



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

Industry at a glance:

Average Score:
4.50%

Total Companies:
66

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	AMResorts	https://www.linke	United States	977	159	16.27%
2	Virgin Voyages	https://www.linke	United States	988	150	15.18%
3	Vacasa	https://www.linke	United States	2,292	289	12.61%
4	Direct Travel	https://www.linke	United States	821	70	8.53%
5	Azamara	https://www.linke	United States	581	47	8.09%
6	inteletravel.com	https://www.linke	United States	2,472	199	8.05%
7	Windstar Cruises	https://www.linke	United States	627	47	7.50%
8	Collette	https://www.linke	United States	547	39	7.13%
9	Uniwold	https://www.linke	United States	504	33	6.55%
10	American Express GBT	https://www.linke	United States	7,378	433	5.87%
11	Egencia	https://www.linke	United States	2,470	142	5.75%
12	Aspire Lifestyles	https://www.linke	United States	727	41	5.64%
13	CTM	https://www.linke	United States	1,528	86	5.63%
14	Travel Leaders	https://www.linke	United States	564	30	5.32%
15	Crystal Cruises	https://www.linke	United States	1,259	63	5.00%
16	Lazydays	https://www.linke	United States	556	26	4.68%
17	American Cruise Lines	https://www.linke	United States	519	24	4.62%
18	GCC	https://www.linke	United States	1,405	64	4.56%
19	Travel and Transport	https://www.linke	United States	1,210	55	4.55%
20	Carnival Corporation	https://www.linke	United States	2,137	97	4.54%
21	CruiseOne	https://www.linke	United States	818	37	4.52%
22	Hornblower	https://www.linke	United States	1,965	83	4.22%
23	Altour	https://www.linke	United States	834	35	4.20%
24	Seabourn Cruise Line	https://www.linke	United States	1,562	65	4.16%

25	Disney Cruise Line	https://www.linke	United States	3,998	154	3.85%
26	Vail Resorts	https://www.linke	United States	6,630	248	3.74%
27	Universal Orlando Resort	https://www.linke	United States	7,503	279	3.72%
28	Enterprise Holdings	https://www.linke	United States	51,527	1,902	3.69%
29	Norwegian Cruise Line Holding	https://www.linke	United States	10,747	393	3.66%
30	EF	https://www.linke	United States	1,111	39	3.51%
31	ASC	https://www.linke	United States	1,057	37	3.50%
32	Royal Caribbean	https://www.linke	United States	4,834	149	3.08%
33	Frosch	https://www.linke	United States	855	26	3.04%
34	RCI	https://www.linke	United States	2,367	70	2.96%
35	Travel Leaders Network	https://www.linke	United States	645	18	2.79%
36	Holland America Line	https://www.linke	United States	6,398	177	2.77%
37	Protravel International	https://www.linke	United States	839	23	2.74%
38	Regent Seven Seas Cruises	https://www.linke	United States	1,354	37	2.73%
39	Oceania Cruises	https://www.linke	United States	1,736	47	2.71%
40	World Travel Holdings	https://www.linke	United States	666	18	2.70%
41	Princess Cruises	https://www.linke	United States	10,388	280	2.70%
42	Costco Travel	https://www.linke	United States	601	16	2.66%
43	CWT	https://www.linke	United States	13,149	347	2.64%
44	Carnival Cruise Line	https://www.linke	United States	16,323	427	2.62%
45	Avis Budget	https://www.linke	United States	11,984	300	2.50%
46	Legoland	https://www.linke	United States	662	16	2.42%
47	Winnebago	https://www.linke	United States	800	19	2.38%
48	Hertz	https://www.linke	United States	16,874	371	2.20%
49	Backroads	https://www.linke	United States	564	11	1.95%
50	National Car Rental	https://www.linke	United States	891	16	1.80%
51	Interval	https://www.linke	United States	812	13	1.60%
52	Deer Valley Resort	https://www.linke	United States	789	12	1.52%
53	RCL	https://www.linke	United States	35,343	537	1.52%
54	ICE	https://www.linke	United States	669	10	1.49%
55	Mammoth Mountain	https://www.linke	United States	512	7	1.37%
56	Polynesian Cultural Center	https://www.linke	United States	859	11	1.28%
57	Snowbird	https://www.linke	United States	553	7	1.27%
58	CheapOair	https://www.linke	United States	537	6	1.12%
59	WorldVentures	https://www.linke	United States	3,512	36	1.03%
60	Steiner Leisure	https://www.linke	United States	962	9	0.94%
61	Apple Vacations	https://www.linke	United States	525	3	0.57%
62	Alamo Rent A Car	https://www.linke	United States	703	4	0.57%
63	Intrawest	https://www.linke	United States	584	2	0.34%
64	Liberty Travel	https://www.linke	United States	825	2	0.24%
65	Cendant	https://www.linke	United States	566	1	0.18%
66	Dollar Thrifty Automotive	https://www.linke	United States	1,169	2	0.17%

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.

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