

DSMN8

Europe's Most Active Hospitality Professionals on Social - January 2022

Industry at a glance:

Average Score:
6.47%

Total Companies:
77

Global Industry Average:
4.36%

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)	Rank Change
1	Groupe Résidence Études	https://www.linkedin.com/company/groupe-residence-etudes	France	974	141	14.48%	▲ 7
2	Hutten	https://www.linkedin.com/company/hutten	Netherlands	673	95	14.12%	▲ 0
3	Radisson Hotel Group	https://www.linkedin.com/company/radisson-hotel-group	Belgium	5,880	741	12.60%	▲ 0
4	Ikos Resorts	https://www.linkedin.com/company/ikos-resorts	Greece	543	66	12.15%	▼ -4
5	Mama Shelter	https://www.linkedin.com/company/mama-shelter	France	634	76	11.99%	▼ -1
6	Dalata	https://www.linkedin.com/company/dalata	Ireland	511	57	11.15%	New Entry
7	Starhotels	https://www.linkedin.com/company/starhotels	Italy	527	55	10.44%	▼ -6
8	Vermaat	https://www.linkedin.com/company/vermaat	Netherlands	1,067	109	10.22%	▼ -1
9	citizenM hotels	https://www.linkedin.com/company/citizenm-hotels	Netherlands	674	67	9.94%	▲ 0
10	Hotel B&B	https://www.linkedin.com/company/hotel-b-b	France	1,064	101	9.49%	▲ 11
11	Grupo Piñero	https://www.linkedin.com/company/grupo-piñero	Spain	1,819	170	9.35%	▲ 14
12	ASSAABLOY	https://www.linkedin.com/company/assaabloy	Sweden	625	57	9.12%	▼ -6
13	AppartCity	https://www.linkedin.com/company/appartcity	France	517	47	9.09%	▲ 4
14	Relais & Châteaux	https://www.linkedin.com/company/relais-et-chateaux	France	810	72	8.89%	▲ 1
15	Louvre Hotels Group	https://www.linkedin.com/company/louvre-hotels-group	France	2,002	177	8.84%	▼ -2
16	Aramark Northern Europe	https://www.linkedin.com/company/aramark-northern-europe	Ireland	630	55	8.73%	New Entry
17	Fletcher	https://www.linkedin.com/company/fletcher	Netherlands	994	86	8.65%	▼ -1
18	Monte-Carlo SBM	https://www.linkedin.com/company/monte-carlo-sbm	Monaco	822	71	8.64%	▲ 8
19	SANI RESORT	https://www.linkedin.com/company/sani-resort	Greece	521	45	8.64%	▼ -19
20	Adagio Aparthotels	https://www.linkedin.com/company/adagio-aparthotels	France	545	47	8.62%	▼ -9
21	SV Group	https://www.linkedin.com/company/sv-group	Switzerland	915	75	8.20%	▼ -7
22	Bahia Principe Hotels & Resorts	https://www.linkedin.com/company/bahia-principe-hotels-resorts	Spain	1,444	118	8.17%	▲ 9
23	Marriott International	https://www.linkedin.com/company/marriott-international	Italy	576	47	8.16%	▼ -13
24	ILUNION Hotels	https://www.linkedin.com/company/ilunion-hotels	Spain	505	41	8.12%	New Entry

25	Deutsche Hospitality	https://www.link	Germany	1,477	119	8.06%	▼ -13
26	Steigenberger Hotels and	https://www.link	Germany	829	66	7.96%	▼ -6
27	Palladium Hotel Group	https://www.link	Spain	3,366	257	7.64%	▼ -5
28	Vila Galé	https://www.link	Portugal	1,223	89	7.28%	▲ 4
29	Leonardo Hotels	https://www.link	Germany	865	59	6.82%	▼ -11
30	PPHE Hotel Group	https://www.link	Netherlands	1,115	75	6.73%	▼ -7
31	Iberostar Group	https://www.link	Spain	3,917	261	6.66%	▲ 4
32	Nordic Choice Hotels	https://www.link	Norway	905	59	6.52%	▲ 10
33	AC Hotels by Marriott	https://www.link	Spain	601	39	6.49%	▲ 1
34	The Doyle Collection	https://www.link	Ireland	525	34	6.48%	New Entry
35	Mövenpick	https://www.link	France	6,094	390	6.40%	▼ -2
36	Barcelo Hotel Group	https://www.link	Spain	3,982	254	6.38%	▲ 2
37	Tivoli Hotels & Resorts	https://www.link	Portugal	778	49	6.30%	▼ -10
38	Raffles Hotels & Resorts	https://www.link	France	2,277	140	6.15%	▼ -10
39	Meliá Hotels International	https://www.link	Spain	9,857	602	6.11%	▼ -15
40	Lopesan	https://www.link	Spain	755	46	6.09%	▲ 17
41	Pestana Hotel Group	https://www.link	Portugal	1,805	109	6.04%	▼ -2
42	DO & CO	https://www.link	Austria	1,741	103	5.92%	▲ 7
43	Eurostars Hotel Company	https://www.link	Spain	770	44	5.71%	▲ 3
44	Cheval Blanc	https://www.link	France	745	42	5.64%	▼ -25
45	Grecotel Hotels & Resorts	https://www.link	Greece	855	48	5.61%	▲ 15
46	Grand Palladium Hotels &	https://www.link	Spain	773	42	5.43%	▼ -5
47	Hôtel Plaza Athénée Paris	https://www.link	France	614	33	5.37%	▼ -17
48	Accor	https://www.link	France	57,432	3,000	5.22%	▼ -11
49	Golden Tulip	https://www.link	France	1,874	97	5.18%	▼ -13
50	Grupo AUSOLAN	https://www.link	Spain	506	26	5.14%	New Entry
51	Jurys Inn	https://www.link	Ireland	1,076	55	5.11%	▼ -22
52	Swissôtel	https://www.link	France	2,658	135	5.08%	▲ 4
53	Motel One Group	https://www.link	Germany	640	32	5.00%	▼ -48
54	Vincci Hoteles	https://www.link	Spain	681	34	4.99%	▲ 4
55	Rixos Hotels	https://www.link	Netherlands	3,029	150	4.95%	▼ -8
56	Kempinski Hotels	https://www.link	Switzerland	6,530	319	4.89%	▼ -6
57	Park Inn by Radisson	https://www.link	Belgium	2,074	95	4.58%	▼ -17
58	NH Hotel Group	https://www.link	Spain	7,374	337	4.57%	▼ -13
59	Warwick Hotels and Resor	https://www.link	France	578	26	4.50%	▼ -11
60	Scandic Hotels	https://www.link	Sweden	4,372	192	4.39%	▼ -9
61	Pullman	https://www.link	France	3,579	149	4.16%	▼ -9
62	Valamar Riviera	https://www.link	Croatia	623	24	3.85%	▲ 6
63	Radisson Blu	https://www.link	Belgium	12,548	481	3.83%	▼ -9
64	RIU Hotels & Resorts	https://www.link	Spain	3,691	138	3.74%	▼ -11
65	H10 Hotels	https://www.link	Spain	1,270	46	3.62%	▼ -21
66	Campanile	https://www.link	France	637	23	3.61%	▼ -11
67	Serunion	https://www.link	Spain	2,490	80	3.21%	▲ 3
68	HMSHost International	https://www.link	Netherlands	1,080	33	3.06%	▼ -5
69	Areas Iberia	https://www.link	Spain	1,016	30	2.95%	▼ -7
70	Sofitel	https://www.link	France	8,382	236	2.82%	▼ -9
71	Country Inn & Suites by Ra	https://www.link	Belgium	2,220	62	2.79%	▼ -2
72	Radisson	https://www.link	Belgium	4,851	127	2.62%	▼ -7
73	Thon Hotels	https://www.link	Norway	912	22	2.41%	▼ -9
74	Carlson Rezidor Hotel Groi	https://www.link	Belgium	1,922	40	2.08%	▼ -8
75	Clarion Hotel	https://www.link	Sweden	749	15	2.00%	▼ -8
76	Fairmont Hotels & Resorts	https://www.link	France	14,740	226	1.53%	▼ -33
77	Grupo Telepizza	https://www.link	Spain	4,301	24	0.56%	▼ -6

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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