



COMCEC

Standing Committee  
for Economic and Commercial Cooperation of the  
Organization of Islamic Cooperation



İSEDAK

İslam İşbirliği Teşkilatı  
Ekonomik ve Ticari İşbirliği  
Daimi Komitesi

# ***UTILIZING THE SOCIAL MEDIA AND OTHER COMMUNICATION INSTRUMENTS FOR SHARING MARKETING MESSAGES***

**GURKAN OZER**

**ISTANBUL, DEC 16<sup>TH</sup>, 2013**

- Tourism is the second largest sector of global economy; “even in USA number two”
- Over the past six decades, tourism has become one of the largest and fastest-growing economic sectors in the world.  
Many new destinations have emerged, challenging the traditional ones of Europe and North America.
- Nearly 1 billion tourists have travelled the world in 2013. Tourism accounts for 1 in every 12 jobs and 30% of the world’s services exports.
- Typically 5% to 10% of Country GDP
- For developing countries it is number 1 source of foreign exchange income



# 1 billion tourists; 1 billion opportunities!



Total international arrivals in 2011 was 980 million and reached **1 billion in 2012** for the first time. International tourism receipts for 2011: US\$ 1,030 billion worldwide

**1.8 Billion tourist arrivals expected in 2030, worldwide**  
(World Tourism Organization)



# What is Social Media?

- As Internet professionals, we used to make online booking web pages with real-time booking systems in early 2000s...
- After 2004, the new era of internet has started.
- Web 2.0
  - The age of connecting, collaborating, sharing
  - The age of removing the borders..
- *Social media can be defined as websites which are built on Web 2.0 technologies in order to provide space for **in-depth social interaction, community formation, and the tackling of collaborative projects** (Bruns and Bahnisch, 2009). It is definitely an activity that is based on the **notion of influence**. Social media can be used to gather valuable information about how a product, service or **brand is perceived in the marketplace***

- Today, the image of a destination is very important because destinations with a positive and clear image enjoy stronger market positioning than those without
- Building of destination brand and image is revolutionized because of the communication power of social media
- Social media are deeply embedded in the lives of their users as they manage a wide range of social activities
- Users can create profiles that describe various attributes about themselves such as their hometown, birthday, preferred activities,



- A recent report from the **World Travel Market**, which surveyed more than 1,000 UK 2011 holidaymakers, found that:
  - 1/3 of holiday makers changed their hotel choice after consulting social media. 1/10 people switched resorts after using social media.
  - 40% of UK holidaymakers use social media to help them when researching holidays.
- 23 % of Internet US users find SM very important for choosing a destination for holiday
- 75% of Russian online users (35 million) visited at least one SM site in a month spending 9 hours
- **User generated content perceived as more reliable if it is posted on official destination websites or SM groups of official destination websites**

# How strong is SM?

2011 figures



Facebook claims to have 750 million active users worldwide, spending 700 billion minutes per month



YouTube users view 3 billion videos daily



Twitter (microblog) hosts 175 million users, posting 100 million tweets per day



# Social Media Landscape

## Expressing



## Networking



## Social Platforms



## Content



## Social Games



## Casual Games



## Product



## Place



## Sharing

## Casual MMO



## MOG



## MMORPG



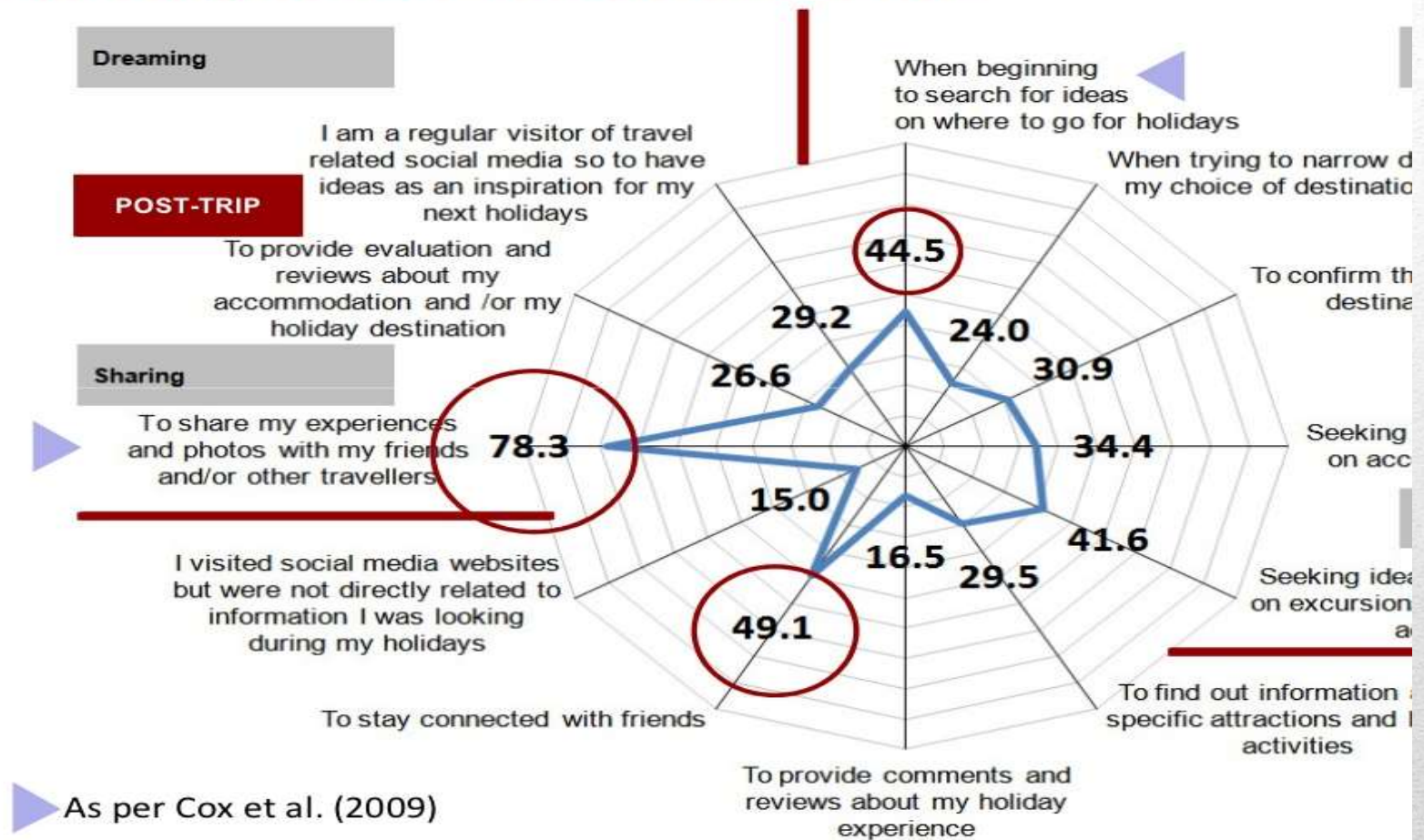
## Gaming

Source: Cavazza 2009

FredCavazza.net



## A. SM usage levels and reasons for use



**H1: SM are predominantly used before the trip for information search purposes. H1 Rejected**

ENTER 2012 Research Track

# SM will not go away, because...



I FEEL  
SLOVENIA

[www.slovenia.info](http://www.slovenia.info)



# Social Media Research and Study

**Bogazici University Tourism  
Students Research on;  
Facebook, Youtube &  
Twitter accounts of Official  
Destination Websites  
(March 11-31, 2013)**





## YOUTUBE

Subscribers

**11<sup>th</sup> March**

496

**31<sup>st</sup> March**

511

Video Views

47.394

51.462

## FACEBOOK

# of Likes

31.948

33.065

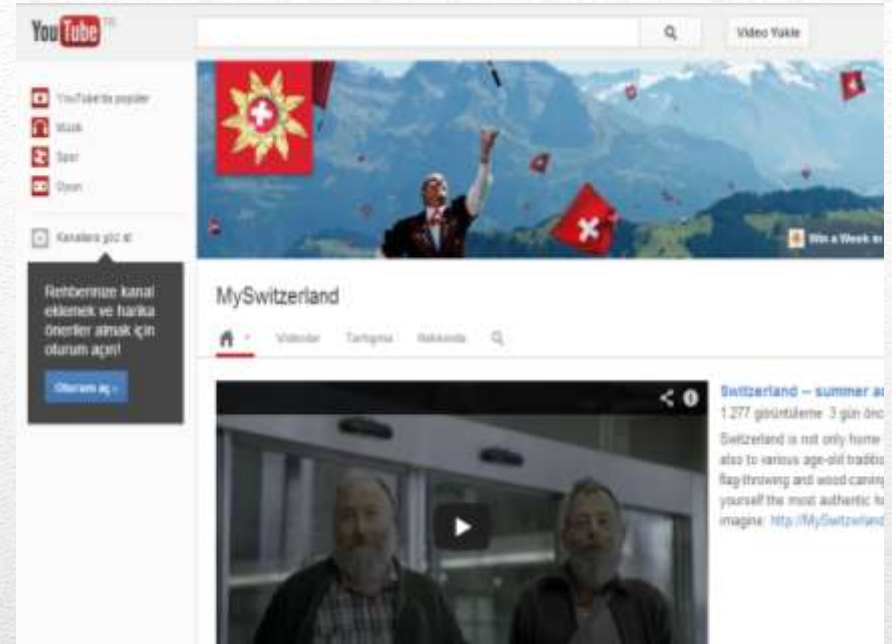
# of people talking

1.920

2.138

**12**





## YOUTUBE

	11 <sup>th</sup> March	31 <sup>st</sup> March
Subscribers	2.204	2.280
Video Views	2.784.118	2.848.688

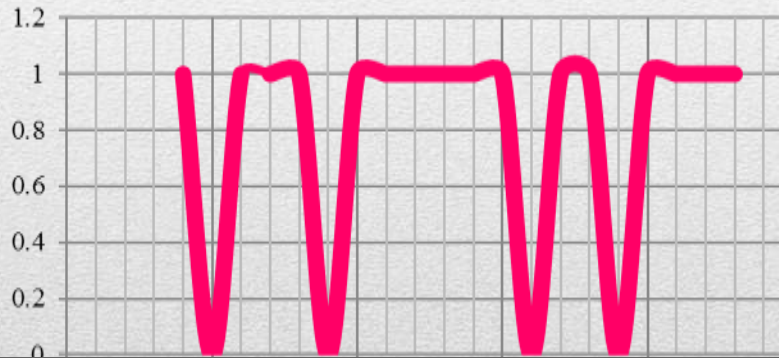
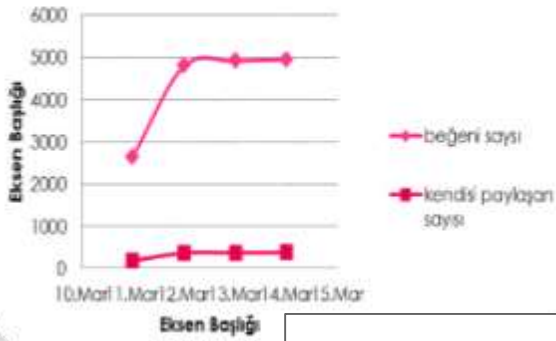
## FACEBOOK

# of Likes	629	684
# of people talking about this page	22	19

# New Zealand



RESİM 1



## Video Views

4.200.000  
4.000.000



1

2

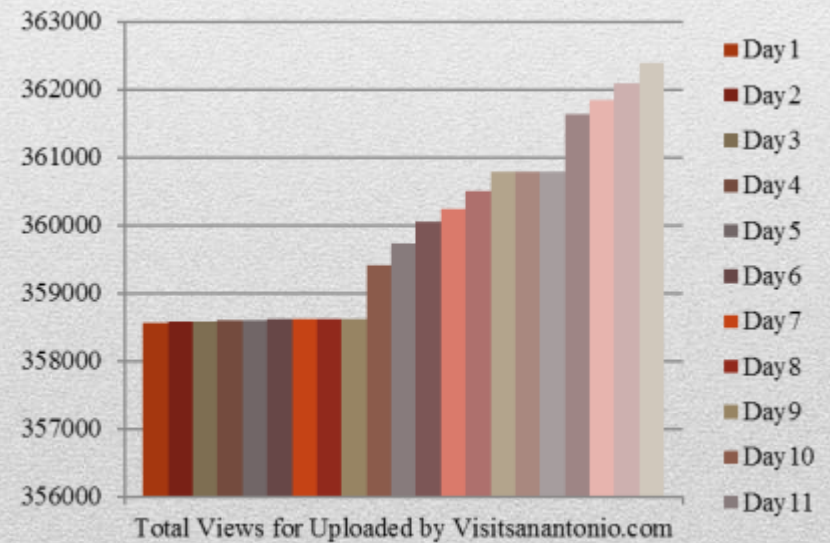
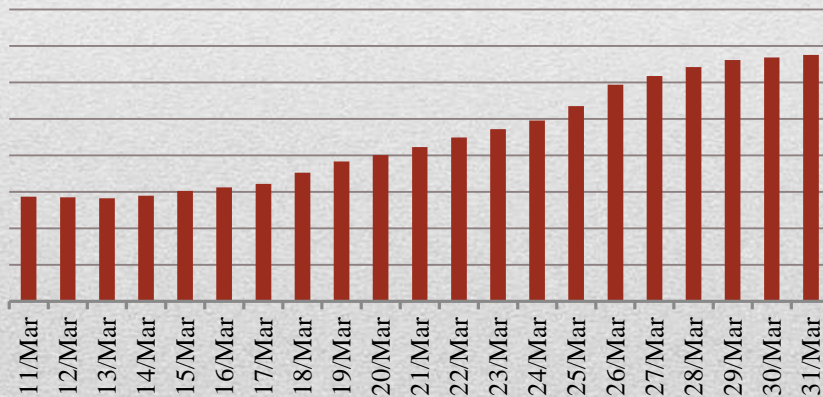
Video Views



# San Antonio, TX, USA



## Facebook Page Total Likes





- **THEY OPENED THEIR FACEBOOK PAGE ON APRIL 21ST , 2010**
- **TODAY THEIR FACEBOOK PAGE HAS NEARLY 372.000 LIKES**
- **DAILY AVERAGE NUMBER OF PEOPLE WHO TALK ABOUT THEIR PAGE IS NEARLY 5000**





## Howtoistanbul.com

- The first official website of Istanbul by Istanbul Governorship
- First phase of Istanbul Digital Platform, accomplished throughout 2013 in 10 months
- The first official website of Istanbul which is online at the domain address <http://howtoistanbul.com/> since 12th of November, 2013 is the major outcome of this project





### Istanbul Top 20

These are the top 20 reasons to visit Istanbul...[more](#)



### Kapalı Çarşı (Grand Bazaar)

With 58 streets and around 4,000 shops the Grand Bazaar is one of the largest covered markets in the world. [more](#)



### Unveiling Istanbul

"I wanna find out what it is like to be an Istanbulite...[more](#)



Find us on Facebook

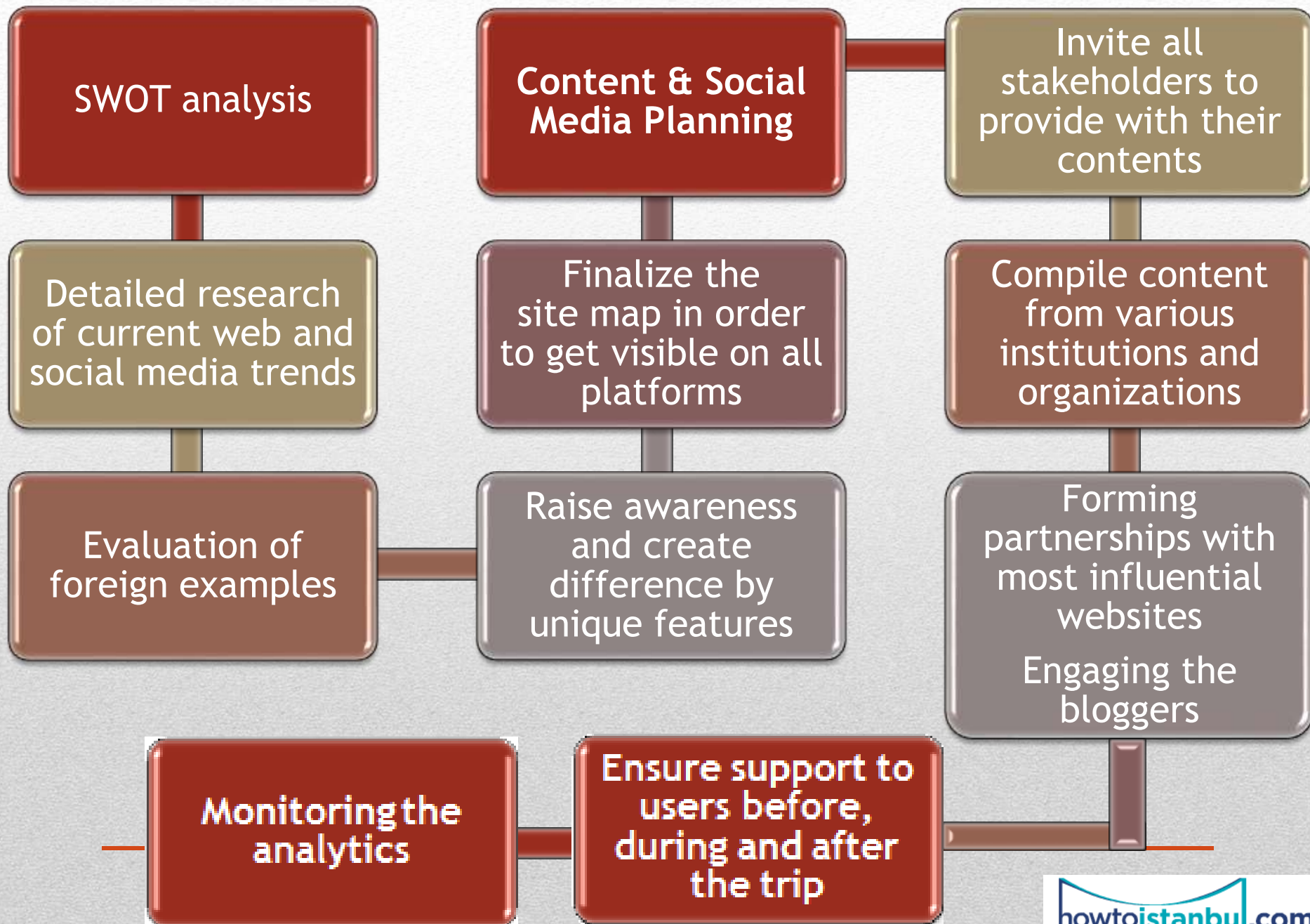


- An important attempt in terms of an integrated online city branding effort for Istanbul <http://howtoistanbul.com/> has a content created with the input from the city's major stakeholders, **approximately 70 of them**, including those operating in the tourism sector, tourism NGO's, private and official museums, palaces and the local governments just to name a few.





**Istanbul Digital Platform** is a project funded by the Istanbul Development Agency; prepared and implemented by the Governorship of Istanbul with the partnership of Istanbul Provincial Directorate of Culture and Tourism; and participation of The Association of Turkish Travel Agencies (TURSAB) and Istanbul Tourist Guides' Guild (IRO).





## Contacted with

- Istanbul Municipality & local provincial municipalities
  - Landmarks and museums
  - Art galleries and modern museums
  - Famous football clubs
  - Foundations of arts, culture
  - All Shopping Malls and old bazaar
  - Commerce associations of leather, carpet, and local goods
  - Forrest Ministry for Parks and recreational areas
  - Travel Agents Association
  - Hotels Association & Restaurants Association
  - Tour Guides Union
  - Sports Associations
  - Tourism Investors Associations
- ..... etc.

21

# Contacted with

- Industry partners :



TURKISH AIRLINES Best Airline in Europe

From:  To:

Departure Date:  Return Date:

Adult  Child  Infant

☐ One Way



atlasjet

Trip: ☒ Round ☐ One Way

From:  Please select

To:

Dep. Date:

Ret. Date:

Adult  Child  Infant



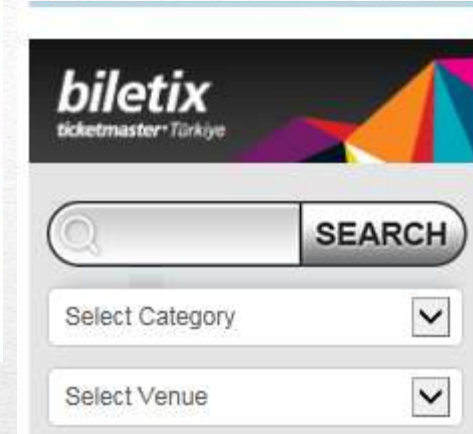
Bosphorus Ferry

Schedules

From:

To:

Date:



biletix ticketmaster Türkiye

Select Category

Select Venue



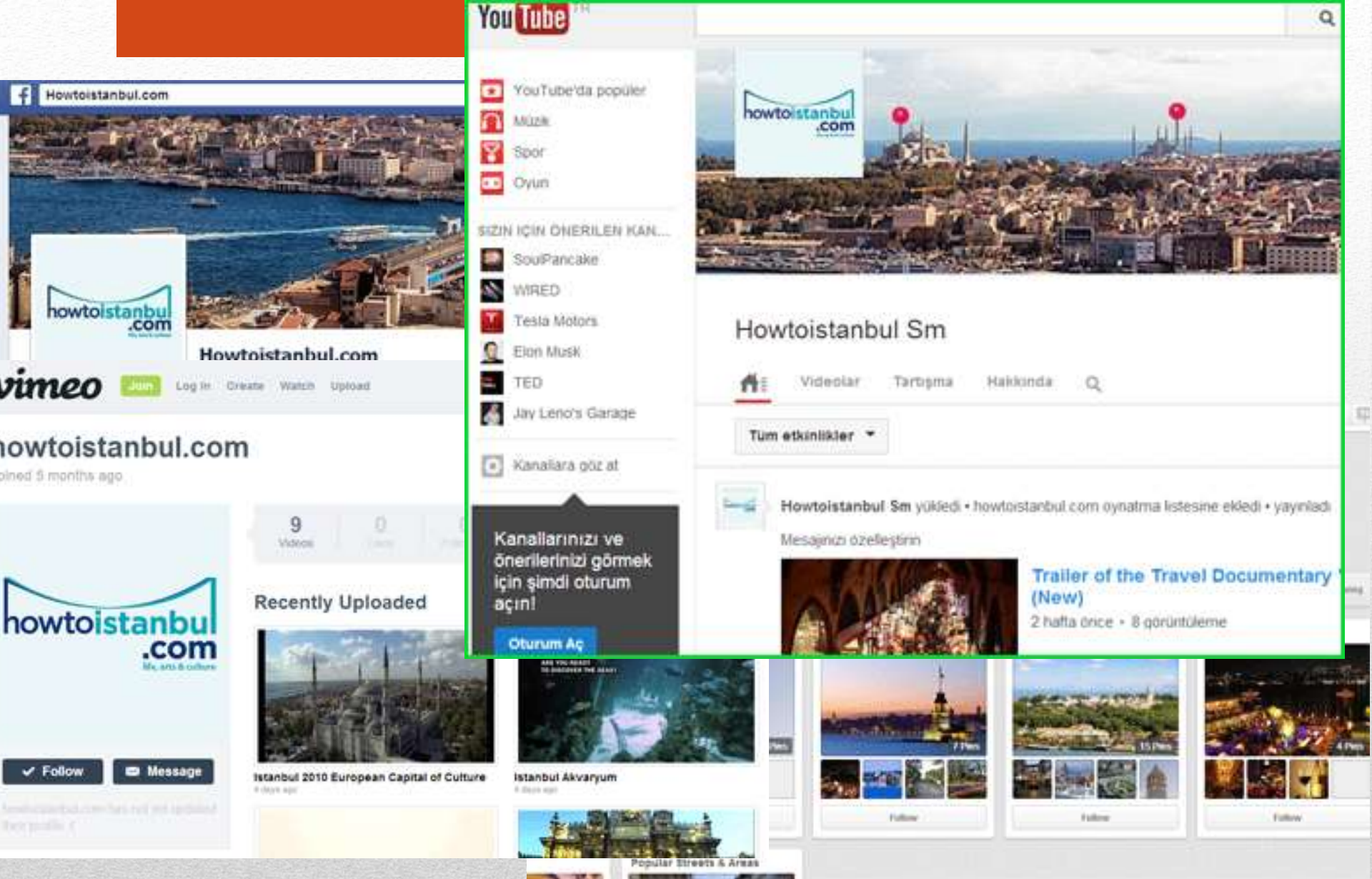
- Social Media partners :



22







24



# Google Analytics

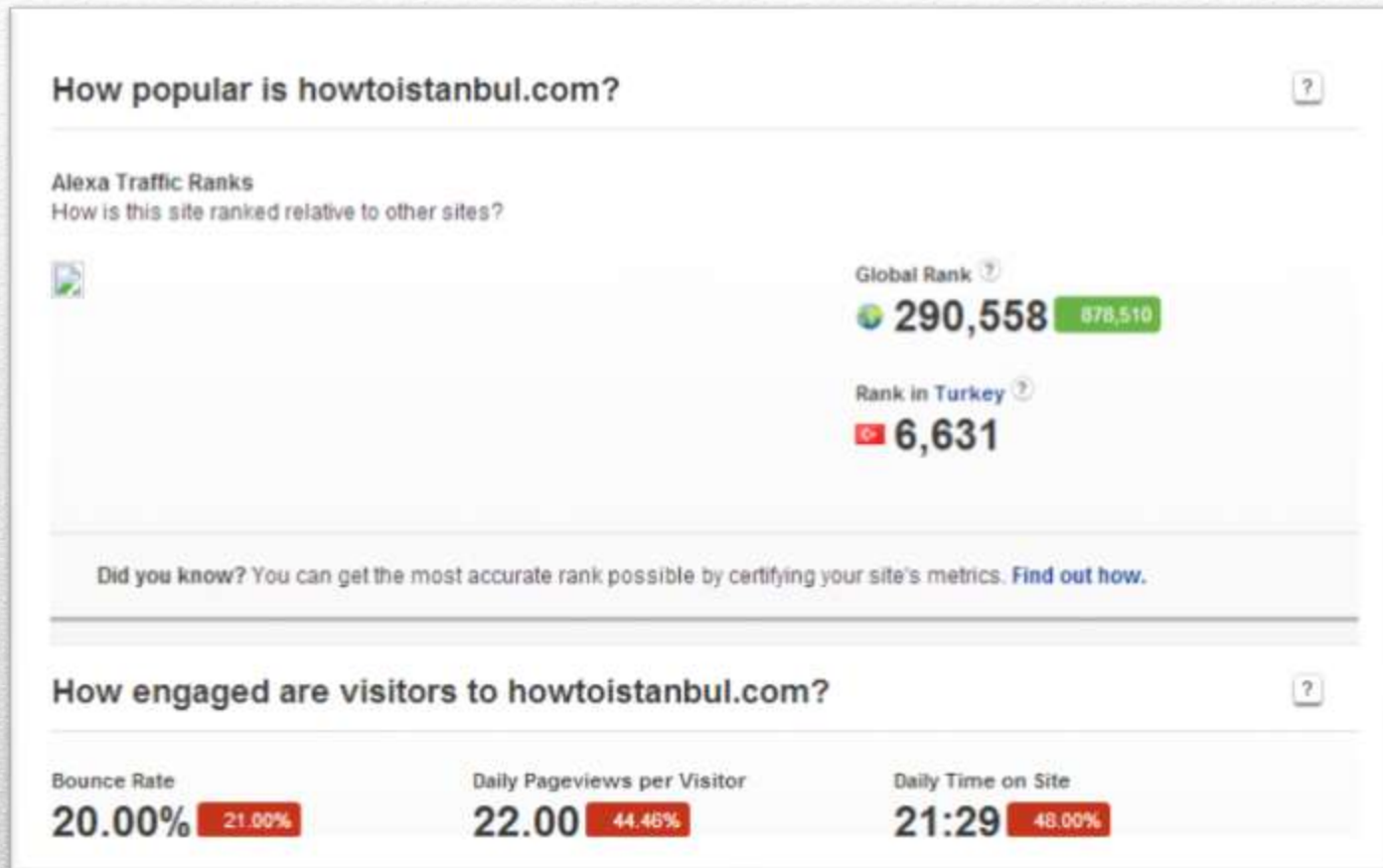
- Google Analytics to follow up site & social media performance for now... (other social media tools to be utilized soon)

I.com - http://howtoistanbul.com/		Reporting	Customization							Admin
zation			9,526 % of Total: 26.83% (35,507)	86.88% Site Avg: 87.15% (-0.31%)	8,276 % of Total: 26.74% (30,945)	48.64% Site Avg: 69.57% (-30.09%)	2.55 Site Avg: 2.05 (24.08%)	00:01:46 Site Avg: 00:02:11 (-19.12%)	0.00% Site Avg: 0.00% (0.00%)	% 0.
	<input type="checkbox"/>	1. pixel.mathtag.com	6,064	97.92%	5,938	44.69%	2.21	00:00:45	0.00%	
	<input type="checkbox"/>	2. facebook.com	868	69.24%	601	61.41%	2.78	00:02:41	0.00%	
	<input type="checkbox"/>	3. istanbulajansi.com	357	68.91%	246	36.69%	4.76	00:05:08	0.00%	
	<input type="checkbox"/>	4. t.co	293	64.85%	190	61.09%	2.48	00:02:23	0.00%	
	<input type="checkbox"/>	5. m.facebook.com	257	79.77%	205	73.93%	1.71	00:01:17	0.00%	
	<input type="checkbox"/>	6. lepetitjournal.com	170	3.53%	6	72.94%	1.54	00:05:07	0.00%	
	<input type="checkbox"/>	7. tripadvisor.com	125	42.40%	53	30.40%	5.01	00:05:59	0.00%	
	<input type="checkbox"/>	8. forum.hr	112	88.39%	99	52.68%	3.24	00:03:46	0.00%	
	<input type="checkbox"/>	9. ad.afy11.net	70	92.86%	65	85.71%	1.21	00:00:06	0.00%	
	<input type="checkbox"/>	10. antik.eksizozluk.com	64	0.00%	0	21.88%	9.36	00:22:24	0.00%	
Show rows: 10 Go to: 1 1 - 1										

20

# Alexa Rankings

- Howtistanbul.com made a quick jump on Alexa rankings..



26



# Final Words

- The more and original pictures and videos added, the more likes, follow ups on social media. And therefore more pagehits on the official destination site.
- Need special videos and photos taken, produced for social media (need resources...)
- In SM Destinations must be Brands..
- Must understand that Social Media is NOT only IT business..
- No destinations would ever survive if spend 5 years of doing NOTHING on Social Media..



COMCEC

Standing Committee  
for Economic and Commercial Cooperation of the  
Organization of Islamic Cooperation



İSEDAK

İslam İşbirliği Teşkilatı  
Ekonomik ve Ticari İşbirliği  
Daimi Komitesi

**THANK YOU FOR YOUR  
VALUABLE TIME..**

**GURKAN OZER**

**ISTANBUL, DEC 16<sup>TH</sup>, 2013**

