

Content @ TUI Travel PLC

WTM, London 10 November 2010

TUI Travel PLC at a Glance



- The world's leading international leisure travel company
- Revenues of £14 billion
- 30 million customers from 27 markets
- Over 200 products and brands
- 143 aircraft and 3,500 retail shops in Europe
- 50,000 colleagues



Driving factors for online content



1) Support your business objectives

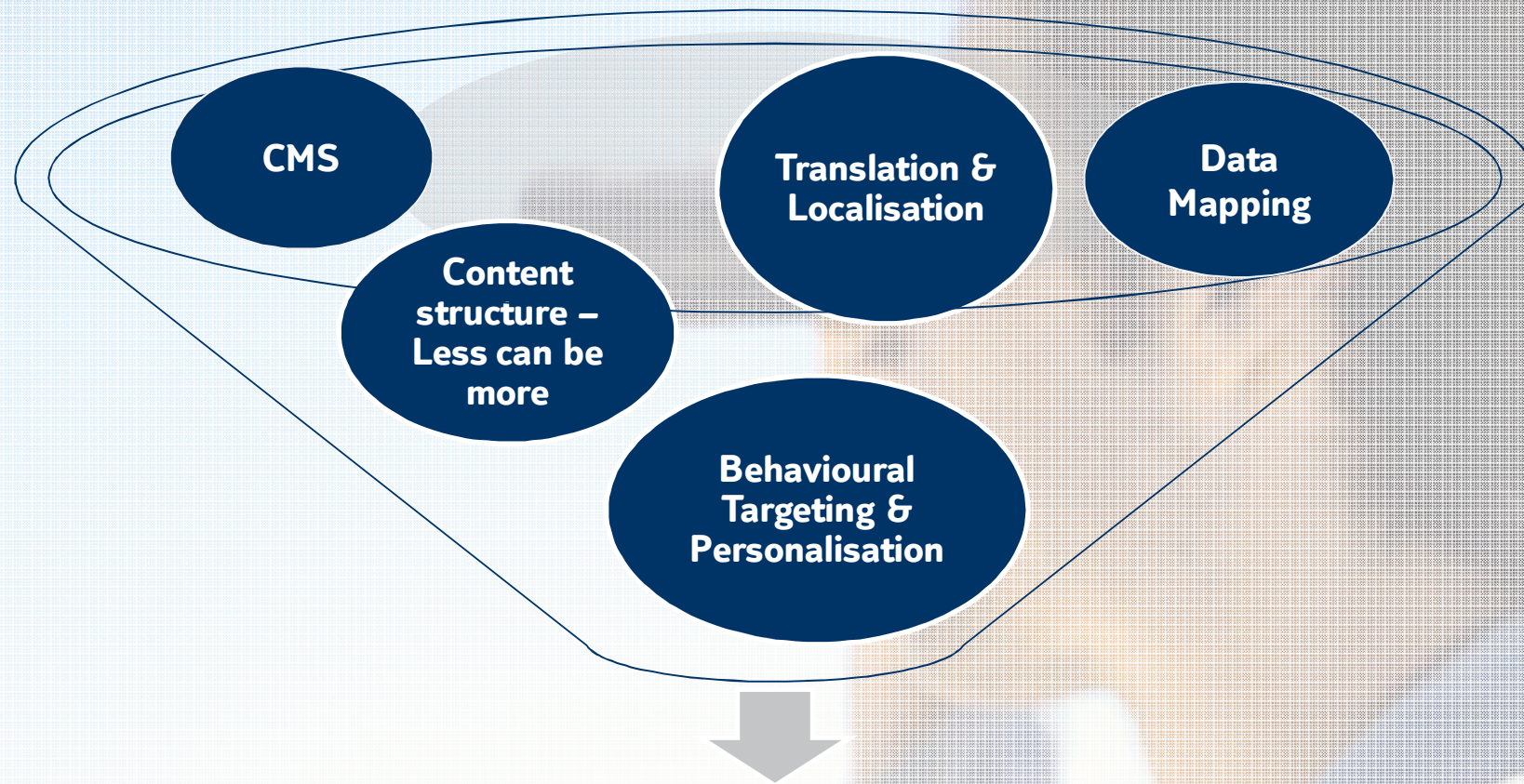
2) Support a user in completing a task
- will they find what they are looking for??



Approach to content



Considerations when managing content



Examples from TUI Travel PLC



Interaction - Video Content



Effect of video on booking funnel



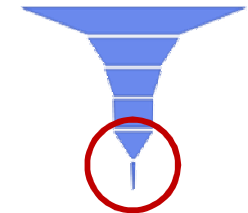
hotel Parador de La Palma ★★★★★

Spanje - Canarische Eilanden | La Palma | Breña Baja

Dit hotel is ideaal voor een ouder publiek en koppels. Het ligt op een heuvel, op wandelafstand van San Antonio, en biedt een indrukwekkend zicht op de zee en de bergen. De typisch Canarische bouwstijl waarbij hoofdzakelijk hout en natuursteen ...



No video was seen during visit:
Narrow funnel



ClubHotel Riu Buena Vista ★★★★★

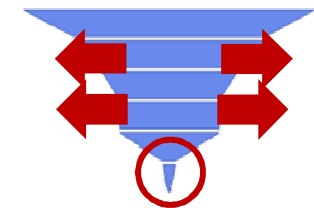
Spanje - Canarische Eilanden | Tenerife | Playa Paraiso

Uw beste keuze voor een ontspannen en geanimeerde vakantie

Riu Buena Vista is ideaal voor gezinnen met kinderen die houden van een geanimeerde en zorgeloze vakantie. Zowel overdag als 's avonds heeft het animatieteam tal van activiteiten ...



Video was seen during visit: Funnel is wider,
higher conversion



The booking funnel becomes wider: **More visitors go further** after having seen video
More visitors book after seeing the hotel video: **200% increase in online conversion**

Interaction - Industry Leader in Video



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where can life take you?

The best deals every week
Direct to your inbox



VIDEO TRAVEL DEALS
FREE Subscription

Email Address [Sign Up](#)



KLICK



Video

SkiPixS Europe

7 - Standard

WETTER

HÖHENPROFIL

Hier könnte Ihre Werbung stehen!

Check out your
hotel
in Paris



on video

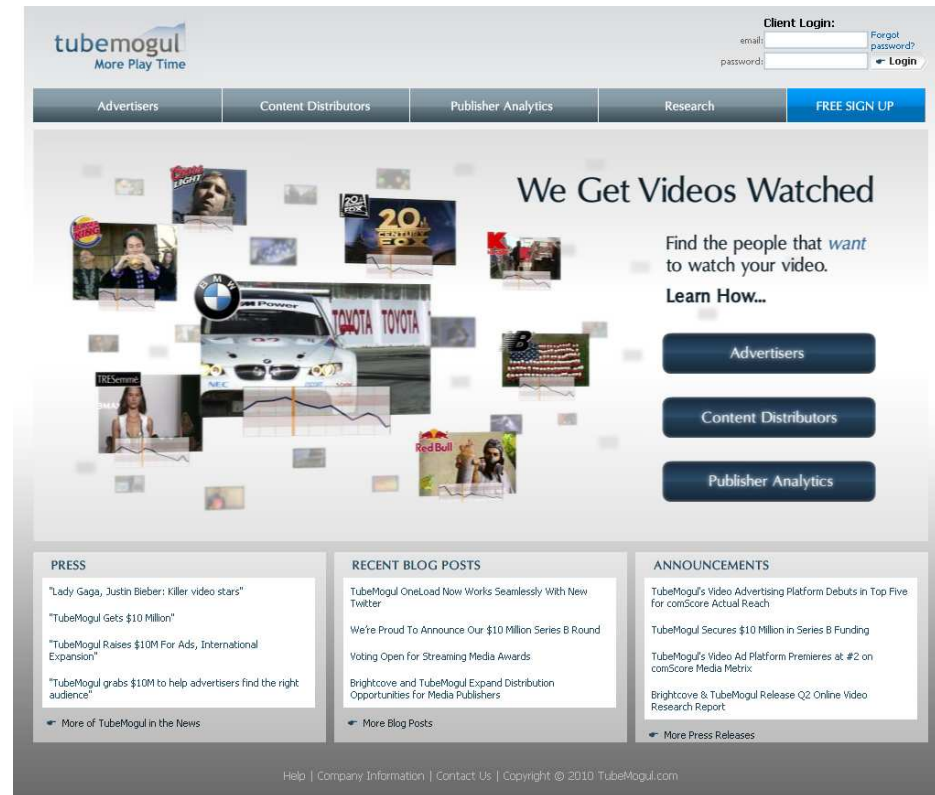
TV trip



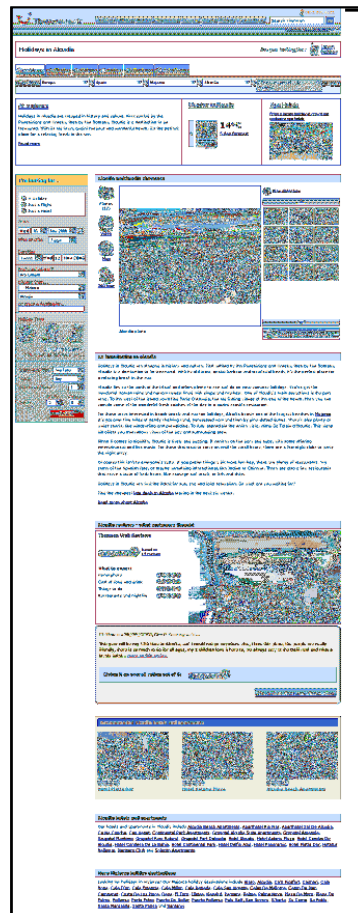
Interaction – Check out Tubemogul



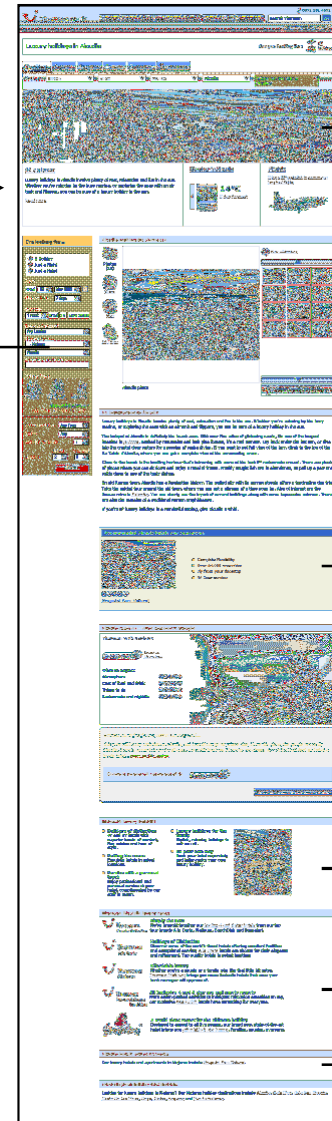
- Free service that provides a single point for **deploying videos to the top video and social networking sites**
- OneLoad distribution is accompanied by powerful **analytics showing you who, what and where your videos are being viewed.**
- Real-time viewership, audience engagement, geographic tracking, stream quality and much more for your videos.



SEO & Relevancy - Tailoring for Google Searches



Alcudia copy specific to Luxury



Alcudia Luxury page

More inspirational imagery

Alcudia copy specific to Luxury

Only Luxury hotels (4T-5T) recommended

Thomson Luxury benefits

Thomson Luxury range

Quick links to LUXURY Alcudia hotels and LUXURY Majorca destinations

Alcudia generic page

SEO & Relevancy - Tailoring for Google Searches



Alcudia Luxury Copy

An introduction to Alcudia

Luxury holidays in Alcudia involve plenty of rest, relaxation and fun in the sun. Whether you're relaxing by the busy marina, or exploring the seas with an air tank and flippers, you can be sure of a luxury holiday in the sun.

The hotspot of Alcudia is definitely the beach area. With over five miles of glistening sands, it's one of the longest beaches in [Majorca](#). Backed by mountains and lush pine forests, it's a real stunner. Lay back under the hot sun, or dive into the crystal clear waters for a session of scuba diving. If you want to get full view of the bay, climb to the top of the Sa Talaia d'Alcudia, where you can get a complete view of the surrounding areas.

Close to the beach is the bustling harbour that's brimming with some of the best 5* restaurants around. There are plenty of places where you can sit down and enjoy a meal al fresco. Freshly caught fish are in abundance, so pull up a pew and settle down to one of the tasty dishes.

An old Roman town, Alcudia has a fascinating history. The walled city with its narrow streets offers a fascinating day trip. Take the guided tour around the old town, where you can get a glimpse of a time gone by. Also of interest are the Roman ruins in [Pollentia](#). You can clearly see the layout of several buildings along with some impressive columns. There are also the remains of a traditional Roman amphitheatre.

If you're 5* luxury holidays in a wonderful setting, give Alcudia a whirl.

Alcudia Generic Copy

An introduction to Alcudia

Holidays in Alcudia are steeped in history and culture. First settled by the Phoenicians and Greeks, then by the Romans, Alcudia is a destination to be treasured. With its old town, quaint harbour and wonderful beach, it's the perfect place for a relaxing break in the sun.

Alcudia lies on the north of the island and offers plenty to see and do on your summer holidays. You've got the wonderful Roman ruins and narrow streets lined with shops and markets. One of Alcudia's main attractions is the port area. To the west of the island you'll find Porte D'Alcudia, the old fishing village at the end of the beach. Here you can sample some of the wonderful fresh catches of the day in a quaint seaside restaurant.

SEO & Relevancy - Tailoring for Google Searches



Recommended Luxury Alcudia Hotels

Recommended Alcudia hotels and apartments



TTTTT
[Grupotel Parc Natural](#)

- Complete Flexibility
- Over 24,000 properties
- Fly from your doorstep
- 24 Hour service

Recommended Generic Alcudia Hotels

Recommended Alcudia hotels and apartments



TTTT
[Hotel Platia Dor](#)



TTTT
[Hotel Astoria Playa](#)



TTTT
[Alcudia Beach Apartments](#)

SEO & Relevancy - Tailoring for Google Searches



New Content - Thomson Luxury Benefits and Range

Thomson luxury benefits

- Holidays of distinction**
4T and 5T hotels with superior levels of comfort, fine cuisine and tons of style.
- Setting the scene**
Exquisite hotels in select locations.
- Service with a personal touch**
Enjoy professional and personal service at your hotel, complimented by our staff in resort.
- Luxury holidays for the family**
Stylish, relaxing holidays to suit you all.
- Go your own way**
Book your hotel separately and tailor-make your own luxury holiday.



Thomson lifestyle luxury range



Simply the Best

We've brought together our [leading 4 and 5 star hotels](#) from our top four brands A la Carte, Platinum, BeachClub and Sensori.



Holidays of Distinction

Discover some of the world's finest hotels offering excellent facilities and exceptional service; [A la Carte](#) hotels are chosen for their elegance and refinement. Top quality hotels in select locations



Affordable luxury

Whether you're a couple or a family who like that little bit extra, [Thomson Platinum](#) brings you some fantastic hotels that even your bank manager will approve of.



All Inclusive 4 and 5 star spa and sports resorts

From action-packed activities to indulgent relaxation amenities on tap, our exclusive [BeachClub](#) hotels have something for everyone.



A world class resort for the ultimate holiday

Designed to appeal to all five senses, our brand new, state-of-the-art hotel brings you [affordable 5 star luxury](#). Families, couples, everyone.

SEO & Relevancy - Tailoring for Google Searches



Quick links to LUXURY Alcudia hotels and LUXURY Majorca Destinations



Alcudia hotels and apartments

Our luxury hotels and apartments in Majorca include [Grupotel Parc Natural](#).

More Majorca holiday destinations

Looking for luxury holidays in Majorca? Our Majorca holiday destinations include [Alcudia](#), [Cala D'or](#), [Cala San Vicente](#), [Costa De Los Pinos](#), [Deva](#), [Illetes](#), [Paquera](#) and [Puerto Pollensa](#).

Quick links to ALL Alcudia hotels and ALL Majorca Destinations

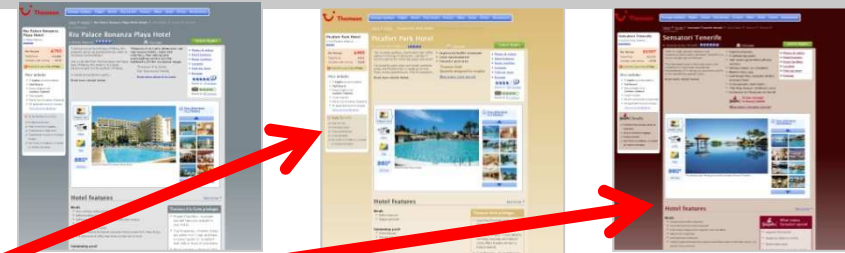
Alcudia hotels and apartments

Our hotels and apartments in Alcudia include [Alcudia Beach Apartments](#), [Aparthotel Rio Mar](#), [Aparthotel Sol De Alcudia](#), [Ca Na Concha](#), [Can Xenet](#), [Continental Park Apartments](#), [Grupotel Alcudia Suite Apartments](#), [Grupotel Amapola](#), [Grupotel Maritimo](#), [Grupotel Parc Natural](#), [Grupotel Port Dalcudia](#), [Hotel Alcudia](#), [Hotel Astoria Playa](#), [Hotel Condes De Alcudia](#), [Hotel Condesa De La Bahia](#), [Hotel Continental Park](#), [Hotel Delfin Azul](#), [Hotel Panoramio](#), [Hotel Platja Dor](#), [Hotetur Bellevue](#), [Mariners Club](#) and [Solecito Apartments](#).

More Majorca holiday destinations

Looking for holidays in Majorca? Our Majorca holiday destinations include [Alaro](#), [Alcudia](#), [Ca'n Picafort](#), [Caimari](#), [Cala Bona](#), [Cala D'or](#), [Cala Estancia](#), [Cala Millor](#), [Cala Ratiada](#), [Cala San Vicente](#), [Calas De Mallorca](#), [Camp De Mar](#), [Campanet](#), [Costa De Los Pinos](#), [Deva](#), [El Toro](#), [Illetes](#), [Maqaluf](#), [Paquera](#), [Palma](#), [Palma Nova](#), [Playa De Muro](#), [Playa De Palma](#), [Pollensa](#), [Porto Petro](#), [Puerto De Soller](#), [Puerto Pollensa](#), [Pula Golf](#), [Son Severa](#), [S'horta](#), [Sa Coma](#), [Sa Pobla](#), [Santa Margalida](#), [Santa Ponsa](#) and [Santanyi](#).

Information - Product Differentiation



4. Iberostar Grand Hotel El Mirador

in Costa Adeje, Tenerife **★★★★★**



✓ Exclusively for adults
✓ For adults only

- On the beach
- A la carte dining
- Amenities nearby

[Add to shortlist](#)

Thomson A la Carte
Our top luxury hotels

Per person £1809
Total price **£3,618**
Includes web saving **-£334**

Sat 18 Dec 10, 10 nights
[London Gatwick flights](#)
Junior suite for 3
[Bed and Breakfast](#)
✓ Taxi transfer included

Also available:
Half Board £2109

[More details](#)

5. Guayarmina Princess Hotel

in Costa Adeje, Tenerife **★★★★**



Hurry, only 3 rooms left

- Impressive pool areas
- On the seafont
- Fantastic entertainment

Thomson Platinum
Affordable luxury

Per person £991
Total price **£1,982**
Includes web saving **-£210**

Sat 18 Dec 10, 10 nights
[London Gatwick flights](#)
Twin room class 3

[TripAdvisor reviews](#)

Hipotel Aparthotel Coma Gran

In Sa Coma, Majorca **★★★★**

Per Person £488
Total Price **£976**
Includes web saving **-£94**
Deposit to pay today **£75pp**

Price includes

- ✓ 7 nights' accommodation
- ✓ Self Catering
- ✓ Return flights from London Stansted
- ✓ Coach transfer
- ✓ World Care Donation (Optional)
- ✓ All applicable taxes & charges


[View price breakdown](#)

Benefits

- ✓ Kidzone for 3-12s - Summer 2010 only
- ✓ Thomson kid's club - Summer 2011
- ✓ Family entertainment programme
- ✓ Crèche
- ✓ Swimming lessons
- ✓ Stage Academy
- ✓ Football Academy
- ✓ Grid - for teens
- ✓ FamilyClub programme runs May-Oct

Read more details below

Photos (16)



Play Slideshow (16 Photos)

Apartment features

Meals

- Buffet breakfast and evening meals for guests on half board
- Show cooking
- Guests on self-catering can use the restaurants

Swimming pool

- Swimming pool
- Pool towels

Entertainment

- Babyzone
- Stage Academy
- Football Academy
- Kids' entertainer
- Swimming lessons
- Family-themed bedrooms
- Crèche

Reviews
Based on 172 reviews
★★★★★
Based on 107 reviews

Relevancy - Pre-departure Strategy

"My Thomson"



"We want more information about our holiday"

They're going elsewhere for information like the best things to do in resort etc

What customers told us...

"The holiday only feels 'real' once we've paid the balance or got our tickets"

Missed opportunity to keep them engaged from booking to departure.



"We welcome reminders about relevant things we may have forgotten."

Outbound telemarketing convert 25% of all calls to a sale.

"No travel company is doing anything different."

Real opportunity to differentiate by filling a need that no-one else can.



MyThomson

All you need to know about your holiday in the Dominican Republic, in one place!

My Homepage

Barcelona Talanquera
Resort
Dominican Republic
Resort team

Holiday booking
details

My booking details
Manage my booking

My holiday checklist

Holiday checklist
application

Only 42 days until you're here!

Mr James Ettington's Dominican Republic holiday

Contents | Log-out

Photos

Video

Map

Booking info

Barcelona Talanquera Ettington Resort

12/10/2009

2009 / 238182

Today in the
Dominican Republic



26°C

Scattered Cl
5 day foreca

Weather in
resort

Personalised and
dynamic adverts for
holiday extras

Rotating excursion
adverts

What to see in the
Dominican republic

Saona Island Catamaran Cru
£60.00 per adult



Sitting slap bang on
cashmere-soft sands of
Villas del Mar Beach,
the Talanquera is a
true Caribbean... more

Eating out Shopping Nightlife
See top 10 things to do

Relevancy - "My Site" performance so far



- **Over 60% of online customers have accessed their MyThomson and My First Choice**
 - 90% said it made them more excited about their holiday
 - 86% said they found the personalised extras useful
 - 82% said it would make them more likely to re-book with TUI
- **Very successful in generating ancillary revenue**
- **Next step: Rollout for Offline**



Other trends...

- Customers use it more often the more they paid for their holiday.
- Customers use it more often the closer they get to their holiday departure date.

Localisation & Social Engagement – Trek America Live



Five weeks prior to a Trek's departure, all customers on that particular trip are invited to join a dedicated group on **Trek America Live** for that trip

- **enabling them to get to know each other** before they travel
- **friends and family** can view each day of the trek
- map **automatically pinpoints the trekker's position** depending on day of the trek
- **photos and videos are tagged by destination and specific tour.** Clicking the flags on the map will display photos from all trekkers that were on that particular trek in that location

Localisation & Social Engagement – Trek America Live




- When a customer has signed up to Trek America Live with **Facebook Connect** the system automatically updates the user's status on Facebook when they are on the trip.


- A link back to Trek America is included in each post so the customer's friends can see more content posted by the customer.

News Feed Top News · Most Recent

What's on your mind?




Andrew Oakley arrived at San Francisco today on day 7 of their Trek America Trip.




[View Andrew's profile on Trek America Live](#)
Andrew is currently on day 7 of Trek America's "Western Wonder - 7days from Los Angeles" tour.

on Tuesday via Trek America Live · [Comment](#) · [Like](#)




Andrew Oakley arrived at Yosemite National Park today on day 5 of their Trek America Trip.




[View Andrew's profile on Trek America Live](#)
Andrew is currently on day 5 of Trek America's "Western Wonder - 7days from Los Angeles" tour.

on Sunday via Trek America Live · [Comment](#) · [Like](#)




Andrew Oakley arrived at Las Vegas today on day 3 of their Trek America Trip.




[View Andrew's profile on Trek America Live](#)
Andrew is currently on day 3 of Trek America's "Western Wonder - 7days from Los Angeles" tour.

last Friday via Trek America Live · [Comment](#) · [Like](#)



Andrew Oakley arrived at Grand Canyon National Park today on day 2 of their Trek America Trip.



[View Andrew's profile on Trek America Live](#)
Andrew is currently on day 2 of Trek America's "Western Wonder - 7days from Los Angeles" tour.

about a week ago via Trek America Live · [Comment](#) · [Like](#)

Localisation & Social Engagement – Trek America Live



Registrations

- Launched mid-August
- 1000+ registrations
- 2000+ images uploaded
- 80+ blogs
- 430+ forum posts

Usage

- 11,000+ monthly unique visitors
- 157,000+ page views
- 5,500+ clicks to user profiles from Facebook
- 1,300+ clicks to Trek America

Commercials

- ££ tracked to Trek America prospect sign-ups who have converted

Home | Login | Register | Contact Us | Trek Points | Help | You are not logged in

Search Trek America

home | about trek live | our treks | destinations | live forum | my profile | visit trekamerica.com

TREK AMERICA LIVE

Welcome to TrekAmerica Live, the site that lets you experience what travelling with TrekAmerica is really like.

Since 1972, we've been bringing together small groups of explorers from around the world and are proud to be recognized as leaders in adventure travel throughout the America's.

But don't just take our word for it - check out what our travellers have to say. With new photos, videos and blogs updated daily you'll get a true picture of what life is like on the road. Simply register with TrekAmerica Live and discover the real America today!

Not got an account? It's FREE and can be linked with your Facebook account.

Username

Password

Remember Me ☐

Forgot Password?

Trekking Photos

New Orleans by William Camp

Yosemite National Park by Michael

New Orleans by William Camp

Grand Canyon National Park by Catherine Alberta

Yosemite National Park by William Camp

Trekking Videos

Partying in the Street during the Election Results by Daniel Ashcroft

Las Vegas by TrekAmerica Admin

Zion National Park by Richard Penna

Monument Valley by Richard Penna

San Francisco by TrekAmerica Admin

FORUMS

leaving NY on 18th August: WHO IS IN THIS TOUR??

by Lela in Coast Country B.C. from New York (2010) 08/08/2010

HELLO EVERYBODY!! I READ ...

Who is joining?

by Bette in Western (2010) 08/08/2010

Hey out there, anybody on ...

Anyone else on this trek?

by Monday in Southern Sun from New ...

FEATURED TREKKERS

RobSandbach Coast to Coast South

Chrisps Mountie

BLOGS

Almost time to depart :)

by Lela in Coast Country B.C. from New York (2010) 08/08/2010

I am super excited to be ...

A month to go

by Lela in Coast Country B.C. from New York (2010) 08/08/2010

I'm not actually in Whist ...

Niagara Falls

by Emma in Western (2010) 08/08/2010

Early start from New Jers ...

TREKS

Americana Road Trip

28 days from New York Area

California Christmas Vegas New Year

9 days from San Francisco

Order a copy of TrekAmerica's new brochure now >>

Check out TrekAmerica's new website >>

home | about trek live | our treks | destinations | live forum | my profile | visit trekamerica.com

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Disclaimer: All map locations and routes are for display purposes only and do not accurately represent a published tour.

Privacy | Terms & Conditions

Rich in editorial & user generated content - Exodus



- Total Community Members: >30k
- User submitted videos: 61
- User submitted photos: 15k
- Forum Topics: 4k
- Trip Reviews: 3,5k

Leanne Chapman
Inca Trail 11 Nov 09
Anyone else on this trip??
September 23, 2009 at 10:34am · Participate

Angus Taylor
EBC in October
Hi there, wondering if anyone is headed to the Khumbu in October
August 28, 2009 at 12:15am · Participate

Jane Mansfield Was Lawrence anyone going to sri lanka soon, we're going nov. any info greatly rec'd
August 22, 2009 at 3:46pm · Flag



Piers Newland

FITZROY & PAINE



Written April 2008

A fantastic destination. Beautiful. You are in for a treat.

[Hide full review](#)

What was the most inspirational moment of your trip?

Crossing the Paso del Viento and seeing part of the southern ice sheet for the first time, stretching out into the distance. We all had open-mouthed smiles as its vastness sank in.

Dawn at Lago Toro, standing alone as the sky assumed a perfect azure and golden clouds were stirred by mountain winds. You forget just how wonderful the colour of the sky is until you get moments like that.

Mount Fitzroy glowing in the predawn with Venus and Mercury bright above the mountains opposite.

EXODUS VIDEOS



User Photos

Fitzroy & Paine Nov 08



Professional Photos

EXODUS IMAGES



Mobile – Reuse of Existing Content



- Expert Chat: Live chat with Exodus employee
- Search and view functions with innovative UI
- News, offers, lates
- "Reset Your Compass:" Suggest random trip
- Top 10: List of expert selected trips
- Competition: Participate in current lottery
- Review: User reviews of trips
- Departure Lounge: Community and forum
- Gallery: Pro and user photos
- Share: Real integration with mobile twitter and facebook
- My Trip: Schedule



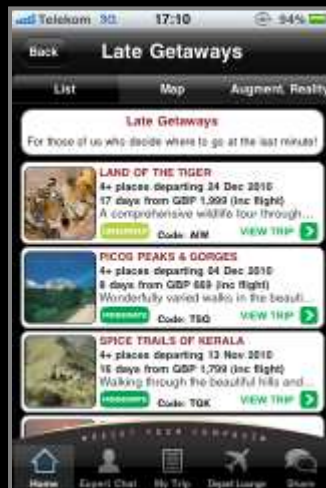
Mobile – Reuse of Existing Content



Innovative, comfortable search



Rich content in results



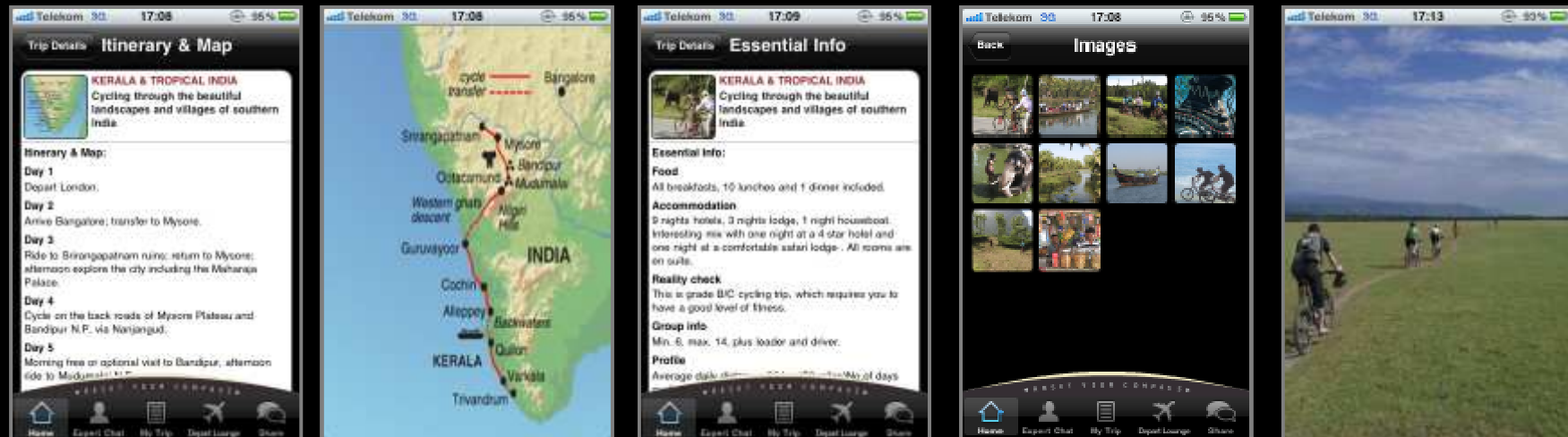
... including
Augmented Reality:
Wouldn't you rather be here?



Mobile – Reuse of Existing Content



Rich, descriptive product content



... with YouTube integration ...



... and user & pro reviews.



Mobile – Reuse of Existing Content



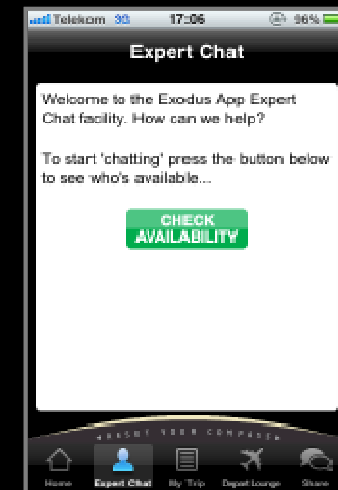
Real integration with mobile twitter and facebook!



Mobile forum



Mobile chat with expert



In a Nutshell or two



Keep it Simple!



1

Support your business objective

2

Support a user in completing a task
Will they find what they are looking for??

The background of the slide is a photograph of a wooden deck made of light-colored planks. A seagull is standing on the deck, facing away from the camera. The image has a halftone or dithered texture.

Our Vision: " Making Travel Experiences Special"

Thank you for your attention

Sandra Leonhard
Sandra.leonhard@tuitravel.com