

# TOURISM

## How to work with influencers?



# How do you use influencers when you're a travel brand?

Are you a travel agency or another player in the tourism sector?

Influence marketing will allow you to reach a wider audience, but you need to know how to incorporate influencers effectively. We have great news for you, influencers are the perfect solution to get your holiday destinations known amongst their online communities! This is within everyone's reach, no matter what your budget or expertise in influence marketing is, we're here to guide you!

We have two pieces of advice: choose the right influencers and organize an original and attractive campaign. Via statistics and case studies, we will address this in this document.



# Why is influence marketing essential in travel brand communication?

Before we begin, ask yourself why working with influencers is (very) interesting for travel brands. Influencers:

- > have very powerful communities
- > are where the 15 - 35 year olds are (young people are no longer sat in front of the TV - they spend only one hour a day in front of TV, radio or the press as opposed to 4 hours for the average adult)
- > get through adblocks (over 50% of 15-35 year olds have adblocks)
- > are "mobile native"
- > like to present novelties, describe experiences and tell beautiful stories (clearly travel is particularly suitable for this type of communication)
- > have strong power of persuasion (which is key for travel as it's a conscious and committing purchase)!
- > are trend setters
- > can make your destination or service "cool"
- > are (usually) not too expensive (for many, traveling for free in exchange for posts will be enough)

- > will speak passionately about your destination and in a language understood by their community, by adapting to local cultural standards
- > may show you other ways to present your product or other uses that you may not have thought of.

And even better:

- > you can choose which ones (on influence4you for example, we have on average 10 influencer applications for every one selected) and we often have over 200 applications per travel campaign
- > you can easily launch international campaigns (useful for talking about your destination in several countries)
- > and if you're a distributor, you can ask for visits and sales generated by an influencer to be tracked.

Just one small downside: influencers don't generally reach the over 40s... so if your communication target is older, you will have to use other means of media and not place all bets on influence.

In short, you will have understood that: influence campaigns are an essential asset to add to a mix of marketing approaches

for travel brands or companies, it's a "must have" in communication. We're going to give you some key figures below to show you why it works... and more importantly some ways to use influence marketing effectively.

# Key influence figures for travel brands



## ROI concept

Influencers aren't generally directly ROI based media (besides, an influencer doesn't generally accept to be commissioned on sales). They participate in the development of the image and the explanation of the product, but unlike AdWords or affiliation, they don't usually intervene at the end of the chain during purchase. Despite this, chances are you'll get sales that sky rocket with influencers.

- > For example, we campaigned for a BelAir down jacket that generated €50k in sales for €10k spent on influence marketing.

- > A PKJ novel went from 5,000th to 50th place on Amazon book sales.
- > We generated €100k in sales on ASOS with micro-influencers with less than a €10k budget.
- > Finally we generated over 100,000 members and several million in revenue with influencers for the beauteprimee website.

Now when it comes to travel, influence is part of the reflexion process that can be a medium-term stepping stone: if you're the Costa Rican tourist office and an influencer makes a video about your destination, there's a good chance that the video will monopolise the top place on Google or YouTube for a few months and therefore push the public to want to visit your country.

To sum up, influencers can generate direct sales, but it's crucial to already have some notoriety and therefore privilege influence

marketing as a channel of notoriety, buzz and explanation of your product / innovation.

The agency Tomoson calculated that if we include direct and indirect sales (not just direct sales), **€1 invested in an influence campaign generates €6.5 in turnover in most cases.**

Good to know, right? In terms of measuring the impact of influence marketing we prefer to refer to EMV (Earned Media Value) rather than ROI (Return on Investment), which is difficult to measure.

## EMV

EMV is the media value of influencer posts (calculated based on Ayzenberg reference benchmarks).



**On our platform,  
for €1 invested,  
we generate  
up to €11 in EMV**

**Calculate your EMV  
for Free!**

The free tool to calculate the EMV of your social and influence campaigns:

<https://blogfr.influence4you.com/emv/>



# The average engagement rate

On Instagram: it's between **2 and 3%**  
in likes/users according to sector.



Great news!

**3,5%\* for  
micro-influencers  
on the Influence4You  
platform**

On Youtube : less than **4%**  
in likes/views



Great news!

**4,7%\* for  
micro-influencers  
on the Influence4You  
platform**

# The power of influencers

- > Some influencers exceed **10 million views per video, that's more than some primetime TV shows**
- > The Football World Cup Final had 20 million viewers on TF1 (top national French channel)... in 2018, **Squeezie made several videos exceeding 20 million views**. This makes you realize the impact that Youtubers actually have!
- > PuddiePie has **80M subscribers on YouTube!!!**
- > 18-24 year olds spend only 1 hour per day in front of the TV (versus 4 hours for the average adult) but **4 hours a day in front of their smartphone\*\*\*** (especially on social networks), that's a huge audience of TV-worthy influencers!

# The number of influencers per campaign

Micro-influence campaigns on Influence4you allow advertisers to work with an average of 110 influencers. So, for your campaigns, it's interesting to mix top influencers who

will make an impact straight away and micro influencers which will allow you to develop proximity with the consumer.

# Examples of influence marketing campaigns for travel brands





**CONTEXT:** Education First wanted to promote long-distance language study trips and so came to us to invite two influencers for a two week trip to Sydney and Singapore to highlight the beauty of these trips and destinations.

**TERMS:** We selected Style Tonic and AnnaRvr who are used to traveling together and have young and dynamic social media communities that follow them daily.

They got to take part in a trip sharing their experiences and special moments via photos, tweets and vlogs.

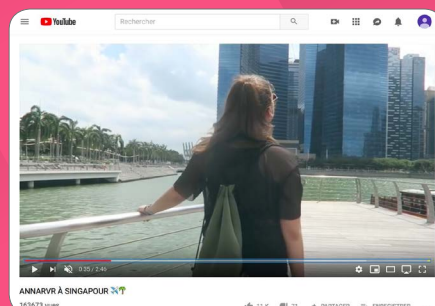
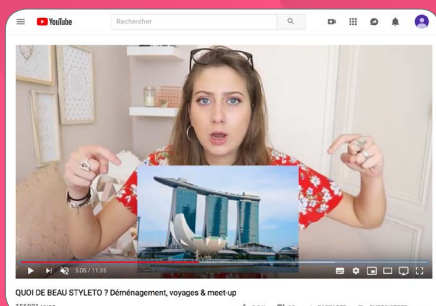
Travelling allows an influencer to easily create content to share, so the number of posts was naturally higher, which drew attention to EF. Their community loved it and their videos got a higher engagement rate on YouTube than their average rate on their other videos.

## RESULTS

Total Reach of Posts: **9M**

YouTube Views : **550K**

Engagement rate : **11.5%**







**CONTEXT:** Promovacances wanted to promote its services through influencers in order to highlight the services good value for money. The campaign was carried out over the summer season to correspond to the period with the largest demand.

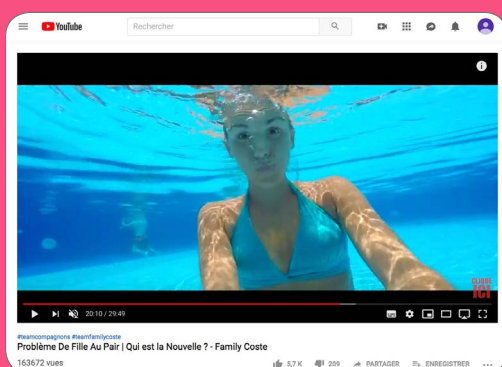
**TERMS:** Several campaigns on different social networks were launched: 4 youtubers were selected to illustrate and take their subscribers into a travel dynamic. Two bloggers, with over 410,000 visitors per month also each created a blog post made for SEO. Promovacances

generated a multitude of posts across multiple different networks and in various formats.

## RESULTS

Total views on YouTube: **228K**

Blog scope: **483K**





**CONTEXT:** Pierre & Vacances offers holidays and activities throughout France to enjoy as a family or with friends. In order to promote their trips and activity packages, the brand recruited influencers to experience an unusual trip and discover sensational activities at the ski resort Arc 1950.

**TERMS:** 8 influencers were invited to stay 4 days in a Pierre & Vacances Premium Residence Village. The group was split into 2 teams. Each team had their own apartment. A schedule was established beforehand with activities and key moments. The influencers could make the most of the resort's facilities, skiing and

activities by sharing the hashtag #MakeMyDay. The girls posted on their Instagram accounts, as it's the social network channel that allows for the most authenticity and stories allow for moments to be relayed in real time.

## RESULTS

42 posts

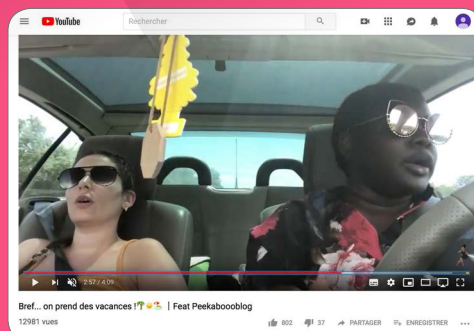
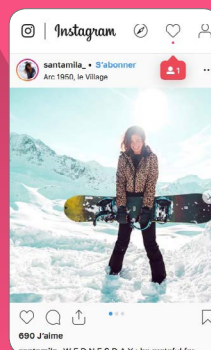
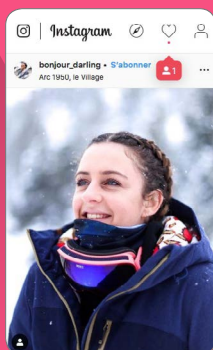
Total reach on the 8 profiles: **1M**

Instagram interaction rate: **11.3%**

Instastory views: **257K**

Mentions and tags: on over **200** posts

Affected subscribers: **310K**





**CONTEXT:** Hôtel et Préférence wanted the spotlight on one of their mansions and so invited influencers to stay on one of their estates.

**TERMS:** 6 influencers were selected and invited to the Château de l'Epinay for two days with a program of activities to discover Angers and its surroundings. With the castle being a relaxing setting, the influencers were able to discover the spa, enjoy a massage session and a yoga session the following day.

## RESULTS

Total subscribers affected on Instagram: **1M**

Story views: **109K**

Likes on Instagram: **38K**

Average engagement: **4,05%**





**CONTEXT:** The Guadeloupe island tourist board wanted to highlight the beauty of the islands and promote tourism by involving influencers.

**TERMS:** For our fifth edition of the YouTube Master Class Advance, 15 influencers were invited to stay in Guadeloupe and share on social media the activities experienced. The Guadeloupe Island tourist board organized activities so that influencers could discover the richness of the island: its territory, local producers, history with

the memorial ACTe and the Saint-Anne market... Endless possibilities of content creation and publication for influencers!

## RESULTS

4 YouTube videos: **110K** views

Instagram posts: **83**

Total reach: **6 476 000** subscribers

Total Likes: **165K**



# Mistakes to avoid

- > Offering the trip to the influencer is a real bonus as it entices them to create engaging content and gets them to share on a more personal level.
- > Excellent organization is a necessity for travel providers as influencers are usually savvy travellers and recognize good delivery service immediately.
- > The holiday theme needs to be in sync with the influencers feed, so you need to choose accordingly.
- > Promoting travel doesn't necessarily require a higher budget, but some expertise in the influence sector in order to work with the right influencers.
- > For optimal creativity, influencers should be trusted to choose how they want to communicate on the trip. Their distinct universe creates innovative content.

# To sum up

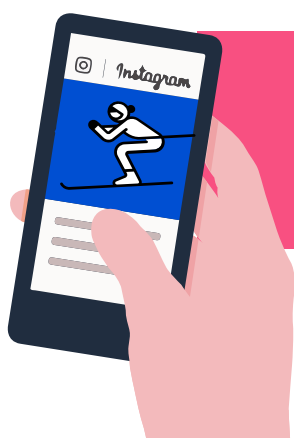
When you want to put a travel service forward, the things that work are authenticity of the offer, targeting and creativity.

Working effectively when you're a travel provider is within everyone's reach as long as you select the right influencers to create quality content.

It will be up to them to relay the story of the trip that you offer and that will inspire their community to take a break.

On top of that, if you work with us, you'll be able to create your influence campaigns easily and have access to thousands of influencers all over the world for true time saving and effective communication.

As mentioned, the choice between micro and macro influencers depends on your goals and your budget. Feel free to contact us to set up your influence campaign!



Marketing influence platforms simplify time-consuming tasks and give you easy access to the best influencers for your brand.

It's up to you to define your brief effectively for a maximum of hits!



# Notes (to prepare your campaign)

Describe your product or service as if you were explaining it to your friend:

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Describe your objectives for this influence campaign (xx visits, improve image...):

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Describe what you expect from the influencer exactly (logistics):

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Once these ideas are clear, launch your influence campaign!





Launch your influence campaign now,  
contact us:

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