

How Do Influencers Influence Millennials' Travel Decisions?

Golemac, Karla

Undergraduate thesis / Završni rad

2020

Degree Grantor / Ustanova koja je dodijelila akademski / stručni stupanj: **RIT Croatia / RIT Croatia**

Permanent link / Trajna poveznica: <https://um.nsk.hr/um:nbn:hr:229:518926>

Rights / Prava: [In copyright](#)

Download date / Datum preuzimanja: **2021-12-05**



Repository / Repozitorij:

[RIT Croatia Digital repository - Rochester Institute of Technology](#)



image not found or type unknown

RUNNING HEAD

RIT Croatia, Dubrovnik

Rochester Institute of Technology, Rochester, NY

How Do Influencers Influence Millennials' Travel Decisions?

SENIOR PROJECT

Written by: Karla Golemac

Mentor: Barbara Perić

5/3/20

How do Influencers influence Millennials' travel decisions?

ABSTRACT

The success of a travel destination in the world of advanced technology is becoming increasingly difficult to achieve without quality internet advertising. Communication and marketing strategies must be adequate for the modern man who wants to be approached uniquely and in accordance with their needs. This is especially true of the Millennials generation, who make decision about the travel destination, with the help of various social media through which influencers are advertised. The purpose of this research is to investigate the connection between influencer marketing and millennial's Travel Decision Making Process. A survey was selected for the research method and was distributed via e-mail to all students of RIT Croatia, on both campuses. Between March 27 and April 10 of 2020, 133 respondents answered survey questions.

KEY WORDS: *Travel destination, Influencer marketing, Millennials, social networks, Travel blogger, travel information search*

How do Influencers influence Millennials' travel decisions?

HOW DO INFLUENCERS INFLUENCE MILLENNIALS' TRAVEL DECISIONS?

The success of a travel destination today is a great challenge. The advanced technology and increasing expectations of guests have contributed to the creation of many new trends in tourism industry. Communication and marketing strategies must keep pace with a modern man who requires an authentic approach and in accordance with his needs. This is especially related to millennials, who have already been identified as one of the most demanding consumers. "Millennials are a growing traveler segment because of their wealth levels, discretionary income, free time, and their tendency to travel greater distances and for longer lengths of time. Therefore, millennial travelers will soon be one of the largest prospective market segments for the hospital and market industries" (W.K.A.C. Gnanapala, A.M.J.A. Dharmasiri, J.A.R.C. Sandaruwani 2016, p. 524).

"Tourism is an information-intense industry, therefore, it is critical to understand changes in technologies and consumer behavior that impact the distribution and accessibility of travel-related information" (Xiang, Z., Gretzel, U. 2010, p.179). Travel destination marketing professionals are increasingly moving away from traditional advertising and turning to digital marketing. According to research, digital marketing consists of E-mail marketing, pay-per-click advertising, social media advertising and blogging. The major role of digital marketing is to introduce people to certain company and convince them to buy a product they offer (Andrus, 2018). The speed of developing trends requires changing the focus of this business, that is, the goal is no longer to reach as many potential consumers as possible, but to reach every single potential consumer.

Nowadays, choosing a travel destination almost normally starts in a viral way (Nicoli & Papadopoulou, 2017, p. 319). According to same research, consumers get the most important information and first impressions through Instagram photos, Facebook posts, Trip advisor reviews, or interacting with virtual interviewees (Nicoli & Papadopoulou, 2017, pp. 318-319).

How do Influencers influence Millennials' travel decisions?

Research showed that Instagram as a global application already has 1 billion monthly active users, which is a double increase from 2015, when more than 800 million were active (Constine, 2018). An Influencer Marketing Platform in Croatia "Milenium" has published in 2019. a survey showing that most influencers spread their influence through the social network Instagram - 83%, followed by Facebook with 27%. The same report showed that the most popular categories among influencers were "lifestyle" (60%), "fashion" category (59%), followed by travel category (53%).

Influencer marketing is perceived as "the art and science of engaging people who are influential online to share brand messaging with their audiences in the form of sponsored content" (Sammis et al., 2016, p. 271). This research will partly focus to examine ways to use social networks by the generation of millennials and it will also attempt to define in which way influencers' recommendations about a tourist destination affect this generation to make a choice. The focus of the research will be Influencers marketing, the positive and negative sides of this type of marketing, as well as defining the ways of communication with users. Influencers, as leaders in influencer marketing, are producers and distributors of sponsorship content that aims to generate interest in their followers (Glucksman, 2017, p.78).

MILLENNIALS AS TRAVELERS

According to a survey conducted by Condor Ferries (2020), millennials represent the largest population to date, or 31.5% of the total population. Their spending power is high, about \$ 200 billion, which is a very important indicator for tourism companies to focus their attention on them. Their way of traveling differs from other generations because they have completely moved away from stereotypical types of tourists in the past. According to the same research, millennials travel primarily to experience the authenticity of the destination and to learn about new cultures. They also want their journey to be educational.

How do Influencers influence Millennials' travel decisions?

Booking.com, a digital leader in connecting travelers to accommodation units around the world, conducted another global survey which had more 22,000 respondents from 29 countries, and 600 of these respondents were from Croatia. The data from this survey also confirmed that travel is very important to millennials since 56% of the millennials generation, from Croatia, recognize the opportunity to travel through work as an advantage and 51% want the opportunity to learn about new cultures in the workplace.

Today's technology and social networks provide a very substantial and concrete support in travel planning, as recognized by this generation. According to a survey by Condor Ferries, 74% of millennials use smartphones for research, and 66% book their trips through a mobile device. The advancement of technology is also reflected in a decline in the use of travel agencies as a travel agent, which is a 50% decrease in the past few years. Hotels are also changing their advertising strategy, moving away from using direct person-to-person through sites like Airbnb.

TYPES OF SOCIAL MEDIA INFLUENCERS: NANO, MICRO, MACRO AND MEGA

Influencer is a term that is generally known, and the general audience already considers to understand its full meaning. Nevertheless, there seems to be much more about the term that needs to be defined. At a congress, Carter Hostalley, CEO of Leadtail, a B2B social marketing agency, addressed a group of senior executives at a tech company to answer the question: "How many people among you consider yourselves as influencers?" Only two program managers, Carter Hostalley and Jill Rowley responded immediately to this request. However, when the participants heard the definition and the meaning of the term, 60% of participants raised their hands and were ready to recognize themselves as influencers (Backaler, 2019, pp. 21-22) According to a dictionary "Influencers are individuals who have the power to influence purchasing decisions of others because of their (real or perceived) authority, knowledge,

How do Influencers influence Millennials' travel decisions?

position, or relationship” (BusinessDictionary.com). By definition, all attempts to persuade someone can be interpreted as influencing. Humans have their natural perception of what it means to be an influencer, which is based on the context in which it is mentioned or the story that accompanies it.

The research shows that there are four types of influencers: nano influencers, micro influencers, macro influencers and mega influencers (Ismail, 2018). According to these categories, influencers differ by the number of followers, the focus group, the content they offer, and the scope of the brand they partner with. It is logical and clear that any tourist destination as a brand must pay attention to the type of influencers they are collaborating with. The audience following a particular influencer will become their final consumers, and they will be free to share their opinions and attract new guests.

Nano influencers are people who have the least number of followers, 10 to 1000. Due to the relatively small number of followers, they attract their audience with confidence. They share their knowledge, skills and hobbies and intimately connect with the audience. Nano influencers play an important role in promoting local content in an area, such as: restaurant recommendations, bars, nearby content (Ismail, 2018).

Micro influencers have a slightly larger audience than nano influencers, between 1000 and 10,000. Micro influencer characteristics are authenticity and reliability, and they have gained their influence through natural behavior, with honesty that allows you to identify with them. Micro influencers are increasingly collaborating with brands that have concluded that micro influencer audiences are their target markets. With the increase in the number of followers, it is important not to change the approach and the manner of communication, because their authenticity is a cause for interest from the audience. This item is also very important for brands because micro influencers have a specific audience and with the increase in the number of

How do Influencers influence Millennials' travel decisions?

followers, for certain reasons, the focus group changes and brands no longer benefit from those influencers (Ismail, 2018).

Macro-influencers have a significant number of followers, between 10,000 and 100,000, therefore it is clear that they have more responsibility than micro or nano-influencers because they have better and more expensive business deals and, with that, a greater responsibility. As more and more people are interested in this kind of earnings, macro influencers are slowly becoming a business (Ismail, 2018).

Mega influencers have the highest number of followers, from 100,000 to several million. Mega influencers are the most famous celebrities who have gained popularity before Instagram, but this is an additional way for them to make money. Their followers are not engaged in their profile as in the previous types because due to the large number of followers they do not have close communication. Also, followers have a lack of confidence in mega influencers because they are aware that their goal is only to earn extra money (Ismail, 2018).

DIFFERENCES BETWEEN INFLUENCER MARKETING AND WOM (WORD-OF-MOUTH)

WOM (word-of-mouth) is a traditional advertising mechanism that slowly belongs to a bygone age, but its success cannot be disputed. It is thought to be credited with the success of several important brands from Google, Starbucks, Ikea, Nokia, Prada, Skype and Tamagotchi (Backaler, 2018). The question that brands most often ask themselves is how to reach the target market. It is necessary to create a viral message that will spread the market, but it is difficult to determine which message will spread, so most activities in WOM consist of creating messages that are intentionally viral. "Recommendations, experiences, gossip and stories from the field are all types of WOM, and all related by various influencer types" (Brown & Hayes, 2008, p.142). Some of these communications are open, formal, published in books, blogs or social

How do Influencers influence Millennials' travel decisions?

networks. "But much of it, up to 80 per cent we estimate, happens in closed circles" (Brown & Hayes, 2008, p.142). These can be meetings, lunches, golf courses, calls. Much of the influencer of consultants and third-party advisors to decision-makers comes not in the form of specific strategic or project recommendations, but by WOM, whispered in the ear of the decision-maker (Brown & Hayes, 2008). The problem with today's brands that choose to use WOM marketing is to create generalized WOM. Because WOM is free, brands sometimes use it in the wrong people and in the wrong places, waiting for it to trigger a reaction somewhere. An example from everyday life is the usage of automated spam filtering tools in email. A similar thing happens with WOM mail that is sent to different consumers without a specific plan.

"Marketing through influencers is about enabling influencers to talk about you to prospects" (Brown & Hayes, 2008, p.11) as WOM tries to encourage people to talk about you positively. Influencers acquire their influence in the various ways they have to pass on to decision makers. "Influencer marketing, the process of identifying, engaging and supporting individuals who create conversations with a brand's customers, is a growing trend used in public relations initiatives." (Glucksman, 2017, pp. 77). Increasing use of social networks has influenced the creation of Influencer marketing. People, even those who are not Millennials, are beginning to understand the trend. Until a few years ago, Influencer marketing was thought to include only celebrity people who advertise products for additional profit. Today, this has taken a new level when brands realize that their advertising and the spread of positive words are no longer enough, but that they must engage someone to convey their product and project idea more effectively (Glucksman, 2017.)

INFLUENCERS IN PROMOTING TOURIST DESTINATIONS

According to one recent study by Schofields (Social Crossway, 2019) "more than 40 percent of millennials aged 18 through 33 consider "Instagrammability" while choosing their next trip".

How do Influencers influence Millennials' travel decisions?

Tourist destinations can benefit greatly from working with influencers, since this type of relationship with influencers may affect the expansion of content sharing and thus offer access to new audiences. The advantage of this type of advertising is the unobtrusive provision of information to users, and these users are most often the target group of people who share interests.

Travel influencers focus on creating travel, tourism and culture content for their social networks. Their purpose is to share travel pictures to inspire others to visit a destination. They are most often in partnership with various travel distributors, airlines, travel agencies and local businesses. Some of the most famous influencers, collectively capturing 5 million followers on Instagram, Murad and Nataly Osmani have developed a project called #FollowMeTo. The idea of the project comes from a photo of a girl lying in a specific pose and holding a man's hand while looking at a beautiful location. The project began in 2011. in Barcelona and with that project, the couple got on Forbes' list of the Top 10 Travel Influencers for 2017. Their influence, at least as far as travel is concerned, can be noticed by the number of books they have sold.

RESEARCH FOCUS

The research shows that the influence of Influencers and travel bloggers is very significant. With the help of created content on social networks they seek to attract and create an audience that will motivate them to visit a certain destination or buy a product. The purpose of this research is to investigate the connection between influencer marketing and millennial's Travel Decision Making Process. The comparative goals of the research are to determine the frequency of the usage of social networks when making decisions about a travel destination and to examine whether the respondents follow the recommendations of Influencers and travel bloggers when choosing a travel destination.

How do Influencers influence Millennials' travel decisions?

METHODOLOGY

A survey was selected for the research method. The survey was created in Google form and was distributed via e-mail to all students of RIT Croatia, on both campuses. The questions were asked to find the relevant data about the topic of this paper. Between March 27 and April 10 of 2020, 133 respondents answered survey questions. The survey consists of 17 questions that are thematically divided into three groups. The first part of the survey presents questions related to social networks and their usage, the second part of the survey is about travel and preferences from the Millennials when choosing a travel destination, and the third part is demographic characteristics. All questions provided multiply possibilities for answers or they could offer their answer in the blank field. The answers of the survey will be displayed with the help of graphs, and they will be processed by the usual statistical and mathematical methods.

RESULTS

The purpose of this paper is to offer a possible answer to the research question "How do Influencers Influence Millennials' Travel Decisions?" and to make an attempt to identify the impact that Influencers have on Millennials and determine if Influencers can be a determining factor to visit a particular destination or a place.

As previously stated, survey consists of 17 questions divided into three groups. The first part of the questions is related to social networks and their use, the second part of the question is related to travel preferences and the third part is related to the questions on demographic characteristics, such as gender and age. The answers were processed by statistical and mathematical methods.

When looking at the gender structure of the respondents, the results show that women occupy 72.4% and men 28.6% of the total number of respondents (*figure 16*). The majority of

How do Influencers influence Millennials' travel decisions?

respondents are between 18 and 24 years old, namely 122 respondents (92%). Between 25 and 30 years' old there are 8 respondents (6%) and 3 respondents (2%) are between 31 and 40 years old (*figure 17*).

Millennials belong to the generation that uses social networks most, which is supported by research data showing that respondents use one or more social networks. When tagging which social networks respondents use, the largest number of respondents use YouTube (38), followed by Instagram (37), and Facebook (31) (*figure 1*).

When asked how often they use social networks, 36% of respondents answered that they use social networks for 1 to 3 hours a day. 29% of them use social networks between 3 and 5 hours a day, while 23% of respondents use social networks more than 5 hours a day. 2% of respondents use social networks occasionally or rarely, and 8% of respondents spend one hour on social networks daily (*figure 2*).

Most respondents chose Instagram as the most popular social network, while answering the question which social network is the most popular, and YouTube is, according to the results, the second popular social network, selected by 17% of respondents. 2% of respondents rated Twitter and Snapchat as the most popular social networks, while the other listed social networks were not selected (*figure 3*)

The research shows that, prior to Instagram, the term Influencer was not commonly used, and with the expansion of this social network, the term became a daily occurrence. According to the survey, 97% of respondents have heard of the term and know what the term means, and 46% of respondents follow one of the influencers. Only 3% of respondents have heard of the term but do not know what the term means (*figure 4*). When asked if they viewed their posts, 28% said they were not followers but occasionally looked at some of their posts, while 26% were not interested in their posts (*figure 5*).

How do Influencers influence Millennials' travel decisions?

If the respondents answered positively to the previous question, and identified themselves as followers of an Influencer, they were then directed to answer another question in which they had to indicate the name of one or more Influencers. The answers were divided into four categories: Influencers whose primary occupation is advertising products and services on social networks, celebrities that are part of Influencer marketing but their task is not solely brand promotion but self-promotion and entertainment, then athletes and unknown person. 28% of respondents mentioned the name of an Influencers whose primary occupation is advertising products and services on social networks, 11% mentioned some celebrities from different spheres of arts and entertainment, 8% cited athletes, and 54% respondents did not name the Influencer. Given that the majority of respondents cited Influencers whose primary occupation is advertising products and services on social networks, by analyzing their profiles, it can be concluded that those Influencers are targeted at middle-class people and that they predominantly promote lifestyle and fashion (*figure 6*).

In the social media world, Influencer is an influential person who is able to influence the decisions of many people and is hired by brands to promote and sell certain products. Sponsorship ads are an increasingly common method of advertising on social networks. When asked if they notice sponsorship ads, 89% of respondents said that they often noticed such ads, 10% said yes but rarely, and 2% of respondents never noticed such ads (*figure 7*). The next question concerned the attention their sponsorship ads received. 61% of respondents indicated that they viewed the ad but did not pay too much attention to them, 28% of respondents were not interested in such ads, and 11% of respondents often viewed sponsorship ads (*figure 8*).

With regard to advertising and which form of advertising respondents trust the most, 59% of respondents trust the recommendation based on the experience of a known or unknown person. 13% of respondents believe in the traditional form of advertising, while 21% of respondents do not believe in any form of advertising (*figure 9*).

How do Influencers influence Millennials' travel decisions?

Furthermore, the second part of the question concerned the preferences of the respondents when choosing a travel destination. When asked how often they travel, 37% of respondents travel once a year, 24% travel up to twice a year, 17% of respondents travel three times a year, and 18% more than three times a year (*figure 10*).

It could be concluded that Millennials are not a generation who travel a lot and that they make their travel decisions based on their current financial situation, 25% of respondents cited financial opportunities as their main item when choosing a travel destination. The second biggest item when choosing a tourist destination are the recommendations of the people they know, 20% of respondents marked that statement as a motive in choosing a travel destination. 13% of respondents choose a travel destination according to the price of accommodation, 11% of respondents search for quality content, 9% of respondents choose popular destinations, 13% of respondents consider the cost of the trip, and 3% of the respondents are loyal to a particular destination or seeking quality service. They offered other answers by themselves, such as that their personal preferences were important when choosing a destination, and that they wanted safety above all (*figure 11*).

The next question was whether the respondents had ever visited a destination or a place they were recommended from a travel bloggers and Influencers. 80% of respondents said they had never visited a destination or place that they heard from a travel bloggers and Influencers on social media. 11% of the respondents often listened to and accepted the recommendations of travel bloggers and Influencers, and 9% of the respondents listened to such recommendations only once (*figure 12*). The following question builds on the previous one because if they have followed the recommendation of famous Influencers and travel bloggers, they can answer the question what are the reasons why they decided to do so. 34% of respondents did not answer this question, 29% of the respondents said that they could not decide which destination to choose and found these recommendations useful. 11% of respondents wanted to be trendy, 16%

How do Influencers influence Millennials' travel decisions?

answered that they did not respond to the recommendations, and 8% of respondents trusted such recommendations because Influencers and travel blogger seemed to know what they were saying (*figure 13*). When asked if they thought that in the future, Influencer marketing would be the main marketing strategy, 47% of respondents think they would, 24% think they would not, and 29% did not know (*figure 14*).

The next question related to Influencer characteristics that they considered important to visit a destination or content that they promoted, 34% of respondents valued the quality content they present while probably thinking of professionally done photos and recordings. 24% of respondents appreciated their approach towards followers. 22% of respondents valued the experience they shared and their age as well (*figure 15*).

DISCUSSION

The purpose of this research is to determine the Influence of Influencers on Millennial's Travel Decision Making Process. As it's already mentioned, the term Influencer marketing has taken on a whole new meaning and an increasing number of companies are choosing this type of advertising. The main reasons for this primarily lie in the faster and cheaper dissemination of information than traditional marketing provides. Thanks to the internet and social networks, it is possible to track what interests people most about a particular destination. In the researcher's view, social networks in tourism have changed the way people research, collect other people's recommendations, make decisions, and ultimately share their experiences. Millennials represent a growing traveler segment because of their habits, leisure time, income, and their tendency to travel. Travel organizations need to be focused on the activities Millennials are looking for because this generation tends to transition easily from one offer to another.

According to the research, Millennials want to have more valuable content ensured to them during their travels which is educational and not only fun, and which will enhance their skills

How do Influencers influence Millennials' travel decisions?

and enables them to have an authentic experience. The analysis of the results of the survey shows that Millennials are independent in their decision-making, but find the recommendations useful for the purpose of saving time spent exploring the destination and its content. Instagram is the most famous platform on which Influencers advertise products, and survey results show that the results obtained from this survey are very similar to the one from 2019, which shows that 38% of Influencers use Instagram as the platform they operate on. However, the previous research that discusses the characteristics of Millennials as travelers, states that the Millennials are a generation with a high spending power. The research conducted for the purpose of this paper does not show such results. Survey results show that Millennials travel on average once a year, the main reason for their travels being whether or not their current financial situation allows them to travel. According to research from 2017, Millennials most often follow the recommendations posted below Instagram photos, Facebook posts, and TripAdvisor comments. The research conducted for the purpose of this paper shows that Millennials do not follow the influencers' recommendations on social networks, but they find them useful because they get more information, and they also make the decision independently of those recommendations. The results of the questionnaire shows that there are certain requirements that need to be met when choosing a particular influencer. It is clear that they are not only interested in content that is pleasing to the eye and that tells a fairy tale, but is looking for real-life experiences, and the maturity that comes with age.

Analyzing the respondents' answers, the researcher came to know about the missing segments in the research. Questions related to Influencers and travel bloggers did not achieve the expected result because the question asked had already initiated an answer. The participants, as well as probably most people, will not say for themselves that they are blindly following one's recommendations or that they have chosen to travel solely because of the recommendations of famous Influencers. There was a lack of questions that would answer an important segment of

How do Influencers influence Millennials' travel decisions?

research, for example, what are the actual ways of informing when choosing a tourist destination. Another limitation, which has made it difficult to analyze the answers, is the ability of the respondents to choose more than one answer. One answer would impose determination on the respondents, and the results would be much more practical and useful.

From all of the above, it can be concluded that social networks do not play a significant role in choosing a tourist destination for the Millennials. Insufficient market research and a focus solely on earnings have led to a lack of confidence in Influencer marketing. The huge potential of Influencer and Digital Marketing is evident in the current world situation with the COVID-19. When everything stops, the internet and social networks become the only tools for disseminating information. In this situation, the hashtag #ostanidoma proved to be of the utmost importance as it affected a large number of people. Influencers are the ones that have largely influenced the warning to spread. In addition to promoting safety, Influencers are now tasked with advertising products that will bring positivity to the population. At this point, it has become popular to post travel photos and remember the beautiful moments associated with that destination. There is a possibility that Influencers will be the main drivers for returning to normality after the pandemic, and it is realistic to assume that when Influencers start travelling in the future, they will also inspire others to do the same.

FUTURE RESEARCH

The data collected during this research work contributes to this field of knowledge and supports the notion of social networking as a motivating factor for Millennials in their travel choices. This paper has given rise to various difficult questions and some of these questions still need to be properly answered. Decision making is very personal and depends on the character, ambition and beliefs of the person. Motivation is a personal aspect of an individual that affects different people in different ways. It is not easy to analyze the effect of social networks on persons'

How do Influencers influence Millennials' travel decisions?

motivations for traveling. For further research, it is recommended to further analyze the profiles of the respondents through several survey questions and thus answer the question what is their greatest motivation when choosing a travel destination.

Another possible way to improve this research would focus on destinations that are becoming more popular and explore over time how and why the traffic increases and understand what is the impact that social media have on this increase. Furthermore, it would be helpful to understand how one destination succeeds and why another fails. It would be useful for both tourist destinations to know where to focus their markets in order to increase the number of visitors.

How do Influencers influence Millennials' travel decisions?

REFERENCES

- Xiang, Z. & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179
- Andrus, A. (2013). What is Digital Marketing and How Do I Get Started? *Disruptive Advertising*: Lindon, US
- Constine, J. (2018). Instagram hits 1 billion monthly users, up from 800M in September. *Techcrunch*
- Nicoli, N., & Papadopoulou, E. (2017). TripAdvisor and reputation: a case study of the hotel industry in Cyprus. *EuroMed Journal of Business*, 12(3), 316–334.
- Morgan Glucksman (2017). The Rise of Social Media Influencer Marketing on Lifestyle Branding: A Case Study of Lucie Fink, *Elon journal of undergraduate research in communications*. Elon, NC: Elon University: 78
- Backaler, J. (2019). *Digital influence: unleash the power of influencer marketing to accelerate your global business*. Cham, Switzerland: Palgrave Macmillan: 21-22
- W.K.A.C. Gnanapala, A.M.J.A. Dharmasiri, J.A.R.C. Sandaruwani (2016). *Travel Motives, Perception and Satisfaction of Millennial Travellers: A Study in East Coast of Sri Lanka*. Malaysia: University Malaysia Sabah: 524
- Gilbert, J. (2011). The Millennials: A new generation of employees, a new set of engagement policies. *Ivey Business School Journal*
- Cavagnaro, E., Staffieri, S., & Postma, A. (2018). Understanding millennials' tourism experience: values and meaning to travel as a key for identifying target clusters for youth (sustainable) tourism. *Journal of Tourism Futures*, 4(1), 31–42.
- Taher, A. (2019). Instagram: Key Global Statistics 2019. *Social Listening & Market Intelligence Platform*
- Brown, D., Hayes, N. (2008). *Influencer marketing: who really influences your customers?*

How do Influencers influence Millennials' travel decisions?

London, UK: Elsevier/Butterworth-Heinemann, 142

Social Crossway (2019). How travel influencers are changing the tourism industry. *Social Crossway*, Medium.

Bronner, F., & Hoog, R. D. (2010). Vacationers and eWOM: Who Posts, and Why, Where, and What? *Journal of Travel Research*, 50(1), 15–26.

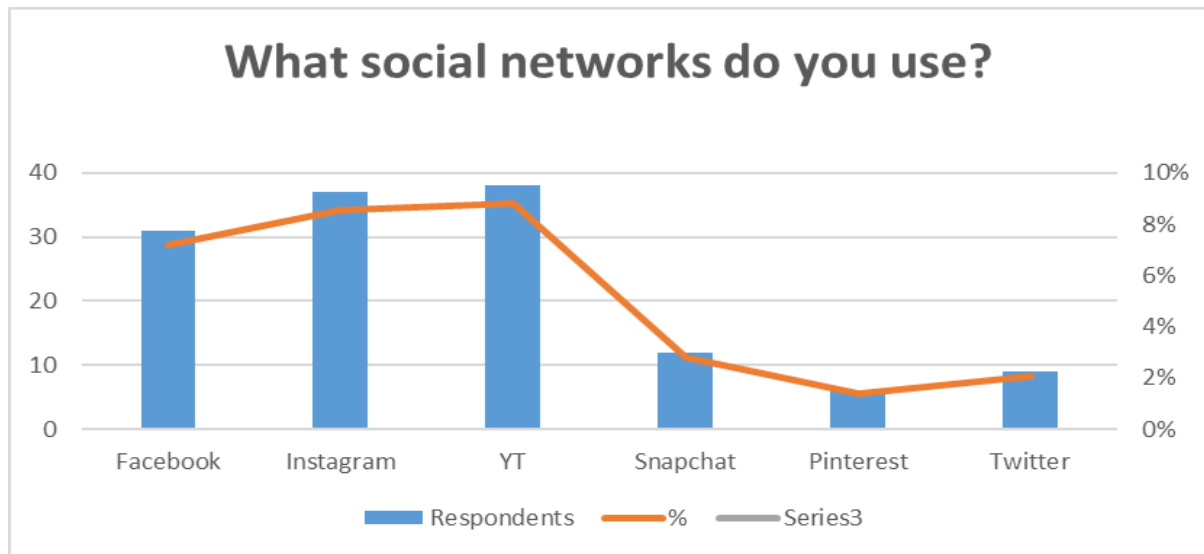
Ismail, K. (2018). Social Media Influencers: Mega, Macro, Micro or Nano. *Cmswire*

CondorFerries (2020). 60 Millennial Travel Statistics & Trends 2020. *CondorFerries*.
St. Peter Port

Lider (2019). Pripadnici generacije Z nisu materijalisti, privlačnija su im putovanja nego stvari. *Lider Media*

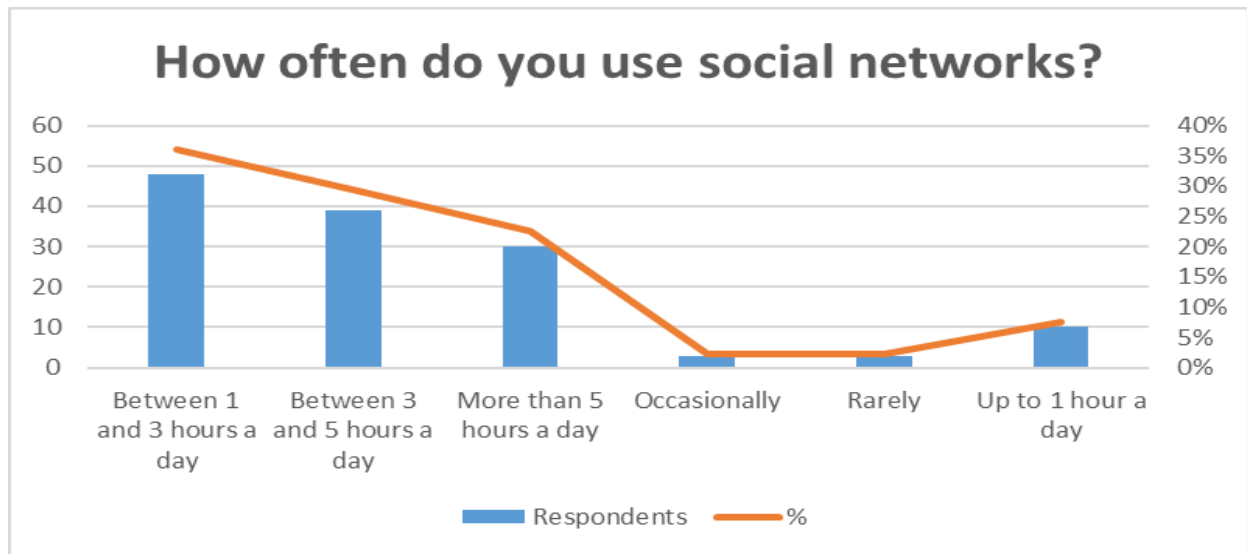
APPENDIX A

Figure 1



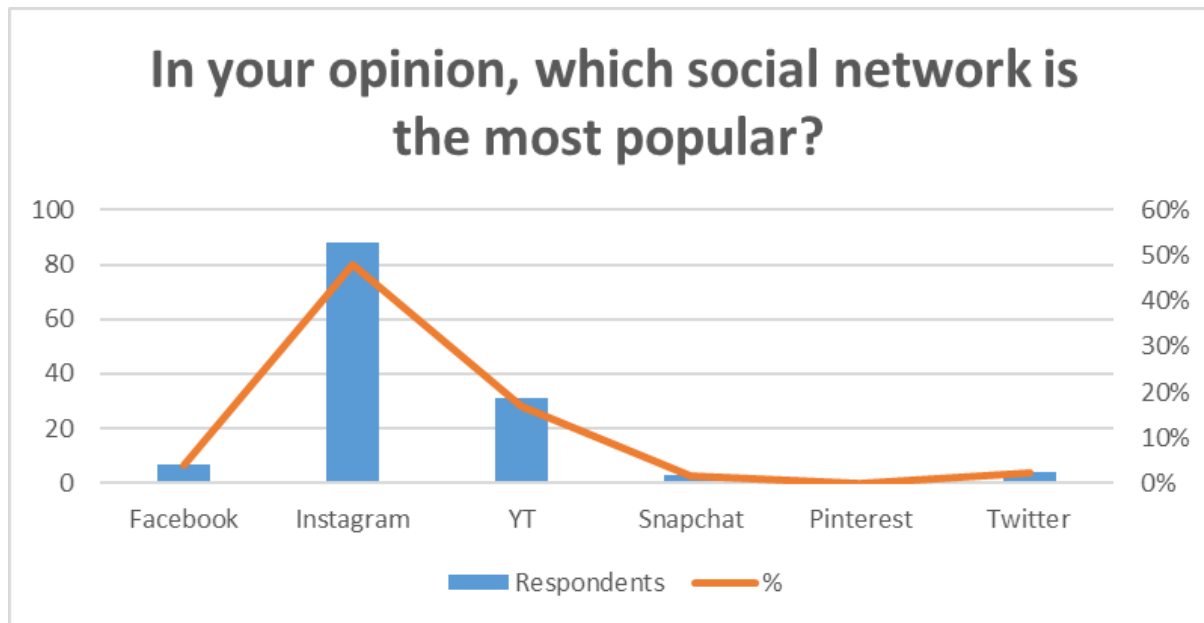
APPENDIX A

Figure 2



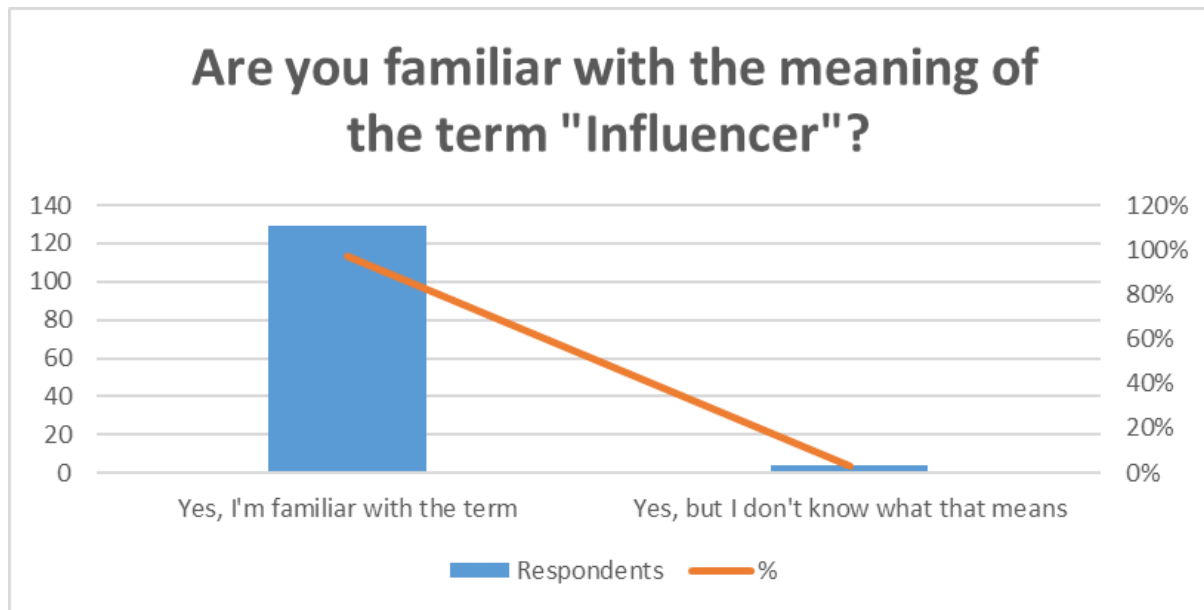
APPENDIX A

Figure 3



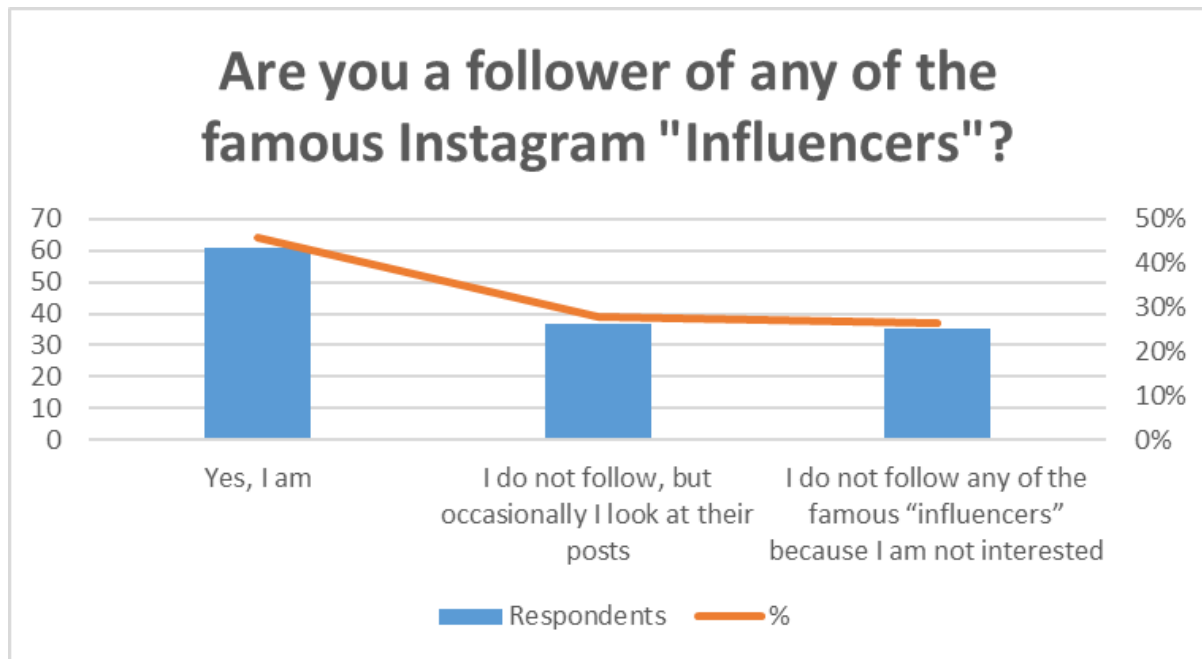
APPENDIX A

Figure 4



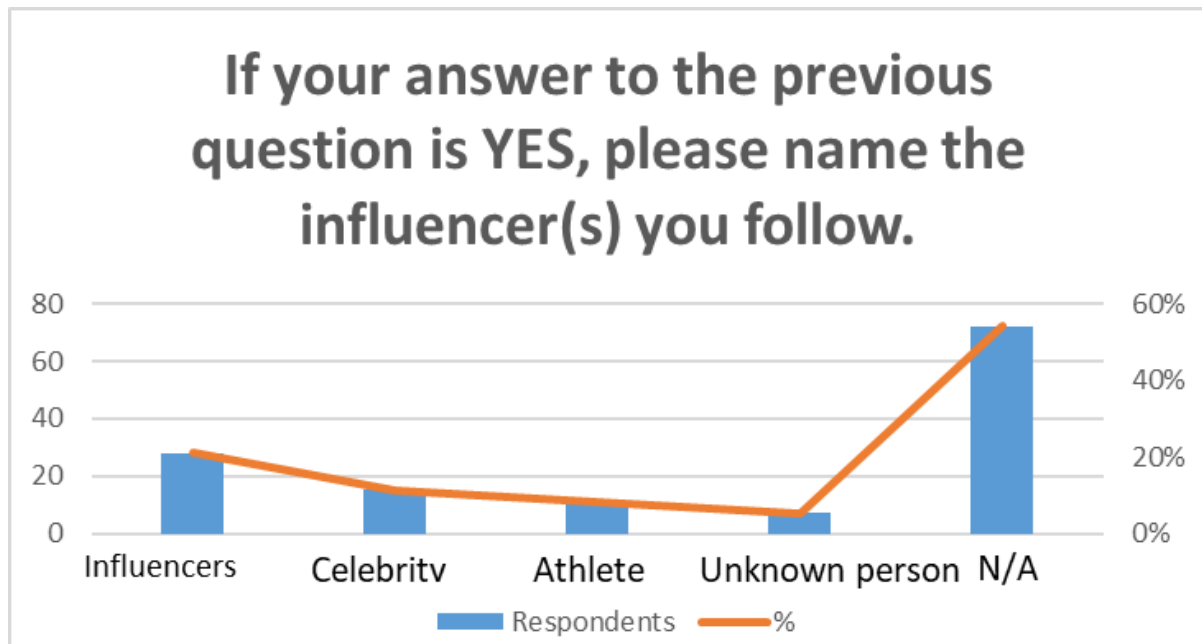
APPENDIX A

Figure 5



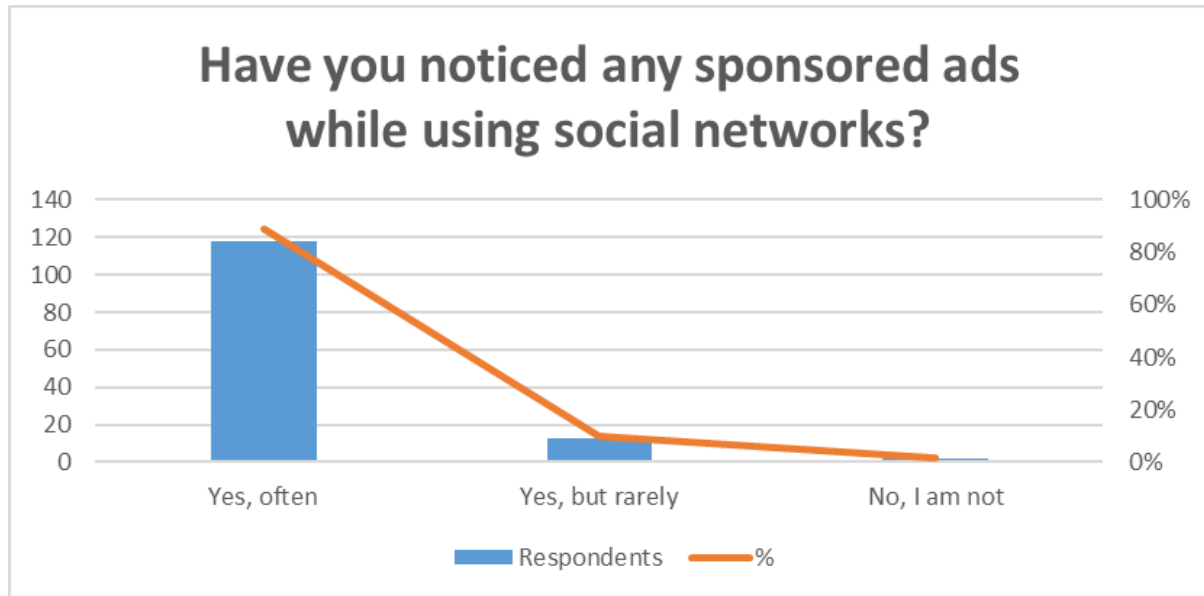
APPENDIX A

Figure 6



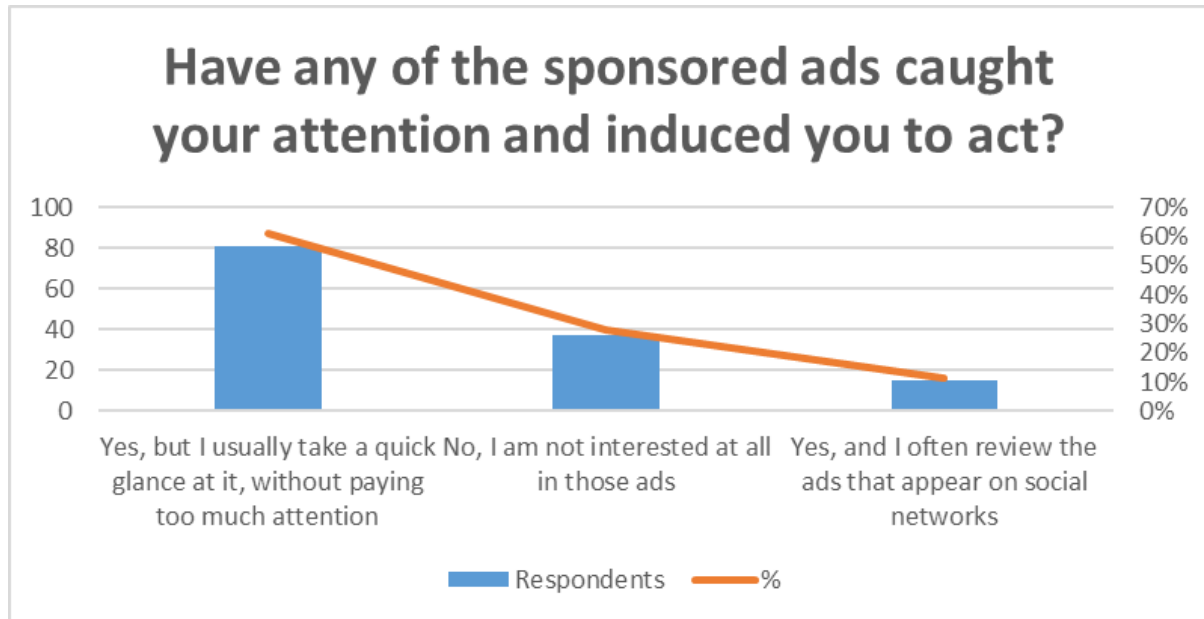
APPENDIX A

Figure 7



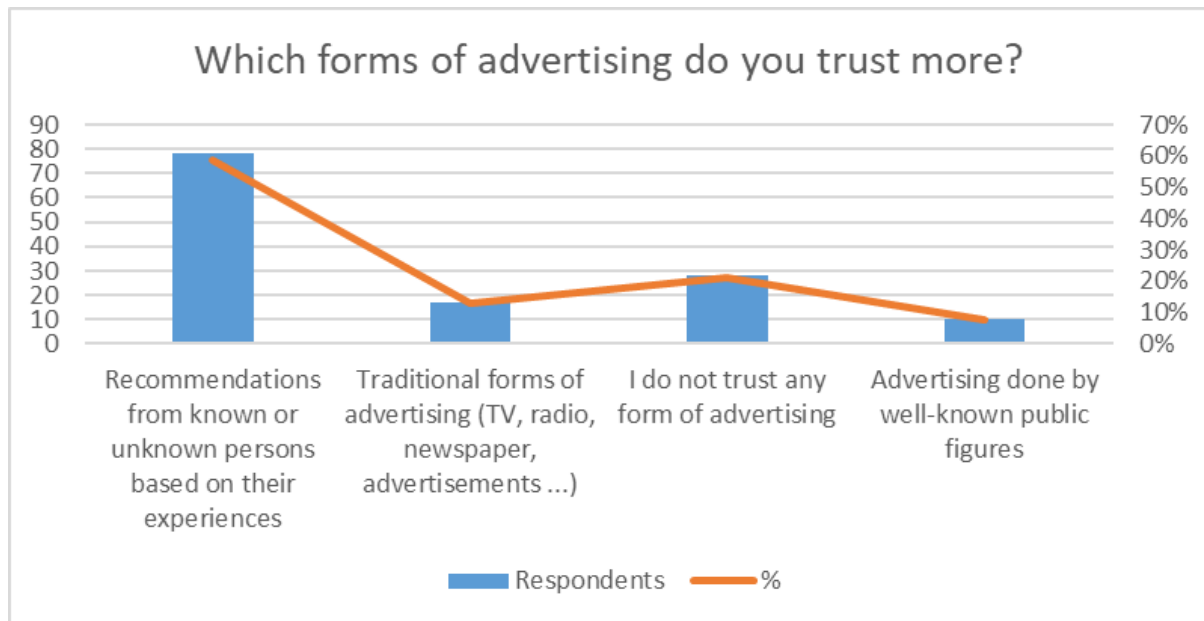
APPENDIX A

Figure 8



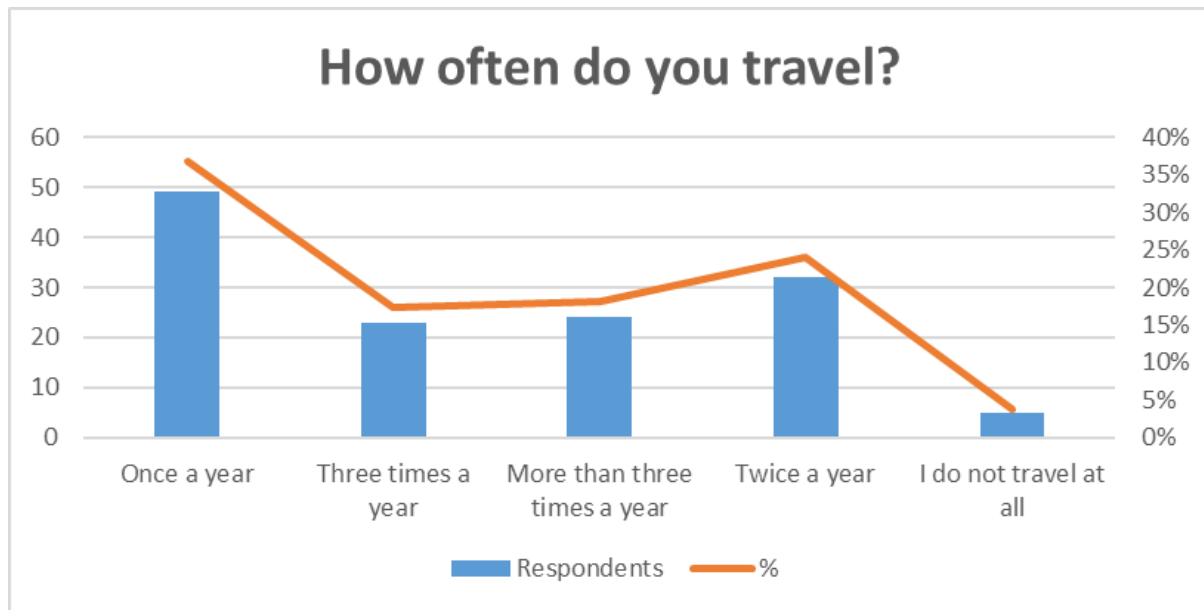
APPENDIX A

Figure 9



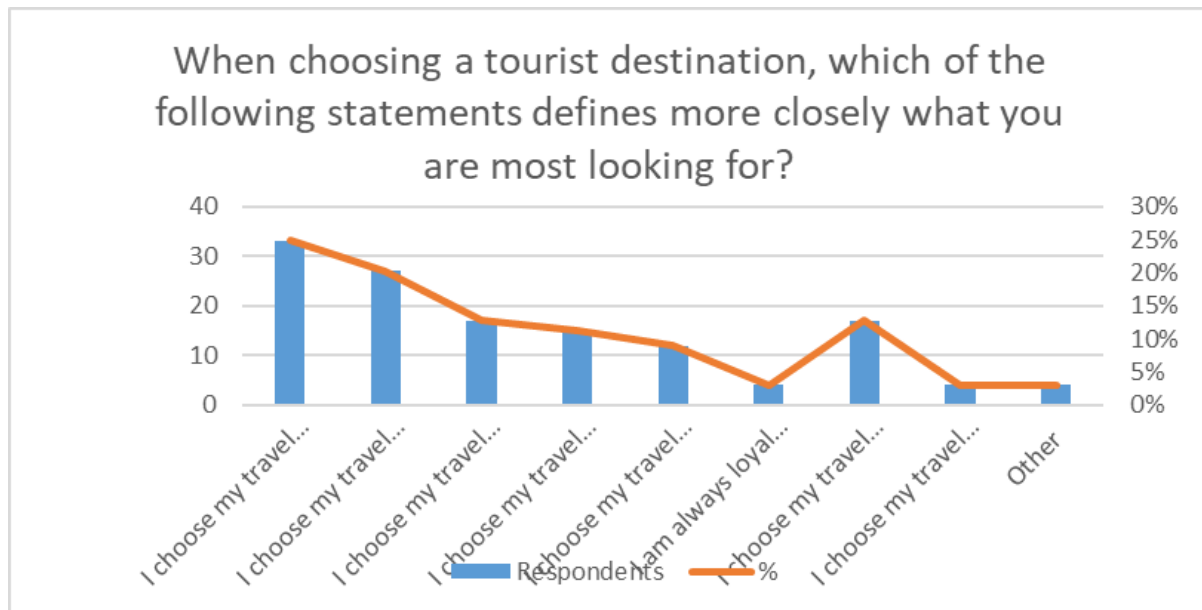
APPENDIX A

Figure 10



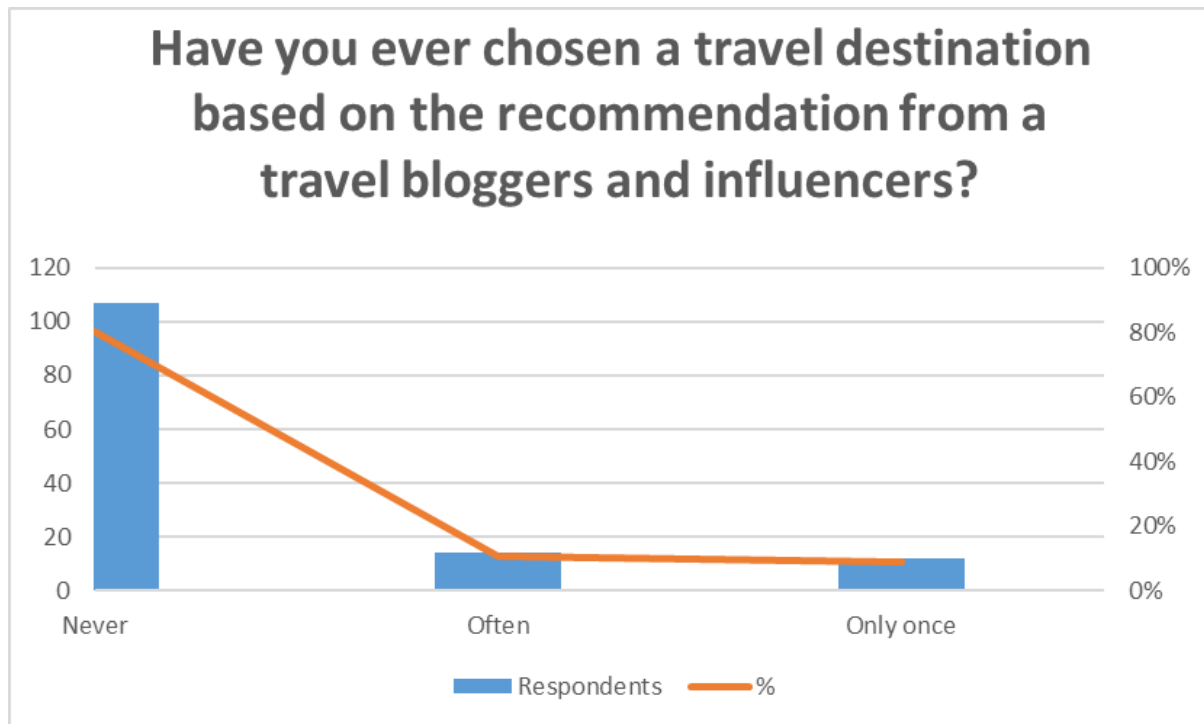
APPENDIX A

Figure 11



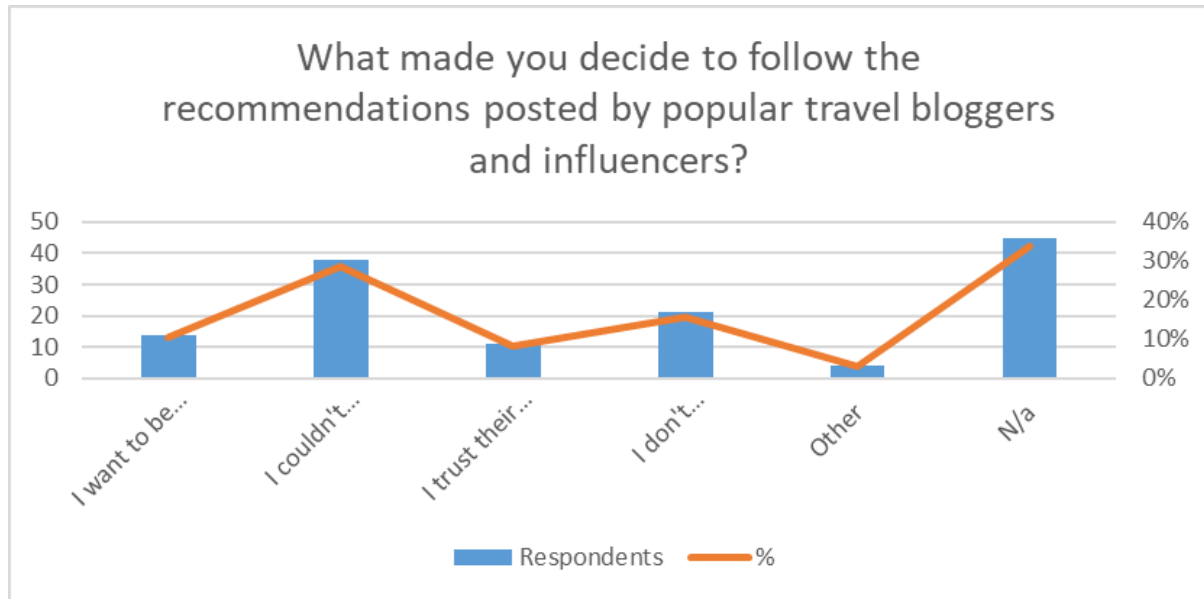
APPENDIX A

Figure 12



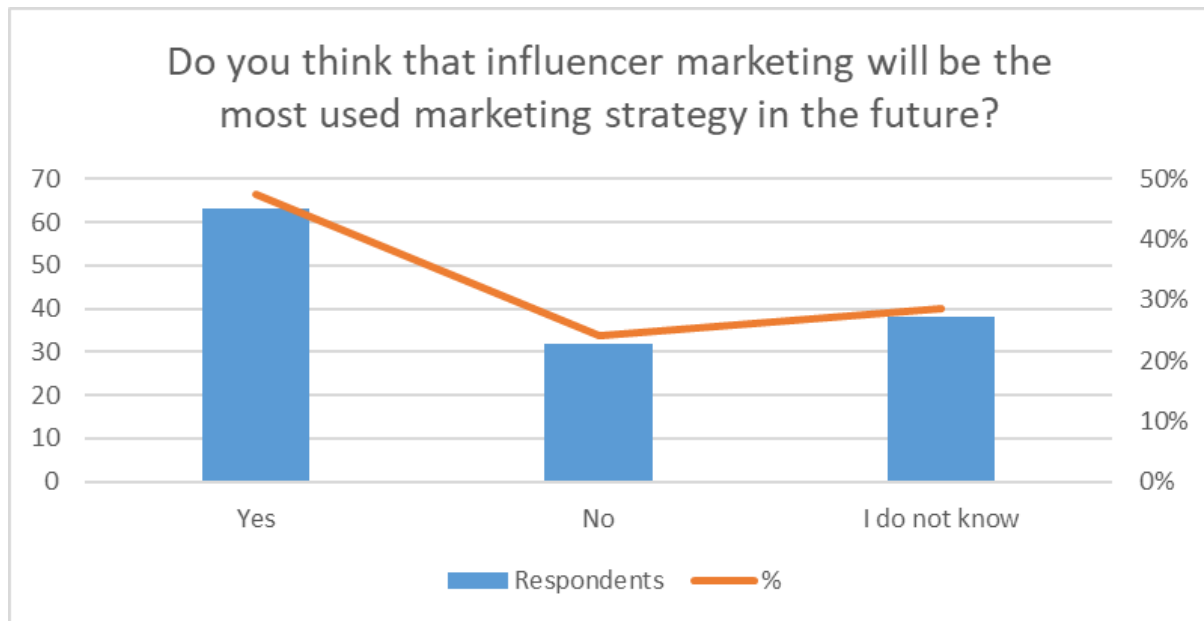
APPENDIX A

Figure 13



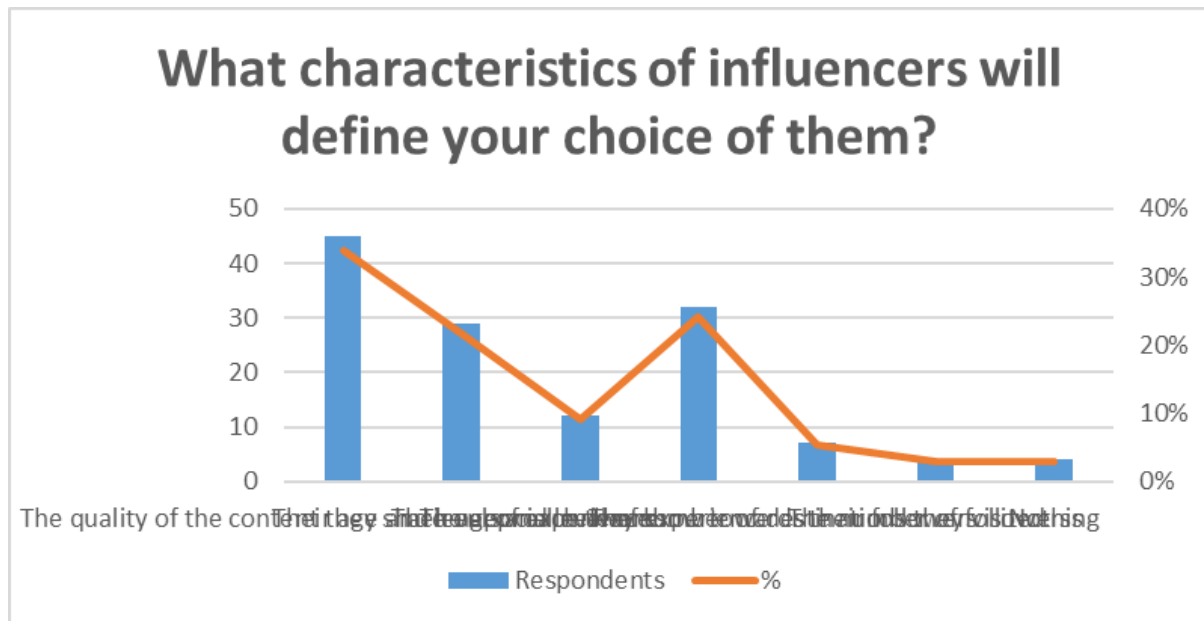
APPENDIX A

Figure 14



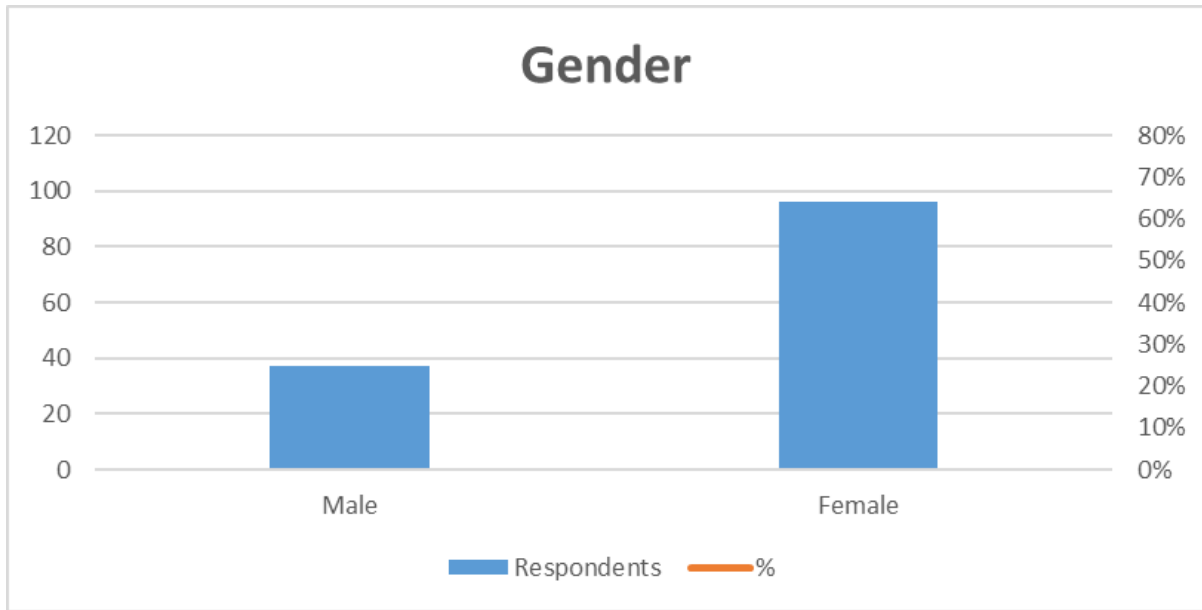
APPENDIX A

Figure 15



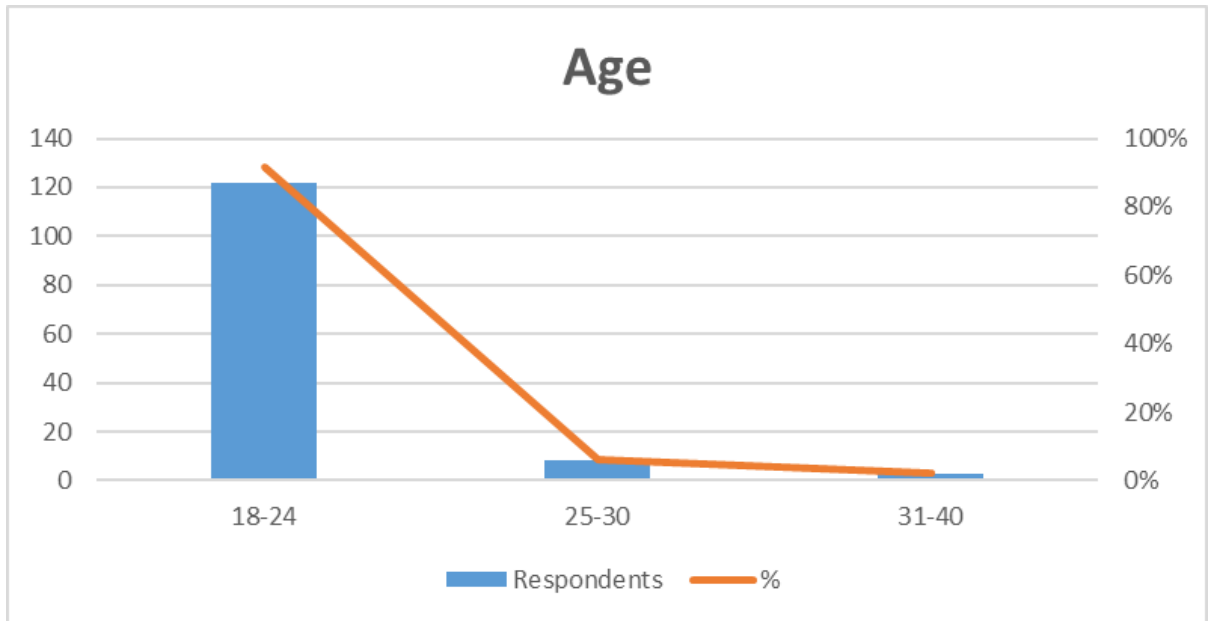
APPENDIX A

Figure 16



APPENDIX A

Figure 17



APPENDIX B

1. What social networks do you use? (multiple responses can be marked)
 - Facebook
 - Instagram
 - YouTube
 - Snapchat
 - Twitter
 - Pinterest

2. How often do you use social networks?
 - Rarely
 - Occasionally
 - Up to 1 hour a day
 - Between 1 and 3 hours a day
 - Between 3 and 5 hours a day
 - More than 5 hours a day

3. In your opinion, which social network is the most popular?
 - Facebook
 - Instagram
 - YouTube
 - Snapchat
 - Twitter

4. Are you familiar with the meaning of the term "influencer"?
 - Yes, but I don't know what that means
 - Yes, I'm familiar with the term
 - No

5. Are you a follower of any of the famous Instagram "influencers"?
 - Yes, I am
 - I do not follow, but occasionally I look at their posts
 - I do not follow any of the famous "influencers" because I am not interested

6. If your answer to the previous question is YES, please name the influencer(s) you follow.

7. Have you noticed any sponsored ads while using social networks?
 - Yes, often
 - Yes, but rarely
 - No, I am not

How do Influencers influence Millennials' travel decisions?

8. Have any of the sponsored ads caught your attention and induced you to act?
- Yes, and I often review the ads that appear on social networks
 - Yes, but I usually take a quick glance at it, without paying too much attention
 - No, I am not interested at all in those ads
9. Which forms of advertising do you trust more?
- Traditional forms of advertising (TV, radio, newspaper, advertisements ...)
 - Recommendations from known or unknown persons based on their experiences
 - Advertising done by well-known public figures
 - I do not trust any form of advertising
10. How often do you travel?
- I do not travel at all
 - Once a year
 - Twice a year
 - Three times a year
 - More than three times a year
11. When choosing a tourist destination, which of the following statements defines more closely what you are most looking for? (More answers can be chosen)
- I choose my travel destination based on the current level of popularity
 - I choose my travel destination based on a trustworthy recommendation
 - I choose my travel destination based on the cost of the accommodation
 - I choose my travel destination based on the quality of facilities
 - I choose my travel destination based on the quality of service
 - I choose my travel destination based on the cost of travel expenses
 - I choose my travel destination based on my current financial capabilities
 - I am always loyal to the same travel destinations
 - Other (please explain): _____
12. Have you ever chosen a travel destination based on the recommendation from a celebrity?
- Yes, only once
 - Yes, I often follow recommendations by popular celebrities
 - No, I never follow those recommendations
13. What made you decide to follow the recommendations posted by popular travel bloggers and influencers?
- I trust their recommendations because they seem to know what they are talking about
 - I want to be trendy
 - I couldn't make up my mind and I found their recommendations useful
 - Other (please explain): _____

How do Influencers influence Millennials' travel decisions?

14. Do you think that influencer marketing will be the most used marketing strategy in the future?

- Yes
- No
- I do not know

15. What characteristics of influencers will define your choice of them?

- Their age and level of experience
- The number of followers
- The approach they show towards their followers
- The quality of the content they share on social networks
- The number of destinations they visited
- Other (please specify) _____

16. Gender

- Female
- Male

17. Age

- 18-24
- 25-30
- 31-40
- 41-50
- 51 and more