

The background is a dark blue gradient with a starry texture. On the left side, there are several overlapping circular elements. A prominent one is a large scale with tick marks and numbers ranging from 140 to 260. Other circles contain curved lines and arrows, suggesting motion or data flow.

INFLUENCERS AROUND THE WORLD

YERNAR AND ELINA

Overview

- Social media has changed the tourism industry mainly through the ability to write, and search through, online reviews
 - 89% of millennials plan activities based on what peers have posted
- Many hotels have started digital media campaigns to promote social sharing
- Travel agencies have started to shift focus from in-person to online
- Traditional media, such as movies and television, used to have the largest share in paid advertising

Eurotrip is one of the earlier attempts to promote European Tourism.



However, in 2017 digital media advertising surpassed traditional advertising

Two Worlds Collide

- Traditional media can move over to digital
 - #eurotrip - 6.5 million posts

Objectives and Roadmap

- Explain how influencers make an impact around the world, whether they are from Europe or not
- Psychological influence of social media on millennial behavior
- How influencers bring tourism to areas in Greece and the broader effects on the country

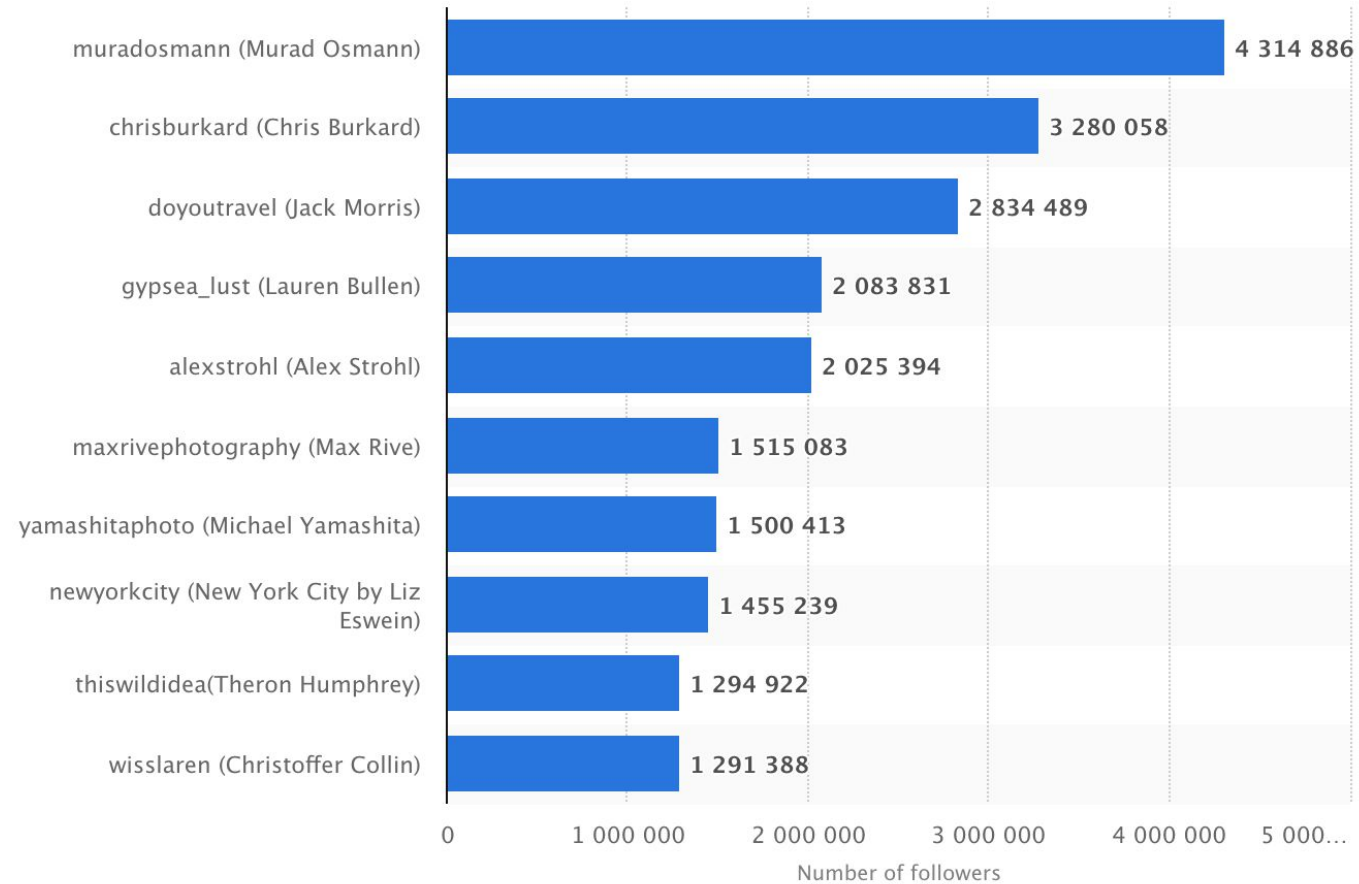
Many Influencers in Europe

- The most popular YouTuber in the world is Felix Kjellberg (PewDiePie) from Sweden
- Other big names include:
 - Beauty YouTuber Zoe Sugg (Zoella) from the UK
 - Make-up and lifestyle vlogger Nikkie de Jager (Nikkietutorials) from the Netherlands
- Even though they are not travel and tourism, it is important to note them

Back to Travel and Tourism

- However, many influencers in the tourism area actually seem to be micro influencers
- It seems that these types of influencers do better in this industry because people trust them more
- There are a more limited number of travel influencers with large amounts of followers

Most Followed Travel Influencers Worldwide 2018



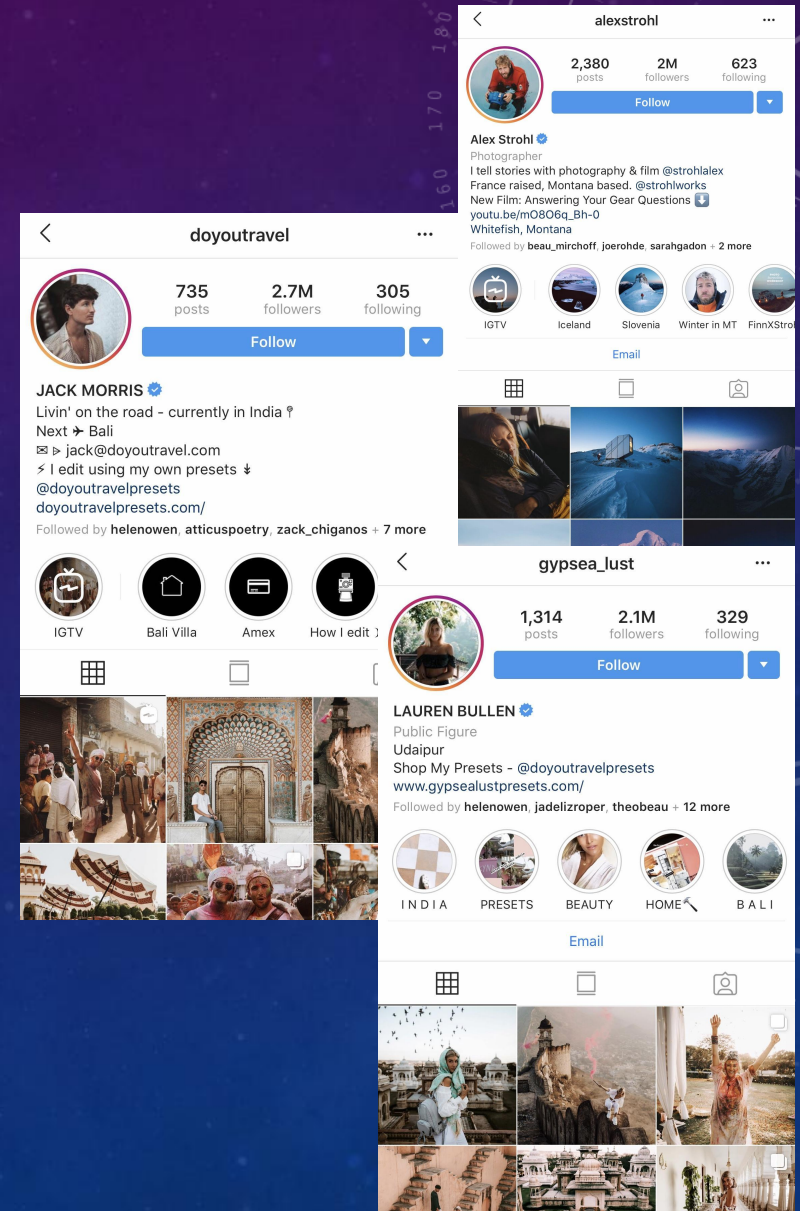
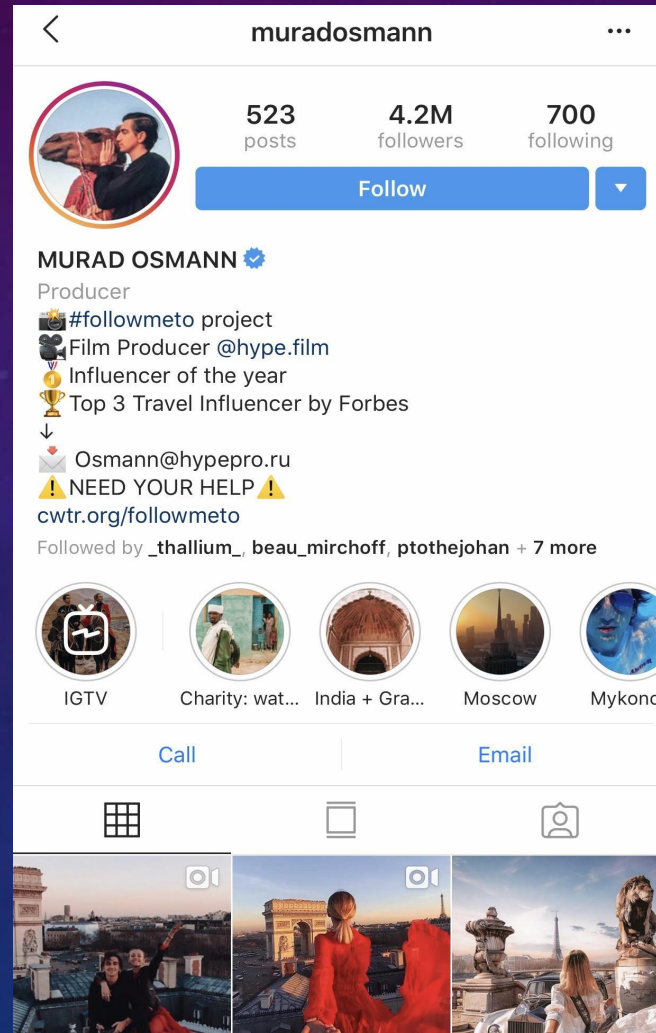
© Statista 2019

Additional Information: Worldwide; InfluencerDB; November 2018; based on InfluencerDB database, wider industry metrics may vary

Source: InfluencerDB

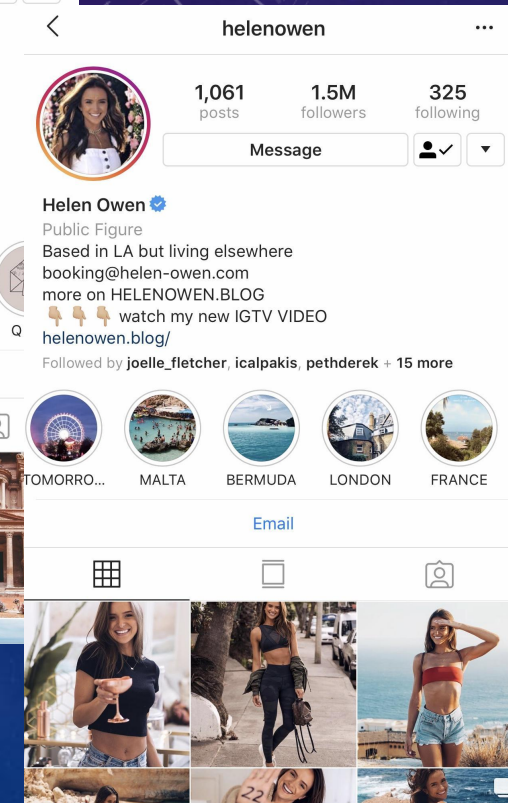
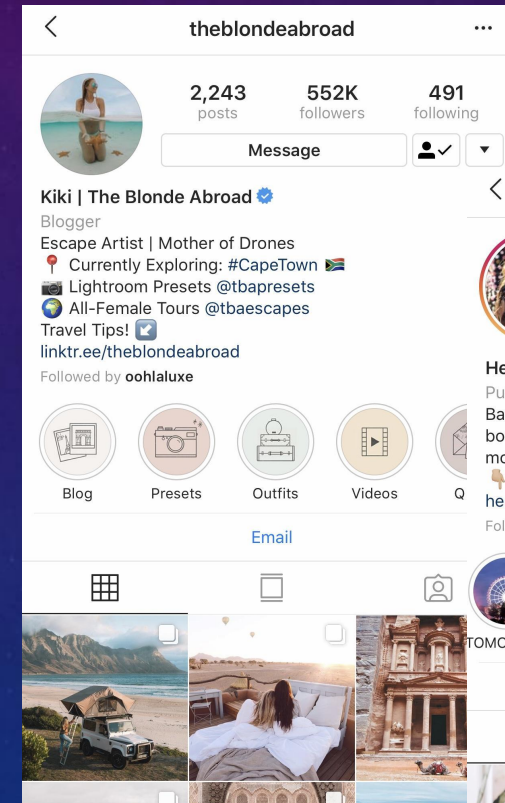
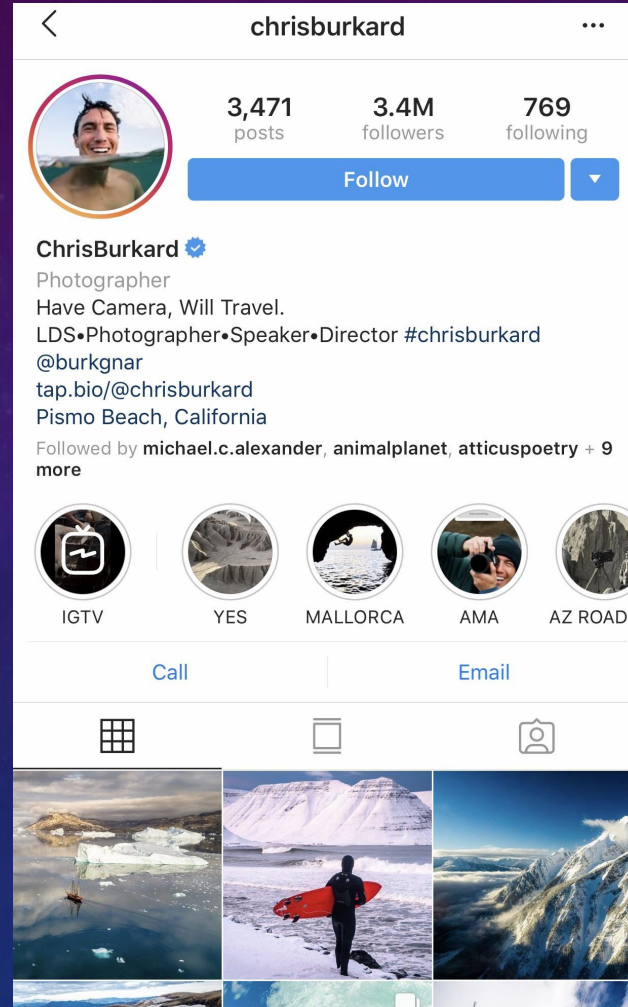
European Influencers

- From the previous list of influencers, 4 of the top 5 are from Europe
- Europe makes up a small percentage of influencers
- Denmark had the most individuals creating websites or blogs at 10% in 2016
 - UK had 7%
- UK was second in influencer marketing on Instagram with 9% in 2017



Making Waves Abroad

- Large majority of travel and tourism influencers are from U.S.
 - Leading in influencer marketing on Instagram in 2017 with 49%
- Influencers from other places can still have an impact on European tourism
- Greece= Kayla Itsines



Europe has always been one of the top destinations for tourism around the globe. Today, Europe is Instagrammable because of:

- Culture and diversity
- Cities are very close to each other
- Architecture
- Events

According to a recent survey by Schofields, 40% of millennials ages 18-33 pick their travel destinations based on “Instagrammability”

The other results in order of popularity were:

- Cost/Availability of alcohol – 24%
- Personal development – 22.6%
- Chances to experience the local cuisine – 9.4%
- Opportunities for sightseeing – 3.9%

Eiffel Tower is the Most Instagrammed European Attraction

Most instagrammed tourist attractions in Europe, by number of tags*



@StatistaCharts

* As of May 2017

Source: TravelBird

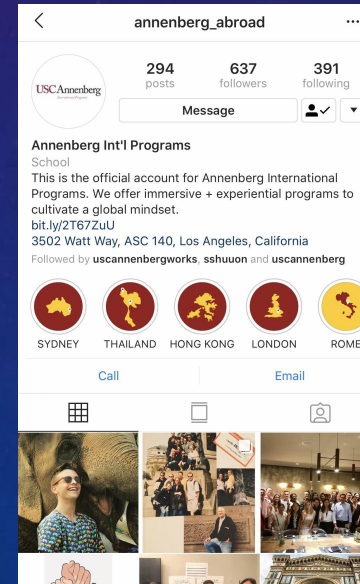
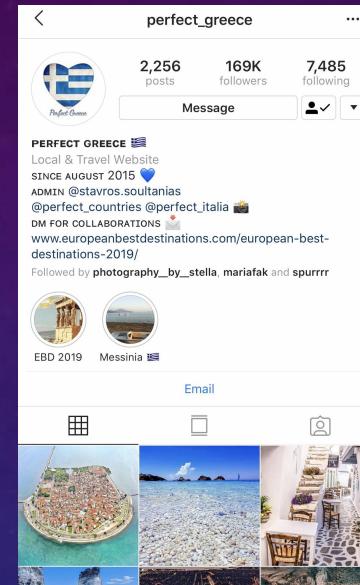
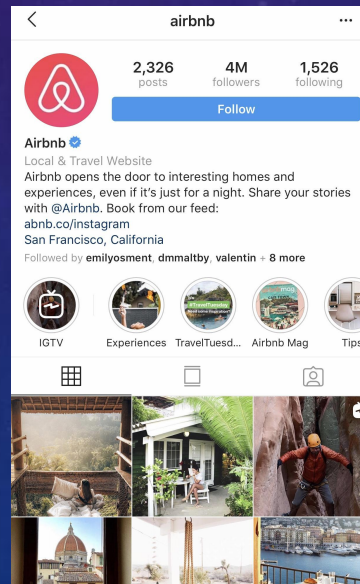
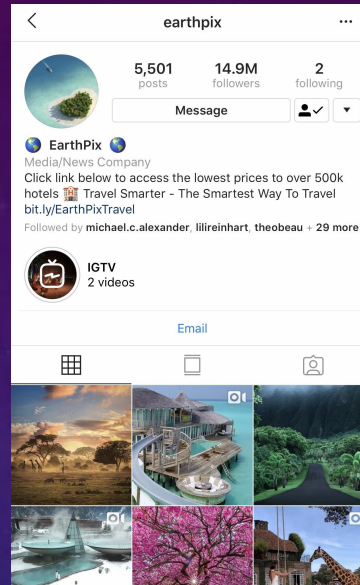
statista

Psychological Influence on Behavior

- Seeing these locations a lot online makes us more aware of them
- Makes us to want to go too, so that we can also post pictures in these locations
- We see travel and tourism influencers as the experts
- Goes back to what we learned in class about psychology of influencer persuasion -- Trust, Liking, Authenticity, Authority, Consistency
- Review sites such as TripAdvisor or blogs also have influence over where people decide to go

Other Ways to Promote Tourism

- There are also a lot of general pages that promote tourism to specific places or all over the world
- Even companies can influence tourism
 - TripAdvisor
 - Airbnb
 - USC

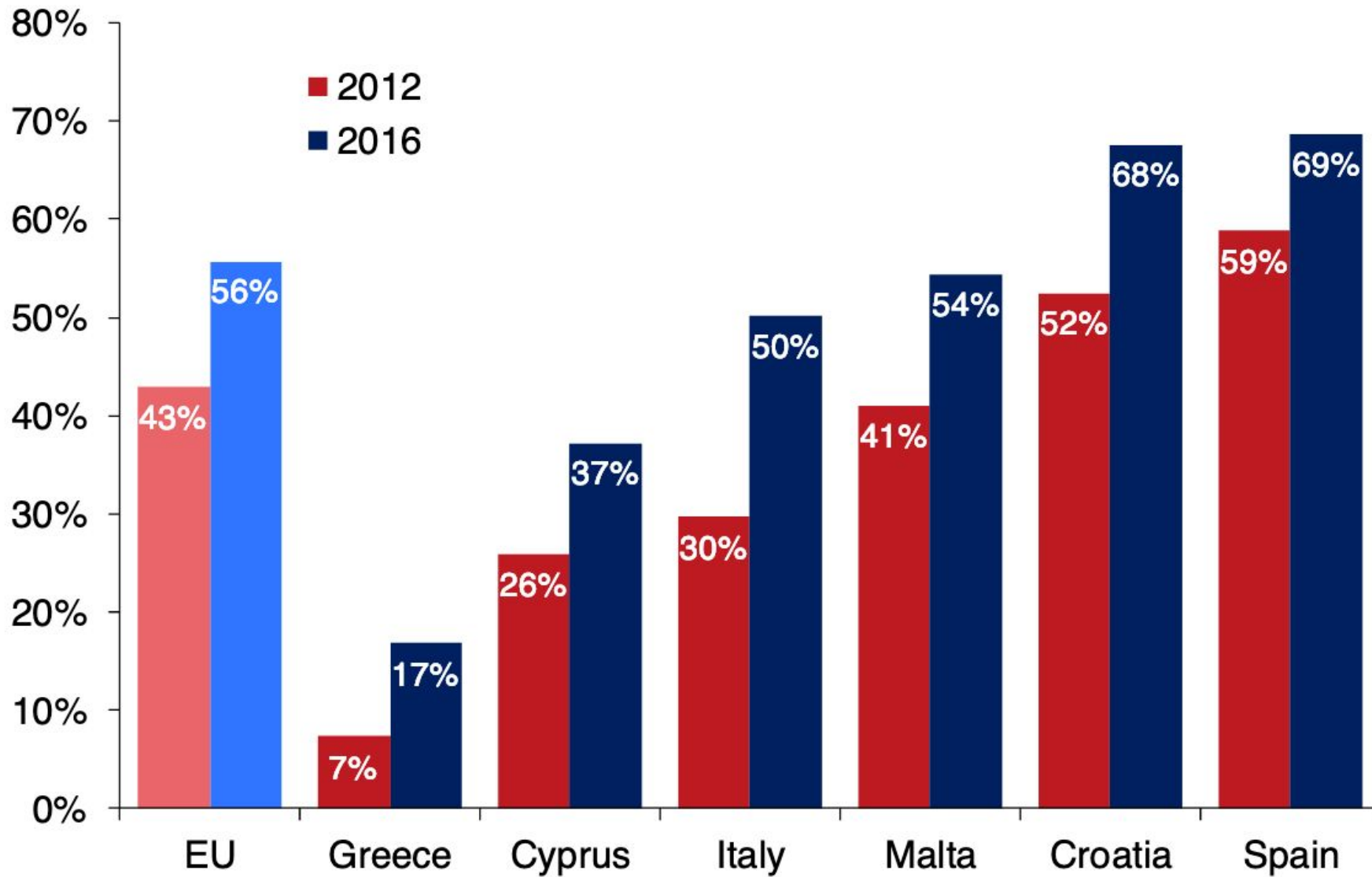


Impact in Greece

- Greece is still one of the least connected countries in Europe
 - 54% of households had access to the internet in 2012, whereas 70% of households had access as of 2016
- European average is 85%
- Even with more ability to connect, Greeks are less likely to use the internet on a daily basis
- Greece had 4% of individuals creating websites and blogs in 2016

Online share of tourism revenue

% tourism revenue researched or booked online



Source: Tourism Economics

Overtourism

- Many popular tourist locations are becoming overcrowded and Instagram could be to blame
 - Santorini in Greece had to put a limit on the number of tourist ships that could stop at the island
- The country as a whole was estimated to bring in a record number of 32 million foreign tourists in 2018
- This is an 83% increase since 2010, making it one of the fastest growing travel destinations
- In fact, no other European destination has seen a bigger increase in visitors this decade

Takeaways

- Social media has changed the travel and tourism industry
- Online content is more trusted than traditional media
- There are many different ways to influence where people choose to go on their next vacation
- It does not matter what country someone is from to have influence abroad
- We think of tourism as good, but there are now some negative effects showing up