

TOURISTS GO TO TWITTER FOR THE BEST TRAVEL TIPS



The habitual tweeters usually use Twitter to help prepare them for travelling, whether to get good deals, choose sights and local activities, find directions, or to just complain about local travel professionals. This was revealed by the research from Allianz Global Assistance's #HELPME observatory.

Use Twitter frequently to organize trips or get tourist advice. 38% of network subscribers trust their "friends" to help pick destinations, sights, or even the activities to do. **Over 26% of people use Twitter to help arrange travel logistics, for example to choose a hotel or transportation.**

Very little of them actually tweet questions regarding their minor hassles when it comes to traveling. These problems could be with their money, visas, baggage or by getting in-touch with the embassy. These small issues can reimburse for certain plane tickets, and at a lesser extent of medical expenses do account for 7% of tweeted requests.

Overall, a third of travel related queries that are tweeted directly to certain travel professionals concerning requests, advice, or solving a problem are answered. One third of those tweets receive around one answer, though the observatory could not quite determine whether those responses were satisfactory or not. However, the best way for you to obtain an answer would be to "point out your question directly at an identified contact" (around 46% response rate).

This should be noted on how those that use Twitter do usually request help during, after, or before a trip. This is generally frequent tweeters that nearly have 1,000 followers on average. Only 20% of those people use hashtags when it comes to "sending a general tweet which can be identified from at least one key word (i.e. #HELPME; #PARIS or #LOST)."

This specific social networking observatory has carried out The Metrics Factory on Allianz Global Assistance, which was based on this list of over 25,000 tweets in regular English concerning all the travel situations and the requests all in March 2013.

Date: 2013-07-01

Article link: <http://www.tourism-review.com/tourists-choose-twitter-for-the-best-travel-tips-news3761>