

Frommer's Unlimited

One source. Endless possibilities.

TTI Spring Conference, 2012

Giles Longhurst

Director, Frommer's Unlimited EMEA

▶ **Getting the
content right**

A History of Publishing Excellence

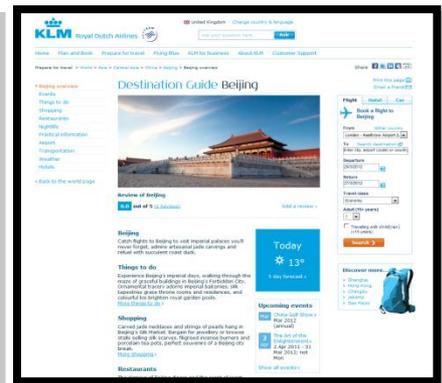
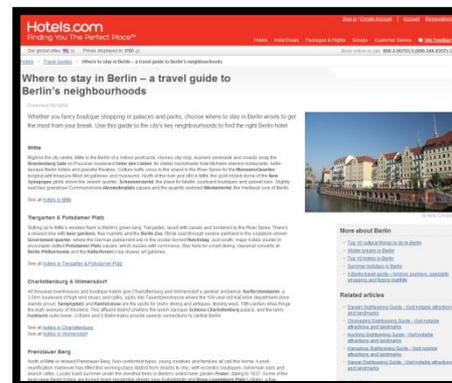
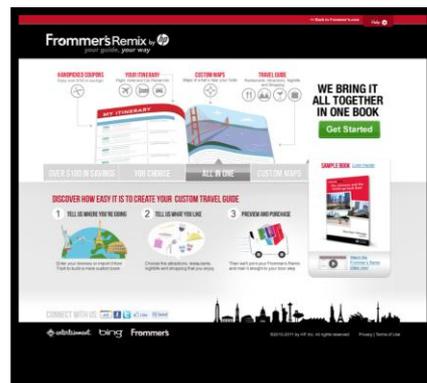
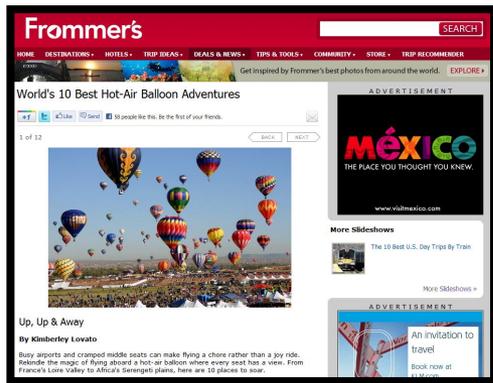
Frommer's

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



Our Partners

Airlines & Transport	Travel Agencies	Hotels	Media/Retail
       	    	           	       

Relevant Content At the Right time



Content That Inspires

Tailored Content

Tone of Voice

- ▶ Content should be an extension of your Welcome!
- ▶ Develop a language based on your consumers experience of your product.
- ▶ For hotels create glossaries of hotel hardware and brand USPs.
- ▶ Set phrases and unique tone of voice to deliver consistency and style. (Editorial brief essential)
- ▶ Call to action

Structure

- ▶ What are the user stories the content needs to answer?
- ▶ Which information is most relevant to your audience(s)?
- ▶ Don't interfere with the booking path.
- ▶ Clear structure with user signposts (titles & sub-titles)
- ▶ Re-order content based on its importance to each audience.
- ▶ Well integrated links to deeper rich content
- ▶ Allow communication between relevant content and product.

Timely....

- ▶ Content that provides a reason to book NOW!
- ▶ Conveys the local flavour of the destination

The screenshot shows the KLM website's Destination Guide for Brussels. The page is titled "Destination Guide Brussels" and features a sidebar with navigation links such as "Brussels overview", "Events", "Things to do", "Shopping", "Restaurants", "Nightlife", "Practical information", "Airport", "Transportation", "Weather", and "Hotels". The main content area is titled "Events in Brussels" and includes a section for "French Language Week" (17 - 25 Mar 2012) with a description and a "Read more" link. Below this is a section for "Upcoming Events" with a table listing "French Language Week" and "Eurantica: Fine Art & Antiques Fair". The right sidebar contains sections for "Flight", "Hotel", and "Car" services, each with a "Book" button and an icon. At the bottom right, there is a "Discover more..." section with a list of cities and a backpack icon.

KLM Royal Dutch Airlines  [United Kingdom](#) | [Change country & language](#)

Ask your question here

Home Plan and Book Prepare for travel Flying Blue KLM for business About KLM Customer Support

Prepare for travel > World > Europe > West Europe > Belgium > Brussels > Events Share     

Print this page 
Email a friend 

Brussels overview

- ▶ **Events**
- Things to do
- Shopping
- Restaurants
- Nightlife
- Practical information
- Airport
- Transportation
- Weather
- Hotels

[◀ Back to the world page](#)

Destination Guide Brussels

Events in Brussels

Smell rare blooms at the royal Laeken Greenhouses in April or May, or dance at May's Jazz Marathon. Watch chivalric action at June/July's Ommegang Pageant, laze on the artificial Brussels Beach or catch the mammoth Brussels Summer Festival with live music and street theatre in August. In September, sample some of Belgium's 450+ beers at the Beer Weekend. Shop at Brussels' Christmas Market and skate around the Grand' Place at Brussels on Ice in December.

17 Mar **French Language Week**
17 - 25 Mar 2012 (annual)

The annual week dedicated to the French language is celebrated in France and French-speaking areas from Québec to Brussels and Geneva. Francophones are invited to take part in a very special...

[Read more >](#)



Upcoming Events

Select Month or Date Select Category

	French Language Week 17 - 25 Mar 2012 (annual) ✦ Show more	Festivals & Heritage
	Eurantica: Fine Art & Antiques Fair Mar - Apr 2012 (annual) ✦ Show more	Lifestyle

Discover more...

- > Amsterdam
- > Toulouse
- > Manchester
- > Lyon
- > Frankfurt



Thematic.....

The screenshot shows the AARP website interface. At the top, there is a navigation bar with links for 'En Español', 'Join/Renew', 'Find a Discount', 'Donate', 'Volunteer', 'Video', 'Music', 'My Account', 'Community', and 'Help'. A search bar is also present. 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 Filippin, from Frommer's Travel, dated December 5, 2011. Below the article title is a photo of a man wearing a blue eye mask and headphones, sitting in an airplane cabin. To the right of the article is a sidebar with a 'AARP TRAVEL CENTER' section, which includes a search form for travel packages (Hotel, Car, Flight, Cruise, Flight + Hotel, Flight + Car, Flight + Hotel + Car, Hotel + Car) and a 'Find' button. Below the travel center is an advertisement for 'Hawaii Cruise and Tour'. On the left side of the page, there is a 'JOIN AARP' button and a 'travel POLL' section with the question 'Have you ever taken an RV trip?'. The bottom of the page features a red footer with 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

- ▶ Newsletter articles generating between 50k and 140k PVs per month
- ▶ Highest number of comments for any articles on their travel site

Content

That Speaks A 1000 words

Frommers.com Slideshows

Objective

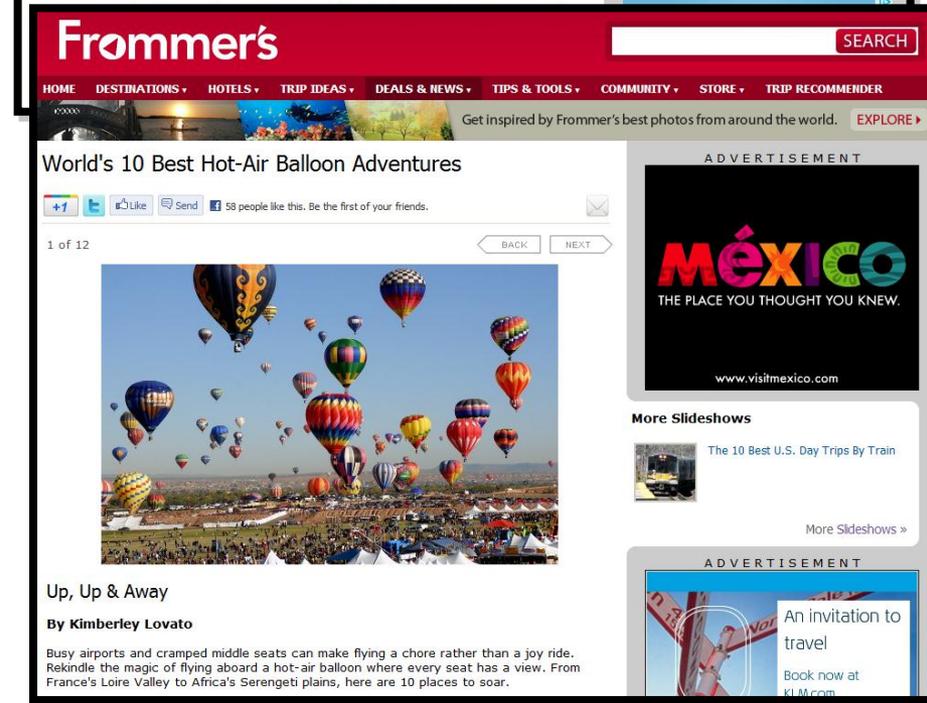
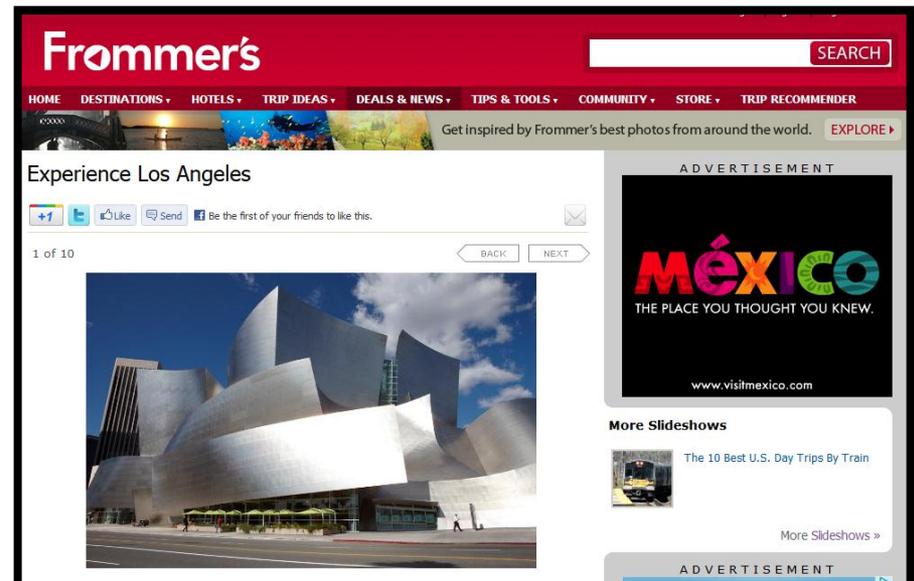
- ▶ Provide travellers with inspirational content that will increase their time onsite
- ▶ Engage customers at the beginning of their travel planning process (within Frommers.com and FB)
- ▶ Win new organic search traffic and grow page views per visit

Strategy

- ▶ Develop a range of destination and thematic slideshows
- ▶ Ensure each slideshow tells a story by fusing imagery and narrative
- ▶ Create timely content to capture seasonal trends and timely events

Results

- ▶ Over 20% increase in page views per visit
- ▶ Slideshows represent over 45% of traffic
- ▶ Best performing slideshow drove over 1.5M PVs in one month
- ▶ Average visit duration of 8.25 minutes



Slideshow Examples:

Rome

San Francisco

Content

That Speaks To Your

Audience

SLH: Luxury Focus

Objective

- ▶ Present SLH hotels as the gateway to key luxury destinations worldwide
- ▶ Improve search engine ranking with content to capture key search terms
- ▶ Convey brand values of luxury, privilege and authentic travel experiences

Strategy

- ▶ Develop style and tone of voice to engage luxury audience
- ▶ Devise feature article package to target search terms and audience

Results

- ▶ Enhanced user experience
- ▶ “Luxury Boutique Hotels in The Philippines” #1
- ▶ “Luxury Boutique Hotels in Portugal” #3
- ▶ “Luxury Boutique Hotels in Puerto Rico” #2

The screenshot displays the SLH website interface. At the top, there is a navigation bar with the SLH logo, the tagline "SMALL LUXURY HOTELS OF THE WORLD™ EXPERIENCE ANOTHER WORLD", and a "The Club Login" section with fields for membership number and password. Below the navigation bar, there are tabs for "HOME", "DESTINATIONS", "HOTEL EXPERIENCES", "SPECIAL OFFERS", and "THE CLUB". A search box on the left is set to "Italy" with an arrival date of "ddmm/yyyy". A "Find a Hotel" button is visible. The main content area features a featured hotel, "GRAND HOTEL PARKER'S NAPLES", with a scenic view of the hotel's terrace overlooking the sea. To the right, there is a "Places to stay in Italy" section with a list of cities including Agrigento, Benevento, Bologna, Capri, Florence, Gargnano, Grottaferrata, Gubbio, Ischia, Kastelruth, La Salle, Merano, Milan, Monsummano Terme, Montalcino, Monza, Naples, Orta San Giulio, Panicle, Pietrasanta, Pievescola, Pisa, Polignano a Mare, Portofino, Pralano, Rome, Sorrento, St Johann, Taormina, Taranto, Treviso, Turin, Venice, Verbania Pallanza, Verona, and Viareggio. Below this, there are sections for "City breaks in Italy", "Beach holidays in Italy", and "Italian countryside retreats", each with a brief description of the experience.

Cruise Content

- ▶ To help make informed choices on the Cruise line, Ship, Itinerary & maps
- ▶ That inspires the first time cruise customer; Slideshows, Ports of Call

FREEPORT, THE BAHAMAS
BAHAMAS

Like 206 people like this.

FIND CRUISES TO: Freeport, The Bahamas | Cruise Dates | # of Travelers | **SEARCH CRUISES** | advanced search

Overview | **Travel Guide** | **Comments (25)**

Local Attractions

Known as the "Hong Kong of the Bahamas," Freeport is the island nation's humming global heart. But amid Freeport's bustle is the soul of the Bahamas, in the local straw crafts sold at the Straw Market and the infectious goombay music at Junkanoo celebrations. Cruises to Freeport put you close to snow-white beaches, marine-rich coral reefs, and laidback calypso rhythms.

- Swim with dolphins or explore nature trails in the Garden of the Groves.
- Shop at the lively Straw Market and colorful Port Lucaya Marketplace.
- Sample fresh conch at a barefoot West End beach bar.
- Swim and soak up the sun on one of the island's sugary-sand beaches.
- Snorkel or dive the island's fringing coral reef.

Fun Facts

- Much of the movie 'Pirates of the Caribbean: Black Pearl' was filmed in and around Freeport, Bahamas.
- Freeport was founded in the 1950s as a "free port" offering tax breaks to investors and businesses.
- Many shallow reefs trace the 60-mile shoreline of Grand Bahama Island. Its name, in fact, comes from the Spanish phrase for "great shallows": gran bajamar.

Specially produced by **Frommer's**

facebook | Privacy

Log In or Sign Up for Facebook to discuss this event

- Tania Sawyer-Walker**
Have just booked the October cruise for myself and my children. Feeling very excited!
3 hours ago
- Jean Balch**
Hope it's a great time for my son Alex & I.
8 hours ago
- Margaret Castle Moss**
Can't wait for Christmas, doing a 7 Day Western Caribbean cruises.
11 hours ago

WHAT'S INCLUDED

Content That Converts

Hotels.com: Structure To Aid Conversion

Objective

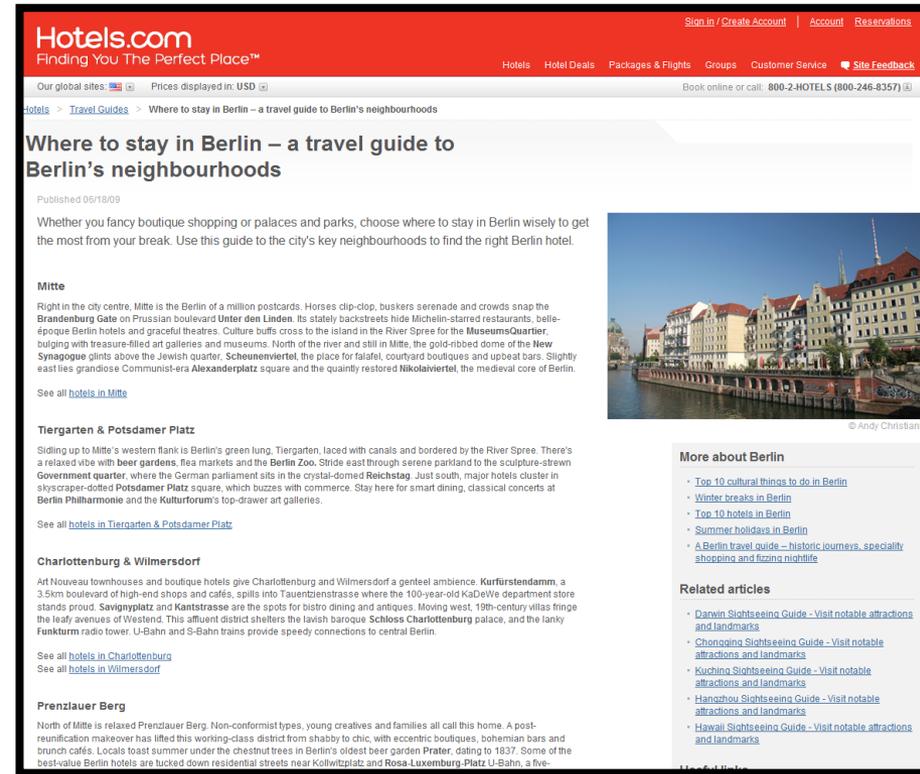
- ▶ To present Hotels.com as an authority on their destinations in key markets
- ▶ Increase conversion to book and build long-term brand loyalty
- ▶ Win new organic search traffic

Strategy

- ▶ To devise a network of relevant multi-lingual articles
- ▶ To develop an intuitive content taxonomy and article structure to ensure deep and relevant links to the product
- ▶ To define the hotels.com tone of voice and brand through the creation of high-quality unique content

Results

- ▶ 'Top 10 Paris Food & Drink' #1 Google.co.uk
- ▶ 'Where to Stay in Berlin' #1 Google.co.uk
- ▶ 'Top 10 Valentines Destinations' #1 Google.co.uk
- ▶ Significant increase in basket size



BA: Optimised Custom Content

Objective

- ▶ Provide inspirational guides focused on vacation types e.g. beach holidays, family holidays as well as destinations and flights
- ▶ Sell BA Holidays as well as “flights to”
- ▶ Achieve high ranking on search engines for highly competitive and longer-tail terms
- ▶ Increase natural search referrals & drive sales from flight and holiday bookings

Strategy

- ▶ Develop custom content component with high key word density
- ▶ SEO targeting of holiday types, from romantic breaks, beach holidays to Golfing Holidays

Results on Google

- ▶ [“Flights to New York” # 1](#)
- ▶ [“Romantic break Rome” #1](#)
- ▶ [“Shopping trips to Dubai” #1](#)
- ▶ [“Romantic break in Paris” # 1](#)

The screenshot displays the British Airways website interface. At the top, the BA logo and navigation links are visible. The main content area is titled 'Romantic breaks in Rome'. It features a sidebar with a menu of travel options including Overview, Holidays in Rome, Flights to Rome, Hotels in Rome, Car rental in Rome, City breaks, Family holidays, Romantic breaks (highlighted), Spa hotels, Restaurants and bars, Nightlife, Shopping trips, and Luxury holidays. Below the sidebar, there's a 'Create a trip' section with radio buttons for Flights, Hotels, Cars, and Experiences. The 'Book together and save' section offers 'Flight + hotel' and 'Flight + car' options. The 'Country of departure' is set to 'United Kingdom'. The 'From' field is set to 'London (All)'. The 'Depart' and 'Return' fields are empty. The 'Flight class' is set to 'Economy'. The 'Travellers' section shows '2 Adults, 1 Room'. A 'Change' link is at the bottom of the sidebar. The main content area includes a banner for 'HOTTEST HOLIDAY DESTINATIONS' with a 'Book now' button. Below this is a map showing various destinations like San Francisco, New York, London, Berlin, Florida, Madrid, Rome, and the Caribbean. A text box states 'FOR A PERFECT DAY, OUR FACEBOOK PAGE IS THE PERFECT PLACE TO START.' with a 'GO TO facebook NOW' button. A 'Book now' button is also present. The main text describes the experience in Rome, mentioning the Trevi Fountain, St Peter's Basilica, the Pantheon, the Trastevere district, the Capitoline Hill, and the Campidoglio square. It also mentions the Borghese Gardens, the River Tiber, the Ponte Sant'Angelo bridge, and Isola Tiberina. A 'Nightlife on romantic breaks in Rome' section describes the Trevi Fountain and the Centro Storico. The footer contains the copyright notice: '© Copyright 2011 Whatsonwhen Limited - All Rights Reserved'.

Hotel Property Descriptions



Plaza Abu Dhabi Yas Island hotel, located in the UAE's electrifying sports and entertainment hub.

Leave your car with our complimentary valet and enter the vibrant Lobby at Crowne Plaza Abu Dhabi Yas Island, with its deep blue, turquoise and gold design. Relax in the lavish spherical booths hanging from the high ceiling or visit VINO bar for a celebratory glass of champagne. A vista of verdant mangroves stretches out from our 24-hour Lobby lounge, or you can head to your room or Suite for a soothing rest in our luxury bedding.

Crowne Plaza Abu Dhabi Yas Island is next to Yas Links golf course and minutes' walk to both Yas Marina Circuit, home of the Abu Dhabi Grand Prix, and Ferrari World. You're 10 minutes' drive from Abu Dhabi International Airport, while our complimentary shuttle wings you to city-centre souks and shopping malls in 20 minutes.

With 10 meeting rooms and a wealth of dining options, our hotel is primed for business and banquets. The Kids' Club will entertain the children while you energise in our Fitness Centre or squash court. Swim up to Sundowner bar for a cocktail in our pool as the sun sinks into the Gulf.

Your Concierge can book tickets for Abu Dhabi National Exhibition Centre's year-round events calendar. Join us for gourmet dining during the Grand Prix and be sure to treat Crowne Plaza Abu Dhabi Yas Island as your second home.

Why book?

Opening paragraph generates excitement and encourage booking

Brand promise

Emphasis on the brand experience. Welcomes the guest into the hotel

Location

The key things that your guest can do in the local area

In the hotel

Describes the hotels best assets: swimming pools, fitness centres, restaurants etc.

Call to action

Final paragraph ties the hotel with an attraction and persuades the customer to book

Content Utilised Everywhere

The Power of Metadata

Katz's Delicatessen Review

Founded in 1888, this brightly lit place is suitably Noo Yawk, with dill pickles, Dr. Brown's cream soda, and old-world attitude to spare. Take the ticket they give you when you come in and either head for the cafeteria-style line, or seat yourself in the "waiter service" area. But one word of caution: Katz's has become a serious tourist destination, so if you see a big tour bus parked in front, you might be in for a long wait. (And remember to tip your carver, who gives you a plate with a sample of the succulent pastrami or corned beef as he prepares your sandwich!)

Open late

Subway F

Waiter service

Lower East Side

Cafe

Best Sandwich

Top 10 Deli's

One day walking tour

Lower East Side Experiences

Salami

New York

Best Hot Dog

Take-away

2nd Avenue

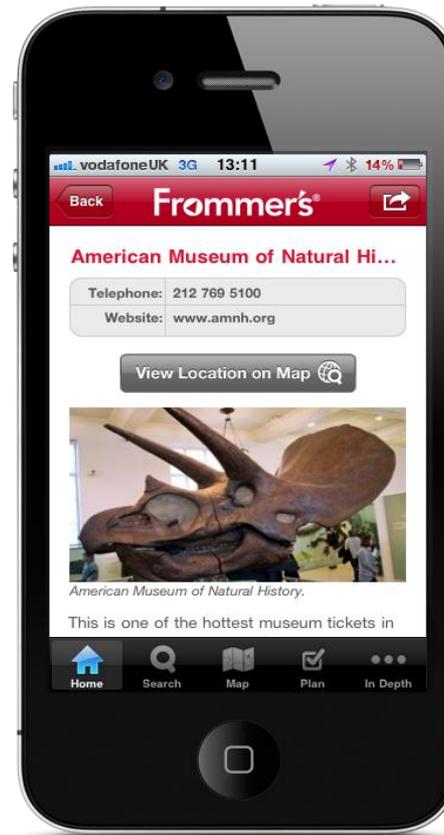
Mapping

- ▶ Two ways to find your product via search or maps
- ▶ We now geo-code everything...
- ▶ Build rich local experiences using your content and product
- ▶ For Hotels what is more important location or price?



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



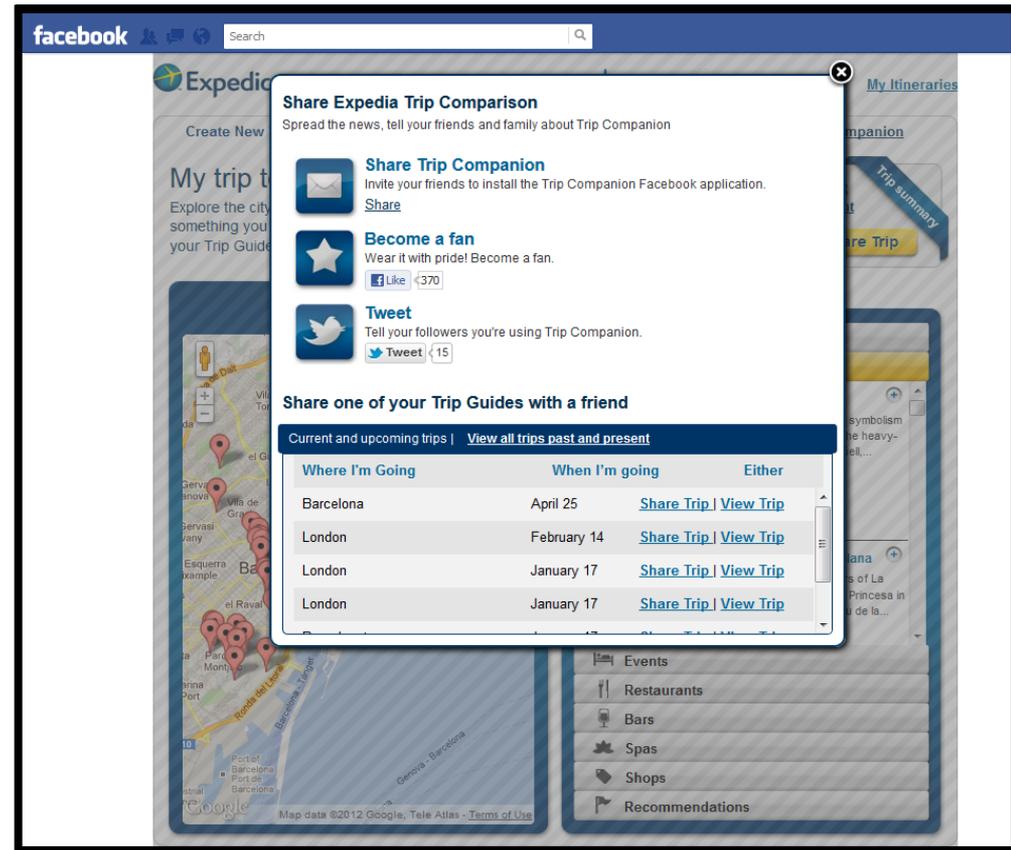
Mobile Ready Content

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



Social Content

- ▶ 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.



Content Personalization

Your Guide, Your Way

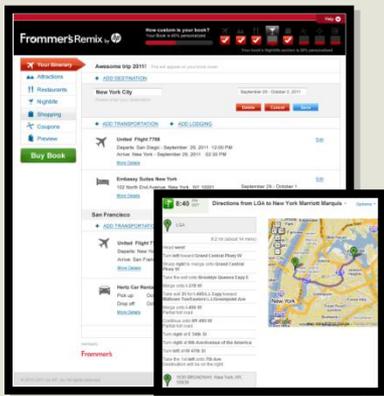
Overview:

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

FEATURES

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

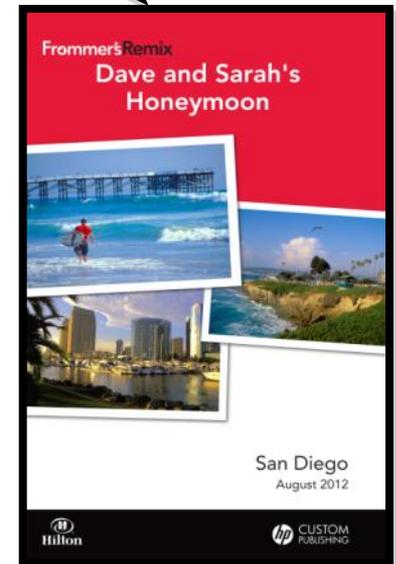
Itinerary + bing maps



Travel guide



Coupons



A Closer Look...

Frommer'sRemix by hp

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

Your book's Nightlife section is 20% personalized

Your Itinerary

Awesome trip 2011! This will appear on your book cover.

+ ADD DESTINATION

New York City September 29 - October 2, 2011
Please enter your destination
Delete Cancel Save

+ ADD TRANSPORTATION + ADD LODGING

United Flight 7788 Edit
Departs: San Diego - September 29, 2011 12:00 PM
Arrive: New York - September 29, 2011 02:30 PM
[More Details](#)

Embassy Suites New York Edit
102 North End Avenue, New York, NY 10001 September 29 - October 1
[More Details](#)

San Francisco October 2 - October 10, 2011 Edit

+ ADD TRANSPORTATION + ADD LODGING

United Flight 7788 Edit
Departs: New York October 29, 2011 06:00 PM
Arrive: San Francisco October 29, 2011 08:30 PM
[More Details](#)

Hertz Car Rental Edit
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.

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Frommer'sRemix by hp

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

Your book's Nightlife section is 20% personalized

Your Itinerary

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"/>	16
Concerts	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	7
Life 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!

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Content + Product

Frommer'sRemix

Dave and Sarah's Honeymoon



San Diego
August 201



SAN DIEGO

High-end nightclubs. Adventurous dining. Hypermodern architecture. What happened to that nice little Navy town of San Diego? Well, that sleepy burg has woken up and it wants to party. Growth has been fast and furious over the past 2 decades and this Southern California city now finds itself with a glittering skyline and a fresh attitude. With its beaches and theme parks it's still one of the most family-friendly destinations in the United States, but the nearly nightly bacchanalia in the Gaslamp Quarter leaves no doubt this is not your father's San Diego.

In this Chapter:

- 20 Attractions
- 30 Restaurants
- 15 Nightlife
- 15 Shopping
- 5 Event(s)
- 12 Coupons

Maps

- Turn by turn directions from the airport to your first hotel
- Best of what's near your hotel
- All your points of interests

Frommer's Star Ratings:

Attractions, shopping and nightlife* are rated according to this scale:

- 0 stars, recommended
- ★ one star, highly recommended
- ★★ two stars, very highly recommended
- ★★★ three stars, must see

*Restaurants are rated on a scale of zero (recommended) to three stars (exceptional).



WELCOME

HILTON SAN DIEGO BAYFRONT

OPENED ITS DOORS & INSPIRATION CAME RUSHING IN.

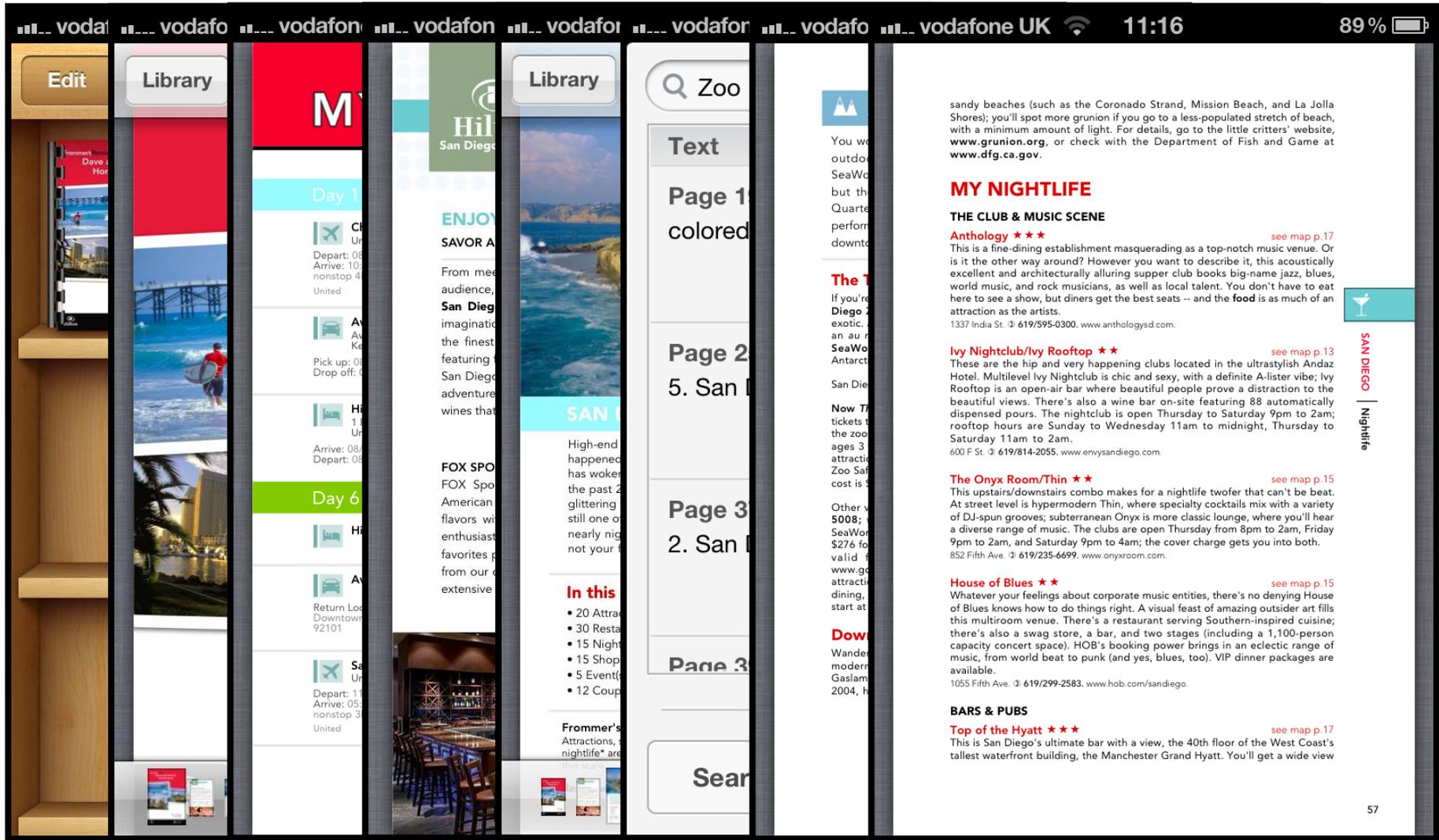
Here, on this spectacular San Diego bayfront, peace, passion, and possibilities flow freely. Spontaneity has room to dance. The Hilton San Diego Bayfront hotel has an openness not only in floor plan, but also in attitude, energy, experience, and service.

No other San Diego Hotels can compare to our elegance and sophistication. Steps from downtown's Gaslamp Quarter and PETCO Park and minutes from San Diego Airport, this beautiful San Diego hotel offers the finest amenities and lays the best of the city at your doorstep.



ENJOY YOUR STAY

Flexibility & Functionality



Content Management & Delivery

Content Management

- ▶ All digital assets managed in one place, narrative, imagery, video
- ▶ Content created and updated daily by network of expert travel writers
- ▶ Style guides and editorial briefs managed in one place

TCMSDAMM Signed In: Giles Longhurst | Sign Out | Change Password | Help | Configuration

Enter Location Search by keyword or ID

POIs Events Guides Products

Home | Work Space | Search Media

Create New POI
Create New Event
Add Media
Add Media (Multiple)

My Current Projects

Project	Type	Creator	Created On	Updated On

Inbox | Sent Items Refresh

Project	Project Type	Subject	Created By	Received On	Sent By

Flexible Content Delivery

1. XML and JSON API feeds

- ▶ Core delivery system with content driven directly from our Travel CMS

2. Object Based Delivery

- ▶ Configures Java based objects from our XML feeds to reduce development time

3. Private Label Solution

- ▶ A fully managed highly flexible hosted solution allowing integration of client booking engine and 3rd party feeds (weather, ticketing etc.)

4. XHTML Reverse Proxy / server side include delivery

- ▶ Client servers pull the hosted content and frame it with your header and footer / CSS, which is delivered seamlessly to your customer.

Frommer's Unlimited

One source. Endless possibilities.

Thank You

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