

Social Media in the Hotel Industry - International - March 2019

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This report looks at the following areas:

- What is social media and to what extent does it influence our travel decisions and hotel choices?
- What role does social media play in the relationships between the hotel industry and its customers?
- Is the hotel industry using social media to its full potential?
- How might the hotel industry use social media in the future?

Going forward, increasing numbers will turn to social media to help with planning and booking decisions, as well as to communicate during travels and to share and reflect on trips. For the hotel industry, this means that social media will become an increasingly important determinant of hotel choice and something that can affect bookings, a property or brand's reputation (through reviews), guest loyalty and even communications with front-desk staff during guest stays.



"Social media, which gives billions of people around the globe round-the-clock access to the stories, images and opinions of their peers, has fundamentally changed the way many people travel. With Millennials and the iGeneration poised to become the predominant cohort of travellers, this type of crowd-sourced user-generated content will become increasingly influential."

Jessica Kelly, Senior Tourism Analyst
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