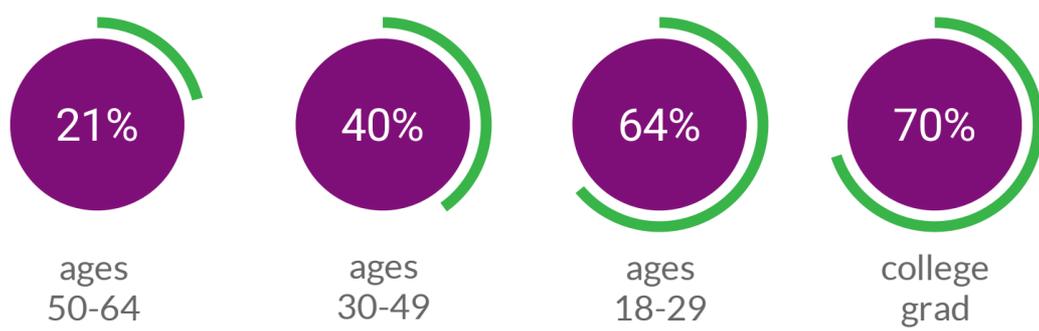


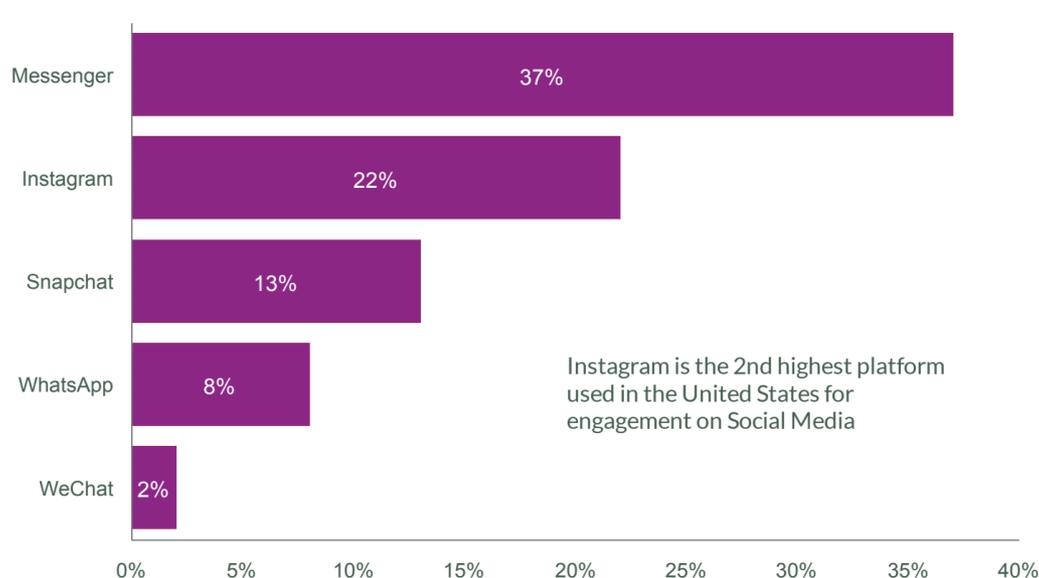
# Why Instagram for Hotels & Restaurants?

## Understanding Instagram Demographics



- 21% of individuals between the ages of 50 and 64 are using Instagram
- 40% of individuals between the ages of 30 and 49 are using Instagram
- 64% of individuals between the ages of 18 and 29 are using Instagram
- 70% of Instagram users have a post secondary education in the United States

## Engagement Preferences in the US

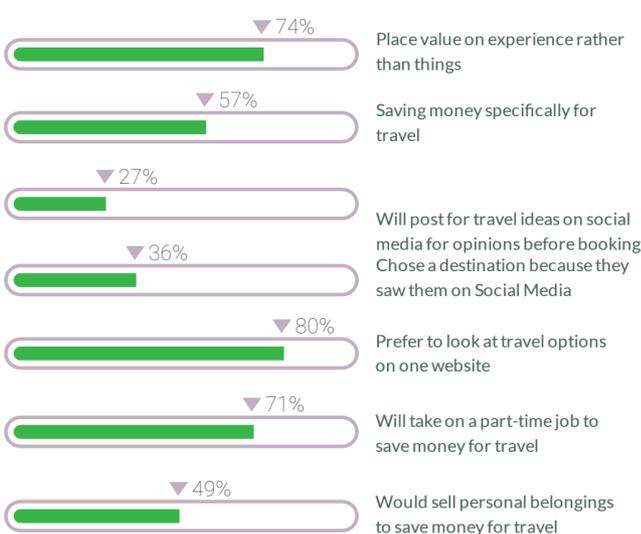


## Influence of Social Media on Hospitality Industry

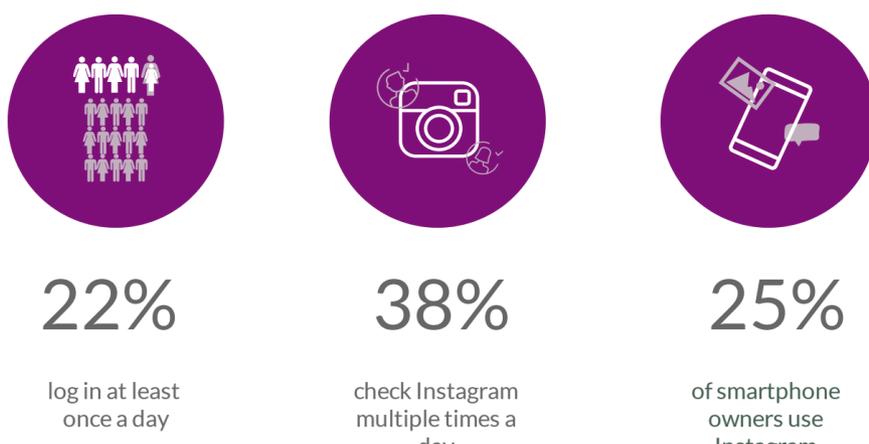
Younger generations are placing a focus on experiences rather than possessions and Millennials are more likely to post their travel experiences to social media and ask for recommendations about trips prior to booking.

Gen-Zers are reading more posts to help them make their decisions as to where to travel – they have chosen destinations specifically because they saw postings about it on social media.

This younger generation is turning to social media researching cities, local attractions, restaurants and hotels. Of the top 10 research channels, social networks rank second... that's higher than even a company's own official website.



## Instagram Engagement on a Daily Basis



- Users "liked" 4.2 billion posts per day in 2016
- Users Posted 95 million posts per day in 2016
- Users watch 400 million stories a day – up from 300 million in October 2017 with a third of the most viewed Stories created by brands
- 2.2% interaction rate – significantly higher than other networks including Facebook with a .22%

## Many ways to share content on Instagram

- **User-generated content:** Show what your guests are doing at the hotel. You can search for this content within Instagram using hashtags and geotags and repost on your account – with permission of course
- **Instagram stories:** Stories that show quick snippets of things happening at your hotel on a day to day basis – they can be videos or photos, they are very interactive when you add polls/users/hashtags/other tags to the story
- **IGTV:** Use of IGTV to post longer video content to your Instagram
- **Live Videos:** Live videos for events where your audience can see what is happening live from your location

## Why Instagram?

Because you can show a worldwide audience what makes your hotel or restaurant unique. Instagram is a visual platform where Social Butterflies share their experience (or story) at your property with their peers, showing off your restaurant or hotel's best assets for future guests to see.

### SOURCES

Statistics:  
 GrowEpic.com/channel?channel=instagram  
 Hootsuite Blog  
 Expedia and the Center for Generational Knetics - January 2018  
 Statista - 2018 statistics

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