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The Luxury Hotels: User-Generated Content Insight Report addresses the following questions:

- **What can Luxury Hotel brands do to encourage guests and other users to participate?**
- **Where can brands incorporate UGC in their sites and other channels?**
- **Which is the most widely used form of UGC?**

This L2 Insight Report is the second in a series of reports that take an in-depth look at the key topics in our [Digital IQ Index® Luxury Hotels 2016](#).

Key Findings

- Brands that integrate user-generated content (UGC) into their Instagram accounts generate nearly 6x as many interactions per post on average than brands that do not integrate UGC.
- Brands that source more than half of their posts from UGC generate 2.6x higher engagement than brands that do not.
- Since 2015, UGC integration on brand pages more than tripled to 14 percent, while integration on property pages more than doubled to 40 percent.

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UGC is the New Black

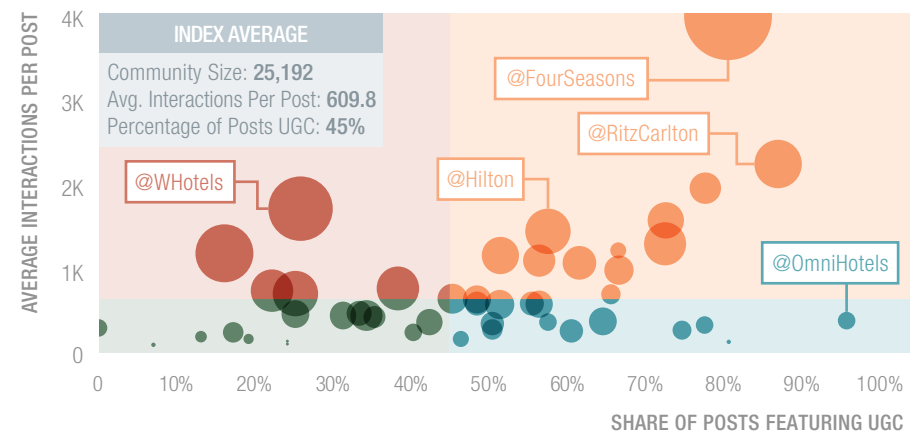
With 97 percent of millennials posting on social media to share experiences with friends while traveling and 40 percent relying on user-generated content (UGC) to inform their own travel plans, Luxury Hotel brands can no longer ignore this marketing tool.¹ Additionally, brand engagement rises by 28 percent when consumers are exposed to both professional content and UGC.² As a result, Luxury Hotels are increasing investments in UGC, but still more than half of the Index brands fail to incorporate it anywhere on their sites. By leveraging UGC, Luxury Hotel brands can cost effectively fuel their content engines with guest-generated imagery that is both on brand and authentic, resonating strongly with prospective guests.

1. "By 2016, Most Digital Travel Bookers Will Use Mobile Devices," eMarketer, November 19, 2015.

2. "Celebrate Creators: How to Launch a Successful User Generated Content Campaign, With 3 Best Practices," Anna O'Brien, Sprinklr, December 9, 2015.

Luxury Hotels: Average Engagement Per Post vs. Share of Posts Featuring UGC on Instagram

June 2016–August 2016, n=50 Active Brands ● Community Size



Source: L2 Insight Report: Luxury Hotels User-Generated Content, September 2016.