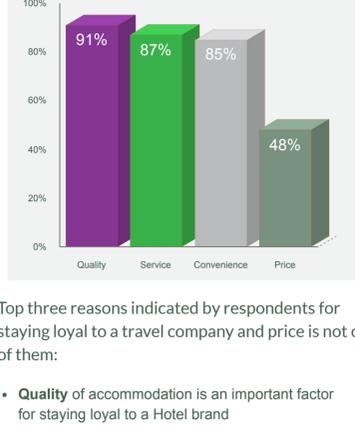


# Social Media

## LOYALTY - WHAT WE ALL STRIVE FOR!

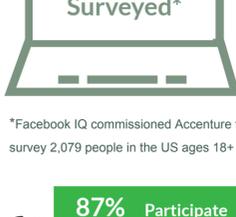
### WHAT MATTERS MOST?



Top three reasons indicated by respondents for staying loyal to a travel company and price is not one of them:

- **Quality** of accommodation is an important factor for staying loyal to a hotel brand
- In second place, consistent reliability of **Service** is important
- Close behind, 85% stated that the **Convenience** of a "simple booking process" is almost as important as services
- Surprisingly, only 48% surveyed would switch over due to **Price**

### SOCIAL MEDIA REFERRALS



\*Facebook IQ commissioned Accenture to survey 2,079 people in the US ages 18+



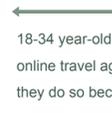
87% Participate

70% Feel more loyal to a company

87% of US travelers surveyed participate in Loyalty programs

70% agree that being a part of a program makes them feel more loyal to a company.

### IT IS ALL ABOUT THE BOOKING EXPERIENCE



#### CHOICE OF APPS

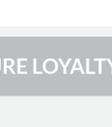
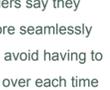
61%

18-34 year-old US Travelers say they are more likely to stay loyal to a Hotel that has an easy to use website or mobile app

#### CONVENIENCE OF BOOKING

18-34 year-old US Travelers who use online travel agencies to book travel say they do so because it's convenient

52%



#### LOOKING FOR EASE

47%

18-34 year-old US Travelers say they wish they could move more seamlessly across sites and apps, to avoid having to start their travel planning over each time

### FUTURE LOYALTY

86% 18-34 year-old US Travelers say they would find it acceptable for a travel brand to post in an online group that was started by a peer

48% 18-34 year-old US Travelers say that recommendations from family and friend are important to them in choosing a holiday

42% 18-34 year-old US Travelers say they find tailored product recommendations valuable

### FACEBOOK'S FIT

79%

MEMBERS OF AN ONLINE TRAVEL COMMUNITY SAY THEY ARE PART OF ONE OF THE FACEBOOK FAMILY OF APPS

76%

OF SURVEYED 18-34 YEAR-OLD US TRAVELERS\* SAY THEY USE FACEBOOK FOR TRAVEL-RELATED ACTIVITIES

SOURCE: Facebook IQ

### DESTINATION INSPIRATION

36%

OF SURVEYED 18-34 YEAR-OLD US TRAVELERS\*, 36% USE FACEBOOK FAMILY OF APPS WHEN SEARCHING FOR A DESTINATION

30%

OF SURVEYED 18-34 YEAR-OLD US TRAVELERS\* 30% USE TRAVEL REVIEW SITES WHEN SEARCHING FOR A DESTINATION

26%

OF SURVEYED 18-34 YEAR-OLD US TRAVELERS\* 26% USE SEARCH ENGINES WHEN SEARCHING FOR A DESTINATION

### FACEBOOK FAMILY OF APPS (FFAS)

76% 18-34 year-old US Travelers say they use Facebook weekly

65% 18-34 year-old US Travelers say they use Facebook Messenger weekly. For Hotels, FB Messenger has become one of the top channels where people prefer to communicate with the hotel team regarding questions, information they need on a daily basis

76% 18-34 year-old US Travelers say they use Instagram weekly

64% 18-34 year-old US Travelers say they use WhatsApp weekly

SOURCE: Facebook IQ

### REWARDS LOYALTY IMPORTANCE

#### Loyalty RNs as % of Total Room Nights

Trailing 12-month through September 2018



#### How important are Brand Loyalty programs to your Hotel?

- Due to a **healthy promotional spend by Brands** and new out of the box offers introduced to their Loyalty Members, there was a consistent increase in direct bookings by guests using Brand.com compared to Social Channels
- Economy, midscale and upper midscale hotels all enjoyed double-digit growth in loyalty contribution with steady gains since the **Book Direct** campaigns were launched by hotel brands.
- Upper upscale and luxury branded hotels came in just under 10% growth and although the rate of growth for Upscale hotels is lower at 7%, they had the **largest base of loyalty bookings** with over 61% of the total base of these hotel room nights.

Source: Kalibri Labs 2019 - Book Direct

### ARE STUDY RESULTS THE SAME?



#### FACEBOOK STUDY

- individuals are looking for convenience when planning and booking their travel needs
- to win loyalty, the online source has to provide a simple booking experience and make all steps of the travel journey friction-free
- younger travelers rely on peer-to-peer or "alike" travelers' recommendations, and seeing other's experiences when making their travel decisions
- long-term loyalty is still built on the fundamental appeal of quality and consistency
- future loyalty is formed through being part of a consumer's extended social network

#### GOOGLE STUDY

- reviews are some of the most valuable information sources for travelers when searching for Hotels
- ratings are important but want to see ratings from their peers, i.e. ratings by Traveler Type
- they want to see "most recent" review and place a heavier weight on those when making their decisions
- they are looking for ease in their booking experience and gravitate to booking sites that can provide a "one-stop shop" with the ability to research a destination, read reviews, book their arrangements and later share their stay experience with peers

Source: [blog.google.com](http://blog.google.com)



#### TRIPADVISOR STUDY

- individuals expect far more value back than the effort they are willing to put in when doing their research
- want to be able to review other's stay experience comments
- **HOWEVER**, still turn to friends and family for trusted information
- they want "real time" (most recently posted) information that is relevant to their searches
- would like map functions to allow them to see nearby "things to do" for the destination where they will be traveling

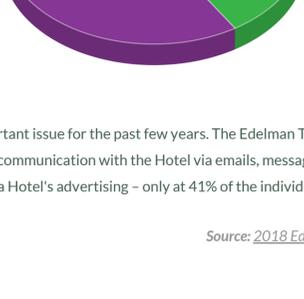
Even though these three channels are so different from each other, they all agree in their findings and have made changes accordingly striving for loyalty:

- reviews are still the most important when making their travel decision BUT most recent reviews are more relevant for individuals. Therefore, each of these Social channels are spending a lot of effort in direct reach for increased reviews on their sites.
- even with reviews, **peer-to-peer recommendations** resonate more with 18-34 year old's; TripAdvisor has now made the move into becoming a Social Channel and has their own "Travel-Hub" that will personalize to your needs and Facebook now has travel-related advertisement through tailored communications and provide personalized recommendations.
- individuals are looking for "ease", whether it is an app on their phones or a "one-stop-shop" site when doing their research that consists of reviews, their go at a destination, check availability and compare pricing, booking and lastly share their overall travel experiences with their peers. All three channels have made and will continue to evolve their channels to be a "one-stop-shop" in 2020 for travel.

### TOP CONVERSATIONS ARE MORE PERSUASIVE THAN ADVERTISING

59%

What a brand says in direct communications by email, in instant messaging or in response to a comment you have posted



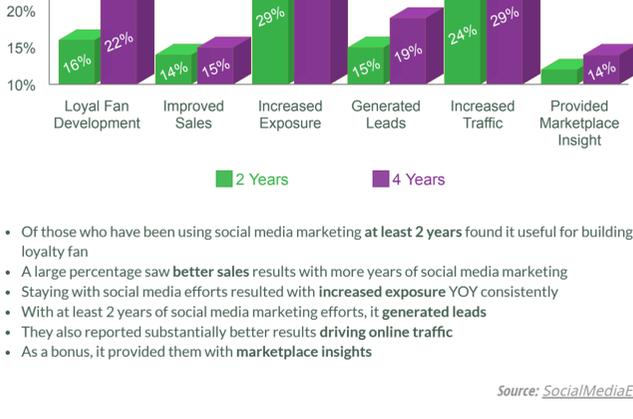
41%

What a brand says in its advertising and marketing materials

Consumer trust has been an important issue for the past few years. The Edelman Trust Barometer shows that 59% of those surveyed trust the direct communication with the Hotel via emails, messaging or response to a comment posted on Social in comparison to a Hotel's advertising - only at 41% of the individuals taking it at its word.

Source: [2018 Edelman Trust Barometer Brands Social](http://2018.EdelmanTrustBarometer.BrandsSocial)

### BENEFIT OF SOCIAL MEDIA MARKETING & ROI



- 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](http://SocialMediaExaminer) 2019

### KEY TAKEAWAYS

- Everyone is competing for guest loyalty: Social channels, Brands, Review Sites. Quality, Consistency of Service and Convenience of booking are more important than ever.
- Social media will play an even bigger role in keeping someone loyal to a travel brand - not only membership in a Rewards program.
- Guests still consult reviews in decision making, and not only want to see high number of reviews for a Hotel but also want to see "most recent" reviews
- Peer-to-peer influence is becoming even more important than trusting what a brand says to be true. Asking for recommendations and communicating travel experiences are trending.
- A hassle-free purchase journey is a key factor in today's tech-driven world. Travelers tend to stick with brands that offer convenient purchasing processes; apps, recommended destinations, one-stop shop.
- Keep in mind, ROI in Social Media efforts takes time, minimum of 2 years to see great results

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