

# Social Media KPIs of Swiss Hotels

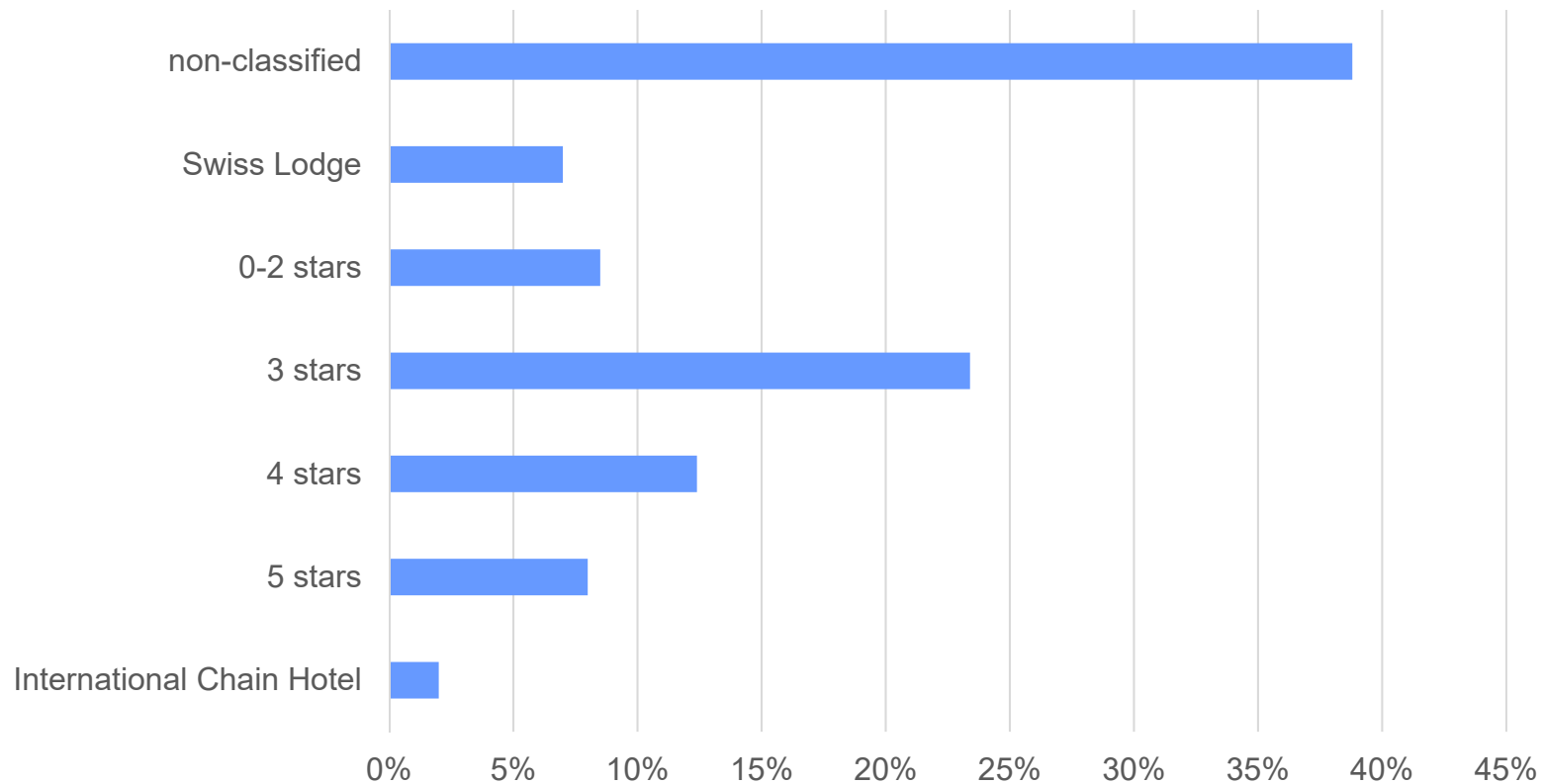
## Results of a benchmark study

June, 2018

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# Methodology: sample

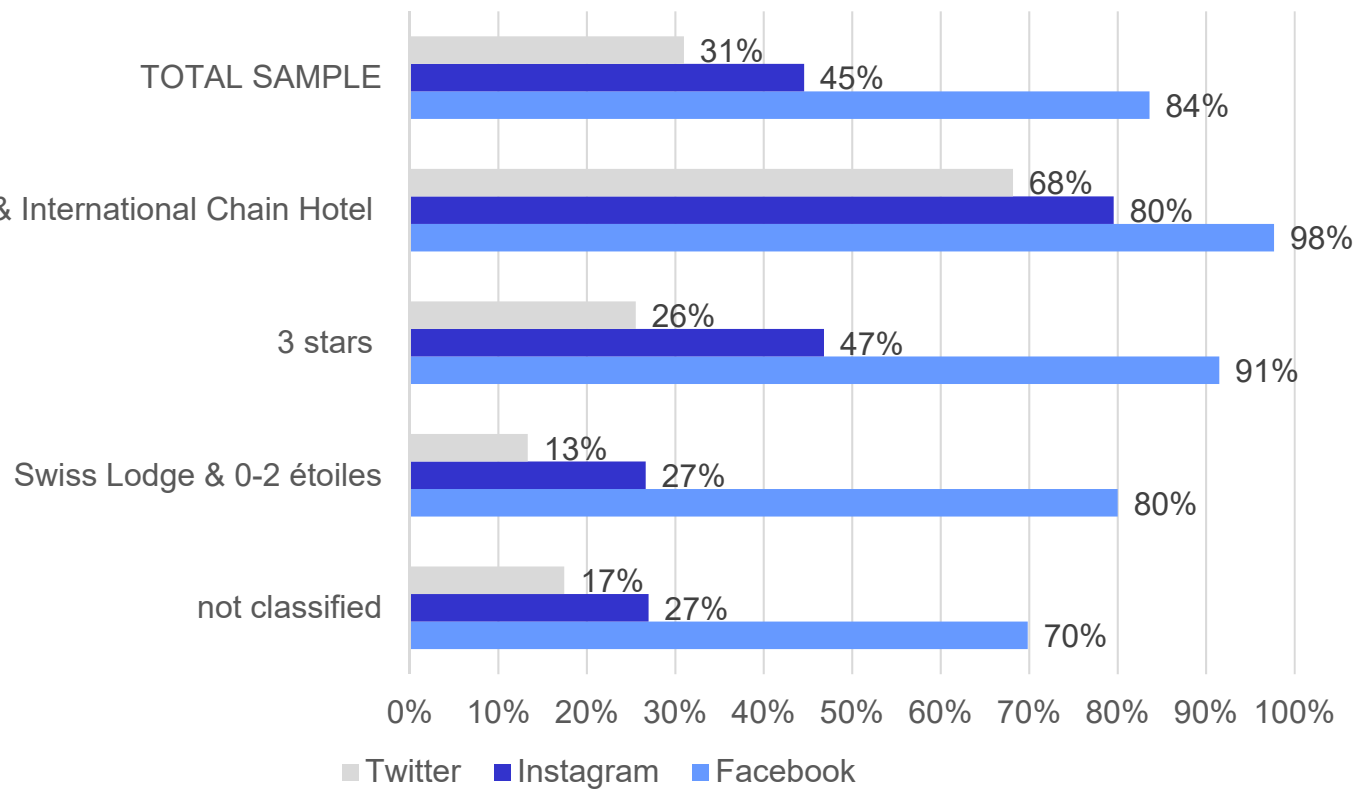
- The data concerning the social media activities of a sample of 199 Swiss hotels representative of the Swiss hotel sector was analysed.



07.06.2018

# Methodology: Social Media Use

- Data was collected for the following three platforms: Facebook, Twitter, Instagram.
- Not all 199 hotels analyzed are present on all platforms as shown in the illustration below:



# Methodology: Gathering of Social Media KPIs

- The data was gathered by means of the social media monitoring tool Fanpage Karma.
- The gathered data covered a period of 13 months, lasting from January 2017 to February 2018.
- The following three KPIs were selected:
  - **Number of fans/ followers:** The number of fans/ followers represents the size of the online community and is an indicator for the possible reach of the social media activities
  - **Number of posts/ tweets per day:** valuable to show the activity of an account
  - **Engagement :** The Engagement shows an average amount of how often a fan interacts with the posts of a page. It is calculated by dividing the daily amount of reactions (likes, love, wow, etc.), comments and shares by the number of fans.

07.06.2018

# Social Media KPIs

	FACEBOOK FANS				FACEBOOK ENGAGEMENT (in %)				POSTS PER DAY			
	Average	Max	Median	n	Average	Max	Median	n	Average	Max	Median	n
na	998	11 337	398	27	0.09%	0.50%	0.10%	17	0.15	1.07	0.06	27
Swiss Lodge & 0-2 stars	1 461	11 569	581	15	0.10%	0.70%	0.00%	13	0.14	0.41	0.14	15
3 stars	1 104	9 952	655	34	0.14%	1.60%	0.00%	31	0.14	0.67	0.13	34
4 - 5 stars & International Chain Hotel	11 796	130 811	3 510	40	0.20%	1.70%	0.10%	35	0.33	0.97	0.24	40
<b>Total</b>	<b>4 813</b>	<b>130 811</b>	<b>801</b>	<b>116</b>	<b>0.15%</b>	<b>1.70%</b>	<b>0.00%</b>	<b>96</b>	<b>0.21</b>	<b>1.07</b>	<b>0.14</b>	<b>116</b>

	INSTAGRAM FOLLOWERS				INSTAGRAM ENGAGEMENT				POSTS PER DAY			
	Average	Max	Median	n	Average	Max	Median	n	Average	Max	Median	n
na	166	1 055	74	16	0.31%	2.80%	0.10%	11	0.06	0.38	0.03	16
Swiss Lodge & 0-2 stars	129	268	113	6	0.40%	0.80%	0.40%	4	0.06	0.25	0.02	6
3 stars	201	929	104	21	0.25%	1.80%	0.10%	17	0.07	0.26	0.04	21
4 - 5 stars & International Chain Hotel	5 978	139 508	1 144	34	0.63%	4.60%	0.20%	30	0.24	0.68	0.17	34
<b>Total</b>	<b>2 739</b>	<b>139 508</b>	<b>192</b>	<b>77</b>	<b>0.45%</b>	<b>4.60%</b>	<b>0.10%</b>	<b>62</b>	<b>0.14</b>	<b>0.68</b>	<b>0.08</b>	<b>77</b>

	TWITTER FOLLOWERS				TWITTER ENGAGEMENT (in %)				TWEETS PER DAY			
	Average	Max	Median	n	Average	Max	Median	n	Average	Max	Median	n
na	65	208	31	10	0.00%	0.00%	0.00%	10	0.00	0.01	0.00	10
Swiss Lodge & 0-2 stars	176	459	43	3	0.03%	0.10%	0.00%	3	0.01	0.02	0.00	3
3 stars	71	293	29	10	0.00%	0.00%	0.00%	10	0.03	0.28	0.00	10
4 - 5 stars & International Chain Hotel	778	4 078	396	25	0.02%	0.30%	0.00%	25	0.10	0.88	0.01	25
<b>Total</b>	<b>444</b>	<b>4 078</b>	<b>158</b>	<b>48</b>	<b>0.01%</b>	<b>0.30%</b>	<b>0.00%</b>	<b>48</b>	<b>0.06</b>	<b>0.88</b>	<b>0.00</b>	<b>48</b>



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Luca Moser 2018: Analyse de l'utilisation des médias sociaux dans l'hôtellerie suisse, Bachelor Thesis, HES-SO Valais-Wallis, Sierre.



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