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ESG UQÀM



Use of social networks in the hospitality industry

Benoit Duguay

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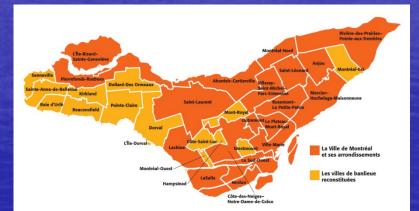
Participants to the survey

The following students have collaborated to the survey whose results are presented today :

- Julie Angibaud
- Gabriel Comtois
- Catherine Choquette
- Virginie Côté
- Marie-Carmel Dambreville
- ✤ Jessica Della Ripa
- Emilie Laborde
- Virgine lavergne-Mayer
- Maxime Péladeau
- Jean-Paul Thions
- Kristel Young

Scope of the study

Territory covered
261 properties in the territory, all have been approached
34 respondents



Measuring instrument

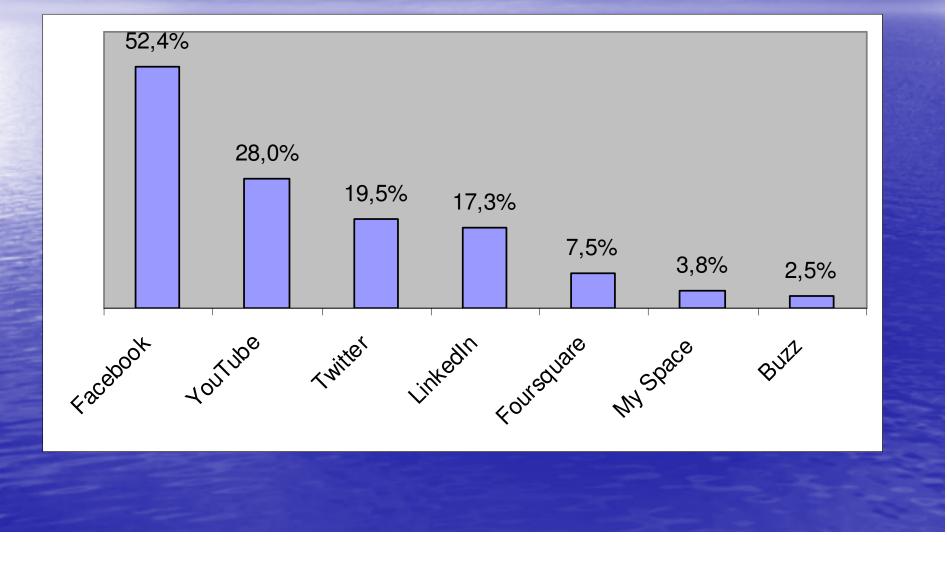
Questionnaire used

- General questions: Use and perception of social networks
- Questions for properties that presently use social networks
 - Questions for properties that plan to use social networks in the coming year
 - Questions for properties that do not use social networks and do not plan to use them in the coming year 144 variables

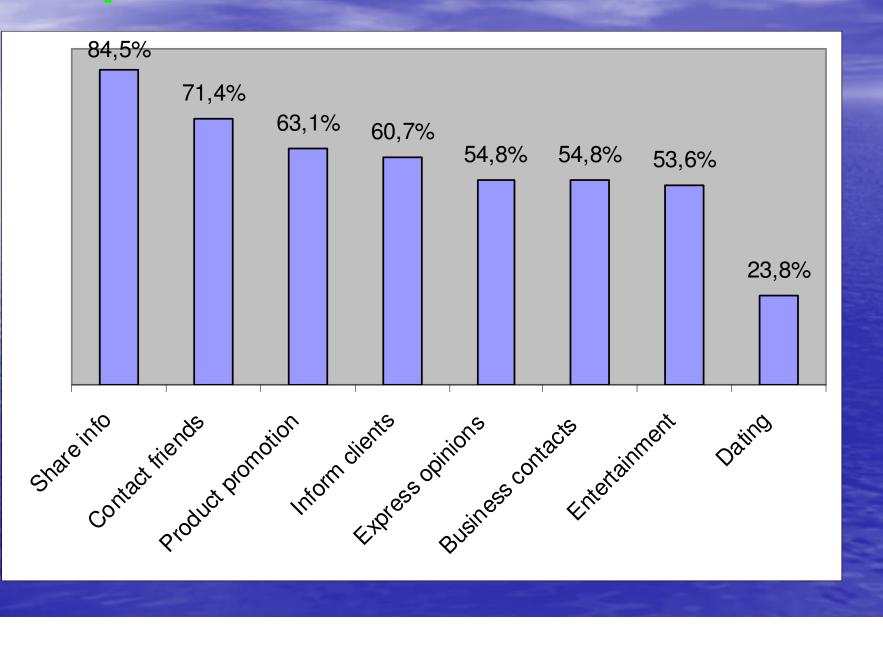
Properties that use social networks

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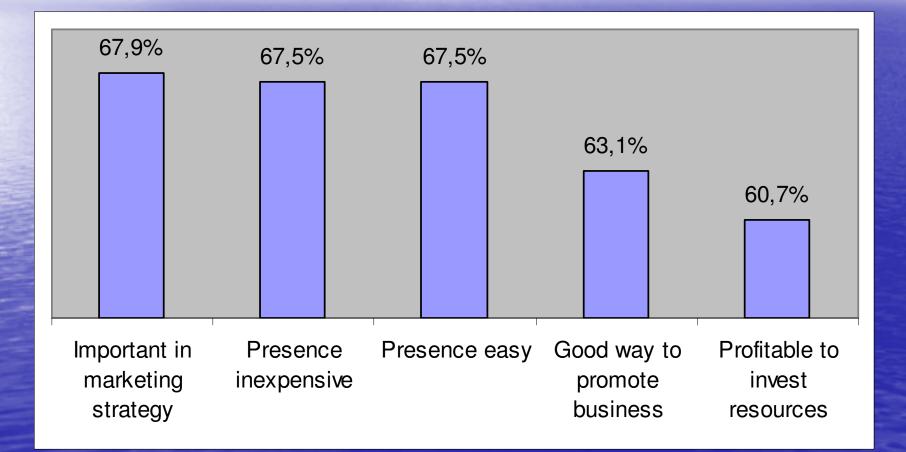
Social networks used



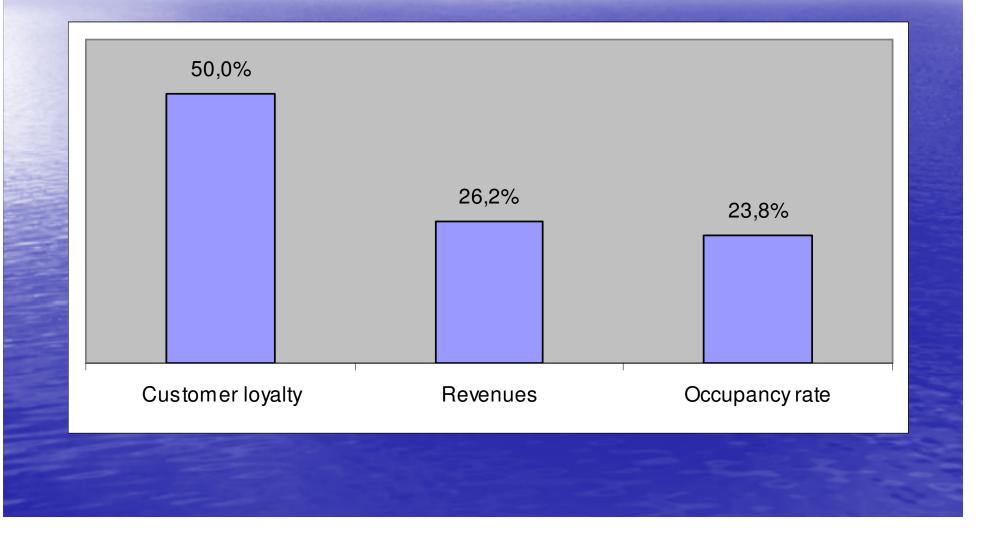
Opinion about social networks



«Agree» or «Completely agree» with these statements

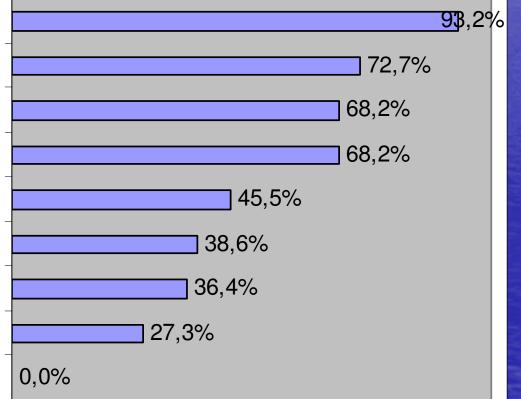


Effects of a presence on social networks

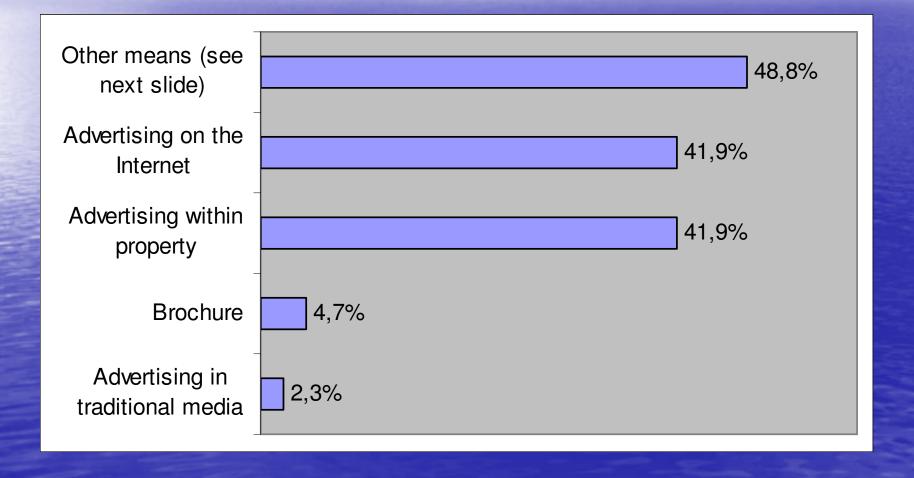


Usages of social networks

Develop property awareness Last minute promotion Posting comments Picture posting by clients Creation of client communities Exceptional properties Customer service Concierge extension Merchandising on mobiles

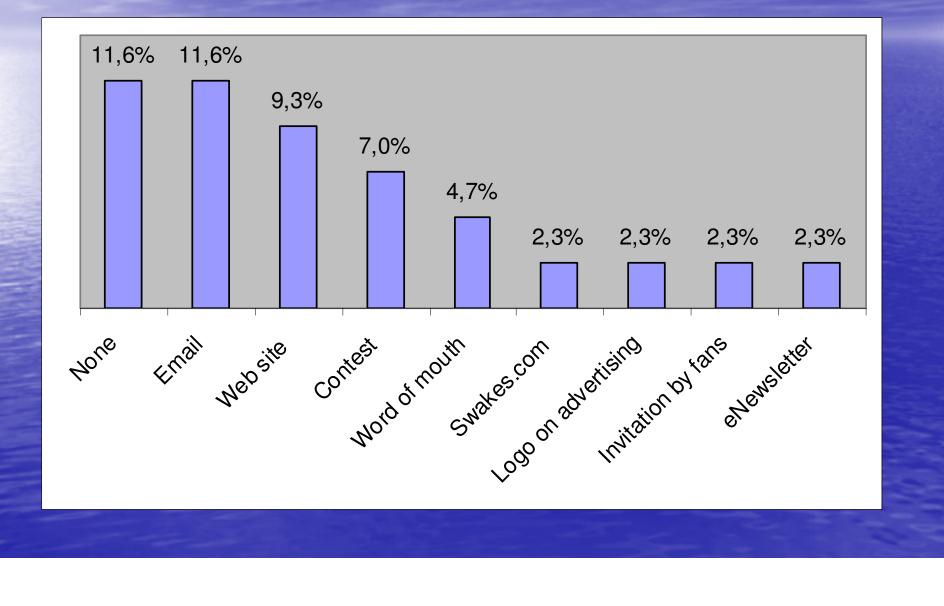


Means used to encourage customers to become friends or fans



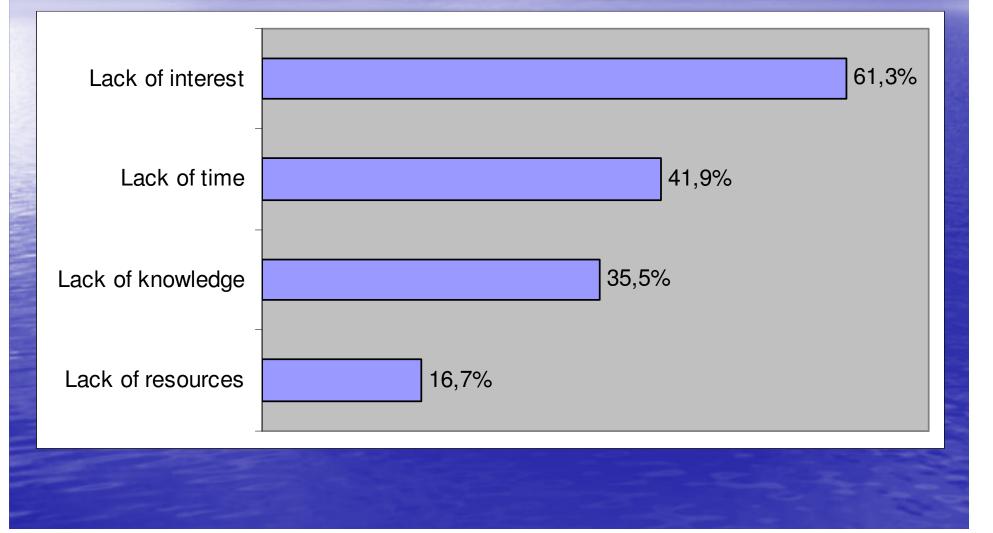
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Other means used



Properties that do not use social networks

Why don't you use social networks?



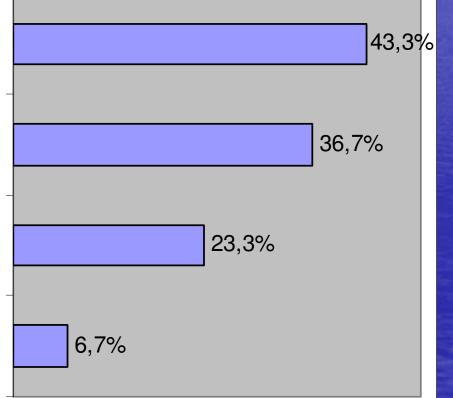
«Agree» or «Completely agree» with these conditions to use social networks

If there were studies confirming that use of social networks can create an increase in customer traffic

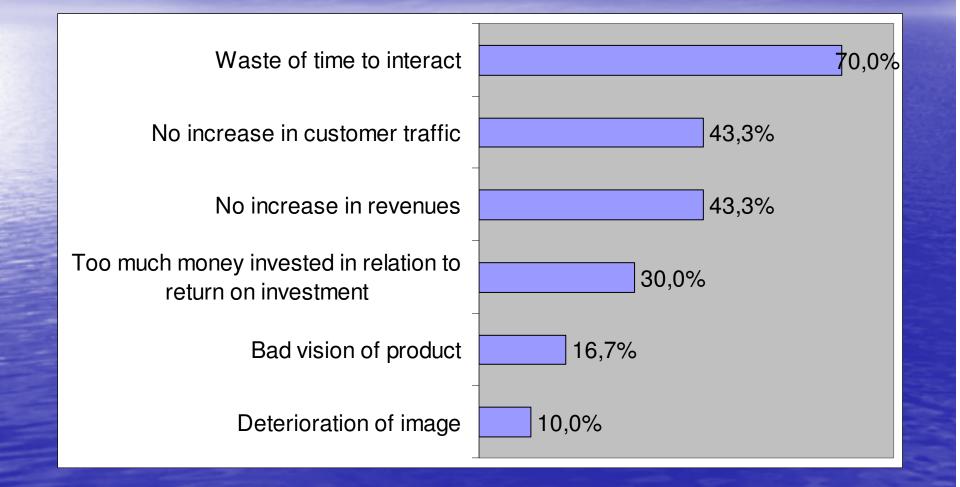
If we had more information about their impacts

If we had more human resources

If we had more financial resources

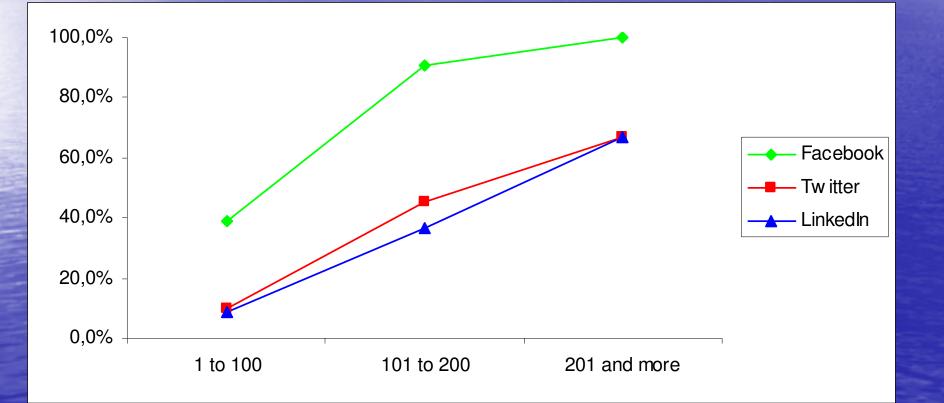


Disadvantages in investing in social networks



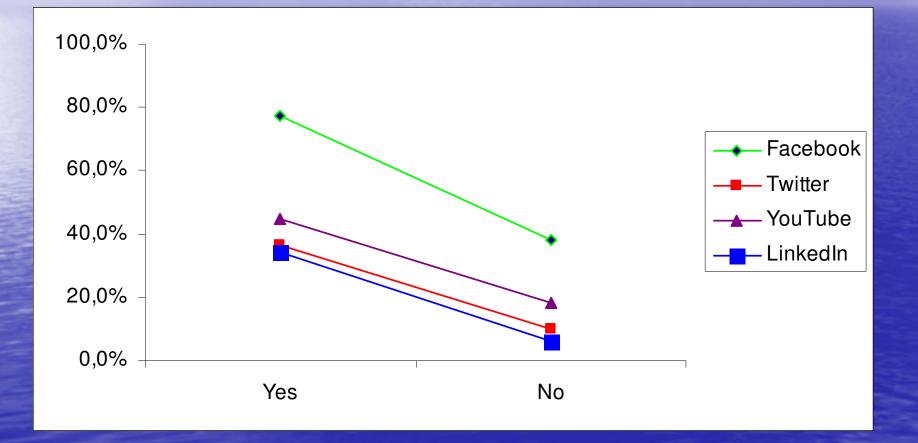
Types of properties that use social networks most

Use of social networks based on the number of rooms



Significance greater than 95%

Use of social networks based on membership in a chain



Significance greater than 95%

Studies required for the hospitality industry

 Demonstrated impacts on goodwill and loyalty
Longitudinal studies
Multiple provinces and cities
Larger samples
Requires collaboration between universities







