



# BLOGGER SURVEY: RESULTS



## **BELGIAN BLOGGER TRENDS**

### REPORT



On February 4th 2017, the second edition of Bloggers UTD - the travel gathering was organized. The meetup between Belgian travel bloggers and the tourism industry made future collaborations easier.

To get some more insights about the Belgian blogger landscape in 2017, leading PR-agency Sound of C conducted a survey among 130 travel- and lifestylebloggers. All results can be found in this report.

# 1

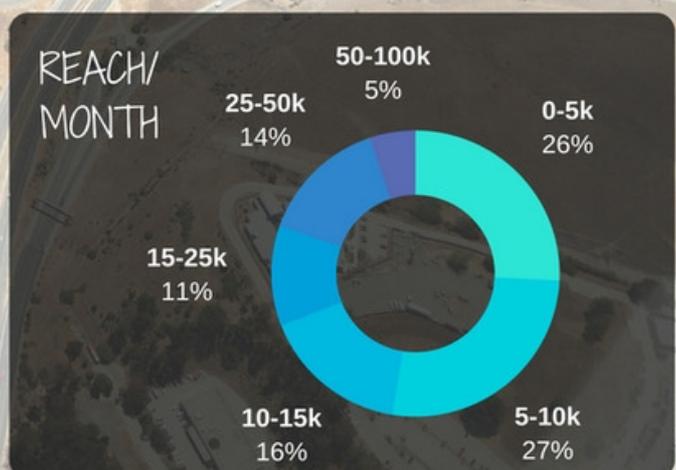
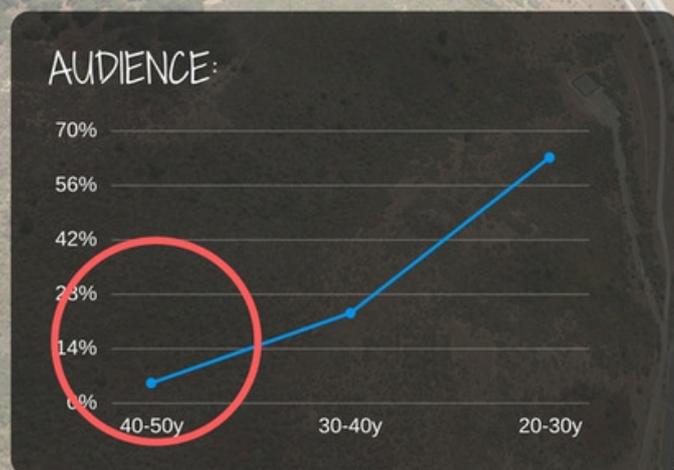
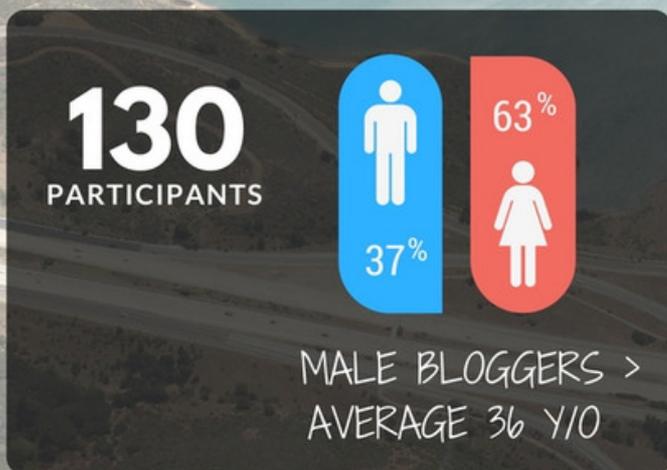
## DEMOGRAPHICS & CHARACTERISTICS

- ▶ 130 participants
- ▶ 37% men / 63% women
- ▶ Average age: 36 years old
- ▶ **Existence blog**
  - 0 – 2 years : 32%
  - 2 – 5 years: 36%**
  - 5 – 10 years: 26%
  - 10 years or longer: 2%
- ▶ **Audience blog**
  - 20 - 30 years old: 63%**
  - 30 - 40 years old: 23%
  - 40 - 50 years old: 5%
- ▶ **Topic blog**
  - Travel: 97%**
  - Lifestyle: 48%**
  - Food: 26%
  - Personal life: 25%
  - Beauty: 25%
  - Mom: 23%
  - Health: 22%
  - Arts & Design: 8%

Belgian travel- and lifestylebloggers are mainly female and seem to get a little older as time evolves. We do notice that there are about 10% more male bloggers compared to 2016.

Last year, the average was 31 years old, today the average is 36 years old. Quite opposite to that, bloggers write for a very young public (20-30 years old). Readers who are 40+ don't seem to have a lot of blog choice in Belgium, so that gap still needs to be filled. Bloggers are beginning to get some seniority as well, as they mostly exist 3-5 years already. In 2016, the biggest group had just begun their website (0-2 years). Reach-wise, we noticed that bloggers with more than 25.000 visitors increased the most compared to last year. Thus, Belgian bloggers are getting bigger as time evolves.

## DEMOGRAPHICS



# 2

## CONTENT

### ▶ How frequently are you publishing on your blog?

Daily: 16%

**2 - 6 posts per week: 38%**

**Weekly: 27%**

2 - 3 posts per week: 11%

Monthly: 6%

### ▶ How long is a typical blog post?

Less than 500 words: 21%

**500 - 1000 words: 47%**

1000 - 1500 words: 22%

1500 - 2000 words: 4%

More than 2000 words: 5%

### ▶ How long do you spend on a blog post?

Less than 1 hour: 11%

**1 - 2 hours: 36%**

**2 - 3 hours: 35%**

4 - 5 hours: 8%

More than 5 hours: 9%

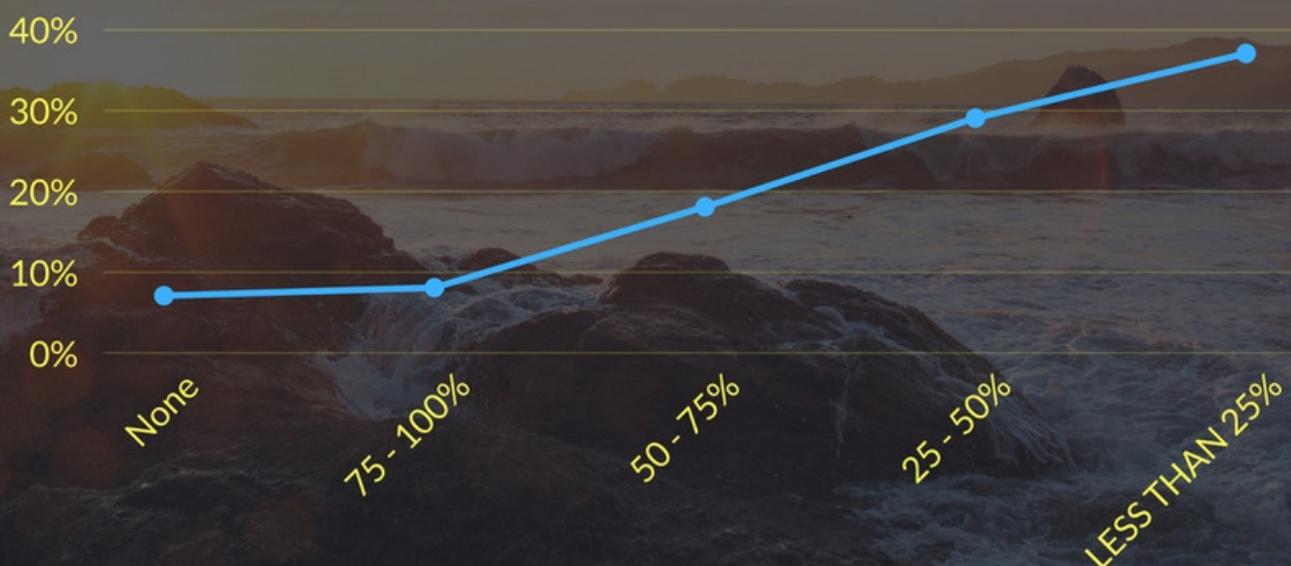
Most of the content on Belgian bloggers' websites comes from their own inspiration. 39% only writes a quarter or less of their articles for external partners, completed with own content. Authenticity remains very important! If not, their blogs won't be taken seriously. However, there is a small group (9%) that writes 75% - 100 % for partners. Key is knowing that a blog can only function when it's perceived as a real experience. Bloggers don't seem to spend long on writing a blog post (1-3 hours), but that results in quite frequently publishing one. 38% says they post 2 to 6 blogs per week. They're quite short, with an average of 500 - 1000 words. Most of the post is covered with visual material.

## BLOG CONTENT

TOPICS: TRAVEL, LIFESTYLE, FOOD

41%: 2-6 BLOGS/WEEK -- 500 TO 1000 WORDS -- TAKES 1 TO 2 HOURS

CONTENT WRITTEN FOR PARTNERS:



# 3

## PRESS TRIPS



Bloggers mostly collaborate with PR-companies and tourism boards. This is slightly different from last year, when hotels were more popular than tourism boards. They now end on #3 with 15% of the invites for bloggers. Collabs with consumer brand happen every now and then (9%) and working with touroperators or airlines seems a bit more difficult (6% and 3%).

## PRESS TRIPS: TRAVELING

HOW FREQUENTLY?



Looking at how frequently bloggers participate in press trips, the results are quite surprising. 97% of the participants write about travel, but 14% never joins a press trip. A lack of popularity, a busy schedule or high demands might be causing this. Most of the bloggers (32%) participate around 5 times a year in a press trip, while 22% travels 5 to 10 times a year. A very small group (9%) is out traveling a lot (15 - 20 times/year). This indicates that only a small amount of the participants is a full-time travelblogger.

## PRESS TRIPS: RETURN



BLOG POST(S)

+

SOCIAL MEDIA

48% WITHIN A WEEK!



VLOGS

BUT 32% WANTS TO INCLUDE IT  
26% EXPERIMENTING RIGHT NOW

Return-wise, bloggers almost always provide a mix between blog posts and social media coverage. In that way, they reach the highest number of followers possible. 48% does this within a week, so results are visible right away.

Vlogs are still quite rare in Belgium, but our survey results show that lots of bloggers are experimenting with it right now. 32% wants to include it in the future. This shows that visual coverage becomes more and more important, as this is the most convenient and accessible way to reach a certain public.

# 4

## SOCIAL MEDIA

### SOCIAL MEDIA USE

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KINGS:



COMING UP MORE:



BUT ONLY HALF AS  
MUCH AS INSTA + FB

It's no surprise that bloggers use social media very intensively. But within this field as well, visuality becomes more important. Instagram seems to be most popular among every social channel. Facebook ranks on number two with a high score as well, Twitter is the third most popular social channel but has only half as much users than the previous two. That's probably because it's not visual enough. Coming up more are Snapchat and Pinterest - which do have that visual asset.

# 5

## TRAVEL PREFERENCES

▶ **What kind of holiday do you like most?**

**Citytrip: 88%**

**Roadtrip: 70%**

**Beach holiday: 49%**

Cultural holiday: 28%

Backpack holiday: 23%

Cruise: 22%

Hiking holiday: 21%

Ski trip: 17%

Surf holiday: 11%

▶ **In what company do you want to go?**

**Together with my partner: 40%**

**It doesn't matter: 40%**

Together with other bloggers: 9%

Together with a friend: 7%

Alone: 3%

▶ **What kind of input do you expect from a partner?**

**Text and general information: 82%**

**Links, # and @: 74%**

Images: 28%

Several bloggers remark the same:

*"A decent program!"*

*"Detailed schedule, please."*

## TRAVEL PREFERENCES



CITYTRIP  
88%



ROADTRIP  
70%



BEACH HOLIDAY  
49%

COMPANY?

W/ PARTNER, CHILDREN  
40%

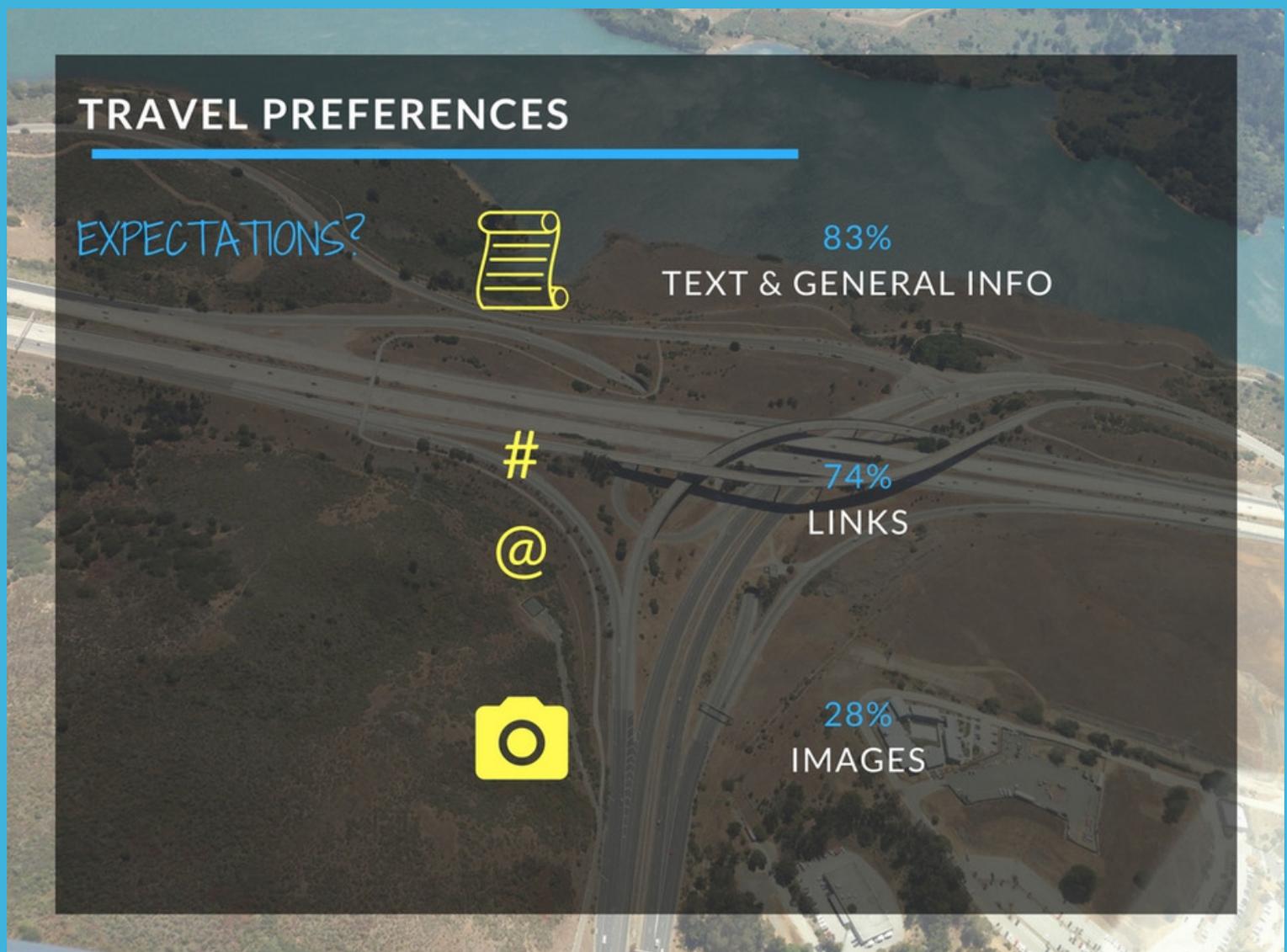
DOESN'T MATTER  
40%

Bloggers are quite young and that's reflected in the kind of holidays they like. Social influencers mostly love to go on a citytrip or roadtrip, which are quite active kind of vacations. Third in the ranking with a remarkable lower score is a relaxing beach holiday.

Good news for travel partners, because bloggers don't really seem to mind who they travel with (40%). As long as they can experience a certain destination or product, they'll be happy to go. Obviously, traveling with your own companions is nicer, which is reflected in the results as well. 40% prefers to go on a press trip together with their partner or children.

Input and the **right** information is key. Bloggers want to know what the theme of the trip is and what they should highlight in their posts. That's why 83% expects text & general info from a travel organization. 74% wants links, # and @ before they leave on a trip and a remarkable lower 28% likes to receive images. Most of them want to take pictures themselves - or are asked to provide visual content, so that explains this lower number.

Next to these findings, lots of bloggers mentioned a **clear schedule** to be important as well. They want to know **beforehand** what they are going to do and when they have some spare time.

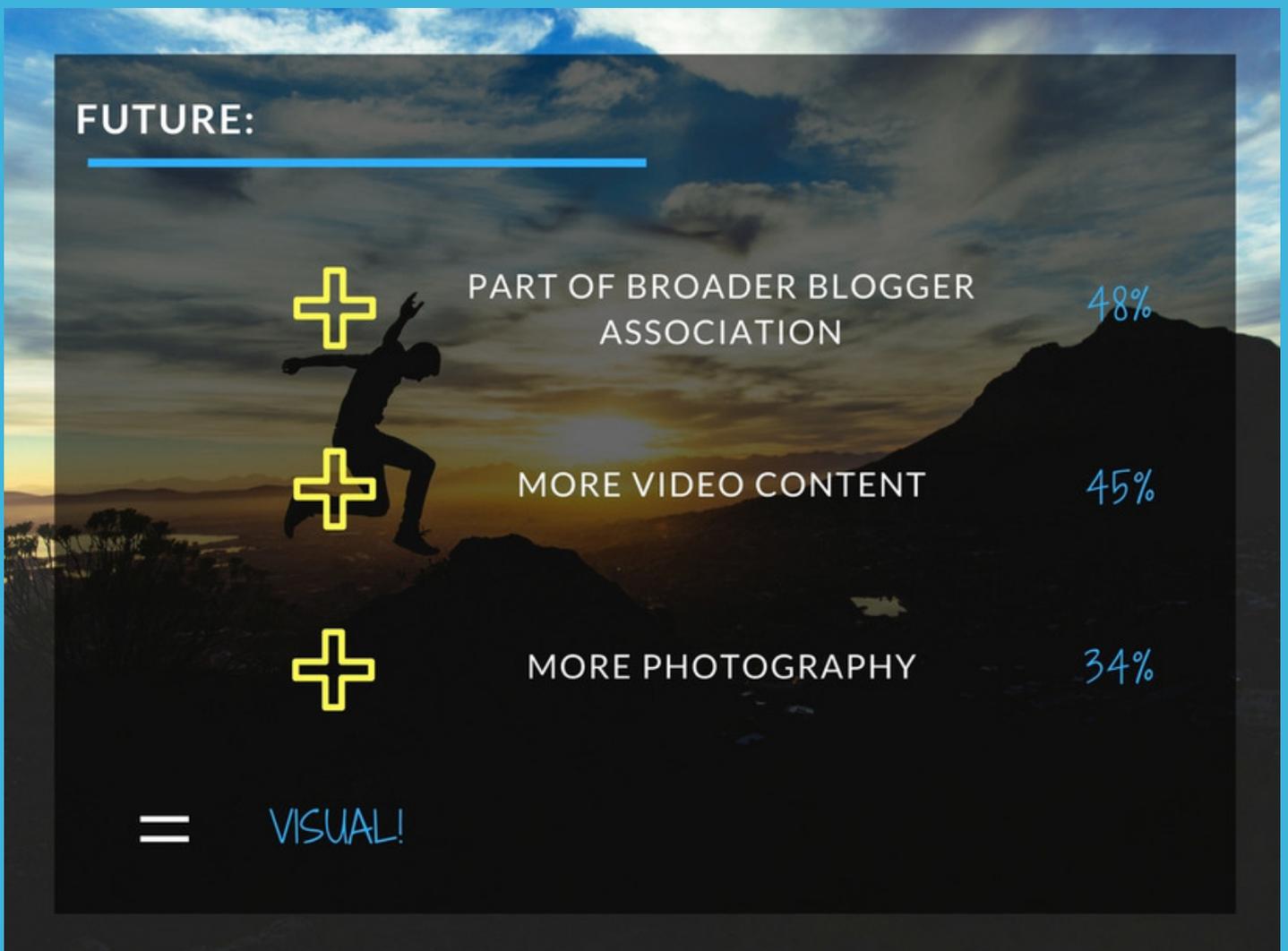


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## FUTURE?

Belgium is still evolving when it comes to professional blogging. A lot of our social influencers want to become full-time bloggers, but don't see the opportunities clear enough. What options do I have? Is the Belgian market big enough? These are unanswered questions.

That's why 48% of them wants to become part of a broader blogger association. Partnering up could make them stronger. 45% wants to provide more video content in the future and 34% wants to include more photography in their blog. These last two stand in line with our previous finding about the importance of visuality.



## FUTURE:

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### PROFESSIONALIZING



MEETINGS WITH  
PROFESSIONAL COMPANIES 60%  
FELLOW BLOGGERS 36%

LOOKING FOR INFORMATION  
INTERNET 44%  
EXTERNAL COURSES 30%

Becoming a full-time blogger is a matter of time and lots of preparation. We wanted to know what Belgian bloggers are already doing to professionalize right now and came to these findings:

Most of them (60%) are planning meetings with professional companies to give them advice. 44% looks for extra information themselves, 36% organizes meetings with fellow bloggers and 30% follows external courses. Key here is **advice** and **partnering up**.

## FUTURE:

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### CHALLENGES



TIME



FINDING RIGHT  
BRAND CONNECTIONS



PROMOTING  
BLOG

Reaching your goal cannot be done without any bumps on the way. Our bloggers are facing challenges, which we asked them about in the survey.

Turns out that most of them have a lack of time. That's a result from the fact they cannot be a full-time blogger yet, so the writing must be done after work hours. Second is finding the right brand connections. This is a good thing! They obviously feel the need to be real in what they write. Third is promoting their blog. Possibly broader blogger associations would help within this matter.

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# MAIN CONCLUSIONS

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- ▶ Belgian travel- and lifestylebloggers are getting a little **older**, but mostly write for a very **young public**. Readers who are 40 years or older do not seem to have lots of options to choose from, so that's a gap to fill. Next to that, we notice that there are approximately 10% more male bloggers compared to last year's results.
- ▶ Almost all bloggers **collaborate with external partners**, but only for about **25%** of the content of their blog. **Authenticity** and their own content remains most important.
- ▶ Most of the bloggers participate in **press trips a few times a year**. They cannot do it more often, as they have a lack of time and can't be a full-time blogger yet. Surprisingly **14% never** participates in a press trip.  
When they do, they mostly get invited by **PR-companies** and **tourism boards**.
- ▶ Video and photography - **visuality** - becomes more and more important. That's seen in the return they (want to) provide and the social media they use: bloggers are planning to use video or **vlogs** more and **Instagram** is the most popular social channel. Pinterest and Snapchat are coming up as well.

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# MAIN CONCLUSIONS

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- ▶ **Active holidays** are the most popular vacations among Belgian bloggers. Especially citytrips and roadtrips get lots of votes. When they go, 40% wants their partner or children to come, for 40% it doesn't matter. As long as they can experience the destination/service. During the holiday, **schedules** and **focus** must be clear.
- ▶ Belgian bloggers want to keep improving their services. To be able to do that, they want to **become part of a broader blogger association** (isn't present in Belgium yet), and **focus more on video and photography**.
- ▶ Futurewise, there still are a lot of **challenges** for Belgian bloggers. They mainly worry about **time**, finding the right **connections** with external partners/brands and **promoting** their blog.