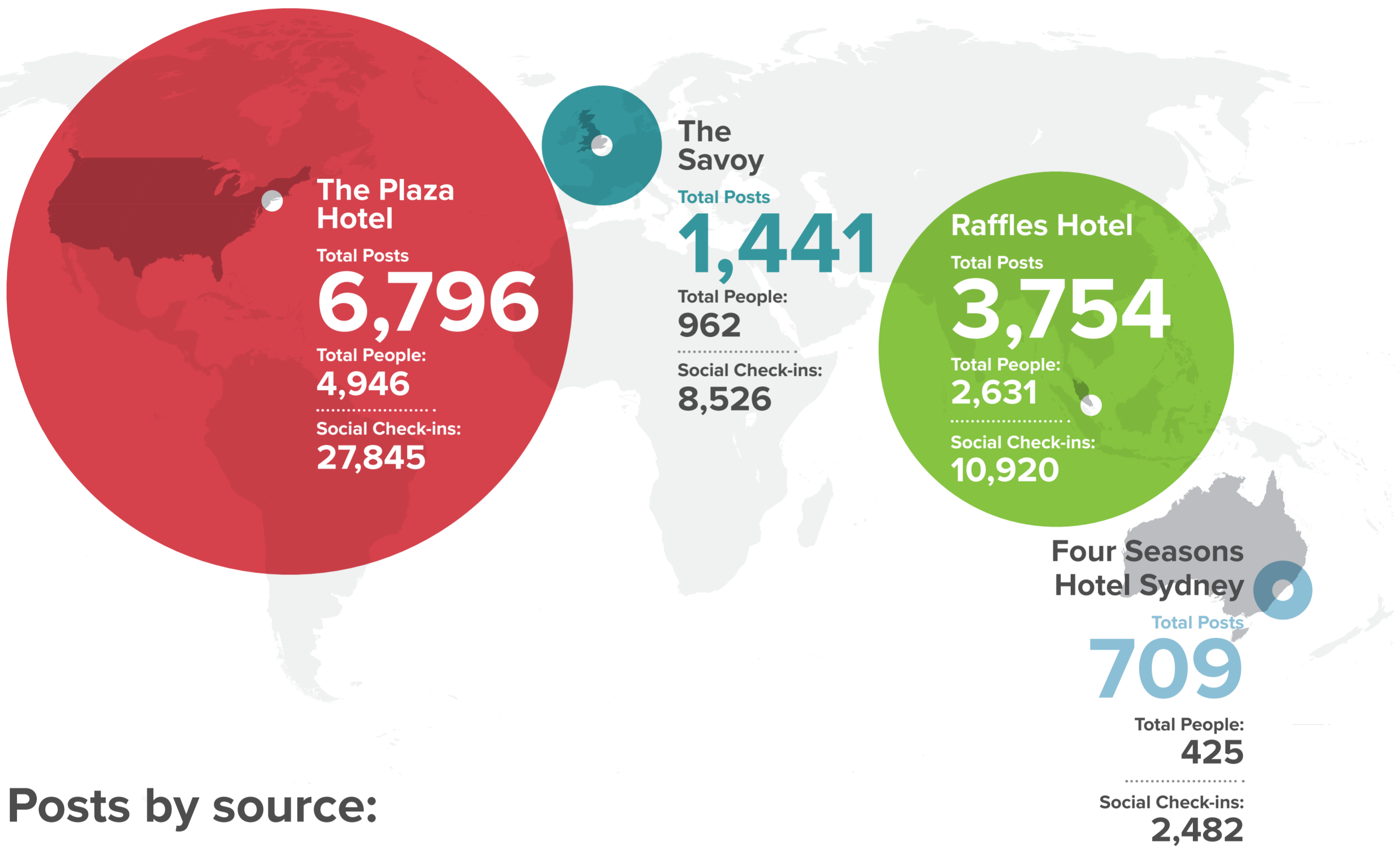# Iconic Hotels

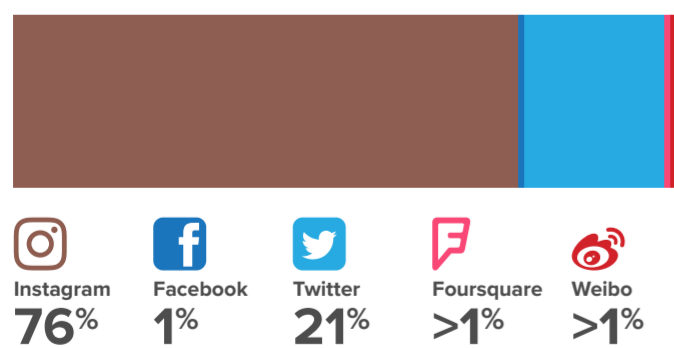**How are guests using social media when they are at your hotel?**

We took a look at four big name hotels around the world to showcase some of the similarities and differences in guests social media behaviour. Here is a breakdown of some of the interesting analytics we surfaced.

On average, only **30%** of customer social media posts mentioned the hotel. VS a staggering **70%** of posts that were sourced by geolocation data.
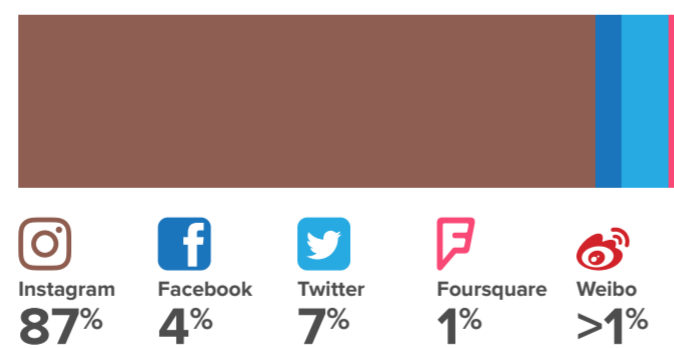
The Plaza Hotel

Total Posts
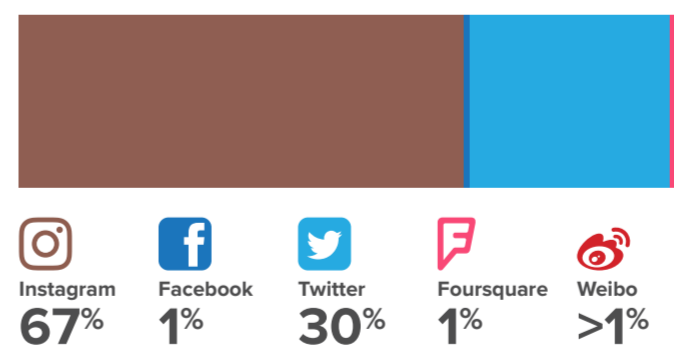**6,796**

Total People:
4,946

Social Check-ins:
27,845

The Savoy

Total Posts
1,441

Total People:
962

Social Check-ins:
8,526

Raffles Hotel

Total Posts
3,754

Total People:
2,631

Social Check-ins:
10,920

Four Seasons Hotel Sydney

Total Posts
709

Total People:
425

Social Check-ins:
2,482

Posts by source:

The Plaza

Instagram	Facebook	Twitter	Foursquare	Weibo
76%	1%	21%	>1%	>1%

Top Non-English language was:
Korean

The Savoy

Instagram	Facebook	Twitter	Foursquare	Weibo
87%	4%	7%	1%	>1%

Top Non-English language was:
Chinese • Japanese

Raffles Singapore

Instagram	Facebook	Twitter	Foursquare	Weibo
67%	1%	30%	1%	>1%

Top Non-English language was:
Japanese • Korean • Chinese

The Four Seasons Sydney

Instagram	Facebook	Twitter	Foursquare	Weibo
81%	9%	8%	1%	>1%

Top Non-English language was:
Chinese

Iconic Hotels

What do guests talk about at your hotel?

We took a closer look at the social media posts of guests at these four big name hotels, and found that no matter what the language or location, food was a favourite topic on conversation for guests.

It's all about the **Food** *On average* **8.6%** *of guests post food shots*

The Plaza

The Plaza's afternoon tea were amongst the most photographed food at the hotel.

7% Mentioned food

Most Active:	Central Park in pics	
	@fromcentralprk	
	followers 3,316	
Most Influential:	Fox News	
	@Fox News	
	followers 12,065,980	
Most Content:	Duncan	
	@duncan_design	
	followers 948,144	

The Savoy

The Savoy's birdcage is the most shared photo in the hotel.

9% Mentioned food

Most Active:	ofaabb	
	@ofaa_bb	
	followers 36	
Most Influential:	Gordon Ramsay	
	@Gordon Ramsay	
	followers 5,301,515	
Most Content:	Gordon Ramsay	
	@Gordon Ramsay	
	followers 5,301,515	

Raffles Singapore

The Singapore Sling is Raffles most talked about experience.

Most Active:	HaRyoung	
	@ha_ryoung	
	followers 974	
Most Influential:	Beautiful Hotels	
	@beautifulhotels	
	followers 1,727,840	
Most Content:	Isabel	
	@prettyfrowns	
	followers 153,051	

The Four Seasons Sydney

Views of the Sydney Harbour Bridge and Opera House were the popular social posts.
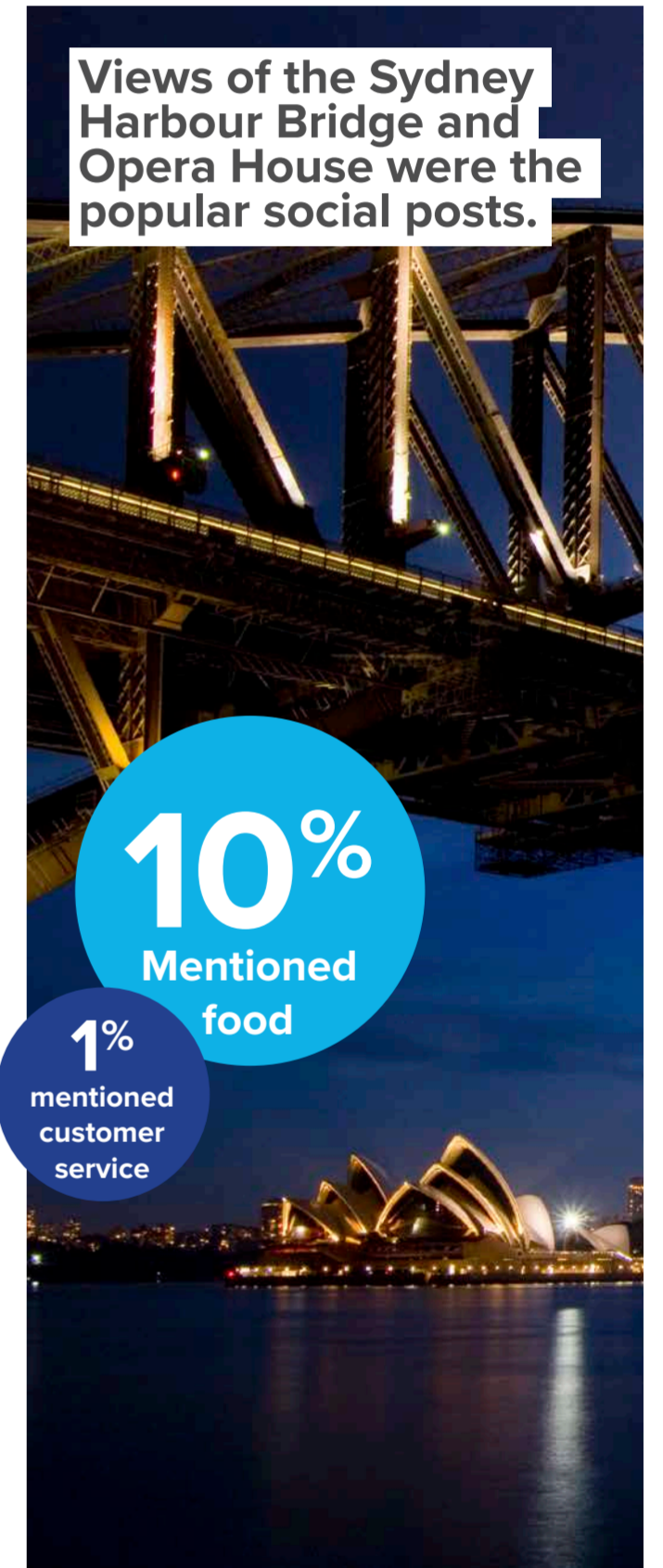
10% Mentioned food

1% mentioned customer service

Most Active:	Humpty Dumpty Foundation	
	@humptydumptyfoundation	
	followers 427	
Most Influential:	Sanjeev Kapoor	
	@Sanjeev Kapoor	
	followers 3,964,402	
Most Content:	Pia Muehlenbeck	
	@piamuehlenbeck	
	followers 1,188,893	

LOCAL MEASURE

Local Measure is a global leader in hotel software allowing its customers to own the relationship and drive exceptional service with its guests.

Local Customer Intelligence.

For more information visit
getlocalmeasure.com/hospitality-and-tourism