



TRABLIN INTERNATIONAL  
S U M M I T

# DIGITAL REPORT

BLOGGERS & INFLUENCERS  
TIS MARRAKECH 2018

BLOGGERS' AND  
INFLUENCERS  
T R E N D S

# TRENDS ! REPORT



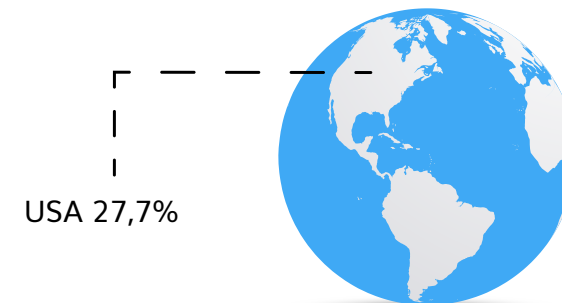
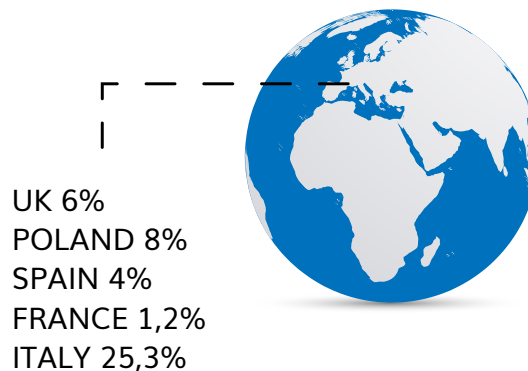
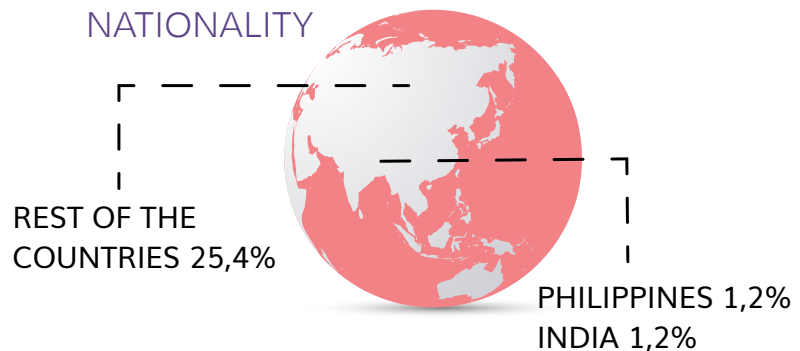
TRABLIN INTERNATIONAL SUMMIT (TIS) MARRAKECH, AN INTERNATIONAL CONFERENCE THAT GATHERED BLOGGERS AND INFLUENCERS FROM ALL OVER THE WORLD WITH SPEAKER SESSIONS IN A TWO DAY CONFERENCE AT MÖVENPICK HOTEL MANSOUR EDDAHBI MARRAKECH. TRABLIN'S GOAL IS TO ENHANCE INFLUENCER MARKETING AND TO CONTRIBUTE A NEW PERSPECTIVE IN GIVING INFLUENCERS A PROFESSIONAL STATUS TO THEIR WORK. SPEAKER SESSIONS AND MASTERCLASS SESSIONS AT TISMARRAKECH WERE VERY MUCH FOCUSED TO THIS AREA.



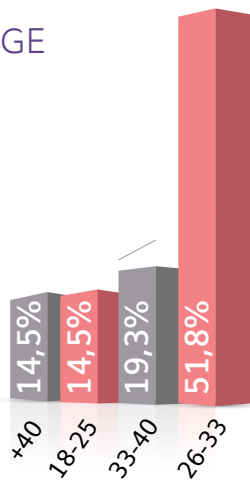
# DEMOGRAPHICS & GENERAL INFORMATION

## ANALYSIS OF 83 BLOGGERS/INFLUENCERS

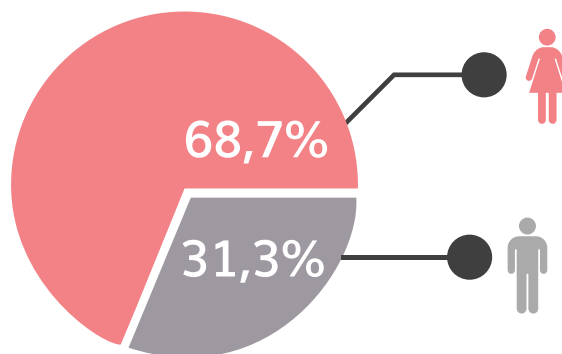
### NATIONALITY



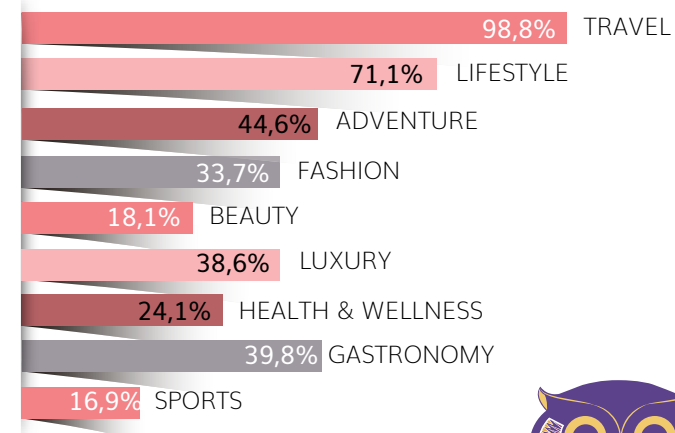
### AGE RANGE



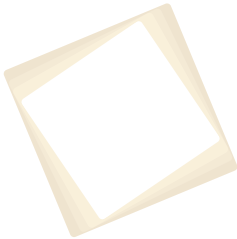
### GENDER



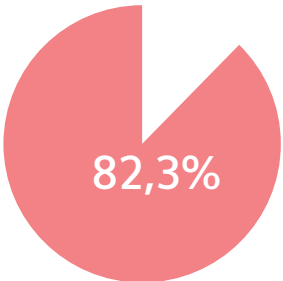
### SUBJECT AREAS



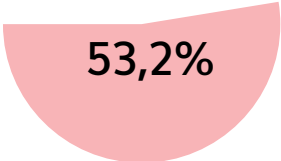
# COLLABORATIONS



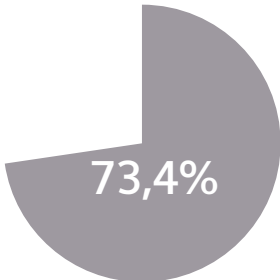
WHAT KIND OF COMPANIES HAVE BLOGGERS COLLABORATED WITH IN THE PAST YEAR?



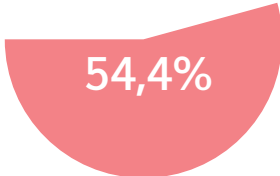
BRANDS



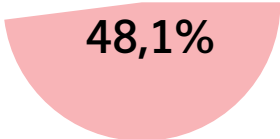
PR AGENCIES



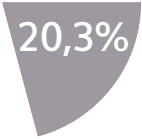
HOTELS



TOURISM OFFICES



TOUR OPERATORS

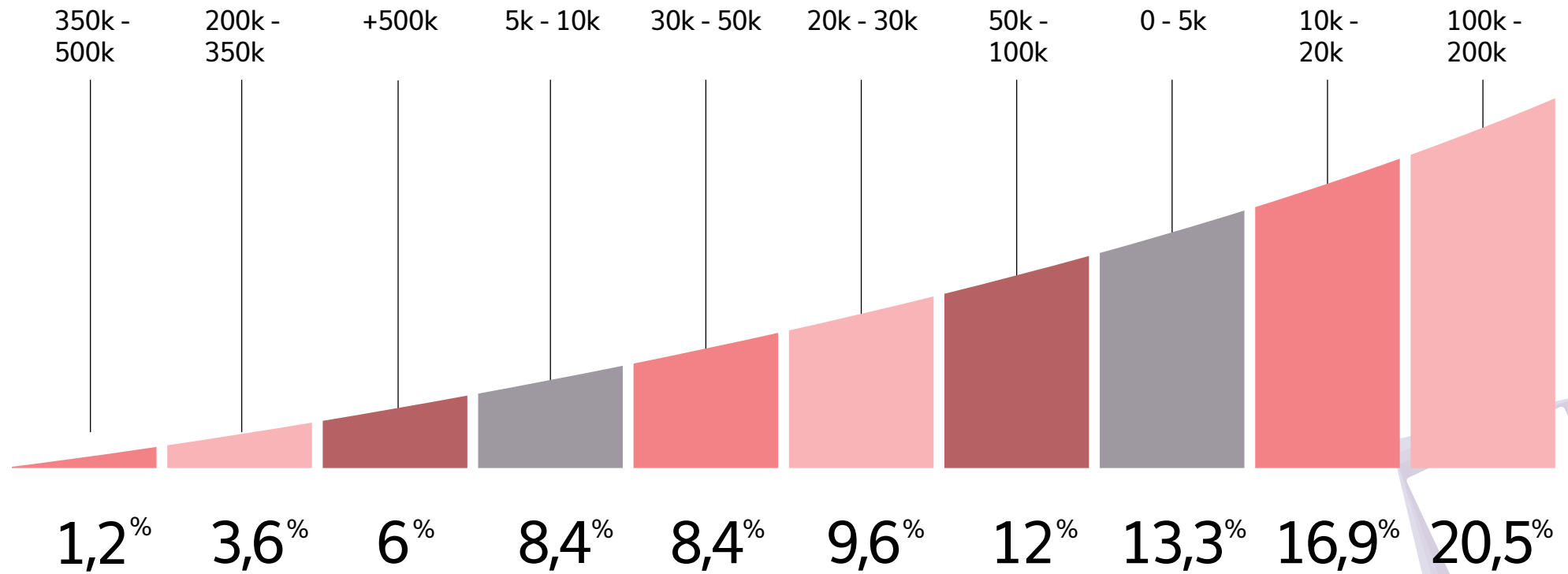


AIRLINES



# NUMBER OF FOLLOWERS

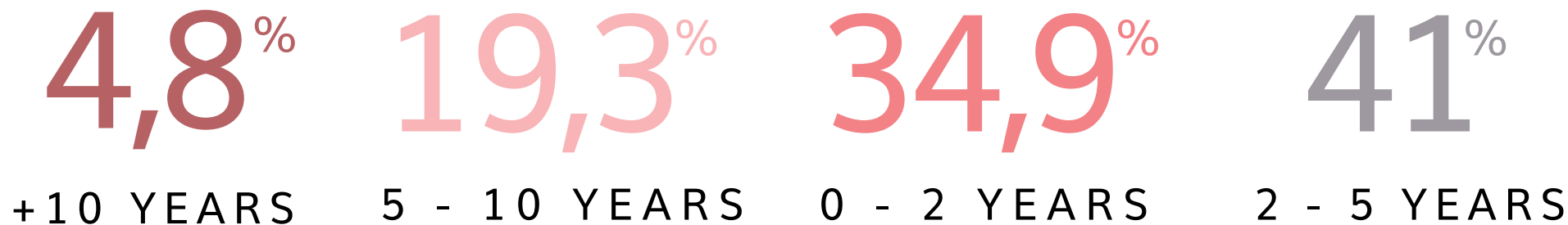
## BLOGGERS' NUMBER OF FOLLOWERS ON SOCIAL MEDIA



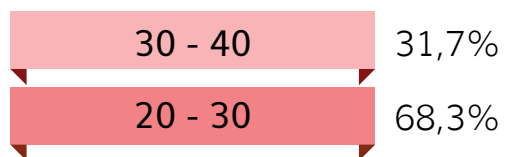
# SOCIAL MEDIA, AGE & REACH



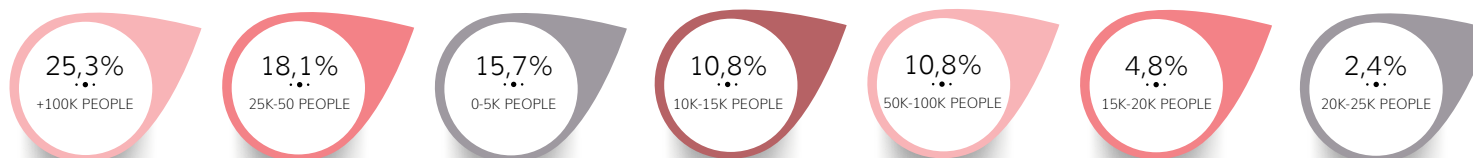
HOW LONG HAVE THEY HAD THEIR BLOG/VLOG/SOCIAL MEDIA?



AVERAGE AUDIENCE AGE



WHAT IS THEIR MONTHLY REACH?



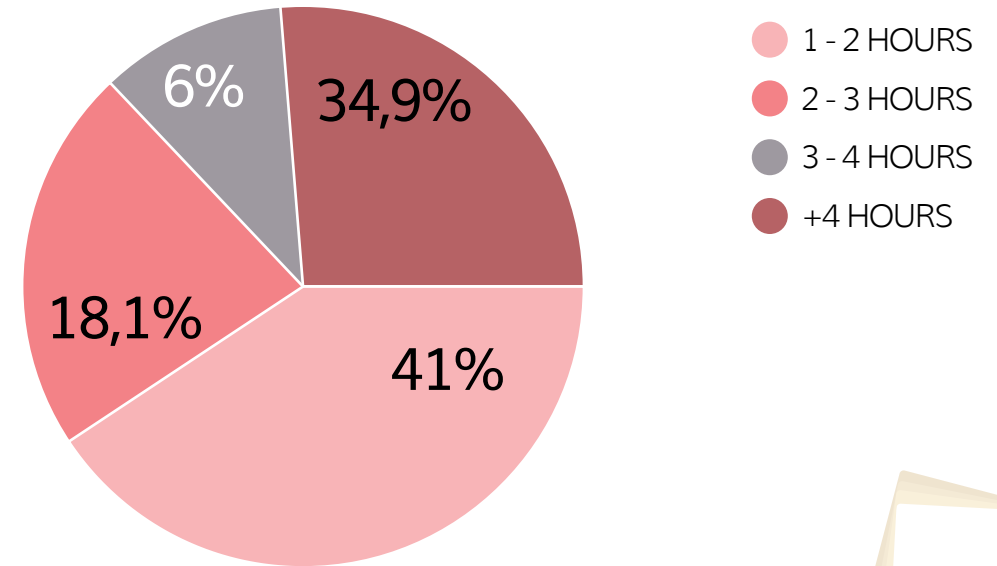
# SOCIAL MEDIA POSTS & DEDICATION

"TRENDS OF BLOGGERS & INFLUENCERS" - TIS MARRAKECH 2018 - TRABLIN®

HOW OFTEN DO THEY POST ON THEIR SOCIAL MEDIA?

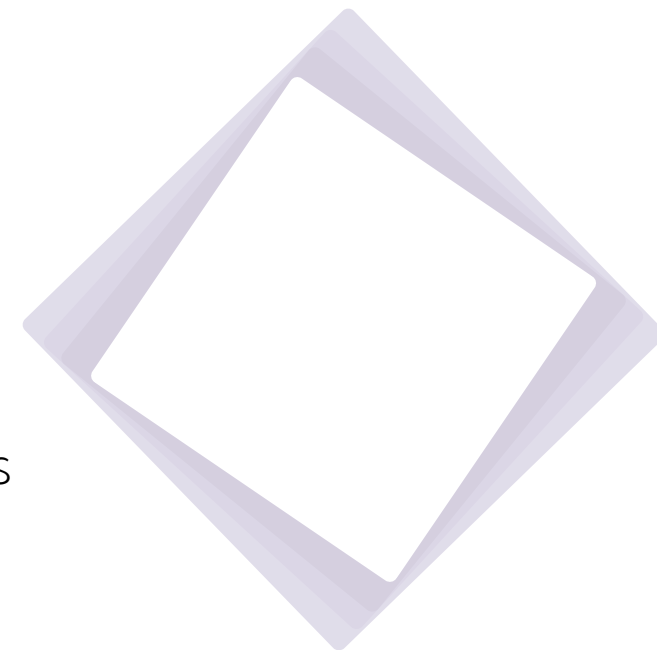
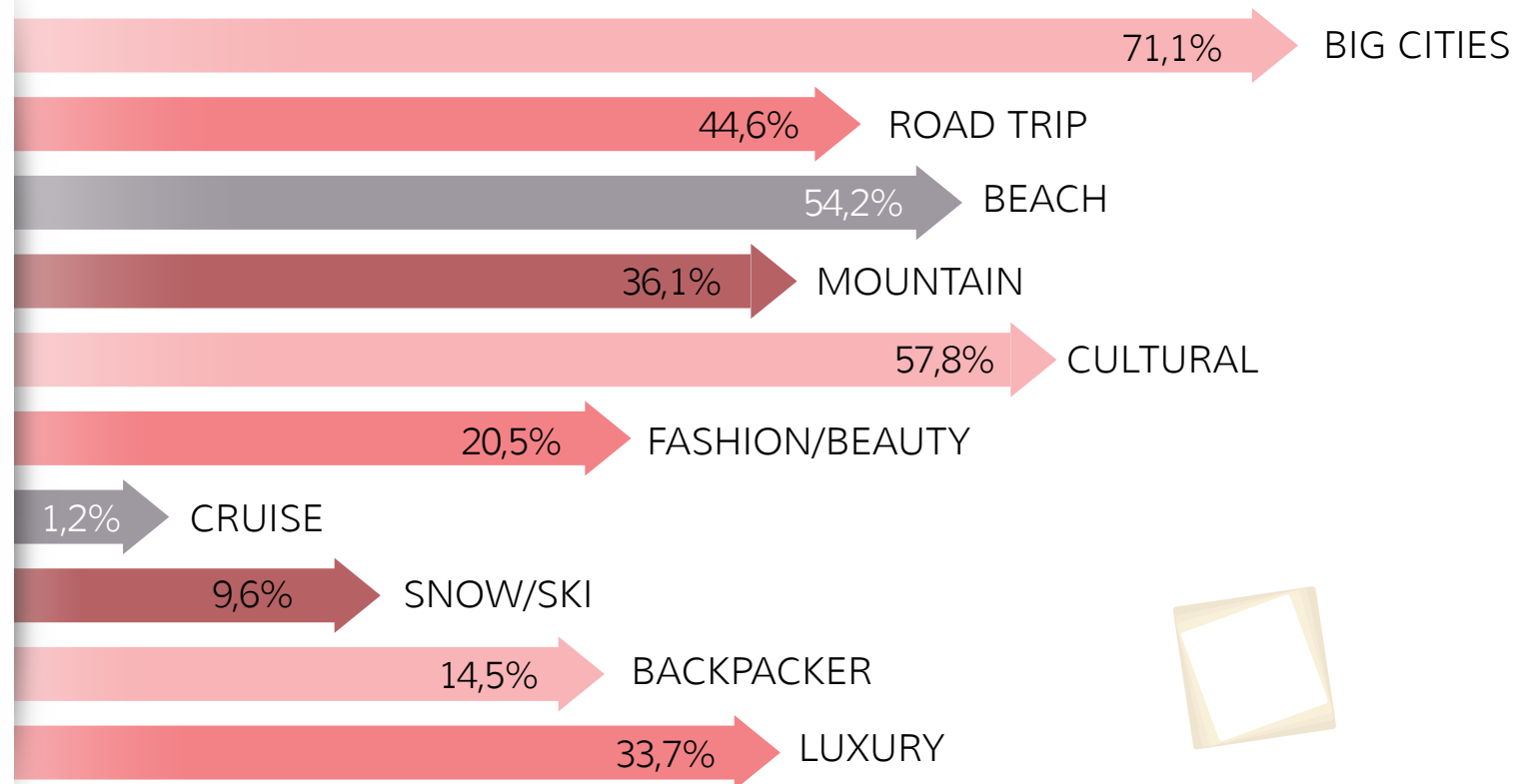


HOW MANY HOURS A DAY DO THEY WORK ON THEIR BLOG?



# TYPE OF TRAVELS

WHAT TRIP DO THEY GO ON MORE OFTEN?



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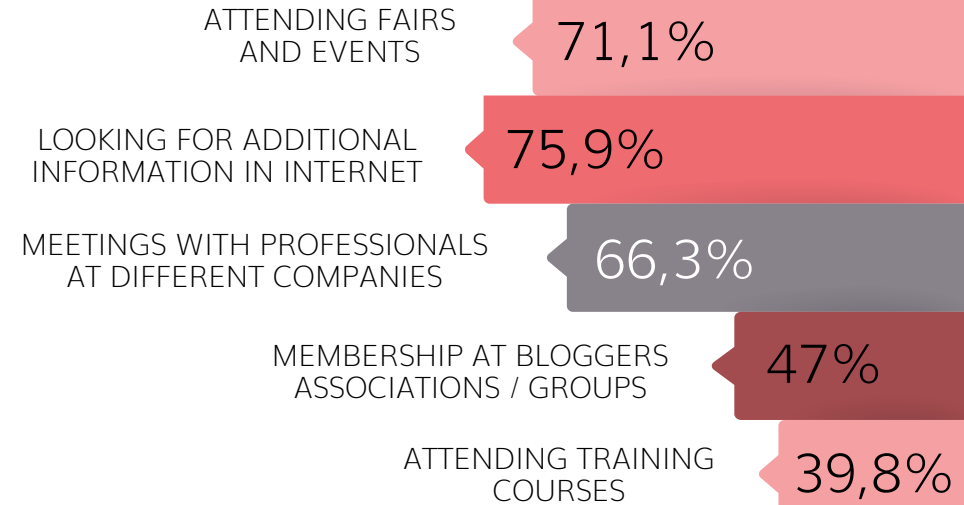
# HOW BLOGGERS' BECOME MORE PROFESSIONAL

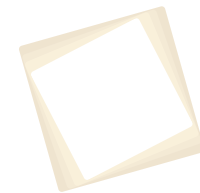
ARE THEY A FULL TIME BLOGGER?

47% YES

53% NO

HOW DO THEY IMPROVE THEIR BLOGGER SKILLS?





# MADE BY



# TRABLIN



**Letting the world be influenced**

