

# JOIN THE #NiceTravels MOVEMENT!

DoubleTree by Hilton Champions Traveling Nicely through Real-Time Social Listening and Year-Long Giveaways. Help nice catch on by sharing everyday kindness with #NiceTravels on Facebook, Twitter and Instagram.



In spite of a global affection for travel – with more than **620,000 Twitter users** identifying as passionate travelers – **just 36%** of the online conversation about travel is **positive**



Travelers are most active **sharing complaints** on **Twitter** and **Facebook**, whereas **Instagram** posts are more positive in tone

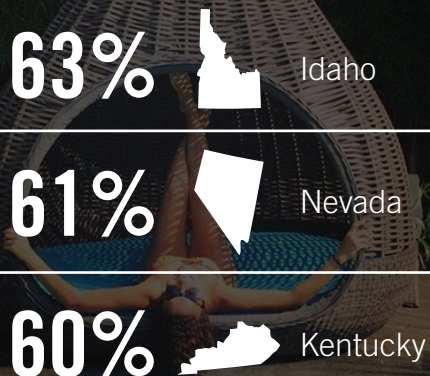
The most common **positive topics** include:



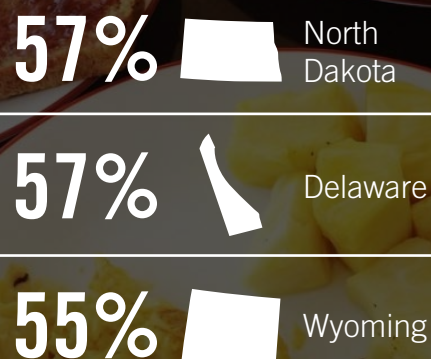
**Negative conversation** was driven by:



**Complaints about travel** are most common in:



The states with the most **positive travelers** include:



*“Kindness”*

was most often recognized in the form of **upgrades** and **friendly attendants**



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