



KIMBERLY BRADSHAW

Virtuoso Travel Week 2018

Social Media Case Study

VIRTUOSO TRAVEL WEEK

WHAT: World's Largest Luxury Travel Event

ATTENDEES: Travel Advisors & Travel Providers (over 6,000)

EVENTS: Networking, Professional Development, Large Tradeshow, Sponsored Events, Awards, and Dinners.

BIG DRAW: Appointments, which are speed dating style meetings where travel advisors meet with companies from around the world to shop travel for their clients.

APPOINTMENTS LOOK LIKE THIS...



VEGAS STYLE AWARDS DINNERS ..



INTERACTIVE TRADESHOW...

CRUISES



SOCIAL MEDIA CASE STUDY



OBJECTIVE

Harness the power of social media to create buzz for an event while growing brand awareness.



CHALLENGE

Motivating attendees to engage on social media during a schedule-packed event.



SOLUTIONS

Create an environment where social media is an essential part of the event experience.



The Basics

PROMOTED OUR HASHTAG EVERYWHERE



Social Media Channels

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PROMOTED OUR HASHTAG EVERYWHERE



KNOW AND GO

The Lowdown

Your guide for successfully navigating the Virtuoso Travel Week campus.

REGISTRATION AND INFORMATION DESKS
LOCATIONS

- Bellagio: Near the Guest Tower conference area and Spa Tower entrances
- Aria: 3A (Level 3 West)

DAYS AND HOURS

- Friday, August 10: 12 PM – 4 PM
- Saturday, August 11 – Wednesday, August 15: 6 AM – 5 PM
- Thursday, August 16: 6 AM – 4 PM

VIRTUOSO CONCIERGE DESKS
LOCATIONS

- Aria: East Conference Space, Level 1
- Bellagio: Outside of Tower Ballroom 2

DAYS AND HOURS

- Sunday, August 12 – Wednesday, August 15: 7 AM – 5 PM
- Thursday, August 16: 7 AM – 4 PM

PROFESSIONAL DEVELOPMENT
All professional development sessions take place at Aria on Sunday, August 12.

APPOINTMENTS
Access your appointment schedule on the Virtuoso Events website in My Events or stop by any one of the Virtuoso Concierge Desks or Appointment Schedule Printing Desks, located at Aria and Bellagio.

TRAVEL BETWEEN HOTELS
Between Bellagio and Wdara: A ten-minute walk via a covered breezeway.
Between Wdara and Aria: A ten-minute walk via an outside walkway.
Between Bellagio and Aria: Complimentary transfers. Shuttles depart every ten minutes, and the ride is approximately five minutes. If you prefer to walk, allow about 20 minutes.
Visit virtuosoevents.com for shuttle pickup and drop-off locations and times, or check with the Virtuoso Information or Concierge desks.

PARTICIPANT BREAKFAST AND LUNCHES
LOCATIONS

- Aria: Primrose Ballroom
- Bellagio: Grand Ballroom

HOURS

- Breakfast: Monday, August 13 – Thursday, August 16: 6:30 AM – 7:30 AM
- Lunch: Monday, August 13 – Thursday, August 16: 12:30 PM – 1:45 PM

VIRTUOSO BRILLIANT BAR
Agency owners, managers, advisors, and preferred partners can get assistance and insight about anything and everything related to virtuoso.com at one of the Brilliant Bar locations. No appointment necessary.

LOCATIONS, DAYS, AND HOURS

- Aria: East Level 2 Foyer
Saturday, August 11: 7 AM – 5:30 PM
Sunday, August 12: 7 AM – 3:30 PM
Monday, August 13 – Wednesday, August 15: 7 AM – 6 PM
Thursday, August 16: 7 AM – 4 PM
- Bellagio: Spa Tower Foyer
Monday, August 13 – Wednesday, August 15: 7 AM – 6 PM
Thursday, August 16: 7 AM – 4 PM

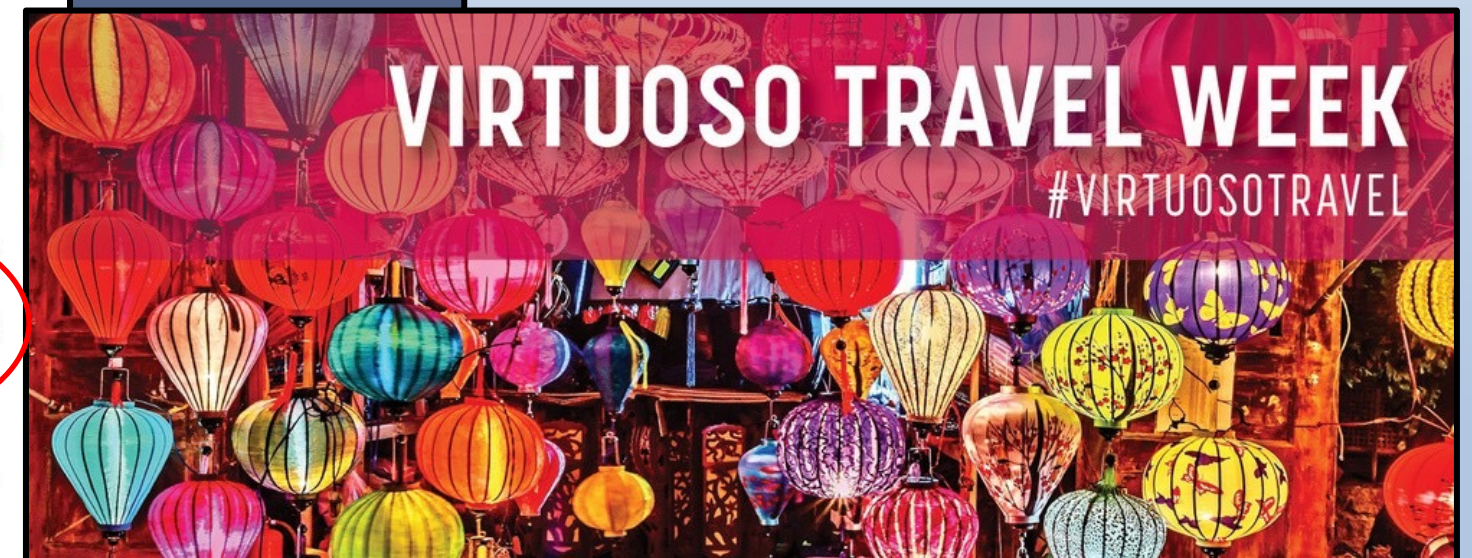
WATCH VIRTUOSO TRAVEL WEEK TV IN YOUR GUEST ROOM

- Aria: Channels 800 and 801
- Bellagio: Channels 333 and 334
- Wdara: Channels 800 and 801

#VIRTUOSOTRAVEL
Be a part of the Virtuoso Week social conversation and share your best VTW photos by using and following [#virtuosotravel](https://www.facebook.com/virtuosotravel) on Facebook, Instagram, Twitter, and more.

SIMON SAYS: "The challenge of our unknown future is so much more exciting than the stories of our accomplished past." – SIMON SINEK

16 #VIRTUOSOTRAVEL



During the Event

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PARTNERED WITH INTERNAL TEAMS

Communications



The screenshot shows a digital communication page with a red header containing the text "VIRTUOSO FOCUS" and "Global Member Edition". Below the header, there is a white section with a photograph of a large crowd of people at a convention. The hashtag "#virtuosotravel" is overlaid on the photo. To the right of the photo, there is a title "#virtuosotravel Keeps You Connected During Virtuoso Travel Week" and a paragraph of text. At the bottom right, there is a button labeled "Bookmark the Feed".

VIRTUOSO FOCUS
Global Member Edition

#virtuosotravel

#virtuosotravel Keeps You Connected During Virtuoso Travel Week

Whether you're in the heart of the convention space or running things at the office, you're connected to all that's happening at Virtuoso Week. As the event nears, search your social media for **#virtuosotravel** and visit the live social feed from Las Vegas.







[Bookmark the Feed](#)

PARTNERED WITH INTERNAL TEAMS

Virtuoso
25,175 followers
3w

Record attendance at Virtuoso Travel Week 2018. Over 6,000 attendees from 100 countries have gathered for the annual meeting to foster industry relationships and learn about the latest offerings in the luxury travel sector.

2018 VIRTUOSO TRAVEL WEEK

 100 countries	 6,071 attendees	 700+ total events
 332,996 appointments	 24,627 room nights	 1,567,760 minutes of appointments

337 Likes · 12 Comments

Like Comment

Add a comment...

Timothy Havelock-Hill 2w ...
Operations Manager at Sincerely Paul
Wonderful Week and so well organised
Like Reply | 2 Likes

Alexa Fast 2w ...
President of RomaLuxury.com
Great Event !!! 🎉👍👍👍👍
Like Reply

2018 VIRTUOSO TRAVEL WEEK

 100 countries	 6,071 attendees	 700+ total events
 332,996 appointments	 24,627 room nights	 1,567,760 minutes of appointments


VIRTUOSO
MEMBERS OF THE ART OF TRAVEL

Public Relations

WE TEASED THE EVENT WITH FUN POSTS

Virtuoso Travel
Published by Falcon.io [?] · August 2 · 🌐

Every year, thousands of Virtuoso travel advisors and travel industry experts descend upon Las Vegas for the biggest luxury travel conference of the year, known as the "fashion week of travel." Here, we interview Virtuoso Week vets on the secrets of their suitcases – plus how they prep for a whirlwind week of outfit changes, marathon days, and more.
[#VirtuosoTravel](#)




BLOG.VIRTUOSO.COM
What to pack for the biggest luxury travel conference of the year?

👤 12,120 people reached Boost Post

👍❤️😂 303 22 Comments 49 Shares

Virtuoso Travel
Published by Falcon.io [?] · August 3 · 🌐

Join us for Virtuoso Travel Week Bingo. Yes, a glass of Champagne on the flight to Vegas counts! [#VirtuosoTravel](#)

B I N G O				
 Arrive with just one suitcase	 Take a photo with Virtuoso staff member and share on social media (#VirtuosoTravel)	 Be kissed by Italian hotelier – on both cheeks	 Visit Brilliant Bar	 Elvis sighting!
 Spot a wedding party	 Drink a glass of Champagne	 Drink another glass of Champagne	 See a Vegas show	 Visit every pavilion at Community Globetrotting event
 Use swimsuit at least once	 In bed before 11 (PM)	 FREE SPACE	 Clock more than 15,000 steps in one day	 Play slots
 Make it to three cocktail parties on Tuesday night	 Watch Bellagio Fountains show	 Attend Opening Ceremony	 Order room service after midnight	 Three outfit changes in one day
 Have attended more than ten Virtuoso Weeks	 First Virtuoso Week (rookie!)	 Get to gym before four-minute appointments	 Long-lost friend reunion in the hallway	 Hear someone say, "But it's a dry heat"

👤 7,380 people reached Boost Post

👍❤️😂 Robyn Walsh, Lorena Ringoot and 127 others 19 Comments 28 Shares

PROVIDED SAMPLE SOCIAL POSTS FOR STAFF MAKING IT EASY TO POST DURING THE BUSY EVENT

2018 VIRTUOSO TRAVEL WEEK 3-A-Day Social Media Content for S-Team

ANY DAY

Hashtag Promo

It's official and everyone's using it - #VirtuosoTravel. Join the 2018 Virtuoso Travel Week conversation!



Sponsor Appreciation

A big shout-out to this year's Virtuoso Travel Week and Annual Event Sponsors. We thank you for your support. #virtuosotravel



New VTW Attendees

Did you know that there are nearly 1,400 first-time attendees here at Virtuoso Travel Week? Here's to new connections and lasting relationships. #virtuosotravel

D&E Dinner

We'll reveal the winners of the Virtuoso Destinations and Experiences awards tonight. Watch our Twitter to see who walks away with these coveted awards. #virtuosotravel



TUESDAY

Brilliant Bar

Have you checked out Virtuoso's Brilliant Bar? Stop by for insight about anything and everything related to Virtuoso's technology products including virtuoso.com demos, the Hotel Booking Program, Private Label websites, and more. No appointment necessary. #virtuosotravel



Incubator

More Power to You! Virtuoso Incubator helps emerging tech companies refine their products through real-world testing and feedback while simultaneously strengthening the competitive edge of member agencies through enhanced client service and business efficiencies. Virtuoso Travel Week attendees - Check it out today in Starvine 1 at Aria. #virtuosotravel



H&R Dinner

Virtuoso Hotels and Resorts - It's your night! Who will take home "Hotel of the Year?" This and other winners revealed in real-time on Virtuoso's Twitter feed. #virtuosotravel



THURSDAY

Orchestrator

Calling all innovators and early-adopters. Building on the popularity of travel bucket lists while also blending in touches of wealth advising, Virtuoso Orchestrator's "Netflix-style" travel portfolios will turn travel dreamers into travel doers. Virtuoso travel advisors - If you're interested in being a beta-tester for the 2019 U.S. rollout you can complete the application available in the Virtuoso Travel Academy. #virtuosotravel



Gala Dinner


We're lighting up the night at the Virtuoso Gala Awards Dinner, celebrating this year's most outstanding travel advisors, agencies and partners, presenting them with prestigious Virtuoso Awards. Follow #virtuosotravel to join the festivities.



FACEBOOK FRAMES + IG GEOFENCE

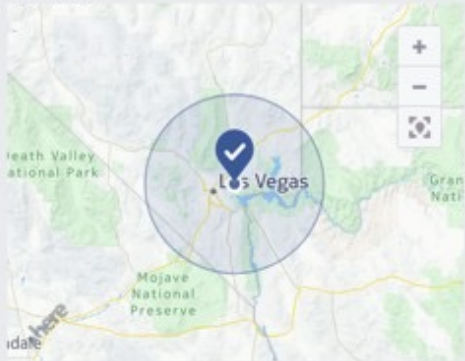
2018 Virtuoso Travel Week

Kim Bush



Schedule
Aug 9, 2018 — Aug 20, 2018

Location



Keywords
"Virtuoso Travel Week" "Virtuoso" "Virtuoso Week"

By clicking "Publish" you agree to the Camera Effects Platform terms and policies. Effects are public for anyone to use.





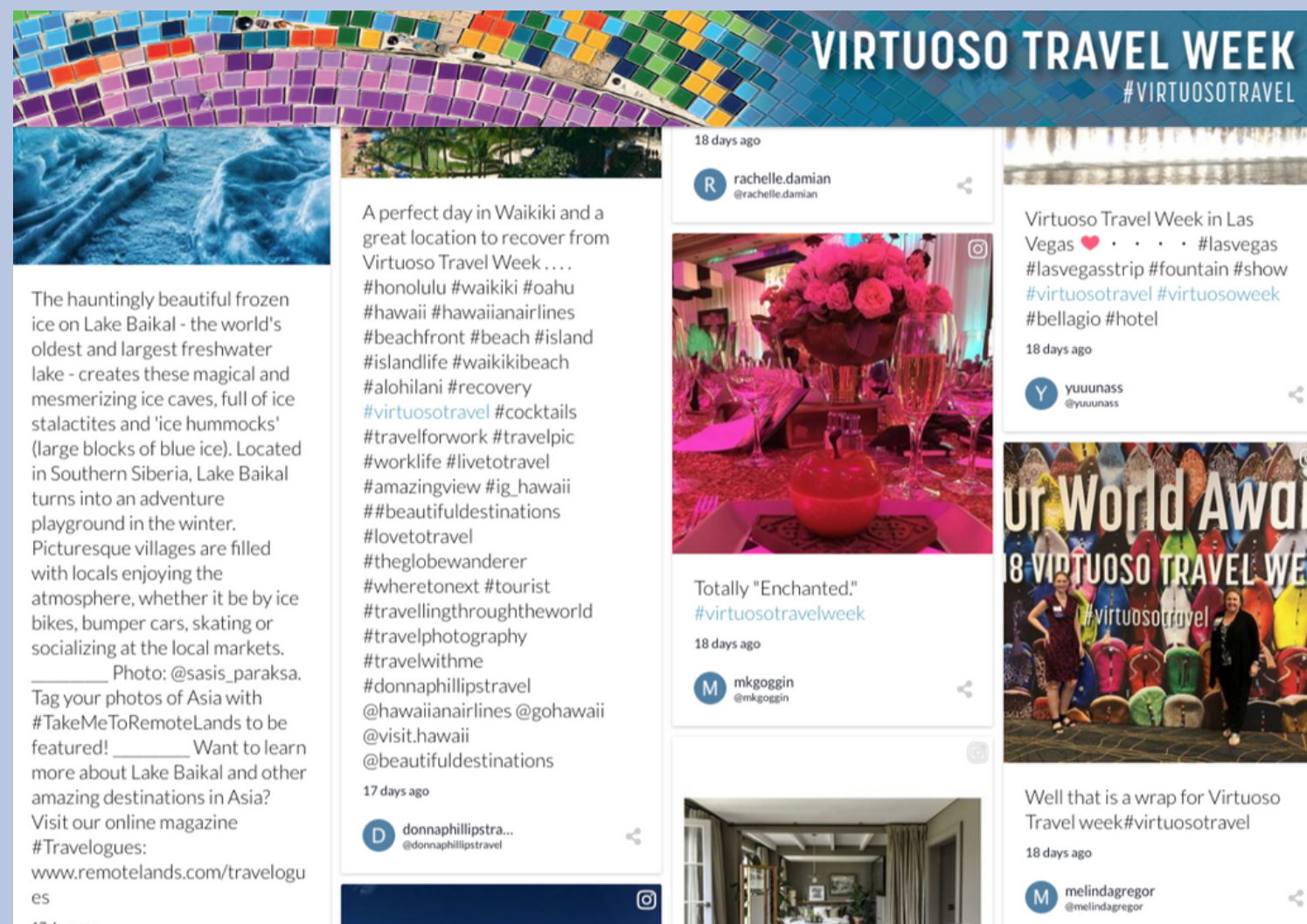
Selfie Stations

Large beautiful backdrops displayed throughout the conference space, making it easy to snap a photo with friends and colleagues, and share across social media.

EVENT BAGS WITH SOCIAL APPEAL



WE SHOWCASED ALL OF THE USER-GENERATED CONTENT



Monitors throughout the conference area shared the stories being told across attendees social media channels.



The
Content

INFORMATION ABOUT THE EVENT

FUN FACTS



APPRECIATION FOR SUPPORT



Host Hotels & Sponsors

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INSPIRATIONAL VIDEOS



Virtuoso Travel
Published by Kim Bush [?] · August 13 at 12:43 AM · 🌐

Your World Awaits! #VirtuosoTravel

Your World Awaits

▶ -1:10 ⚙️ 📺 ↗️ 🔊

👤 20,099 people reached [Boost Again](#)

Recent Activity

Boosted on Aug 13
Audience: United States, 18 - 65+, People who li...
By Kim Bush · Completed

[View Results](#)

👍❤️ 154 2 Comments 129 Shares 6.7K Views

👍 Like 💬 Comment ➦ Share ⚙️



Event Video

LIVE TWEETING PRO DEV SESSIONS

 **Virtuoso Travel** @Virtuoso · Aug 12, 2018


Virtuoso travel advisors are constantly learning to enhance client experiences. #VirtuosoTravel



  1 

 **Virtuoso, Ltd.** @Virtuoso · Aug 12

Mobile content tip: Take your fans on a journey through storytelling and live video. (Live video compliments, it doesn't replace) #VirtuosoTravel #storytelling @iSocialFanz

  3  5 

 **Virtuoso Travel** @Virtuoso · Aug 11, 2018

Virtuoso Sustainability Summit happening now at #VirtuosoTravel Week. Celebrate cultures, benefit local economies & protect the planet. These all play important roles in #sustainabletravel.



  2  5 

 **Virtuoso Travel** @Virtuoso · Aug 12, 2018

.@simonsinek discussing loyalty, which he says means they will turn down a cheaper price or even a better product to work with you. #VirtuosoTravel



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LIVE TWEETING AWARDS

Virtuoso Travel @Virtuoso · Aug 16, 2018

Virtuoso Hotel of the Year award goes to Adare Manor | @TheAdareManor #VirtuosoTravel



7 72 185

Virtuoso Travel @Virtuoso · Aug 17, 2018

Virtuoso award for Most Admired Advisor – United States goes to Marlene Singer - Lake Shore Travel. #VirtuosoTravel



1 7 27

Virtuoso, Ltd. @Virtuoso · Aug 15

The 12th Annual Virtuoso Hotels & Resorts Awards Dinner is getting underway now! Tonight, we honor the award winners, live from Las Vegas. #VirtuosoTravel



1 3 8

Virtuoso Travel @Virtuoso · Aug 17, 2018

Virtuoso award for Most hospitable agency - United States / Canada goes to SmartFlyer @smartflyer #VirtuosoTravel



SMARTFLYER 

5 14

Virtuoso Travel @Virtuoso · Aug 14, 2018

The Virtuoso Tourism Board of the year is Switzerland. @MySwitzerland_e #virtuosotravel



2 12 35

SOCIAL / COMMUNITY CARE AND ENGAGEMENT

Virtuoso Travel Retweeted



Tiffany Dowd @LuxeTiffany · Aug 12, 2018

You need a "worthy rival" says [@simonsinek](#). At the end of the day, you and this rival are working towards the same goal. In the infinite game there is no winning. A rival pushes you to be better. The only true competitor is yourself. [#VirtuosoTravel](#) [#LuxeTiffany](#) [#LuxeVirtuoso](#).

5 9

Virtuoso Travel Retweeted



James Rodriguez @OceaniaJames · Aug 13, 2018

Oceania Cruises table at [#VirtuosoTravel](#)



4 13

Virtuoso Travel Retweeted



Wilderness Safaris @WeAreWilderness · Aug 14, 2018

So proud! Wilderness Safaris Best Curated Travel Partner at [@Virtuoso](#) Travel Week [#VirtuosoTravel](#) [#VirtuosoWeek](#) [#travelwithpurpose](#) [#ourjourneyschangelives](#) [@AlisonMay11](#)

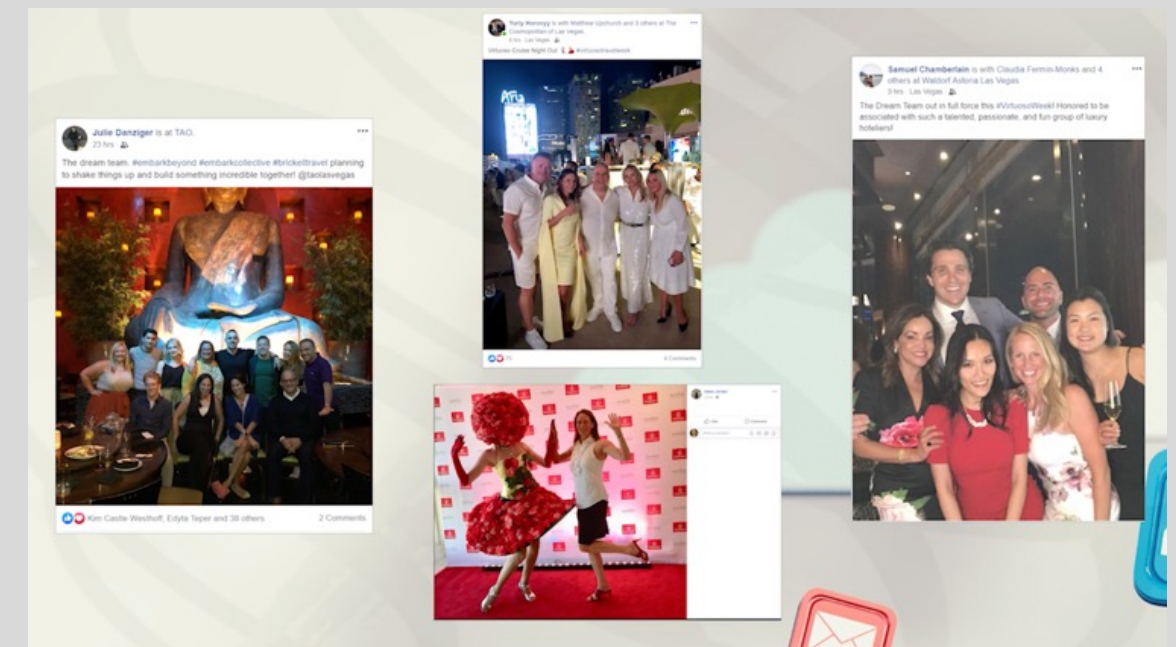


5 15

BEST OF SOCIAL MEDIA SHOWCASE AT GALA DINNER



Who Wore it Better



Life of the Party



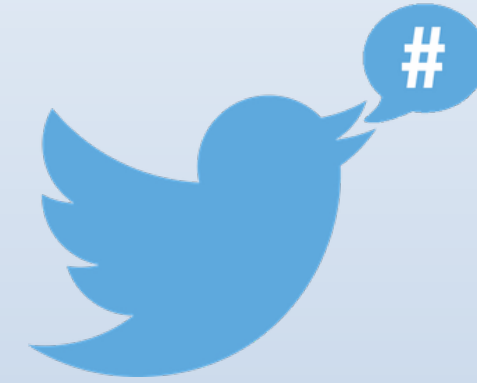
The Results

THE RESULTS



53.9 Million Twitter Impressions

53% Increase over 2017



#VirtuosoTravel topped worldwide Twitter trends list for 5 consecutive days

The longest period in Virtuoso event history

THE RESULTS



92% YOY INCREASE IN WEBSITE TRAFFIC

Combined social media activity drove *significantly* more website traffic in August 2018 than in August 2017 (the previous annual event time period).

THE RESULTS



Post Details

Virtuoso Travel
Published by Falcon.io | August 13 at 2:30 PM

It's like speed-dating. Thousands of one-on-one meetings will take place this week between Virtuoso travel advisors & travel providers at Virtuoso Travel Week. The personal connections made at this event enables your advisor to create amazing travel experiences for you. #VirtuosoTravel

Performance for Your Post

23,766 People Reached

1,089 Reactions, Comments & Shares

787 Like	309 On Post	478 On Shares
47 Love	20 On Post	27 On Shares
35 Wow	12 On Post	23 On Shares
1 Sad	0 On Post	1 On Shares
94 Comments	20 On Post	74 On Shares
126 Shares	121 On Post	5 On Shares

2,489 Post Clicks

815 Photo Views	0 Link Clicks	1,674 Other Clicks
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NEGATIVE FEEDBACK

5 Hide Post	7 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$50 to reach up to 46,000 people.

23,766 people reached

Minn Kyan Sitt, Carla Puverel and 334 others · 15 Comments · 121 Shares

Like · Comment · Share

Appointments –
1,087 Reactions / 9.5%
Engagement Rate
Ad spend \$0

Post Details

Virtuoso Travel
Published by Falcon.io | August 16 at 11:00 AM

Best of the Best. Here's a look at the top properties and the hoteliers who elevate them to greatness. #VirtuosoTravel

VIRTUOSO.COM
Best of the Best: 2018 Virtuoso Winners
The top wellness program, hotelier, bar, and more in our annual hotel...

Performance for Your Post

18,769 People Reached

1,043 Reactions, Comments & Shares

747 Like	388 On Post	359 On Shares
79 Love	24 On Post	55 On Shares
8 Wow	0 On Post	8 On Shares
90 Comments	3 On Post	87 On Shares
119 Shares	116 On Post	3 On Shares

1,597 Post Clicks

2 Photo Views	1,042 Link Clicks	553 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Get More Likes, Comments and Shares
Boost this post for \$50 to reach up to 46,000 people.

18,769 people reached




403 · 3 Comments · 116 Shares

Like · Comment · Share

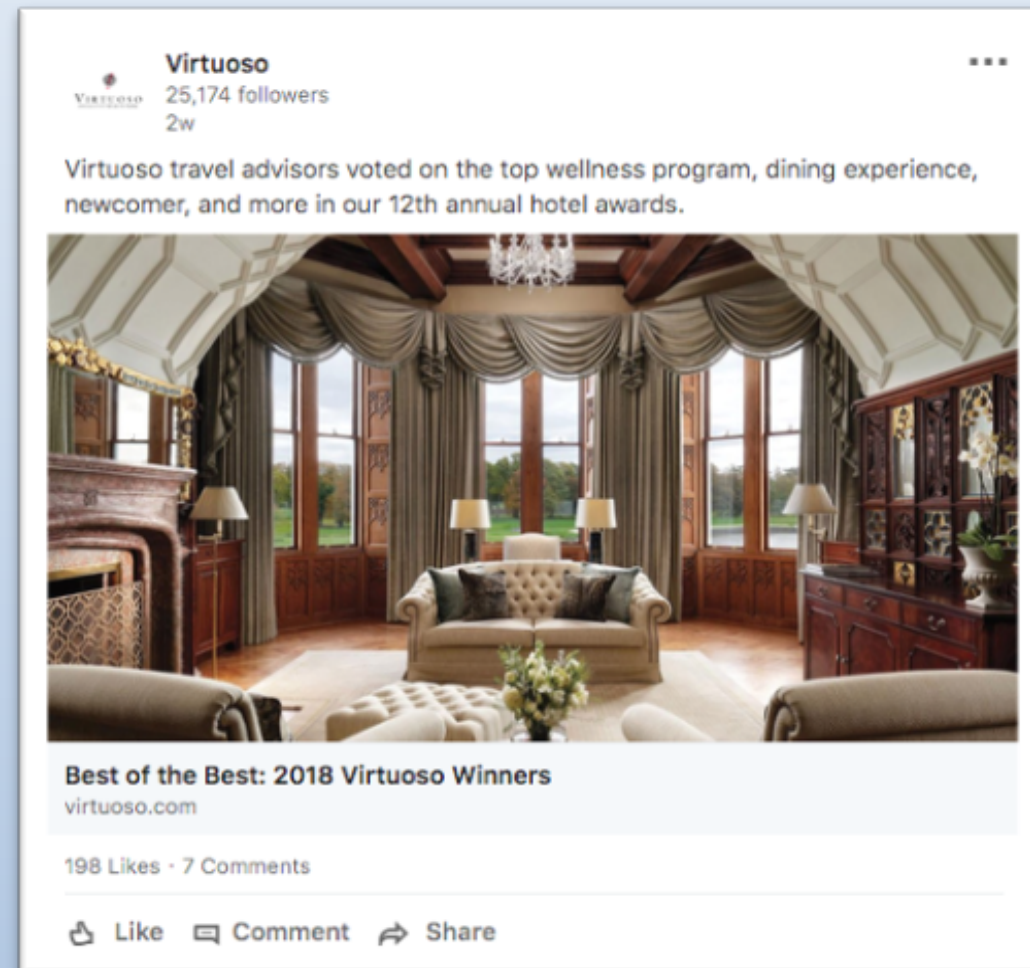
Virtuoso Best of the Best
Awards– 1,043 Reactions
/ 9.8% Engagement Rate.
Ad spend \$20.

THE RESULTS

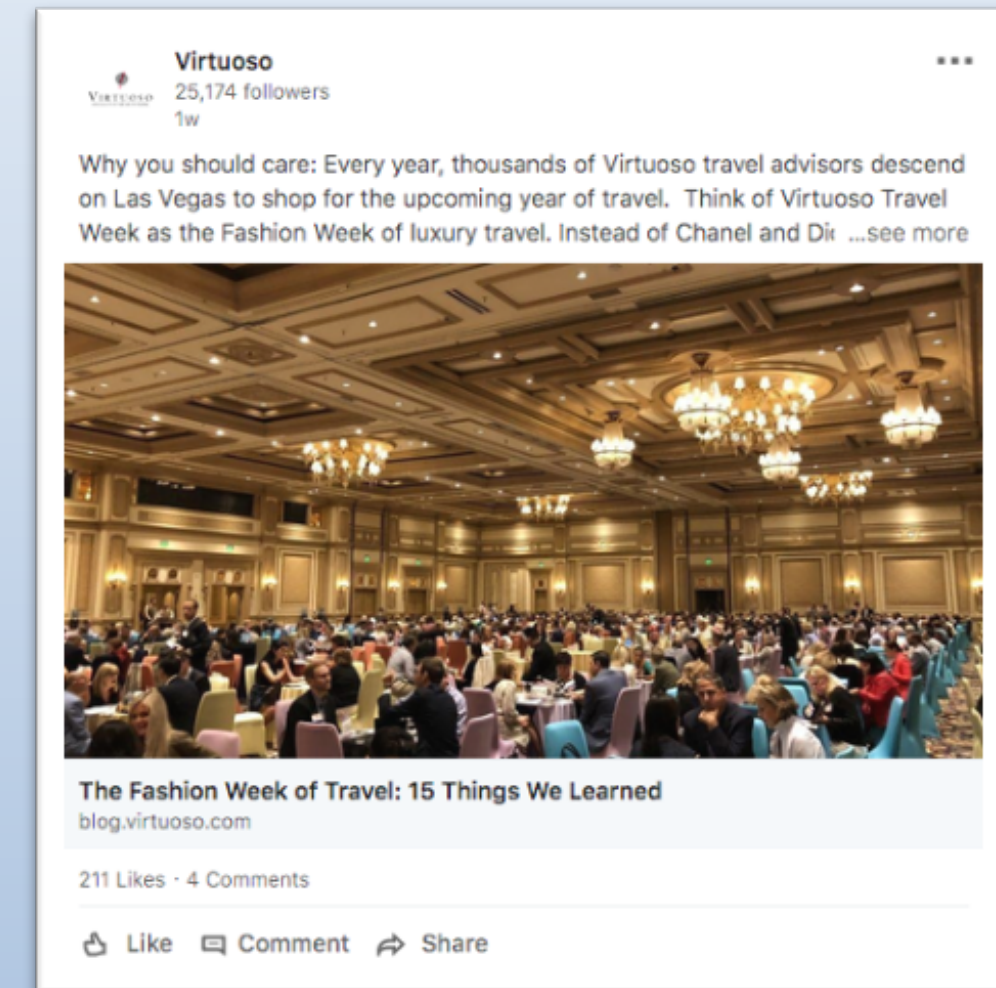


Tweet	Potential Reach	Responses ▼	Clicks	Retweets
 <p>Virtuoso Virtuoso Hotel of the Year award goes to Adare Manor @TheAdareManor #VirtuosoTravel https://t.co/agAEza9Bri</p> <p>(Tweet) August 16, 2018 12:23 am</p>	109.2k	61	0	54
 <p>Virtuoso It's a good time to be in the luxury travel industry. #VirtuosoTravel https://t.co/VJbbVeU3DH</p> <p>(Tweet) August 12, 2018 2:02 pm</p>	211.4k	19	0	18
 <p>Virtuoso Done right, sustainable tourism is more than a catchphrase – it's the basis of enduring, positive benefit that adds purpose to our journeys and meaning to our memories. Here, 20 ways to get sustainability right on your next adventure. https://t.co/rQPkpDsUSU #VirtuosoTravel https://t.co/QmPa6J1txy</p> <p>(Tweet) August 06, 2018 10:00 am</p>	50.8k	18	24	17

THE RESULTS



Virtuoso Best of the Best Awards
Engagements: 733
Engagement Rate: 7.8%



Virtuoso Travel Week Blog
Engagements: 573
Engagement Rate: 7.5%

THE RESULTS

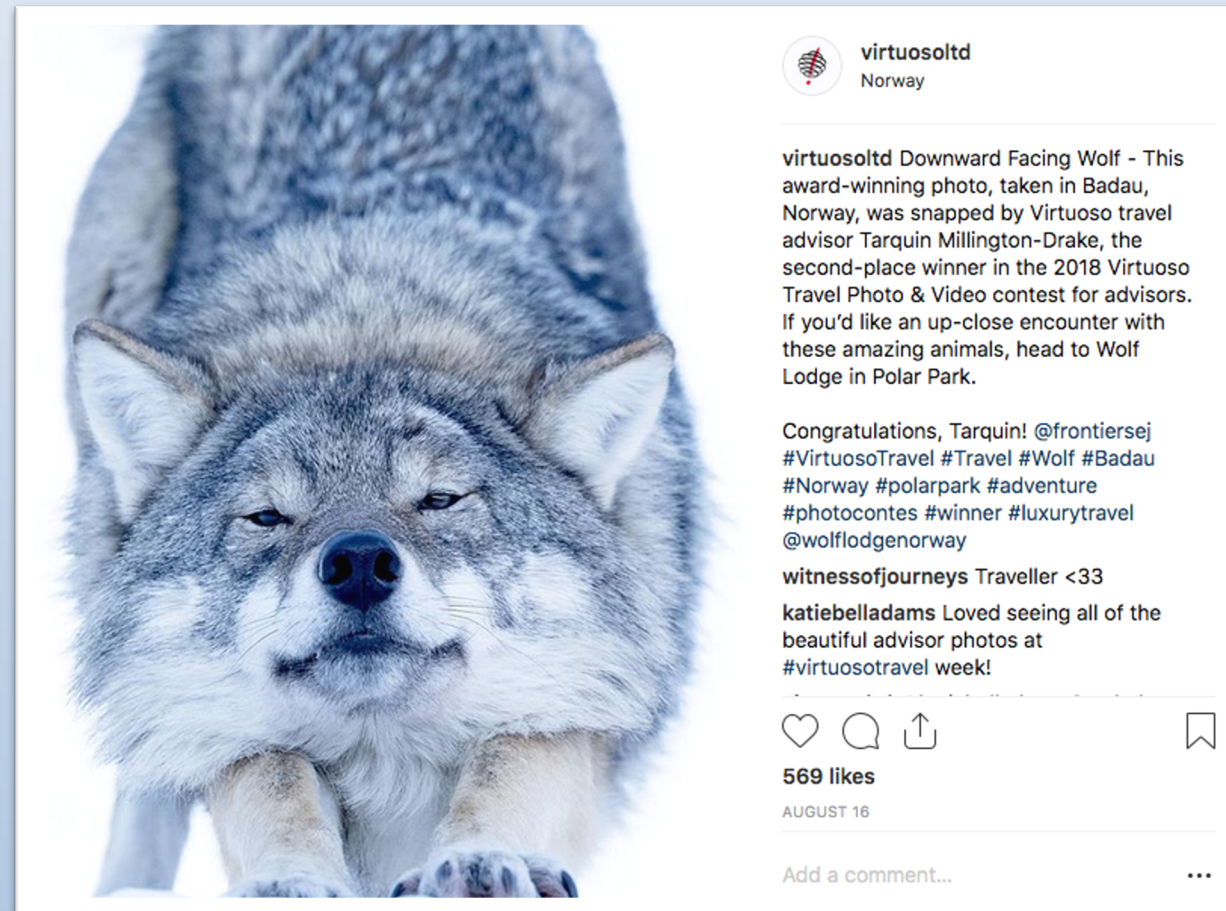


Photo Contest Winner
Reach: 7,024
Engagements: 609
Engagement Rate: 8.67%



Photo Contest Winner
Reach: 9,765
Engagements: 712
Engagement Rate: 7.29%