

## Miles & Points Blogs

### The Points Guy

#### [Facebook](#)

1.56 million fans

Has Instagram, Twitter, and Pinterest tabs

Has a poll tab - current question is used to gain valuable insights into audience

Most post are short and snappy - link to his blog content

Occasionally goes live with candid videos



Ain't she a beaut?



#### **Delta's Airbus A350 Finally Makes Its First Appearance**

It rolled out of the paint shop this week in its signature blue and red livery.

THEPOINTSGUY.COM

Original videos focus on tips, how tos

Not a lot of curated posts

## [Instagram](#)

142K followers

Personal - showcasing his travels through photos and videos

Features his team members' travels

Talks about airlines - good and bad

Teases upcoming blog posts



Posts have a fun, laid-back appeal and get a ton of engagement



thepointsguy

Following

thepointsguy Super professional CEO headshot ✓

load more comments

carbone2994 @veroniquebeilleau

marinulikm How cool! Miles The best ...

yesivacay Totes adorbs!

ketanga\_fitness Love them!

839photo 🥰🥰🥰

fsustu Me too but in Italy

fivetwobeauty\_ 🙌🙌🙌

celebritypetshotel Best one 🙌! 😊👍❤️

michaelkorneiew @amy.smore

mrsmillblog The dog on the right looks like the real boss, haha.

thepointsguy @mrsmillblog Indeed-



2,158 likes

MAY 30

## [Twitter](#)

266K followers

Very similar to Facebook posts

Tweets about every hour

Mainly original comment - does retweet occasionally

## [Pinterest](#)

6,914 followers

Best Credit Cards, Travel Hacks, Reviews, News, Deal Alerts

The "Points and Miles" board doesn't have any pins

"Best Credit Cards" and "TPG Travel Hacks" have a decent amount of pins - the rest do not

## **The Frugal Travel Guy**

### **[Twitter](#)**

64.9 followers

Tweets about 3-5 times per day

All link back to blog

Not a ton of engagement

### **[Facebook](#)**

73,239 fans

Posts about 3-5 times per day

Very similar to Twitter

No curated content

No custom tabs

## **One Mile at a Time**

### **[Instagram](#)**

79.8K followers

Largely images from inside planes - serves as short reviews of planes/airlines

Posts are much more playful, engaging than on Facebook and Twitter

### **[Facebook](#)**

48,443 fans

No custom tabs

Shares blog content - Focused largely on news and reviews of airplanes/airports

Does have a “best of credit card offers for (month)” feature

Posts every hour

Posts aren’t super engaging - seems very buttoned up

Doesn’t post engaging images



## [Twitter](#)

51.5K followers

Tweets about every hour

Similar to Facebook posts

Doesn’t share other content

## **Travel Bloggers**

### **Johnny Jet**

#### **[Facebook](#)**

36,981 fans

Has a “Travel Tip of the Day” feature - shares article from his blog

Shares a few personal photos from travel - features family

Mainly shares articles from his blog

Shares some curated content - articles

Not a very visual page

Posts multiple times per day - not much engagement

Does have a “Sign Up for a Newsletter” tab

#### **[Twitter](#)**

117K followers

Tweets every hour

Tips, news and personal travel photos - Daily Travel Tips

Much more engaging and visual than Facebook

Runs weekly Twitter chats - #TravelSkills

#### **[Instagram](#)**

25.8K followers

Showcases his travels

Short and snappy captions



Features personal snapshots of his family

Love the candid shots



## Intrepid Escape

[Twitter](#)

83.7K followers

Highly visual - promote Snapchat and Instagram

Utilize custom hashtag on most posts: #IntrepidEscape

Shares beautiful vacation photos

Shares blog - tips, guides

A lot of photos feature people

Only tweets about once per day

### [Facebook](#)

6,713 fans

Has an 'Email Signup' tab

Mainly posts photos of destinations - details trips using photos

Focusing on group trips

Occasionally shares an article from blog - top 10 tips

Occasionally shares curated content

Doesn't post every day

### [Pinterest](#)

7,960 followers

Has a ton of boards detailing a variety of topics - blogging, travel, inspiration, boards for traveling to specific locations

Most pins are curated

Doesn't drive traffic

### [Instagram](#)

16.1K followers

Details group travels with highly engaging images

Captions provide inside scoop on adventures

Don't seem to post any videos





**Travel Dudes** - "For Travelers, By Travelers"

### [Pinterest](#)

11,000 followers

Nice looking Pinterest account with a ton of boards and pins - no "empty" boards

Features a Pinterest showcase

Mainly curated content - some pins link to their original content

### [Twitter](#)

265K followers

Tweets multiple times per hour

A lot of curated content

Utilizes hashtags #Travel #TravelTips

## [Facebook](#)

122,632 fans

Posts about once per day

Shares curated videos and articles



Has a “Newsletter” tab for people to register

## [Instagram](#)

52.8K followers

Mainly reposting user-generated, highly engaging images

## Popular Travel Sites

### Travel + Leisure

#### [Twitter](#)

3.68 Million followers

Tweet multiple times per hour

All tweets go to their site - no curated content

Focus largely on engaging images

Will tweet the same message multiple times - no variation



#### [Facebook](#)

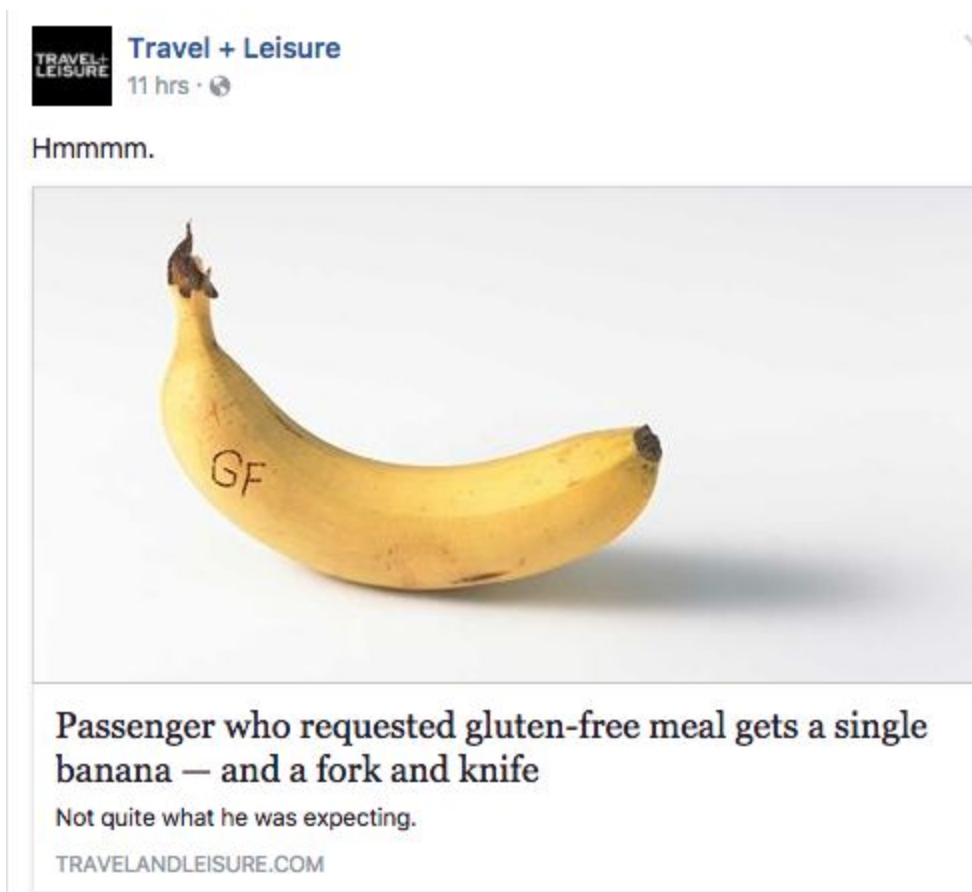
2,619,467 fans

Post multiple times each hour

All posts go to their site - no curated content

Combination of original videos and blog content - Focus on helpful posts (trip tips, how-tos, warnings) along with engaging travel/celebrity news

Posts are generally short and snappy - Just a few words







## [Pinterest](#)

202,421 followers

Tons of boards - some don't have any or have few pins

Various types of travel-themed boards as well as tips and holiday-themed boards

## [Instagram](#)

2.8 followers

Highly engaging images and videos - their feed is pretty mesmerizing

Lots of user-generated photos

All original videos and videos make up a large portion of their feed

Posts are short and snappy



This is a simple video with a question - 120,871 views, 671 comments

## TravelPulse

### [Twitter](#)

70.3K followers

All tweets link to their blog content

Images aren't as engaging as other accounts

Utilize hashtags: #travel #airlines



## Facebook

17,427

Have an “Offers” tab where people can redeem travel offers

Have tabs for Twitter, YouTube, Instagram, Pinterest

Post every hour

Not much engagement

## **Passionpassport**

Instagram - excellent example of UCG

842K followers

Encourage people to tag their photos with #passionpassport

All content is user-generated images and stories - get a ton of engagement



passionpassport  
Copenhagen, Den...

Following

passionpassport "Copenhagen was built by its people for its people, and what makes it so unique is not its architecture and design, but the way those things are used by citizens and tourists every single day. As a Dane, if you love to do something, you eventually have to ignore the bad weather and continue in spite of it. Kayaking along the canal in subzero temperatures (or waiting on a bridge to take the perfect photo) might seem crazy to an outsider, but once you've learned to live with the weather here, it starts to seem a lot crazier NOT to."  
[@viktorsylvester](#) Copenhagen, Denmark  
[#passionpassport](#)

load more comments

robjamesbird Absolutely stunning! 🍷

\_catagonzalez Incluso más lindo de lo



23,711 likes

MAY 23

Add a comment...



## [Facebook](#)

17,283

Post multiple times a day - mixture of original content and sharing user photos

Utilize a lot quotes from the blog - travel inspiration

## [Twitter](#)

14.1K

Tweet several times per day

Utilize travel inspiration quotes

Themed hashtags - #MondayMotivation

## [Pinterest](#)

6,882

Have a ton of boards and pins - seem committed to it but they don't have a ton of followers (may generate a lot of clicks though)

Boards like "Travel Inspiration" "Bucket List" "Wanderlust Stories" as well as boards dedicated to travel tips and advice

Most pins are nice looking but some feel repetitive - most lead to the website, although there is some curated content

## **Jetsetter Travel**

### [Pinterest](#) - Top presense

4,180,655 followers

Top brand on Pinterest

Tons of boards filled with pins focusing on travel, escape, jetsetters

Also have boards dedicated to entire cities - Chicago, San Fran, etc.

Pins are engaging and link back to the website

## [Facebook](#)

272,616 fans

Tabs for Instagram, Pinterest, Twitter

Held a Pinterest contest on a Facebook tab

Post at least once an hour

All original blog content - short, snappy posts

Focus on "top" or "best" lists



**Jetsetter**

June 18 at 3:30pm · 🌐

You'll never hear the words, "I'm bored."



### 9 Best Family Weekend Getaways

They're time-tested and (unlike camping) easy.

[WWW.JETSETTER.COM](http://WWW.JETSETTER.COM)

Not a lot of variety of content or engagement

[Twitter](#)

52.7K

Only tweet a few times per day

All blog content with highly-engaging images

Utilize hashtags like #Traveltips #travel



Don't seem to get a ton of engagement (retweets, comments, likes)

### [Instagram](#)

**42.7K followers**

Some user-generated content but a lot of the images look like stock images

Encourage followers to tag their photos #jetsetting to be featured on their feed

### **Conde Nast Traveler**

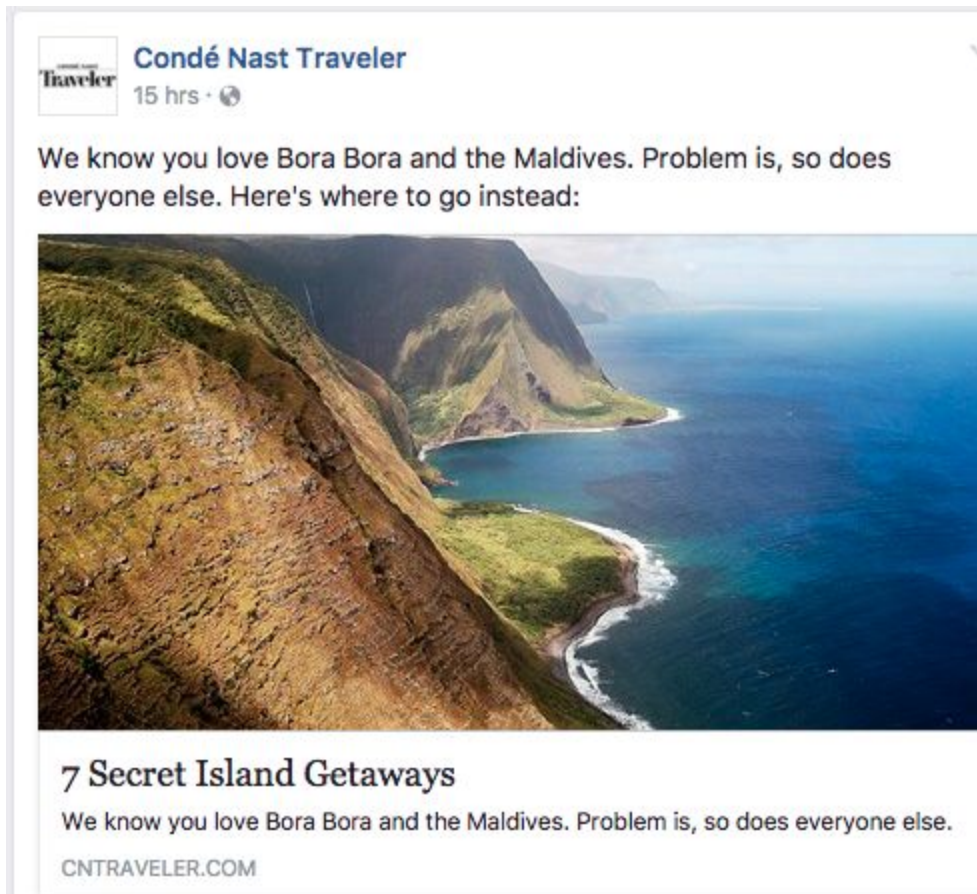
### [Facebook](#)

1,340,070 fans

Post every hour

Largely original content - how-to articles, places to travel, insider secrets





Have video playlists - "Why I Travel," "The One Dish To Eat In...," and "Take Me There"

Do share some curated content

Have outdated tabs - "Magazine" tab is from 2014; "Upgrades & Extras" tab is blank

## [Twitter](#)

2.7 million followers

Tweet every hour

Mainly original content - how-tos, best lists, etc.

Have utilized video

Largely broadcast messages but do retweet some



## Instagram

393K followers

Mixture of user generated content, their own content and sponsored content (appear to partner with resorts to showcase their properties)

Pics of vacation spots and inside resorts

## Pinterest

219,348 followers

Tons of boards and pins that focus on various cities - best things to do, where to eat, etc.

Pins are engaging and link back to website

## **Analysis:**

**Facebook:** While some post engaging photos and relevant blog content, there isn't a ton of engagement or interaction with fans. There's also not a variety of content (mostly links to blog); there's also not much relevant use of tabs (some are outdated or don't provide value to audience); use of video is lacking for most (with the exception of the big travel sites like Travel + Leisure)

**Twitter:** Mainly broadcast their messages (links to blog content); not a lot of engagement or interaction with audience; lack of use of different content types (no videos, polls, etc.); most don't share curated content (relevant articles or even retweeting)

**Instagram:** Some really good Instagram feeds focusing on sharing candid photos (travel adventures, family, etc.); A few utilize user-generated content exceptionally well (@passionapassport) with a custom hashtag in bio encouraging people to share their photos; some are utilize videos well; most successful - candid photos!

**Pinterest:** Largely focus on sharing valuable travel content (travel hacks, tips, tips for visiting certain locations); Most pins go back to website content, although a few sites largely share curated content. While it's great to have a lot of followers - Pinterest is a visual search engine and success should be measured based on web traffic and repins.

**Opportunity:** These bloggers/sites are largely treating social as a broadcast engine, which it isn't. Our opportunity lies in treating social as a conversation with family/friends. For the most part, they aren't engaging much with their audiences. By leveraging the full team and focusing on engagement, we'll continue to build a thriving social community.