

# Utilizing User Generated Content

Understand how to drive engagement and create value from user generated content



## Trend analysis

An exclusive EyeforTravel industry survey alongside the latest social media stats

## Best practice

Top advice and cutting edge practices from numerous case studies and interviews

## Improve ROI

Understand how to measure and maximize social media effectiveness

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# Welcome

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Dear Colleague,

Although consumer opinion is important to most businesses, few industries live and die by people's opinions and their ability to share them quite like travel. Many a hotel manager has had sleepless nights thinking about their TripAdvisor reviews. Although this kind of negative sentiment might dominate the thoughts of some, the real story about User Generated Content (UGC) is the enormous potential it holds to tell a brand story and reach a consumer in a way that conventional marketing can't.

Consumers trust UGC – whether that is reviews, social media comments, blogs, or videos – more than conventional advertising. This is especially true for younger demographic cohorts and appears to be increasing. With this in mind, travel brands need to be deploying the very best content they can in an intelligent manner.

The benefits of doing so can be enormous as it builds recognition and trust that can evolve into brand advocacy. Brand advocates will carry your brand to their network of their own accord through recommendations, reviews, and imagery of their vacation. This creates a virtuous cycle of marketing that can be implemented for a much lower cost than conventional marketing efforts. If companies can build authentic communities and tap into conversations in a way that attunes to their target market then there is a potentially huge Return On Investment (ROI).

Despite this, there is clearly still work to do. Our research found that 43% of travel companies do not reach out to social media influencers and the average number of people employed to monitor and manage social media in travel companies was just two.

With nearly 80% of travel companies reporting that they were looking to increase their investment into social media and content marketing, this is clearly a growth area. However, they need to make a clear, smart strategy as failure to engage in an authentic manner can backfire on a brand and erode that critical trust.

**Alex Hadwick,**

Head of Research, EyeforTravel



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## About EyeforTravel

EyeforTravel is a community where the world's online travel brands – from hotels to airlines, online travel agents, cruise, car hire firms and more – come to meet.

Established in 1997, by Tim Gunstone, we offer a diverse product portfolio including industry analysis, insights, research, webinars, reports and conferences to suit the needs of our clients.

No other online travel intelligence provider has been around for as long as us. We were here at the inception of online travel and we know the industry inside out. What's more, we're a small, friendly team. Forget impersonal hierarchies, we like to get to know our customers and work towards their exact needs.

Interested in learning more about what we can do for you? Get in touch!

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# Contents

Welcome .....	3
Executive Summary.....	10
1.1 Chapter 1 .....	10
1.2 Chapter 2 .....	10
1.3 Chapter 3 .....	11
1.4 Chapter 4 .....	12
1.5 Chapter 5 .....	12
1.6 Chapter 6 .....	13
Introduction.....	14
1. Why is User Generated Content Important?.....	17
1.1 Summary .....	17
1.2 Background .....	17
1.3 Reach .....	18
1.4 Is UGC the New Advertising? .....	18
1.5 How does UGC Offer Something Unique? .....	23
1.6 Measurable Engagement.....	23
1.7 Content Influence.....	23
1.8 Trust Leads to Influence .....	24
1.9 Case Study: Constance Hotels & Resorts - Instagram UGC campaign: #LifeLivedinColour .....	25
1.9.1 Results.....	25
2. Understanding User's Content.....	27
2.1 Summary .....	27
2.2 Measuring User Generated Content .....	27
2.3 Multi-Network Tracking and Metrics .....	29
2.4 Tracking Audience Interactions.....	31
2.5 UGC Metrics – an Example with Instagram.....	31
2.6 Sharing and Influence .....	32
2.7 Semantic Data Analysis.....	33
2.8 Reputation Management.....	34
2.9 The Positive of Bad Reviews .....	35
2.10 Best Practice .....	38
2.11 Q&A: Reevoov.....	38
3. Promoting Your Brand Through Social .....	40
3.1 Summary .....	40
3.2 Promoting Your Brand Through Social .....	40
3.3 Shared Experiences.....	41
3.4 Emotional Connections .....	42
3.5 Mapping the UGC Journey .....	44
3.6 The M-Factor.....	44

3.7 UGC Marketing in China .....	45
3.7.1 WeChat .....	46
3.7.2 Sina Weibo .....	47
3.7.3 Qzone .....	47
3.7.4 YouKu .....	47
3.7.5 Travel-Specific Social Media Sites .....	47
3.8 Your UGC Strategy .....	48
3.9 Case Study: Air Mauritius .....	49
3.9.1 Results .....	49
4. Creating Communities and Utilizing Brand Advocates .....	50
4.1 Summary .....	50
4.2 Creating Communities and Utilizing Brand Advocates .....	50
4.3 Case Study: Topdeck Travel .....	53
4.3.1 Results .....	53
4.4 Engaging the Advocates .....	53
4.5 Localized Brand Advocates .....	54
4.6 Case Study: Truckee .....	55
4.6.1 Results .....	55
4.7 Q&A: Mark Warner Holidays .....	55
5. Incorporating User Generated Content into Your Brand .....	58
5.1 Summary .....	58
5.2 Incorporating User Generated Content into Your Brand .....	58
5.2.1 Best Practice .....	58
5.3 Case Study: National Geographic .....	59
5.4 The Art of Engagement .....	60
5.5 Case Study: Club Med .....	60
6. Building a Path to Purchase .....	61
6.1 Summary .....	61
6.2 Building a Path to Purchase .....	61
6.3 Shoppable UGC .....	63
6.4 Buy Now! .....	65
6.5 UGC and the App Ecosystem .....	66
6.6 The Connected Traveler .....	66
7. Conclusion .....	69
Methodology .....	70
Abbreviations .....	71
References .....	72

## List of Figures

Figure 1: Chinese Millennials Are High Active Sharers.....	15
Figure 2: Social Media Networks by Average Monthly Users .....	19
Figure 3: Travel Companies Aim to Increase Social Media Investment in the Next 12 Months.....	21
Figure 4: Social Media Channels Used by Travel Marketers .....	22
Figure 5: LifeLivedinColour Case Study .....	26
Figure 6: The Purpose of Travel Companies' Social Media Strategy.....	28
Figure 7: Frequency of social media metrics used by companies.....	30
Figure 8: Travel Companies Are Putting in Tools to Understand and Analyze Unstructured, Semantic Data.....	34
Figure 9: Number of Employees That Monitor and Manage Social Media .....	36
Figure 10: Most Commonly Used Types of Social Media by Travel Marketers .....	37
Figure 11: Millennials Use UGC to Influence Their Purchases .....	41
Figure 12: What Influences Consumers to Choose a Travel Destination.....	43
Figure 13: UGC Within the Travel Consumer's Journey .....	44
Figure 14: How Far Are You Able to Track Customers?.....	45
Figure 15: Millennials Are More Likely to Seek Opinions on Social Media Before Booking a Vacation .....	46
Figure 16: Rate of Advocacy in Brand-Related Social Media Posts .....	47
Figure 17: The Ritz-Carlton Hotel Company Sina Weibo page .....	48
Figure 18: Using Influential Bloggers on Social Media.....	51
Figure 19: Ritz-Carlton Hotels Instagram UGC .....	52
Figure 20: Mark Warner #MWmoment.....	56
Figure 21: YoY Percentage Change of Digital Travel Sales by Region.....	62
Figure 22: Consumers Use of Social Media for Brand Research and Interest in Buy Buttons Varies by Network.....	64
Figure 23: Twitter Posts Can Link to More In-depth Product Pages .....	65
Figure 24: How Programmatic Click-through Rates Compare to Display Advertising .....	68



## List of Tables

Table 1: What Kind of Things Might Catch your Attention Enough to Prompt you to Share/Like Something? .....	15
Table 2: Social Media Networks by Average Monthly Users .....	20
Table 3: How Far do you Agree with the Following Statement? "Will Increase Our Investment into Social Media and Content Marketing in the Next 12 Months?" .....	21
Table 4: Which of these Social Media Channels do you use for Marketing Purposes (select all that apply)? .....	22
Table 5: Media Trustworthiness .....	24
Table 6: Behavior Based on Trust .....	25
Table 7: What is the Purpose of Your Social Media Marketing Strategy (select all that apply)? .....	28
Table 8: Frequency of Social Media Metrics Used by Companies .....	30
Table 9: Do You Have Tools to Analyze and Understand Unstructured, Semantic Data (e.g. reviews, social media posts)? .....	34
Table 10: How Many Employees in your Company Monitor and Manage Social Media as a Regular Part of their Role? .....	36
Table 11: What Types of Content Marketing do you Create or Interact with in your Role (select all that apply)? .....	37
Table 12: Customers Looking at Bad Reviews Are Highly-Engaged Shoppers .....	38
Table 13: Millennials Use UGC to Influence Their Purchases .....	41
Table 14: Which, if any, of the Following Help you Choose a Travel Destination .....	43
Table 15: Percentage of Travelers That Seek Opinions via Social Media While Researching a Prospective Vacation ..	46
Table 16: Do You Reach out to Influential Bloggers and Influencers on Social Media? .....	51
Table 17: Digital Travel Sales Growth (YoY percentage change) .....	62
Table 18: Percentage Of Active Users Who Research Products on Social Media, and Who are Interested in Using 'Buy' Buttons .....	64
Table 19: How Does your Programmatic Click-through Rate Compare to Traditional Display Advertising? .....	68