

# Web 2.0/Social Media

Graham McKenzie - Managing Director TravelMole.Com  
WTM November , 2007





Welcome back, Graham [Sign Out](#)

Quick Links

[About](#) | [Contact](#) | [Help](#) | [Advertise](#) | [Make TM my homepage](#) | [Tell a friend](#)

- HOME
- NEWS
- HAVE YOUR SAY
- MY TRAVELMOLE
- SERVICES
- RESOURCES
- Search this site - **SEARCH**

**LATEST: New Hilton economy brand to make UK debut**

[US SITE](#) → [AUS/NZ SITE](#) → [ASIA SITE](#) →

Last Updated: Saturday, 10 November, 2007, 16:09 GMT 16:09 UK

**THE MOLE POLL**

'Agent to win £1,500 a month for a year at WTM' - Good use of marketing budget ?

Yes  No

**Vote**

→ **BOOK AN AD ONLINE**

→ **WHO'S WHO**

→ **YOUR COMMENTS**

→ **QUESTION TIME**

→ **CAREER ZONE**

→ **LOTTERY**  
Win Free Trips!

→ **CALENDAR OF EVENTS**

→ **FORUM / DEBATE**

## BREAKING NEWS

**New Hilton economy brand to make UK debut**  
First of 20 planned Hampton by Hilton hotels due to open by the end of 2008 [Read more](#)

**Eurostar goes carbon neutral**  
Move comes as high speed service switches to St Pancras [Read more](#)

**Security and environment top issues facing operators**  
ETOA chief speaks out at annual conference [Read more](#)

**Dolphin Dynamics unveils new tour operator system**  
First phase to be released next month in time for January peak selling period [Read more](#)

**Tourism bosses welcome Glasgow's Commonwealth Games win**  
Games will be fantastic opportunity to showcase city to a global audience [Read more](#)

[MORE](#) →

## TOP STORIES

09 November, 2007  
**Holidaymakers won't pay to go green**  
[Comments: 11](#)

08 November, 2007  
**TUI axes summer capacity by 12%**  
[Comments: 2](#)

ADVERTISEMENT

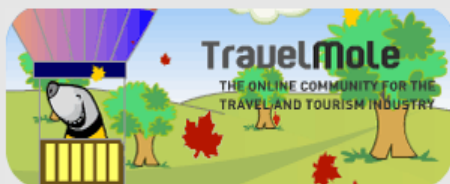
**UNIQUE MEETINGS IN ...**

**WORLDHOTELS**

**amadeus**  
Your technology partner

**CELEBRATE WITH US & WIN 20 AMAZING PRIZES**

20 years of success & a clear direction for the future



## INFLUENCING TRAVEL INDUSTRY PROFESSIONALS

2007 UK MEDIA KIT  
Rates and Specifications

### Market, Circulations & Readership

Market Share

Product Portfolio

Custom Solutions

Online Advertising  
-What you should know

Testimonials

Ad Specifications /  
Rate Schedules

Terms & Conditions

Contacts

WEEKEND Schedule  
Calendar

eMarketing News

LEADING ONLINE COMMUNITY FOR THE TRAVEL AND TOURISM INDUSTRY

#### Emails/month ("Largest Distribution") (as of Jul'07)

3.4 million copies(3,415,683) of TRAVELMOLE eNEWSWIRE are distributed globally every month (1.5 millions UK edition(1,500,000)).

#### Opens and Web View ("Largest Readership and Viewership") (as of Jul'07)

- ◆ up to 65% open rate! Average 40-50%
- ◆ 1.3 million copies (1,329,665) of TRAVELMOLE eNEWSWIRE are read globally each month (0.6 millions UK website(630,000)).
- ◆ 3.7 million page views including viewed & non-viewed (3,684,593) on TRAVELMOLE WEB SITE every month (1.7 millions UK website (1,700,000)).
- ◆ 561,415 of TRAVELMOLE EVENT AND COMPANY SHOWCASE interviews are downloaded monthly (215,000) from UK website.

#### Timely Editorial

TravelMole's daily news coverage and analysis is delivered in real-time, providing its members valuable information to excel in their jobs and increase sales.

#### Industry Sector Breakdown (as of Jul'07)

UK Community Members - 103,606

Travel Agents	30%
Corporate Travel Planner	7%
Tour Operators	14%
Travel Technology	8%
Travel Suppliers (Airlines, Hotels, etc.)	22%
Media / Press	6%
Others	13%

# What is Web 2.0?

## What Web 2.0 is:

- A convenient moniker
- FINDING, COLLATING, PUBLISHING and SHARING content online
- A clear change in the way users spend their time online
- A HUGE OPPORTUNITY

## What Web 2.0 is not:

- It is not new
- It is not an official term

## Some quick definitions:

The key Web 2.0 tools are:

- Blogs / Vlogs
- Social networks / communities - Facebook, My Space, Orkut, aSmallWorld
- User Generated Content (UGC)
- Wikis
- Podcasts
- Online video
- RSS - Real Simple Syndication
- Tagging
- Mash-ups and Open API's
- AJAX (Asynchronous Java and XML!!!)



Watch conference coverage, featured, events, awards hotel showcase, industry updates only on TravelMole TV. Click here

Welcome back, Graham Sign Out Quick Links

About | Contact | Help | Advertise | Make TM my homepage | Tell a friend

HOME NEWS HAVE YOUR SAY MY TRAVELMOLE SERVICES RESOURCES - Search this site - SEARCH

LATEST: flyMonarch.com claims 'first' with PayPal flight payments US SITE -> AUS/NZ SITE -> ASIA SITE ->

- News Front Page
- Sustainable Travel
- Cruise
- Internet Monitor
- Travel Agent
- Hotel & Resort
- Tour Operator
- Airline
- Business Travel
- > Travel Technology**

Special Features

Search Archive  
Newswire Archive

**RSS**  
Link news to your website  
Template Feed

THE MOLE POLL

'Modest' increased funding plea from UK tourism chief -

### TRAVEL TECHNOLOGY

24 September, 2007 Adjust font size: + -

#### TrekAmerica embraces Facebook and YouTube

TrekAmerica has launched a Facebook site to provide a platform for past, present and future customers to talk and network with other travellers about their experiences.

Members can upload messages, images and videos and chat directly with each other.

The operator's sales director Rich Hanson said: "All the content is user generated and it's great to see so many of our past trekkers joining the network and posting very positive feedback.

"It started as a test exercise but is now a thriving Facebook community and is a great platform for keeping our most loyal customers up to date with news and promotions without the "hard sell"

ADVERTISEMENT

**FAST - SIMPLE - SEAMLESS**

**WORLDHOTELS**

**-> PRESS ZONE**

22 October, 2007 BCD Travel leads global programme expansions of more than 80

What is all the fuss about?

MASSIVE REACH

&

CUSTOMER CONVERSATIONS

# Massive Reach:

## Web 2.0 is BIG:

- 63 million blogs tracked by Technorati
- 100 million videos a day views on YouTube
- 107 million members of MySpace

## And it is hugely influential:

- Over 50% of UK online customers find user product reviews extremely or very important when making purchasing decisions
- Over 50% of UK online customers have more respect and trust for a brand that shows user product reviews

SO !!!!!

- 120,000 new blogs are created every day
- by 2011, marketers will spend some \$1.1 billion on social network advertising outside the USA
- Online sales including travel are forecast to rise to \$259.1 billion in 2007, up from \$219.9 billion in 2006
- 77% of online shoppers read consumer product reviews and ratings

# Customer Conversations:

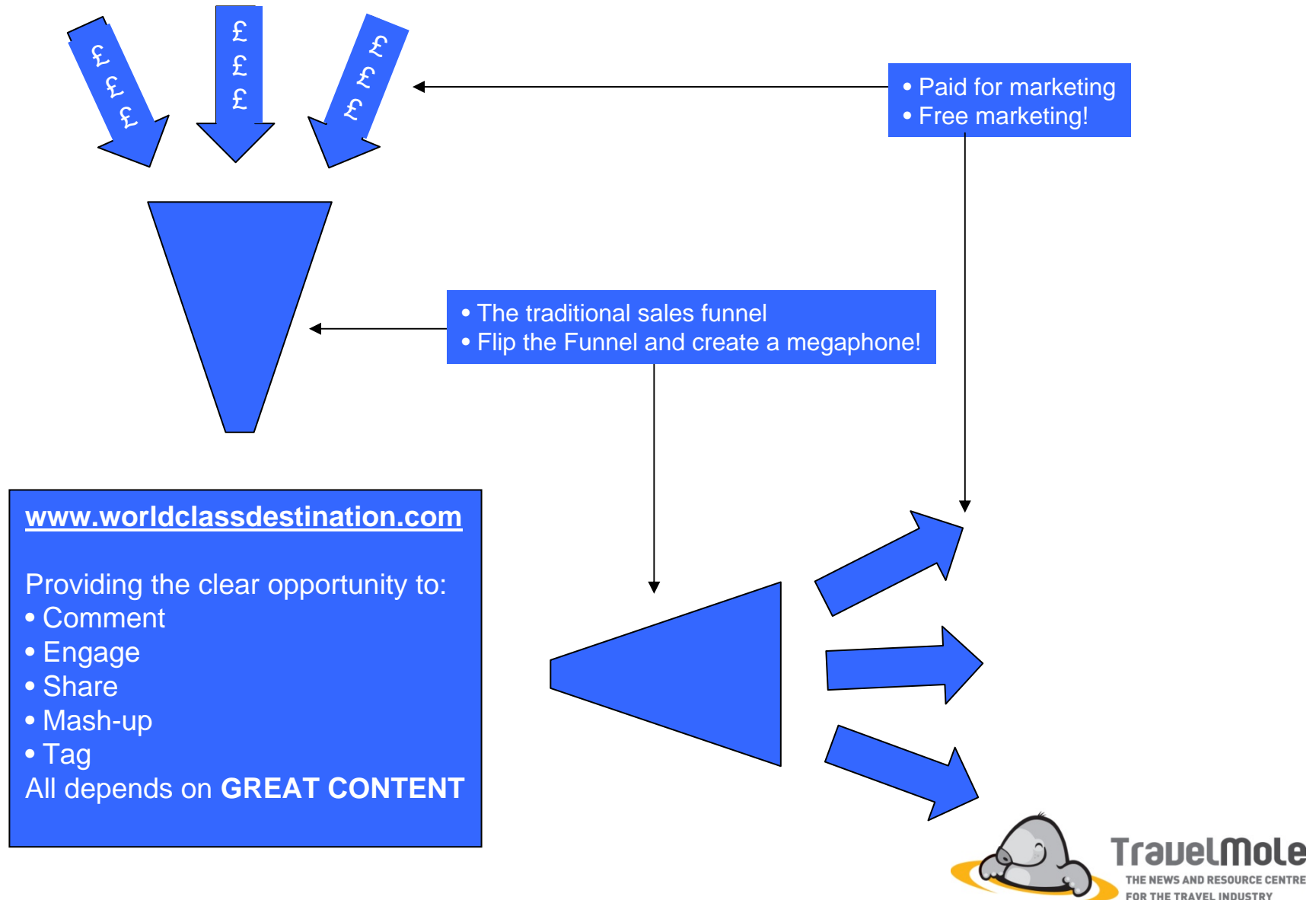
*'Conversations among the people in your marketplace happen whether you like it or not. Good marketing encourages the right sort of conversations'* - Seth Godin

- You have to be in it to win it
- The growth of social networks and UGC means you can monitor, understand, encourage and participate in those conversations
- That is powerful

## The Conversation Economy

- Control to the consumer
- A genuine C2C marketplace
- A basic shift and a new channel

# The Potential of Conversations: Flipping the Funnel!!



# Opportunities for destinations and providers:

Should you be involved?

- Absolutely!

What about negative reviews?

- Embrace them and respond positively

How to get started:

- Keep it simple
- Noise monitoring
- Key tools and key influencers
- Choose your product and choose your message
- Open and honest engagement
- Tracking, tracking, tracking



User name: [input] Password: [input] Sign in

What is tripbase? How do I use it?

Register now: username [input] Sign Up!

Tell us what you like:

Sliders for: Nightlife, Dining, Shopping, Nature, Attractions

Hide popular destinations

- Dates and Duration, Departure City, Budget, Type of trip, Weather, Tourist Season

Submit Auto Submit Reset

Help Give Feedback

About Us

Send to a friend: email address [input] Send

See Pikes Peak by Train

Top of Colorado, Wildlife, Views Unique, Historic Family activities

Amazing Colca Canyon

Peru Travel Specialists Visit the Colca Canyon in Arequipa

Ads by Google

What is Tripbase?

Tripbase is a travel website that gives you unbiased recommendations about where to go on your next trip based on what you like.

How do I use it?

To use the travel generator, either use your mouse to move the green sliders up or down or simply click on the gray square where you want the slider to end.

Submit: This button enters your results into the system. After a few seconds, a number of chosen destinations will appear on the right side of the screen.

What is 'Auto Submit'? If this box is checked, the system will automatically give you personalized results after every change you make.

What is 'hide popular destinations'? Checking this box will bring up less well-known destinations that meet your personal preferences.

- 1 Search**  
Search real trips taken by real people.
- 2 Customize**  
Take one and customize it from airfare to zebra rides.
- 3 Pack**  
Let us help you with the rest. You focus on the packing!

[Hotel Finder >>](#)  
Locate great accommodations

[Activity Finder >>](#)  
Find stuff to do

[Restaurant Finder >>](#)  
Everyone needs to eat, right?

Know exactly where you want to go? Then click on the link below and...

[Build a trip from scratch](#)

### Let's find you a great trip!

(e.g., California Family Trip, Disneyland, Yellowstone Adventure Trip, San Francisco with kids)

### Want a particular trip experience?



[Find your perfect trip](#)



NEW : permalink (to the selected area,category,item): [Map-VeniVidiWiki](#)  
 NEW : post about VVW on [Google Maps Mania](#)  
 NEW CATEGORY: "here I am !" introduce yourself (text, photo or video, link to your blog...)

45 Categories :

Natural areas :

- 01  waterfall-river
- 02  lake-glacier
- 03  cave-gorge
- 04  summit-pass
- 05  nature reserve
- 06  forest
- 07  island-seaside

Special categories :

- 08  poi with video
- 09  category 2b created
- 10  for your tests
- 11  sustainability
- 12  here I am !

Cultural places :

- 13  museum
- 14  castle
- 15  cathedrale
- 16  monument
- 17  engineering structure

Map Satellite Hybrid

Home Help Create Contact

Welcome on VeniVidiWiki :

- **Discover** sites, activities and events, by clicking on the categories and the markers.
- **Add** new points of interest, by using the 'Create' tab of the blue marker.

Notes: this website is new, we do need your [feedback](#), it is running much faster with the free browser **Firefox**.

lat. 45.7 long. 10.16

Country

[Weekend Activities](#)  
 Get The Latest Scoop Or What's New To Do This Weekend  
[www.DailyCandy.com](#)

[New Orleans Hotel Deals](#)  
 \$72 - Save 50% Off - French Quarter New Orleans 4 Star Boutique Hotel  
[www.NewOrleans.Bookit.com](#)

[Hong Kong Map](#)  
 Resort summer package from HKD680 Valid till 10 July. Book now  
[www.goldcoasthotel.com.hk](#)

[Christchurch Activities](#)  
 Free Guardian podcast guide to New Zealand South Island. Download

Get **Firefox** with **Google Toolbar**.



Search for (e.g. hotel) Near (e.g. San Francisco) FIND IT

Add a map to your blog, website or Myspace profile.

Login or Join for free!

Sets of Places



Historical Destinations in Beijing

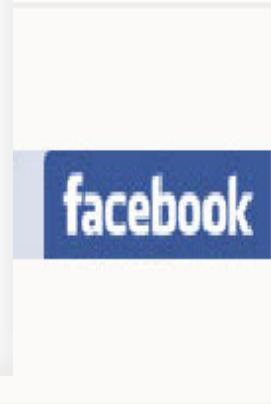
by michelle and watched by 2 people Take a tour through time with these historical places with the Be ... More » Tags: palace imperial parks oriental great wall red temples



10 Napa Valley Wedding Locations

by maldita babe and watched by 2 people Find the resources you need on planning your wedding in Napa Vall ... More » Tags: wedding vineyard winnery special events private gatherings

2007 WEB 2.0 AWARDS HONORABLE MENTION



Why Join Rrove?

Rrove lets you keep, share, and discover places for free. Create sets to map trips & memories. Write reviews of restaurants, shops, etc. Bookmark and tag any place on the planet. Make friends, earn karma & more. Join Rrove Now! Learn more | Save a place

Rrove Members

User Name (or Email) [input field]



Browse Live Now Create Sign-Up

Keyword or Talkcast ID Search

Browse  
Live Now  
Featured  
Upcoming  
TalkShoe Info  
Store

Categories

- 15 Minutes of Fame (919)
- Arts & Entertainment (363)
- Business (324)
- Computers (190)
- Education (155)
- Family (55)
- Food & Spirits (23)
- Health (122)
- Hobbies (137)
- Home and Garden (22)
- International (55)
- Movies & Television (178)
- Music (270)
- News (109)
- People (228)
- Pets (16)
- Politics (126)
- Religion & Spirituality (276)
- SciFi & Fantasy (54)
- Science (26)
- Sports (224)
- Technology (429)
- Travel (37)

Category: Travel

- |  |                                                                                                                                                                              |                                                                                                                         |        |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------|
|  | <p><b>Get a TOP 10 LISTING in Travel Category!</b></p> <p><b>Promote Your Shoe</b><br/>Feature your Talkcast in the Top 10 listings in the Travel category fo...</p>         | Next Episode<br>NONE                                                                                                    | LISTEN |
|  | <p><b>TRUCKIN LATENIGHT "POLO"</b></p> <p>AC/DC FREAK KEEPING TRUCKERS AWAKE AROUND THE WORLD WITH STIMULATING ...</p>                                                       | Next Episode<br>NONE                                                                                                    | LISTEN |
|  | <p><b>Florida Travel Deals</b></p> <p><b>LorenGray</b><br/>15 minutes (each week) of information regarding destinations in Florid...</p>                                     | Next Episode<br>EPISODE10 - Florida Travel Deals -- Highland Beach<br>Time: 06/21/07 02:30 PM EDT<br>Talkcast ID: 27267 | LISTEN |
|  | <p><b>The TRAVELERS JOURNAL</b></p> <p><b>David Bear</b><br/>The TRAVELERS JOURNAL is a series of 2 minute audio postcards delivere...</p>                                   | Next Episode<br>EPISODE102 - Boldly Baltimore<br>Time: 06/19/07 09:00 AM EDT<br>Talkcast ID: 14057                      | LISTEN |
|  | <p><b>ReferringTravelAgent.com - \$\$ &amp; Perks</b></p> <p><b>ReferringTravelAgent.com</b><br/>Call Philip Hulme's [ReferringTravelAgent.com] 24hr infoline 800.201.15</p> | Next Episode<br>NONE                                                                                                    | LISTEN |

Earn even more cash.

QUOTES FROM TALKSHOE NATION

"It takes a whole lot of steps out of the process"  
Philip Gatlin, Business Reality





Welcome back, Graham [Sign Out](#)

Quick Links

[About](#) | [Contact](#) | [Help](#) | [Advertise](#) | [Make TM my homepage](#) | [Tell a friend](#)

[HOME](#) [NEWS](#) [HAVE YOUR SAY](#) [MY TRAVELMOLE](#) [SERVICES](#) [RESOURCES](#) - Search this site - [SEARCH](#)

**LATEST: Market Manager - online travel - Sydney - brought to you by TMS**

[UK SITE →](#) [US SITE →](#) [ASIA SITE →](#)

- News Front Page
- Sustainable Travel
- Cruise
- Travel Agent
- Hotel & Resort
- Tour Operator
- Airline
- Business Travel
- Travel Technology
- [Destination](#)

Special Features

- Search Archive
- Newswire Archive

**RSS**

Link news to your website  
Template Feed

THE MOLE POLL

## DESTINATION

19 September, 2007

Adjust font size: [+](#) [-](#)

### \$450,000 paid by destination for YouTube promotion

An NZPA report says that Tourism New Zealand has done a \$US320,000 (\$NZ450,000) deal to promote its new campaign over popular internet site YouTube, with Tourism NZ having taken over the paid video space on the [YouTube homepage](#) for 24 hours, starting at 4pm on September 18.

It is using the homepage space to show its new 100% Pure New Zealand commercial.

The 24 hour contract will be followed by three months of a [New Zealand branded channel](#).

"Tourism New Zealand has to be first in to

ADVERTISEMENT



**STB** [visitscandinavia.com.au](#)  
YOUR ONLINE TRAVEL GUIDE  
COMBINE TRAVEL WITH A BOUTIQUE WITH SCANDINAVIAN DELICACY. WWW.STB.CO.NZ

Done



UPLOAD VIDEO

ADVANCE SEARCH

HOME | ABOUT US | CONTACT US

CATEGORIES

CHANNELS

REGIONS

COMPANY SHOWCASE

VIDEO DETAILS

CTO Caribbean Ball 2007, The Dorchester Park Lane London

CTO Caribbean Ball 2007, The Dorchester Park Lane London

Tell a friend: Click here

MORE DETAILS ->



amADEUS logo with text 'BROUGHT TO YOU BY: amADEUS Your technology partner' and video controls

VIDEO SEARCH

Search by Channel

- Select -

Search by Category

- Select -

Search by Regions

- Select -

Search by Company Showcase

- Select -

Search by Keywords

Search

Search

RELATED VIDEOS

Video thumbnail: Bahamas-Motivation 2007 Location: Chicago

Video thumbnail: The Trade Show Las Vegas, USA Charlie Kao Location: Las Vegas

VIDEO



Transferring data from 208.122.3.214...

# Issues - problems

- Atomisation
- Specialist groups
- Quality of leads
- Differing business models
- Fad ?
- Using new tools to develop user base - games ?
- effect of WiMax ? Contiguous broadband

## In Summary:

- Web 2.0 is about control to the consumer
- It is a set of easy to use and very cheap tools that have huge implications for the way we communicate with each other and the way we make purchasing decisions
- The opportunities are huge
- The threats stem from ignoring the potential benefits
- You can start tomorrow!