

TRENDING TRAVEL



We're delighted to welcome **Trending Travel** as one of the latest members of the **CTO Chapter**.

Trending Travel was established in 2020, with an office base in Altrincham, Greater Manchester. However, the team can be found across the UK (and also across the world creating amazing content for clients!)

We spoke with Managing Director, **Kieran Shew**, to learn more about the company.

“Having worked in a variety of travel media brands across the years, I'm super excited to lead a talented team of social media experts and content creators. We partner with brands to help them leverage the power of their social media platforms to improve their presence, increase awareness amongst audiences and help them sustain high value activity.

We're really stoked to work with the CTO Chapter and are excited to develop our relationship over the coming months and years!”

Tell us about your team! Who works closely with you?

Our small but effective team is made up of travel experts and social media/digital marketing gurus with experience across a wide range of platforms to get nothing but the best results for clients.

We have our in house Data and Deals team who are able to expertly curate deals that resonate with our audience.

Our amazing Content, Social & Marketing team who expertly promote these deals across our platforms to get great results, and our Influencer team managing all influencer-related activity to elevate campaigns even further.

Highlight your Caribbean products/services that represent the flagship offerings of your company. Outline the main objectives and key markets you focus on. What can you offer to members?

Our audiences LOVES the Caribbean and we want to share the incredible variety of destinations and experiences more with our audience.

Here at Trending Travel, we work closely as a team to plan and adjust campaigns on the fly to:

- a) Deliver high quality traffic that converts
- b) Increase awareness of brands through our Trending Travel channels and utilising influencer activity
- c) Help brands leverage the power of their own social media accounts
- d) Create incredible content utilising our in-house content creation team.

We work with incredible brands like Sandals to help promote their destinations to a social led audience, as well as Secrets Mexico, and First Choice's Caribbean destinations too, having seen fantastic results for all of these campaigns.



Share with us what makes you stand out. What do you want your fellow members to be aware of? Highlight any recent awards or significant achievements. Are there any upcoming projects in the pipeline?

In addition to the over 1m+ highly engaged followers across our social accounts, we also have a curated group of influencers (we call them Trendsetters) that we work with to elevate campaigns even further. In addition to this, our in-house team of expert content creators are on hand to make every destination look incredible on socials.

And we have an exciting new influencer programme coming very soon, so follow our LinkedIn page for more information when it is released!

Having won a multitude of awards over the years (including Rising Brand of the Year at the Travolution Awards in 2023) we would love to partner with any travel brands to help elevate your presence with our award-winning expertise.

What are your top three goals you aim to achieve through your CTO Chapter membership?

- Highlight even more incredible destinations in the Caribbean to our audience - and show the variety of places to visit and the amazing holidays available!
- Support brands with optimising their social media presence & touch points to get the Caribbean at the top of the list for 2025 holidays and help brands get the most out of their platforms.
- Help the industry understand the value of influencer marketing and how to maximise ROI and conversions from this authentic and exciting marketing channel.