUSINESS TRIP BECAUSE YOLO

OR EATING ALL THE CARBS IN ITALY

OR GETTING THE HELL OUT OF NEW YORK.
A MODERN TRAVEL GUIDE LOOKS LIKE THIS:

Omg you HAVE to go to the hedgehog cafe

So I can live vicariously
SHARING TRANSFORMS TRAVEL INTO SOCIAL CURRENCY.
THE BUZZFEED APPROACH
IT'S HARD TO PUT THE BUZZFEED AUDIENCE NEATLY INTO ONE BOX.
WE LEARN 600 TIMES A DAY
WE’RE CONSTANTLY TESTING AND LEARNING.
What Colors Are This Dress?

There's a lot of debate on Tumblr about this right now, and we need to settle it. This is important because I think I'm going insane.

posted on Feb. 26, 2015, at 6:14 p.m.

Cates Holderness
BuzzFeed Staff
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So let's settle this: what colors are this dress?

68%  White and Gold  2.3M votes

32%  Blue and Black  1.1M votes
This Second Photo Of The Dress Definitively Proves That The Dress Is Blue And Black

Are you ready for the truth?

Ryan Broderick
BuzzFeed News Reporter

The Dress Is Blue And Black, Says The Girl Who Saw It In Person

Caitlin McNeill’s band performed at a wedding where the mother of the bride wore the now infamous dress. “We all saw the dress in all its glory and realized it was of course blue and black,” she told BuzzFeed News.

Claudia Koerner
BuzzFeed News Reporter

We May Have Found The “What Colors Are This?” Dress And It’s BLUE

This might be the biggest debate of our time.

Brian Galindo
BuzzFeed Staff
Kristin Chirico
BuzzFeed Staff
Why Are People Seeing Different Colors In That Damn Dress?
Is it an optical illusion? Rods and cones? Monitor settings? We found a few neuroscientists to weigh in, and, unsurprisingly, they pointed to the brain.

posted on Feb. 26, 2015, at 10:05 a.m.

Virginia Hughes
BuzzFeed News Science Editor

This Might Explain Why That Dress Looks Blue And Black, And White And Gold

Your eyes, trying to compensate for poor lighting, are playing tricks on you.

Originally posted on Feb. 26, 2015, at 9:25 a.m.
Updated on Feb. 26, 2015, at 9:35 a.m.

Claudia Koerner
BuzzFeed News Reporter
**This Dress Is Ruining People's Lives**

Question everything.

posted on Feb. 26, 2015, at 9:55 p.m.

Kirsten King
Buzzfeed Staff

Sheridan Watson
Buzzfeed Staff

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**Taylor Swift Has Spoken And Says The Dress Is Blue And Black**

It's now Team Taylor vs. Team white and gold.

posted on Feb. 26, 2015, at 2:56 p.m.

Lauren Yapalater
Buzzfeed Staff

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**17 Things Only People Who See The Blue Dress Will Understand**

So obvious.

posted on Feb. 27, 2015, at 1:38 a.m.

Katie Notopoulos
Buzzfeed News Reporter

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Frequent dress wearer Taylor Swift has finally chosen a side in the Great Dress Debate of 2015.

**HER SIDE?**

TEAM BLUE AND BLACK

1. So there's The Dress. And clearly you know it is blue and black.
40 POSTS
52M+ VIEWS
PEOPLE MAKING STUFF

CONTENT

DATA AND LEARNINGS

MORE CONTENT!
Our content is viewed 7 billion times a month.
IDEA VS. DISTRIBUTION
The Standard Model

95% IDEA

5% HOW & WHY IT'S SPREAD
IDEA VS. DISTRIBUTION

The BuzzFeed Model

50% IDEA

50% HOW & WHY IT'S SPREAD
WHY WOULD SOMEONE SHARE THIS?

IDENTITY  INFORMATION  EMOTION
HOW DO WE APPLY THOSE PILLARS TO TRAVEL?
WE THINK ABOUT THE AUDIENCE.
13 Things You Need To Eat In Brixton Right Now - BuzzFeed
www.buzzfeed.com/patricksmith/places-you-need-to-eat-at-in-brixton-right-now
Apr 1, 2015 - 13 Things You Need To Eat In Brixton Right Now. The south London suburb has become a ... 1. Casa Morita, Brixton Market (aka Market Row) ...
THE WANDERTILITY* SCALE

*PATENT PENDING

WANDERLUST

Get me outta this office.

UTILITY

Where should we get Tapas in Barcelona on Saturday?
PRODUCT THAT DOESN'T FEEL LIKE A PRODUCT

AD THAT DOESN'T FEEL LIKE AN AD

👏 AUTHENTIC 👏 HUMAN 👏 NARRATIVE 👏
BUZZFEED TALKS ABOUT TRAVEL THE WAY PEOPLE TALK ABOUT TRAVEL.
VISIT FLORIDA

OBJECTIVE:
HIGHLIGHT ALL THE “FIRSTS” FAMILIES CAN HAVE IN FLORIDA

STRATEGY:
LEVERAGE NOSTALGIA FOR FAMILY VACATIONS
PEOPLE RECREATE THEIR FIRST FLORIDA VACATION
VISIT WILLIAMSBURG VIRGINIA

OBJECTIVE: SHOWCASE EVERYTHING WILLIAMSBURG HAS TO OFFER

STRATEGY: PAIR COLONIAL WITH MODERN TO PAINT THE WHOLE PICTURE
10 Things The Founding Fathers Would Be Doing In Williamsburg, VA, Today

1. George Washington would be hitting up Bush Gardens and Yorktown Victory Center on his days off.

2. Ben Franklin would be indulging in classy tastings at Taste Studio.

Williamsburg, VA, has so much excitement to offer, even today. Make like the founding fathers and Visit Williamsburg.
We Road-Tripped From Williamsburg, Brooklyn, To Williamsburg, Virginia
EVERYTHING YOU THINK YOU KNOW ABOUT WILLIAMSBURG
DESTINATION CANADA

OBJECTIVE:
REMIND PEOPLE THAT CANADA IS MORE THAN MOUNTAINS & LUMBERJACKS

STRATEGY:
DON’T JUST SAY IT — SHOW IT
HOW TO SPEND AN EXTREME WEEKEND IN BRITISH COLUMBIA WITHOUT GOING ON A SINGLE HIKE
FOLLOW YOUR NOLA

OBJECTIVE:
GET PEOPLE TO STAY IN NEW ORLEANS FOR MORE THAN JUST THE WEEKEND

STRATEGY:
LIVE THE ULTIMATE NOLA EXPERIENCE... ON A TUESDAY
HOW NOLA TAUGHT US TO LIVE
OUR BEST LIVES
ON THE WORST DAY OF THE WEEK
This makes my heart ache, I miss NOLA everyday. I lived there for four months as an intern during college and loved every second of it. I will make time one day to come back :)

We went to New Orleans for our first wedding anniversary lo these many years ago. Loved the vibe around Jackson Square, Mass at the cathedral was so beautiful it brought me to tears, and our anniversary meal at Brennan’s remains one of the best I’ve ever had.

I haven’t finished the whole article yet but this stuck out:
"You know when you’re walking down the street listening to your new favorite song on full volume and feeling alive? Exploring the french quarter felt a bit like that, except you’re not just waltzing down the street lost in your own imagination because everyone else around you can hear the music too."

Best description of NOLA I have ever heard.

Thank you for coming!

NEW ORLEANS IS A TRULY MAGICAL PLACE. THE HOSPITALITY, FOOD, ENTERTAINMENT AND THE MOST IMPORTANT PART THE PEOPLE WHO ARE THE HEART AND SOUL OF THE CITY.

I LIVED HERE FOR TWO YRS NOW BUT BARELY GO OUT CAUSE I DON’T KNOW ANYONE... I SHOULD DO A DAY LIKE THEIRS.

I STILL DON'T KNOW WHAT "NOLA" IS OR STANDS FOR OR WHAT, BUT OH MY GOODNESS I NEED TO GO RIGHT.NOW.!!!

I miss NOLA....it’s like a physical pain when I think about how much I miss NOLA. I wanted to have my wedding there, but it didn’t work out.

LOVE YOUR DESCRIPTIONS! GO FOR A WEEK!

THE POTATOES AU GRATIN AT DICKIE BRENNAN'S ARE LIFE CHANGING.

As a flight attendant (actually from New Orleans, too) I’m glad to read this article. I feel like a lot of people think you need days to get the experience of a city. You don’t! NEW ORLEANS IS A TRULY MAGICAL PLACE.

While it would probably take a month to eat all the delicious food NOLA has to offer, you missed out on some staples like gumbo, jambalaya and etouffee. If you ever go back you need to try the char grilled oysters at Dragos. They’re covered in butter and parmesan...need I say more?!?

My favorite American city. I will live there someday. Oh yes, I will.

Glad you enjoyed yourselves, remember you only scratched the surface of the great food here. So you’ll have to pass by again.

While I went to New Orleans with my school and it really showed us that you have to live every day to the fullest. Also the music, food, and art their was amazing.

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THE POTATOES AU GRATIN AT DICKIE BRENNAN'S ARE LIFE CHANGING.

Every day of the week is fun and unique in New Orleans!

NOT GONNA’ LIE, THIS POST MADE ME A LITTLE HOMESICK. THERE’S NOTHING QUITE LIKE SUNRISE IN JACKSON SQUARE.

Have you ever watched "The Man Who Ate New Orleans"? If not, check it out.

The WWII MUSEUM is also worth a visit, if, you know, not all you care about is getting sloshed.

Good stuff. Love NOLA. Gonna go CROCODILE PIE OR MY FAVORITE AMERICAN CITY. I WILL LIVE THERE SOMEDAY. OH YES, I WILL.

I miss NOLA...it’s like a physical pain when I think about how much I miss NOLA. I wanted to have my wedding there, but it didn’t work out.

This makes me want to go back to NOLA! Great story, Jana, you are not a piece of trash, you brightened my Monday morning.

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“I WON’T GO ANYWHERE UNLESS SOMEONE I TRUST HAS TOLD ME TO GO THERE.”

— STEVE LOGUIDICE
THANK YOU!