



FUTOUR

Unit 6

Digital skills and Travel Influencers.
Case Study: Vasilis_Travels

2021-2-DE02-KA220-VET-000048785

By the end of the presentation:

- What is a Travel Influencer ?
- You should understand the importance of influencer destination marketing.
- How travel influencers use of technology.
- Understand how technology can help in marketing ones self and places.

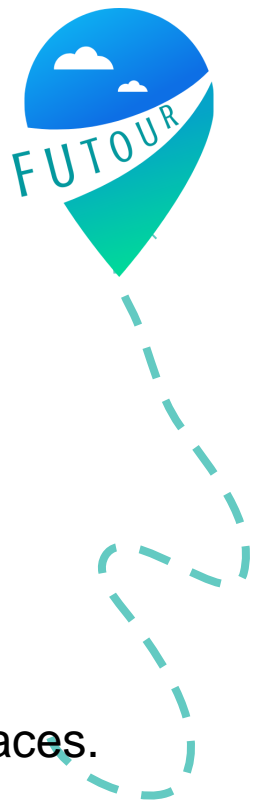


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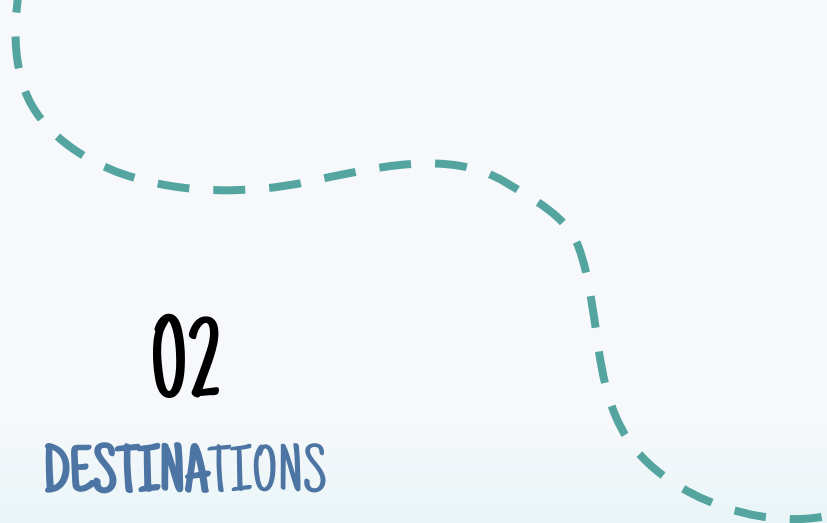
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PLANNING

DIGITAL SKILLS :
Vasilis_Travels

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CONCLUSION



INTRODUCTION:

Digitization



- Technologies are emerging, disrupting and affecting our lives.
- Digitalization builds and impacts societies in often unanticipated ways.
- It is worthwhile considering exactly **what kind of shifts we are experiencing and how we can ensure, collectively and individually, that this revolution creates benefits for us and society.**

(UNWTO, 2023)

INTRODUCTION:

Cyprus and technological adaptation




- There is an ongoing race to take advantage of the increasing demands for digitalization and acquire a first mover advantage.
- The heavily digitally-influenced reality has provided an opportunity for Cyprus to distinguish itself as an innovation-friendly destination and **set the groundwork for fostering new technologies and market trends connected to the digital space..**

(Deputy Ministry of Tourism - Republic of Cyprus, 2023)

Travel Influencers





“Influencer marketing represents new marketing strategy that involves influencers (celebrities or normal people) who are active on social networks and the company uses their influence to drive consumers’ brand awareness and/or their purchasing decisions”

(Sesar, Hunjet, & Kozina, 2021,p.186)

Why Travel Influencers?

Travel social media users are more trusted by consumers!

Statistics show that:

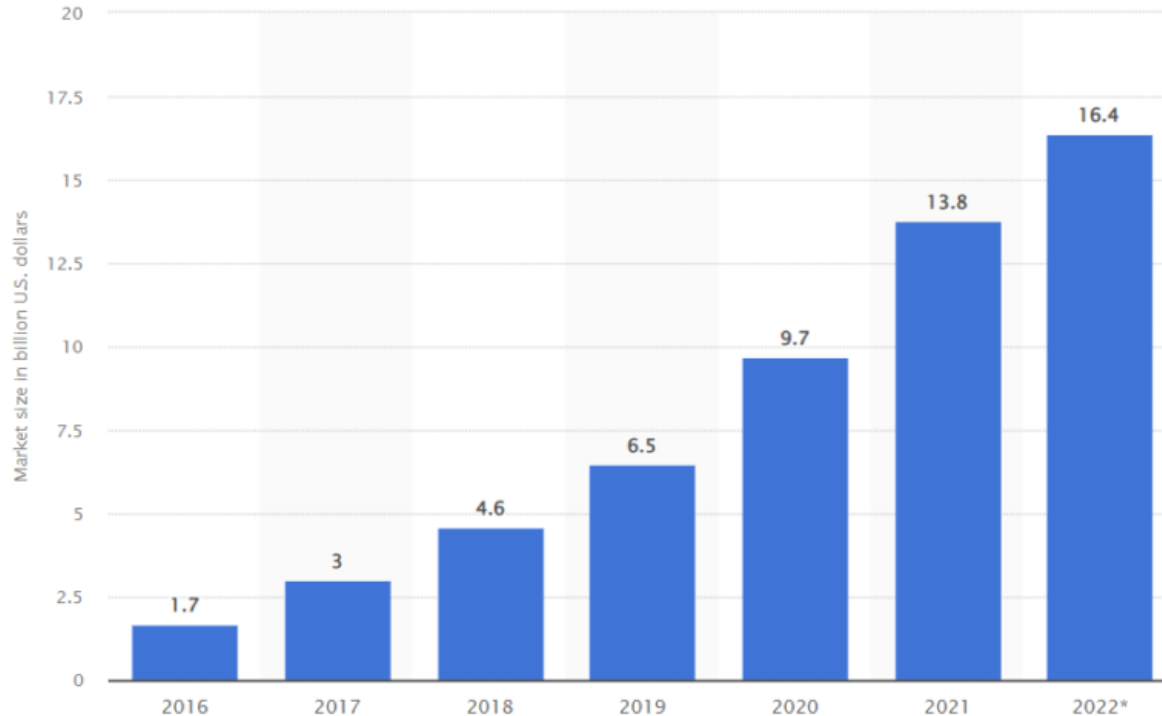
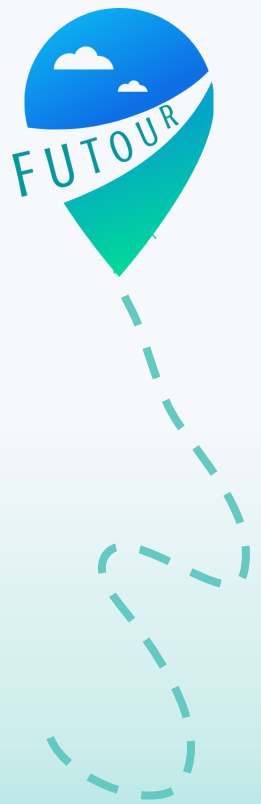
1) 74% of consumers rely on social media while making a purchasing decision (Bennett, 2014).

2) 92% of people trust the recommendations of individuals - even though they do not know them personally- over brands (Nielsen's Global Trust in Advertising Survey, 2012).



Influencer Marketing

- Influencer Marketing Grows to \$16.4 Billion in 2022



Source: [statista.com](https://www.statista.com)



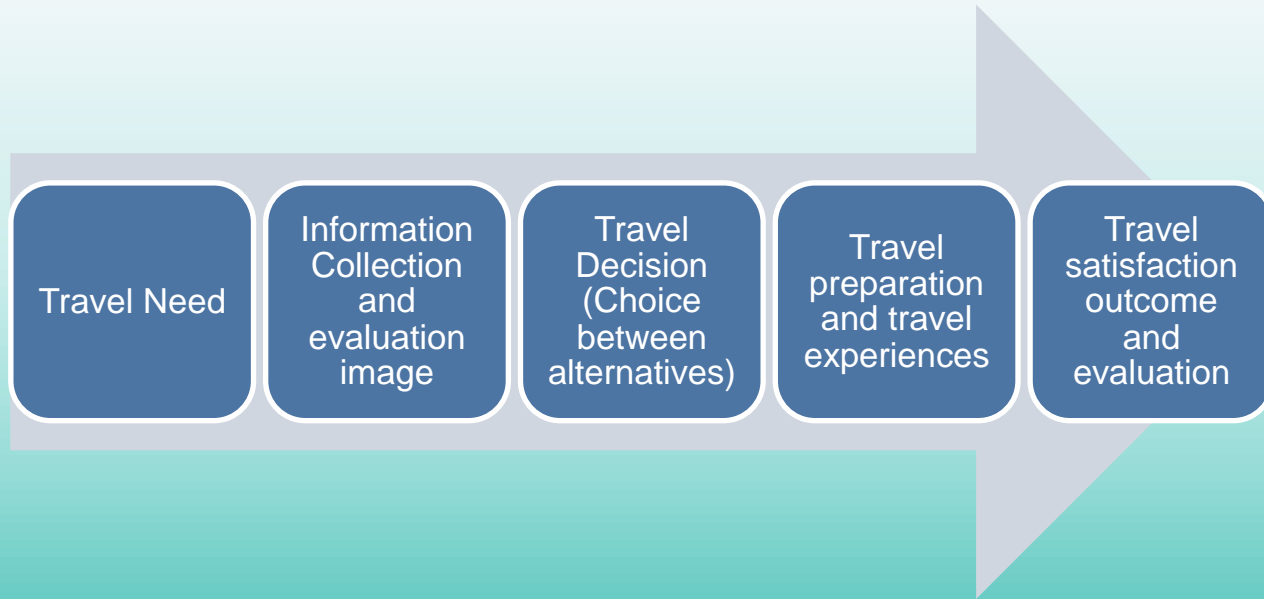
What do you look for before traveling
to a destination ?

What is your thinking
process...

Travel Decision Making



- The figure below (Matheison and Wall, 1982) depicts the steps in travel decision of a traveler which can be associated with the activities of Information use in Social Media (McCann,2008; Kaur, 2018).



What travelers want

Convenience and
Flexibility

Sustainability

Safety and
comfort

Diversity

Deals and
Discounts

Personalised
Experience



Travel and tourism influencers:



**RAISE BRAND AWARENESS VIA
GORGEOUS, INFORMATIVE CONTENT**



**IMPROVE BRAND PERCEPTION AND
ENGAGEMENT**



**PRODUCE REUSABLE CONTENT FOR OTHER
EFFORTS AND CHANNELS**



EFFECTIVELY PROMOTE NEW EXPERIENCES



**BUILD AUDIENCE TRUST THROUGH
AUTHENTICITY AND RELATABILITY**



**HELP CONSUMERS SEE TRAVEL AS
ATTAINABLE**



HUMANIZE CORPORATE TRAVEL BRANDS



**KEEP TOURISM BRANDS ADAPTABLE TO
TRAVEL TRENDS**



**CONVERT PLANNERS TO BOOKERS (AND
LOYAL REBOOKERS)**



What does a Travel Influencer do?



- 1) **First use platforms for advertising.** i.e.: Go to a hotel, stay there for a few days and enjoy the experiences they offer. Share on social media platforms how the hotel looks, how the room is etc etc.
- 2) **Creating content exclusively for a hotel/brand.** All material remains with the company to be used for its marketing purposes.

Can be hired by numerous companies in the travel niche.

Such as:

- **Tourism boards** looking to attract new tourists
- **Hotel** that would like to promote their visibility and increase the number of bookings
- **Companies** that offer tourist services, such as car rentals, travel insurance...
- **Brands** related to travel, such as luggage.



(Kaur, 2018)



Influencers & Destination Marketing!

Think about it!

How many times have you discovered a new place/attraction through an influencers social media account?

- Identify two travel influencers and write down what you think makes them engaging.

Channels used by Travel Influencers



A travel influencer promotes a product, service or company by distributing electronic word of mouth (eWOM) through their online digital channels and presence.

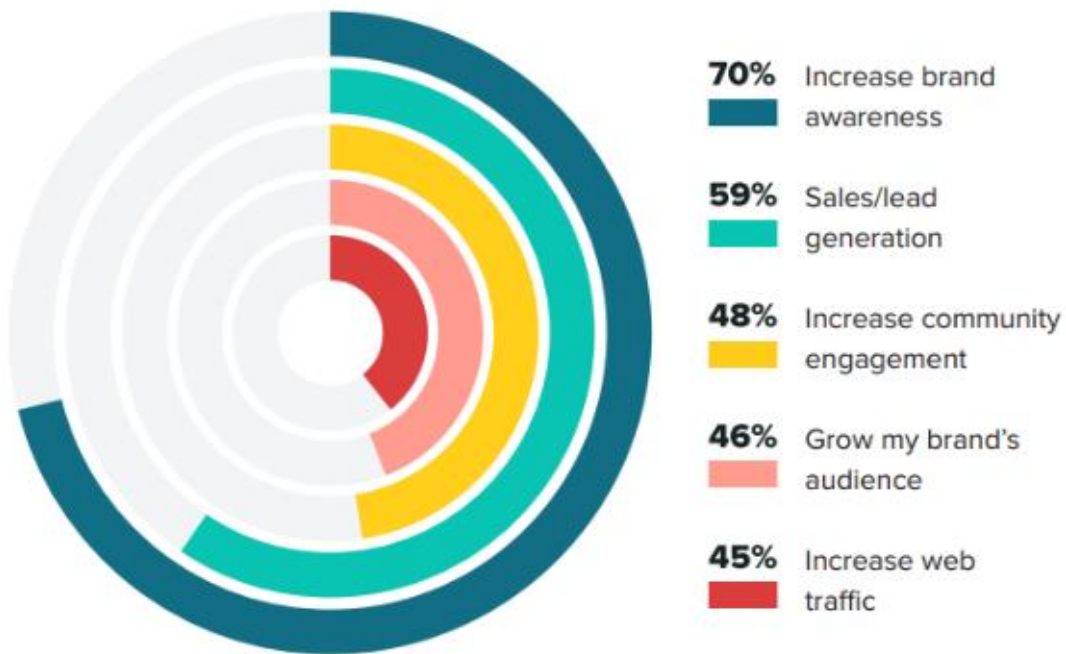
These digital channels and presence come in the form of:

- Followers
- Subscribers
- Views
- organic/paid reach
- domain authority (trust flow etc)
- search engine optimisation (SEO)





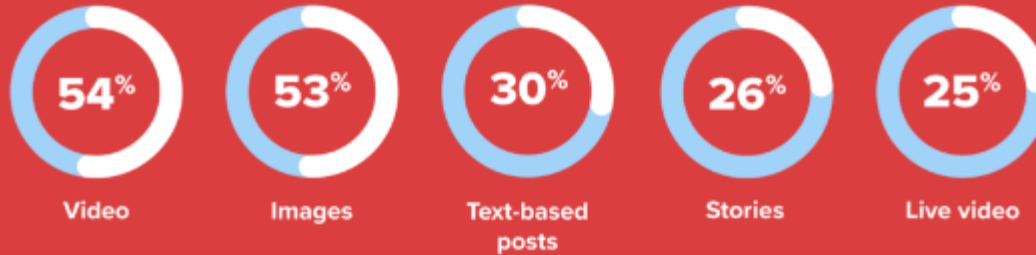
Social marketers' top goals for social



Source: <https://sproutsocial.com/insights/social-media-channels/>



Types of content marketers say are most valuable for social goals



Source: <https://sproutsocial.com/insights/social-media-channels/>

Travel Micro-influencer case : @Vasilis_Travels



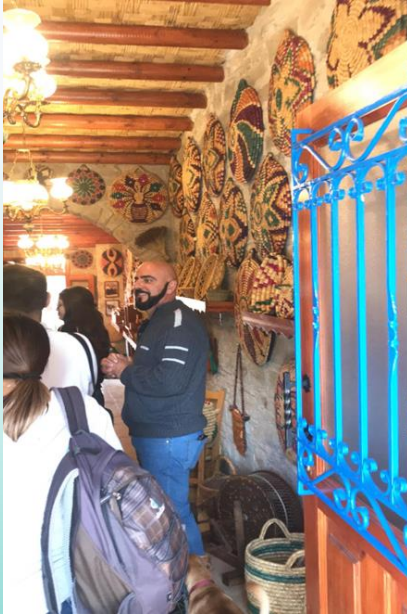
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Assisting the Deputy Ministry of Tourism



Travel Microinfluencer case : @Vasilis_Travels

Promoting Agro-tourism



Travel Microinfluencer case : @Vasilis_Travels



- Tour Guiding

Watch out for the competition!

Gastronomy - Agrotourism 7-day package

The Cyprus countryside has a diverse wealth of its own with traditional villages, vineyards and wineries, tiny fresco-painted churches, and remote forests.



KYTV Tourism & Travel



Cost Includes

- 6 - night accommodation with breakfast
- 6 full day excursions to explore Cyprus - wine and gastronomy routes
- English speaking escort and licensed tour guide
- Entrance fees where applicable
- Transfers for the whole duration of stay

Not included

- Air ticket
- Personal expenses
- Insurance

Remarks

- Special prices for groups of 10 or more
- Discounted prices for children under 12 years old
- Packages may be adjusted according to guests' needs



Travel Microinfluencer case : @Vasilis_Travels



Hosting events in collaboration with embassies

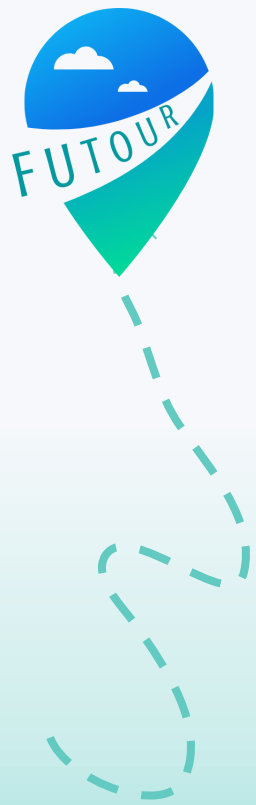


Travel Microinfluencer case : @Vasilis_Travels

Organizing Events with local municipalities : Carnival Dance and Competition



Φωτο Κάρκος
Καρναβάλι 2020



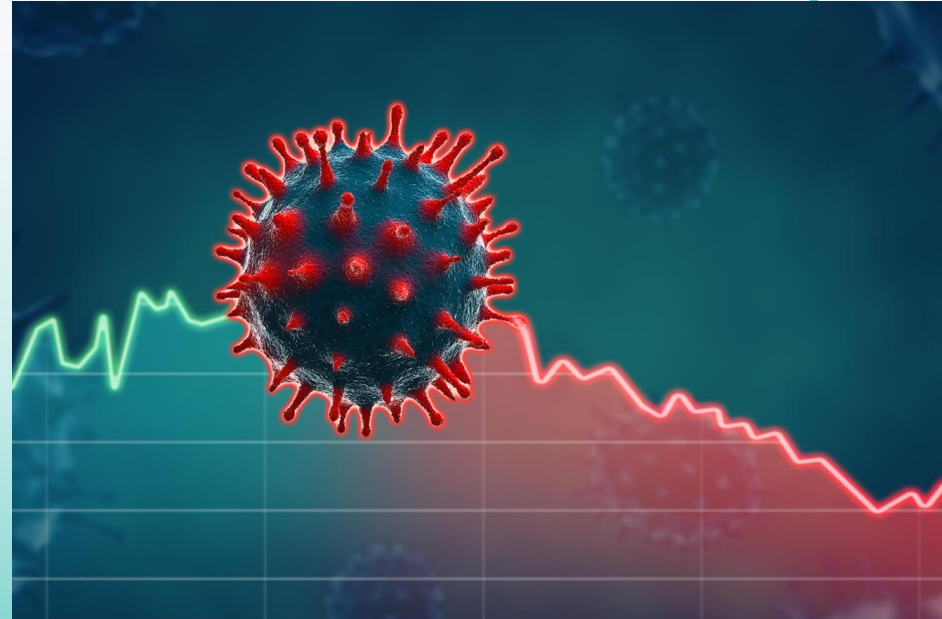
Travel Microinfluencer case : @Vasilis_Travels




Adaptability and Creativity

- Asses what the audience likes to watch
- What do people like about the videos ?
- How can you gain more followers ?
- What is the target audience ?
- What are the latest trends?
- What are the most popular apps?

####CONTENT CREATION####





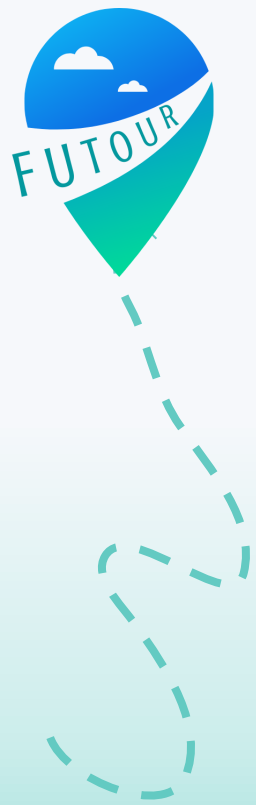
*As a Travel Influencer what would you do
to promote a destination ?*

List some practices and define what will make you
unique amongst other Travel Influencers....

Travel Microinfluencer case : @Vasilis_Travels

Creativity and Uniqueness

Simply Cypriot
-Brand recognition



Travel Microinfluencer case : @Vasilis_Travels

Adaptability – Go Virtual: Deputy Ministry of Tourism Virtual Exposition



Visit event website: www.meetincyprus.com

We are excited to announce the upcoming **Meet in Cyprus – Virtual Expo** which will take place on the 14th & 15th of April 2021.

CIMA is proud to invite you to take part in the first ever Cyprus virtual showcase. The event is sponsored by the Cyprus Convention Bureau of the Deputy Ministry of Tourism.

Travel Microinfluencer case : @Vasilis_Travels

Adaptability – Go Virtual:

Deputy Ministry of Tourism Virtual Exposition



Travel Microinfluencer case : @Vasilis_Travels

Adaptability – Go Virtual: Theatre Virtual Carnival Event



YouTube CY Search

00:17:44

Το ΛΕΜΕΣΙΑΝΟ ΚΑΡΝΑΒΑΛΙ
LIMASSOL CARNIVAL

ΠΑΤΤΙΧΕΙΟ
ΔΗΜΟΤΙΚΟ ΘΕΑΤΡΟ
ΛΙΜΑΣΣΟΥ

ΤΡΙΤΗ
09.03
19:00

Διαγωνισμός Πελλόμασκας και
έξυπνης αμφίεσης με τη συνοδεία
του DJ MadMax (Live)

Διαγωνισμός Πελλόμασκας

934 views • Streamed live on Mar 9, 2021

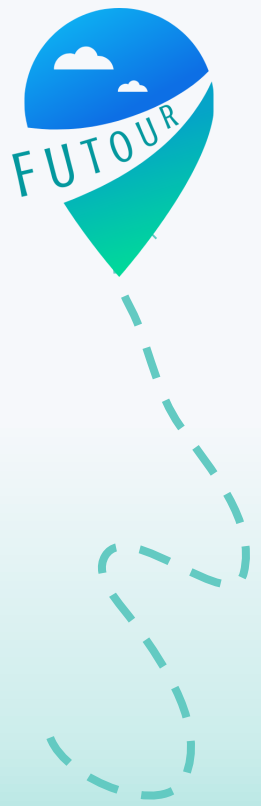
14 0 SHARE SAVE ...

Pattihio Theatre
657 subscribers

SUBSCRIBE



Travel Microinfluencer case : @Vasilis_Travels



Collaborations with brands

- Discount codes and affiliate marketing – Follow , tag and WIN !
- Collaborate with other influencers :
 - @Cypruseats
 - @Foodlogger.cy



Travel Microinfluencer case : @Vasilis_Travels

Make reels with popular songs



Start competitions

Make Reels:

- https://www.instagram.com/reel/CjVPgySDGeG/?utm_source=ig_web_copy_link



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Brand-Sponsored Influencer Posts

- Collaboration with Local KEO Beer for paid sponsorship (on social media)



Travel Microinfluencer case : @Vasilis_Travels

Brand-Sponsored Influencer Posts

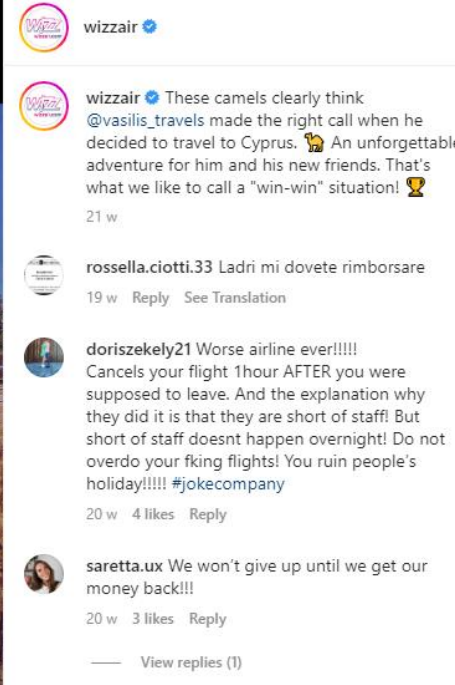
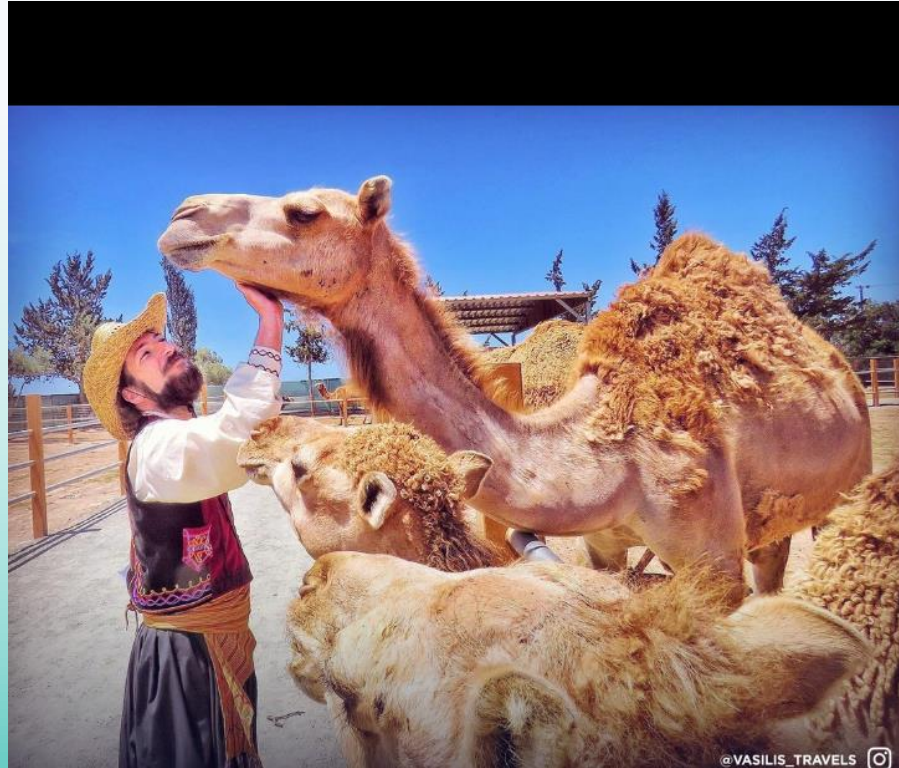
- Collaboration with Local ESSO petrol stations for paid sponsorship (on social media):



Travel Microinfluencer case : @Vasilis_Travels

Brand-Sponsored Influencer Posts

- Collaboration with Wizz Air for paid sponsorship (on social media):



Travel Microinfluencer case : @Vasilis_Travels



Outcome:

- Increase content visibility
- Drive more traffic
- Recognition
- Future: Tours and excursions
- More collaborations



Travel Microinfluencer case : @Vasilis_Travels

Gain Viewers and Engagement



 **Vasilis Papavasiliou**
Oct 24, 2019 · 🌐

What happens when it rains for 5 min in Cyprus ? More videos on instagram : @Vasilis_travels



 **Conte**
Βασίλη σαγαπωωωωωωωω αχαχαχαχα αχ...

 3.1K 3K Comments 2.5K Shares 422K Views

 Like  Comment  Share

Conclusion

- In reality, Tourism industry can't keep its eyes close on the possibilities of New Media, particularly from the perspective of advertising and advancement.
- The developing patterns incorporate the expanded use of hand-held gadgets for data inquiry and kind of things, and the escalated utilization of online life in different perspectives.
- New media presently has played a critical job in a significant number of our everyday exercises.
- Social networking has affected each part of the tourism Industry and changed the way travel is incorporated.
- Social Media in Tourism Industry empowers a substantially more positive association with purchasers where genuine advantages are made as well as the consumers as it helps them in making a right decision.

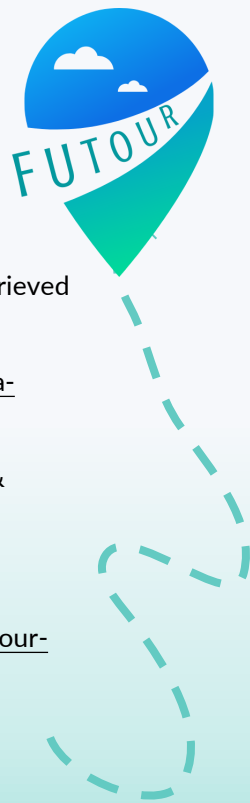
However every coin has two sides:

- If social media is creating a positive impact on consumers or marketers like Brand awareness, reputation building, decision making, evaluation of alternatives, etc; similarly it also has **negative impacts** which may include ineffective use of social media which may include **posting fake reviews and stories**, creating curated stories or feed which may not be true in real sense hence making a wrong decision of choose an alternative based on that feed.



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THANKS!

Do you have any questions?



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