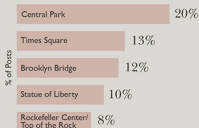# InterContinental ICons
Social Media Analysis

Key Findings

- **The Eiffel Tower** is the **Most Overexposed Icon in the World**, representing 53% of all relevant Paris posts on Instagram and nearly 10% of all postings worldwide.

- **New York City** is the only destination that **did not have a building/structure as the most overexposed icon.**
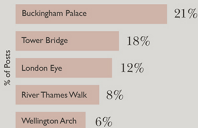
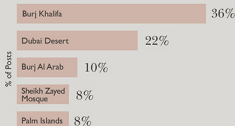## New York City
163 total posts qualified, with #NYC

Central Park	20%
Times Square	13%
Brooklyn Bridge	12%
Statue of Liberty	10%
Rockefeller Center/ Top of the Rock	8%

% of Posts

London
155 total posts qualified, with #London

Buckingham Palace	21%
Tower Bridge	18%
London Eye	12%
River Thames Walk	8%
Wellington Arch	6%

% of Posts

Dubai
155 total posts qualified, with #Dubai

Burj Khalifa	36%
Dubai Desert	22%
Burj Al Arab	10%
Sheikh Zayed Mosque	8%
Palm Islands	8%

% of Posts

Mexico City
152 total posts qualified, with #MexicoCity

Pirámides de Teotihuacán	25%
Palacio de Bellas Artes	16%
Ángel de la Independencia	12%
Castillo de Chapultepec	11%
Centro Histórico	8%

% of Posts

Paris
155 total posts qualified, with #Paris

Tour Eiffel	53%
Museé du Louvre	18%
Arc de Triomphe	10%
Jardin du Luxembourg	3%**
Les Catacombes	3%**
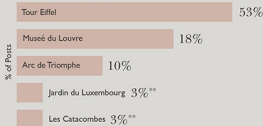
% of Posts

Sydney
157 total posts qualified, with #Sydney

Sydney Opera House	35%
Sydney Harbour (incl. Bridge)	31%
Bondi Beach	13%
Manly Beach	7%
Queen Victoria Building	3%**
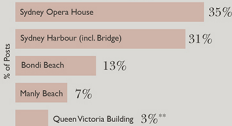
% of Posts

Shanghai
153 total posts qualified, with #Shanghai

The Bund	44%
Oriental Pearl Tower	24%
Shanghai Tower	8%
Shanghai Nanjing East Road Pedestrian Street	8%
Shanghai World Financial Center	6%
Yuyuan Old Street	6%

% of Posts
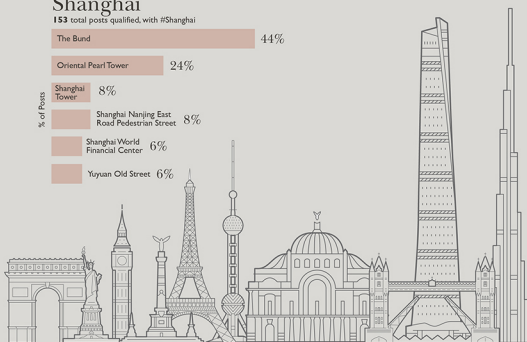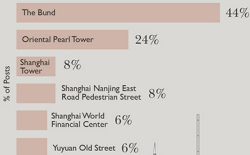
Methodology

More than two thousand pieces of Instagram content were screened to find 937 images around the world of popular tourist sites in seven cities globally that used the most popular destination hashtag in each city. Through an analysis of real-time Instagram data, the *most overexposed icons* were identified.

To qualify for the analysis and have been deemed overexposed, each Instagram post had to:

- Prominently feature what could be classified as a monument or tourist attraction
- Be accompanied by the popular destination hashtag (i.e. #NYC)
- Appear in more than 5% of the total content for that city

**Anything listed under 5% is considered too low to be "Overexposed"

#InterContinentalICons