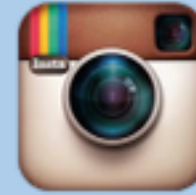


SOCIAL MEDIA 2015



Visit Greenland (VG) posts 3-4 times a week on the following social media, by priority: Facebook (28.792 followers), Instagram (8.652 followers), Twitter (5.061 followers), LinkedIn (546 followers), Google+ (410 followers) and Pinterest (205 followers) – as of 10/2-16.

There is considerably more growth and engagement on Facebook, Instagram and Twitter, than on LinkedIn, Google+ and Pinterest. On Facebook VG regularly boosts (paid increased visibility) especially important posts. This is still a relatively cost-efficient way to increase the visibility of relevant Greenlandic content.

Social media today plays an increasingly bigger role in the inspirational phase before people decide where to go for vacation. According to ITB Travel Trend Report 2015/16 about 70% of all international travelers are active social media users, and about 30% of these actively use social media when reasearching about their trip. Tourists rely more and more on peer-to-peer reviews (like on TripAdvisor) because they find them much more trustworthy than information from hotels and tourism product providers themselves.

It's still generally difficult to establish SROI (Social Return On Investment), but on greenland.com we can see that over 2% of the traffic comes via Facebook and other social media. In other words, it's an area that cannot be ignored. At the same time we notice our competitor DMOs (Destination Management Organisations) being very active on social media, and therefore this will still be an area that VG will prioritize and carefully follow the development on.

A new trend within DMOs is to partner up with social media influencers, such as popular bloggers, to boost the reach and trustworthiness of relevant social content. VG is also moving into this area, and it will be very interesting to see if these initiatives will pay off in the near future.

FACEBOOK STATISTICS Q4-15



It's distinctive for VG's page Facebook.com/ilovegreenland, that there is a steady and gradual quarterly growth at ca. 7% regarding the number of followers/page-likes.

Social media posts are regularly boosted, and depending on the budget for the individual boost the 'reach' (no. of people that sees the post) is increased according to the budget. A typical boost is between 500 and 1,000 DKK.

Without boosting a typical 'organic' reach is between 5,000 and 10,000 Facebook users



A DKK 1.000 boost typically gives an increased reach of ca. 30,000-35,000, so it's still a relatively inexpensive way to buy extra visibility on social media.

Facebook is by far the World's largest social media community counting over 1.5 billion users worldwide, with an annual growth ('14 to '15) of 14,4% (source: statista.com)

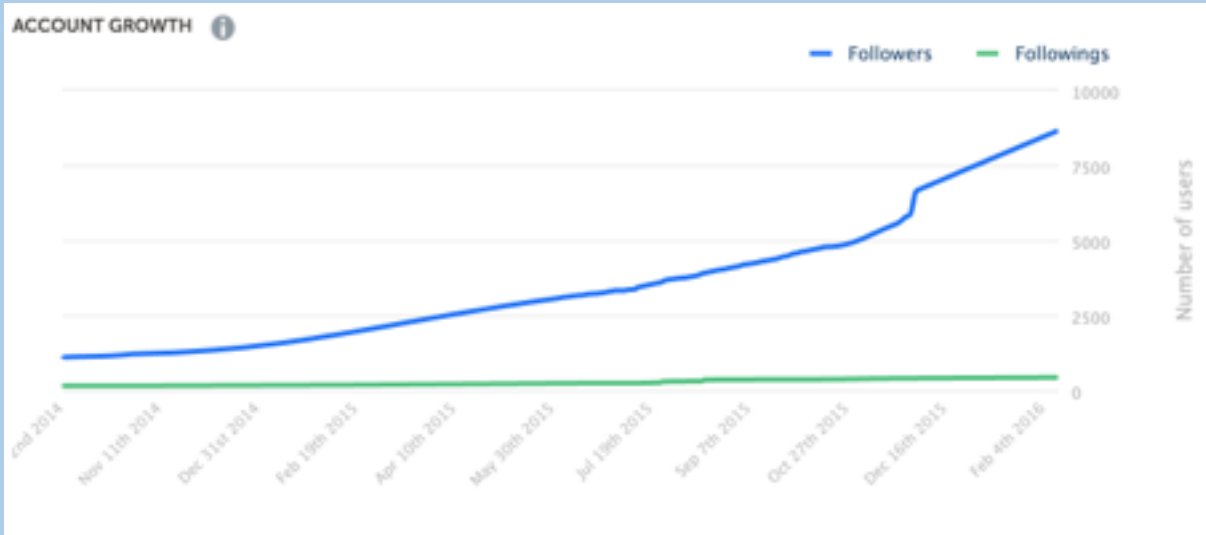
FACEBOOK STATISTICS Q4-15

The typical Facebook.com/ilovegreenland fan is a Danish woman between 25 and 54 years of age.



In some periods user groups from certain countries are more engaged (likes, comments and shares VG's content) than user groups from other countries. In the period above (last 28 days up until 10/02/16) especially women from Denmark, USA and Spain have been very engaged on VG's page.

INSTAGRAM STATISTICS Q4-15



Since the beginning of 2015 VG's Instagram profile has had a large increase in the number of followers. The global growth rate of Instagram is also huge – from 300 million to 400 million users the last 9 months (source: Instagram)



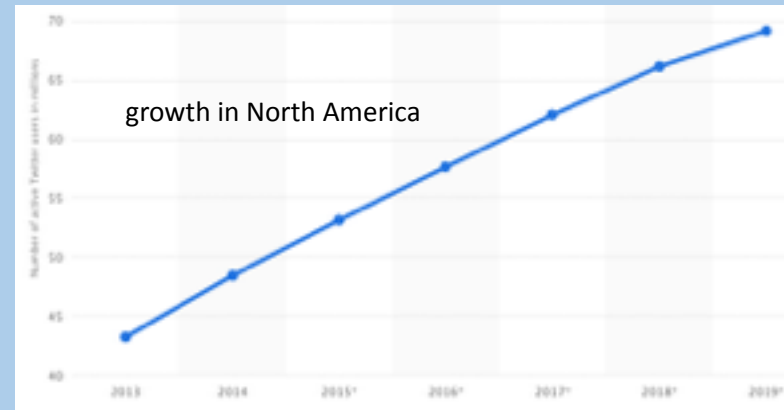
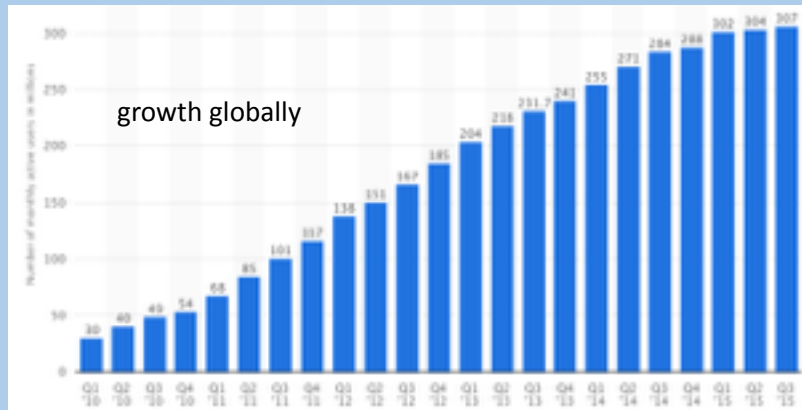
As it clearly appears on the graph above, the number of likes-per-post is growing, both among VG's profile followers and other users. In the last month though, VG's followers form the large majority of post-likes



The last months the number of comments has also increased significantly, and now comes predominantly from followers. We must conclude, that VG's Instagram profile has now reached a 'critical mass' of popularity, and now looks to have a great potential for bringing increased visibility to Greenland via Instagram photos, and will also support the branding efforts via VG's own hashtags #GreenlandPioneer and #ColourfulNuuk

TWITTER STATISTICS Q4-15

VG uses Twitter for both B2C and B2B communication. The social media platform is especially popular in North America, and that's also the market that VG primarily targets through this platform, even though it's growth globally is stagnating:



There's still a nice growth rate in North America, which is projected to continue for at least the next few years

VG's Twitter.com/ilovegreenland profile has had a steady but slow growth the last couple of years. Below user data from December:



In spring 2015 VG has been running a #ColourfulNuuk campaign on Twitter, which has led to an increased adoption of the hashtag (and #GreenlandPioneer). VG utilizes Twitter for both greater visibility, and as a branding tool for the 'Pioneer' brand and for sub-brands.

BLOGGERS AND INFLUENCERS Q4-15

Visit Greenland is taking the next step in social media monitoring and **engaging with influencers** who we feel we may be able to work with. This is either through **featuring them in social media / greenland.com** in the form of a 'takeover', album share or article, or collaborating with them in 2016 in the form of a sponsored trip.

A key contact we are in dialogue with is @paulzizka (63.7K followers on Instagram) is a photographer who runs photography tours with his partner @Davebrosha (11K followers on Instagram). He has a following of 63.K With SW and MP, we are currently in dialogue about how we can work together next year with him to **create mutually beneficial content, use each other's platforms** for publicity and gain some photos for VG's media database under the Experience Economy.

Instagram is increasingly becoming an important channel for our brand because of its high engagement rate and number of quality influencers using the platform.

In the past three months, Visit Greenland has also **participated in a few Twitter chats** where we have collaborated with partners such as Quark Expeditions through Passion Passport, Lonely Planet and Afar. These chats are good identifying potential new journalists / influencers to work with.

