



LinkedIn

# Travel and Tourism on LinkedIn: **3 Reasons Why and 3 Ideas**



# Agenda

1 Three reasons why

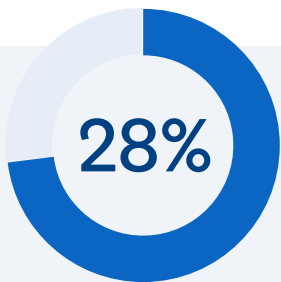
2 Three ideas

# 1

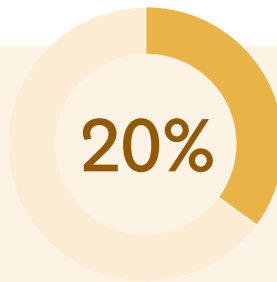
## Travel Audiences on LinkedIn



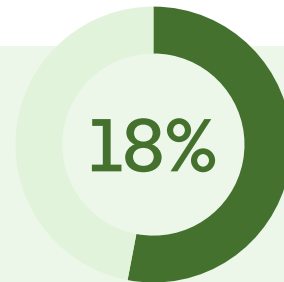
# LinkedIn members are **well traveled**



of LinkedIn members  
take **5+ Leisure trips**  
per year



of LinkedIn members  
take **3+ Business**  
trips per year.



of LinkedIn members  
take **1+ International**  
trips per year

# LinkedIn members match the ideal traveler profile

Our members aren't just business travelers, they are also more active in leisure travel compared to the US online population.

**3.6X**

**more likely to travel for leisure purposes.**

The more the merrier!  
They don't travel alone.



**2X**

**more likely to travel as a family.**

They're always ready to hop on the best deals to get away.

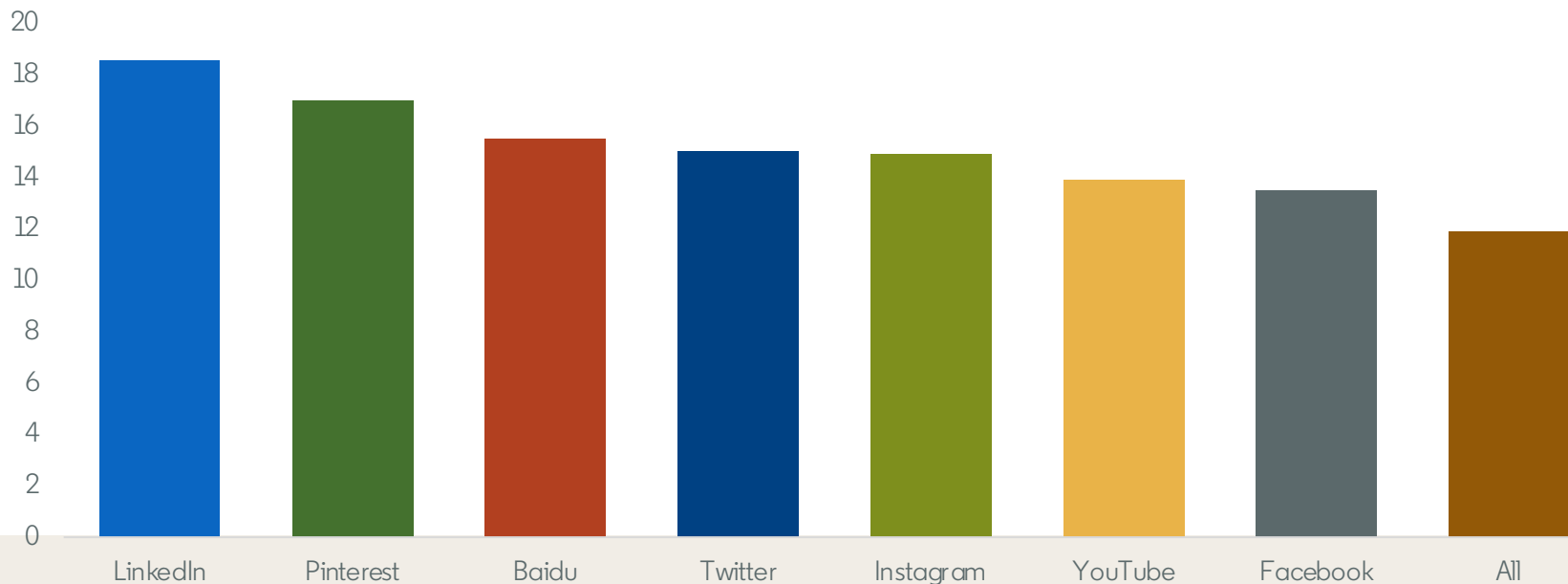


**2X**

**more likely to be an airline traveller.**

# LinkedIn members are influential and outspoken about travel

## **1 in 5 have posted travel opinions online in the past month**



# Business travelers on LinkedIn are true road warriors



21%

of LinkedIn members  
**travel at least monthly**  
for business



40%

who travel **at least**  
**monthly** are traveling  
5+ times per month

Domestic **bleisure** trips of *business and leisure* are very common



**68%**

of LinkedIn members  
have extended a domestic  
business trip for pleasure.

**20% of travelers**  
always or often do this.

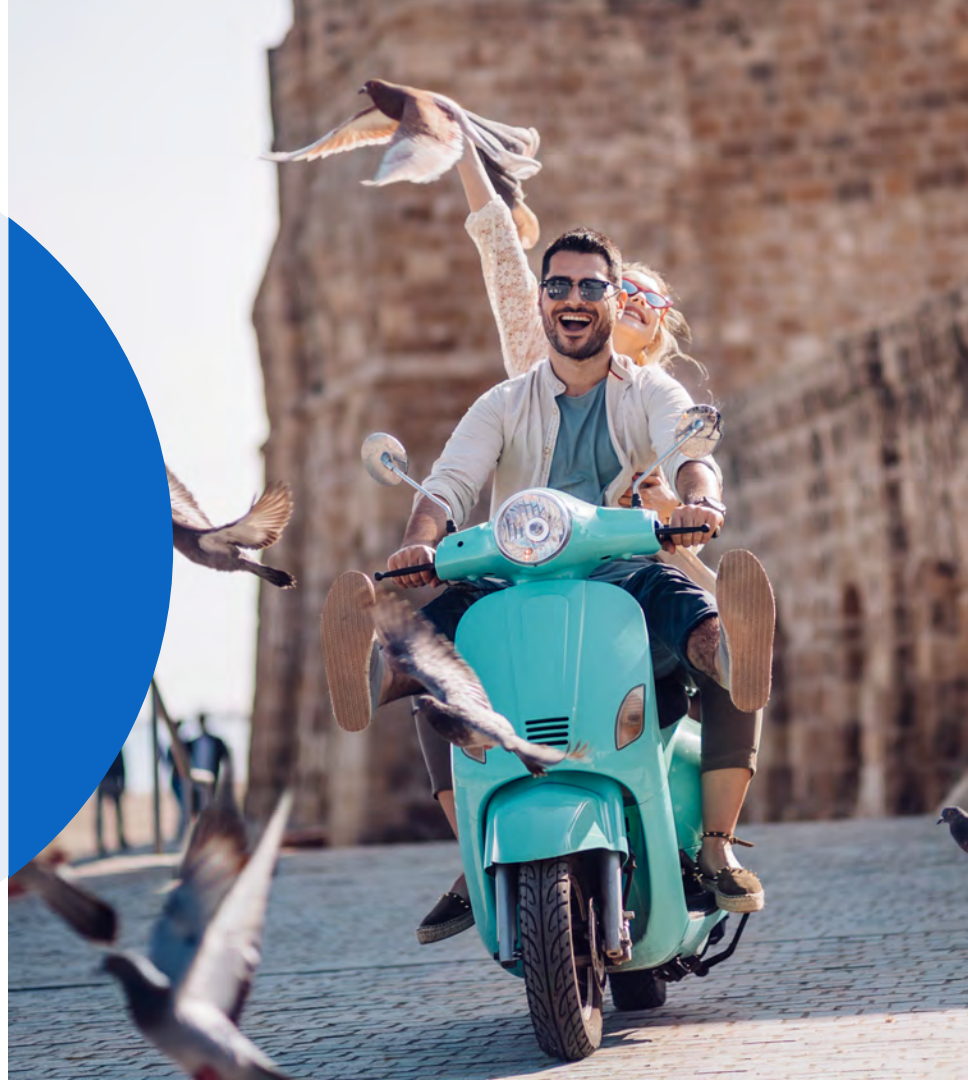


They are **curious travelers** – compared to the average internet user

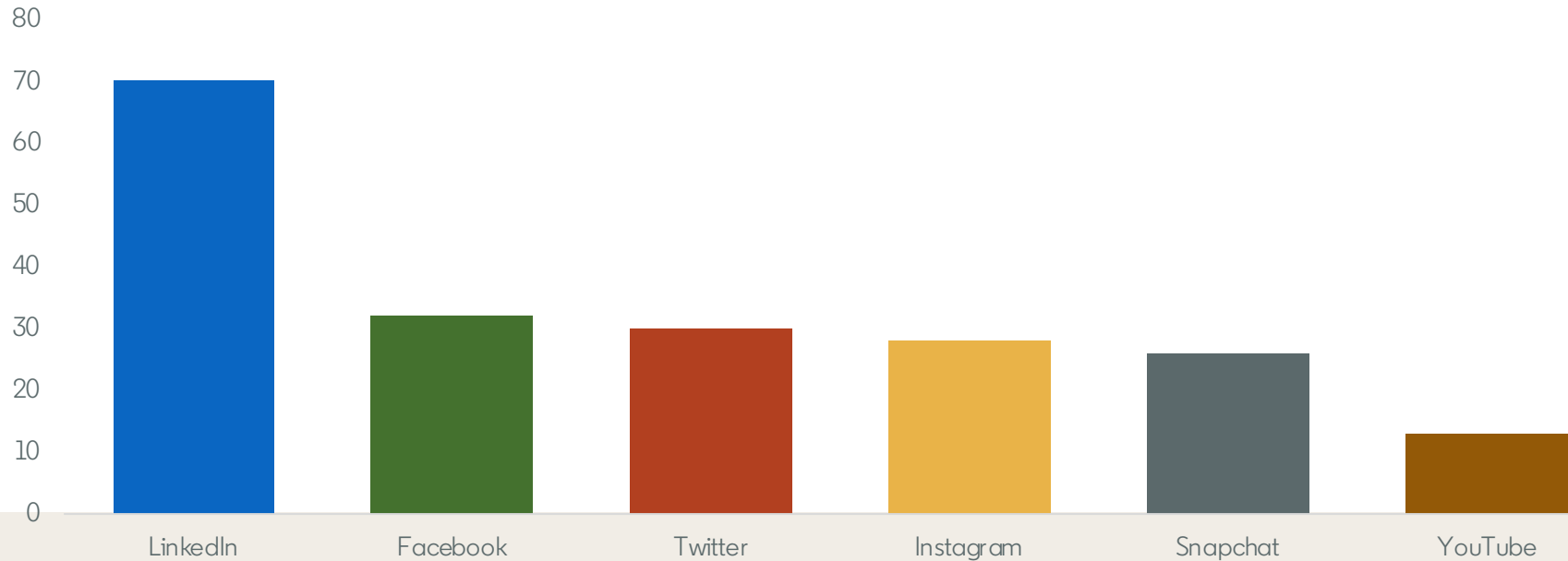


# 2

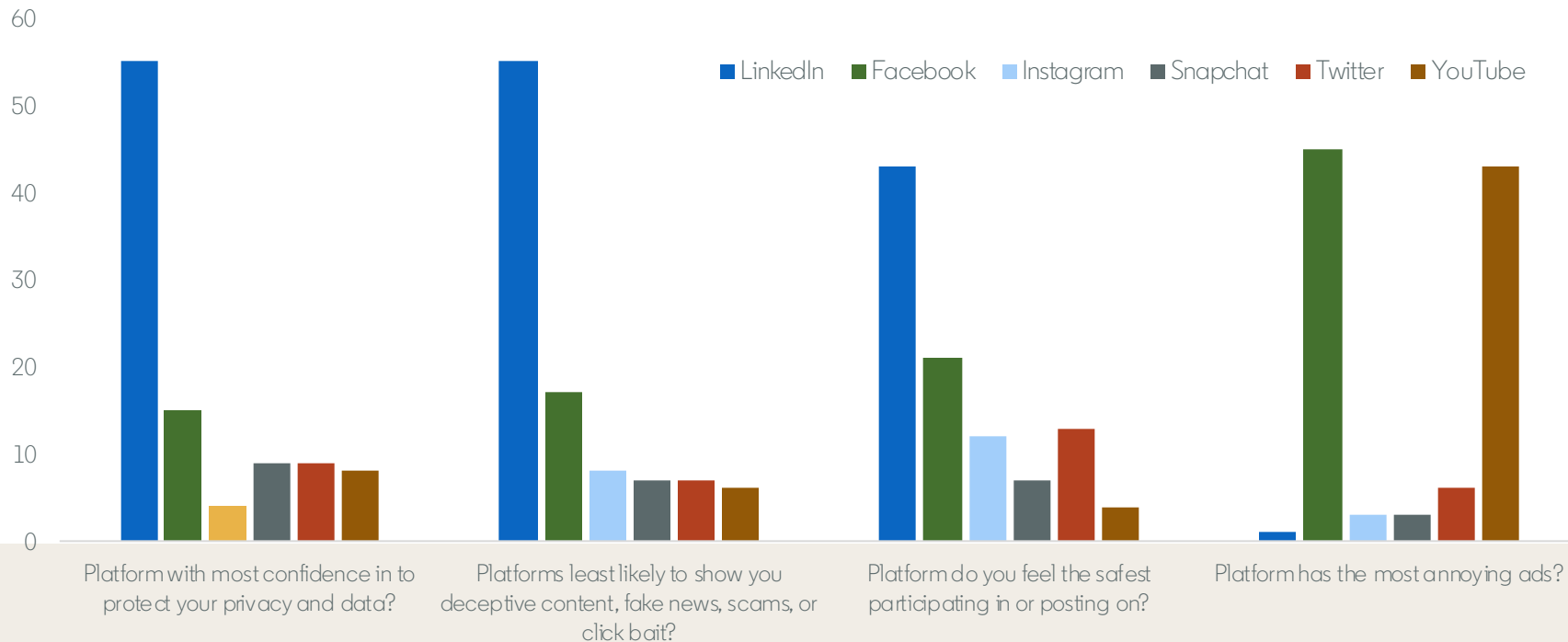
The platform  
for trust



# LinkedIn is **undisputedly** the most trusted platform



# LinkedIn is more trusted for: privacy, data, reliable content, safest to post and least annoying ads



3

Brands are  
winning now



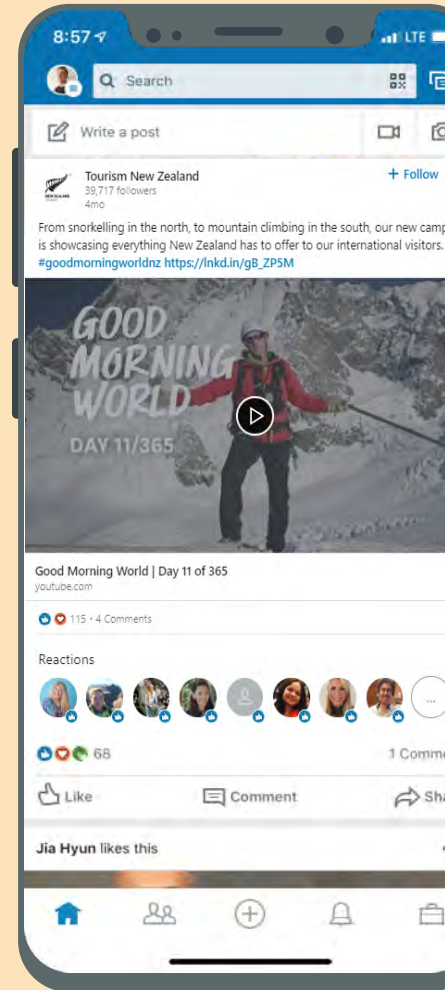
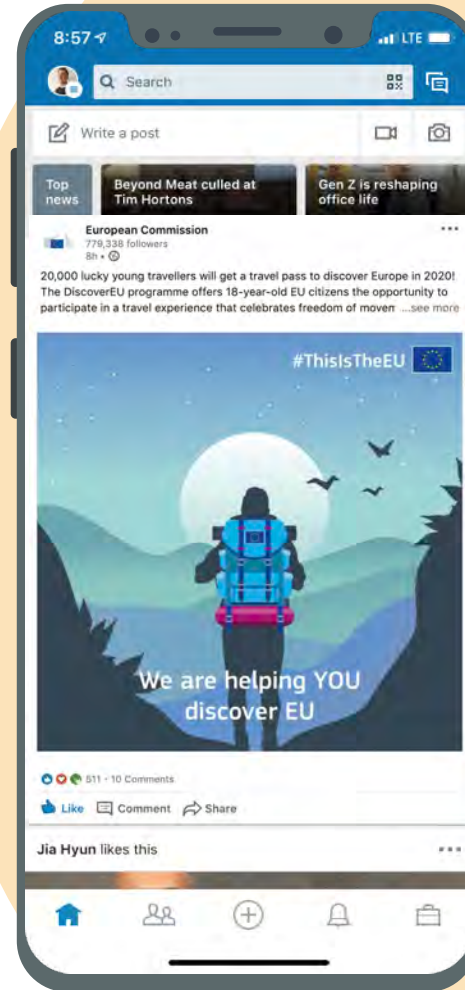
# Standout creative



“Best in class” LinkedIn content



Food for thought – LinkedIn applicable content (from other sources)



# European Parliament

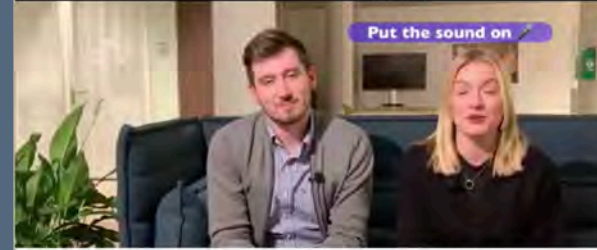
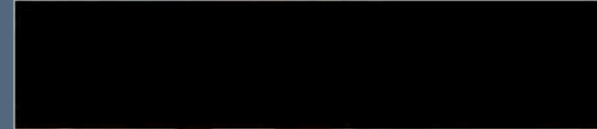
Best in class LinkedIn content

## Sponsored Video

Work with your other departments to help cross-promote strong, relevant content. The European Parliament is helping promote the European Commission's "Discover EU" competition, doubling the initial reach of the content.

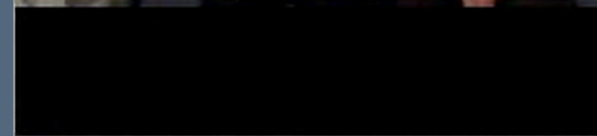
European Parliament was live  
402,286 followers  
2h • 🌐

#MyEUMemory: take part in our competition and win a trip to Strasbourg!  
More information ➡ <http://europeanparliament.eu/group>



WIN A TRIP TO STRASBOURG

#MYEUMEMORY COMPETITION



👍❤️🔁 448 • 380 Comments • 9,103 Views

👍 Like    💬 Comment    ➡ Share



Comments

Sort by Top ↕

Kevin Schamel • 3rd

Leave your thoughts here...



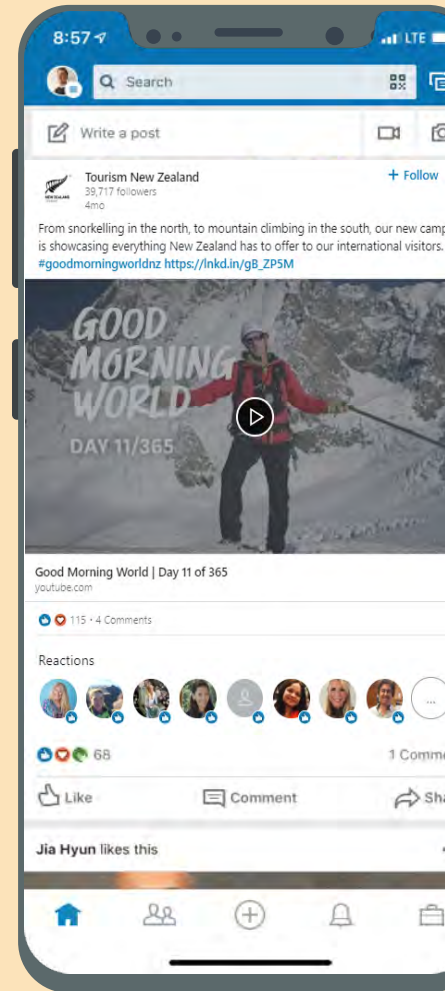
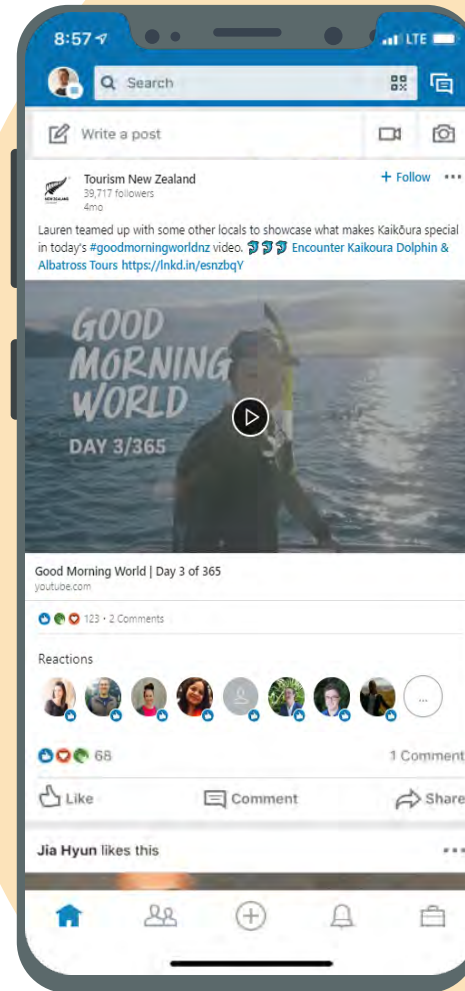


# Tourism New Zealand

Best in class LinkedIn content

## Sponsored Video

“Good Morning World”  
Campaign Series:  
Showcasing unique parts of  
the country and the people  
that make it so special  
through personal and  
relatable storytelling.



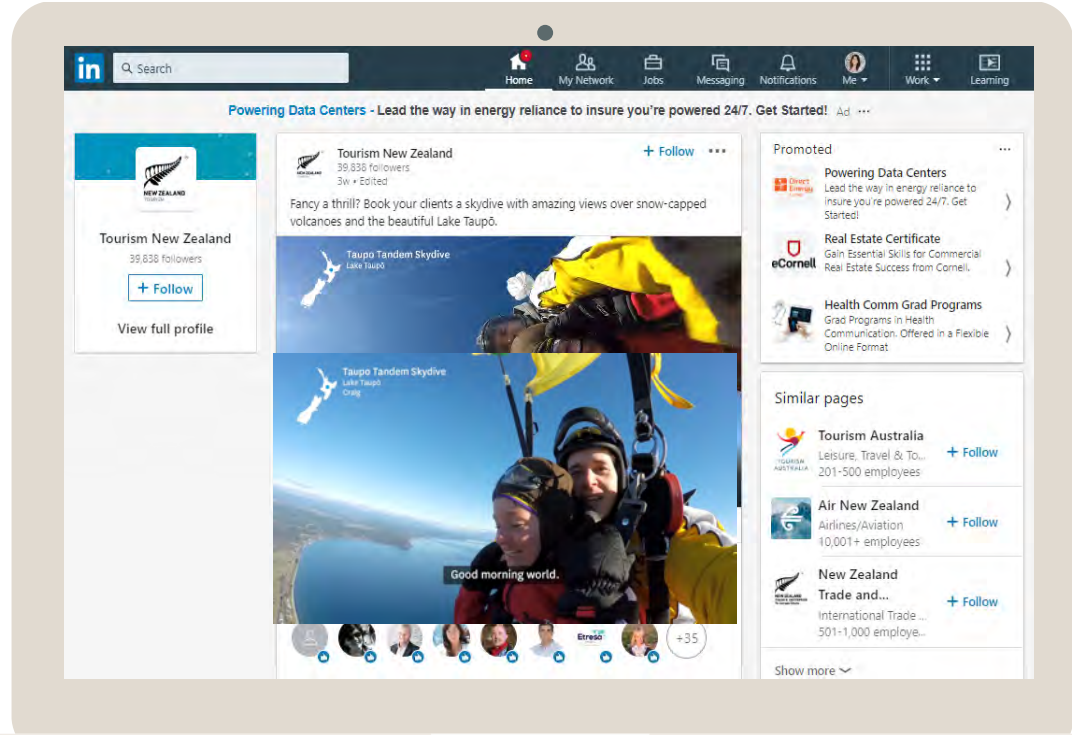


# Tourism New Zealand

Best in class LinkedIn content

## Sponsored Video

**Treat Your Client Series:**  
Unique promotion that stands out in the clutter of the feed.  
Directly applicable and relevant to B2B users on the platform.



Other Posts from this Campaign:

<https://www.linkedin.com/feed/update/urn:li:activity:6586998192414441473/>

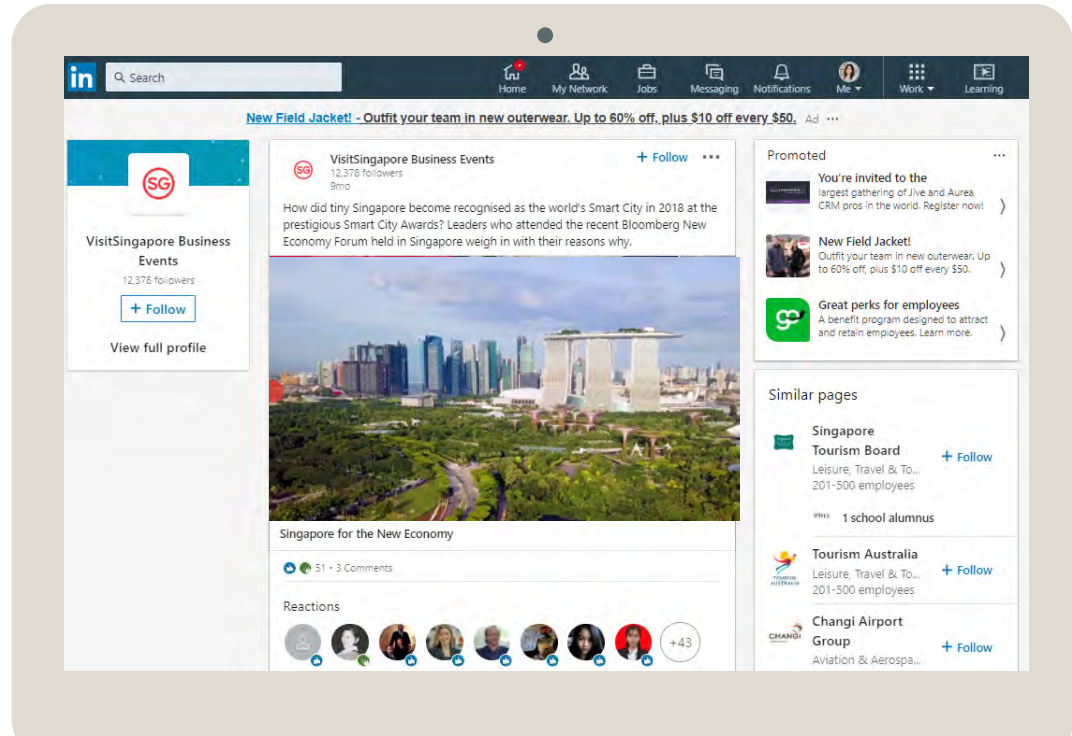
<https://www.linkedin.com/feed/update/urn:li:activity:6586997828092993538/>

# VisitSingapore Business Events

Best in class LinkedIn content

## Sponsored Video

Broadly applicable to most audiences on LinkedIn – showcasing through interesting video

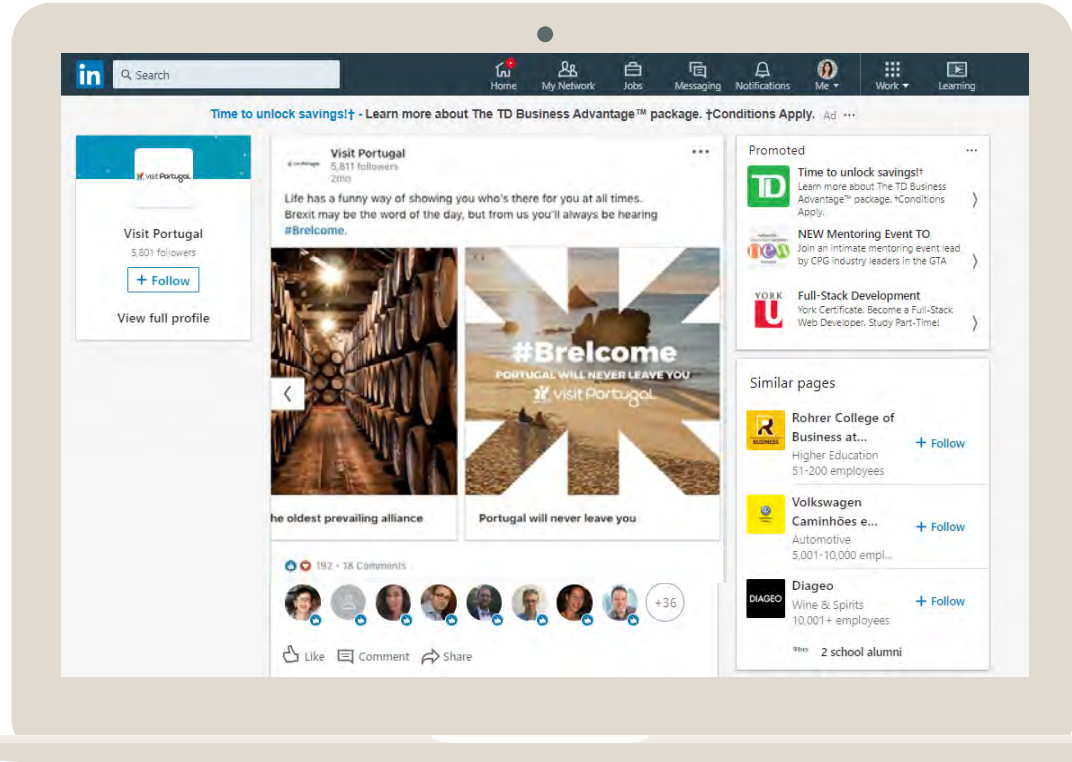


# Visit Portugal

Best in class LinkedIn content

## Carousel

**#Brelcome:** Turning threat into opportunity with spontaneity. Utilizes excellent creative and plays to a theme top of minds on businesses and consumers alike.

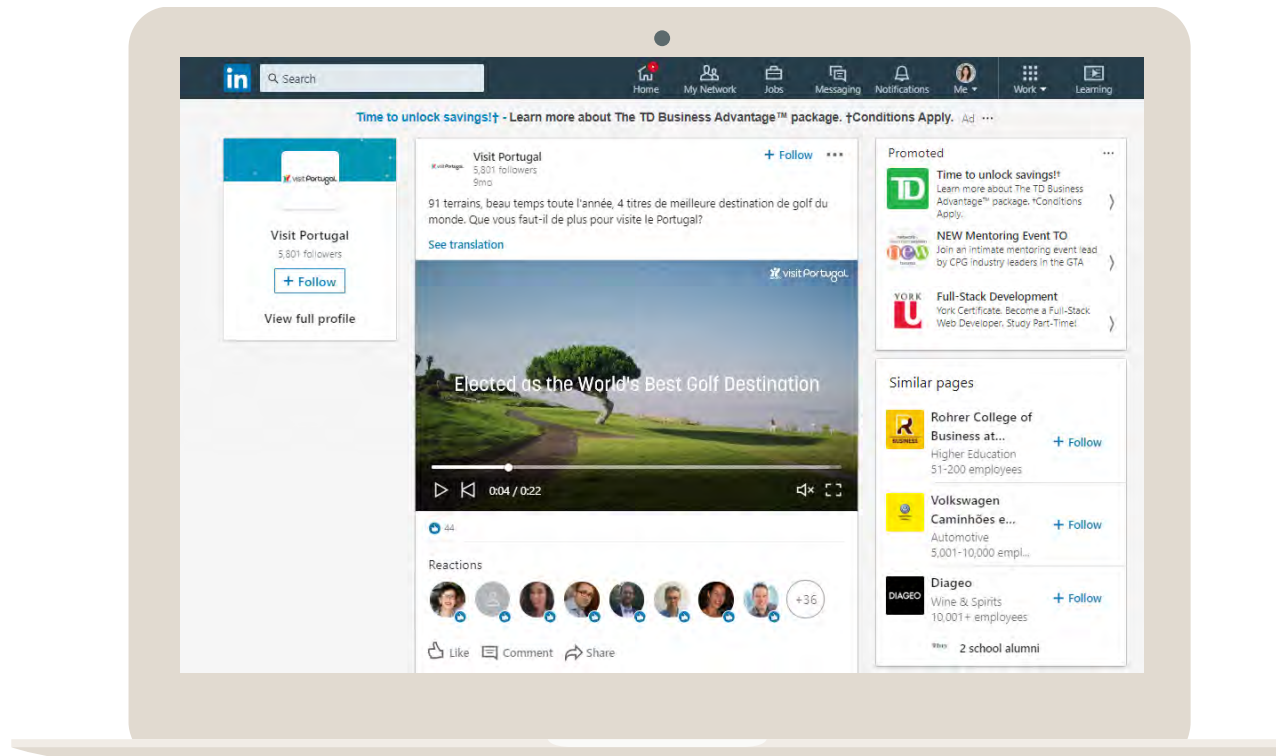


# Visit Portugal

Best in class LinkedIn content

## Sponsored Video


Topics for copy and creative can be anything relevant to consumers in a B2B environment. This showstopping creative strategically plays to the platform's aspirational users.



*Translation:* 91 courses, good weather all year round, 4 titles of the best golf destination in the world. What more do you need to visit Portugal?

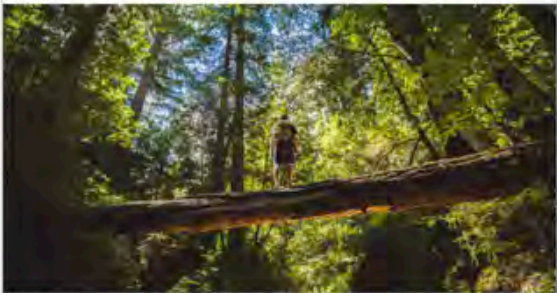
# Companies are using LinkedIn to talk about 'Bleisure'

Most of the messages tend to be around the proximity to nature and rather than the cultural and tourist attractions.

**Visit San Jose**  
2,064 followers  
1yr • Edited

[+ Follow](#) ...

When the meeting's through, stay to explore stunning nature near the heart of Silicon Valley. <https://bit.ly/2GegUFc>



Stay to Play in San Jose.

[sanjose.org](#)

**Tourism New Zealand**  
32,713 followers  
1yr

[+ Follow](#) ...


Travel Agents - Would you like to better answer your clients questions about New Zealand?



100% PURE NEW ZEALAND


Watch this film and overcome your clients' barriers to visiting NZ.

[185](#) · [11 Comments](#)

**Visit Fairfax (Fairfax County, VA)**  
155 followers  
3mo

[+ Follow](#) ...

You wouldn't travel only to see a conference room and nothing more, would you? Of course not – not when our nation's capital is just across the water.



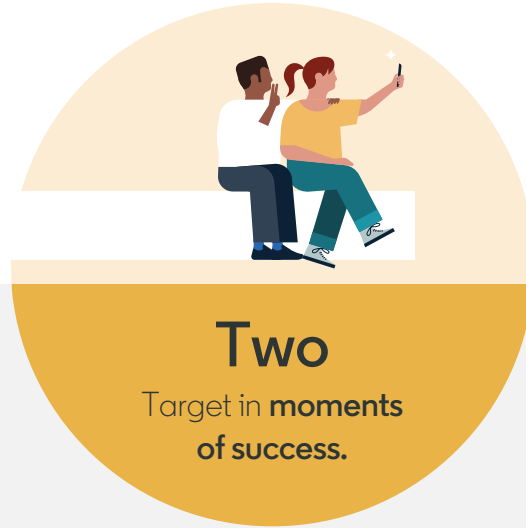
A little leisure can do you a lot of good.

Get More Information on Mixing Business and Leisure in Fairfax County

[fxva.com](#)



# Three ideas

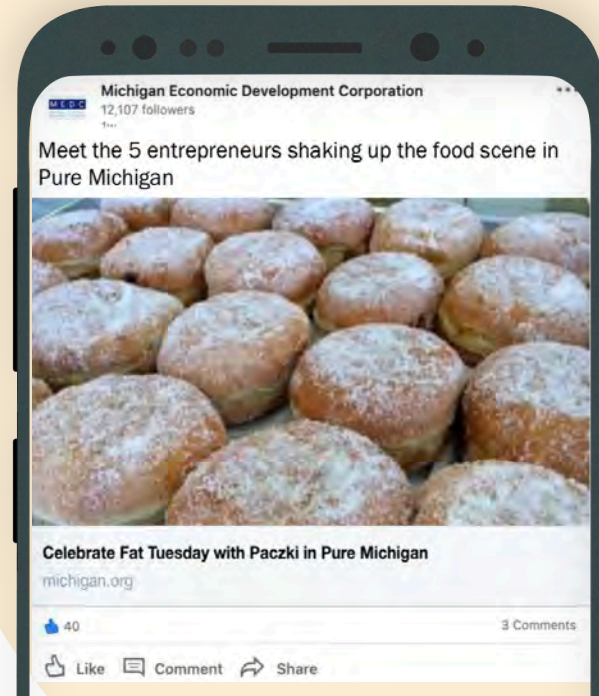
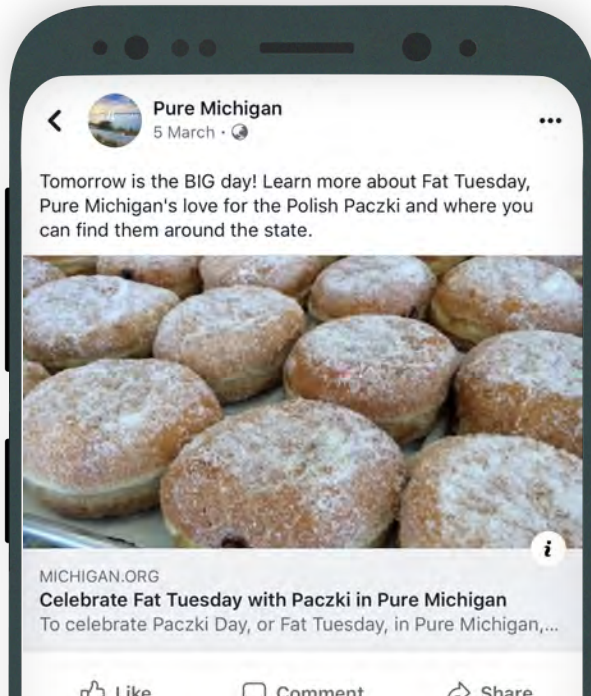




# 1

Linkedinify  
existing content

Adopt current content with  
a business/career angle





Adopt current content with  
a business/career angle



# Use Hashtags to expand your reach

LinkedIn members *want* to be part of the conversation, so they follow travel-related hashtags to keep up with the leading topics and ideas.



7.0MM

followers

#travel



6.8MM

followers

#businesstravel



7.5MM

followers

#airtravel

# Good use of hashtags:




**Star Alliance**  
63,235 followers  
8h

[+ Follow](#) [...](#)

Take some time to enjoy Star Alliance's award-winning lounges next time you travel. For those who are eligible, you can now relax before your flight in Star Alliance lounges in Amsterdam, Buenos Aires, Los Angeles, Nagoya, Paris, Rio de Janeiro, Rome and Sao Paulo, and over 1,000 member airline lounges around the globe. Find out more at <https://lnkd.in/dxgr5yp>. [#StarAlliance](#) [#BusinessTravel](#)



 50







**Best Friends Animal Society**  
18,398 followers  
2h

[+ Follow](#) [...](#)

The Roadhouse and Mercantile had their very first visitors and it sure does look like everyone had a blast at the new pet-centric hotel! If you're looking for a trip that both you AND your pet will love, book your stay with us: [bestfriendsroadhouse.org](https://bestfriendsroadhouse.org). -nichole

[#travel](#) [#utah](#) [#petfriendly](#)



 30



# 2

Target in **moments**  
of **success**

# LinkedIn is the place for professional **Moments of Success**



**67%**

of luxury purchases  
are triggered by a  
life milestone.



I just...



Graduated



Got my first job



Got promoted



Changed companies



Got a raise/bonus



# 3

Reach LinkedIn's  
member base

# Audiences to consider

- 1 25–34
- 2 Affluent millennials
- 3 Young and upwardly mobile
- 4 Career starter
- 5 Career changer





# Audiences to consider

- 1 34–54
- 2 Mass affluent
- 3 Family market
- 4 Approaching mature market
- 5 At retirement



# LinkedIn 1st party data and **Acxiom** behavioral segments



- 1 In-market propensities:  
get married, 6 months
- 2 In-market propensities:  
get married, 12 months
- 3 Newlywed

# LinkedIn 1st party data and **Acxiom** behavioral segments



- 1 New Parent
- 2 In-Market Propensities:  
Have a baby
- 3 In-Market Propensities:  
Have a baby/adopt a child
- 4 In-Market Propensities:  
Buy baby products, 90 days
- 5 In Market:  
New Home Buyer

# LinkedIn 1st party data and **Acxiom** behavioral segments



- 1 Attitude and behavior:  
Cyber Monday shopping
- 2 Attitude and behavior:  
cook a holiday meal
- 3 Attitude and behavior:  
shop/price holiday gifts
- 4 In-market:  
new vehicle/luxury vehicle

Thank you