## JOIN THE #MiceTravels **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:

Hotel or Flight Experience (great deals, views, upgrades)

Nice travelers/good customer service

Making the best of a flight delay





**Negative conversation** was driven by:

70% Travel

Hotel or flight experience

6%

luggage

delays

4%

Rude travelers/bad customer service

Sudden

changes

Check in/ security

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

63%



Idaho

61%



Nevada

60%



Kentucky

The states with the most positive travelers include:

57%



North Dakota



Delaware

55%



Wyoming

"Kindness"

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



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