



UKINBOUND  
THE VOICE OF INBOUND TOURISM

# Digital Travel 4.0

## Inbound Tourism's Digital Future

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CEO

# AGENDA

- Introduction
- Digital pre-trip
- Digital on-trip
- Digital post-trip



# WHO ARE UKINBOUND?

The Trade Association for businesses involved in inbound tourism

Over 400 members, including:

- Inbound Tour Operators
- Attractions
- Retailers
- Sightseeing Providers
- Professional Services
- Accommodation Providers
- Restaurants and Bars
- Transport Providers
- Ticket Agents
- Destination Marketing Organisations

# WHAT DOES UKINBOUND DO?

## Growing our members' businesses:

- Monthly networking events
- Seminars
- Annual Convention
- B2B speed networking
- Discover workshops
- Familiarisation trips
- Social media reach
- Marketing activity
- Lobbying Government
- Exhibitions



# WHY IS INBOUND TOURISM IMPORTANT?

- 37.9 million visitors to the UK in 2018
  - Spending £22.9 billion
- 6th largest export earner - on par with the automotive and pharmaceutical industries
- Worth £127 billion to the UK economy - equivalent to 9% of UK's GDP
  - Employs 2.6 million people (9% of all employment)



# WHAT IS THE TRAVEL TRADE?

Anyone between you (as the product) and the customer as a tourist:

- Search
- Agents
- Tour Operators
  - Specialist
  - OTA
- DMC
- Aggregators
- GDS
- Wholesalers
- DMO



# PRE-TRIP

- Understanding the customer







# Explore what the world is searching

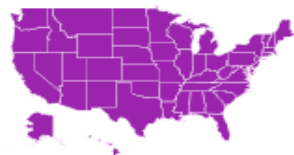
Enter a search term or a topic



Or start with an example

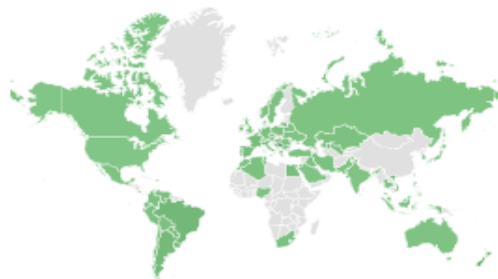
HIDE

● Taylor Swift ● Kim Kardashian



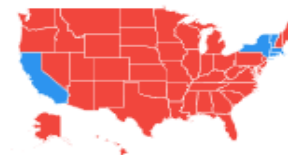
Interest by subregion, Past 7 days, United States

● World Cup



Interest by region, Past 7 days, Worldwide

● Football ● American football



Interest by subregion, 2004 - present, United States

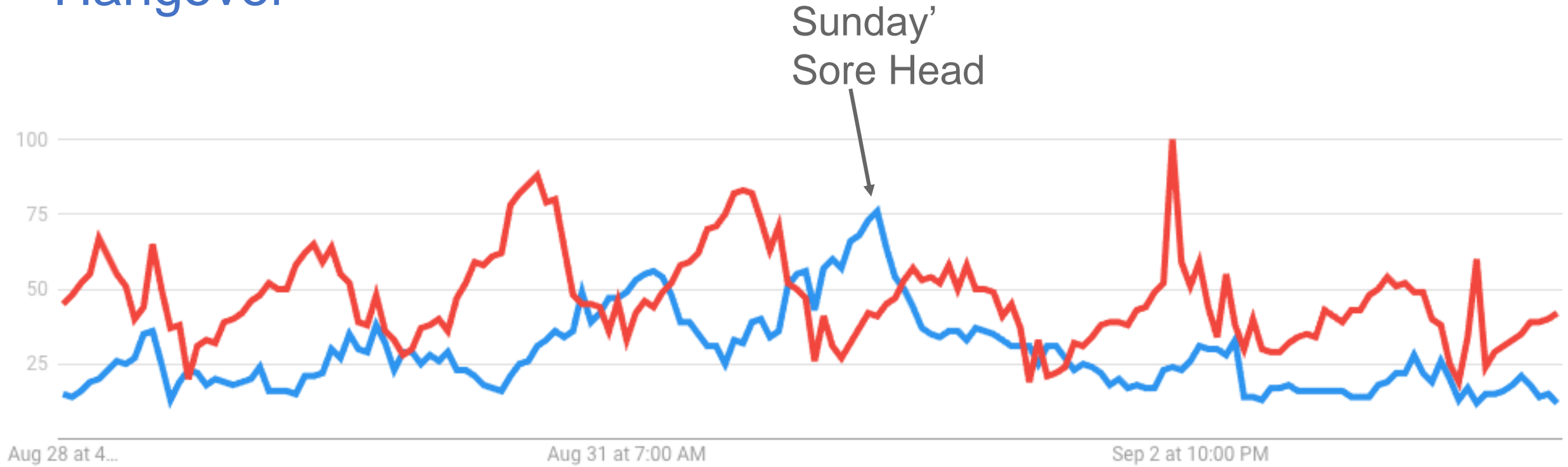
< Showing 1-3 of 6 examples >

# Rum

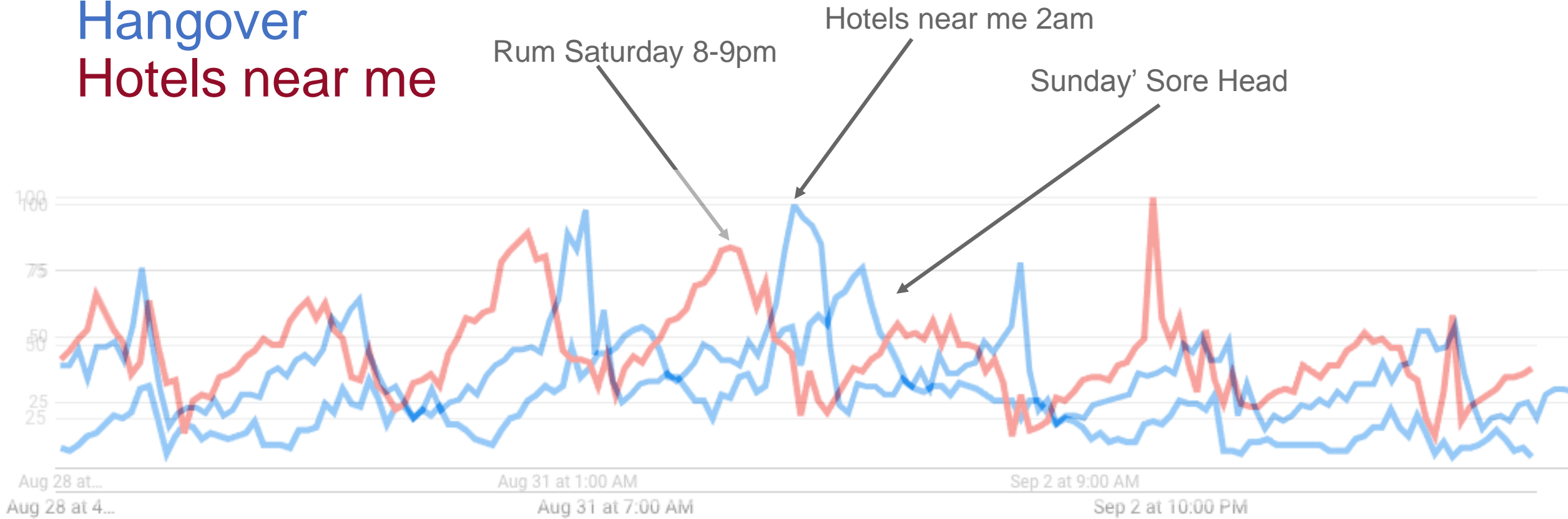


# Rum

## Hangover



# Rum Hangover Hotels near me



# PRE-TRIP

- Understanding the customer
- Personalisation



# PERSONALISATION

- 83% of Millennial travellers agree to let travel brands track their digital patterns if it helps them receive a more personalised travel experience
- 85% of respondents of all ages preferred personalised tour packages to general offerings
- Personalisation has to be trip-based rather than demographics-based
- By 2020, programmatic video is expected to account for 83% of all US video ad spend, representing a 171% rise from two years prior

# PRE-TRIP

- Understanding the customer
- Personalisation
- AI, VR/AR and chatbots





# AI, VR/AR AND CHATBOTS

- Qantas regularly posts 360-degree virtual tour videos on YouTube about fantastic places around Australia, making you immediately want to visit
- 25% of customer service operations will use virtual customer assistants powered by artificial intelligence and machine learning by 2020
- Expedia skill for Amazon Alexa provides customers with all details on their flight reservations and can help them rent a car. Right now, customers can't book a flight or a hotel room using Alexa, but the developers promise to add this functionality soon
- KLM launched a voice-controlled KLM Smart Pack assistant for Google Home. This service tells travellers the weather at their destination and helps them pack

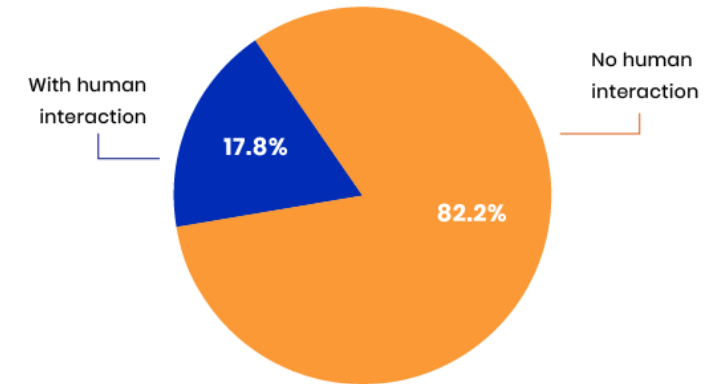
# PRE-TRIP

- Understanding the customer
- Personalisation
- AI, VR/AR and chatbots
- Booking touchpoints and online booking

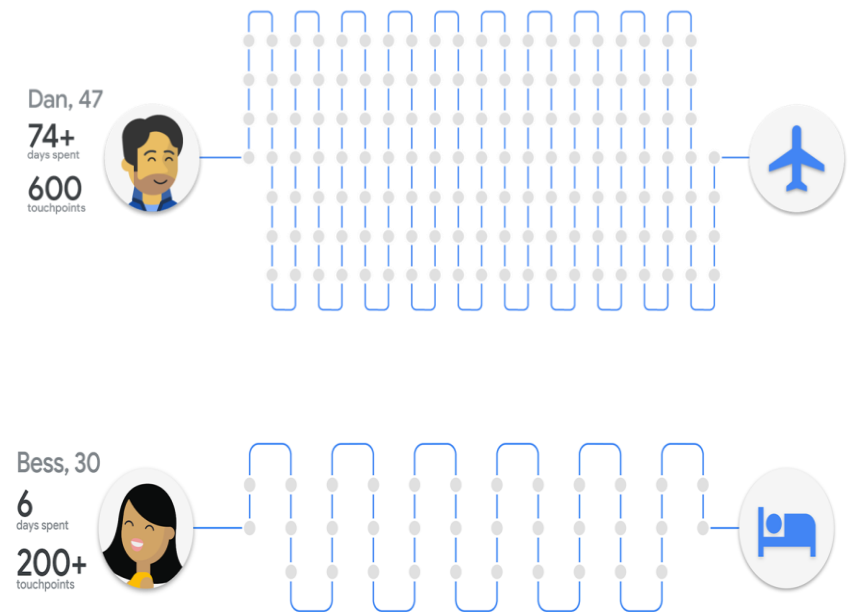
# TOUCH POINTS

- 60% of leisure and 41% of business travellers are making travel arrangements via the internet
- Over the next 10 years, travel industry experts predict that the digital travel space worldwide will expand at an annual rate of 3.8% to reach \$11.4 trillion
- Travellers spent an average of 53 days visiting 28 different websites over a period of 76 online sessions, with more than 50% of travellers checking social media for travel tips

Number of bookings made with and without human interaction in 2018



Source: Trekk Soft Travel Trends Report 2019



# PRE-TRIP

- Understanding the customer
- Personalisation
- AI, VR/AR and chatbots
- Booking touchpoints and online booking
- But remember offline

# WHY WORK WITH THE TRAVEL TRADE?

Half booked their travel and accommodation separately, and the other half booked their trip as a package:

- Long-haul visitors to Britain more likely to book their trip as a package (58%), with the exception of Australia and New Zealand
- The markets most likely to book a package rather than separate elements are
  - UAE (76%)
  - China (71%)
  - USA (70%)
- Short-haul visitors were more likely to book their travel and accommodation separately (58%)
  - European markets least likely to book a package deal
  - Denmark (28%), Norway (36%), Sweden (36%) and France (37%)

# WHY WORK WITH THE TRAVEL TRADE?

## Travel trade delivers:

- Additional distribution channel and increased reach
- Off-peak volume and revenue
- Knowledge of the international customer
- Ground-handling expertise
- Repeat business
- New markets
- New partnerships
- Business growth
- De-risking your business



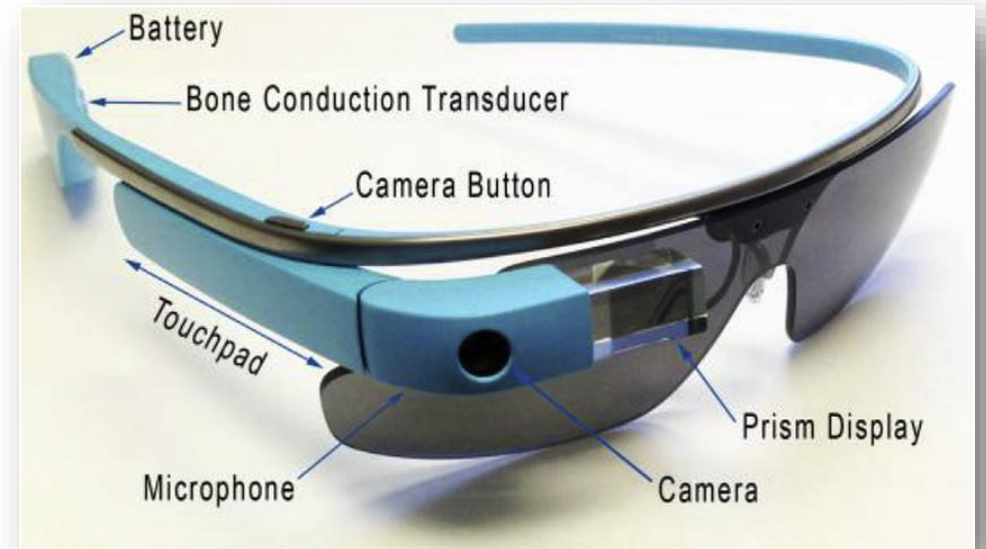
# ON-TRIP

- Recognition technology



# RECOGNITION TECHNOLOGY

- 53 biometric systems are used by the industry for everything from airline boarding to hotel check-in
- It can help deliver personalisation
- Better customer service
- Enhanced security
- Interoperability is a challenge – needs a single journey token



# ON-TRIP

- Recognition technology
- Mobile Apps
  - Web v Apps

# On-trip usage of digital: spending quality time together as a family



# APPS V MOBILE WEB

- By 2019, 20% of brands will abandon their mobile apps. Many brands are finding that mobile applications are not delivering the level of adoption and customer engagement they expected. Original return-on-investment (ROI) calculations are missing the mark due to the cost of support, maintenance, upgrades, customer care and marketing to drive downloads
- Brands are now investing to build presence in consumer messaging apps, such as Facebook Messenger and WeChat, to reach customers where they spend a high percentage of their time
- Predictions that 5G will mean mobile web replaces apps



# ON-TRIP

- Recognition technology
- Mobile Apps
  - Web v Apps
  - Geolocation

# GEOLOCATION

- Revolut travel insurance
- Mapping (especially Google Maps)
- Targeted ads
- Customer experience
  - Geotourist
    - Outlander
    - CSR in Edinburgh
- Managing peaks and troughs
- Supporting data insight



# ON-TRIP

- Recognition technology
- Mobile Apps
  - Web v Apps
  - Geolocation
- AR / VR





# AR/VR

- Upselling - provide customers with a virtual experience of local attractions
- VR headsets can also be used in hotels, for entertainment purposes
- AR - enhancing the real-world environment through information overlays
- Can help ensure accessibility

# ON-TRIP

- Recognition technology
- Mobile Apps
  - Web v Apps
  - Geolocation
- AR/VR
- Automation



# AUTOMATION

- Concierges which uses speech recognition and AI to respond to queries from customers and intelligently learn from interaction
- Robots are being deployed in some airports for security purposes
- Henn-na Hotel in Japan has drawn headlines for being the world's first robot-staffed hotel, with robots being used as front desk staff, customer information tools and even as luggage porters
- But personal engagement is key to experiential travel

# POST-TRIP

- Sharing

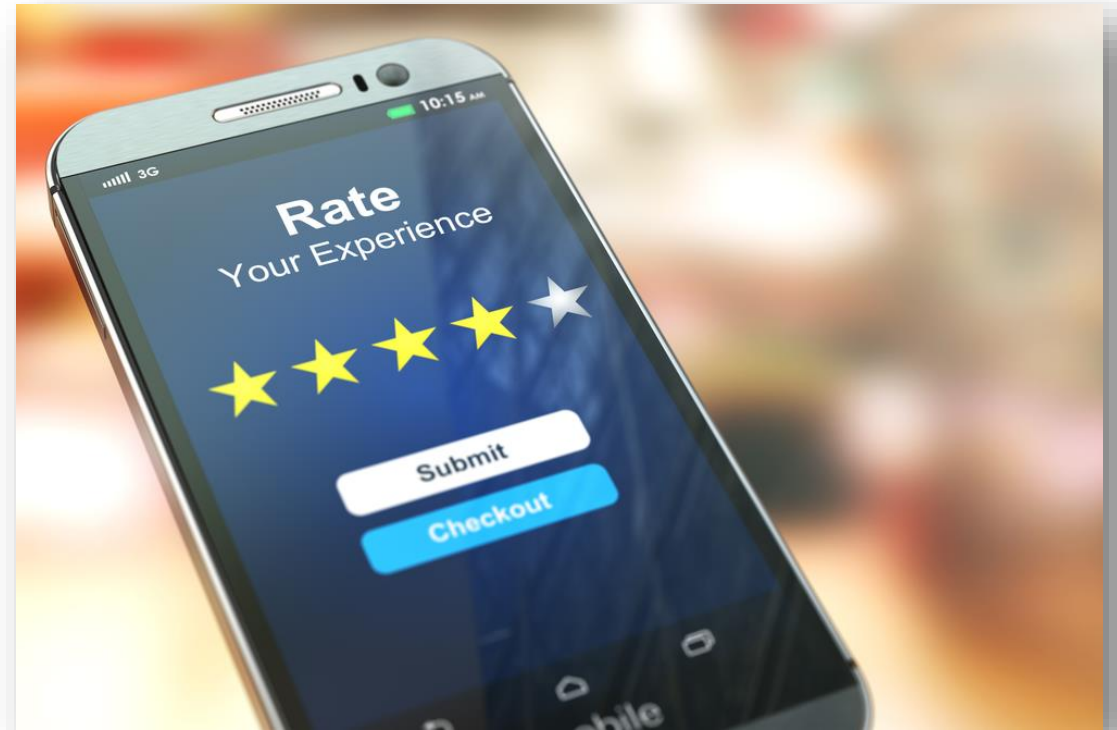
# SHARING

- 60% of travellers, and 97% of Millennial travellers, share their travel photos
- 52% of Facebook users dream about vacation when on the channel, even when they aren't planning a specific trip
- Over 1000 boards have 'travel inspiration' in the title on Pinterest
- Almost half of vacationers are more likely to hear about a new travel company or destination on Twitter than anywhere else



# POST-TRIP

- Sharing
- Reviews



# REVIEWS

- 83% of digital natives say that reviews play an important or a very important role for making a booking decision
- HuffPost reports that over 95% of leisure travellers read at least seven reviews before booking their holidays
- For hotel bookings, they prefer Booking.com (68%), followed by Google (61%), TripAdvisor and Expedia (30%) each as a review source
- 80% of the participants said that images are important to assess a hotel and make a booking decision
- Trusted reviews - 5\* (78% single posters) v 3\* (14%)
- But ask for a review - 80% of customers who received a request left a review. Just 22% wrote a review without being asked



# SUMMARY

- Travellers are now digital travellers across all demographics
- Know your customer
- Digital allows personalisation pre, during and post visit
- Customers are happy to share personal data – but only if there is a real benefit
- Growth in AR/VR
- And AI
- 5G will change consumption
- Geolocation for customer experience and customer management and data
- Leverage social
- Use reviews – but ask for them
- Don't forget offline channels – and intermediaries



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**THANK YOU**