

Social? That's for consumers.

For travel companies, social media means business

Quick facts on travel

When researching a trip...

Dream trip list

76% of people have a list of dream trips



Only **8%** have been everywhere on their list



Liked on Facebook

50% of people have liked a travel brand on FB; **hotels and airlines** are most popular

Online reviews from travelers

76% agree "they give me insider knowledge not available elsewhere"

68% agree "they give me the confidence I need to book"



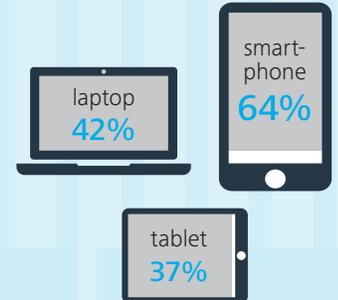
% of people with apps on phone or tablet (type of app)

- 23%** Airline
- 20%** Online Travel Agent
- 18%** Hotel Chain
- 14%** Review Site

When on a trip...



Popular devices used while on vacation



33% of people use Facebook on vacation because they "like to share the satisfaction of being on holiday with my Facebook friends"

48% of people post vacation photos to Facebook when they return home

How soon people log into Facebook after landing

- 27%** Before getting home from airport
- 42%** Same day
- 28%** Within a week
- 3%** Longer



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Founded in 2004, Facebook's mission is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

Facebook engaged a third party research company to write and distribute a survey about how consumers view social media as it relates to leisure travel. The survey had approximately 10,500 respondents from Australia, Brazil, Denmark, Finland, France, Germany, Japan, Mexico, Spain, Sweden, UK and the USA. Insights in this report are based on Deloitte's review of data from this Facebook-commissioned survey. All references to survey findings and respondents in this paper refer to this survey, unless otherwise referenced.

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