

Social media influencers in travel and tourism

EIAT 2012

Mady Keup



Mady Keup

- Conference Executive
- British Tourist Authority (now VisitBritain): Spain, Portugal, Central Europe
- Visit London (now London & Partners) : Head of London Convention Bureau
- Chief Executive of British-Portuguese Chamber of Commerce
- SKEMA Business School: Lecturer and Course Director
- Trainer: MPI and DMAI accredited
- Consulting: Saudi Arabia, Athens, Estonia, Ireland, EU projects on European regions, Nice, Scotland

Watch this video



We're giving 500 people an unforgettable free weekend in our nation's capital to help create a human brochure.



WHAT'S ON

PICK ME

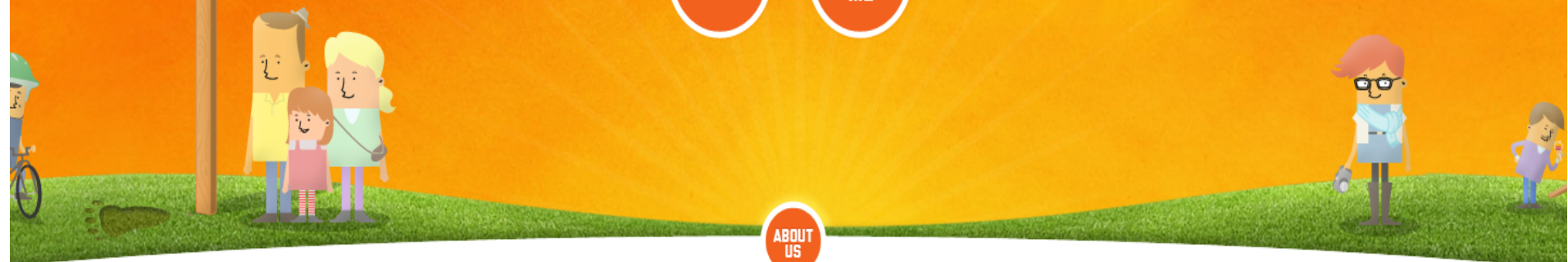
ABOUT US



[TERMS & CONDITIONS](#) | [DISCLAIMER](#) | [FAQ](#) | [@ AUSTRALIAN CAPITAL TOURISM](#)

100% Human

[Tweet](#) 1,924 [Like](#) 18k



Social Media is...



Image source: www.tutor2u.net

THE BEST JOB IN THE WORLD.
Islands of the Great Barrier Reef, Queensland Australia.
Position Vacant: Island Caretaker
Salary: AUD\$150,000 6-month contract
Responsibilities: • Clean the pool • Feed the fish • Collect the mail • Explore and report back
Applications close: 22 February 2009 Interviews: 4 May 2009 Announcement made: 8 May 2009
Work begins: 1 July 2009
ANYONE CAN APPLY.
www.Islandreefjob.com
QUEENSLAND

Seoul Sizzling Sweepstakes
What makes Seoul a world top 5 destination for meetings?
Seoul is a great place for both business AND fun! To prove it, this August, the Seoul Tourism Organization (STO), the Seoul MICE Alliance, and other partners are offering **FREE PRIZES** for you to enjoy Seoul's top attractions and businesses.

Social Media Influencers are...

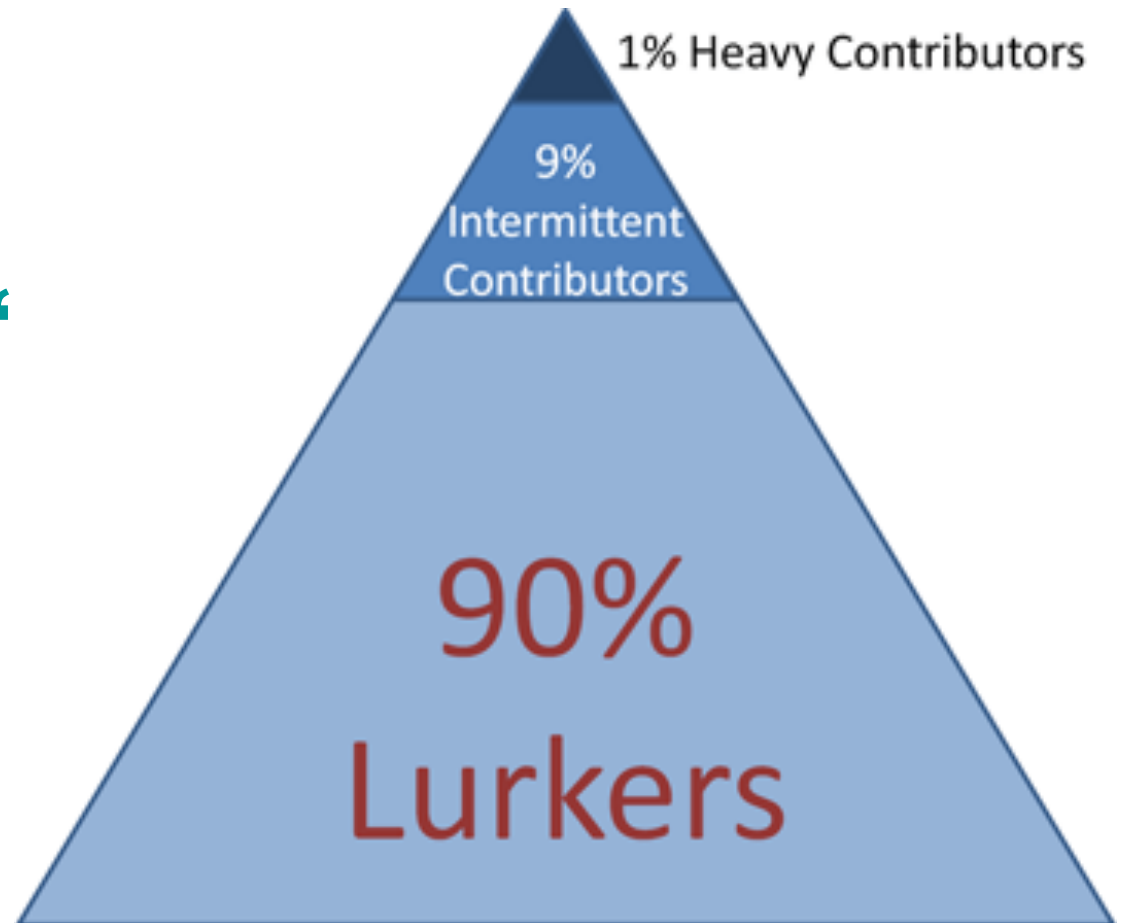
Thought leaders through their extensive and informed use of social media networks and blogs.

They can multiply and accelerate the effect and reach of your social media marketing.



User Generated Content

“LURKERS”



ACT Human Brochure

- Campaign by Australian Capital Tourism
- “A World First”
- Budget : AUS\$1million
- Proposition: a free holiday in Canberra in return for promoting the city through social media.

"Then all we ask is that you blog, post, tweet and share your experience before you arrive, while you're here and when you get home. People can then follow you online and learn first-hand what it's like here."

- A panel of judges will choose who wins. The promoters ask for details of entrants' Facebook, Twitter, Pinterest, Instagram and Foursquare accounts, how often they use them and what they use them for.

TELL US A BIT ABOUT YOURSELF



1

TELL US A BIT ABOUT YOURSELF

2

HOW DO YOU USE SOCIAL MEDIA?

3

WHO'S COMING?

PLEASE TAKE A MINUTE TO ANSWER A COUPLE OF QUESTIONS. HOPEFULLY YOU'RE JUST THE HUMAN WE'RE LOOKING FOR.

| | |
|---|---|
| FIRST NAME | EMAIL ADDRESS |
| LAST NAME | MOBILE |
| STATE OR TERRITORY? -- ▾ | POSTCODE -- |
| ARE YOU FREE OCT 26, 27 & 28 2012? <input type="radio"/> YES <input type="radio"/> NO | YOU ARE <input type="radio"/> MALE <input type="radio"/> FEMALE |
| ARE YOU FREE FEB 15, 16 & 17 2013? <input type="radio"/> YES <input type="radio"/> NO | HOW OLD ARE YOU? AGE |
| RANK YOUR INTERESTS IN ORDER OF PREFERENCE: | |
| ADVENTURE -- ▾ | FOOD AND WINE -- ▾ |
| ART AND CULTURE -- ▾ | FAMILY FUN -- ▾ |

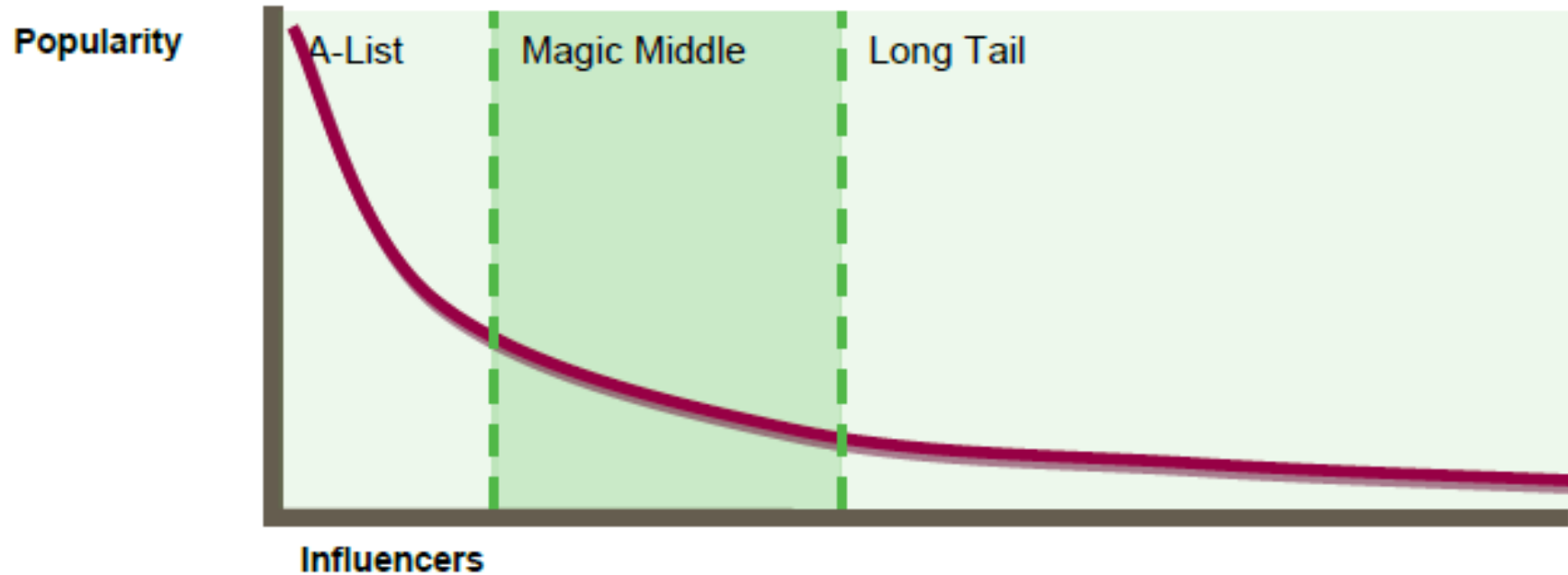


[TERMS & CONDITIONS](#) | [DISCLAIMER](#) | [FAQ](#) | [@ AUSTRALIAN CAPITAL TOURISM](#)

100% Human

Tweet 1,924 Like 18k

It's a Popularity Contest



Source: freshnetworks.com

Influence

“ It's the gold standard of what we think the social media world will show us plain and simple, and yet, the rules and algorithms are still shifting and still uncertain. My opinion is that it takes three pieces:

- ***Listening** tools to understand who's talking about those things you find interesting,*
- ***Measuring** tools to determine who's responding to those people doing the talking,*
- *An understanding of how influence **drives (or doesn't) calls to action.**”*

Chris Brogan, President New Marketing Labs

“With a disproportionate ability to spread information and add credibility, influencers are human TV stations and magazines.”

Jay Baer, Founder of Convince & Convert, Co-author The NOW Revolution quoted in the Social Media Influencers Report by FreshNetworks



How to measure influence

- *Viewers per month (vpm)*. The number of visits to the blog per month.
- *Linkages*. The popularity of blog post links inbound and outbound.
- *Post frequency*. Volume of posts per given time.
- *Media citation score*. Volume and level of media that cites blogger.
- *Industry score*. Number of industry guru points based on industry events such as key notes, bylines and panel participation.
- *Social aggregator rate*. Level of participation in the social web (e.g. Twitter, other bloggers/blog communities, LinkedIn, etc.).
- *Engagement index*. Reader response and the quantity of comments.
- *Subject/topic-related posts*. Volume and immediacy of subject/topic-related posts.
- *Qualitative subject/topic-related posts*. Qualitative review of subject/topic-related posts.
- *Index score*. Identification and rank of influencer in the social web based on above variables.

Social Media Monitoring Tools

Attensity 360

Brandwatch

Radian6

Alterian

Scoutlabs

Sysomos

Synthesio

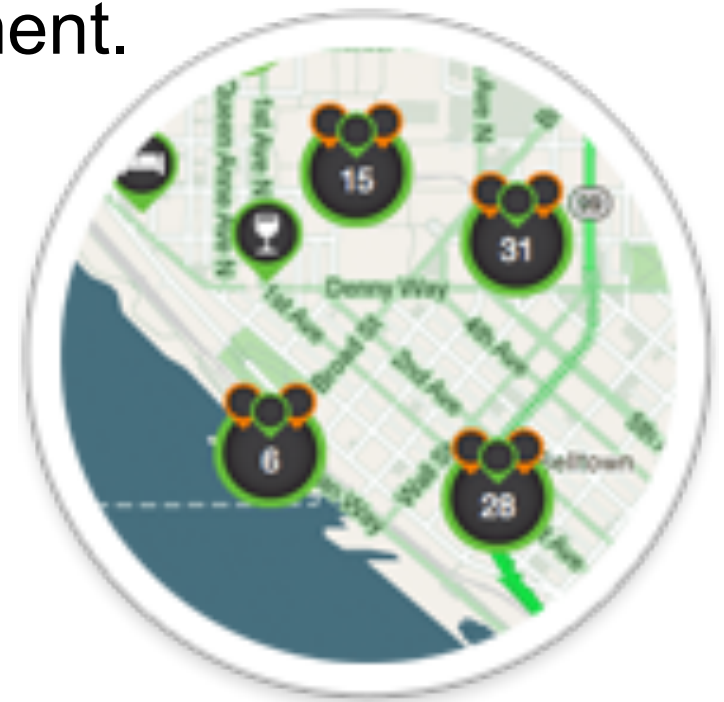
Social Radar

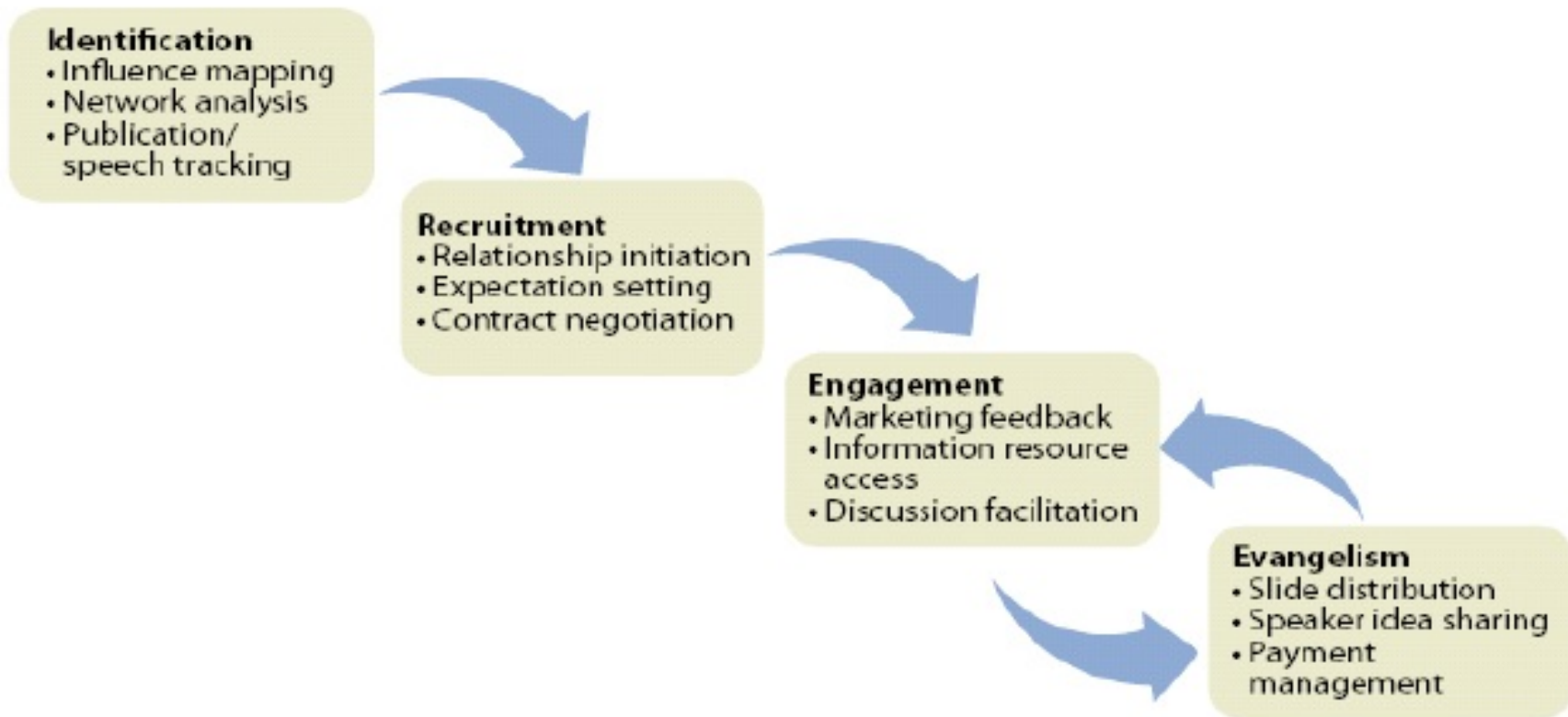
PeerIndex

Market leaders that offer comprehensive, cross-platform social media monitoring and influencer identification

AT A PRICE

The Klout Score measures a person's overall online influence on a scale of one to 100, with 100 being the most influential. Klout's system analyzes variables across multiple social networks based on your engagement.





Key Opinion Leader (KOL) management cycle (Forrester Research)

The Klout Score measures a person's overall online influence on a scale of one to 100, with 100 being the most influential. Klout's system analyzes variables across multiple social networks based on your engagement.

Brand Squad Perks



2 Days In Seattle:

Seattle's Convention and Visitors Bureau gave influencers, plus one guest, a two-day, expenses-paid trip to Seattle.

NOW BOARDING TORONTO

Virgin America worked with Klout to offer top “Twitter influencers” one free, round-trip flight from Los Angeles or San Francisco to Toronto.

- In order to qualify, users had to create a Klout account and link it to their Twitter profile.
- Those with the most influential Klout score (which is based on a number of factors including number of Twitter followers, how often their updates were being retweeted, etc) were offered free return flights.

- [Source: http://www.umpf.co.uk/blog/tag/social-media-campaigns-hall-of-fame/](http://www.umpf.co.uk/blog/tag/social-media-campaigns-hall-of-fame/)



On <http://www.mon-aventure-australienne.fr/>, Tourism Australia invites Generation Y travellers (between the ages of 18-30) in France to participate in a blogging competition about their imaginary year-long working visa visit to Australia. Their prize – a 10 day trip to Australia in the company of 3 of France's best known youth bloggers:

Hugo Tout seul

- Youtube: 21 million views
- Facebook: 465,000 fans
- Twitter: 73,000 followers

Le Kemar

- Youtube: 2.7 million views
- Facebook: 71,500 Fans
- Twitter: 11,500 followers

La ferme Jerome:

- Youtube: 6.8 million views
- Facebook: 157,000 fans
- Twitter: 14,000 followers

Imagine ton aventure australienne



Tu veux tenter ta chance ?

1 Ecris ton article sur l'Australie

Le cricket, Crocodile Dundee ou les pantalons moulants de Kylie... Tu crois vraiment connaître l'Australie ? Réveille-toi ! Imagine ton aventure australienne sur ton blog et pars en voyage dans le pays où l'aventure est de rigueur. [En savoir plus](#)

2 Partage ton article avant le 9 avril

Copie ici l'URL de ton article...

Valider

et fais ton buzz avec le hashtag #amoilaustralie

3 Rendez-vous le 26 avril pour le résultat

Laisse ton portable branché !

L'Australie, comme nulle part ailleurs



facebook

AUSTRALIE VISA VACANCES TRAVAIL

↳ PARTICIPE AU JEU-CONCOURS ↳
et pars avec Hugo, Jerome et Kemar
pour un voyage exceptionnel en Australie

PARTICIPANTS

Bulleine Geeky & Girly

Bonjour à vous ! J'ai entendu dire qu'il y avait un concours blogueurs pour partir 10 jours en Australie, avec une bande de tarés (Jerome, Hugo, Kemar). J'ai ...

Alix Moonlight Drive

Les dés sont jetés, les enfants ! Je pars demain matin, à 11 heures pour être précise, pour Sydney en Australie. Il y a 3 semaines, j'ai en effet reçu mon working h...

Eva's Blog

L'Australie, ses plages, ses kangourous, ses paysages extraordinaires, ses hippies, ses surfers, tant de choses qui me donnent envie

ON EN PARLE SUR TWITTER

[voir tous les tweets](#)

JURY



Hugo tout seul

www.hugotoutseul.fr



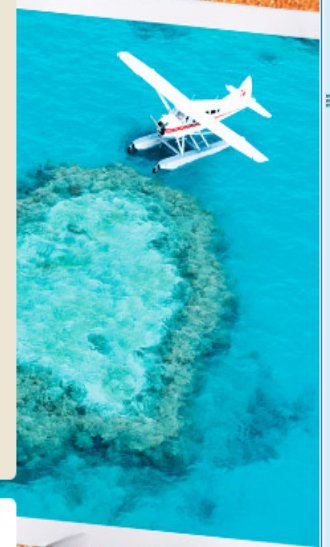
La ferme Jerome

www.lafermejerome.com



Le Kemar

www.facebook.com/leKemar

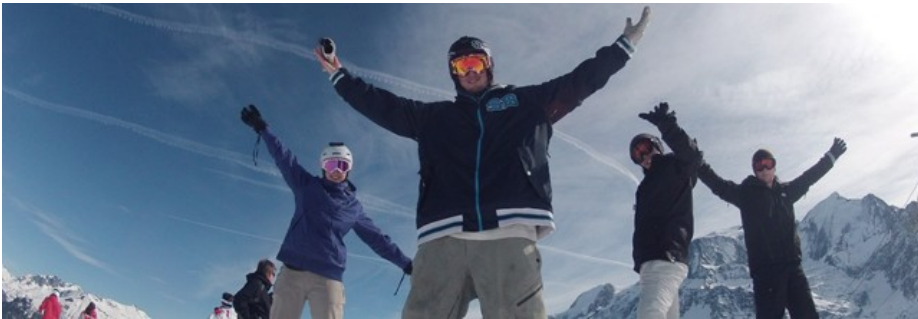


Expedia Snow Companion Blogtrip

Objective:

“To experience Expedia’s snow travel planning tools and ski holiday options, but also to come back with fun snow related content, our personal views, experiences and tips from the trip including the destination and what it has to offer.

This blogtrip was planned entirely using Expedia’s [Snow Companion](#) application. The facebook application allowed us to explore a number of seven day flight and accommodation packages across a range of ski destinations featured on the app, which enables users in the UK (only) to plan and book a ski holiday for a group, all within Facebook where we could each vote for our preferred package.”



<http://travelllll.com/2012/03/06/expedia-snowboard-blog-trip-report/>

Palms Casino Resort

The resort has created a 'Klout Klub' which will allow high ranking guests access to its amenities in the hope that they share their experiences with their followers.

The hotel is already referring to Klout (a social-analytics firm) as part of its reservation process.

<http://www.umpf.co.uk/blog/tag/social-media-campaigns-hall-of-fame/>



True Greece

How to manage a crisis with the use of social media influencers.

- The debt crisis from 2011 and subsequent negative media coverage about Greece has resulted in an estimated decrease of around 15% of tourism income for the country in 2012. Launched in June 2012, the Greek National Tourist Office is searching for *'True Supporters', a "team of volunteers responsible for monitoring and responding to online comments and mentions regarding Greece as a tourist destination (Brand Monitoring)."*
- Volunteers can sign up on the web platform <http://truegreece.org> and will be selected according to their English language skills and their familiarity with social media.





Hvala!
mady.keup@skema.edu

