

Frommer's Unlimited

One source. Endless possibilities.

Arabian Travel Market

2nd May 2012

Giles Longhurst

Director, Frommer's Unlimited EMEA

► **Social & Mobile
Content**

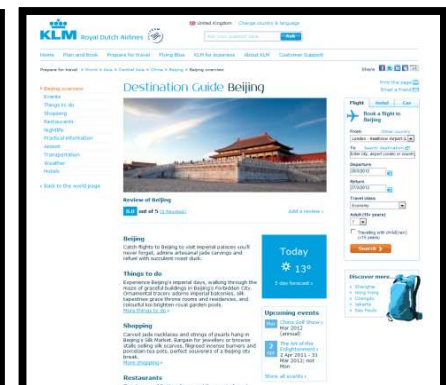
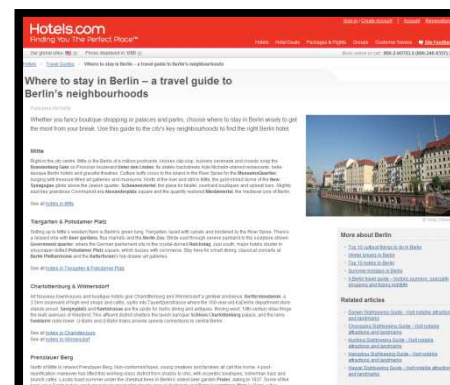
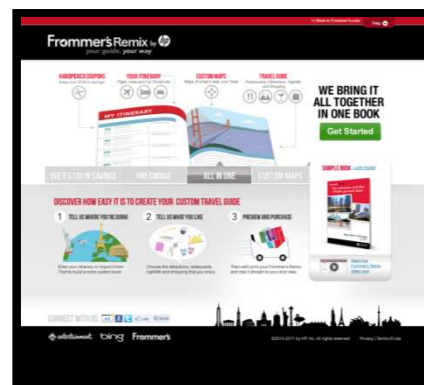
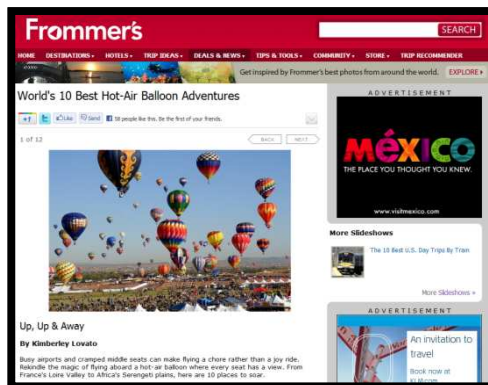
A History of Publishing Excellence

Frommer's

Unlimited

One source. Endless possibilities.

- ▶ Founded in 1957
- ▶ #1 travel guide brand in N. America, fastest growing in UK
- ▶ Empowers people to explore, understand, and enjoy the planet we share
- ▶ Leading provider of digital travel content
- ▶ Highly flexible delivery platform
- ▶ Partnerships with key global travel brands across Airline, Hotel and OTA sectors



Frommer's Unlimited
One source. Endless possibilities.

Frommers.biz

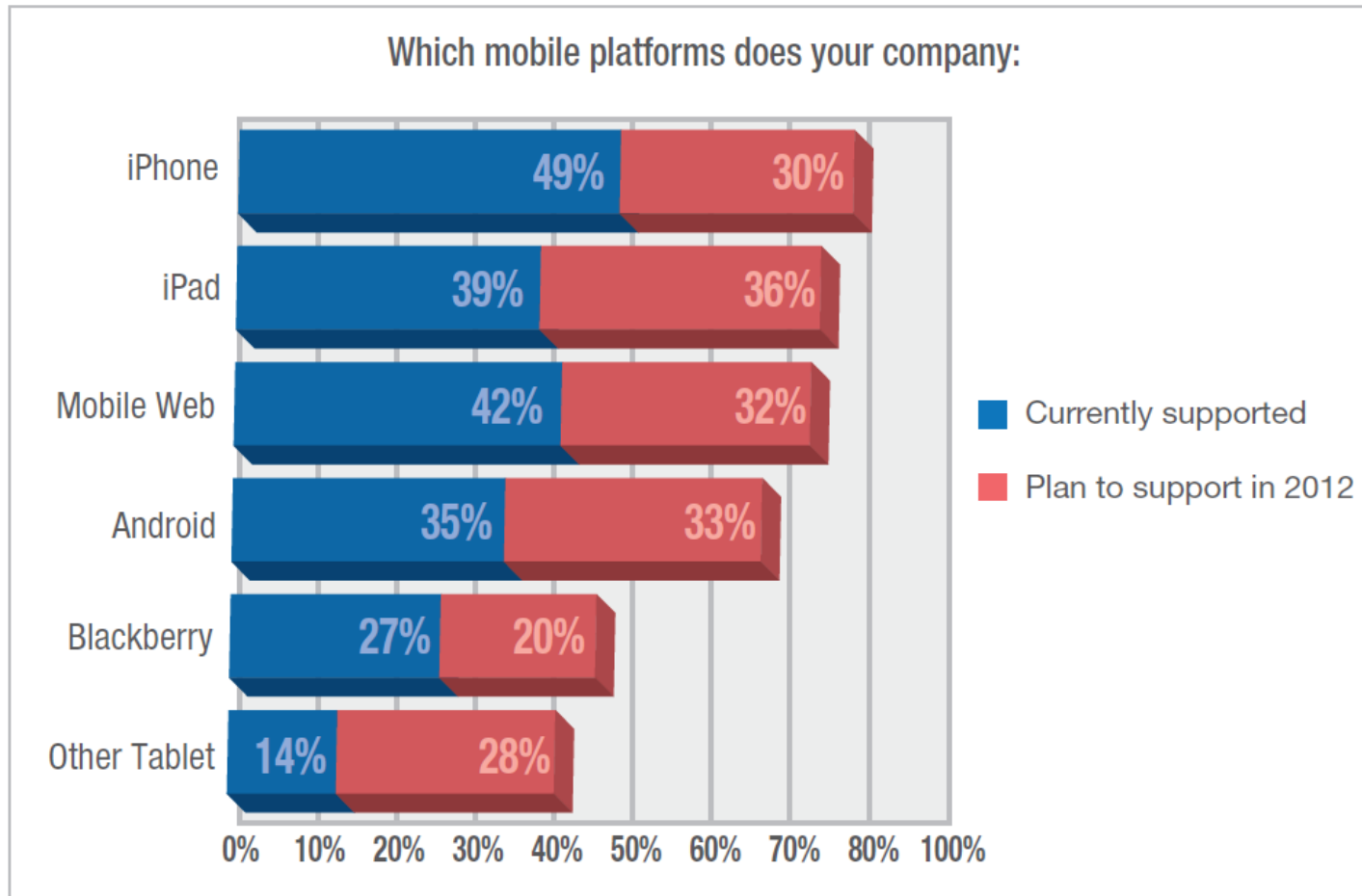
2012 Marketing Plans and Priorities



Plans For Digital Marketing Spend 2012

Of your digital marketing plans for 2012, will your spend on:			
	Increasing	Remaining the Same	Decreasing
Social Media Marketing	65%	28%	1%
Content	55%	37%	3%
Mobile Apps/Development	54%	20%	1%
SEO - Natural	52%	40%	1%
Video	46%	32%	1%
Advertising - Online Display	43%	35%	5%
Advertising - Paid Search	41%	33%	8%
Email Marketing	41%	43%	8%
Advertising - Mobile	39%	31%	0%
SEO - Paid	36%	42%	6%
Meta Search	22%	44%	6%

Mobile Platform Priorities



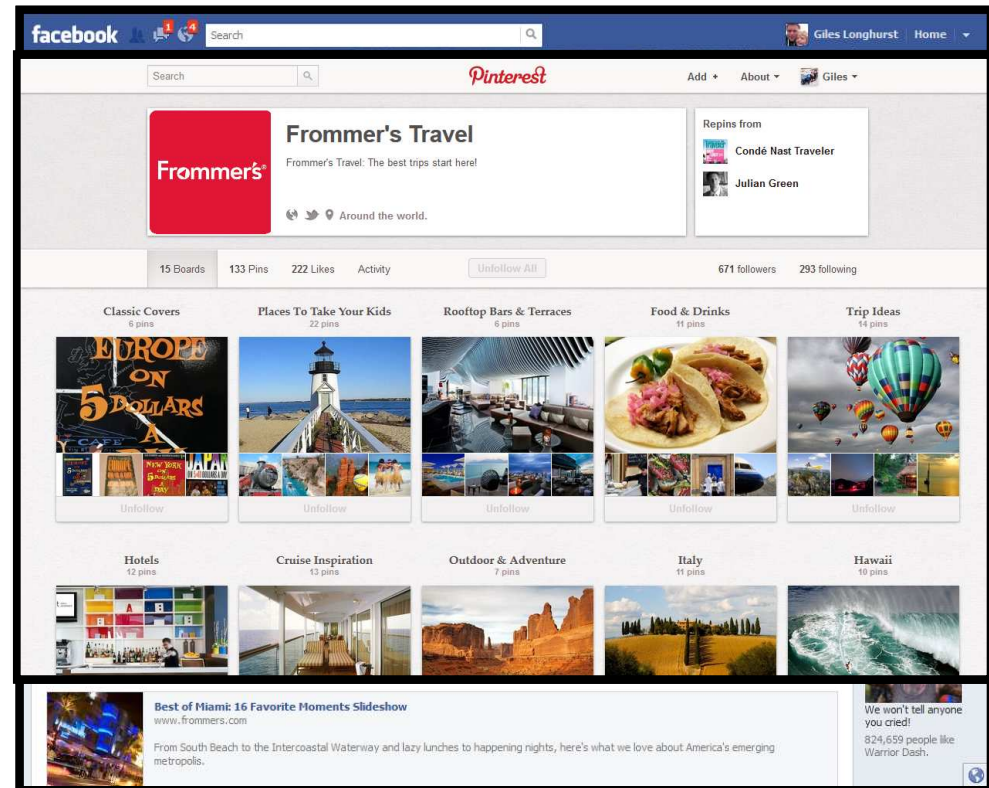
Social Content

Social Best Practice Tips

- ▶ Ensure your social plan is feasible based on your resources
- ▶ Focus on the most relevant platform first
 - ▶ Facebook - 901million users + Inspirational
 - ▶ Twitter - the conversation starter
 - ▶ Pinterest - new but offers strong brand building potential
- ▶ Your social message needs to be adapted from your brand message
- ▶ Ensure that the people managing your communication are senior enough to understand what they saying about your brand
- ▶ When starting out have an acquisition strategy, either benefits for sharing or paid media
- ▶ Incentivise check-in to demonstrate customer belief in your brand
- ▶ Do not focus on your product first – develop special offers for each audience
- ▶ Remember any social tools and applications are limited but the amount of information that users share

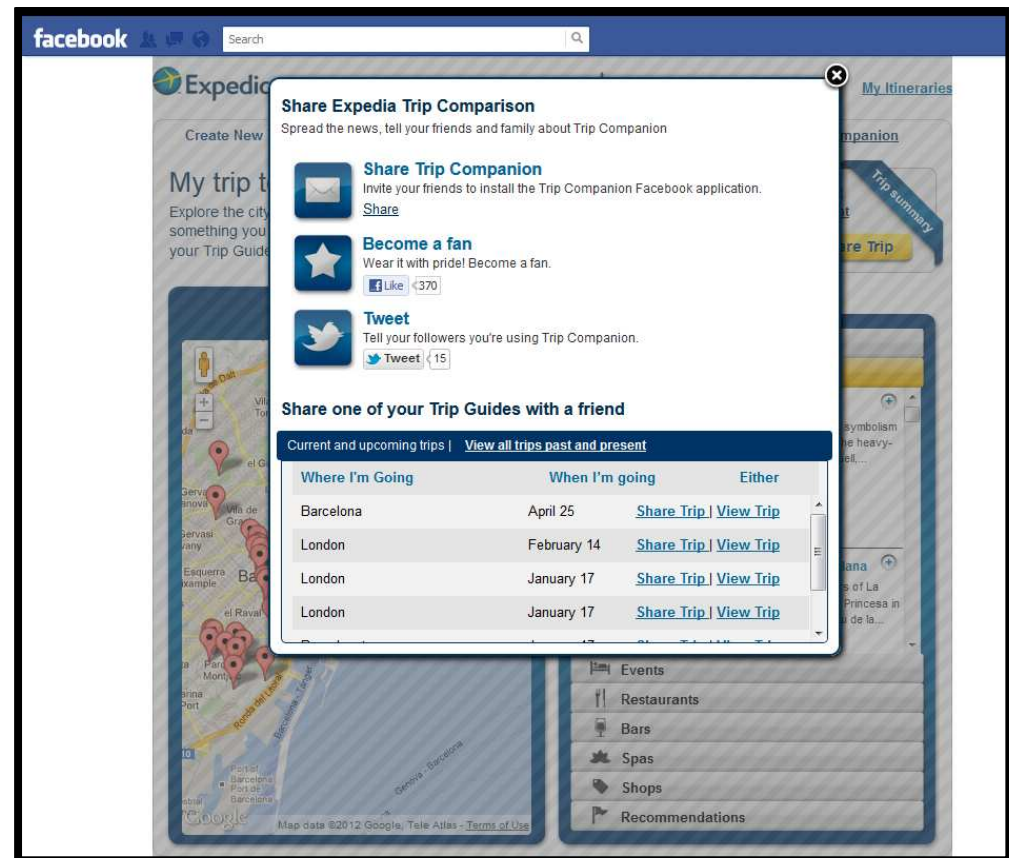
Social Content Tips

- ▶ Users want to share cool new stuff – be the first to know!
- ▶ Ask questions of your audience to seed the debate
- ▶ Images drive the most engagement – user photos are the strongest
- ▶ Lists on Twitter work extremely well as they engage individuals and organisations
- ▶ Debate seeding articles – show your authority on a subject and invite discussion



Inspires...

- ▶ FB is the source of many dream stage trip discussions, where travel experiences are shared.
- ▶ Provide users with content that inspires them, drives actions and reasons to share.
- ▶ User actions are displayed on their Timeline and within their friends' News Feeds and Tickers.



Engages...

The screenshot shows the AARP website interface. At the top is a navigation bar with links like 'En Español', 'Join/Renew', 'Find a Discount', 'Donate', 'Volunteer', 'Video', 'Music', 'My Account', 'Community', 'Help', and a search bar. The AARP logo is prominently displayed on the left. Below the logo is a vertical menu with categories: HOME, MEMBER BENEFITS, HEALTH, MONEY, WORK & RETIREMENT, PERSONAL GROWTH, POLITICS & SOCIETY, RELATIONSHIPS, HOME & GARDEN, FOOD, TRAVEL (highlighted), Destinations, Cruises, Tips, Travel Benefits, ENTERTAINMENT, GAMES, TECHNOLOGY, and GIVING BACK. The main content area features an article titled '5 Things to Bring on Every Flight' with a sub-headline 'Air travel tip! Don't forget to pack these critical items in your carry-on bag'. The article is by Alexis Lipsitz Flippin from Frommer's Travel, dated December 5, 2011. It includes social sharing options (Text, Print, Comments, Email, Recommend, Tweet, Like) and a photo of a man sleeping on a flight. To the right of the article is an 'AARP TRAVEL CENTER' section powered by Expedia, offering travel packages (Hotel, Car, Flight, Cruise, or combinations) and a search form with fields for destination, check-in, check-out, rooms, and adults/children. Below the article is a 'JOIN AARP' button and a 'travel POLL' asking 'Have you ever taken an RV trip?'. At the bottom, there are social media links for Facebook, Twitter, and YouTube, and a 'More For You!' button.

Objective

- ▶ Provide customers with articles that engage their customers views on travel topics
- ▶ Drive traffic and comment

Strategy

- ▶ Develop editorial calendar of article themes and topics
- ▶ Create a tone of voice that initiates debate

Results


- ▶ Highest number of comments for any articles on their travel site
- ▶ Top articles receiving over 70 comments

Fun...

Like 106 It looks like you're in United Kingdom. [Change location](#)




 Your future travel
PREDICTION
is done



On **July 26** we predict **the Coldplay** concert. Don't forget to bring your ID.

 **the Coldplay Concert**

Coldplay are on tour to support latest album, Mylo Xyloto. This date brings them to Montreal's Bell Centre; fans can look forward to classic Coldplay songs as well as new treats. Tickets are on sale from December.

Frommer's Content provided by Frommer's Unlimited © 2012, Whatsonwhen Limited.

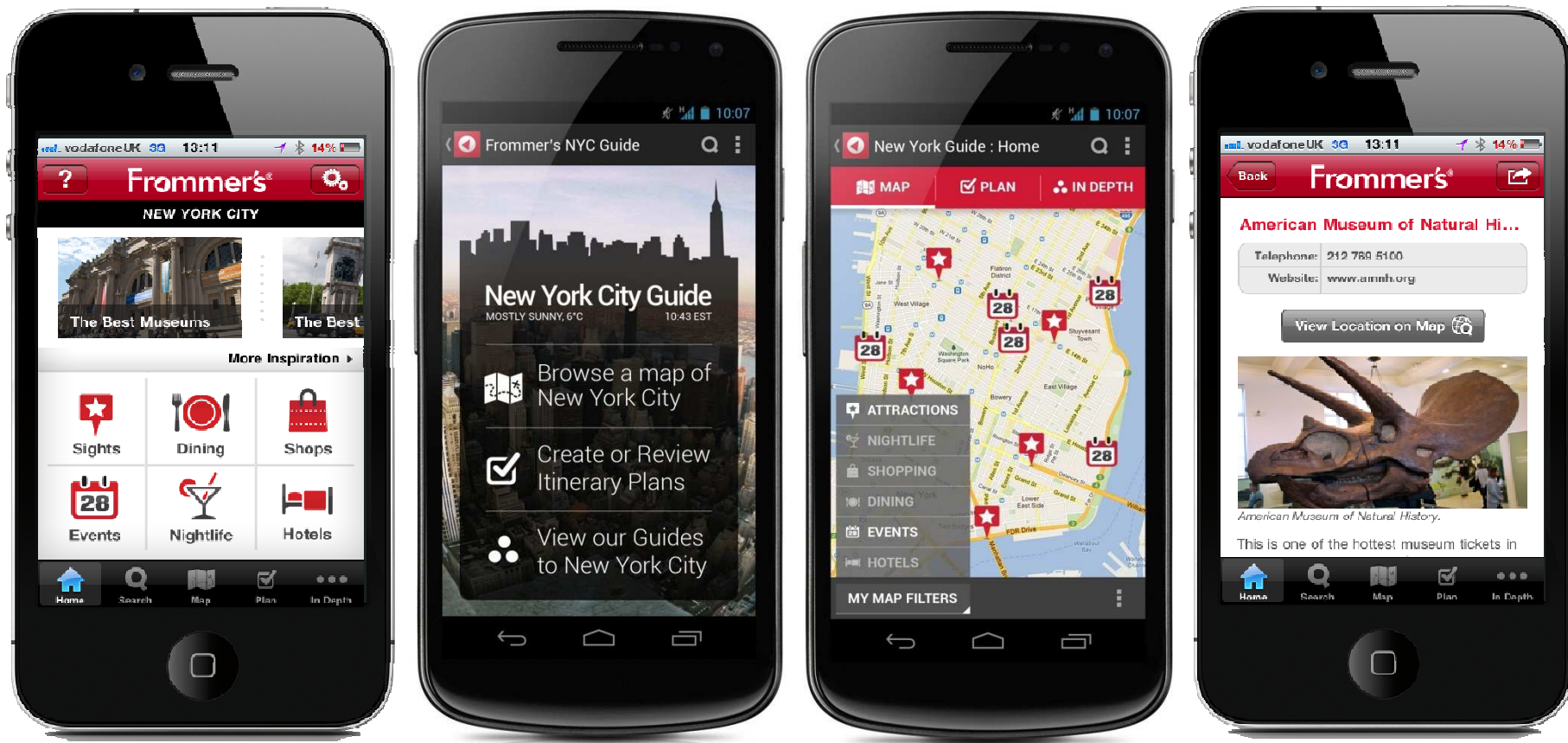
 **SHARE IT**  **TRY AGAIN**  **CHECK FLIGHTS**

 [Terms & conditions](#) [Frommer's](#) [Subscribe to KLM Newsletter](#)  [Follow us on Facebook](#)

Mobile Content

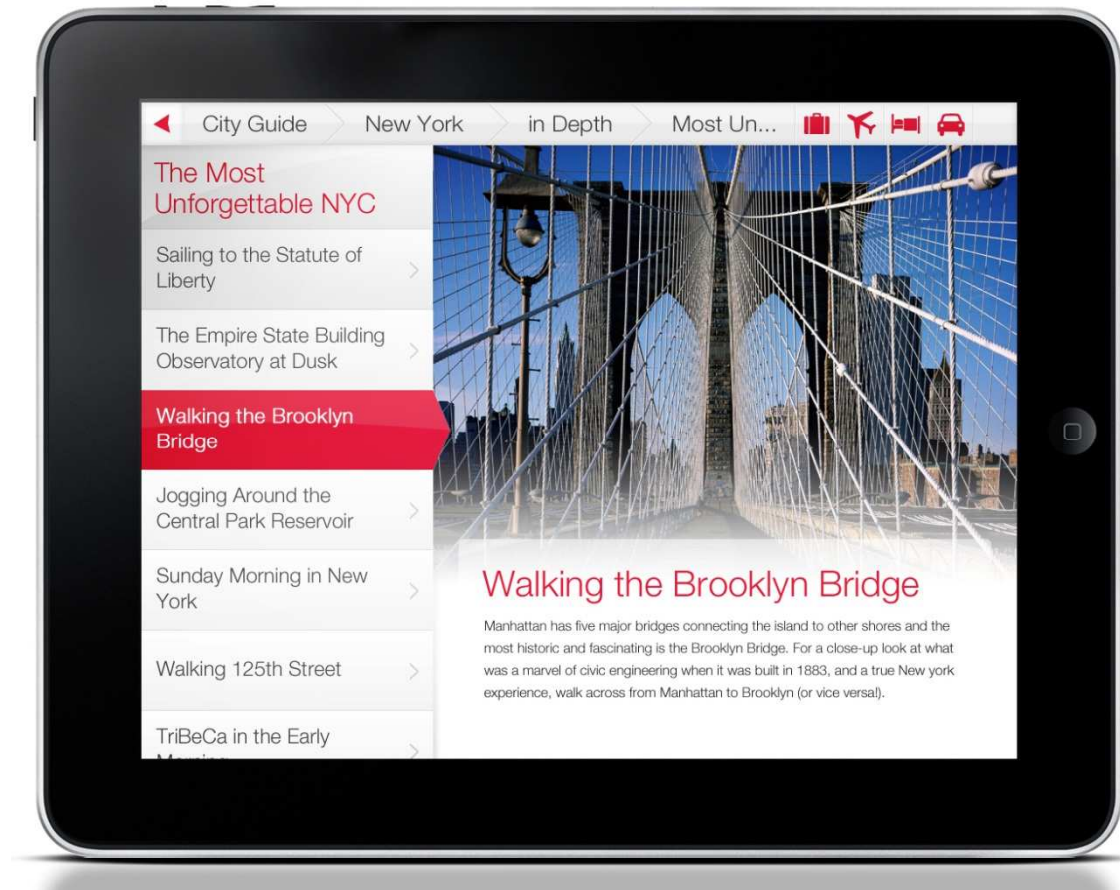
Mobile Ready Content

- ▶ Content that is **relevant** to the user case and available across multiple views
- ▶ Transient customers want to seamlessly access and bookmark content
- ▶ Smartphones users require hyperlocal content
- ▶ Map and list based views for simple interaction with content and product



Mobile Ready Content

- ▶ **Tailoring** the content structure and type for different user cases and views
- ▶ Mobile web vs. Mobile app
- ▶ Enhanced content for tablet devices



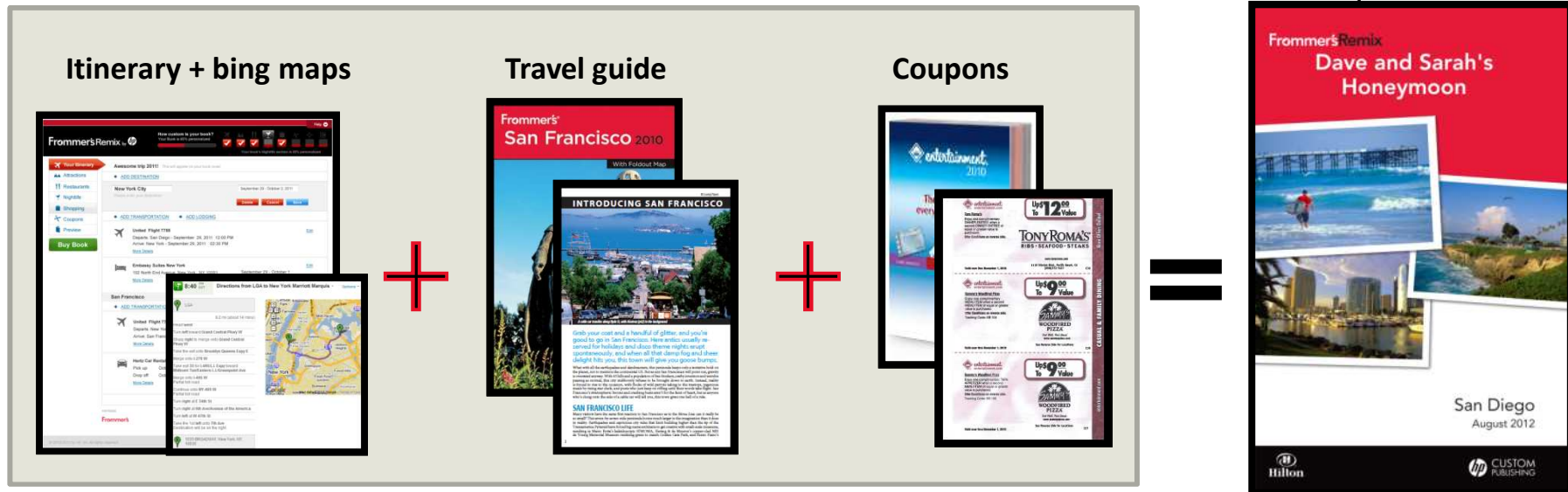
Your Guide, Your Way

Overview:

- ▶ Personalised travel guide
- ▶ Content customised by user
- ▶ Professionally printed and rapidly shipped to customer
- ▶ Or soon as PDF to your mobile devices

FEATURES

- Multiple Destinations
- Customised Destination Guide
- Customised Maps
- Coupons



Personalised Content

Frommer'sRemix by hp

How custom is your book?
Your Book is 45% personalized

✈️ Your Itinerary

Attractions

Restaurants

Nightlife

Shopping

Coupons

Preview

Buy Book

Awesome trip 2011! This will appear on your book cover

+ ADD DESTINATION

New York City

September 29 - October 2, 2011

Delete Cancel Save

+ ADD TRANSPORTATION

+ ADD LODGING

✈️ United Flight 7788

Departs: San Diego - September 29, 2011 12:00 PM

Arrive: New York - September 29, 2011 02:30 PM

More Details

🏨 Embassy Suites New York

102 North End Avenue, New York, NY 10001

September 29 - October 1

More Details

San Francisco

October 2 - October 10, 2011

More Details

+ ADD TRANSPORTATION

+ ADD LODGING

✈️ United Flight 7788

Departs: New York - October 29, 2011 06:00 PM

Arrive: San Francisco - October 29, 2011 08:30 PM

More Details

🚗 Hertz Car Rental

Pick up: October 02, 2010 08:30PM JFK Intl Arpt

Drop off: October 24, 2010 04:30PM

More Details

Previous | Next

Partners: Frommer's bing entertainment

© 2010-2011 by HP, Inc. All rights reserved. FAQs | Help | Copyright | About

Frommer'sRemix by hp

How custom is your book?
Your Book is 45% personalized

Your Itinerary

Attractions

Restaurants

Nightlife

Shopping

Coupons

Preview

Buy Book

Nightlife Preferences

Definitely Maybe Skip it

40 Restaurant Results on your Book

Bars & Pubs	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	5
The Club & Music Scene	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	3
The Performing Arts	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	8
Gay & Lesbian Bars	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	16
Dance Clubs	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	7
Coffee Houses	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	9
Comedy Clubs	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	5
Wine Bars	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	3
Galleries	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	8
Theaters	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	15
Concerts	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	7
Live Music	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	9
More Entertainment	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	4
Production Shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	10

Previous | Next

HOW IT WORKS

We've already created a custom book based on your itinerary. You can preview it, or follow the steps to personalize it further.

1 Import your Itinerary

Access confirmation numbers, view flights and hotel information.

2 Customize your Book

Set your preferences for attractions, restaurants, nightlife and shopping.

3 Choose Savings

Select coupons that best fit your travel needs. They'll show up in your book!

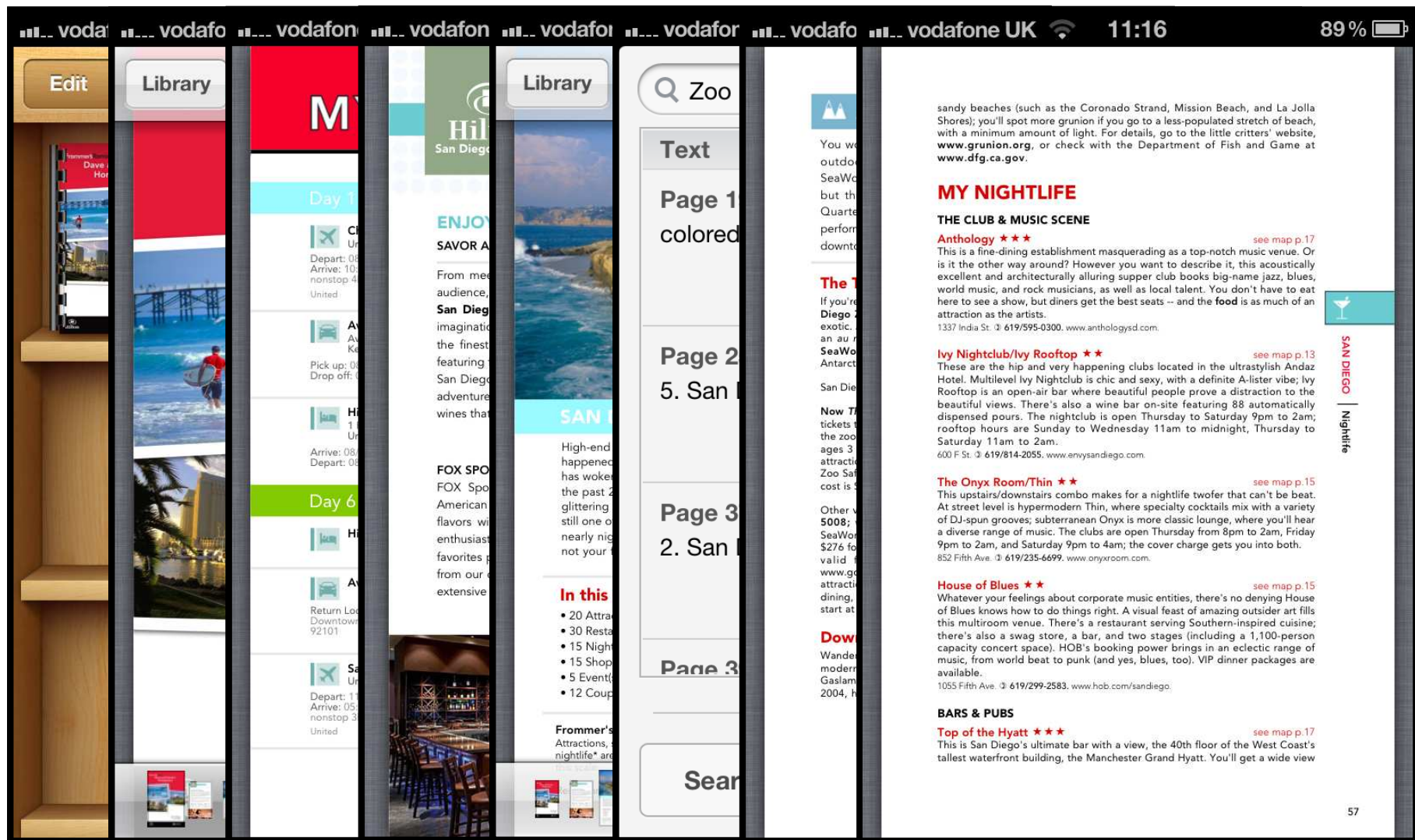
4 Preview and Buy

Then, we'll print your custom guide book and mail it straight to your door!

Partners: Frommer's bing entertainment

© 2010-2011 by HP, Inc. All rights reserved. FAQs | Help | Copyright | About

Personalised + Mobile



Frommer's Unlimited

One source. Endless possibilities.

glonghurst@wiley.com

+44 (0)207 770 6072

Thank You