

SOCIAL MEDIA ON TRAVEL AND TOURISM

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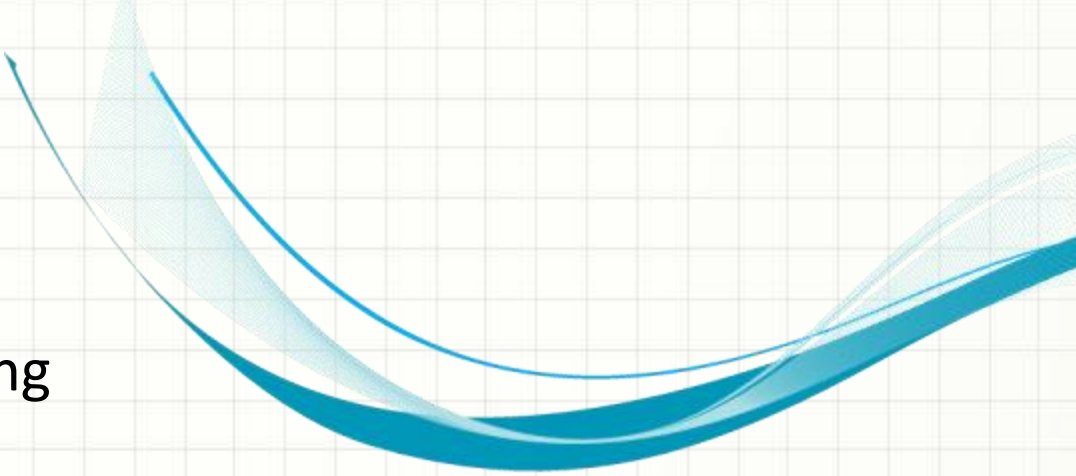
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Social Media!

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- Experience during travel or stay
- Post-experience

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- A decorative graphic consisting of several overlapping, wavy blue lines that curve from the top right towards the center of the slide. The lines vary in opacity and thickness, creating a sense of depth and movement.
- Influence on decision making
 - How social networking sites are helping travelers?
 - Why Social Media has become one of the most important marketing communication channels for tourism industry?

According to The Travel's Road Decision (2011)

87% of people use Internet to plan trips!!!!

	<u>Internet</u>	Word of Mouth	Magazines	TV	Newspapers	Radio
Help me learn more	<u>66%</u> <u>+8%</u> <u>since</u> <u>2009</u>	34%	17%	14%	9%	4%
Provided information to help me decide	<u>61%</u>	41%	13%	11%	6%	3%
Prompted me to book	<u>37%</u> <u>+9%</u>	16%	4%	4%	2%	1%



According to The Travel's Road Decision (2011),
% of travelers agree with some statements:

Question	Personal Travelers	Business Travelers
"I share pictures of my vacation online"	53%	52%
"I have made travel plans based on reviews and experiences of others"	45%	54%
"I enjoy reading experience, reviews, and information from people like me"	49%	57%
"I used social media networking to share my travel related experiences"	40%	46%
"I chose Internet as one of the travel planning sources"	85%	78%



- Facebook is the most popular social media network site.
- Advertisement by Facebook.
- Influence of Facebook on Tourism.
- Members of LinkedIn
- Attracting employee through LinkedIn
- Role of LinkedIn on tourism
- Twitter is a favorite one for travel –industry sectors such as agents.
- Tweet and Retweet affected tourism industry



CONCLUSION

- Social Media is impacting the Tourism Industry