

Digital Travel 4.0



**travel
technology
initiative**

19th September 2019 - Autumn Conference

Kensington Forum, London



HolidayPirates
GROUP

Digital Engagement

How to build a Multimillion B2C Travel Brand through Identification

Nick Cooper - Head of Market UK

What do we do?

We find unique travel deals...



...and publish them on our
channels dedicated to each
market



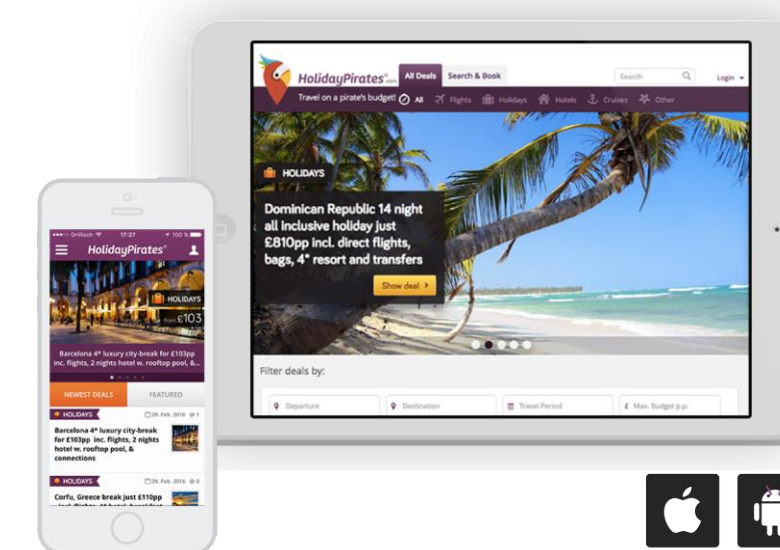
Where we stand after 7 years...



+30,000,000
Monthly visits



+10,000,000
Facebook Fans



+10,000,000
App Downloads



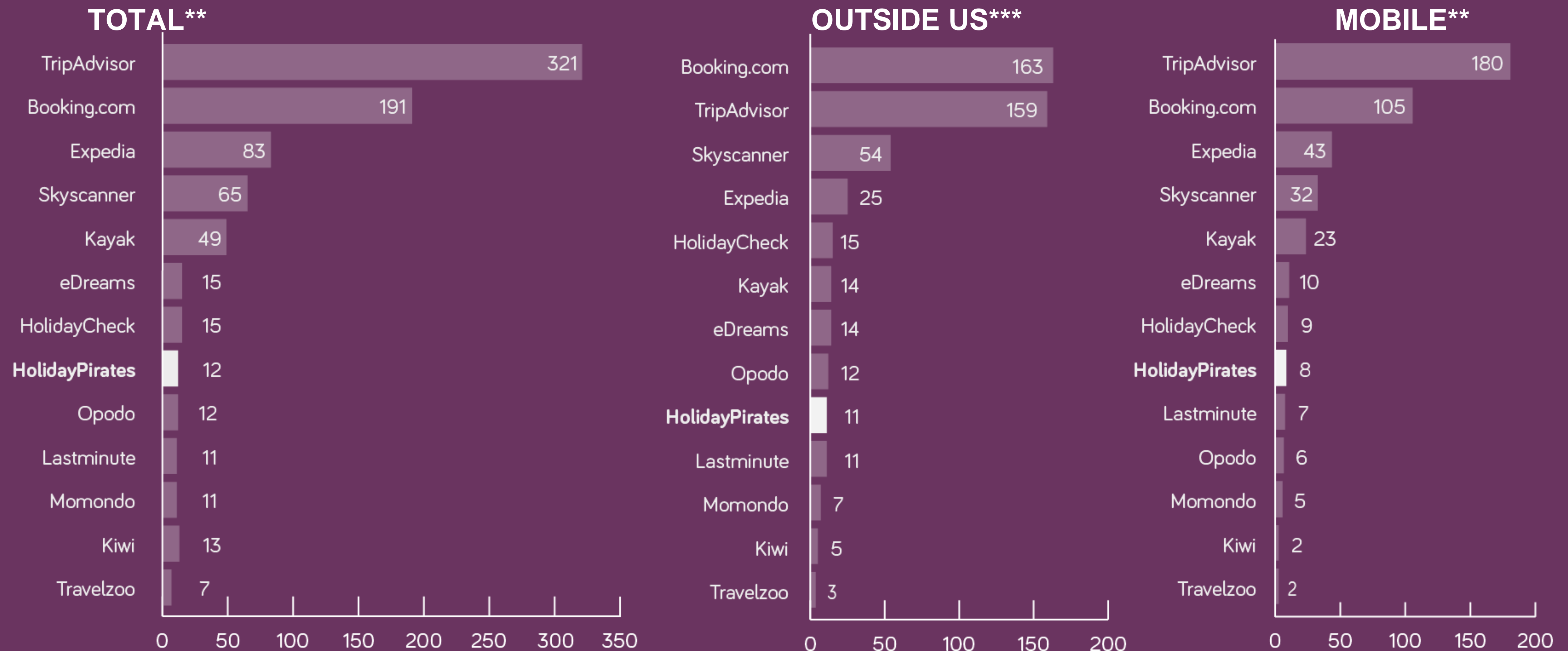
452,000,000
TTV in 2018



**Even though we only pay
for 8% of our traffic, we
are able to compete with
global giants.**



Monthly Traffic in Millions (without App)

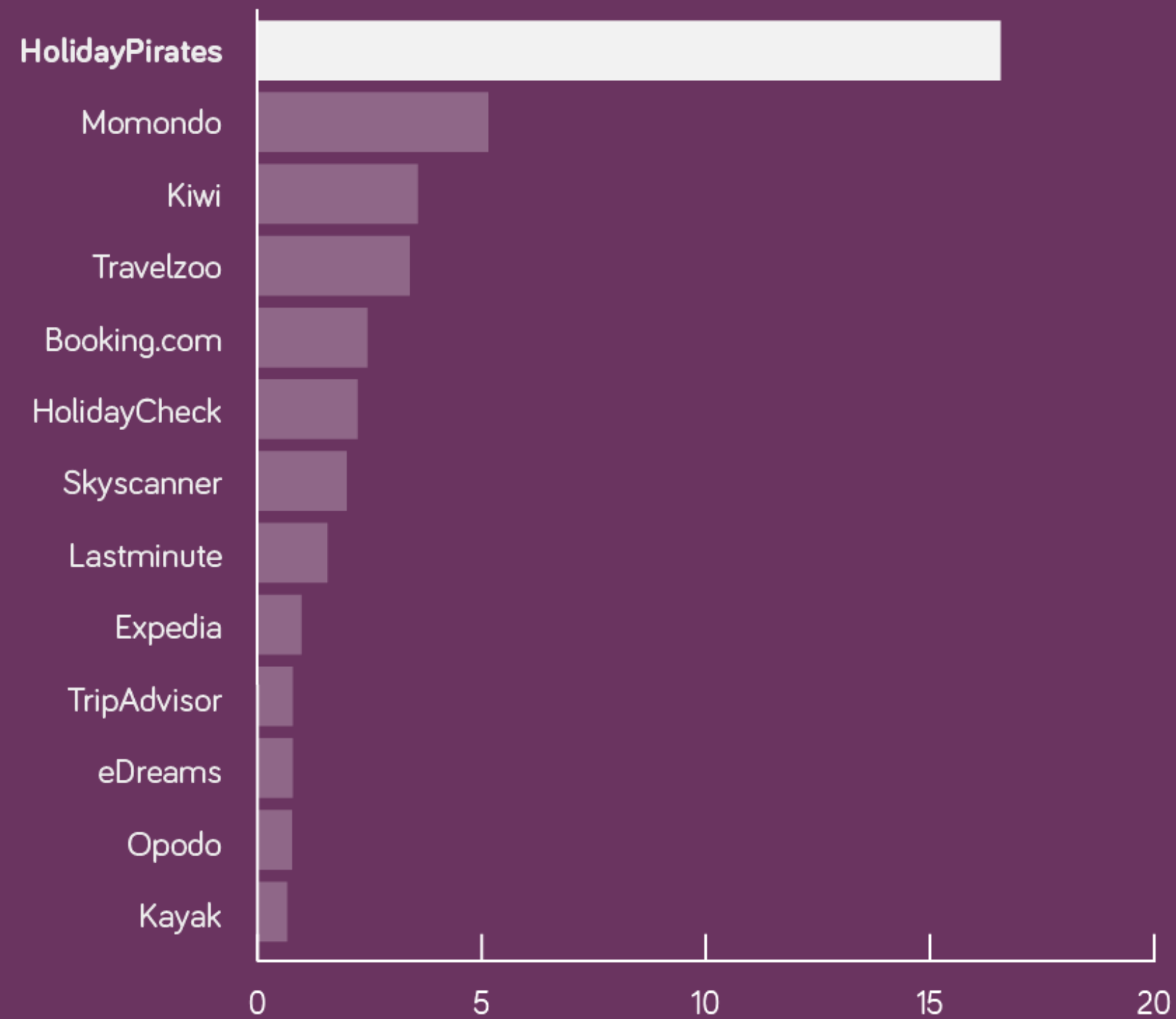


Monthly traffic in millions from Jan - Dec 18 (excluding in-app traffic)

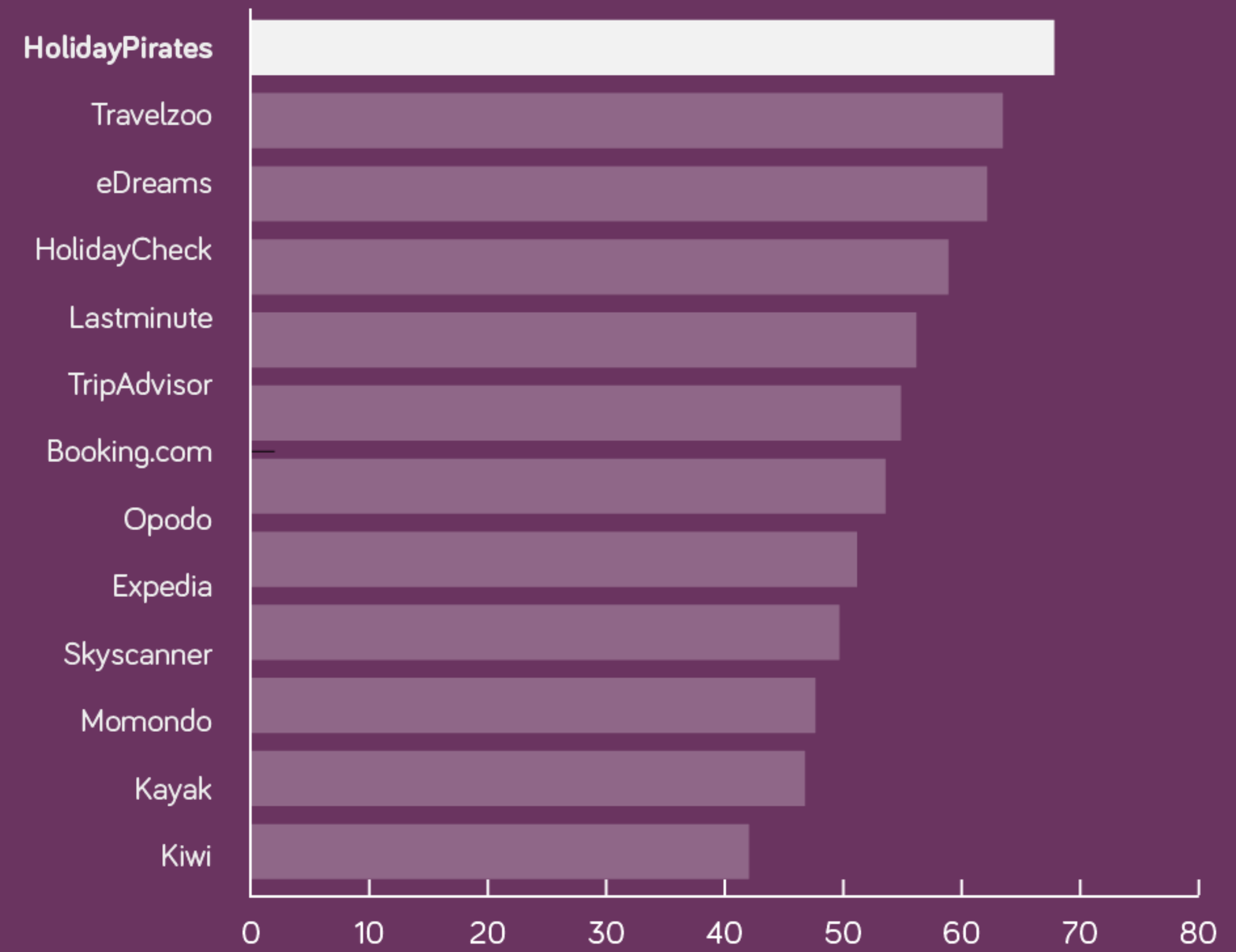
For DE, UK, IT, FR, PL, ES, NL, AT, CH, US * For DE, UK, IT, FR, PL, ES, NL, AT, CH

Similar Web accessed on 10.01.2019

TRAFFIC FROM SOCIAL MEDIA SHARE OF TOTAL SESSIONS*

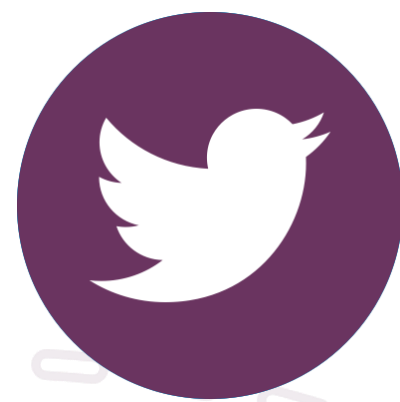


TRAFFIC FROM MOBILE SHARE OF TOTAL SESSIONS*



*Average no. of sessions in last year Jan 2018 - Dec 2018
Similar Web Accessed on 10.01.2019

Fish where the fish are 2.0



**It doesn't mean throwing money in these
channels ...**



...in order to buy traffic



The goal?

Identification!



**Make fans & followers
brand ambassadors**

**... traffic & revenue
(almost) comes by
itself**



The recipe for virality:

Authenticity



Entertaining,
authentic tone of
voice

Transparency



Travel insights, open
discussion

Target group

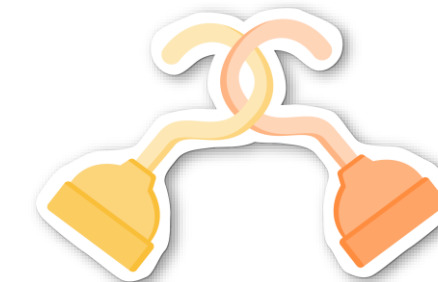


Relevance



Content & deals
that are too good not to
be shared

Call to Action



Be creative & controversial
to foster engagement

Trust

Inspiration



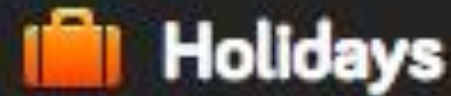
Examples



Authenticity



Transparency







Eurostar flash sale from £29 each way: Train to Paris, Brussels or Amsterdam - 45,000 seats

- **London to Brussels or Any Belgian Station** – 15,000 seats from £29 each way: Select dates 5 June until 5 September
- **London to Amsterdam** – 5,000 seats from £35 one way: Select dates travel 5 June until 11 November

Pirates tip: Unlike Paris, hotel prices fall in Brussels on Friday, Saturday and Sunday nights so if it's a weekend you're after, we recommend choosing Belgium for a cheap minibreak. [Click here](#) to see lovely 4* and 5* hotels from **as little as £55 per room**, per night.







Relevance



**Holidaypirates.com (GB, IE)** 
Published by HolidayPirates GmbH  · 12 January · 





!! TRUMP ISN'T COMING - LONDON IS GO 🇺🇸🇬🇧



s.holidaypirates.com/r/25662

5* hotel stay from £59.50pp - pool, Jacuzzi, spa & rooftop bar




 **271,903 people** reached 

 Like  Comment  Share 

 Sulaiman Rembo, Helen Liu and 935 others  Most relevant ▾


41 shares 453 comments

Call to Action

**Holidaypirates.com (GB, IE)**
19 April at 22:31 · 🌐


WOW 🤩 🤖

Tell your favourite unicorn lover that they NEED to visit!! 🦄






#NoFilter required: check out the world's most STUNNING inflatable water park!


HOLIDAYPIRATES.COM


 **42,968 people** reached


Boost Post


   102

148 Comments 26 Shares

 Like

 Comment

 Share





Inspiration



**Check out this
cool Airbnb!**

RyanClarkDoyle
RobRanney

In a nutshell

Stay fresh & inspire...



...day after day!

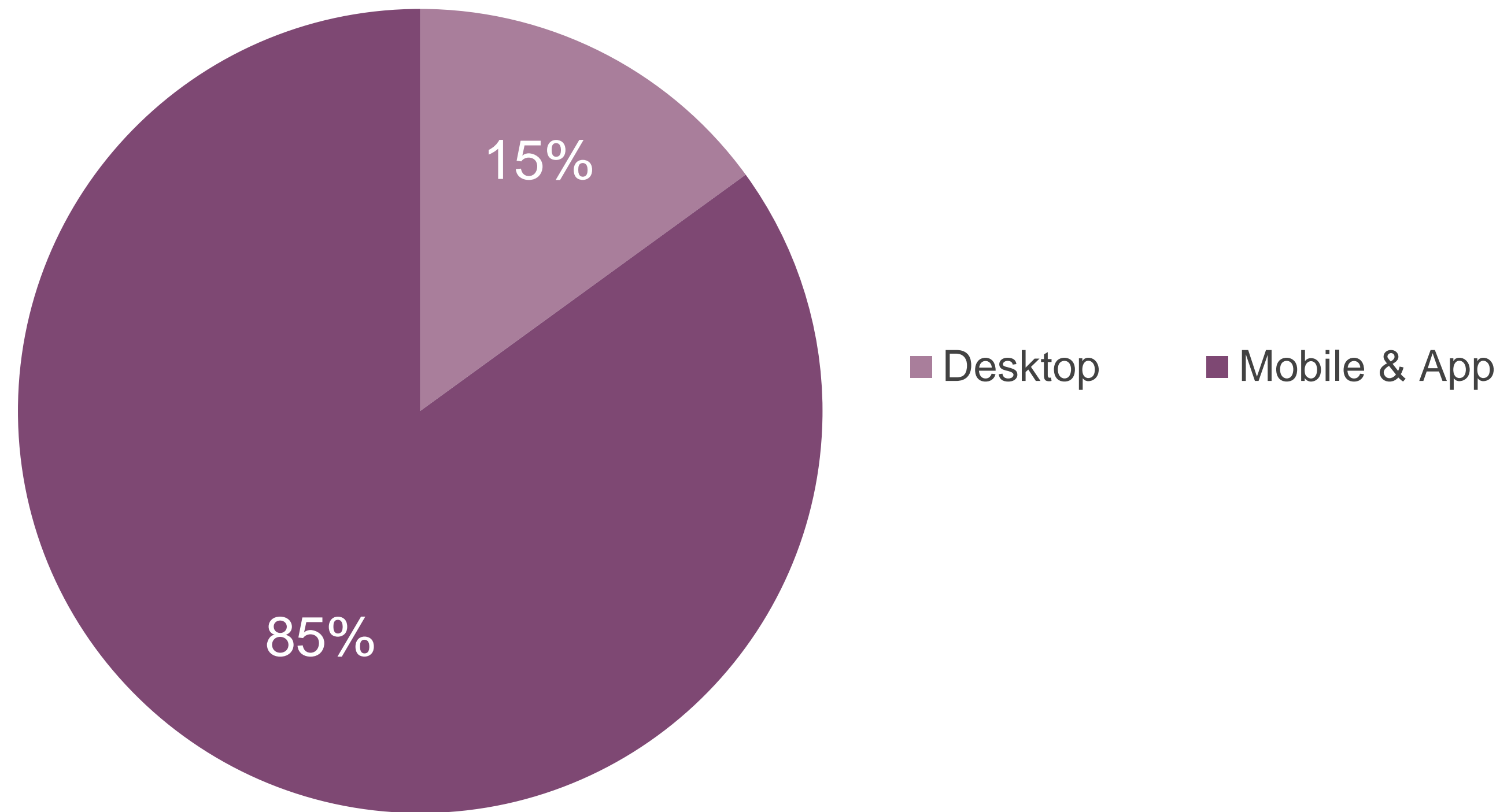


**Growth in the future:
Keep an eye on two things!**



Smartphones usage

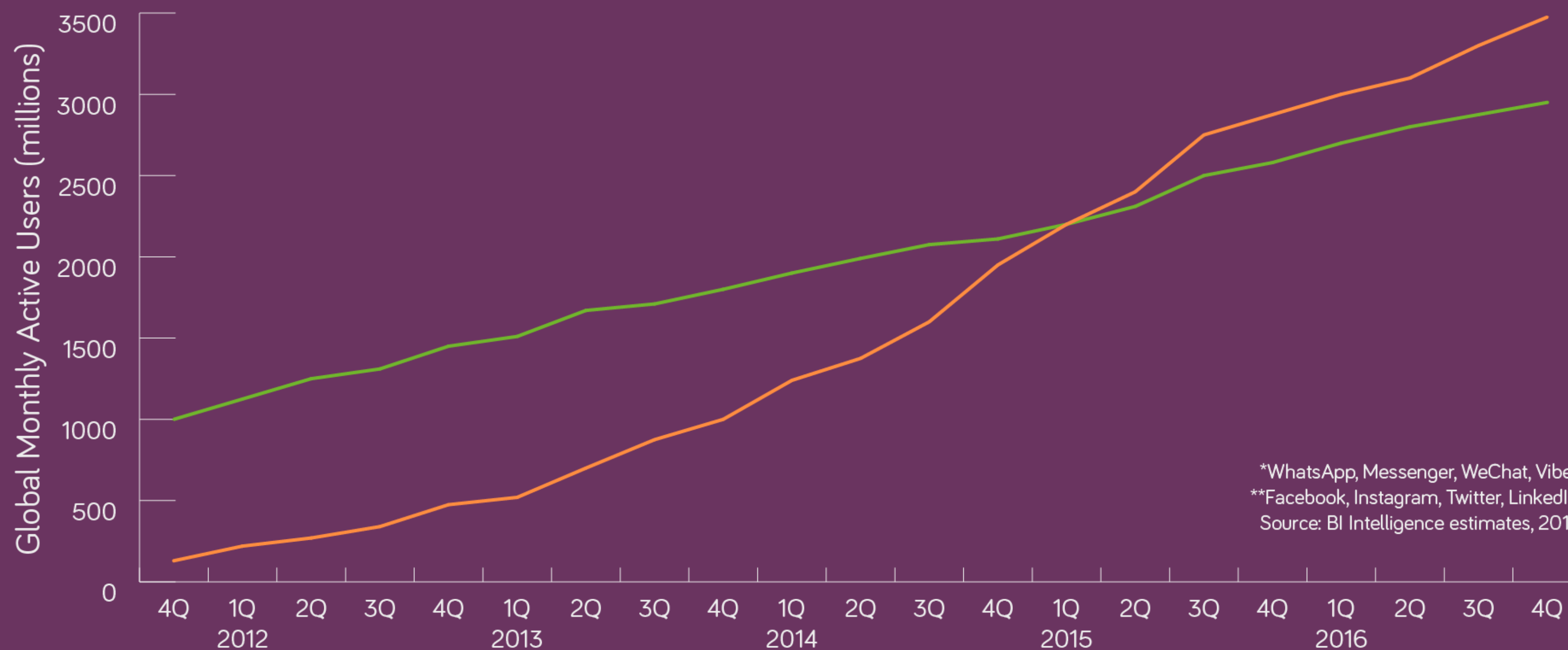
HP User Global 2018



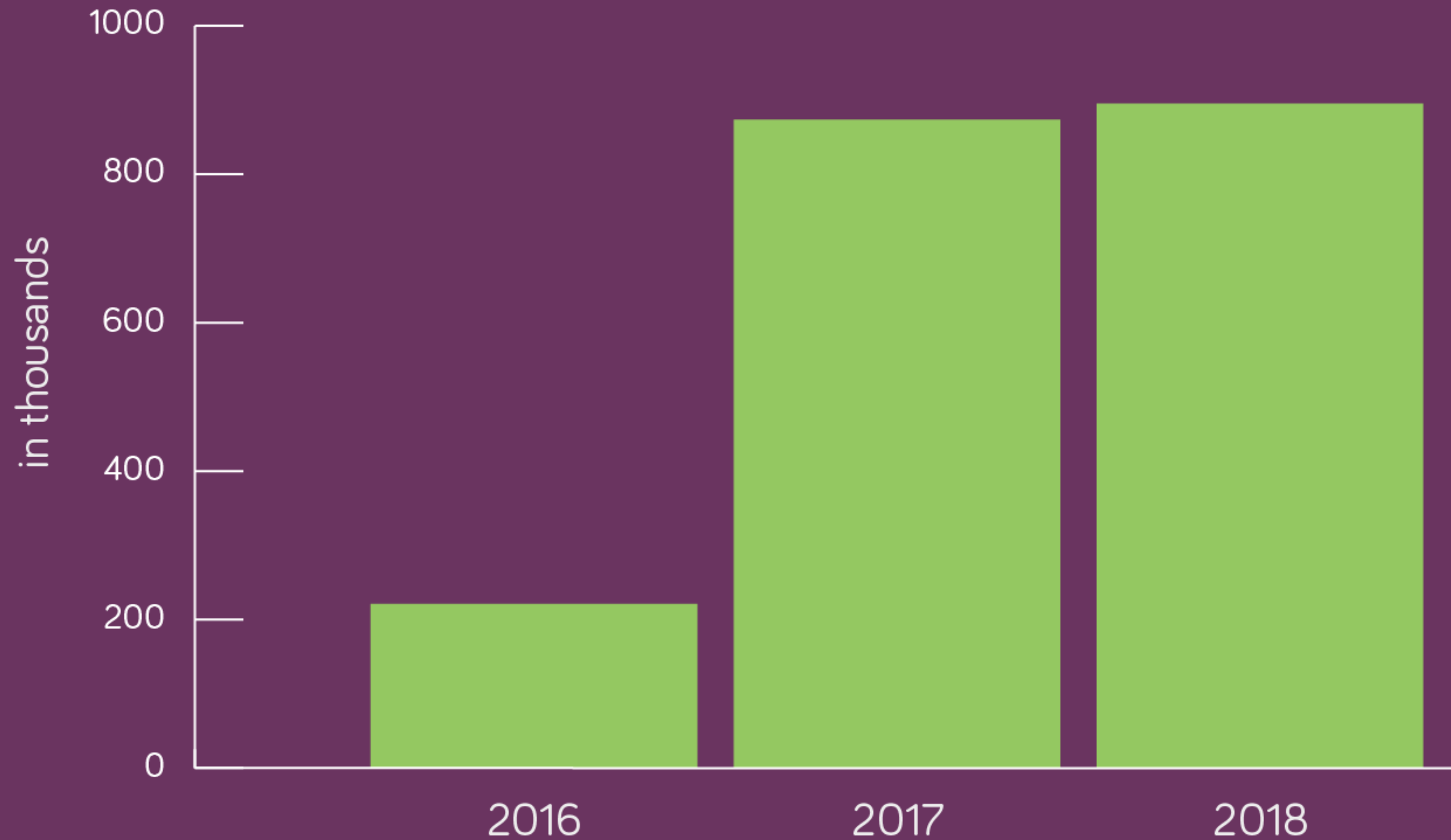
Messaging apps have surpassed social networks

➤ big 4 messaging apps*

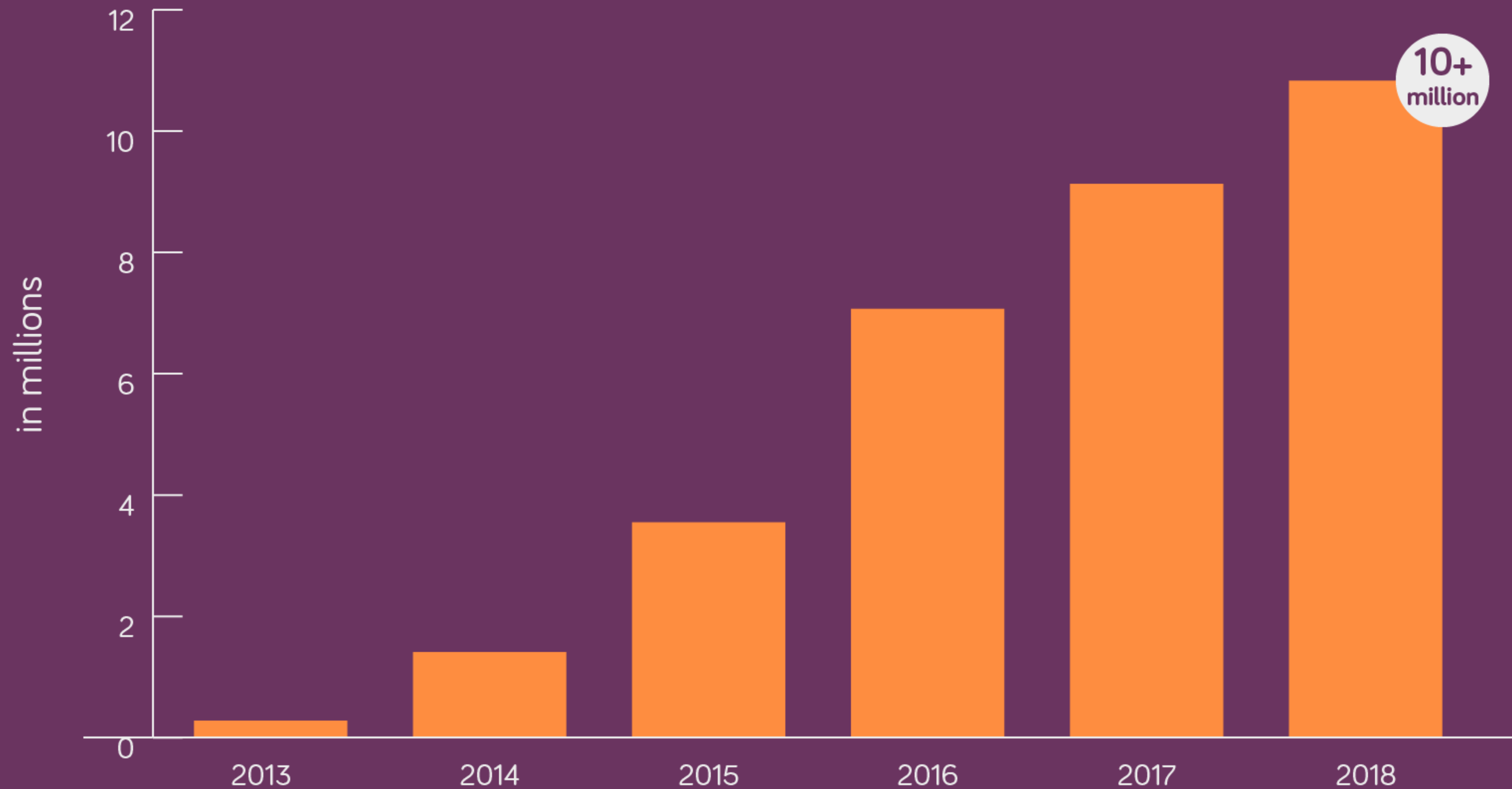
➤ big 4 social networking apps**



Number of WhatsApp subscribers



Number of app downloads



Takeaway: Surf early on the right wave





**Keep it real and best of luck for
your content strategy**





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Thank you!