

Customer Engagement Factors in Twitter Hotel Brand Pages

Twitter has been adopted by many businesses. More and more tourism organizations are using Twitter to provide various services and interact with customers. This paper seeks to identify the factors influencing customer engagement in Twitter hotel brand pages. The main source of data used in this article is from Twitter's insight data. The 34 selected Twitter Brand Pages were monitored regarding both the brand's activity (posts) as well as the consumers' interactions with the brand's activity (likes, comments, etc.). The Fanpage Karma, a social-media monitoring tool was used to collect the data. A conceptual framework is provided that helps to understand the factors influencing the consumer engagement in Twitter brand pages. This paper proposes an empirical model based on Kenya Star rated brand pages, which can help in increasing the brand engagement in Twitter brand pages.