



# Social Media and Travel

20 February, 2013  
Kimberley

**Travel is  
Social**

**There's a  
Social  
Media  
Revolution  
taking  
place**

**It's  
happening  
on your  
mobile**

**It's being led  
by the  
consumer**

**22** Average number of travel sites visited by the average traveller before booking.



**40%** of travellers use social networking to share experiences.

percentage of travellers who use smart phones to book trips.



Only 3% of accomodation bookings are made using mobiles.



percentage of travellers who consider the internet their main source of travel planning.



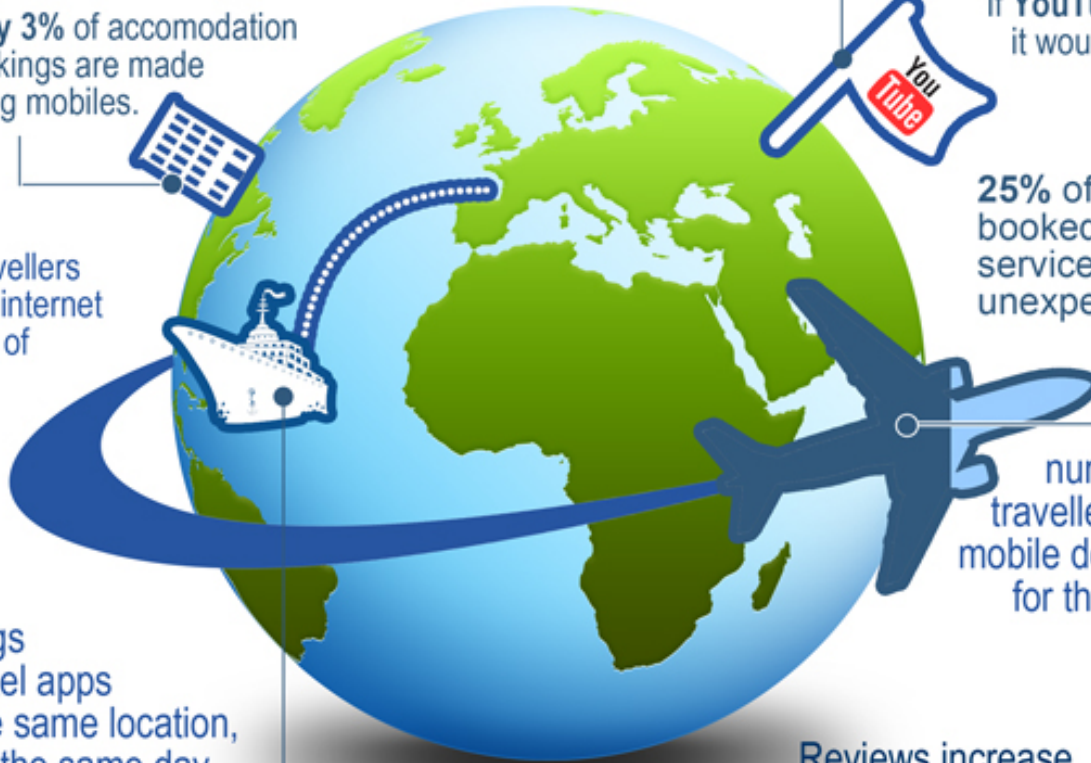
If **YouTube** were a country it would be the third most populated place in the world.

**25%** of travellers booked a travel service because of an unexpected email.



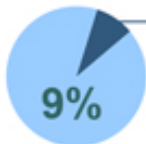
**50%**

of hotel bookings made using hotel apps are made in the same location, as the hotel on the same day.



**70%** number of business travellers who use their mobile device to check-in for their flight or hotel.

Reviews increase visitor browsing time on travel sites by between 50-100%



percentage of cruises booked online.



**72%** of travel brands do not use any social sharing!

Desktops & mobiles show different booking patterns. Highest on Friday for mobiles & Monday for desktops.

Google



Travelers **love to dream**  
about their next vacation



SHARING



PLANNING

THE  
**FIVE**  
STAGES  
OF TRAVEL



EXPERIENCING



BOOKING



**1** 2345

**You  
need  
to be  
where**

**they  
can  
find  
you**

**You need to be  
fun, flexible and  
flawsome**

**You need  
to be real,  
and really  
good at  
what you  
do too**

**You need to let  
others share  
their stories in a  
way that you  
can benefit from  
it**

## BEFORE TRAVELING...

TODAY'S TECH-BASED TRAVEL AFICIONADO

Most popular planning picks...

[expedia.com](http://expedia.com) [tripadvisor.com](http://tripadvisor.com)  
[yapta.com](http://yapta.com) [lonelyplanet.com](http://lonelyplanet.com) [travelocity.com](http://travelocity.com)  
[priceline.com](http://priceline.com) [hotels.com](http://hotels.com)  
[orbitz.com](http://orbitz.com) [hotwire.com](http://hotwire.com)  
[kayak.com](http://kayak.com) [travelzoo.com](http://travelzoo.com) [virtualtourist.com](http://virtualtourist.com)

### Planes, Trains, and Applications



29% have used mobile apps to find flight deals



30% have used mobile apps to find hotel deals



15% downloaded mobile apps specific to upcoming vacations

### Vacation Vetting



Read hotel reviews



Read activity/attraction reviews



Read restaurant reviews



81%

find reviews by other travelers more helpful.



### Getting Social Before Setting Sail



52% "Liked" Facebook pages specific to an upcoming vacation



59% Posted a Facebook status update about an upcoming vacation

## WHILE TRAVELING...

### Top 5 Uses of Smartphone When Traveling Domestically

1. Take photos
2. Use map feature
3. Search restaurants
4. Search activities and attractions
5. Check in prior to flight



85%

of international leisure travelers use their smartphone abroad



### On the Road [and Online]



72% Post vacation photos on a social network while still on vacation



46% Check in to a location (e.g. Facebook, FourSquare) while on vacation



70% Update their Facebook status while on vacation



Google  
 bing  
 YAHOO!



You **Tube**



tripadvisor®  
 get the truth. then go.®

**Social Media is a great place to have some fun, but it's ALL about the business once all is said and done**



**William Price**  
**Global Manager: E-Marketing**

South African Tourism  
Bojanala House 90 Protea Road  
Chislehurst South Africa

Telephone: [\(+27\)11-895-3112](tel:+27118953112)

Fax: [\(+27\)86-611-2446](tel:+27866112446)

Email: [williamp@southafrica.net](mailto:williamp@southafrica.net)

Visit us at [www.southafrica.net](http://www.southafrica.net)



*Inspiring new ways*