

Destination Strategy in Social Media

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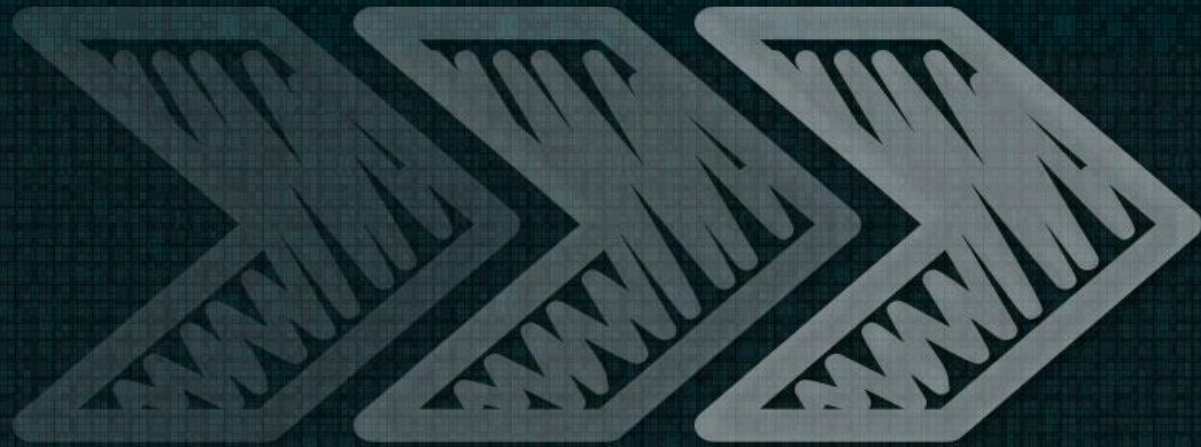
Tourism is Multi-dimensional functions interrelated with all aspects of tourist and destination, activities occurred from either direct or indirect interaction of them.



Artificially created Attractions



Destination development is a continuous process of coordination and development of amenities, facilities, products and services that support host communities to deliver quality experiences for visitors and enhance residents well-being.





The implication of modern people into different social media has reached enormous level recent years. Average person of age 30 has at least 3-5 accounts in different networks, but there are users of over 10 resources. Tourism has to use it!

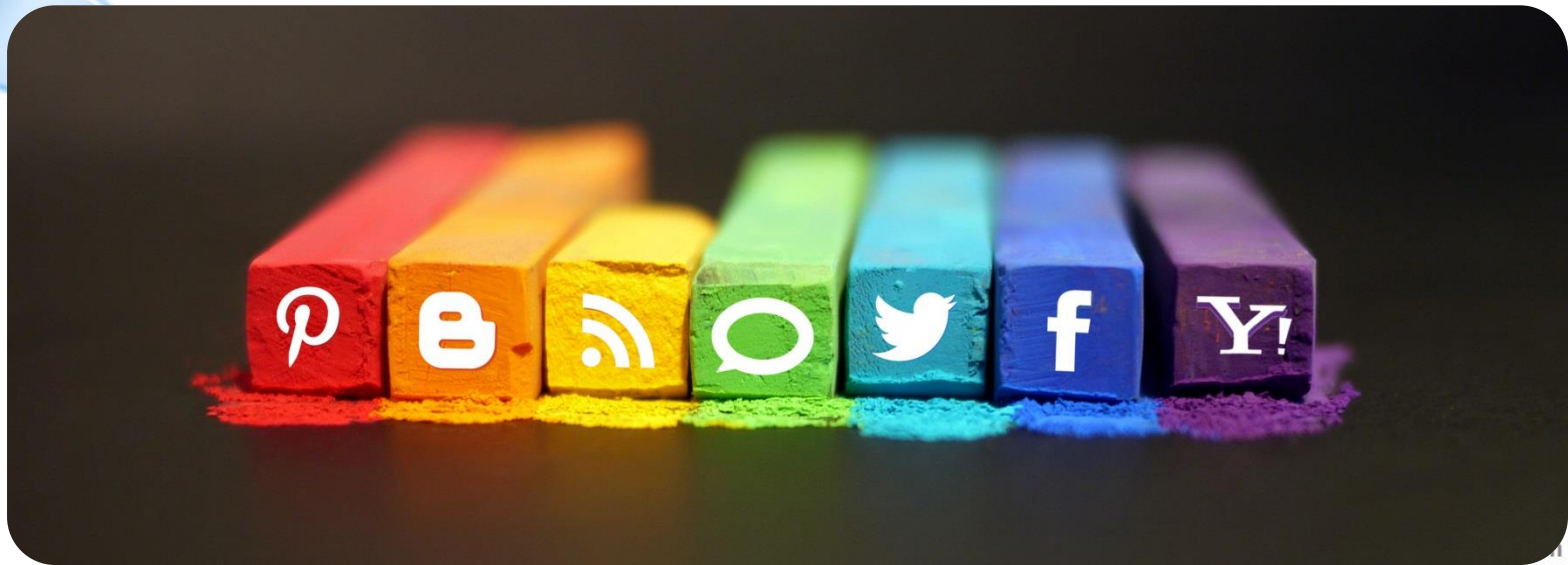


The registered list of Social Networks includes totally **215** positions.

- *Bebo*
- *Buzznet*
- *Facebook*
- *Flickr*
- *Foursquare*
- *Friendster*
- *Google+*
- *Instagram*
- *LinkedIn*
- *LiveJournal*
- *Myspace*
- *Odnoklassniki*
- *Pinterest*
- *Tagged*
- *Travellerspoint*
- *TripAdvisor*
- *Tumblr*
- *Twitter*
- *VK*
- *Vimeo*
- *Yahoo*
- *Youtube*



Users of OSNs (Online Social Networks) participate in a wide range of activities including joining social groups, reading blogs or contributing reviews to shopping sites.



Online reviews influence more than \$US10 billion in online travel purchases every year.



Consequently, OSNs should develop marketing strategies that help involve Gen Y customers in online social interactions and long-term relationships



When crafting a successful CVB/DMO/DMC/hotel marketing strategy, you should always ask:



- What **makes sense/important** for you, your market or your tourism/hospitality clients?
- How are you going to position yourself? In other words, who is your **target market**?
- Can you describe your **ideal visitor** and no, it is not “everyone”. It is someone very specific who **ADORES** what you have to offer.
- How are you going to **integrate** your marketing efforts across all of the ways that visitors talk about you today, and in the near future: online, offline, mobile, etc.



#1 – Find visitors before they arrive

Photos



zuzajda_

Sep 08, 01:46 PM



Letime :3 #Athens #Greece #ryanair #roadtrip #travel #friends #dreamteam #loveit #airport #plane #waiting #letsfly



0 comments

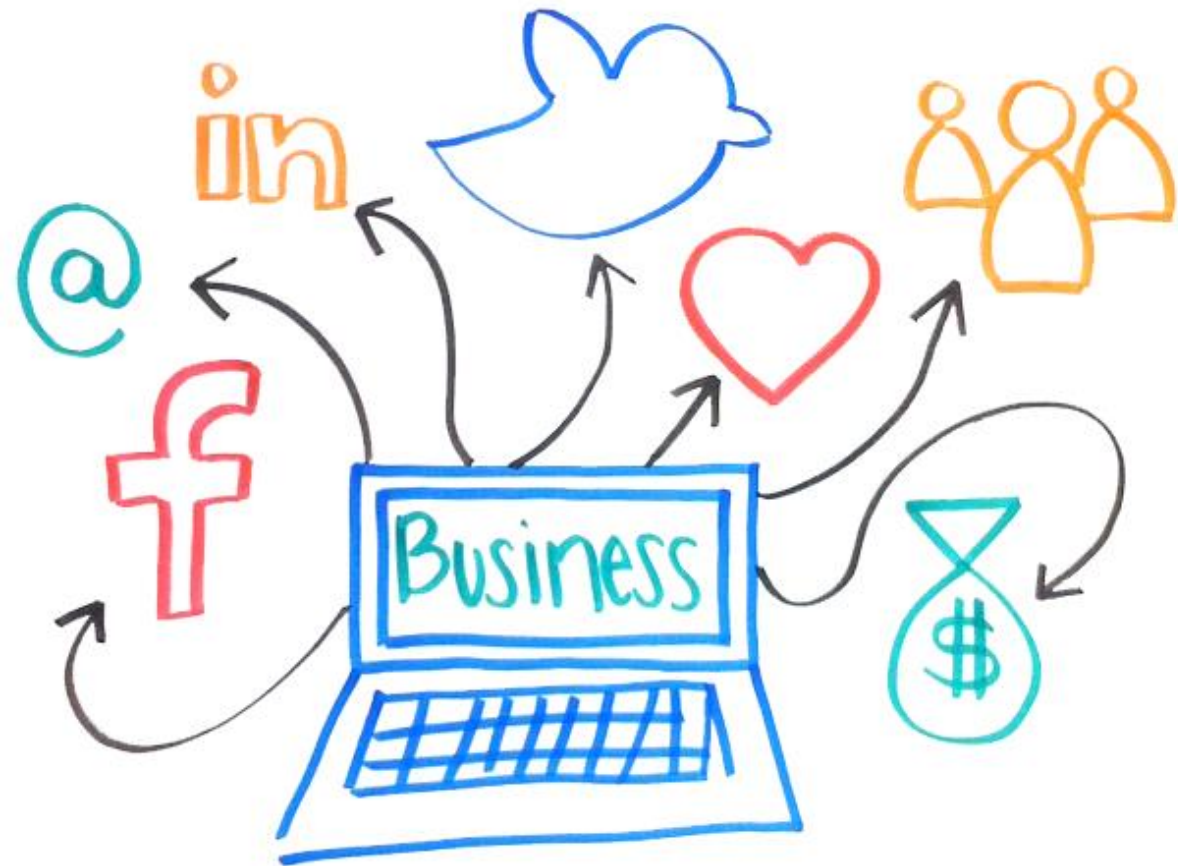


15 likes



Leave a comment...

#2 – Support your local visitor centers with a dashboard





#3 – Train and plan for negative travelers

- What types of negative comments do you ignore?
- What types of comments need to be escalated and responded to?
- How do frontline staff pass these comments higher up your social chain of command?
- What processes do you have in place for real-time social media crisis monitoring?
- Do you conduct regular simulated crisis management training? This can help your social media teams refine workflows and better understand approvals.
- Does your social media policy include guidance on dealing with negative comments?



#4 – Use social data to better understand out-of-market visitors

Explore

Search for people, places, stories

My Friends' Stories

My Stories

Share this Map

382	POSTED	VISITED	81
FRIENDS	STORIES	CITIES	COUNTRIES



#5 – Double down on Instagram



MUST-VIEW
INSTAGRAM
PAGES



ianandrewnelson

Ian Andrew Nelson Dreamer & Journeyer in Portland, OR ianandrewnelson@gmail.com
<http://twitter.com/ianandrewnelson>

Following

997
posts

45,734
followers

442
following

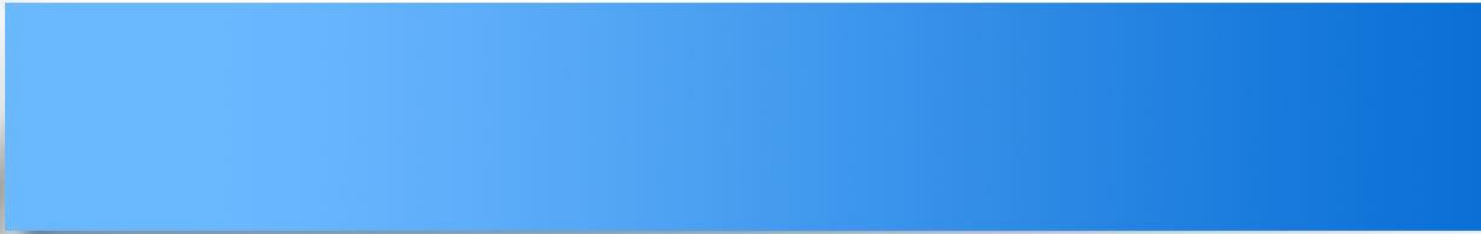
LIKE

Follow

TWEET

Share

COMMENT



Thank You