

30 Days of December Instagram Content for Travel Agents

Welcome to your December Instagram Content Plan - the version designed specifically for travel agents who want to grow, sell, and stay visible during the most chaotic (and profitable) month of the year.

Because let's be honest...

December is basically a festive tornado.

It's dark at 3pm, your clients are in full panic mode, and you're just trying to remember which child needs to be at which Christmas concert.

So this PDF takes one massive job off your plate:

It gives you 30 days of done-for-you content ideas that attract enquiries, boost engagement, and make you look consistent even when you're secretly wrapping presents at midnight.

But..... and this part is IMPORTANT.....

December is also prime-time for travel sales.

People are:

✨ fed up of the weather

✨ scrolling more

✨ looking for deals

✨ planning next summer

✨ and dreaming of sun while eating their bodyweight in Mini Cheddars

So alongside the content ideas in this PDF, you should also be posting:

✓ 1–2 holiday offers on your grid every single day

No exceptions.

This is how you stay visible AND convert.

✓ As many extra offers as you want in your Stories

Stories are where your “I need to book something” crowd will stalk you.

✓ Use the 30 ideas inside this PDF as your daily engagement & authority content

These posts warm people up.

Your offers convert them.

Both are needed.

So think of December as your visibility sprint:

A few weeks of consistency now = enquiries flying into your DMs all January and February.

You don't need to be perfect.

You just need to show up, even if it's in your Christmas pyjamas, clutching a coffee and whispering “I can't believe I'm still doing this” under your breath.

Alright.
You ready?

Let's make December your highest-engagement month of the year... and your most profitable. 🎄 ✨ ✈️

DAY 1 - "Where Should I Escape to in 2026?"

A simple poll graphic.

But here's the deeper strategy:

People LOVE making choices that don't matter.

It's low-risk engagement.

HOOK: "If you could disappear tomorrow... where are we going?"

DESTINATIONS: Greece, Mexico, Bali, Japan

CTA: "Drop your emoji for the one calling your name."

DAY 2 - Travel Agent Advent Calendar (Day 1)

Yes, you can absolutely run your own advent calendar.

No, it does not need chocolate.

Each day:

- a tip
- a destination
- a deal
- a reminder
- or a funny travel truth

This builds daily repetition, and repetition builds trust. You can also run this in your stories.

DAY 3 - Winter Sun Wishlist Reel

This is the post that saves the UK in December.

Film you opening the curtains to grey weather, then cut to sunshine clips.

SCRIPT:

"POV: it's December in the UK and you suddenly remember sunshine is a thing."

DAY 4 - Sunday Storytime

Tell a real story from your travel agent life.

People connect through stories, not deals.

Make it relatable:

The client who emailed you "ASAP PLEASE HELP" at 11:59pm on a Friday.

The one who didn't know that "carry-on" doesn't include an 18kg suitcase.

People love behind-the-scenes.

It makes you human.

DAY 5 - "Is It Too Late to Book Christmas Travel?"

Spoiler: No.

And the last-minute people are desperate.

DES-PER-ATE.

Offer simple solutions:

- ✓ city breaks
- ✓ UK stays
- ✓ winter sun if they're bold
- ✓ airport hotels when flights get silly

DAY 6 - Festive Travel Hack

Example: "Book airport parking now before the prices go feral."

This positions you as the helpful expert, not the salesperson.

DAY 7 - December Moodboard

This is about dreaming, not selling.

Create an aesthetic collection of:

- warm beaches
- city lights
- Christmas-market nights
- ski resorts

People will save this.

Saves = growth.

DAY 8 - "Top 5 Hotels That Go Big for Christmas"

The strategy?

Listicles perform extremely well because people skim.

DAY 9 - A Client Surprise Story

Nothing sells like emotions.

Tell the story of a partner booking a surprise holiday.

This triggers romantic travel energy, which is peak December behaviour.

DAY 10 - Lapland Deep-Dive

Because Lapland is basically the Beyoncé of December.

Include:

- best ages
- best dates
- best hotels
- price expectations
- what always sells out

Instant expertise.

DAY 11 - "2026 Travel Trend Predictions"

December is PRIME “let me plan my life and pretend I’ve got everything together” energy.

This post positions you as the expert.

Examples:

- “Greece will dominate... again.”
- “Turkey is entering her main character era.”
- “Cruises? The glow-up is real.”

HOOK:

“Bookmark this because I said it first.”

This makes you sound in-the-know, and people trust the agent who sounds ahead of the curve.

DAY 12 - Unpopular Opinion / Hot Take

These go viral because people LOVE to argue.

Example:

“Unpopular opinion: December is the best month to book summer holidays.”

OR go cheekier:

“Unpopular opinion: Airport parking is a scam and I’m here to prove it.”

You’re welcome.

DAY 13 - Christmas Markets Round-Up

Carousel of:

- Vienna
- Prague
- Cologne
- Bruges
- Budapest

Add: “DM me CHRISTMAS for market deals.”

December = market travel fantasies.

Capitalise on it.

DAY 14 “Should I Wait for January Sales?”

The question you get 600 times a week.

Be honest:

Most people pay MORE by waiting.

SCRIPT:

“If you’re a family travelling in school holidays, January deals don’t deal. They betray.”

This builds trust because you’re telling the truth, not selling dreams.

DAY 15 - Travel Agent Christmas Workspace

No fancy desk shots needed.
Show the chaos.

Laptop + tree + snack wrappers = relatable content wins.

BONUS: Add a caption like:
“Santa’s workshop? No babes, THIS is where the magic happens.”

DAY 16 - Festive Testimonial Feature

Wrap a client story in a festive frame.

This is social proof without screaming it.

TIP: Pick a testimonial that mentions:

- ✓ fast support
- ✓ expertise
- ✓ unexpected added value

People buy confidence.

DAY 17 - Where to Go in February Half Term

Parents are stressed.
Solve their problem.

Keep it simple:

- Canary Islands
- Turkey early season
- Lapland (last minute if they’re brave)
- Egypt
- UK lodge breaks

Add:

“DM HALF TERM for options.”

DAY 18 - Travel Predictions Bingo

This is FUN and boosts shares.

Include predictions like:

- “I’ll book at least one person who forgets their passport.”
- “One of your friends will become obsessed with Tenerife again.”

Make it funny → it gets shared.

Shared → new eyes on your page.

DAY 19 - “What’s Cheaper to Book in Winter?”

Help your audience feel clever.

Ideas:

- ✓ Cruises
- ✓ Long-haul shoulder-season
- ✓ City breaks

✓ All-inclusives before the summer price hike

You're educating AND selling.

DAY 20 - "Ask Me Anything: Holiday Panic Edition"

Open a Q&A box in Stories.

People LOVE to ask questions once someone else asks the first one.

TIP: Seed the first 1–2 questions yourself to get the ball rolling.

DAY 21 - Winter Solstice Escape Post

Shortest day of the year = perfect hook.

HOOK:

"Congratulations, UK! Today is the shortest day of the year... which means your holiday countdown starts NOW."

This sparks enquiries from the "I can't do another dark morning" crowd.

DAY 22 - "Top 10 Holidays I Booked This Year"

This subtly shows:

- ✓ your range
- ✓ your skill
- ✓ your destinations
- ✓ your client types

It also gives sniffy scrollers FOMO.

DAY 23 - Christmas Food Around the World

Food content = winner.

Examples:

- Italy's Panettone
- Germany's Stollen
- Greece's Melomakarona
- Mexico's tamales

People save these posts like treasure.

DAY 24 - Christmas Eve Traditions Around the World

Another shares + saves dream post.

Highlight:

- Finland's "Declaration of Christmas Peace"
- Norway hiding brooms
- Japan's KFC tradition
- Iceland's "Yule Lads" (chaotic and I love it)

DAY 25 - Merry Christmas (Travel Agent Edition)

Don't post cringe.
Post personality.

Ideas:



“Merry Christmas - may your turkey be juicy and your flight prices be reasonable.”

OR



“Wishing you sunshine, upgrades, and absolutely zero flight delays.”

Simple. Warm. You.

DAY 26 - Boxing Day Deals Post

THIS IS YOUR MOMENT.

People are online.

People are browsing.

People are burning through money like the Queen's credit card.

Carousel:

- “Where to book TODAY to save the most”
- destinations that historically dip
- family deals
- early bird offers

CTA: DM me BOXING DAY

They will. Trust me.

DAY 27 - Why You Should Book Summer 2026 Early

Be firm here.

Reasons:

- price increases
- limited school holiday stock
- more flight options
- low deposits

This drives SUMMER enquiries in December - the dream.

DAY 28 - Your 2025 Travel Bucket List

Show your personal side, people love buying from someone who travels.

Your list could be:

- Oman
- Japan
- Santorini
- Seychelles
- NYC Christmas

It also inspires new enquiries.

DAY 29 - More 2025 Travel Trends

A second round keeps the momentum going.

Trends you can mention:

- ✓ multi-centre itineraries
- ✓ small ship cruising
- ✓ all-inclusive luxury
- ✓ sustainable travel
- ✓ adult-only escapes

DAY 30 - Before & After: Your Year in Travel

A vulnerable, honest, human post.

Tell your story:

- What you overcame
- What you built
- What surprised you
- What you learned
- What you're proud of

These posts turn followers into superfans.

Superfans → clients.

FINAL DECEMBER STRATEGY NOTES

If you **ONLY** remember one thing from this:

Your job isn't to post perfect content - it's to stay visible through the chaos.

In December:

- visibility = leads
- leads = January bookings
- January bookings = confidence
- confidence = momentum
- momentum = money

It's a domino effect.

Show up messy.

Show up tired.

Show up in pyjamas.

But **SHOW UP**.



BEFORE YOU GO... DON'T MISS THIS! 

You've now got 30 days of engagement-boosting, enquiry-attracting December content...

but imagine pairing that with 24 days of brand-new travel business skills.

Yep, your business would be unstoppable.

That's exactly what you get with the:

✨ **TRAVEL AGENT ADVENT CALENDAR** ✨

24 mini-courses.

24 days.

Normally £480... now just £24.

This is honestly the most ridiculous Black Friday deal I've ever done, and once it's gone, it's gone.

No "extended sale," no "oh go on then," no begging in my DMs (well... maybe a little crying, but still no).

Inside, you'll learn something powerful every day:

marketing, sales, systems, confidence, Instagram, branding, content, automation, client experience, all in bite-sized, action-ready lessons you can apply instantly.

If you're serious about making 2026 your year?

Start now.

Start today.

Start for £24.

[👉 Get your Advent Calendar here and level up every single day this December.](#)

Do NOT wait.

Future you will absolutely kick yourself.

Let's make this your most profitable December ever. 🎄 ✨ ✈️