

The logo features a stylized white number '2' with a green circle at its top curve.

WORLD
TRAVEL &
TOURISM
COUNCIL

Encouraging Private Sector to Utilise ICT Tools in Tourism Marketing

COMCEC Tourism
Working Group

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Some Marketing Statistics



Did you know that....

A significant 92% of marketers said that social media was important to their businesses.

The two skills most marketers want to master are effective social tactics and best way to achieve engagement.

A significant 72% of marketers surveyed analysed their social media activities.

Source: Social Media Examiner





Thoughts on Content Creation



Did you know that....

Marketers plan to increase their use of visuals (73%), videos (72%), blogging (69%), and podcasting (26%), in that order.

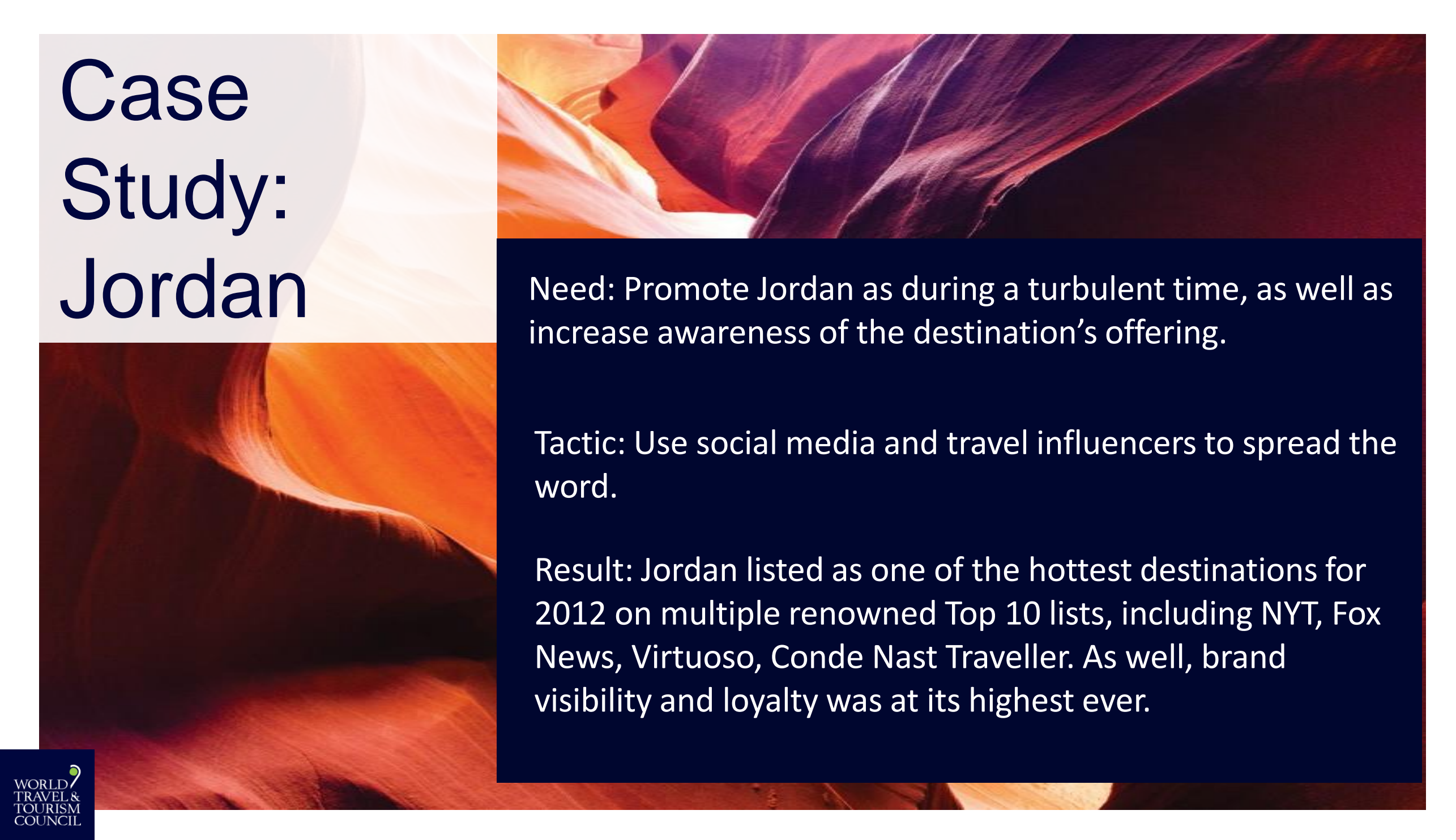
Video is becoming more important: A significant 57% of marketers use videos in their marketing; however, 72% want to learn more about video marketing.

Facebook, Twitter, LinkedIn, Google+, YouTube, Pinterest, and Instagram were the top seven platforms used by marketers.

(I would add Snapchat to the contender list).

Source: Social Media Examiner

Case Study: Jordan



Need: Promote Jordan as during a turbulent time, as well as increase awareness of the destination's offering.

Tactic: Use social media and travel influencers to spread the word.

Result: Jordan listed as one of the hottest destinations for 2012 on multiple renowned Top 10 lists, including NYT, Fox News, Virtuoso, Conde Nast Traveller. As well, brand visibility and loyalty was at its highest ever.

Case Study: Australia

Most successful tourism board on social media.

Expertly identified their target market.

Emphasis on attracting first time visitors, but also using previous travellers to harness the power of word-of-mouth and UGC marketing.

Heavy use of visuals on all platforms. Emphasis on engagement.

Brand personality is humorous, personal, and makes the audience feel.

Using Social Media

Tourism Australia's Social Media Program focuses on stimulating conversations about Australia through key platforms including Facebook, Twitter, Google+, Instagram and Pinterest.

Our [Facebook](#) page has a high level of engagement and concentrates on showcasing beautiful and unique images from all over Australia. We mainly post user-generated content, which encourages fans to continue sharing their own stories and experiences on an ongoing basis. Every Friday the best images from the week are chosen and featured in the Friday fan photo album, which receives thousands of likes, shares and comments.

[Tourism Australia's Instagram](#) profile showcases the best shots from around Australia on a daily basis, which are chosen from followers who upload and tag their photos with [#seeaustralia](#).

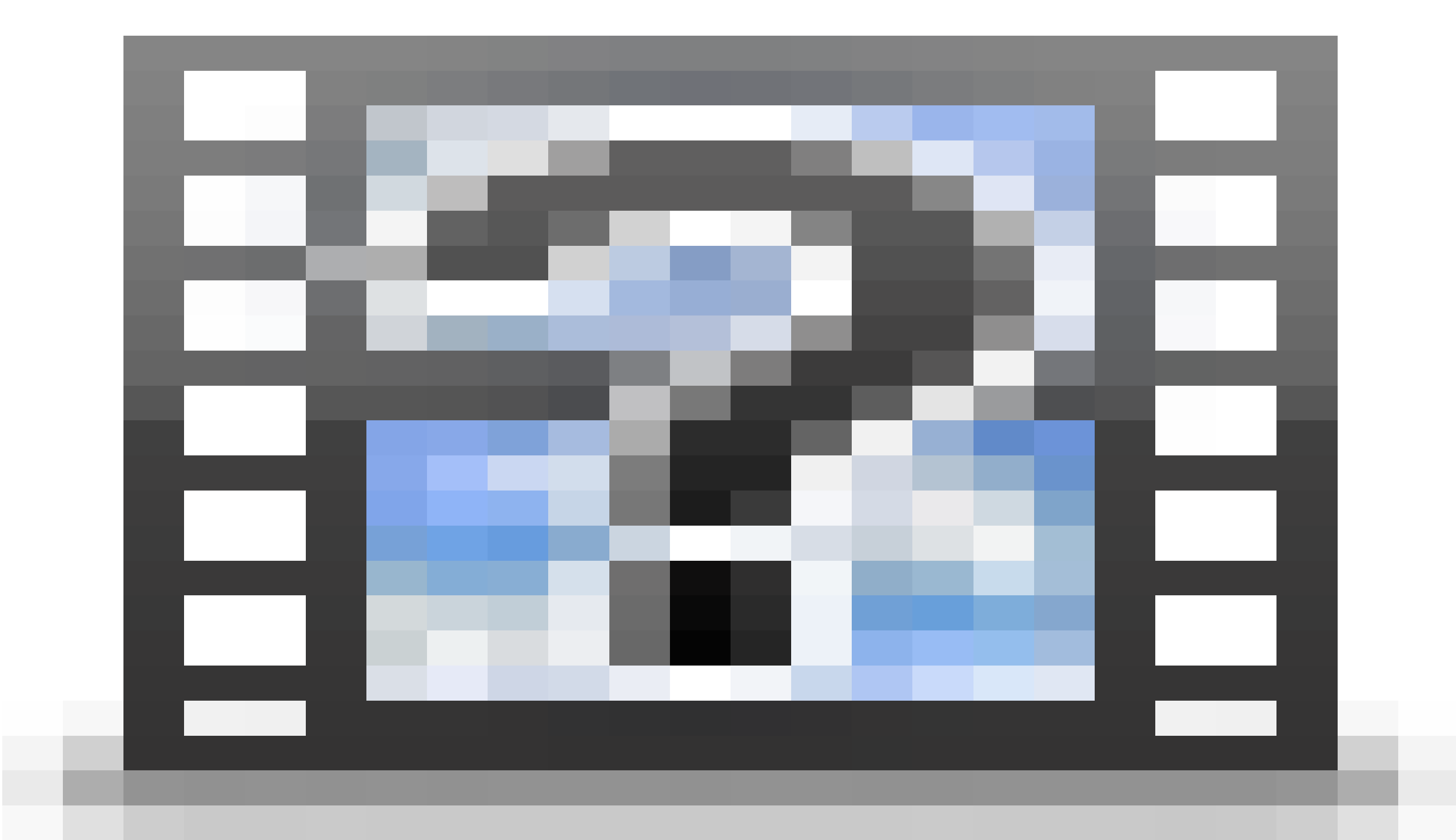
Our [consumer](#) and [corporate](#) Twitter accounts and [Google+](#) profile provide interesting news, photos, updates and facts about Australia and our [Pinterest](#) profile organises stunning photos from all around Australia into location and subject categories.



How to get involved with our social media activities*

➤ Join in our social media conversations by visiting:

- www.facebook.com/seeaustralia
- www.twitter.com/australia
- www.google.com/+australia
- Instagram (@australia)
- www.pinterest.com/seeaustralia





**World Tourism
Organization (UNWTO)**
Non-Profit Organization

Liked

Timeline

About

Photos

Reviews

More



125,450 people like this



World Tourism Organization (UNWTO)

Yesterday at 2:20pm



World Tourism Organization (UNWTO)

August 30 at 12:43pm

Are you on Instagram?

Follow @unwto to learn more about tourism as an agent for sustainable and inclusive development around the world!

<https://instagram.com/unwto/>



**FOLLOW US
ON INSTAGRAM!**

Tourism Stories



WWF ✓
Non-Profit Organization

Timeline About Photos Likes More

People

49,016 People Talking About This

2,452,321 Total Page Likes
▲0.5% from last week



International Air Transport Association (IATA)
Travel & Transportation

70 YEARS 1945—2015
Flying better. Together. 

Like Follow Message ...

Timeline About Photos Likes More

21,044 people like this



World Economic Forum ✓
Non-Profit Organization

Sign Up Like Share ...

Timeline About Photos Email signup More

754,903 people like this

Post

Tips for Success

Make your content/stories share-worthy

Try, test, and see what works

Entice your audience. Show them what they're missing.

Inject some fun into your brand and your message

Listen. Engage. Respond.

Think globally.

Utilize social media platforms where your audience can engage with you

Put the spotlight on your community

Stay current

Challenges for the Private Sector

Budget vs ROI

Standing Out

Staying current + speaking the
language

Government restrictions

Finding the resources



Suggestions?

Government cooperation

Don't be afraid to experiment

Be transparent and define role
between government + private
suppliers

Be social. Live social. Be
dedicated.





