

Travel Influencer Disclosure



ASA Snapshot Report May 2026

What are ASA Snapshot Reports?

ASA Snapshot Reports provide a quick, data-driven view of how effectively the advertising rules are being followed across specific sectors.

They use insights from our AI-based Active Ad Monitoring system to measure compliance levels, highlight good practice, and identify emerging risks.

Overview

This Snapshot Report reviews travel influencer ad disclosure in posts (including Reels and Stories) on Instagram and TikTok in November 2025. This work assessed how well influencer travel ads complied with the CAP Code's ad disclosure rules and was prompted by the poor disclosure rates for influencer travel ads in our 2024 [Influencer Disclosure Report](#).

For this Snapshot, we analysed a sample of content from both dedicated travel influencers and a random sample of influencers who posted travel-related content during the monitoring period. The outcomes indicated inconsistent and often inadequate disclosure standards across the travel sector by both sets of influencers.

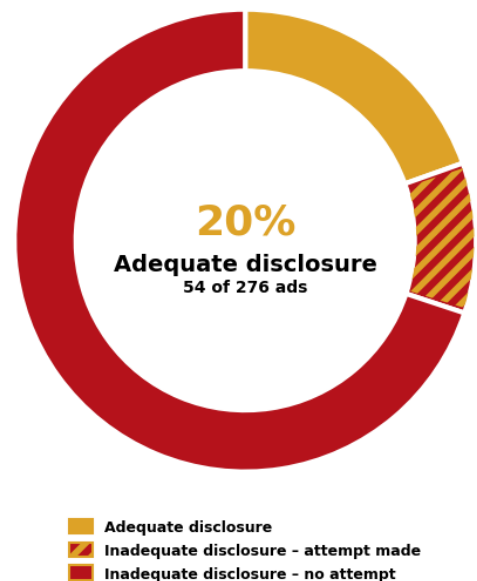
Findings

We analysed a curated sample of 531 Instagram and TikTok posts using our Active Ad Monitoring system (AAMs). Out of 531 posts, we categorised 276 as travel ads.

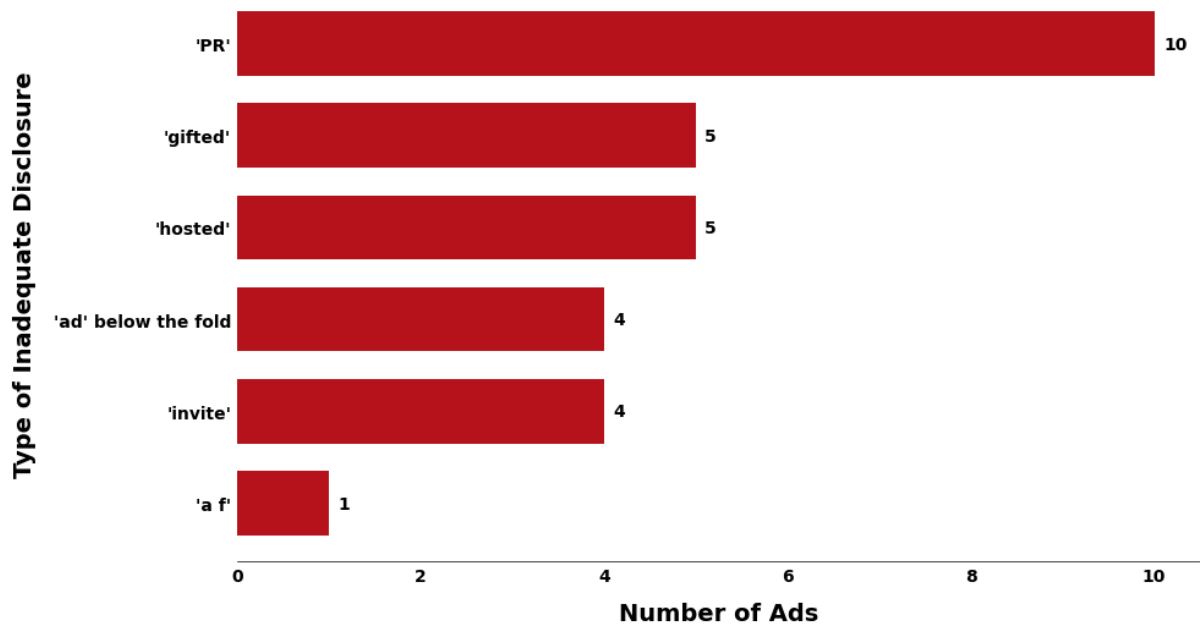
Compliance levels:

- Only 20% of 276 travel ads were adequately disclosed.
- A further 11% made an attempt to disclose the content as advertising but used an inadequate, or an insufficiently prominent, disclosure label.
- The remaining 69% made no attempt at ad disclosure.

Travel ad disclosure rate



Breakdown of Inadequate Disclosures



Non-compliant ad disclosure labels:

We saw the use of inadequate ad disclosure included labels which the ASA has already determined are non-compliant:

- “PR”, “gifted”, “hosted”, ad' below fold, “invite”, or “a f”.

We also noted that 50 out of the 143 ads from travel influencers redirected to blogs that included affiliate links which were not disclosed upfront.

Conclusion

We recognise that new influencers may be less familiar with the rules. However, the rules are clear. Ads must be obviously identifiable as such. If an agreement has been made to produce content in return for payment (be that money, a personalised discounted rate, or a free trip), these will be deemed as ads by the ASA. Such ads need to be disclosed to followers using appropriate ad disclosure labels. Our recent research, [Consumer awareness and understanding of influencer marketing](#), confirms the best way to make it clear to consumers they are engaging with an ad is by using the label “Ad” or by using a platform’s own disclosure tools.

This report provides us with a baseline from which to track progress in future reports. We will provide targeted guidance to travel brands that routinely partner with influencers, explicitly highlighting which travel disclosure labels are non-compliant. We will also engage with influencers and their agency representatives to set out our expectations.

We will continue to promote [CAP’s influencer guidance](#) and [Influencer Marketing Disclosure tool](#), to brands, agencies and influencers.

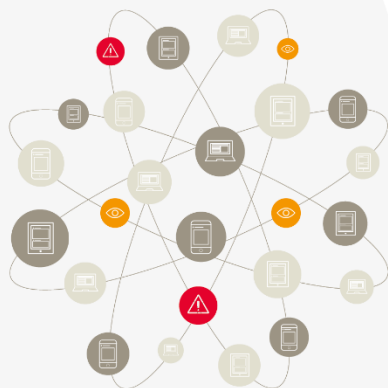
Content that redirects consumers to further content that is disclosed as an ad, should also be disclosed as such. Importantly, **it should always be clear to consumers, when you are posting an ad.**

Failure to disclose advertising is a breach of both the Code and the law. Brands, agents and influencers are all responsible for ensuring consumers are aware when they are interacting with an ad.

How did we carry out this monitoring?

- Using our Active Ad Monitoring system (see diagram below), we collected and analysed data from Instagram and TikTok.
- We referred a selection of ads by UK travel influencers as well as a random collection of UK influencers, to our experts to assess compliance with the [Recognition of marketing communications section](#) of the advertising rules, including:
 - 2.1 – Marketing communications must be obviously identifiable as such.*
 - 2.4 – Marketers and publishers must make clear that advertorials are marketing communications; for example, by heading them "advertisement feature".*
- We reviewed each post and answered three key questions: Is it Travel related? Is it an ad? Is it adequately labelled?

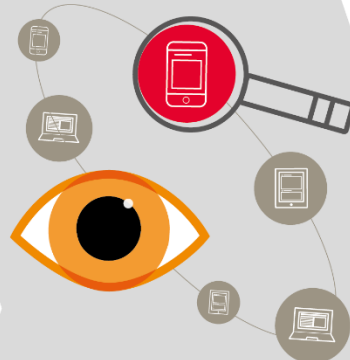
How the Active Ad Monitoring system works



1 Capturing ads at scale
The system captures ads across online – social media, search and display – using a mix of public and non-public data as well as our own monitoring tools.



2 AI-based filtering
Machine learning helps us spot ads relating to issues we're monitoring and highlight where there are potential problems.



3 Expert review
Our experts are able to focus their attention on ads identified by the monitoring system as most likely to break the rules and where we need to take action.