



**TRAVEL
INFLUENCING
DURING THE
CORONA
PANDEMIC
RESULTS**

OCTOBER, 2020 | SOUND OF C



WHAT?

RESEARCH INTO THE IMPACT OF TRAVEL BLOGS AND SOCIAL MEDIA PROFILES DURING THE CORONA PANDEMIC

HOW?

SURVEY AMONG 44 BELGIAN TRAVEL INFLUENCERS ABOUT THE TRENDS THEY NOTICED ON THEIR CHANNELS

PERIOD?

MARCH – SEPTEMBER 2020



"TRAVEL BLOGS ARE VISITED MORE OFTEN DURING THE PANDEMIC"

Almost **70 %** of the Belgian travel influencers registered more visitors and page views in the past six months. Also the time spent on their channels was **longer**.

WHAT IS YOUR TARGET AUDIENCE

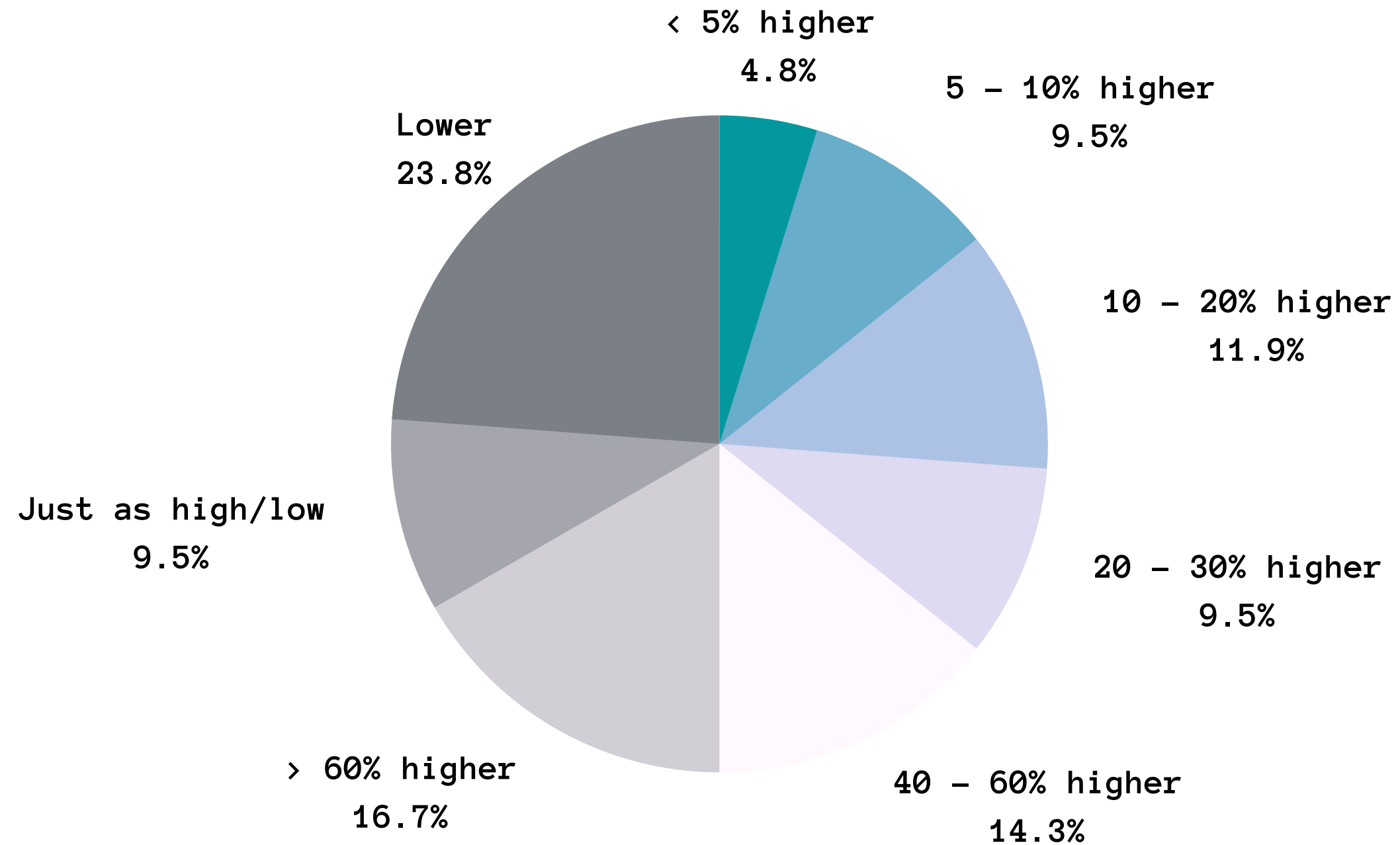
Market segmentation can be defined as the division of a market



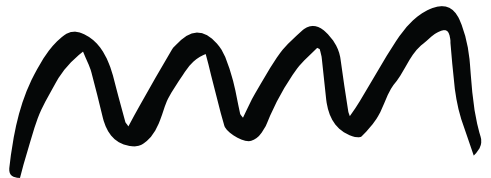
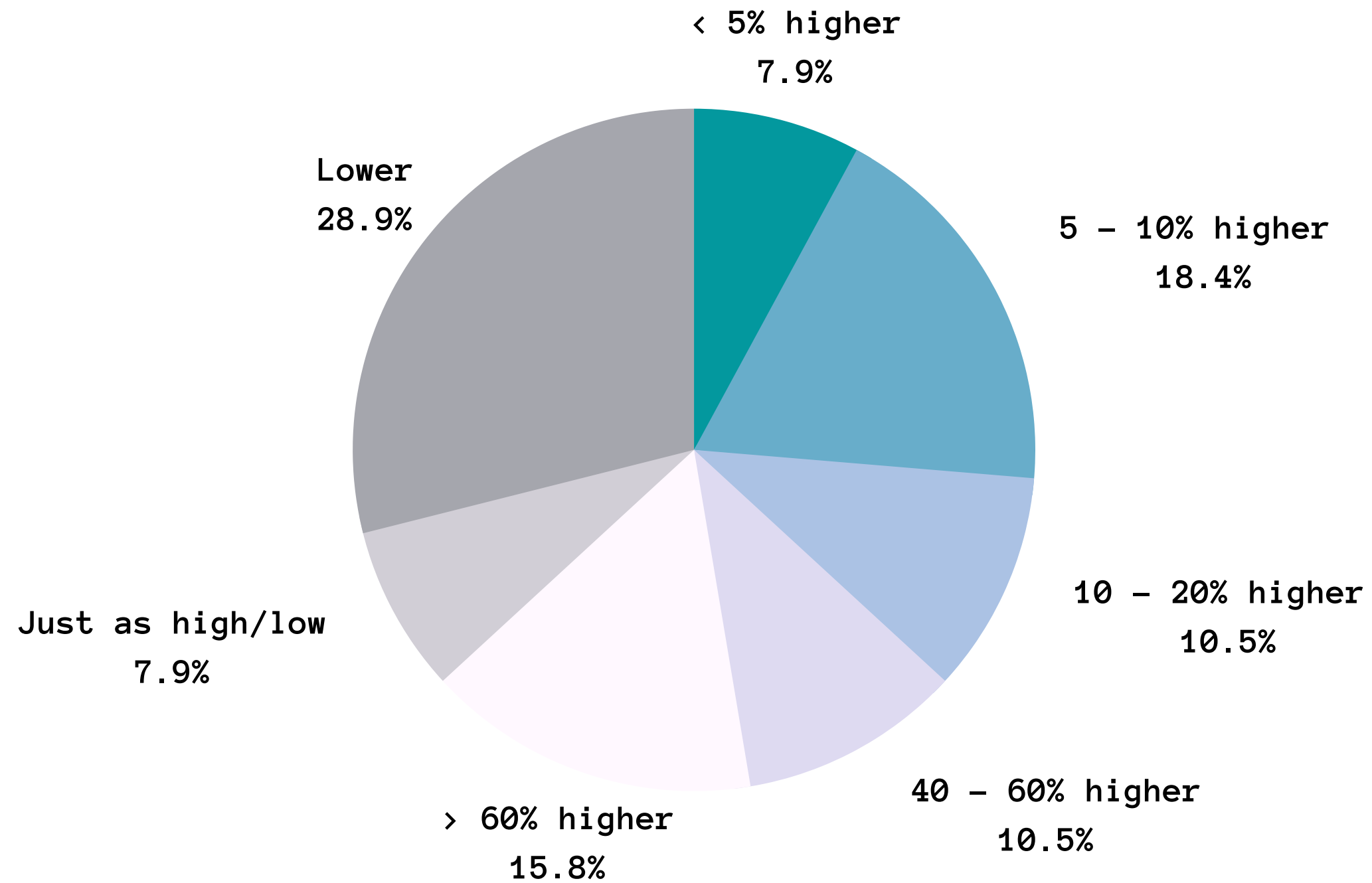
**ALL RESULTS OF OUR
SURVEY CAN BE
FOUND BELOW!**



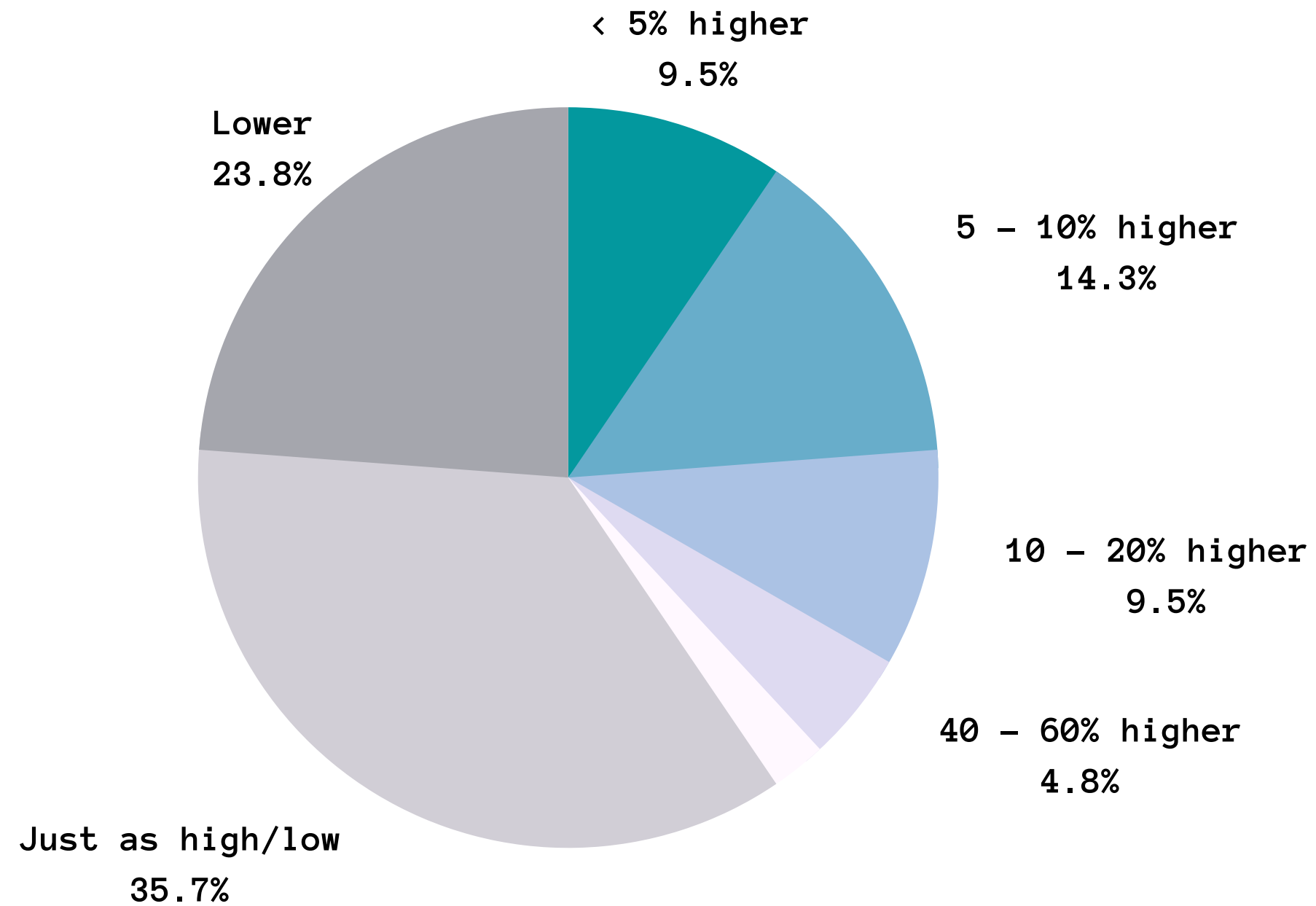
IN THE PAST SIX MONTHS (15/3 – 15/9), MY
AVERAGE NUMBER OF VISITORS WAS ... THAN
THE SAME PERIOD LAST YEAR.



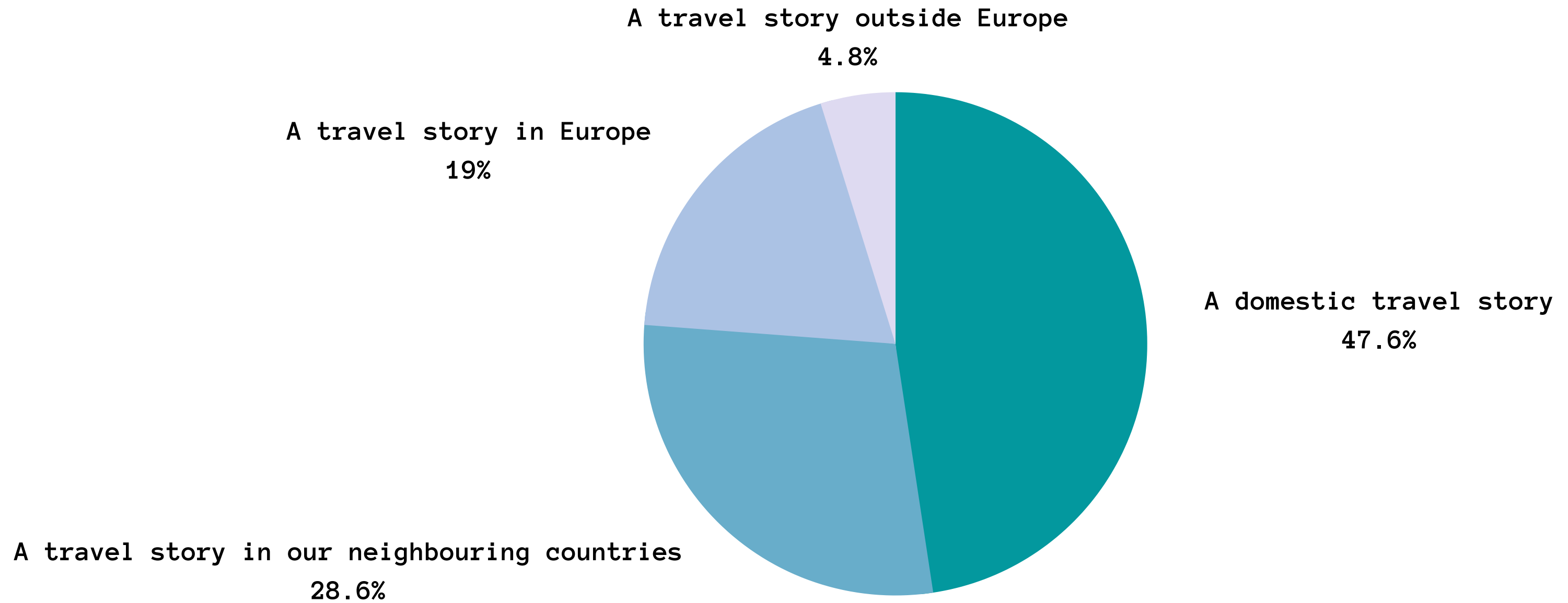
IN THE PAST SIX MONTHS (15/3 – 15/9), MY
AVERAGE NUMBER OF PAGE VIEWS WAS ... THAN
THE SAME PERIOD LAST YEAR.



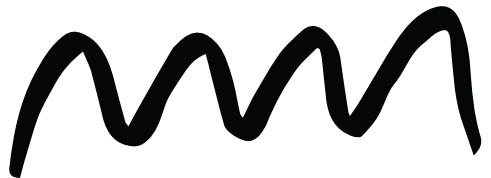
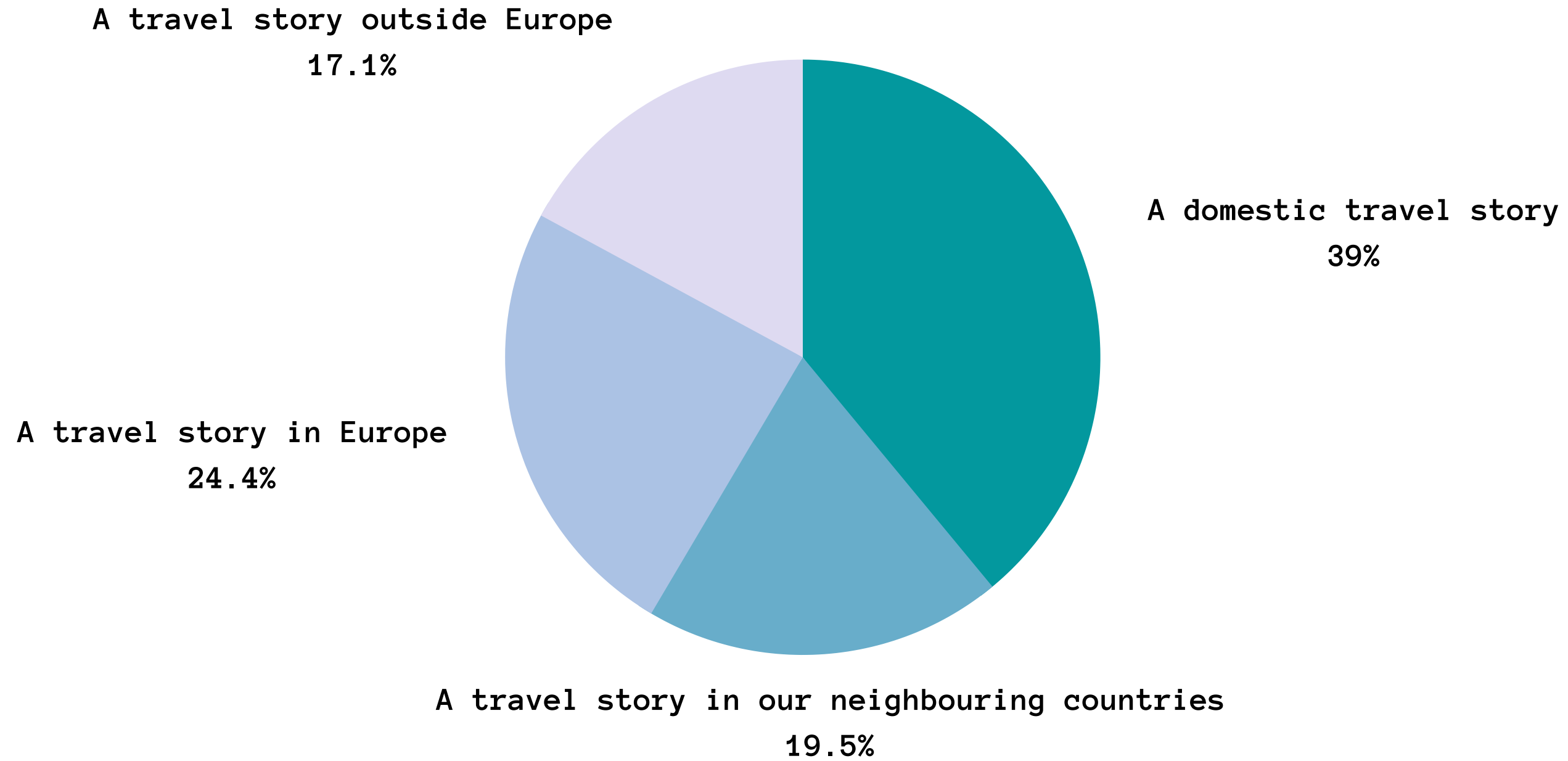
IN THE PAST SIX MONTHS (15/3 - 15/9),
THE AVERAGE TIME SPENT ON MY BLOG WAS
... THAN THE SAME PERIOD LAST YEAR.



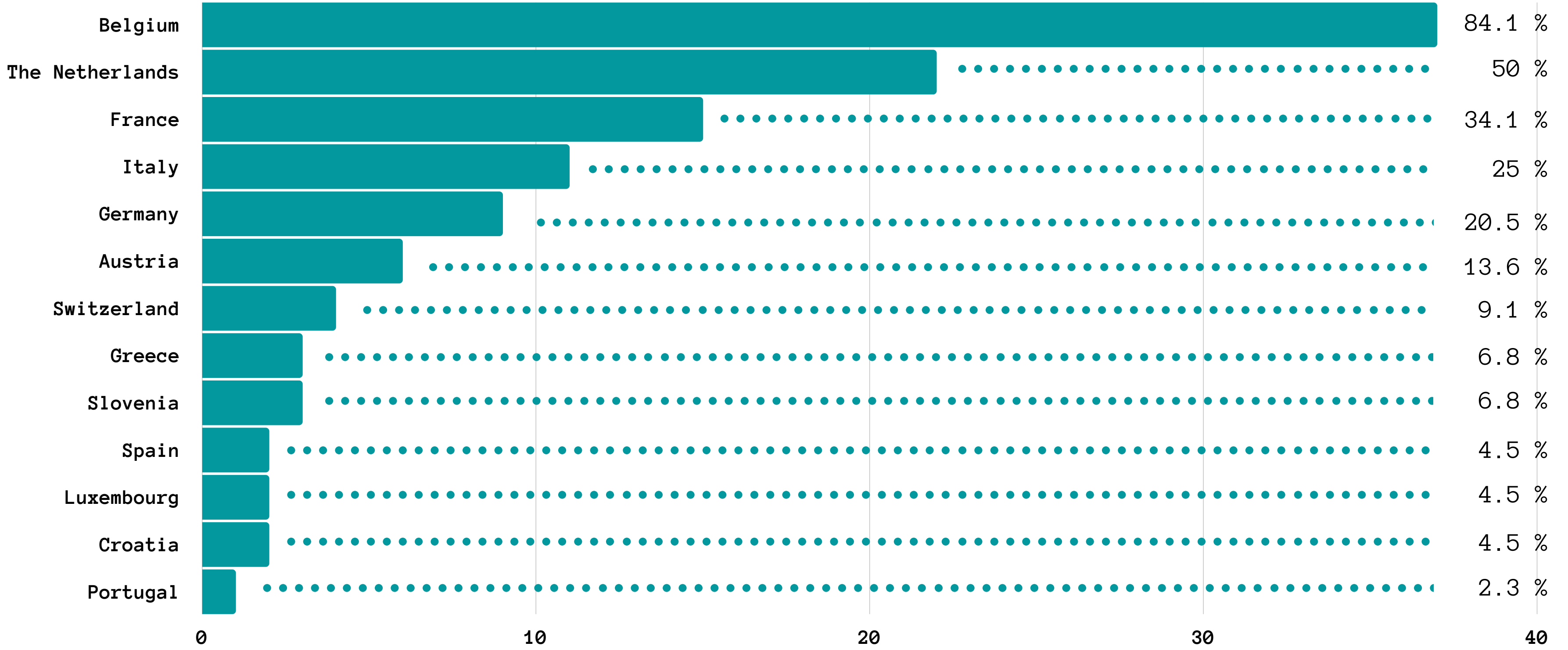
MY MOST READ TRAVEL ARTICLE OF THE LAST 6 MONTHS WAS ABOUT...



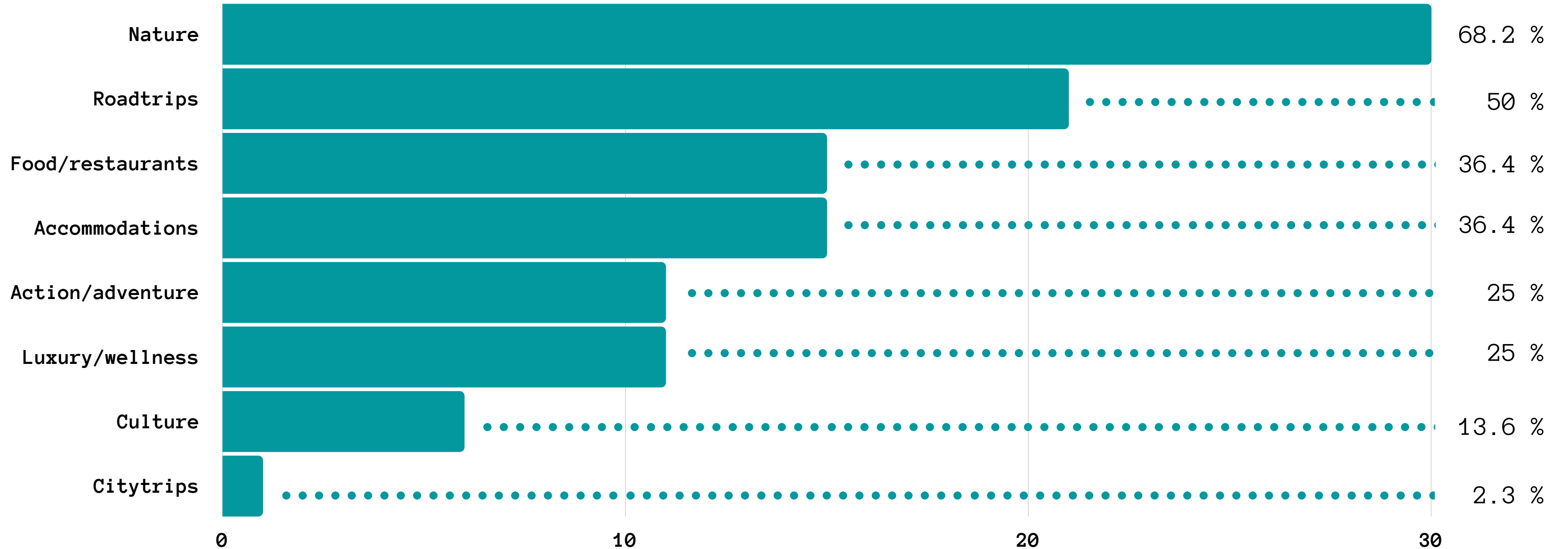
MY 'MOST ENGAGING TRAVEL POST' ON INSTAGRAM OF THE LAST 6 MONTHS WAS ABOUT...



THE THREE COUNTRIES THAT HAVE GENERATED THE MOST INTEREST ON MY CHANNELS OVER THE PAST SIX MONTHS ARE...



THE TOPICS THAT HAVE GENERATED THE MOST INTEREST ON MY CHANNELS OVER THE PAST SIX MONTHS ARE...



IN COMPARISON WITH THE PAST YEARS I NOTICED THAT...

MORE FOLLOWERS LET ME KNOW THAT THEY HAD BOOKED BASED ON ONE OF MY POSTS



MORE FOLLOWERS CONTACTED ME FOR TIPS ON A PARTICULAR DESTINATION



THERE WAS NO DIFFERENCE IN TERMS OF CONTACT WITH FOLLOWERS



MORE FOLLOWERS CONTACTED ME WITH CONCRETE QUESTIONS ABOUT A CERTAIN DESTINATION



FEWER FOLLOWERS CONTACTED ME WITH CONCRETE QUESTIONS ABOUT A CERTAIN DESTINATION



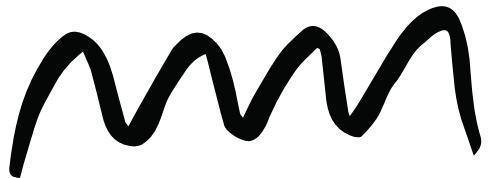
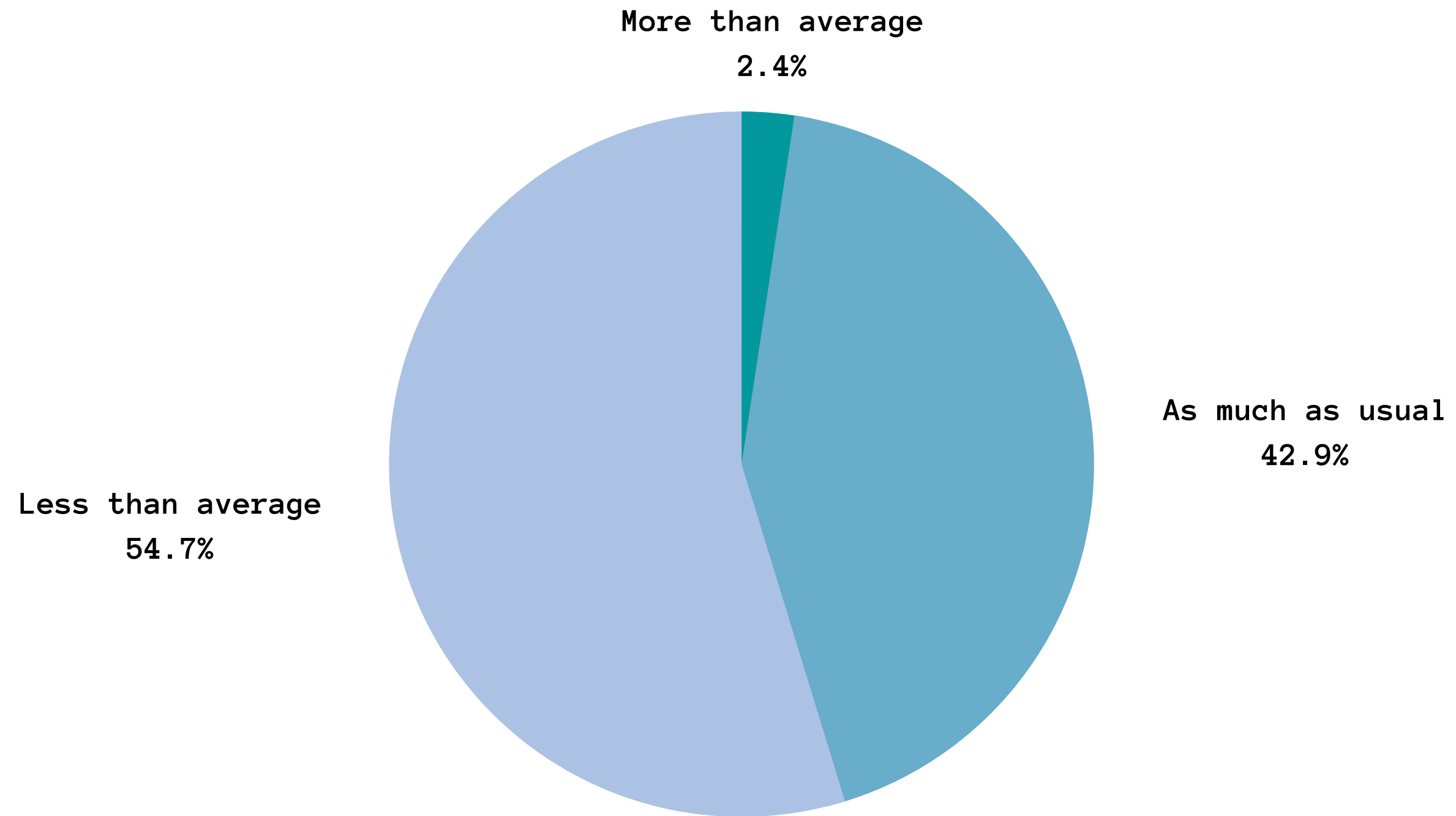
FEWER FOLLOWERS CONTACTED ME FOR TIPS ON A PARTICULAR DESTINATION



LESS FOLLOWERS LET ME KNOW THAT THEY HAD BOOKED ON THE BASIS OF ONE OF MY POSTS



MY ARTICLES/POSTS ABOUT DESTINATIONS OUTSIDE EUROPE ARE CURRENTLY BEING READ...



5 KEY TAKEAWAYS

- ALMOST **70 %** OF THE INFLUENCERS REGISTERED MORE VISITORS AND PAGEVIEWS OVER THE PAST SIX MONTHS
- ALMOST **40 %** NOTED A LONGER READING TIME
- BEST SCORING ARTICLES WERE FOCUSING ON **BELGIUM**, FOLLOWED BY THE NETHERLANDS AND FRANCE
- WE ARE LOOKING FOR ARTICLES WITH THE FOLLOWING FOCUS: **NATURE, ROADTRIPS AND CULINARY**
- OVER **40%** REPORTED MORE REACTIONS FROM FOLLOWERS STATING THEY **BOOKED** BASED ON A POST OF THE INFLUENCER



THESE RESULTS SHOW THAT
INFLUENCERS HAVE BECOME
MORE INFLUENTIAL DURING
THE CORONA PANDEMIC.



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