

Transcript of expert interview with tourism and marketing professionals

Interviewer: I am conducting a research study on the impact of Instagram travel influencers on Gen Z's tourism consumption. As professionals in the tourism and marketing industries, your input is valuable in helping me better understand how social media influencers can be leveraged to reach and engage with Gen Z travellers. Do you carry out research and monitoring of potential candidates for influencer marketing campaigns?

Interviewee (P1): No.

Interviewee (P2): Yes.

Interviewee (P3): Yes.

Interviewee (P4): Yes.

Interviewee (P5): Yes.

Interviewee (P6): Yes.

Interviewee (P7): No.

Interviewee (P8): Yes.

Interviewee (P9): No.

Interviewer: To what extent do you agree that influencer marketing is accessible and affordable for your company?

Interviewee (P1): Somewhat agree.

Interviewee (P2): Strongly agree.

Interviewee (P3): Somewhat agree.

Interviewee (P4): Somewhat agree.

Interviewee (P5): Strongly agree.

Interviewee (P6): Neither agree nor disagree.

Interviewee (P7): Strongly agree.

Interviewee (P8): Somewhat agree.

Interviewee (P9): Strongly agree.

Interviewer: How much of an impact do you believe influencers have in promoting tourism for your company?

Interviewee (P1): Moderate impact.

Interviewee (P2): Moderate impact.

Interviewee (P3): Slight impact.

Interviewee (P4): Significant impact.

Interviewee (P5): Significant impact.

Interviewee (P6): Slight impact.

Interviewee (P7): Don't know / Unsure.

Interviewee (P8): Moderate impact.

Interviewee (P9): Slight impact.

Interviewer: What are the advantages and reasons for collaborating with influencers?

Interviewee (P1): Generating buzz and word-of-mouth marketing, enhancing a brand's online presence.

Interviewee (P2): Creating authentic content and experiences, generating buzz and word-of-mouth marketing, building brand awareness and loyalty, generating financial returns, enhancing a brand's online presence.

Interviewee (P3): Reaching a targeted audience, expanding customer base, creating authentic content and experiences, building brand awareness and loyalty, enhancing search engine optimization (SEO), generating financial returns, enhancing a brand's online presence, facilitating feedback from the target audience.

Interviewee (P4): Expanding customer base, generating buzz and word-of-mouth marketing, facilitating feedback from the target audience.

Interviewee (P5): Reaching a targeted audience, generating buzz and word-of-mouth marketing, building brand awareness and loyalty, providing social proof and credibility, generating financial returns, enhancing a brand's online presence.

Interviewee (P6): Reaching a targeted audience, generating buzz and word-of-mouth marketing, promoting a specific location or country, enhancing search engine optimization.

Interviewee (P7): Reaching a targeted audience, promoting a specific location or country, generating financial returns.

Interviewee (P8): Reaching a targeted audience, generating buzz and word-of-mouth marketing, enhancing search engine optimization (SEO), enhancing a brand's online presence.

Interviewee (P9): Creating authentic content and experiences, generating buzz and word-of-mouth marketing.

Interviewer: What are the disadvantages of using Influencers?

Interviewee (P1): Limited control over the influencer's messaging and content, and difficulty in measuring ROI (return on investment).

Interviewee (P2): Limited control over the influencer's messaging and content, high cost associated with working with popular influencers, and difficulty in measuring ROI (return on investment).

Annex 8 continuation

Interviewee (P3): High cost associated with working with popular influencers, and potential for influencer scandals or controversies to negatively impact the brand.

Interviewee (P4): Limited control over the influencer's messaging and content, difficulty in finding the right influencer for the brand's specific needs, and difficulty in measuring ROI (return on investment).

Interviewee (P5): Perceived as inauthentic or fake, and high cost associated with working with popular influencers.

Interviewee (P6): Perceived as inauthentic or fake, and difficulty in measuring ROI (return on investment).

Interviewee (P7): High cost associated with working with popular influencers, difficulty in finding the right influencer for the brand's specific needs, and the potential for influencer scandals or controversies to negatively impact the brand.

Interviewee (P8): Limited control over the influencer's messaging and content, high cost associated with working with popular influencers, and difficulty in finding the right influencer for the brand's specific needs.

Interviewee (P9): Limited control over the influencer's messaging and content, and difficulty in measuring ROI (return on investment).

Interviewer: What are the criteria for selecting Instagram travel influencers?

Interviewee (P1): Number of followers, quality of content, engagement level, demographic of their followers, and metrics such as reach, impressions, and conversion rates.

Interviewee (P2): Number of followers, quality of content, engagement level, demographic of their followers, and metrics such as reach, impressions, and conversion rates.

Interviewee (P3): Quality of content, reliability, and geographic location.

Interviewee (P4): Brand and influencer compatibility, quality of content, reliability, reputation, and credibility.

Interviewee (P5): Brand and influencer compatibility, quality of content, engagement level, demographic of their followers, reputation and credibility, metrics such as reach, impressions, and conversion rates, cost-effectiveness.

Interviewee (P6): Brand and influencer compatibility, engagement level, geographic location, demographic of their followers, reputation, and credibility.

Interviewee (P7): Brand and influencer compatibility, number of followers, quality of content, reliability, geographic location.

Interviewee (P8): Brand and influencer compatibility, number of followers, demographic of their followers, metrics such as reach, impressions, and conversion rates.

Annex 8 continuation

Interviewee (P9): Number of followers, and cost-effectiveness.

Interviewer: To what extent do you agree that using young influencers can help attract a younger segment of tourists to a destination?

Interviewee (P1): Agree.

Interviewee (P2): Somewhat agree.

Interviewee (P3): Somewhat agree.

Interviewee (P4): Strongly agree. Young influencers have a strong influence on the younger segment of tourists as they can relate to them better and are more likely to follow their recommendations.

Interviewee (P5): Strongly agree. Young influencers have a strong social media presence and can help to increase the visibility of a destination to younger audiences.

Interviewee (P6): Somewhat disagree.

Interviewee (P7): Somewhat agree.

Interviewee (P8): Agree.

Interviewee (P9): Agree.

Interviewer: How effective was influencer marketing for your company in achieving your marketing goals, such as increasing brand awareness, driving website traffic, generating leads, or boosting sales?

Interviewee (P1): Very effective.

Interviewee (P2): Exceptionally effective.

Interviewee (P3): Very effective.

Interviewee (P4): Very effective.

Interviewee (P5): Exceptionally effective.

Interviewee (P6): Not effective at all.

Interviewee (P7): Exceptionally effective.

Interviewee (P8): Very effective.

Interviewee (P9): Exceptionally effective.

Interviewer: To what extent do you agree that influencer marketing can lead to increased tourism revenue for businesses targeting Gen Z?

Interviewee (P1): Agree.

Interviewee (P2): Agree.

Interviewee (P3): Somewhat agree.

Interviewee (P4): Agree.

Interviewee (P5): Agree.

Interviewee (P6): Somewhat disagree.

Interviewee (P7): Agree.

Interviewee (P8): Agree.

Interviewee (P9): Disagree.

Interviewer: To what extent do you agree that tourism businesses should partner with influencers to target Gen Z consumers?

Interviewee (P1): Somewhat neutral.

Interviewee (P2): Somewhat agree. It's important to keep up with current trends and Gen Z is a major market that can be reached through influencer partnerships.

Interviewee (P3): Strongly agree.

Interviewee (P4): Somewhat neutral.

Interviewee (P5): Strongly agree. Gen Z is a demographic that spends a lot of time on social media and influencer partnerships is an effective way to reach them.

Interviewee (P6): Strongly disagree.

Interviewee (P7): Somewhat neutral.

Interviewee (P8): Somewhat agree.

Interviewee (P9): Somewhat neutral.

Interviewer: What suggestions would you offer to other tourism businesses regarding working with influencers?

Interviewee (P2): Selecting the right and best fit influencers for their campaigns as it is important to get user generated content with high visibility and engagement level. Also, to ensure a smooth communication with influencers is another important factor to increase a brand recognition and loyalty level as well.

Interviewee (P3): Influencers promote their products well; they can promote your brand very well and reach a wide audience.

Interviewee (P4): Choose influencers with less followers but who are very loyal instead of influencers with many followers, value for money is much more profitable.

Interviewee (P5): Quality not quantity.

Interviewee (P6): Influencer marketing is not worth the money.

Interviewee (P7): Good advertisements, suitable images, or videos

Interviewee (P9): I recommend that they clearly communicate your expectations to the influencer, including the goals of the campaign, required deliverables and pricing. It is crucial to have a written agreement outlining these details to avoid any confusion or misunderstanding.