



Developing Digital Marketing Strategies to attract family customers
Case study: Holiday Club Caribia Turku

Adeel Yousaf

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Abstract

Author(s) Adeel Yousaf
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<p>Today's digital marketing has become an essential element of any hotel business. The rapidly growing role of digital marketing has impacted the way hotels promote their offerings to current and potential customers. It does not only build brand awareness, but it can also increase sales, grow businesses, and engage more customers.</p> <p>The purpose of this thesis is to understand the digital marketing plan for social media platforms of Holiday Club Caribia Hotel, Turku, Finland, to attract the family customers. The findings of my study will hopefully inform the hotel with some practical recommendation or solutions for improving the current flaws in the digital marketing strategies to attract family customers or may introduce something new.</p> <p>In this thesis, I adopted a qualitative methodology, which will evaluate the hotel's position and its compatibility in today's digital age, including: the analysis of the online presence: What are the current social media channels that hotel uses? Are social media channels designed for family-oriented customers such as website, Facebook and Instagram? What are the drawbacks in current digital marketing strategies on social media and how can hotel improve those?</p> <p>Semi-structured interview was conducted with the hotel marketing person, and surveys were conducted with some family customers. Benchmarking (going through the social media channels and of other companies with similar services), website analysis. Carrying out external and internal analysis of hotel by using the SWOT analysis and gaining theoretical know-how (publications).</p> <p>The results of the research will help the marketing team of the hotel, and it will also make a strong hotel online presence. Academically, my research findings can help future researchers in building further conceptual ideas regarding the digitalization of marketing strategies from the hotel business perspective.</p>
Keywords Digital marketing, internet marketing, family tourism, social media, website.

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1. Introduction

In today's modern times, digital marketing is crucial for getting to know potential customers of the business, for establishing trust, and for elevating the hotel's reputation in the industry. By doing so, the hotel industry will be better able to identify success-inspiring standards and strategies (Batinić, 2015). Businesses may communicate with their customers and audience through digital marketing. This enables hotel businesses to more accurately ascertain the demands of their customers, cultivate a relationship of trust with them and provide them a distinct impression of their brand (Kaur, 2017).

Digital marketing helps hotel businesses to comprehend their market share more fully. Without a well-defined plan, the hotel can be tempted to underestimate the need for its digital service offerings. Moreover, it's probable that it won't fully comprehend the dynamics of the online market, including customer behaviours, rivals, and customer profiles (Lettas, 2017).

Additionally, digital marketing helps hotel businesses increase bookings and revenues and enables hotels to communicate their brand values and unique selling proposition to potential consumers (Gross, 2016). The goal of a digital marketing strategy is to utilize technology to enhance business performance, whether this is done by developing new goods/services or reorganising existing workflows. It identifies the objective, a business will take to build new competitive advantages with technology, as well as the strategies it will employ to bring about these improvements (Malik, 2017).

1.1 Project Aim and Research Questions

This project aims at understanding the digital marketing strategies of Hotel Holiday Club Caribia, Turku, Finland by conducting survey, benchmarking, interview with Marketing key person, SWOT analysis and webpage analysis. The aim of the project is to explore the problematic areas with the digital marketing of hotel on social media and suggest some techniques for better future. The Holiday Club Caribia Hotel currently lacks in updating the digital marketing content on their social media channel especially, on Facebook and Instagram on regular basis which gives customers an outdated view of hotel and its services. Furthermore, it is noticed that the website and other social media platforms does not highlight the children-related facilities such as, spa, games section, birthday rooms, super park in a clear and catchy way. There is also a need for improving the children-related marketing by using attractive and relevant pictures and videos in order to attract the desired families with children. Thus, this project aims to suggest some tips to improve digital marketing for the Holiday Club Caribia Hotel, Turku to improve some of the existing drawbacks in the digital plan and to improve attracting potential family customers in future.

In this project, following are the research questions:

- What are the current social media channels that hotel uses?
- Are social media channels designed for family-oriented customers such as website, Facebook, Instagram and others?
- What are the drawbacks in current digital marketing strategies on social media and how can hotel improve those?

1.2 Description of the Holiday Club Caribia Hotel

Holiday Club Resorts is the largest vacation ownership enterprise in Europe. A total of 33 resorts, with certain sectors focusing especially on family customers:

- There are 25 resorts in Finland, including 7 resorts with spas.
- Two in Sweden, one of which is a resort hotel spa.
- Five are in Gran Canaria, six in Spain, and 1 is on the Costa del Sol.
- Over 1,100 businesses and 48,400 families own timeshares (Holiday Club, 2022).

Holiday Club Caribia Spa and Conference hotel is the part of the chain hotel of the Holiday Club Resorts, which is located Kongressikuja 1, 20540 Turku, Finland, it is approximately 2km far away from the city center of Turku. There are 175 hotel rooms, and 74 well-equipped Villa's apartments offer high-quality accommodation even for large families or groups. Each apartment has updated furnishings, including a washing machine and a perfectly functioning kitchen. The Villas provide up to eight people with contemporary accommodation, and some of the apartments even have their own sauna for the ultimate in leisure. Furthermore, the hotel spa with Caribbean theme offers 8 different outdoor and indoor pools, the super park provides 2600 m² of fun and activities for both adults and children, 3 birthday party rooms, gaming zone for children and it has also four different restaurants;

- Restaurant Terrace
- The O'Learys
- Hesburger
- Classic Pizza Restaurant

which provides delicious foods and beverages to their customers (Holiday Club, 2022).



Picture 1: Holiday Club Caribia

Picture 1 shows the Holiday Club Caribia whole building picture, inside there is a great spa for children and adults with many activities, a super park which is a nice fun and adventure place for children and a video gaming zone, where children can play many interesting and modern games in a safe environment.



Picture 2: Restaurants inside Holiday Club Caribia

Picture 2 shows the four restaurants in Caribia hotel, where people can find the delicious foods and beverages for themselves and their children. All restaurants have a children's menu.

1.3 The structure of the project

There are seven main sections to the current study. The first chapter will be the introduction and aim of the project, then chapters 2 and 3 will present the theory layout. It will focus on the concept of digital marketing and its importance in the hotel industry. Digital marketing evolution will be discovered. Digital marketing elements and their role in digital marketing and the importance of the social media channels in digital marketing will be described. The benefits of implementing digital marketing will be found in the last section of chapter 2. The family tourism in Finland and responsible considerations related to family tourism in digital marketing will be found in chapter 3.

In chapter 4, the research will be conducted after the theory. This part will be based on constructive research data collection that is semi-structure interview with the marketing manager of the hotel, which will reveal general information about the current situation of the Holiday Club Caribia and survey from family customers of the hotel to know their preferences, when they select holiday destination for the families. The SWOT analysis and benchmarking will be based on collective data. Validity and reliability of data and limitations to the research will be discussed also in chapter 4.

In chapter 5, the process of project development will be found. Suggestions on improvement in plan of social media will be offered, then the conclusion will be defined in chapter 6 and 7. In the end, all references can be found followed by appendices.

2. Concept of Digital Marketing

Malik (2017, 4) stated that "The concept of digital marketing originated from the Internet and search engines ranking of websites. Companies began to improve their position on the website when Yahoo was introduced in 1994. In 2001, when the Internet bubble burst, Google and Yahoo had a monopoly on the search engine optimization business. In 2007, the use of mobile devices significantly increased Internet usage and social media enabled more convenient connections amongst people globally".

According to Alexander (2019) "The goal of digital marketing has always been about making connections with your audience at the right time and in the right place. Today, that means companies must meet their audience where they are already spending time, i.e., internet".

Digital marketing strategies (such as having a digital marketing plan, responsiveness to guest reviews, and monitoring and tracking online review information) influence hotel room occupancy and revenue per available room directly, and indirectly through the mediating effect of the volume and valence of online reviews (De Pelsmacker et al., 2018). Social media marketing is defined as "a link between consumers and brands that provides a personal channel and currency for user-centered networking and social engagement." (Chi, 2011). According to Xiang and Gretzel (2010), the internet is currently the preferred source of information for tourists when they want to search for a destination.

Kaur (2017) stated that in order to compete and succeed digitally, the most relevant digital marketing activities include: quality websites, strong social media presence, search engine optimization, email marketing, content and mobile-friendly. For any business to be successful digitally in the tourism industry, the above-mentioned six points play a very crucial role. The digital nature of internet technology offers a thorough and in-depth understanding of customer attributes and behavior in the electronic environment. (Batinić, 2015).

A marketing plan starts with the identification of particular customer needs (via market research) and how the company intends to meet them while producing an acceptable level of return, typically includes detailed action plans, budgets, sales projections, strategies, and anticipated (proforma) financial statements, as well as a study of the present market position (trends and opportunities) (McDonald, 2009).

'Web marketing', 'Internet marketing', or 'Online marketing' are all alternative names of digital marketing. The primary concept in digital marketing is based on the inbound marketing approach or generally it's called customer centric approach (Todor, 2016).

“The concept and practice of promoting goods and services in an inventive way is digital marketing and largely through online channels powered by data to reach clients and consumers in a timely, pertinent, and cost-effective manner” (Wsi, 2013). As technology continues to proceed, digital marketing moves along with it. Digital marketing is the same as traditional advertising, however the primary distinction in digital marketing is the use of digital technologies (Todor, 2016).

Digital marketing began as a form of communication and has developed into a significant tool for building and sustaining long-term connections with the many market players as well as another source of additional revenue, due to the Internet's primary attribute of interactivity, all market players may now connect on a new level (Batinić, 2015). Internet users are now increasingly engaged with their favorite companies and brands through digital marketing channels. This has given businesses the possibility to interact directly with their customers and get to know them better (Malik, 2017).

Because it enables companies to observe user behavior in real-time, digital marketing has a number of advantages over traditional marketing. Every digitally launched campaign can be monitored for impact, interaction, and conversion. This has given marketing research a completely new meaning and made it possible for businesses to better understand customer needs and requirements. Therefore, the necessity of integrating digital marketing into the entire marketing strategy of the company can only help to improve the attainment of the marketing and business objectives by helping companies to better understand customer behavior and meet their demands (Kaur, 2017).

2.1. Importance of Digital Marketing in hotel's industry

Nowadays, hotel businesses are placing emphasis on digital marketing all around the world. “There are more than 5 billion active internet users globally, approximately 63.1% of the world's population and this figure is constantly increasing” (Statista, 2022a). According to Chaffey (2022) “social media is used by 59% of the global population and the usage is 2 hours and 29 minutes per day on average (See Appendix 1).

Digital Marketing is playing one of the most important roles in the hospitality industry. It does not only build brand awareness, but it can also increase sales, grow businesses and engage more customers. One of the major changes undergone by traditional marketing was determined by the emergence of digital marketing which required a rethinking of the marketing strategies of hotel businesses that wished to continue alive in the new digital era (Baltes, 2015).

Traditional marketing practices require gathering information through market research and then evaluating it to better understand the consumers. Because internet technology is digital in nature, it offers a thorough and in-depth understanding of customer characteristics and behavior in an electronic

atmosphere as a result of this digital environment, businesses have changed their ways of decision-making (Batinić, 2015).

Digital marketing provides a platform to interact and engage with customers even after they have left the hotel premises and, in this way, customers can maintain relationships with the company's brand and personnel. Digital marketing is always an important strategy to ensure the growth of business (Gross, 2016).

According to Gross (2016) social media platforms and email campaigns have made reaching out to consumers a much more finance-friendly possibility. Due to smarter ways of new marketing trends, leaders can give more time to pay attention to every client individually and also modern digital marketing is less expensive than ever before.

Hotel digital marketing (also known as hospitality marketing) means building and maintaining hotel's presence online. This includes the hotel's own website as well as social networking sites like Instagram, Facebook, and Twitter. As a result of hotel digital marketing, it increases reservations, improves exposure, and establishes a strong brand in the marketplace (Patel, 2020).

To do business with no digital marketing, is like caring for a plant without providing it water, air, or sunlight. Digital marketing is the armor to do it the proper manner if you want to build your business. A website, an email, and social media are only a small part of digital marketing. Additionally, it includes data analytics, mobile optimization, and content production. (Digital Marketing, 2019).

According to Lettas (2017) the internet is where more than 90% of all travel purchases are made. That means that a potential guest's first contact with the hotel will probably be online, making digital marketing one of the most influential ways to improve financial success.

We are in the era of technology. Mobile devices are frequently used by people to search for hotels. It is crucial to put as many of the ideas shown in the following diagram into practice. Digital marketing and an internet presence are now crucial for a hotel because of how the world has evolved. Digital marketing offers a more individualized approach and takes into account consumer feedback to persuade individuals to make an online reservation. (Lettas, 2017).

2.2. Evolution of digital marketing

Figure 1 below shows the timeline of evolution of digital marketing. The evolution of digital marketing had started in 1971, when Ray Tomlinson sent the first email to himself. Then in 1989, Tim Bernes-Lee made a great breakthrough in digital industry with the invention of World Wide Web (www). After a year the first search engine was introduced “Archie”. In 1994 Yahoo and in 1998 Google set foot in this digital industry and in a couple of decades they changed all the trends of digital marketing. Now everyone is aware of Facebook, Instagram and YouTube, which are playing a crucial role in digital marketing (Malik, 2017).

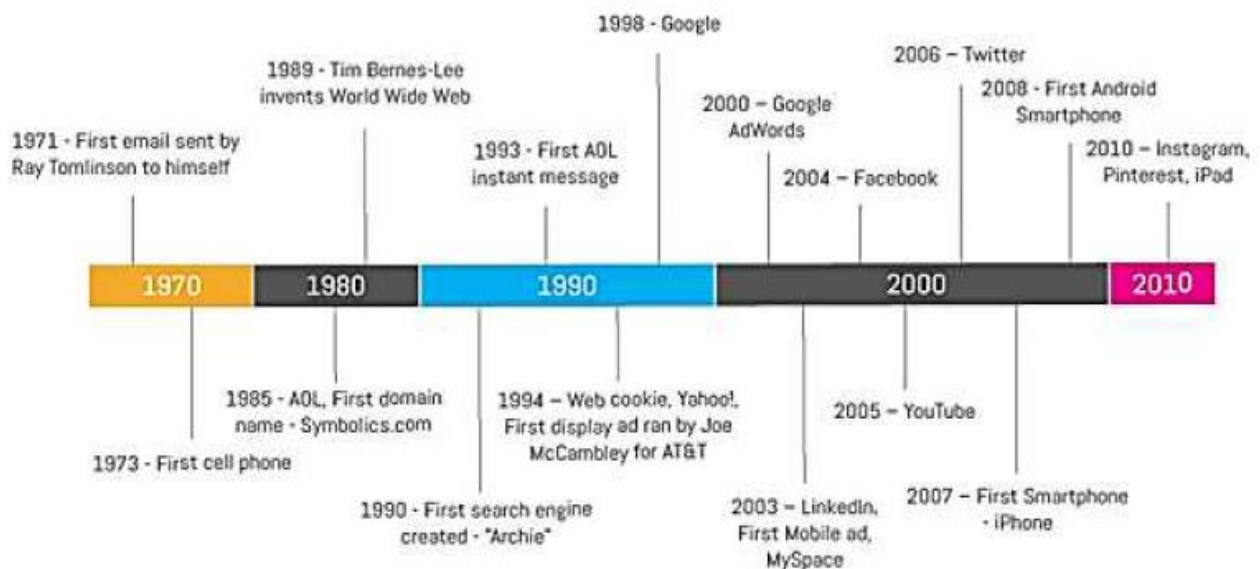


Figure 1: “Evolution of Digital marketing” (Malik, 2017)

2.3. Elements of digital marketing

Marketing performs an important part in solidifying the hotel’s business. The technical breakthroughs taking place in many businesses today, however, need a switch to digital marketing, even though certain methods from the past are still successful today. It goes without saying that customers are becoming more active on internet platforms. The best marketing tools for reaching a wide range of people are digital marketing strategies (Malik, 2017).

Understanding the elements of a good digital marketing plan and learning more about expanding a business are essential before a business adopts any digital marketing practices. What specifically does the hotel need to focus on with so many channels and options for carrying out its digital activities available? Understanding these fundamental factors will help the hotel brand target the appropriate consumers. Below figure 2, shows the key elements that might improve hotel entire efforts in digital marketing.

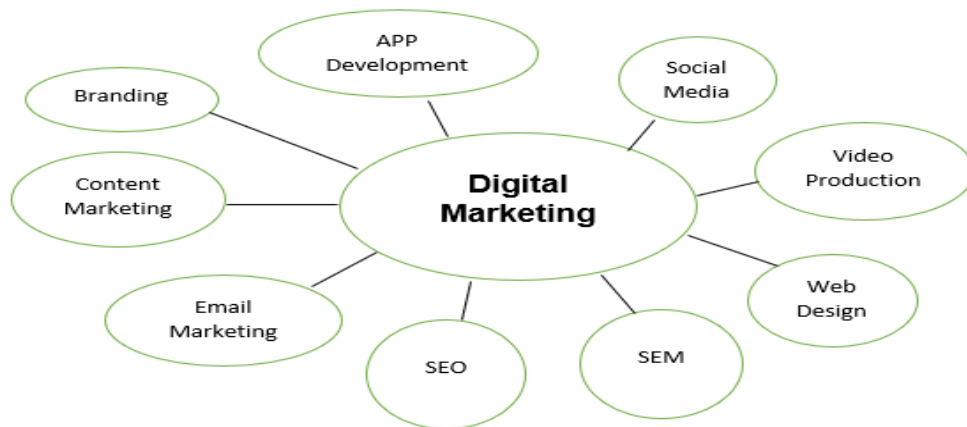


Figure 2: Elements of digital marketing” (Malik, 2017)

2.3.1. Website

The website is one of the most important digital marketing tools for the hotel industry. Consumers most often go to the website to see how business and products are like (Bala and Verma, 2018). Today, creating a quality website is a need before starting any digital marketing of business. It not only enables businesses to reach out to new customers across globally, but also serves as a digital destination for your visitors, who can use it whenever they want (Charlesworth, 2014).

Every hotel business needs a website, which is increasingly required to make the hotel visible online. The purpose of that website is to drive visitors to a particular hotel's website using internet resources. Websites serve as digital platforms where people may define a company's brand experience. The website's material must be kept concise and the Unique Selling Point (USPs) must be clearly visible, and all the services should be properly listed on a good website, together with the relevant data (Kaur, 2017).

According to (Smith, 2011) marketing managers must create appealing websites, figure out how to get customers to the site, keep them there for a while, and entice them to return regularly. The addition of high-resolution pictures of the various services being provided, such as hotel rooms, spas, etc., will allow customers to make an informed choice.

Kaur (2017) stated that online users often view webpages as segmented parts of information by moving eyes from left to right and moving down the screen in an F-shaped pattern and skip over a lot of material in the process. The best approach is to segment long content so that readers may quickly scan the page. Additionally, it's necessary to leave enough space between the website's numerous pictures, phrases, and buttons. A better reading experience is made possible by properly spaced-out items on a page, which also gives readers time to concentrate on each section without

being distracted by other elements on the page. Often websites open the pricing lists, menus, and products in a new window to prevent interfering with the users' present experience. It needs to be updated often to reflect the evolving demands and interests of the users. To reduce the bounce rate, there should be a clear choice for offers and packages under the navigation tab.

A quality website reflects the values of the company, thus it must be developed and maintained with consideration for the industry's needs (Yasmin et al., 2015).

2.3.2. Search Engine Optimization (SEO)

One of the most specialized and sought after tool, SEO focuses on making business website rank top in the search engines such as Google, Yahoo, etc. (Digital Marketing, 2019). Today, SEO is an important part of online marketing. A company's online popularity is based on its search engine rating, which also contributes to an increase in website traffic (Parvez et al., 2018).

Kaur (2017) stated that many people believe that SEO efforts would provide benefits right away. It's important to realize that SEO is a continuous process that takes time to produce results. Businesses should have a team that is solely focused on making sure that both on-page and off-page SEO strategies are carried out. SEO is essential in determining how much traffic a website receives. Businesses must make sure that both on-page and off-page SEO operations receive the same amount of attention.

The first step to successful SEO is to use the "Keyword Planner" to determine the most essential keywords for the tourist industry (Malik, 2017). The most popular search engine Google, understand synonyms, thus keywords must be carefully selected. Instead of merely increasing their quantity, the focus should be on building high-quality backlinks. Long-tail keywords, like "best vacation package for family," will generate more conversions than short-tail keywords (Konidaris et al., 2022).

According to Parvez et al. (2018) the number of visitors to a website, how frequently they visit it on the search results page, and how frequently it appears in the search results list all influence its ranking. A better ranking website will assist you attract more people to your website, who will then book a room at your hotel. Various search kinds, such as text searches, local searches, video searches, image searches, and institutional searches, may be the focus of SEO. Location, amenities, and hotel-related news at a hotel will drive people to the hotel's website. SEM technologies may also be used to increase web site traffic.

2.3.3. Email Marketing

The simplest, most popular, and most efficient digital marketing channel is email. It involves creating a subscriber list and sending targeted marketing emails to them (Yasmin et al., 2015).

Email marketing isn't just about bombarding your audiences' inboxes with messages. In order to have the best results, it must be carefully planned and carried out. Personalizing emails for users improves the chances of receiving prompt responses and demonstrates a business's concern. Based on where each user group is in the cycle of your business relationships, customize offerings and communication to each group (Kaur, 2017).

'The use of email marketing gives the possibility to provide each possible interested visitor with the chance to arrive at the appropriate moment at the lowest cost, and the outcomes of such actions must be quantifiable, which provides a basis for choices on future marketing operations.' (Mohammadi et al., 2013).

Marinova et al. (2002) stated that through email marketing, customers may know about the newest hotel promotions, special deals for families on holiday packages, room availability, membership groups and much more. Users get transactional emails to inform them of the status of their bookings. Emails are a great method to maintain contact with consumers after a transaction has been completed.

On the special occasion of customers such as their birthdays and anniversaries, hotels businesses should send special mails with discounts to customers. This offers an incentive to the potential online customers to make a purchase while visiting other competitors (Rahimi and Kozak, 2017).

2.3.4. Display Advertising and content

Display advertising is a strategy that can be used by hotel. Display its advertisements on different websites, it is very important because it will increase traffic and it can probably attract more and more customers (Yasmin et al., 2015).

Engagement rates should rise as a result of content being used across several online platforms. Companies must make sure that they publish relevant material on the appropriate channels at the appropriate times (Gunasekaran et al., 2001). Blogging is an effective way to interact with people and do more than simply promote products (Singh et al., 2008). The core of digital marketing is content. Engaging material must improve the audiences' daily life and be of high quality, and videos and infographics are also interactive content types that may draw viewers in and keep them interested in the tourist and hotel sector (Kaur, 2017).

According to (Beule, 2013) Applying "The 80/20 Rule" should always be a significant element of your social media strategy because there is no secret formula for successfully connecting with your audience online. It essentially comes down to this: focus 80% of your material on topics that really interest your audience and engages them in discussions and utilize 20% of it to promote your company.

2.3.5. Mobile-Friendly

Today, a hotel business should be mobile-friendly in all of its digital activities. The majority of people who use the internet nowadays do most of online activities on their mobile devices, therefore every part of online marketing should take this into consideration (Malik,2017). Being mobile-friendly is now required for all area of digital marketing, including websites, apps, social media updates, emails, SEO, and more (Kaur,2017).

2.4. Digital Marketing channels

There are many digital marketing channels, the top six features of effective digital marketing channels are as follows in figure 3 below.

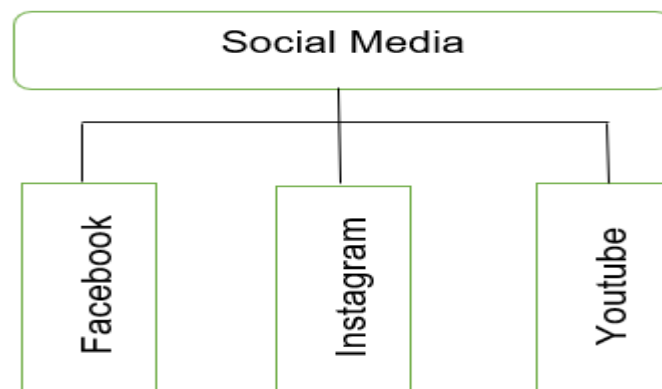


Figure 3: Social media channels (Kaur, 2017)

2.4.1. Social Media

Social media has become a constant part of our lives and has fundamentally altered the ways of our communicate with each other. It has also changed the way businesses act. The presence on social media platforms like Facebook, Instagram, YouTube is an important part of digital marketing strategy (Kaur, 2017). Because it allows businesses to reach their target audience without having to pay the publishers or distributors that are typical of traditional marketing (Yasmin et al., 2015).

Businesses may connect and communicate with their customers worldwide directly through social media platforms like Instagram, Facebook, and YouTube (Appendix 2). Being present on these platforms' benefits hotel business in a number of ways, including credibility building, customer service improvement, and consumer information (Parvez et al., 2018). With the help of a new digital marketing tool named social media, hotel businesses can now learn more about their customers than they

could before. This knowledge and information must be exchanged for results that reflect respect, reliability, and honesty. (Rosman and Stuhura, 2013).

Being present on social media platforms like Facebook, Instagram and YouTube is much more than just presenting the latest offers and services. A user won't utilize the services every day, thus it's essential for a business to participate in the user conversations taking place on these platforms. The engagement rate will increase if publishing material that is valuable to the audience's lives is the main focus (Malik, 2017).

Figure 4 shows the three different categories of social media channels to attract the target audience and make more effective marketing strategy of business. Paid media (sponsored posts), owned media (company posts) and earned media (influencer post) used to build a positive brand attitude (Mattke et. al., 2019). Paid media can be used to attract more strangers towards company brand, owned media used for company brochures, Facebook page posts and earned media are word of mouth, Youtube and blogs, forums.

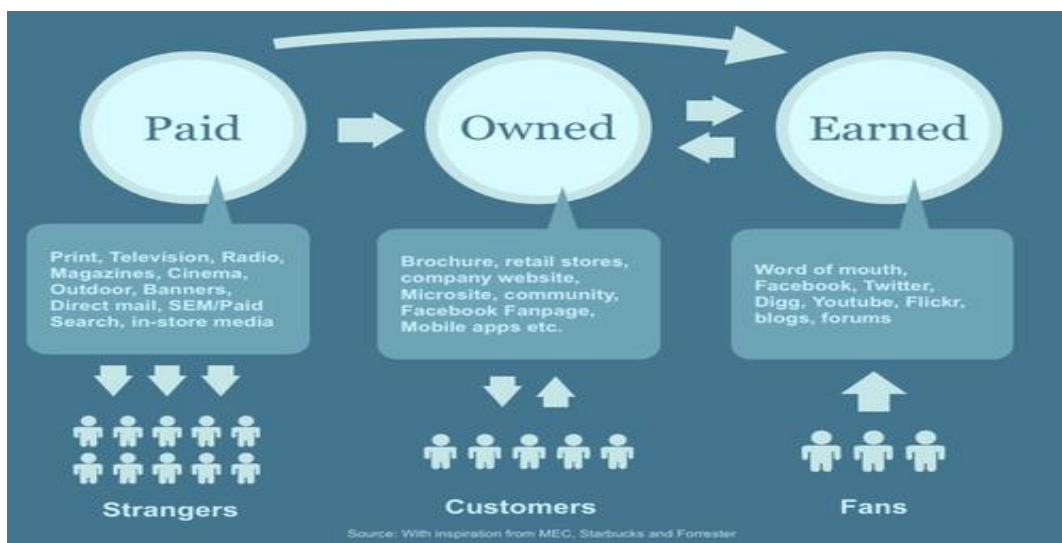


Figure 4: Three categories of social media channels (Mattke et. al., 2019)

According to Innwise (2022) statistics gathered in July 2022, social media is used by almost more than 85% of people in Finland, usage levels have shown a sharp increase over the two-year pandemic period. The largest social media platforms that Finnish prefer are: YouTube (3 million users), Facebook (2,9 million users), Instagram (2,3 million users) (Appendix 3).

2.4.1.1. Facebook

Facebook is the most popular online social network globally as of the second quarter of 2022, with over 2.93 billion active monthly members (Statista, 2022b) (Appendix 2). The Facebook marketplace as a digital marketing tool can be carried out through several strategies such as developing brand awareness, advertising, sales promotion, individual sales publications, and product promotion through the use of visually attractive packaging (Piranda, et al., 2022).

2.4.1.2. Instagram

In July 2022, Instagram have 1.440 billion users, making it the fourth-most "active" social media site in the world, according to Appendix 2, 23.1% of all global users who are 13 or older now use Instagram (Datareportal, 2022). Businesses use Instagram to engage with and communicate with their respective customers and prospects regarding their products, brands, and other incendiaries. In order to communicate a personal message, it is common practice for businesses to publish images of their products and brands on Instagram (Virtanen et al., 2017).

2.4.1.3. YouTube

YouTube, a prominent video platform, is the most used social network in Finland (Appendix 3). More than 2.6 billion people globally use YouTube monthly, (Globalmediainsight, 2022). YouTube was initially used for social media, but now it has become a main digital marketing tool, which is used for marketing communications and promotions of products in tourism industry (Reino and Hay, 2011).

2.5. Benefits of implementation digital marketing

With the rising pace of technology advancement, digital marketing has impacted consumer purchasing patterns. It has provided consumers with a number of benefits, including the following (Yasmin et al., 2015):

i. Stay up to date with services or products

With digital marketing technology, customers can keep up to date with business information. Many consumers may now access the internet from anywhere at any time, and businesses are constantly updating information about their goods or services.

ii. Greater participation

Customers may participate in the many activities of the business through digital marketing. Customers may visit the business' website, read details about the products or services, make purchases online, and leave reviews/feedback.

iii. Clear information about the services and products

Consumers may obtain detailed information about the products or services through digital marketing. The information obtained from a receptionist in a hotel establishment has a small probability of being misinterpreted. However, customers may rely on the Internet for thorough product information to help them decide what to buy.

iv. Easy comparison with others

The biggest benefit for the customer is that they may compare products or services from many tourism providers in an efficient and cost-effective manner because so many businesses are attempting to advertise their goods or services via digital marketing. Customers may learn more about the goods or services without having to go to several hotel locations.

v. 24/7 Shopping

Since the internet is accessible 24/7, that's why there is no set time limit for customers to make an online purchase.

vi. Share content of the products or services

Customers have the opportunity to share the product or service's content with others because of digital marketing. With the use of digital media, it is simple to communicate with others about the characteristics of a product or service.

vii. Apparent Pricing

Prices are made clearer and more transparent for the customers by the company when they are displayed through digital marketing channels for products or services. Customers always benefit from the company's frequent pricing modifications or special offers on their products or services since they may quickly learn about them by looking at any one mean of digital marketing.

viii. Enables instant purchase

When using traditional marketing strategies, consumers first view the advertising and then visit an appropriate physical hotel to purchase services and products. Through digital marketing now customers can purchase any products and services immediately.

3. Tourism and family travel

My project would prefer to analyze the Caribia hotel's digital marketing services from the perspective of families and their expectations. This chapter describes what are the factors impacting family tourism, what is family travelling, what are the family attractions for holidays and what are the responsible factors related to family tourism and what is family tourism in Finland. Here, I will describe first, what is tourism?

All the individuals, businesses, and organizations who provide services to tourists are considered to be part of the tourism industry, for example: restaurants, tour guides and hotels (Lickorish and Jenkins, 2007). Before the introduction of digital marketing, the job of those who provided these services was important to the business success. Since the advent of the internet, innovative strategies for reaching target audiences with diverse services have emerged. The fast growth of the internet has particularly impacted the travel and tourism sector as a whole (Law et al., 2004). With the click of a mouse, users may compare prices for travel-related services from companies all around the world (Malik, 2017). The abovementioned six factors: a high-quality website, SEO, email marketing, social media presence, display advertising and content, and mobile friendliness play a key part in the success of any business in the tourist sector online (Kaur, 2017).

3.1. Family tourism

In Finland, a family means "a unit that consists of parent or parents and one or more children" it is also known as the 'nuclear family' (Infominland.fi, 2022). According to Statistics Finland (2022), family is defined as a married or cohabited couple who are registered in a partnership contract and have their children living together, while the children are under 18. Many other cultures view the family as a larger unit that includes grandparents and other near relatives. In this thesis, however, the family described is the nuclear family i.e., parent or parents with at least one child.

The meaning of the 'family tourism' is the participation and involvement of family unit in various tourism activities (Schänzel and Yeoman, 2015). Family traveling may be viewed as a crucial component of family well-being, and for many families, leisure travel is a necessity rather than a luxury. Due to the expanding family travel industry, several tourist businesses, including hotels, resorts and cruise lines, have created programs, services, and activities specifically for families. (Lehto et al., 2009, 459-460).

Tourism studies has been criticized for not include kids/absence of childhood, Small (2008, 772-773) argues that research which talk about children as tourists has primarily concentrated on children's influence on parent's decision and children's influence on adult tourists' experiences. She claims

that research on children's vacation experiences has just lately been done and that the majority of studies have been conducted from an adult perspective and from their experiences.

Obrador (2012, 402-404) notes that many tourist facilities and attractions cater to families as their primary customer base, yet this group has received little attention from tourism research. He argues that the family has only been prominently discussed in four research areas: managerial studies with a focus on decision-making processes, tourist studies with a focus on children's vacation experiences and the social construction of the family, historical studies of vacationing that frequently focus on mass tourism, and cultural accounts of family photography. He says that although each of these studies offer insightful proof of the significance of family travel, but few of them openly question the marginalization of families in tourism theory. According to Obrador the absence of the family from tourism research is due to a knowledge vacuum, a dearth of empirical study on family-focused vacations, as well as the way tourism has historically been understood in the social sciences, which leaves little place for domesticity or thick sociality.

Children have an impact on adult decisions through their need for daycare and their capacity for negotiation with their parents. (Obrador 2012, 408). Children now have greater impact than ever on family purchasing decisions in western nations, especially when it comes to family leisure time. Changes in parenting approaches, family structure, how time is used, and the number of children in the home may all be contributing factors. Attitude and lifestyle changes may also be to blame. The goal of parenting now also includes ensuring that the child enjoys the "best possible" upbringing in both a social and material sense (Raijas & Wilska 2007). Families play an important role in shaping the nature of the services and facilities provided by the hotels. Kids, as a part of families, have special holiday desires, expectations and experiences with hotel services (Carr, 2011). Schänzel (2008) it became clear that having fun was vital when the voices of children were included, as indicated by an 8-year-old boy's remarks that "It is not a holiday if there is no fun. A holiday is when it is fun".

3.2. Factors impacting family tourism

Numerous psychological factors, such as perception, beliefs, learning, motivation and attitudes, have an impact on the choice of destination. Because motivation is the important element, and it is the driving factor behind every behavior (Richardson and Fluker 2004, 66-67). Push and pull factors can be used to categorize the external and internal elements that influence tourism. Push factors are the social, economic, technical, demographic and political influences that "push" customers out of their typical residences and increase demand for tourism activities. Pull factors are those that "pull" customers to a certain location, such as a good brand, attractions, safety or environment (Richardson and Fluker 2004, 67).

Push factors for families might be well-being and maintaining family health lifestyle or just spending quality time and experience things with family members while they are together (Lehto et al. 2009, 460). According to Aho (2009, 38), traveling experience might be either collective or individual. He adds that sometimes the experience is dominated by the gathering rather than the activity itself. Along with safety and security, pull factors for families may include things like discounts for families, convenient parking, child-friendly restaurants, child-friendly entertainment, easy access for strollers, and daycare facilities.

According to Havitz et al. (2010, 29), when making travel plans the important motivators for parents are strengthening the family relationship and fostering happy family memories. They note that Families travel to attractions and destinations to get away from their routines and daily lives and to reconnect with one another. In their research, they discovered that fathers struggled to find the time and place for the holiday and avoid working while on vacation whereas mothers - on top of their regular workloads, were frequently in charge of organizing and enabling the vacations. According to Moutinho (2000, 54-55), family vacation behavior is correlated with the family life cycle stages, and vacations are frequently the highlights of family life, particularly while the family keeps growing. The family's objectives and roles have a significant effect in how decisions about vacations are made.

Children have a significant and typically indirect impact on family decision-making; both their needs and the advantages of travel experiences are considered. Children may directly impact decisions made during the trip, such as where to eat or what to do. This effect is influenced by the phase of family life (Moutinho 2000, 56.)

When deciding a location and services, the family may have conflicting interests. Parents may believe that in order to have a "nice" holiday, one must travel to a fancy location or engage in certain activities with the children. For children, though, being with their parents and receiving their undivided attention may be the most important thing (Autio 2011).

3.3. Family attraction for holidays

Theme parks, spas, and ski resorts are popular places for families to spend holidays and free time (Raijas & Wilska 2007). According to Visitnordic (2022) families visiting Finland may enjoy a variety of amusement parks, sightseeing and experiences many interesting places throughout the year, whether they can choose to go skiing, snowmobiling, fishing, swimming, hiking, biking and having fun at an amusement park, they recommended the best places to visit for family with children are the theme parks Särkänniemi (Tampere), Linnanmäki (Helsinki) and Korkeasaari Zoo (Helsinki), Santa Claus village (Rovaniemi) and many traditional saunas and spas in Finland.

The attractions in theme parks were designed for purpose-built entertainment centers with a wide variety of sub-attractions. Parks are often constructed to maximize tourist attraction and they provide entertainment for whole families (Lomine & Edmunds 2007, 182-183.) Linnanmäki ((Helsinki), Särkänniemi (Tampere) are the well-known traditional amusement parks in Finland. Other tourist places in Finland, such as Santa Park in Rovaniemi, Heureka Science Centre in Vantaa, Moomin World in Naantali and Ähtäri Zoo are based on various other themes (Vuoristo 2003, 110.)

Spas can be broadly categorized as health spas, rehabilitation centers, and recreational spas. In Finland, there are over 50 spas with 5,500 rooms that also provide hotel services such as Holiday Club Caribia (Turku), Imatran Kylpylä Spa (Imatra) and Holiday Club Saimaa (Lappeenranta) (Tuovinen 2009).

3.4. Sustainable tourism in Finland

Finland aims at more sustainable travel industry in the Nordic region. For example, sustainable growth in Finnish tourism is the main aim that the Finnish people want to achieve together. Most of the tourism strategies for 2022-2028 are designed based on sustainable plans (Tem, 2022). A good example of sustainable movement is the Särkänniemi park in Tampere, Finland which is awarded with the sustainable travel Finland label recently. The country also considers eco-friendly services for the customers visiting the park (Särkänniemi, 2022a).

3.5. Family tourism in Finland

According to Statistics Finland (2021) in 2020, Finns took 7.3 million overnight domestic leisure trips and 0.3 million leisure visits overseas. Because of the corona, travellers prefer to visit more domestic tourist places instead of international places.

O'Donnell and Rogers (2022) stated that there were 17 tourism destinations in Finland that were most visited by tourist. The summer and winter are the two highest tourism seasons in Finland. In winters, Finnish families go for winter sports such as, skiing, ice hockey and ice swimming in Northern areas of Finland during holidays. Watching northern lights, feeding reindeers, riding huskies, and staying in ice igloos is the most Finnish way of celebrating winter holidays in Rovaniemi and the Arctic area of Finland. Visiting Christmas markets and different children-related Christmas programs are another winter holiday for the Finnish families.

While in the summer, Finns enjoy the month of July in summer cottages and do various summer activities with families including boating, kayaking, camping, hiking, road trips, cycling and more.

Summers are famous for visiting archipelagos (Åland is one of them) and have summer bath at beaches. Visiting museums, churches, market halls, rivers, lakes and sea sides are the Finnish way of family holidays in summers. Visiting water parks, strawberry picking, mushroom picking, horse riding, and doing BBQ is also an additional fun activity that families prefer in Finland during summers (O'Donnell and Rogers, 2022).

In general, Finnish families spend more and more of their free time together, and the commercialization of children has received a lot of attention. In their leisure time, many families visit shopping malls. Families are attracted to places like Ideapark in Lempäälä and Jumbo/Flamingo complex in Vantaa because of the variety of amenities they offer, including restaurants, spas, children's cultural centers, movies, bowling alleys, indoor amusement parks, and shops (Wilska 2011).

Wilska (2011, 4) argues that many families believe that standardization and rationalization may simplify their lives, yet families seek a variety of activities since simply shopping and using specific services is not sufficient. She argues that future family travel in Finland will place more emphasis on the services quality and connecting products, services, and experiences via themes such as amusement parks, spas, hotels, zoo, shopping malls, museums, etc. Using a theme might be advantageous for historical sites and rural tourism as well.

4. Research methodology and data analysis

4.1. Constructive research

The constructive research approach is used to define and solve problems, as well as to improve an existing system or performance, with the overall implication of adding to the existing body of knowledge (Oyegoke, 2011). I will be implementing this project following the constructive research method as my thesis' aim is to re-construct and develop digital marketing strategies to solve a constructive situation.

The key factors of a constructive research in this project plan are the following:

- To produce new innovative constructions in digital marketing, to solve the problem.
- Links the researcher closely with the organization people who are dealing with the problem to be solved.
- The solution is linked to current theoretical knowledge.
- Reflects on and connects actual facts to theory (Lukka, 2000).

4.2. Data collection

Data collection is the process of gathering precise data from numerous sources and evaluating it to identify patterns, possibilities, and solutions to research issues as well as to assess potential outcomes (Sapsford and Jupp, 1996).

In this thesis, I have collected data in the following ways:

- Interview (with Holiday Club Caribia marketing person)
- Survey questionnaire with some family customers
- Creating analysis (SWOT)
- Benchmarking (going through the social media of other businesses with similar services)
- Gaining theoretical knowhow (publications)

4.3. Interview with the Holiday Club Caribia marketing person

4.3.1. Data Collection and analyzation

The most practical approach in the situation of understanding the social media marketing of hotel is qualitative research. A semi-structured interview was conducted with the hotel's marketing person in October 2022. The duration of the interview was 50 minutes. The hotel marketing person has worked in the hotel for 20 years and seen many changes. The marketing person of the hotel was interviewed by utilizing open-ended questions (Appendix 4), so the respondent has the opportunity to provide

information and ensure that all information will be kept secure. The main advantages of this research method is that it is flexible and open for the interviewee and can get more data from discussion during the interview. The name of the marketing persons is kept anonymous due to privacy and confidentiality matter. All questions were about digital marketing process. Questions that have been selected help to understand how this hotel is using different digital marketing strategies; to learn what kind of digital marketing channels hotel uses, what is the problematic areas in digital marketing, any financial issues, who are the competitors, who are the family customers, how they market their services for family customers etc.

I'll use a thematic content technique to analyze the data. According to Vaismoradi et al. (2013) content analysis technique and thematic analysis are included in the qualitative descriptive design. They serve as tools for analyzing text and clarifying concepts and thematic analysis is the best method for analyzing qualitative research.

4.3.2. Results of the interview and discussion

During the interview, the first matter was discussed about the main digital marketing channels used by the hotel Holiday Club Caribia. The manager mentioned that:

“The hotel chain has a total of six different marketing channels including, Youtube, Facebook, Instagram, Twitter, LinkedIn and Pinterest. All of these digital marketing channels are managed and organized by the head office “Holiday Club Resort” in Helsinki while only the Facebook channel is organized separately by “Holiday Club Caribia Turku” (Marketing Person, Hotel Holiday Club Caribia, Turku)

This shows that the hotel has recently started its own Facebook account in 2019 year and needs more attention towards its marketing strategies on Facebook.

The second main issue was discussed during the interview was the problem areas in digital marketing. The manager said:

“The first problematic area is that the website page is mostly published in Finnish language, while we do have an international page which does not have all similar information in English. Most of the hotel guests are from Finland and Sweden and therefore hotel has only mainly focused on Finnish language.” (Marketing Person, Hotel Holiday Club Caribia, Turku)

She continued mentioning other problems such as, the website does not offer all the facilities of booking breakfast, flowers, champaign in room in advance but only by emails. The website needs more tools on booking online which hotel is currently working on. Another major problem was

highlighted by the marketing person was about lack of marketing staff. She mentioned that there are only five key person working in the marketing department in the Helsinki head office which has more things to manage. The staff does not have enough time to think and create more new marketing techniques while working on the existing strategies. The hotel needs to work with the upcoming new digital marketing channels such as Twitter, Instagram, Pinterest more actively but the lack of staff is one drawback. She stressed on having a local marketing department on social media for Holiday Club Caribia, Turku is necessary. This can remove the dependency on Helsinki head office for every new posts on social media and make the Holiday Club Caribia, Turku more independent.

One of the most important and relevant point for this thesis was discussed in detail with the marketing person i.e. family customers of the hotel. She mentioned that this is the family customer based hotel which focuses on families with children of different age. Especially, in summer, hotel has arranged special games and park tours (Moomin Park etc.) for children. The problem is the hotel rooms are small for occupying the families and therefore, hotel has built new 16 villas recently with modern technology in 2020 for extended families. This shows that hotel has considered its family customers seriously and have marketed these new villas on different social media channels such as Facebook and Instagram. Most of the Swedish families book these villas for family holidays and they are sufficient for 8 persons.

The hotel is considering introducing new online technology for its family customers to book other services such as, Superpark, spa, gym, water aerobics, birthday rooms for children, loading spa bracelets, buying vouchers online in near future.

It is important to mention that the hotel has small TV screens in the corridors and elevators for marketing its services, but it needs to highlight the children-related activities in more detail.

In the end, she highlighted some of the shortcomings that hotel marketing currently has in attracting family customers in particular such as, no separate TV channel for kids in the room, no welcome gifts for children, no big play area for kids and no babysitting facilities for customers staying in the hotel. Hotel need to focus on these aspects in order to attract families and their kids more on social media.

Overall, the interview provides different insights into the digital marketing approach of Holiday Club Caribia, Turku, its drawbacks or shortcomings and its future techniques for future family customers.

4.4. Survey from families:

The questionnaire is made online by using google-form survey. The aim of the questionnaire survey was to understand the families behavior towards social media marketing for a family holiday destination, for example, some of the questions were: How often do you use social media for planning family holidays? How important are the fun activities when you are planning your family holiday? What is the most important fun activity during your family holidays? The survey started with the demographic information about age, gender and number of children in the family. The survey is designed in the form of multiple-choice questions. Some of the pictures are also used in the survey to understand the psychology of family customers on social media. One last question in the survey is left for providing an open opinion about how they feel about good social media techniques for a family holiday planning.

The aim is to get the responses from the parents of children living in Finland. Most of the customers domestically belong to Holiday Club Caribia, Turku. The questionnaire is posted on different social media platforms such as, Facebook groups, Whatsapp groups and personal emails of the customers. The survey was opened for 2 weeks in November 2022 and ultimately received 15 relevant and complete responses.

The survey questionnaire can be found in appendix 5.

4.4.1. Result of Survey

The questionnaire was answered by 15 respondents (families). The age of the respondents was above 35 years old mostly with female parent ratio 66.7% (Figure 5).

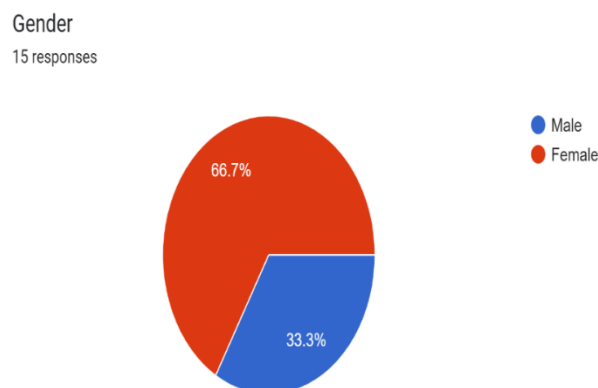


Figure 5: Gender ratio

This makes it clear that mothers are more interested in looking for social media channels when it comes to family holiday planning. Only one responder was under 25 years old. Most of them were above 35 years old i.e., 53.3% and 40% were 25-35 years old (Figure 6).

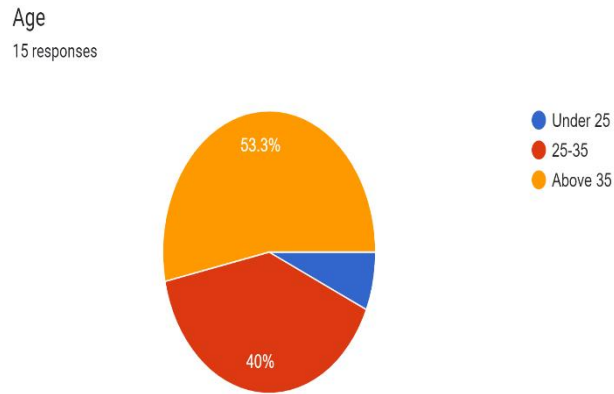


Figure 6: Age of survey respondents

From the results, 40% of the respondents have two kids, 26.7% respondents have 4 kids, 6.7% respondents have one kid (Figure 7). While the age of the 46% kids are between 3-7 years old, 33% of kids are under 2 years old, and 13% kids are above 25 years old (Figure 8). This shows that most of the kids are age from 3-7 years old who are interested in the family holidays planning.

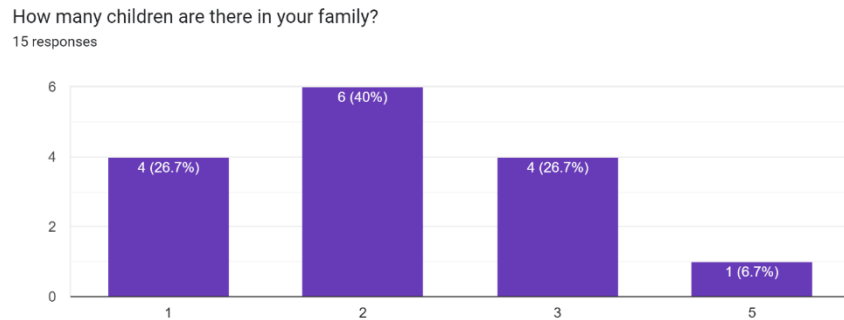


Figure 7: Survey respondents' number of children

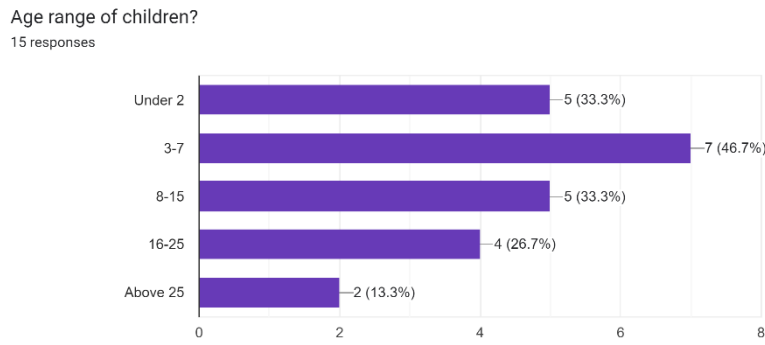


Figure 8: Age range of children

When it comes to the use of social media, 100% of respondents use Instagram, 80% Youtube. 46% Facebook, and 6% of remaining Tiktok, website and twitter for looking for family holiday activities (Figure 9). This shows that Instagram is the first and the most used platform for the parents to look for the family holidays planning.

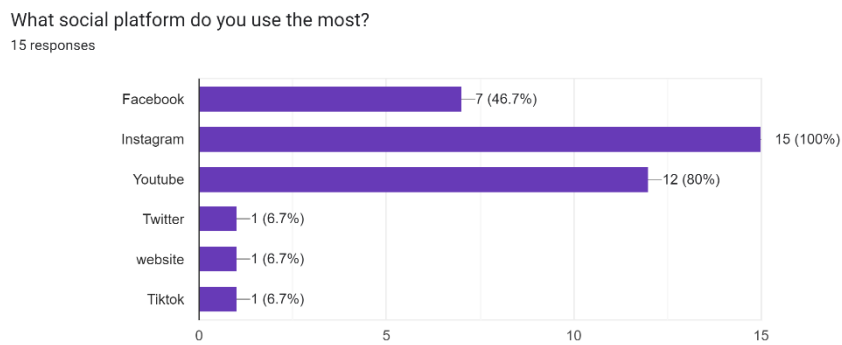


Figure 9: Social media used by respondents

It seems that 60% of respondents spend 1-2 hours on social media daily (Figure 10), and 53% of respondents use social media most of the time for planning family holidays (Figure 11).

How much time do you spend on social media daily?
15 responses

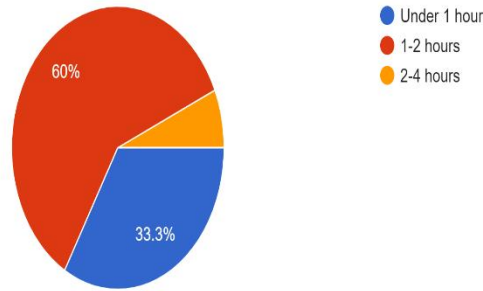


Figure 10: Daily time spend results from survey

How often do you use social media for planning family holiday?
15 responses

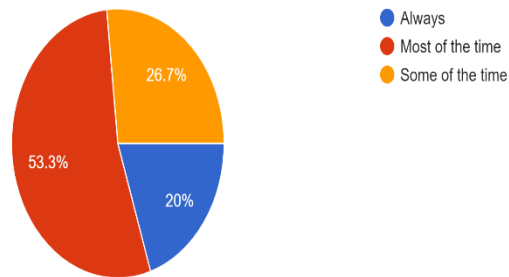


Figure 11: Use of social media by survey respondents for planning holidays

The fun activities are important for the 53% respondents (Figure 12).and swimming, fun park and family restaurant are highly considered activities for most of the respondents. While, board games, ice sliding in winter and biking and hiking have 6% interest from the respondents (Figure 13).

How important are the fun activities when you are planning your family holidays?
15 responses

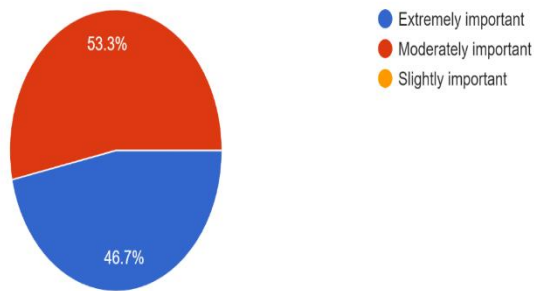


Figure 12: Importance of fun activities during holidays

What is the most important fun activity during your family holidays?
15 responses

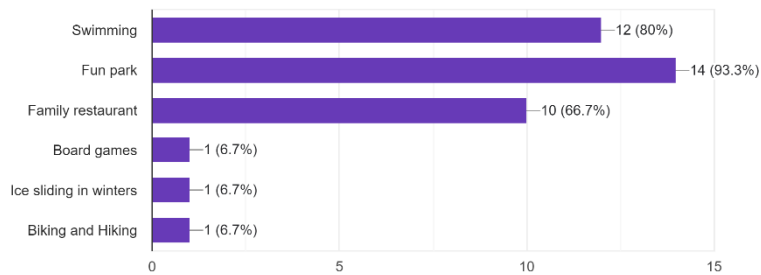


Figure 13: Most important fun activities during family holidays

The most interesting outcome of the survey is that the respondents chose most colorful and bright pictures most attractive in which children are painted well playing different activities. This shows the trend for parents looking for interesting pictures as a demo for the fun activities before they book certain activities online for the family holidays (Figure 14).



Figure 14: Collage of most chosen pictures by survey respondents

In the open ended question, most of the respondents mentioned that they want to see attractive videos, short reels on Instagram, get special offers and discounts for children holidays, get up-to-date and no fake news about the offers. Funny videos, easy hashtags and descriptive videos are mainly mentioned by most of the participants (Figure 15).

In your opinion, what are the good social media marketing techniques for a family holiday?

15 responses

Attractive pictures are important to gain attention.

Special offers and discounts in children holidays

I think sharing the videos of all activities available on place is important.

<clear pictures on Insstagram about children playing in it. And, live video for demos

Descriptive pictures of children and family ...

Frequent posts on Instagram, youtube

Offer discounts in holiday seasons

Videos on Youtube.

Use good colors in photos and videos on FB and Insta for more attraction of audience.

No fake news about the offers

Funny videos of activities offers.

Short reels are more interesting for my kids on Instagram and Youtube.

Easy hashtags of the place and activities

Up to date website and attractive photos for kids

Provide detailed videos about activities and fun available in the place.

Figure 15: Results from respondents about good social media marketing techniques

4.5. Swot analysis

SWOT is an essential element of situational analysis. SWOT analysis is a well-known strategic planning and decision-making technique. The main advantage of this study is the ability it provides to plan ahead and tackle problems proactively (Fredericks, 2020). A SWOT analysis can be carried out for a product, place, industry or person and is used to stipulate the objective of the industry venture or project and categorizing the internal and external factors that are favorable and unfavorable to achieve that objective (Nair and Amresh, 2016).

Table 1 provides us with its 4 parts: strengths, weaknesses, opportunities and threats. The analysis's data came from the hotel's official website and represents the author's opinions and suggestions, which were given by the Caribia hotel's marketing manager.

The template of SWOT was taken from EdrawMax.com where SWOT analysis for Marriott is performed. (EdrawMax, 2022).

Table 1: SWOT analysis of the Holiday Club Caribia Hotel, Turku

Strengths	Weaknesses
<ul style="list-style-type: none"> • Strong brand on a National / International scale • Good reputation in market • Peaceful location • Competitive price • Well trained / knowledgeable staff • 24/7 Reception service • 74 well-equipped modern Holiday Villa's apartments and 175 hotel rooms • Spa with eight different inside/outside pools • Super Park 2600m2 • Gaming zone for children • Pet friendly hotel • Four different restaurants with child menu • R-kiosk 24/7 • Big car parking area • Hotel own website • Own Facebook page 	<ul style="list-style-type: none"> • Modern digital marketing isn't given enough attention. • All social media channels are mostly controlled from head office. • One person is responsible for social media updates. • Social media platforms do not highlight the children-related facilities such as, spa, games section, birthday rooms in a clear and catchy way.

Opportunities	Threats
<ul style="list-style-type: none"> • Emerging markets • Digitalization • Better use of social media channels • Customers engagement • Innovation in customer service • Events and conferences business 	<ul style="list-style-type: none"> • Competition on price points • Similar services could be offer by other brands • Stagnated growth • Economic recession • Pandemic situation like covid-19 could stop hotel operations

As we can see, Holiday Club Caribia is a reputable and recognizable brand that is a part of a well-known hotel group named Holiday Club Resorts. It is located 15 minutes by bus from the center, and the location offers both advantages and disadvantages. On the one hand, it is located in a quiet and beautiful area where visitors may experience peacefulness and remoteness from the bustle of the city center area, and there are no rival businesses in the area. Short-term visitors, on the other hand, may be perplexed or hesitant to use public transportation.

By examining the Trivago.fi results, I was able to draw the conclusion that although the hotel is highly technical and has a lot to offer at lower costs, a lack of attention to contemporary marketing might drive consumers to rivals. (Trivago 2022.) Particularly if they lower their rates or provide exclusive offers. Modern marketing strategies should be implemented in order to stay competitive; paying more attention to social media might assist to attract new consumers, producing targeted content will help to maintain the loyal clients, and customer engagement and satisfaction levels should be enhanced.

According to Wasan (2017) one of the major strengths of successful hotels are the use of digital technologies. Digital technologies are improving the hospitality industry by increasing their channels of engagement and thereby opening new methods of communication with their customers. Digital developments and the ever-increasing dependence on mobile and digital technology by the current generation and subsequent generations are going to continue to have a positive effect on the hospitality industry. Social media allows the hospitality industry to enjoy the benefits of cheap/free advertising (Lim, 2010). Today's visitors expect user-friendly websites. Because they're becoming highly tech aware and are not ready to compromise on the quality of services from hotels (Patel, 2020).

Lack of digital marketing staff and do not highlight the children-related facilities such as, spa, games section, birthday rooms in a clear and catchy way on social media channels are all the weaknesses.

Opportunities are the chances for something positive to happen, as long as hotel can identify and take advantage of them. Digital technologies are developing new opportunities in hotel industry, many new digital channels have come into market for making easy and more efficient hotels marketing (Fredericks, 2020).

To know the right customers' needs at the right time is a big challenge for hotels. According to Mathews (2008), the main difficulty facing most businesses are the ability to continue satisfying their customers. Many hotel service companies are under pressure to deliver high-quality services due to competition. Most hotels offer identical or comparable products and services, which appear simply as commodities to the market as a whole and its customers (Victorino et al., 2005). Competition, on the other hand, boosts numerous inventions aimed at gratifying customers. Along these lines, it is essential for Caribia hotel to develop their own distinct approaches to meeting the demands of their family guests. Economic recession and pandemic situation like covid-19 could be an unfavorable threat to this business.

4.6. Benchmarking

For the goal of organizational improvement, benchmarking is a continual, systematic process for assessing the goods, services, and work produced by businesses that are acknowledged as representing best practices (Kleiner, 1994). It is a systematic comparative measuring process with the goal of achieving ongoing improvement. Benchmarking has experienced tremendous success in recent years due to its intrinsic qualities as a knowledge-sharing and motivating process. It is beneficial to inspire managers and staff to consider performance metrics and working methods that will boost profitability. As of now, benchmarking has been successfully utilized in the hospitality sector to enhance quality management and process through the identification of the accepted standard and necessary measures (Phillips and Appiah-Adu, 1998).

Benchmarking served as this project's main methodology. According to Barnhart (2021), the following are the four different kinds of social media benchmarking.

- Learning from social leaders is related to Aspirational benchmarking.
- Learning from past activities is related to Trended benchmarking.
- The process of evaluating marketing and advertising initiatives in comparison to success metrics is related to Earned benchmarking.
- Learning from competitors relates to Competitive benchmarking, which is also known as Inspirational benchmarking.

In this project, competitive benchmarking was used in social media, to create performance targets by comparing variables like engagement rate to those of competitive brands. Inspirational

benchmarking was used in this project to explore how Linnanmäki and Särkänniemi brands utilize Facebook and Instagram to influence brand awareness among family customers. More specifically, it analyzed and explored what real-world strategies are employed to influence brand recognition, consumer interest, and online word-of-mouth on Instagram and Facebook.

4.7. Selection of companies for benchmarking:

Two Finnish companies – Linnanmäki (Lasten Päivän Säätiö, a non-profit organization) and Särkänniemi amusement park owned by the City of Tampere - were selected because of their rankings on brandsome.fi, a website that evaluates brands according to their popularity, which is determined by the number of followers on social media channels including Youtube, Instagram, Facebook, Pinterest, Twitter, and Google+. Linnanmäki and Särkänniemi are the two Finnish brands that are ranked top 3 highest (week 46/2022) within amusement park (huvipuistot in Finnish) category, as presented in figure 16 (Brandsome, 2022).

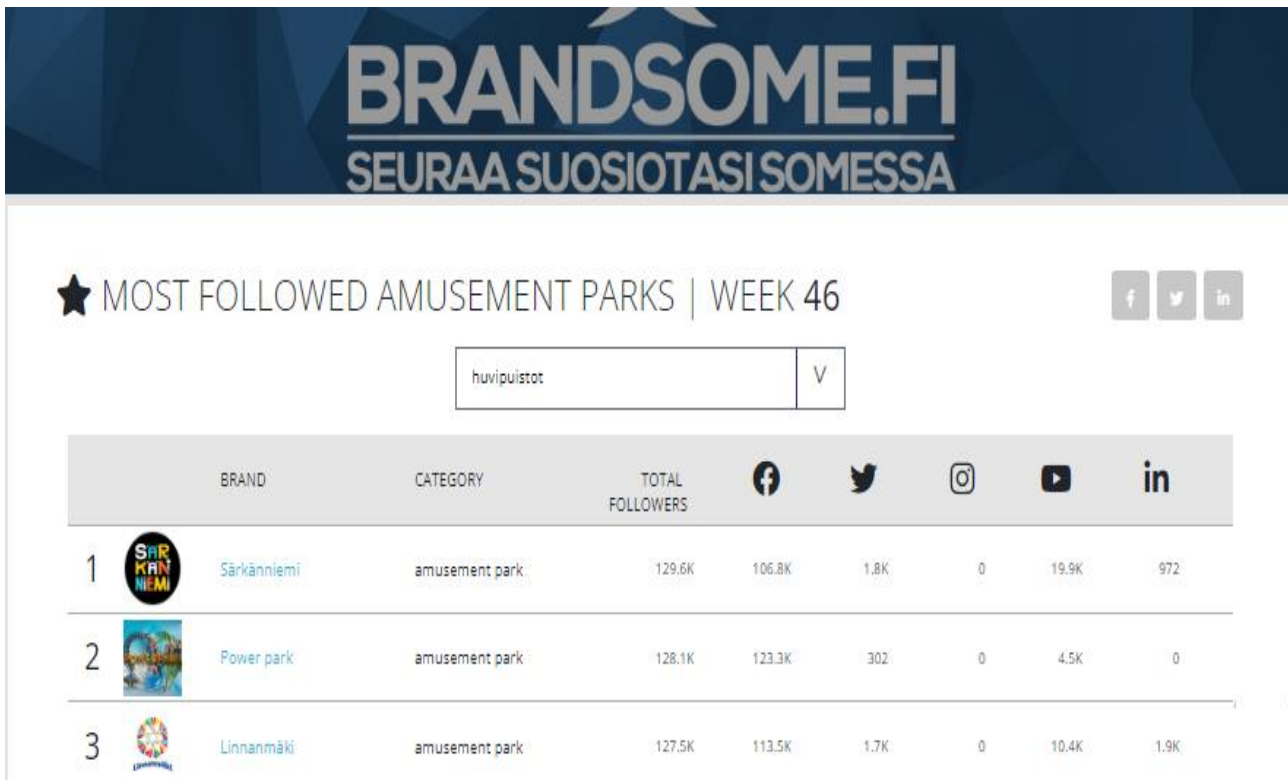


Figure 16: Most followed family holiday places in Finland, week 46 (Brandsome, 2022)

4.7.1. Linnanmäki

Linnanmäki amusement park is situated in Helsinki, Finland, 2.5 kilometers north of the city center, in the Alppila neighborhood of Alppiharju. The Children's Day Foundation (Lasten Päivän Säätiö), a non-profit organization, owns the park, which was founded on May 27, 1950. It runs the park to earn money for Finnish child welfare initiatives. The foundation gave €4.5 million in 2019 and has contributed more than €120 million to this cause overall. Linnanmäki is the most well-known and oldest amusement park in Finland. There are several rides there of all sizes and styles for every age group. Additionally, it offers other attractions including restaurants, arcades, games, kiosks, and an outdoor stage where various entertainers play during the summer. Every year, more than a million people visit the park, which is open from spring until October. Linnanmäki welcomed its fifty millionth visitor in August 2006 (Linnanmäki, 2022).

In addition to the rides and attractions, the park has the Peacock, a historic theater famous for its musical presentations that was built in 1957. Aside from the park itself, visitors may also explore the Sea Life aquarium, which opened its doors in 2002. The theater and aquarium are open all year round, while the park is only accessible from April to October (Linnanmäki, 2022).

4.7.2. Särkänniemi

Särkänniemi amusement park is situated on the shores of Lake Näsijärvi, Tampere, it was established in 1966 and is owned by the City of Tampere. It is one of Finland's biggest amusement park and a popular family vacation spot. Särkänniemi contains of four things, which are Theme Park, Näsinneula Observation Tower, Aquarium and Doghill Fairytale Farm. Näsinneula is one of Finland's top fine dining restaurant, where you can enjoy the delicious food while viewing Tampere as a whole from a height of 124 meters. In 2021, the park recorded 403,000 visitors during the summer and Creepy Carnival season, and 435,000 visitors over the entire year. In fact, Särkänniemi is the most popular tourist destination in Tampere, which has been intentionally developed as a travel destination (Särkänniemi, 2022b).

4.8. Selection of Social Media Platforms

Since social media includes a variety of platforms, it would be hard to look at each one individually. Therefore, Instagram and Facebook were chosen to be researched because both platforms are actively utilized by the Holiday Club Hotel and the companies that were chosen to be benchmarked. Second, brand posts on Facebook and Instagram are accessible to all Internet users without requiring them to log into an user's personal account, it makes possible to look at how they are used outside of the organizations and gather comparable information on how brands act and employ brand post components that might affect brand awareness on Instagram and Facebook. Thirdly, Facebook

and Instagram are the most usable social media channels in Finland (Appendix 3), it also offers accessible ways for businesses to connect with their target markets.

4.9. Data Collection and Comparison

All brand posts of Holiday Club Caribia, Linnanmäki and Särkänniemi, posted between June 2022 and November 2022 were gathered and entered into Microsoft Excel for analysis. Data was manually collected, which took a lot of time. Sloan & Quan-Haase (2017, p. 582) stated that researchers may understand better the visual purpose of posts and the reactions that other users have to Instagram content by taking a closer look at each post while collecting data. This leads to a more familiarity with the data. According to Sloan & Quan-Haase (2017, p. 582-583) Researchers shouldn't use their own Instagram log-in to get data since it might include information from private profiles. Taking this into mind, no Facebook or Instagram accounts were used to log in throughout the data collection process.

The sample was taken between 26 to 27 November 2022. In social media, the number of likes, comments, and shares can change at any time. Additionally, users may manage, make public, or delete posts after they have been compiled. Thus, on November 30th all the collected data from Facebook and Instagram i.e., number of likes, posts, comments and shares were updated.

As a whole, the collected sample size were 334 Facebook posts and 320 Instagram posts, this brings the total to 654 posts. For further comparison and analysis, data gathered from brand postings was transformed into a quantitative format using Microsoft Excel. It was looked into what behaviors and aspects of brand posts were used by chosen brands to influence brand awareness in order to pinpoint specific actions that have a tangible impact on brand awareness. Additionally, based on the quantity of likes, comments, and shares brand posts received on Facebook and Instagram, it was compared how frequently such activities or brand elements were used as well as how engaged the followers of these brands are.

4.10. Benchmarking data analysis

This section presents the inspiring benchmarking's findings. Between 1 June 2022 and 21 November 2022, the three brands, Holiday Club Caribia, Linnanmäki, and Särkänniemi, posted a total of 334 times on Facebook and 320 times on Instagram. Thus, there were 654 posts overall with brand mentions. The data that is being given is based on the status since November 30th, 2022. Results for Holiday Club Caribia are displayed with benchmarked brands to help compare social media performance with benchmarked businesses and highlight areas that need improvement.

4.11. Background Information

Särkänniemi was the last company to adopt Instagram, while having used Facebook the longest (since December 2014). However, Särkänniemi has 104,728 Facebook followers and over 58,200 Instagram followers, making it the most popular account as shown in figure 16. With about 3317 brand posts, Särkänniemi has been the most active user when it comes to content creation for Instagram. On the other hand, Linnanmäki has the most followers on both social media platforms, that is 171,412. This is almost eleven times more than the number of followers the Holiday Club have on Facebook and Instagram. However, Holiday Club hotel has the oldest account on Instagram, but it has the lowest posts from others and same case can be seen in the Facebook account it has the lowest followers and likes compared to other two brands. Tables 2 and 3 provide data on the number of followers, likes, reviews, and first post.

Facebook	Followers	Likes	Reviews	First Post
Holiday Club Caribia	3.4K	3.3K	3.8	06/2019
Linnanmäki	111K	113K		08/2015
Särkänniemi	104K	106K		12/2014

Table 2: Information of Facebook users (November 2022)

Instagram	Followers	Following	Total number of posts	First Post
Holiday Club	11.6K	4777	1047	03/2013
Linnanmäki	59.8K	63	2110	02/2014
Särkänniemi	58.2K	787	3317	03/2014

Table 3: Information of Instagram users (November 2022)

Taking into account the average monthly growth in new followers for each brand, it can be done by dividing the number of followers by number of months since the account posted its first post. Linnanmäki and Särkänniemi are the two brands that have gained the most followers on a monthly average are, who gain an average of 1260 new Facebook followers and 560 new Instagram followers respectively. Comparatively, Holiday Club Caribia, who has the lowest followers across the board, has gained 83 new Facebook followers and 116 new Instagram followers per month. The number of followers can be influenced by more than simply social media marketing, but this information can be used to understand how the number of followers has changed over time.

Based on the data in tables 1 and 2, it is also possible to see that only Holiday Club Caribia has let customers to rate and review it on Facebook, and it has received a 3.8 out of 5 rating.

4.12. Findings from benchmarking of brands

4.12.1. Post Frequency

Brands have the opportunity to simply share material and information with their followers on Facebook and Instagram that is relevant to their business or industry (Coelho et al., 2016). All visible information that is posted in a brand's Facebook or Instagram feed is referred to in this study as "brand posts."

Figure 17 shows the overall number of posts for Facebook over the past six months, along with monthly and weekly averages. Figure 18 shows Instagram's total number of posts during the same time period. There were 174 days in total from June 1st, 2022 to November 21st, 2022.

Särkänniemi was the most active brand in terms of content posting, with 166 Facebook posts and 157 Instagram posts. Särkänniemi posted an average of 28 times per month in Facebook, it indicates that almost everyday information was published. In Instagram, Särkänniemi posted an average of 26 times per month.

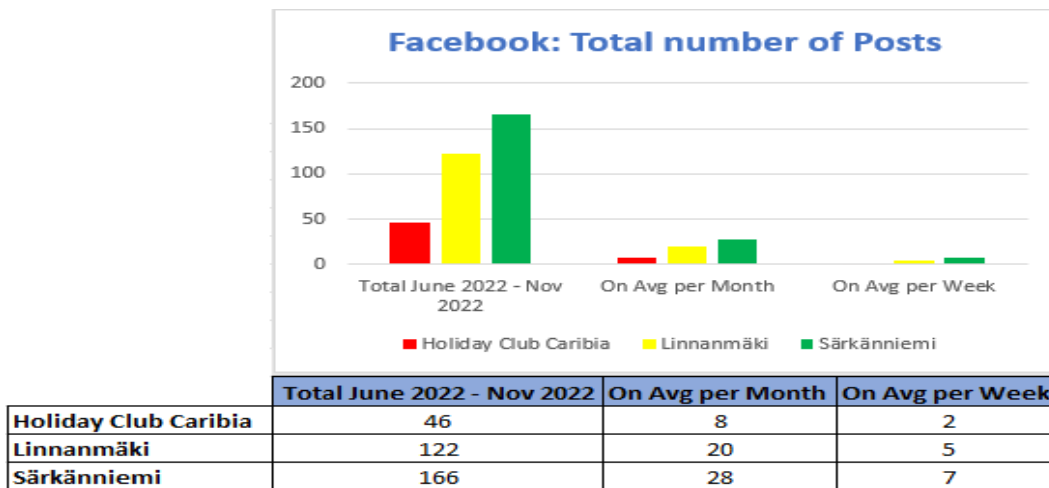


Figure 17: Number of Facebook Posts

Additionally, Linnanmäki posts more articles on Facebook than on Instagram; on average, it publishes 20 posts on Facebook and 18 posts on Instagram each month. The weekly average for postings by Linnanmäki on Facebook and Instagram was five.

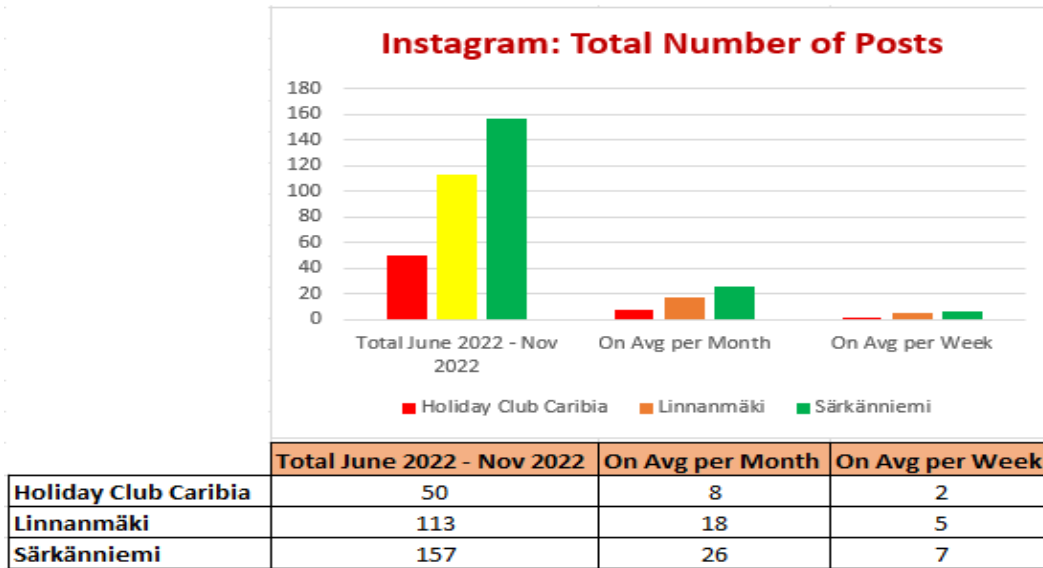


Figure 18: Number of Instagram Posts

The least amount of material was posted on Facebook and Instagram by Holiday Club Caribia. In all, 46 posts were made on Facebook and 50 posts were published on Instagram. It represents an average of two (2) times per week for content posting. The quantity of posts, however, varied considerably from month to month. For instance, the Holiday Club hotel posted on Instagram four times in September 2022 but twelve times in November 2022.

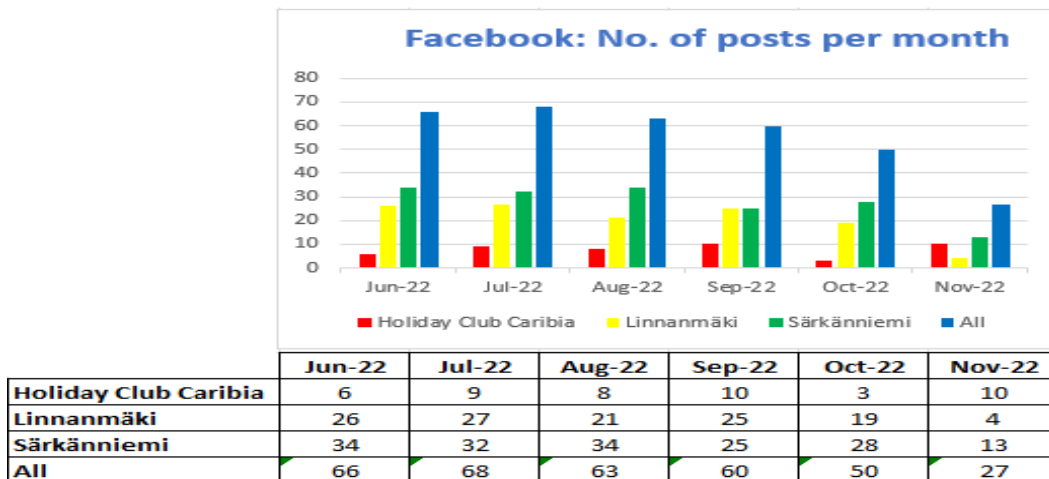


Figure 19: number of monthly posts on Facebook

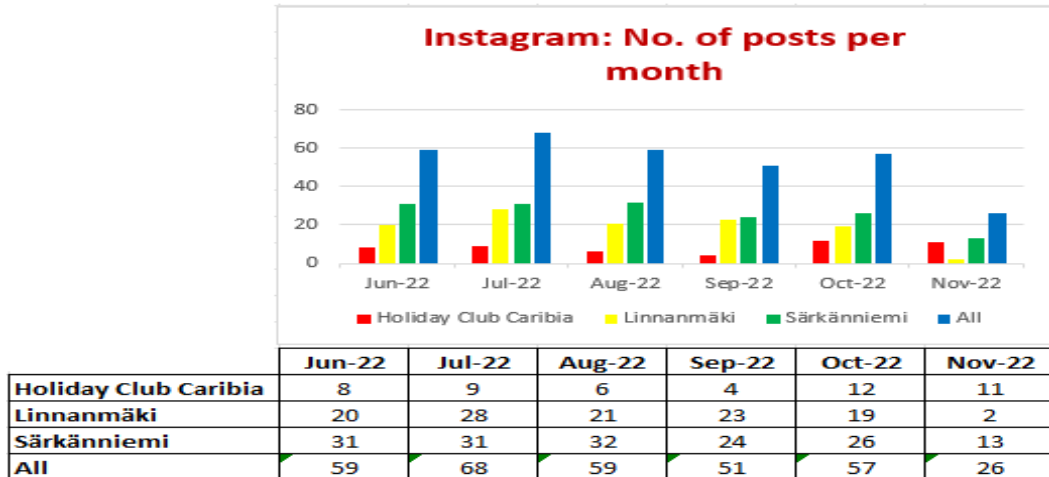


Figure 20: number of monthly posts on Instagram

In general, July 2022 was the highest posting month, as seen in figures 19 and 20. Overall, 68 out of 320 Instagram posts were published in July. Consequently, July had seen the posting of 21.25 percent of all Instagram posts from the three brands. Similarly, 68 out of 334 Facebook postings were also made in July. Accordingly, Facebook has also 21.25 posts from all brands. Of course, the summertime was involved in this. Facebook and Instagram both had the fewest posts produced in November 2022.

4.12.2. Visibility of Brand Products

Brand visibility is a part of the process of creating brand awareness. It should be viewed as the frequency with which the target market is engaged to the brand across different social marketing channels (Reyneke et al., 2011). Holiday Club Caribia has less visibility of family attraction activities on both social media platforms i.e., Facebook and Instagram as compared to Linnanmäki and Särkänniemi. Figure 21 shows that Holiday Club Caribia has brand visibility on Facebook with 36.90% and on Instagram with only 30%. Family activities are not much published on these two social media platforms as much as they should be. While on the other hand, Linnanmäki has 71.30% visibility on Facebook and 86.72% visibility on Instagram, which shows the active interaction with the social media clients. Similarly, Särkänniemi visibility of its services is the highest among all i.e. 87.87% on Facebook and 95.54% on Instagram which represents the most active presence of brand.

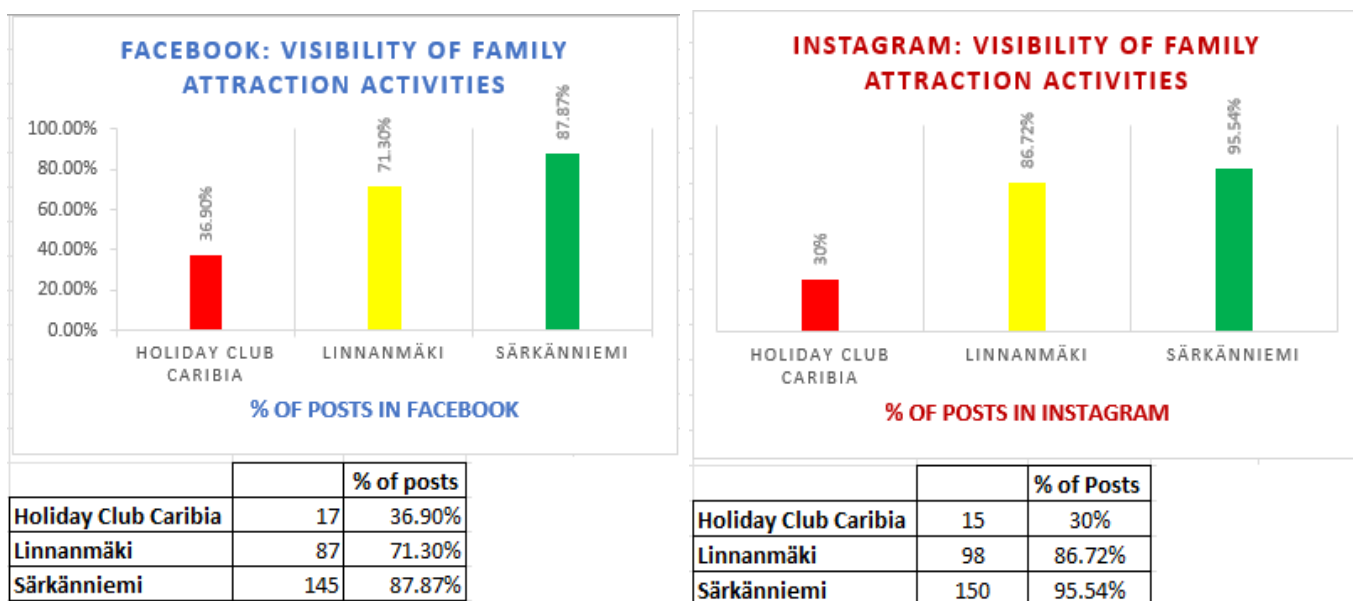


Figure 21: Product awareness in Facebook and Instagram

4.12.3. Language of Posts

The written language of posts was mostly in Finnish for Holiday Club Caribia, Linnanmäki and Särkänniemi on Facebook and Instagram. The obvious reason is that the main audience is the Finnish families, but the hotel can also consider publishing posts in Swedish to target Swedish-speaking Finns in Finland and use English for attracting International families living in Finland. Using just one language can help to maintain consistency for the management but it can also be a limitation for the hotel. Some of the hashtags on Instagram are mentioned in English though but most of the hashtags are mainly in Finnish language.

4.12.4. Use of Hashtags

Linked to Instagram findings, hashtags provide businesses access to special targeted audiences and relevant areas of interests and hashtags may increase the engagement and reach of your brand on social media. (Macready, 2022).

It is noticed that most of the hashtags are mentioned on the Holiday Club Caribia are in the Finnish language. Most of the hashtags are used continuously in all the posts such as, #holidayclubcaribia 1900 times, #holidayclub 72555 times, #kylpyläloma 5892 times since 2013. While on the other hand, Linnanmäki has three common hashtags in post its post. #linnanmäki is the highest used hashtags since 2014 and Särkänniemi has (#särkänniemi 84 156 times used) since 2014. This shows that Holiday Club Caribia has created its first Instagram post in 2013 which is one year before than other hotels, but still has less usage of hashtags.

@holidayClubCaribia		@linnanmäki		@särkänniemi	
#holidayclubcaribia	1 900	#linnanmäki	145 359	#särkänniemi	84 156
#holidayclub	72 555	#lintsi	35 717	#koiramäki	10 709
#kylpyläloma	5 892	#valokarnevaali	28 804	#koiramäenjoulu	1 816

Table 4: Top three hashtags per brand and their number of mentions

4.12.5. Earned Likes

Followers / viewers may express their appreciation of a post on social media channels by clicking the Like button underneath it without posting a comment. Anyone who can view the post may see that you liked it, just like comments (Facebook, 2022).

Facebook monthly total likes for Holiday Club Caribia is only visibly more during the summer (July 2022) with 514 likes perhaps due to the summer holidays of families. While on the other hand, the other two brands Linnanmäki and Särkänniemi have more likes on Facebook during October 2022 due to the Autumn holidays of children and light festival attraction. Figure 22 statistics show that Linnanmäki has the highest number of likes almost all year around due to its active and interesting posts on Facebook.

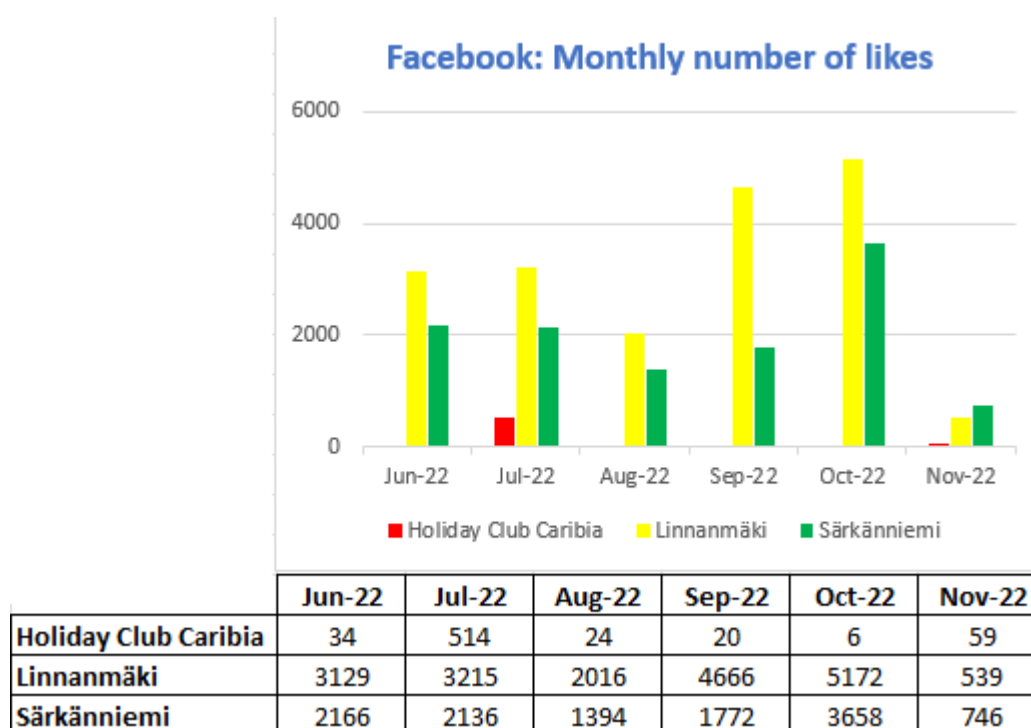


Figure 22: Facebook monthly total number of likes

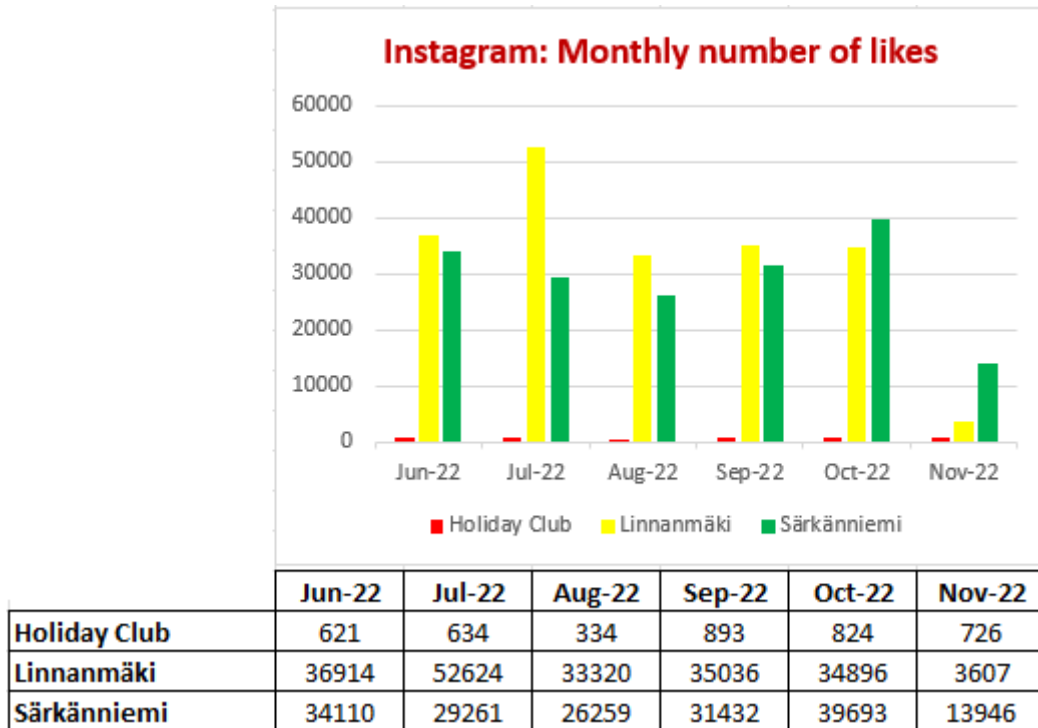


Figure 23: Instagram monthly number of likes

While looking at the monthly likes on Instagram Figure 23, Holiday Club Caribia, Turku seems to have more likes in September and October 2022 perhaps due to the Autumn holiday season. While the other two brands have the highest likes in summer (June and July 2022) because they are more active in summer on Instagram posts and reels.

4.12.6. Average Number of Likes per Post

Average number of likes per post on Facebook for Holiday Club Caribia, Turku is higher than on Instagram perhaps due to the reason that the hotel has its own Facebook page with some active members. While Instagram is owned by the overall Holiday Club Resort chain in Finland. The statistics in Figure 23 and 24 show the average 0,41% of followers like per post on Facebook and 0,69% on Instagram during last six months. Linnanmäki has the most average likes in both social media channels followed by Särkänniemi.

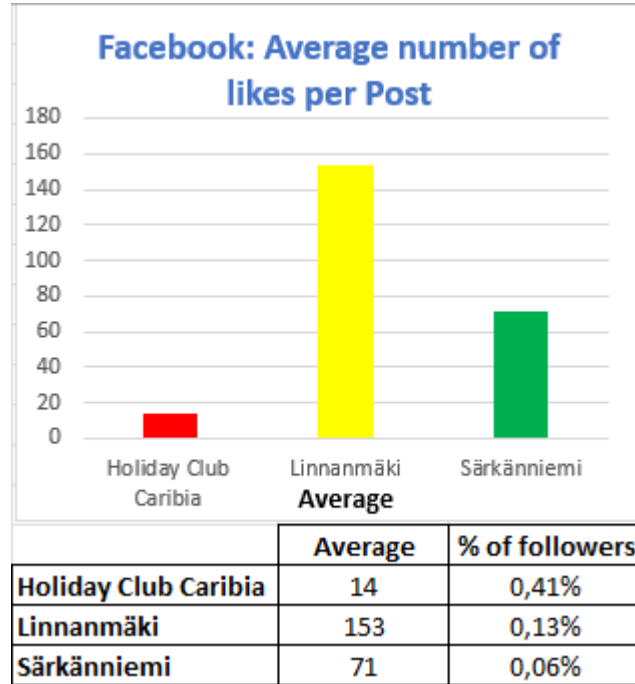


Figure 23: Facebook on average number of likes per post

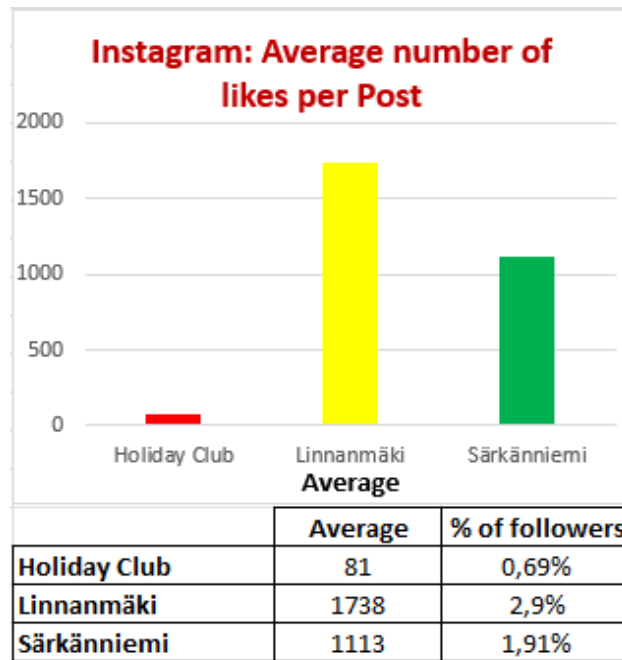


Figure 24: Instagram average number of likes per post

4.12.7. Earned Comments

According to De Vries, et al. (2012) followers and viewers of a social media might give their responses by leaving a comment on post or picture of their choice on social media channels. They also stated that like and commenting on posts reflects the popularity of brands among their followers.

Holiday Club Caribia, Turku earned over 864 comments on Facebook and 350 over Instagram during last six months (Figure 25 and 26). While Linnanmäki earned 1733 comments on Facebook and 3348 on Instagram. Särkänniemi earned 4190 comments on Facebook and 5737 on Instagram. This shows that the number of comments on other two brands are higher than the Holiday Club Caribia, Turku

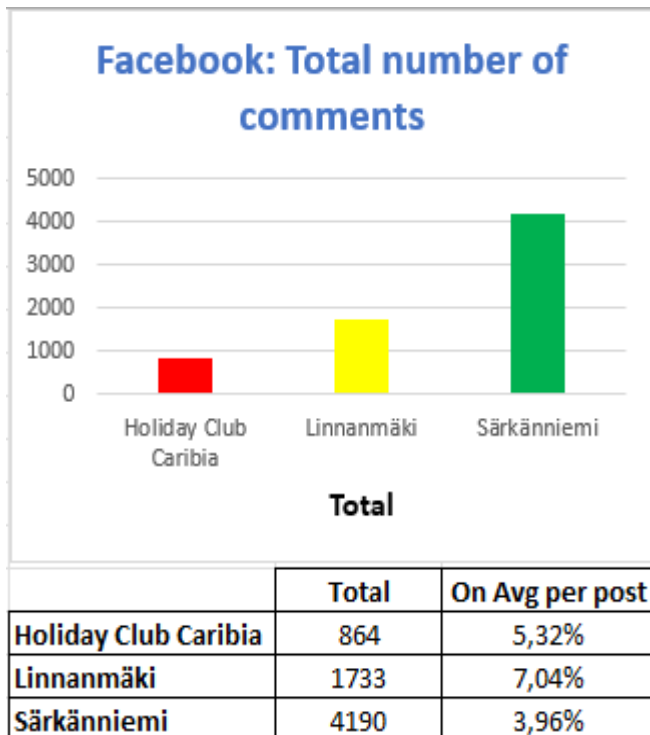


Figure 25: Facebook number of comments

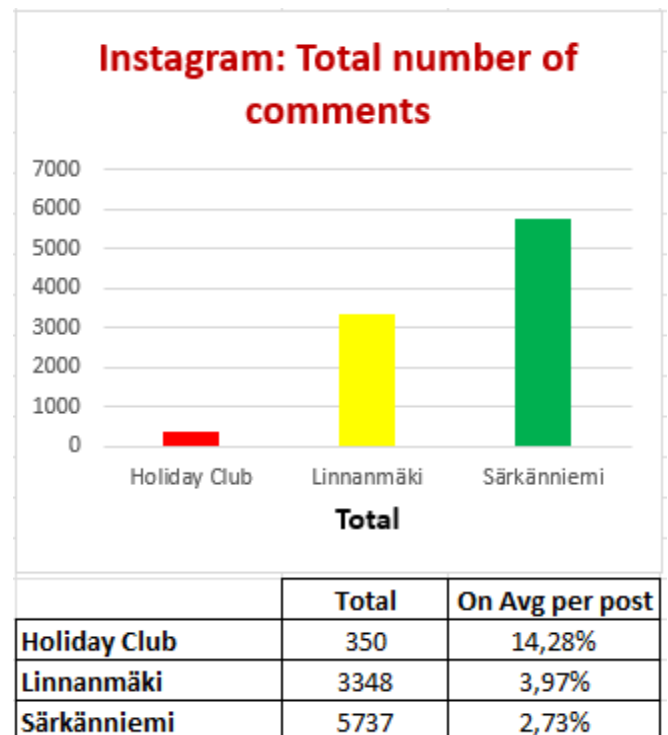


Figure 26: Instagram number of comments

4.12.8. Shares

One of Facebook's three interaction choices for users to interact with others online is the Share button. Users may publish an article they find interesting on their own wall by clicking the Facebook Share button, without having to copy and paste a link into their Facebook profile (Sproutsocial, 2022).

The posts on Holiday Club Caribia, Turku Facebook has earned only 31 shares during last six months while other parks, especially Linnanmäki has earned 348 total number of shares on its Facebook posts (Figure 27). Instagram does not have similar way of sharing as the Facebook. Instagram does offer sharing services through tagging which is not taken into consideration in this thesis.

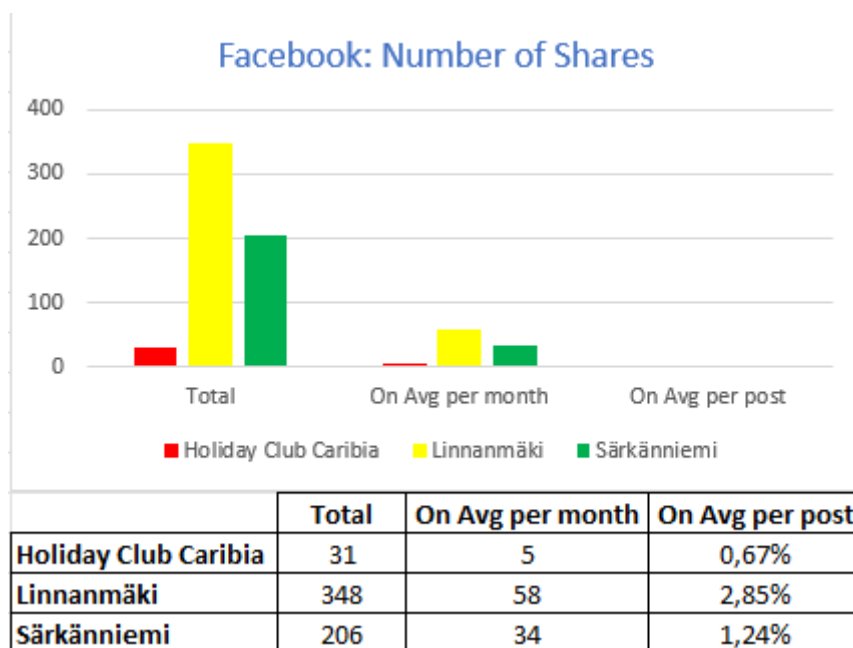


Figure 27: Facebook number of shares

4.12.9. Engagement Rate

Facebook and Instagram users who have liked, commented on, or shared content are considered to be engaged users. Business users may track the number of clicks and reactions to postings in relation to the number of individuals who have actually viewed the posts using Facebook and Instagram analytics (Mikkola 2017). As the posts are seen from the outside, that insight data is not available. However, the rate of engagement for postings may also be calculated simply as the percentage of total followers that are engaged indicating that the total number of likes, comments, and shares are divided by the number of followers (Vadivu and Neelamalar, 2015).

$$\text{Engagement Rate} = \text{Total Engagement (Likes + Comments + Shares)} / \text{Total Followers}$$

The engagement rate on Instagram is calculated by dividing the total likes and comments by the total number of followers. Mainly because the shares are not visible and could not be counted like Facebook. However, it can be noted that Linnanmäki and Särkänniemi have the highest engagement rates on Instagram, respectively, with 3.34 and 3.10 (Table 5). Holiday Club has only 0.37 rate means it has the lowest engagement rate than other two comparing brands.

	Holiday Club	Linnanmäki	Särkänniemi
Likes	4032	196397	174701
Comments	350	3348	5737
Total engagement	4382	199745	180438
Total Followers	11600	59800	58200
Engagement Rate	0,37	3,34	3,10

Table 5: Engagement rate in Instagram – Brands comparison

Table 6 shows the Facebook engagement rate for Linnanmäki and Särkänniemi were lower in Facebook than in Instagram. But Holiday Club Caribia has higher engagement rate comparing from Instagram and it has also the highest engagement rate from other two companies that is 0,45.

	Holiday Club Caribia	Linnanmäki	Särkänniemi
Likes	657	18737	11872
Comments	864	1733	4190
Shares	31	348	206
Total engagement	1552	20818	16268
Total Followers	3400	111611	104727
Engagement Rate	0,45	0,18	0,15

Table 6: Engagement rate in Facebook – Brands comparison

4.13. Holiday club Caribia Website Analysis

Similarweb analysis tool used for website analysis, it is a partly free tool for analysis of official website. This tool provides the official website's global and local rating and the sources of its traffic, traffic by country (including trend), traffic sources and the source of referrals, engagement rate (including tendency and average time spent on the page), the proportion of social media platforms as a source of traffic, websites with active advertisements, the kind of material they provide, and the categories of interest's visitors have while looking for the analyzed website. Additionally, the website recommends competitors (Similarweb a 2022).

I used Similarweb.com in this thesis to know the current website positioning and its online presence. Table 7 below shows the statistics of Holiday Club Caribia website.

Aspects of website	Holiday Club Caribia
Global ranking	# 131 567 (Rising tendency)
Country ranking	# 603 (Rising tendency)
Category ranking	# 11 (Travel and Tourism)
Total Visits	279 000
Bouncing rate	35,91%
Pages per visit	6,21
Avg visit duration	00:04:13
Traffic by country	Finland 95,52% Sweden 1,84% Germany 0,68% Spain 0,68%

Table 7: Statistics of Holiday Club Caribia website (Similarweb b, 2022)

Table 7 shows that the Holiday Club Caribia has the rising tendency, globally it has ranked # 131 567 and locally ranked # 603. In the category of travel and tourism it has got # 11 position and it has 279 000 total visitors, who spent nearly 4 mins on webpage and visits 6 pages in each visit, which consider a good time spend. Hotel website has 95,52% local visitors and 1,84 % from Sweden.

Based on the interview, the website of hotel does have all information in Finnish language because from website analysis we can also see that 95,52% of visitors are from Finland. The hotel would consider Swedish speaking customers as well as international customers to provide information in English in near future according to the statement of the Marketing person during the interview.

Because the international page does not have all the information which a Finnish page offers- which is a drawback. Also, the website does not offer any option for adding the extra services for the customers while booking the rooms for example, requesting breakfast in the room, booking gym or swimming classes in advance etc.

Furthermore, survey data shows that the pictures pasted on the website are not attractive enough for children in particular. The overall view of the website is designed for the adults who focus on solo activities such as, swimming, gym, or health and fitness services. While, the children mainly wish to see the pictures containing fun, bright colors and preferably videos. In general, parents wish to see the children's pictures and videos doing water activities, swimming, fun, playing in super park and others while booking family holidays on website. Therefore, the website can consider publishing short videos, demos, and colorful relevant pictures of children in future.

However, the good aspect of the website is that it provides an option of virtual tour of restaurant, superpark and other areas of the hotel but lacks in providing the children-related fun activities in the

hotel. The website has a link to other social media channels such as, Instagram, Youtube and Pinterest which is a positive thing for family customers using more social media these days. Overall, the website has sufficient information for its services and activities in general and offer support for asking questions. Additionally, the website manages the visitor loads very well and does not have issues with the overload errors.

In the end, I would like to mention that, from the social media marketing perspective, the website plays an important role for family customers in booking the holiday activities for their children but other social media platforms such as, Instagram and Facebook are more preferred ways of booking the holidays. Therefore, the hotel needs to pay more attention to other social media in addition to the website. Hiring more staff for managing the website and other social media channels can be a solution.

4.14. Validity and reliability

The most significant aspect of the study is ensuring reliability and validity. Joppe (2000) defines reliability as: "The extent to which results are constant over time and an accurate reflection of the overall population under investigation is referred to as reliability, and if the results of a study can be replicated using comparable technique, the research instrument is deemed reliable". Joppe (2000) provides the explanation of validity as: "Validity assesses if the research genuinely measures what it was designed to measure or how accurate the research findings are."

In my thesis, the methods of interview, survey and benchmarking have been used. The interview questionnaire is semi structured (Attached in Appendix 4). Because Semi-structured interviews are well suited for the exploration of the perceptions and opinions of respondents regarding complex and sometimes sensitive issues and enable probing for more information and clarification of answers (Barriball and While, 1994). I have conducted one interview with the main key person of Caribia hotel marketing department, who deals directly with all digital marketing tools and customer interactions. This makes it more reliable to trust the information received during the interview. However, there are some considerations that a qualitative research method i.e., interviews depend on the person's interpretations.

None of the researched brands or benchmarked brands have any personal ties to the author. The author has not logged into any personal account to reach information about benchmarked brands in this thesis. All information was obtained from sources outside of the companies, specifically from their public Facebook and Instagram pages. Therefore, anyone can see all posts, unless brands have removed posts after the data updated on November 30, 2022. Although it's possible that since the data was last updated, the quantity of likes, shares, and comments has changed.

Data are comparable since they were all collected from the same sources and updated on the same day. Additionally, information on Holiday Club Caribia brand postings was gathered outside and excludes internal data. Data collection and processing was done manually, therefore might be a chance of errors in results. However, as statistics (such the average amount of likes) are mostly averages from all posts published over the past six months by various brands, little variations in the number of likes, comments, or shares would not have a big influence on the results.

4.15. Limitations to the research

It was time consuming to set the appointment for interviews with the hotel people dealing with digital marketing strategies. Interview was conducted in English, which is not the first language of the interviewee. Additionally, approaching the customers by email and social media channels posts were more challenging due to language barrier and availability of customers at right time. The research has another limitation that it only focuses on one Hotel Holiday Club Caribia, Turku case which may have different system than the other hotels in Finland.

5. Project development process

This thesis' project development process consists of three stages that together make up the final product. The stages can be seen in figure 28 below, along with a brief explanation of each stage's function in the project.

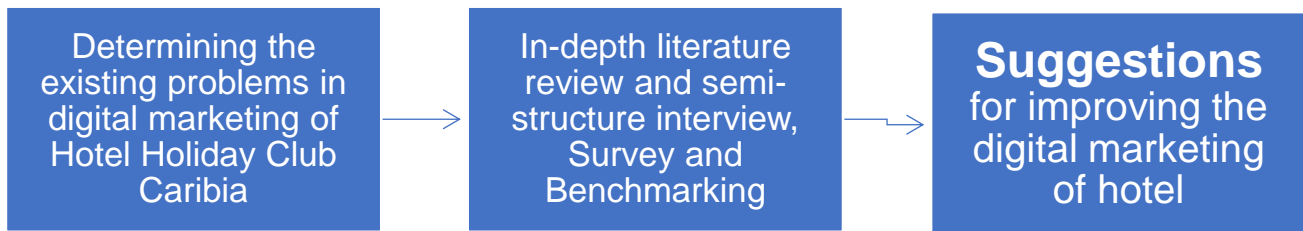


Figure 28: Project development process

In the first stage, this thesis identifies some of the existing problems in the digital marketing plan of the hotel Holiday Club Caribia. Some of the main existing problematic areas with the digital marketing of Caribia Hotel, Turku, Finland is lack of staff in the marketing department to manage social media channels, no frequent updating of Facebook and Instagram account posts, no customer involvement on regular basis, lack of children-related marketing techniques on social media, and no attractive and colorful pictures for children on website of the hotel. In particular, Instagram needs special attention from the management because most of the Finnish population has started using Instagram more frequently on everyday basis.

In the second stage, author conducted in-depth literature review. By looking at the in-depth literature review of digital marketing strategies in general and in Finland, this thesis has conducted survey, benchmarking, interview with the Marketing person of hotel, website and SWOT analysis. These quantitative and qualitative methods are used together to analyze the situation in a much better and authentic way. The interview has helped to understand the detailed view of the marketing manager of the hotel while the survey has provided the aspect of family customers and their expectations. Benchmarking and SWOT analysis has helped in comparing the hotel with other potential competitors and possible opportunities to get a true picture of marketing strategies for family customers.

In the next chapter, the thesis has offered some suggestions for improving the digital marketing of hotel Holiday Club Caribia.

6. Suggestions

Based on the observations from the interview, survey and other data collection methods in this project, I would suggest the Holiday Club Caribia, Turku hotel to focus on improving its social media marketing techniques. Firstly, hiring more staff for handling the social media marketing, particularly for the Caribia, Turku is highly recommended. This Turku region Holiday Club hotel needs to develop its own Instagram page, Youtube channel and other platforms in addition to the existing Facebook page. This can help attracting more local family customers. New staff can bring new and creative ideas for improving and growing the social media for the hotel.

Secondly, it is recommended to improve its digital marketing techniques on social media especially on the website. For example, I would suggest hotel to have a marketing section on blogs from the family customers to share their experiences, photos, feedback and tips for future customers. This blog technique can also be published on the website blog section of Holiday Club Caribia, Turku. The website errors can be corrected, and international English website can also be improved with more detailed content for the family customers. While the Instagram users / customers can be encouraged to make and publish short reels on Instagram. For example, family customers can be paid with vouchers or discounts as compensation and share their short reel of having spa, gym, Superpark, or other experiences on Instagram account of the hotel Holiday Club Caribia, Turku. Similarly, Facebook can use the function of “go-live” and run advertisements focusing on family customers. Funny videos and interesting stuff for children can be published more frequently on Facebook and other social media channels.

Thirdly, based on the survey analysis, it is noticed that the pictures published on the website are not attractive enough for the children. Pictures and videos play a vital role in interaction with children and parents looking for fun activities for their children. Therefore, it is suggested that the hotel can improve its social media channels by focusing on more colorful, clear, bright and interactive pictures and demo videos for children and families. The families also mentioned their needs for more descriptive pictures with no fake news on the website and other social media of hotel. Therefore, hotel can possibly work on content of the pictures on website and provide more details about its services. The results from survey also suggest hotel to consider offering special discounts for children's' holiday seasons such as Linnanmäki and Särkänniemi offers for their family customers.

Lastly, I would mention the importance of benchmarking process with Linnanmäki and Särkänniemi which was conducted in this project, to compare its social media marketing techniques for family customers. These two potential competitors are a good example for Caribia hotel to follow its social media marketing techniques. These two family-oriented fun parks have high quality, up-to-date, eye catching and colorful website with the effects of animations, live videos, and demos for the customers

which help them to gain more interactive and socialize audience. They do frequently posts about each single activity happening in the fun parks on their Instagram and Facebook account while Caribia seems lacking in this aspect. I suggest hotel to not underestimate the existence of its competitors and follow some of the relevant social media marketing techniques from them. This can improve customers' retention, involvement and profits in the end.

7. Conclusion

Based on the literature review, interview, survey, benchmarking, website and SWOT analysis of Holiday Club Caribia, Turku, it can be concluded that the hotel offers good digital marketing services on different platforms such as, Facebook, Instagram and other social media channels. All of these platforms are based for the marketing of whole Holiday Club Resort chain in Finland and not only for the Holiday Club Caribia, Turku specifically, besides only having the Facebook page which is recently launched in 2019. The website of the hotel provides good information about services for all guests while not highlighting the family and children-related services in particular. For example, the photos of people in spa or gym are displayed on the website but it does not feature the children playing in spa or playing areas which could be more effective digital marketing to attract families. It is noticed that the other competitors (Linnanmäki and Särkänniemi) have grown its targeted family customers by attractive, frequent and interactive social media presence on Instagram, Facebook and other channels. This project has considered these two parks as benchmarking process because they are the most relevant places for attracting family customers and children in Finland and provide closest analysis for the digital marketing strategies of a family-oriented place in Finland. Undoubtedly, the Holiday Club Caribia, Turku has its specialty in offering family-oriented facilities such as, spa (water park), Superpark, playing area for small kids, birthday rooms, children games and tours to parks and comfortable and modern big family villas which gives them the opportunity to stand out in front of its competitors. But its less and inactive presence on social media can cause threat to its potential new customers in attracting for the long run. Based on survey in this project, it is clear that most of the parents are using social media mostly for booking their fun activities on holidays in Finland (Section 4.4.1). There is a suggestion for Holiday Club Caribia, Turku to be more creative and active in posting latest news on its Facebook, Instagram and other platforms and be more present for social media users.

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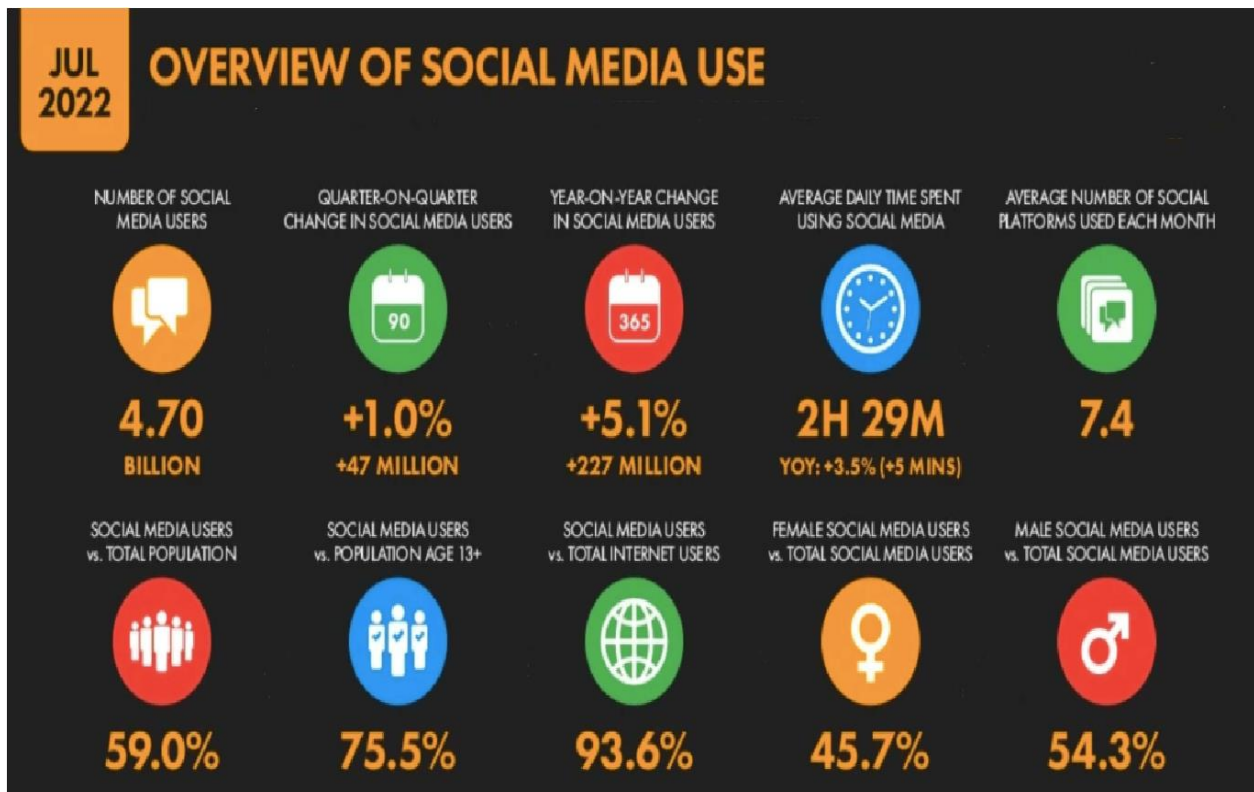
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Appendices

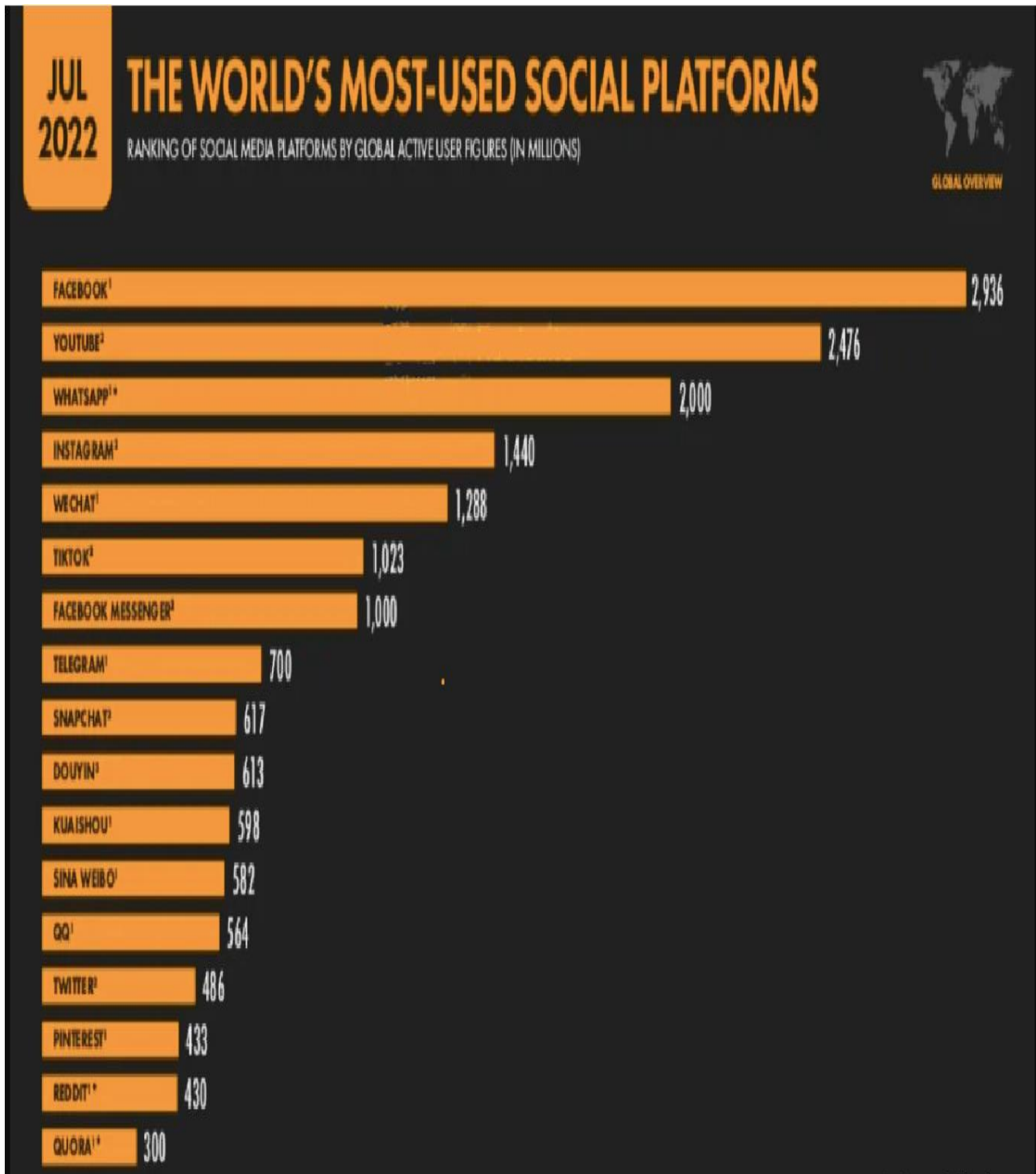
Appendix 1: Overview of social media usage globally in July 2022

Source: (<https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>)



Appendix 2: The world's most used social platforms

Source: (<https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>)



Appendix 3: The use of social media in Finland July 2022

Source: (<https://www.innowise.fi/fi/sosiaalisen-median-kaytto-suomessa-somekatsaus-07-2022/>)

Kuinka moni suomalainen käyttää eri somepalveluita päivässä, viikossa ja yhteensä?

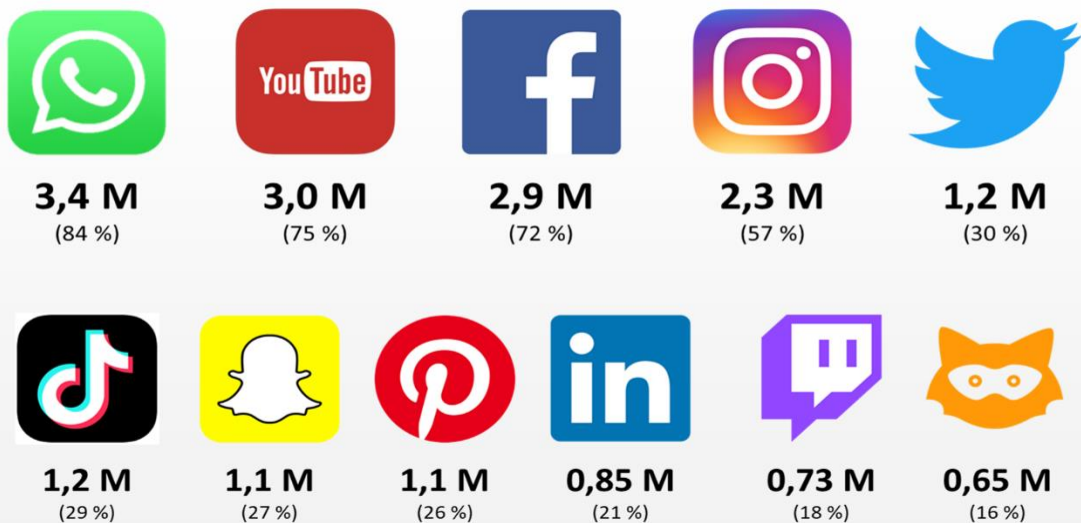
	YouTube	WhatsApp	Facebook	Instagram	Pinterest	Twitter	TikTok	LinkedIn	Snapchat
Päivässä	1 339 000	2 516 000	2 110 000	1 380 000	324 700	527 600	649 300	324 700	730 500
Viikossa	3 003 000	3 409 000	2 963 000	2 273 000	1 136 000	1 217 000	1 177 000	852 200	1 096 000
Harvemmin/ yhteensä	3 652 000	3 612 000	3 328 000	2 597 000	1 826 000	1 704 000	1 461 000	1 339 000	1 299 000
Ei käytä	365 200	446 400	771 100	1 420 000	2 313 000	2 394 000	2 597 000	2 719 000	2 760 000

Datalähde: DNA, Digitaaliset elämäntavat 2022 -tutkimus, <https://corporate.dna.fi/tutkimukset-digitaaliset-elamantavat-22>
(n=1000, 16-74-vuotiaat), SVT:n väestötiedot 2021 (stat.fi), kuva: Harto Pönkä, 8.7.2022.

2



Suosituimmat sosiaalisen median palvelut Suomessa 2022



Datalähde: DNA, Digitaaliset elämäntavat 2022 -tutkimus, <https://corporate.dna.fi/tutkimukset-digitaaliset-elamantavat-22>
(n=1000, 16-74-vuotiaat), käyttö vähintään viikoittain, SVT:n väestötiedot 2021 (stat.fi), kuva: Harto Pönkä, 5.7.2022.

Appendix 4: Interview questionnaire:

Developing Digital Marketing Strategies; for Holiday Club Caribia Turku, to attract family customers

Questions:

1. What are your digital marketing channels?
2. What is the problematic area in digital marketing?
3. What (new) technology are you using?
4. Any Financial issues?
5. How much is your budget for social media marketing?
6. Who are your competitors?
7. Who are your customers (Local / Foreigners)?
8. What is the impact of online reviews on Caribia hotel?
9. Is there something special for family customers to attract?
10. Preferences in service for family (children)?
11. Is your hotel family friendly in Turku?

Appendix 5: Survey questionnaire from hotel guests:**What are the core factors which attract family customers to select their holiday destination:**

Survey Form

Developing digital marketing strategy to attract family customers

[Sign in to Google](#) to save your progress. [Learn more](#)

Gender

Male

Female

Age

Under 25

25-35

Above 35

How many children are there in your family?

Your answer _____

Age range of children?

Under 2

3-7

8-15

16-25

Above 25

What social platform do you use the most?

Facebook

Instagram

Youtube

Other: _____

How much time do you spend on social media daily?

Under 1 hour

1-2 hours

2-4 hours

Other: _____

How often do you use social media for planning family holiday?

- Always
- Most of the time
- Some of the time
- Other: _____

How important are the fun activities when you are planning your family holidays?

- Extremely important
- Moderately important
- Slightly important
- Other: _____

What is the most important fun activity during your family holidays?

- Swimming
- Fun park
- Family restaurant
- Other: _____

Select the most attractive picture where you want to visit with your family.



Picture A



Picture B

Select one most attractive picture:



Picture A



Picture B

Select one most attractive picture



Picture A



Picture B

In your opinion, what are the good social media marketing techniques for a family holiday?

Your answer _____

Submit

Clear form