

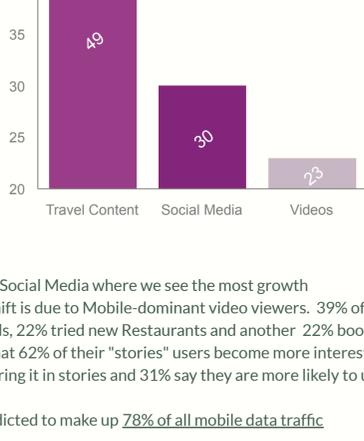


Preparing for Summer Travelers Social Media check-up

Summer travel season is upon us and "they are coming" - have you completed your social spring cleaning?

Value of Visual Content

Images and videos have become more central to digital platforms

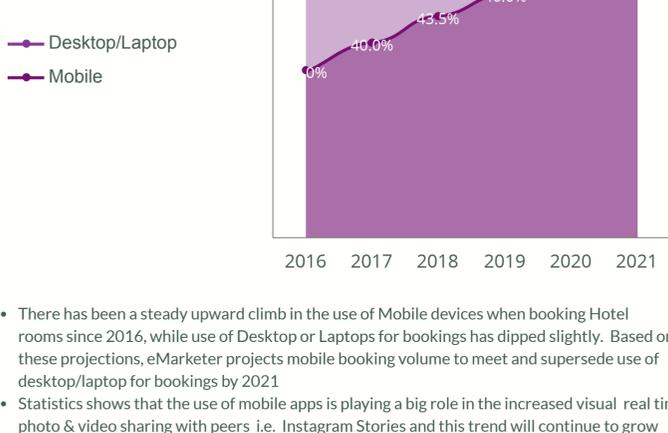


- Visual is the leader in Social Media where we see the most growth
- Main reason of this shift is due to Mobile-dominant video viewers. 39% of these viewers discovered new brands, 22% tried new Restaurants and another 22% booked their Hotel stay
- Facebook reported that 62% of their "stories" users become more interested in a brand or product after discovering it in stories and 31% say they are more likely to use stories to connect with brands they like
- By 2021, video is predicted to make up **78% of all mobile data traffic**

Source: Expedia Group
Facebook IQ

Mobile usage on the rise

YOY usage growth - actual and forecast

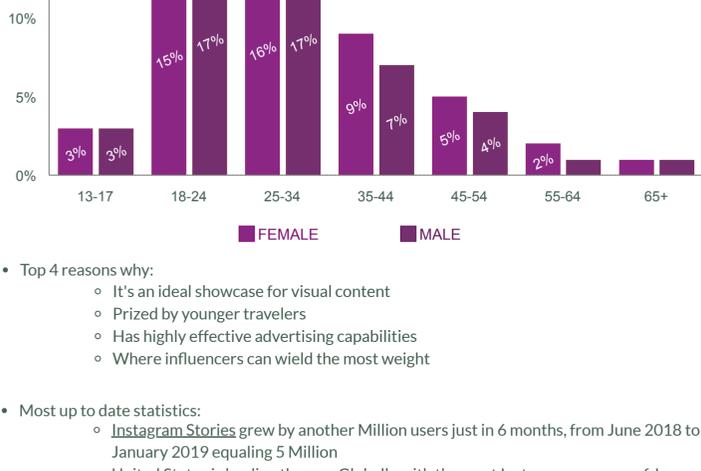


- There has been a steady upward climb in the use of Mobile devices when booking Hotel rooms since 2016, while use of Desktop or Laptops for bookings has dipped slightly. Based on these projections, eMarketer projects mobile booking volume to meet and supersede use of desktop/laptop for bookings by 2021
- Statistics shows that the use of mobile apps is playing a big role in the increased visual real time photo & video sharing with peers i.e. Instagram Stories and this trend will continue to grow well into the future

Source: Skift - eMarketer 2018
Statista 2019

Instagram is a perfect fit for Hospitality Marketing

Distribution of Instagram users worldwide as of January 2019 by age and gender

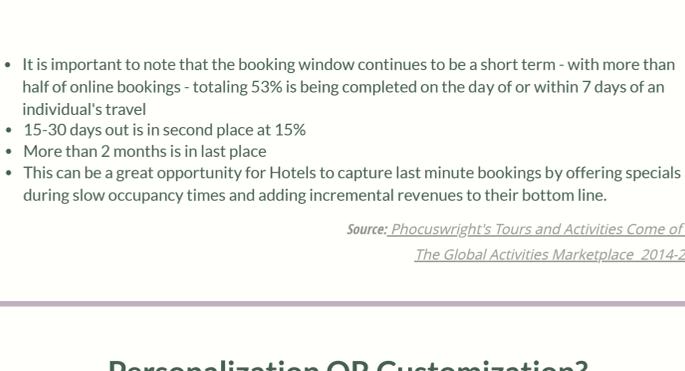


- Top 4 reasons why:
 - It's an ideal showcase for visual content
 - Prized by younger travelers
 - Has highly effective advertising capabilities
 - Where influencers can wield the most weight
- Most up to date statistics:
 - **Instagram Stories** grew by another Million users just in 6 months, from June 2018 to January 2019 equaling 5 Million
 - United States is leading the way Globally with the most Instagram users as of January 2019 - at 120M. Second behind is India at 75M and third is Brazil at 69M as comparison

Source: Statista 2019

Short Booking Window for Hotel Rooms

Q - What percentage of your sales are booked by travelers within the following time periods?



- It is important to note that the booking window continues to be a short term - with more than half of online bookings - totaling 53% is being completed on the day of or within 7 days of an individual's travel
- 15-30 days out is in second place at 15%
- More than 2 months is in last place
- This can be a great opportunity for Hotels to capture last minute bookings by offering specials during slow occupancy times and adding incremental revenues to their bottom line.

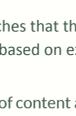
Source: Phocuswright's Tours and Activities Come of Age
The Global Activities Marketplace 2014-2020

Personalization OR Customization?

In addition to the shortened "Booking Window", the path to purchase will continue to shorten as Brands continue to deliver on people's expectations with "zero" friction experience

- "Consumers demand for immediacy and personalization continues to rise, and people are willing to pay for convenience" per Facebook's Global Data
- People are using messaging apps to pave new paths to purchase. On FB's Messenger, businesses and people globally now exchange over 10B messages per month

- **46%** of people agree mobile makes it easy to discover and purchase
- **74%** expect ease in shopping online without too many clicks
- **58%** consider convenience over price when purchasing online



- Over **56%** do so across their entire path to purchase
- Over **66%** say being able to message a business makes them more confident in the brand
- Over **70%** expect to message a business with questions more often in the future

- There are three fundamental approaches that the Brands and Independent Hotels are utilizing to tailor the user experience based on explicit traveler preferences and inferred signals derived from past hotel stays:

- **Customization** is the adaptation of content and messaging based on explicit signals provided by the consumer (e.g., two adults and two children into a hotel search could trigger photos of families)
- **Individualization** adapts content and messaging based on passive signals derived from past history from a reliable sample of past customers (e.g., subscribers booking a resort vacation in the days following a snowstorm by responding to a specific offer)
- **Personalization** is adapting content and messaging based on both customization and individualization, including personally identifiable information intentionally shared by the customer (e.g., profile preferences and past site navigation and/or purchase behavior)

Source: Facebook data, global, Sept 2018
Includes both automated and human interactions.

ROI - Social Media in action

Benefits of Social Media Marketing



- Of those who have been using social media marketing at least 2 years found it useful for building a loyal fan
- A large percentage saw better sales results with more years of social media marketing
- Staying with social media efforts resulted with increased exposure YOY consistently
- With at least 2 years of social media marketing efforts, it generated leads
- They also reported substantially better results driving online traffic
- As a bonus, it provided them with marketplace insights

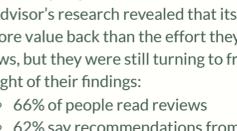
Source: SocialMediaExaminer
2019

TripAdvisor's move to Social

This just in...

66% vs **62%**

66% of people read reviews BUT 62% say recommendations from friend and family are more important



36%+ are Visual

36% watch videos, 45% look at photos and 47% read articles

- Why did TripAdvisor make the move to become a **new social hub**? This change follows research conducted by TripAdvisor into the most important elements to people when planning a trip. TripAdvisor's research revealed that its users - particularly digital native users - were expecting far more value back than the effort they were willing to put in. Users liked TripAdvisor and its reviews, but they were still turning to friends and others for trusted information. Here is a highlight of their findings:
 - 66% of people read reviews
 - 62% say recommendations from friends and family are more important than reviews
 - 47% of people read articles
 - 36% watch video
 - 45% look at photos when making their travel decisions
- This new "hub" includes features such as:
 - "Travel Feed" where users will see curated content from the people they follow
 - Real time information that is relevant to their searches
 - Ability to save recommendations to a list - either public or private and sharable with others
 - Map function to allow users to see nearby saved recommendations

Source: TripAdvisor, September 2018

Key Takeaways for your Spring Cleaning

Social Media impact for Summer Business

- Visual communication has taken over; use of mobile devices and apps are the primary reasons for this. Hotels must have strategic visual Social Marketing efforts to be able to promote their Hotels and its features to potential guests.
- Instagram is a perfect avenue for the Hospitality Industry in social reach and a must for Hotels' Social Marketing efforts
- Booking window is still shortening where 53% of bookings are being made within 7 days of an individual's arrival time at the hotel. This can be a great opportunity for Hotels to communicate with their potential guests, i.e. availability, special packages etc., with personalization and customization to generate last minute business.
- Brands have a good understanding of the importance of "personalization and customization" Social trends and are seeking ways to capture more reservations for Hotels.
- Due to years of Social Media Marketing efforts within the Industry, we have a better understanding of expectations from social efforts; the longer you stay with these efforts, the more you will yield results.
- Major move by TripAdvisor shows how important Social Media Marketing is for the Hospitality Industry - moving their efforts from "guest review and online booking" site to also becoming the Social site catering to the Hospitality Industry.

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