

# *Frommer's*<sup>®</sup> Unlimited

One source. Endless possibilities.



## **Content Matters**

Joel Brandon-Bravo  
General Manager

Previously  whatsonwhen

## Declaring my interest

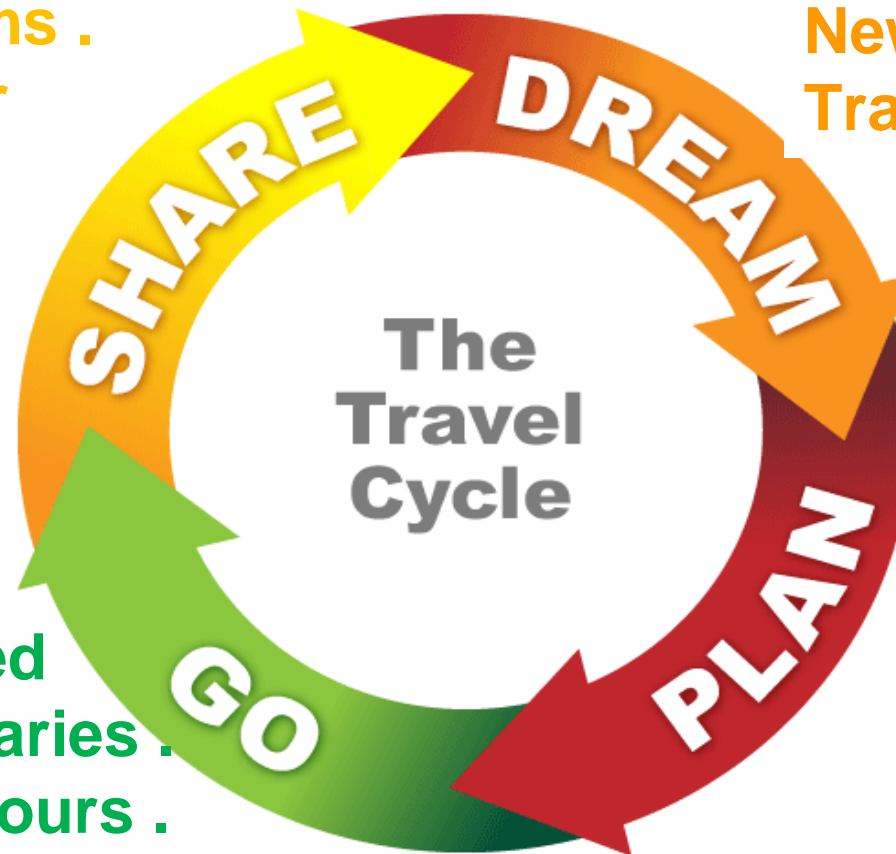
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Content matters?

“you would say that wouldn't you!”

Trip journals .  
Photo albums .  
Blogs . User  
reviews &  
ratings

Guidebooks .  
Maps GPS-based  
services . Itineraries .  
Audio walking tours .  
Concierge services .  
Airport guides



TV . Travel Agents.  
Magazines .  
Newspapers .  
Newsletters . Online  
Travel narrative

Guidebooks .  
Websites (text,  
photos, videos,  
UGC, maps) .  
Travel agents .  
Booking sites

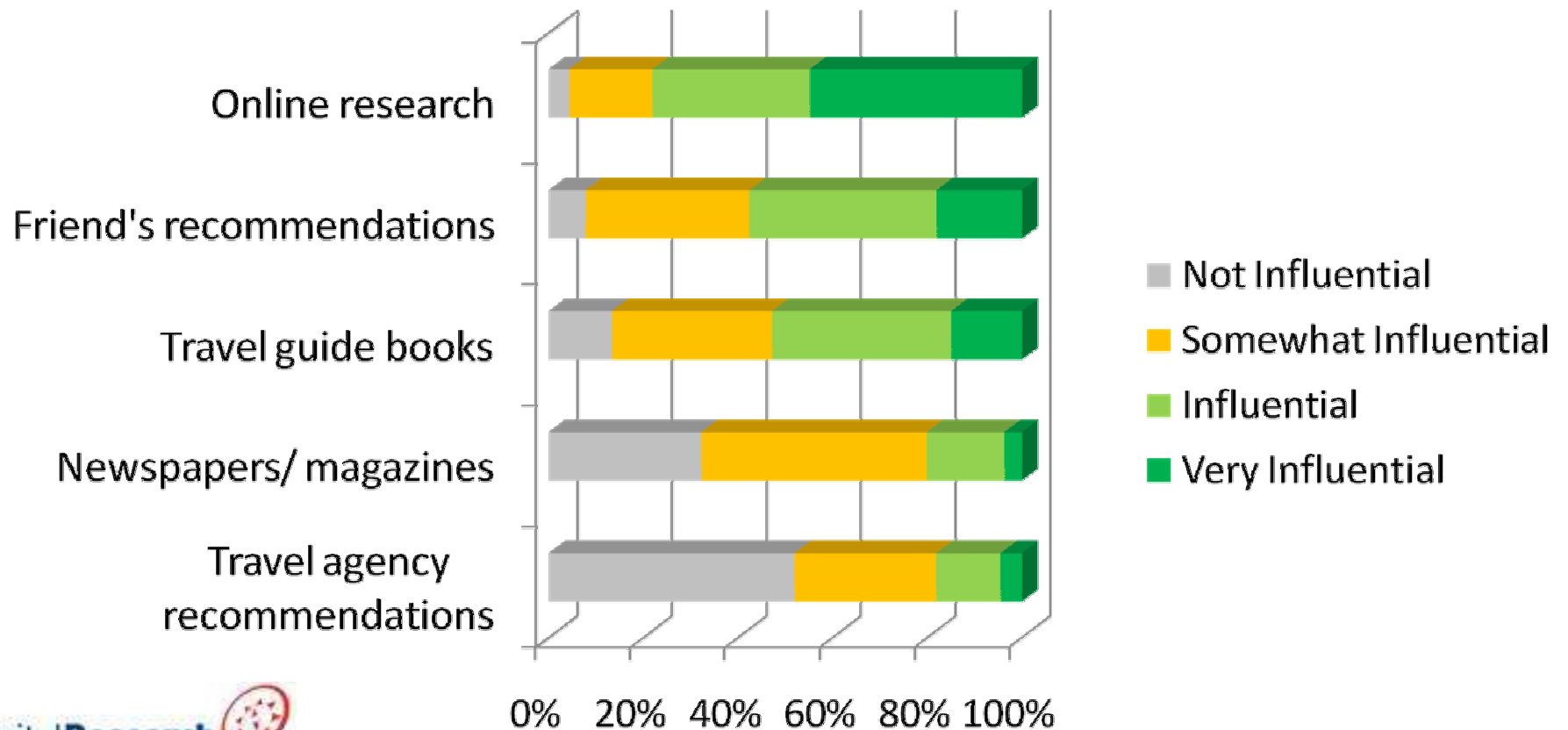
## So why does content matter?

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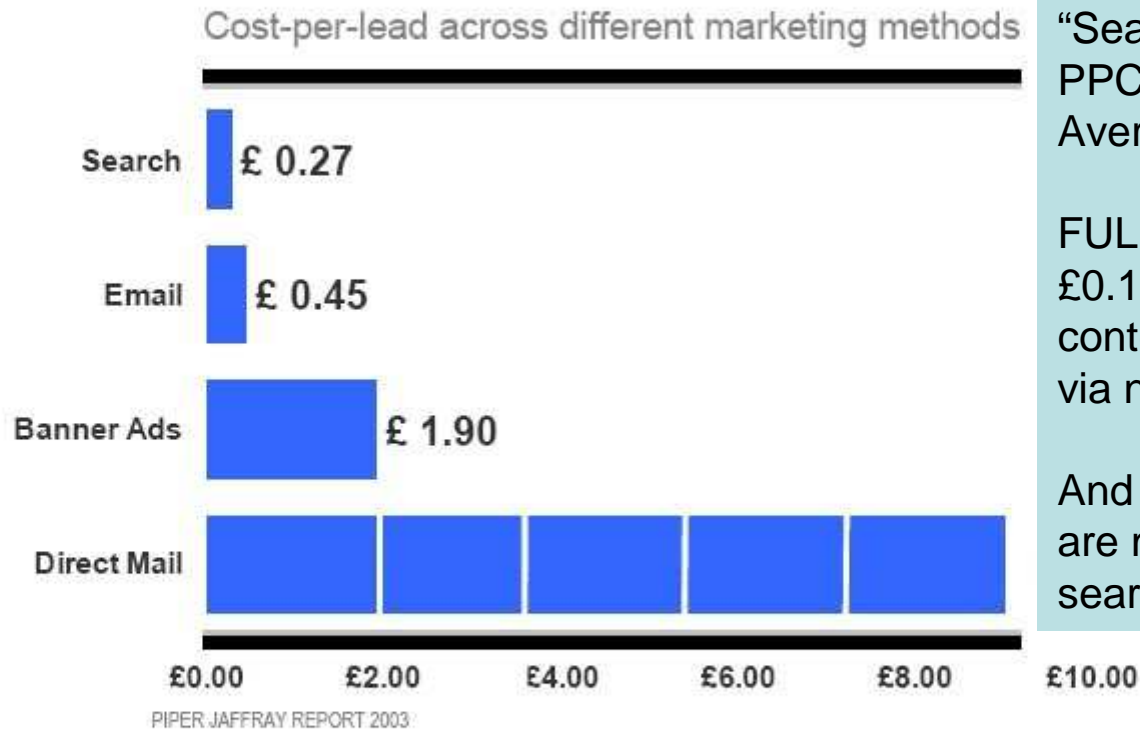
- Customers are demanding it.
- It's a powerful tool to attract new customers to your site
  - Researching destination is the most common use of search in Travel category (Google)
  - Content drives ranking and can target specific keywords
  - >70% click on natural search rather than paid for ad words/sponsored links
- It contextualises your product, evoking an experience provide confidence and inform the consumer about the destination you want them to travel to.
- It's a way of talking to your customers.
- To build loyalty and encourage repeat visits.
- Add value to their trip and get feedback after they return.

## Deciding where to go

How influential are the following when you are making decisions about booking a vacation/ holiday?



## Search Drives Qualified Leads For Less



“Search” refers to PPC/AdWords  
Average is \$0.56 or £0.33

FUL average is half that  
£0.17 per visitor from  
content  
via natural search

And the benefits of content  
are much more than just  
search



## Don't listen to me, ask everyone else

Of your online spending plans this year, is your spend on:

	Increasing	Remaining the same	Decreasing
Social media marketing	60%	22%	4%
Search Engine Optimisation	57%	30%	5%
Content	54%	34%	4%
AdWords	39%	35%	11%
Display advertising	26%	35%	22%
Meta Search	26%	47%	6%

- Online Marketing and Web content Survey with TravelMole
- released TODAY





beach holidays in bahamas

Search

Advanced Search  
Preferences

Search:  the web  pages from the

Login ID  PIN/Password  Log in

> Register now > Remember me

BRITISH AIRWAYS

> Home

Search  Custom Search

Go

United Kingdom > Change country

Flights and holidays

Manage My Booking

Information

Executive Club

Destinations - [Caribbean](#) - [Bahamas](#) - Beach holidays

Bahamas

Holidays in the Bahamas

Nassau

Holidays in Nassau

Flights to Nassau

Hotels

Family holidays

Beach holidays

Romantic breaks

Spa hotels

Nightlife

Luxury holidays

Create a trip

Flights  Hotels  
 Cars  Experiences

Country of departure

United Kingdom

> Book multi-city

From

London (All)

To > Where we fly

Depart

DD/MM/YY

Web

### Bahamas Luxury Holidays

[www.kenwoodtravel.com](http://www.kenwoodtravel.com) Luxury Holidays at Discount prices

### Beach holiday

[www.onthebeachholidays.com](http://www.onthebeachholidays.com) Cheap beach holiday deals

### Holidays in Bahamas

[www.theholidayplace.co.uk/Bahamas](http://www.theholidayplace.co.uk/Bahamas) Find our high quality

### Beach holidays in the Bahamas - British Airways

Beach holidays in the Bahamas. Shells on the beach in the Bahamas. Beach on Grand Bahama is the perfect spot for Bahamas beach holidays. [www.britishairways.com/travel/beach-holidays-bahamas/public/](http://www.britishairways.com/travel/beach-holidays-bahamas/public/) Cached - Similar pages

### DialAFlight™ | Bahamas Beach Holidays

And if you want a Bahamas holiday away from the glitz and the noise, escape band in a bar on a backwater cove. Bahamas Beach Holidays. [www.dialaflight.com/beachholidays/beachholiday.aspx?location](http://www.dialaflight.com/beachholidays/beachholiday.aspx?location) Cached - Similar pages

### Bahamas Hotels - Beach & Golf Vacations - Island Holidays

Real-time Bahamas vacation trip quotes, island hopping travel packages and resort information. Updated Daily! [www.majesticholidays.com/](http://www.majesticholidays.com/) - 30k - Cached - Similar pages

### Bahamas beach holidays - World's best responsible travel

Bahamas beach holidays. Wide choice of hand-picked holidays. [www.responsibletravel.com/ProductList.asp?Parent=Region&ActiveCountryID=100034...](http://www.responsibletravel.com/ProductList.asp?Parent=Region&ActiveCountryID=100034...) - 25k - Cached - Similar pages

### Bahamas Family Resort - Caribbean Weddings - Abaco Beach Club

Bahama Beach Club - A luxury affordable family resort in Abaco, Treasure Cay, Bahamas. Perfect for Caribbean weddings or bahamas family vacation. [www.bahamabeachclub.com/](http://www.bahamabeachclub.com/) - 19k - Cached - Similar pages

Bahamas exotic beach holidays Exotic beach holidays Kuoni Travel

## Beach holidays in the Bahamas



Special Offers  
> See our special offers

Book now

From long swathes of pink sand to pools of azure waters, beaches in the Bahamas come in every shape and colour. Escape to pristine **Lighthouse Beach** for romantic seclusion with your beloved. Or take the kids to the resort facilities of long **Cable Beach** on your Bahamas holiday.

### Secluded beaches in the Bahamas

**Lighthouse Beach** on Eleuthera boasts miles of unspoiled pink sands stretching to the dramatic limestone rocks looking out over the sea. Quiet **Fortune Beach** on Grand Bahama is the perfect spot for Bahamas beach holidays; swim in the calm water, then lie back on the soft sand.

### Sporty beaches in the Bahamas

Adrenalin junkies come to **Surfers Beach** on Eleuthera, ranked one of the best in the world for its waves. Try parasailing at buzzing **Lucayan Beach** on Grand Bahama. You'll find good snorkelling in the reef surrounding acclaimed **Pink Sand Beach** on Harbour Island on Bahamas beach holidays.

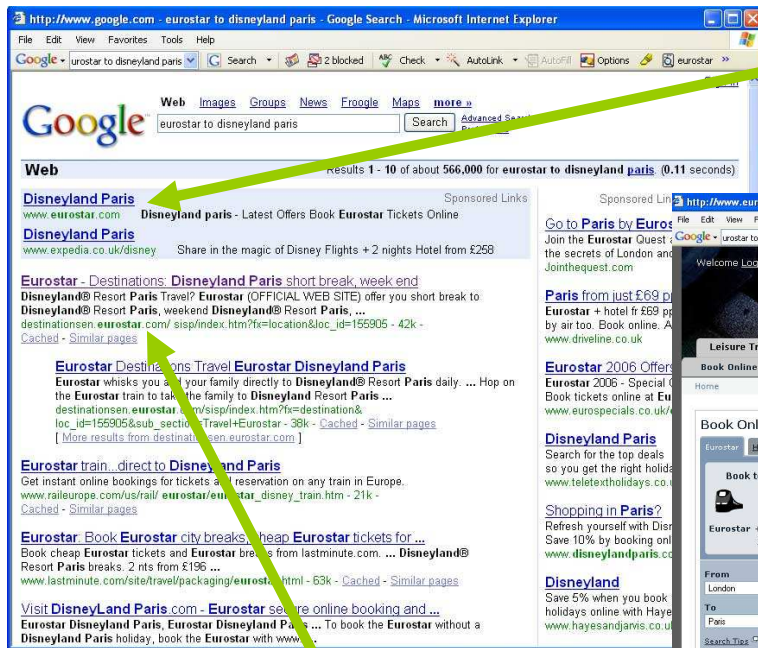
### Family beaches in the Bahamas

Children will love a visit to Grand Bahama's **Gold Rock Beach** on your beach holiday. Have a picnic lunch on the soft sands of the **Lucayan National Park**, home to seabirds and wildlife. Seek out the playground for young ones at **Taino Beach**, and the numerous Bahamas beach facilities at resorts along Nassau's long **Cable Beach**.

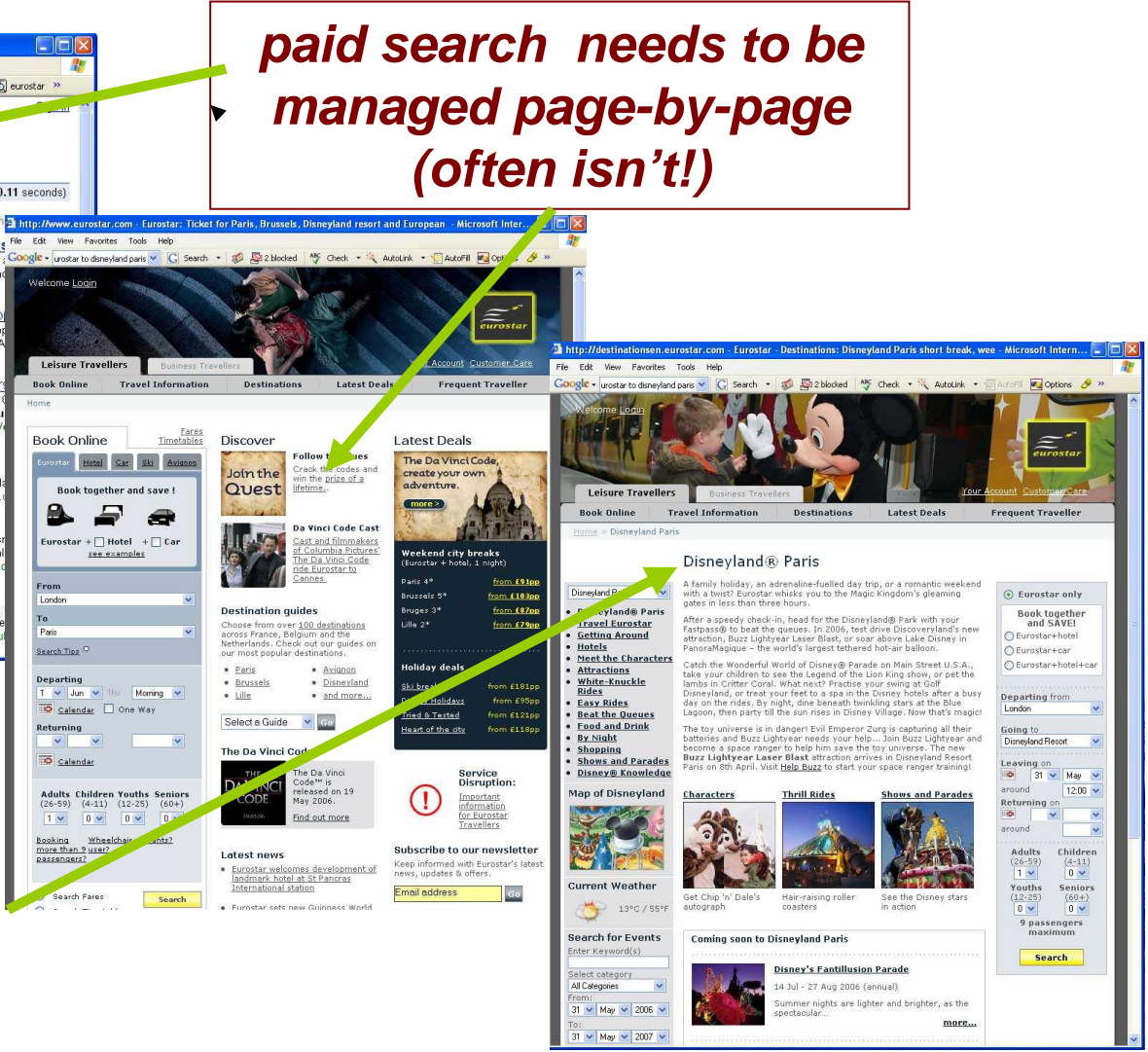
Luxury B  
Great deal  
the Baham  
[www.luxur](http://www.luxur)



## Content and Google do the pointing



*paid search needs to be managed page-by-page (often isn't!)*



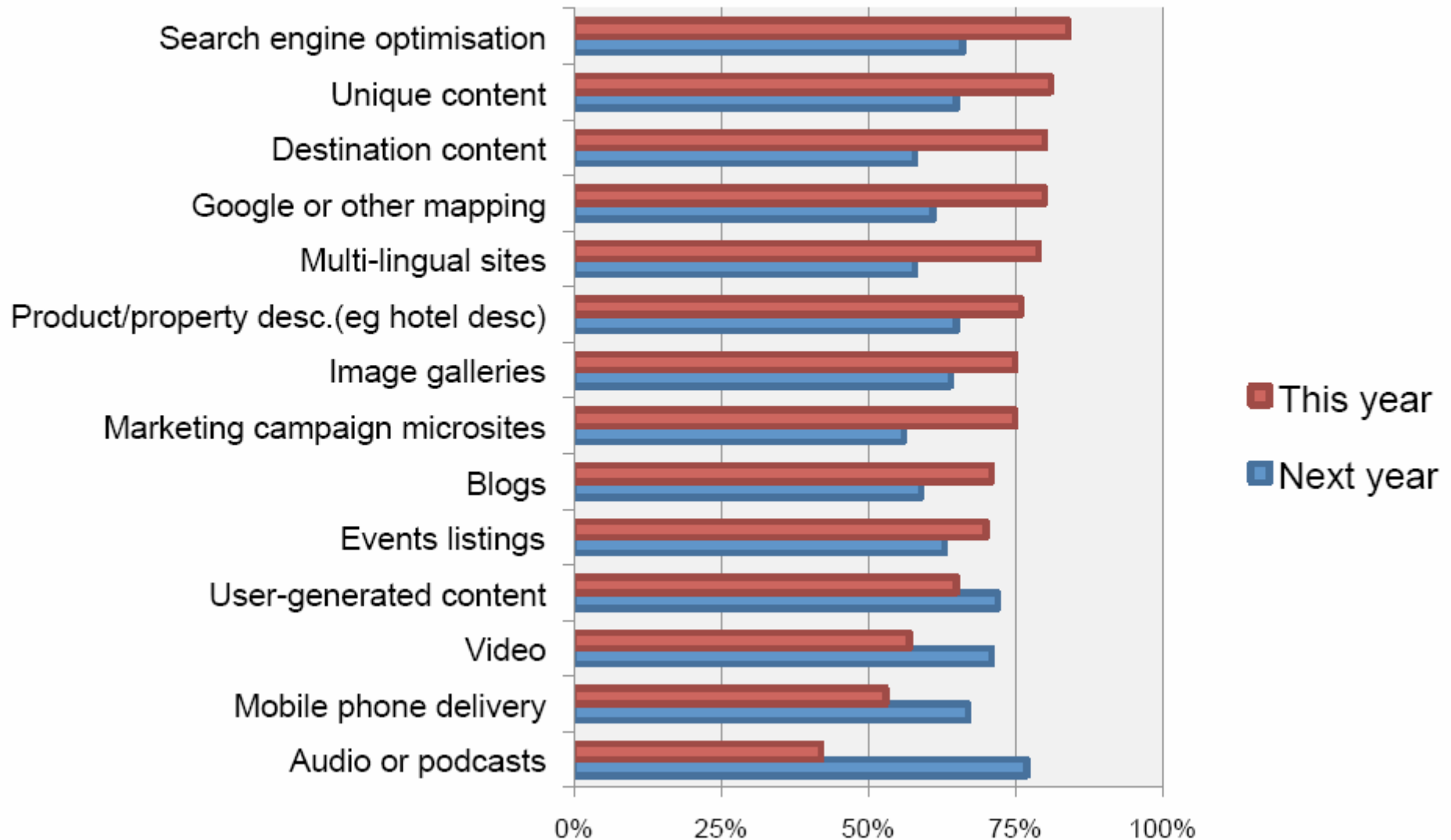
*natural search results point at relevant content*

## What content matters when planning/booking/after?

	Planning	Booking	Post Booking	Average
Airport / Transportation information		71%		71%
A written description of the destination	71%	70%	55%	65%
Site security (eg verisign, ATOL, ABTA)		65%		65%
Destination activities and events	67%		62%	64%
Maps - destination seat plan, room layout	69%	54%	70%	64%
Pictures of accommodation / facilities	76%	70%	45%	63%
Weather information	64%	61%	62%	63%
Travel information (time zone, currency, visa)	60%		62%	61%
Reviews by other travellers	60%	63%	45%	56%
Local dining information	51%		59%	55%
Local sports and leisure information	33%		36%	35%
Video of accommodation	30%	30%	22%	27%
Video of destination	25%		25%	25%
Family/ children's activities	20%		21%	21%

% of end users out of 1300 responses who rated the information as who rated information as **“Very important “**  
Or **“important “**(excludes those who rated it as **”Somewhat important”** and **“not important”**)

**Where do you plan to spend your web content budget?**





amsterdam city guide

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greenbee.com Services selected by the John Lewis Partnership

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select a product to view

Web [Show options](#)

[City Guide Amsterdam](#)  
www.HollandTourGuides.com

[Amsterdam](#)  
www.TripAdvisor.co.uk



[Things To do in Amsterdam](#)  
Amsterdam area guide  
great things to do in Amsterdam  
www.timeout.com/amsterdam

[Amsterdam Hotspots](#)  
Amsterdam city guide  
sights, travel tips, agenda  
[Smoke - Red Lights - City](#)  
www.amsterdamhotspots.com

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## Create your own trip

Book together to save!

Flight only  Flight+Hotel

Hotel only  Flight+Hotel+Car

Car only  Flight+Car

Leaving from  
(e.g. London or LGW)

Leaving date Time  
dd/mm/yy Anytime

Going to  
(e.g. Rome or FCO)

Return date Time  
dd/mm/yy Anytime

Rooms	Adults (19-64)	Children (0-18)	Seniors (65+)
1	2	0	0

More search options  
(hotel only needed for part of trip)

Search

## Amsterdam

< Back



Inspire!

### Amsterdam hotels

4\* Golden Tulip Apollo  
Amsterdam from £59 per room

> More Amsterdam hotels

### Amsterdam holidays

3 nights 4\* Golden Tulip Apollo

Experience Prepare Get Around Highlights  
Miss Food & Drink Shop Nightlife

Cosmopolitan and open-minded, Amsterdam's canal-crossed, cobble-stoned heart is choc-a-bloc with narrow 17th-century houses, grand squares and art museums. Bicycles and trams rule, making it an ideal place for leisurely strolls and gentle browsing in quirky shops and galleries.

Don't miss the Van Gogh Museum in busy Museumplein (Museum Square), home to the world's richest collection of works by the Dutch master. Visit the haunting Anne Frank House and explore the nearby Jordaan, with its tiny shops and galleries. Take a seat at one of the many canalside cafes and watch the bicycles and boats go by.

Check out contemporary art at the Stedelijk Museum, rehoused until 2009 in a disused post office building. The 11th floor is home to bar/club/restaurant 11, which has spectacular views of gabled houses and shimmering canals. For contemporary design, visit the sophisticated Eastern Docklands. The best way to visit is by boat.

Book!

### Destination guides

- Countries
- Cities
- Resorts
- Ski Resorts

### Event guides

Enter keyword

Amsterdam

Category

From

To

Search

## Hotels - where to stay?

Hotels.com wake up happy

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Book online or call: **0203 027 81 46**

[Home](#) > [Guides](#) > [Where to stay in Miami – a travel guide to Miami's neighbourhoods](#)

### Where to stay in Miami – a travel guide to Miami's neighbourhoods

Published 16/09/2009

A Miami hotel might mean South Beach views or sophisticated Downtown living. Figure out where to stay in Miami with this guide to the city's neighbourhoods.

#### Miami Beach and South Beach

Across Biscayne Bay from Downtown is Miami's main attraction, South Beach. Seafont Ocean Drive is classic Miami, and Collins Avenue, or **the Strip**, is lined with colourful Art Deco hotels. Past 21st Street is Miami Beach, its MiMo (Miami Modern) architecture a bolder version of Art Deco. The six-mile-long **Boardwalk** is popular with joggers and walkers. Check out the showy **Fontainebleau Hilton Resort** and designer shopping at **Bal Harbour** mall.

[See all hotels in Miami Beach and South Beach](#)

#### Downtown, Little Havana and the Design District

Downtown Miami lies across Biscayne Bay, west of South Beach and Miami Beach. It is home to the Brickell Avenue financial district, the American Airlines Arena and Bayside Marketplace's shops and restaurants. In **Little Havana's Calle Ocho**, west of Downtown, saunter along the **Cuban Memorial Boulevard**, stock up in the cigar shops and join the domino-players in **Máximo Gómez Park**. North of Downtown are the art galleries and restaurants of the **Design District**, bordered by colourful **Little Haiti**.

[See all hotels in downtown Miami](#)

#### Coconut Grove and Coral Gables

South of Downtown Miami are the wealthy Coral Gables and Coconut Grove suburbs. Once a bohemian village, **Coconut Grove** is now better known for its alfresco **Cocowalk** shopping-restaurant complex and Broadway shows at the 1950s **Coconut Grove Playhouse**. **Coral Gables**, the vision of developer George Merrick in the early 1900s, is



© Greater Miami Convention and Visitors' Bureau

#### More about Miami

- [A Miami travel guide – luxury beach hotels, Cuban culture, and Art Deco heaven](#)
- [Short breaks in Miami – Art Deco architecture, Cuban coffee and designer shopping](#)

#### Related articles

- [Where to stay in Hong Kong – a travel guide to Hong Kong's neighbourhoods](#)
- [Where to stay in Dublin – a travel guide to Dublin's neighbourhoods](#)
- [Where to stay in New Orleans – a travel guide to](#)

# Ramada Jarvis – Property Descriptions

## Content Test Response:

Jarvis Hyde Park is live on our site with the new content.

Ramada Jarvis Hyde Park prior to the content update had a conversion rate of **0.3%**, this means that from the number of visitors to its own home page, 0.3% made a booking.

Since the content update was completed late last year, its conversion rate has increased over 5 times to **1.7%**

**Jason de Pol, eCommerce Manager**

The screenshot displays the Ramada Manchester Piccadilly hotel website. At the top, the Ramada logo and 'MANCHESTER PICCADILLY' are visible, along with an AA Rating of three stars. A navigation menu on the left lists categories like Rooms, Travel, and Events. A search box is prominently featured, allowing users to find and book their hotel. The main content area includes a large image of the hotel building and a 'Welcome to the Ramada Manchester Piccadilly hotel' section. This section provides detailed information about the hotel's refurbishment, location, and amenities. A 'Hotel information' sidebar on the right lists the address, contact details, and offers like City Breaks and Sab Cee Offers. At the bottom, there are tabs for Overview, Mini Gallery, Attractions, and Latest Events, and a 'Hotel highlights' section.

Frommer's



bon voyage  
DO MORE, SPEND LESS



Dear Brian,

Are you ready for your trip to Phoenix, AZ? I've put together some things to help you prepare for your trip.



[VIEW YOUR ITINERARY](#) or check below for a whole list of things you'll need to know, things to do while you're there, places to see, tours, events, you name it. All in the Phoenix, AZ area!

- home
- flights
- hotels
- cars/rail
- vacations
- cruises
- last minute deals

Destination Information and Services

- [Destination Guide](#)
- [Weather](#)
- [Tee Times](#)
- [Maps](#)
- [Tours/Activities](#)

Activities We Recommend

- [Upper Salt River Canyon Full Day](#)  
The Salt River Canyon is truly one of the southwest's hidden treasures. On this exciting whitewater ...  
[read more/book now](#)
- [Tucson Day Tour with Old Tucson Studios](#)  
Visit the city of Tucson and experience the history it has to offer. Step back in time for a taste of ...  
[read more/book now](#)
- [Spring Savings on Weekly Rates Cars From \\$119/Week With Unlimited Mileage](#)
- [Huge Savings With Enterprise on All Car Types - 10% Off](#)

What's Going On While You're There

- [Grand Canyon 22 Nov 2002 - 22 Nov 2005](#)  
As natural land formations go, they don't get much more impressive than Arizona's vast, ancient chasm...  
[read more](#)
- [Saguaro National Park 14 Jun 2002 - 14 Jun 2005](#)  
This huge National Park is the home of the Saguaro cactus, a monstrous prickly horror which can grow...  
[read more](#)
- [Canyon De Chelly National Monument 20 Nov 2000 - 20 Nov 2003](#)  
Canyon De Chelly holds within it some amazing 1 000 foot deep

## Personalised PDF guides

- Customers can tailor the destination and event information
- Include your booking/ baggage / security information
- Differentiate with added value services
- Your brand in their hand

### AIR FRANCE

historic paintings. It's a short walk from the Musée Picasso. Stroll the gardens of the Parc de la Villette for cultural forays to the Musée de la Musique and Musée des Sciences.

#### Strange but True

The vineyard on the slopes of Montmartre is a vestige of the times when Paris was a collection of little villages. Today the Vigne du Clos Montmartre still produces hundreds of bottles a year for charity.

#### Selected attractions:



#### Le Parc de la Villette

In Paris' re-vamped industrial quarters, Parc de la Villette has wide, angular lawns littered with modern sculptures, fountains, a vast interactive science museum, a 3D Imax cinéma and an avant-garde circus. Visitors come in summer for the open-air cinema festival.

**When:** Daily

**Where:** Parc de la Villette

**Cost:** Park free; charge for museums and attractions

**Opening Hours:** Daily 24 hours



#### Musée Carnavalet

In the heart of the Marais, by the Place des Vosges, is the intriguing Musée Carnavalet, keeper of Paris' memories. The museum is actually two buildings, the Hôtel Carnavalet and the Hôtel Le Peletier de Saint-Fargeau, joined by a passage.

**When:** Daily; not Mon

**Where:** Musée Carnavalet

**Cost:** Museum free

Various rates for exhibitions

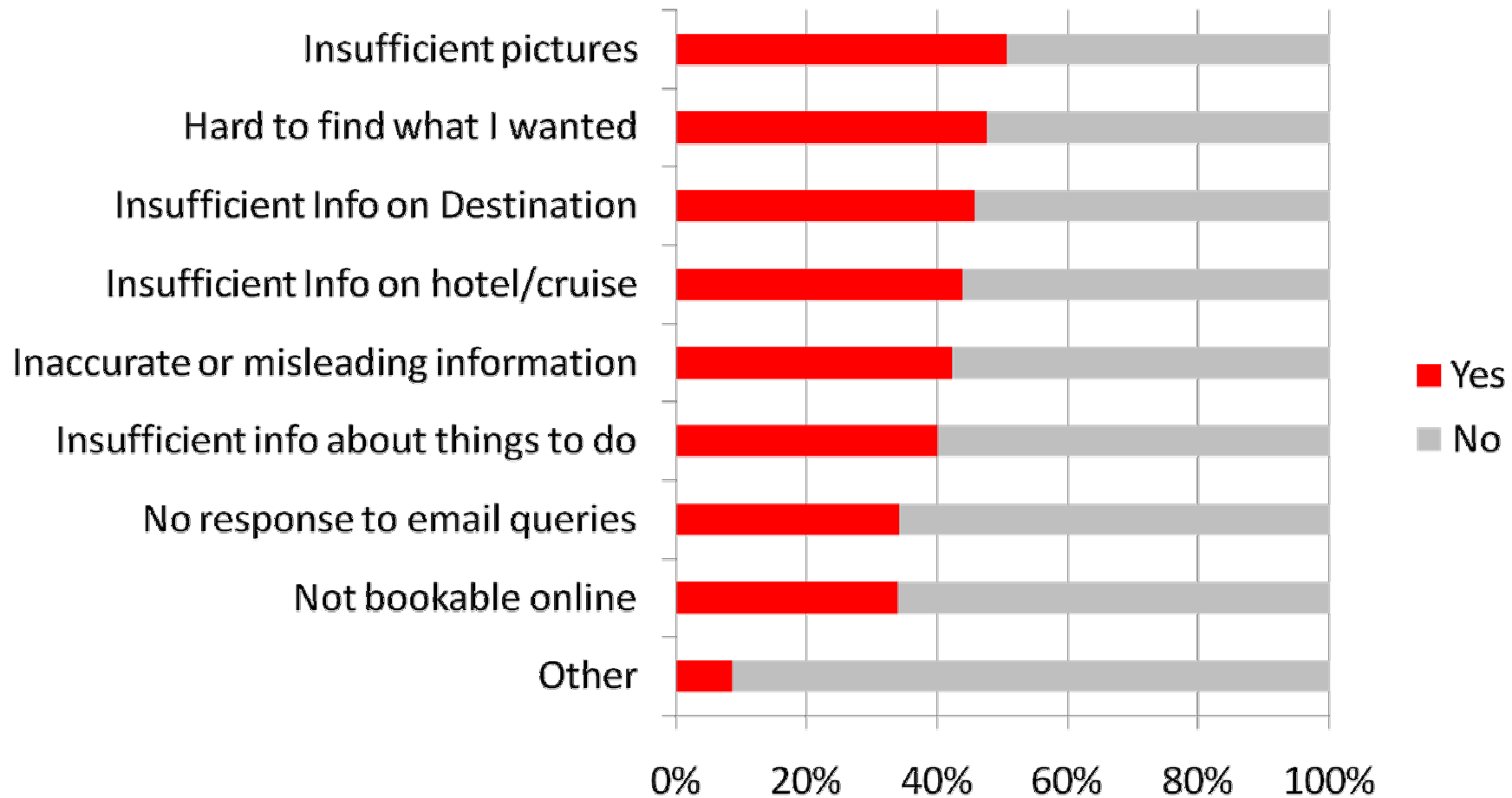
**Opening Hours:** Tue-Sun 10am-6pm



## Content in your hand



## Consumers bad user experiences



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**Thank You**

Joel Brandon-Bravo

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