

# Case studies & examples; how tourism organisations can embrace digital media and new channels of distribution

Innovation and Tourism Seminar  
Mallorca 22<sup>nd</sup> October 2009

# Hello

Matt Jerwood

Freelance consultant:

- digital product development
- business development
- new distribution
- online marketing
- strategy

**lastminute.com**



# I shall cover:

- Data to back-up necessity of involvement
- Examples of mobile used by travel firms
- Examples of other distribution channels
- Using Facebook
- Using Twitter
- Marketing to drive engagement and to promote destinations
- Using activities to push and differentiate a place
- Using user generated reviews to promote a place
- Golden rules - CRM is important, communicate meaningfully
- Get the blend right, do not do everything. Focus.

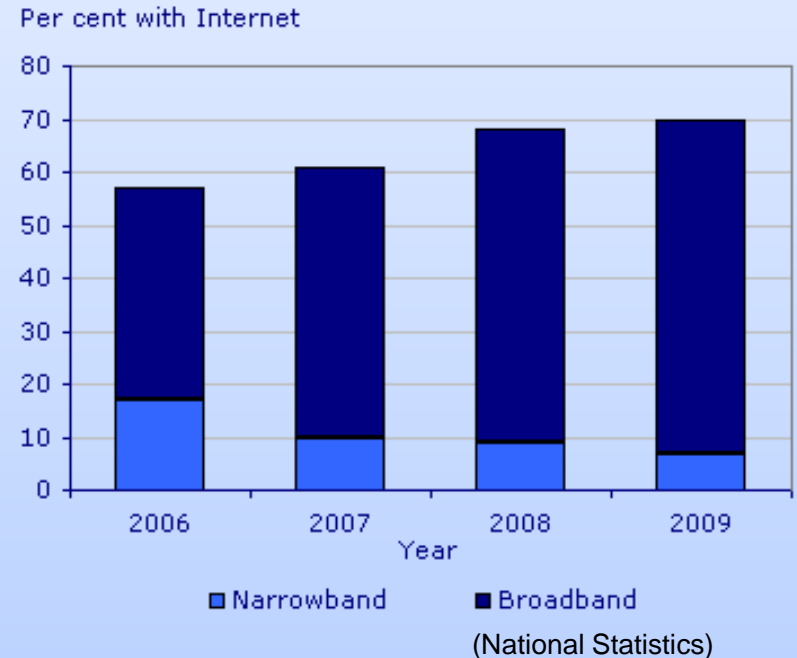
# AGENDA

## 1. Why should you be interested?

1. Case studies: new distribution channels
2. Case studies: new media types
3. Golden rules
4. Summary

# Growth in online purchases

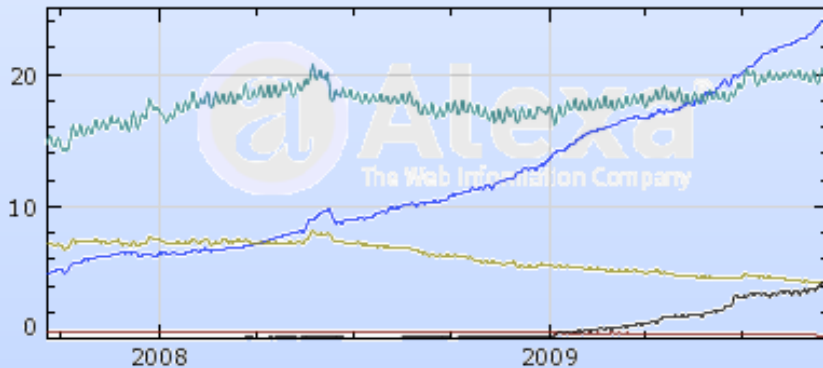
- In 2009, **76%** of UK **adults accessed** the internet
- **64%** made online **purchases** this year
- **83%** (26m) had made an online purchase within the last 3 months.  
(National Statistics)
- The number of online shoppers will rise to over half of the UK population by 2013  
(eMarketer)
- UK shoppers **spent £3.8bn online** in August 09, an increase of 16% over the past year  
(IMRG Capgemini e-Retail Sales Index)



# Social media: reach, rank and time spent

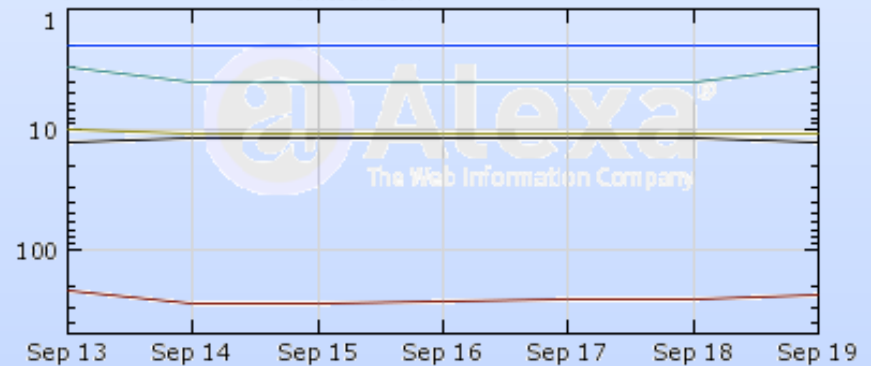
Daily Reach (percent)

facebook.com bebo.com myspace.com  
youtube.com twitter.com



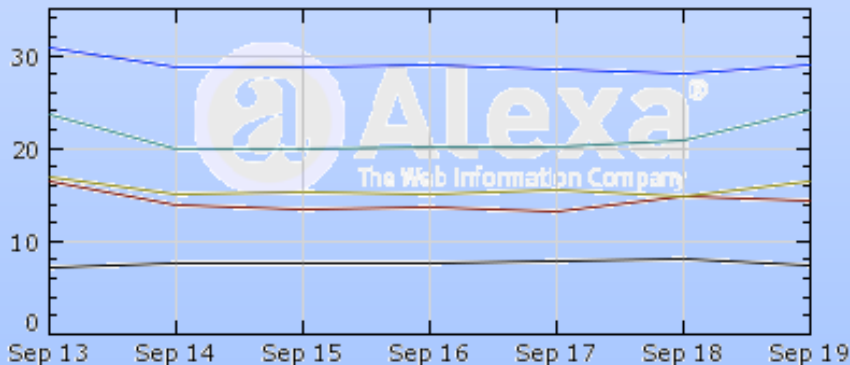
Daily Traffic Rank Trend

facebook.com bebo.com myspace.com  
youtube.com twitter.com



Time on Site (minutes)

facebook.com bebo.com myspace.com  
youtube.com twitter.com



- These websites '**reach**' **10-20%** of all internet users
- These websites '**rank**' among the **top 10** of all websites
- Users spend **10-30 mins** average time on these websites



# Engagement on Social Media

- In 2008, **47%** of the UK's web users went to **Facebook**
- In 2008, **22.7%** of UK mobile phone users accessed a **social network via mobile.**
- In the UK alone each month:
  - 12.5m people visit Facebook,
  - 5.3m to MySpace, and
  - 4.7m to Bebo

(Nielsen)

# 'The norm' evolves quickly...



CARIBBEAN			
CON REF		MEXICO	
MAR 07N 3KAI	£369	MAR 14N 3KAI	£799
MAR 14N 3KAI	£439	APR 07N 3KAI	£379
APR 14N 3KAI	£469	APR 14N 3KAI	£569
MAY 14N 3KAI	£529	MAY 14N 3KAI	£669
JUN 14N 3KAI	£609	COSTA RICA	
JUL 14N 3KAI	£689	MAR 14N 3KAI	£759
CUBA			
MAR 07N 3KAI	£399	APR 14N 3KAI	£709
MAR 14N 3KAI	£509	MAY 14N 3KAI	£749
BARBADOS			
APR 14N 3KAI	£559	APR 14N 3KAI	£889
MAY 14N 3KAI	£629	JUN 14N 3KAI	£859
0800 408 4194			
SEE PAGE 24			
AGENT FOR HTOL PROTECTED OPERATORS			
B/FEE£0-10pp. 100£0-15pp. PRICES FROM			
B/FEE£0-15pp. 100£0-15pp. PRICES FROM			

do something **lastminute.com**

Welcome to lastminute.com - join more than 1 million satisfied customers when you do something with the lastminute.com Group!

What our customers think of us... Click here for our [customer testimonials](#)

Offers of the day... Click here to personalise your homepage

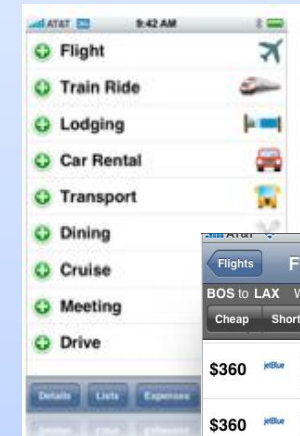
**PAKIS from**  
Hondur

From **Hondur**...  
Hondur to London, L...  
From £229.00  
See more deals

**From** **Flatts**...  
Flatts to London, L...  
From £99.00  
See more deals

**From** **Flatts**...  
Flatts to London, L...  
From £99.00  
See more deals

subscribe to our newsletter



Flights		Flight Results		Help/FAQ	
BOS to LAX		Wed, Aug 26 - Thu, Aug 27, 2009		Show All	
Cheap		Short		Soon	
\$360		JetBlue Airways		BOS LAX LAX BOS	
7:55p		11:04p		12:50p 12:10a	
\$360		JetBlue Airways		BOS LAX LAX BOS	
7:55p		11:04p		10:40p 10:17a	
\$329		Virgin America		BOS LAX LAX BOS	
8:35p		11:50p		9:00p 5:40a	
\$340		Virgin America		BOS LAX LAX BOS	
8:35p		11:50p		6:30a 5:30p	
Filter results by:		Stops		Airlines	
118 of 349 flights shown		Flights		Hotels	
Trends		Airlines		Airports	

twitter



Expedia

Follow

@multitaskingme We're on it, Twitter friends. we've just been replying offline. have faith!



# AGENDA

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2. Case studies: new media types

3. Golden rules

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# lastminute.com *early* mobile site

**lastminute.com**

- DealFinder
- london tube map
- our favourites
- star holidays
- search
- flights
- city breaks
- holidays
- hotels
- going out
- eating out
- gifts
- experiences
- days out
- sports
- free text alerts

click [here](#) to call us and book

[Home](#) [Info](#)

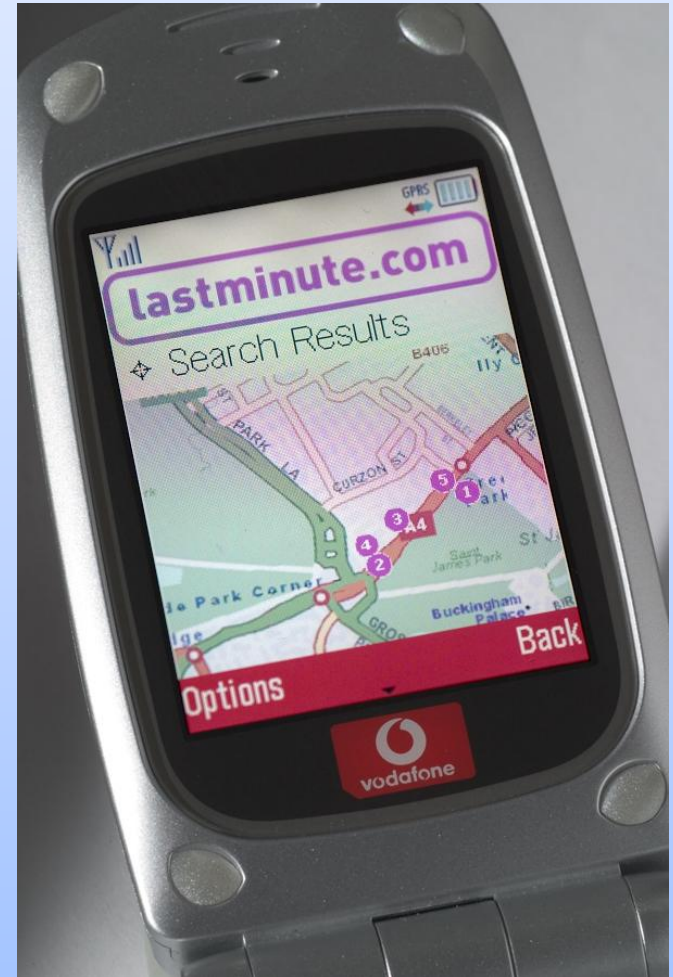


# Location Based Services

Find ...

- places to Eat
- places to Go Out
- places to Stay

...based on your mobile phone location



# WAYN Mobile – [m.wayn.com](http://m.wayn.com)

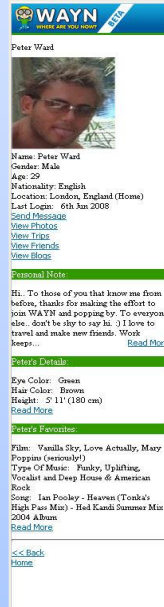
- Accessing Mail / Updating Trips / Updating Status / Viewing content / Local People & Places
- Monetised by advertising



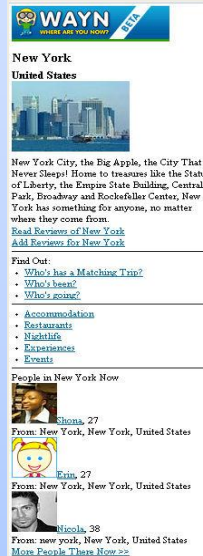
People Search



Trips



Profiles



Places Search



Messages





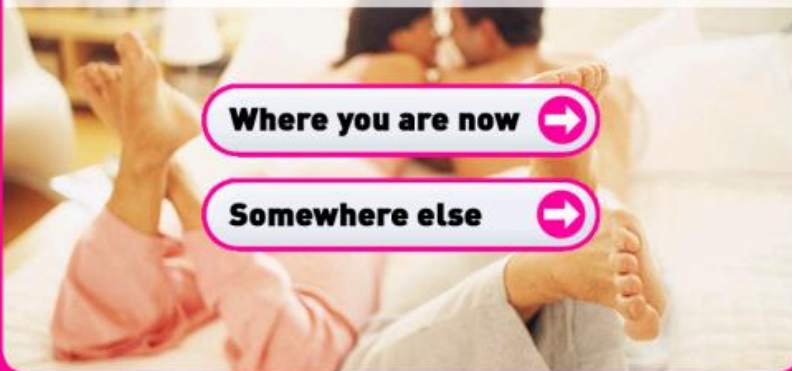
# lastminute.com on Digital TV



# Kiosks



## Places to Stay



## Places to stay

Change Search

41 Hotel - 5\*  
From £ 229.13

Select

Brilliant Offer at this Central London Hotel!  
From £ 70.00

Select

The Goring Hotel - 5\*  
From £ 180.00

Select

The Halkin - 5\*  
From £ 234.00

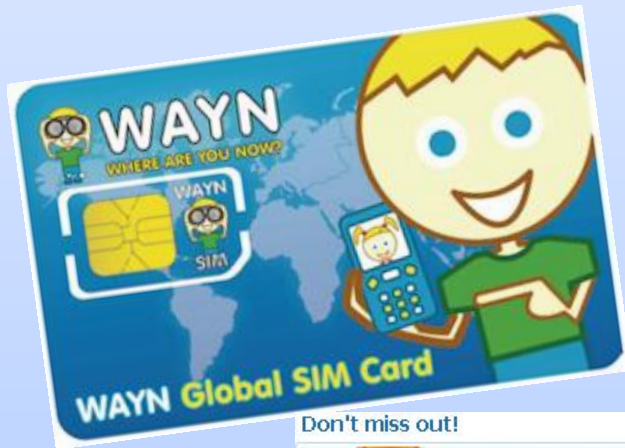
Select



More Offers

# Alternative products: brand reach and association to relevant services

Lifestyle Card | Insurance | Global SIM Card | Downloadable Translator



Don't miss out!

**Get** Speaking mobile translator

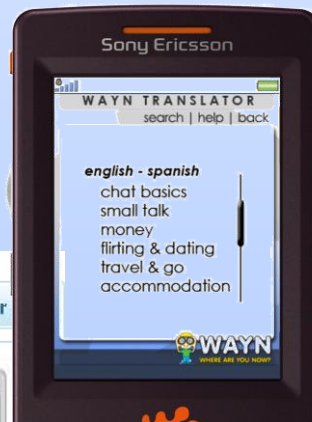
I own a...  
Nokia

The model is a...  
6230i

I am translating from...  
Polish

I am translating to...  
English

Please SMS **ST 141407** to **60999** and receive WAYN Translator Polish-English for 4.00 GBP (note the space between the **ST** and the number)



WAYN Travel Insurance

+ Please complete the following form to allow

When would you like the Policy to Start? 12 / March / 2008

When would you like the Policy to End? 11 / March / 2008

☐ Single trip

☒ Or tick here for an Annual Multi-Trip Policy

☐ Tick here for Backpacker Policy

Who is the policy for?

☒ Individual

☐ Couple

☐ Family



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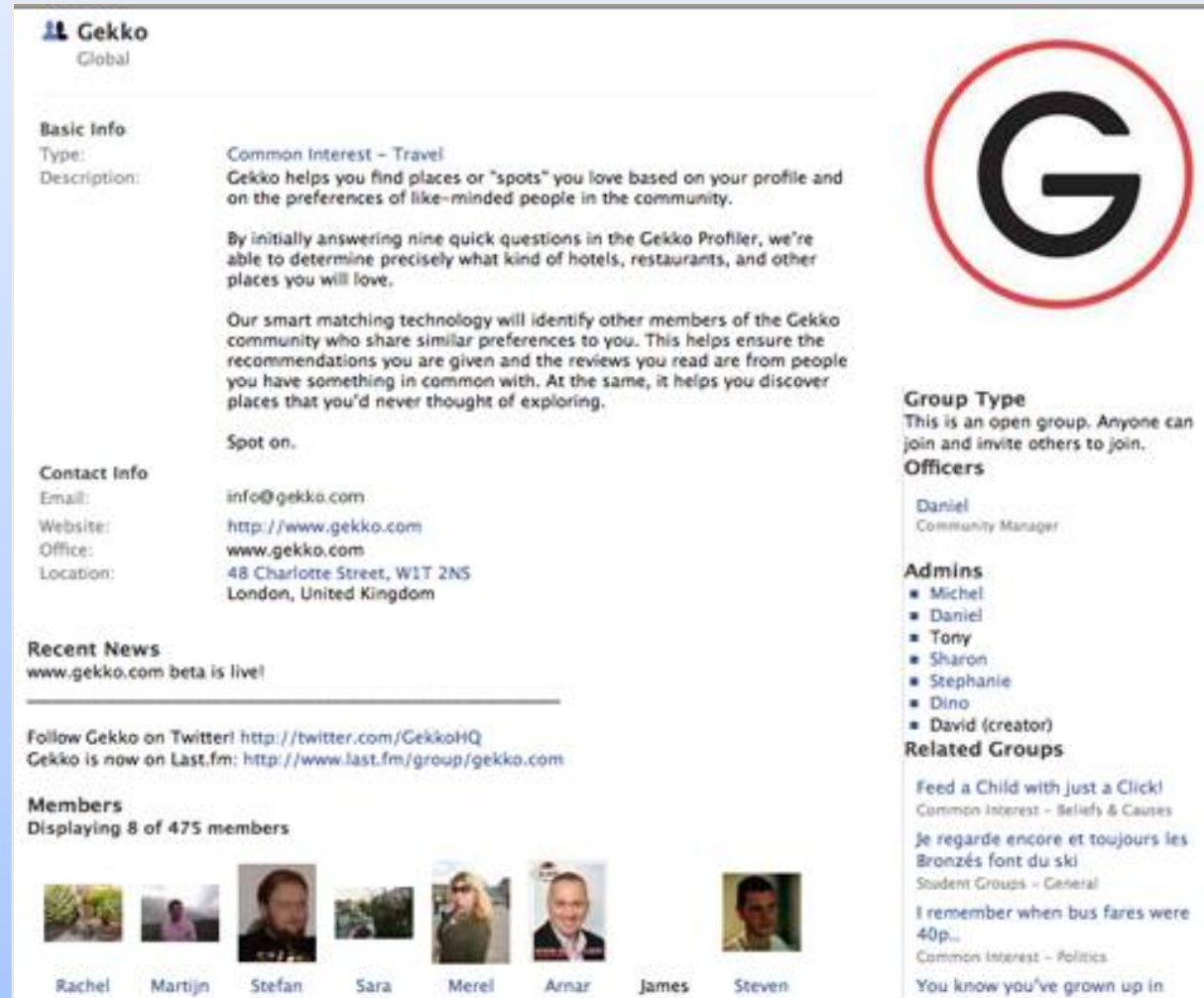
# Facebook 'groups'

**Gekko.com**

UGC reviews

500 members

Updating  
potential users  
with info direct  
from the  
company to  
their personal  
space



**Gekko**  
Global

**Basic Info**  
Type: Common Interest - Travel  
Description: Gekko helps you find places or "spots" you love based on your profile and on the preferences of like-minded people in the community.

By initially answering nine quick questions in the Gekko Profiler, we're able to determine precisely what kind of hotels, restaurants, and other places you will love.

Our smart matching technology will identify other members of the Gekko community who share similar preferences to you. This helps ensure the recommendations you are given and the reviews you read are from people you have something in common with. At the same, it helps you discover places that you'd never thought of exploring.

Spot on.

**Contact Info**  
Email: [info@gekko.com](mailto:info@gekko.com)  
Website: <http://www.gekko.com>  
Office: [www.gekko.com](http://www.gekko.com)  
Location: 48 Charlotte Street, W1T 2NS  
London, United Kingdom

**Recent News**  
[www.gekko.com](http://www.gekko.com) beta is live!

Follow Gekko on Twitter! <http://twitter.com/GekkoHQ>  
Gekko is now on Last.fm: <http://www.last.fm/group/gekko.com>

**Members**  
Displaying 8 of 475 members

Rachel Martijn Stefan Sara Merel Arnar James Steven

**Group Type**  
This is an open group. Anyone can join and invite others to join.







**Officers**  
Daniel  
Community Manager

**Admins**  
■ Michel  
■ Daniel  
■ Tony  
■ Sharon  
■ Stephanie  
■ Dino  
■ David (creator)

**Related Groups**  
Feed a Child with just a Click!  
Common Interest - Beliefs & Causes  
Je regarde encore et toujours les Bronzés font du ski  
Student Groups - General  
I remember when bus fares were 40p...  
Common Interest - Politics  
You know you've grown up in

# Groups, the considerations:

Risk of limited engagement, if a group is too high-level

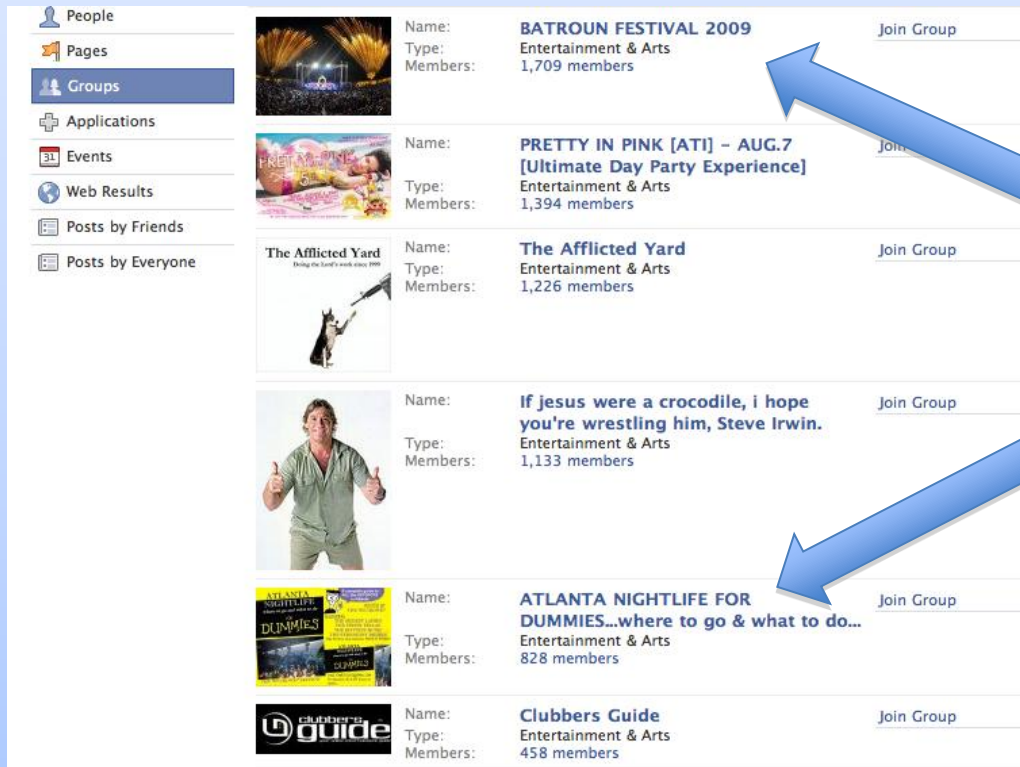
	Name: <b>Anguilla Tourist Board E-Newsletter Update</b> Type: Business Members: 212 members	<a href="#">Join Group</a>
	Name: <b>German National Tourist Board/Office (GNTB / DZT)</b> Type: Geography Members: 22 members	<a href="#">Join Group</a>
	Name: <b>Count the Tourist</b> Type: Common Interest Members: 10 members	<a href="#">Join Group</a>
	Name: <b>Bali Tourism Board</b> Type: Organisations Members: 458 members	<a href="#">Join</a>
	Name: <b>Tokyo Notice Board</b> Type: Organisations Members: 117 members	<a href="#">Join Group</a>
	Name: <b>EGY TOURIST GUIDES COMMUNITY</b> Type: Student Groups Members: 780 members	<a href="#">Join Group</a>

Anguilla Tourist Board  
Newsletter – 200 members

Bali Tourism Board – 450  
members

Not many

# Groups that engage: Events / Activities



A screenshot of a Facebook interface showing a list of groups. On the left is a navigation menu with options: People, Pages, Groups (selected), Applications, Events, Web Results, Posts by Friends, and Posts by Everyone. The main area displays a list of groups, each with a profile picture, name, type, member count, and a 'Join Group' link. Two blue arrows point from the text on the right to specific groups in the list.

Group Name	Type	Members
BATROUN FESTIVAL 2009	Entertainment & Arts	1,709 members
PRETTY IN PINK [ATI] - AUG.7 [Ultimate Day Party Experience]	Entertainment & Arts	1,394 members
The Afflicted Yard	Entertainment & Arts	1,226 members
If Jesus were a crocodile, I hope you're wrestling him, Steve Irwin.	Entertainment & Arts	1,133 members
ATLANTA NIGHTLIFE FOR DUMMIES...where to go & what to do...	Entertainment & Arts	828 members
Clubbers Guide	Entertainment & Arts	458 members

Event led groups work well, but have limited lifespan.

Batroun Festival 1,700 members







Specific activities in specific locations are useful to individuals (if fresh in content).

Atlanta Nightlife 828 members

# Categorise & target your ideal market

Search results for 'New York' / Entertainment & Arts / Nightlife

Show: Entertainment & Arts Nightlife Filter Results

	Name: <b>NEW YORK NEW YORK</b> Type: Entertainment & Arts Members: 349 members	<a href="#">Join Group</a>
	Name: <b>NEW YORK</b> Type: Entertainment & Arts Members: 37 members	<a href="#">Join Group</a>
	Name: <b>New York</b> Type: Entertainment & Arts Members: 5 members	<a href="#">Request to join</a>
	Name: <b>New york for ever</b> Type: Entertainment & Arts Members: 5 members	<a href="#">Join Group</a>
	Name: <b>Swedes in New York</b> Type: Entertainment & Arts Members: 1,869 members	
	Name: <b>Squires &amp; New York New York</b> Type: Entertainment & Arts Members: 1,227 members	<a href="#">Join Group</a>

Several options to filter groups means the risk of your group being lost is high. Be clearly definable. This page, search results for 'New York' / Entertainment & Arts / Nightlife

Consider establishing groups based on speaking with a specific group of people  
Swedes in New York, 1,869 members.

# Location marketing: Facebook 'page'

- 15000 'fans'
- Regularly updated content
- Receives impressive level of 'comment' and interaction
- Measurement of ROI likely to be difficult.

...But poll the 15000 fans about perceptions of B'mth, and the response is likely to be positive beyond a poster campaign – and cheaper!



The screenshot shows the Facebook page for Bournemouth. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', and user links for 'Matt Jerwood', 'Settings', and 'Log out'. The page header features a large image of a coastline and the text 'Bournemouth cant wait for the weekend. whats every one doing? last Tuesday'. Below this are tabs for 'Wall', 'Info', 'Photos', 'Boxes', 'Poll', 'Discussions', and a 'Share' button. A text input field for 'Write something...' is visible. The 'Fans' section lists 6 of 15,878 fans, including Olivia Villacam pa, James Dempsey, Charlie Bick, Szilvi Tóth, Marc Oliver Trottman, and Nico Fuchs. A poll titled 'Should Bournemouth start' is also shown. The 'Comments' section displays several user comments, including one from Lovepreet Singh expressing excitement about visiting Bournemouth.



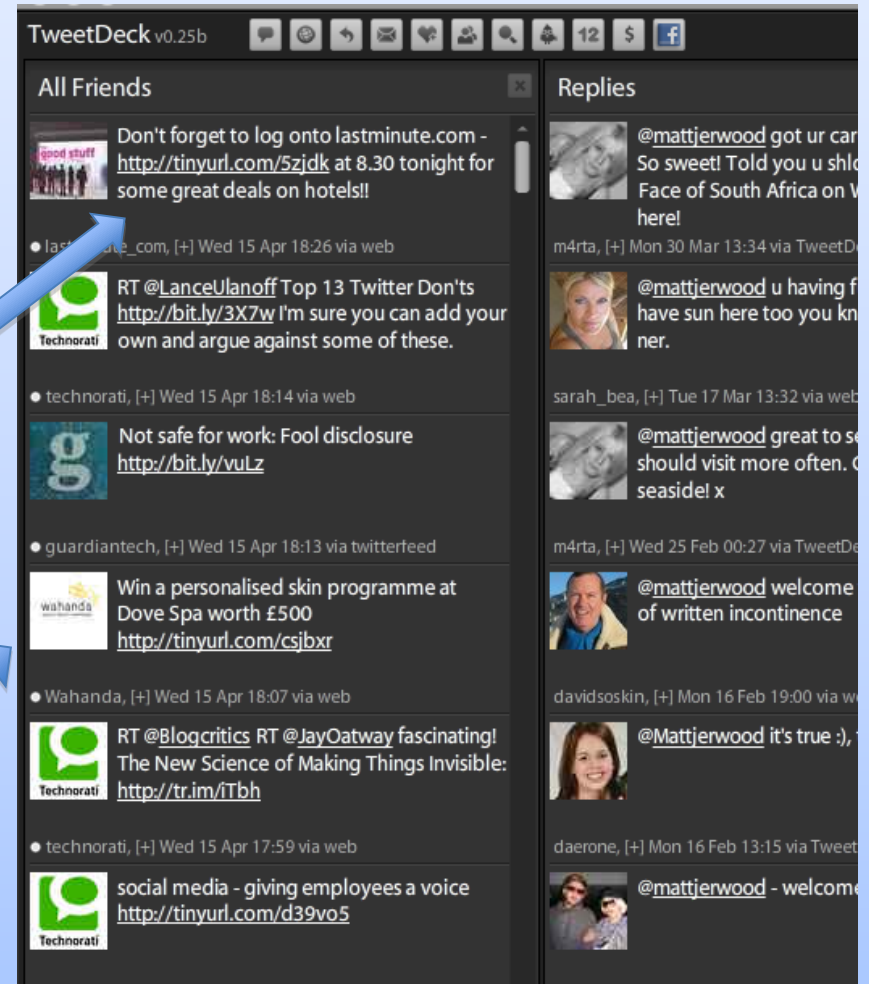
# Twitter - used by the organisation

This is my 'tweetdeck'.

In the left hand column are "all friends" aka, people / companies I am 'following'.

"Don't forget to log onto lastminute.com <link> at 8.30 tonight for some great deals on hotels!!" lastminute\_com

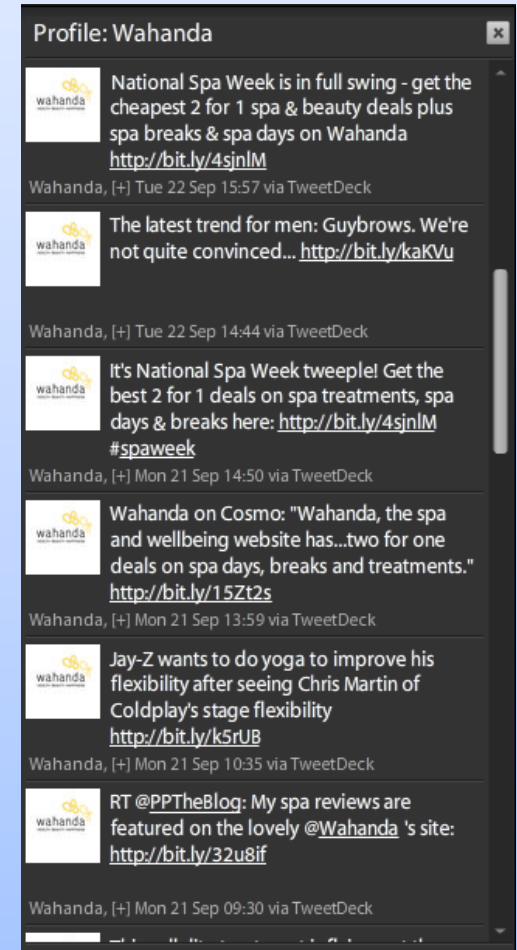
"Win a personalised skin programme at Dove Spa worth £500 <link>" wahanda



# Company profiles on Twitter



Twitter.com (above)



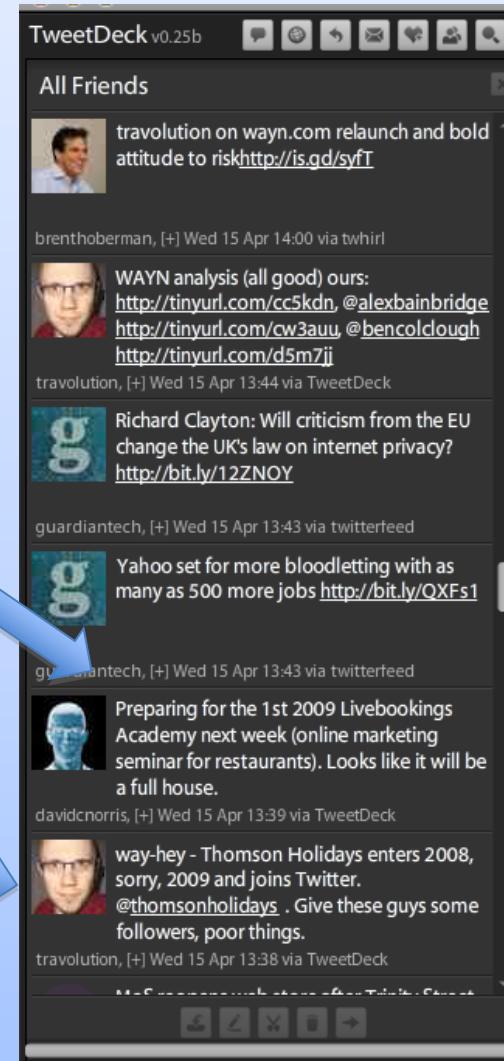
Tweetdeck (right)

# Twitter – in the name of the individual

Your info can reach thousands through individuals.

“Preparing for the 1st 2009 Livebookings Academy next week (online marketing seminar for restaurants). Looks like it will be a full house.” davidnorris

“way-hey – Thomson Holidays enters 2008, sorry, 2009 and joins Twitter. @thomsonholidays – Give these guys some followers, poor things.” travolution





# Examples of varied reach via twitter

## companies

### **lastminute.com**

Joined: Jul 2008  
Following: 412  
Followers: 4256  
Updates: 1255

### **Costa del Sol Tourist Board.**

Joined: Jan 2009  
Following: 12  
Followers: 36  
Updates: 28

### **World travel news from msnbc.com**

Joined: Jan 2008  
Following: 18  
Followers: 10848  
Updates: 3675

## individuals

### **Justin Pearse Editor, newmediaage magazine**

Joined: Apr 2007  
Following: 322  
Followers: 1221  
Updates: 281

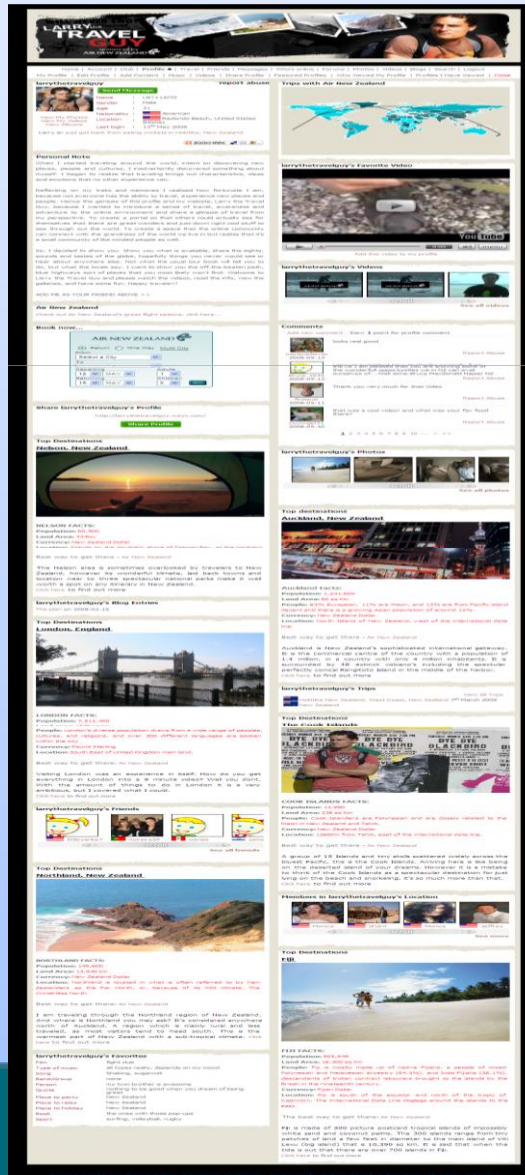
### **Martha Lane Fox**

Joined: Feb 2009  
Following: 354  
Followers: 3997  
Updates: 956

# WAYN company profiles

## Bespoke for **Air New Zealand:**

- Photos of *Larry the Travel Guy's* travels to Air New Zealand destinations
- Video diaries
- Blogs
- Booking system for Air New Zealand flights
- Links to official website
- Content, maps and information on all areas flown to by Air New Zealand



## Results

- Over 3000 friends added for contact and regular news update in the first month of their campaign
- Over 110,000 visits to Air New Zealand profile in first month
- Over 2,000 comments from members on profile
- Over 500 photo ratings

# Using sponsorships & competitions

engagement with giveaways, competitions, surveys, social responsibility & games



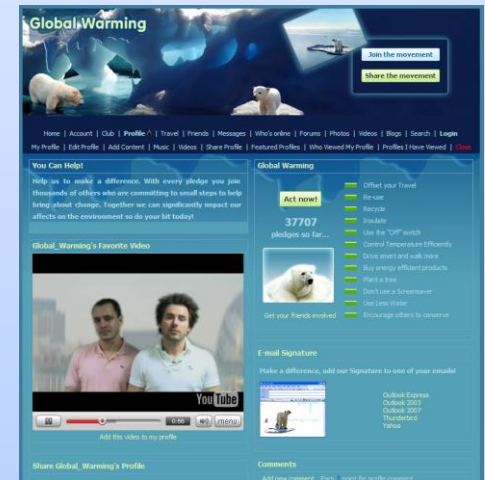
HotelClub (part of Orbitz),  
Best Hotels of the World  
Survey

18,000 votes



Looking Good World

200,000 entries within 14  
days

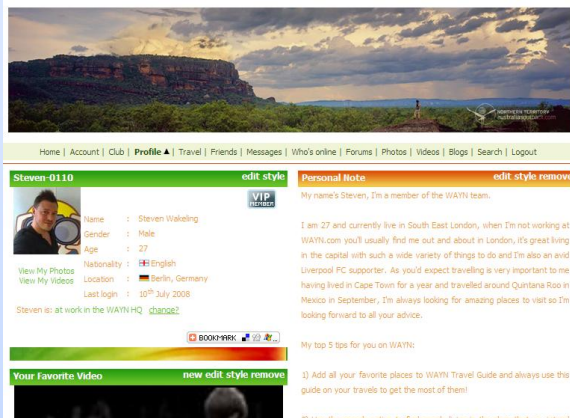


Global Warming  
Campaign

500,000 user pledges in  
first month

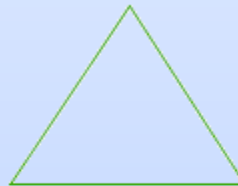
# Destination reach via a social network

## WAYN Northern Territory campaign



1

Northern Territory Skin



1,226,243

members adopt an  
NT profile skin on their  
own WAYN profile

\* population of the Northern Territory at  
the end of June 07 was **215,000**  
([http://en.wikipedia.org/wiki/Darwin,\\_Northern\\_Territory](http://en.wikipedia.org/wiki/Darwin,_Northern_Territory)). So the number of WAYN  
members with an NT profile is **5.5 X** the  
population of the NT.

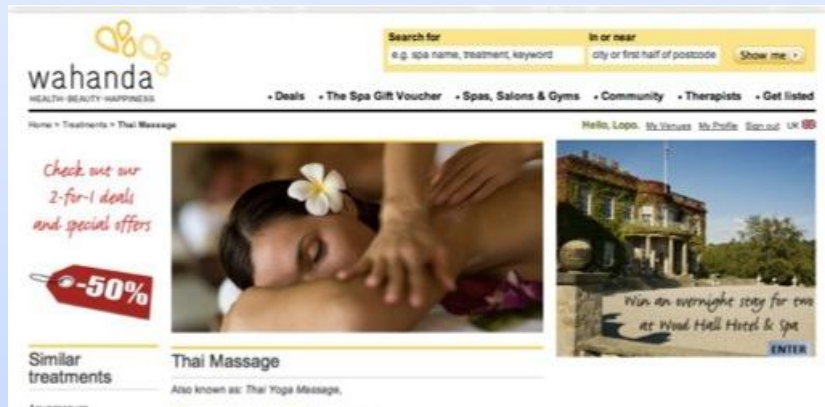


2,192,114

Unique members viewed an  
NT profile skin at least once



# Wahanda: activities promoting location



The largest & most comprehensive wellness site in Europe

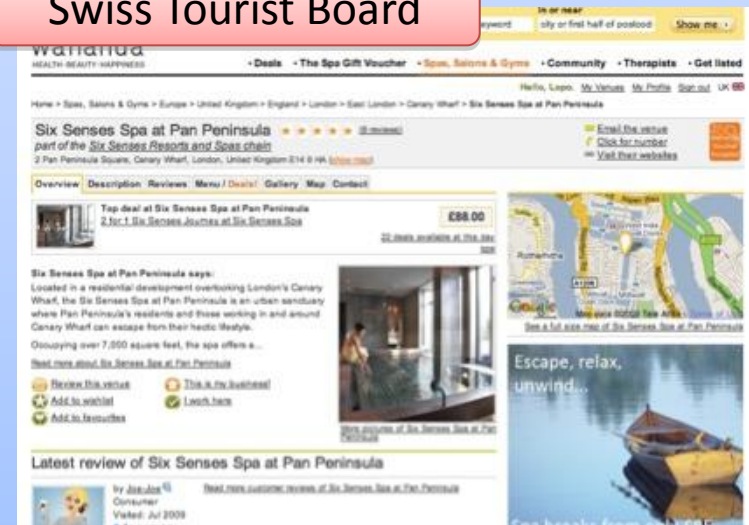
- 100,000+ monthly spa, beauty and wellness enthusiasts
- 8,000 businesses worldwide

- 250+ treatments
- spas: day & hotel, destination resorts, fitness, wellness centers, yoga, pilates etc.

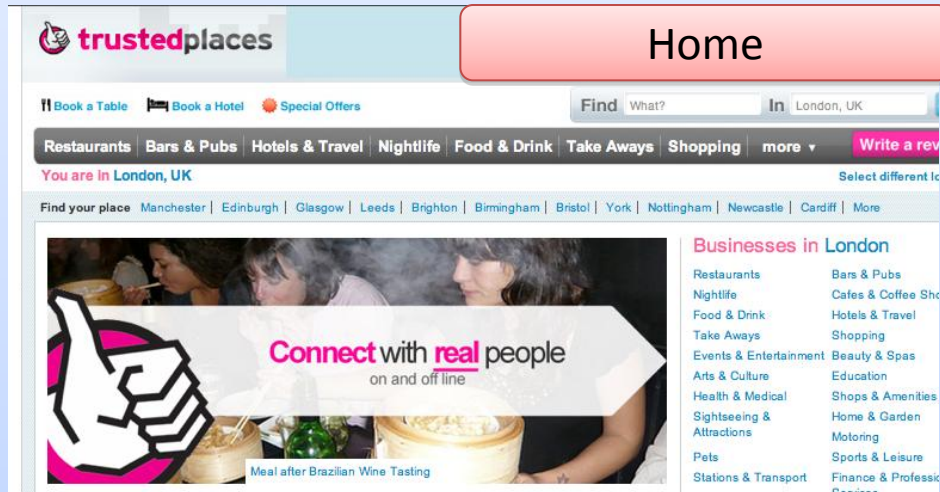
## Austrian Tourist Board



## Swiss Tourist Board



# Trusted Places: user reviews adding attraction



Allows users to review and give advice – for other users

Below a whitelabel created for DailyMail Group in UK

How many independent reviews could you benefit from?



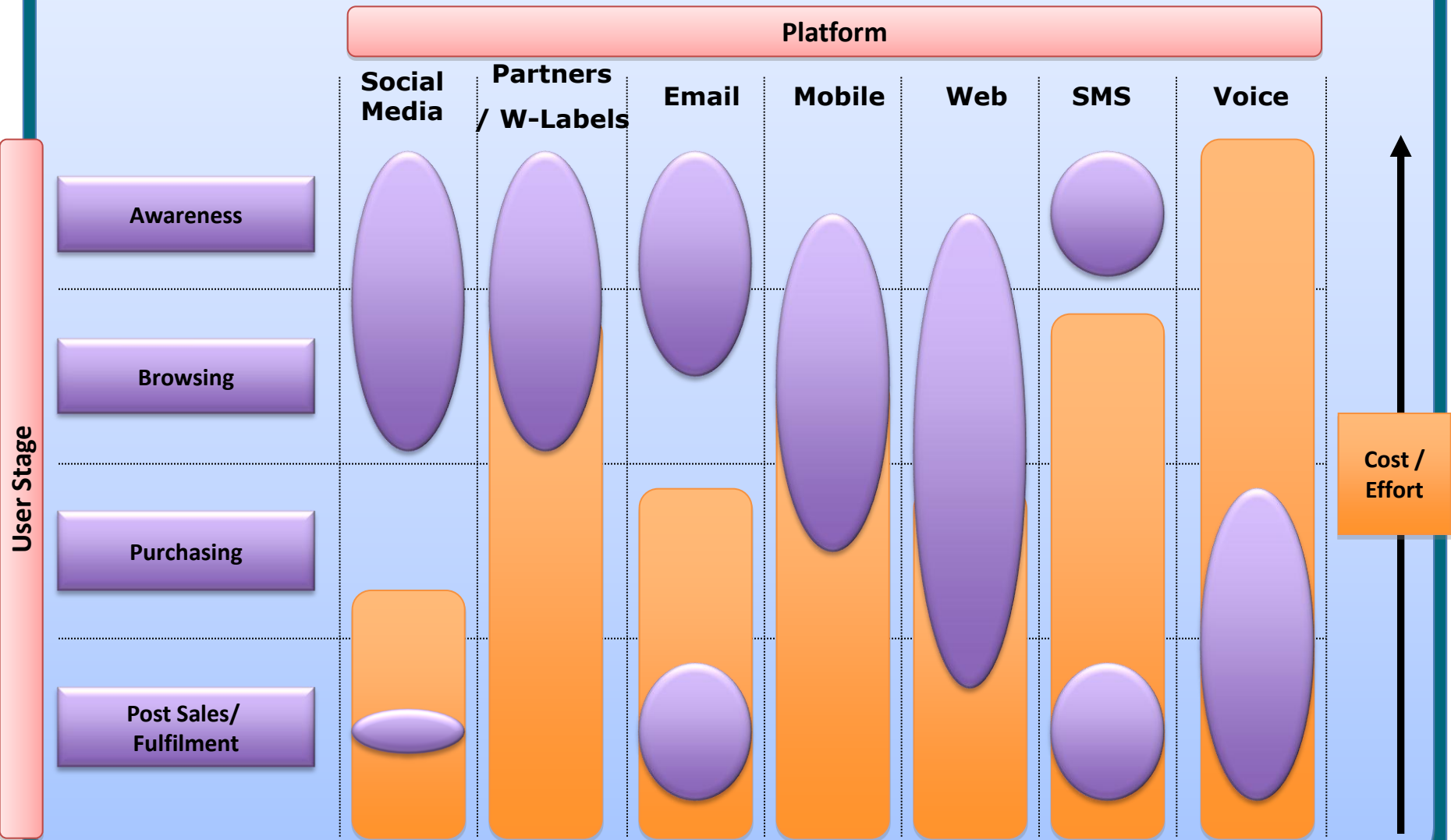
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2. Case studies: new media types

## 3. Golden rules

4. Summary

# Remember the strengths & purpose of different platforms





# 10 rules: building brand using social media

1. Gain the trust of your audience
2. Listen to your audience first
3. Engage with your audience
4. Mutual communication
5. Keep it real and don't push the sales message
6. Educate, entertain, enlighten
7. Communication that meets their needs
8. Make your website interesting/relevant/impressive
9. Don't misuse social media sites to gain internal linking
10. Maintain your efforts and keep it focused

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# Key points

- Data has shown the necessity of involvement
- Examples of mobile
- Examples of other distribution
- Facebook groups & pages
- Twitter, organisations & individuals
- Marketing to drive engagement & destinations (WAYN)
- Using activities to push and differentiate (Wahanda)
- Using user generated reviews (Trusted Places)
- CRM is important. Communicate meaningfully, ensure you are liked
- Get the blend right, do not do everything. Focus your strategy & excel

# Please ask!

...if you are interested to further explore  
any of the topics covered today...

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