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# 'The importance of influencers to convey tourism experiences in a post-covid world.'

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Liberating the Creative

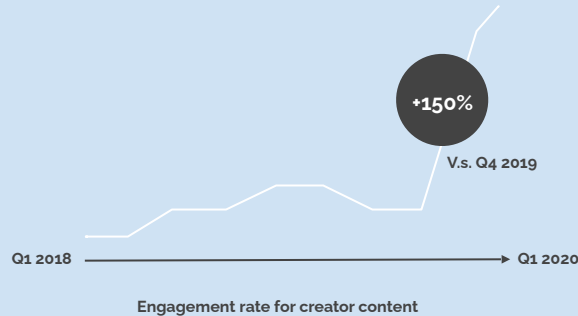
*Voice*



# In uncertain times consumers engage even more with creator content

## Engagement rate is up!

Consumers are engaging with creator content 2.5x more than they used to.



Creator content is

# 2.10X

More relatable versus a non-creator post from a brand

Source: paid uplift study US/Canada, asking 2250 consumers to rate content from brands and creators on a scale from 1 - 5 across 10 different attributes

Brands are leveraging influencers to spread crucial health messages



Even the **WHO** is leveraging the influence and relatability of creators to share their message (see Seth Phillips / @dudewithsign)

# What Does That Mean For Us As Marketers?

1. Embrace new consumer behaviours
2. Create an **emotional connection**: support, inspire, entertain
3. Stay true to our brand values: **authenticity always wins**
4. Empower and trust your greatest **asset**, our advocates
5. Prioritize a **community** mindset



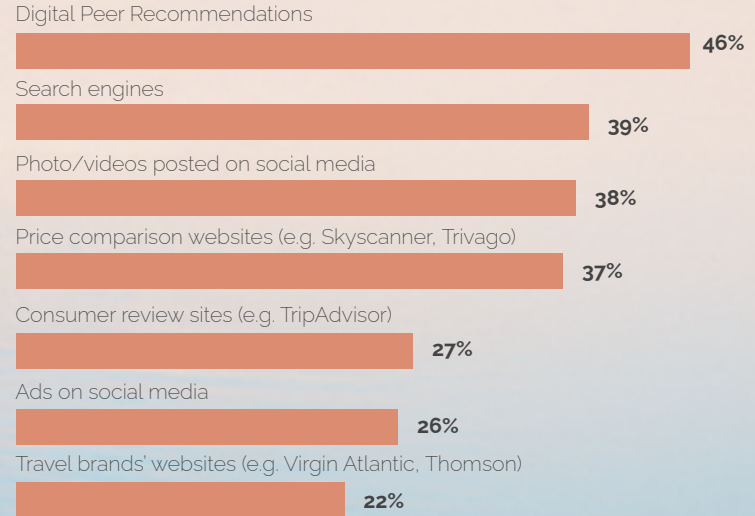
# The way consumers discover your hotel or destinations has changed

**Digital word-of-mouth** reaches millions more potential customers around the world more rapidly than ever before.

This is where **influencer marketing** fits in.

## How Are Internet Users Most Likely to Find or Be Inspired to Visit Holiday Destinations?

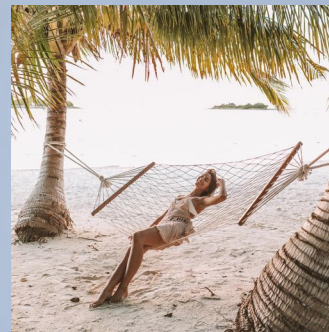
% of respondents, Jan 2019





# New Wave Of Influencer

- Creators, artists, mobile first digital storytellers
- Publishers across multiple platforms
- A commitment to craft and quality
- Diverse and authentic voices
- Represent the consumers they appeal to
- This isn't advertising, this is story-telling



# Global community & a global audience



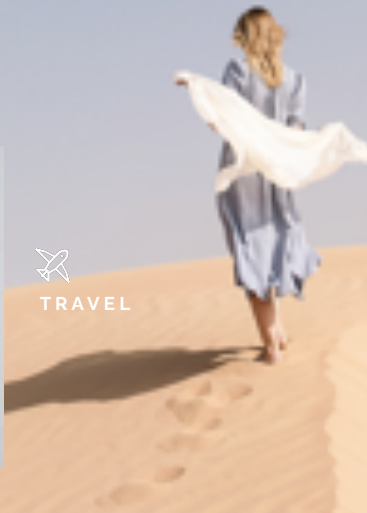
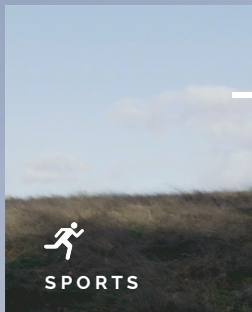
- Over **6,000 carefully selected influencers** from all over the world
- **Agile, relevant, reactive** - they produce content in context of world events
- Can reach audiences on a **global** scale at any time



# They share their passions with their audience

Our creators with influence resonate with their audiences because they are truly representative of them.

From macro to micro followership, our creators have huge authority and highly engaged communities.





# They tell stories At Scale

Our creators tell stories in a way that  
*inspires* those that follow them.

**It's storytelling - not advertising.**



# Content creators with influence are impactful because they build trust with their audience



**90% of consumers trust peer recommendations** over brands. – Mediakix

Experts at producing engaging content for an in-feed, digital audience.

An authentic connection with their audience means they are able to convey your tourism experience in a genuine way.

Instagram stories allow unrivalled access into their experiences.

# Drivers of success are Authenticity, Creative Freedom and a High Engagement Rate



## Leading Factors in Executing a Successful Branded Content Campaign According to US Influencers\*, Sep 2017

% of respondents, Sep 2018

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Authenticity/creative freedom

63.7%

High engagement rate

59.9%

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Note: respondents selected 2; \*85% were from the US and 72% were female.

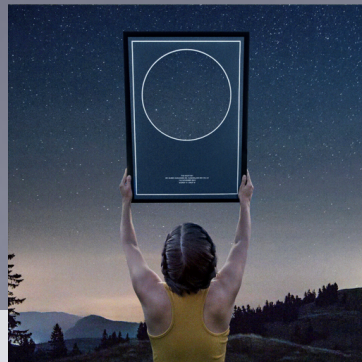
Source: #Hashoff, "Influencer Marketing: State of the Union," Oct 19, 2017.

[www.eMarketer.com](http://www.eMarketer.com)



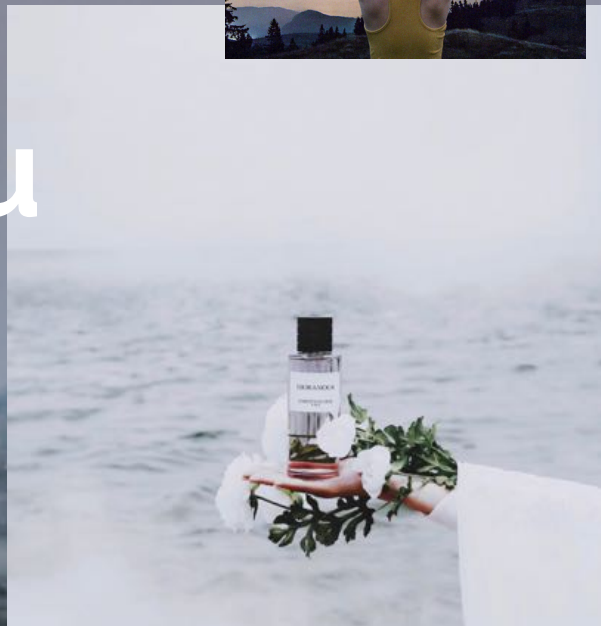


Instagram Partner | Facebook Partner | Snapchat Partner | TikTok Partner | Twitter Partner



# Thank You

**Dominique Audibert**  
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# Covid-19 Has Rapidly Changed Our Behaviour

**+60%**

projected increase in  
time spent with video  
**streaming services**\*\*

**+76%**

in **engagements**  
on #ad posts\*

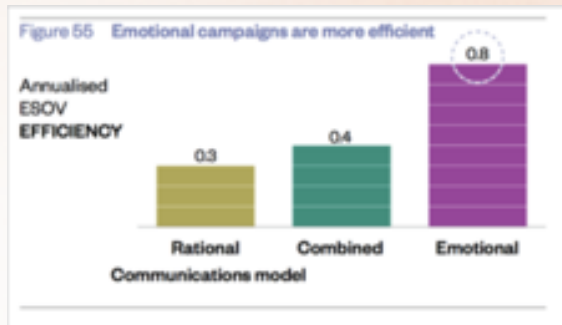
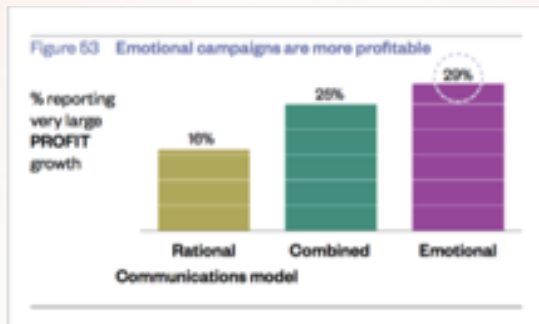
Source: \*Data from 7.5 million Instagram posts and 2,152 TikTok influencers (Facebook), \*\* Nielsen

# Emotional Creative Is More Profitable

Emotional campaigns are:

Almost **2x as likely to achieve top-box profit performance** as rational campaigns

Over **2x as efficient at driving market share growth**



Source: Les Binet & Peter Field, "The Long & The Short of it", The IPA.

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However, with new features of Instagram, they can be used to drive people down the sales funnel and help drive traffic to booking websites.

**In the past year, conversion rates have grown 88% on mobile travel sites**

**How?**

- Swipe up links to homepage/ booking site in stories
- Paid for content means they can include clickable links in
- Promotion of discount codes

