The influencer tourist 2.0: from anonymous tourist to opinion leader

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Abstract
Introduction. This research examines the role of the influencer in the tourism sector and its integration into the communication strategies of the main Spanish destinations. **Methods**. The study is based on the analysis of the reach of the main influencer tourists 2.0 in social networks and, specifically, on Facebook. Influencers' communicative and relational potential is evaluated in this social network by means of quantitative content analysis. The study is complemented with an analysis of the opinions of the digital communication managers of the selected sample of destinations. **Results and conclusions**. The results confirm the importance and advantages of the influencer tourist 2.0, as well as its full implementation in tourism communication strategies. The study and its conclusions contribute to the scarce theoretical body on the role of the influencer in the tourism sector. Likewise, the methodological process constitutes a model for the selection of influencer tourists 2.0, which is of great academic and professional interest.

Keywords
Communication Strategy; Relational factor; Influencer; Social Networks; Tourism; Web 2.0.

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1. Introduction

Digital communication channels have developed in parallel to the transition from the web model 1.0, characterised by one-way communication, to the model 2.0, based on collaboration and two-way communication (Capriotti, Carretón & Castillo-Esparcia, 2016). This change requires the communication strategies of organisations to adopt a new approach that privileges the establishment of relationships with their audiences (Alonso González, 2008; Martínez-Sala, Monserrat-Gauchi & Campillo Alhama, 2017; Túñez-López, Altamirano & Valarezo, 2016) and their new roles as "prosumers" (Toffler, 1980) and "adprosumers" (Caro, Luque & Zayas, 2015). The possibility offered by the web model 2.0 to all individuals (to make comments, share opinions, etc.), has generated a huge volume of user-generated content (UGC), which is of special importance for organisations (Gómez, 2018; Fondevila Gascón, Mir Bernal & Rom Rodríguez, 2018). UGC is the result of the traditional word of mouth (WOM), which has been a key piece in the dissemination and commercialisation of products and services (Altamirano Benítez, Túñez López & Marín Gutiérrez, 2018; Túñez-López et al., 2016). The possibilities and reach of UGC have increased exponentially with the advent of the Internet and more specifically social networks. In this environment it is called electronic word of mouth (eWOM) (Chu & Kim, 2011).

In the tourism sector, eWOM has an influence on the final decisions of tourists given the credibility and confidence inspired by the UGC that originates it (Gómez, 2018; Martínez-Sala, Cifuentes Albeza & Martínez-Cano, 2018; Túñez-López et al., 2016). This is why digital communication, especially the one generated on social media, is crucial for Destination Marketing Organisations (DMO) (Túñez-López et al., 2016; Martínez-Sala et al., 2018).

Among the daily users of social networks, the figure of "influencers" is gaining strength. They are anonymous people whose personal social network accounts acquired a professional character (Castelló-Martínez & Pino-Romero, 2015; Elorriaga Illera & Monge Benito, 2018). This new figure has become a key tool for organisations because their audiences and levels of online interaction and engagement outweigh those of many media outlets, including the corporative accounts of organisations in general (Castelló-Martínez & Pino-Romero, 2015; Xu, Sang, Blasiola & Park, 2014), and of tourism organisations, in particular (Gómez, 2018).

The growing importance and proven advantages of influencers for DMO justify this research about their communicative and relational power and potential in the tourism sector, as well as their integration into DMO's communication strategies. Academically, this research contributes to the limited research body on tourist communication on social networks (Mariani, Di Felice & Mura, 2016), especially in the case of influencers, an area in which there is hardly any research (Gómez, 2018).

From a professional point of view, the emergence of influencers requires a reformulation of communication strategies and plans (Castelló-Martínez & Pino-Romero, 2015; Monserrat-Gauchi & Sabater-Quinto, 2017), which requires professionals who possess the knowledge and tools to identify and select the right influencers, as well as to integrate them correctly and optimally in these strategies (Castelló-Martínez & Pino-Romero, 2015; Elorriaga Illera & Monge Benito, 2018; Gómez, 2018).

2. Impact of social networks on tourism communication strategies

In the current context, brands are configured as a key strategic value for all types of organisations (Fernández Gómez, Hernández-Santaolalla & Sanz-Marcos, 2018) due to their differentiating value and their ability to generate a community around it (Marauri Castillo, Pérez Dasilva & Rodríguez González, 2015). The opportunities offered by brand communities to organisations require acceptance of the active role of consumers (Segarra-Saavedra & Tur-Viñes, 2018) and the need to promote it in relation to the brand and other individuals, who may be consumers or not (Martínez-Sala et al., 2017). To do this, the web 2.0 model and, in particular, social networks form an ideal environment by providing the spaces and channels necessary for this user-brand and user-user interactions (Rodríguez-Ardura, Martínez-López & Luna, 2010) needed to build a community around the brand.

The tourism sector is no exception to this reality, and DMO must also promote the creation of digital communities and enhance them by integrating social networks into their communication strategies (Altamirano Benítez, Marín-Gutiérrez & Ordóñez González, 2018; Martínez-Sala et al., 2017). This is a fundamental premise for the creation and consolidation of communities around its brands and destinations that also provide them with the necessary feedback to satisfy their audiences (Cascales García, Fuentes Moraleda & de Esteban Curiel, 2017), empowered by the development of relational information and communication technologies (RICT) (Marta-Lazo & Gabelas, 2016), including social networks (Piñeiro-Naval, Serra & Mangana, 2017). In the tourism sector, the eWOM resulting from the communication generated in these spaces "is the basis of any communication strategy that seeks to develop 'brand knowledge' and the power of recommendation" (Altamirano Benítez, Túñez López et al., 2018: 211).

The integration of social networks into tourism communication strategies is an imperative accepted by DMO as reflected in the reality described in numerous national and international research studies in which Facebook also stands out as the most frequently-used (Altamirano Benítez, Marín-Gutiérrez et al., 2018; Fernández-Cavia, Marchiori, Haven-Tang & Cantoni, 2017; Mariani et al., 2016; Martínez-Sala et al., 2018; Piñeiro-Naval et al., 2017). However, the results in terms of management reveal a one-way approach to communication and, consequently, limited exploitation of the communicative and relational potential of social networks, neglecting one of the demands of the tourist 2.0 (Altamirano Benítez, Túñez López et al., 2018; Martínez-Sala et al., 2018). In a sector where UGC is of great importance, and is crucial in the co-creation of tourism brands, the figure of the influencer in its broadest sense acquires special transcendence. We do not refer to its conception associated with celebrities (Fondevila Gascón et al., 2018; Segarra-Saavedra & Hidalgo-Marí, 2018), but to the one that extends it to any individual who interacts on social networks to share experiences, make recommendations, etc. (Castelló-Martínez & Pino-Romero, 2015; Elorriaga Illera & Monge Benito, 2018).

3. From opinion leaders to influencers

The democratisation enabled by RICT, and especially the opportunities provided by social networks (Díaz, 2017), allow any user to become a powerful influencer (Xu et al., 2014). Blogs, Facebook, Twitter, Instagram and YouTube, among others, have led to the emergence of this new figure that brands use to multiply their reach and ensure the effectiveness of their communication (Goldsmith, 2015).

In the current context, the term influencer describes influential people in social networks with the ability to create and modify attitudes and behaviours (Blanco, 2016). It is, therefore, the result of the evolution of the traditional opinion leader (Katz & Lazarsfeld, 2006) as a result of the change experienced in the media landscape with the advent of the web model 2.0 (Blanco, 2016; Castelló-Martínez & Pino-Romero, 2015; Fernández Gómez et al., 2018; Segarra-Saavedra & Hidalgo-Marí, 2018).

The communities that form around these figures are characterised by a high level of engagement (Blanco, 2016; Castelló-Martínez & Pino Romero, 2015; Goldsmith, 2015), which serves organisations to generate and increase the notoriety of their brands (Augure, 2017). The influencer serves as a spokesman for the brands and as a channeler for their messages for mass audiences (Fernández Gómez, et al., 2018). About 72% of Internet users follow influencers on social networks, particularly on Facebook and Instagram (Interactive Advertising Bureau, IAB Spain, 2018a).

The power of influencers has not gone unnoticed in the professional and academic fields. The professional field shows an increase in the integration of this figure in the communication strategies of organisations under the paradigm of influence marketing (Castelló-Martínez & Pino-Romero, 2015). In the second case, the increasing number of research around this figure proves the interest it has aroused because of the substantial changes it is causing in the field of communication, although it focuses, fundamentally, on the business field (Blanco, 2016; Castelló-Martínez & Pino-Romero, 2015; Diaz, 2017; Segarra-Saavedra & Hidalgo-Marí, 2018; Woods, 2016). Their conclusions coincide with the importance of this figure, its growing implementation in marketing and communication strategies, as well as the difficulty of its correct integration, especially in the case of the ordinary influencer (Xu et al., 2014) due to the possible difficulties that its location, selection and monitoring can entail from a quantitative and qualitative point of view (Castelló-Martínez & Pino-Romero, 2015; Elorriaga Illera & Monge Benito, 2018).

In the field of tourism, there has been little research on this figure despite its importance. As Gómez points out (2018: 43), the influencer has become "a key element of the strategies of tourism and destination social media", being frequent the use of celebrities such as David Bisbal in the case of Almería, and Manuel Carrasco in the case of Huelva. The author also agrees with Castelló-Martínez & Pino-Romero (2015) and Elorriaga Illera & Monge Benito (2018) when noting that, in the tourism sector, the figure of the influencer is neither limited to celebrities.

DMO must be attentive to the constant changes that occur in the field of RICT (Altamirano Benítez, Marín Gutiérrez et al., 2018) and, in this sense, to the common influencer (Xu et al., 2014). In this research, we refer to this figure as "influencer 2.0", because the web model 2.0 is precisely the origin of its birth and empowerment. The influencer tourist 2.0 is a tourism enthusiast who, thanks to social networks, has turned into an essential opinion leader for the dissemination of the great assets and values of a destination due to its ability to influence his or her community by evoking and recommending positive experiences (Gómez, 2018).

Most influencers 2.0 have emerged in the blogosphere, from where they expand into social networks, forming the perfect scenario for transmedia communication (Segarra-Saavedra & Hidalgo-Marí, 2018). In the tourism sector, in addition, Gómez (2018) has found that the blog remains to be commonly used among influential tourists, despite its lower influence and audience in comparison to

influencers in social networks, like Facebook and Instagram, which are the most used in the tourism sector and the most popular among influential tourists and their followers.

4. Objectives and methods

This research aims to analyse the reach and communicative and relational potential that influencer tourists 2.0 offer to Spanish DMO and to describe their integration into their tourism communication strategies.

To this end, the following specific objectives have been set:

O.1. Measure and compare the general reach of the top influencer tourists 2.0 in Spain based on their social media presence and the size of their communities (transmedia map).

O.2. Determine and compare the reach of the main influencer tourists 2.0 on Facebook (community size and online engagement).

O.3. Determine and compare the communicative and relational potential offered by the main influencer tourists 2.0 to DMO on Facebook.

O.4. Describe the integration of the main influencer tourists 2.0 into the communication strategies of DMO.

4.1. Methods

The study adopts an analytical and empirical approach that combines a literature review and a descriptive analysis (Hernández Sampieri, Fernández Collado & Baptista Lucio, 2014) of the importance of Spanish influencer tourists 2.0 and their integration into the communication strategies of the main Spanish DMO.

Table 1: Top influencer tourists in Spain

Blog	Influencer	Visits/month
Guías Viajar	José Luis and Carlos Sarralde	721,500
Viajeros Callejeros	Vanessa and Roger	482,600
Mochileando por el mundo	Roberto and Letizia	430,000
Los apuntes del viajero	Pruden and Lupe	313,300
Salta conmigo	JAAC and Sara	311,000
Viajablog		251,000
Los traveleros	Albert and Blanca	223,300
Imanes de viaje	Regi and Juanra	231,600
El rincón de Sele	Sele	220,000
Los viajes de Domi	Domi	213,300
Chavetas	Isaac and Paula	193,300
Viaja por libre	Javier and Miguel	163,000
Vero4travel	Jesús and Verónica Martínez	140,000
Familias en ruta		125,000
Mi baúl de blogs	Héctor	122,500
3 viajes	Manuel Aguilar	115,800
Diario de un mentiroso	Miguel	115,000
Machbel	Víctor Gómez	105,800

Source: Authors' own creation based on Nadal (2018).

The sample of influencer tourists 2.0 is composed of the 25 most-read travel blogs in Spain (Nadal, 2018), after discarding those whose contents do not include references to Spanish destinations [1].

The selection of the tourist destinations considered for the sample were limited to domestic destinations since the scope of the study of influencer tourists 2.0 is Spain; and to the autonomous communities as the territorial unit upon which the National Statistical Institute of Spain (INE) carries out its reports on domestic tourism. In addition, from a geographical approach, a tourist destination can be considered as a country, an autonomous community, a province and/or municipality (Luque Gil, Zayas Fernández & Caro Herrero, 2015). According to data provided by the INE (2018), the sample of tourist destinations is defined according to the ten autonomous communities with the largest number of resident tourists in 2017 (Table 2).

Finally, with regards to the reach and communicative and relational potential of the social networks contemplated at the global level, Facebook has been chosen based on its audience, notoriety and for being the preferred one to follow influencers (AIMC, 2018; IAB Spain, 2018a). Likewise, in the tourist field, Facebook is the most used by influencer tourists next to Instagram (Gómez, 2018), which is the one preferred by the tourist 2.0 (Altamirano Benítez, Túñez López, et al., 2018) and the most frequently-included in the communication strategies of DMO (Altamirano Benítez, Marín Gutiérrez et al., 2018).

Having defined the sample, first, we address the development of the corresponding transmedia map (Segarra-Saavedra & Hidalgo-Marí, 2018) of the influencer tourists 2.0 based on the following Key Performance Indicator (KPI) used to establish the global reach they offer to DMO: social media presence and community (O.1).

Table 2: Sample of the main Spanish tourist destinations

Rk	Main tourist destination per autonomous community	Total resident tourists in 2017
1	Andalusia (AND)	26,884,459
2	Catalonia (CAT)	20,427,868
3	Valencian Community (VC)	14,880,974
4	Castile and León (CL)	14,721,427
5	Community of Madrid (MA)	11,924,667
6	Castile - La Mancha (CM)	10,475,299
7	Galicia (GA)	8,664,101
8	Aragon (AR)	6,518,256
9	Canary Islands (CAN)	5,331,708
10	Extremadura (EXT)	4,282,111

Source: Authors' own creation based on INE (2018).

The following objective (O.2), also related to reach but on Facebook, has required the analysis of the following KPI: number of followers and online engagement level. The number of followers is a public data offered by the social network, the online engagement is provided, among others, by the analytics tool specialised in Facebook: Fanpage Karma [2]. This tool has been used in previous research on

tourist communication in social networks at national and international levels (Huertas & Mariné-Roig, 2016; Wozniak, Stangl, Schegg & Liebrich, 2017).

The KPI correspond to 31 August 2018, after the end of the one-year period of analysis (from 01/09/2017 to 31/08/2018). Once the sample of influencers' reach on Facebook was determined, the top ten were selected to address the following objectives (O.3 and O.4) in a relevant and manageable sample.

The assessment of the communicative and relational potential (O.3) is based on the quantitative content analysis of all posts made by the final sample of influencer tourists 2.0, and the user interaction they generated. The quantitative and qualitative analysis software NVIVO PLUS 12 was used for this purpose. Specifically, all posts mentioning the tourist destinations under analysis and the interaction generated have been identified. In this area, the analysis took into considered the terms "autonomous communities" and their respective provinces, major cities and tourist brands. For example, in the case of the Valencian Community, all the posts that mentioned that community have been contemplated, but also, Alicante, Castellón, Valencia, Costa Blanca and Costa de Azahar. Their equivalents in the co-official languages of those autonomous communities have also been included.

When it comes to analysing user interaction, we focused on the "comment" options, which requires the highest level of involvement, and "likes", which requires the lowest level of involvement but is still the most used by tourists 2.0 (Altamirano Benítez, Túñez López *et al.,* 2018; Mariani et al., 2016; Martínez-Sala *et al*., 2018). These variables are summarised in the following table.

Table 3: Analysis variables on Facebook

Variable	Description
PROFILES OF INFLUENCER TOURISTS 2.0	
Reach	
Community	Number of followers.
Online engagement	Average value resulting from dividing the daily number of "likes," "shares" and "comments" by the number of followers. likes," "share" and "comments" by the number of followers.
COMMUNICATIVE AND RELATIONAL POTENTIAL	
Posts	Total number of posts
Interaction of posts	Total number of users' "likes" and "comments" with respect to total posts.
Posts about DMO	Number of posts mentioning autonomous communities, provinces, cities and tourist brands represented by DMO.
Interaction of posts about DMO	Total number of users' "likes" and "comments" with respect to posts about DMO.

Source: Authors' own creation.

The integration of influencer tourists into the communication strategies of DMO (O.4.) is addressed through a structured online survey targeting the digital communication managers of the sample of DMO, who were previously identified and contacted by telephone. The survey was directed to a single person, whose identification was an difficult task as the departments, positions and functions related to digital communication vary across DMO, as pointed out by Fernández-Cavia et al. (2017), who also resorted to this research technique to collect the views of professionals. The heads of the MDO were sent an email with the link to access the survey, which was designed using Google Forms, which allows us to export the data to Excel, which was used to tabulate and analyse the results using a series of macros created for this purpose. This part of the research was carried out during September and October 2018, after the quantitative content analysis was completed.

The survey starts with a question about the destination they represent. The next question asks respondents to confirm the use of influencers. The answer to this question leads respondents to two groups of questions. Those who answered no have to answer an open question to explain the reasons and a closed one where they had to indicate their future intention regarding the integration of influencers. Those who answered yes had to answer two mixed multiple-choice questions oriented to the identification of the influencers integrated into their communication strategies and their type of job contract and relationship. In the latter case, the response options were established based on the modalities reviewed in the work of Castelló-Martínez and Pino-Romero (2015) and Elorriaga Illera and Monge Benito (2018), and the considerations of Gómez (2018). In addition, both questions have an open answer option for unconsidered issues.

5. Results

Having identified the main influencer tourists 2.0 and Spanish tourist destinations, the presentation of the results begins with the data related to their global reach (O.1) and in Facebook (O.2).

5.1. Reach of main influencer tourists 2.0

The analysis of the importance of the influencer tourist 2.0 requires, first, to assess the possibilities they offer to destinations in terms of global reach.

5.1.1. Transmedia map of main influencer tourists 2.0

The global reach of influencer tourists is evaluated by a transmedia map based on the analysis of their social media presence and communities (followers).

Table 4. Transmedia map

	Blog	Facebook	Twitter	Google +	Pinterest	Instagram	YouTube	Vimeo	Flickr
Guías Viajar	721,500	505,069	24,300	1,273	2,209				
Viajeros Callejeros	482,600	416,219	45,500	2,091	3,024	146,000	2,123		
Mochileando por el	430,000	57,913	13,000	789	563	49,100			
Los apuntes del viajero	313,300	7,749	11,300	887		2,093	107		
Salta conmigo	311,000	65,177	16,100	842	412	24,500	630		
Viajablog	251,000	26,786	44,900	1,046		17,900	954		
Los traveleros	223,300	16,087	3,527	41		23,600	170		
Imanes de viaje	231,600	10,435	6,615	430		7,959			

	Blog	Facebook	Twitter	Google+	Pinterest	Instagram	Youtube	Vimeo	Flickr
El rincón de Sele	220,000	57,061	20,300	382		16,200			
Los viajes de Domi	213,300	10,449	5,884	3	-				
Chavetas	193,300	56,317	17,800	2,868		14,400	1,550	4	
Viaja por libre	163,000	44,857	14,000	292		20,000	3,748		142
Vero4travel	140,000	19,226	26,100	293					
Familias en ruta	125,000	77,926	8,034		343	8,609	912		33,866
Mi baúl de blogs	122,500	6,388	14,400	735	116	4,247	10,310		
3 viajes	115,800	-	-	-	-	-	-	-	-
Diario de un mentiroso	115,000	11,522	5,059						109
Machbel	105,800	7,839	8,345			11,900			
SUB-TOTALS	2,843,900	1,397,020	285,164	11,972	6,667	346,508	20,504	4	34,117

Source: Authors' own creation

(*) In the case of blogs, the table shows the average monthly visits in 2017 (Nadal, 2018).

The following figure presents the global reach of influencer tourists 2.0 graphically for better understanding.

Figure 1: Transmedia map of influencer tourists 2.0: presence and community
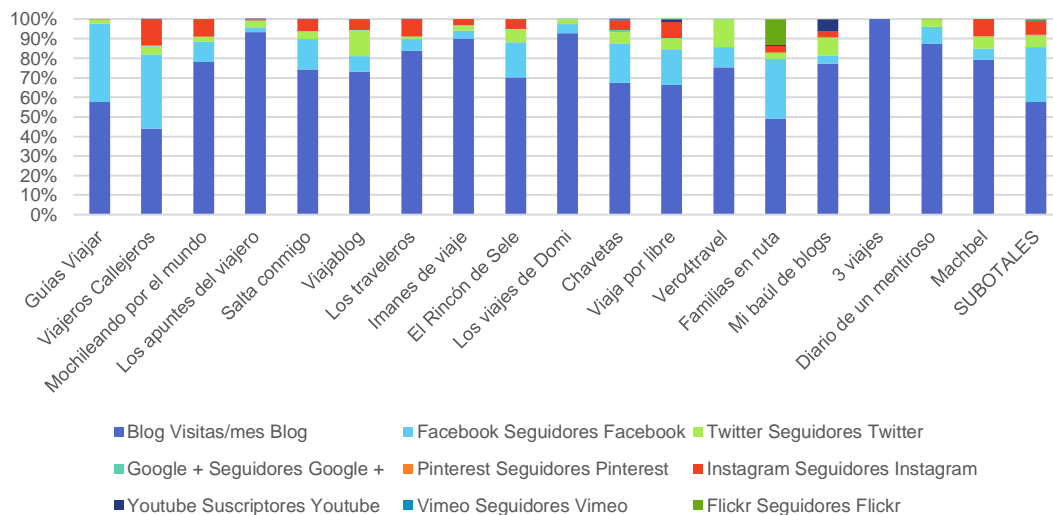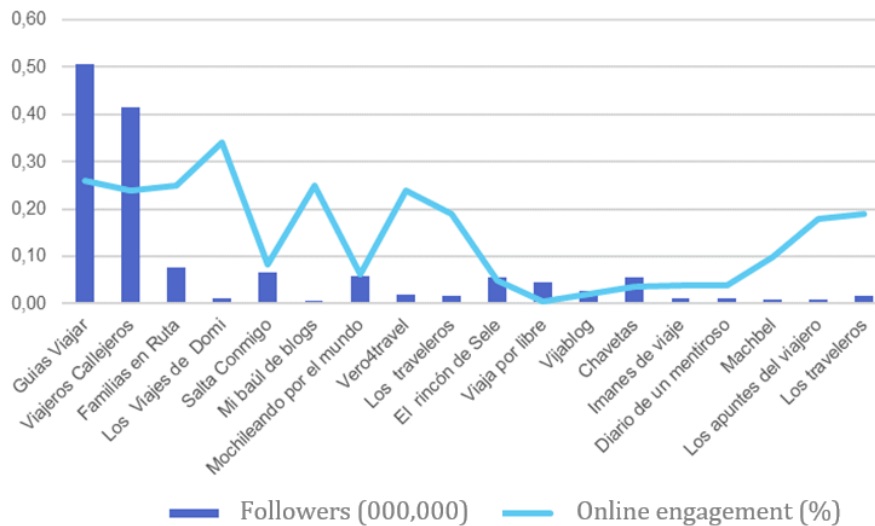

Source: Authors' own creation.

The transmedia map (Figure 1) shows that the social networks most commonly used by Spanish influencer tourists are: Facebook and Twitter (17), Google + (14) and Instagram (13). Only a single influencer tourist 2.0 has no presence on social networks. The average number of social media used is 4.76, with a maximum of 6 and a minimum of 3.

From the point of view of the number of followers, or community, the map (Table 4 and Figure 1) shows that the set of influencer tourists offers a total community of 2,101,956 users and 2,843,900 visits in their blogs. *Guías Viajar*, *Viajeros Callejeros*, *Mochileando por el mundo*, *Salta Conmigo* and *Viajablog* stand out, but also *Familias en Ruta* and *El Rincón de Sele*, which do not have high values in their blogs but have good results in social media.

5.1.2. Reach of main influencer tourists 2.0 on Facebook

Having identified the influencer tourists 2.0 and their accounts on social networks we proceed to compare their reach on Facebook (community of followers and online engagement).

Figure 2: Reach of influencer tourists 2.0 on Facebook

Source: Authors' own creation.

In relation to their community, *Guías Viajar* and *Viajeros Callejeros* stand out. The rest of the accounts can be grouped into three categories according to the number of followers. The first group (50,000 - 100,000) includes 5 cases; the second one (10,000 - 50,000) includes largest number of accounts (7); and the third group /fewer than 10,000 followers) only includes 3 accounts.

Figure 3: Sample of the top 10 influencer tourists 2.0
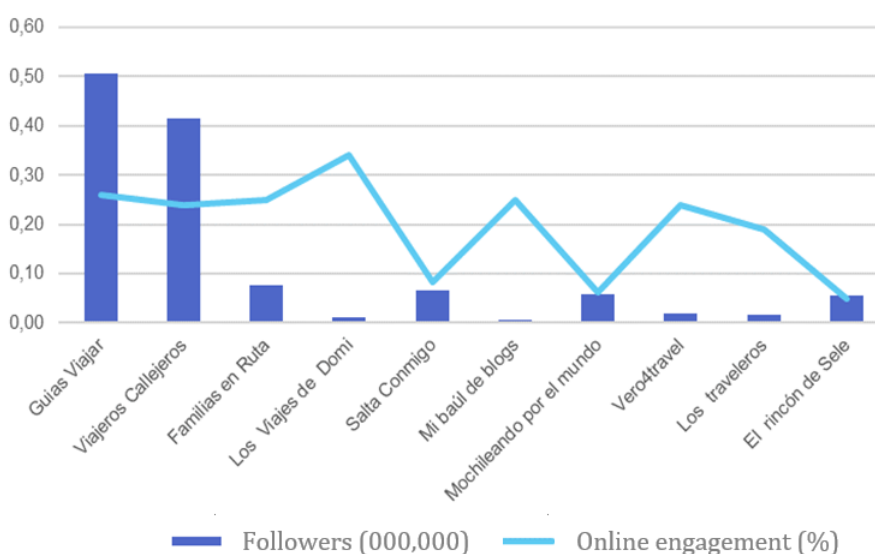
Source: Authors' own creation.

When it comes to online engagement, only one account (*Guías Viajar*) is also in top of the ranking by number of followers.

Based on these results, we selected the ten most relevant influencer tourists 2.0 to form the final sample, which, in any case, should be considered by the DMO considered in the field of study.

5.2. Communicative and relational potential of main influencer tourists 2.0 on Facebook

The results relating to the communicative and relational potential offered by the top influencer tourists 2.0 on Facebook to the analysed DMO (O.3) are presented below.
First, we addressed the number of posts relating to the selected destinations. In order to make an objective comparison, we calculated the percentage that these posts represent on the total of posts in each account has been calculated.

Table 5: Posts about selected DMO

		Guías Viajar		Viajeros Callejeros		Familias en ruta		Los viajes de Domi		Salta conmigo		Mi baúl de blogs		Mochileando por el mundo		Vero4travel		Los traveleros		El rincón de Sele	
	Total	% / total	Total	% / total	Total	% / total	Total	% / total	Total	% / total	Total	% / total	Total	% / total	Total	% / total	Total	% / total	Total	% / total
Total posts	726	100	103	100	410	100	122	100	199	100	363	100	429	100	220	100	633	100	260	100
AND	16	2,20	1	0,97	7	1,71	10	8,20	3	1,51	0	0	2	0,47	3	1,36	3	0,47	6	2,31
AR	0	0	0	0	12	2,93	0	0	0	0	0	0	0	0	0	0	0	0	2	0,77
CAN	13	1,79	0	0	3	0,73	0	0	10	5,03	0	0	0	0	5	2,27	0	0	11	4,23
CM	24	3,31	0	0	0	0	0	0	1	0,50	0	0	0	0	1	0,45	0	0	21	8,08
CL	4	0,55	0	0	3	0,73	2	1,64	2	1,01	1	0,28	0	0	0	0	0	0	7	2,69
CAT	36	4,96	19	18,45	16	3,90	0	0	12	6,03	3	0,83	10	2,33	0	0	4	0,63	10	3,85
MA	59	8,13	6	5,83	1	0,24	2	1,64	11	5,53	0	0	1	0,23	0	0	0	0	4	1,54
VC	11	1,52	0	0	6	1,46	1	0,82	10	5,03	0	0	53	12,35	49	22,27	0	0	1	0,38
EXT	12	1,65	0	0	0	0	2	1,64	0	0	0	0	0	0	0	0	0	0	5	1,92
GA	10	1,38	0	0	3	0,73	1	0,82	5	2,51	0	0	0	0	1	0,45	1	0,16	3	1,15

Source: Authors' own creation.

The previous data presented are represented graphically below (Figure 4):

The results indicate (Table 5, Figure 4) that influencer tourists 2.0 with the highest number of posts about the selected DMO are, in decreasing order, *Salta conmigo*, *El Rincón de Sele*, *Vero4travel*, *Guías Viajar* and *Viajeros Callejeros*. The percentage of posts about DMO ranges from 25% to 27%. "Mi baúl de blogs" is the account with the lowest presence of DMO: it has only made 3 posts about Catalonia and 1 about Castile and León.

With regards to the DMO mentioned in the posts, relevant variations are observed between the influencer tourists 2.0. *Salta conmigo* makes the largest number of mentions, including Catalonia, Community of Madrid, Valencian Community and Canary Islands. On the contrary, other influencers such as *Vero4travel* and *Viajeros Callejeros* show a greater specialisation, in Valencian Community (22.27%) and Catalonia (18.45%), respectively. These two destinations have the largest presence in the pages of the influencer tourists 2.0, compared to Aragon and Extremadura, which have the lowest presence.

Figure 4: Posts about DMO (% on total posts)
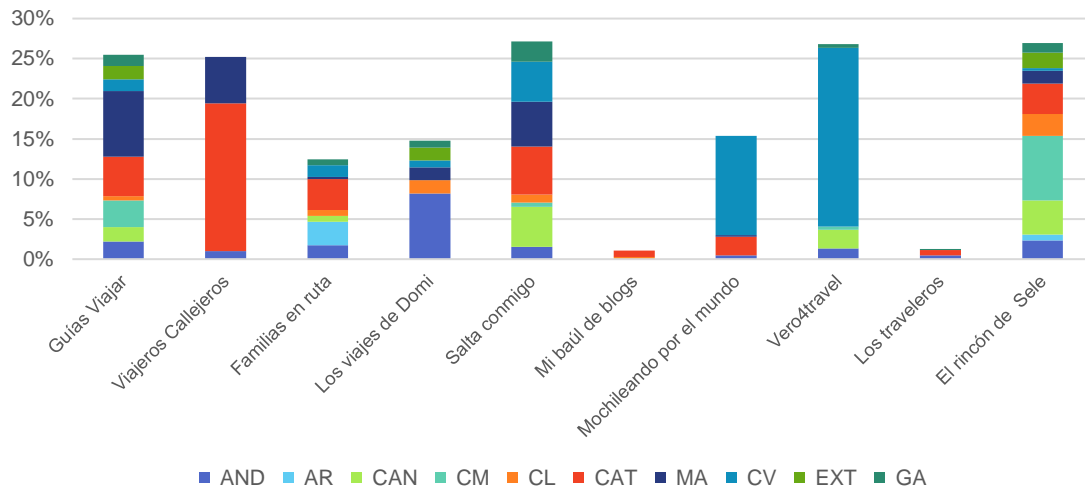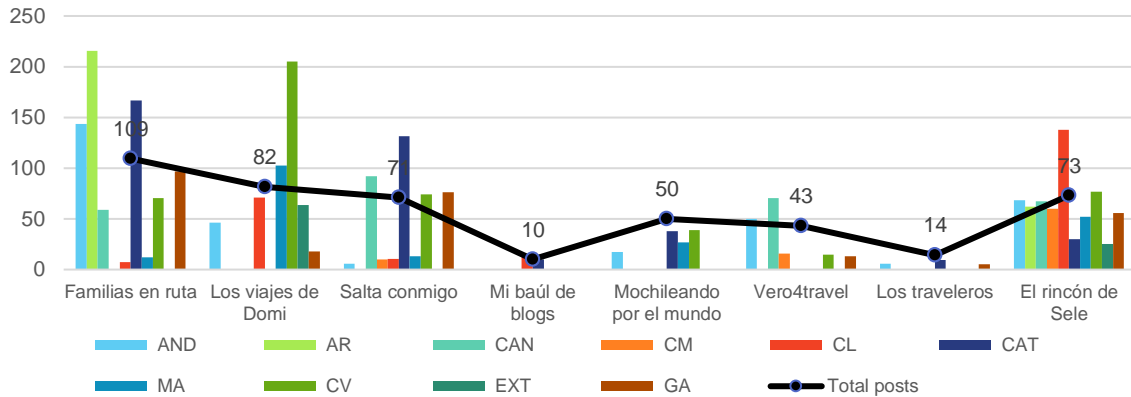

Source: Authors' own creation.

For the analysis of the following variable, the interaction of users (through "likes" and "comments"), we calculated the average number of interactions received by posts about DMO in relation to the total of posts made by the influencer tourists 2.0 and compared them to average achieved by the posts in which each of the DMO is mentioned. The results are shown in Figures 5.1 and 5.2 ("Like") and 6.1 and 6.2 ("comment"). Graphs were chosen to present these data because the variations between the results made it difficult to display them on a single figure.

Figure 5.1: Comparison of like-based interaction
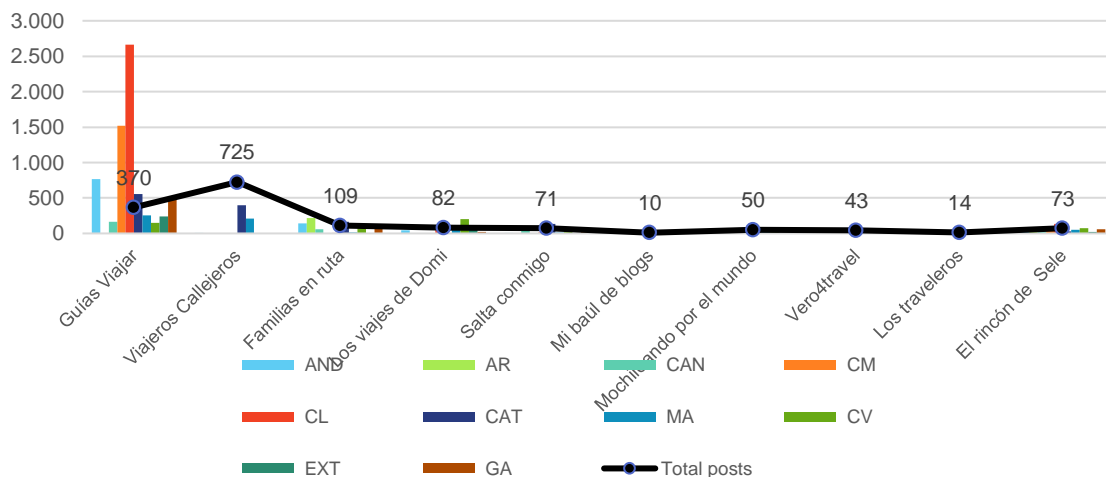
Source: Authors' own creation.

Figure 5.2: Comparison of like-based interaction (excluding *Guías Viajar* and *Viajeros Callejeros*)
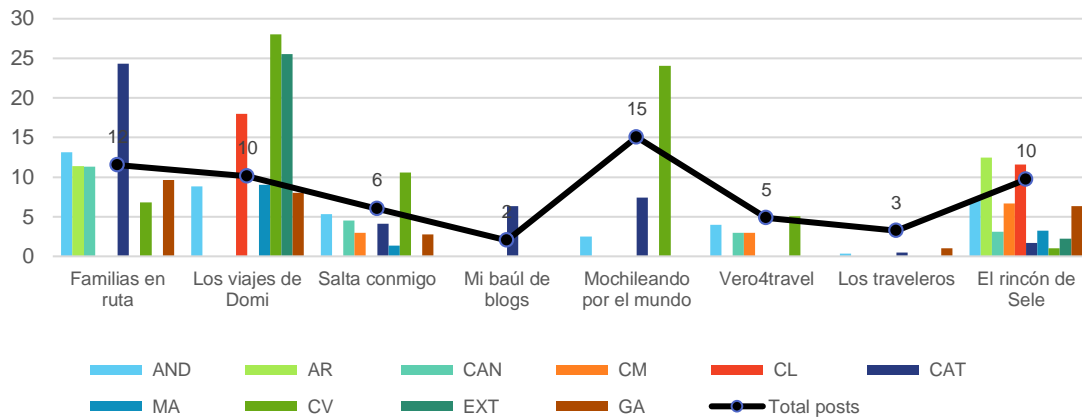

Source: Authors' own creation.

Figures 5.1 and 5.2 show that posts about DMO achieve better results in terms of "likes" than the rest of posts in virtually all the accounts analysed. In *Guías Viajar* the results obtained by posts about Castile - La Mancha, Castile and León and Andalusia stand out. Other posts that also exceed the total average of likes, although to a lesser extent, are Catalonia and Galicia. In *El Rincón de Sele*, although with much lower figures, the results of Castile and León stand out. The rest of the accounts also show cases where posts on DMO have generated a higher level of "likes", although the differences from the mean/total posts are smaller. There are only three cases, *Callejeros Viajeros* (which has only published content related to Catalonia, Community of Madrid and Andalusia), *Mochileando por el mundo* and *Traveleros* in which the results achieved by their posts about DMO do not exceed in any case the results achieved by the rest of their posts. These accounts are among the most specialised ones (Table 5, Figure 4).

Figure 6.1: Comparison of comment-based interaction level
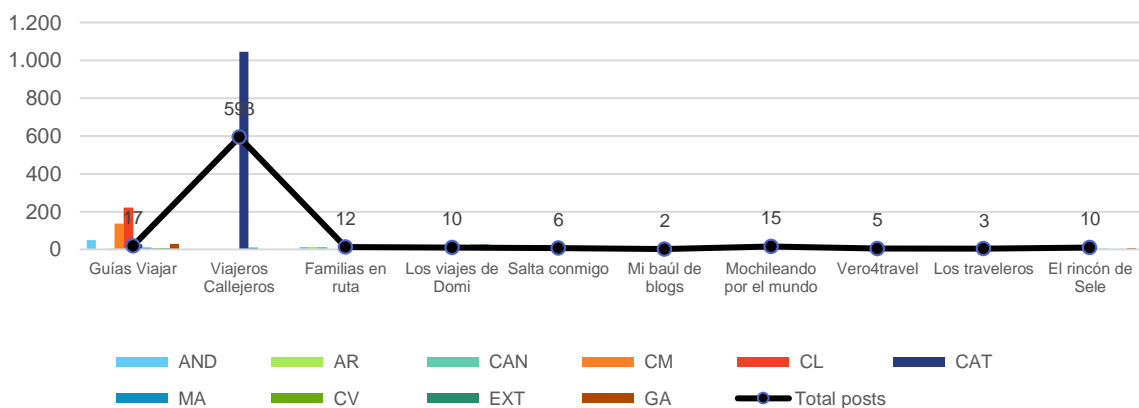
Source: Authors' own creation.

Figure 6.2: Comparison of comment-based interaction level (excluding *Guías Viajar* and *Viajeros Callejeros*)
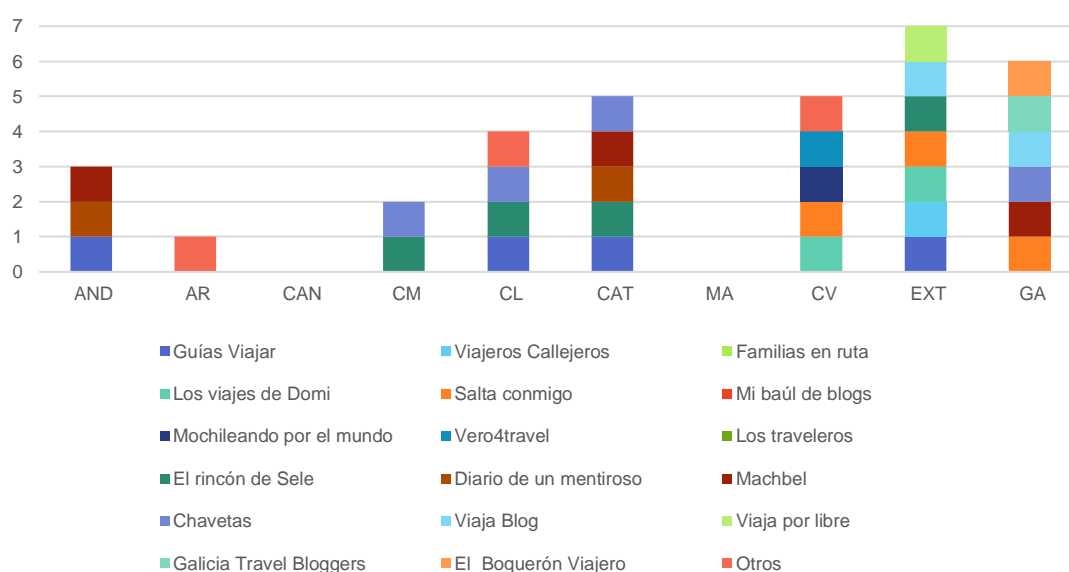

Source: Authors' own creation.

Figures 6.1 and 6.2 show that posts about DMO generate a smaller number of comments than likes. When comparing the comments generated by posts on DMO with those generated by the rest of posts the results are similar to those observed in like-based interaction. The average number of comments generated by posts on DMO generally exceeds those generated by the set of posts in all accounts, except in *Traveleros*, where the few posts on Andalusia, Catalonia and Galicia have barely generated any comments. We should also note that number of comments in this account is one of the lowest among influencer tourists. Generally speaking, the variations between the average number of "comment" of the posts about DMO and of the total set of posts are relevant in all accounts except in *Vero4travel*, with equal results (Valencian Community) or similar results (Andalusia, Canary Islands and Castile - La Mancha), and *El Rincón de Sele*, where posts about Aragon and Castile and León barely exceed the results achieved by the total set of posts. In the latter case, as well as in those where there are positive variations, there are cases in which the posts about some DMO do not exceed the average number of comments generated by the account's posts.

5.3. Integration of influencer tourists 2.0 in DMO's communication strategies

With respect to the O.4 of this research on the integration of influencer tourists 2.0, the survey data confirm that all the DMO analysed, with the exception of Community of Madrid, which did not completed the questionnaire, have taken into account the figure of the influencer 2.0 in their communication strategies. However, not all of them have resorted to influencer tourists 2.0. Specifically, Canary Islands claimed to turn to lifestyle influencers. The detail of the identified influencer tourists 2.0 is presented in the figure below

Figure 7. Influencer tourists 2.0 integrated in DMO's communication strategies

Source: Authors' own creation.

As shown in Figure 7, DMO collaborate with the main Spanish influencer tourists 2.0. The most common are, in decreasing order: *Guías Viajar* and *Rincón de Sele*, which collaborate with 4 DMO, followed by *Salta conmigo* (3) and *Viajes de Domi* (2). Also present are other influencer tourists 2.0, which are relevant according to the Nadal's ranking (2018) but were not considered in the final sample (Figure 3), as well as others not included in that ranking. The first group includes *Chavetas* (4), *Machbel* (3), *Diario de un Mentiroso* and *Viaja Blog* (2); while the second group includes *Galicia Travel Bloggers* and *El Boquerón Viajero*, which are only used in Galicia.

By DMO, the ones that make the most use of influencer tourists 2.0 are Extremadura, Galicia and Catalonia. It should be noted that the Valencian Community did not specify the influencers it used and merely answered that they had collaborated with some of the influencers suggested by us and some others. In this sense, in Figure 7 we assigned it those influencers in whose accounts we identified posts about the Valencian Community, with links to its digital channels, which is a common practice resulting from a contract between DMO and influencers (Segarra-Saavedra & Hidalgo-Marí, 2018). Aragon neither specified the influencers it used and instead pointed out that they resorted to those proposed by the Spanish Tourism Offices, which are represented by the "other" category.

Within the scope of their integration, we also analysed the type of professional relationship established between the DMO and the influencer tourists 2.0. Based on the literature review and our results, four types were established: content exchange (DMO provide influencers with information and influencers decide whether to publish it or not); exchange of products and services (DMO invite influencers to visit the destination and influencers decide whether to publish it or not); exchange of products and services upon agreement (DMO invite influencers to visit the destination, upon agreement they will

write about it) and economic agreement (DMO reach an economic agreement with influencers to hire their services). The results are shown in the following table.

Table 6: Types of professional relationship between DMO and main influencer tourists 2.0

	Content exchange	Exchange of products and services	Exchange of products and services upon agreement	Economic agreement
AND	1	1	1	
AR	1	1	1	1
CAN				1
CM			1	1
CL				1
CAT		1		1
MA				
VC				1
EXT	1	1	1	1
GA	1	1		

Source: Authors' own creation.

As the previous table shows, the most common method is economic agreement. There are three cases where this is the only modality (Canary Islands, Castile and León and Valencian Community). It is also common for DMO to provide influencers with information or invite them to visit the destination and for influencers to decide whether to post about it or not, or to write about the destination upon agreement. It is also noted that in most cases DMO offer several forms of collaboration with influencers (Andalusia, Aragon, Castile - La Mancha, Catalonia, Extremadura and Galicia).

6. Discussion and conclusions

In Spain, influencer tourists 2.0 are a key tool for DMO which, aware of their importance and advantages, have incorporated them into their communication strategies.
The transmedia map of the main influencer tourists 2.0 (O.1) has revealed their ability to reach a considerable segment of potential tourists. This is confirmed by data on their social media presence and communities: each influencer uses an average of almost 5 social networks and has a total audience of more than 2 million people. This type of influencer, the tourist 2.0, has an added benefit in comparison to other types of influencers (fashion, sports, lifestyle, etc.) whose communities, even if they are larger (Segarra-Saavedra & Hidalgo-Marí, 2018), can include many individuals without the slightest interest in tourism, so their integration of influencer tourists 2.0 optimises tourism communication strategies. The selection of the influencers best suited to the communication objectives of DMO is a relevant issue that requires a comprehensive and qualitative follow-up study (Castelló-Martínez & Pino-Romero, 2015; Gómez, 2018) based on quantitative data.

Facebook is the social network where the influencer tourists 2.0 have together the largest number of followers (1,937,020), which confirms the importance of this social network for tourist communication through influencers (Gómez, 2018). However, there are significant variations across influencers in terms of number of followers and engagement level. Likewise, there is no direct correlation between

these two KPI, as shown by Segarra-Saavedra & Hidalgo-Marí (2018), with respect to current influencers. The results in this area only confirm the complexity of a correct choice of influencers and the need to consider a set of variables. The KPI social media presence, community and online engagement are certainly of great help in their identification, but their final choice requires additional criteria, including their communicative and relational potential for each destination. Their evaluation can be carried out, as proposed in this research, based on the analysis of the set of posts and the interaction generated, paying particular attention to posts about the destination managed by the DMO.

In terms of the number of posts, all influencer tourists 2.0 have published posts about at least one of the destinations analysed, especially about Catalonia and Valencian Community. We have also found that some influencers 2.0 focus more on some of the destinations analysed. Based on the previous, it can be concluded that another variable to consider when choosing an influencer is his or her specialisation in some type of tourism and/or destination.

In terms of like-based interaction, only in three accounts the posts about the analysed destinations do not reach, individually, the average number of likes achieved by the set of posts. With regards to the comments generated, the results are also positive for the DMO analysed since, with the exception of *Traveleros*, in the rest of the accounts the posts on their destinations have generated, in general terms, a greater number of comments than the set of posts.

The number of posts and the interaction generated makes it possible to conclude that influencer tourists 2.0 analysed do offer a communicative and relational potential that DMO should not ignore. The high number of likes confirms that this option, the most used by tourists 2.0 in the official accounts of DMO (Altamirano Benítez, Túñez López et al., 2018; Mariani et al., 2016; Martínez-Sala et al., 2018), is also the most prevalent in the accounts of influencer tourists 2.0 on Facebook. However, we should also point out that this implies a lower level of involvement by followers (Mariani et al., 2016).

The integration of the influencer tourists 2.0 into the communication strategies of the DMO is confirmed with the results of the survey, which was answered by 90% of them. The most common influencer tourists 2.0 are *Guias Viaje* and *El Rincón de Sele*. The results allow us to conclude that the influencer tourist 2.0 is a common tool in the strategies of tourist communication in Spain in comparison to other type of influencers, respecting one of the basic assumptions about the use of influencers according to the IAB Spain (2018b) in relation to its specialisation and knowledge about the product, service or brand. The results obtained in terms of the reach and communicative and relational potential of the influencer tourists 2.0 identified by the DMO lead us to conclude that their selection does not appear to focus exclusively on purely quantitative criteria (community, online engagement, etc.), but also considers other factors such as specialisation, affinity, consistency and exclusivity (IAB Spain, 2018b; Segarra-Saavedra & Hidalgo-Marí, 2018).

With regards to the type of relationship or collaboration between DMO and influencers 2.0, the most common method is an economic agreement. The study confirms the definition of this type of influencer proposed by Castelló-Martínez & Pino-Romero (2015) regarding its economic aspect, although there are cases in which DMO have also pointed out, or exclusively, other non-economic types of collaborations.

One of the limitations of this research lies in the search for posts based on the names or naming of autonomous communities, but also of their respective provinces, major cities and tourist brands. It is

therefore plausible that there are posts about provinces, cities and tourist brands that are not managed by the autonomous communities and the surveyed DMO. As a result, it is necessary to expand the research to establish all the destinations managed by DMO and the assigned competencies. We also consider that the focus of the research on Facebook is another limitation. Although justified, it will certainly be necessary in future research to assess influencer tourists 2.0 from a transmedia point of view, considering their communicative and relational potential, in addition to their scope on other social networks, as it was done in this research.

Despite the limitations, the achievement of the research objectives has allowed us to analyse in depth the figure of the influencer tourist 2.0 and its integration into the communication strategies of DMO. In addition, the research itself constitutes a model for the identification and selection of influencers 2.0, which we consider is a relevant contribution to the academic and professional fields.

Notes

[1] The study is based on blogs because they are the channel on which the figure of the influencer 2.0 emerged (Segarra-Saavedra & Hidalgo-Marí, 2018) as well as a constant among influencers tourists 2.0 (Gómez, 2018).

[2] Tool available at https://www.fanpagekarma.com/. Online engagement is an average value of the frequency with which fans interact with posts in a social media account. It is calculated by dividing the daily number of "likes", "shares" and "comments" by the number of followers.

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