



THE DESTINATION CAPTURED BY THE ALGORITHM



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CEO & FOUNDER, APTAMIND PARTNERS

IShowSpeed

52 MILLION SUBSCRIBERS

YouTuber. Streamer. IRL traveller.

He visits a country.
That country gets discovered.



**NOT ITALY.
NOT FRANCE.
NOT SPAIN.**

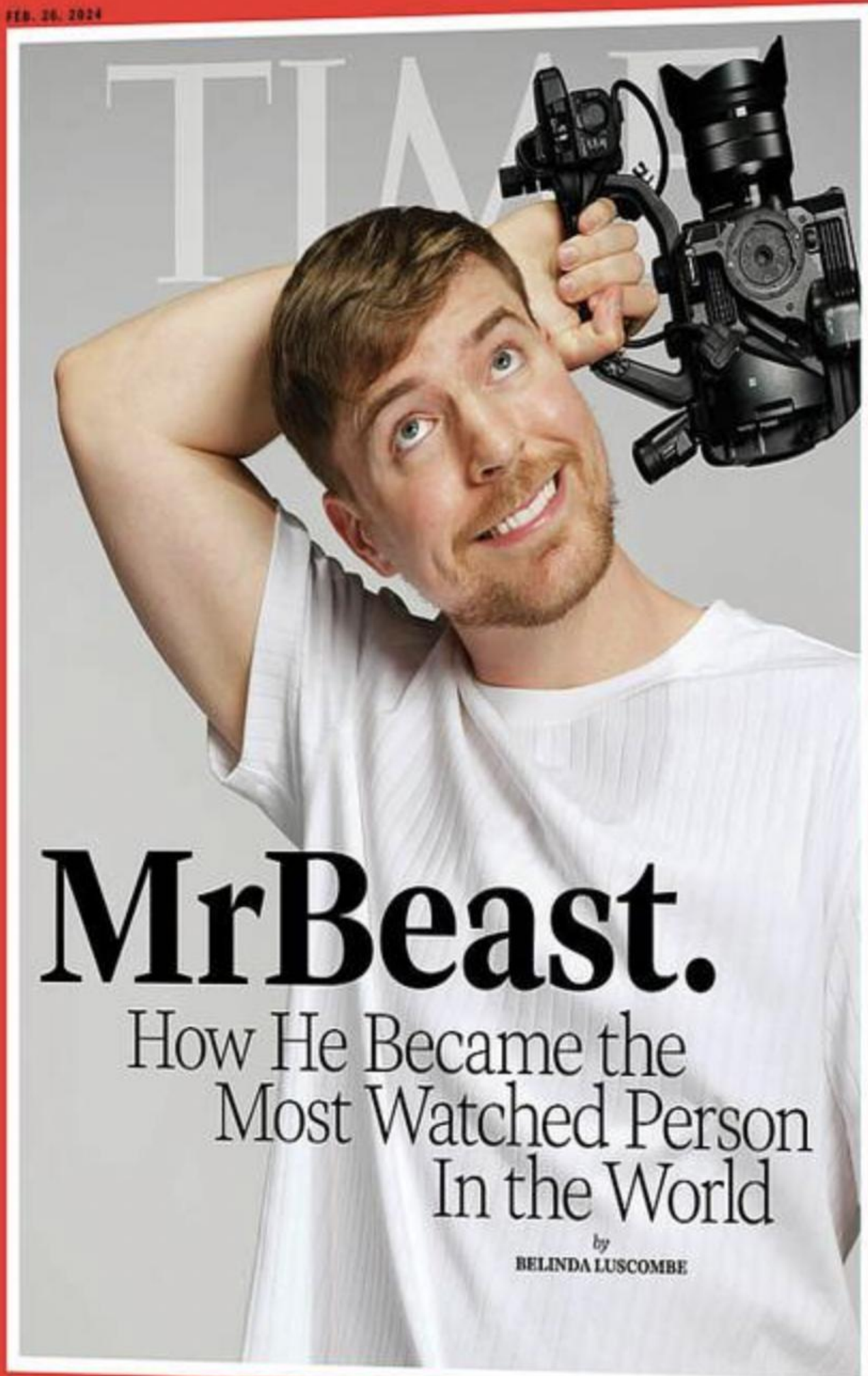
ALBANIA.

NOBODY

*Planned it. Approved the message.
OR Signed off the creative.*



FEB. 26, 2024



MrBeast.

How He Became the
Most Watched Person
In the World

by
BELINDA LUSCOMBE

time.com



\$2 BILLION

A D E C A D E A G O

\$250 BILLION+

W I D E R C R E A T I V E E C O N O M Y T O D A Y

**THE ALGORITHM DOES ~~NOT~~
CARE ABOUT YOU**

It cares about watch time.

50% OF DINERS
SAY SOCIAL MEDIA
INFLUENCES WHAT
THEY EAT

22% VISIT
RESTAURANTS
BECAUSE OF WHAT
THEY SAW ONLINE

EVEN THE WALLSTREET JOURNAL PUBLISHED A BAKED FETA PASTA RECIPE

THE WALL STREET JOURNAL.

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TikTok's Feta Pasta Is a Thing. Everyone Is Doing It Wrong.

The seemingly simple recipe, widely shared, exposed some culinary shortcomings; 'Canned tomatoes. Please no.'

TikTok trend for 'Dubai chocolate' causes international shortage of pistachios

High-end bar with Middle East-style nut filling is rationed in shops as price of raw kernels surges



📷 The first video praising Dubai chocolate, posted in 2023, now has 120m-plus views. Photog Katsiaryna Maiseyonak/Alamy



Pistachio: The Flavour of 2025 in Chocolate Confections

Latest News Chocolate Affairs Magazine



Everyone wants a bite of Dubai chocolate, with its creamy pistachio filling (Picture: Getty Images)

The extraordinary demand for a chocolate bar that went viral on TikTok has been blamed for a global shortage of pistachios.

“SKINNYTOK” LINKED TO EATING DISORDERS IN TEENAGERS.



THE BERBER VILLAGE OF AIT BENHADDOU MOROCCO FOOTFALL SOARED 400 %



THE MAYA BAY, THAILAND 80% OF THE CORAL DESTROYED



– 80% OF THE CORAL WAS DESTROYED. IT TOOK NEARLY FOUR YEARS OF TOTAL CLOSURE TO SEE A 15% RECOVERY.

HALLSTATT, AUSTRIA UP TO 10 K TOURISTS / DAY



ESUCHERBEGRENZUNG
LEBENSRAUM
ZURÜCKGEHÖREN

WAS FÜR EIN
HALLSTATT
INTERLASSEN WIR
KINDERN

Für Investoren und
Geschäftemacher
ist Hallstatt nur ein
Goldesel für uns ist
es aber die Heimat

ES REIHT
UNSA

TOURISMUS
JA MASSEN
TOURISMUS NEIN

JETZT EINE NOT-
BREMSUNG
ODER wir werden
überrollt

WIRBEL
TRUBEL

bitte denkt
an unsere
Kinder

wir müssen
unseren
Lebensraum
schützen

radikale
Grenzen
für den
Massen-
tourismus

EINE NEUEN
ARKPLATZE
ATZ FÜR
UNS

WELT-
KULTUR
AM
ENDE

ARM
UND MÜLL
R NICHTS

KEINE ZEIT MEHR
FÜR BILLIGE
AUSREDEN
WIR BRAUCHEN
LÖSUNGEN

LEMPUYANG "MIRROR" TOURISTS WAIT 3-5 HOURS FOR A 10-SEC PIC





LAKE ELSINORE CALIFORNIA – POPPY SUPERBLOOM

KOMODO DRAGONS ARE HURT FOR SELFIES



MT. EVEREST – WORLD'S HIGHEST GARBAGE DUMP



VINICUNCA RAINBOW MOUNTAIN, PERU

SOIL STRIPPED



THE 100% FAKE HEART MOUNTAIN IN SWITZERLAND



ROCCARASO (ABRUZZO, ITALY) 260 BUSES FLOODED THE TOWN





**ALGORITHMICALLY SHAPED OR
ALGORITHMICALLY INFORMED?**