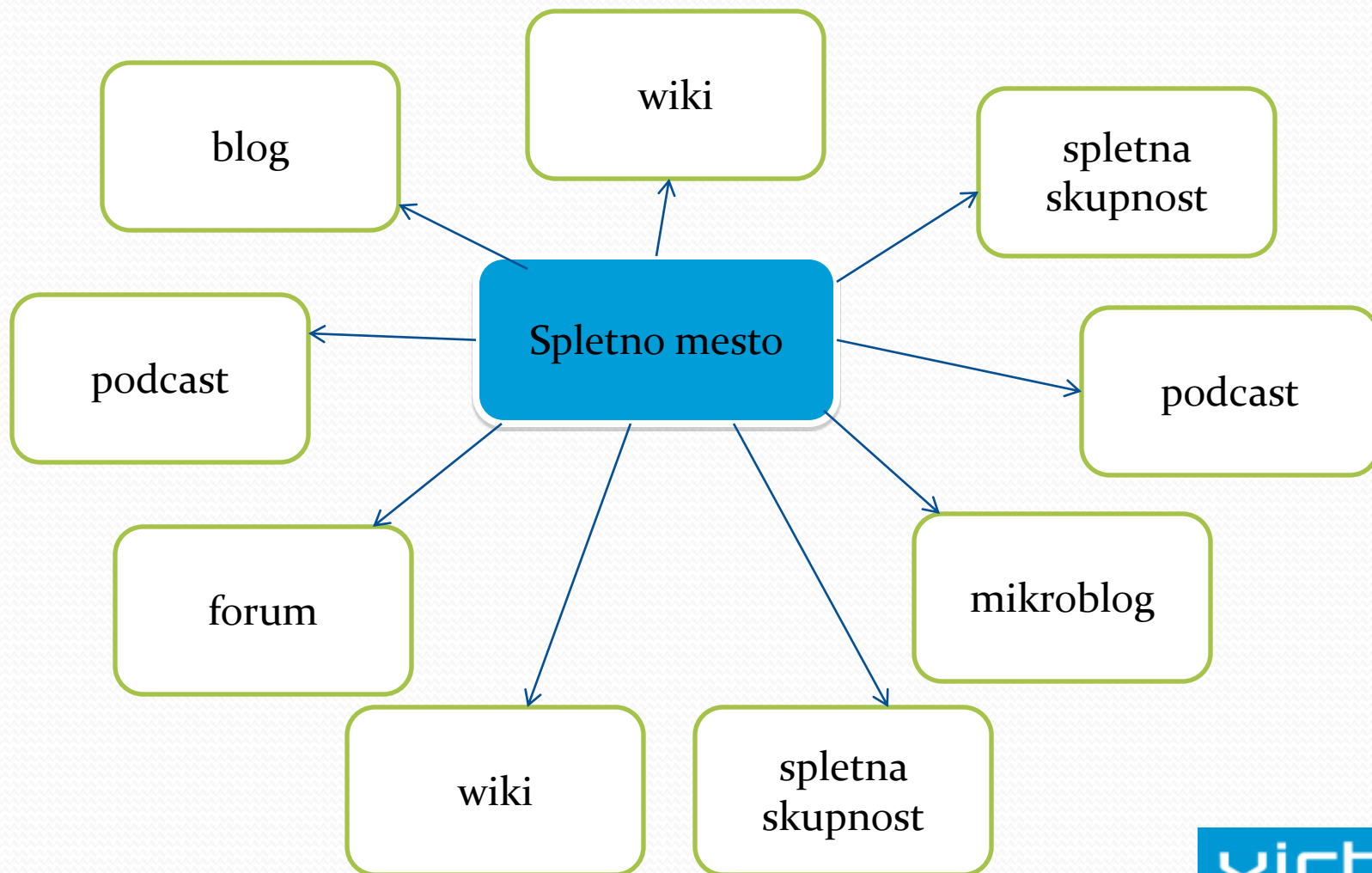


# Uporaba in vpliv družabnih medijev v turizmu

Jasna Suhadolc

43. Marketinški fokus, 15. april 2010

# Nov komunikacijski model





Le 14% porabnikov zaupa oglasu,  
kar 78% pa zaupa priporočilom  
drugih uporabnikov.

*Raziskava McCann med 17.000 uporabniki v 29 državah(2008)*

facebook

350 mio aktivnih uporabnikov (50% dnevno)

twitter

15 mio rednih upor. (75 mio računov)

flickr

4 milijarde slik

You Tube  
Broadcast Yourself™

400 mio uporabnikov, 2. iskalnik na svetu

WIKIPEDIA

14 mio člankov, 85.000 aktivnih upor.

Linked in

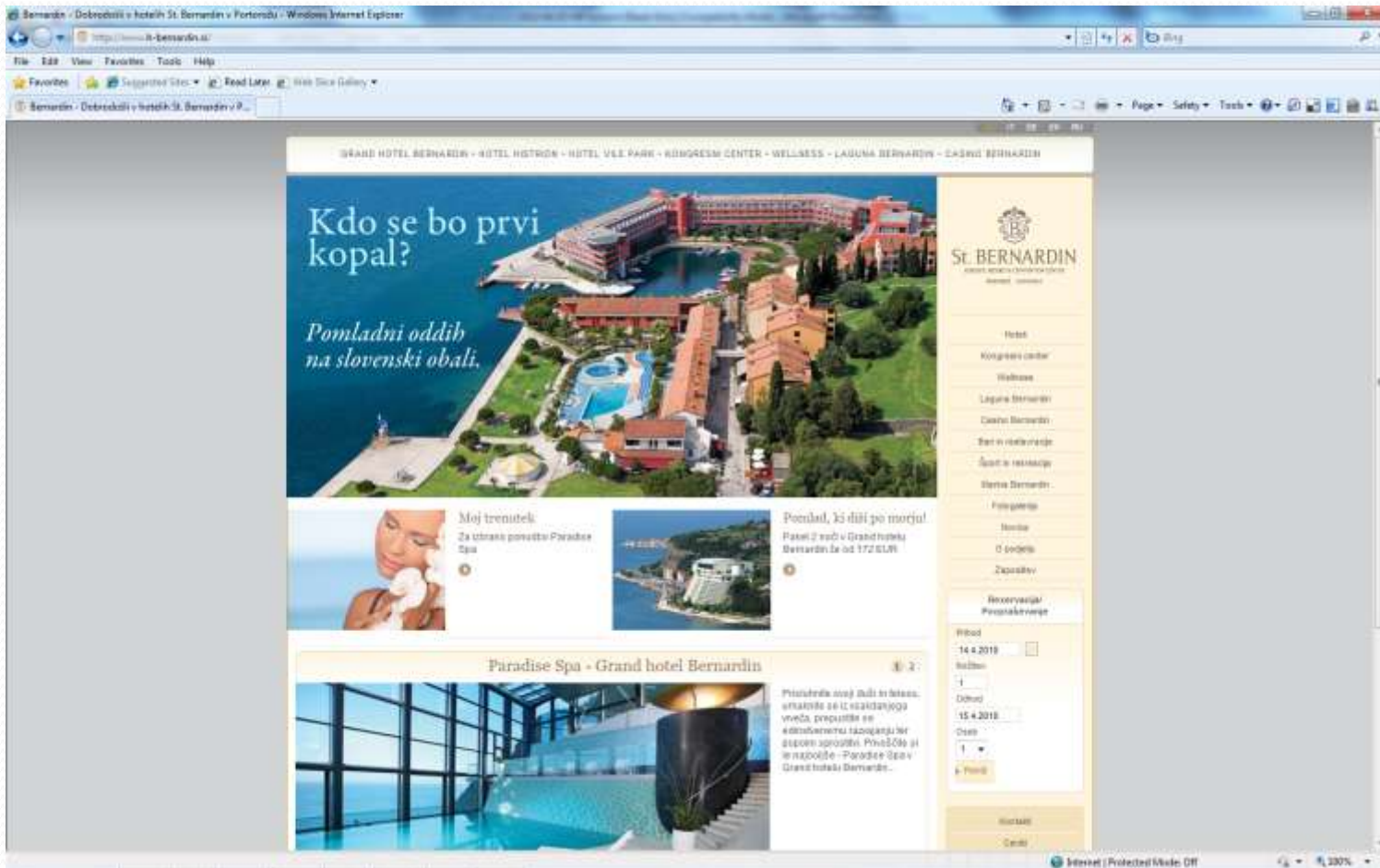
65 mio članov

# Kakšen je vaš digitalni odtis?



- Na ugled vplivajo poleg tradicionalnih medijev vse bolj tudi **iskalniki** in **družabni mediji**

# Je spletno mesto dovolj?



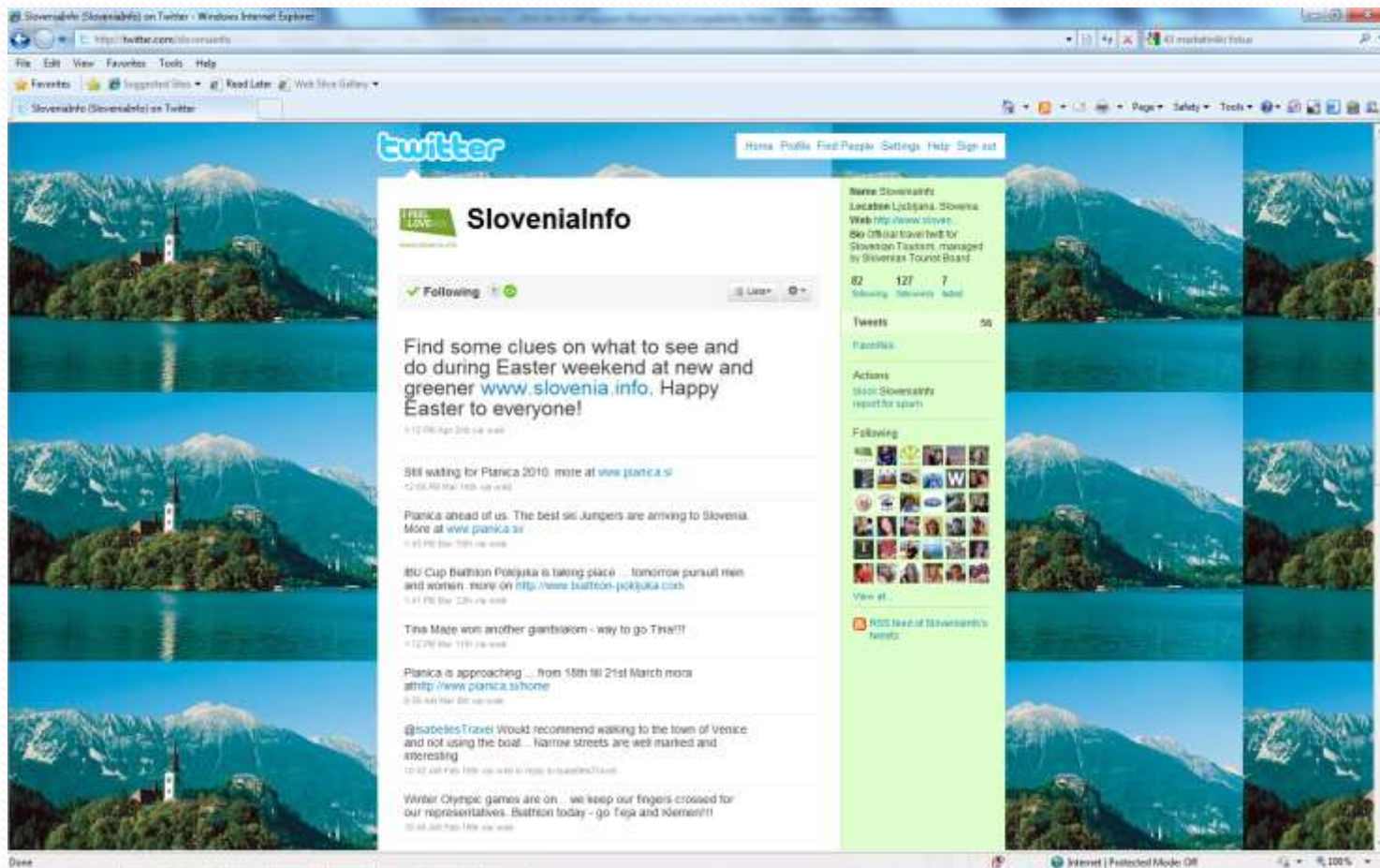
# Kaj pravijo drugi?

The screenshot shows the TripAdvisor website for Grand Hotel Bernardin in Portoroz, Slovenia. The page layout includes a navigation menu at the top, a search bar, and a main content area with several sections:

- Navigation:** Home, Hotels, Flights, Restaurants, Vacation Rentals, Trip Ideas, Write a Review.
- Search:** City, hotel name, etc.
- Hotel Details:** Grand Hotel Bernardin, Hotel class: 5 stars, Obala 2, Portoroz 8320, Slovenia.
- Check Rates and Availability:** Check-in: mm/dd/yyyy, Check-out: mm/dd/yyyy, Adults: 2. Includes a "CHECK RATES!" button and links to Booking.com and Venere.com.
- Reviews you can trust:** Shows reviews by trip type and rating. Includes a bar chart for "50% of travelers recommended" and a "Reviews you can trust" section.
- Best deals: Portoroz hotels:** Lists deals for Grand Hotel Bernardin, including "Up to 75% discount" and "Lowest price guarantee".

The page also features a "TripAdvisor Popularity Index" showing a score of 9 out of 25 hotels in Portoroz, ranked #3 for business. A "TripAdvisor Traveler Rating" of 4.5 out of 5 is shown, based on 20 reviews. A quote from a reviewer says, "You will regret booking this hotel!" dated Apr 7, 2010. Another quote says, "Vreme, vreme a non posso" dated Nov 20, 2008. A call to action says "Call now to book: +44 (0)20 7136 6637".

# Slovenija.info sledi le 127 oseb ☹️



# Facebook aplikacija



# Rezervirajte si sobo prek FB

### Book with Design Hotels™

**Destination**  
Where do you want to go?

Select a city

**Arrival Date**

1  Month/Yr


**Departure**

1  Month/Yr

**Number of guests**

2

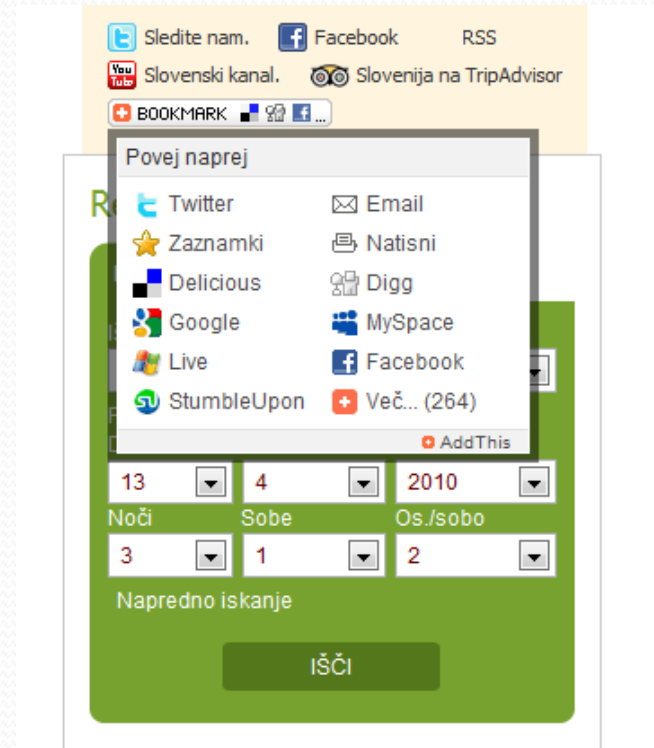
**Check Availability**



The screenshot shows a Facebook page for DesignHotels.com. The page layout includes a top navigation bar with 'facebook' and a search bar. The main content area features the company's profile picture (a stylized 'd' logo), a 'Become a Fan' button, and a list of posts. The posts include text updates, photos of furniture, and a video. The sidebar on the right contains navigation links like 'Wall', 'Info', 'Photos', 'Videos', and 'My Ficks'. The browser window title is 'facebook | DesignHotels.com - Windows Internet Explorer'.

# Ne obstaja pa le Facebook...

Share/Povej naprej pozna  
270+ drugih spletnih  
družabnih omrežij...

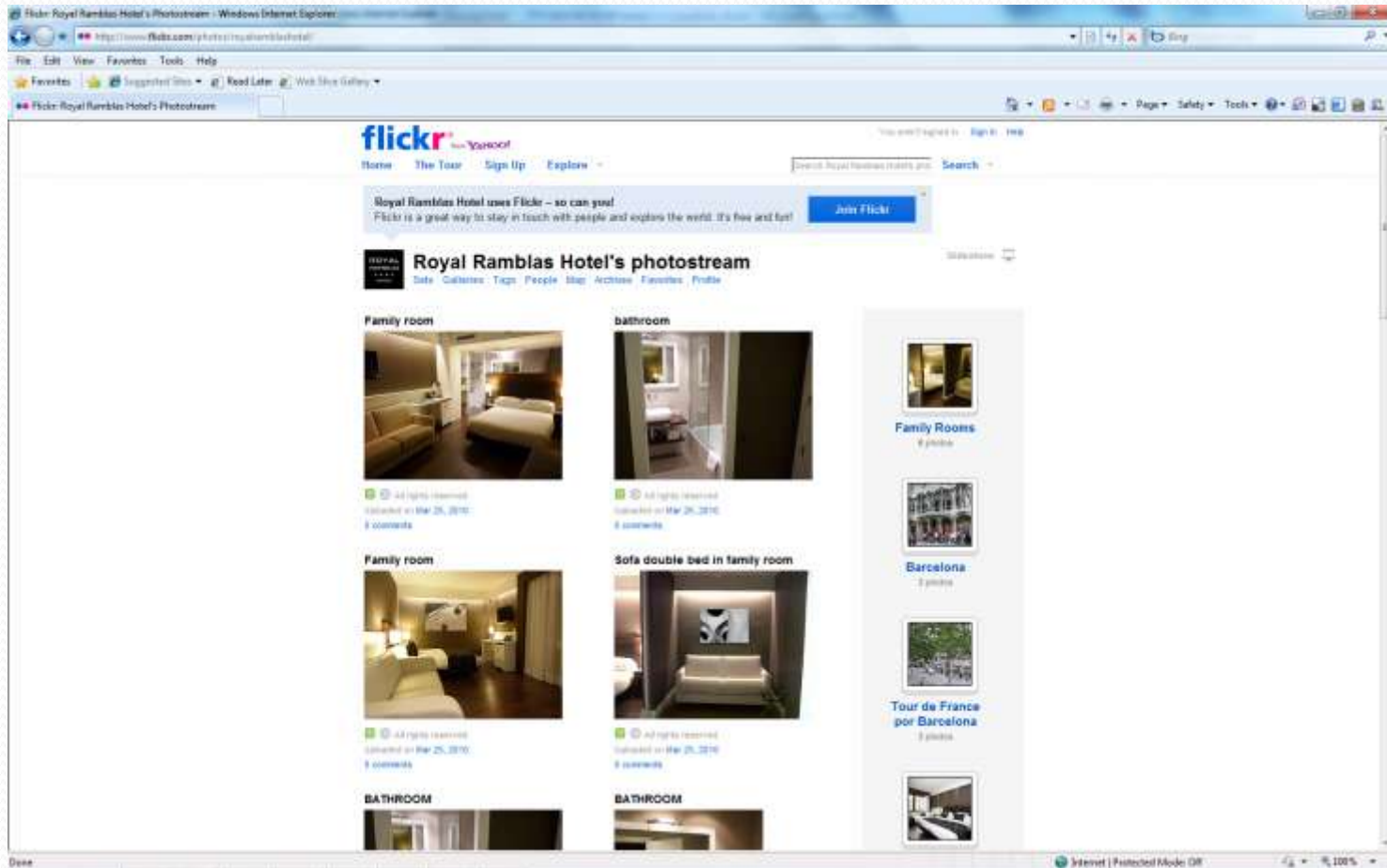


# Nišna spletna družabna omrežja

The screenshot shows the Bikelife website interface. At the top, there are navigation tabs for 'Reviews', 'Advice', and 'Opinion', along with a tagline 'Written for You, by Experts'. Below this is a search bar and a list of 'Most Recent Routes'. The routes are listed in a table with columns for 'Route', 'Who', 'Where', and 'When'. Below the table, there are sections for 'What is Bikelife?', 'Bikelife needs you!', and 'New! Bicycle & Component Reviews'. The 'Bikelife needs you!' section includes a small image of a mountain landscape and text encouraging users to share their knowledge and experiences.

Route	Who	Where	When
<a href="#">Arnhem/Cherbourg/Amstel</a>	andrew	Arnhem, NL, Netherlands	20 minutes ago
<a href="#">Ampneset... Gerd Coast Forest</a>	antonian	Sveinnes, NO, Norway	24 minutes ago
<a href="#">Batalo/Chiba/Chiba</a>	andrew	Saito, JA, Australia	2 hours ago
<a href="#">Bath/Cotham/Stratford</a>	andrew	Bath, GB, Australia	3 hours ago
<a href="#">Bike to NYC via US</a>	andrew	NY, NY, United States	3 hours ago
<a href="#">TST 2x3H</a>	andrew	East Liberty, US, United States	3 hours ago
<a href="#">Bicycle/Cherbourg/Amstel</a>	andrew	Arnhem, NL, Netherlands	3 hours ago
<a href="#">TST 4x4 4hrs 2x3H</a>	andrew	East Liberty, US, United States	4 hours ago
<a href="#">TST 4x4 4hrs 2x3H</a>	andrew	East Liberty, US, United States	4 hours ago
<a href="#">TST 4x4 4hrs 2x3H</a>	andrew	East Liberty, US, United States	4 hours ago
<a href="#">TST 4x4 4hrs 2x3H</a>	andrew	East Liberty, US, United States	4 hours ago

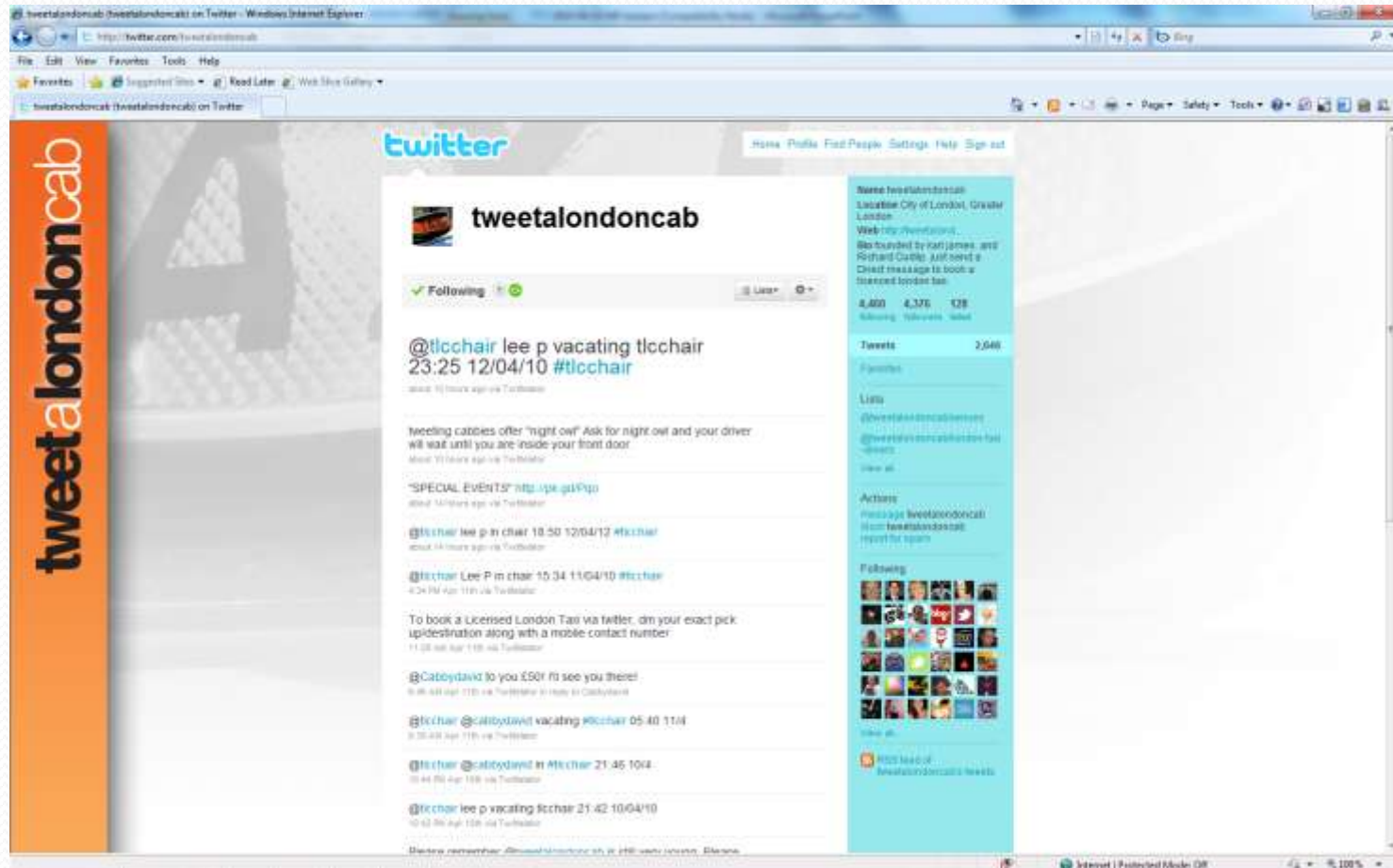
# Flickr



# YouTube



# Twitter



# Google Maps

Map of Tourist Sights in Madrid with Monuments, Squares, Churches, Museums and other attractions - Windows Internet Explorer

http://www.gomails.com/madridtourismapp.html

File Edit View Favorites Tools Help

Favorites Suggested Sites Read Later Web Site Gallery

Map of Tourist Sights in Madrid with Monument...

250 Hotels in Madrid  
Book your hotel in Madrid online.  
Find your hotel on a city map!  
[www.booking.com/Madrid-Spain](http://www.booking.com/Madrid-Spain)


Madrid Hotels #20  
Special Internet Discount! Compare the offers. Save up to 50%!  
[Madrid.hotelmadrid.co.uk](http://Madrid.hotelmadrid.co.uk)

8 Madrid Tickets  
Real Madrid Football tickets Delivered directly in your Hotel!  
[www.amaillasmadrid.com](http://www.amaillasmadrid.com)

Map of Madrid Tourist Attractions

Please click the links on the left or the icons below to see where each tourist attraction is located, and obtain more information about each sight. The map uses a Satellite view by default, but may be changed to a normal street view by clicking the "Map" button below. (Zoom level error with satellite view? [Click here](#).)

- Puerta del Sol
- Plaza Mayor
- Royal Palace
- Gran Via
- Plaza de España
- Royal Madrid
- Ateneo de Madrid
- Las Ventas Bullring
- Corral de la Morería
- Plaza Santa Ana
- Palacio de las Cortes
- El Rastro
- Prado Museum
- Thyssen Museum
- Reina Sofia Museum
- Casapopular
- Real Academia de Bellas Artes
- Retiro Park
- Casa de Campo
- Park de Manzanares
- Teleférico Cable Car
- Palacio de Moncloa
- Plaza de Oriente
- Teatro Real
- Old City Walls
- Turme de los Lupanos
- San Isidro Church
- Casa de Colón
- Casa de la Moneda
- Casa de la Villa
- Cibeles Square
- Plaza de Colón
- Boin Restaurant
- Puerta de Alarcá
- Bank of Spain
- Myrtilene Cathedral
- Palacio de Cristal
- Puerta de Toledo
- Palacio de



This interactive Tourist Map of Madrid uses the advanced Google Maps technology to show the main attractions and sights in Spain's capital. You can click on the icons to see a brief description of each attraction, or the links in the left margin to go direct to that attraction.

Another very interesting option is the satellite version, or the hybrid option which overlays

Internet | Protected Mode Off

# Spodbudite goste k objavam

Welcome to Tohøjgaard Guesthouse: a bed & breakfast on the edge of the Baltic.

**TOHØJGAARD** Guesthouse overlooking the Baltic Sea

## Welcome to Tohøjgaard Guesthouse

Fresh sea air... the gentle sound of surf... deep, quiet forests... delightful breakfasts and steaming coffee... a cool glass of wine... That's what we call "Life, unplugged."

And it is yours to enjoy at Tohøjgaard: A guesthouse on the Danish island of Høri, overlooking the Baltic Sea. Visit us and leave the noise and stress of daily life far behind.

Each of our charmingly-decorated **guest rooms** has outstanding views over Højem Bay and the Baltic Sea. Enjoy silence broken only by the sounds of the surf and seabirds, or relax on our secluded beach or with easy strolls or cycling tours in nearby forests.

We serve breakfast daily, and dinner by reservation. Picnic baskets are also available. We use fresh ingredients, usually locally produced, organic.

**PAGES**  
About Tohøjgaard Guesthouse  
Rooms, Suites and Dining  
Panorama  
Magnolia  
Høstet  
Sunset  
Anne Bowie  
Shangri-La  
Make reservations!  
Events & Specials  
How to get here  
Partners & Friends

**TOHØJGAARD**  
Tohøjgaard Guesthouse  
Syttebakvej 17, Højem  
4780 Sæbø, Denmark  
+45 5581 6667

**READ WHAT OUR GUESTS ARE SAYING!**

**Bravo!**  
Tohøjgaard Guesthouse really "exceeds" by 50 travelers  
tripadvisor

**TOHØJGAARD ON FACEBOOK**  
facebook  
Tohøjgaard

# In odgovorite na pohvalo/kritiko

The screenshot shows a TripAdvisor review page for 'Hochzeit auf Meer - Review of Tolooggaard Guesthouse, Stege, Denmark'. The page is viewed in Internet Explorer. The review is by 'Miles' and is dated '10/12/2009'. The review text is in German and discusses the stay at the guesthouse, mentioning the location, the staff, and the overall experience. The review is highly positive, with a rating of 5 stars. The page also shows a list of other reviews on the left and a management response on the right.

**Management response from Miles Jenkins, Owner**  
(Management representative)  
Nov 25, 2009

Wir danken Ihnen für die Überprüfung. (Wir hoffen, dass unsere Deutsch auf Schrift gut genug ist, um uns zu verstehen).

Wir sind etwas überrascht von dieser Überprüfung, als Sie uns einen sehr freundlichen Brief in unserem Gästebuch verlassen haben. Ein Lichtblick war daher die Vorfreude auf das abendliche, wirklich hervorragende Essen. Dafür unseren ausdrücklichen Dank.

Aber wir möchten gerne Ihre Punkte ansprechen:

"Bad" während das Zimmer ein Bad mit einem anderen Zimmer haben = kann. In diesem Sie ausdrücklich dazu auffordert für ein eigenes Bad. So stellen wir sicher, dass das zweite Zimmer heute während Ihrer Aufenthalt gebucht werden. In der Tat hatten Sie eine vollständige Privatwohnung zu Verfügung mit Schlafzimmer, Bad und Wohnraum.

"Rauchen nicht gestattet." Korrekt, das Rauchen ist nirgendwo in der Pension erlaubt, in Übereinstimmung mit den nationalen staatlichen Gesundheits- und Brandschutzvorschriften. Wir haben in allen Zimmern Zeichen, dass diese zeigen, aber wir werden dafür sorgen, dass auch unsere Website Informationen zu diesem beibehalten Gäste sind willkommen im Freien zu rauchen.

"Kein deutscher TV-Sender auf Satellit." Wir bieten eine Mischung von 80 Stationen in unserem TV-Raum, darunter viele international agierenden Unternehmen. Unsere Satellitenanschlusszeit auf der Satelliten Thor, dass wir gefunden haben, bietet die besten Auswahl für die überregional Mehrheit unserer Gäste, die aus der ganzen Welt kommen. Allerdings werden wir uns die Bereitstellung von mehreren deutschen Kanälen untersuchen.

# Bloganje in povezovanje z bloggerji



# Foursquare

The screenshot shows the Foursquare website for 'Barley Bistro & Bar' in Bangkok, Thailand. The browser window title is 'Foursquare: Barley Bistro & Bar - Bangkok, Thailand'. The page features the Foursquare logo, a search bar, and navigation links. The main content area includes the venue name, address (soi 11/11, Bang Rak, Bangkok 10500, Thailand), phone number (067 033-3011), and a 'special offer' for a free beer with every 3rd check-in. A map shows the location on a street grid. The right sidebar contains statistics (123 check-ins, 13 users), 'WHO'S BEEN HERE' with user avatars, 'CATEGORIES' (Other - nightlife), and 'TAGS' (bar, beer, beers, cocktails, jazz, live music, party, pasta, restaurant, rooftop, restaurant, rooftop, fusion, food, drinks, cocktail, rooftop, Thai food). The footer contains links for about, press, jobs, privacy, terms, contact, and blog, along with a copyright notice for 2010 Foursquare.

foursquare

Join Foursquare to meet up with friends and discover new places!

Barley Bistro & Bar

soi 11/11, Bang Rak, Bangkok 10500, Thailand  
Bangkok, Thailand 10500  
(067) 033-3011

special offer

@ Barley Bistro & Bar: Buy one get one free beer for the night! Buy one get one free beer for every 3rd check-in!

Click to learn how to add a Foursquare promo to your venue!

123 check-ins

13 users

WHO'S BEEN HERE

CATEGORIES

Categories help describe what type of place this is.

Other - nightlife

TAGS

Use tags to let people know what they can expect to find here:

- bar
- beer
- beers
- cocktails
- jazz
- live music
- party
- pasta
- restaurant, rooftop
- restaurant, rooftop, fusion, food, drinks, cocktail
- rooftop
- Thai food

FROM THE TOP 12 LISTS

Pete did this.  
Happy hour this Tuesday buy 1 get 1 Shaka Attire (January 5, 2010)

Tyler C. did this.  
A rooftop bar with jazz music. Awesome! (January 12, 2010 5:44)

about | press | jobs | privacy (revised March 2010) | terms | contact | blog | © 2010 Foursquare

# Best job in the world



# Best job in the world

- 8,4 mio obiska, iz vseh držav
- 8 minut v povprečju na spletnem mestu
- 34.680 prošenj za službo
- Publiciteta v vrednosti 390 mio AUD
- 20% rast turizma v Queenslandu (čeprav sicer padec v Avstraliji)
- 50% potovanj po Avstraliji zdaj vključuje Queensland

# Ključni principi pri uporabi družabnih medijev

...pri povezovanju s porabniki, mediji in strokovnjaki

- Bodite odkriti
- Spoštujte preference
- Ne prodajajte, pogovarjajte se!



# Kaj lahko naredimo? Poslušajte!



# Več informacij?

- Jasna Suhadolc
- [jasna@virtua.si](mailto:jasna@virtua.si)
- [www.twitter.com/jasna](http://www.twitter.com/jasna)
- [www.facebook.com/jasna](http://www.facebook.com/jasna)
- [www.virtua.si](http://www.virtua.si)