Online Travel in the Mobile Social World

UNWTO, 16 April 2012, Jerba, Tunisia
Between 2010 and 2015 online air sales will experience a 13% compound annual growth rate in the MEA region.

Online hotel sales in Middle East and Africa over the period will grow by more than 12%.

* By 2013 online travel penetration in Europe is expected to hit 41% (PhoCusWright)
By 2012 the European online travel market is expected to have a value of more than 91 billion €” (eyefortravel)
“...in five years time 48% of the industry believes social media will be more important than PPC...”
*Years to reach 50 million users*

- Telephone (1974: 74 years)
- Radio (1938: 38 years)
- TV (1953: 13 years)
- Internet (1991: 4 years)
*Facebook reached 50 million users in 9 months.*
* Facebook hits 1 billion users in 2012

If Facebook were a country, it’d be the world’s 3rd largest.
200 million tweets per day
4 billion video views per day

Every second one hour of video is uploaded to YouTube
### Hotel Chains

<table>
<thead>
<tr>
<th>Brand</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hilton</td>
<td>104K</td>
</tr>
<tr>
<td>Hampton Inn</td>
<td>100K</td>
</tr>
<tr>
<td>Hyatt</td>
<td>74K</td>
</tr>
<tr>
<td>Holiday Inn</td>
<td>26K</td>
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</table>

### Airlines

<table>
<thead>
<tr>
<th>Carrier</th>
<th>Seats</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Airlines</td>
<td>320K</td>
</tr>
<tr>
<td>Lufthansa</td>
<td>222K</td>
</tr>
<tr>
<td>American</td>
<td>186K</td>
</tr>
<tr>
<td>Delta</td>
<td>183K</td>
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</tbody>
</table>

### Cruise Ships

<table>
<thead>
<tr>
<th>Line</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carnival</td>
<td>1.06M</td>
</tr>
<tr>
<td>Royal Caribbean</td>
<td>335K</td>
</tr>
<tr>
<td>Celebrity</td>
<td>225K</td>
</tr>
<tr>
<td>Norwegian</td>
<td>132K</td>
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</tbody>
</table>
Not for big travel only
* Social media sales opportunities

* 100% of travel brands surveyed globally have a Facebook brand profile vs. 82% in 2011

* In Q3 2011, 51% of travel brands cited an increase in traffic from Facebook to their website

* 50% of travel brands surveyed agreed that direct bookings were generated from social media

Source: Eyefortravel social media and mobile in the travel industry
Social media sales opportunities

“...40% of UK travellers are using social media to help research a holiday.”

Source: World Travel Market 2011 Industry Report
*Social media sales opportunities*

**We connect hotels with guests in real time.**

Reach.ly is a real-time marketing tool for the hospitality industry. We help you use Twitter and other social media to get personal engagement and paying guests. Those guests book directly so you save on OTA fees.

- No OTA fees
- Direct Selling
- Personal Engagement
- It's free

1. Someone tweets about their trip to your city
2. We gather these tweets and present them to you
3. So you can interact directly with potential guests
*Social media service opportunities*

KLM Royal Dutch Airlines
@fbrcn 2/2 For current information please have a look at the following link: [http://bit.ly/d2gRAw](http://bit.ly/d2gRAw).
1 hour ago

KLM Royal Dutch Airlines
@fbrcn 1/2 Hello, at this moment KLM expects to operate all flights, including KL1758, other then the flights which are cancelled.
1 hour ago
*It’s about dialogue*

@ThomasMarzano
Thomas Marzano

Had à awesome sleep @FSPaloAlto ... Great bed and loving the bathroom!!

@FSPaloAlto
Four Seasons Palo Al

@ThomasMarzano Good morning! Glad you slept well & are enjoying your room. Let us know if you need dinner reservations in Quattro tonight.
*Customer experience opportunity*

Good afternoon, you let us know, via Twitter that you'd be travelling with us today.
* Customer experience opportunity
The power of customer voice

50 MILLION SOCIAL REVIEWS

HAVE BEEN CREATED IN TRIPADVISOR FOR 495,000 RATED HOTELS
The power of customer voice

* One third of holiday makers changed their hotel choice after consulting social media.

* 7% of people who used social media to book their holiday decided to change location (country) while 5% decided to switch airline.

Source: World Travel Market 2011
A MISERABLE EXPERIENCE ... AVOID THIS HOTEL

March 5, 2012

Fancy from outside and very central location. that's it. the rest of my 3-night stay turned into a nightmare. first the room : tiny, not to say minuscule (despite so-called Platinum upgrade... cannot imagine the standard room size). Then, it is quite noisy on top of it, as street is really busy. The 1st night, fire alarm woke me up at 05.40AM, then nothing... 30 minutes later, order to evacuate! When in the stairs, surrounded by half-naked panicked japanese girls ;o), instruction was given to return into the rooms. the day after, not a word, not a letter, not an apology. N.O.T.H.I.N.G ! When I asked the staff at desk for an explanation, he replied "these things happen" ... Unbelievable. Oh! then the price : outrageous (500$ if I remember correctly) for the pathetic experience. I visited a few W hotels and liked most of them. The W London clearly damages the brand.

THE ONE THING EVERYONE SHOULD KNOW ABOUT THIS HOTEL:
How unprofessional hotel staff is. Among other things...
The cost of ignorance

United Airlines reputation damage on Youtube:

* 11 million views
* >28.000 comments
The distribution and inventory costs of businesses successfully applying this strategy allow them to realize significant profit out of selling small volumes of hard-to-find items to many customers instead of only selling large volumes of a reduced number of popular items. The total sales of this large number of ‘non-hit items’ is called the Long Tail.”

Chris Anderson - The Long Tail
Niche markets are booming

**Spoontrip**

<table>
<thead>
<tr>
<th>DESTINATIONS</th>
<th>ACTIVITIES</th>
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<tbody>
<tr>
<td><strong>TOP DESTINATIONS</strong></td>
<td></td>
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<tr>
<td>Paris (30)</td>
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<td>Florence (15)</td>
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<td>Bordeaux (14)</td>
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<td>Lisbon (5)</td>
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<td>Barcelona (4)</td>
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<td>Istanbul (4)</td>
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<td>Brussels (4)</td>
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<td>Amsterdam (3)</td>
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<td>Carcassonne (3)</td>
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<td>Avignon (3)</td>
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<td>Copenhagen (1)</td>
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<thead>
<tr>
<th><strong>FRANCE</strong></th>
<th><strong>ITALY</strong></th>
<th><strong>EUROPE</strong></th>
<th><strong>OTHERS</strong></th>
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<tbody>
<tr>
<td>Aquitaine (33)</td>
<td>Tuscany (41)</td>
<td>France (134)</td>
<td>Turkey (5)</td>
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<tr>
<td>Paris region (30)</td>
<td>Marche (5)</td>
<td>Italy (59)</td>
<td>Morocco (2)</td>
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<td>Provence-Côte d'Azur (24)</td>
<td>Puglia (4)</td>
<td>Greece (5)</td>
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<td>Languedoc-Roussillon (11)</td>
<td>Treviso (3)</td>
<td>Portugal (5)</td>
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<td>Loire Valley (7)</td>
<td>Piedmont (2)</td>
<td>Spain (4)</td>
<td></td>
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<tr>
<td>Centre (5)</td>
<td>Veneto (2)</td>
<td>Belgium (4)</td>
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<tr>
<td>Poitou-Charentes (5)</td>
<td>Emilia Romagna (1)</td>
<td>Netherlands (3)</td>
<td>Latvia (1)</td>
</tr>
<tr>
<td>Midi-Pyrénées (4)</td>
<td>Sicily (1)</td>
<td>Poland (2)</td>
<td>Denmark (1)</td>
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<td>Dordogne (4)</td>
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<tr>
<td>Brittany (3)</td>
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*3D engage digital*
Niche markets are booming

Tours

North Korea – DPRK
Sept 8-18 2012
What next for North Korea after the death of Kim Jung Il, and succession of his son Kim Jung Un.

Bosnia & Serbia
May 19-27, 2012
Where does Mladic’s arrest leave Bosnia? With Kate Adie & Louis Sell. The tour visits Mostar, Sarajevo, Srebenica and ends...

Turkey: Erdogan & The Anatolian Tigers
Sept 29 - Oct 7, 2012
What role do Islam, capitalism and democracy have to play in this rapidly changing country?

Libya – After the Revolution
June 16-24, 2012 Can Libya disarm and secure a peaceful future? An 8 day tour with leading international and local experts.
Competition is changing

Groupon™

will reach $1 billion in sales faster than any company in history
* It’s about collaborative consumers

**European Growth in 2011**

- **UK**: 748%
- **France**: 425%
- **Italy**: 946%
- **Spain**: 719%

* 580,000 stays per year
* worth $80 million in revenues
*It’s about collaborative consumers*

Gidsy is a marketplace for authentic experiences.

Besides booking fun stuff to do, anyone can host activities. Think unique walking tours guided by locals, nature hikes with wild cavemen and exclusive pop-up restaurants hosted by top chefs.

- **Find fun things to do**
  Gidsy will help you explore and discover a lot of different things you can do. 
  - Curious?

- **Invite your friends**
  It takes two to tango. We’ll make it easy for you to invite your friends to join you.
  - Join the community

- **Host experiences**
  We take care of all the hassle so you can do what you are good at: hosting awesome stuff.
  - Why host something?
It’s about authentic experiences

CEZARY'S BARCELONA

Think you’ve got what it takes to hang with the Spanish? Well then, you better prepare yourself for an all-nighter. Barcelona's plethora of clubs, bars, cafes, and live music venues often stay empty until 2am, when finally the partiers hit the streets. But that's not all Barcelona has to offer. Scroll down the colorful and diverse locals' Barcelona.
It's about authentic experiences

"Best choice we ever made..." Jo and Carol, Canada

Stop Being A Tourist and Start Travelling!
We Hate Tourism Tours offer a completely different experience in and around Lisbon. Tired of crowded buses with lifeless commentary? If you want a unique experience in Lisbon, let our Lisbon tour guides show you their city, through their eyes. Local guides from Lisbon, with local perspectives. Just like our vans and local guides, our tours are always different and always fun! Come and experience the best of Lisbon, Sintra, Cascais, Setubal, and more, like a local.

Book Now. It's not a cornel!
“Mobile phones will overtake PCs as the most common internet access devices worldwide by 2013”
13% of travel research takes place via mobile

- 57% via desktops
- 7% via mobile phones
- 6% via tablets
- 29% via travel agent, call-centre or brochures

Source: Econsultancy
9% of travel booking takes place via mobile

* 47% via desktops
* 4% via mobile phones
* 5% via tablets
* 44% via travel agent, call-centre or brochures

Source: Econsultancy
...and on location

* Research & book restaurants, hotels, car rental, museums
* Check-ins
* Wallet
* Key
* Share reviews
QR and AR
1. Mobile Swiss army knife: always & everywhere

2. Consumer media control vs. media consumption

3. Personal but digital across multiple touchpoints

4. “Authentic experiences” vs. just “holidays”

5. Collaborative consumption (C2C)
Thank you for listening!

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