



# Benchmarking of Social Media KPIs in Tourism

Results of an analysis of social media KPIs in different tourism sectors (DMOs, cableways, hotels, museums and parks) in Switzerland and abroad

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# Summary

- The study presents **Social Media KPIs** (number of fans, engagement rate and posts/day) for **tourism enterprises and organisations** in Switzerland and on an international level.
- We have established different panels on a social media monitoring tool (*fanpage karma*) for **Facebook, Instagram, Twitter and Youtube** for the following **tourism sectors: tourism organisations / DMO, cableway companies, hotels, museums and parks**. Overall the panels comprise 1248 enterprises for Facebook, 681 enterprises for Instagram, 591 enterprises for Twitter and 720 enterprises for Youtube.
- **Facebook:** In terms of reach, the size of the communities (median value!) varies between an average size of 927 fans for hotels to 6'836 fans for DMOs in Switzerland. On an international level, museums with an average size of 67'794 fans and hotel chains with 159'023 fans show the highest values. Engagement rates varies between 0.02% for international hotel chains to 0.58% for parks in Switzerland.
- **Instagram:** The median size of the follower base on Instagram varies between 668 followers for Swiss hotels to 88'674 followers for international museums. Engagement rates are clearly higher than on Facebook with a range from 0.23% for international chain hotels to 1.71% for Swiss DMOs.
- **Twitter:** The mean size of communities on Twitter spans from 136 followers for Swiss hotels to 93'470 followers for international museums. The median engagement rate is very low (between 0.00% and 0.02%) across all sectors.
- **Youtube:** International hotel chains and museums show the highest average numbers for channels views with 952'813 resp. 784'662 views.

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# Methodology and Panels

- ***fanpage karma*** ([www.fanpagekarma.com](http://www.fanpagekarma.com)): *fanpage karma* is an online tool for social media analytics and monitoring. Fanpage Karma provides valuable insights on posting strategies and performance of social media profiles on **Facebook, Instagram, Twitter or YouTube**. The fanpage karma KPIs used in this study are the **number of fans** or the **number of followers**, the **engagement rate** and the **number of posts per day** for the **reference period July-September 2019**.
  - **Number of fans/followers:** Perhaps the most evident way to determine whether an organization is reaching enough people is to look at how many followers and fans are on each platform. However, it is necessary to keep in mind that having many followers or fans becomes irrelevant if they don't engage with a brand.
  - The **engagement rate** 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 likes, comments and shares by the number of fans. If it is analysed for a longer period of time it takes the average of the daily engagement rates.
  - **Number of posts per day:** Many studies approve that once per day is an optimal frequency on social media, with a maximum of two posts per day. Hubspot found for example that Facebook pages under 10,000 fans experienced a 50% drop in engagement per post if they posted more than once per day.\* "If you post too infrequently, your audience will forget that you exist and you will quickly fade into the deep dark recesses of their minds. However, if you are posting too often, you will become a complete nuisance and they will dread seeing your posts overcrowding their feed."\*

\*Source: <https://medium.com/@LouiseMyers/how-often-to-post-on-social-media-2019-success-guide-c85a0e42a85a>

- **Panels:** We have established different panels on *fanpage karma* for social media profiles of enterprises and organisations from different tourism sectors in Switzerland and on an international level. As Facebook is the most widely used social media in all sectors, the description of the different panels below is based on this platform.
  - **Tourism Offices / DMOs (Switzerland and international):** The panel comprises 175 DMOs from Alpine regions and cities in Switzerland and 384 DMOs from mountain areas mainly in Europe (189 DMOs from Austria, 109 from France) and North America.
  - **Cableways (Switzerland):** The panel covers 80 cableway companies from Switzerland. Excluded from the panel are social media profiles from cableway companies which are managed by the tourism organisation (these cases are included in the DMO panel).
  - **Swiss Hotels (Switzerland):** The panel stems from a research by Luca Moser (2018) who studied the social media use of a representative sample of Swiss hotels (covering non-classified to 5 stars hotel). The panel comprises 112 profiles of hotels on Facebook
    - Luca Moser (2018): Analyse de l'utilisation des médias sociaux dans l'hôtellerie suisse. Bachelor Thesis, HES-SO Valais-Wallis, Sierre. Summary of the study: <https://www.tourobs.ch/fr/articles-et-actualites/articles/id-6606-usage-balbutiant-des-reseaux-sociaux-dans-l-hotellerie-suisse/>
  - **Chain Hotels (international):** The panel stems from a research by Stefano Maioglio (2018) who studied the social media use of international chain hotels. The panel comprises 147 profiles of hotel groups such as Accor, Hilton, Marriott or Wyndham with their associated hotel brands and reward programs on Facebook.
    - Stefano Maioglio (2018): Benchmark of social media strategies and performances by international hotel chains. Bachelor Thesis, HES-SO Valais-Wallis, Sierre.

# Methodology and Panels

- **Museums (Switzerland and international):** The panel stems from a research by Jan Aerni (2017) who studied the social media use of a museums in Switzerland and on a international level. The panel comprises 84 Facebook profiles of museums in Switzerland and 99 profiles of international museums (Europe and USA).
  - Jan Aerni (2017): Museums use of social media: best practices and tactics with special focus on tourism. Bachelor Thesis, HES-SO Valais-Wallis, Sierre. Summary of study: <https://www.tourobs.ch/fr/articles-et-actualites/articles/id-6176-enquete-sur-l-usage-des-medias-sociaux-dans-les-musees-suissees-et-etrangers>
- **Parks (Switzerland and international):** Our panel covers 167 parks from Switzerland and neighbouring countries (20 CH, 39 A, 53 D, 13 I, 41 F) and was established based on information from the following organisations:
  - <https://www.naturparke.at/startseite/>
  - <https://www.parks.swiss> and [www.whes.ch](http://www.whes.ch)
  - <https://www.naturparke.de/>
  - <https://www.european-parks.org/who-we-are/europarc-federation>
  - <https://www.europarc.org/network/members/>

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# Top 10 DMOs on Facebook (in terms of fans)




Savoie Mont Blanc  
@savoieumontblanc



Page	Engagement	Fans	Posts per day
Savoie Mont Blanc	0.68%	908 967	0.4
Banff Sunshine Village	0.26%	666 691	4.5
Val Thorens	0.14%	518 441	0.3
Valle Nevado Ski Resort (CL)	0.01%	458 834	1.0
Jackson Hole Mountain Resort	0.43%	456 863	2.0
Südtirol bewegt - Alto Adige da vivere	0.17%	428 789	2.7
Mammoth Mountain	0.23%	361 966	1.3
Québec Original (FR)	0.27%	358 406	1.4
Буковель Bukovel	0.93%	331 531	4.1
Whistler Blackcomb	0.1%	325 107	1.2

Source: fanpage karma panel (period: July-Sept 2019)  
[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)



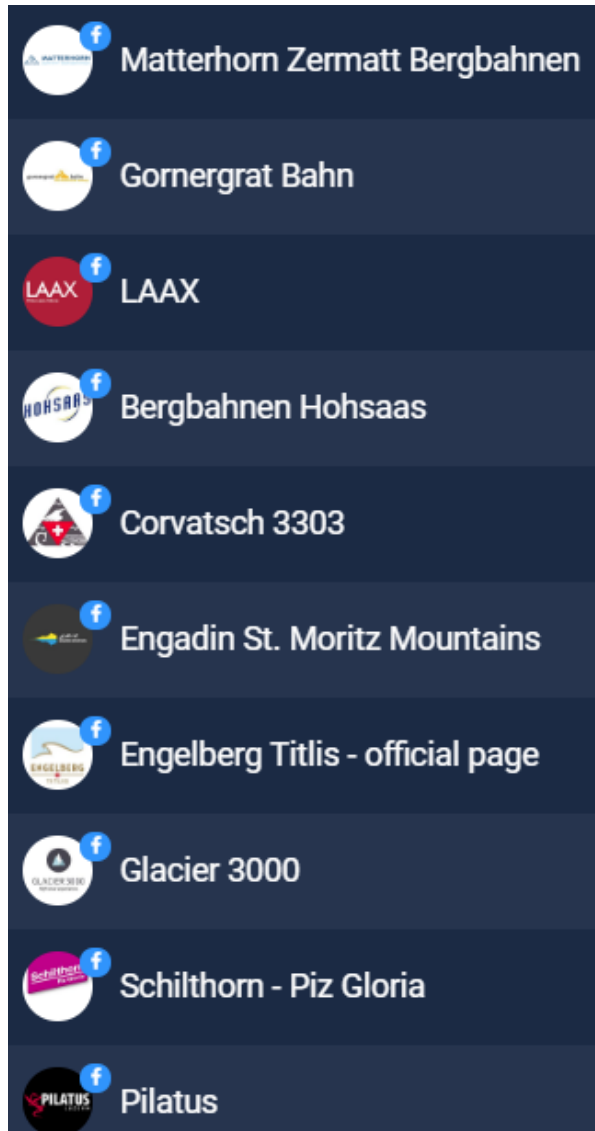


# Facebook KPIs of DMOs per Country and Canton



	Fans			Engagement (%)			Posts/day			n
	average	median	max	average	median	max	average	median	max	
CH	22 241	6 836	251 368	0.66	0.38	10.29	0.65	0.52	6.49	175
VS	16 269	4 583	231 500	0.76	0.43	3.89	0.63	0.54	2.12	57
GR	30 414	9 293	209 875	0.36	0.17	3.11	0.57	0.42	2.42	25
BE	20 829	15 513	64 195	1.39	0.65	10.29	0.81	0.53	3.83	17
A	30 434	10 154	428 789	0.51	0.33	3.77	0.66	0.57	2.67	189
D	52 834	55 657	113 863	0.33	0.34	0.75	0.64	0.52	1.49	5
F	46 292	8 359	908 967	0.52	0.34	4.15	0.48	0.42	2.73	109
I	118 077	105 874	298 528	0.17	0.17	0.36	1.14	0.79	3.01	11
Int	118 667	89 124	666 691	0.21	0.13	1.55	1	0.78	4.48	70
<b>All</b>	<b>43 935</b>	<b>11 235</b>	<b>908 967</b>	<b>0.51</b>	<b>0.31</b>	<b>10.29</b>	<b>0.67</b>	<b>0.52</b>	<b>6.49</b>	<b>559</b>

# Top 10 Cableways on Facebook (in terms of fans)



Page	Engagement	Fans	Posts per day
Matterhorn Zermatt Bergbahnen	0.13%	59 324	0.9
Gornergrat Bahn	0.03%	51 602	0.3
LAAX	0.07%	43 200	0.4
Bergbahnen Hohsaas	0.0%	29 003	0.0
Corvatsch 3303	0.02%	28 656	0.2
Engadin St. Moritz Mountains	0.09%	26 588	0.3
Engelberg Titlis - official page	0.18%	24 257	0.3
Glacier 3000	0.09%	23 678	0.4
Schilthorn - Piz Gloria	0.33%	21 398	0.5
Pilatus	0.3%	19 052	0.3

Source: fanpage karma panel (period: July-Sept 2019)

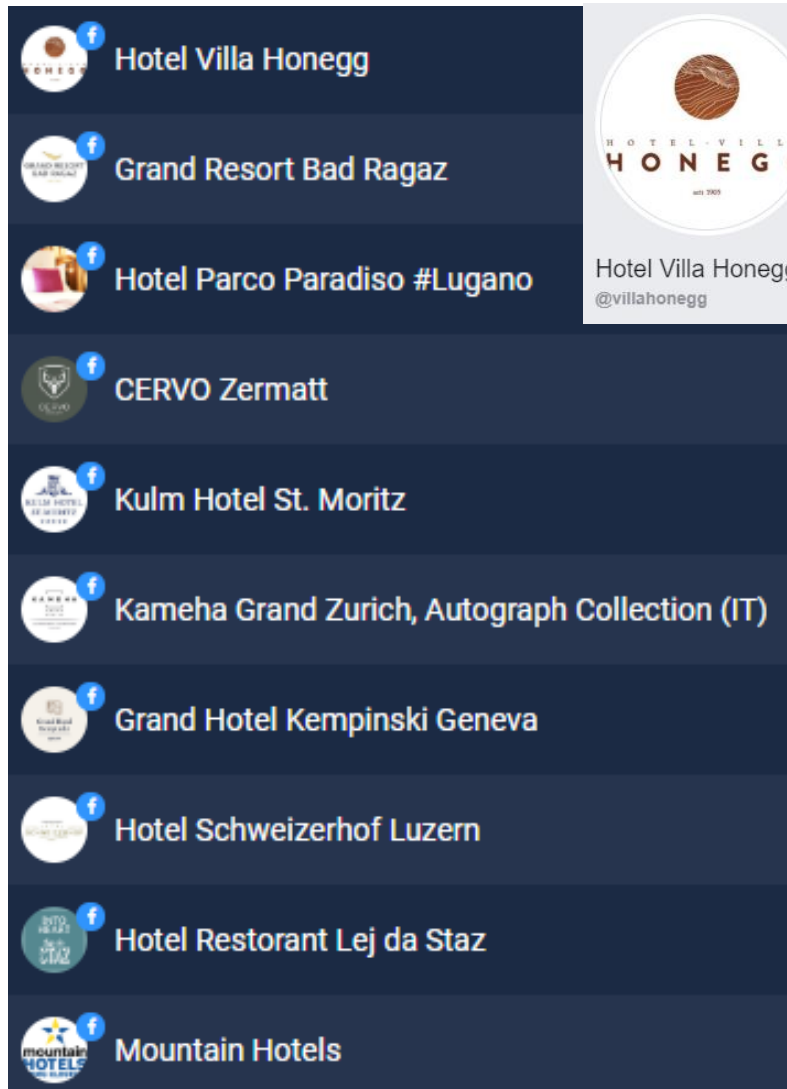
[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)

# Facebook KPIs of Cableways per Canton in Switzerland



	Fans			Engagement (%)			Posts/day			<i>n</i>
	<i>average</i>	<i>median</i>	<i>max</i>	<i>average</i>	<i>median</i>	<i>max</i>	<i>average</i>	<i>median</i>	<i>max</i>	
VS	19 715	7 106	59 324	0.11	0.10	0.28	0.33	0.20	1.00	8
GR	7 449	2 542	43 200	0.24	0.12	1.71	0.19	0.14	0.62	19
BE	4 960	2 779	21 398	0.52	0.35	1.25	0.40	0.23	1.23	11
other	5 823	3 497	24 257	0.26	0.20	1.11	0.30	0.27	0.92	42
<b>All</b>	<b>7 480</b>	<b>3 155</b>	<b>59 324</b>	<b>0.28</b>	<b>0.17</b>	<b>1.71</b>	<b>0.29</b>	<b>0.23</b>	<b>1.23</b>	<b>80</b>

# Top 10 Swiss Hotels (panel) on Facebook (in terms of fans)













Page	Engagement	Fans	Posts per day
Hotel Villa Honegg	0.02%	142 694	0.03
Grand Resort Bad Ragaz	0.12%	32 821	0.37
Hotel Parco Paradiso #Lugano	0.01%	25 320	0.12
CERVO Zermatt	0.25%	22 298	1.14
Kulm Hotel St. Moritz	0.53%	20 960	0.54
Kameha Grand Zurich, Autograph Collection (IT)	0.01%	19 258	0.25
Grand Hotel Kempinski Geneva	0.22%	15 886	0.35
Hotel Schweizerhof Luzern	0.25%	11 610	0.36
Hotel Restaurant Lej da Staz	0.0%	11 413	0.01
Mountain Hotels	0.01%	11 156	0.20

Source: fanpage karma panel (period: July-Sept 2019)  
[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)

# Top 10 Hotel Chains on Facebook (in terms of fans)



-  Marriott Bonvoy (Default)
-  Marriott Hotels
-  Hilton Hotels & Resorts
-  Hilton Hotels & Resorts (DE)
-  ibis
-  ibis (FR)
-  Sofitel
-  Sofitel (FR)
-  Best Western Hotels & Resorts
-  Shangri-La Hotels and Resorts



Page	Engagement	Fans	Posts per day
Marriott Bonvoy (Default)	0.00%	2 622 069	0.1
Marriott Hotels	0.00%	2 603 537	0.3
Hilton Hotels & Resorts (DE)	0.00%	1 886 351	0.1
Hilton Hotels & Resorts	0.00%	1 886 232	0.1
ibis (FR)	0.00%	1 821 275	0.0
ibis	0.03%	1 821 089	0.2
Sofitel	0.29%	1 306 311	0.6
Sofitel (FR)	0.03%	1 305 837	0.5
Best Western Hotels & Resorts	0.02%	1 168 427	1.9
Shangri-La Hotels and Resorts	0.07%	1 141 526	0.9

Source: fanpage karma panel (period: July-Sept 2019)

[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)

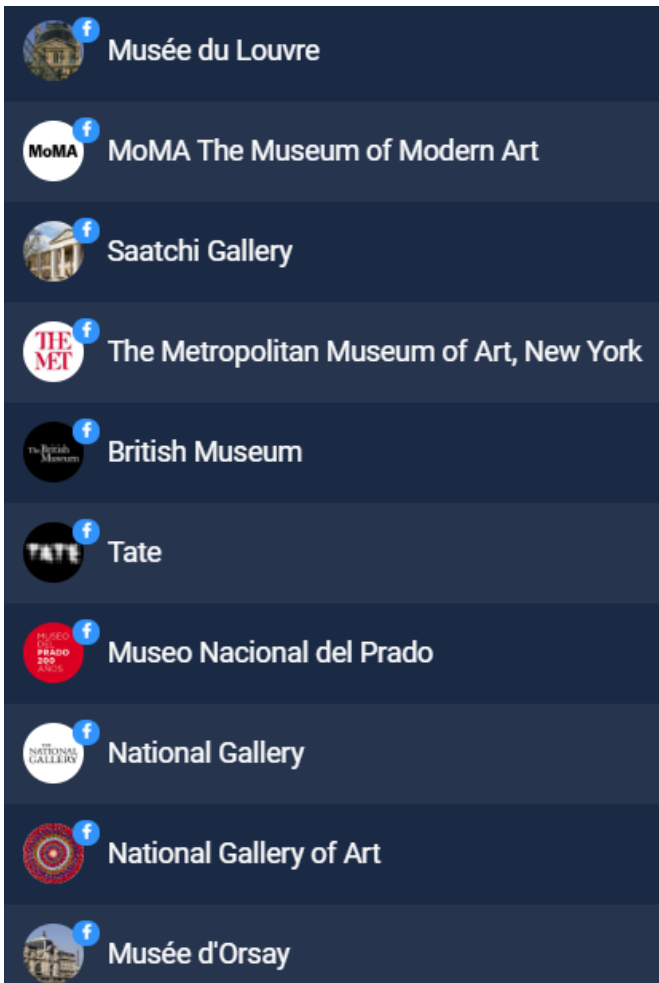


# Facebook KPIs of Hotels: Swiss SME hotel panel and international chain hotels



	Fans			Engagement (%)			Posts/day			n
	<i>average</i>	<i>median</i>	<i>max</i>	<i>average</i>	<i>median</i>	<i>max</i>	<i>average</i>	<i>median</i>	<i>max</i>	
Swiss hotels	4 366	927	142 694	0.21	0.11	1.65	0.14	0.07	1.14	112
Chain hotels	328 352	159 023	2 622 069	0.25	0.02	4.66	0.39	0.26	3.78	147

# Top 10 Museums on Facebook (in terms of fans)



Page	Engagement	Fans	Posts per day
Musée du Louvre	0.06%	2 496 665	0.6
MoMA The Museum of Modern Art	0.02%	2 078 306	1.6
Saatchi Gallery	0.04%	2 067 069	0.7
The Metropolitan Museum of Art, New York	0.06%	1 975 772	1.8
British Museum	0.15%	1 519 020	0.9
Tate	0.15%	1 179 137	1.9
Museo Nacional del Prado	0.26%	995 571	1.0
National Gallery	0.19%	956 921	1.2
National Gallery of Art	0.03%	860 201	0.3
Musée d'Orsay	0.19%	831 358	1.1

Source: Fanpage Karma panel (period: July-Sept 2019)  
[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)



# Facebook KPIs of Museums in Switzerland and abroad



	Fans			Engagement (%)			Posts/day			n
	average	median	max	average	median	max	average	median	max	
CH	10 871	4 848	108 339	0.24	0.12	2.66	0.38	0.27	1.45	84
Int	248 035	67 794	2 496 665	0.15	0.11	1.37	0.82	0.74	2.99	99
All	139 173	15 955	2 496 665	0.19	0.11	2.66	0.61	0.49	2.99	183



# Top 10 Parks on Facebook (in terms of fans)



-  Parco Nazionale Gran Paradiso
-  Nationalpark Gesäuse
-  Nationalpark Hohe Tauern
-  Parco Nazionale dell'Appennino Tosco Emiliano
-  Parco Naturale Adamello Brenta Geopark
-  Parco Naturale Dolomiti Friulane
-  Parc national des Pyrénées
-  Schweizerischer Nationalpark
-  Naturpark Ammergauer Alpen
-  Parc naturel régional de Corse



Page	Engagement	Fans	Posts per day
Parco Nazionale Gran Paradiso	0.06%	138 348	0.9
Nationalpark Gesäuse	0.3%	50 478	0.8
Nationalpark Hohe Tauern	0.35%	39 426	0.7
Parco Nazionale dell'Appennino Tosco Emiliano	0.23%	36 765	1.6
Parco Naturale Adamello Brenta Geopark	0.85%	32 351	1.0
Parco Naturale Dolomiti Friulane	0.08%	28 287	0.8
Parc national des Pyrénées	0.39%	28 215	0.3
Schweizerischer Nationalpark	1.34%	27 871	2.3
Naturpark Ammergauer Alpen	0.12%	26 095	0.5
Parc naturel régional de Corse	0.15%	23 020	0.6

Source: fanpage karma panel (period: July-Sept 2019)  
[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)













# Facebook KPIs of Parks per Country

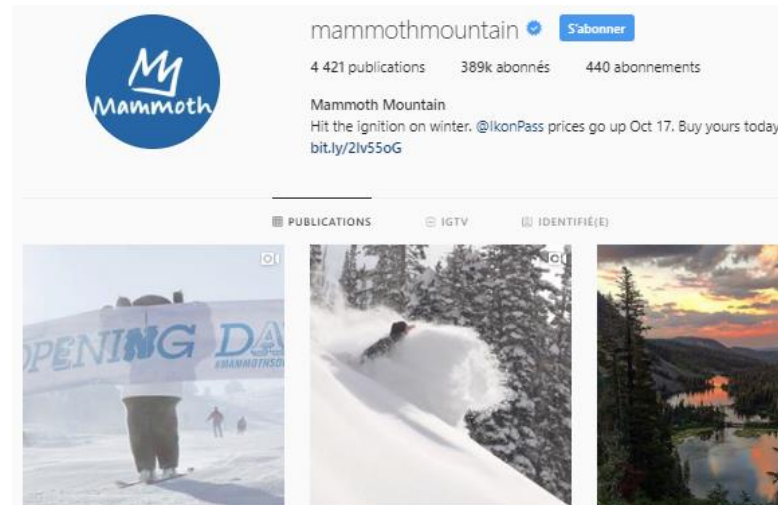


	Fans			Engagement (%)			Posts/day			n
	average	median	max	average	median	max	average	median	max	
CH	3 094	1 489	27 871	0.62	0.55	1.41	0.51	0.41	2.34	20
A	3 095	1 902	50 478	0.54	0.47	2.15	0.42	0.34	1.74	39
D	<b>2 291</b>	891	26 095	0.55	0.34	2.19	<b>0.35</b>	0.24	1.54	53
I	23 331	10 438	138 348	0.38	0.23	1.26	0.69	0.65	1.58	13
F	7 596	5 073	28 215	0.54	0.44	3.41	0.53	0.46	1.23	41
<b>All</b>	<b>5 959</b>	<b>2 444</b>	<b>138 348</b>	<b>0.55</b>	<b>0.42</b>	<b>3.41</b>	<b>0.46</b>	<b>0.4</b>	<b>2.34</b>	<b>167</b>

# Top 10 DMOs on Instagram (in terms of fans)



-  Mammoth Mountain
-  Jackson Hole Mountain Resort
-  Whistler Blackcomb
-  Vail Mountain
-  Breckenridge Ski Resort
-  Aspen Snowmass
-  Zermatt - Matterhorn
-  Tirol
-  Keystone Resort
-  Valle Nevado Ski Resort



Page	Fans	Engagement	Posts per day
Mammoth Mountain	388 821	2.06%	1.4
Jackson Hole Mountain Resort	378 534	1.92%	1.0
Whistler Blackcomb	285 650	0.99%	0.9
Vail Mountain	237 319	0.65%	0.8
Breckenridge Ski Resort	220 566	0.87%	0.7
Aspen Snowmass	211 834	1.02%	0.9
Zermatt - Matterhorn	168 684	2.29%	1.0
Tirol	134 261	2.28%	1.0
Valle Nevado Ski Resort	129 996	1.02%	1.0
Keystone Resort	129 869	0.48%	0.8

Source: fanpage karma panel (period: July-Sept 2019)

[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)






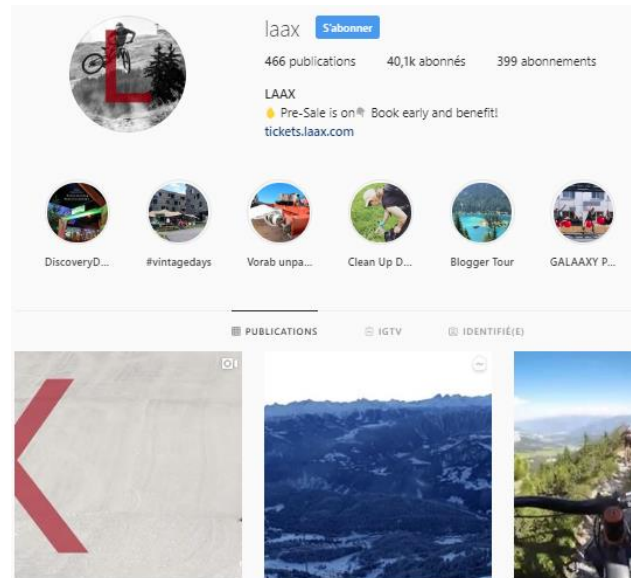
# Instagram KPIs of DMOs per Country and Canton



	Fans			Engagement (%)			Posts/day			n
	average	median	max	average	median	max	average	median	max	
CH	15 862	4 459	168 684	2.21	1.71	11.45	0.43	0.30	2.80	95
VS	12 032	2 858	168 684	1.85	1.51	7.47	0.36	0.30	1.10	36
GR	20 607	5 351	76 565	2.14	1.55	5.94	0.38	0.30	1.10	13
BE	30 949	30 268	83 905	2.37	2.47	4.63	0.55	0.50	1.10	12
A	13 768	4 110	134 261	1.93	1.57	7.00	0.42	0.40	1.40	124
D	19 694	19 695	36 929	1.51	1.51	2.18	0.40	0.40	0.50	2
F	16 347	6 455	113 568	1.44	1.14	5.30	0.30	0.30	1.90	39
I	62 885	63 105	109 299	1.55	1.48	2.75	0.57	0.45	1.00	6
Int	105 167	78 348	388 821	1.12	1.02	2.11	0.72	0.80	1.50	35
All	26 409	5 691	388 821	1.85	1.44	11.45	0.45	0.40	2.80	301

# Top 10 Cableways on Instagram (in terms of fans)

-  LAAX
-  Engelberg-Titlis
-  Matterhorn. Zermatt Bergbahnen
-  Schilthornbahn AG
-  Glacier 3000
-  PILATUS-BAHNEN AG
-  Rigi
-  Engadin St. Moritz Mountains
-  Pisten-Team Samnaun/Ischgl
-  SkiArena Andermatt-Sedrun



Page	Engagement	Fans	Posts per day
LAAX	1.34%	40 016	0.4
Engelberg-Titlis	0.68%	22 123	0.3
Matterhorn. Zermatt Bergbahnen	1.55%	17 271	0.7
Schilthornbahn AG	3.35%	13 713	0.7
Glacier 3000	1.55%	12 372	1.0
PILATUS-BAHNEN AG	3.98%	9 913	0.3
Rigi	1.84%	9 889	0.6
Engadin St. Moritz Mountains	0.5%	6 039	0.1
Pisten-Team Samnaun/Ischgl	0.13%	5 397	0.0
SkiArena Andermatt-Sedrun	1.48%	4 468	0.2

Source: fanpage karma panel (period: July-Sept 2019)

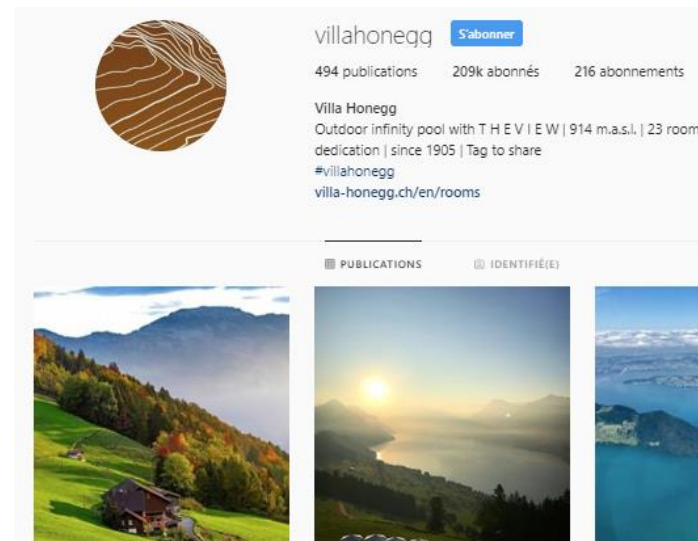
[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)

# Instagram KPIs of Cableways per Canton in Switzerland



	Fans			Engagement (%)			Posts/day			n
	<i>average</i>	<i>median</i>	<i>max</i>	<i>average</i>	<i>median</i>	<i>max</i>	<i>average</i>	<i>median</i>	<i>max</i>	
VS	5 159	3 338	17 271	1.25	0.36	3.81	0.28	0.20	0.65	5
GR	4 499	1 291	40 016	0.65	0.76	1.35	0.16	0.13	0.41	16
BE	3 443	1 608	13 713	1.97	2.13	3.35	0.41	0.30	1.02	6
other	3 569	1 289	22 123	1.12	0.67	3.98	0.23	0.16	1.02	24
<b>All</b>	<b>4 002</b>	<b>1 356</b>	<b>40 016</b>	<b>1.09</b>	<b>0.82</b>	<b>3.98</b>	<b>0.24</b>	<b>0.17</b>	<b>1.02</b>	<b>51</b>

# Top 10 Swiss Hotels (panel) on Instagram (in terms of fans)













Page	Engagement	Fans	Posts per day
Villa Honegg	0.13%	208 013	0.04
Riffelhaus 1853	0.91%	32 549	0.49
Kulm Hotel St. Moritz	0.72%	15 543	0.36
Grand Resort Bad Ragaz	0.92%	10 844	0.28
CERVO Zermatt	3.05%	9 916	1.04
Grand Hotel Kempinski Geneva	0.6%	9 710	0.34
Storchen Zürich	1.14%	6 916	0.41
Le Grand Bellevue	0.42%	5 176	0.14
Le Mirador Resort & Spa	0.61%	4 132	0.22
THE VIEW Lugano	0.14%	3 709	0.05

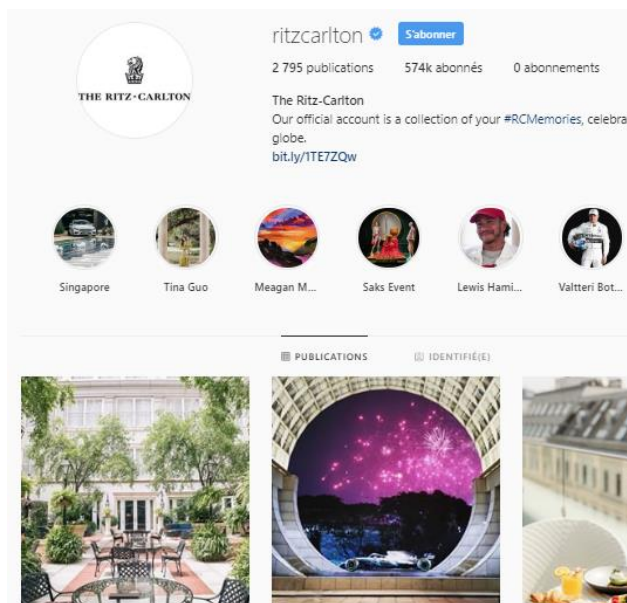
Source: fanpage karma panel (period: July-Sept 2019)

[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)

# Top 10 Hotel Chains on Instagram (in terms of fans)



-  The Ritz-Carlton
-  Marriott Hotels & Resorts
-  W Hotels Worldwide
-  St. Regis Hotels & Resorts
-  Mandarin Oriental Hotel Group
-  Hilton Hotels & Resorts
-  Shangri-La Hotels and Resorts
-  Design Hotels™
-  Hyatt
-  The Luxury Collection



Page	Engagement	Fans	Posts per day
The Ritz-Carlton	0.47%	572 881	0.7
Marriott Hotels & Resorts	0.16%	419 001	0.5
W Hotels Worldwide	0.14%	338 681	0.4
St. Regis Hotels & Resorts	0.42%	331 210	0.6
Mandarin Oriental Hotel Group	0.3%	292 452	0.4
Hilton Hotels & Resorts	0.17%	292 188	0.3
Shangri-La Hotels and Resorts	0.44%	263 653	0.8
Design Hotels™	0.34%	235 542	0.6
Hyatt	0.34%	182 600	0.8
The Luxury Collection	0.16%	177 664	0.2

Source: fanpage karma panel (period: July-Sept 2019)

[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)















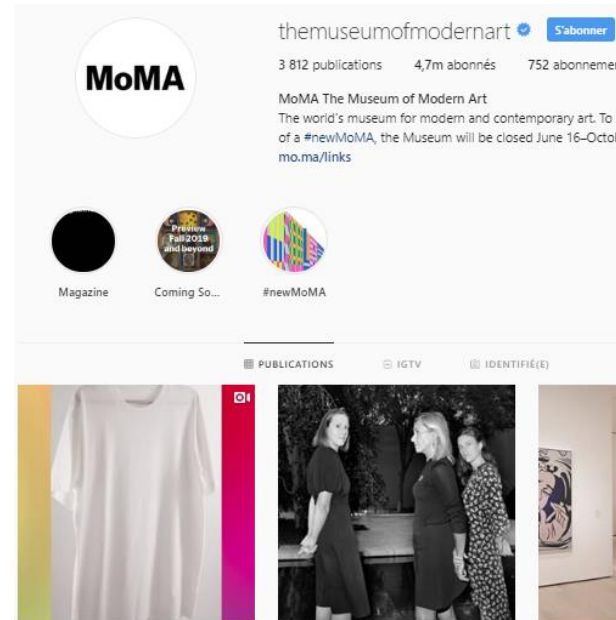
# Instagram KPIs of Hotels: Swiss SME hotel panel and international chain hotels



	Fans			Engagement (%)			Posts/day			n
	average	median	max	average	median	max	average	median	max	
Swiss hotels	6 157	668	208 013	0.63	0.54	3.08	0.15	0.09	1.04	56
Chain hotels	73 657	36 286	572 881	0.29	0.23	1.31	0.39	0.30	1.50	98

# Top 10 Museums on Instagram (in terms of fans)

-  MoMA The Museum of Modern Art
-  Musée du Louvre
-  The Met
-  Tate
-  Saatchi Gallery
-  British Museum
-  National Gallery
-  Victoria and Albert Museum
-  Whitney Museum of American Art
-  Centre Pompidou



Page	Engagement	Fans	Posts per day
MoMA The Museum of Modern Art	0.32%	4 748 218	1.5
Musée du Louvre	1.39%	3 367 523	0.8
The Met	0.53%	3 336 441	1.1
Tate	0.83%	3 094 429	1.8
Saatchi Gallery	0.71%	1 907 511	0.6
British Museum	0.35%	1 478 085	0.4
National Gallery	0.89%	1 362 164	1.1
Victoria and Albert Museum	1.06%	1 236 228	1.4
Whitney Museum of American Art	0.16%	993 006	0.8
Centre Pompidou	0.63%	972 078	1.3

Source: Fanpage Karma panel (period: July-Sept 2019)

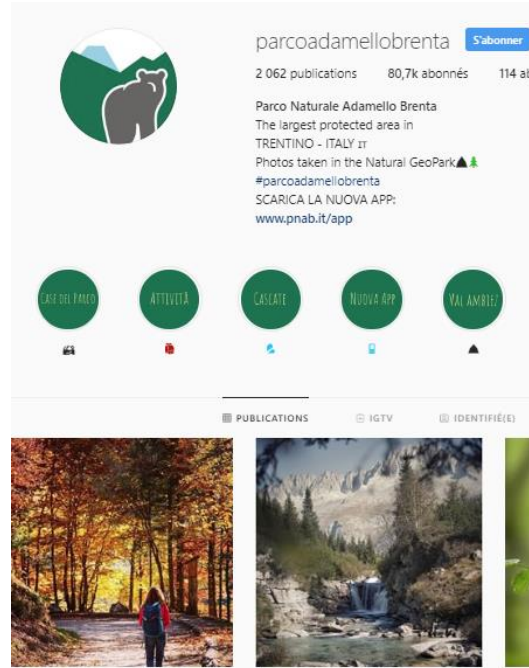
[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)

# Instagram KPIs of Museums in Switzerland and abroad













	Fans			Engagement (%)			Posts/day			n
	average	median	max	average	median	max	average	median	max	
CH	8 884	4 502	112 539	0.99	0.72	3.56	0.33	0.29	0.92	46
Int	512 517	88 674	4 748 218	0.70	0.70	1.75	0.76	0.70	1.95	62
All	298 996	20 158	4 748 218	0.83	0.70	3.56	0.58	0.53	1.95	108

# Top 10 Parks on Instagram (in terms of fans)



Page	Engagement	Fans	Posts per day
Parco Naturale Adamello Brenta	5.26%	80 400	2.1
Parco Nazionale Gran Paradiso	1.27%	17 481	0.3
Nationalpark Hohe Tauern	3.3%	9 615	0.6
Parco Appennino Tosco Emiliano	0.52%	4 388	0.1
Naturpark Diemtigtal	0.15%	3 607	0.0
Naturpark Altmühltal	5.52%	3 273	0.5
Schweizerischer Nationalpark	2.83%	3 212	0.2
Nationalpark Donau-Auen GmbH	2.75%	3 005	0.5
Parc des Volcans d'Auvergne	1.63%	2 758	0.2
UNESCO Biosphère Entlebuch	2.01%	2 697	0.1

Source: fanpage karma panel (period: July-Sept 2019)  
[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaInsta](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaInsta)

-  Parco Naturale Adamello Brenta
-  Parco Nazionale Gran Paradiso
-  Nationalpark Hohe Tauern
-  Parco Appennino Tosco Emiliano
-  Naturpark Diemtigtal
-  Naturpark Altmühltal
-  Schweizerischer Nationalpark
-  Nationalpark Donau-Auen GmbH
-  Parc des Volcans d'Auvergne
-  UNESCO Biosphère Entlebuch

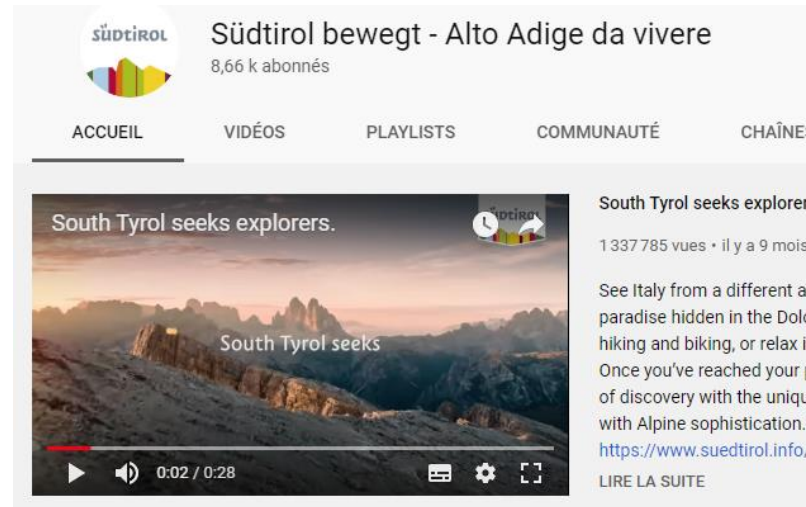
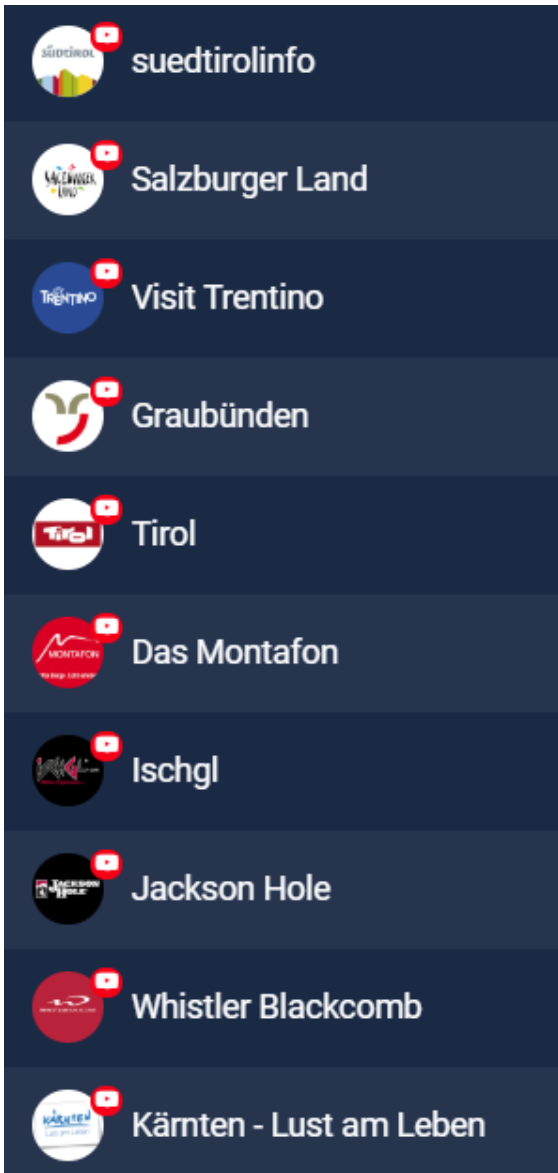


# Instagram KPIs of Parks per Country



	Fans			Engagement (%)			Posts/day			n
	average	median	max	average	median	max	average	median	max	
CH	1 417	1 051	3 607	1.04	0.79	2.83	0.1	0.08	0.26	14
A	1 406	673	9 615	1.86	1.51	6.27	0.22	0.16	0.64	16
D	1 157	677	3 273	2.28	1.64	5.52	0.27	0.23	0.65	13
I	20 634	4 388	80 400	1.53	0.58	5.26	0.55	0.18	2.12	5
F	1 187	1 129	2 758	0.76	0.41	3.11	0.11	0.05	0.59	18
<b>All</b>	<b>2 752</b>	<b>832</b>	<b>80 400</b>	<b>1.44</b>	<b>1.04</b>	<b>6.27</b>	<b>0.2</b>	<b>0.12</b>	<b>2.12</b>	<b>67</b>

# Top 10 DMOs on Youtube (in terms of fans resp. channel views)



Page	Total number of channel views	Total number of videos	Views per Video
Salzburger Land	24 928 256.00	318	44 311
suedtiroinfo	24 468 932.00	388	248 996
Visit Trentino	20 400 311.00	384	193 532
Graubünden	18 562 851.00	306	7 434
Tirol	14 145 715.00	523	212 697
Das Montafon	12 417 791.00	265	2 995
Ischgl	10 744 506.00	343	429
Jackson Hole	9 982 775.00	456	2 009
Whistler Blackcomb	9 717 731.00	689	3 820
Kärnten - Lust am Leben	8 972 157.00	219	124

Source: fanpage karma panel (period: July-Sept 2019)

[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)












# Youtube KPIs of DMOs per Country and Canton



	Total channel views			Total number of videos			Views per video			n
	average	median	max	average	median	max	average	median	max	
CH	857 521	111 694	18 562 851	104	40	924	1 412	0	78 365	135
VS	888 985	101 627	7 949 248	125	52	507	2 804	0	78 365	42
GR	1 037 168	854 498	4 043 811	134	105	396	1 080	21	13 935	18
BE	1 426 053	141 695	18 562 851	88	52	355	510	17	7 434	19
A	1 504 372	205 320	24 925 256	101	53	523	6 703	32	248 996	125
D	2 246 254	2 246 255	4 136 858	171	171	294	451	451	902	2
F	755 489	78 059	8 204 414	91	37	392	1 441	0	38 018	61
I	1 362 679	336 399	4 777 885	116	93	278	na	na	na	4
Int	1 445 141	550 688	9 982 775	185	85	689	2 247	79	86 154	53
<b>All</b>	<b>1 148 506</b>	<b>138 243</b>	<b>24 925 256</b>	<b>113</b>	<b>51</b>	<b>924</b>	<b>3 245</b>	<b>13</b>	<b>248 996</b>	<b>380</b>

# Top 10 Cableways on Youtube (in terms of fans resp. channel views)



-  LAAX
-  Lenk-Bergbahnen
-  Engadin St. Moritz Mountains
-  Zermatt Bergbahnen
-  Glacier 3000
-  Engelberg-Titlis
-  Engstligenalp
-  SchilthornPizGloria
-  jungfraurailways
-  Säntis

The screenshot shows the LAAX YouTube channel page. The channel name is LAAX with 10,9k subscribers. The video 'white haze // LAAX' is featured, showing a person on a snowy slope. The video has 37,818 views and was uploaded 1 month ago. It features Nicolas Müller, Elena Koenz, and Lucas Baume. The music is by twelve point buck. The video player shows a progress bar at 0:02 / 6:12.

Page	Total number of channel views	Total number of videos	Views per Video
LAAX	3 497 484	353	8966
Engadin St. Moritz Mountains	2 729 626	42	na
Lenk-Bergbahnen	2 727 446	38	36
Zermatt Bergbahnen	2 465 639	38	na
Glacier 3000	1 449 294	93	19501
Engelberg-Titlis	941 647	112	590
Engstligenalp	325 087	13	na
SchilthornPizGloria	307 256	56	1384
jungfraurailways	217 179	54	1395
Säntis	136 026	83	52


Source: fanpage karma panel (period: July-Sept 2019)  
[https://data.touobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.touobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)














# Youtube KPIs of Cableways per Canton



	Total channel views			Total number of videos			Views per video			n
	<i>average</i>	<i>median</i>	<i>max</i>	<i>average</i>	<i>median</i>	<i>max</i>	<i>average</i>	<i>median</i>	<i>max</i>	
VS	1 259 942	1 259 942	2 465 639	30	30	38	111	111	111	2
GR	898 381	16 434	3 497 484	74	26	353	1 502	0	8 966	7
BE	526 295	217 179	2 727 446	30	33	56	482	46	1 395	7
other	187 366	31 159	1 449 294	32	12	112	1 405	18	19 501	15
<b>All</b>	<b>493 648</b>	<b>31 932</b>	<b>3 497 484</b>	<b>41</b>	<b>22</b>	<b>353</b>	<b>1 182</b>	<b>28</b>	<b>19 501</b>	<b>31</b>

# Top 10 Hotel Chains on Youtube (in terms of fans resp. channel views)



-  ibis
-  Hyatt
-  Renaissance Hotels
-  Meliá Hotels & Resorts
-  Hilton Garden Inn
-  Holiday Inn Express
-  Fairmont Hotels & Resorts
-  Homewood Suites by Hilton
-  Sofitel
-  bestwesternTV

Page	Total number of channel views	Total number of videos	Views per Video
ibis	45 437 408	743	124209
Hyatt	38 208 177	1409	3075
Renaissance Hotels	18 824 611	188	na
Meliá Hotels & Resorts	16 029 027	130	1095
Hilton Garden Inn	15 450 197	25	22
Holiday Inn Express	14 848 185	55	1441
Fairmont Hotels & Resorts	13 298 928	417	138
Homewood Suites by Hilton	12 634 241	69	357
bestwesternTV	11 334 151	2199	10466
Sofitel	11 293 433	155	1968617

Source: fanpage karma panel (period: July-Sept 2019)  
[https://data.touobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.touobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)

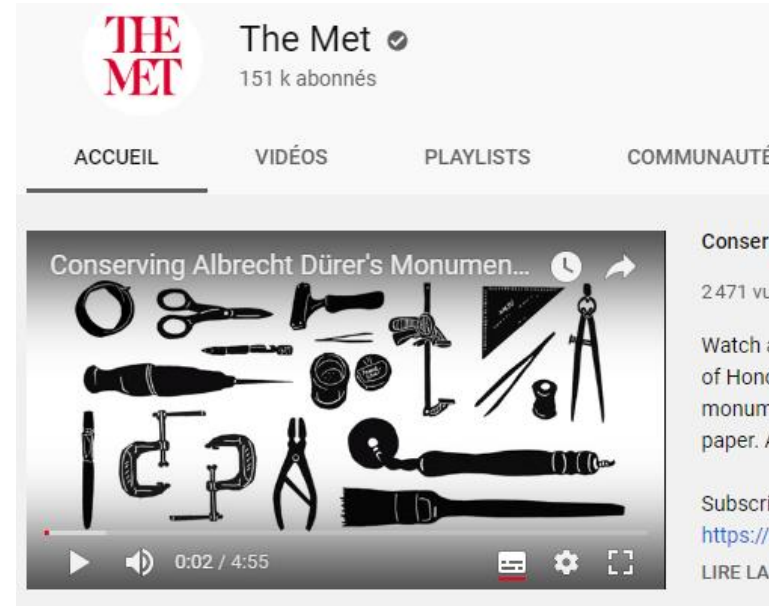
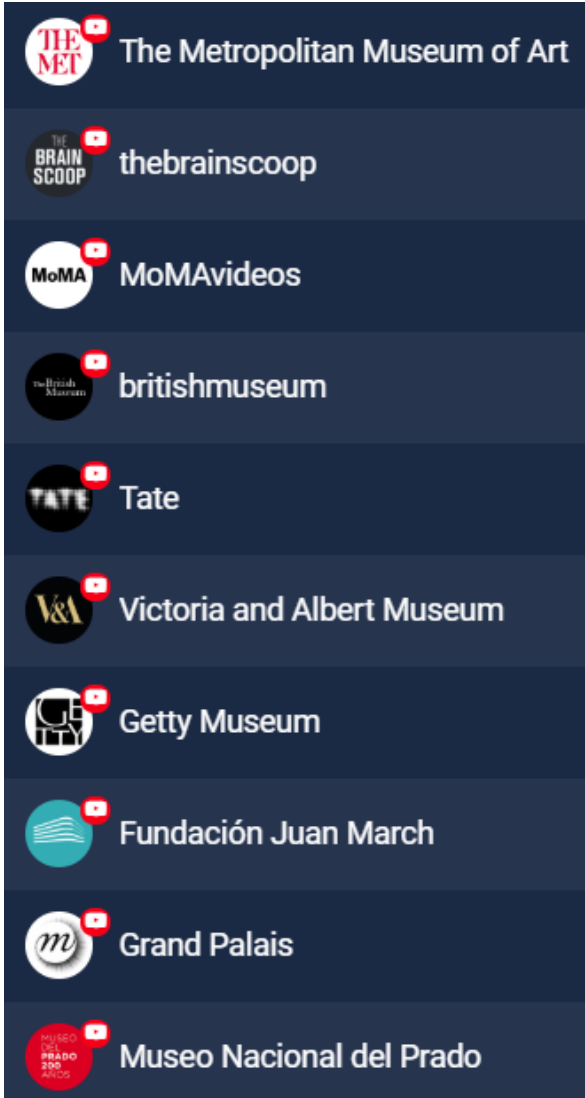


# Youtube KPIs of Hotels: Swiss SME hotel panel and international chain hotels



	Total channel views			Total number of videos			Views per video			<i>n</i>
	<i>average</i>	<i>median</i>	<i>max</i>	<i>average</i>	<i>median</i>	<i>max</i>	<i>average</i>	<i>median</i>	<i>max</i>	
Swiss hotels	na	na	na	na	na	na	na	na	na	na
Chain hotels	4 145 232	952 813	45 437 408	148	47	2 199	42 349	35	1 968 617	81

# Top 10 Museums on Youtube (in terms of fans resp. channel views)



Page	Total number of channel views	Total number of videos	Views per Video
The Metropolitan Museum of Art	37 294 368	1 385	3 133
thebrainscoop	28 407 396	215	21 627
MoMAvideos	28 016 850	889	14 911
britishmuseum	26 661 777	432	33 234
Tate	21 919 159	898	20 948
Victoria and Albert Museum	17 357 509	803	15 368
Getty Museum	15 989 028	283	422
Fundación Juan March	8 315 211	1 119	1 732
Grand Palais	7 748 190	803	4 724
Museo Nacional del Prado	7 034 216	1 654	1 659

Source: fanpage karma panel (period: July-Sept 2019)  
[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)



# Youtube KPIs of Museums in Switzerland and abroad



	Total channel views			Total number of videos			Views per video			n
	<i>average</i>	<i>median</i>	<i>max</i>	<i>average</i>	<i>median</i>	<i>max</i>	<i>average</i>	<i>median</i>	<i>max</i>	
CH	274 560	56 268	4 617 087	65	44	551	953	23	24 150	45
Int	3 786 887	784 662	37 294 368	316	267	1 654	3 372	394	40 064	69
All	<b>2 419 255</b>	<b>215 870</b>	<b>37 294 368</b>	<b>218</b>	<b>103</b>	<b>1654</b>	<b>2417</b>	<b>150</b>	<b>40064</b>	<b>114</b>

# Top 10 Parks on Youtube (in terms of fans resp. channel views)



-  Parco Nazionale Gran Paradiso
-  Naturpark Ammergau Alpen
-  Nationalpark Donau-Auen
-  Parc naturel régional des Vosges du Nord
-  NPzittauerGEBIRGE
-  Parc national des Cévennes
-  Parc national du Mercantour
-  NPNeusiedlerSee
-  Parc national des Pyrénées
-  Parc national de la Vanoise



Page	Fans	Total number of channel views	Total number of videos	Views per Video
Parco Nazionale Gran Paradiso	933	271 497	97	1432
Naturpark Ammergau Alpen	162	187 034	48	na
Nationalpark Donau-Auen	195	164 949	72	88
Parc naturel régional des Vosges du Nord	320	157 127	70	169
Naturpark Zittauer Gebirge,	129	139 029	18	na
Parc national des Cévennes	339	134 183	84	332
Parc national du Mercantour	639	127 118	81	293
Naturpark Neusiedler See	219	126 233	41	91
Parc national des Pyrénées	522	123 925	123	na
Parc national de la Vanoise	424	117 957	97	25

Source: fanpage karma panel (period: July-Sept 2019)











[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaYoutube](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaYoutube)

# Youtube KPIs of Parks per Country



	Total channel views			Total number of videos			Views per video			n
	average	median	max	average	median	max	average	median	max	
CH	17 737	7 283	93 698	21	17	66	37	0	204	12
A	22 611	6 612	164 949	17	7	87	41	0	507	31
D	27 589	8 250	187 034	12	8	61	14	0	298	25
I	46 819	3 079	271 497	29	21	97	217	0	1423	7
F	39 790	21 603	157 127	40	26	123	60	8	332	39
<b>All</b>	<b>30 342</b>	<b>9 208</b>	<b>271 497</b>	<b>25</b>	<b>12</b>	<b>123</b>	<b>53</b>	<b>8</b>	<b>1432</b>	<b>115</b>

# Top 10 DMOs on Twitter (in terms of followers)

-  Whistler Blackcomb
-  Sierra Nevada
-  Breckenridge Resort
-  Snowbird
-  Aspen Snowmass
-  Keystone Resort
-  MammothMountain
-  Jackson Hole
-  Park City
-  Beaver Creek Resort



Page	Engagement	Follower	Tweets/day
Whistler Blackcomb	0.02%	90 161	2.5
Sierra Nevada	0.06%	80 384	1.0
Breckenridge Resort	0.07%	67 843	0.9
Snowbird	0.17%	65 515	2.7
Keystone Resort	0.03%	52 323	0.7
MammothMountain	0.03%	51 804	0.3
Park City	0.03%	43 747	0.4
Beaver Creek Resort	0.06%	41 555	0.8
Squaw Valley Alpine Meadows	0.24%	40 720	1.7
Copper Mountain	0.06%	39 251	1.6

Source: fanpage karma panel (period: July-Sept 2019)

[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)



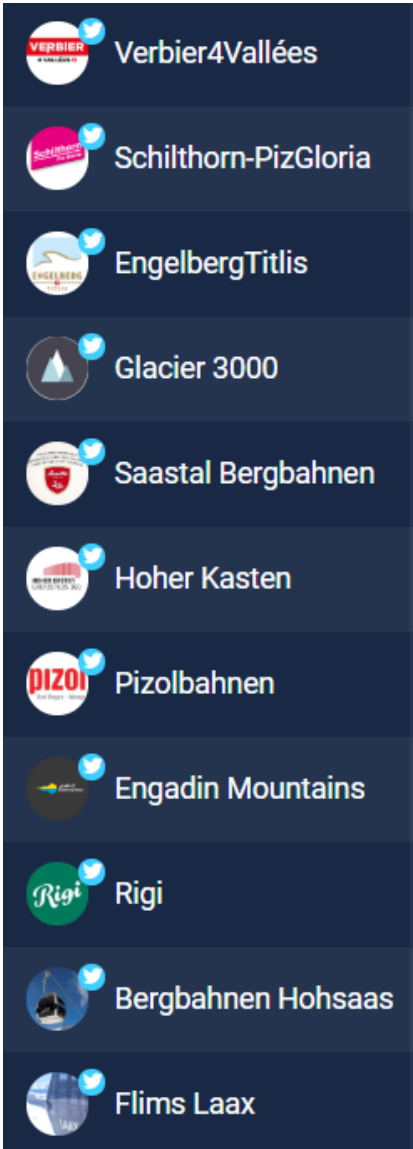


# Twitter KPIs of DMOs per Country



	Fans			Engagement (%)			Posts/day			n
	average	median	max	average	median	max	average	median	max	
CH	<b>2 338</b>	1 285	17 470	0.08	0.00	2.47	0.33	0.01	4.82	103
VS	<b>1 931</b>	487	17 470	0.11	0.00	2.47	0.36	0.00	4.82	37
GR	<b>2 662</b>	1 686	9 398	0.04	0.01	0.20	0.25	0.02	1.40	16
BE	<b>3 659</b>	2 947	8 927	0.19	0.01	0.82	0.47	0.12	3.17	12
A	2 831	906	33 414	0.03	0.00	0.40	0.26	0.00	3.45	75
D	1 882	1 882	1 882	0.01	0.01	0.01	0.13	0.13	0.13	1
F	4 667	2 389	30 180	0.08	0.00	0.00	0.44	0.00	3.20	63
I	5 043	4 394	14 741	0.11	0.06	0.06	0.61	0.33	1.58	7
Int	<b>23 470</b>	18 342	90 161	0.04	0.02	0.02	<b>0.74</b>	0.53	3.53	51
<b>All</b>	<b>6 604</b>	<b>1 598</b>	<b>90 161</b>	<b>0.06</b>	<b>0.00</b>	<b>2.47</b>	<b>0.41</b>	<b>0.02</b>	<b>4.82</b>	<b>300</b>

# Top 10 Cableways on Twitter (in terms of followers)



Page	Engagement	Fans	Posts per day
Verbier4Vallées	0.0%	3279	0.01
Schilthorn-PizGloria	0.0%	2762	0.04
EngelbergTitlis	0.0%	2248	0.00
Glacier 3000	0.0%	747	0.03
Saastal Bergbahnen	0.0%	640	0.00
Hoher Kasten	0.0%	490	0.00
Pizolbahnen	0.05%	445	0.14
Engadin Mountains	0.0%	421	0.00
Rigi	0.24%	346	0.12
Bergbahnen Hohsaas	0.0%	326	0.00
Flims Laax	0.0%	289	0.04





Source: Fanpage Karma panel (period: July-Sept 2019)  
[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)

# Twitter KPIs of Cableways per Canton in Switzerland



	Fans			Engagement (%)			Posts/day			n
	<i>average</i>	<i>median</i>	<i>max</i>	<i>average</i>	<i>median</i>	<i>max</i>	<i>average</i>	<i>median</i>	<i>max</i>	
VS	1 131	483	3 279	0.05	<0.01	0.20	0.03	0.01	0.09	4
GR	165	128	421	0.00	0.00	0.00	0.01	0.00	0.04	6
BE	740	82	2 762	0.00	0.00	0.01	0.01	0.00	0.04	4
other	630	445	2 248	0.04	0.00	0.24	0.04	0.00	0.14	7
<b>All</b>	<b>614</b>	<b>289</b>	<b>3 279</b>	<b>0.02</b>	<b>0.00</b>	<b>0.24</b>	<b>0.02</b>	<b>0.00</b>	<b>0.14</b>	<b>21</b>

# Top 10 Swiss Hotels (*panel*) on Twitter (in terms of followers)

-  Hotel Villa Honegg
-  GrandResortBadRagaz
-  Steigenberger
-  Kulm Hotel St.Moritz
-  Cordée des Alpes
-  Le Mirador
-  Hotel Silberhorn
-  Le Grand Bellevue
-  CERVO Zermatt
-  Kameha Grand Zurich













Page	Engagement	Follower	Tweets/day
Hotel Villa Honegg	0.0%	4 010	0.02
GrandResortBadRagaz	0.01%	2 981	0.12
Steigenberger	0.13%	2 063	1.35
Kulm Hotel St.Moritz	0.01%	1 716	0.15
Le Mirador	0.0%	972	0.00
Hotel Silberhorn	0.0%	924	0.01
Le Grand Bellevue	0.0%	850	0.00
CERVO Zermatt	0.15%	770	0.24
Kameha Grand Zurich	0.0%	717	0.00
HotelTroisCouronnes	0.0%	547	0.00

Source: Fanpage Karma panel (period: July-Sept 2019)  
[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)

# Top 10 Hotel Chains on Twitter (in terms of followers)



-  Marriott International
-  Marriott Hotels
-  Hilton Hotels
-  The Ritz-Carlton
-  Marriott Bonvoy
-  Fairmont Hotels & Resorts
-  Hilton Honors
-  Hilton
-  Mandarin Oriental
-  InterContinental

Page	Engagement	Follower	Tweets/day
Marriott International	0.02%	428 221	2.6
Marriott Hotels	0.0%	313 500	4.9
Hilton Hotels	0.01%	309 585	36.1
The Ritz-Carlton	0.04%	217 830	9.0
Marriott Bonvoy	0.0%	180 007	12.3
Fairmont Hotels & Resorts	0.03%	176 000	1.6
Hilton Honors	0.01%	173 862	23.9
Mandarin Oriental	0.0%	144 976	0.2
InterContinental	0.0%	134 341	1.8
Renaissance Hotels	0.0%	127 374	0.4
Holiday Inn	0.01%	119 869	1.6

Source: Fanpage Karma panel (period: July-Sept 2019)

[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)



# Twitter KPIs of Hotels: Swiss SME hotel panel and international chain hotels



	Fans			Engagement (%)			Posts/day			n
	<i>average</i>	<i>median</i>	<i>max</i>	<i>average</i>	<i>median</i>	<i>max</i>	<i>average</i>	<i>median</i>	<i>max</i>	
Swiss hotels	464	136	4 010	0.03	0.00	0.30	0.06	0.00	1.35	42
Chain hotels	51 499	18 715	428 221	0.03	0.01	0.49	3.16	0.63	49.07	87

# Top 10 Museums on Twitter (in terms of followers)

-  MoMA, The Museum of Modern Art
-  Tate
-  The Met
-  Guggenheim Museum
-  British Museum
-  Musée du Louvre
-  V&A
-  J. Paul Getty Museum
-  Museo del Prado
-  LACMA



Page	Engagement	Follower	Posts per day
MoMA, The Museum of Modern Art	0.0%	5 394 679	1.8
Tate	0.01%	4 890 719	4.8
The Met	0.01%	4 370 147	1.9
Guggenheim Museum	0.01%	3 513 928	3.5
Saatchi Gallery	0.0%	2 044 778	1.2
British Museum	0.05%	2 020 979	4.3
V&A	0.02%	1 372 188	2.8
J. Paul Getty Museum	0.01%	1 316 345	5.7
Museo del Prado	0.05%	1 247 002	7.2
LACMA	0.06%	1 100 000	2.5
Whitney Museum	0.0%	1 061 901	0.3

Source: Fanpage Karma panel (period: July-Sept 2019)  
[https://data.tourobs.ch/Dashboard\\_Analytics/DashboardNatPaFacebook](https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook)

# Twitter KPIs of Museums in Switzerland and abroad



	Fans			Engagement (%)			Posts/day			n
	average	median	max	average	median	max	average	median	max	
CH	1 976	1 141	13 573	0.06	0.00	1.17	0.15	0.04	0.99	36
Int	618 659	93 470	5 394 679	0.11	0.02	2.74	2.42	2.04	7.20	59
<b>All</b>	<b>384 969</b>	<b>20 774</b>	<b>5 394 679</b>	<b>0.09</b>	<b>0.02</b>	<b>2.74</b>	<b>1.56</b>	<b>0.70</b>	<b>7.20</b>	<b>95</b>



# Top 10 Parks on Twitter (in terms of followers)

-  Parco Gran Paradiso
-  Parco Appennino
-  Les parcs nationaux
-  Parc nat. Port-cros
-  Parc du Mercantour
-  PN Vanoise
-  Parc national Ecrins
-  Ammergauer Alpen
-  Parc du Morvan
-  Parc des Bauges



**Parco Gran Paradiso** ✓  
@PNGranParadiso

Follow button: Suivre



Page	Engagement	Follower	Tweets/day
Parco Gran Paradiso	0.15%	8543	1.5
Parco Appennino	0.01%	6610	0.3
Les parcs nationaux	0.03%	4048	0.3
Parc nat. Port-cros	0.02%	3149	0.3
Parc du Mercantour	0.0%	3100	0.1
PN Vanoise	0.0%	2309	0.1
Parc national Ecrins	0.01%	2120	0.1
Ammergauer Alpen	0.0%	2110	0.0
Parc du Morvan	0.1%	1795	1.0
Parc des Bauges	0.0%	1467	0.0

Source: Fanpage Karma panel (period: July-Sept 2019)  
[https://data.tourops.ch/Dashboard\\_Analytics/DashboardNatPaTwitter](https://data.tourops.ch/Dashboard_Analytics/DashboardNatPaTwitter)

# Twitter KPIs of Parks per Country



	Fans			Engagement (%)			Posts/day			n
	average	median	max	average	median	max	average	median	max	
CH	176	158	422	0.27	0	1.04	0.26	0	1.22	7
A	65	52	163	0	0	0	0	0	0	6
D	613	382	2 110	0.02	0	0.11	0.04	0	0.24	10
I+SL	5 166	6 610	8 543	0.05	0.009	0.15	0.61	0.32	1.52	3
F	1 343	1052	4 048	0.05	0.01	0.3	0.15	0.07	0.96	20
<b>All</b>	<b>1 090</b>	<b>450</b>	<b>8 543</b>	<b>0.07</b>	<b>0.01</b>	<b>1.04</b>	<b>0.15</b>	<b>0.01</b>	<b>1.52</b>	<b>46</b>

# Table of Content

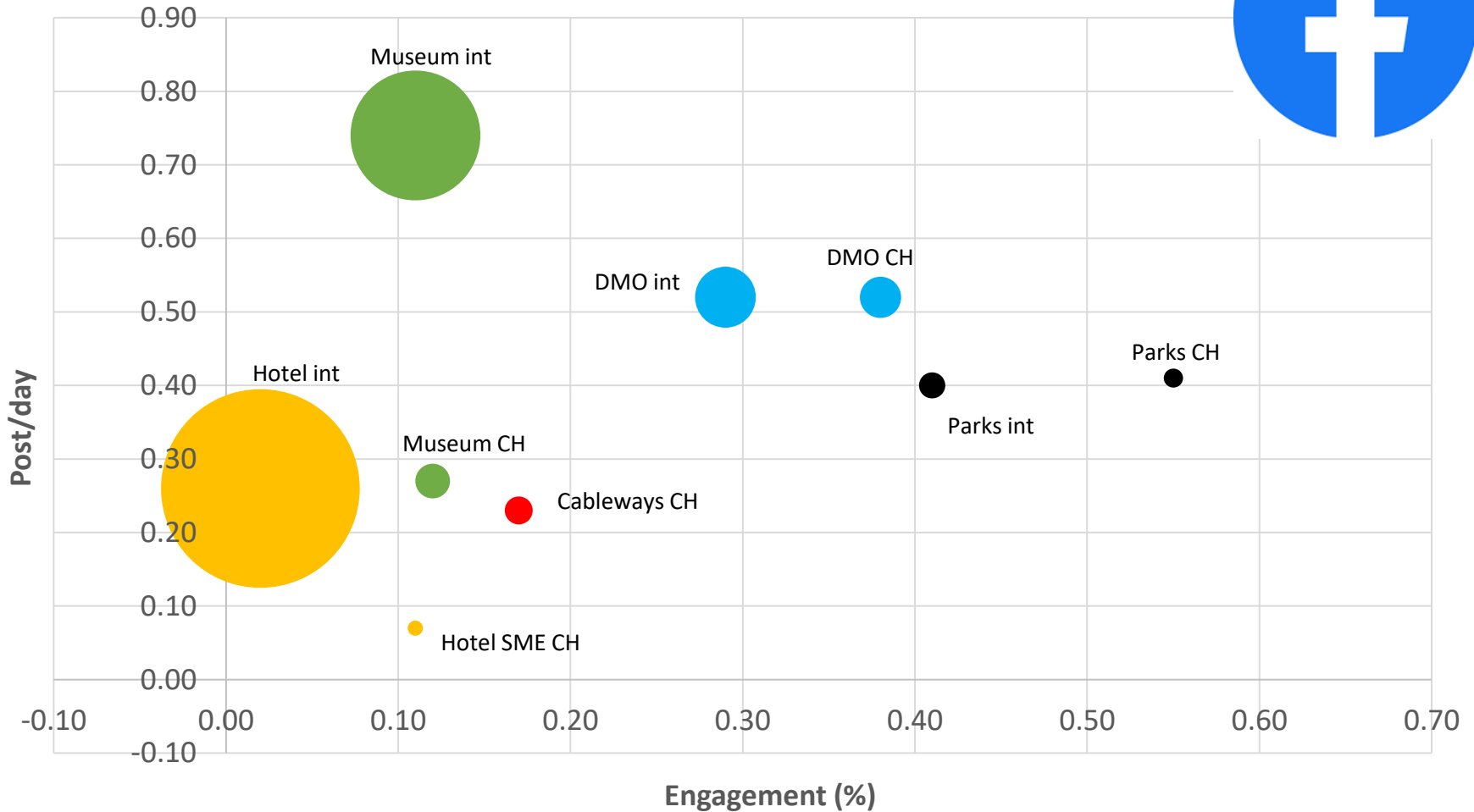
- Summary
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  - KPIs of Hotels
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  - KPIs of Parks
- **Comparison of KPIs across Sectors**

# Facebook KPIs across tourisme sectors



	Fans	Engagement (%)	Posts/day	
	<i>median</i>	<i>median</i>	<i>median</i>	<i>n</i>
DMO (CH)	6 836	0.38	0.52	175
Cableway companies (CH)	3 155	0.17	0.23	80
Hotel (Swiss SMEs)	927	0.11	0.07	112
Museums (CH)	4 848	0.12	0.27	84
Parks (CH)	1 489	0.55	0.41	20
DMO (int)	14 914	0.29	0.52	384
Hotel (int. Hotel chains)	159 023	0.02	0.26	147
Museums (int)	67 794	0.11	0.74	99
Parks (int)	2 757	0.41	0.4	147
			<b>Total</b>	<b>1 248</b>

# Bubble chart: Facebook KPIs across tourism sectors



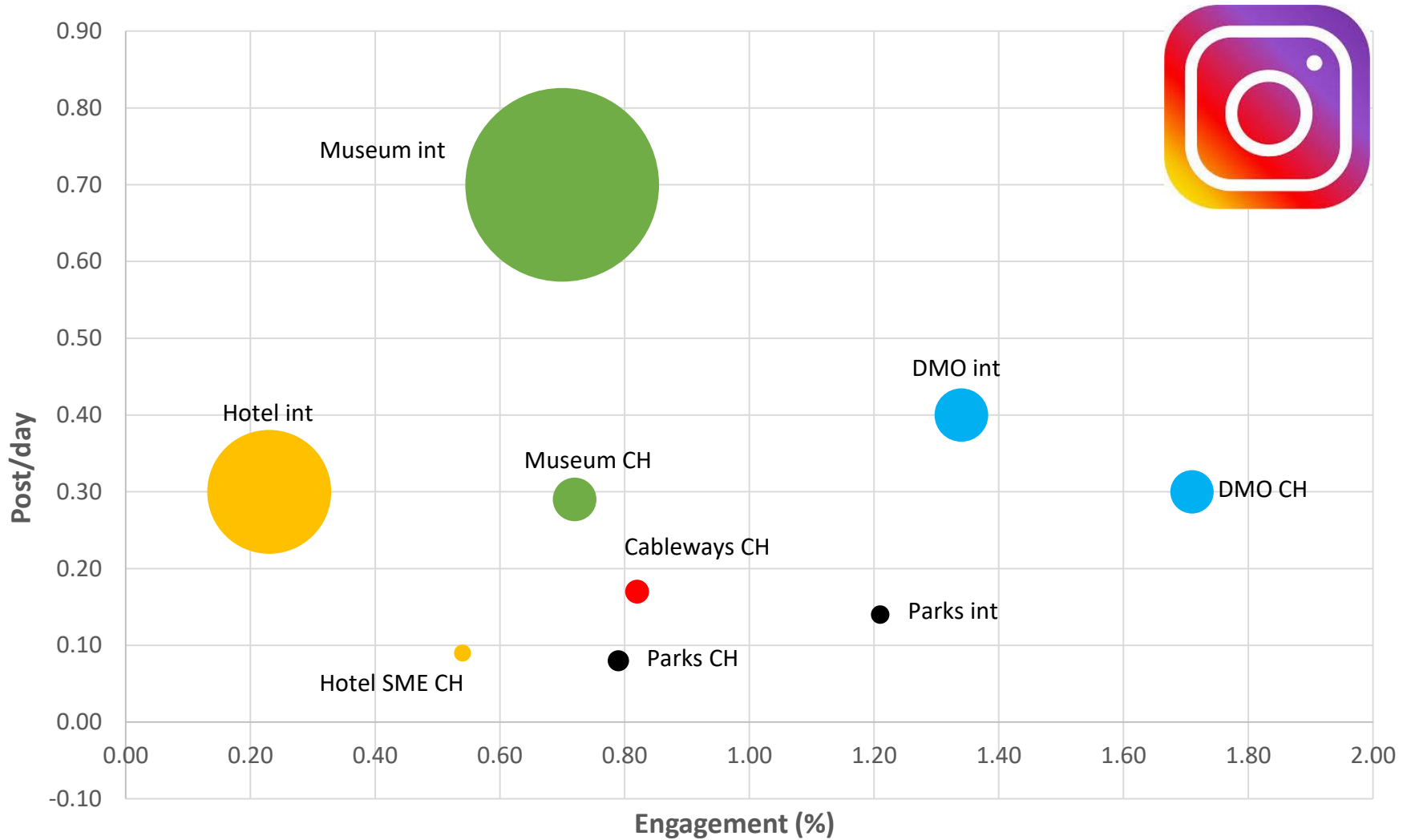
Size of bubbles in relation to number of fans on Facebook

# Instagram KPIs across tourisme sectors



	Fans	Engagement (%)	Posts/day	
	<i>median</i>	<i>median</i>	<i>median</i>	<i>n</i>
DMO (CH)	4 459	1.71	0.30	95
Cableway companies (CH)	1 356	0.82	0.17	51
Hotel (Swiss SMEs)	668	0.54	0.09	56
Museums (CH)	4 502	0.72	0.29	46
Parks (CH)	1 051	0.79	0.08	14
DMO (int)	6 755	1.34	0.40	206
Hotel (int. Hotel chains)	36 286	0.23	0.30	98
Museums (int)	88 674	0.70	0.70	62
Parks (int)	809	1.21	0.14	53
			<b>Total</b>	<b>681</b>

# Bubble chart: Instagram KPIs across tourism sectors



Size of bubbles in relation to number of fans on Instagram

# Youtube KPIs across tourisme sectors



	Total channel views	Total number of videos	Views per video	
	<i>median</i>	<i>median</i>	<i>median / average</i>	<i>n</i>
DMO (CH)	111 694	40	0 / 1'412	135
Cableway companies (CH)	31 932	22	28 / 1'182	31
Hotel (Swiss SMEs)	na	na	na	na
Museums (CH)	56 268	44	23 / 953	45
Parks (CH)	7 283	17	0 / 37	12
DMO (int)	186 156	56	29 / 4'258	244
Hotel (int. Hotel chains)	952 813	47	35 / 42'349	81
Museums (int)	784 662	267	394 / 3'372	69
Parks (int)	9 300	12	0 / 54	103
			<b>Total</b>	<b>720</b>



# Twitter KPIs across tourisme sectors



	Fans	Engagement (%)	Posts/day	
	<i>median</i>	<i>median</i>	<i>median</i>	<i>n</i>
DMO (CH)	1 285	0.00	0.01	103
Cableway companies (CH)	289	0.00	0.00	21
Hotel (Swiss SMEs)	136	0.00	0.00	42
Museums (CH)	1 141	0.00	0.04	36
Parks (CH)	158	0.00	0.00	7
DMO (int)	2 007	0.00	0.03	197
Hotel (int. Hotel chains)	18 715	0.01	0.63	87
Museums (int)	93 470	0.02	2.04	59
Parks (int)	702	0.01	0.01	39
			<b>Total</b>	<b>591</b>

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