

Social Media Influencers in the Travel Industry: an analysis

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Abstract

This thesis reviews the history of travel, the experience economy, the emergence of Web 2.0, millennials and social media to better understand the development of the social media influencer (SMI) and the tool of storytelling. The top 30 SMIs were analyzed through various measures: demographic, social media and audience targeting to determine that SMIs are in fact easily categorized. This new way of categorizing SMIs in the travel industry will help new cooperation between brands and SMIs in the travel industry. Based on the analysis of these SMIs, new travel trends going towards experience travel and highly personalized travel were predicted