

# Brandwatch Report

## Travel & Hospitality / 2014

Social Listening & the Tourism Industry: A Snapshot



Brandwatch



# Brandwatch Report

## Travel & Hospitality/ 2014

### Why read this?

In an increasingly competitive environment, it's imperative that brands adapt to changes in the marketplace. This report is designed to show travel and hospitality brands exactly how they can do so.

*“ Bigger change is looming. Even dissatisfied customers who can't afford \$1000 each time they want to voice a complaint have already started forming groups online, on platforms that are specifically being developed to help them get their voices heard... There is simply no time for companies to kick back and ignore the revolution. ”*

**Ryan Holmes**, HootSuite CEO

## Contents

- 3 A Primer on the Travel Industry
- 5 The Cyclical Nature of Travel Decisions
- 7 Scope of this Report
- 8 Airlines
- 17 Accommodation
- 24 Travel Agencies
- 32 Implementing the Right Technology
- 33 About Brandwatch

# Travel & Hospitality/ A Primer on the Travel Industry

**We travel to connect, detach, explore and experience the world outside our homes. Some of us travel for business while others travel to discover themselves.**

Our means and methods of journeying are as varied as the motivations behind them. However, it seems that even those looking to relax are serious about how, where and with whom they choose to do so.

**For brands in the Travel & Hospitality sector, understanding what drives journeyers to choose one airline, hostel, amusement park or camel trekking tour over another is crucial for business.**

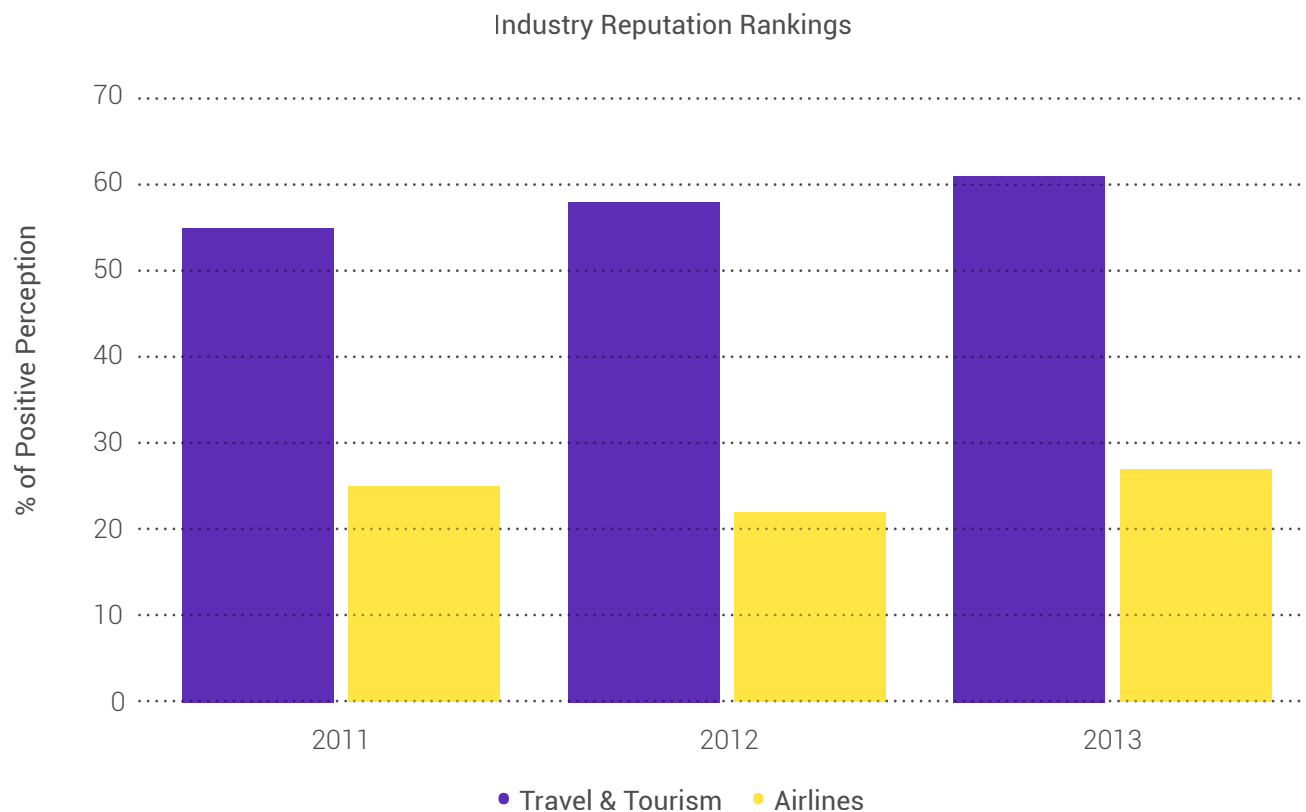
While reputation has always played an important role in influencing travelers' decisions, social media now allows for more opportunities than ever for consumers to praise, complain, rant, discuss and connect with travel and hospitality brands. This relatively recent development presents both a unique challenge and an extraordinary opportunity.

**An opportunity that many brands are not fully capitalizing on.**

Book a demo with us [brandwatch.com/demo](http://brandwatch.com/demo)

# Travel & Hospitality/ A Primer on the Travel Industry

Following the 2008 financial crisis, the number of tourists fell dramatically from 956 million per year to 917 million.



Since 2009, however, travel rose steadily to a **healthy 1.025 billion** tourists in 2011<sup>(1)</sup>.

Coupled with this upsurge in travel is a similar rise in the industry's **reputation ratings**.

Yet despite improving ratings, airlines cling to a low general perception with a mere **27% positive rating**, ahead of only the banking, financial services, and tobacco industries.

**Travel and Tourism**, on the other hand, **boast 61% positive ratings**, a positive perception figure second only to Technology at 79%.

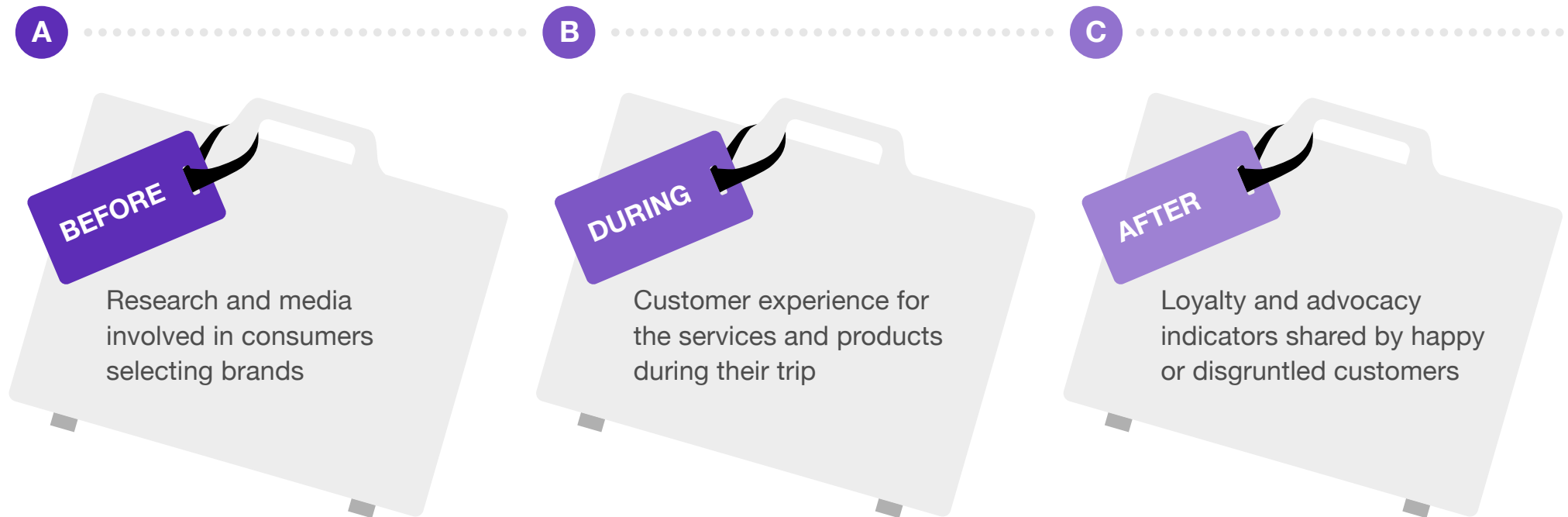
<sup>(1)</sup> data from World Bank

**Fig. 1** data from Harris Interactive, 2013

# Travel & Hospitality/

## The Cyclical Nature of Travel Decisions

To better understand the relationship between consumers and the travel & hospitality brands they use, we've broken down their interactions into three points of contact.



Book a demo with us [brandwatch.com/demo](http://brandwatch.com/demo)

# Travel & Hospitality/ The Cyclical Nature of Travel Decisions

## Before Departure

**A** The catalyst to travel ranges from seeing a friend's vacation photos on Facebook to travel advice on forums, or even a BuzzFeed list of top destinations. Selecting which brand to travel with is largely affected by word of mouth, online research, peer reviews, pricing and prior experiences.

**B** **Travel & Stay**  
The traveler's actual experience can be affected by the product's quality – the hotel, the meal, the experience, etc; the fit between the consumer and product, and the level of customer service throughout.

## Back Home

**C** How individual consumers feel, discuss and present their experience to others and to the brand. This can include Facebook statuses, tweets, blog posts, reviews and face-to-face conversations. This phase can continue long after the actual travel period has ended.

It's important to recognize that this relationship is cyclical, so that when consumers' reviews, tweets and statuses will feed directly back into the 'Before' decisions of others looking for travel guidance.

Fig. 2 instead of decision, action and reaction

# Travel & Hospitality/

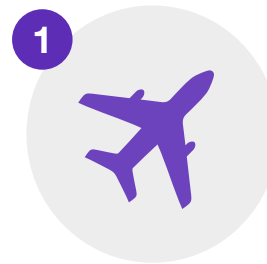
## Scope of this Report/

**This report aims to explain the effect that social media has in the 'points of contact' cycle outlined in the previous section.**

It also demonstrates how strong social listening tools and a proactive and responsive social media presence can be effective in improving brand relationships, and ultimately the bottom line.

**The report will focus on three subsectors: airlines, accommodation and travel agents.**

We've selected these subsectors, each with unique social media positions and challenges, to provide a holistic understanding of the opportunities for social media tools in the travel & hospitality sector, though many of the challenges faced by each will be relevant to those operating elsewhere in the industry.



Airlines



Accommodation



Travel Agencies

Book a demo with us [brandwatch.com/demo](http://brandwatch.com/demo)

# Travel & Hospitality/



## 1 Airlines

The airline industry is big business. Over three billion flights are expected to take place in 2014. However, as indicated in the industry reputations chart (fig. 1), airlines are the black sheep of the travel & hospitality industry.

Social media, unlike newspaper, radio and television advertisements of the past, gives everyday people the podium to speak about brands. **Many view this as a PR nightmare**, but we see it as an opportunity for brands to gain a competitive advantage by picking up the slack where competitors are not.

### A Quick Look at History

In August of 2004, Steve Hafner and Paul English founded The Travel Search Company, a website that forever changed the airline industry and which is now known as Kayak. The

travel meta-search engine “crawled” through airline websites, collected information on flight prices and presented that information to the public in a simple and organized fashion.

**Kayak dramatically changed the landscape for airlines. With complete price transparency, airlines charging higher rates were completely exposed.**

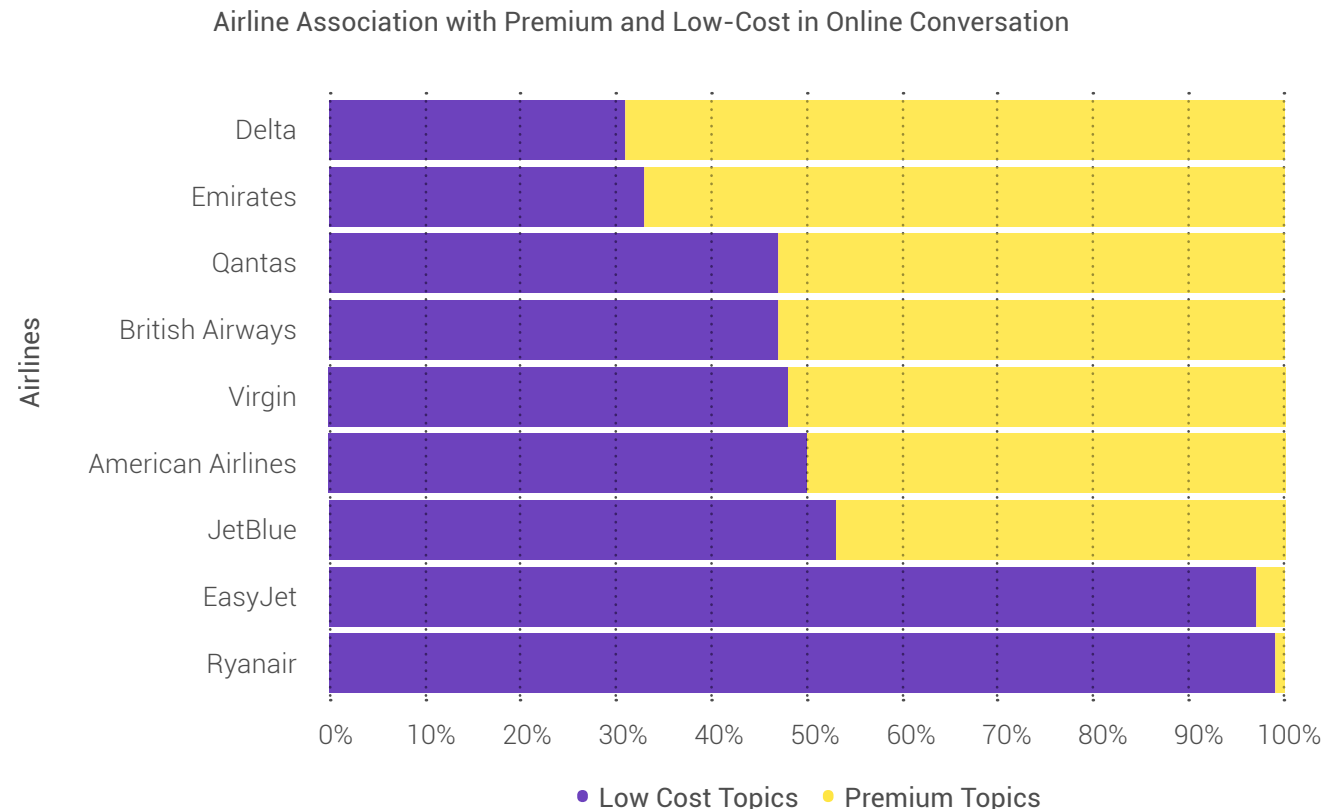
However, successful airlines recognized the shifting landscape and adapted appropriately, emphasizing factors like customer service, experience, safety and comfort to justify any price premiums.

# Travel & Hospitality/

## 1 Airlines



This graph compares the volume of online conversation relating to airlines' relative prestige.



While European airlines such as **EasyJet** and **Ryanair** have garnered a strong association with low prices, Delta and Emirates on the other end are regarded as **premium airlines**.

An airline's perception on the price-quality spectrum is crucial, as it may affect travelers' pre-purchase evaluations, with premium airlines better positioned to charge higher rates.

It's important that airlines market and **position themselves intentionally** and appropriately based on their social reputation and expectations. Listening to the meaning behind your **brand reputation** will help you assess the effectiveness of your marketing messaging, and whether the tone of your brand broadcasts matches your customers' expectations for it.

Fig. 3 data from Brandwatch Analytics/ Jan 1st - Mar 15th, 2014

# Travel & Hospitality/

## 1 Airlines



Research confirms that most air travelers are prepared to pay a premium for an improved customer service.

Indeed, a study from RightNow Technologies reveals that **85%** of consumers say they're willing to pay more for a superior experience.

**RightNow** estimates that if the airline industry could guarantee customers a great experience, it could earn an additional **\$10.6 billion** this year.

This study clearly advocates for **exceptional customer experience** as an integral part of a successful airline's business, at least for those unable or uninterested in **competing on price** alone.

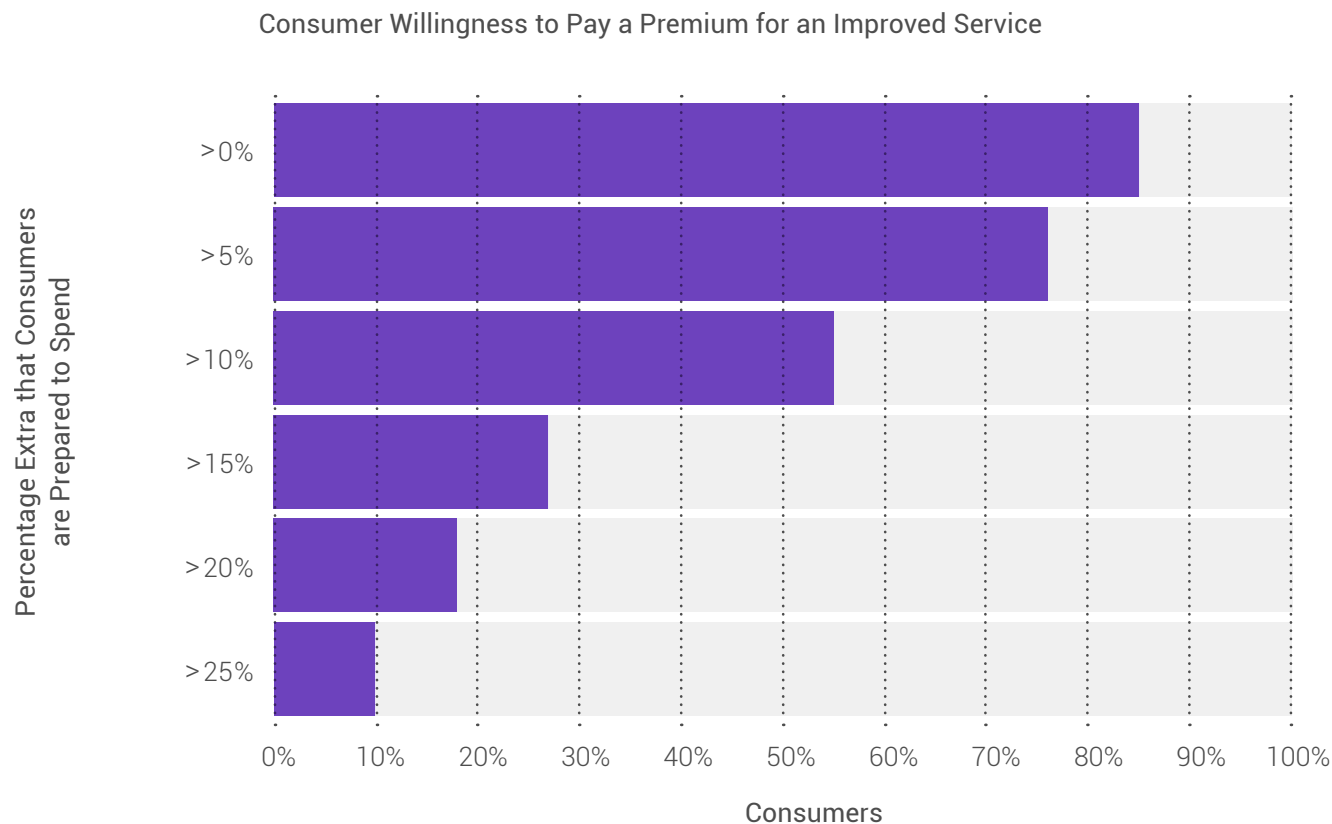


Fig. 4 data from RightNow Technologies, 2010

# Travel & Hospitality/



## 1 Airlines

### Using social media to measure the quality of experience.

Providing such a superior airline experience presents a number of challenges. While price is fairly simple for airlines to set, measure and understand, a customer's experience, which involves a range of unquantifiable emotional variables, is much more complex.

Traditionally, the Airline Quality Ratings report was the standard, measuring **On-Time Arrivals**, **Denied Boardings**, **Mishandled Baggage** and **Customer Complaints** to determine quality. Yet the AQR *"relied on subjective surveys of consumer opinion that were infrequently collected"* (2).

Modern social media listening tools allow for real-time collection of customer service data and an organized platform to compile complex data into simple and genuine social insights.

Furthermore, as customers are increasingly bypassing traditional customer service in favor of more immediate and public communication, social media data is growing far more robust than that of formal complaints or commissioned feedback.

**The ease with which social media allows customers to communicate with businesses creates greater, more diverse content for airlines to discover valid customer insights.**

(2) direct quote from AQR, 2013

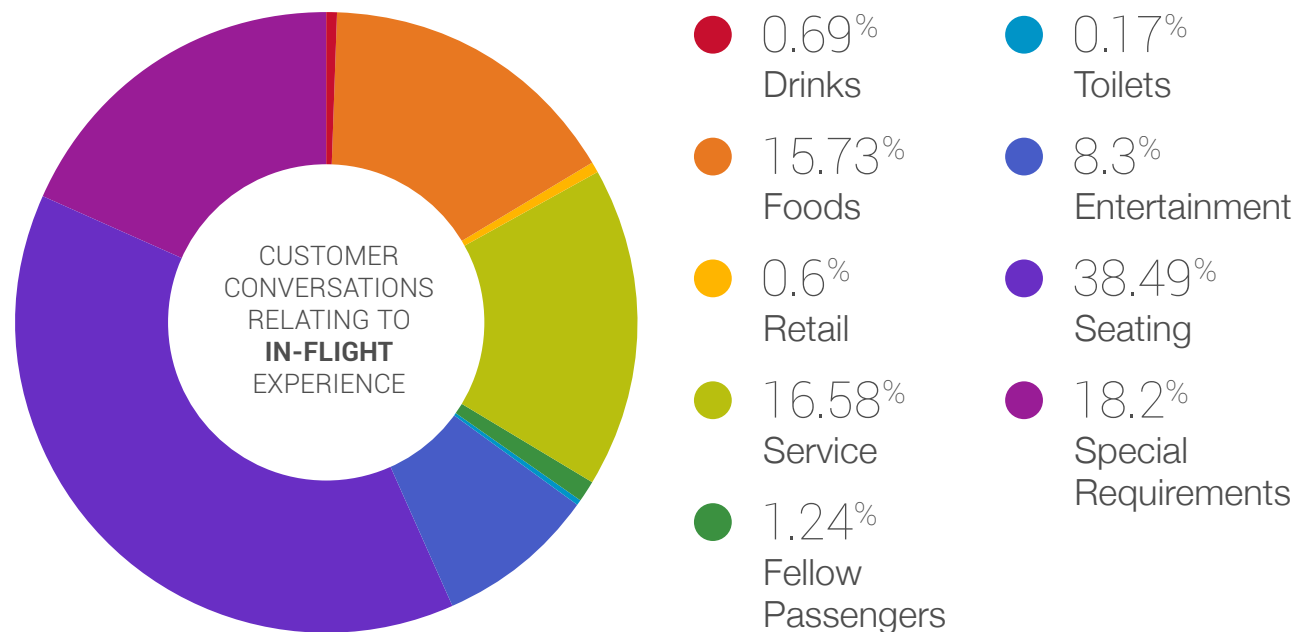
Book a demo with us [brandwatch.com/demo](http://brandwatch.com/demo)

# Travel & Hospitality/



## 1 Airlines

Airlines looking to optimize their experience can use insights gleaned from social data to understand and adapt accordingly to their customers' concerns.



Analysis of conversations around twelve global airlines reveals that the most commonly discussed topics relating to **in-flight experiences** were seating, service, special requirements and food.

Airlines aiming to develop and optimize their customer experience offering can **target their efforts** into improving popular areas that will have greater impact.

Investment in increasing the **quality of cuisine**, for example, is likely to be more broadly appreciated by customers than improving the sanitation or beverage provisions would.

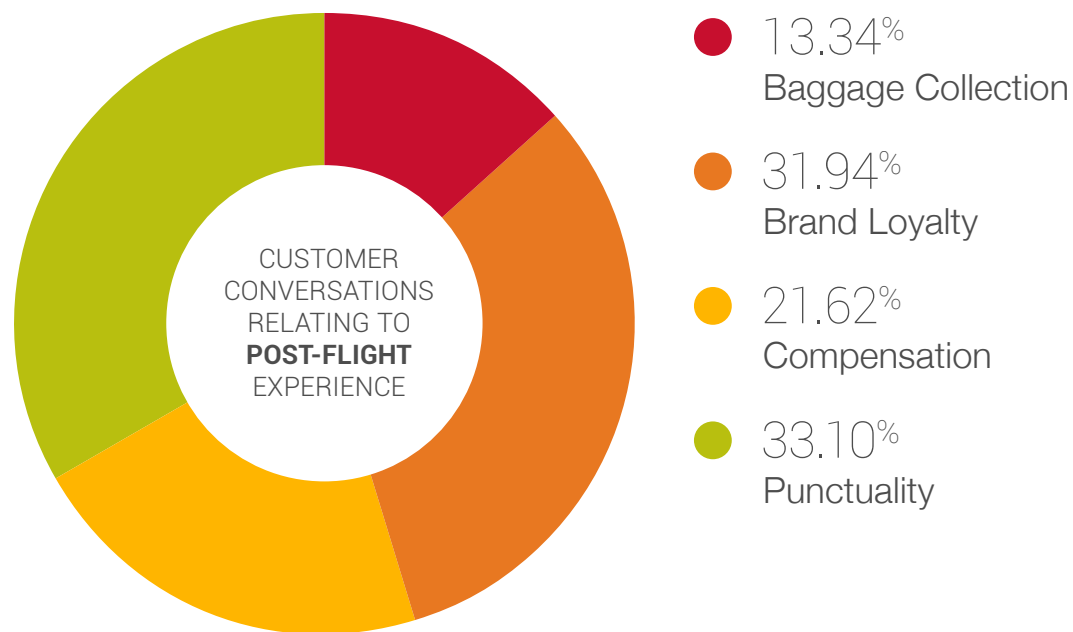
Fig. 5 data from Brandwatch Analytics/ Jan 1st - Mar 15th, 2014

# Travel & Hospitality/

## 1 Airlines



Common post-flight topics by customers online include the punctuality of the flight and baggage experiences.



Almost one third of travelers displayed either advocacy for or dissatisfaction with the brand they just flew.

**Recall the cyclical nature of the sector (fig. 2), and consider that 'After' interactions feed directly back into 'Before' decisions.**

Airlines should recognize positive mentions of brand loyalty as leads for future purchases and negative mentions as lost opportunities, or indeed much worse: detractors.

**Exploring, identifying and tactfully engaging** with customers on either end can elicit comments from loyal customers, helping them to feel more positively about the brand and ultimately **helping cultivate** a better business sales pipeline.

Fig. 6 data from Brandwatch Analytics/ Jan 1st - Mar 15th, 2014

# Travel & Hospitality/



## 1 Airlines

Evidence shows that in general, socially active airlines garner a much more positive Customer Service reputation than those that are less active.

Airline	Tweets/day*	Followers	Net	Twitter Customer Service
Southwest	22	1627K	28%	No: Redirected
Delta	310	630K	25%	Yes
Virgin Atlantic	42	236K	25%	Yes
JetBlue	236	1780K	18%	Yes
Qantas	55	166K	10%	Yes
EasyJet	52	176K	-17%	Yes
Emirates	0	30K	-26%	No
AirTran	0	15K	-43%	No: Redirected

While it's obvious that a traveler's customer service experience is not solely dependent upon an airline's Twitter activity, the distinct **trend between the two** definitely alludes to a meaningful correlation that emphasizes the benefits of being active.

It may be the case that airlines offering the best customer service also offer the best overall experience. However, if the activity/reputation trend holds true, it is reasonable to assume that regardless of the quality of service offered, **maintaining a responsive online presence** will benefit a brand's reputation.

While Emirates is a highly regarded airline (winning the 2013 Skytrax World's Best Airline award), an almost silent Twitter account threatens their reputation with customers.

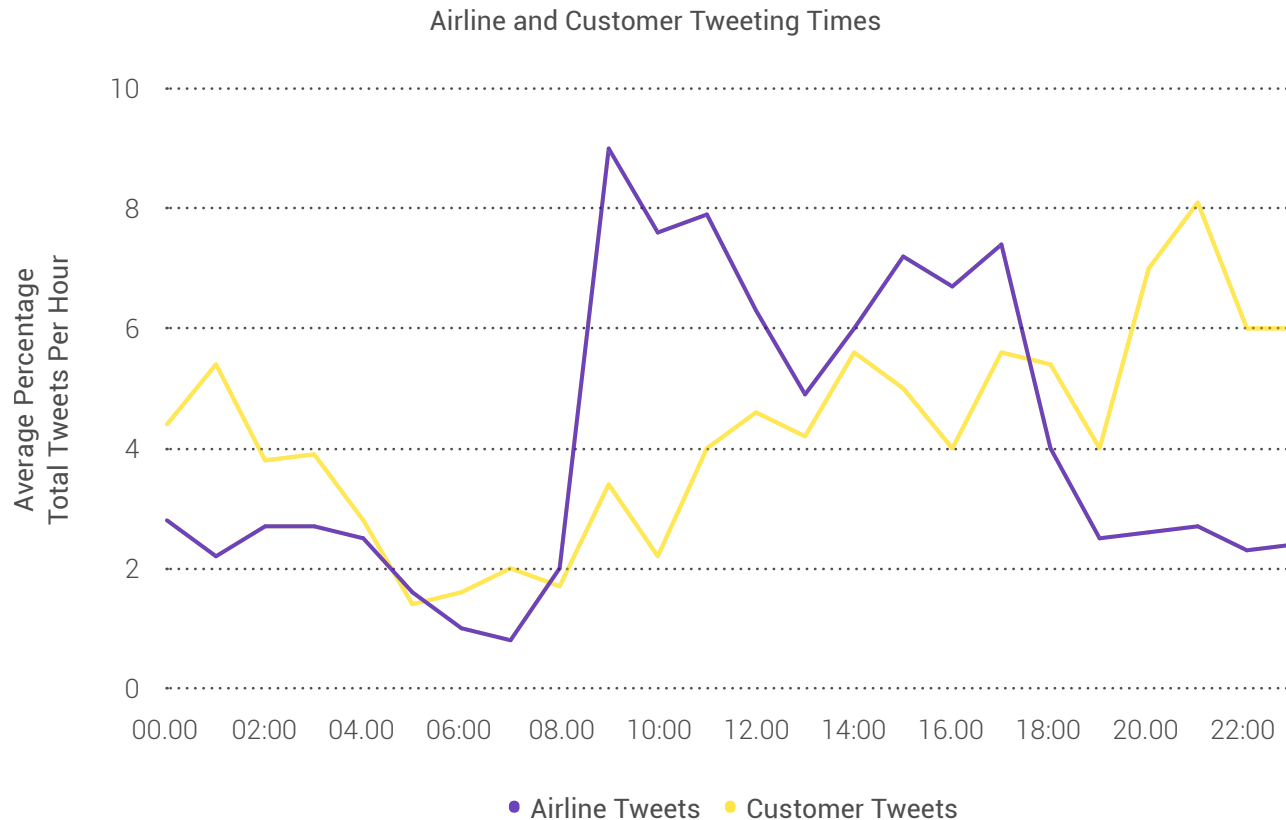
Fig. 7 data from Brandwatch Analytics/ Jan 1st - Mar 15th, 2014

# Travel & Hospitality/



## 1 Airlines

Brandwatch analysis suggests that many airlines' Twitter accounts are not operating as efficiently as they could be.



While customer tweets **peak around 9:00pm** (GMT), airlines are most active from 8:00am to 5:00pm. Ideally, a brand's social media activity **mirrors that of its customers**, meaning customer queries are responded to promptly.

A [recent Brandwatch report](#) underlines the value in a speedy reaction; pace of brand response has a bigger impact upon customer satisfaction than effectiveness of resolution.

Moreover, the aforementioned RightNow study states that **55%** of North American consumers have **become a customer** of a company because of its reputation for great customer service, and **40%** began purchasing from a competitive brand simply because of its reputation for great customer service.

Fig. 8 data from Brandwatch Analytics/ Jan 1st - Mar 15th, 2014

# Travel & Hospitality/

## 1 Airlines

**The rich conversation data now available for airlines to mine through social listening presents a series of opportunities never seen before.**

It's clear that for those working in the airline sector, offering an optimum customer experience and maintaining a responsive online customer service presence can be the path to greater consumer satisfaction, itself a means to generating more business in the long term thanks to the cyclical nature of the travel industry, as outlined throughout this chapter.

### **Current challenges:**

- Competing in a price-first marketplace and justifying price premiums
- Evaluating the best means of optimizing the customer experience
- Ensuring you meet the service expectations of your customers



### **Recommendations for Social Listening**

1. Listen to branded customer conversation to understand the perception of your brand and align your business and marketing activity accordingly
2. Segment your data into specific topics to better comprehend the quality of your service offering
3. Proactively listen to customer queries beyond your owned social channels and use workflow features to process and react to mentions with haste



## 2 Accommodation

**While meta-search engines like Kayak were changing the playing field for airlines, travel websites like TripAdvisor were doing the same for the accommodation industry.**

Further catalyzed by other transparency-first businesses like **Airbnb** and **Couchsurfing**, many travelers who once stayed with the generally reliable big-name brands are now guided by online recommendations from prior guests and fellow peers.

As such, the effects of any negative or positive experience may be significantly magnified by the ensuing review. In fact, according to data from Global Web Index, 61% of internet users have **taken the time to write an online review** about a recent purchase.

This helps the likes of TripAdvisor work to weed out businesses that cannot provide a quality service and to shine light on those that can.

**The pressure is now on accommodation businesses to both deliver excellent service and understand how online reviews and social media are affecting their customers.**

# Travel & Hospitality/

## 2 Accommodation



Each year, the percentage of travelers researching their excursions online before leaving steadily increases.



Customers, more willing to trust online reviews from **an unbiased patron** than slogans from a hotel's marketing campaign, are clearly attracted to the transparency of online reviews.

Furthermore, travelers tend to be risk-averse and respond much stronger to negative reviews than to positive ones.

For the accommodations industry, that means that even one misstep could have a **disastrous effect** on a business' reputation, especially when considering the amplification effects that social media can sometimes provide.

**However, accommodation businesses need not be completely voiceless online.**

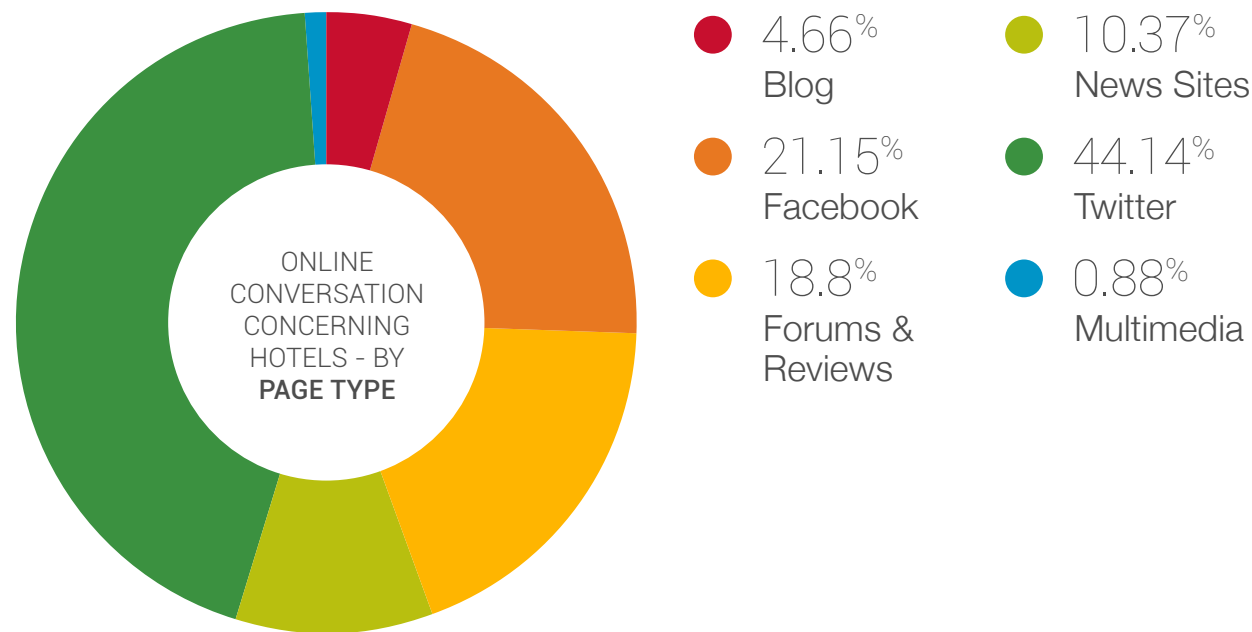
Fig. 9 data from Brandwatch Analytics/ Jan 1st - Mar 15th, 2014

# Travel & Hospitality/

## 2 Accommodation



Listening to conversation about accommodation online shows that Twitter is a hugely popular platform for discussion, along with Facebook and review sites.



Social networks can be just as much a **resource for businesses** as they are for consumers, and review sites often allow hotels and booking agents to submit a management response to complaints.

A [Dublin University study](#) revealed that effective employment of these management responses correlate with **significant increases** in TripAdvisor ratings. Brands can use page type data in figure 10 and even use more granular data on their own brand's **conversation footprint** to identify and isolate different sites for better-targeted marketing activity.

This might include potential advertising, partnership or **lead-generation opportunities**, avenues for customer service, or simply just for better market comprehension.

Fig. 10 data from Brandwatch Analytics/ Jan 1st - Mar 15th, 2014

# Travel & Hospitality/

## 2 Accommodation

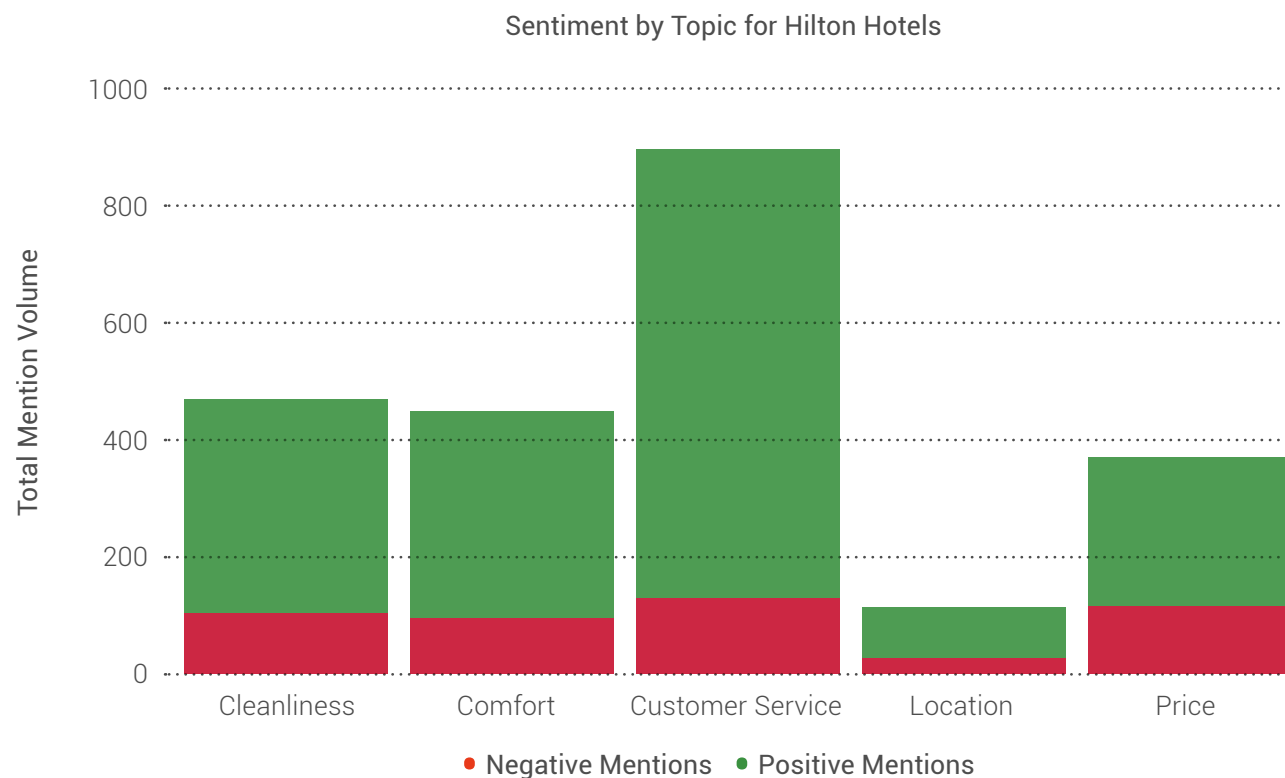


**Analysis of Hilton Hotels' online conversations reveals customer service is the most frequently discussed topic, followed by comfort, cleanliness and price.**

Hilton is a well-regarded brand, and customer service, cleanliness, comfort and price **dominate the conversation**, with each cultivating more positive discussion than negative.

Even for a brand of such prestige, data like this can be **vital in developing an efficient strategy** for boosting reputation further. For example, though the data implies that customer service is overwhelmingly excellent, the hotel may need to work on improving messaging around pricing, as a higher proportion of chatter on cost is negative in nature.

Similarly valuable is the insight that location is not often a **significantly important topic** to customers, meaning Hilton could readjust priorities around future site developments.



**Fig. 11** data from Brandwatch Analytics/ Jan 1st - Mar 15th, 2014

# Travel & Hospitality/

## 2 Accommodation



### Responding and reacting to negative reviews is of paramount importance to a popular brand like Hilton Hotels & Resorts.

Understanding the motives behind negative and positive reviews will allow the chain to enhance their customer experience offering, and travel brands can use this to maximize **customer advocacy and referrals**.

Listening technologies like Brandwatch can aid brands in remaining alert to such reviews as they are posted, and **seamlessly route specific feedback** to different teams and branches in order for the most appropriate action to be taken.



The UK's largest online hotel booking specialist, LateRooms.com, provides an **excellent model** for adaptive thinking and innovative technology-driven strategies.

The following case study demonstrates how the organization used **social conversations** to manage and generate new leads, identify marketing opportunities and alleviate potential crises.

Book a demo with us [brandwatch.com/demo](http://brandwatch.com/demo)

# Travel & Hospitality/

## 2 Accommodation



### How LateRooms turned a bad hand into a big win.

By listening to **branded conversation**, LateRooms noticed that a number of forums featured lengthy and frequent discussion of their services, a revelation hitherto unbeknownst by the brand. One particular forum that generated plenty of brand discussion was **Blonde Poker**, a poker news website.

Though at first seemingly unrelated to accommodation, LateRooms quickly recognized the value in this conversation and **capitalized on the opportunity** to capture the business of travelling poker fans. The company managed to foster a healthy marketing relationship with the forum, helping to drive targeted and relevant traffic to LateRooms' website.

LateRooms also implemented another **novel and inspired** social listening strategy. The brand developed a "concierge" service specifically designed to listen for potential prospects, typically those that are posting on social media about seeking accommodation.



Once isolated, the LateRooms social media accounts would then offer **advice or inspiration** for travel and hotel bookings. Of those leads identified and proactively nurtured by the concierge service, a hefty **30% then went on to make a purchase.**

A third interesting use case for listening technologies is also illustrated via LateRooms' pioneering approach. Using Brandwatch's social media platform, LateRooms discovered a scathing review on a forum. The brand then identified the commenter, reached out to the poster directly and resolved the issue.

The customer was so impressed that he **removed his criticism and deleted the thread**, showing that proactive, prompt and helpful brand behavior can eliminate a potential crisis, or even transform it into something positive.

Book a demo with us [brandwatch.com/demo](https://brandwatch.com/demo)

# Travel & Hospitality/

## 2 Accommodation

**The LateRooms and Hilton Hotels examples show that advanced, granular listening is an extremely powerful weapon for brands to understand what, where and why customers are talking about them online.**

Dissecting and isolating different portions of this conversation can lead to huge competitive advantages, from intricately optimizing service offerings and responding effectively to customer feedback, to finding new marketing opportunities and generating new business.

### **Current challenges:**

- Knowing what's being said about your brand online, and on which sites
- Ability to assess how customers perceive different aspects of your offering
- The knowledge of how to use social media to actually generate new business



### **Recommendations for Social Listening**

1. Break down your data by site type and topic type to keep abreast of reviews in real-time, and respond accordingly
2. Segment and categorize data into different themes to enhance your service offerings and cultivate a positive reputation
3. Use intricate Boolean language to listen for potential prospects, possible crises and partnership opportunities



## 3 Travel Agencies

**Of the three subsectors reviewed, none has had to make as dramatic an adjustment as travel agencies have had to.**

Once reliant upon professionals, travelers now equipped with an extensive array of easily accessible online tools and information have grown independent.

Indeed, **62% of respondents** in a [One Poll survey](#) said that In-person Travel Agents were a dying business, and that relevancy of offering (38%) and brand trust (36%) were less frequently cited as important than price (75%).

Despite a steady rise in the overall number of travelers, most agents have been **disintermediated**. The major online players include Expedia, Orbitz, Priceline, Travelocity and TUI, who've adapted well to the new space the internet created.

As online meta-search and booking websites slowly absorb the travel market, agencies increasingly rely on customer relationships and brand reputation to maintain their relevance.

**A deep knowledge of the target audience, strategic marketing implementation and swift responsiveness to feedback and market changes have allowed select travel agents and well-funded tourist boards to flourish.**

In the following pages we'll use a recent advertising campaign by Expedia in order to further illustrate some of the points made above, and demonstrate how social media strategies can **improve and enhance** customer relations.

# Travel & Hospitality/



## 3 Travel Agencies

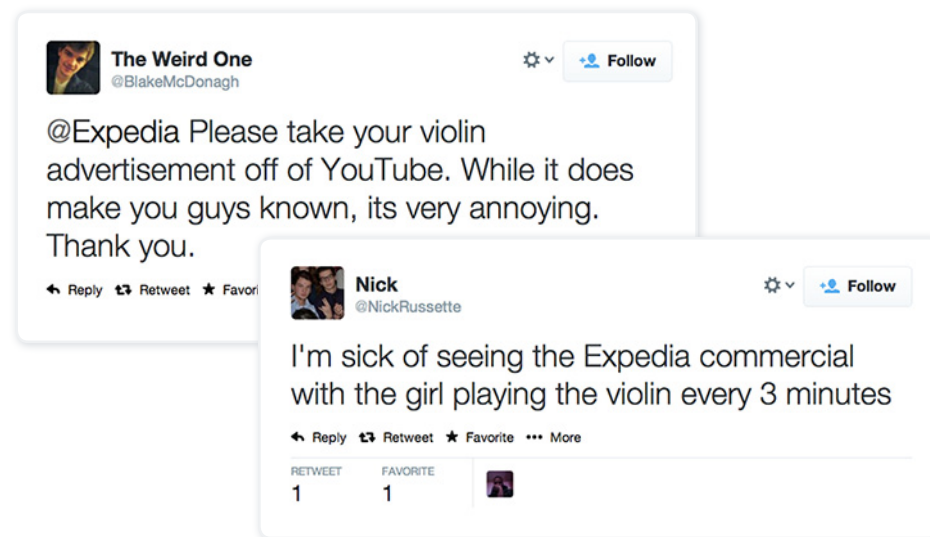
Last winter, Expedia released an advertisement in Canada calling for viewers to “escape winter” through traveling.



Though at first [the advert](#) did not generate significant discussion online, it was poorly received by some a few weeks later, thanks to an apparently annoying violin noise during the commercial and repetitive showings.

Negative sentiment soon rippled throughout the social media space. Referring to the particularly abrasive violin featured, hundreds of watchers took to Twitter to voice their unhappiness.

**Thankfully Expedia’s creative agency, Grip Limited, were listening carefully.**



# Travel & Hospitality/



## 3 Travel Agencies

The brand responded promptly. Grip replaced the original with three new, specially created TV spots, and a potentially damaging campaign was cleverly adjusted.

In the [first replacement video](#), the violin is thrown out of the house, a **direct response to the complaints** about its unpleasant noise online. After isolating the scores of commenters that had grumbled about the original advert – even those not using the official Expedia.ca channels – another, more aggressive, advert was created.

This video was then sent by the Expedia Canada Twitter and Facebook accounts **directly to those dissenters**, complete with a joking apology for the first commercial.

This [third video](#) takes the viewer directly to Cam Charron's house (who was one of the many that took to Twitter to complain), where he is **personally given the opportunity** to destroy the violin.

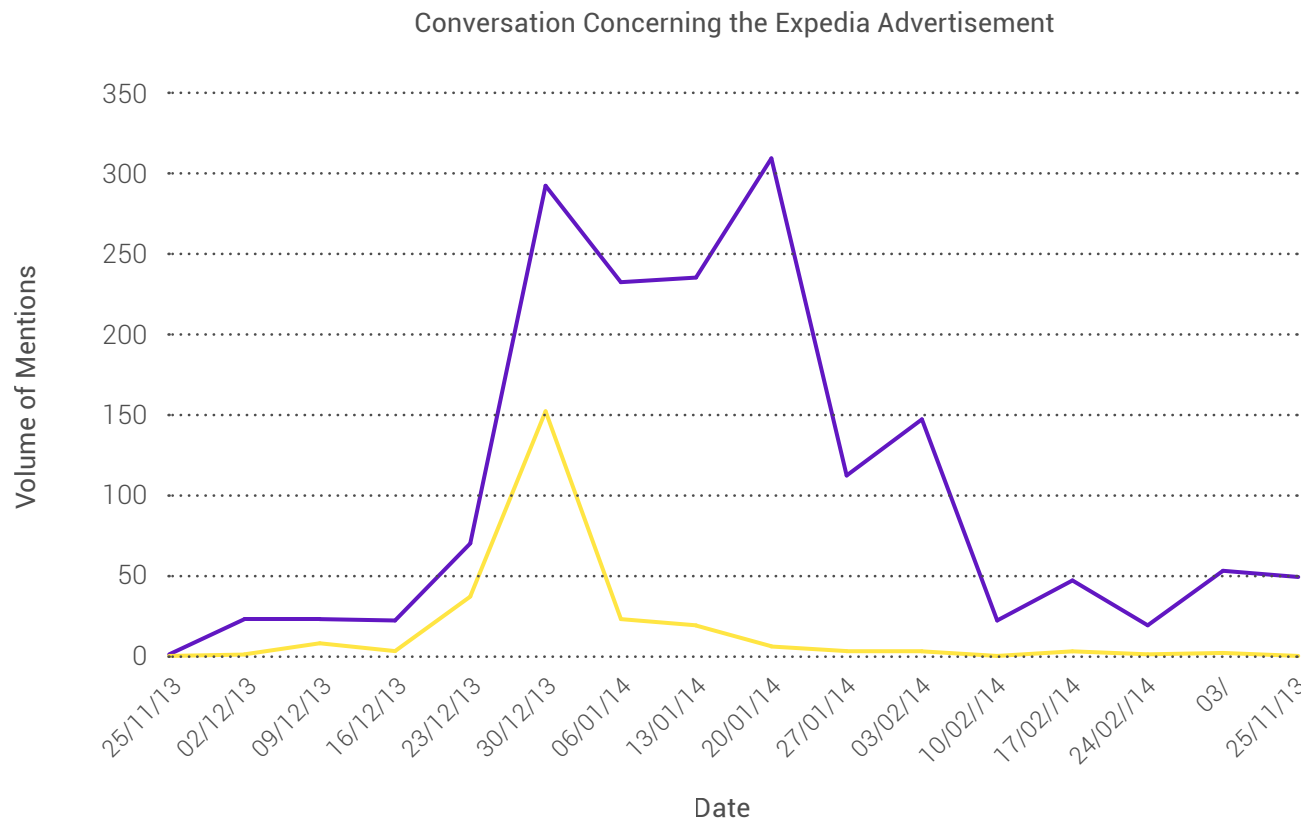


# Travel & Hospitality/

## 3 Travel Agencies



Expedia's self-effacing and daring response let customers truly know "we're listening."



Analysis of social data indicates the brand successfully managed to **eradicate negative conversation** without also eliminating overall buzz.

This example from Expedia Canada demonstrates the power of **agile, responsive and customer-centric** marketing and throws down the gauntlet to more traditional, rigid approaches to marketing.

The case is not an uncommon one. Indeed, many brands use social media monitoring and analytics to gain a deeper understanding of a campaign's **actual effect** on the target audience.

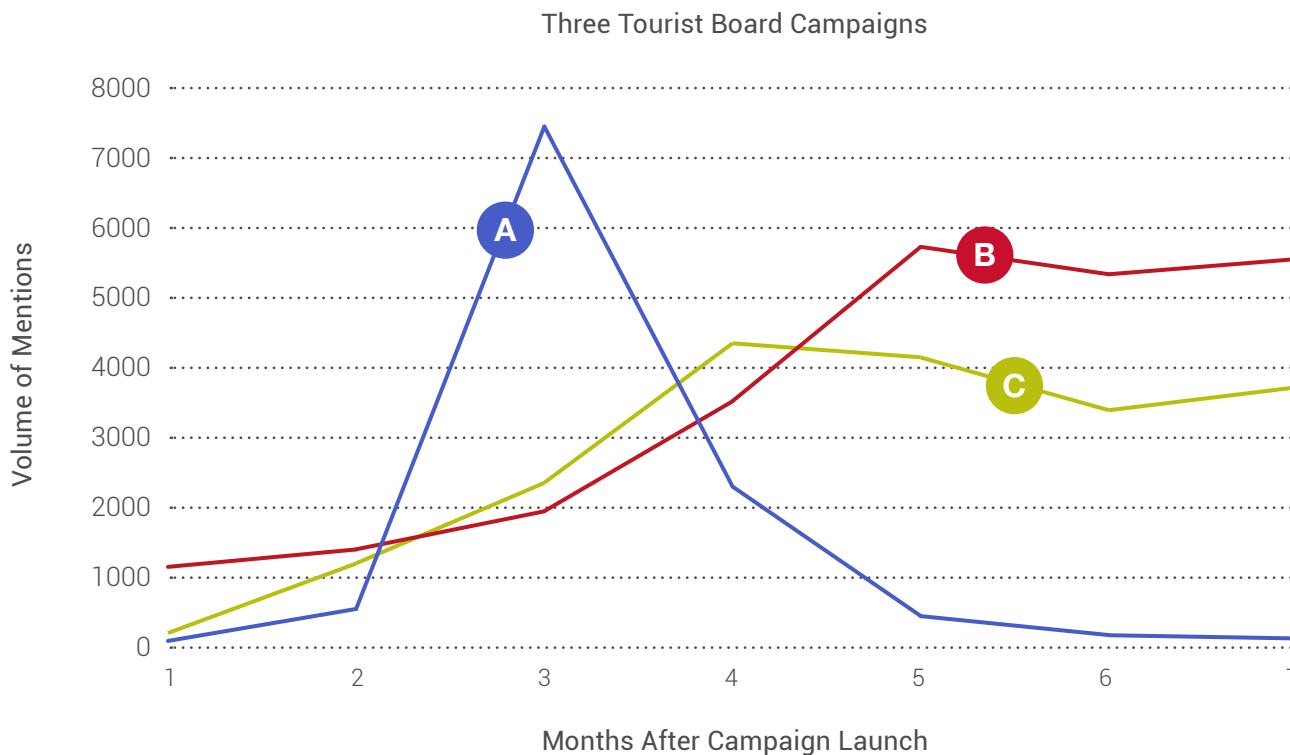
Fig. 12 data from Brandwatch Analytics/ Jan 1st - Mar 15th, 2014

# Travel & Hospitality/

## 3 Travel Agencies



For another example of using social data to optimize campaigns, consider the following data from three different tourist boards' marketing campaigns.



By tracking the online conversation around the three campaigns, here labelled as **A**, **B** and **C**, we can see that although Campaign A made the biggest instant impact with a huge surge in volume of mentions, Campaign B and C's buzz had a more sustained effect.

So, while Campaign A's impact upon conversation was short-lived, the other two managed to inspire online discussion for longer.

**This means that both generated more buzz than Campaign A over the studied time period of seven months.**

Fig. 13 data from Brandwatch Analytics/ 2013-2014

# Travel & Hospitality/

## 3 Travel Agencies



It's also important to acknowledge that the effectiveness of a campaign should not be measured in quantity of mentions alone.

Rather than aiming for solely breadth of conversation, we must also look for richness of reaction.

A closer examination of the data reveals that most of the conversation generated by campaigns A and B is **irrelevant**.

These were identified by listening to the elements of the conversation that did not relate to the tourist board's main offering (i.e., vacations), but were merely comments on **trivial or obscure** aspects of the campaign.

Further analysis of the data allows us to investigate the proportion of the conversation that was not only brand-relevant, but also the comments that **implied a certain degree of purchase intent**.

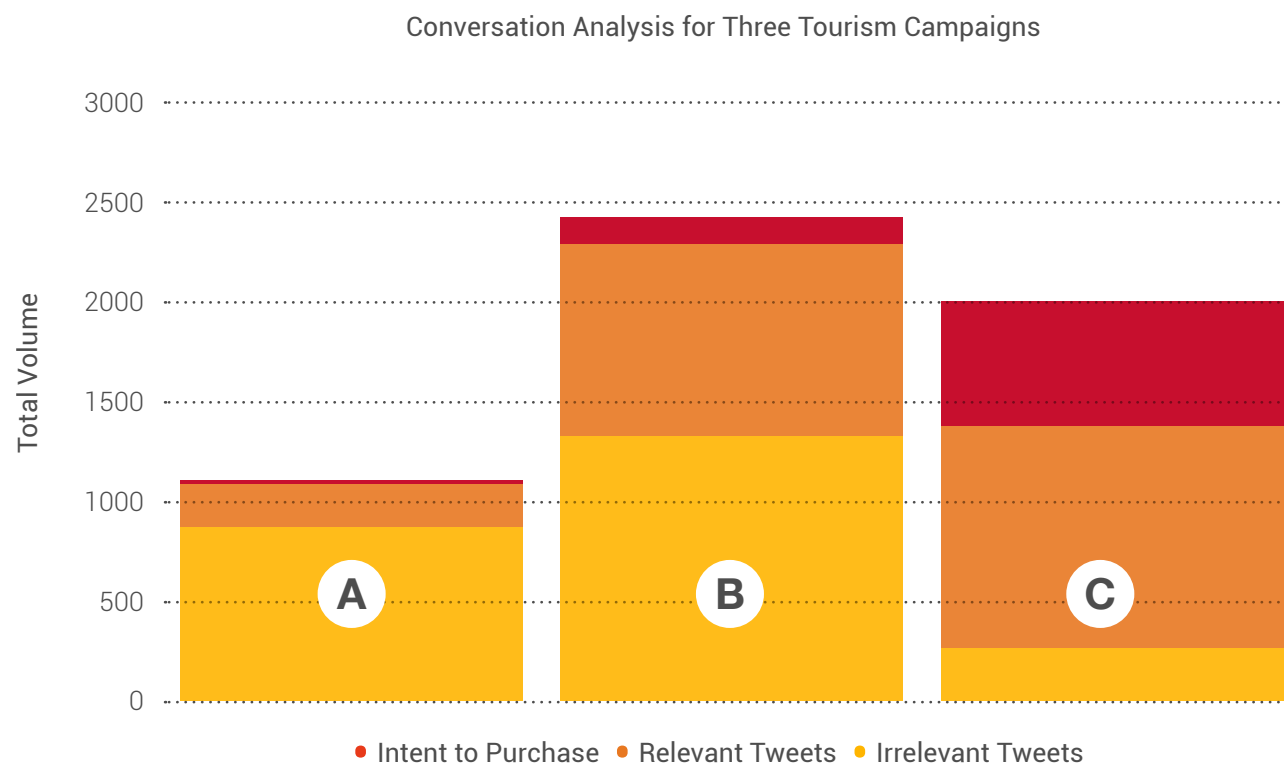


Fig. 14 data from Brandwatch Analytics/ Jan 1st - Mar 15th, 2014



## 3 Travel Agencies

**By paying close attention to customer conversations, and listening specifically for the language customers use, brands can determine the quality of the buzz generated.**

The 'intent to purchase' language (i.e., those stating a wish or commitment to visit that particular region) identified in the example campaigns is particularly relevant. The process shows that Campaign C, despite general buzz volume of mentions lower than of Campaign B, produced the most relevant conversations and intent to purchase (fig. 15), making it generally a more successful campaign than either A or B.

This data underlines how, when it comes to understanding the **effectiveness of marketing campaigns**, it is crucial to dig below the surface and ensure that it's not just basic metrics

and quantities that are being tracked. If the tourist boards examined had based their marketing and investment decisions solely on measurements such as the volume of mentions generated, a false conclusion would have been drawn.

**Advanced listening tools like Brandwatch grant marketers the means to slice and dice the data, meaning a much more accurate understanding of ROI can be obtained.**

# Travel & Hospitality/

## 3 Travel Agencies

**Intelligent marketers are using emerging technologies and innovative techniques to enhance their ability to measure performance, but also to respond and adapt quickly to metrics.**

Those able to pioneer and successfully adopt these processes are securing an advantage over those unwilling to evolve, and will be alone in remaining relevant to a fast-changing marketplace.

### **Current challenges:**

- Proving the overall ROI of integrated marketing campaigns (on- and offline)
- Differentiating between engagement and profitable business impact
- Deciphering the reaction to your campaigns as they are happening



### **Recommendations for Social Listening**

1. Listen to the response to your campaign in real-time, allowing your organization to adjust accordingly
2. Categorize your social data to gain deeper understanding of the performance of each marketing initiative in context
3. Use advanced Boolean operators to intricately dissect the meaning, relevance and buying power behind the response to your campaigns

# Travel & Hospitality/ Implementing the Right Technology

Listening platforms like Brandwatch are engineered to allow organizations to harness the power of online conversation data to enhance their business functions.

- Obtain the cleanest, most accurate data from **conversations happening across the web**, instantly and with reams of additional, valuable information about the authors, websites and networks behind them.
- Establish a robust **customer service presence** and adapt your offering by using rich insights about what your customers are talking about, as well as the where, when and why.
- Use Brandwatch's social data in more places, for more purposes, by taking advantage of our partnerships and integrations with leading technologies like **HootSuite**, **Spredfast** and **Clarabridge**.
- Monitor your brand's reputation and remain alert to crises with rich, real-time data, automatic sentiment analysis and a potent suite of email alerting tools
- Slice and dice your data automatically or manually, in bulk or individually, taking advantage of the most sophisticated **data manipulation features** available in any listening software.
- Understand your marketing initiatives in unprecedented depth, uncovering not only exactly how much they're talked about and when, but also the **deeper meaning behind the conversation**, helping you measure the ROI on your efforts.

# Brandwatch Report

## Travel & Hospitality/ 2014

### Thank you

What should hopefully be clear having read this report is that for those operating anywhere in the travel and hospitality sector, there is a gargantuan opportunity for capitalizing upon the changes in consumer behavior that the 21st century has brought.

Please do get in touch or request a demo for more detailed, custom advice on advancing your listening program. You can also jump directly to our demo page at [www.brandwatch.com/demo](http://www.brandwatch.com/demo)

### About Brandwatch

Brandwatch is one of the world's leading social media monitoring and analytics platforms. Its technology gathers **millions of online conversations** every day and provides clients with the tools to analyze them, enabling brands and agencies to make smarter, data-driven business decisions.

The company has won awards for its technology and renowned corporate culture, and regularly wins accolades for its impressive growth. The Brandwatch platform is used by **over 900 brands and agencies**, including organizations such as Dell, PepsiCo, Whirlpool, Kellogg's and British Airways.

### Contact Us

[contact@brandwatch.com](mailto:contact@brandwatch.com)  
[twitter.com/brandwatch](https://twitter.com/brandwatch)  
[facebook.com/brandwatch](https://facebook.com/brandwatch)  
[linkedin.com/brandwatch](https://linkedin.com/brandwatch)

**US:** +1 212 229 2240

**UK:** +44 (0) 1273 234 290

**Germany:** +49 (0) 711 912 44 159

# Travel & Hospitality/ References

**Brandwatch** Social Listening & Financial Services. 2014.

**ComScore** Smart Travel: Majority of Smartphone Owners Now Access Travel Information on their Devices. Aug 7, 2012.

**Emirates** Emirate Takes Home 'World's Best Airline' Award. 2014.

**Global Web Index** 61% Are Online Reviewers. 2013.

**Harris Interactive** The Harris Poll 2013 RQ Summary Report. 2013.

**MarketingMag** Expedia.Ca Responds to Angry Feedback with New Ads. Jan 24, 2014.

**Oracle RightNow** 2011 Customer Experience Impact Report. 2011.

**Prosper Insights & Analytics** Majority of Mobile Users Can't Live Without their Smartphone or Disconnect While on Vacation. 24 Apr, 2013.

**PRWeek** Reputation Survey: Travel Agents – Thomas Cook Wins Travel Turf War. 3 Nov, 2011.

**SimpliFlying** The State of Airline Marketing. Apr, 2013.

**Smyth, Pádraig; Wu, Guangyu & Greene, Derek**  
Does TripAdvisor Make Hotels Better? University College Dublin  
School of Computer Science & Informatics. Dec, 2010.

**The World Bank** International Tourism, Number of Arrivals. 2014.