

DSMN8

Europe's Most Active Leisure, Travel & Tourism Professionals on Social - August 2021

Industry at a glance:

Average Score: 4.91%	Total Companies: 65	Global Industry Average: 3.84%
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Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages?

Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, partners and future employees. **Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI.**

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

But, how active are your employees currently on social? And how does this compare to the rest of your industry?

Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see **30-40%** of employees regularly sharing company-approved content, with little effort required.

We've got everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects used by senior leadership, marketing, communications, sales, and HR teams.

Isn't it time you added amplified social sharing to your activity? Learn more at www.dsmn8.com

So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)
1	FlixBus	https://www.linke	Germany	1,290	163	12.64%
2	Puy du Fou	https://www.linke	France	511	62	12.13%
3	TUI Musement	https://www.linke	Spain	604	64	10.60%
4	Comwell Hotels	https://www.linke	Denmark	547	56	10.24%
5	Groupe Barrière	https://www.linke	France	1,964	189	9.62%
6	Ávoris	https://www.linke	Spain	2,148	193	8.99%
7	Novasol	https://www.linke	Denmark	672	58	8.63%
8	FareHarbor	https://www.linke	Netherlands	526	44	8.37%
9	Ufcv	https://www.linke	France	909	73	8.03%
10	Flutter	https://www.linke	Ireland	723	58	8.02%
11	Optisport	https://www.linke	Netherlands	624	49	7.85%
12	Kiwi.com	https://www.linke	Czech Republic	921	65	7.06%
13	Efteling	https://www.linke	Netherlands	1,612	111	6.89%
14	Roompot	https://www.linke	Netherlands	719	45	6.26%
15	Belambra Clubs	https://www.linke	France	544	34	6.25%
16	Smartbox Group	https://www.linke	Ireland	798	49	6.14%
17	eDreams	https://www.linke	Spain	1,424	86	6.04%
18	ANWB	https://www.linke	Netherlands	3,069	185	6.03%
19	Cygnific	https://www.linke	Netherlands	536	32	5.97%
20	Tivoli	https://www.linke	Denmark	900	53	5.89%
21	MSC Cruises	https://www.linke	Switzerland	7,312	421	5.76%
22	Parc Astérix	https://www.linke	France	617	35	5.67%
23	BCD Travel	https://www.linke	Netherlands	11,067	601	5.43%
24	SIXT	https://www.linke	Germany	5,398	281	5.21%

25	Alpitour	https://www.linke	Italy	867	45	5.19%
26	Landal GreenParks	https://www.linke	Netherlands	1,112	57	5.13%
27	Center Parcs	https://www.linke	France	3,580	178	4.97%
28	DER Touristik Suisse	https://www.linke	Switzerland	555	27	4.86%
29	B the travel brand	https://www.linke	Spain	555	27	4.86%
30	Viagens Abreu	https://www.linke	Portugal	852	41	4.81%
31	Intercruises	https://www.linke	Spain	922	44	4.77%
32	Catalonia Hotels & Resorts	https://www.linke	Spain	1,062	50	4.71%
33	Tallink Silja	https://www.linke	Finland	580	27	4.66%
34	Hurtigruten Group	https://www.linke	Norway	1,220	54	4.43%
35	Europcar Mobility Group	https://www.linke	France	7,564	321	4.24%
36	PortAventura	https://www.linke	Spain	596	25	4.19%
37	Hotelbeds	https://www.linke	Spain	4,623	192	4.15%
38	Club Med	https://www.linke	France	7,927	323	4.07%
39	UCPA	https://www.linke	France	1,517	59	3.89%
40	Paradores	https://www.linke	Spain	1,202	46	3.83%
41	Viking Cruises	https://www.linke	Switzerland	3,614	135	3.74%
42	Viajes El Corte Ingles	https://www.linke	Spain	2,823	105	3.72%
43	e.Voyageurs SNCF	https://www.linke	France	1,578	58	3.68%
44	Halcón Viajes	https://www.linke	Spain	959	35	3.65%
45	SkiStar	https://www.linke	Sweden	565	19	3.66%
46	DER Touristik	https://www.linke	Germany	719	24	3.34%
47	Globalia	https://www.linke	Spain	873	28	3.21%
48	TUI	https://www.linke	Germany	22,871	729	3.19%
49	Costa Crociere	https://www.linke	Italy	7,356	221	3.00%
50	AIDA	https://www.linke	Germany	2,826	81	2.87%
51	Viking Line	https://www.linke	Finland	914	26	2.84%
52	Sea Chefs	https://www.linke	Switzerland	627	17	2.71%
53	Europcar	https://www.linke	France	5,589	149	2.67%
54	D-reizen	https://www.linke	Netherlands	529	13	2.46%
55	Grupo Pullmantur	https://www.linke	Spain	1,268	31	2.44%
56	OUI.sncf	https://www.linke	France	1,120	27	2.41%
57	Goldcar Rental	https://www.linke	Spain	503	12	2.39%
58	EC	https://www.linke	Malta	688	16	2.33%
59	Meeting Point International	https://www.linke	Germany	783	15	1.92%
60	Color Line	https://www.linke	Norway	1,115	21	1.88%
61	FTI	https://www.linke	Germany	1,181	19	1.61%
62	Leclerc Voyages	https://www.linke	France	721	10	1.39%
63	Reisebüro	https://www.linke	Germany	920	9	0.98%
64	Jetair	https://www.linke	Belgium	704	3	0.43%
65	Kuoni Group	https://www.linke	Switzerland	695	2	0.29%

Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

[Visit our website](https://www.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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