

Smart Tourism as a Tool for Destination Promotion and Enhance Traveler Experience

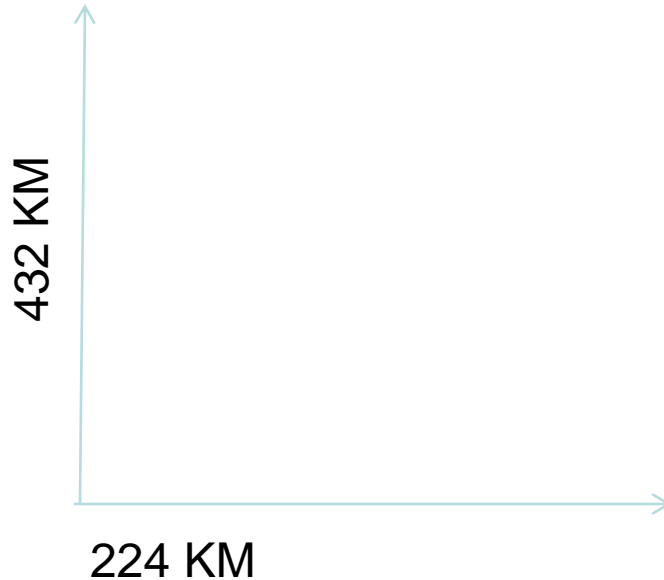
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Sri Lanka Tourism Development Authority.

02 June 2013

<http://www.srilanka.travel/>

Sri Lanka at a Glance

- Sri Lanka is a peaceful country – After ending the Internal Conflict in 2009, Sri Lanka enjoys a fully peaceful environment which is conducive for tourism
- Sri Lanka's Unique Value Propositions –
 - Compactness
 - Authenticity
 - Diversity



1. Wildlife
2. Scenic beauty
3. Cultural heritage
4. Festivals
5. Beaches
6. Mountains (Piduruthagala Mt.)
7. Rivers, tanks and lakes
8. People
9. Shopping
10. Ayurveda (Indigenous medicine)
11. Adventure and sports
12. Arts and crafts
13. Variety of climate
14. Year around destination
15. Forest and botanical
16. Largest sea and land mammals (Elephants and Whales)
17. 8 UNESCO World Heritage sites
18. 8 Ancient capitals
19. Indigenous architecture

Sri Lanka's International Endorsements

“Sri Lanka - World's No: 01
destination to visit in Year 2013”

- Lonely Planet

“Sri Lanka among world's top five exotic
destinations to Visit in 2012”

- HELLO Magazine- UK

**“ONE OF THE WORLD'S TOP 5
DESTINATIONS FOR 2012”**

- Conde Nast Traveller Magazine

“Home to 8 World Heritage Sites”

- UNESCO

**“No:02 In The List of Top 20
Tourist Destinations for 2010”**

- National Geographic Channel

“ONE OF THE TOP 06 DESTINATIONS
FOR TRAVEL IN 2012”

- National Geographic Traveller Magazine

“One of the Top 5 Destinations Where UK
Customers want to spend their Holiday”

- KOUNI Annual Travel Report

NTO Travel Portal

<http://www.srilanka.travel/>

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Role of the Sri Lanka Tourism Website

- Make a compelling case to travel to Sri Lanka
- Provide Destination Information
- Actionable content / Online Services

Experience Mapping - Traveler



Source: Robert Cole | RockCheetah LLC

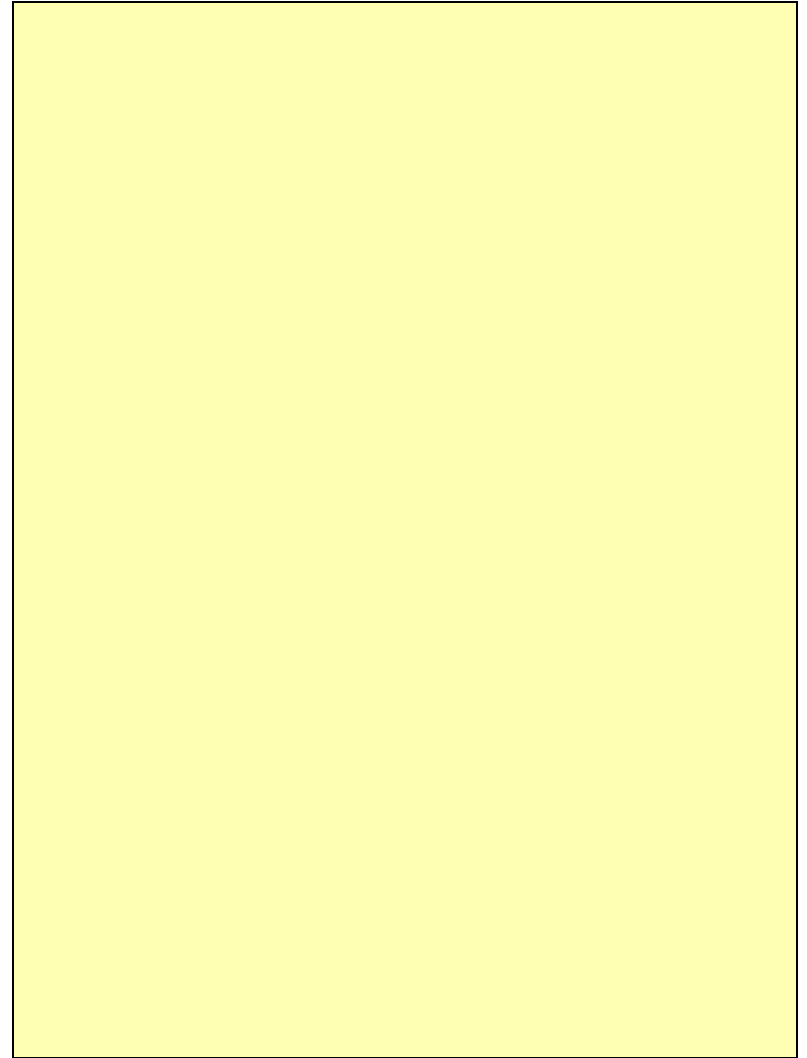
“Leverage on ICT at each stage of the Travel Experience”

Inspiration

Traditional

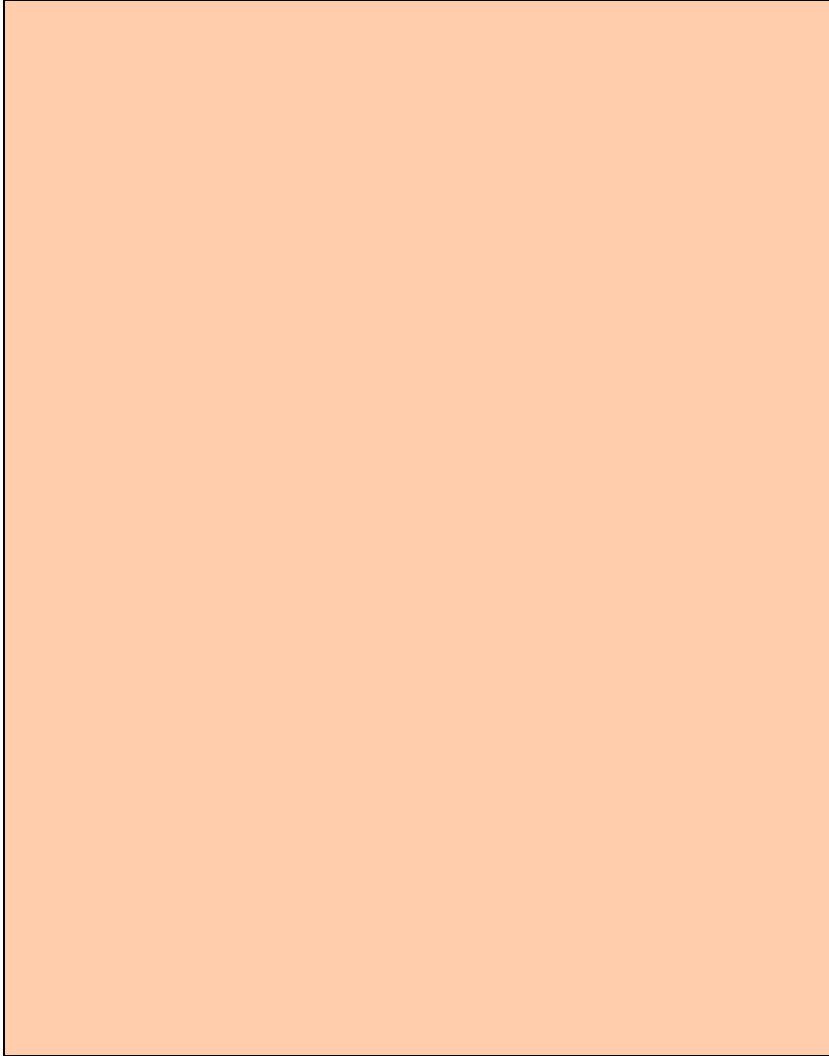


E Channel

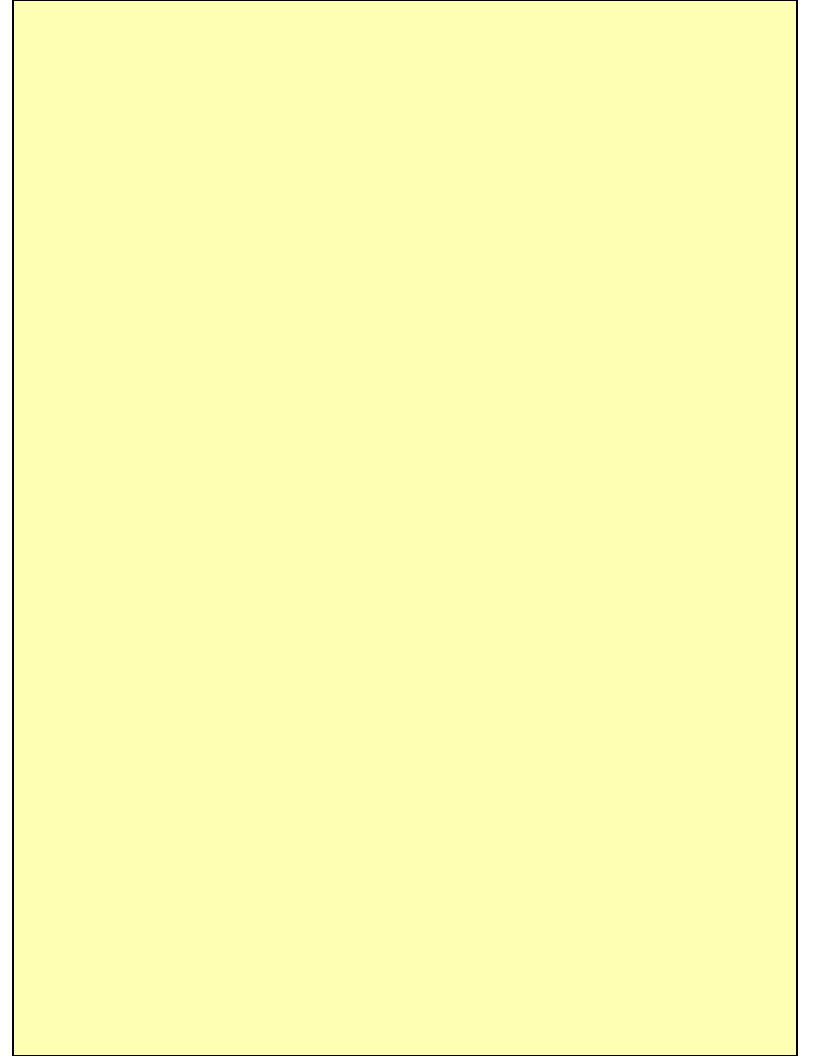


Research

Traditional

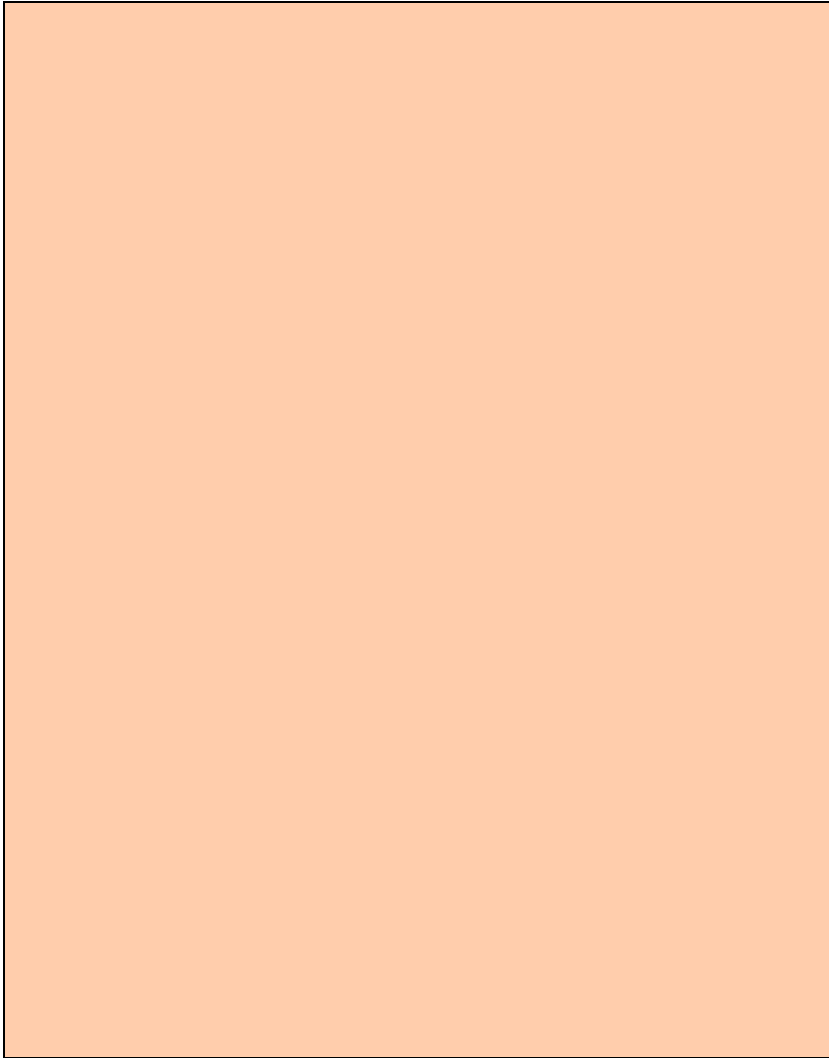


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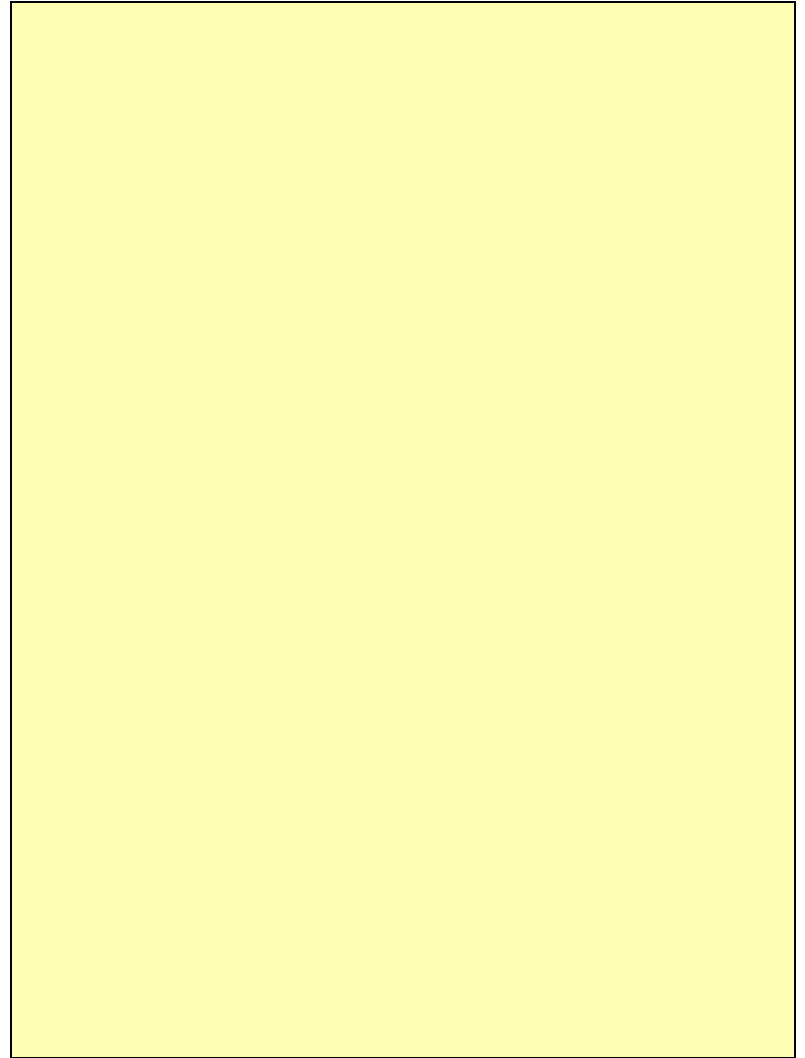


Validate

Traditional



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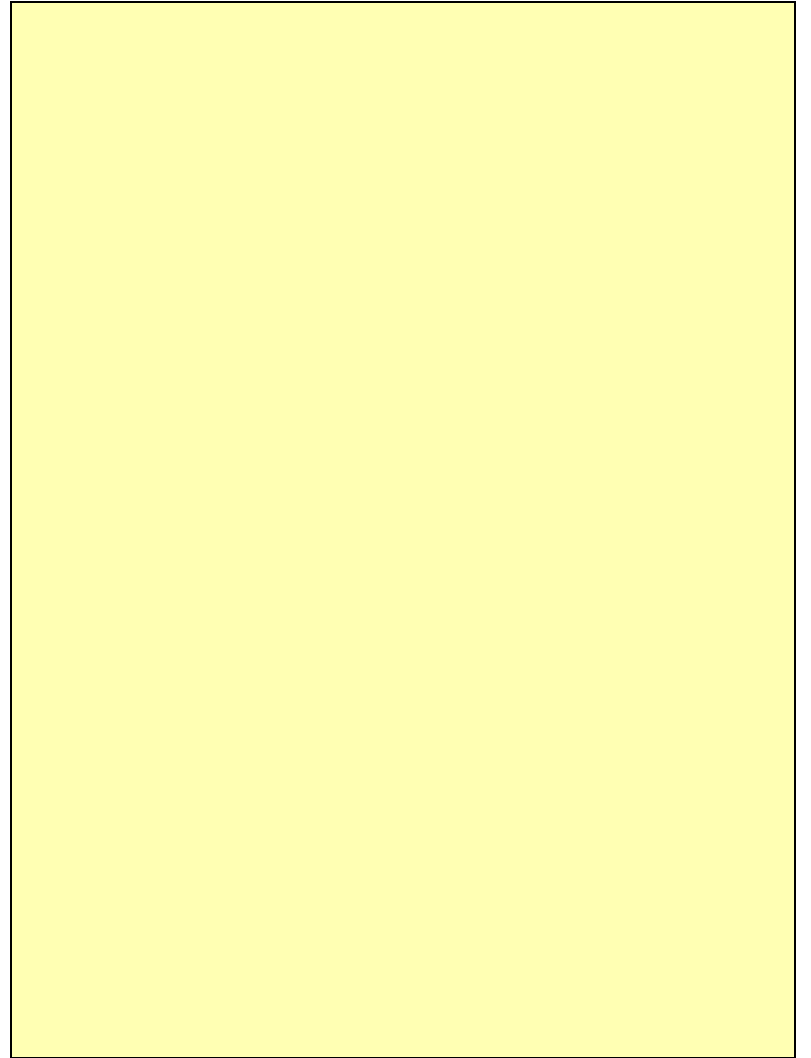


Plan

Traditional



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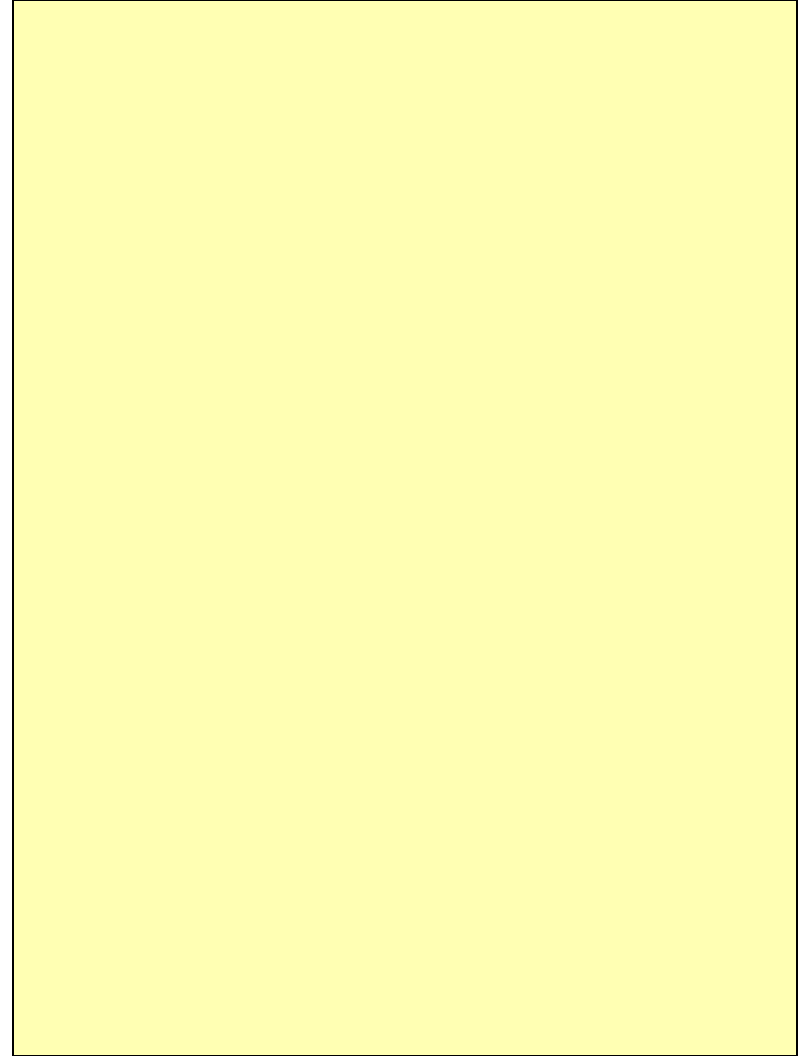


Travel

Traditional



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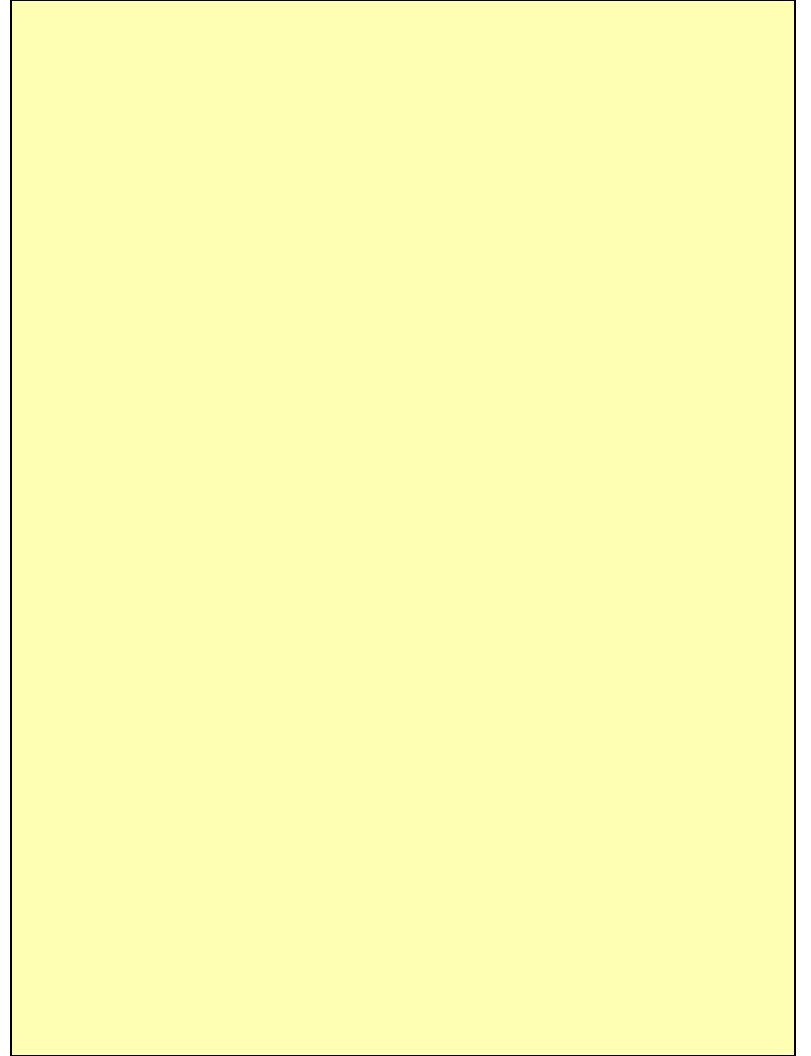


Share

Traditional



E Channel



Segmentation of Potential Travelers

Based on the Travel Buying Cycle (TBC), travelers can be categorized into following categories;

1. Travelers who are have no idea about Sri Lanka use keywords such as travel ideas, best destination in Asia etc.
2. Travelers with some idea about Sri Lanka i.e. Places to visit Sri Lanka, Best hotels in Sri Lanka etc.
3. Travelers who are definitely planning to visit Sri Lanka i.e. Hotels in Colombo etc.
4. Repeat travelers to Sri Lanka looking for a brand new experience i.e. lesser known tourist attractions in Sri Lanka.

Digital Marketing Strategy- Sri Lanka Tourism

- Search Engine Optimization (SEO)
- Social Media i.e facebook
- Paid SE and Social Media Promotions
- Banner Ad Campaigns i.e. BBC, CNN
- Offline Ads i.e. London Taxi promotion with www.srilanka.travel URL
- Customer Relationship Management (CRM) through ETA (Electronic Travel Authority)Integration to promote repeat visitation and positive word of mouth

Search Engine Optimization and Organic Traffic Growth

Audience Overview

Dec 1, 2010 - Apr 30, 2013

Advanced Segments | Email | Export | Add to Dashboard | Shortcut

% of visits: 100.00%

Overview

Visits vs. Select a metric

Hourly | Day | Week | Month

Visits



Type of Social Media used for Sri Lanka Tourism Promotions

- Major social media channels such as Facebook, Twitter, Goolge+, LinkedIn etc. currently being used for destination marketing..
- Nearly 43,000 fans are connected through the Facebook fan page of Sri Lanka Tourism with a cumulative reach of 12 million (friends of fans)
- Every page of NTO website (www.srilanka.travel) has **Like** and **Share** buttons for easy access to content sharing through social media
- Through facebook, Sri Lanka Tourism carries out paid advertising to increase the traffic to the NTO website / Facebook page.
- To capture visitors who are coming to the site (through organic or paid advertising), a facebook pop-up is displayed after few moments (1-2 mins) while browsing through the website.
- LinkedIn advertising is another channel Sri Lanka Tourism is planning to use to deliver destination content in segmented and targeted manner. i.e. Sri Lanka information to top end professionals in UK etc.
- Usage of travel specific social media channels such as Trip Advisor and WAYN
- Aggregated social media content management approach using platforms like <http://hootsuite.com/>

Segmented and Targeted Social Media Advertising

LinkedIn Ads

1 Create Ad Campaign 2 Targeting

New Feature: Try a video campaign today


Ad Campaign Name:
Discover Sri Lanka

Ad Language: English **Media Type:** Basic

Ads In This Campaign
Create up to 15 ad variations to test which image best.

Ad Variation 1

Ad Destination:
 Your web page
<http://www.srilanka.travel>
 A page on LinkedIn

 **Discover Sri Lanka**
Find travel ideas for planning your holiday to Sri Lanka...
From: Sri Lanka Tourism

[Duplicate](#) [Delete](#)

Geography
 Spain
 Sweden
 Switzerland
 Turkey
 Ukraine
 United Kingdom
Your selection includes all states within United Kingdom. [Click to select states within United Kingdom.](#)
 Latin America
 Middle East
 North America
 Oceania

Company

Job Title
 Job Title
 Job function and/or seniority

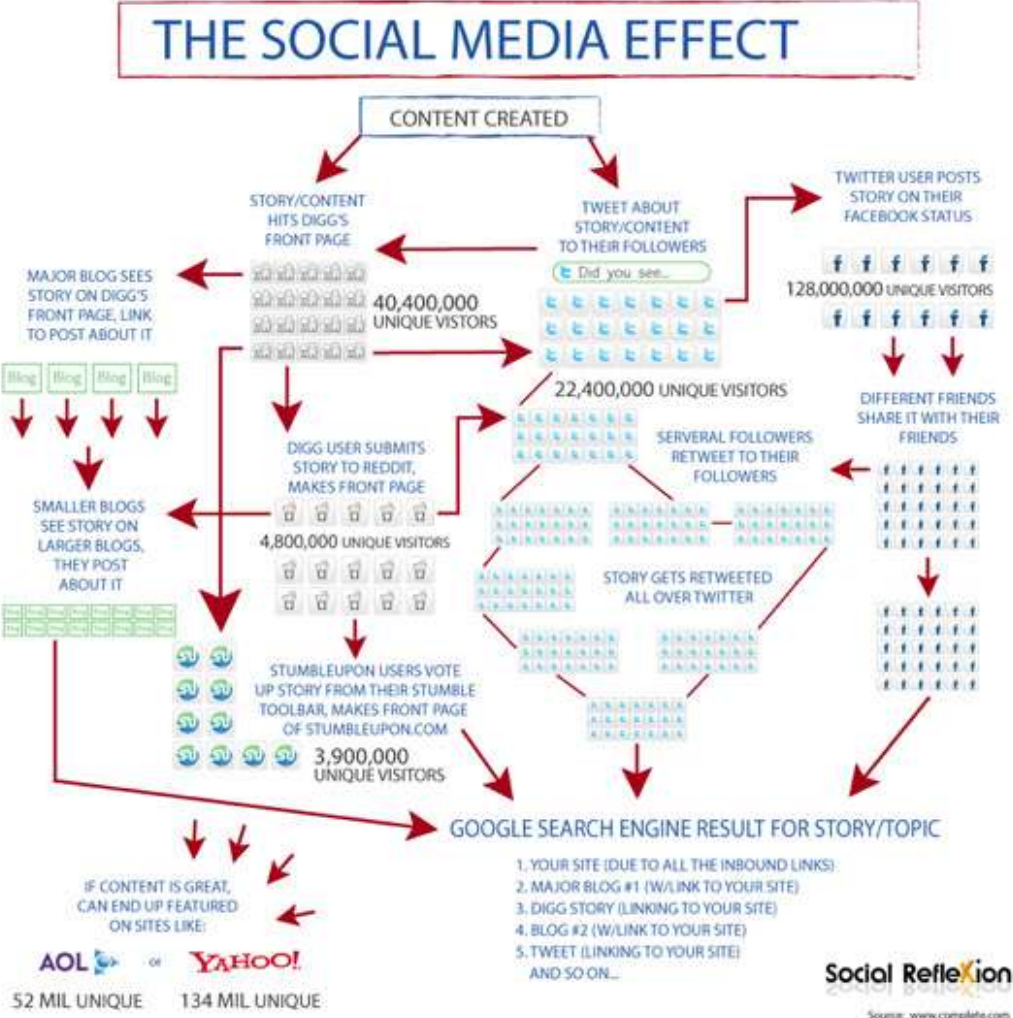
Function	Seniority
<input type="checkbox"/> Accounting	<input type="checkbox"/> CXO
<input type="checkbox"/> Administrative	<input checked="" type="checkbox"/> Director
<input type="checkbox"/> Arts and Design	<input type="checkbox"/> Entry
<input type="checkbox"/> Business Development	<input type="checkbox"/> Manager
<input type="checkbox"/> Community and Social Services	<input checked="" type="checkbox"/> Owner

Estimated Target Audience*
1,481,842 LinkedIn Members
Location: United Kingdom
Job Seniority: Director, Owner

Tip 1 | Tip 2 | Tip 3 | Tip 4
Tip: Having at least 2 targeting criteria will help your ad reach the right audience. [FAQ »](#)

* Estimated audience size is an approximation of total member registrations and should not be considered exact.

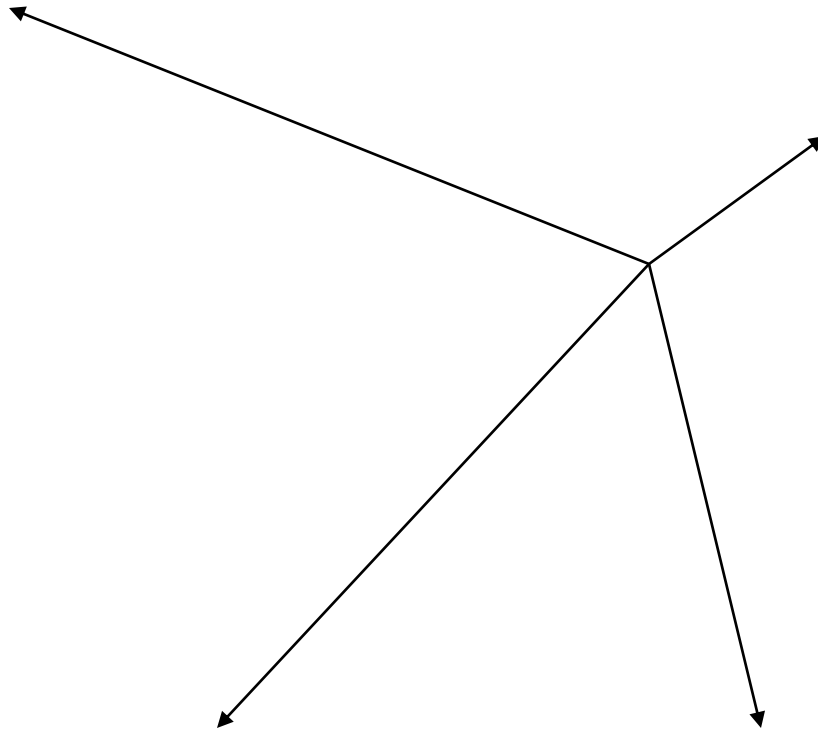
Social Media (Multiplying) Effect



Facebook Official Fan Page

<http://www.facebook.com/srilanka.tourism>

Social Media Integration to NTO Website



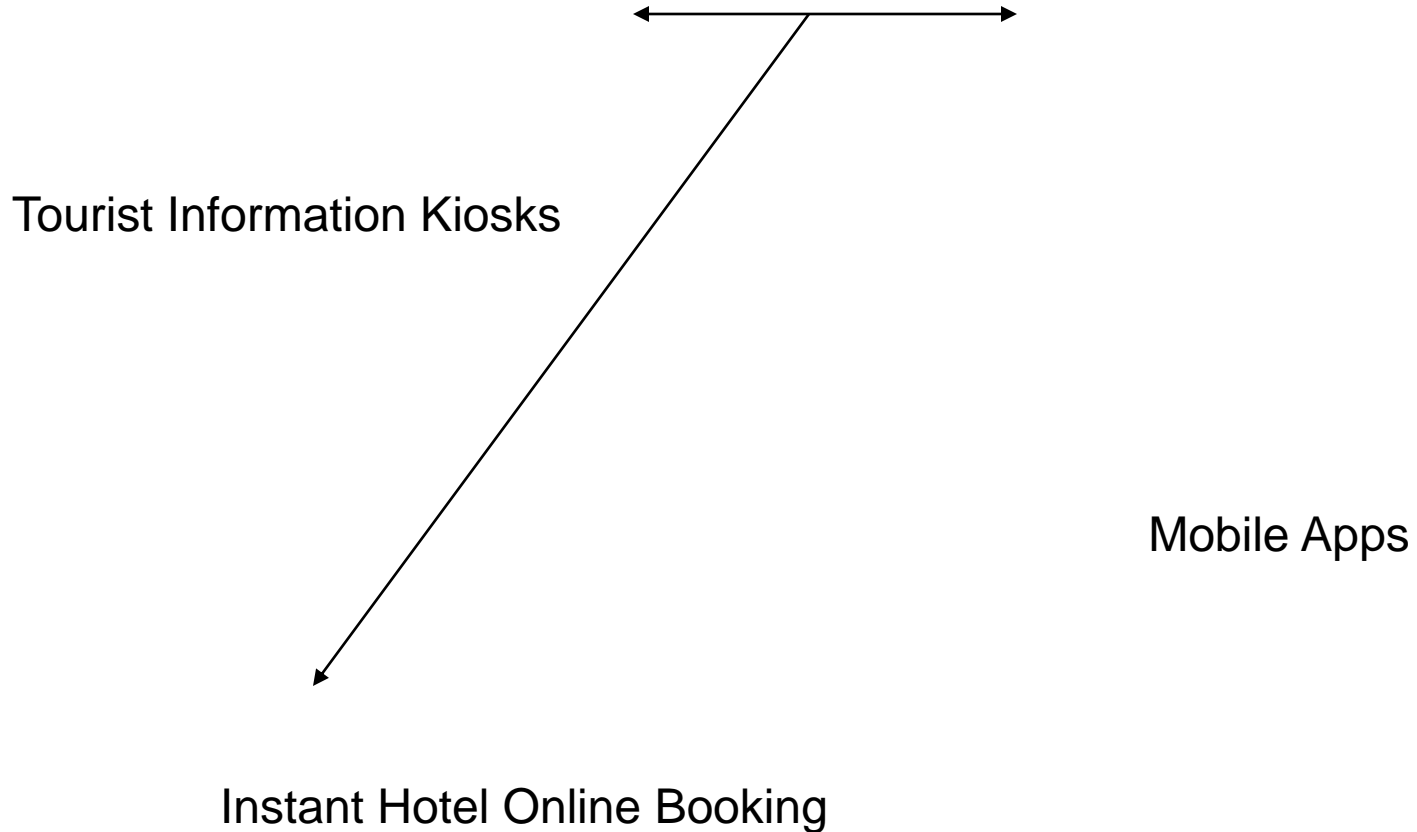
Effectiveness of Social Media Channels Vs Traditional Media Channels

- Social media is growing and very important to destinations i.e. Facebook users have passed 1.1 billion and LinkedIn has a user base of 250 million professionals
- Unlike traditional digital channels such as Google Ads, the traffic to a social media channel can be captured and retained and can be used to lure potential new visitors to a destination through recommendation and online word of mouth (OWOM)
- Very effective since it gives a additional credibility once the content is shared by fans to their friends
- Targeted advertisements (i.e. LinkedIn platform)using demographics and user likes/ preferences (i.e. based on search queries)

Technologies used to Service the Visitors while they are on Tour

- NTO website – can be used to book hotels, air taxi, buy attraction tickets (available soon) etc.
- Tourist Information Kiosks (TIK) at the airport and other places (i.e. shopping malls) for tourist to access information (touch screens)
- 1912 Tourist Hotline delivering information to travelers and can be dialed from any phone within the country.
- Travel App for Sri Lanka (available for iPhone, Android) / City Apps Project with Microsoft Sri Lanka for Windows 8 and Windows Mobile devices
- Interactive Voice Response (IVR) based attraction signage to deliver pre- recorded voice content to tourists if they need more information about a location (only available for some attractions at present and Sri Lanka Tourism is working with Telecom operators to expand the service).

Traveler Interactions



Future Prospect of Information Technology for Destination Promotions and to Enhance Traveler Experience

- Sri Lanka strongly believe that digital marketing will be the way forward
- Help to reach consumers directly (consumer marketing)
- Comprehensive plan is drawn to maximize the usage of digital channels
- In the future to drive traffic to more advanced platform such as Destination Management Systems (DMS) which will facilitate dynamic packaging.

Obstacles and Challenges when using Social Media

- Relatively new medium and difficulties in convincing the traditional marketers
- Technology based marketing needs more agile approach and internal processes needs to be aligned to accommodate this.



Q&A

Thank You

<http://www.srilanka.travel/>