



TRABLIN INTERNATIONAL
S U M M I T

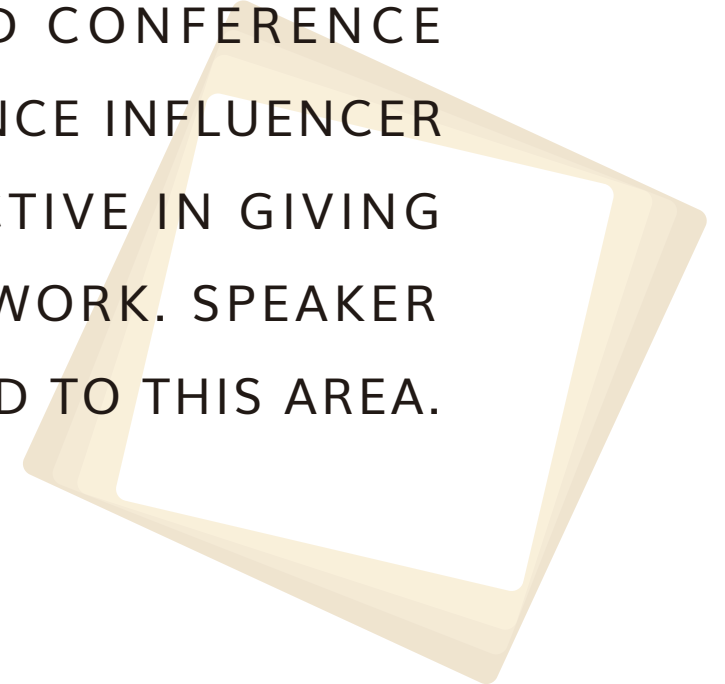
DIGITAL REPORT
BLOGGERS & INFLUENCERS
TIS ICELAND 2017

BLOGGERS' AND
INFLUENCERS
T R E N D S

TRENDS ! REPORT



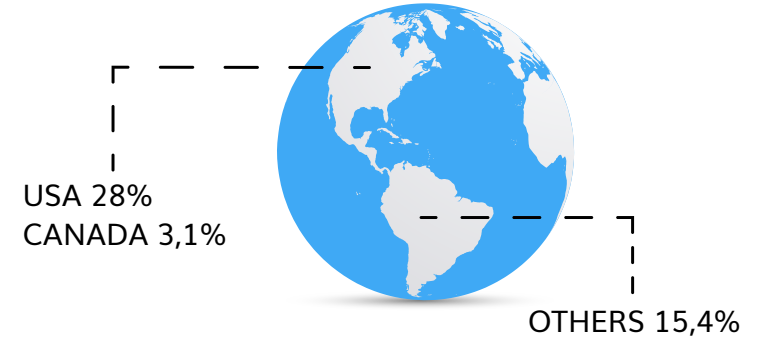
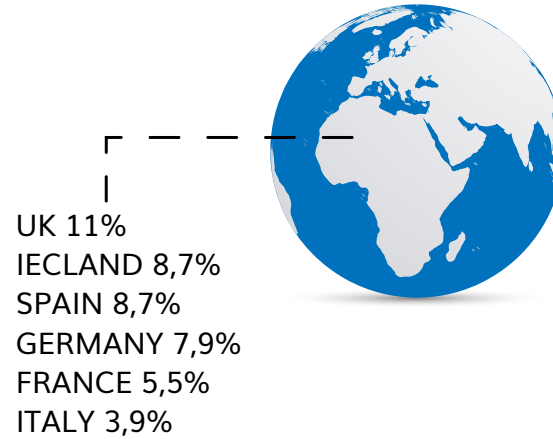
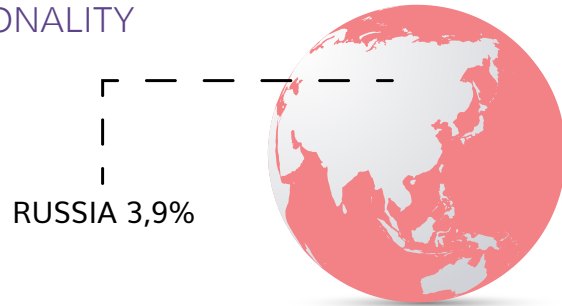
TRABLIN INTERNATIONAL SUMMIT (TIS) ICELAND, AN INTERNATIONAL CONFERENCE THAT GATHERED BLOGGERS AND INFLUENCERS FROM ALL OVER THE WORLD WITH SPEAKER SESSIONS IN A TWO DAY CONFERENCE AT HARPA CONVENTION HALL AND CONFERENCE CENTER IN REYKJAVIK. TRABLIN'S GOAL IS TO ENHANCE INFLUENCER MARKETING AND TO CONTRIBUTE A NEW PERSPECTIVE IN GIVING INFLUENCERS A PROFESSIONAL STATUS TO THEIR WORK. SPEAKER SESSIONS AT TIS ICELAND WERE VERY MUCH FOCUSED TO THIS AREA.



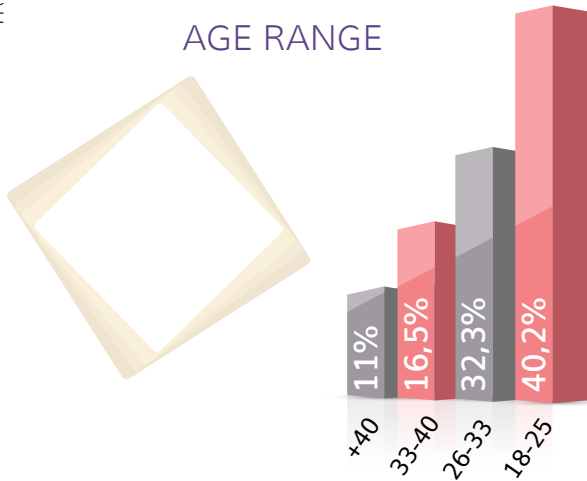
DEMOGRAPHY & GENERAL INFORMATION

ANALYSIS OF 127 BLOGGERS/INFLUENCERS

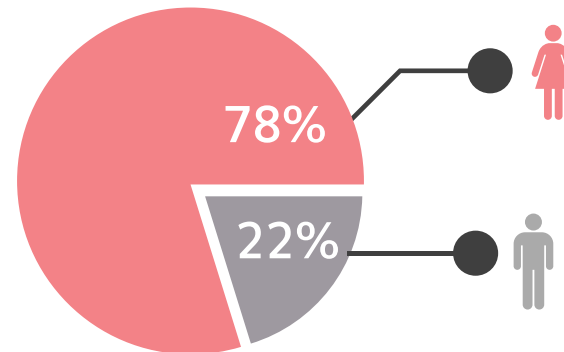
NATIONALITY



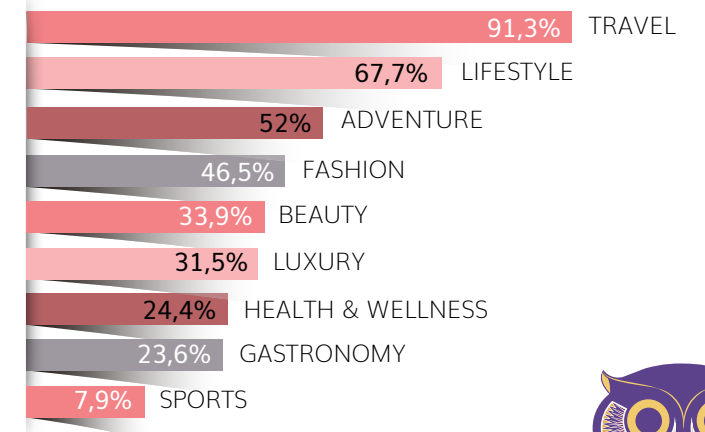
AGE RANGE



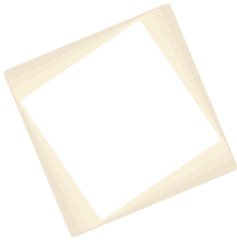
GENDRE



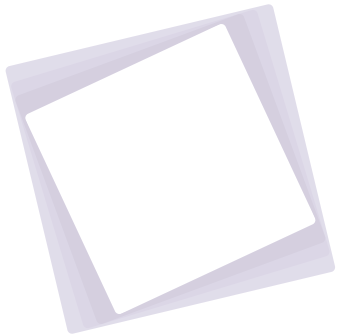
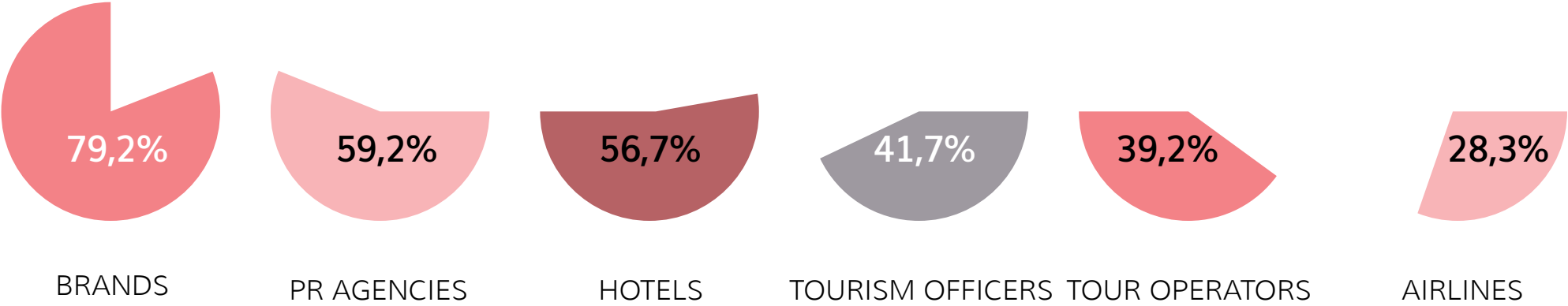
SUBJECT AREAS



COLLABORATIONS

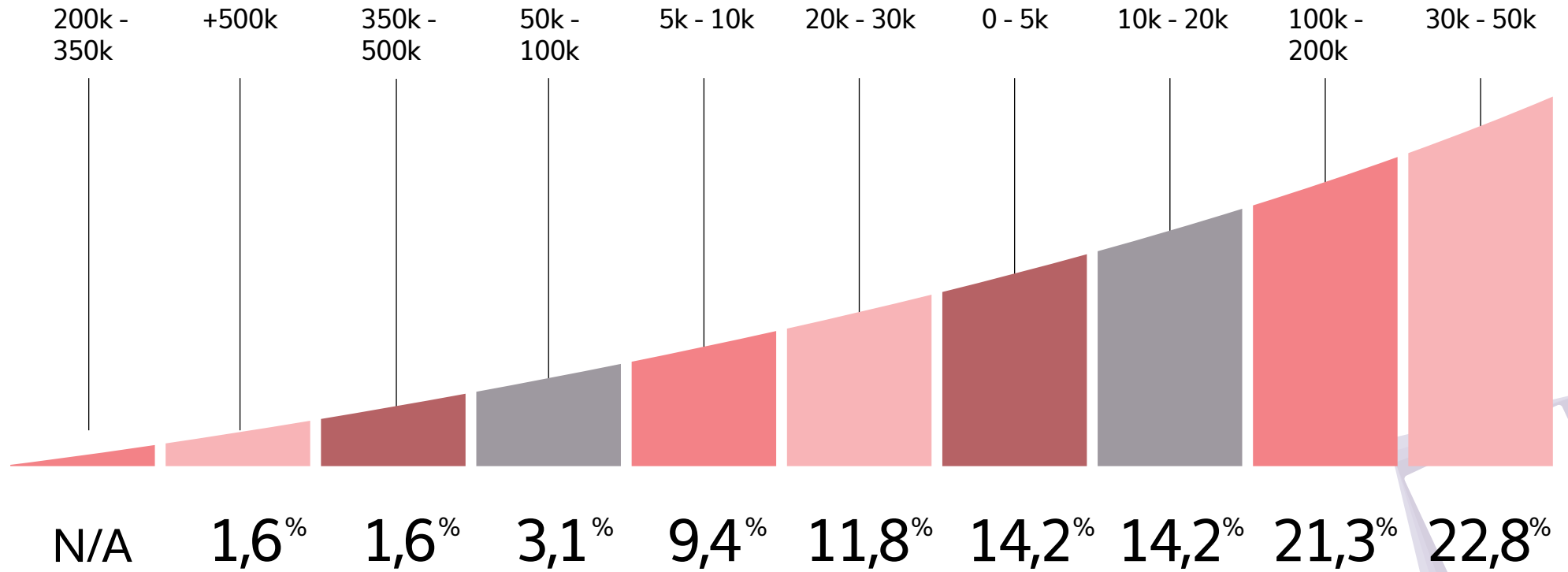


WHAT KIND OF COMPANIES DO BLOGGERS COLLABORATE WITH IN THE PAST YEAR?



NUMBER OF FOLLOWERS

BLOGGERS' NUMBER OF FOLLOWERS ON SOCIAL MEDIA



SOCIAL MEDIA, AGE & REACH



HOW LONG HAVE THEY HAD THEIR BLOG/VLOG/SOCIAL MEDIA?

46,5%

2 - 5 YEARS

39,4%

0 - 2 YEARS

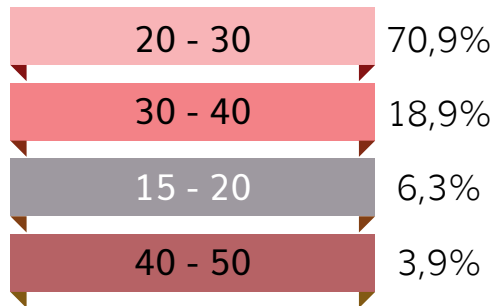
11,8%

5 - 10 YEARS

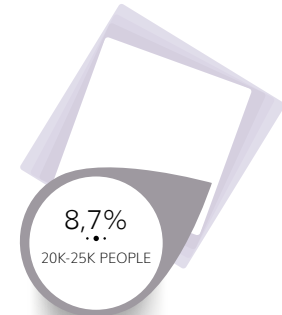
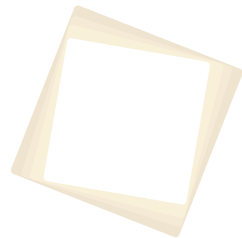
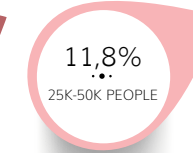
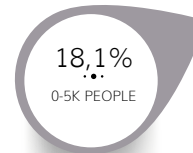
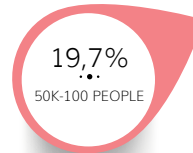
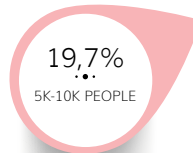
2,4%

+10 YEARS

AVERAGE AUDIENCE AGE



WHAT IS THEIR MONTHLY REACH?

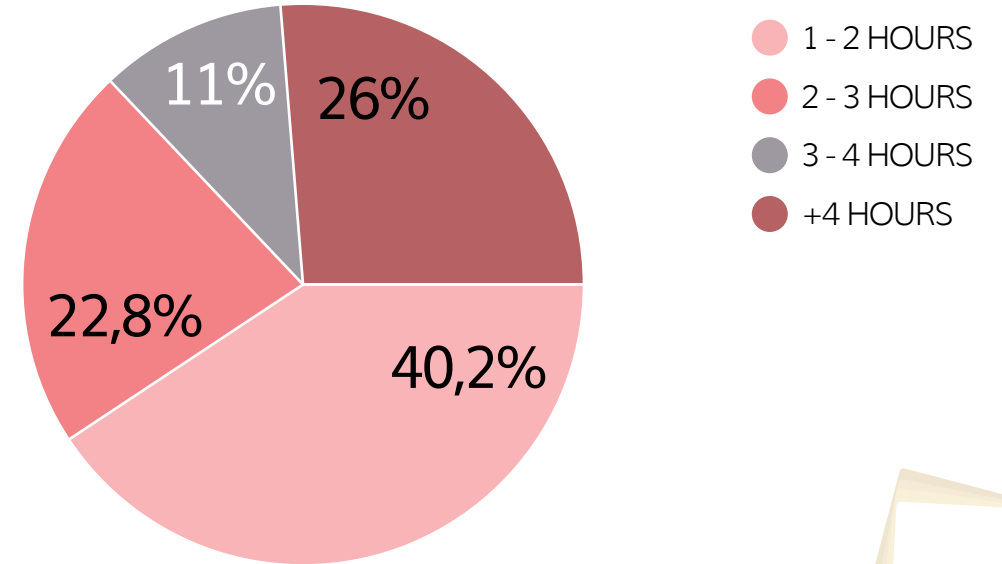


SOCIAL MEDIA POSTS & DEDICATION

HOW OFTEN DO THEY POST ON THEIR SOCIAL MEDIA?

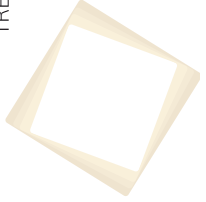
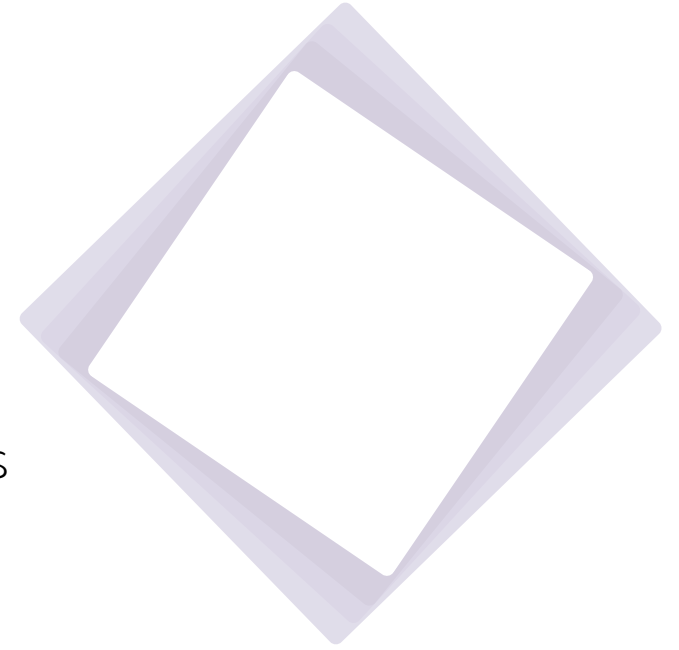
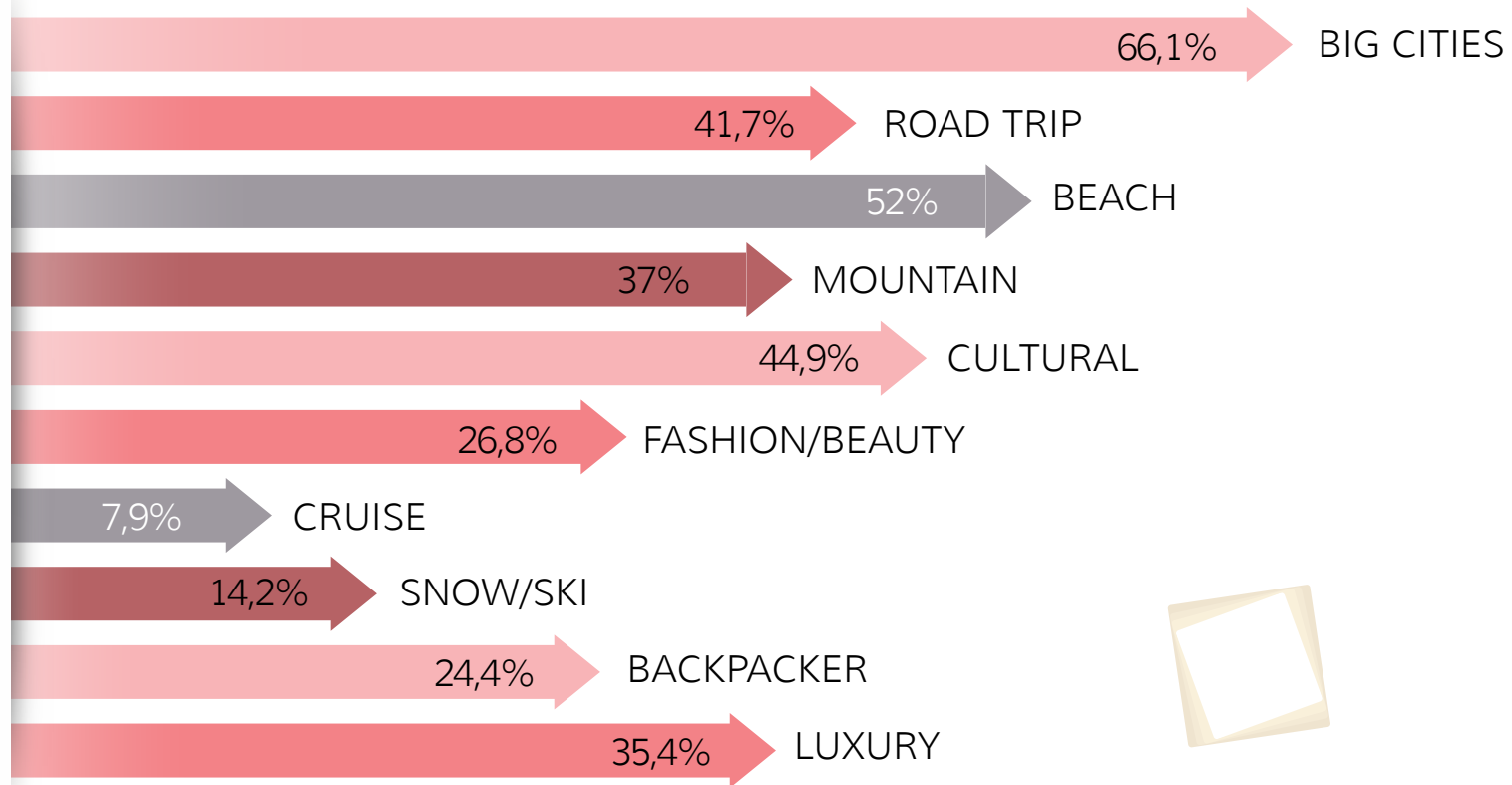


HOW MANY HOURS A DAY DO THEY WORK ON THEIR BLOG?



TYPE OF TRAVELS

WHAT TRIP DO THEY GO ON MORE OFTEN?



HOW BLOGGERS' BECOME MORE PROFESSIONAL

ARE THEY A FULL TIME BLOGGER?

57,5% **YES**

42,5% **NO**

HOW DO THEY IMPROVE THEIR BLOGGER SKILLS?

MEETINGS WITH PROFESSIONALS AT DIFFERENT COMPANIES

63,8%

LOOK FOR ADDITIONAL INFORMATION IN INTERNET

70,1%

ATTEND FAIRS AND EVENTS

63%

MEMBERSHIP AT BLOGGERS ASSOCIATIONS / GROUPS

50,4%

ATTEND TRAINING COURSES

36,2%





MADE BY



TRABLIN



Letting the world be influenced

