LinkedIn

LinkedIn is Not a Jobs Site: The Case for Travel Marketers On LinkedIn

Welcome!

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LinkedIn Marketing Solutions

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NYC & Company

Agenda

1. The LinkedIn Platform
2. Ideas and Inspiration
3. Closer look at NYC & Company on LinkedIn
4. Q&A

The LinkedIn Platform

Vision Statement

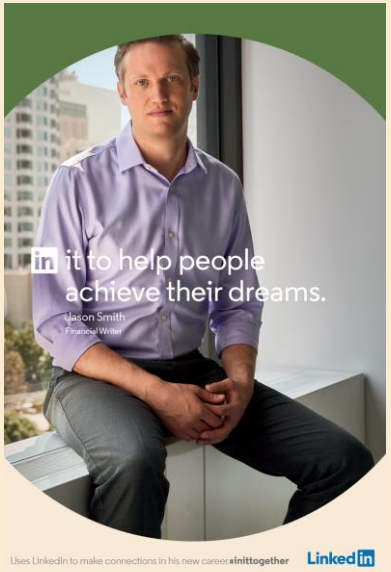
“Create Economic Growth for Every Organization Worldwide”

90%
B2B Marketers who leverage LinkedIn

30M
Companies Listed on LinkedIn

645M
Global LinkedIn Membership

Adding 2 new members every second



Source: 2017 Edelman/LinkedIn Study “How Thought Leadership Impacts B2B Demand Generation.”

Mythbusting LinkedIn

“It’s a Job Site”

5x more feed consumption than jobs

“It’s for B2B”

Travel brands using LinkedIn:

Hilton, Marriott, Southwest Airlines, Jetsuite, Delta, Hertz, Enterprise, many more.

“My Audience isn’t there”

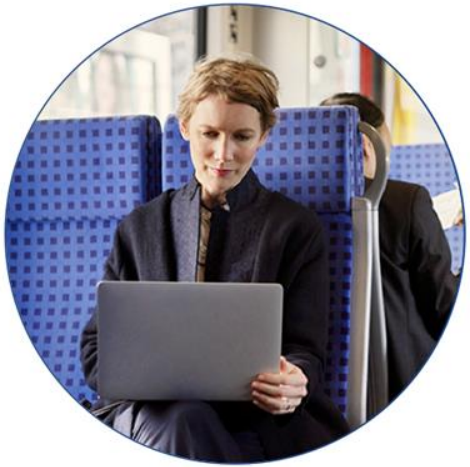
LinkedIn members:

3.6x more likely to travel for leisure purposes

2x more likely to travel as a family

68% of LinkedIn members have extended a business trip for pleasure in the last year

3 key travel audiences:



Business Travelers

Luxury Leisure

Meeting Planners

530K

Biz Travel Influencers

3M

International Biz Travelers

18M

US Biz Travelers

68M

Biz Travelers around the world

Business Travelers

Business Travelers are leaned in on LinkedIn

ACTIVE

90% of all BTs are using LinkedIn every month

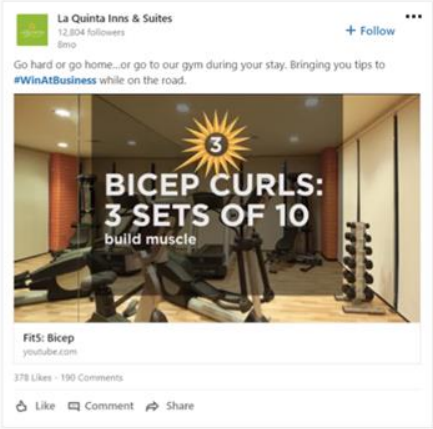
CONNECTED

BTs have a network

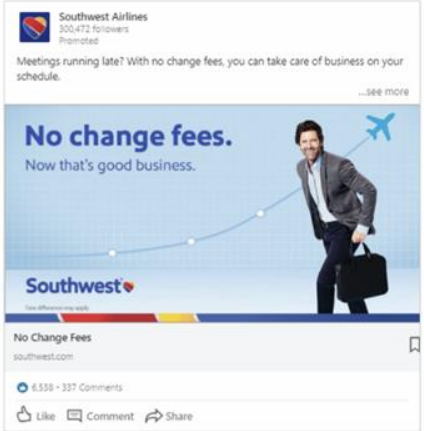
1.5x bigger than the average member

Source: LinkedIn internal data

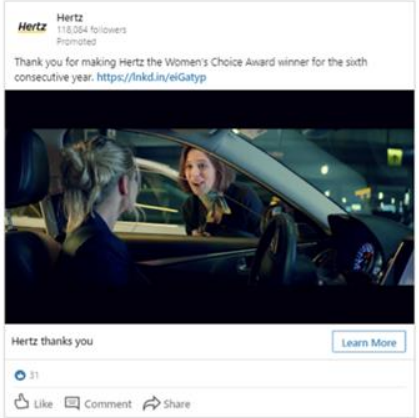
How to impact business travelers on LinkedIn



Speak directly to them



Provide value to drive consideration



Remember not all BTs are created equal

720K

C-suite nearing retirement

3.5M

regularly travel with family

4M

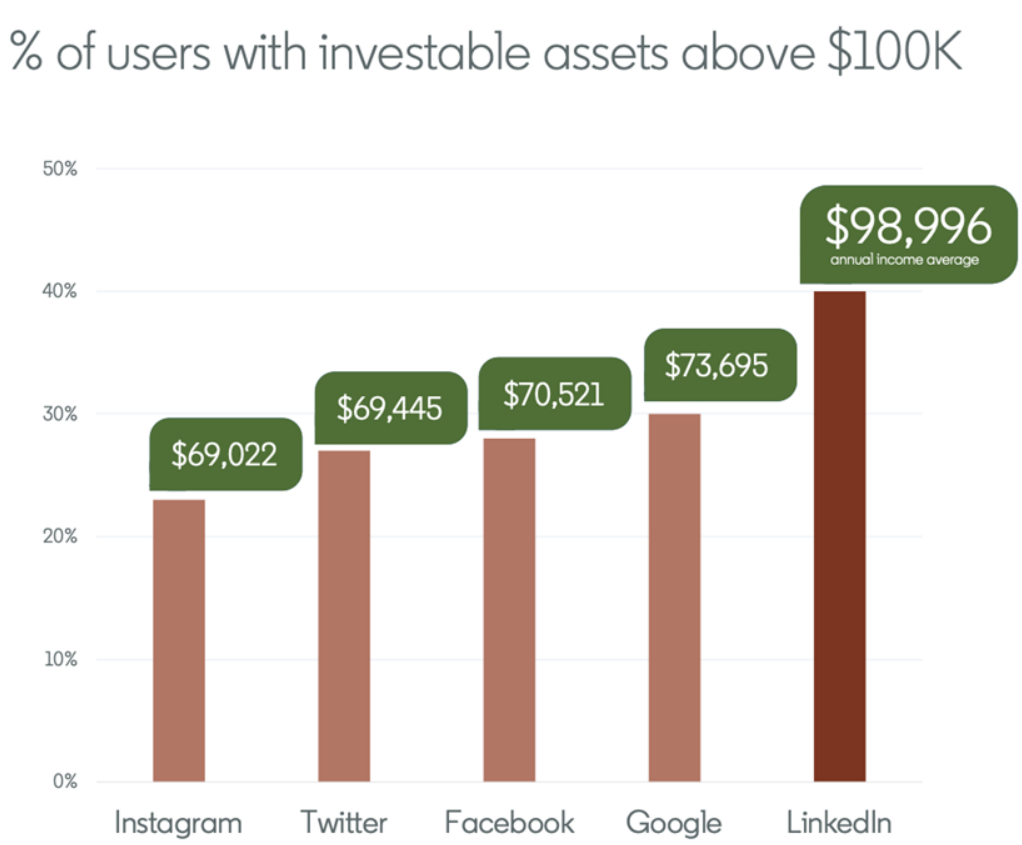
travel internationally for leisure

7M

Affluent Travelers

Luxury Leisure Travelers

LinkedIn members have money to spend

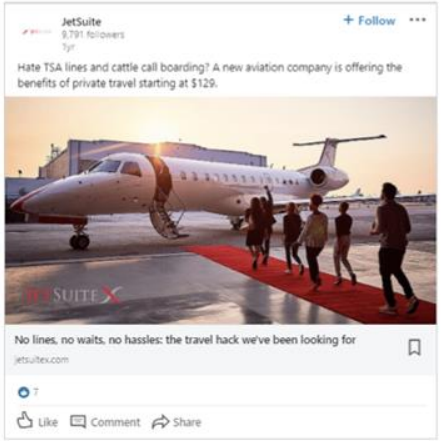


Source: Forrester Research, 2018

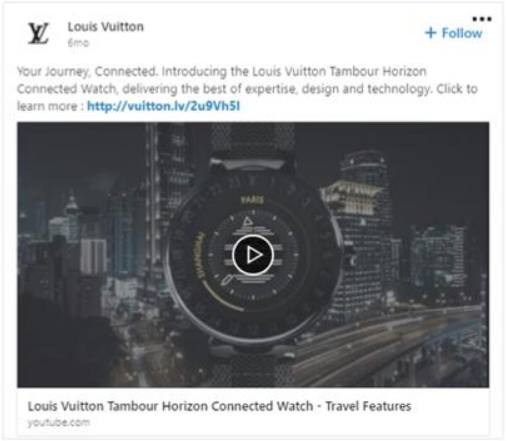
And they're already big-time, well-established travelers

Source: Global Web Index, Q2 2018

How to impact luxury leisure travelers on LinkedIn



Find balance: niche & scale



Capitalize on platform mindset

Professionals are consumers, too

200K

in meeting/ event groups on LinkedIn

300K

Meeting & Event Planners

10M+

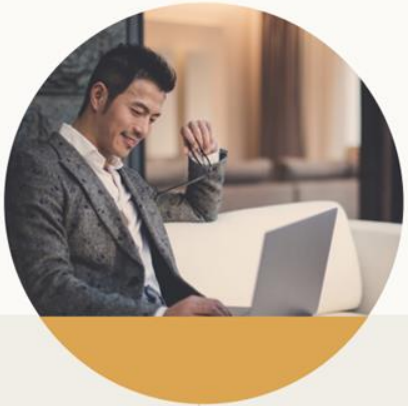
with event planning skills

Meeting Planners

Their most **engaged articles focuses on creative venue spaces** and exciting customer experiences. This type of content serves as inspiration for their own planning.

Meetings in Laguna Beach leave a lasting impression

Exploring a new venue experience outside of the traditional events spaces.



Wherever the day takes you, charm city (Baltimore) makes business a pleasure

Learning more about how local businesses can create a unique meeting and event experience.

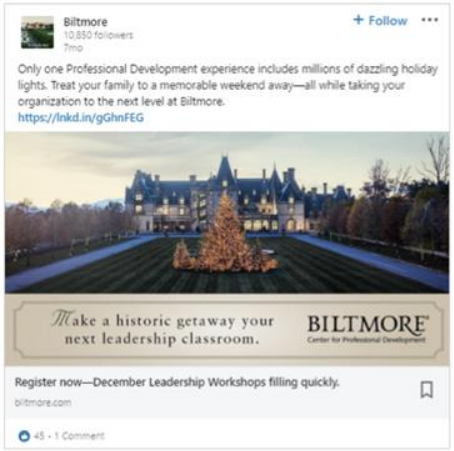
Soul of Sonoma on Martha's Vineyard for wine festival

A new twist to traditional vineyard events with the induction of new minority owned wines.

How to impact meeting planners on LinkedIn

Tell your brand's story

Think property-specific



Consider bleisure tie-in

LinkedIn

2018 Total Visitor Travel

NYC & Company is the **official destination marketing organization** for the five boroughs of New York City. Our mission is to maximize responsible travel and tourism opportunities throughout the City, build economic prosperity and spread the dynamic image of New York City around the world.

Visuals help us storytell

Across the following channels:

- Facebook
- Instagram
- YouTube
- TripAdvisor
- Weibo
- WeChat
- Twitter
- Pinterest
- **LinkedIn**

Our goals for LinkedIn:

- **Increase brand awareness to a B2B audience that may not follow our B2C channels**
- **Drive traffic to our newly designed B2B site: business.nycgo.com**
- **Inform and educate members, meeting planners, travel trade and potential travelers about the latest product from NYC**

B2C - NYCgo's welcome video appeals to B2C and B2B audiences

MICE - articles about meeting spaces linking to our B2B site

NYC & Company
27,375 followers
7mo

These museums are among the many NYC institutions that can host groups. Choose their fascinating exhibits as the backdrop to your next meeting, making for an inspiring experience your delegates will talk about for years to come.

10 NYC Museums Available for Meetings and Events

business.nycgo.com

Travel Trade - actionable resources such as webinars

NYC & Company
27,559 followers
3w

Wondering what's happening in NYC next year? Our free What's New in NYC webinar, designed especially for travel-trade professionals, is a unique opportunity to hear about the City's newest product offerings and attractions.

NYC & Company Webinars: What's New in NYC

business.nycgo.com

Press - best press/media coverage about NYC linking to other publications

NYC & Company
27,376 followers
6mo

New York City is No. 1.

The 48 best cities in the world in 2019

timeout.com

NYC & Company
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"This summer, New York is on pace for its highest annual tally of tourists—nearly 67 million, according to the latest estimate from NYC & Company, the city's tourism marketing agency. That would be close to two million more visitors than the city claimed in 2018 and would be its 10th consecutive year of rising tourism, said Fred Dixon, the agency's chief executive."

N.Y.C. Is on Pace to Draw a Record 67 Million Tourists This Year

nytimes.com

thank
you!

Connect with Us

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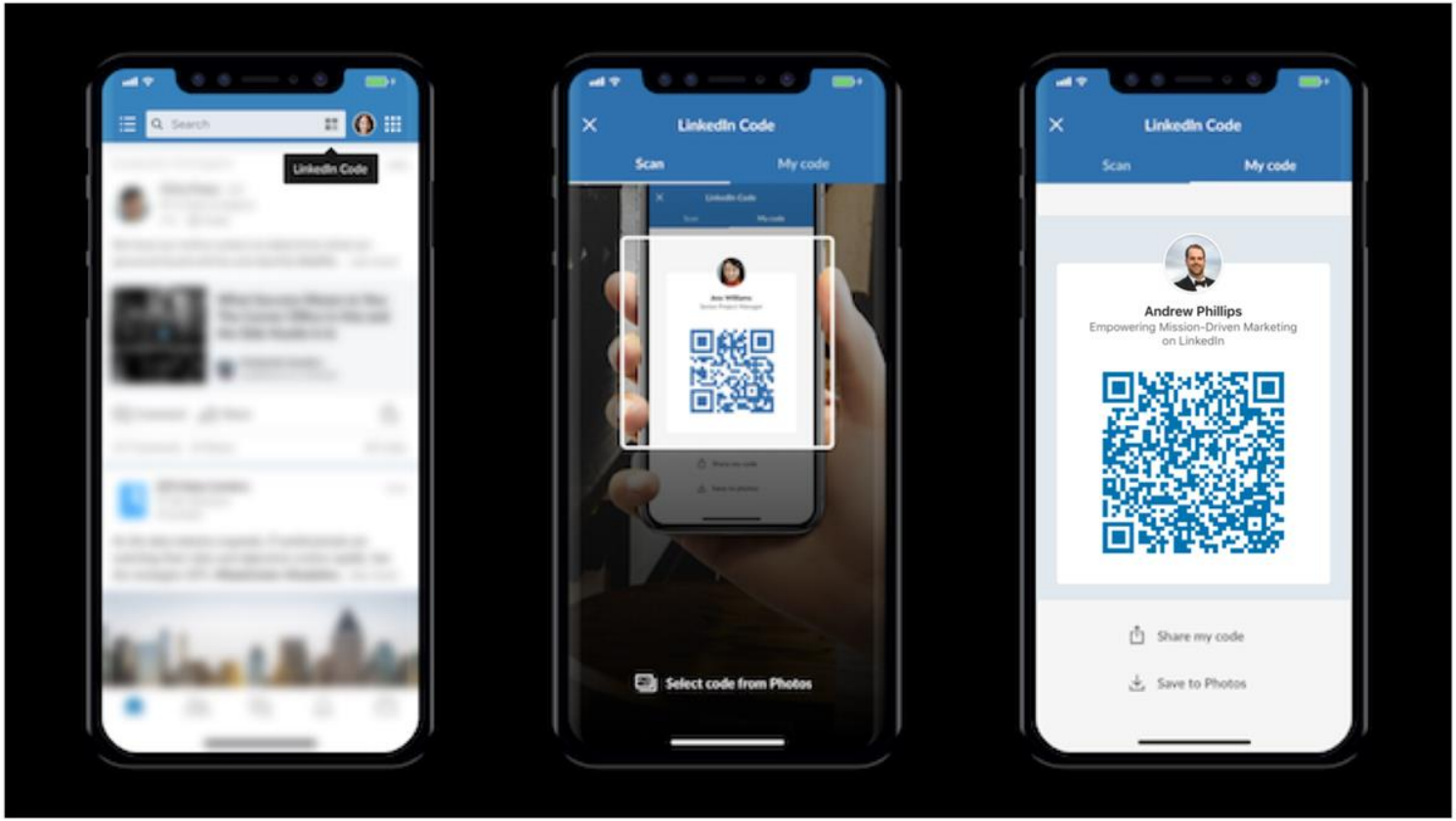
One last thing…