Klarity

The Analytical Tool for Serious Marketers

The Impact of Social Media in the Travel Industry

Social Media has had a huge impact on every industry across the world and travel is no exception. Social Media has become a seamless part of a traveler's experience – from researching their trip (best airlines, hotels, etc.) to engagement throughout the duration of their travel, and even post-trip reviews and feedback. Travelers are becoming increasingly influential thanks to social – meaning poor customer service will be heard.
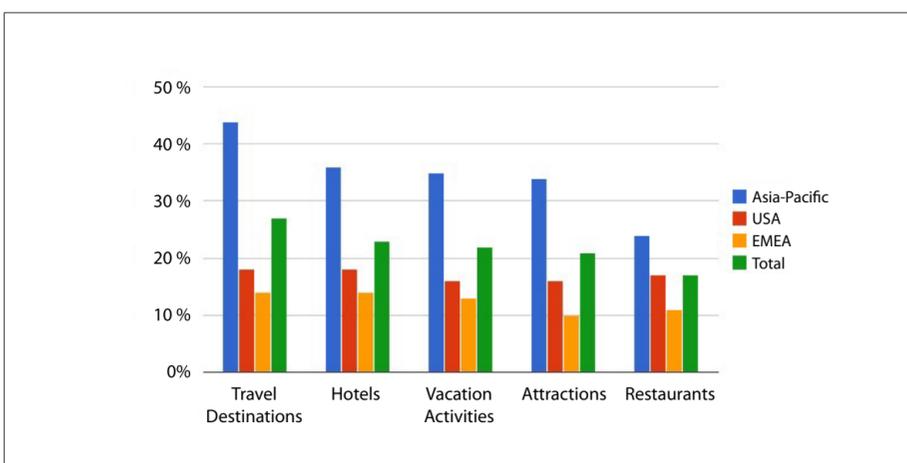
The travel industry doesn't have a choice anymore. Those companies must listen to their customers and they have to provide a positive experience throughout a traveler's whole experience, or else will fall far behind.

✉ Contact us

f Visit us

🔍 Visit our website

Leisure Travelers who have used Social Media Platforms for Travel Inspiration / Ideas

In terms of the demographics drawing inspiration from Social Media, as reported in Text100's Travel & Tourism Digital Index (2012), frequent travelers make the most use of the networks and those within the 25-34 years age bracket are most likely to use social networks to get ideas and inspiration for their travel plans.

Learn from real Social Media marketing innovators KLM Royal Dutch Airlines - KLM Surprise:

Aim: To bring random surprises and happiness to the boring waiting for flights.

Target Audience: Those who check in using Foursquare for flights or tweet about waiting to board the next KLM service.

How did they go about it:

KLM's social campaign involved a team of people identifying KLM passengers currently waiting for flights (and hanging out on twitter), before researching each person's social profile to find out a little more about their personality and destination. Given that information, they matched passengers to a surprise gift that they'd give before each person boarded their flight.

Results: 1,000,000 impressions on Twitter alone.

But are businesses invading consumer privacy by listening to Social Media conversations?

British Airways (BA) has the reputation as one of the highest advanced digital programmes in the airline industry. But they recently received criticism for instructing employees to do an Internet search for pictures on the airline's frequent fliers. The approach was supposed to make frequent fliers feel more at home. But this Social Media act of facial recognition did not receive a favorable response.

Where do we draw a line? A cap on the amount of information of a passenger that's shared is necessary

American Airlines (AA) doesn't allow its flight attendants to save most of the information they may gather about fliers. In an attempt of keeping the privacy, AA has instructed to only retain information that is professional and public.

"In this world of Social Media, airlines could use Social Media to both surprise and make a small difference to a passenger's day indeed"

Source:
http://etc-digital.org/digital-trends/social-networking-and-ugc/travellers-and-social-media/
http://www.brandwatch.com/2014/02/how-social-media-is-changing-the-travel-industry/
http://www.onspotsocial.com/digital-marketing-turns-data-collection-major-airlines/
http://www.forbes.com/sites/steveolenski/2014/02/07/the-impact-of-social-media-in-the-travel-marketing-industry/