



Use of social networks in the hospitality industry

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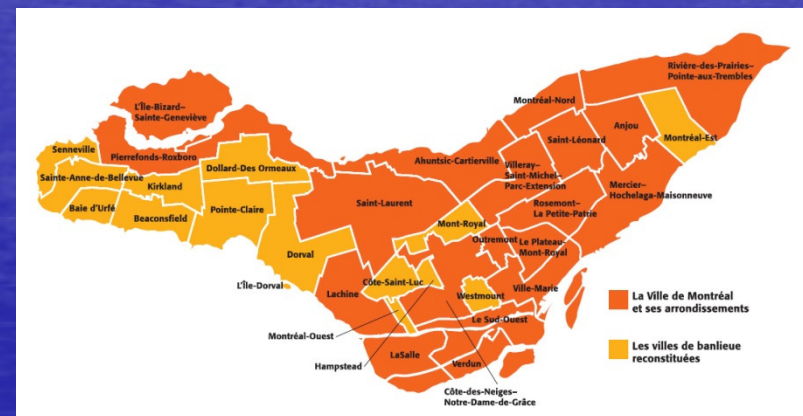
Participants to the survey

➤ **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**
- ❖ **Émilie Laborde**
- ❖ **Virgine Iavergne-Mayer**
- ❖ **Maxime Péladeau**
- ❖ **Jean-Paul Thions**
- ❖ **Kristel Young**

Scope of the study

- **Territory covered**
- **261 properties in the territory, all have been approached**
- **84 respondents**

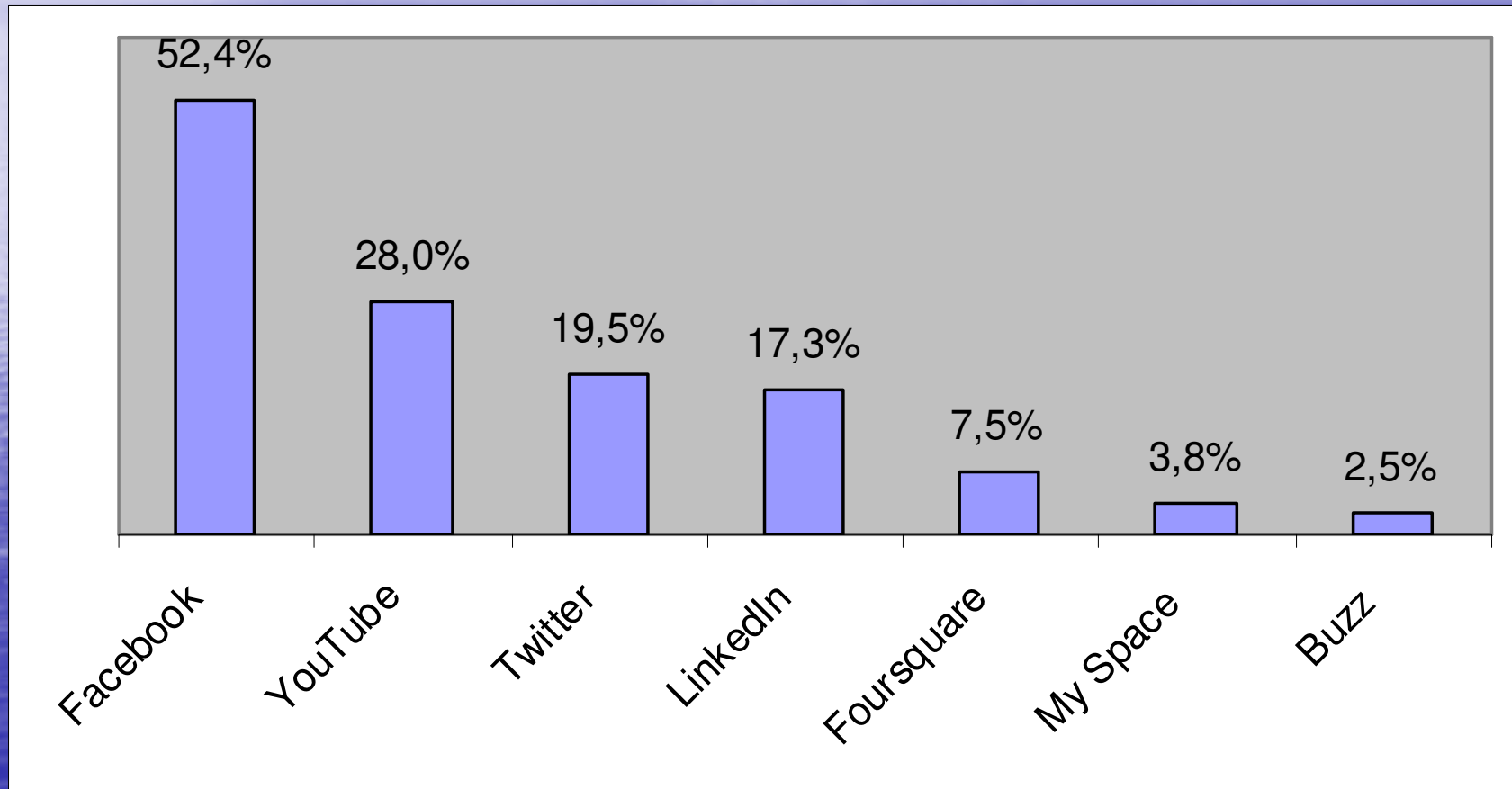


Measuring instrument

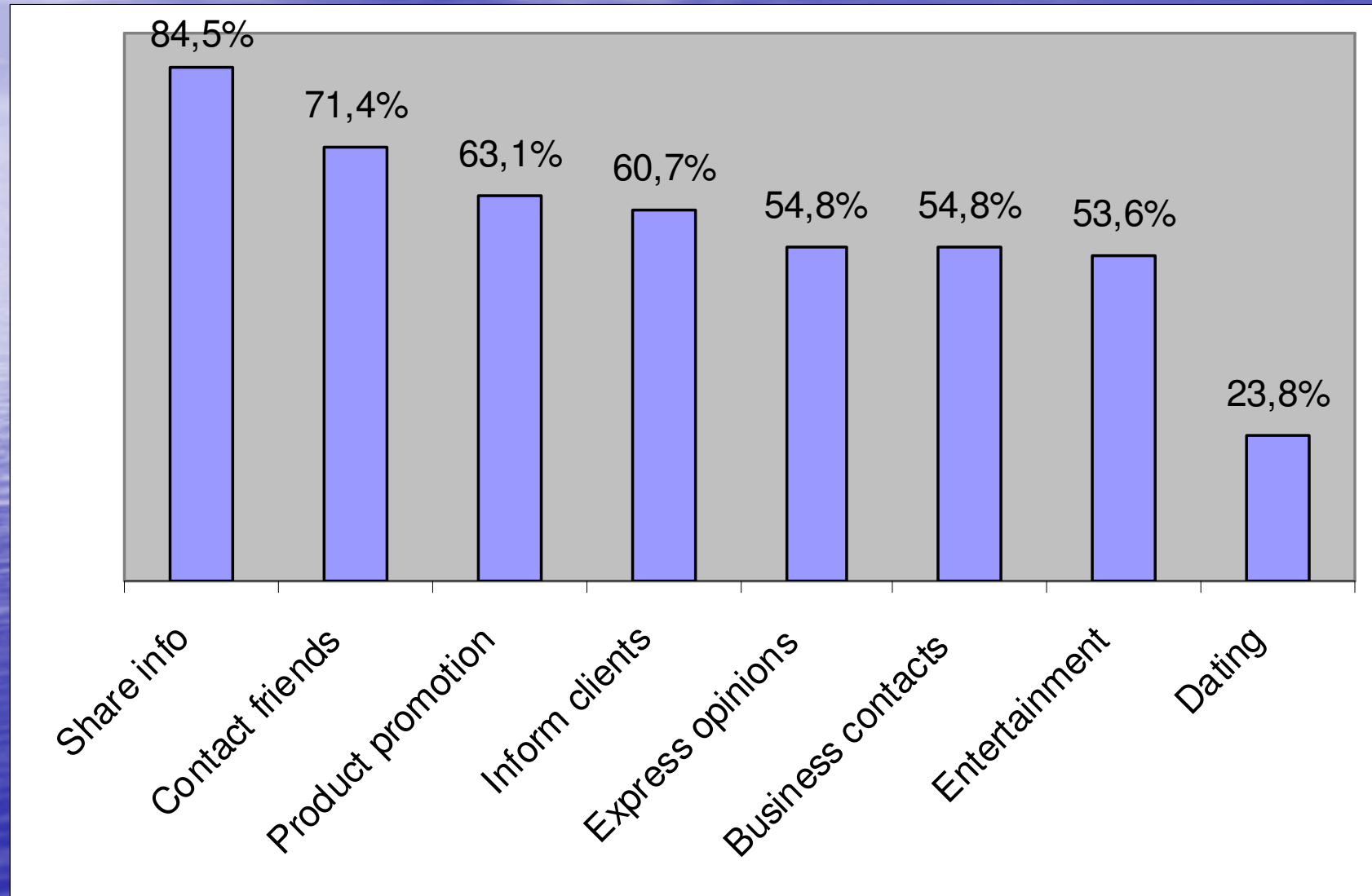
- **Questionnaire used**
- **General questions: Use and perception of social networks**
- **Questions for properties that presently use social networks**
- **Questions for properties that plan to use social networks in the coming year**
- **Questions for properties that do not use social networks and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

Properties that use social networks

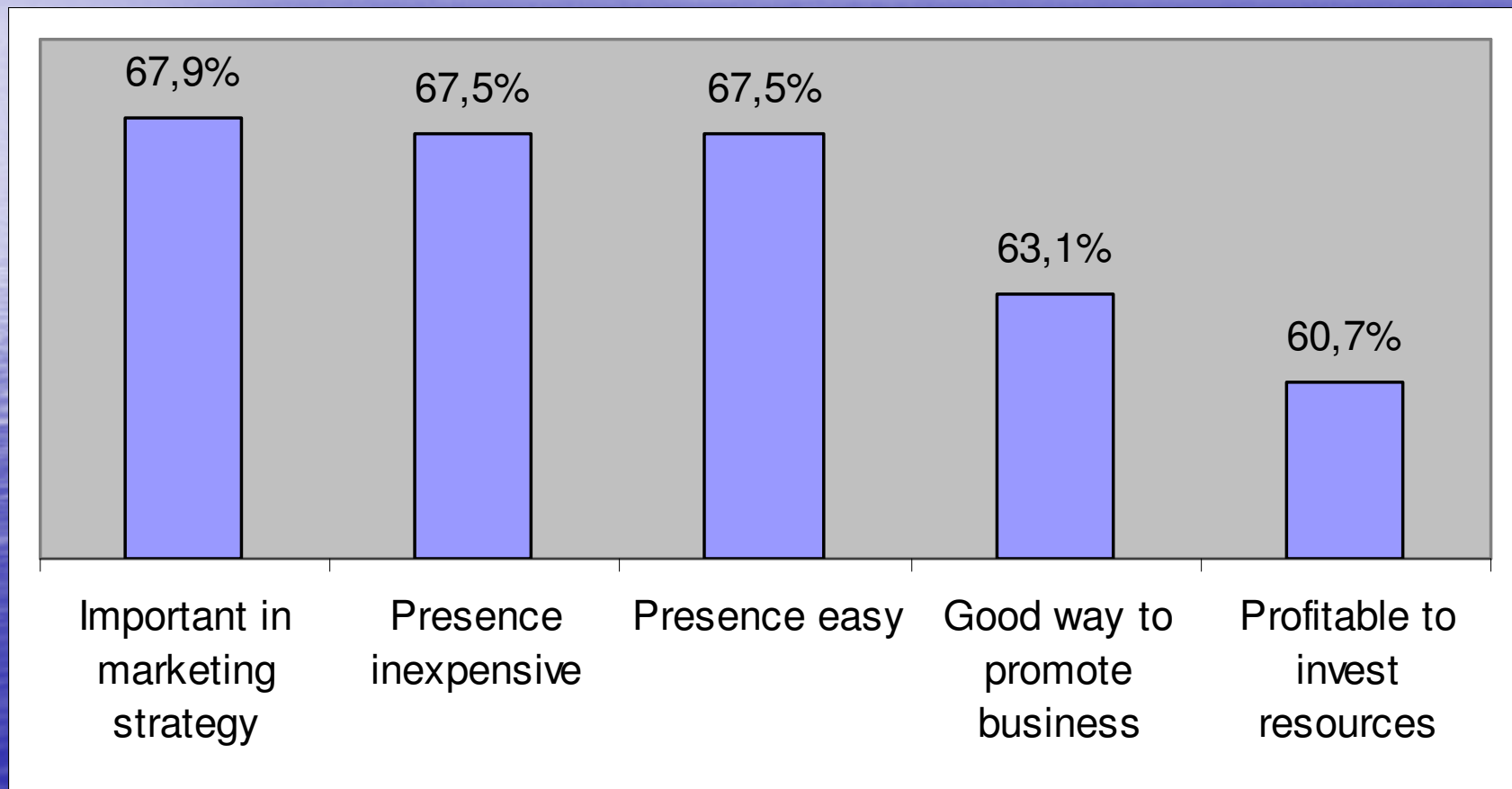
Social networks used



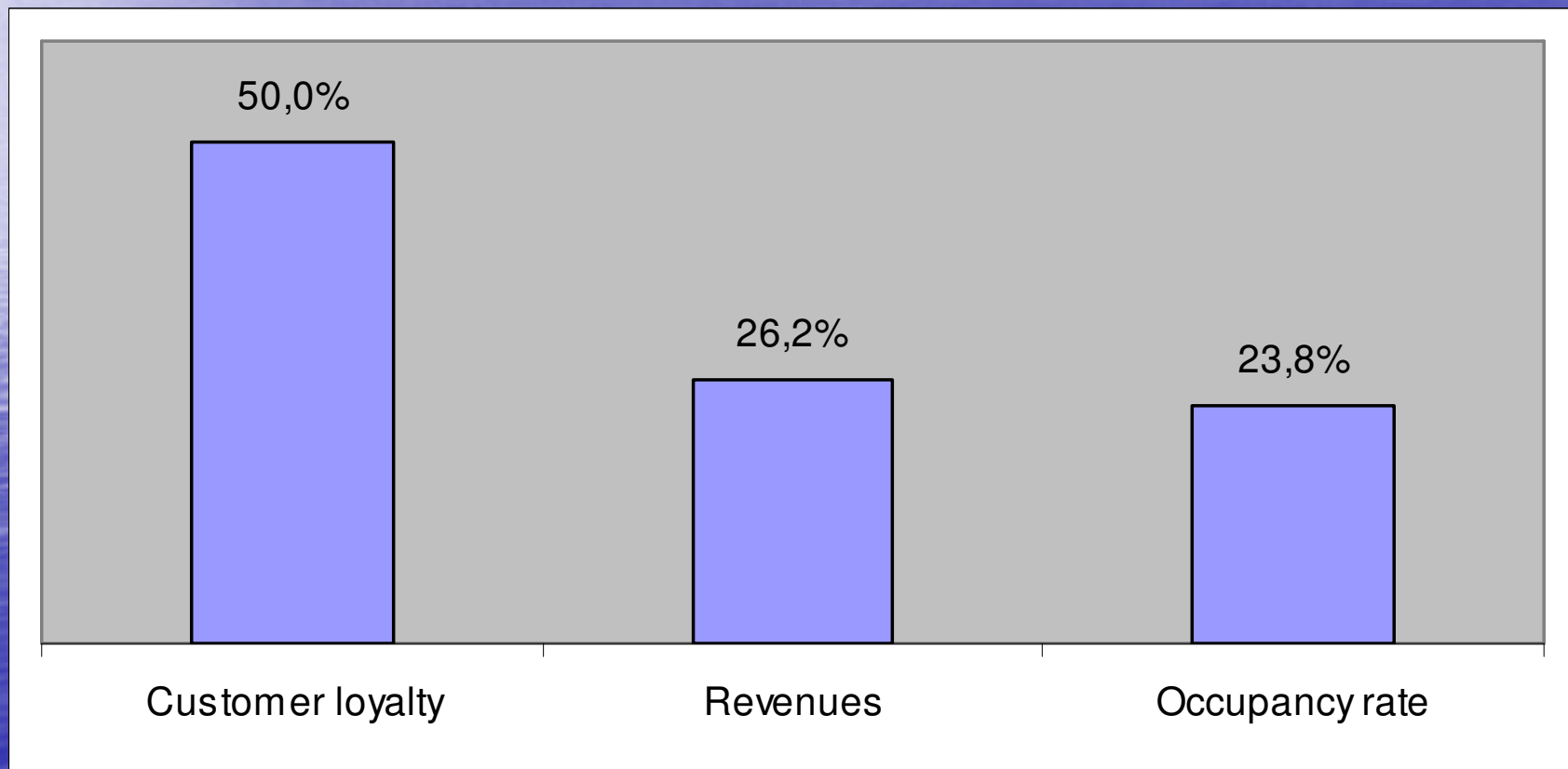
Opinion about social networks



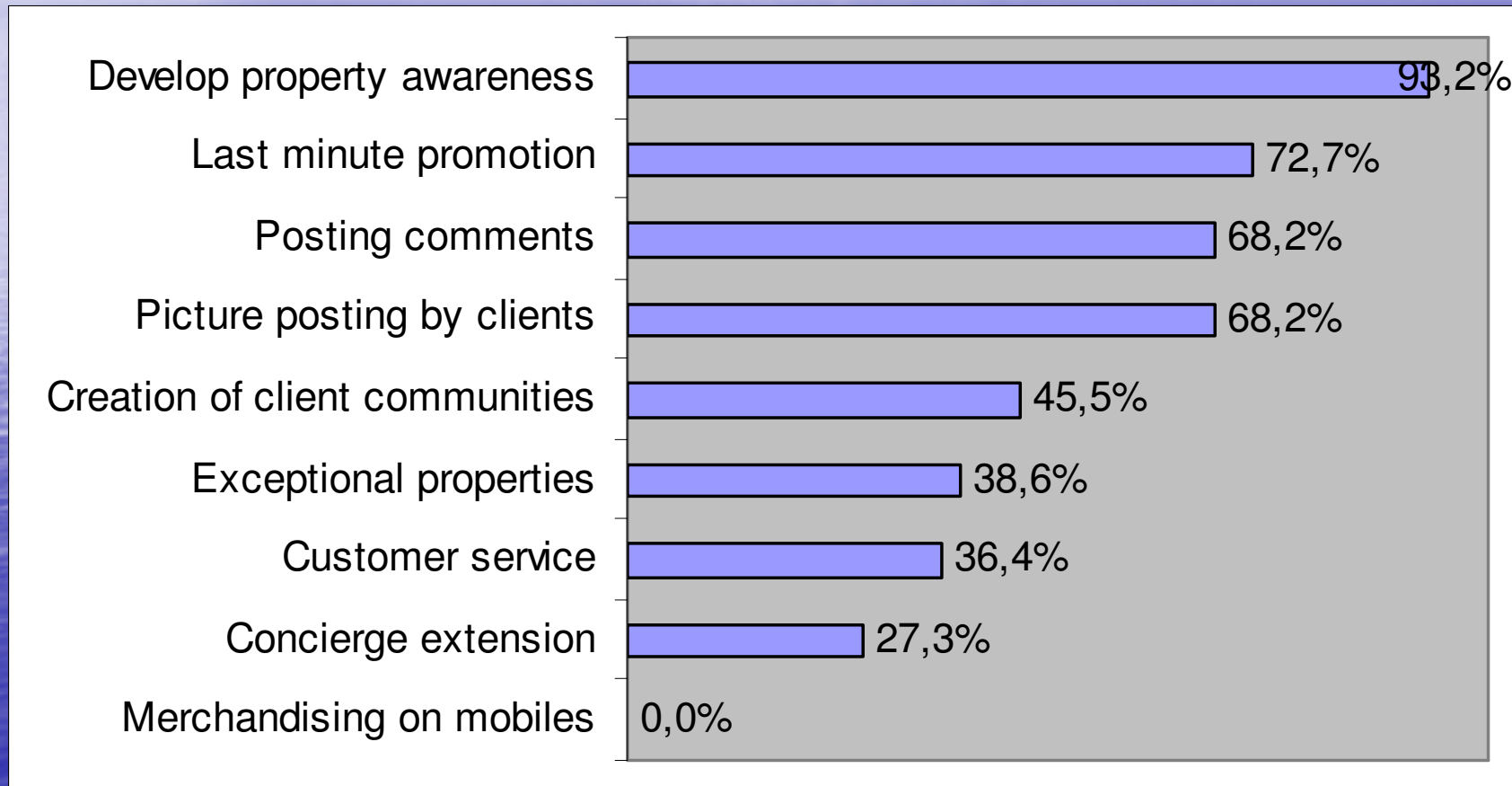
«Agree» or «Completely agree» with these statements



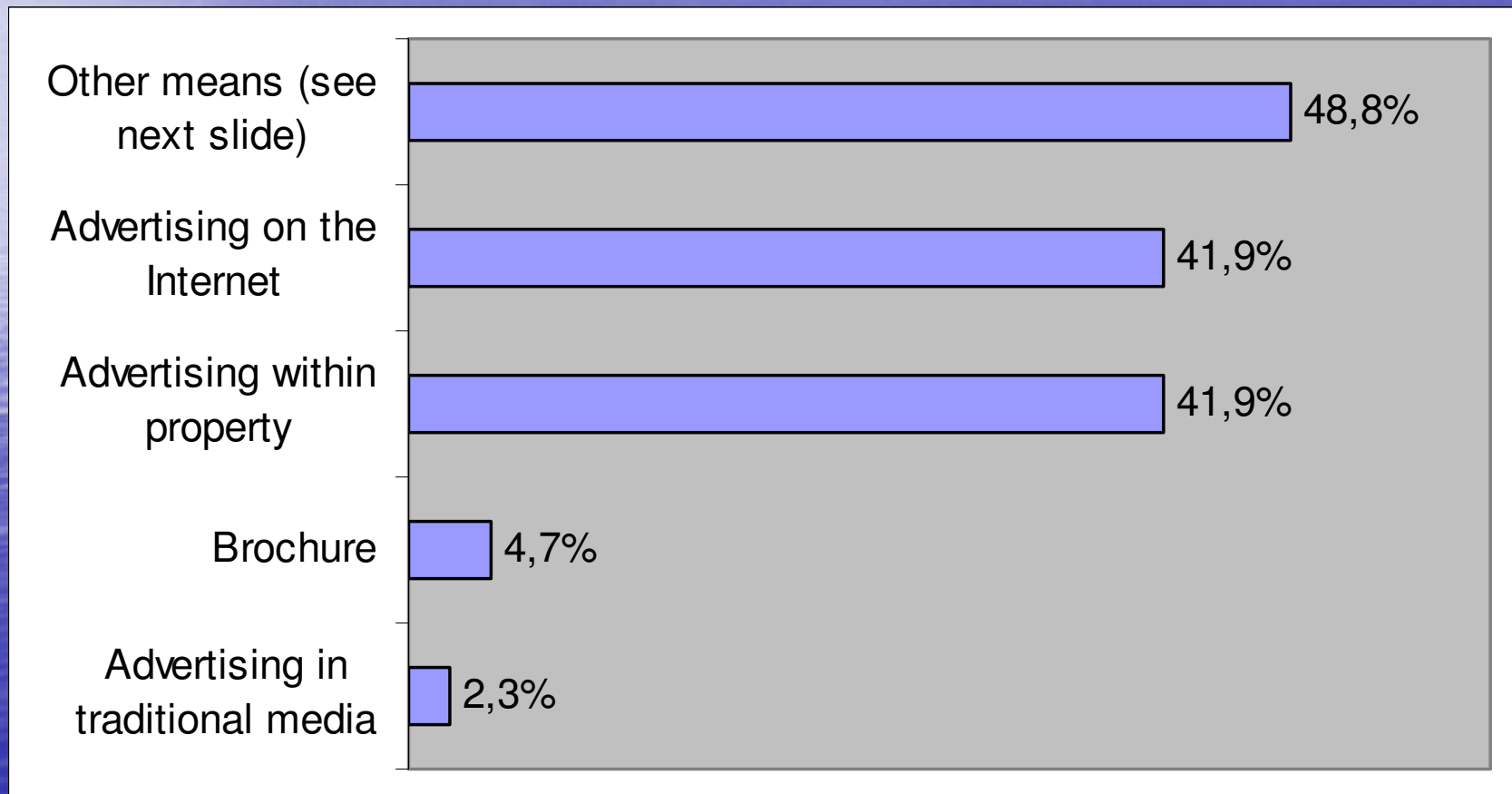
Effects of a presence on social networks



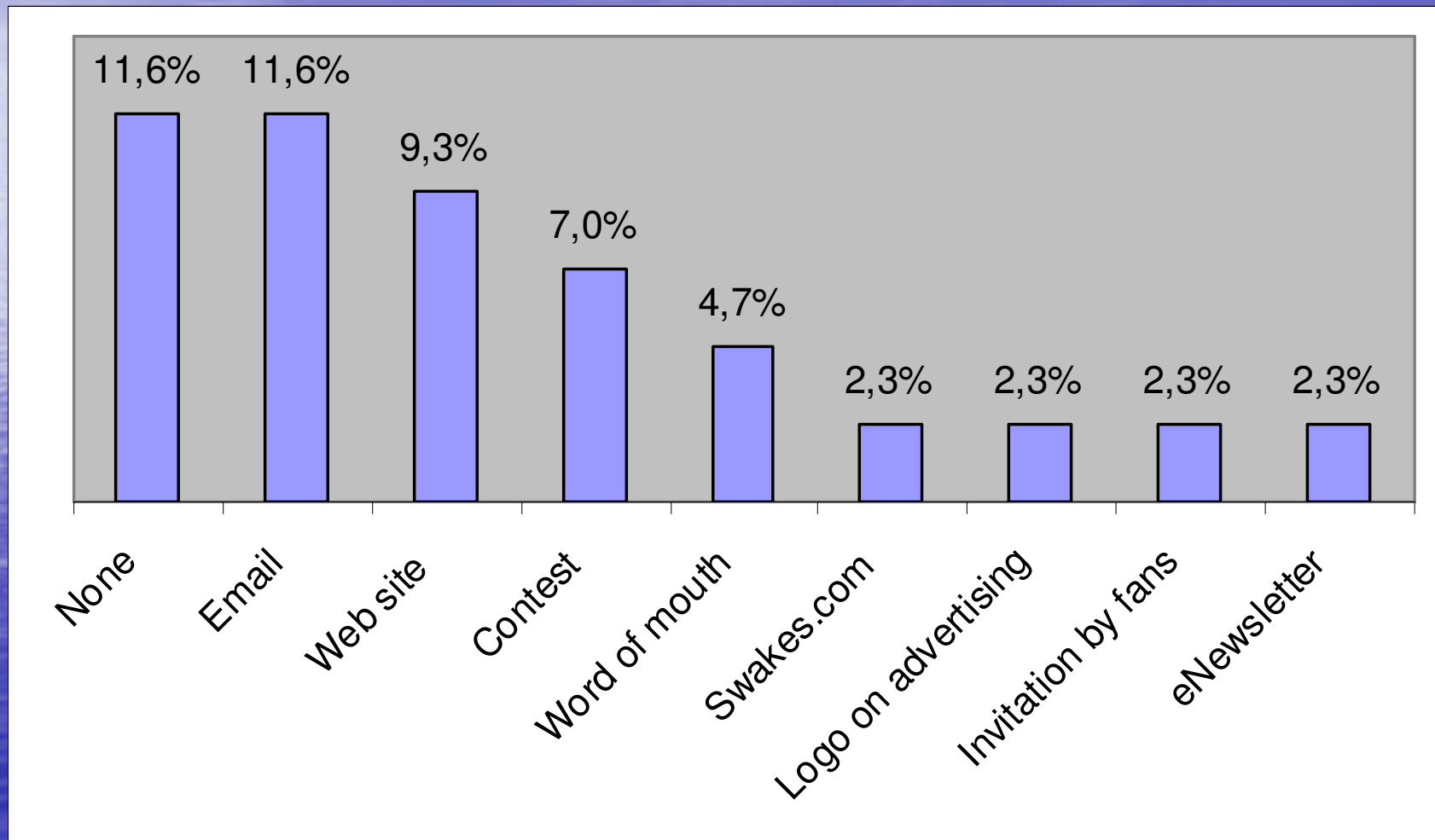
Usages of social networks



Means used to encourage customers to become friends or fans

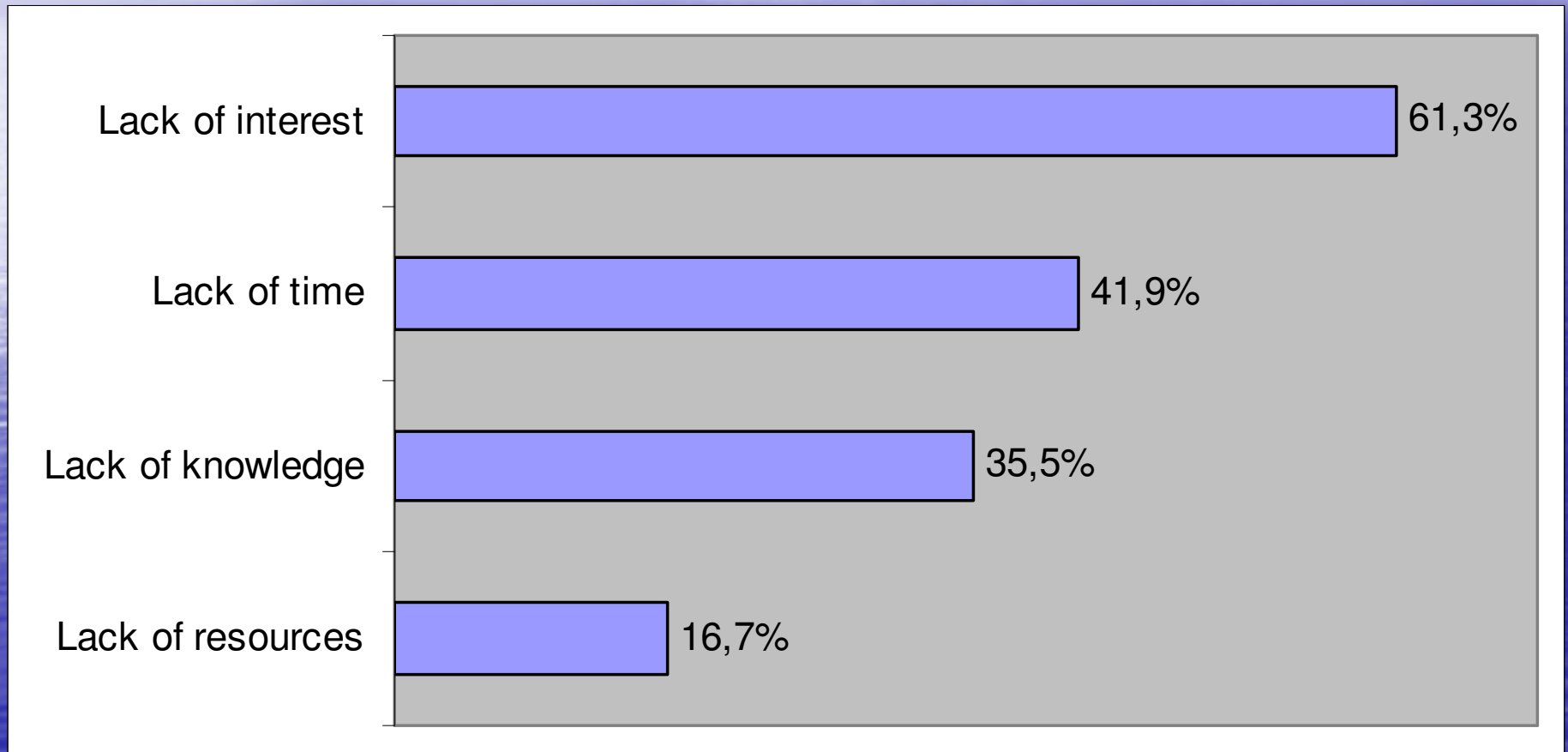


Other means used

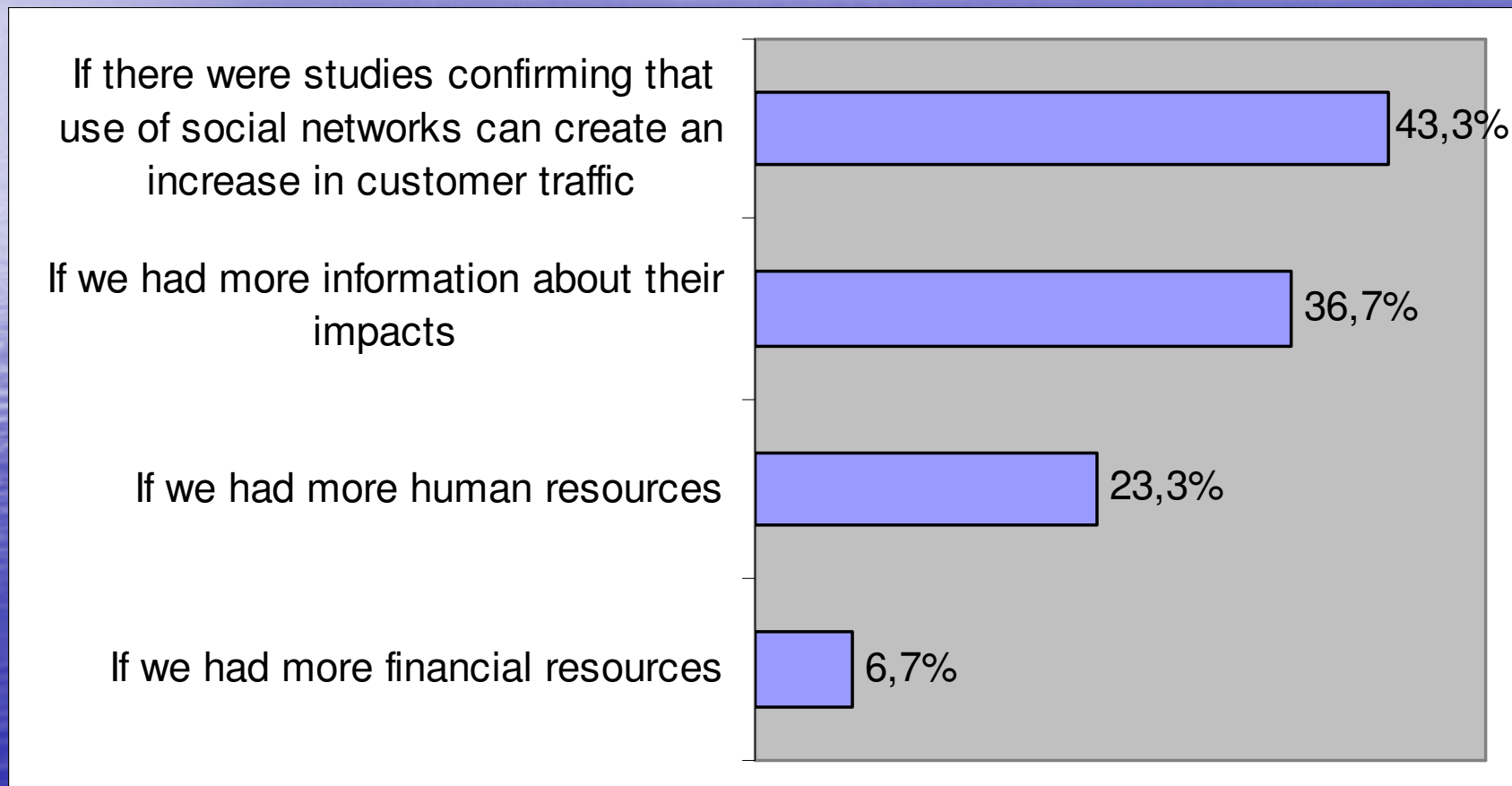


Properties that do not use social networks

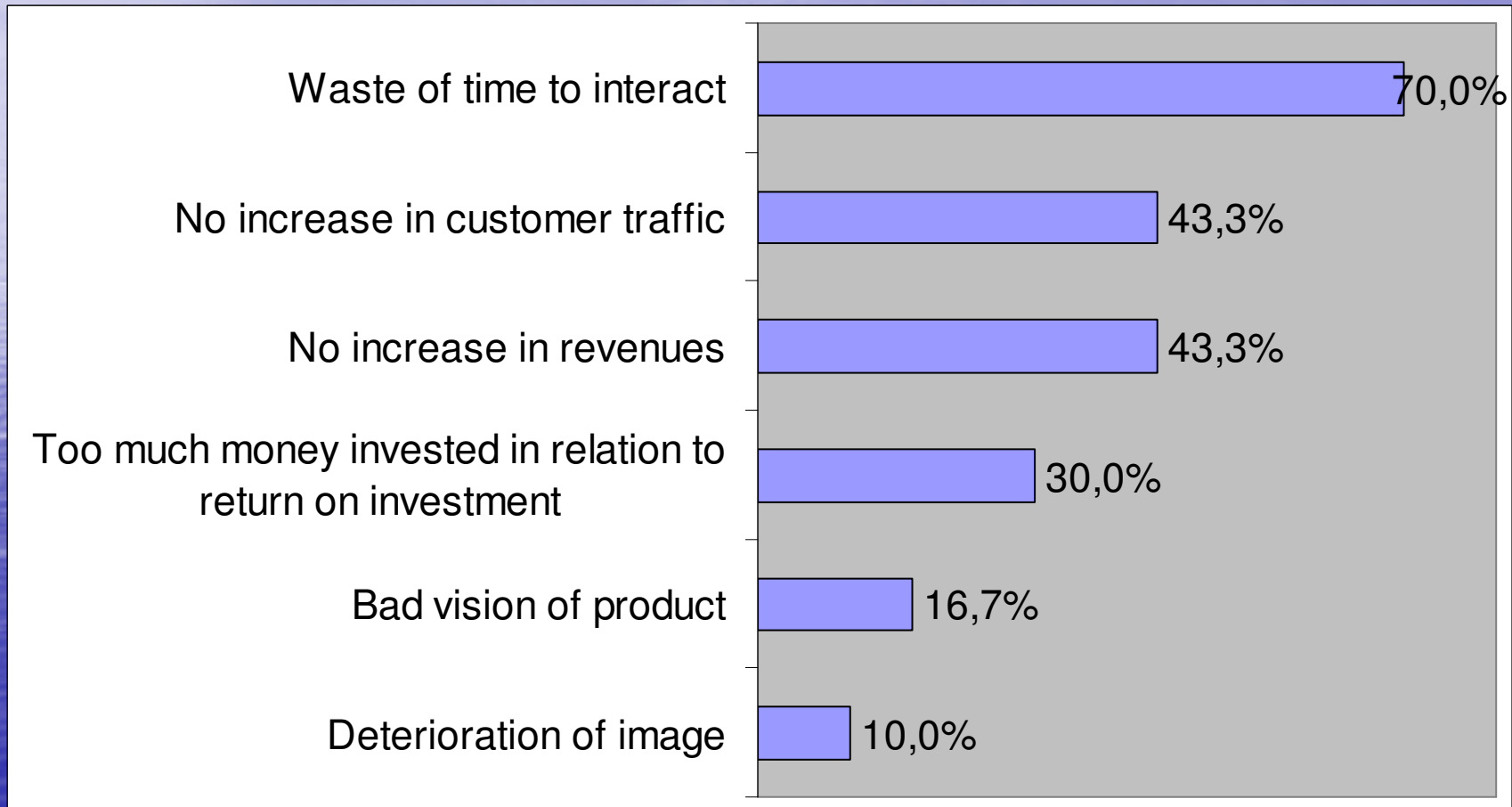
Why don't you use social networks?



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

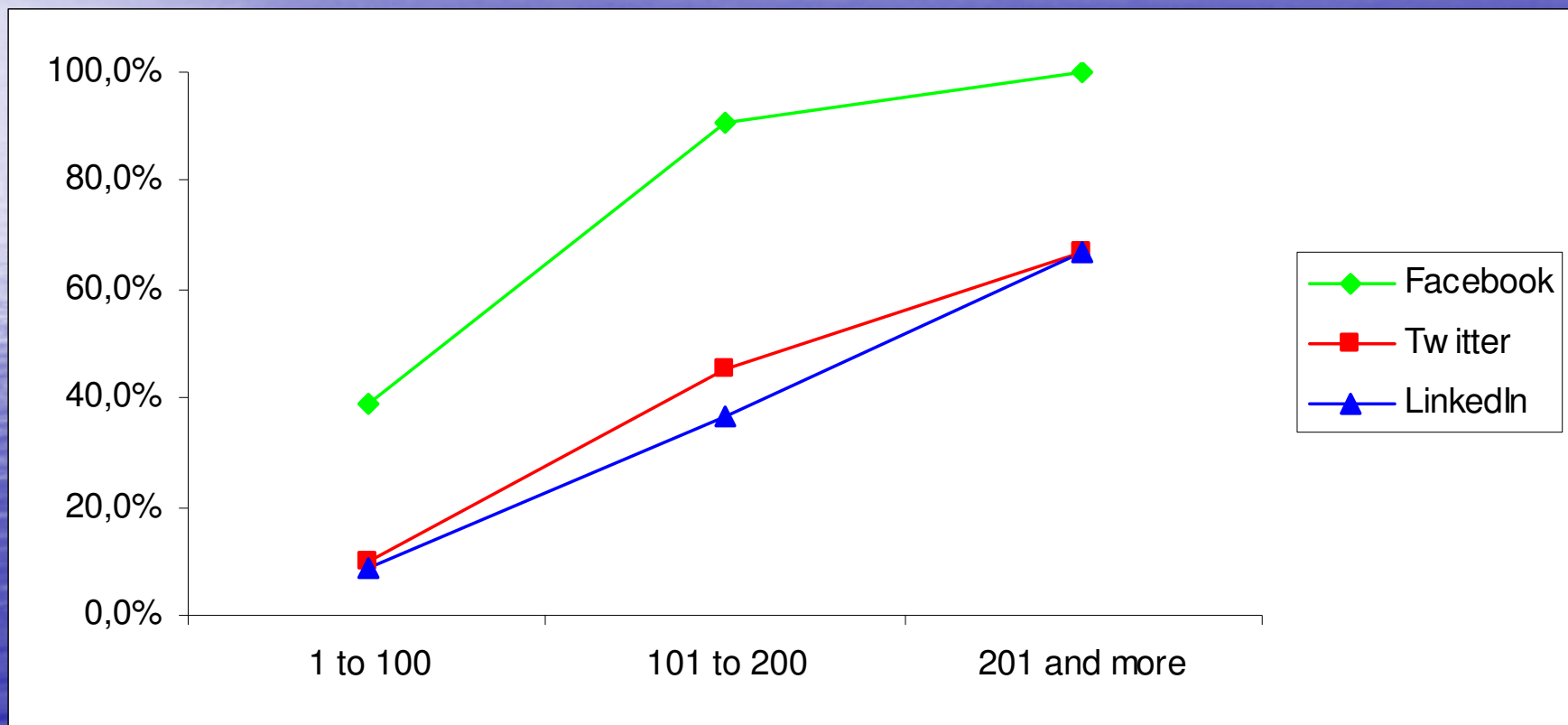


Disadvantages in investing in social networks



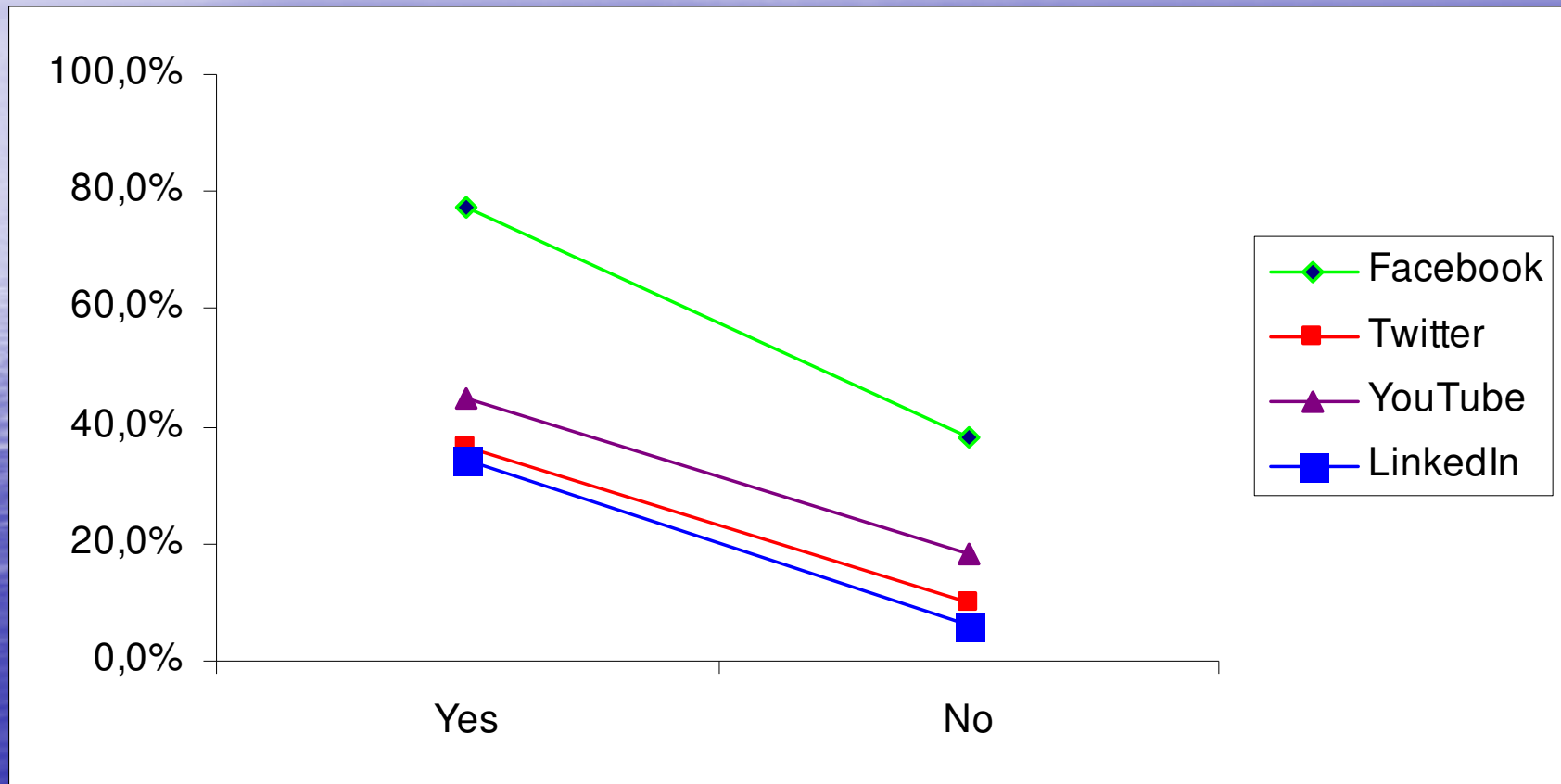
Types of properties that use social networks most

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**

