



Genesys
the travel technology consultancy
www.genesys.net

What's New on the Web? Online Update 2011

Paul Richer

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Genesys – The Travel Technology Consultancy

www.genesys.net

Today's Topics

- Social media
- Mobile
- Video
- ... but don't forget the web and email

Social Media

Is Social Media a Fad?

designed and produced by Karl Fisch and Scott McLeod of XPLANE



2010 - Facebook and
Twitter came of age as
viable business tools

Are we obsessed with Facebook?

obsessed WITH facebook.

AS OF 2011, THERE ARE 500,000,000 ACTIVE FACEBOOK USERS.
APROX. 1 IN EVERY 13 PEOPLE ON EARTH.
HALF OF THEM ARE LOGGED IN ON ANY GIVEN DAY.

**48% OF 18 TO 34 YEAR OLDS
CHECK FACEBOOK
RIGHT WHEN THEY WAKE UP...**



ABOUT **28%** CHECK THEIR FACEBOOK
**ON THEIR SMART PHONES
BEFORE GETTING OUT OF BED.**



**THE 35+ DEMOGRAPHIC
NOW REPRESENTS
MORE THAN 30% OF
THE ENTIRE USERBASE.**



Are we obsessed with Facebook?

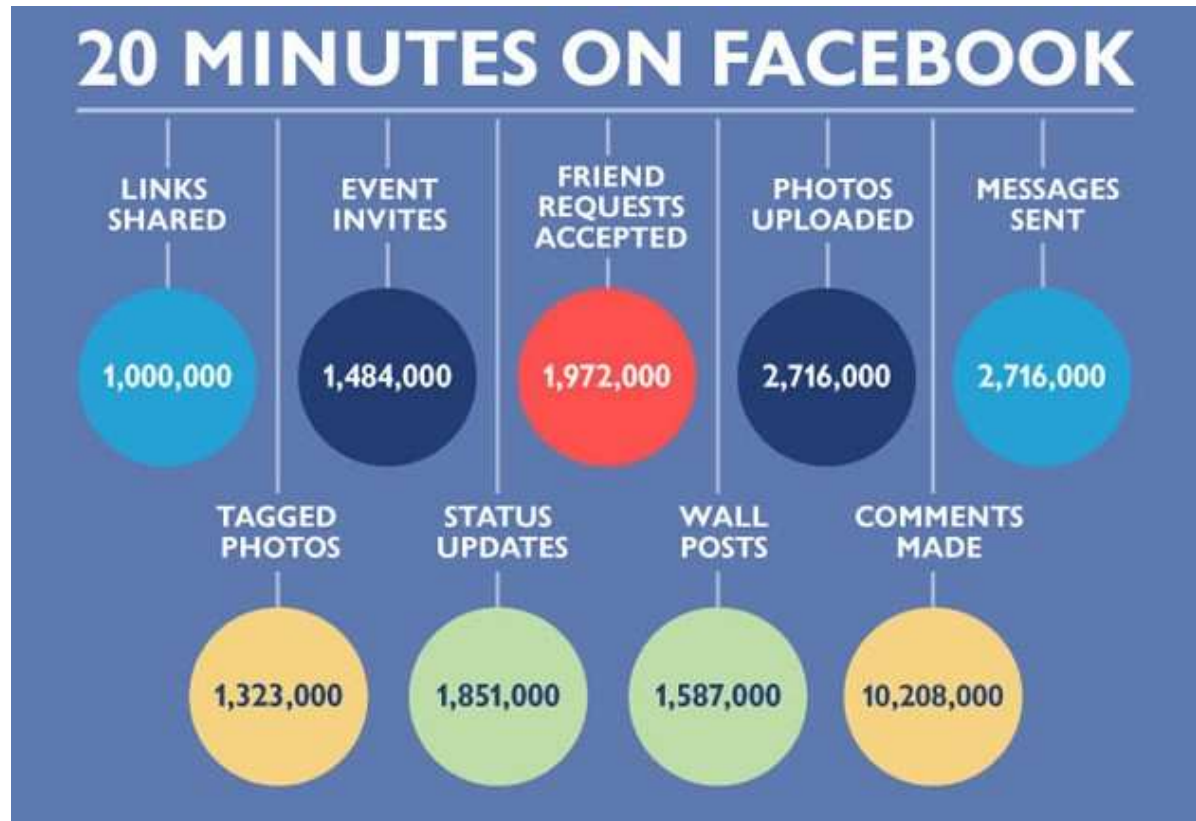
**57% OF PEOPLE TALK TO PEOPLE
MORE ONLINE**

THAN THEY DO IN REAL LIFE



**A RECORD-BREAKING
750 MILLION PHOTOS
WERE UPLOADED TO FACEBOOK
OVER NEW YEAR'S WEEKEND.**

Are we obsessed with Facebook?



Why use Facebook to promote your business?

- Customer service
- Brand awareness
- Increase traffic to your website
- Ultimately, generate revenue

Getting started with Facebook

- Market your business via an 'official product page'
- Increase your number of 'likes' (previously 'fans')
- Post updates in different ways
- Make your page 'social'
- Learn about those who 'like' your page

How much will this cost?

\$0

Just your time and an Internet connection

Getting started – setting up your page

Set

facebook







Facebook helps you connect and share with the people in your life.



facebook

Email Password
 Keep me logged in. [Forgotten your password?](#)

Create a Page
Connect with your fans on Facebook.

 <p>Local business or place</p>	 <p>Company, organisation or institution</p>	 <p>Brand or product</p>
 <p>Artist, band or public figure</p>	 <p>Entertainment</p>	 <p>Cause or community</p>

Get 'Liked'

- Get a Like button on your web site.
- The Like button lets a user share your content with friends on Facebook.
- When the user clicks the Like button on your site, a story appears in the user's friends' News Feed with a link back to your website.
- Your page will appear in the "Likes and Interests" section of the user's profile, and you have the ability to publish updates to the user.

Get 'Liked'

- Send out mailshots to your subscribers
- Put link on your homepage
- url on your business cards
 - (www.facebook.com/username)
- Get into people's feeds via updates

Take time to interact

- Post questions on your page
- Get into conversations
- Keep the conversations going
- Become an authority so that people ask you questions

Suggest to Friends

- Get friends, staff, family to 'Suggest to Friends'

House of Travel + Others Just House of Travel Just Others

House of Travel Hi everyone, we thought we'd give you a bit more time to get those last minute entries in for our Contiki mixandmatcher competition, so we're extending it until midnight Sunday. Don't forget you can enter up to 3 times per day - that's 9 more possible entries from today! We'll be announcing the winner next week. Good luck! <http://bit.ly/aCt3S8>
16 hours ago
9 people like this.
Michelle Williams fingers and toes crossed i win
12 hours ago · Flag

House of Travel Are you 18 to 35 year olds enjoying the Contiki mixandmatcher? <http://bit.ly/brVCF0> The European Adventure is ahead in entries at the moment and 190 of you are even keen on a 1 way bus ticket to Huntley! To learn more about the Contiki tours head to their website <http://bit.ly/9Vn6nT> For those of you not 18-35 don't wo...
See More
Tuesday at 2:51am
16 people like this.

House of Travel Have you been following Tamati from TVONE's Breakfast around the UK over the past week? Today he's in his final destination London - check out our HOT deal of the day plus all the deals from Edinburgh, Glasgow and York <http://bit.ly/a208Tf>

At House of Travel we believe that choice gives our customers the best value travel experiences. That's why at houseoftravel.co.nz you can compare all the airlines & all the deals in one place, & choose different airlines to get you there & back.

October 31 at 11:05pm · Share

House of Travel – Mix and Matcher

facebook Search

contiki
HOLIDAYS for 18-35's

HOUSE OF TRAVEL

SPIN THE MIXANDMATCHER FOR YOUR CHANCE TO WIN!
A SELECTION OF AWESOME CONTIKI PRIZE PACKS UP FOR GRABS!
SPIN AS MANY TIMES AS YOU LIKE, BUT YOU CAN ONLY ENTER 3 TIMES PER DAY.
PRIZE WINNER AND THEIR TRAVEL COMPANION MUST BE AGED BETWEEN 18 AND 35 YEARS OLD.

THE FRIEND	THE BONUS PRIZE	THE TOUR
 VAL HYAMS	 A PAIR OF JANDALS A Pair of Jandals each so you can stay cool in hotter climates	 YOU CHOOSE!

SPIN **ENTER THE DRAW WITH THIS COMBINATION**

Can't wait for the draw? [Click here to check out more great tours at www.contiki.co.nz](#)

Prize winner and their travel companion must be aged between 18 and 35 years old.
All entrants and friends must be resident in NZ to enter this competition.
All flights must originate from the specified NZ airports.
Competition closes midnight November 7th 2010.
[Terms and Conditions](#) · [Privacy Policy](#)

House of Travel – Mix and Matcher



mixandmatcher

Gladeye and Zed Digital have been handed joint winner accolades for the second quarter round of Yahoo!Xtra's Digital Strategy Award for the House of Travel's **mixandmatcher**

Facebook app, a campaign

that gained 17,000 Facebook friends, 279,613 entries, half a million wall posts, 50,000 comments and thousands of comments posted directly onto the brand's page.



Genesis



HOUSE OF TRAVEL
Powered by People

Suggest to Friends

At House of Travel we believe that choice gives our customers the best value travel experiences. That's why at houseoftravel.co.nz you can compare all the airlines & all the deals in one place, & choose different airlines to get you there & back.

Information

Founded:
1987

4,737 People Like This



Jo Dearsley



Stephanie Cox



Natalie Kennerley



Louise Pimentel



Linda Chun



Diana Stowers

Favorite Pages

1 Page

See All

Combined

House of Travel + Others Just House of Travel Just Others

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16 hours ago

9 people like this.



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12 hours ago · Flag

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See More

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October 31 at 11:05pm · Share

3 people like this.



Lyndsay Colvin Homes Great stuff. keep it coming. Tamati has great presentation skills
November 1 at 7:00pm · Flag

House of Travel For all you 18 to 35 year olds we've just launched a new version of our Mixandmatcher game! Spin your way to be into win a Contiki tour including flights for you and a mate. Click on the mixandmatcher tab on our wall or go here: <http://on.fb.me/CFJJPc> Happy spinning!

October 31 at 8:16pm

23 people like this.

View all 4 comments



Natasha Williams I can't register my winning spins - the app kicks me out of Facebook. Is anyone else having this issue?
October 29 at 7:52am · Flag



Jackson Hemi Crowe Ohhhh gawd i hope i win! A tour of asia with my girl would be AMAZING!
October 29 at 12:14am · 1 person · Flag

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STA Travel

facebook Home Profile Account

STA Travel

Wall Info Travel With... Photos Video RSS/Blog

SPRING BREAK





[Suggest to Friends](#)

http://www.statravel.com/?wt.mc_id=fbf_mainlink

TRAVEL WITH PURPOSE 



[CLICK TO UNLOCK VIDEO PLAYER](#)

[VIEW MORE >](#)

Get Involved

Create an Ad

Facebook Pages



Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love.

[More Ads](#)

http://www.statravel.com/?wt.mc_id=fbf_mainlink

Information

Founded:
1979

30,982 People Like This



Justin Vandenberg



Ashtin Kitzerow



Fucci Edward



Korkor Marbell



Miriam Leonardi



Lauren Koch

Shop

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or [Click](#)
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Twitter



STA Blog



Flickr



eDeals



Music

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Volunteer with STA Travel and Planeterra at more than 80 different projects across 34 different countries. From helping a community in Thailand develop a platform for sustainable tourism to working to preserve the Galapagos, you can make a difference.

Find out more about how you can travel with purpose:

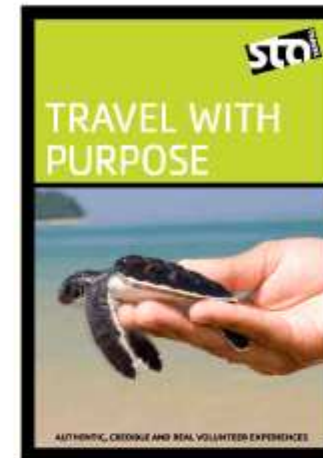
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THE BROCHURE



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STA Travel + Others Just STA Travel Just Others

STA Travel Why not head to Amsterdam this Spring Break? We have 6 day, 5 night packages starting at \$1,160 that include round trip airfare, accommodations, and more! Plus, use your ISIC while you're there and get tons of discounts including: 1 Euro Off bike rental, 3 Euro off canal cruises and 2 Euro off entrance to the Rembrant House Museum!

Spring Break in Amsterdam!
www.statravel.com
The Netherlands is a small but gorgeous European country and one easily explored by train, bike and even by foot.

Thursday at 11:07pm · Share

14 people like this.

Băt Kì Pham Great! But how do u manage the visa part?
Thursday at 11:24pm · Flag

Megan Asph I'm going to Amdam for Spring Break...and I booked with STA. Woot!
Thursday at 11:34pm · Flag

STA Travel Hi Băt -
Travelers from the U.S. don't need a visa to visit Amsterdam.
Thanks for booking with STA Travel Megan - enjoy your trip. ...
See More
Friday at 12:10am · 1 person · Flag

José Тыронетыроне 3 euro! Wow!
Friday at 3:38am · 1 person · Flag

STA Travel Up to 30% off flights to London, Frankfurt, Paris, Rome, and more! Save big now for winter break trips.

STA Travel | Amazing Flight Deals
www.statravel.com
Cheap Europe Flights for Students. Save up to 30% on flights to Europe with STA Travel.

November 1 at 11:09pm · Share

11 people like this.

Liketso Kunyane did apply for a card at the Pavillion-- it hasn't arrived! lord I'm missing out
November 1 at 11:39pm · 1 person · Flag

STA Travel Make sure to check out your local STA Travel Store to get your free travel bag filled with cool stuff from some of our partners including two song downloads from Passion Pit (passionpitmusic.com), a notebook from Five-Star and free photo credits from Snapfish. Let us know in the comments if you've picked up your bag already!

Find nearest STA Travel store | STA Travel | Find a Store
www.statravel.com
We are Student Travel Experts with Stores across the U.S. Find your nearest STA Store today.

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Find nearest STA Travel store | STA Travel | Find a Store
www.statravel.com
We are Student Travel Experts with Stores across the U.S. Find your nearest STA Store today.

October 31 at 10:23pm · Share

3 people like this.

Hannah Burkey Burke I was in STA today and no bags were offered???

October 31 at 10:30pm · 1 person · Flag

STA Travel Hi Hannah -
This is across all of our U.S. Stores. What location did you visit?

Thanks -
Patrick
October 31 at 10:59pm · Flag

STA Travel A walk down memory lane! Check out the awesome video we made for Halloween last year.

Trick or Treat? [HQ]
http://statravel.com/halloween.htm
Length: 0:23

October 29 at 8:22pm · Share

10 people like this.

Pat Blute ahhh olivia is boss
October 29 at 8:31pm · Flag

Julia Schwalb I love this!!
October 29 at 9:42pm · Flag

Valerie Crump I will miss you. All the best and don't be a stranger
October 29 at 11:25pm · Flag

Christine Lidstone Sweet olivia is boss!
October 30 at 1:08am · Flag

Mohemmed Ahmed nice
4 hours ago · Flag

STA Travel We've got some Halloween treats for you: our fares to Europe beat our competitors up to 30% -and our prices include all taxes and fees! (no tricks with us) http://www.statravel.com/cps/rde/xchg/us_division_web_live/hs.xsl/flights-to-europe.htm?wt.mc_id=fbf_fare_deals_102810

STA Travel | Amazing Flight Deals
www.statravel.com
Cheap Europe Flights for Students. Save up to 30% on flights to Europe with STA Travel.

Get tweeting

- Case study: Giraffe
 - 36 restaurants in London and UK

giraffe



Vikki O'Neill

Marketing & Branding Manager



■ INFORM

- Tell our customers what's happening , talk up new dishes , launch new promotions , spread the word about new restaurant openings, cookbook etc

■ LISTEN

- The good, the bad & the ugly. All customers want to feel like they are being listened to – we all know it's very easy to lose a customer if we don't react quick enough (or at all) to a grumble – twitter makes it an instant fix

Vikki O'Neill

Marketing & Branding Manager



■ ENGAGE

- We want to talk to our customers when they are not in our restaurants, find out what they like & take a genuine interest, news, travel, TV, new music, films, holidays – whatever!
- This puts our brand in their mind as a ‘friend’, a brand they feel trust & loyalty – this undoubtedly drives sales

■ HAVE FUN

- You have to GET social media and enjoy it – if you don't, your messages won't be believable or interesting and people will quickly switch off



giraffetweet

[Follow](#)

[Lists](#) [Settings](#)

Name giraffe restaurant
Location Around the UK
Web <http://www.giraff...>
Bio We're a restaurant. A really good one. Legendary breakfast, lunch & dinner. Amazing staff. World music. We tweet about everything.

5,582 following 6,840 followers 266 listed

Tweets 14,966

@MJASmith fantastic. What did you order today? Will show team MK. Thanks!

12 minutes ago via Twitter for iPhone in reply to MJASmith

@ToffeegirlUK OMG I'd be besides myself!
12 minutes ago via Twitter for iPhone in reply to ToffeegirlUK

VERY excited to head to soho hotel shortly to meet #Chloe #24 for a special 'what happened to Chloe next' screening! In jack bauer masks!
16 minutes ago via Twitter for iPhone

@foxymini wow thanks!! Wait til I show the team tomorrow. Your tweet will have pride of place on their pin board! :-)
18 minutes ago via Twitter for iPhone in reply to foxymini

@sznids how's lunch? Watcha having??
about 3 hours ago via Twitter for iPhone in reply to sznids

Huevos Huevos Huevos!! >> "**@smileonice**: On the way to **@giraffetweet** **@southbanklondon** with **@pim2005** for brunch before my train...."
about 6 hours ago via Twitter for iPhone

@wistfulangel loving another Huevos Rancheros convert! :-) what did you have?
about 7 hours ago via Twitter for iPhone in reply to wistfulangel

@restaurant_mike hey. Didn't see xfactor tonight! Hoping he or Katie go tomorrow though!
about 18 hours ago via Twitter for iPhone in reply to restaurant_mike

@ToffeegirlUK no plans for Kingston (yet) Soz!!!!
about 20 hours ago via Twitter for iPhone in reply to ToffeegirlUK

@abeeken how was dinner for you tonight??
about 20 hours ago via Twitter for iPhone in reply to abeeken

Lists

- [@giraffetweet/walton](#)
 - [@giraffetweet/bury-st-edmunds](#)
 - [@giraffetweet/mk](#)
 - [@giraffetweet/blackheath](#)
 - [@giraffetweet/aberdeen](#)
 - [@giraffetweet/horsham](#)
- [View all](#)

Actions

- [block giraffetweet](#)
- [report for spam](#)

Following



[View all...](#)

More like giraffetweet

roussillon_sw1
James Palmer
[Follow](#)

[view all](#)



Question!Our chairman asks if our tweeting generates business into the restaurant.what do you think? do you visit more/same/less?

Tweetie · 01/12/2009 09:23



Back in 2009, our Chairman questioned whether twitter was driving business

Within in 5 minutes we received 87 responses - every single response confirming that YES! They all visit more often



[@giraffetweet](#) more! I would never have come for my birthday for example without you :)

Echofon · 01/12/2009 09:48

in reply to...



[@giraffetweet](#) more! I had never tried you, but tweeting encouraged me to pop along (with family) to Southbank over competitors

TweetDeck · 01/12/2009 09:30

in reply to...



[@giraffetweet](#) Yes, I would say it does. It adds to the great customer experience. Tweets from you are informative and persuasive. :)

web · 01/12/2009 09:25

in reply to...



giraffe



**ABERDEEN
LAUNCH
September 2010**



Went out to [@giraffetweet](#) in Aberdeen Union Square with the wife tonight. Wonderful food, cocktails & staff, thoroughly recommend it.

Twitter for iPhone • 11/09/2010 23:45



Just back from [@GiraffeTweet](#) Aberdeen with [@ajjohnstone](#). Food was excellent, staff were fab! Loving the cocktails! Will review on blog tomo!

web • 07/09/2010 21:17



[@giraffetweet](#) GREAT staff in Aberdeen Giraffe & Eggs Benedict tasted great for brekky today :P

web • 22/09/2010 12:31





Lovely cocktails at giraffe! The piña colada is to die for!
[@giraffetweet](#)

Twitter for iPhone · 07/09/2010 21:01



Big thanks to the staff of [@giraffetweet](#) Aberdeen for a great evening. Fantastic food, superb cocktails and a funky atmosphere. Check it out

Twitter for iPhone · 07/09/2010 20:56



[@giraffetweet](#) lunch was awesome babe! I'll get everyone [@originalfm](#) to come to the hottest place in Aberdeen!

Twitter for iPhone · 17/09/2010 16:19

in reply to...



giraffe

LISTEN

giraffe



Can't use [@giraffetweet](#) voucher (printer broke). Can't use email proof on blackerry. Welcome to the 19th century [#fail](#)

UberTwitter · 07/07/2010 19:37



[@giraffetweet](#) ok thanks :) good for next time.

UberTwitter · 07/07/2010 19:58

in reply to...

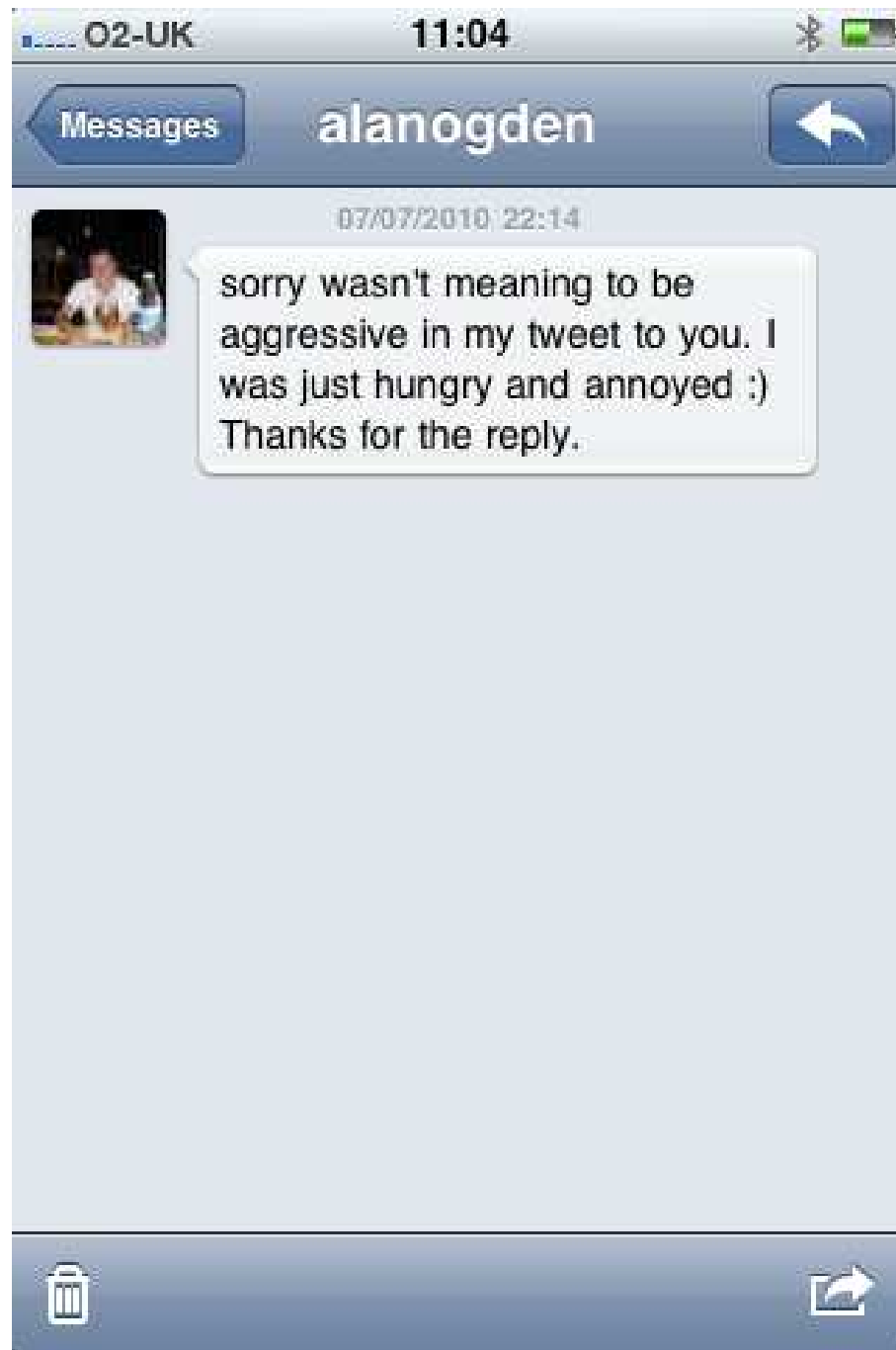


[@giraffetweet](#) voucher cloud?

UberTwitter · 07/07/2010 19:53

in reply to...





giraffe



giraffe at Heathrow airport is the worst service i have ever experienced - slow and very rude - avoid it if you can!

mobile web · 11/12/2009 19:47



giraffe

**WHY DO PEOPLE
FOLLOW
@GIRAFFETWEET?**



@giraffetweet Gets across Giraffe's human/fun ethos despite text limits, always engaging, responsive & interesting, & makes me crave G food!



@giraffetweet You're a real person, helpful with a great mix of topics and make me feel guilty every time I go somewhere else!

Spaz · 09/07/2010 16:39



@giraffetweet Fab tweeter that's clearly a real person, who gets social media is about being real & personality led. Free dinner pls :)

TweetDeck · 09/07/2010 11:22

in reply to...



@giraffetweet Because you engage personally with your followers, form a caring relationship and take interest in what they are doing!

Spaz · 09/07/2010 11:25

in reply to...



@giraffetweet why... actually interacts with customers, provides useful information, quick updates e.g. during snow, friendly!

Echofon · 09/07/2010 11:19

in reply to...

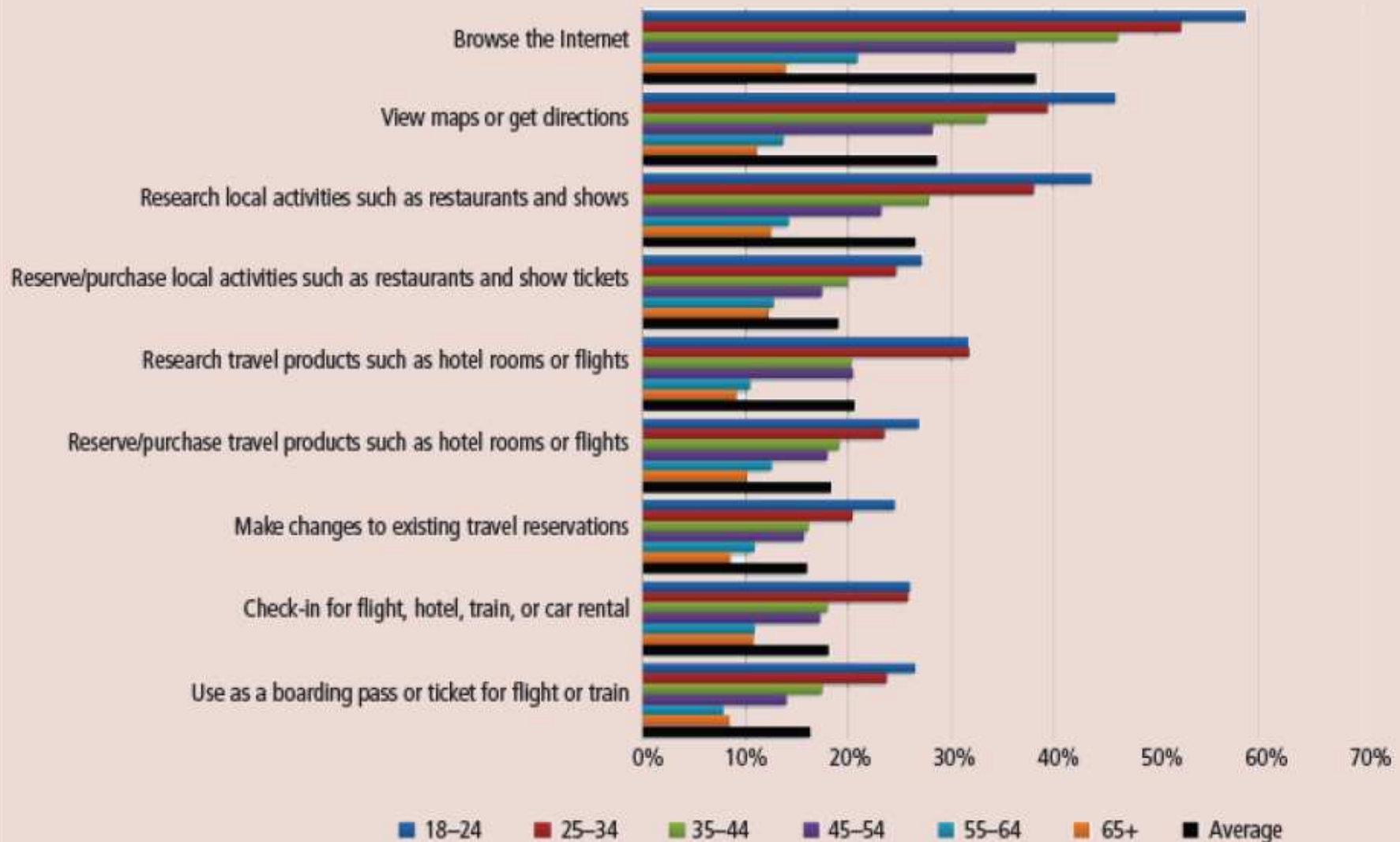




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Mobile

Future Mobile Phone Activities, By Age – Combined Markets



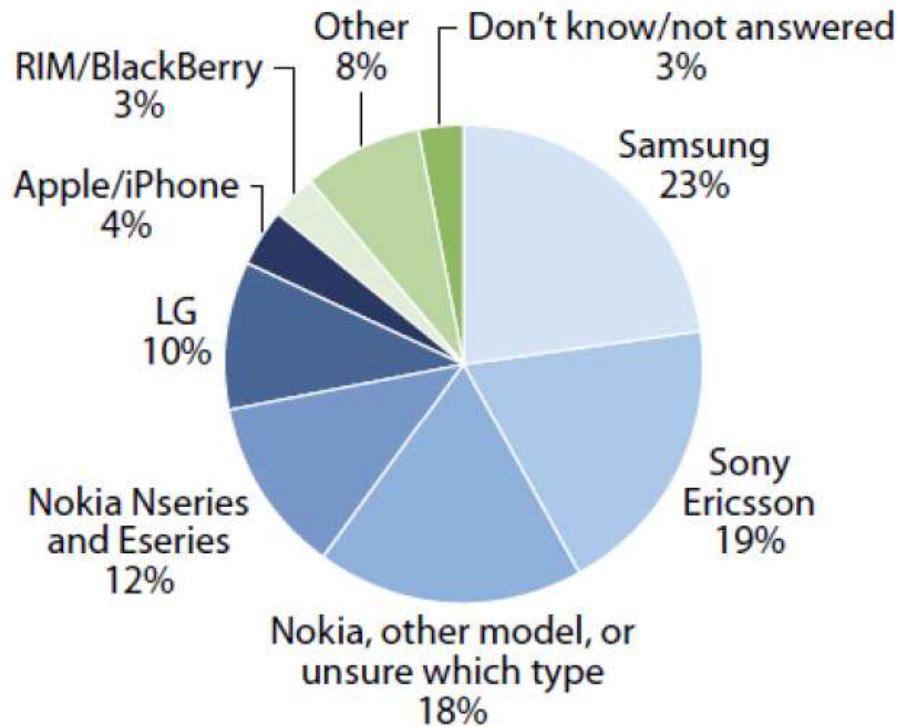
Question: Please indicate which, if any, of the following activities you have performed via your mobile telephone in the past 12 months, and which you are likely to do in the upcoming 12 months. *Select all that apply for each activity.*

Base: Mobile phone users; French travelers (N = 744), German travelers (N = 730), U.K. travelers (N = 714)

Source: PhoCusWright's European Consumer Travel Report

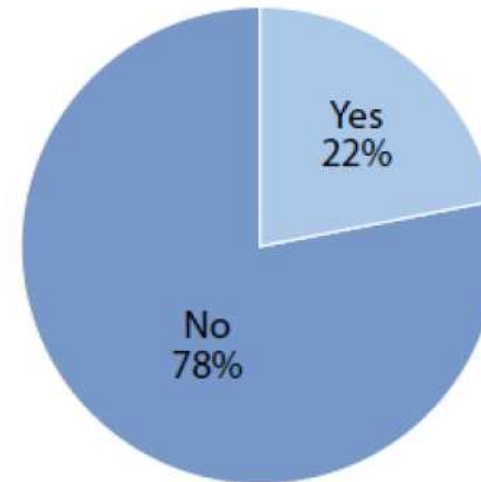


"If you use a mobile phone handset, what brand is it?"



Base: 2,548 Europeans ages 16 to 24 with a mobile phone (EU-5)

"Do you have unlimited mobile data/Internet access on your main mobile phone?"



Base: 1,246 European mobile phone owners ages 16 to 24 with unlimited mobile Internet access (EU-5)

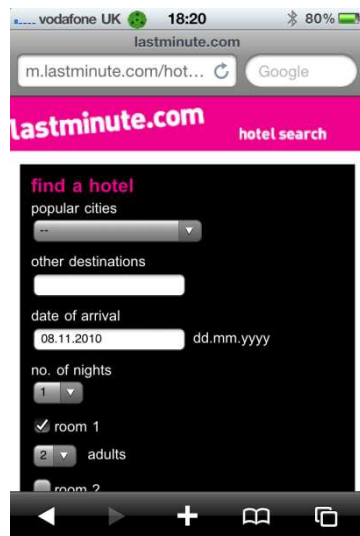
Source: European Technographics® Benchmark Survey, Q2 2010
 Note: EU-5 comprises France, Germany, Italy, Spain, and the UK.



Mobile Web vs. App – the jury is out

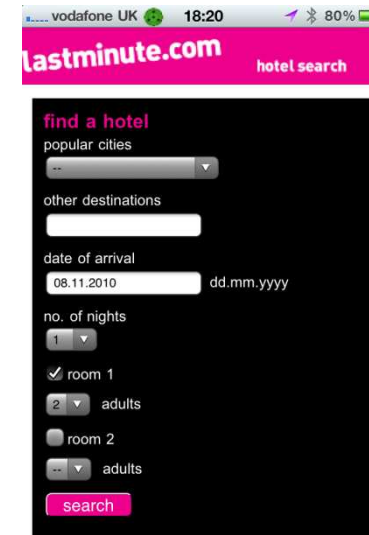
■ Web

- Easier to integrate with external systems – reservations, payments, etc
- More likely to work cross-platform – IOS, Android, Windows



■ App

- Loaded on user's phone so less likely to be forgotten
- User experience better integrated with handset operating system





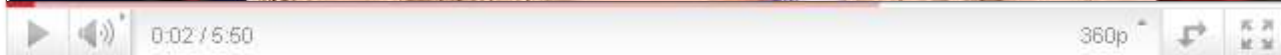
The Power of Video

Susan Boyle - Britains Got Talent 2009 Episode 1 - Saturday 11th April | HD High Quality

UKAdvertChannel

43 videos

Subscribe



64,007,416

Uploaded by UKAdvertChannel on 11 Apr 2009

Susan Boyle - Britain's Got Talent 2009 Episode 1 - Saturday 11th April

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Top Comments









I still cannot watch this without being indescribably moved.. It's just simply an out of this world moment the likes of which we may never see again in our lifetime..

Gives me the shivers to this day~

HolmespuninkS **not 18 minutes ago**

damn i love that victory dance LOL :D

Suggestions

-  Susan Boyle Transformation
by StephanieValentin
8,004,783 views Featured Vi
-  YouTube Mix for Susan Boyle
by YouTube
PLAYLIST **40 videos**
-  Final SUSAN BOYLE HD La Performance! Britains...
by NeighborhoodBall
6,916,643 views
-  Paul Potts Britain's Got Tale
by videosdepat
26,825,216 views
-  [subtitles] Shaheen Jafargho (HQ) Britain's G...
by SpiritmanProductions
13,552,577 views
-  Susan Boyle: I Dreamed A Dream - Britain's Got ...
by BritainsGotTalent09
16,151,279 views
-  Original Version. Susan Boyle - I Dreamed A Dream.
by SusanHasGotTalent
10,673,590 views
-  HD/HQ Susan Boyle - Memc from Cats - Britains...
by jamiepughblog



0:00 / 0:42 360p

Like Comment Add to Share Embed

222,757

SamuraiHQ | August 09, 2010
All around fun! A pillow fight broke out on a Lufthansa flight recently and a...
As Seen On: abcnyheter.no

Uploader Comments (**SamuraiHQ**)

SamuraiHQ
2 months ago
I see this video is becoming very popular... so much so that some fool on here has ripped my upload and posted it as his own with the "added date". Highly amusing as I could tell immediately it was my copy - the title for one gave it away as I typed that on the day I put this on here. You deserve a blanket party!

SamuraiHQ
2 months ago
Thanks very much to those that sent me links to the Russian TV website. It's much appreciated. For those Russian viewers, I wish you all the best what with what's going on in your part of the world at the moment. I've seen video's of the fires and I'm speechless. Keep safe!

[@SamuraiHQ](#) saw it in a norwegian newspaper


[DiehardPapaRoachFan](#) 2 months ago

[@DiehardPapaRoachFan](#) Excellent! :)

[SamuraiHQ](#) 2 months ago

luzernd
2 months ago
I just saw this on first channel of russia in main evening news block.

... but a YouTube video does not guarantee you an audience



YouTube

Search Browse TV Shows

The boss has got sunstroke

outsidetheboxuk 26 videos

0:00 / 1:17 360°

Like Share Embed **1,097** views

outsidetheboxuk | July 06, 2009

Times are hard, profits are down. But the MD is back with renewed vigour and hes about to put things right with some unconventional tropical sun inspired measures. Theyll have the board and the workers getting hot under the collar and spitting feathers (and coffee). Hes loved his Tropical Escape. Hes got the direct effect and hes determined to spread the holiday feeling. Conga on!

Category:
Comedy

Tags:
Direct Holidays Profits MD Hot Coffee Tropical Direct Effect Holiday Conga

... content needs to be viral friendly



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Social media empowers
the individual to attack
or praise your
organisation

Dave Carroll's story

- In the spring of 2008, Sons of Maxwell were travelling to Nebraska for a one-week tour and my Taylor guitar was witnessed being thrown by United Airlines baggage handlers in Chicago.
- I discovered later that the \$3500 guitar was severely damaged. They didn't deny the experience occurred but for nine months the various people I communicated with put the responsibility for dealing with the damage on everyone other than themselves and finally said they would do nothing to compensate me for my loss.
- So I promised the last person to finally say no to compensation (Ms. Irlweg) that I would write and produce three songs about my experience with United Airlines and make videos for each to be viewed online by anyone in the world.
- United: Song 1 is the first of those songs.

 **United Breaks Guitars**







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UBG Song#3 is released! www.davecarrollmusic.com/song3 There is now a video...

 **Song 2** - Song 2

As Seen On: time.com

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2242dj
3 weeks ago  14

dude your in readers digest as one of the greatest buyers revenge!

United's Statement

- United Airlines spokeswoman Robin Urbanski issued a statement about the incident.
- "This has struck has a chord with us. We are in conversations with one another to make what happened right, and while we mutually agree that this should have been fixed much sooner, Dave Carroll's excellent video provides United with a unique learning opportunity that we would like to use for training purposes to ensure all customers receive better service from us," the statement said.

Written reviews or video?

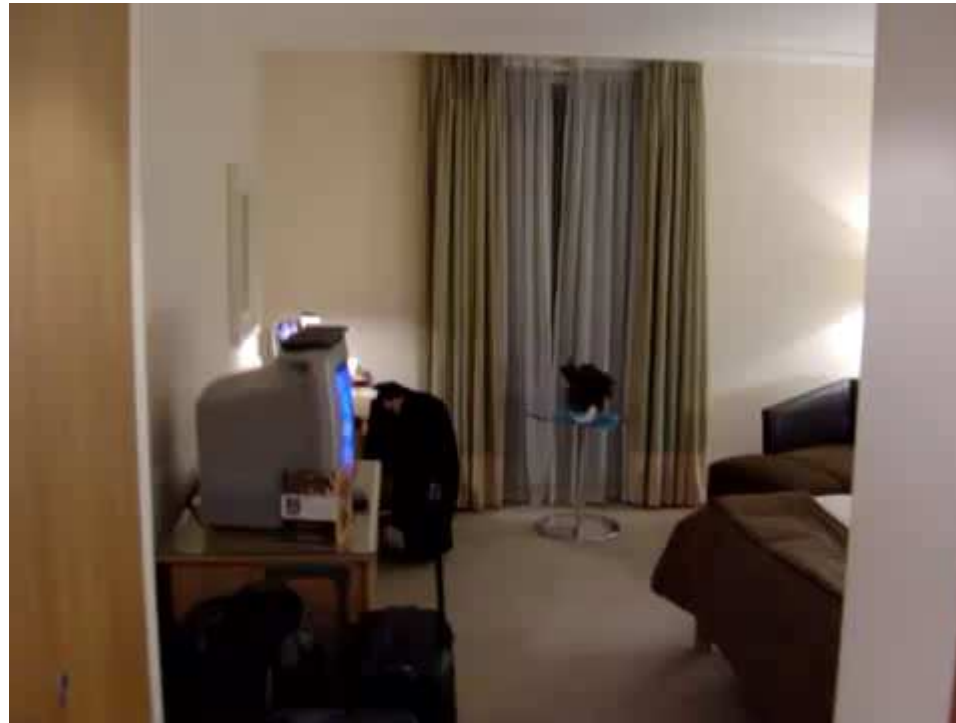
Enjoyed our stay before our flight to Barbados. Car parking all very smooth . Pleasant room in the new wing with access to the executive lounge. The lounge is a pleasant quiet spot with enjoyable canapés. We dined at Amy's and again found this an enjoyable experience with well presented food and a fairly good wine list. We didn't eat the complimentary breakfast as we prefer to use a Club Lounge in the airport. The one downside was the very very long walk to our room in the new wing (I had requested this but not aware of the distance) this coupled with the very long walk to the airport because I presume of the works currently in progress was not good for my chronic sciatica or asthma! For those more healthy individuals this is an excellent pre flight hotel and even with the walk I may be tempted to return next time!

Myself And Partner Stayed At The Hilton Before We Flew Out The Next Day What Can Say All The Staff Were Fantastic Friendly And Helpful Room Very Nice Shower A Bit On The Small Side And Comfortable Bed We Had The Buffet Style Evening Meal Fantastic Drinks Prices Reasonable The Only Downside Was The Whole Hotel Apart From The Rooms Were So Cold Apart From That Will Stay Again

The only thing this hotel as going for it is the location next to the terminal, then it starts to fall apart. When you walk in, the hotel is impressive, the reception areas and bar areas tick all the boxes, its only when you get to the room and word tatty comes to mind, I realise this hotel is mostly used for airport stays and conference's, but the rooms smelt and looked like a stag party had been staying there, cracked reveals on windows and external reveals on walls coming apart, probably where suitcases have smashed against them, windows not cleaned and the bed defiantly needed replaced, sagging in the middle. The staff in the bar areas seemed oblivious to the rules of service charges, charging me a service charge while sitting at bar and not using a waiter, I pointed this out and they corrected the error, but the next bar person charged me another 90p service charge. Just didn't feel like a Hilton to me, you're paying good money for the name so you expect a little better from an Hilton Hotel, I am not sure if it's a training programme, better housekeeping or bad management, but we stayed in the premiere Inn on our return for half the price and found much better service and the room we stayed in was of a better standard. One good thing was the buffet meal, plenty of choice.

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Video shows the true picture



Genesis - the travel technology consultancy

Video shows the emotion





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Don't forget your
web site

Basics – the five point plan

1. At the start – match the expectation
2. Provide all the information needed to make the sale
3. Clearly signpost the information journey
4. Give the customer confidence to do the deal
5. Make sure the booking process is as simple and clear as possible



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Email is still a top
marketing tool

Why use email?

- Quick to create and send
- Encourages immediate action
- High response rates
 - 25.5% open rates and 5%+ click rates in travel and hospitality
- Targeting and segmentation is easy to do
 - Lifestyle, Geo-targeting, Mosaic profiling
- Fully trackable & measurable
- Easy to personalise
- Easy to test

Must be relevant and accurate

- Subject line should match content
- Match customer's expectations based on
 - User information upon registration
 - Research of customer interests
- Personalise content
- Create landing pages that match email content

In summary

- Social media is happening now
 - Get involved
- Capitalise on video
- Make your web site as good as it can be
- Use email intelligently
- Go with mobile if the time is right for your company


Opportunities for low cost airlines


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Jim Rankin
Staff Reporter

Bing! Ladies and gentlemen, in a few minutes the captain will turn off the fasten seatbelt sign, but for your own safety we recommend you stay seated and with your seatbelt securely fastened at all times.

As for our passengers flying today in the ridiculously cheap standing-room-only section of the aircraft, in the event of a crash, we realize that achieving the preferred position of head between the knees will prove difficult. If it should come to that, prepare to meet your maker face first.

In an era where airlines charge for blankets, snacks and checked bags, The Republic of Ireland discount carrier Ryanair is looking at adding space-saving vertical seats to flights of an hour or less.



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Thank you for listening

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