

DSMN8

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

Industry at a glance:

Average Score:
5.07%

Total Companies:
33

Global Industry Average:
3.84%

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	Corporate Traveller	https://www.linke	United Kingdom	543	100	18.42%
2	VisitScotland	https://www.linke	United Kingdom	614	103	16.78%
3	Travel Counsellors	https://www.linke	United Kingdom	2,606	364	13.97%
4	English Heritage	https://www.linke	United Kingdom	911	83	9.11%
5	Ten Lifestyle	https://www.linke	United Kingdom	735	63	8.57%
6	Secret Escapes	https://www.linke	United Kingdom	500	37	7.40%
7	Belmond	https://www.linke	United Kingdom	1,149	83	7.22%
8	Parkdean Resorts	https://www.linke	United Kingdom	1,625	106	6.52%
9	Haven	https://www.linke	United Kingdom	969	60	6.19%
10	ATPI	https://www.linke	United Kingdom	1,068	63	5.90%
11	Travelopia	https://www.linke	United Kingdom	1,512	89	5.89%
12	Carnival UK	https://www.linke	United Kingdom	2,865	153	5.34%
13	Fred. Olsen Cruise Lines	https://www.linke	United Kingdom	613	32	5.22%
14	Bourne Leisure	https://www.linke	United Kingdom	3,023	154	5.09%
15	Quintessentially	https://www.linke	United Kingdom	727	34	4.68%
16	Hays Travel	https://www.linke	United Kingdom	1,179	49	4.16%
17	Hollywood Bowl	https://www.linke	United Kingdom	641	25	3.90%
18	Freedom Leisure	https://www.linke	United Kingdom	744	29	3.90%
19	GLL	https://www.linke	United Kingdom	2,569	97	3.78%
20	Audley	https://www.linke	United Kingdom	565	19	3.36%
21	PGL	https://www.linke	United Kingdom	608	20	3.29%
22	Eurostar	https://www.linke	United Kingdom	1,465	43	2.94%
23	Butlin's	https://www.linke	United Kingdom	552	15	2.72%
24	Thrifty Car and Van Rental	https://www.linke	United Kingdom	628	14	2.23%

25	Cunard	https://www.linke	United Kingdom	914	20	2.19%
26	Avis Budget Group Internationa	https://www.linke	United Kingdom	2,435	39	1.60%
27	P&O Cruises	https://www.linke	United Kingdom	2,168	29	1.34%
28	Traifinders	https://www.linke	United Kingdom	549	7	1.28%
29	GTA	https://www.linke	United Kingdom	1,364	15	1.10%
30	Virgin Holidays	https://www.linke	United Kingdom	670	6	0.90%
31	STA Travel	https://www.linke	United Kingdom	954	8	0.84%
32	HRG	https://www.linke	United Kingdom	2,046	17	0.83%
33	Thomas Cook	https://www.linke	United Kingdom	6,377	49	0.77%

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](#) [our contact us](#) at support@dsmn8.com



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