

12 Luxury Hotel Brands

A Social Media Presence Overview



L.I.K.E.

HOSPITALITY CONSULTING

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“ We don't have a choice on whether we DO social media, the question is how well we DO it. ”

- Erik Qualman | Author, Keynote Speaker, Professor

@ Let's start!

@ Social Media Allstars

@ Brand performance.

@ Property performance.

@ Performance on Facebook, Instagram, and Twitter.

@ Platforms in Discussion

@ Know your platform.

@ Correlation between account choice and followers.

@ Brand account importance.

@ Brand account consistency.

@ Social Media Platforms

@ Platforms worth the effort.

@ Platforms worth the effort?

@ Time to make a difference!

@ What's left!

@ This is us!

Let's start!



Social media is all around us. The digital age is growing faster and quicker than many have expected. It has begun to reach an ever-more important stage in both our private and professional lives. In that, it has become a must for service industries, including hospitality, to join this movement. Customer awareness and customer loyalty, being two of the most important sales-criteria in the hospitality business, can successfully be achieved and transformed into leads, as only 14% of internet users still trust traditional advertisement and more than 90% trust online peer recommendations. Nurturing your online community therefore was never more essential.

On the hunt for the best and most effective examples of social media presences in the luxury hotel industry, L.I.K.E. Hospitality Consulting conducted an independent study, to demonstrate the potential that social media platforms are baring for hotels. Since the initial data-collection kick-off period in June 2016, L.I.K.E. has discovered valuable insights of selected brands, their

individual properties, the corresponding number of followers, as well as further findings gathered from the eight most common social media platforms. In the hospitality industry, these are: Facebook, Twitter, Instagram, Google+, LinkedIn, Flickr, and Pinterest. The twelve hotel brands investigated have an international presence, both physically and digitally, and are categorized as 5 star luxury hotel brands. The hotel brands chosen include: Aman Resorts, The Dorchester Collection, Four Seasons Hotels & Resorts, Kempinski Hotels, Mandarin Oriental, Oberoi Hotels & Resorts, Park Hyatt, The Peninsula Hotels, The Ritz-Carlton, St. Regis Hotels & Resorts, Waldorf Astoria Hotels & Resorts, and W Hotels.

Now that we have gotten the technicalities out of the way, let's start into this report that features close to **1900** social media accounts of more than **500** properties from **12** brands in **84** countries.

See you on the other side – stay curious!

- @ Branded hotel properties have an average of 3.7 Social Media accounts.
- @ Portrayal of consistent social media strategy is essential and increases sales up to 15% per property.
- @ Facebook, Instagram, and Twitter are the most performant platforms for generating social media presence in hospitality.

A photograph of a wooden table with a smartphone and a white coffee cup. A blue semi-transparent banner is overlaid across the middle of the image. The smartphone screen shows a social media login page with fields for email/username and password, and buttons for 'Sign Up' and 'Log In'. The coffee cup is white and has a small white object inside it.

Social Media Allstars

Brand performance.



Figure 1 - Most followers / brand account
@ Best global social media presence across all eight researched platforms.

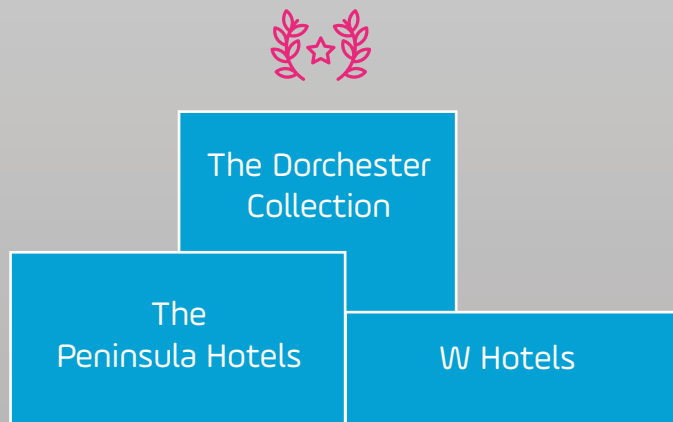


Figure 2 - Most average followers / property
@ Highest average followers per property across all eight social media channels.



The three brands that reach the most followers per property on average across the chosen social media platforms all show exceptional performances in terms of engagement and followers. Especially **The Dorchester Collection**, even though only consisting of 10 hotels, demonstrates impressive social media activities. The Collection's individual properties connect to a total of almost 614k organic followers, with an average of 61k followers per property, excluding the brand page – out of the brands reviewed in this study, this is the highest score. **The Peninsula Hotels**, equally with only 10 properties, also show active Social Media work, with a total of 532k followers and an average of 53k followers per property. Starwood's lifestyle brand **W Hotels**, a hotel brand that reaches more than 2m social media followers in total within their 49 properties, accumulates an average of 42k followers per property, leaving them in third place for most average followers per property on all channels of the included brands.

Brand accounts and pages are the faces of companies, and the following three deserve appraisal for their global brand social media presence. The **Ritz-Carlton's** social media brand accounts reach a total of more than 3m followers, thereby showing the most numerous and extensive social media

presence as a brand by some distance. For the Ritz-Carlton brand, Facebook and surprisingly Google+ are the most active and most followed platforms. The **Four Seasons Hotels & Resorts** reach a total of 1,2m followers, mainly due to their widespread presence on Facebook and LinkedIn. Last but certainly not least, **St. Regis Hotels & Resorts** follows, with 410k followers on their brand accounts, most of them originating from Facebook and Instagram. Overall, the twelve luxury hotel brands reach a total of 7.2m followers, with an average of 106k followers per social media account.

Property performance.

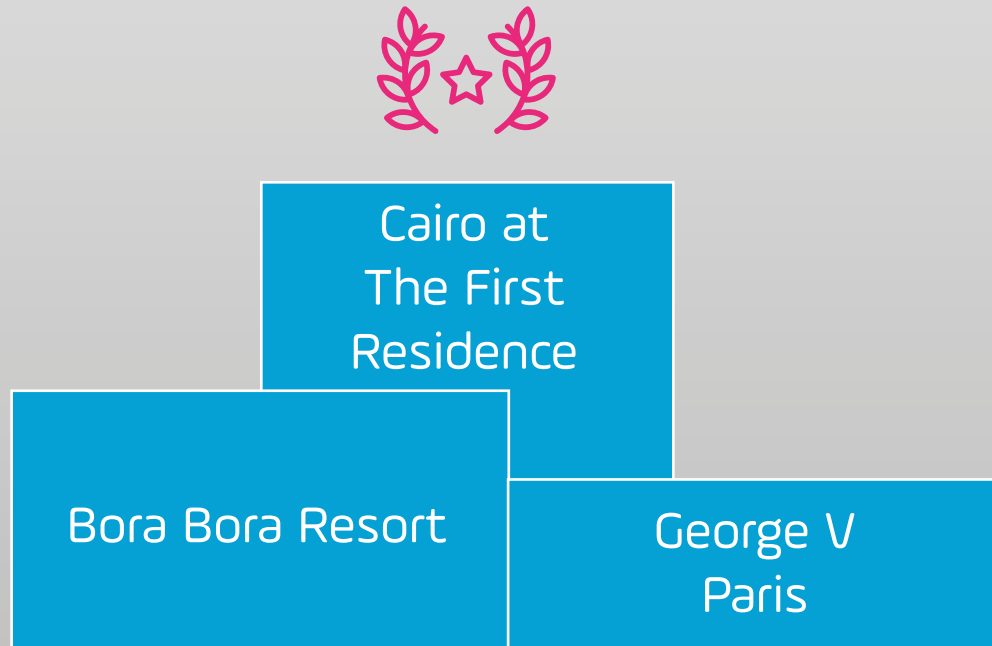


Figure 3 - Most overall followers

@ The most dominant individual property accounts on all eight social media platforms with an average reach of 193k followers.

Individual property performances and their social media presence have been evaluated in terms of their total amount of followers across all platforms.

Here, **Cairo at The First Residence**, a **Four Seasons** property, with a total amount of more than 200k followers, earns the gold medal. Especially its efficient Facebook strategy and constructive development of cross-promotion amongst their accounts are an important influence for their social media presence.

The **Bora Bora Resort**, also a **Four Seasons** hotel, comes in 2nd with 193k followers mainly due to its active presence on Instagram.

The **George V Paris**, also part of **Four Seasons**, completes the top three properties for total social media presence, by reaching 182k followers and being closely behind the first two.

Performance on Facebook, Instagram, and Twitter.

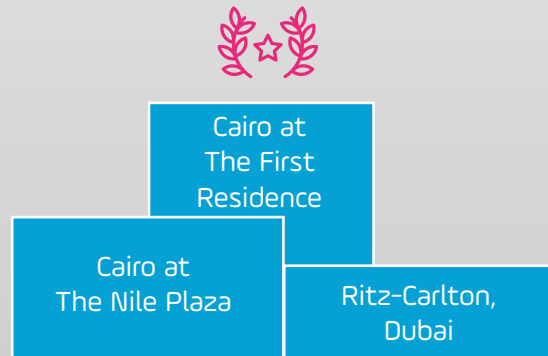


Figure 4 - Most followers on Facebook
 @ The most performant players with an average reach of 160k followers.

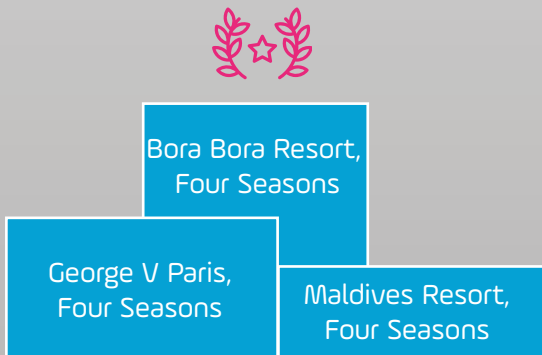


Figure 5 - Most followers on Instagram
 @ Extraordinary places, like above, reach an average of 89k followers.



Figure 6 - Most followers on Twitter
 @ These properties in big cities reach about 39k followers.

These properties attract the most followers on Facebook: Cairo at The First Residence, Four Seasons (193k), Cairo at Nile Plaza, Four Seasons (147k), Ritz-Carlton Dubai (144k), Ritz-Carlton Seoul (141k), and W Taipei (134k).

On Instagram, extraordinary locations are followed the most: Four Seasons Bora Bora (112k), Four Seasons Paris (80k), Four Seasons Maldives (77k), W Maldives (54k), and Plaza Athénée, Dorchester Collection (53.6k).

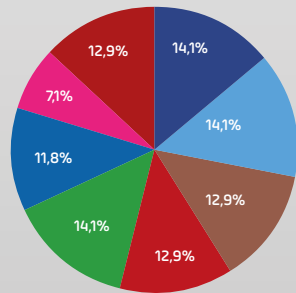
Twitter works the best for business and city hotels: The Dorchester, Dorchester Collection (42k), Four Seasons Hong Kong (40k), Mandarin Oriental Las Vegas (37k), Four Seasons Paris (29k), and the Beverly Hills Hotel, Dorchester Collection (28k).

A photograph of a wooden table with a smartphone and a white mug. The smartphone screen shows a social media login interface with fields for email/username and password, and buttons for 'Sign Up' and 'Log In'. A blue semi-transparent banner is overlaid across the middle of the image, containing the title text.

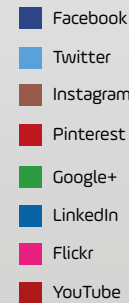
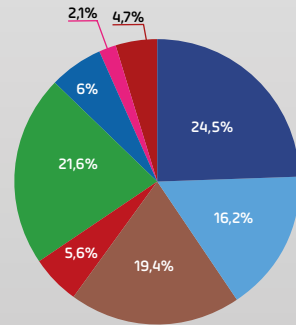
Platforms in Discussion

Know your platform.

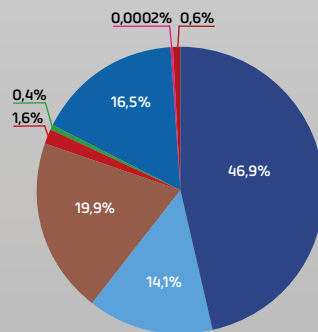
Brand account distribution per platform



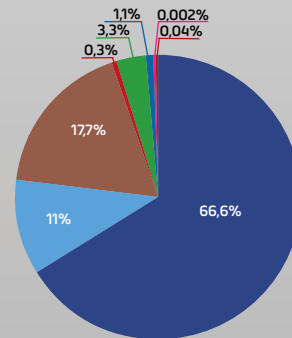
Property account distribution per platform



Brand account followers per platform



Property account followers per platform



- @ Facebook is the most common platform for both, brands and individual properties.
- @ The number of accounts per individual property does not result in an increase of followers.
- @ Google+ is used by many properties, but does not account for a good reach.
- @ The presence of brands and individual properties is similar for Twitter and Instagram.

A property manages an average of 2 to 6 different social media accounts. Screening the properties, it quickly becomes clear that there are preferences of using some social media platforms over others. Facebook is the most frequented platform of the 503 individual properties that are part of this study, with 90% having their own Facebook page. Google+ and Instagram are frequented at 80% and 72%, closely followed Twitter. The remaining four social media platforms show neither relevance, nor large amounts of property pages.

For both properties and brands, Facebook is the most important network of the hospitality industry. In total, 24.5% of all accounts registered in this study were found on Facebook, however the accounts on Facebook are able to capture a total of 66.6% followers across all platforms. As a comparison, Google+ represents 21.7% of the accounts of this study, while only capturing 3.3% of all followers. In all cases, Twitter and Instagram have a fair ratio of presence vs. followers, both on global brand and property level. Pinterest, Flickr and LinkedIn together represent less than 30% of used accounts by properties, showing little relevance. For global brand accounts, however, the repartition between platforms is more fair.

Correlation between account choice and followers.

Ø total accounts per property

Brand	Total accounts	Total properties	Ø total accounts / property
The Dorchester Collection	57	10	5.7
Waldorf Astoria	132	26	5.1
W Hotels	247	49	5.0

Ø followers per property (excluding brand account)

Brand	Total number of followers (excl. brand account)	Total properties	Ø followers / property (excl. brand account)
The Dorchester Collection	613879	10	61388
Peninsula Hotels	532120	10	53212
W Hotels	2079161	49	42432

- @ Properties have an average of 3.7 accounts across all brands.
- @ Facebook is the top scorer for social media presence.
- @ The amount of properties does not correlate with an increase of average followers.
- @ The right choice and amount of accounts result in good reach and increased followers.

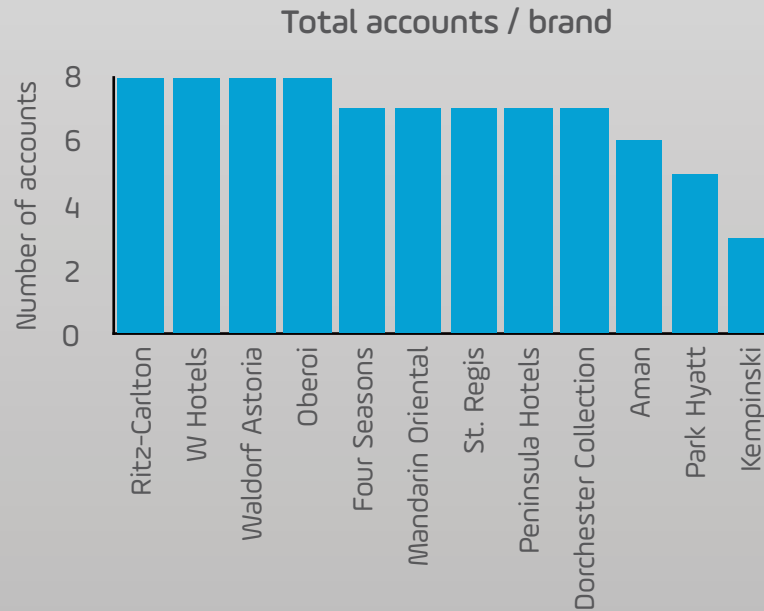
The top 3 brands in terms of number of accounts per platform, excluding brand accounts, are The Dorchester Collection, Waldorf Astoria and W Hotels.

Although small in actual quantity of properties, they are present with an average of 5 accounts per property. Similar findings were made with the average amount of followers per property per brand, excluding brand accounts: as seen earlier, the Dorchester Collection and W Hotels are again among the top scorers, with Peninsula Hotels completing the top 3.

The findings suggest a correlation between the average number of accounts per brand and the average number of followers they can attract through different social media platforms, even though most followers continue to connect through Facebook, Twitter and Instagram. This suggests an argument for the fact that cross-promotion amongst social media platforms is an active measure of marketing that will continue to develop further. Additionally, the findings show that it is most important to be present and active on Facebook, Instagram, and Twitter, depending on the property's location, size and its target market: city hotels are putting a higher focus on Twitter to attract business travelers, while extraordinary locations are more likely to be present on Instagram, due to their outstanding visual appearance.

Brand account importance.

Brand	Total properties	Total followers
Ritz-Carlton	90	3,299m
Four Seasons	94	1,217m
W Hotels	49	531k
Mandarin Oriental	29	512k
St. Regis	37	412k
Waldorf Astoria	26	291k
Kempinski	70	219k
Oberoi	20	210k
Park Hyatt	38	180k
Peninsula Hotels	10	137k
Dorchester Collection	10	111k
Aman	30	108k
TOTAL	503	7,227m



While a property account is important for a more personalized contact with potential and current guests, brand accounts gather all users with interest in a brand, naturally suggesting a large potential for brand loyalty. Figures show that the brand accounts of all 12 investigated brands reach more than a third of the cumulated followers connected to this study. These brand accounts showcase their brand image through daily updates and promotional campaigns, whilst supporting the individual property pages. Brands need to ensure global brand presences on all important social media channels in order to increase brand visibility and actively engage with their users.

The data shows that brands manage between 2 to 8 accounts. The more platforms a brand is present on, the more beneficial the efforts become, as both visibility and engagement are increased across all media platforms. The number of properties plays a role in attracting visitors to the brand page, therefore, especially brands with more than 50 properties, have few excuses for a slowly developing social media presence.

- Ⓞ Average followers / brand account = 85k followers.
- Ⓞ Average followers / properties = 7.7k followers.
- Ⓞ 33% of cumulated followers are reached with brand accounts.
- Ⓞ Brand pages showcase brand visibility and property promotion.
- Ⓞ To reach a maximum number of followers, brands need to be present on all platforms.

Brand account consistency.

Social Media Presence: Percentage of Hotels per Brand on each platform

Brand	Facebook	Twitter	Instagram	Pinterest	Google+	LinkedIn	Flickr	YouTube
Aman *	63 %	13 %	50 %	3 %	90 %	10 %	0 %	0 %
Dorchester Collection	100 %	100 %	100 %	100 %	90 %	80 %	0 %	0 %
Four Seasons	100 %	93 %	94 %	3 %	84 %	1 %	5 %	0 %
Kempinski *	80 %	51 %	76 %	19 %	57 %	31 %	13 %	26 %
Mandarin Oriental	100 %	83 %	100 %	24 %	86 %	0 %	24 %	21 %
Oberoi *	100 %	45 %	35 %	5 %	75 %	15 %	0 %	0 %
Park Hyatt	97 %	71 %	92 %	50 %	82 %	45 %	16 %	21 %
Peninsula Hotels	80 %	60 %	80 %	30 %	100 %	50 %	20 %	0 %
Ritz-Carlton *	81 %	4 %	12 %	6 %	87 %	4 %	2 %	0 %
St. Regis *	97 %	73 %	92 %	27 %	70 %	49 %	8 %	59 %
W Hotels	100 %	94 %	100 %	33 %	90 %	33 %	6 %	49 %
Waldorf Astoria	100 %	85 %	88 %	65 %	77 %	58 %	4 %	31 %

* Brands, with less than 80% of their properties present on at least 3 platforms, are considered as inconsistent in terms of social media presence.

- @ Flickr and YouTube are barely used by properties and companies alike.
- @ LinkedIn and Pinterest are only consistent for The Dorchester Collection.
- @ Consistency plays an important role in order to increase the amount of average followers.
- @ Facebook, Instagram, Twitter and Google+ are used the most frequently.

In today's digitalised world, a corporate E-Commerce strategy must include consistent social media efforts, in order to ease the search for a prospect on social media. A coherent brand appearance is essential – not just on brand accounts, but also across property level to obtain a high average number of followers.

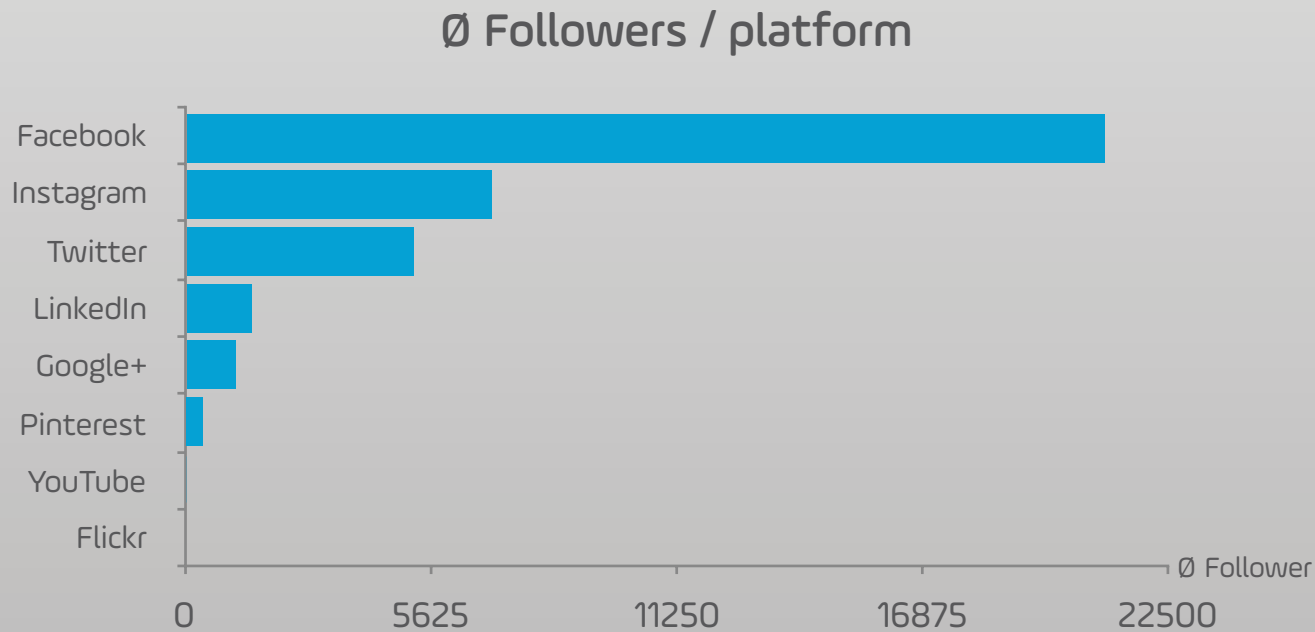
The Dorchester Collection properties all follow the same strategy with equal number of accounts across all social media platforms. This high consistency is reflected by the highest average number of followers within this study, as demonstrated earlier. Despite the fact that the brand is not actively present on Flickr and YouTube, they remain highly consistent on other social media platforms with a 95% rate of account presence per platform and deliberately choose to not be present on others.

On the contrary, companies without a visible social media strategy, like Kempinski, Oberoi or Aman, are not yet able to attract a consistent number of followers. While some flagship properties are able to achieve high numbers of followers, less known properties fail to maintain or adapt to a similar level.

A photograph of a wooden table with a smartphone and a white mug. The smartphone screen shows a social media login interface with fields for email/username and password, and buttons for 'Sign Up' and 'Log In'. A blue semi-transparent banner is overlaid across the middle of the image, containing the text 'Social Media Platforms' in white.

Social Media Platforms

Platforms worth the effort.



The findings of the report clarify, which platforms to use, in order to achieve the highest number of potential followers. The dominant platforms are found to be Facebook, Instagram, and Twitter. Here, properties and brands with a consistent social media strategy, maintain a good number of followers per account in return. Close to 95% of all followers of properties are found on the discussed three platforms. However Facebook, Instagram, and Twitter only make up 60% of all channels used by individual properties. Hence, there is still a huge opportunity to potentially increase the number of followers per individual property. Facebook alone, as the leader of social networks, reaches a total of 9m followers of all studied 503 properties, which shows the significance of maintaining a Facebook account for each individual property. Contrary to properties, the 3 discussed platforms are less significant in the social media appearance of brand accounts: only 57% of all brand followers are active on Facebook, Instagram, and Twitter with a brand presence of 41%.

Platforms worth the effort?



Google+ is one of the most used platforms across all brands. Ranking 2nd in terms of number of accounts, whilst only taking 8th place when it comes to average number of followers. While accounts are often created, they are frequently not managed well by properties, leading to a limited reach and low number of followers compared to their high account presence. In general, Google+ is not a follower-generating social network compared to Facebook and Instagram, with only a few prominent exceptions such as the St. Regis in Mumbai or the brand account of Ritz-Carlton.

Pinterest and Flickr are not commonly used by the studied brands, and those using these platforms do not perform well in terms of reach or engagement. This finding is supported by the low number of followers on these platforms across all accounts. Hence, the surveyed brands focus on the social media platforms that convert reach into eventual prospects of followers and future customers.

LinkedIn is mostly used by brands in order to promote and represent their companies on the job market. While LinkedIn represents only 6% of all used accounts within the different platforms and only 1% of the followers across all properties, it gathers more average followers than Google+ and ranks 4th behind Facebook, Instagram, and

Twitter. Having said that, LinkedIn, and its main mission of connecting job-opportunities with job-seekers, naturally attracts a different type of follower than traditional social media platform, such as the previously mentioned.

Lastly, YouTube bares great potential of engagement for hoteliers. Not only is the network the second largest search engine in the world, but also counts more than one billion users globally. However, the surveyed companies have yet to take full advantage of the potentially interesting platform. The main reason for the lack of interest of companies in YouTube currently lies in the heavy investment of resources, such as time and money to create videos and other relevant content. Using experienced “vloggers” or other experts as brand ambassadors can lead to an increase in reach and thus create new opportunities.



The findings suggest that it is time to make a difference in the social media approach of hotel brands. To increase the reach per property and brand account, it is essential to focus on a maximum of 4 social media platforms, with the bare minimum being Facebook.

Properties are advised to include nothing more than Facebook, Instagram, Twitter, and LinkedIn for the ultimate reach of their target audience, which includes all stakeholders such as customers, staff and any further individuals related to their business. Overall, properties, just like brands, need to be approachable for followers and customers on these platforms. A good way to get started is by showing updates about the property, its surroundings and future events to maintain curiosity. However, properties should avoid spending time on Google+, Flickr or Pinterest, as they are not frequented well enough to generate any noticeable returns.

As brands represent the face of the company, they require a different approach, and thus it is recommended, to use as many of the studied social networks as feasible. Brand accounts can be used to promote newly opened properties, updates or their loyalty programs. Just keep in mind that neither the brand, nor property size matters, but rather the follower engagement!

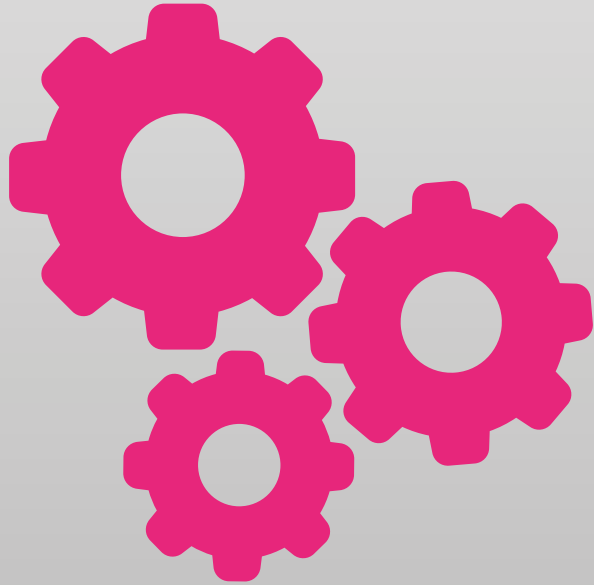
If you are already well-aware of the common social media platforms why not try something new?

Snapchat has been popular with Generation Y and Millennials for a while. Brands can give followers share behind the scenes-content with a more authentic approach. A great example of a successful strategy is W Hotels with their use of personalized filters. Also, brands should not shy away from **YouTube**, as the amount of people on this platform is fairly underrated when considering the level of brand awareness. Bloggers could be used as brand ambassadors, as a mean to do a show-around the hotel or spend a day vlogging about their hotel stay.

WhatsApp is another very personalized medium to interact with guests throughout their customer journey. It could either be used as a booking assistant, concierge service, while the guest is present, or as a follow-up for feedback after departure.

Good news: it is not too late to get started! There are more than enough innovative and digital ways to not only interact with your guests, but also to learn their desires and wants and create improved customer experiences. So what are you waiting for? Luck, doesn't have to be part of your portfolio – all the best for your journey through the social media world!

What's left!



Get your hands on the full report now!

Contact L.I.K.E. for further details via
solutions@like-consulting.com.

As this report comes to an end, allow us to point out one or two things before you go. Firstly, thank you for stopping by and reading all the way to the end – it is highly appreciated. Be sure that we will be back with more insights on the digital hospitality world and how you can benefit from it all, soon.

The data of this report was accumulated over a period of 4 months, during which the following limitations were encountered.

@ 12 luxury hotel brands were considered for this report, whilst being aware that several more exist. The choice of these 12 was purely subjective and based on recent digital relevance.

@ Erratic numbers were discovered during the process of the research. For each number an individual decision was taken, if it was to be removed to avoid falsifying the results of the study. In the end, only 2 numbers were excluded from this report, namely The St. Regis Mumbai, showing an unusual amount of 500k followers on their Google+ account and, likewise, the Google+ brand account of Ritz-Carlton with 2m followers.

@ Several brands and properties make use of paid advertisement campaigns, to increase their reach and followers in an “unnatural” manner, which may have falsified the numbers of some properties registered for this study.

@ Geographic limitations demonstrated that not all social media platforms are equally used and appreciated by users around the globe. Reasons may vary from national governmental regulations, to alternative regional social networks being more popular in a given country – the most prominent example being WeChat and Weibo in China.

L.I.K.E. Hospitality Consulting declines all responsibility for the accuracy of the numbers and suggestions of this report, while confirming that the report was carried out in all conscience. This study was conducted on an independent basis and does not prefer any property, brand or social media platform. Analysis and conclusions were drawn purely on the data that was collected in the process of assembling this report.



Welcome to L.I.K.E. – where the next generation of hospitality is developed under the influence of leadership, innovation, knowledge and exchange.

L.I.K.E. Hospitality Consulting is not your average consulting firm. Since commencing business as a start-up in Berlin early 2015, the company has collaborated with hospitality and non-hospitality firms alike, in optimizing themselves, their online appearance, client services and expansion strategies. The company benefits from its hospitality management background on which clients can rely, in the constantly evolving digital age, to guide them primarily through online challenges. Whilst the world is gradually shifting online, it is now, more than ever, important to understand the value of the few remaining face-to-face encounters you and your clients have in today's modernized world. L.I.K.E.'s services, amongst others, include hospitality consulting, new media

consulting & management and non-hospitality consulting. All in all, creating sustainable value for our customers is our mission and innovation is our motivation. Our research projects are quite deliberately not presented in the same format, as your average study, from your average international corporation. These studies usually consist of many more pages than you will ever read, with far too secluded information, such that it becomes increasingly difficult to distinguish the relevance. Instead we like it short and sweet – because we believe that facts and trends do not need endless explanations and we understand that you have other things on your agenda than reading. The focus of our work is not only on high-quality data and highly relevant content, but also on the way it is delivered: consumable, intelligent and intriguing.

One more thing before we go: if you like what you have read here, don't forget to stay in touch.

STAY IN TOUCH WITH L.I.K.E.

The Hospitality Blog: News, Trends, Background Stories
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