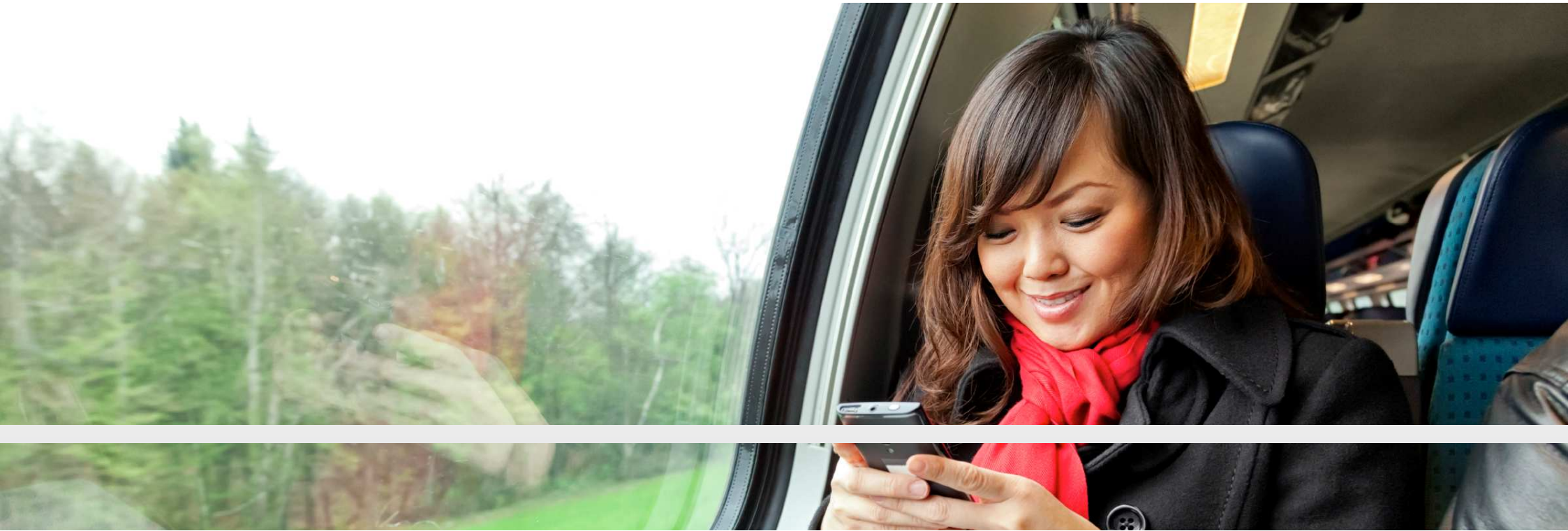


facebook

Social and Travel

TTI- Lets get Social



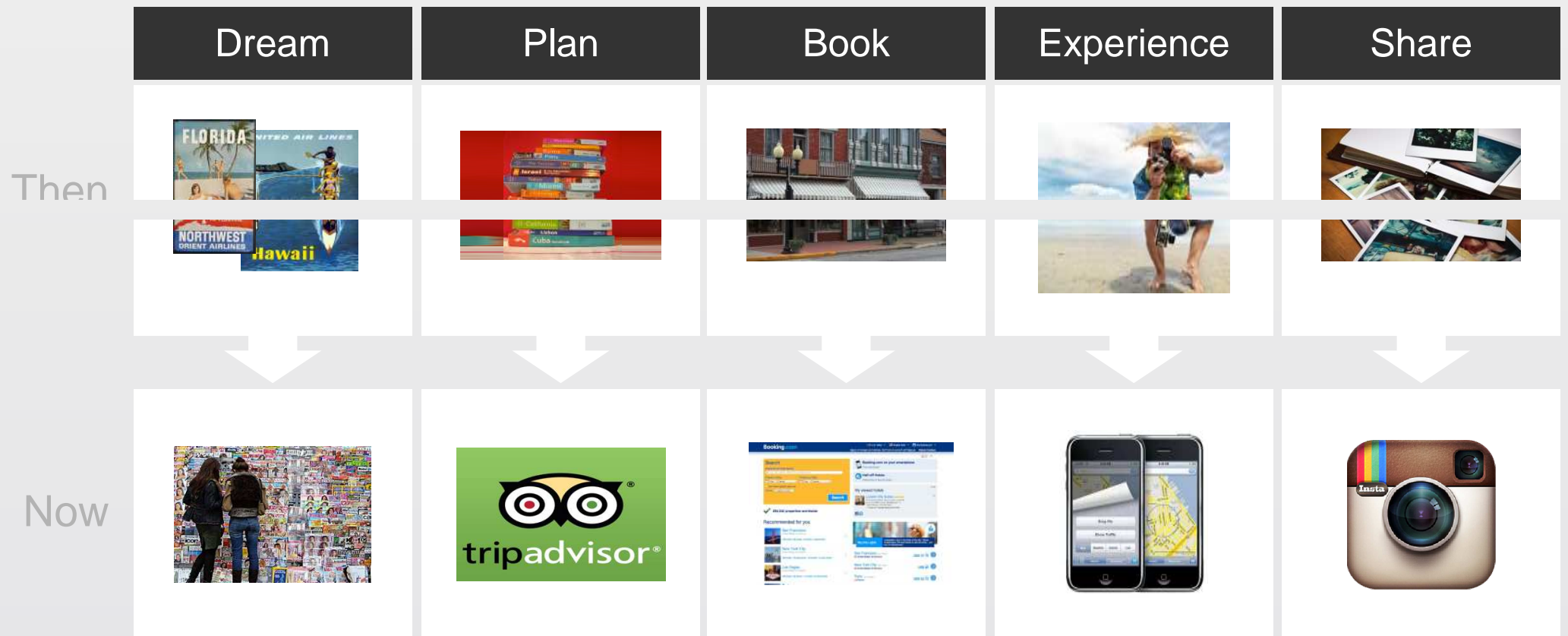


The dimensions of social travel: 5 Trends



1. Technology has disrupted each stage of travel

The five stages of travel

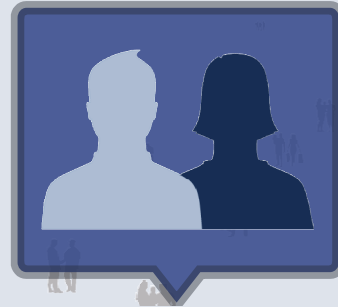


Facebook has disrupted the paradigm in every step of the travel process

Sharing is now a part of the whole process



This is occurring at an unprecedented scale



Leisure travel enthusiasts are among our most active users. In the UK alone, each month they...



post **18M**
status updates



register **221M**
likes



upload **42M**
photos



check in **0.9M**
times

2. Booking method evolution

Choice and convenience improve at every stage



Walk-in

Agent

Call Centre

TeleText

Internet
(Desktop)

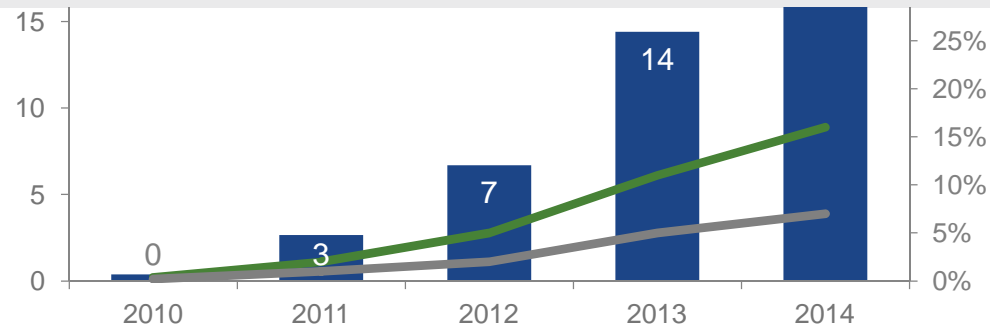
Mobile
(WAP)

Mobile
(Smart)

Mobile is taking share fast

App land grab

Mobile Travel Gross Bookings (US\$B)

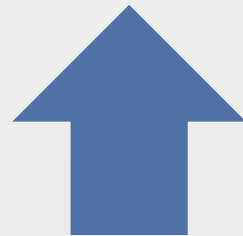


— Share of Online, 16%
— Share of Total Travel, 7%



Planned Spontaneity

Booking Window

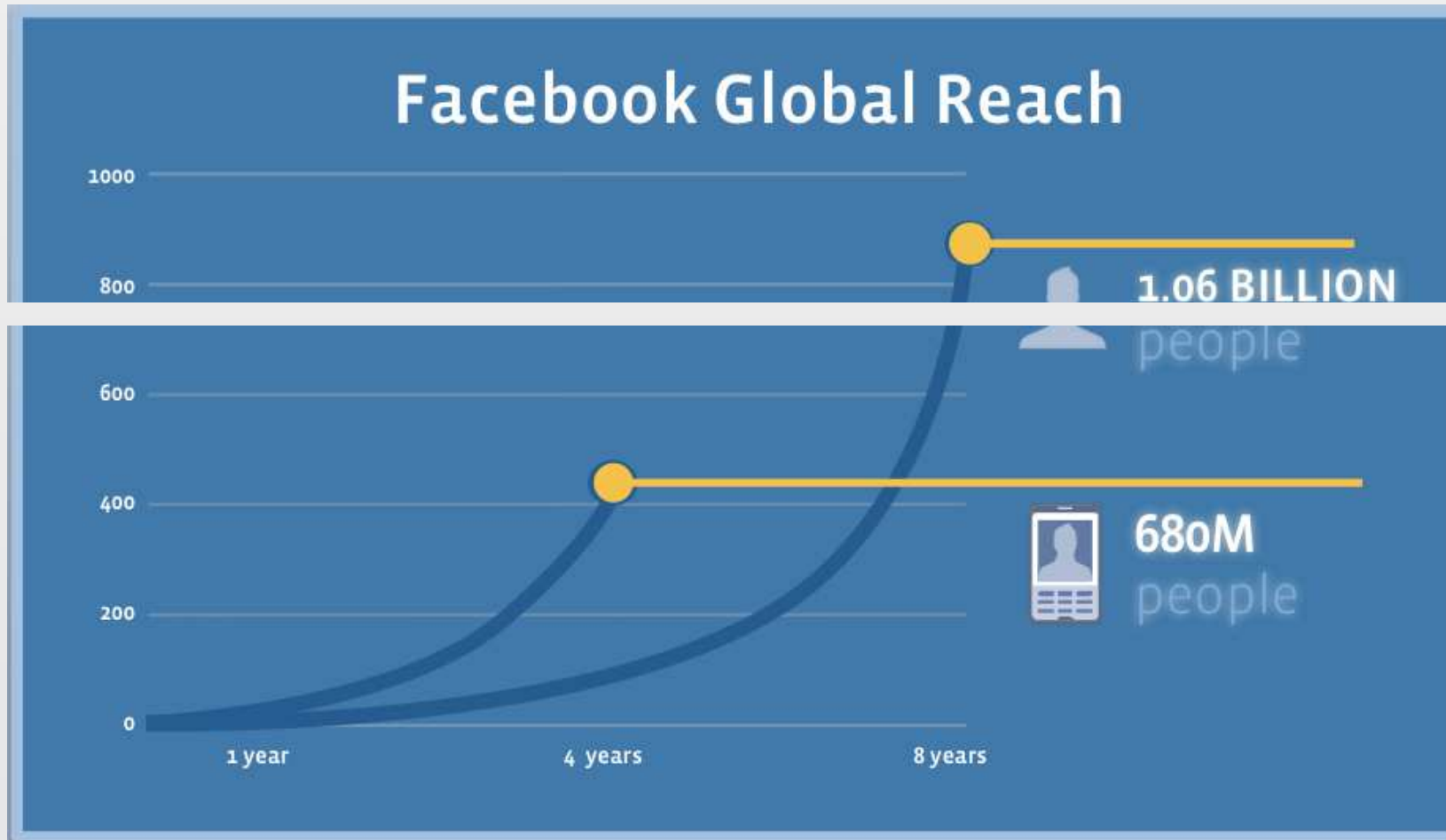


Same Day Booking

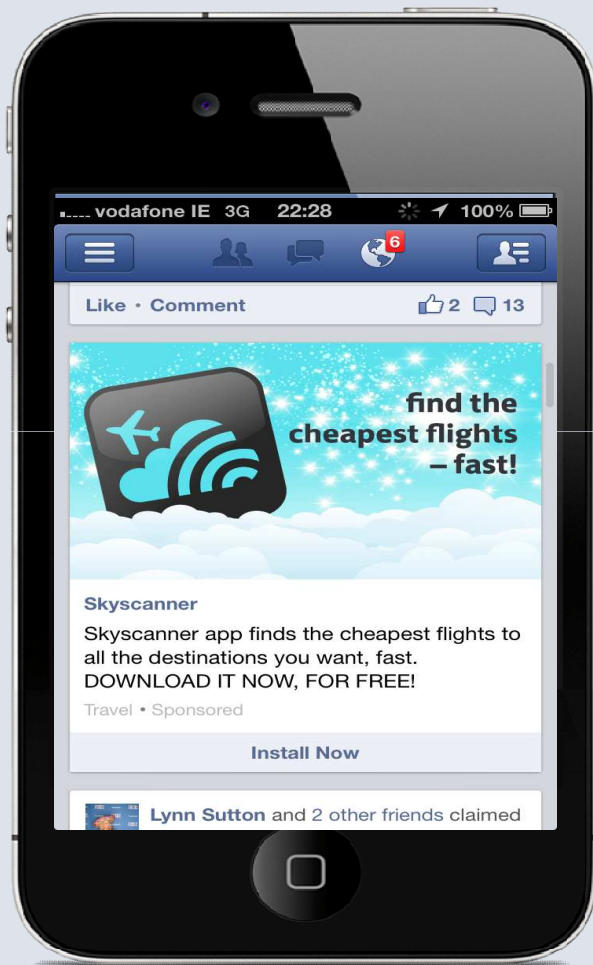


Expedia's isn't restricted to same-day bookings, but the company says about 70% of its mobile device users are "looking to travel within the next 24 hours".

Facebook is a mobile company



Mobile App Install Ads



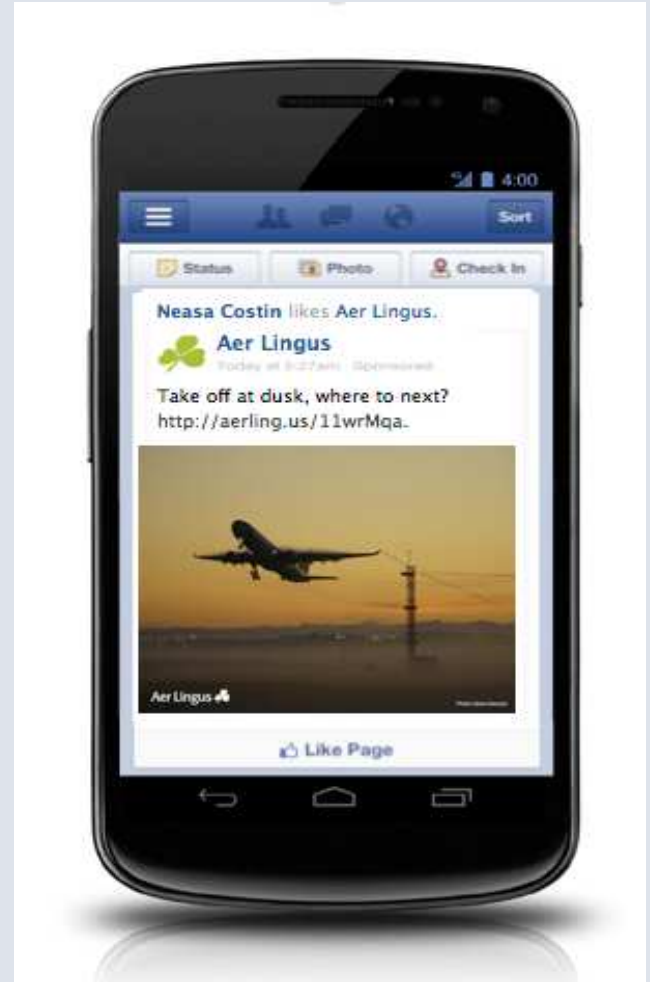
Average UK smartphone user has
25 apps install

Source: Our mobile planet

Mobile -Facebook



Full
screen on
mobile

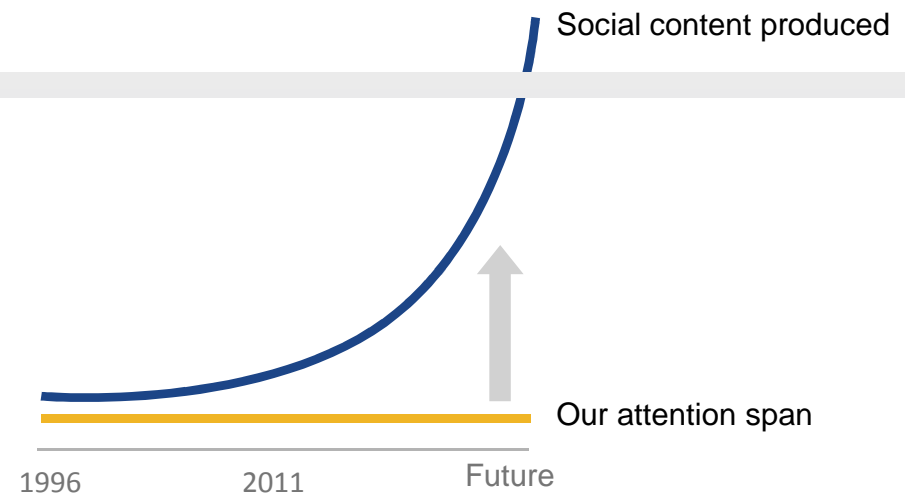


3. Exponential growth in social sharing

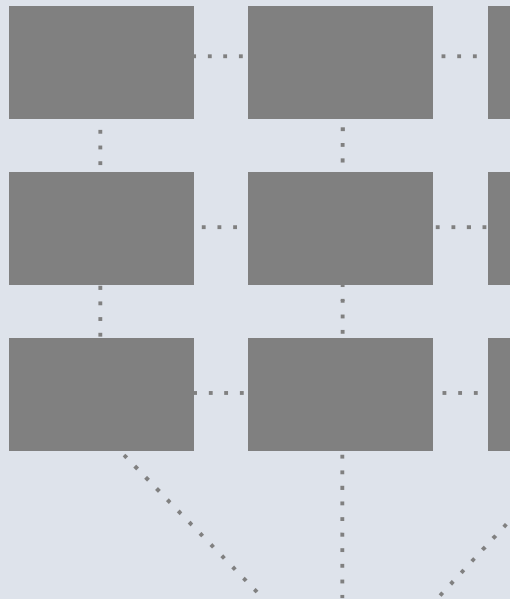
The paradox of choice



Zuck's Law



The web is being rebuilt around people.



No advertising has
more impact than
the opinion of
friends and family



Friends

Interests

Friends ^ interests

4. Travel booking influence

Strength of influence improves at every stage

Expert



Algorithm



Wisdom of Crowds



Wisdom of Friends





Hotel Sacher Wien – Salzburg

Hotel · Cafe · ★★★★★

Philharmonikerstrasse 4, Vienna, Austria

7,429 people checked in here

6,402 like this

People also like HOFBURG Vienna, Austrian Airlines and other employers

Like Map



Hilton Hotel Vienna

Hotel · ★★★★★

Am Stadtpark 1, Vienna, Austria

Always open

8,173 people checked in here

437 like this

Like Map



Courtyard by Marriott Wien Messe

Hotel · ★★★★★

Trabrennstraße 4, Vienna, Austria

Always open

1,344 people checked in here

277 like this

Like Map

More Than 100 Places



REFINE THIS SEARCH

Place Type **Hotel**

Liked by Add...

Name Add...

Places In **Vienna, Austria**

Visited by Add...

EXTEND THIS SEARCH



Nearby



Gravity Bar

Restaurant · Cafe · ★★★★★

🕒 Tomorrow 9:30 am – 5:00 pm

📍 Dublin, Ireland

📍 21,210 people checked in here

👍 1,100 like this

👍 Like 📍 Map 🔍



Elephant And Castle

Restaurant · Bar · ★★★★★

👤 People also like Dublin Ink, Entertainment.ie and other Local businesses

📍 18 Temple Bar, Dublin, Ireland

📍 12,372 people checked in here

👍 Martin Machinandiarena likes this

👍 Like 📍 Map 🔍



ely gastro pub

Restaurant · Bar & Grill · \$\$ (10–30) · ★★★★★

🕒 12:00 pm – 11:30 pm

📍 Grand Canal Square, Dublin, Ireland

📍 5,273 people checked in here

👍 Ivan Heneghan, Cem Valentine Aseyo and 17 other friends like this

👍 Like 📍 Map 🔍

More Than 1,000 Places



REFINE THIS SEARCH

- Place Type: **Restaurant** ▼
- Bar
 - Book Store
 - Brunch
 - Cafe
 - Gym
 - Hair Stylist
 - Hotel
 - Landmark
 - Movie Theaters
 - Museum
 - Park

EXTEND THIS SEARCH

TripAdvisor basks in social graph integration with Facebook, eye-watering numbers revealed

[TripAdvisor](#), wallowing in a 20% jump in revenue for 2012 compared to the previous year, also appears to be enjoying the fruits of its partnership with [Facebook](#).



- Bruges off the beaten path
- Bruges on a budget

[See all Bruges travel guides →](#)

Top-rated hotels in Bruges



#1 in Bruges

[Browse 29,863 reviews of 290 hotels](#)

[All Hotels \(103\)](#) [Best Value](#)

[Romantic](#) [Family](#)

[Luxury](#) [B&Bs \(187\)](#)

Holiday rentals from £55/night



1 Bdrm, sleeps 2
from £77/night



2 Bdrms, sleeps 6
from £116/night



3 Bdrms, sleeps 4
from £64/night



4 Bdrms, sleeps 10
from £121/night

[Map of Bruges](#)

Friends' activity nearby

Historic Centre of Brugge

 Gary Arndt rated this attraction [★★★★](#)

 Neil Herbert rated this attraction [★★★★](#)

92 friends have been to Bruges & nearby towns



« 1 - 24 of 92 »

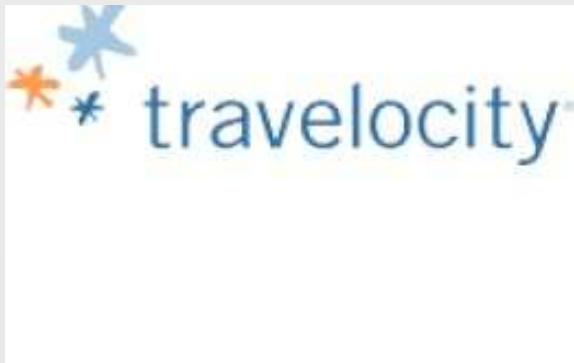
World Heritage Sites in Bruges

- Bellies of Belgium and France
- Historic Centre of Brugge
- Flemish Béguinages

[Learn more »](#)

Social Becoming More Influential Than Price

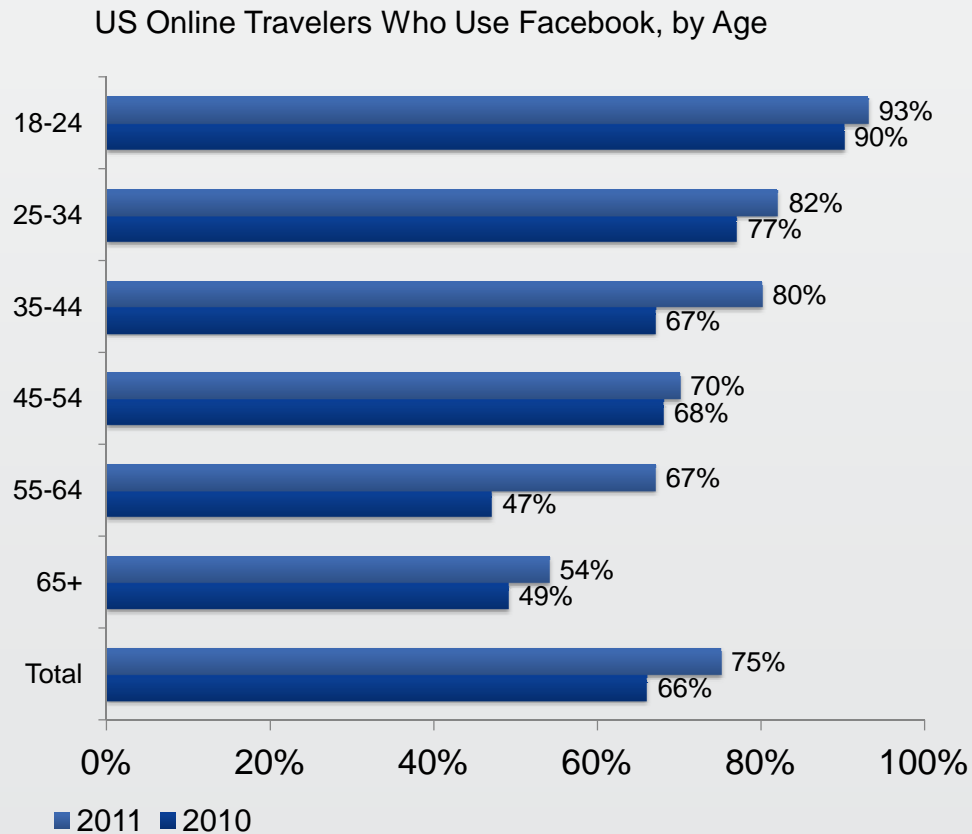
Impact of Social Media on Lodging



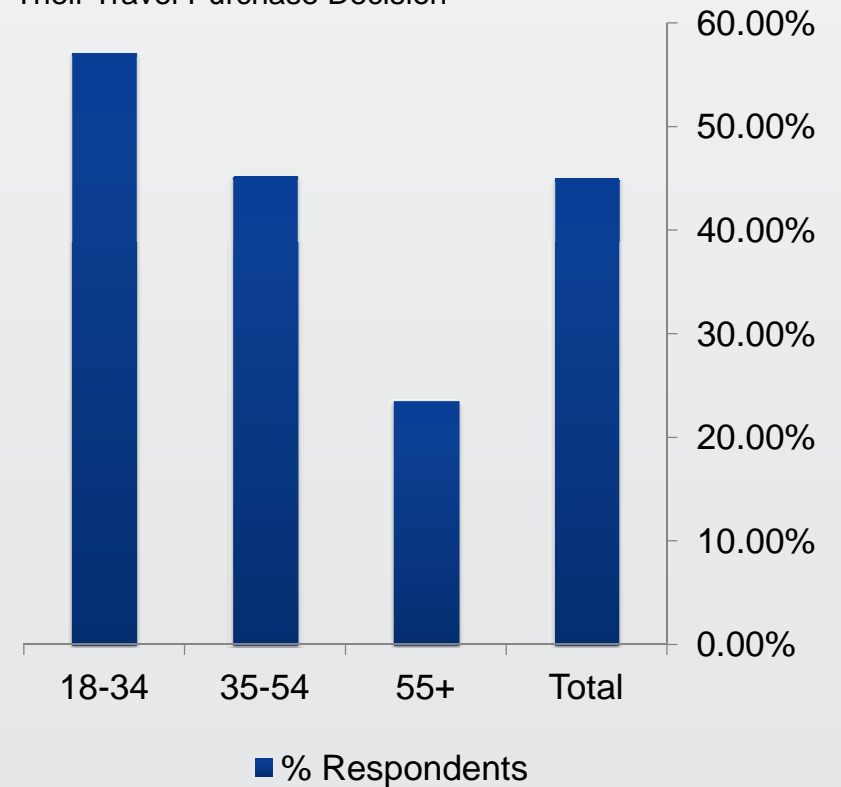
- Transactional data from Travelocity illustrate that if a hotel increases its review scores by 1 point on a 5-point scale (e.g., from 3.3 to 4.3), the hotel can increase its price by 11.2 % and still maintain the same occupancy or market share.
- The 1% increase in reputation also leads to an occupancy increase of up to 0.54%
- The 1-percent reputation improvement leads up to a 1.42% increase in revenue per available room (RevPAR).

5) Significant Millennial Traveler Usage

US Online Travelers Who Use Facebook, by Age



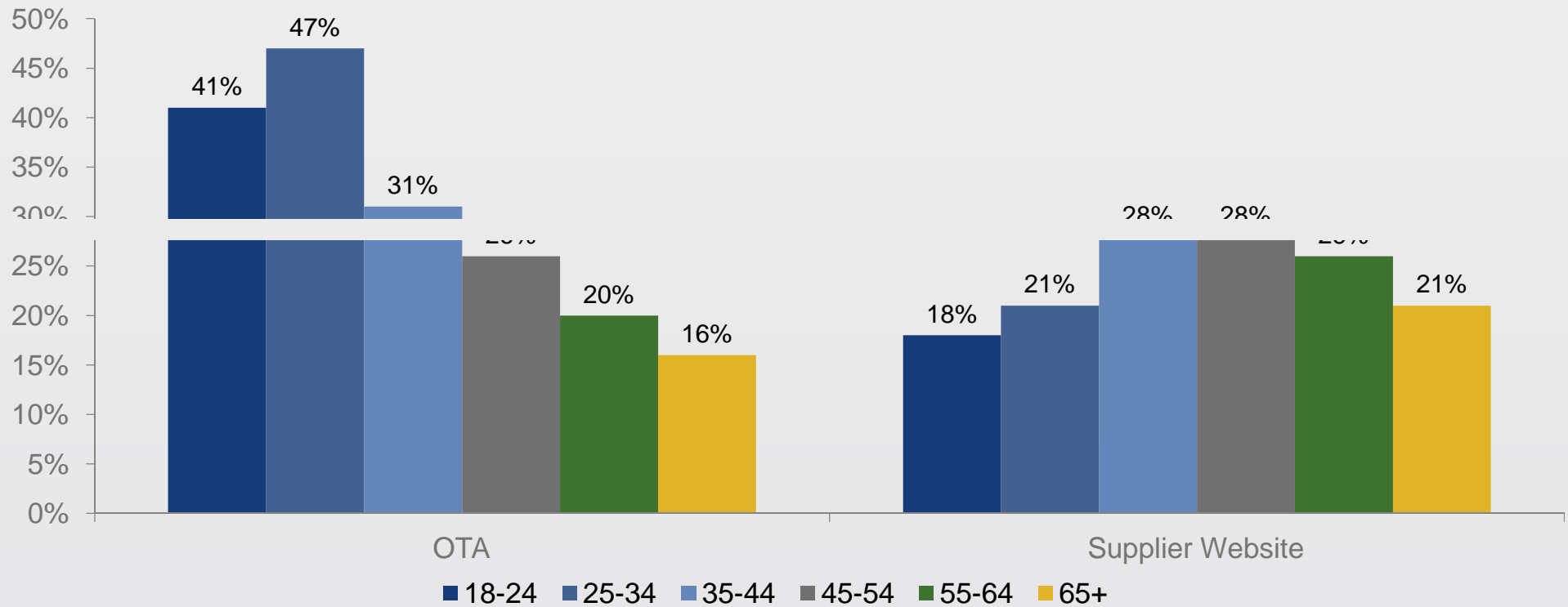
US Internet Users Who Agree That Friend/Follower Recommendations on Social Media Will Influence Their Travel Purchase Decision



Millennials Favor OTAs

Typical Purchase Methods by Age

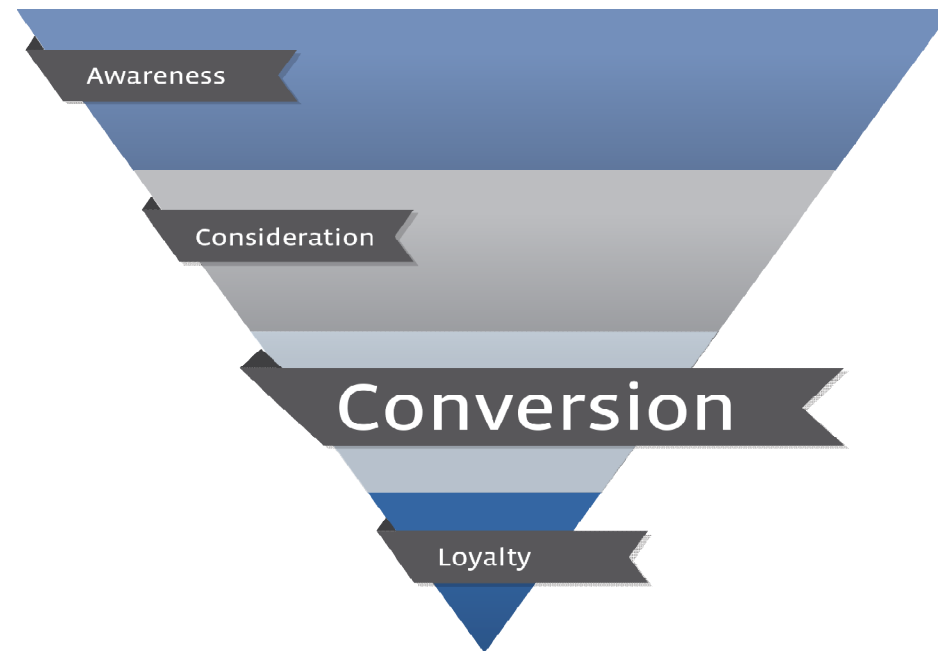
Lodging





ENGAGED
INFLUENCED
UBIQUITOUS

Facebook drives marketing results at every level of the purchase funnel



Performance marketers need...



Reach



Targeting



Optimization

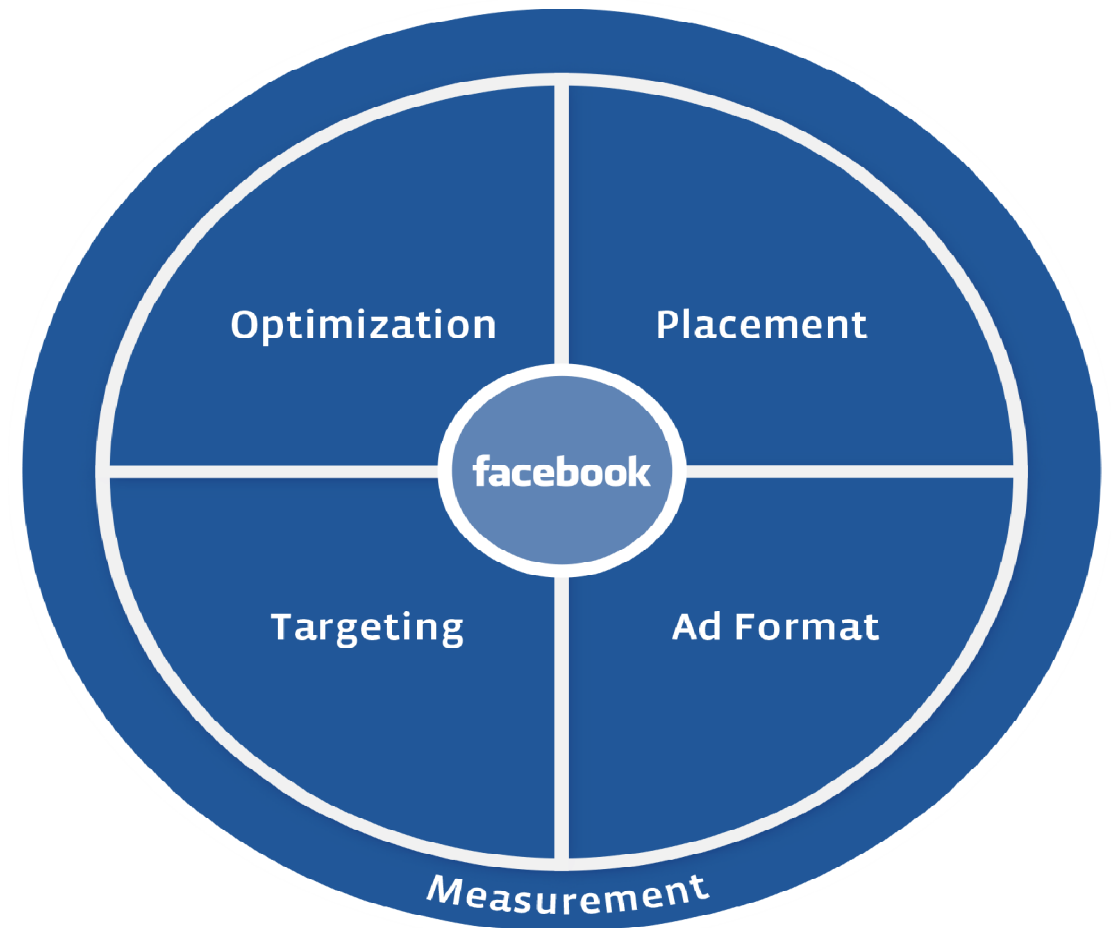


Measurement



Scale

Facebook has the elements to help you achieve your performance marketing objective to lower CPA



Current Goals and Objectives

Improved with social design

Facebook

Branding



Target your audience more effectively than ever before (Clusters, Custom Audience)

Promotions



Amplify your promotions (Offers)

Sales Conversion



Improve checkout conversion (FBX, FB connect)

Service






Improve and react on customer feedback (Pages)

Rewards



Improve CRM and Loyalty (Custom Audience, App Install)

3 things you will not regret starting NOW

-  Target and connect with your most loyal customers on desktop and mobile
-  Invest in a high-quality publishing strategy
-  Test and learn with Facebook ad tools to drive WOM at scale

facebook