




John Straw, Chairman, Digital Advisory Board

# Culture Content and Connections

(and a little of what Google is up to next in travel...)

# John Straw

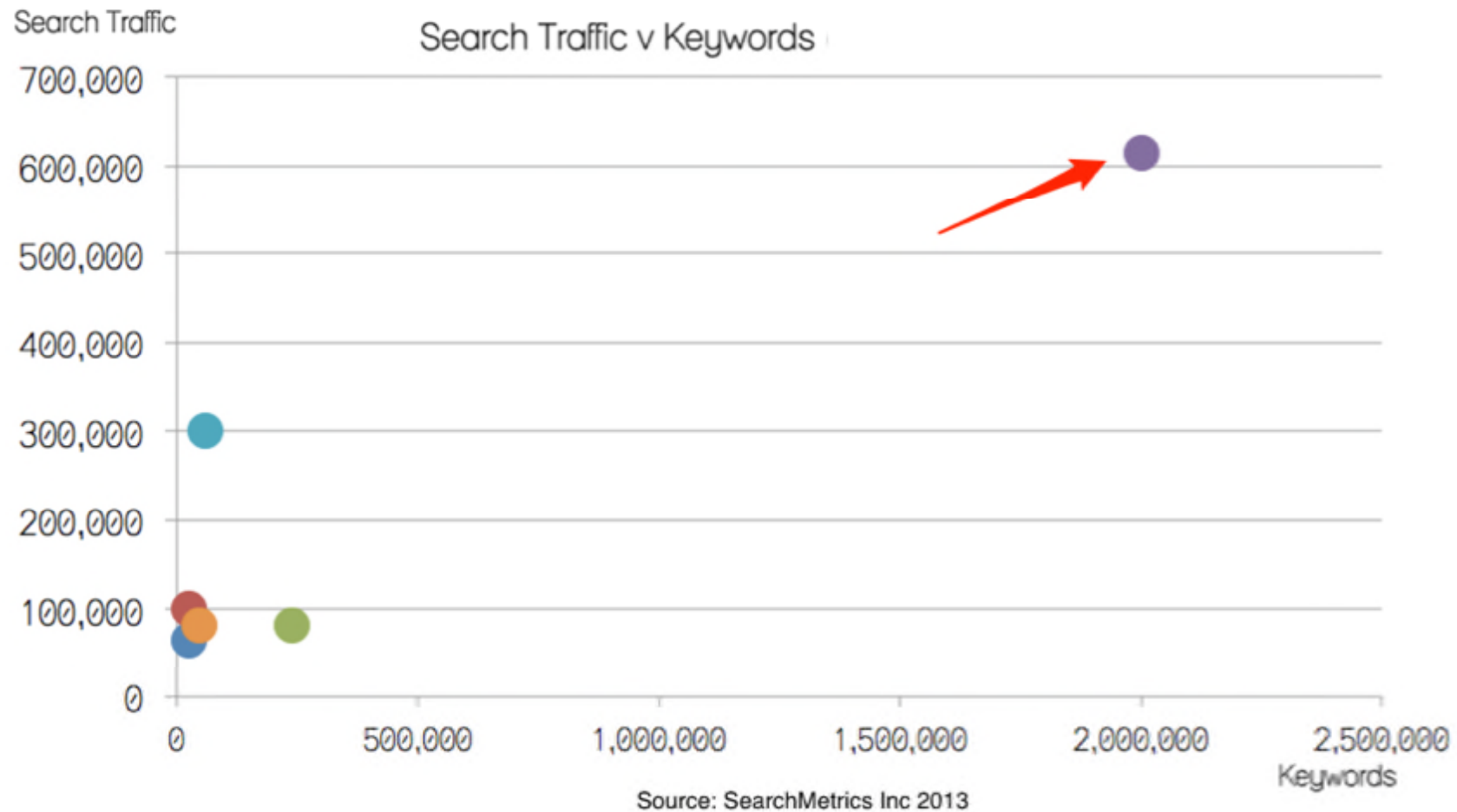
	Web log analysis VP Europe	Sold to Microsoft 1997
	Email marketing Co Founder	Sold to Doubleclick 1999
	SEO Agency Founder	Sold to Lbi 2008
	Founder, Non Exec	Funded by London and Silicon Valley VC's - Current
	Web Advisory Board	2007 - 2013
	Investor, Non Exec Chairman	2012 – Current Seed Funded
	Investor, Non Exec	2013-Current Seed Funded
	Chairman – Digital Advisory Board	2013 - Current

# iTransformation





# Content – The Driver of Travel Booking Behaviour





# The Counter Content Culture

And the four most evil words in our industry are:

“Minimum, Viable Selling Content”


# Ask and Answer, Our Inspiration

South Korea's internet giant

## Now or Naver

At home, South Korea's biggest web portal has thrashed Yahoo and kept Google at bay. Now its owner plans to conquer the world with its messaging service

Mar 1st 2014 | SEONGNAM | From the print edition

 Like 172  Tweet 113

DOWN jackets are typically stuffed with duck, not chicken, feathers. Why? "Ask Naver". So ran an ad in 2003 for a South Korean web portal of that name featuring an innovative, crowdsourced question-and-answer service. In spite of such features, Naver's chances looked slim as it was launched into a crowded market dominated by Yahoo of America and Daum, another South Korean company.

Last year Naver indexed its 100-millionth question: a user asking for the title of a particular song, that begins with a giggle. An answer took just 14 minutes to arrive:

"Blow," by Kesha, an American singer.

Every day around 18m people visit its homepage. It has almost 80% of the South Korean search market, making the country one of just three where Google is not top (the other two are Russia and China). Google accounts for just 4% of searches; Yahoo, now



Cutesy characters cost extra

# Ask & Answer – Expert Submitted Response

Product Q&A

(8 questions : 10 answers)

Sort by

>

do you have to wear trousers in the restaurant?

3 answers

>

how long in time does it take to travel from the airport to the resort?

2 answers

>

What is the food like and what sort of food is it?

1 answer

▼

how many electrical sockets are in the bedroom ?

1 answer

Age: 45-54

Gender: Male

Traveller type: Family with children

3 months, 2 weeks ago

kevin100 Falkirk, UK

Was this helpful?

Answers

EXPERT

There is normally just one plug socket in the bedroom area but certain rooms may have two, so it would depend what room you were allocated by the hotel.

You can buy extension leads around resort very cheaply if needed.

3 months, 2 weeks ago

TCMallorcaNorthTeam Mallorca North

Was this helpful?

>

does the hotel provide pool towels?

1 answer

1 2 next >

Let's go! to Thomascook.com



# Ask & Answer – The First 12 Weeks

- **4,200** questions submitted so far with a daily average of 65 new questions
- **1,350** package accommodations have 1+ question and answer
- **1,550** answers have been voted as helpful by customers
- Top 5 frequently asked question topics are:
  - *what's included in all-inclusive;*
  - *are beach towels provided;*
  - *suitability of hotel / resort for kids;*
  - *are tea & coffee making facilities available;*
  - *dress code at the property*





# Ask & Answer Analytics

Conversion rate increase: + **147%**

Average booking value increase: +**9%**

Engagement time on site : + **127%**



# Connections

Connecting Retail to Etail



# DreamCapture – Bridging Retail to Etail

## Concept:

Customer gets inspired by holidays ideas in store via an agent. Ideas are placed in a “bucket” and the bucket is emailed to a the client at home to be shared

## Benefits for the customer:

- Personal 1-2-1 consultation in store, offering individual and professional service and guidance to pre-select best holiday offers
- Possibility to review selected offers being sent in a personalised email to the customer after leaving store; review offers without being in a rush and talk them through with others
- Possibility to book preferred offer either online, in the shop or via call centre (*3 ways to book*)



High Tech

High Touch



Omni  
channel



# Simplicity itself...

[Clear DreamCapture](#) [Email DreamCapture](#) [Window Card Manager](#)

**Hotel Atolon**  
Majorca, Cala Bona  
★★★★★  
7 Nights, Half Board from Luton with Easyjet on Tuesday October 22 2013  
★★★★★  
Based on 193 reviews

**£236<sup>pp</sup>**  
by Airtours

**Hotel More**  
Majorca, Alcudia  
★★★★★  
7 Nights, Half Board from Luton with Easyjet on Tuesday October 22 2013  
★★★★★  
Based on 380 reviews

**£236<sup>pp</sup>**  
by Airtours

**Calas de Mallorca**  
Majorca, Calas De Mallorca  
★★★★★  
7 Nights, All Inclusive from Luton with Easyjet on Tuesday October 22 2013  
★★★★★  
Based on 1357 reviews

**£236<sup>pp</sup>**  
by Airtours

**MarĀtimo**  
Majorca, Alcudia  
★★★★★  
7 Nights, Half Board from Luton with Easyjet on Tuesday October 22 2013  
★★★★★  
Based on 291 reviews

**£286<sup>pp</sup>**  
by Thomas Cook

[Previous](#) [1](#) [2](#) ... [18](#) [Next](#)

Email DreamCapture - Mozilla Firefox

http://onweb.thomascook.com/otaretail/search/customerdetails/wishList/anonymous

OneWeb

To: [redacted]

From: DreamCapture@thomascookonweb.com

Subject: My DreamCapture list

Message Header:

Dear Customer,

Please find enclosed your Holiday Wish List which you created recently together with agent name in the Thomas Cook store on Oxford Street, London.

Below are all the items you have saved in your Holiday Wish List - you can view each offer by clicking on it, reserve it again and share with your family and friends. If you need more inspiration on our best offers and great deals please have a look at [www.thomascook.com](#). Or feel free to get in touch with us visiting our stores or calling us!

You have 8 properties in your Holiday Wish List

**Hotel Atolon**★★★★★  
Majorca, Cala Bona  
7 Nights, Half Board from Luton with Easyjet on Tuesday October 22 2013  
Price from **£277<sup>pp</sup>**

**Hotel More**★★★★★  
Majorca, Alcudia  
7 Nights, Half Board from Luton with Easyjet on Tuesday October 22 2013  
Price from **£247<sup>pp</sup>**

**Hotel More**★★★★★  
Majorca, Alcudia  
7 Nights, Half Board from Luton with Easyjet on Tuesday October 22 2013  
Price from **£236<sup>pp</sup>**

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Thank you for your interest

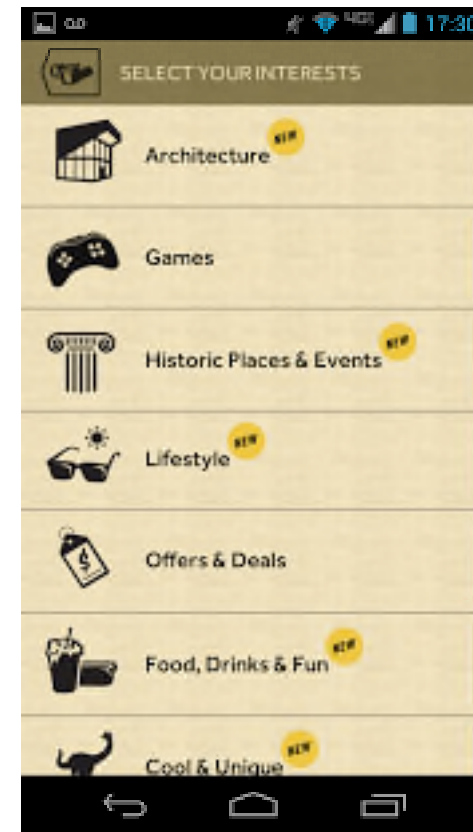
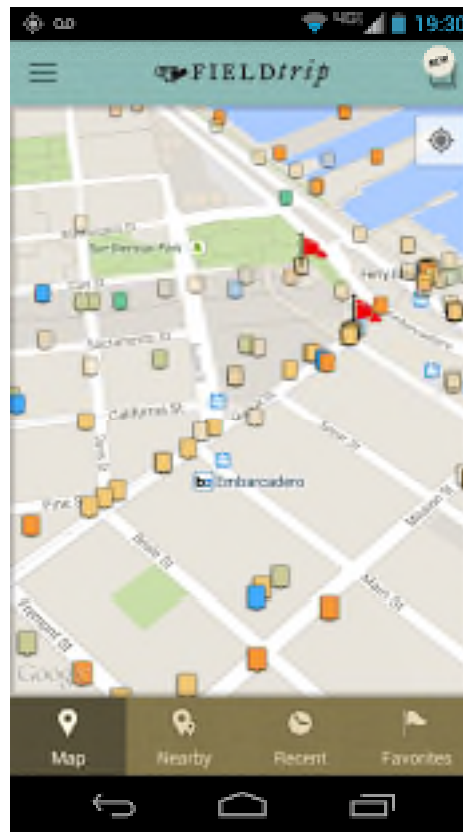
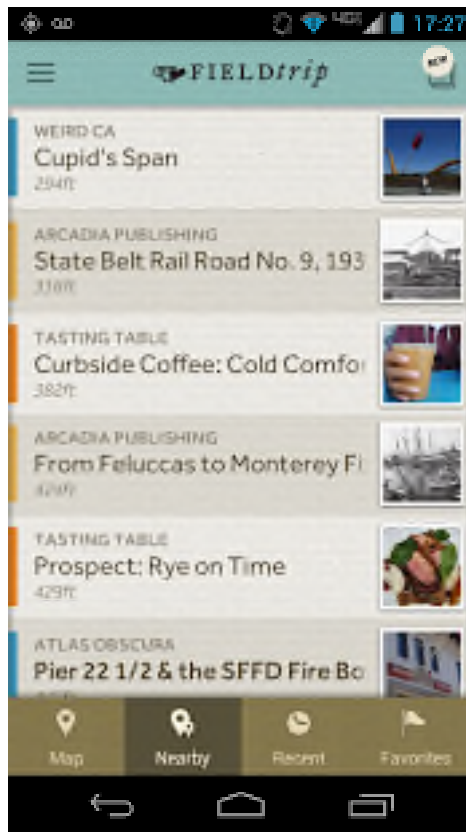
If you would like to speak with our travel agent please contact the 08 00 111 111 or visit our in-store at Oxford Street, London. (Monday to Saturday 9am to 5pm)

View cancelled

Send E-mail



# What's coming by stealth...







Thomas Cook is Hiring  
**Game Changers Apply Here**  
[john.straw@thomascook.com](mailto:john.straw@thomascook.com)  
[Linkedin.com/in/johnstraw](https://www.linkedin.com/in/johnstraw)