



Instituto de Geografia  
e Ordenamento do Território  
UNIVERSIDADE DE LISBOA

Master's degree in Tourism and Communication

**Dissertation**

**The Importance of Digital Influencers in the Promotion of a  
Tourist Destination**

**Sandra Isabel Pedro Narciso**

**October 2019**



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**Sandra Isabel Pedro Narciso**

Supervisor: Ph. D. Maria de Lurdes Santana Calisto

Dissertation presented for the award of the master's degree in Tourism and  
Communication from Estoril Higher Institute for Tourism and Hotel  
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*“Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved.”*

*Helen Keller*

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## **ABSTRACT**

Tourism is no longer a mere leisure activity, becoming one of the most important phenomena of the present days. Consequently, the rise of the tourism industry, together with the fast development of communication channels and the diffusion of trends, the improvement of transports and the new tourist profiles enhanced the competitiveness between destinations. In order to remain competitive, destinations started to invest in their promotion, using different channels and different marketing strategies. More recently, destinations started using digital influencers as a promotion strategy. By using their online platforms to promote products, services or destinations to their followers, digital influencers are considered a new type of marketing promotion. Their effectiveness promoting products and services was already studied and proved, with emphasis on the beauty and lifestyle areas. However, their relevance in the promotion of monuments, destinations, and in the tourism industry, in general, is still an academically unexplored subject. Consequently, this investigation aims to contribute to the filling of this information gap, trying to understand the importance of digital influencers on the promotion of a destination. Receiving around 4,5 million tourists per year, Lisbon was the destination selected for this work. The first methodological step was to analyse YouTube vlogs (video-blogs) of the city, posted by digital influencers. This step was important to establish the most promoted monument in Lisbon, which is Torre de Belém. As a mean of getting primary data about the relevance of digital influencers, there were conveyed surveys to the tourists that visited the monument.

The results suggest that digital influencers are not the main form of promoting a destination, but they can be an important marketing strategy for a specific target market.

### **Keywords:**

Digital Influencer; Digital Marketing; Influencer Marketing; Lisbon; Marketing Communication; Tourism.

## RESUMO

O turismo deixou de ser uma mera atividade de lazer, tornando-se num dos mais importantes fenômenos da atualidade. Consequentemente, o crescimento da indústria turística, juntamente com o rápido desenvolvimento dos canais de comunicação e a difusão de tendências, a melhoria dos transportes e o surgimento de novos perfis do turista, aumentaram a competitividade entre os destinos. De forma a se manterem competitivos, os destinos começaram a investir na sua promoção, usando diferentes canais e diferentes estratégias de marketing. Mais recentemente, os destinos começaram a utilizar os influenciadores digitais como estratégia de promoção. Usando as suas plataformas *online* para promover produtos, serviços ou destinos aos seus seguidores, os influenciadores digitais são considerados uma nova forma de promoção de marketing. A sua eficácia na promoção de produtos e serviços já foi estudada e comprovada, com ênfase nas áreas de beleza e *lifestyle*. No entanto, a sua relevância na promoção de monumentos, destinos e na indústria do turismo em geral é ainda um assunto pouco explorado a nível académico. Consequentemente, o objetivo desta investigação é contribuir para o preenchimento desta lacuna de informação, tentando perceber a importância dos influenciadores digitais na promoção de um destino. Acolhendo cerca de 4,5 milhões de turistas por ano, Lisboa foi o destino eleito para este trabalho. O primeiro passo metodológico foi analisar os *vlogs* (*video-blogs*) da cidade presentes no YouTube, publicados por influenciadores digitais. Este passo foi importante para determinar qual o monumento mais promovido em Lisboa: a Torre de Belém. Como forma de obter dados primários sobre a relevância dos influenciadores digitais, foram realizados inquéritos aos turistas que visitaram o monumento.

Os resultados sugerem que os influenciadores digitais não são a principal forma de promoção de um destino, mas podem ser uma estratégia de marketing importante para um público-alvo específico.

### **Palavras-chave:**

Comunicação de Marketing; Influenciador Digital; Lisboa; Marketing de Influência; Marketing Digital; Turismo

## **LIST OF ABBREVIATIONS**

AMA – American Marketing Association

ATL – Above-the-line

BTL – Below-the-line

DGCH - Directorate General for Cultural Heritage

EWOM – Electronic Word of Mouth

LTA – Lisbon Tourism Association

SN – Social Network

UNWTO – United Nations World Tourism Organization

WEF – World Economic Forum

WOM – Word of Mouth

WTA – World Travel Awards

## INTRODUCTION

Tourism is no longer a mere leisure activity, becoming one of the most important phenomena of the present days, in all dimensions – economic, social, cultural, political and environmental (Marujo and Carvalho, 2010). It is currently considered a wealth generator and a key element for the socio-economic progress of destinations (UNWTO, 2013) and, therefore, it is desired by national, regional and local authorities wishing to achieve this development. As a result, the tourism sector tends to grow more and more worldwide. According to the World Tourism Organization (UNWTO), international tourist arrivals grew 7% in 2017, with an increase of 86 million international tourist arrivals when compared to the previous year. This scenario is expected to increase by 3.8% per year between 2010 and 2020 (UNWTO, 2018).

Consequently, the rise of the tourism industry, together with the fast development of communication channels and the diffusion of trends, the improvement of transports and the new tourist profiles enhanced the competitiveness between destinations: “The wide diversity of destinations, mediators, media, types of transport and ways of disseminating information, together with the diversification of fashion trends create and feed a great competition between tourist destinations. The use of different market penetration strategies, in particular through the definition of brand images, the effort to participate in the definition of fashion trends or the attempt to influence them, rehearsed with the increase of promotion, constitute difficulties to be overcome within the competition between tourist destinations” (Martins, 2011, p. 14)<sup>1</sup>. Through marketing strategies, destinations wish to be among the preferences of tourists. One of the marketing strategies used is the presence in social media and the promotion made by digital influencers.

In a globalised world, where technology is now part of the process of travelling, the presence in social media can be very crucial to the promotion of a destination. “(...) internet usage and social media has been appeared out as an important channel in every sector. Tourism sector is one of the top sectors in this sense and it is adapting these new

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<sup>1</sup>Author’s free translation. In the original: “A grande diversidade de destinos, de agentes mediadores, de meios de comunicação, de tipos de transporte e de formas de difusão da informação, a par da diversificação das tendências da moda, criam e alimentam uma grande competição entre destinos turísticos.” (Martins, 2007, p14).

social media channel and technological communication tools” (Gulbahar and Yildirim, 2015, p. 453). More recently, destinations started to invest in the promotion made by digital influencers. By using their online followers to promote products, services or destinations, digital influencers are considered a new type of marketing promotion. Their effectiveness promoting products and services was already studied and proved, with emphasis on the beauty and lifestyle areas. “In recent years, social media influencers have established themselves as potential endorsers by generating a range of buzzwords as compared to other marketing strategies” (Lim et al, 2017, p. 3). However, their relevance in the promotion of monuments, destinations, and in the tourism industry, in general, is still an academically unexplored subject.

This investigation tries to fill this information gap by studying what influences the tourists when travelling to a foreign destination. Lisbon was the destination chosen to implement the study. The capital of the twelfth most competitive country in the world in the tourism sector (WEF, 2019), received the awards for Europe's Leading Destination, Europe's Leading City Break Destination and Europe's Leading Cruise Port of 2019 (WTA, 2019). This recognition, alongside the numbers of international visitors – around 4,5 million tourists per year (Garrido, 2018) – demonstrate the relevance of this destination within the tourism industry. Personally, as a student of Tourism and Communication and as a consumer of the content created by digital influencers, the curiosity about the actual relevance of this marketing strategy was the motivation for the research.

To address the academic literature gap mentioned before constitutes one of the goals of this study. Nonetheless, the main purpose of this investigation is to explore how digital influencers impact tourists: “Despite its prominence and practical significance, there is a lack of research that investigates the travel and tourism influencer marketing phenomenon. Important questions of how to conceptualise influence and how to formulate effective influencer campaigns consequently remain unanswered. How consumers perceive travel and tourism social media influencers and what drives the persuasiveness of influencer messages are additional questions that should be investigated in order to inform the theory and practice of social media marketing” (Gretzel, 2018, p.8).

In practice, the study of the relevance of this marketing strategy might be useful for tourism stakeholders to understand its effectiveness when promoting monuments or

destinations. In terms of the investigation, there are other objectives for this work. One of them is to identify the most important digital influencers that came to and promoted Lisbon, and which monuments were promoted more intensively on their social media, in particular, on their YouTube videos. Secondly, the goal is to characterise the travelling process of the tourists that visit Lisbon, namely, the purpose of the travel, how they got acquainted with the city, meaning which methods they use for travel decision, in order to identify which target is more easily influenced by digital influencers when travelling.

This document is divided into six chapters. The first chapter addresses the theoretical framework, based on the most relevant concepts about this subject. Secondly, it is explained the research methodology used. The third chapter, presents the results of this research, followed by their discussion in chapter four. In chapter five, the limitations are mentioned, and future developments are suggested. Finally, conclusions of the work are presented.

# 1. LITERATURE REVIEW

## 1.1. THE MARKETING CONCEPT

The practice of “the first recognised marketing stratagem to achieve profitability – «buy cheape, sell deare»” (Shaw, 2014, p.31) is known for at least 6.000 years (Dolnicar and Ring, 2014, p.32). However, the studies about this concept are quite recent: “Compared to the practice of marketing, which goes back thousands of years, the academic discipline of marketing emerged much more recently, starting around the turn of the twentieth century in the US” (Bartels, 1988, cited in Shaw, 2014, p.31). As a result of the subsequent studies about this subject, various definitions came along. According to Alan Fyall and Brian Garrod in *Tourism Marketing: A Collaborative Approach* (2004), there are two different approaches: “(...) definitions of marketing tend to fall into two principal camps: for some the central focus is on processes and/or systems, while for others it is on philosophy and/or the consumer” (Fyall and Garrod, 2005, p.26). The first perspective of the marketing concept focus on the practical process “(...) involving anticipation, management and satisfaction through the process of exchange” (Fyall and Garrod, 2005, p.28), all the steps taken to achieve the marketing goal, whereas the second one touches on the prioritisation of the consumer. The consumers are considered as the centre of the marketing intention, considering their satisfaction the main goal. The following table includes some of the definitions presented by the authors, serving as examples for each camp (Fyall and Garrod, 2005):

**Table 1** – Process-centric and philosophy-centric definitions of marketing

Process-centric definitions of marketing	Philosophy-centric definitions of marketing
<p>“The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange and satisfy individual and organizational objectives.” American Marketing Association, in Gilligan and Wilson (2003, p.3).</p>	<p>“It is the customer who determines what a business is. It is the customer alone whose willingness to pay for a good or service converts it into wealth, things into goods. What the customer thinks he is buying, what he considers value is decisive – it determines what a business is, what it produces, and whether it will prosper.” Drucker (1973, p.61).</p>
<p>“The management process responsible for identifying, anticipating and satisfying customer requirements profitably.” Chartered Institute of Marketing, in Gilligan and Wilson (2003, p.3).</p>	<p>“Management must think of itself not as producing products, but as providing customer-creating value satisfactions.” Levitt (1960, p.3).</p>
<p>“The marketing process holds that the key to achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors.” Kotler, in Middleton (2001, p.23).</p>	<p>“Marketing is about customer. It is about how to find them, and how to keep them. Without customers, there will be no money to pay staff, creditors and shareholders. Without customers, there can be no reason for the organisation to exist.” Morgan (1996, p.13).</p>

Philip Kotler also explores these two different marketing approaches, naming the customer-driven definition as the «social marketing definition» and the management one as «the managerial definition» (Kotler, 2000).

However, some authors combine these two perspectives into one definition. In *Marketing for Hospitality and Tourism*(2016), Kotler refers to the process involving decisions to create value and also the importance of the customer: “(...) the process by which companies create value for customers and build strong customer relationships in order to capture value from the customers in return.” (Kotler, 2016, p.62). Grönroos also blends these two domains, defining “marketing as a process that consists of making, enabling, and keeping promises to consumers” (Dolnicar and Ring, 2014, p.32). For Malcolm

McDonald (2007) marketing also encompasses these two perspectives: “Central to the marketing concept is the idea that marketing is a matching process between a company’s capabilities and the wants and needs of customers in order to achieve the objectives of both parties” (McDonald, 2007, p.8). The American Marketing Association’s (AMA) definition of this concept comprehends these two camps, but also includes the society as an important element of the marketing practice: “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” (AMA, 2013). This definition combines the process of creation, development and distribution of a product or service and the consumers’ response, becoming more complete. Therefore, it is the one adopted for this study. Understanding the importance of the marketing process in business as a mean of satisfying customer’s needs and its complexity is the purpose of this first chapter.

## **1.2. MARKETING IN TOURISM**

### **1.2.1. FROM FOUR TO SEVEN P’S**

In marketing, the process mentioned in the definitions presented in section 1.1 involves making decisions about four different categories: product, price, place and promotion, forming the marketing mix or the four P’s, defined as “a set of controllable marketing tools used by a company for creating a desired response in the targeted market” (Khan, 2014, p.100). The product is the result of the creation of “a need-satisfying market offering” (Kotler, 2016, p.79), involving decisions about “the development, design, branding, modification and elimination of products” (Dolnicar and Ring, 2014, p.32). The price decisions include “setting the price for products considering costs, demand and competition” (Dolnicar and Ring, 2014, p.32). A third decision consists of the distribution channels, meaning where (place) the product will be available for consumers (Dolnicar and Ring, 2014, p.32). Finally, the promotion requires the communication of the product, covering “advertising, sales, promotion and public relations” (Dolnicar and Ring, 2014, p.32).

Originally applied to the mass-produced physical goods, the marketing strategies were extended to services (Tomikawa, 2009). However, due to its specific characteristics – intangibility, inseparability, variability/heterogeneity and perishability – service marketing needed specific strategies. The intangibility of the tourist experiences means that “they cannot be seen, tasted, felt, heard, or smelled before they are bought” (Kotler, 2016, p.123). When it comes to inseparability, it indicates that, unlike physical goods, “they are produced and consumed at the same time and cannot be separated from their providers” (Kotler, 2016, p.123). Services are also variable in terms of quality, “depending on who provides them and when, where, and how they are provided” (Kotler, 2016, p.123). The fourth major service marketing characteristic is perishability, since services cannot be saved for later consumption. If the service is not consumed, the revenue is lost.

Regarding these specific features, Booms and Bitner (1981) added more three topics to the marketing mix: the people, the process and the physical evidence. According to Muala and Qurneh (2012), the factor people is concerned with the employees working in services. The decisions about this topic are important, since the tourism industry is strongly connected to the personal interaction between customers and employees. This relationship can influence the customer’s perception of service quality (Muala and Qurneh, 2012). The process is also an important factor for the tourism industry. Certain actions or functions can enhance the value of the service, such as the pace of the process or the skills of the service providers. The third factor refers to any physical evidence given to the customer to prove the service’s quality. The environment in which the service is inserted, or any tangible goods can serve as examples of this evidence (Muala and Qurneh, 2012). This expansion of the four P’s to the seven P’s marketing mix strategy demonstrates that the tourism industry has specific features, bringing the necessity to define marketing in tourism.

### **1.2.2. TOURISM MARKETING CONCEPT**

On the one hand, tourism marketing has the same purpose as the marketing of other industries – to satisfy consumers’ needs: “One of its goals is to develop actions in the

tourism market aimed at the articulation between tourism products and the needs of consumers, always seeking to satisfy their wishes and build an appropriate relationship of exchange” (Peres and Rita, 2017, p.1)<sup>2</sup>. Tourism marketing can be defined as: “Customer focus that permeates organizational functions and processes and is geared towards making promises, relating to products and services required when travelling to and staying in places outside one’s usual environment for leisure, business and other purposes for less than one year; enabling the fulfilment of individual expectations created by such promises; and fulfilling such expectations through support to customers’ value-generating processes, thereby supporting value creation in the firm’s as well as its customers’ and other stakeholders’ processes” (Dolnicar and Ring, 2014, p. 32).

On the other hand, as already mentioned, there is a necessity to discriminate tourism marketing, due to tourism services’ specific characteristics: intangibility, inseparability, variability and perishability. However, other factors can difficult tourism marketing decisions, creating the urge to separate this type of marketing from others. According to Rodoula Tsotsou (2012), seasonality, globalisation, loyalty, the complexity of the industry and flexible demand are the main obstacles for the achievement of a good marketing practice in tourism: “In addition to the features related to their service nature, the ‘particularities’ of the tourism industry named seasonality, globalization, low levels of loyalty, complexity (...) and cross and income elasticity demand need to be taken into account before making any marketing decision” (Tsotsou, 2012, p.3). Therefore, tourism marketers not only need to satisfy consumers’ needs, but they also must be prepared for the obstacles that might arise. The continuous study of tourists’ needs, and the complexity of the industry is crucial for the development of good marketing practices.

This section demonstrates the importance of detaching tourism marketing from other marketing concepts, due to its specific characteristics and complexity.

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<sup>2</sup> Author’s free translation. In the original: “tem como um dos seus objetivos desenvolver ações no mercado turístico que visem a articulação entre os produtos turísticos e as necessidades dos consumidores, procurando sempre satisfazer os seus desejos e construir uma adequada relação de trocas” (Peres and Rita, 2017, p. 1).

### 1.3. MARKETING COMMUNICATION

Defined by the Business Dictionary online as a “two-way process of reaching mutual understanding, in which participants not only exchange (encode-decode) information, news, ideas and feelings but also create and share meaning”<sup>3</sup>, communication is the key to the world’s development, connecting people and places. For that reason, communication is used in every aspect of society. In business, “an organization cannot operate without communication between levels, departments and employees”<sup>3</sup>. However, the company also needs to communicate with its clients. So, in marketing, communication is also very important.

Marketing communication is the set of marketing decisions that create a message for the customers: “A company's total promotion mix – also called its marketing communications mix – consists of the specific blend of advertising, sales promotion, public relations personal selling, and direct – marketing tools that the company uses to persuasively communicate customer value and build customer relationships” (Kotler and Armstrong, 2007, p. 398). Nevertheless, marketing communication is not just the promotion part of the marketing tools. According to Kotler and Armstrong (2007), the entire marketing mix is involved in marketing communication: “At the same time, marketing communication goes beyond these specific promotion tools. The product's design, its price, the shape and colour of its package, and the stores that sell it – all communicate something to buyers. Thus, although the promotion mix is the company's primary communication activity, the entire marketing mix – promotion, product, price, and place – must be coordinated for greatest communication impact.” (Kotler and Armstrong, 2007, p. 399). In the widest sense, marketing communication “encompasses all the means a company can use to exchange information with its market” (Castro, 2007, p. 29).

Within marketing communication, there are different categories, comprehending the receiver (external and internal), the target, objectives and placement (above-the-line and below-the-line) and the control of the marketing communication (controlled and not controlled). Communication with the market is also known as external marketing. However, there is an internal marketing communication, which represents the

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<sup>3</sup> Retrieved from: *Communication*. (2019). In: Business Dictionary. [Online] Available at: <http://www.businessdictionary.com/definition/communication.html> [Accessed 3 March 2019].

communication between the company and its employees, in order to motivate them (Castro, 2007).

Concerning the target audience, the objectives and the placement, there are two possible marketing communication approaches – above-the-line (ATL) and below-the-line (BTL). On the one hand, in above-the-line communication the aim is to reach a non-specified target, a mass audience, indirectly, through traditional channels like television, radio, print advertising, outdoor advertising and yellow pages (V12 Group & Winterberry Group, 2006): “«Above-the-line» refers to those traditional marketing channels that strive to reach a mass audience with messages that reinforce a brand, communicate general product information or inspire an emotional response” (V12 Group & Winterberry Group, 2006, p. 5). On the other hand, with below-the-line marketing communication, the goal is to reach targeted individuals, through direct marketing strategies like direct mail, direct response broadcast, direct response print, event marketing, interactive marketing or promotional marketing (V12 Group & Winterberry Group, 2006): “«Below-the-line» initiatives, by comparison, act like traditional direct marketing efforts – they aspire to establish targeted relationships between marketers and individual consumers, and offer comparable ease in measurability” (V12 Group & Winterberry Group, 2006, p. 5).

Finally, marketing communication can either be controlled or not controlled. Customers tend to create an idea of the brand. With this in mind, companies take the lead and try to control the message conveyed to customers: “(...) customers perceive brands in their own way (O’Sullivan, 2008:28) through the brand and or product information they are exposed to, irrespective of which discipline these communications originated from (...)” (Goneos-Malka, 2011, p.86 ). All marketing communication created by the company attempts to control the message received by customers. However, not all the information can be controlled by the company or brand: “Whilst organisations are still able to exert control over communications issued by the organisation or its appointed agencies, they cannot control communications generated by customers, such as word-of-mouth, user generated content and other customer-to-customer exchanges that may mask an organisation’s intended communication (...)” (Goneos-Malka, 2011, p.111). These types of communications between customers are not controllable by the company. Nowadays, due to the fast spread of information, the control of messages is even harder. It is important to highlight the relevance of the management and fast response of the marketing

communication process: “The use of marketing tools is a continuous process in which it is necessary to monitor new trends and be able to respond flexibly to changes (Kotler, Armstrong, Saunders & Wong, 2002). A correct and timely response can lead to competitive advantage. “Strategically necessary is the optimal selection of communication channels. Optimal mix of marketing communication tools is strategically important for developing long-time relationship with target groups” (Štefko, Királ’ová and Mudrík 2015, p. 425).

In the tourism sector, marketing communication also goes beyond promotion tools, involving all of the tourist’s experience: “Communication with visitors is related to the requirement to inform them of the destination and product offered. Creating an attractive product, pricing it by reasonable price and access to the tourism market is not enough. Visitors must be informed and motivated so that they began to be interested in the destination” (Štefko, Királ’ová and Mudrík 2015, p. 425). In tourism, the message control is also hard to implement, because not only tourism is based on variable personal experiences, tourists also easily spread information through electronic word of mouth (EWOM), via blogs and social media platforms. However, as mentioned before, it is necessary to maintain a good marketing communication tool strategy, in order to develop a strong relationship with consumers (Štefko, Királ’ová and Mudrík, 2015).

### **1.3.1. DIGITAL MARKETING**

The technological evolution gave rise to new ways of communication. The digital channels brought more information to consumers, changing the relationship between them and the companies. Consumers started to have more power and autonomy, becoming more and more demanding. “Nowadays, maintaining or acquiring new customers requires a lot of commitment, since consumers already have a lot of information about the product from both the company and their competitors, therefore they are also more demanding” (O’Connor, 2015, cited in Parreira, 2018, p. 6)<sup>4</sup>. This

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<sup>4</sup> Author’s free translation. In the original: “Nos dias de hoje, manter ou adquirir novos clientes requer muito empenho, uma vez que os consumidores já possuem muitas informações sobre o produto tanto da empresa como dos seus concorrentes e por isso também são mais exigentes (O’Connor, 2015)” (Parreira, 2018, p. 6).

exigency led to the urge of new marketing strategies in order to reach these new consumers and to satisfy their needs. As a response to this phenomenon, digital marketing arose: “(...) the emergence of digital marketing which required a rethinking of the marketing strategies of companies that wished to remain competitive in the new digital era” (Baltes, 2015, p. 111). Despite its recent existence, the concept has changed throughout the years, along with the technological progress: “The term «digital marketing» has evolved over time from a specific term describing the marketing of products and services using digital channels – to an umbrella term describing the process of using digital technologies to acquire customers and build customer preferences, promote brands, retain customers and increase sales” (Kannan, 2017, p. 23). In other words, digital marketing can be simply defined as the use of technology to achieve marketing goals. However, digital marketing can be perceived as something more than just a channel of promotion. Through digital platforms, digital marketing enables communication and interaction, creating a strong engagement between companies and their customers. According to Kannan and Hongshuang (2017), digital marketing is “an adaptive, technology-enabled process by which firms collaborate with customers and partners to jointly create, communicate, deliver, and sustain value for all stakeholders” (Kannan, 2017, p. 23). The authors also indicate that, due to the fast-technological spread, digital marketing became the most effective way to obtain potential customers (Kannan, 2017).

### **1.3.2. DIGITAL MARKETING IN TOURISM**

This emerging type of marketing gained ground in different sectors. The tourism industry was no exception, taking advantage of online platforms to promote products, services and destinations: “When applying the concept to the reality of the tourism industry, digital marketing can be seen as the use of online promotion tools and channels to bring tourism entities closer to tourists, with the goal of promoting a destination more effectively”. (Castro, 2015, pp. 18-19)<sup>5</sup>. However, this online promotion also changed the relationship

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<sup>5</sup> Author’s free translation. In the original: “Aplicando o conceito à realidade do setor do turismo, o marketing digital pode ser visto como a utilização de ferramentas e canais de promoção online para aproximar as entidades turísticas aos turistas, com o objetivo promover o destino mais eficazmente” (Castro, 2015, pp. 18-19).

between companies and consumers. The information available made tourists more aware and consequently more independent, autonomous and more demanding: “The advent of the large network has made the online tourist more demanding and informed when taking the final purchasing decision” (Tomikawa, 2009, p. 8)<sup>6</sup>.

This demand and the fast communication system require companies to evolve in order to keep or gain clients. Therefore, it is necessary to come up with new ways to capture their attention: “Today visitors want creative, interactive communication; they want to develop relationships with the destination. The success of the destination lies in its ability to listening to visitors, finding their motives for a visit. The perfect tool for such communication is the internet. Application of interactive marketing communications in the destination is particularly evident in relation to the changes in behaviour of visitors” (Kiráľová and Straka, 2013, cited in Štefko, Kiráľová and Mudrík, 2015, p. 425). On the internet, there are multiple digital marketing tools used in tourism – like blogs, apps, social media, email marketing and tourism websites. Additionally, distribution platforms can also function as a marketing communication channel. This practice is also known as e-commerce: “Tourism e-commerce refers to an Internet based business system including tourism and its distribution system carried out by electronics, based on tourism information and e-commerce bank” (Liu, 2005, p.2). Altogether, these digital channels, and the internet, in general, emerged as the main worldwide distribution channels for goods and services (Liu, 2005).

#### **1.4. INFLUENCER MARKETING**

The association of a company with someone with the power to influence other people has been known for quite some time. For instance, the presence of a celebrity on a commercial or the presence of journalists in companies’ events was already considered influencer marketing. In other words, a way of influencing the consumers’ purchase decisions through someone they would trust or admire: “Influencer marketing is not a completely new concept as, for many years, celebrities, athletes and other leaders were the sole influencers in their fields and brands would collaborate in order to promote their products

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<sup>6</sup> Author’s free translation. In the original: “O advento da grande rede tornou o turista online mais exigente e informado na tomada de decisão de compra.” (Tomikawa, 2009, p. 8).

or services” (Elli, 2017, p. 10). This practice can be explained through a social theory. According to Albert Bandura (1971), actions are based on personal experience or on observing others’ actions: “In the social learning system, new patterns of behaviour can be acquired through direct experience or by observing the behaviours of others (Bandura, 1971, p.3). Influencers serve as examples for the people who follow them. The social theorist explains that “On the basis of informative feedback, they [consumers] develop thoughts or hypotheses about the types of behaviour most likely to succeed. These hypotheses then serve as guides for future actions” (Bandura, 1971, p.3). In other words, people observe successful actions and reproduced them in the future.

However, the internet reshaped the concept of influencer marketing, giving it more importance in the marketing process. As previously mentioned, consumers have access to much information, becoming more demanding, but also more lost among all the information. This is where influencers come in. They serve as a filter, channelling the information that matters for the consumers: “(...) consumers are adopting ad blocking software at growing rates while also feeling ever more bombarded with information. This fuels a need for information filters and encourages the emergence of a traditional two-step flow of information (Katz, 1957), with opinion leaders pre-processing information and spreading messages to a wider, dedicated audience” (Gretzel, 2018, p.2). For that reason, influencers, also known as «opinion leaders» or «content creators», according to the Business Dictionary online, can be defined as “individuals who have the power to affect purchase decisions of others because of their (real or perceived) authority, knowledge, position, or relationship”<sup>7</sup>. As a result, influencer marketing “(...) can be defined as a form of marketing in which focus is placed on specific key individuals rather than the target market as a whole” (Forbes, 2016, cited in, Glucksman, 2017, p. 77). As stated above, the internet enhanced this practice, especially social media: “(...) influencer marketing, rather than relying on household names like traditional advertising, takes advantage of “handheld names”, who have developed a sizeable reputation and following on social media” (Gretzel, 2018, p.3). It can also be defined as “a rapidly growing industry that attempts to promote products or increase brand awareness through content spread by social media users who are considered to be influential” (Gretzel, 2018, p.3).

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<sup>7</sup> Retrieved from: *Influencers*. (2019). In: Business Dictionary. [Online] Available at: <http://www.businessdictionary.com/definition/influencers.html> [Accessed 20 December 2018].

Nevertheless, in influencer marketing, not only celebrities participate. Micro-celebrities or micro-influencers, that have a more specific or niche target, are also part of this type of marketing: “celebrities and micro-celebrities are increasingly used by marketers to spread messages to targeted audiences on social media; this practice is referred to as influencer marketing” (Gretzel, 2018, p.3). To sum up, nowadays influencer marketing is the use of “technology – and a combination of reach, relevance and resonance – to amplify word-of-mouth, either through organic (unpaid) word-of-mouth (WOM), traditionally coming from micro-influencers, ... [or] ‘paid’ endorsements, using a combination of macro-influencers, brand advocates, and brand ambassadors” (Gretzel, 2018, p.3). For this reason, influencer marketing is directly related to digital media, in the present days. This marketing practice is now mostly used on social media, where its effectiveness is already confirmed. Also named as social media influencer marketing, this is the most applied concept when approaching influencer marketing nowadays: “Social media influencer marketing is a term that refers to leveraging the ability of key people to support a brand and spread the word to their followers. It has been established as a highly effective method for brands to build and engage with audiences on social media” (Elli, 2017, p. 10).

Present in multiple digital platforms in different formats, “Influencer marketing can take its form in blog posts, videos or pictures on the influencer’s social media channels” (Biaudet, 2017, p. 12). Influencer marketing is not just referencing the brand or the product on social media. Although the sponsored social media content is the most known, there are several different types of collaborations between brands and influencers, such as: gifting influencers with products so they can give their opinion on their social media channels; creating giveaways to obtain more followers; using the names or pictures of influencers in the campaigns; using sponsored blog posts; doing takeovers, meaning that the influencers control the brand’s social media channels for a limited period of time; being brand ambassador’s and attending events and workshops. So, it is noticeable that influencer marketing can take different shapes: “(...) it can be content for the company’s marketing campaign with influencer’s name or picture, which means providing content. It can also be operating as a brand ambassador, competitions for the end-users, cooperation in different social media channels, (...) or involving consumers in product

development and testing. Influencer marketing can also be events, trips and workshops, widgets and display advertising” (pinghelsinki.fi, 2016, cited in Biaudet, 2017, p. 12).

Most of the times, the relationship between the brand and the influencer is strictly commercial. According to Pereira (2017), there are two ways of obtaining the influencers’ service: “(...) the first one occurs directly, with a payment in exchange for advertising on the influencer's profile /account/blog, the second one occurs more disguisedly by sending the products to the influencer, which he/she will show to his/her followers, thanking to and identifying the brand (Pereira, 2017, p.28).

Considered an emerging strategy, influencer marketing is still being tested: “many marketers are still experimenting with influencer marketing and that only 24% have ongoing influencer programs while a mere 5% have integrated influencers across all marketing activities” (Gretzel, 2018, p.5). As a result, this study intends to contribute to the research on this topic. This chapter aims to clarify the idea of influencer marketing and the different situations where it is used, since this strategy can take multiple shapes.

#### **1.4.1. TYPES OF INFLUENCERS**

As stated above, when thinking about influencer marketing, the internet and especially social media are inherent. Consequently, the term influencer is directly related to digital platforms. Although very recent, the concept is already being discussed academically. The definitions may vary, from simple definitions like in Ulrike Gretzel’s (2018) work: “(...) opinion leaders are trusted individuals who offer advice and exercise influence over the opinion of others.” (Gretzel, 2018, p.2), to more complex ones. Glucksman (2017) states that “Social media influencers represent a new type of independent, third-party endorsers who shape an audience’s attitudes through blogs, tweets, and the use of other social media channels (Fredberg, 3). Through sites like Instagram, YouTube, Twitter, and Facebook, social media influencers create content promoting certain brands with the goal of obtaining a following and brand recognition” (Glucksman, 2017, p.78). Hearn and Schoenhoff define social media influencers “as working to generate a form of «celebrity» capital by cultivating as much attention as possible and crafting an authentic «personal brand» via social networks, which can subsequently be used by companies and advertisers

for consumer outreach” (Hearn and Schoenhoff, 2016, cited in Gretzel, 2018, p.3). Nonetheless, almost all of definitions provide the same main idea: digital influencers represent a mediator between the brand and the consumer, using social media or other digital platforms as a means to adapt the information in order to influence their audience’s consumption attitudes. However, there are two different ways of categorising influencers. On the one hand, they can be distinguished by their sector or area of specialisation. On the other hand, influencers are divided by the size of their audience. However, this categorisation has not reached a consensus. For some authors there are only two categories dividing digital influencers – the micro-influencers, reaching between two and ten thousand followers, and the macro-influencers reaching over one hundred thousand: “micro-influencers with a reach between two and ten thousand followers and macro-influencers who reach over one hundred thousand followers” (Pinto, 2018, p.72)<sup>8</sup>. While other authors claim that there can be four types of influencers: “1) celebrities; 2) industry experts and thought leaders; 3) bloggers and content creators; and 4), micro-influencers” (Gretzel, 2018, p.4), where celebrities collect over one million followers and micro-influencers only have less than five thousand (Gretzel, 2018). For this investigation, these two different categorisations were blended. Firstly, micro-influencers count between two and ten thousand followers. Secondly, influencers have an audience between ten thousand and one hundred thousand followers. Thirdly, macro-influencers have more than one hundred thousand people. Finally, mega-influencers or celebrities have over one million followers on their social media. This division of influencers is relevant as the choice of the type of influencer is crucial for the success of the marketing campaign.

In terms of expansion, influencers tend to invest in better materials and better image edition as they arise. Therefore, the quality of their content attracts more and more consumers, generating significant audiences in a short period of time.

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<sup>8</sup> Author’s free translation. In the original: “microinfluenciadores com um alcance entre 2.000 e 10 mil seguidores e macroinfluenciadores que atingem acima dos 100 mil seguidores” (Pinto, 2018, p.72).

### **1.4.2. SOCIAL MEDIA AND SOCIAL MEDIA INFLUENCERS**

Derived from technological progress, social media platforms emerged, changing the communication process. Defined as “a variety of new sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities, and issues” (Blackshaw and Nazzaro, 2004, cited in Mangold and Faulds, 2009, p. 358), social media comprises multiple electronic word-of-mouth platforms (EWOM).

As already mentioned in the previous chapters, along with online communication platforms, digital and influencer marketing arose, bringing new ways of reaching consumers. Digital influencers are an organic and direct connecting element between companies and consumers, using social media as their communication channel: “(...) people representing companies through branded content on personal social media accounts, such as Instagram, Snapchat, Twitter, and YouTube.” (Glucksman, 2017, p.77). According to a recent investigation, Instagram – a social network (SN) based on the publication of photos and short videos – is the most used social media platform, since 88% of marketers engaged in influencer marketing use it (Relatable, 2019). In second place, Facebook is used by 42% of marketers. This is a social platform that aims to connect people. Consequently, “it includes a set of technologies such as social groups, personal pages, instant messaging services, socialization of multimedia files, VoIP [Voice over Internet Protocol], and video calls” (Kaya and Alhaji, 2019, p.4). In third place, the video platform YouTube is used by 37% of marketers (Relatable, 2019). “YouTube is an any-kind video socialization platform – education, entertainment, and marketing, among others – in personal profiles called channels. It is considered a SN, because each user can access the channels of other users, according to their needs or preferences.” (Kaya and Alhaji, 2019, p.6). Despite being in the third position, it is necessary to mention that the partnerships with YouTubers are 3 to 4 times more cost-effective than Instagram partnerships, meaning that “the actual market size of Influencer Marketing on YouTube may be equal, if not bigger than, Instagram”. (Relatable, 2019). The four social media platforms already indicated are followed by Twitter (15%), LinkedIn (12%), Pinterest and Podcasts (6.6%) (Relatable, 2019).

Through all these different social networks, companies started to reach more specific and niche audiences, that were not achievable by above-the-line (ATL) communication channels. Digital influencers use the online platforms mentioned in this chapter as a channel of communication with their audience, collaborating with brands in order to promote products or services.

In order to reach their followers, social media influencers need to have the following characteristics: confidence, authenticity and interactivity (Glucksman, 2017). Firstly, they need to be self-confident to ensure “not only themselves but also their viewers of their abilities” (Glucksman, 2017, p.80). Secondly, the authenticity is also an important characteristic, because if they are not genuine, people will not trust their opinions. Finally, social media influencers need to constantly interact with the audience and receive feedback. Additionally, it is important to enhance that the number of followers can be misleading. What really matters is the engagement of the audience with the influencers’ content, which is measured through the likes, comments, shares made by the audience.

### **1.4.3. DIGITAL INFLUENCERS IN TOURISM**

As digital influencers emerged as a marketing strategy, the tourism sector also started to explore it: “Tourism marketers started working with bloggers early on as blogs quickly became important information sources for travel decision makers and therefore valuable media for marketers” (Lin and Huang, 2006, cited in Gretzel, 2018, p.6). However, although their effectiveness was already confirmed in other activities, the information about their relevance in the tourism industry is still limited: “Despite its prominence and practical significance, there is a lack of research that investigates the travel and tourism influencer marketing phenomenon” (Gretzel, 2018, p.5).

Notwithstanding, it is known that in tourism digital influencers use the experience and emotions as marketing strategies: “(...) in the cases of services where the emotional involvement of consumers is high as compared to goods (...)” (Yadav and Krishnan, 2014, p.731). The authors refer to an “holistic model explaining experience in tourism and hospitality context” (Yadav and Krishnan, 2014, p.732), that includes four different components: ordinary, extraordinary, which evaluates the type of experience and

cognitive and emotive, that indicate the internal response to the experiences (Yadav and Krishnan, 2014). In tourism, this use of the experience to reach the audience's attention explains why YouTube is one of the most popular platforms in the industry. The videos of the adventures experienced by digital influencers engage the public.

Furthermore, the target market of digital influencer marketing in tourism is also specific. According to the authors of the article *The new tourist: impacts on the hospitality marketing strategies* (2010), tourists are more learning and open to new experiences, more independent and familiar with technology, more conscious and interested in sustainability, more demanding in terms of variety, but also more anxious, so it looks for relief (Pirnar, Icoz and Icoz, 2010). It is important to know the tourists, so that the marketing strategies can be adapted in order to fit new needs.

## **2. METHODOLOGY**

### **2.1. TOURISM IN LISBON**

In order to achieve the main goal of the research, which is to know the impact of digital influencers on the promotion of a destination, this study was essential. To serve as an example, Lisbon was the destination selected.

The capital of the twelfth most competitive country in the world in the tourism sector (WEF, 2019), received the awards for Europe's Leading Destination, Europe's Leading City Break Destination and Europe's Leading Cruise Port of 2019 (WTA, 2019). This recognition, alongside the numbers of international visitors – around 4,5 million foreign tourists per year (Garrido, 2018) – demonstrate the relevance of this destination within the tourism industry. Also known as the city of seven hills, Lisbon is considered “one of the main tourism destinations of the country. Its development potential and intrinsic tourism natural ability are enormous, and Lisbon presents a high attractiveness for several segments of tourism demand, fulfilling different travel motivations” (Alves, 2011, p.6).

Divided into three micro-centralities – the historical centre, the area of Belém and the area of Parque das Nações (Alves, 2011) – the city offers a wide range of historical, cultural and gastronomical possibilities for tourists, mixing tradition and modernity. For that reason, Lisbon attracts different markets from different countries. According to Lisbon Tourism Observatory, INE, in 2018 Lisbon received 4 494 151 foreign tourists, resulting in 11 303 965 overnight stays (LTA, 2019). Spain, France, Germany, the UK and Italy are the most representative European countries, while Brazil and the USA are the most representative countries outside Europe. The tourist flow and the variety of markets enhance Lisbon as a propitious destination to deliver this investigation.

### **2.2. MIXED METHODS APPROACH**

The choice of the research methods is extremely important to successfully obtain the right results. This investigation combines both quantitative data, which can be measured, and qualitative data “opinions, attitudes, perceptions – things that cannot be measured directly” (Dawson, 2017, p.2). This mixed method research model refers “(...) to all

procedures collecting and analysing both quantitative and qualitative data in the context of a single study” (Driscoll et al, 2007, p.19). The combination of these two methods has already been discussed and its practice is encouraged, since it complements the investigation “(...) the conception that qualitative and quantitative methods should be viewed as complementary rather than as rival camps. In fact, most textbooks underscore the desirability of mixing methods (...)” (Jick, 1979, p.602). As this model is seen as complementary and more complete, enriching the investigation, it was the model chosen.

As previously mentioned, the subject of the study still lacks in academic research. For that reason, the data collected to support this investigation is primary data. Firstly, it was made an analysis of YouTube videos, which will be explained in the next section. This evaluation of the videos comprehends both qualitative and quantitative methods. In terms of the qualitative questions, it was analysed the content of the video – image, sound and words. Concerning the quantitative method, it was counted the number of times that each attraction was mentioned in the video.

The second part of the study was made through surveys. This method also encompasses the mixed methods approach. While the open answer questions were made to understand the choices made by tourists and to know which digital influencers they follow on social media, the closed answers aimed for the characterisation of the sample and to achieve the main results of the study: to realise if digital influencers impact tourists’ decisions by promoting the destination.

### **2.3. YOUTUBE VLOG ANALYSIS**

Although Lisbon was the location considered for the study, conducting surveys across the city would be impractical. The lack of a population sample, the randomness of respondents and the difficulty of approaching tourists would be some of the work’s limitations. Therefore, it was decided to carry out the surveys in one location of the city. In this case, one of the most promoted by digital influencers on social media. However, this information was also absent. Consequently, the necessity of analysing the promotion of the city on social media emerged. In other sectors, Instagram and YouTube “appear to be the two most popular platforms”. Nevertheless, YouTube was the online platform selected for the investigation, because, unlike Instagram where influencers only share

photos or short videos, on YouTube influencers share, even if edited, a larger part of their travel: “In addition to Instagram, social media influencers use YouTube to target desired audiences. What makes YouTube such a unique media platform? Unlike Instagram, which is mostly photos, graphics, and short video clips, YouTube gives an influencer the opportunity to create and share videos that dig deeper into their lives.” (Glucksman, 2017, p.82). Considering these aspects, it was established the analysis of YouTube «vlogs» about the influencers’ visits to Lisbon. According to the Cambridge Dictionary online, a vlog is “a video blog: a record of your thoughts, opinions, or experiences that you film and publish on the internet”<sup>9</sup>. Although, most vlogs are edited, this video footage allows the viewer to have a different perception of the trip when compared to the photos posted in other social media platforms like Facebook or Instagram.

As a form of research, the following words were inserted on the search engine on YouTube: «Lisbon Vlog» and «Lisboa Portugal». These words gave rise to hundreds of videos about Lisbon, published by influencers on YouTube. For that reason, it was set a limit of subscribers and views for each video. There were selected only the videos from the channels with more than one hundred thousand subscribers and more than forty-five thousand views. Consequently, this limit shortened the possibilities, generating a list of ten vlogs published by digital influencers, showing their visit to Lisbon.

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<sup>9</sup> Retrieved from: *Vlog*. (2019) In: Cambridge Dictionary [Online] Available at: <https://dictionary.cambridge.org/pt/dicionario/ingles/vlog> [Accessed 27 February 2019].

**Table 2** - Selected YouTube vlogs for content analysis

<b>Name of channel</b>	<b>Number of subscribers</b>	<b>Number of visualisations</b>	<b>Title</b>
Niomi Smart	1 669 250 (04/01/2019)	158.171 (04/01/2019)	A Day in Lisbon   Niomi Smart VLOG
Small Advantages	1 293 010 (04/01/2019)	123.019 (04/01/2019)	FOMOS A LISBOA! VALEU A PENA?
Lost LeBlanc	906.162 (04/01/2019)	166.612 (04/01/2019)	BEST CITY TO VISIT IN EUROPE 2018 - Lisbon Portugal Travel Guide
Luisa Accorsi	580.199 (04/01/2019)	169.632 (04/01/2019)	Vlog - Lisboa (Portugal)
Danielle Marie Carolan	528.539 (04/01/2019)	62. 618 (04/01/2019)	Weekend in my life: Lisbon, Portugal
Lily Pebbles	487.565 (04/01/2019)	126.162 (04/01/2019)	FALLING IN LOVE WITH LISBON   Lily Pebbles Vlog
Larissa DSa	288.666 (04/01/2019)	86.073 (04/01/2019)	PORTUGAL VLOG - Most photogenic places ever!
Flying the Nest	262.024 (04/01/2019)	55.811 (04/01/2019)	48 Hours in Lisbon, Portugal   Everything to See & Do
Samuel and Audrey - Travel and Food videos	207.691 (04/01/2019)	61.261 (04/01/2019)	20 Things to do in Lisbon, Portugal Travel Guide
Canal Julia Faria	123.160 (04/01/2019)	47.601 (04/01/2019)	ONDE IR, COMER E O QUE FAZER EM LISBOA

Each of these videos was analysed through specific parameters, based on a previous investigation about YouTube videos (Sugar, 2017). The following table demonstrates the information collected about the video data and their content:

**Table 3** - Criterion used for YouTube vlog analysis

<b>Video Data</b>	<b>Content</b>
Name of the channel/YouTuber	Outdoor Activities
Number of Subscribers	Events
Number of views	Food
Title of the video	Monuments/Places
Publication date	Tourism Facilities
Time	Positive/ Negative Aspects
Description	Nationality
Language	Brand Association
URL	Number of days of the trip

Based on these guidelines, each video was investigated to find the most promoted location or monument in Lisbon (Tables for each video in appendix 1-10). It is also relevant to explain that there were only noted and considered the monuments or places that were acknowledged in written form or orally indicated by the influencer. The monuments and places that appear without any reference were not considered. According to this, the following table indicates all the attractions referred and the corresponding number of times mentioned (Completed table in appendix 11).

**Table 4** – Mentioned attractions on YouTube vlogs and corresponding number

<b>Monument/Place</b>	<b>Number of times mentioned</b>
Praça do Comércio; Torre de Belém	7 /each
Castelo de S. Jorge; Padrão dos Descobrimentos; TimeOut Market	5/each
Alfama; Elevador de Sta. Justa; Mosteiro dos Jerónimos; Rua Cor de Rosa	4/each
Bairro Alto; Lx Factory; Miradouro de Sta. Catarina; Ponte 25 de Abril; Rua Augusta; Sé de Lisboa	3/each
Avenida da Liberdade; Chiado; Miradouro da Graça; Miradouro das Portas do Sol; Parque Eduardo VII	2/each
Convento do Carmo; Igreja S. Domingos; Miradouro Senhora do Monte; Miradouro Sta. Luzia; Miradouro S. Pedro de Alcântara	1/each

As verified by this table and the tables in the appendix, Praça do Comércio and Torre de Belém were both indicated seven times in the ten videos analysed (Images of Torre de Belém present in each video in Annex 1-7). However, Torre de Belém was the selected monument for methodological reasons. Firstly, unlike Praça do Comércio, Torre de Belém had available data about their annual visitors. Furthermore, access to tourists in Torre de Belém was also a determining factor.

## 2.4. SURVEY

In order to gather primary data, it was created a questionnaire (appendix 12). Besides being a flexible method in terms of information, – “One of the reasons surveys are so popular is their flexibility. They can be used to collect both quantitative and qualitative data” (Dawson, 2017, p.2) – it is also economically and logistically effective “they allow a large amount of data to be collected using consistent and relatively inexpensive methods” (Dawson, 2017, p.2).

The sample was calculated through the statistics provided by the Directorate General for Cultural Heritage (DGCH). According to the report from 2017, Torre de Belém received around 575.000 visits that year (Directorate General for Cultural Heritage, 2017). So, through this population, it was calculated the sample, according to the values indicated in the following table:

**Table 5** - Sample calculation

<b>Population</b>	<b>Confidence Level</b>	<b>Margin of Error</b>	<b>Population Proportion</b>	<b>Total</b>
575.000	90%	5%	Homogeneous (80/20)	174

As demonstrated in the table, it was calculated a total of 174 surveys. With the permission of the Administration of Mosteiro dos Jerónimos/Torre de Belém DGCH, the surveys were carried at the entrance of the monument in two different months. The first round of 87 surveys was conducted between 19<sup>th</sup> and 28<sup>th</sup> of February of 2019, and the other half was implemented between 23<sup>rd</sup> and 26<sup>th</sup> of April of 2019. The division of the surveys was intended to understand if there were any differences concerning the flow of tourists. As it is perceptible by the number of days needed, in February the number of tourists waiting

in line was considerably reduced when compared to April's phase. Additionally, the survey was applied in person to foreign tourists waiting in line at the entrance of the monument. To avoid a biased sample, it was adopted a random system, selecting the tourists according to a specific interval. To clarify, there were selected sequentially one every two tourists waiting in line. Although tourists could consult the questions on a sheet, these were asked orally, and the answers were written down. The survey was strategically created to gradually introduce the main theme of the study. For that reason, the first question simply asks the purpose of the travel. The second question is intended to understand the role of social networks in the promotion of Lisbon as a travel destination and the next question tries to perceive the relevance of social networks promoting the monument Torre de Belém. The fourth question gently initiates the theme of digital influencers by asking respondents if they follow any type of content creator on social media. The following questions provide useful information capable of achieving one of the main goals of this work – to identify a specific target, responsive to travel digital influencers. For that reason, question 5 aims to perceive the relevance of travel digital influencers, by obtaining the justification of respondents for following or not these type of content creators. The question 5.1 has the objective to confirm the information of previous studies about the relevance of each platform on travelling, where Instagram is predominant. Question number 5.2 means to obtain real examples of travel digital influencers/bloggers, named by the respondents. The last content question intends to relate the first part of the investigation, so it is requested to the respondents to identify any of the ten YouTubers selected in the vlog analysis. The remaining questions are for the purpose of characterisation of the sample.

**Table 6** - Survey's questions and respective question type

<b>Question</b>	<b>Type</b>
1 - Purpose of the Travel	Mixed: Multiple choice and Open answer
2 - What was your biggest influence to visit Lisbon?	Mixed: Multiple choice and Open answer
3 - What was your biggest influence to visit Torre de Belém?	Mixed: Multiple choice and Open answer
4 - Do you follow any type of blogger/content creator on social media?	Closed answer
5 - Do you follow any travel blogger/content creator on social media? Why/Why not?	Mixed: Closed answer and Open answer
5.1 - If you do, in which platforms?	Mixed: Multiple choice and Open answer
5.2 - Can you name any travel blogger that you follow?	Mixed: Closed answer and Open answer – unaided awareness
6 - Do you know any of the following influencers of this list?	Mixed: Closed answer and Open answer – aided awareness

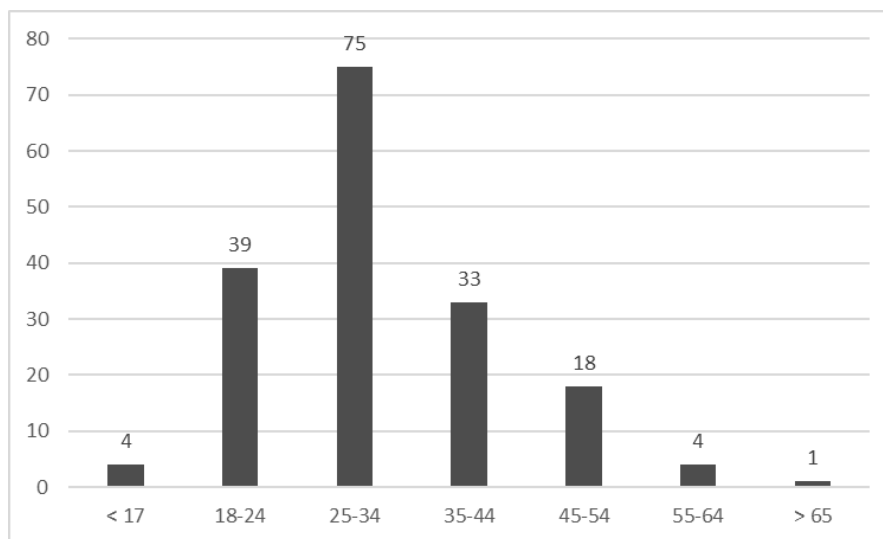
In addition to the questions indicated above, it was also used sociodemographic variables in order to characterise the sample, namely: age, gender, educational qualifications and nationality.

### 3. FINDINGS

#### 3.1. CHARACTERISATION OF THE SAMPLE

As previously mentioned, a survey was conducted to a sample of 174 tourists. In terms of age, the most common age range was 25-34, representing around 43% of the respondents. The following most representative age ranges were 18-24 with 22% and 35-44 with almost 19%.

**Figure 1** - Ages of the sample



Concerning gender, the survey was answered by 108 women representing 62% of the respondents and 66 men, corresponding to 38%. Concerning education level, 134 (77%) tourists responded «Yes» to the question «Do you have a graduate degree? » and the other 40 respondents (23%) answered «No».

When it comes to nationalities, the 174 respondents are from 30 different nationalities (table 7). Italy, France and Brazil were the most representative countries, forming almost 49% of the sample.

**Table 7 - Respondents' nationalities**

<b>Country</b>	<b>Respective number of respondents</b>
Italy	33
France	30
Brazil	22
Spain	11
Netherlands	10
UK	8
Ireland/USA	6 /each
Belgium/Germany	5 /each
Turkey	4
Switzerland/Poland/Croatia Japan/China	3 /each
Czech Republic/Australia Austria/Mexico/Argentina	2 /each
Ukraine/Morocco/Canada Porto Rico/Byelorussia/Romania Greece/Honduras/Hungary	1 /each
30	174

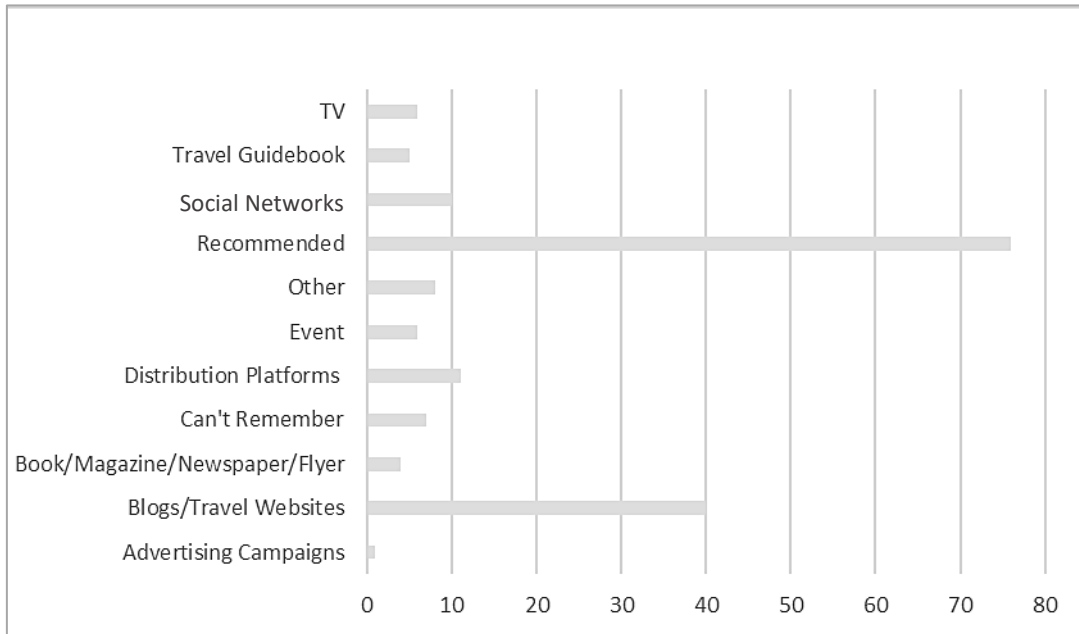
### **3.2. RESULTS**

The first part of the questionnaire addresses the purpose of the travel, and the influences received to visit Lisbon and the monument Torre de Belém, in order to obtain information about the relevance of social media when it comes to deciding on the destination. In the first question about the purpose of the travel, 164 tourists (94%) responded that they were on holidays during their time in Lisbon.

On the second question, when asked for the most significant influence to visit Lisbon, 76 respondents answered that it was the recommendation of friends or family that made them choose Lisbon as their destination. The second most chosen option was the search on the internet, meaning on blogs or travel websites. In third place, the distribution platforms of

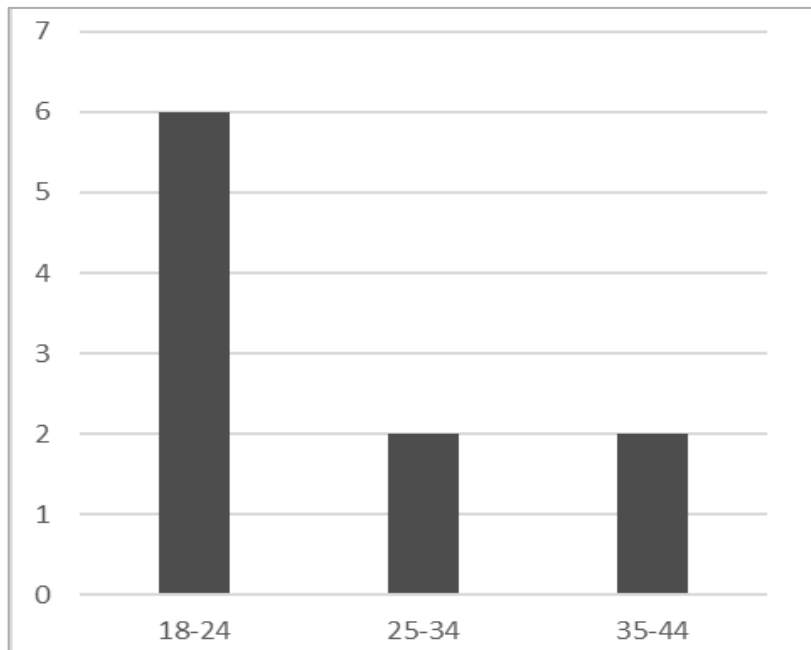
flights, particularly cheap flights, were also considered the main influence of the trip to the city. Only ten people responded that they were influenced by social networks.

**Figure 2 - Influences for visiting Lisbon**



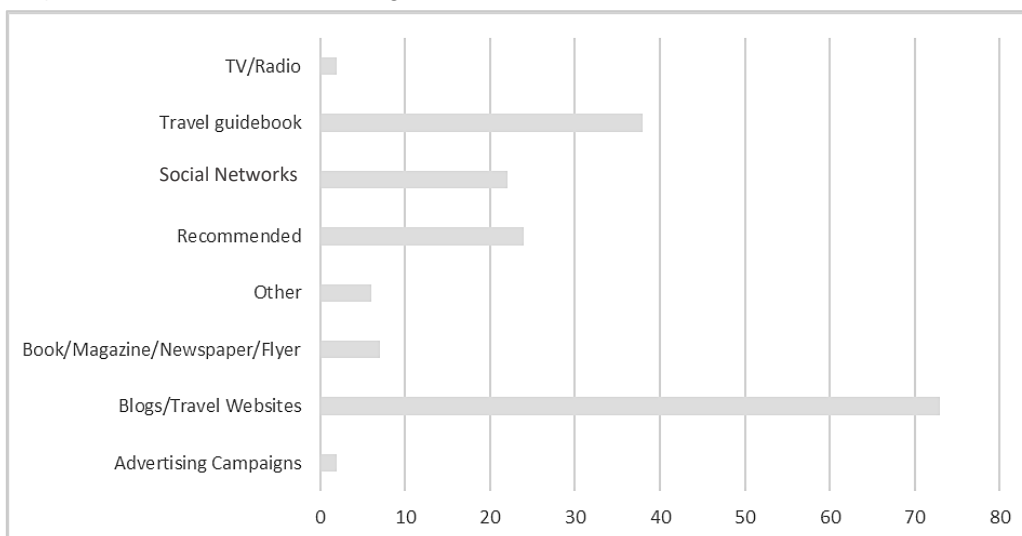
However, it is also important to understand which age ranges tend to use social networks as an influence to choose their travel destination. According to the next figure, out of the ten people that were influenced by social networks, six are between 18 and 24 years old.

**Figure 3 - Influenced by social networks to visit Lisbon (by age range)**



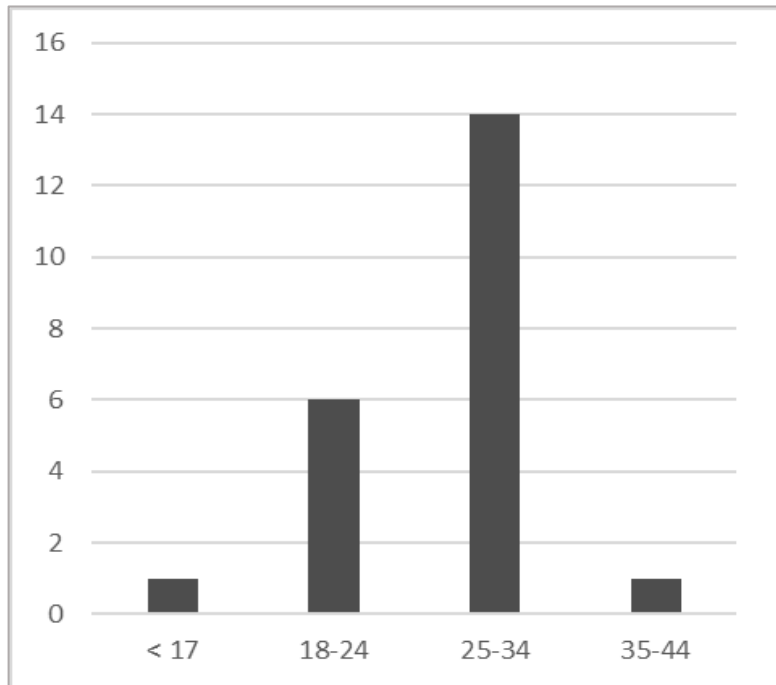
In what concerns the question «What was your biggest influence to visit Torre de Belém?», similar answers were given. A large proportion answered they chose Torre de Belém based on the internet, meaning their global research on blogs and travel websites. Travel guidebooks influenced 38 people to visit this monument, followed by friends or family recommendations. As in the previous question, social networks is the fourth most answered option.

**Figure 4 - Influences for visiting Torre de Belém**



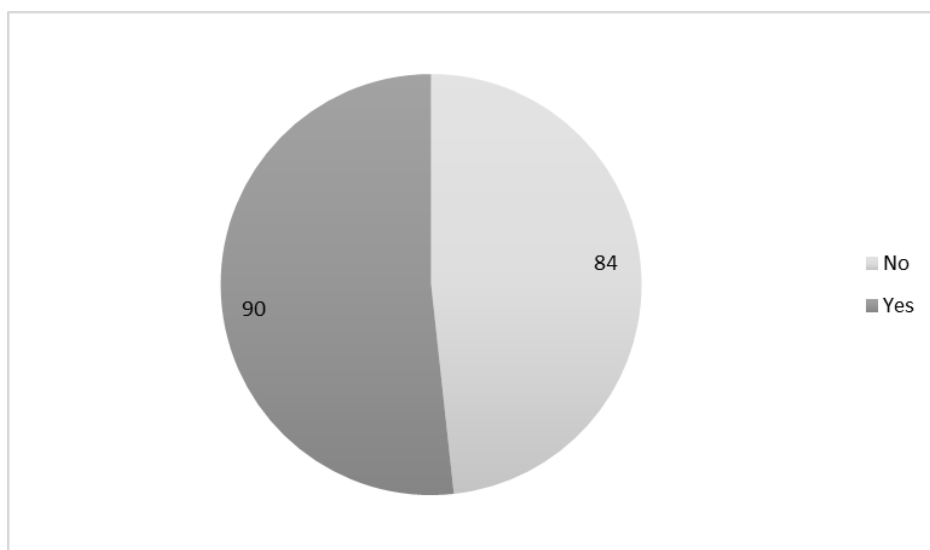
Respondents that were influenced on social networks to visit Torre de Belém, also tend to belong to a lower age range, as one can verify in the following chart:

**Figure 5** - Influenced by social networks to visit Torre de Belém (by age range)



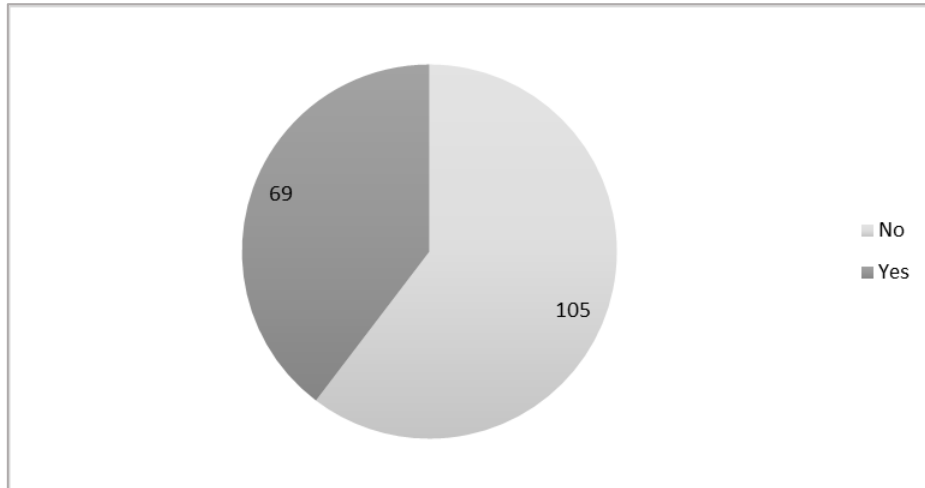
After these first three questions, the next ones in the questionnaire were dedicated to the presence of respondents on social media and the following of digital influencers. When asked about following any type of online content creator or blogger, the answers were very evenly distributed, since 52% answered «Yes» and the other 48% «No».

**Figure 6** - People following any blogger/content creator online



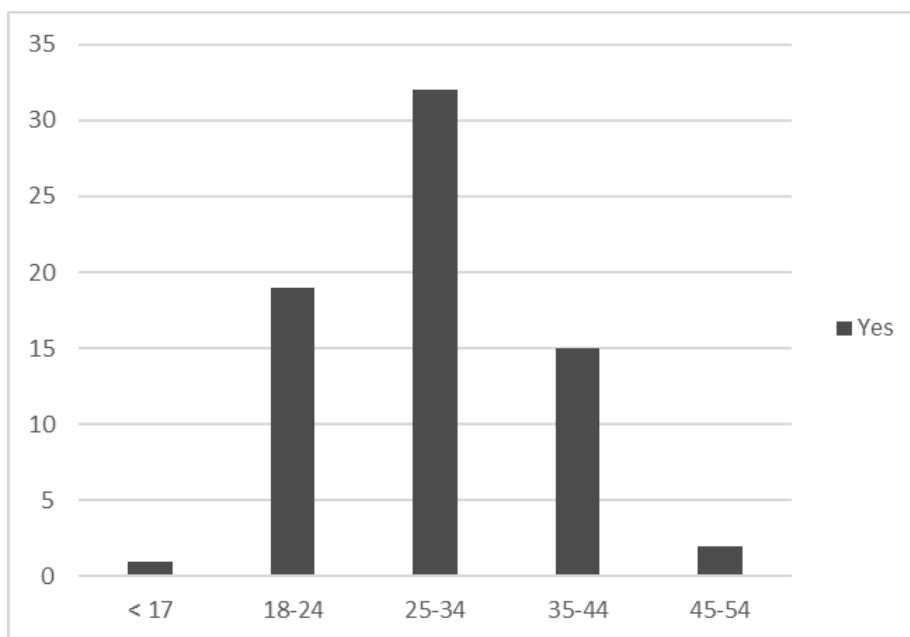
However, when asked the same question about travel online content creators or bloggers, the results were more divergent. Around 60% of the respondents do not follow any travel blogger/content creator.

**Figure 7** - People following travel blogger/content creator online



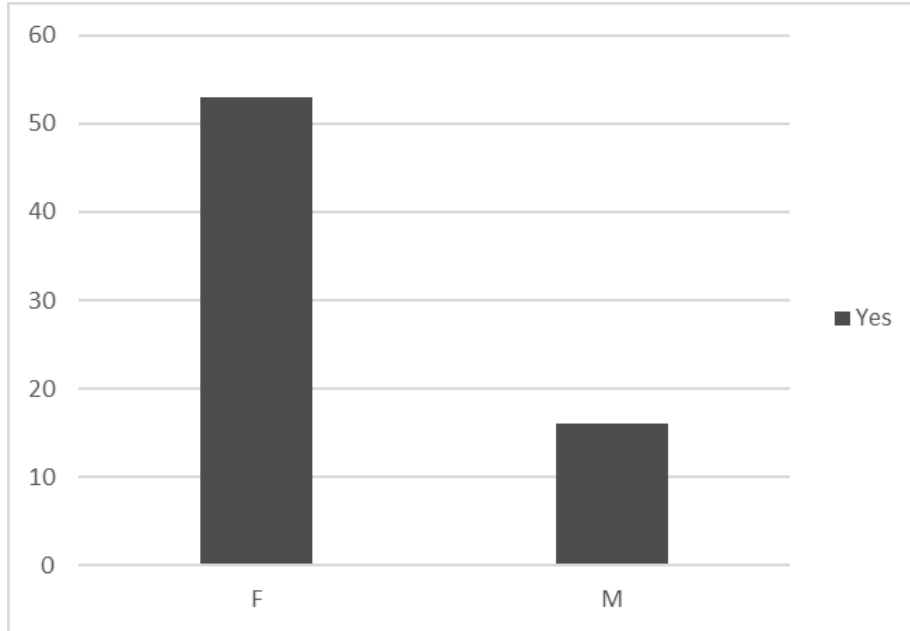
Concerning the 69 tourists that follow travel influencers/bloggers, it is possible to verify that they are mostly under the age of 35.

**Figure 8** - People that follow travel influencers/bloggers (by age range)



In terms of gender, the results show that women manifest more interest in following travel influencers/bloggers on social media, than men.

**Figure 9** - People that follow travel influencers/bloggers (by gender)



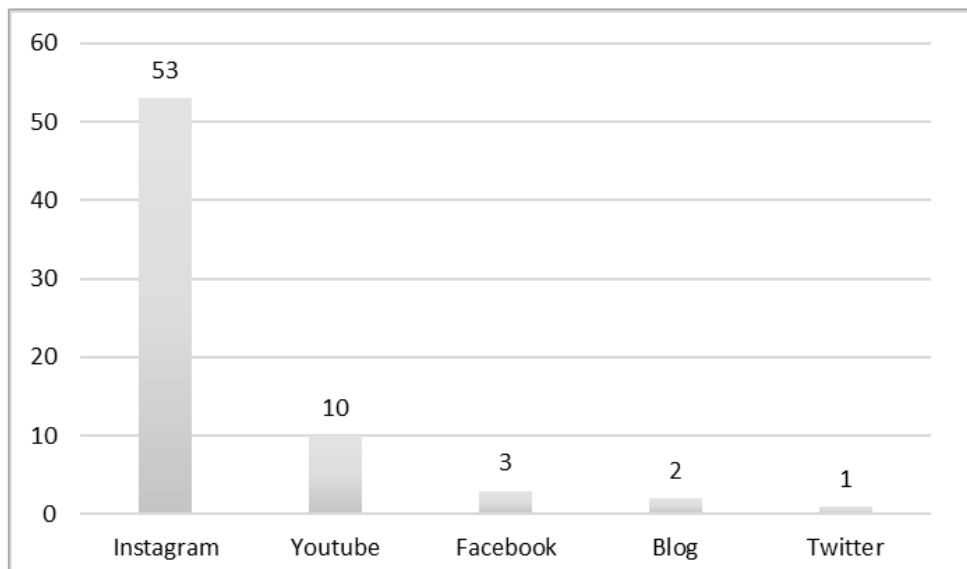
Since number 5 was a mixed question, the following table indicates the reasons given by respondents when they were asked to justify their answer.

**Table 8** - Reasons for following and not following digital influencers

Answer	Reason why	Number	Total
Yes	Likes the content	39	69 (40%)
	For inspiration	16	
	Interested	14	
No	Not interested	51	105 (60%)
	Independent research	32	
	No use of social media	8	
	No time	6	
	No social media account	4	
	Does not trust influencers	3	
	Feels jealous	1	

The questions number 5.1 and 5.2 of the survey were only considered for those who answered «Yes» in question number 5. In 5.1, it was asked which platforms were used to follow travel influencers. Instagram obtained an evident prominence (figure 10), being used by 53 respondents (30,4%).

**Figure 10** - Platforms used to follow travel influencers



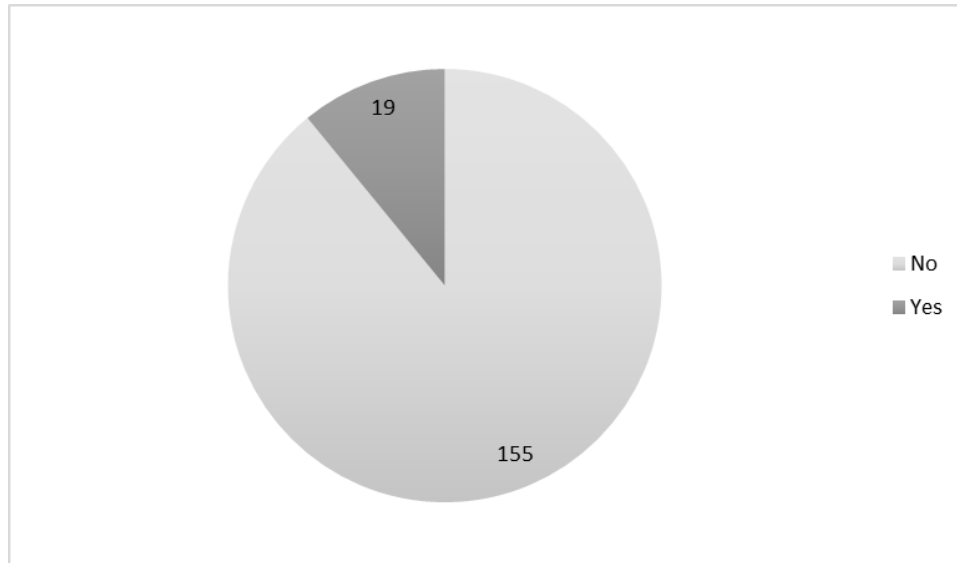
In question number 5.2, it was requested the name of any travel bloggers/influencers followed. Out of the 69 respondents, 22 said they did not remember any names. Four respondents mentioned the Instagram page *Viaje na Viagem*, the influencer *Queenofjetlags* was named two times, as well as the Instagram page *Beautiful Destinations*. All the names present in the following table were mentioned once.

**Table 9** - List of bloggers/digital influencers indicated by respondents

Alanxelmundo	DamonAndJo	MonicaMorás	Travel Two
Alexandra Pereira	Discover vacations	Noholita	Travelwithlove2a
Antonio Guastella	EIRicondeSele	Nora Travels The Worlds	Valise.et.flemmardise
Backpackers in The World	InstaIreland	Perito Burrito	Vamospara_onde
Bonjourlisbonne	JeromeJarre	Phil Rosenthal	Viajaway
Busemprzezswiat	Krystof Gierak	Philippe_leblond	Vivi.city
Casey Has Gone Touristing	Lissabonstedentrip	PorLarissaAbreu	We_Road_Official
Casey Neistat	Loucos Por Viagem	Samuel and Audrey	Wetravelfor
Chiara Ferragni	Marco Togni	Stefano Tiozzo	Yirtik Pantolon
Condenastraveller	Martin Carev	Suzanna Freitas	

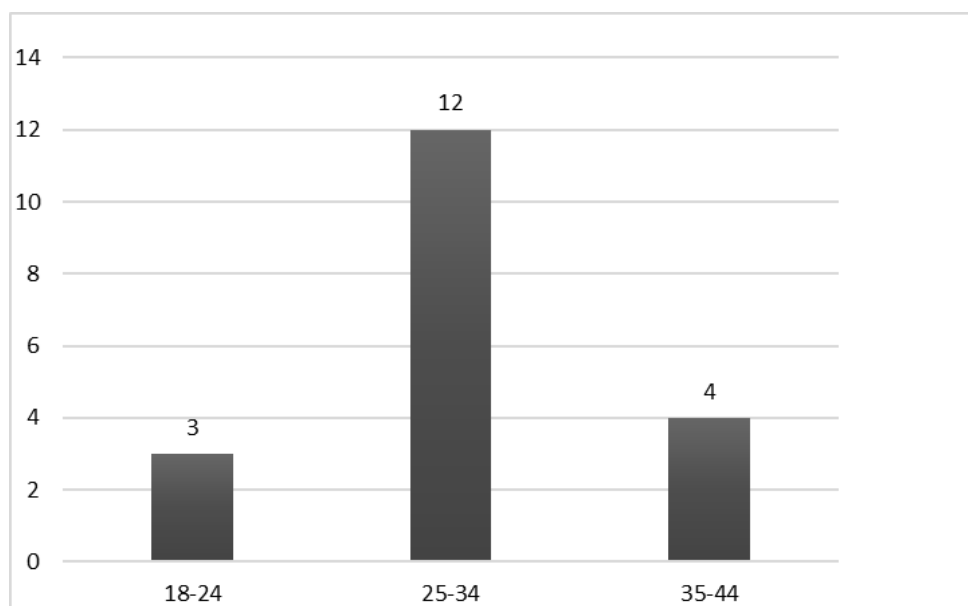
Finally, in the tenth question, it was asked respondents to identify any of the names present on a list. These names corresponded to the ten videos selected in the first phase of this research – the YouTube vlog analysis. However, as demonstrated by the graphic, only a small number of respondents (11%) were able to identify some of the influencers present on the list.

**Figure 11** - Number of respondents that identified the influencers present on the list



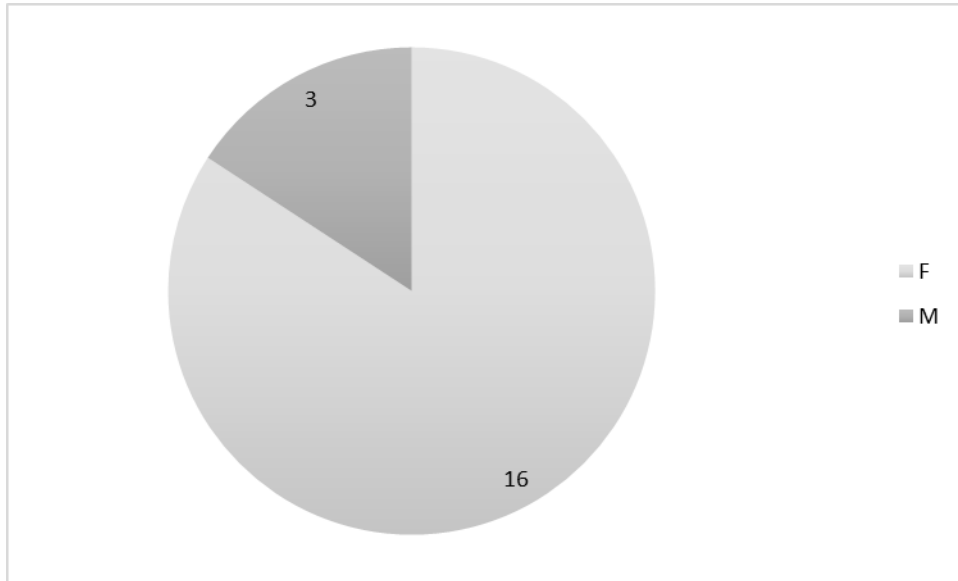
The tourists that identified the YouTubers names also belong to lower age ranges. Most of them (63%) are between 25 and 34 years old (figure 12).

**Figure 12** - People that identified YouTubers' names (by age range)



Regarding the gender of the same category, 84% belong to the female gender.

**Figure 13** - People that identified YouTubers' names (by gender)



Only two out of the ten YouTubers on the list were not identified by any of the respondents. Furthermore, three tourists identified two names listed and one tourist recognised three names. The next table presents the names of the YouTubers identified and the respective number of times they were mentioned.

**Table 10** - Influencers identified from the list and number of times mentioned

Name of the Influencer	Number of times identified
Julia Faria (Brazil)	6
Niomi Smart (UK)	5
Lilly Pebbles (UK)	3
Samuel and Audrey – Travel and Food Videos (Canada)	3
Lost LeBlanc (Canada)	2
Luisa Accorsi (Brazil)	2
Small Advantages (USA)	2
Flying the Nest (Australia)	1

## 4. DISCUSSION

The data presented in the previous chapter provides useful information, in order to achieve the objectives proposed for this research.

The YouTube vlog analysis enabled to find the most popular influencers that promoted Lisbon on their videos and which attractions they mentioned the most. Praça do Comércio and Torre de Belém were mentioned seven times, but there were other relevant places, such as Padrão dos Descobrimentos, Castelo de S. Jorge and TimeOut Market. According to a survey made by the Lisbon Tourism Association, Torre de Belém was also the most mentioned monument, since 87,7% of respondents visited it (LTA, 2018). It is verified that Torre de Belém is one of the most solid monuments of the city in terms of tourism visits.

Another objective of the research was to get to know some of the characteristics of tourists that visit Lisbon. It was demonstrated that most respondents travel for leisure purposes. In a motivational survey made by the Lisbon Tourism Association also 90,4% of foreign tourists travelled for leisure (LTA, 2018).

Additionally, it was possible to perceive which methods were used to decide the travel destination. The presence of digital marketing is evident, as it was considered in the first chapter. As mentioned, digital marketing takes advantage of online platforms to promote products, services and destinations. Through different platforms like travel websites, distribution platforms and social networks, the presence of digital marketing in tourism is noticeable. These results also denote the autonomy of tourists. As noted in the literature review, the search on the digital platforms made tourists more aware and consequently more independent, autonomous and more demanding. The main answers such as recommendation, searching on the internet, looking for cheap flights and reading travel guidebooks reveal the independence of tourists.

Consequently, this independence of the tourist as his own experience creator, reduces the importance of influencer marketing and digital influencers. Although influencers are considered a filter, channelling the information that could get lost, tourists still prefer the recommendation of friends and family. According to the results obtained, 43,6% of respondents visited Lisbon based on the opinion of friends and family.

When it comes to choosing a travel destination, digital influencers are not the main source of information. These results are in line with the results of a study made in May 2019 by IPDT *Turismo e Consultoria* called *Barómetro do Turismo*. Bloggers and influencers only represent 13,2% of the influence when choosing a travel destination (IPDT, 2019). Furthermore, in a study made in the UK, it was also confirmed that although social media are used when deciding a travel destination, recommendation of friends and family and tourism websites play a more significant role: “Findings showed although people used social media to search for information, it was less trusted compared to official state tourism websites and word-of-mouth” (Ghandour and Bakalova, 2014, p.41). According to the Lisbon Tourism Association, on a scale of 0 to 2, social media are rated with 1,07 of a degree of importance when selecting Lisbon as a destination (LTA, 2018). In this study, the options of recommendation of friends and family (1,64) and travel websites (1,20) are also considered more important factors.

Within the information obtained in this investigation, it is confirmed the popularity of Instagram among tourists, as stated in the literature review. Used by 53 respondents, Instagram is the preferred social media platform for tourists that follow travel digital influencers.

Despite not being the biggest influence of tourists, tourism digital influencers are more and more considered as a viable strategy by companies willing to promote their products or services. Among the ten selected influencers, seven of them included sponsored partnerships on their videos.

Although they do not reach all tourists, through the information of the charts presented in the previous chapter, it is possible to identify a possible target. As demonstrated in figures 3, 5, 8 and 12 the lower age ranges are the ones more engaged with social networks and digital influencers. According to an investigation made by Nielsen the youngest generations are the target: “Compared to the other generations, the generation of 21-34 years old is the most influenced by digital influencers” (Valente, 2018, p.20)<sup>10</sup>.

Additionally, in figures 9 and 13 it is verified that women tend to be more influenced by this marketing strategy. To sum up, this investigation reveals a specific target associated

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<sup>10</sup> “Comparativamente com as restantes gerações, a geração composta pelos elementos com idades entre os 21 e os 34 anos é a que mais é alvo de influência pelos digital influencers” (Valente, 2018, p.20).

to this strategy. Women under 35 years old tend to be more open to the digital influencers' opinions and, consequently, to be influenced by them.

## **5 . LIMITATIONS AND FUTURE RESEARCH**

It should be noted that there are some limitations in this work, concerning the collection of primary data to obtain detailed results. Despite the choice of a random sample, some people refused to answer the questionnaire, changing the pre-determined random order for the selection of respondents. Additionally, the size of the sample also limits the interpretation of results, since Lisbon receives millions of tourists per year. Furthermore, the implementation of the surveys in the waiting queue of Torre de Belém confined their length. In order to get tourists' answers the questionnaire had to be short, concise and straight to the point. Finally, although Lisbon is a popular tourism destination, there are other prevalent destinations with a good online presence that could be considered, providing a larger sample.

For that reason, it is suggested the implementation of this study in other relevant destinations. As future developments it is also suggested to perform this study to specific targets, in order to achieve more detailed results. At last, the academic discussion about travel digital influencers and bloggers must be continued, once it is a growing marketing strategy in the travel industry.

## 6. CONCLUSION

The results obtained can fulfil the objectives proposed in this investigation. By selecting the YouTube videos from the channels with more than one hundred thousand subscribers and more than forty-five thousand views, it was possible to present a list of ten YouTubers that visited Lisbon. The names of the channels are: Niomi Smart, Small Advantages, Lost LeBlanc, Luisa Accorsi, Danielle Marie Carolan, Lily Pebbles, Larissa DSA, Flying the Nest, Samuel and Audrey - Travel and Food videos and Canal Julia Faria. By analysing these videos, it was verified that Praça do Comércio and Torre de Belém are the most mentioned monuments by the digital influencers.

In order to achieve other objectives proposed for this study, a survey was conducted next to the tourists visiting Torre de Belém. The results demonstrated that 94% of respondents travel for leisure purposes. Furthermore, it was possible to determine how tourists got acquainted with the city of Lisbon. The most answered option was the recommendation of friends and family, followed by the research on travel websites or blogs and the research on distribution platforms, such as flight booking platforms. This information leads to the main objective of this investigation, which was to determine the importance of digital influencers in the promotion of a tourist destination, filling the gap in the academic literature.

The results of the survey suggest that social media and digital influencers do not have a great impact in the tourists' travelling decisions, since only ten people responded that they were influenced by social networks and only 69 of 174 tourists said that they followed travel influencers/bloggers on social media.

However, despite the lack of mass influence, digital influencers can be used to reach a specific market target in tourism. According to the collected data, women under 35 years old, tend to follow and engage with travel digital influencers. Therefore, attractions that target this market should consider the advantages of this communication channel.

To conclude, these results can be useful for tourism stakeholders that consider using digital influencers as a marketing strategy, because, as demonstrated, they can be important in the promotion of a destination for the target identified in this study.

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## APPENDIX

### Appendix 1 - Analysis grid of video 1

Video 1 - Niomi Smart		
Data	Name of the channel/Youtuber	Niomi Smart
	Number of Subscribers	1 669 250 (04/01/2019)
	Number of views	158.171 (04/01/2019)
	Title of the video	"A Day In Lisbon   Niomi Smart VLOG"
	Publication date	18/06/2017
	Time	5:39 minutes
	Description	Cycling around Lisbon, Portugal!
	Language	English
	URL	<a href="https://www.youtube.com/watch?v=JaIJ-hubFwx">https://www.youtube.com/watch?v=JaIJ-hubFwx</a>
Content	Brand association	Yes: "Next"
	Number of days of the trip	1 day
	Nationality	British
	Positive Aspects	Beautiful city; It has always something to photograph
	Negative Aspects	None
	Outdoor Activities	Riding a bike
	Events	None
	Food	None
	Monuments/Places	Parque Eduardo VII, Praça do Comércio, Ponte 25 de Abril
	Tourism Facilities	None

### Appendix 2 - Analysis grid of video 2

Video 2 - Small Advanatges		
Data	Name of the channel/Youtuber	Small Advantages
	Number of Subscribers	1 293 010 (04/01/2019)
	Number of views	123.019 (04/01/2019)
	Title of the video	FOMOS A LISBOA! VALEU A PENA?
	Publication date	05/05/2018
	Time	8:35 minutes
	Description	"Vamos comemorar o Dia da Língua Portuguesa na terra do Camões!"
	Language	Brazilian Portuguese
	URL	<a href="https://www.youtube.com/watch?v=2NykoWhf8pc">https://www.youtube.com/watch?v=2NykoWhf8pc</a>
Content	Brand / company association	No
	Number of days of the trip	1 day
	Nationality	American
	Positive Aspects	Food; Fado; Weather
	Negative Aspects	Turistification of the city
	Outdoor Activities	None
	Events	None
	Food	Pastel de Belém
	Monuments/Places	Alfama, Castelo S.Jorge, Miradouro Santa Luzia, Miradouro da Graça, Sé, Mosteiro dos Jerónimos, Padrão dos Descobrimentos, Torre de Belém
Tourism Facilities	Museu da Marinha, CCB	

### Appendix 3 - Analysis grid of video 3

Video 3 - Lost LeBlanc		
Data	Name of the channel/Youtuber	Lost LeBlanc
	Number of Subscribers	906 162 (04/01/2019)
	Number of views	166.612 (04/01/2019)
	Title of the video	"BEST CITY TO VISIT IN EUROPE 2018 - Lisbon Portugal Travel Guide"
	Publication date	24/08/2018
	Time	17:16 minutes
	Description	Lisbon very quickly became one of my favourite cities in the world and I couldn't believe no one had ever told me about it. This city is full of life, food and amazing people and I wanted to put together a travel guide based on my time in Lisbon and Sintra Portugal.
	Language	English
Content	URL	<a href="https://www.youtube.com/watch?v=YsnLGEQea4s">https://www.youtube.com/watch?v=YsnLGEQea4s</a>
	Brand / company association	Yes (A portuguese brand of eletric bikes sponsored their ride- "STEEZ")
	Number of days of the trip	2 days
	Nationality	Canadian
	Positive Aspects	People; Culture; History; The smells, sounds and colors
	Negative Aspects	Expensive parking; Finding a parking spot when having a rented car
	Outdoor Activities	Riding an electric bike
	Events	Festas Populares de Lisboa; Rooftop party; Sunset on viewpoint
	Food	Pastéis de Belém, Churros, Bifana, Frango assado,
	Monuments/Places	Torre de Belém, Rua Cor de Rosa, Ponte 25 de Abril, Padrão dos Descobrimentos, Bairro Alto, Miradouro de Santa Catarina
	Tourism Facilities	None

### Appendix 4 - Analysis grid of video 4

Video 4 - Luisa Accorsi		
Data	Name of the channel/Youtuber	Luisa Accorsi
	Number of Subscribers	580 199 (04/01/2019)
	Number of views	169.632 (04/01/2019)
	Title of the video	Vlog - Lisboa (Portugal)
	Publication date	08/09/2016
	Time	16:48 minutes
	Description	"Fui para Lisboa, Portugal, e gravei tudo para vocês! Espero que gostem de acompanhar a minha viagem!"
	Language	Brazilian Portuguese
Content	URL	<a href="https://www.youtube.com/watch?v=WTqhbZTC_w">https://www.youtube.com/watch?v=WTqhbZTC_w</a>
	Brand / company association	Yes: "Four Seasons Hotel"
	Number of days of the trip	3 days
	Nationality	Brazilian
	Positive Aspects	Food; People; Easy communication; Welcoming city
	Negative Aspects	None
	Outdoor Activities	Moto sidecar ride
	Events	None
	Food	Pastel de Belém, Pastel de bacalhau
	Monuments/Places	Avenida da Liberdade, Praça do Comércio, Padrão dos Descobrimentos, Torre de Belém, Parque Eduardo VII, Elevador Santa Justa, Miradouro Senhora do Monte, Alfama, TimeOut Market
	Tourism Facilities	Four Seasons Hotel

### Appendix 5 - Analysis grid of video 5

Video 5 - Danielle Marie Carolan		
Data	Name of the channel/Youtuber	Danielle Marie Carolan
	Number of Subscribers	528 539 (04/01/2019)
	Number of views	62. 618 (04/01/2019)
	Title of the video	weekend in my life: lisbon, portugal
	Publication date	27/05/2018
	Time	18:06 minutes
	Description	"I had so much fun on my 10 day trip to Lisbon, Madrid, and Barcelona with EF Ultimate Break! Here is a travel vlog from the 3 days we spent in Lisbon, Portugal. Stay tuned for Madrid and Barcelona vlogs. Use code "DANIELLE100" for \$100 off your EF trip. Check out the trip (...)"
	Language	English
	URL	<a href="https://www.youtube.com/watch?v=ttwnQ_z7Yz8">https://www.youtube.com/watch?v=ttwnQ_z7Yz8</a>
	Content	Brand / company association
Number of days of the trip		3 days
Nationality		American
Positive aspects		Fun experience
Negative aspects		Pickpockets
Outdoor Activities		Sight Seeing
Events		Meet&Greet
Food		Pastel de nata, Wine
Monuments/Places		Elevador Santa Justa, Chiado, TimeOut Market, Mosteiro dos Jerónimos, Torre de Belém, Rua Augusta, Bairro Alto
Tourism Facilities		Sana Malhoa Hotel

### Appendix 6 - Analysis grid of video 6

Video 6 - Lilly Pebbles		
Data	Name of the channel/Youtuber	Lily Pebbles
	Number of Subscribers	487 565 (04/01/2019)
	Number of views	126.162 (04/01/2019)
	Title of the video	FALLING IN LOVE WITH LISBON   Lily Pebbles Vlog
	Publication date	07/06/2017
	Time	24:38 minutes
	Description	"I spent the last week in Lisbon with some blogging pals and then with Rich... spoiler alert, I LOVED it. When can I go back?"
	Language	English
	URL	<a href="https://www.youtube.com/watch?v=XXfmN8Xs23w">https://www.youtube.com/watch?v=XXfmN8Xs23w</a>
	Content	Brand / company association
Number of days of the trip		3 days
Nationality		British
Positive aspects		Weather, Colored buildings and tiles
Negative aspects		None
Outdoor Activities		Riding a bike
Events		None
Food		Pastel de nata
Monuments/Places		Igreja S. Domingos, Praça do Comércio, Ponte 25 de Abril, Lx Factory, TimeOut Market, Miradouro das Portas do Sol
Tourism Facilities		Pestana Palace Hotel, Palácio Ramalhete

### Appendix 7 - Analysis grid of video 7

Video 7 - Larissa Das		
Data	Name of the channel/Youtuber	Larissa DSa
	Number of Subscribers	288 666 (04/01/2019)
	Number of views	86.073 (04/01/2019)
	Title of the video	PORTUGAL VLOG - Most photogenic places ever!
	Publication date	30/06/2018
	Time	13:31 minutes
	Description	Detailed description of the trip
	Language	English
	URL	<a href="https://www.youtube.com/watch?v=PJgf8vIqRRI">https://www.youtube.com/watch?v=PJgf8vIqRRI</a>
Content	Brand / company association	Yes - Guest House Unique Lisbon Rooms
	Number of days of the trip	4 days
	Nationality	Indian
	Positive aspects	Beautiful places
	Negative aspects	Expensive Uber / Pickpockets
	Outdoor Activities	None
	Events	Night of Fado
	Food	Wine, Pastel de nata, Pastel de bacalhau, Beer
	Monuments/Places	Praça do Comércio, Padrão dos Descobrimentos, Mosteiro dos Jerónimos, Rua Cor de Rosa, Sé, Castelo S. Jorge, Torre de Belém, TimeOut Market, Lx Factory
	Tourism Facilities	Museu Berardo, Museu da Marinha, Guest House Unique Lisbon Rooms

### Appendix 8 - Analysis grid of video 8

Video 8 - Flying the Nest		
Data	Name of the channel/Youtuber	Flying the Nest
	Number of Subscribers	262 024 (04/01/2019)
	Number of views	55.811 (04/01/2019)
	Title of the video	48 Hours in Lisbon, Portugal   Everything to See & Do
	Publication date	05/10/2018
	Time	13:11 minutes
	Description	"We have arrived in Portugal for our family holiday & have 48 hours to explore this colourful city of Lisbon!"
	Language	English
	URL	<a href="https://www.youtube.com/watch?v=oTaxGeIcN_4">https://www.youtube.com/watch?v=oTaxGeIcN_4</a>
Content	Brand / company association	Yes - Airbnb
	Number of days of the trip	2 days
	Nationality	Australian
	Positive aspects	Transports, Prices
	Negative aspects	None
	Outdoor Activities	TukTuk Ride, Electric tram Ride
	Events	None
	Food	Pastel de nata, Pastel de bacalhau, Sangria
	Monuments/Places	Castelo S. Jorge, Praça do Comércio, Rua Cor de Rosa, Elevador Santa Justa, Bairro Alto
Tourism Facilities	None	

### Appendix 9 - Analysis grid of video 9

Video 9 - Samuel and Audrey - Travel and Food Videos		
Data	Name of the channel/Youtuber	Samuel and Audrey - Travel and Food videos
	Number of Subscribers	207.691 (04/01/2019)
	Number of views	61.261 (04/01/2019)
	Title of the video	20 Things to do in Lisbon, Portugal Travel Guide
	Publication date	28/04/2018
	Time	18:55 minutes
	Description	Detailed description of the trip
	Language	English
	URL	<a href="https://www.youtube.com/watch?v=STAOreE5bfxk">https://www.youtube.com/watch?v=STAOreE5bfxk</a>
Content	Brand / company association	No
	Number of days of the trip	3 days
	Nationality	Canadian
	Positive aspects	Weather; Prices; Beautiful streets; Friendly people, Wine and Food
	Negative aspects	None
	Outdoor Activities	Electric tram Ride
	Events	None
	Food	Bacalhau, Salmão, Chouriço, Pastel de nata, Pastéis de Belém
	Monuments/Places	Miradouro Portas do Sol, Castelo S. Jorge, Alfama, Sé, Padrão dos Descobrimentos, Torre de Belém, Mosteiro dos Jerónimos, Miradouro de Santa Catarina, Convento do Carmo, Elevador Santa Justa, Rua Augusta, Praça do Comércio, Jardim Botânico
	Tourism Facilities	None

### Appendix 10 - Analysis grid of video 10

Video 10 - Canal Julia Faria		
Data	Name of the channel/Youtuber	Canal Julia Faria
	Number of Subscribers	123 160 (04/01/2019)
	Number of views	47.601 (04/01/2019)
	Title of the video	ONDE IR, COMER E O QUE FAZER EM LISBOA
	Publication date	13/07/2018
	Time	22:13 minutes
	Description	"Viajar é bom, mas voltar com a playlist de viagens é melhor ainda! Hoje você vai ver Lisboa, em Portugal, e sua cultura, vida urbana, culinária e história com outros olhos!"
	Language	Brazilian Portuguese
	URL	<a href="https://www.youtube.com/watch?v=iKFRd0U4jFY">https://www.youtube.com/watch?v=iKFRd0U4jFY</a>
Content	Brand / company association	No
	Number of days of the trip	6 days
	Nationality	Brazilian
	Positive Aspects	Beautiful buildings and streets
	Negative Aspects	None
	Outdoor Activities	TukTuk Ride
	Events	Rock In Rio, Night of Fado
	Food	Pastel de bacalhau, Sangria, Pastéis de Belém
	Monuments/Places	Avenida da Liberdade, Castelo S. Jorge, Alfama, Rua Augusta, Praça do Comércio, Chiado, TimeOut Market, Rua Cor de Rosa, Torre de Belém, Lx Factory, Miradouro de Santa Catarina, Miradouro da Graça, Miradouro S. Pedro de Alcântara
Tourism Facilities	None	

**Appendix 11** - Table counting the monuments mentioned in each video

Attractions	Videos										
	Niomi Smart	Small Advantages	Lost LeBlanc	Luisa Accorsi	Danielle Carolan	Lilly Pebbles	Larissa DSa	Flying the Nest	Samuel & Audrey	Julia Faria	Total
Alfama		x		x					x	x	4
Av. da Liberdade				x						x	2
Bairro Alto			x		x			x			3
Castelo de S. Jorge		x					x	x	x	x	5
Chiado					x					x	2
Convento do Carmo									x		1
Elevador Sta. Justa				x	x			x	x		4
Igreja S. Domingos						x					1
Lx Factory						x	x			x	3
Miradouro da Graça		x								x	2
Miradouro da S. do Monte				x							1
Miradouro das Portas do Sol						x			x		2
Miradouro de S. Pedro de Alcântara										x	1
Miradouro de Sta. Catarina			x						x	x	3
Miradouro Sta. Luzia		x									1
Mosteiro dos Jerónimos		x			x		x		x		4
Padrão dos Descobrimentos		x	x	x			x		x		5
Parque Eduardo VII	x			x							2
Ponte 25 de Abril	x		x			x					3
Praça do Comércio	x			x		x	x	x	x	x	7
Rua Augusta					x				x	x	3
Rua Cor de Rosa			x				x	x		x	4
Sé		x					x		x		3
TimeOut Market				x	x	x	x			x	5
Torre de Belém		x	x	x	x		x		x	x	7

## Appendix 12 - Questionnaire

### 1. Purpose of the travel:

- Holidays, recreation and other forms of leisure
- Business and professional purposes
- Visiting friends and relatives
- Religious reasons
- Health treatment
- Other \_\_\_\_\_

### 2. What was your biggest influence to visit Lisbon?

- Advertising Campaigns
- Blogs/Travel Websites
- Book/Magazine/Newspaper/Flyer
- Distribution Platforms
- Event
- Recommendation from friends/family/other tourists
- Social Networks
- Television/Radio
- Travel Guidebook
- Other \_\_\_\_\_

### 3. What was your biggest influence to visit Torre de Belém?

- Advertising Campaigns
- Blogs/Travel Websites
- Book/Magazine/Newspaper/Flyer
- Event
- Recommendation from friends/family/other tourists
- Social Networks
- Television/Radio
- Travel Guidebook
- Other \_\_\_\_\_

### 4. Do you follow any type of blogger/content creator on social media?

- Yes
- No

### 5. Do you follow any travel blogger on social media? Why/Why not?

- Yes \_\_\_\_\_
- No \_\_\_\_\_ (skip to question 6)

#### 5.1. If you do, in which platforms?

- Blog
- Facebook
- Instagram
- Twitter
- YouTube
- Other \_\_\_\_\_

5.2. Can you name the travel bloggers you follow? \_\_\_\_\_

6. Do you know any of the following influencers of this list?

- Canal Julia Faria (Brazil)
- Danielle Marie Carolan (USA)
- Flying the Nest (Australia)
- Larissa DSa (India)
- Lily Pebbles (UK)
- Lost LeBlanc /Christian LeBlanc (Canada)
- Luisa Accorsi (Brazil)
- Niomi Smart (UK)
- Samuel and Audrey – Travel and Food videos (Canada)
- Small Advantages /Gavin Roy (USA)

Age:

- <17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- >65

Gender:

- Male
- Female
- Other

Do you have a graduate degree?

- Yes
- No

Nationality: \_\_\_\_\_

## ANNEX

**Annex 1** – Print-screen of Small Advantages’ YouTube video mentioning Torre de Belém



**Annex 2** - Print-screen of Lost LeBlanc’s YouTube video mentioning Torre de Belém



**Annex 3** - Print-screen of Luisa Accorsi's YouTube video mentioning Torre de Belém



**Annex 4** - Print-screen of Danielle Carolan's YouTube video mentioning Torre de Belém



**Annex 5** - Print-screen of Larissa DSA's YouTube video mentioning Torre de Belém



**Annex 6** - Print-screen of Samuel and Audrey's YouTube video mentioning Torre de Belém



**Annex 7** - Print-screen of Julia Faria's YouTube video mentioning Torre de Belém

