

# DSMN8

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

## Industry at a glance:

Average Score:  
**4.50%**

Total Companies:  
**182**

Average Number of Employees:  
**2,589**

## 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](http://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	Corporate Traveller	<a href="https://www.linke">https://www.linke</a>	United Kingdom	543	100	18.42%
2	VisitScotland	<a href="https://www.linke">https://www.linke</a>	United Kingdom	614	103	16.78%
3	AMResorts	<a href="https://www.linke">https://www.linke</a>	United States	977	159	16.27%
4	Virgin Voyages	<a href="https://www.linke">https://www.linke</a>	United States	988	150	15.18%
5	Travel Counsellors	<a href="https://www.linke">https://www.linke</a>	United Kingdom	2,606	364	13.97%
6	FlixBus	<a href="https://www.linke">https://www.linke</a>	Germany	1,290	163	12.64%
7	Vacasa	<a href="https://www.linke">https://www.linke</a>	United States	2,292	289	12.61%
8	Puy du Fou	<a href="https://www.linke">https://www.linke</a>	France	511	62	12.13%
9	TUI Musement	<a href="https://www.linke">https://www.linke</a>	Spain	604	64	10.60%
10	Comwell Hotels	<a href="https://www.linke">https://www.linke</a>	Denmark	547	56	10.24%
11	Sépaq	<a href="https://www.linke">https://www.linke</a>	Canada	583	57	9.78%
12	Groupe Barrière	<a href="https://www.linke">https://www.linke</a>	France	1,964	189	9.62%
13	English Heritage	<a href="https://www.linke">https://www.linke</a>	United Kingdom	911	83	9.11%
14	Ávoris	<a href="https://www.linke">https://www.linke</a>	Spain	2,148	193	8.99%
15	Novasol	<a href="https://www.linke">https://www.linke</a>	Denmark	672	58	8.63%
16	Ten Lifestyle	<a href="https://www.linke">https://www.linke</a>	United Kingdom	735	63	8.57%
17	Direct Travel	<a href="https://www.linke">https://www.linke</a>	United States	821	70	8.53%
18	FareHarbor	<a href="https://www.linke">https://www.linke</a>	Netherlands	526	44	8.37%
19	Azamara	<a href="https://www.linke">https://www.linke</a>	United States	581	47	8.09%
20	<a href="https://www.linke">InteleTravel.com</a>	<a href="https://www.linke">https://www.linke</a>	United States	2,472	199	8.05%
21	Ufcv	<a href="https://www.linke">https://www.linke</a>	France	909	73	8.03%
22	Flutter	<a href="https://www.linke">https://www.linke</a>	Ireland	723	58	8.02%
23	The Travel Corporation	<a href="https://www.linke">https://www.linke</a>	Canada	1,360	108	7.94%
24	Optisport	<a href="https://www.linke">https://www.linke</a>	Netherlands	624	49	7.85%

25	Intrepid Group	<a href="https://www.linke">https://www.linke</a>	Australia	1,117	84	7.52%
26	Windstar Cruises	<a href="https://www.linke">https://www.linke</a>	United States	627	47	7.50%
27	Secret Escapes	<a href="https://www.linke">https://www.linke</a>	United Kingdom	500	37	7.40%
28	Belmond	<a href="https://www.linke">https://www.linke</a>	United Kingdom	1,149	83	7.22%
29	Collette	<a href="https://www.linke">https://www.linke</a>	United States	547	39	7.13%
30	<a href="https://www.kiwi.com">Kiwi.com</a>	<a href="https://www.linke">https://www.linke</a>	Czech Republic	921	65	7.06%
31	Efteling	<a href="https://www.linke">https://www.linke</a>	Netherlands	1,612	111	6.89%
32	Uniwold	<a href="https://www.linke">https://www.linke</a>	United States	504	33	6.55%
33	Parkdean Resorts	<a href="https://www.linke">https://www.linke</a>	United Kingdom	1,625	106	6.52%
34	Silversea	<a href="https://www.linke">https://www.linke</a>	Monaco	1,671	105	6.28%
35	Roompot	<a href="https://www.linke">https://www.linke</a>	Netherlands	719	45	6.26%
36	Belambra Clubs	<a href="https://www.linke">https://www.linke</a>	France	544	34	6.25%
37	Haven	<a href="https://www.linke">https://www.linke</a>	United Kingdom	969	60	6.19%
38	Smartbox Group	<a href="https://www.linke">https://www.linke</a>	Ireland	798	49	6.14%
39	eDreams	<a href="https://www.linke">https://www.linke</a>	Spain	1,424	86	6.04%
40	ANWB	<a href="https://www.linke">https://www.linke</a>	Netherlands	3,069	185	6.03%
41	Cygnific	<a href="https://www.linke">https://www.linke</a>	Netherlands	536	32	5.97%
42	Intrepid Travel	<a href="https://www.linke">https://www.linke</a>	Australia	539	32	5.94%
43	Expedia Cruises	<a href="https://www.linke">https://www.linke</a>	Canada	2,489	147	5.91%
44	ATPI	<a href="https://www.linke">https://www.linke</a>	United Kingdom	1,068	63	5.90%
45	Tivoli	<a href="https://www.linke">https://www.linke</a>	Denmark	900	53	5.89%
46	Travelopia	<a href="https://www.linke">https://www.linke</a>	United Kingdom	1,512	89	5.89%
47	American Express GBT	<a href="https://www.linke">https://www.linke</a>	United States	7,378	433	5.87%
48	MSC Cruises	<a href="https://www.linke">https://www.linke</a>	Switzerland	7,312	421	5.76%
49	Egencia	<a href="https://www.linke">https://www.linke</a>	United States	2,470	142	5.75%
50	Sunwing	<a href="https://www.linke">https://www.linke</a>	Canada	714	41	5.74%
51	Parc Astérix	<a href="https://www.linke">https://www.linke</a>	France	617	35	5.67%
52	Aspire Lifestyles	<a href="https://www.linke">https://www.linke</a>	United States	727	41	5.64%
53	CTM	<a href="https://www.linke">https://www.linke</a>	United States	1,528	86	5.63%
54	Transat	<a href="https://www.linke">https://www.linke</a>	Canada	1,283	70	5.46%
55	BCD Travel	<a href="https://www.linke">https://www.linke</a>	Netherlands	11,067	601	5.43%
56	Carnival UK	<a href="https://www.linke">https://www.linke</a>	United Kingdom	2,865	153	5.34%
57	Travel Leaders	<a href="https://www.linke">https://www.linke</a>	United States	564	30	5.32%
58	The Star Entertainment	<a href="https://www.linke">https://www.linke</a>	Australia	2,484	131	5.27%
59	Fred. Olsen Cruise Lines	<a href="https://www.linke">https://www.linke</a>	United Kingdom	613	32	5.22%
60	SIXT	<a href="https://www.linke">https://www.linke</a>	Germany	5,398	281	5.21%
61	Alpitour	<a href="https://www.linke">https://www.linke</a>	Italy	867	45	5.19%
62	Landal GreenParks	<a href="https://www.linke">https://www.linke</a>	Netherlands	1,112	57	5.13%
63	Bourne Leisure	<a href="https://www.linke">https://www.linke</a>	United Kingdom	3,023	154	5.09%
64	Crystal Cruises	<a href="https://www.linke">https://www.linke</a>	United States	1,259	63	5.00%
65	Center Parcs	<a href="https://www.linke">https://www.linke</a>	France	3,580	178	4.97%
66	Vision Travel Solutions	<a href="https://www.linke">https://www.linke</a>	Canada	533	26	4.88%
67	DER Touristik Suisse	<a href="https://www.linke">https://www.linke</a>	Switzerland	555	27	4.86%
68	B the travel brand	<a href="https://www.linke">https://www.linke</a>	Spain	555	27	4.86%
69	Viagens Abreu	<a href="https://www.linke">https://www.linke</a>	Portugal	852	41	4.81%
70	Intercruises	<a href="https://www.linke">https://www.linke</a>	Spain	922	44	4.77%
71	Catalonia Hotels & Resorts	<a href="https://www.linke">https://www.linke</a>	Spain	1,062	50	4.71%
72	Quintessentially	<a href="https://www.linke">https://www.linke</a>	United Kingdom	727	34	4.68%
73	Lazydays	<a href="https://www.linke">https://www.linke</a>	United States	556	26	4.68%
74	Tallink Silja	<a href="https://www.linke">https://www.linke</a>	Finland	580	27	4.66%
75	American Cruise Lines	<a href="https://www.linke">https://www.linke</a>	United States	519	24	4.62%
76	GCC	<a href="https://www.linke">https://www.linke</a>	United States	1,405	64	4.56%
77	Travel and Transport	<a href="https://www.linke">https://www.linke</a>	United States	1,210	55	4.55%
78	Carnival Corporation	<a href="https://www.linke">https://www.linke</a>	United States	2,137	97	4.54%
79	CruiseOne	<a href="https://www.linke">https://www.linke</a>	United States	818	37	4.52%
80	Hurtigruten Group	<a href="https://www.linke">https://www.linke</a>	Norway	1,220	54	4.43%
81	Europcar Mobility Group	<a href="https://www.linke">https://www.linke</a>	France	7,564	321	4.24%
82	Hornblower	<a href="https://www.linke">https://www.linke</a>	United States	1,965	83	4.22%
83	Altour	<a href="https://www.linke">https://www.linke</a>	United States	834	35	4.20%
84	PortAventura	<a href="https://www.linke">https://www.linke</a>	Spain	596	25	4.19%
85	Seabourn Cruise Line	<a href="https://www.linke">https://www.linke</a>	United States	1,562	65	4.16%
86	Hays Travel	<a href="https://www.linke">https://www.linke</a>	United Kingdom	1,179	49	4.16%
87	Hotelbeds	<a href="https://www.linke">https://www.linke</a>	Spain	4,623	192	4.15%
88	Club Med	<a href="https://www.linke">https://www.linke</a>	France	7,927	323	4.07%
89	Hollywood Bowl	<a href="https://www.linke">https://www.linke</a>	United Kingdom	641	25	3.90%
90	Freedom Leisure	<a href="https://www.linke">https://www.linke</a>	United Kingdom	744	29	3.90%
91	UCPA	<a href="https://www.linke">https://www.linke</a>	France	1,517	59	3.89%
92	Disney Cruise Line	<a href="https://www.linke">https://www.linke</a>	United States	3,998	154	3.85%
93	Paradores	<a href="https://www.linke">https://www.linke</a>	Spain	1,202	46	3.83%
94	GLL	<a href="https://www.linke">https://www.linke</a>	United Kingdom	2,569	97	3.78%
95	Vail Resorts	<a href="https://www.linke">https://www.linke</a>	United States	6,630	248	3.74%
96	Viking Cruises	<a href="https://www.linke">https://www.linke</a>	Switzerland	3,614	135	3.74%

97	Viajes El Corte Ingles	<a href="https://www.linke">https://www.linke</a>	Spain	2,823	105	3.72%
98	Universal Orlando Resort	<a href="https://www.linke">https://www.linke</a>	United States	7,503	279	3.72%
99	Enterprise Holdings	<a href="https://www.linke">https://www.linke</a>	United States	51,527	1,902	3.69%
100	e.Voyageurs SNCF	<a href="https://www.linke">https://www.linke</a>	France	1,578	58	3.68%
101	Norwegian Cruise Line Holding	<a href="https://www.linke">https://www.linke</a>	United States	10,747	393	3.66%
102	Halcón Viajes	<a href="https://www.linke">https://www.linke</a>	Spain	959	35	3.65%
103	EF	<a href="https://www.linke">https://www.linke</a>	United States	1,111	39	3.51%
104	ASC	<a href="https://www.linke">https://www.linke</a>	United States	1,057	37	3.50%
105	Audley	<a href="https://www.linke">https://www.linke</a>	United Kingdom	565	19	3.36%
106	SkiStar	<a href="https://www.linke">https://www.linke</a>	Sweden	565	19	3.36%
107	DER Touristik	<a href="https://www.linke">https://www.linke</a>	Germany	719	24	3.34%
108	PGL	<a href="https://www.linke">https://www.linke</a>	United Kingdom	608	20	3.29%
109	Globalia	<a href="https://www.linke">https://www.linke</a>	Spain	873	28	3.21%
110	TUI	<a href="https://www.linke">https://www.linke</a>	Germany	22,871	729	3.19%
111	Royal Caribbean	<a href="https://www.linke">https://www.linke</a>	United States	4,834	149	3.08%
112	Frosch	<a href="https://www.linke">https://www.linke</a>	United States	855	26	3.04%
113	Costa Crociere	<a href="https://www.linke">https://www.linke</a>	Italy	7,356	221	3.00%
114	RCI	<a href="https://www.linke">https://www.linke</a>	United States	2,367	70	2.96%
115	Eurostar	<a href="https://www.linke">https://www.linke</a>	United Kingdom	1,465	43	2.94%
116	AIDA	<a href="https://www.linke">https://www.linke</a>	Germany	2,826	81	2.87%
117	Viking Line	<a href="https://www.linke">https://www.linke</a>	Finland	914	26	2.84%
118	Travel Leaders Network	<a href="https://www.linke">https://www.linke</a>	United States	645	18	2.79%
119	Holland America Line	<a href="https://www.linke">https://www.linke</a>	United States	6,398	177	2.77%
120	Protravel International	<a href="https://www.linke">https://www.linke</a>	United States	839	23	2.74%
121	Regent Seven Seas Cruises	<a href="https://www.linke">https://www.linke</a>	United States	1,354	37	2.73%
122	Butlin's	<a href="https://www.linke">https://www.linke</a>	United Kingdom	552	15	2.72%
123	Sea Chefs	<a href="https://www.linke">https://www.linke</a>	Switzerland	627	17	2.71%
124	G Adventures	<a href="https://www.linke">https://www.linke</a>	Canada	1,070	29	2.71%
125	Oceania Cruises	<a href="https://www.linke">https://www.linke</a>	United States	1,736	47	2.71%
126	World Travel Holdings	<a href="https://www.linke">https://www.linke</a>	United States	666	18	2.70%
127	Princess Cruises	<a href="https://www.linke">https://www.linke</a>	United States	10,388	280	2.70%
128	Flight Centre	<a href="https://www.linke">https://www.linke</a>	Australia	7,687	207	2.69%
129	Europcar	<a href="https://www.linke">https://www.linke</a>	France	5,589	149	2.67%
130	Costco Travel	<a href="https://www.linke">https://www.linke</a>	United States	601	16	2.66%
131	CWT	<a href="https://www.linke">https://www.linke</a>	United States	13,149	347	2.64%
132	Carnival Cruise Line	<a href="https://www.linke">https://www.linke</a>	United States	16,323	427	2.62%
133	Avis Budget	<a href="https://www.linke">https://www.linke</a>	United States	11,984	300	2.50%
134	D-reizen	<a href="https://www.linke">https://www.linke</a>	Netherlands	529	13	2.46%
135	Grupo Pullmantur	<a href="https://www.linke">https://www.linke</a>	Spain	1,268	31	2.44%
136	Legoland	<a href="https://www.linke">https://www.linke</a>	United States	662	16	2.42%
137	OUI.sncf	<a href="https://www.linke">https://www.linke</a>	France	1,120	27	2.41%
138	Goldcar Rental	<a href="https://www.linke">https://www.linke</a>	Spain	503	12	2.39%
139	Winnebago	<a href="https://www.linke">https://www.linke</a>	United States	800	19	2.38%
140	EC	<a href="https://www.linke">https://www.linke</a>	Malta	688	16	2.33%
141	Helloworld Travel	<a href="https://www.linke">https://www.linke</a>	Australia	627	14	2.23%
142	Thrifty Car and Van Rental	<a href="https://www.linke">https://www.linke</a>	United Kingdom	628	14	2.23%
143	Hertz	<a href="https://www.linke">https://www.linke</a>	United States	16,874	371	2.20%
144	Cunard	<a href="https://www.linke">https://www.linke</a>	United Kingdom	914	20	2.19%
145	The Hertz	<a href="https://www.linke">https://www.linke</a>	New Zealand	710	14	1.97%
146	Backroads	<a href="https://www.linke">https://www.linke</a>	United States	564	11	1.95%
147	Meeting Point International	<a href="https://www.linke">https://www.linke</a>	Germany	783	15	1.92%
148	Magic Memories	<a href="https://www.linke">https://www.linke</a>	New Zealand	845	16	1.89%
149	Color Line	<a href="https://www.linke">https://www.linke</a>	Norway	1,115	21	1.88%
150	National Car Rental	<a href="https://www.linke">https://www.linke</a>	United States	891	16	1.80%
151	FTI	<a href="https://www.linke">https://www.linke</a>	Germany	1,181	19	1.61%
152	Avis Budget Group Internationa	<a href="https://www.linke">https://www.linke</a>	United Kingdom	2,435	39	1.60%
153	Interval	<a href="https://www.linke">https://www.linke</a>	United States	812	13	1.60%
154	Deer Valley Resort	<a href="https://www.linke">https://www.linke</a>	United States	789	12	1.52%
155	RCL	<a href="https://www.linke">https://www.linke</a>	United States	35,343	537	1.52%
156	ICE	<a href="https://www.linke">https://www.linke</a>	United States	669	10	1.49%
157	Leclerc Voyages	<a href="https://www.linke">https://www.linke</a>	France	721	10	1.39%
158	ClubLink	<a href="https://www.linke">https://www.linke</a>	Canada	649	9	1.39%
159	Mammoth Mountain	<a href="https://www.linke">https://www.linke</a>	United States	512	7	1.37%
160	P&O Cruises	<a href="https://www.linke">https://www.linke</a>	United Kingdom	2,168	29	1.34%
161	Polynesian Cultural Center	<a href="https://www.linke">https://www.linke</a>	United States	859	11	1.28%
162	Traifinders	<a href="https://www.linke">https://www.linke</a>	United Kingdom	549	7	1.28%
163	Snowbird	<a href="https://www.linke">https://www.linke</a>	United States	553	7	1.27%
164	CheapOair	<a href="https://www.linke">https://www.linke</a>	United States	537	6	1.12%
165	GTA	<a href="https://www.linke">https://www.linke</a>	United Kingdom	1,364	15	1.10%
166	WorldVentures	<a href="https://www.linke">https://www.linke</a>	United States	3,512	36	1.03%
167	House of Travel	<a href="https://www.linke">https://www.linke</a>	New Zealand	500	5	1.00%
168	Reisebüro	<a href="https://www.linke">https://www.linke</a>	Germany	920	9	0.98%

169	Steiner Leisure	<a href="https://www.linke">https://www.linke</a>	United States	962	9	0.94%
170	Virgin Holidays	<a href="https://www.linke">https://www.linke</a>	United Kingdom	670	6	0.90%
171	STA Travel	<a href="https://www.linke">https://www.linke</a>	United Kingdom	954	8	0.84%
172	HRG	<a href="https://www.linke">https://www.linke</a>	United Kingdom	2,046	17	0.83%
173	Thomas Cook	<a href="https://www.linke">https://www.linke</a>	United Kingdom	6,377	49	0.77%
174	Apple Vacations	<a href="https://www.linke">https://www.linke</a>	United States	525	3	0.57%
175	Alamo Rent A Car	<a href="https://www.linke">https://www.linke</a>	United States	703	4	0.57%
176	Harvey World Travel	<a href="https://www.linke">https://www.linke</a>	Australia	610	3	0.49%
177	Jetair	<a href="https://www.linke">https://www.linke</a>	Belgium	704	3	0.43%
178	Intrawest	<a href="https://www.linke">https://www.linke</a>	United States	584	2	0.34%
179	Kuoni Group	<a href="https://www.linke">https://www.linke</a>	Switzerland	695	2	0.29%
180	Liberty Travel	<a href="https://www.linke">https://www.linke</a>	United States	825	2	0.24%
181	Cendant	<a href="https://www.linke">https://www.linke</a>	United States	566	1	0.18%
182	Dollar Thrifty Automotive	<a href="https://www.linke">https://www.linke</a>	United States	1,169	2	0.17%

## Ready to win at social?

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