

The State of Social Engagement: Travel & Hospitality Edition

Are Travel & Hospitality brands getting it right on social? Are they keeping pace with their customers' expectations? Lithium commissioned a study of how Travel & Hospitality brands engage across their social ecosystem to find out.

With dream vacations at stake, Travel & Hospitality brands miss the connection with travelers on social media.



If a stranded traveler reaches out for help, they don't visit a brand's social channel just to see beautiful destination pictures. They want help. This is the main reason travelers visit brand's social channels.

Travel & Hospitality brands are failing to respond to consumers' posts quickly, which means travelers are left deserted.

Twitter is not the only social channel. The study shows that brands are solely focused on Twitter, casting away travelers that try to connect via Facebook, Instagram and other networks.

The Travel & Hospitality Ranking



Key findings



Airbnb, Marriott and Uber had the highest engagement on online communities



As to be expected, most of the brands are using beautiful images and videos with United and Expedia excelling on Instagram



Most Travel & Hospitality brands focus on education and entertainment content vs support content; Airbnb has the most support content

It's time for brands to act now

Travel & Hospitality brands must mature as well as be available and responsive using an integrated digital strategy:



- 1 Customers are looking for answers. Brands must connect and respond quickly, engage authentically and tie together outbound and inbound (talk and listen)
- 2 Brands must deliver on customers' expectations and needs or they will miss the massive opportunity to drive customer satisfaction, loyalty and – ultimately – sales
- 3 Social should be used as a tool in a brand's toolkit to meet customers' extreme expectations

Lithium

For more information about how Lithium helps companies reinvent how they connect with their customers, visit lithium.com

Survey Methodology

Lithium Technologies commissioned ComBlu, a firm that has deep knowledge of how brands use community, to conduct The State of Social Scorecard 2016. In conducting this study, our goal was to understand how brands engage across an integrated social ecosystem rather than how they behave in a single channel. Most studies focus on the size of a brand's followers and the number of likes they receive. We wanted to build a new type of scorecard that would help brands benchmark their integrated engagement approach across multiple channels.

[Click here](#) to download the full study