

Frommer's® Unlimited

One source. Endless possibilities.

Frommers.biz



**Rich engaging content, that builds trust
and drives conversion**

Frommer's Unlimited

Frommer's:

One of the most trusted names in travel publishing for over 50 years

Unlimited:

A one-stop, full-service travel content and delivery platform, specifically designed to help travel companies attract new prospects and convert them to high-value customers



Service menu

- ➔ Content consultancy
- ➔ Custom destination & thematic content
- ➔ Rich imagery including Slideshow products
- ➔ Hotel property description services
- ➔ Off-the-shelf destination guides & points of interest
- ➔ Global events database
- ➔ Hosted private label websites or XML API feeds
- ➔ Mobile application development
- ➔ Localisation services
- ➔ SEO consultancy
- ➔ Social media services
- ➔ Custom publishing

Partner to World Leading Brands

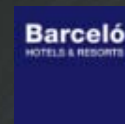
Airlines



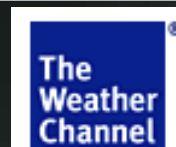
OTAs & Metasearch



Hotels



And many more



Rich Content



Mexico's Carlos Slim - \$63Billion

Imagery

82% of users expect images of the destination when planning (1)

79% of users expect an image of their accommodation when booking (1)

69% of 18-34 year olds will post travel photos (1)

Imagery

The right delivery for each stage of the booking cycle.

Slideshows and galleries for inspiration.

Points of interest images for the local detail.



Rome

Case study – Frommers.com

Objective

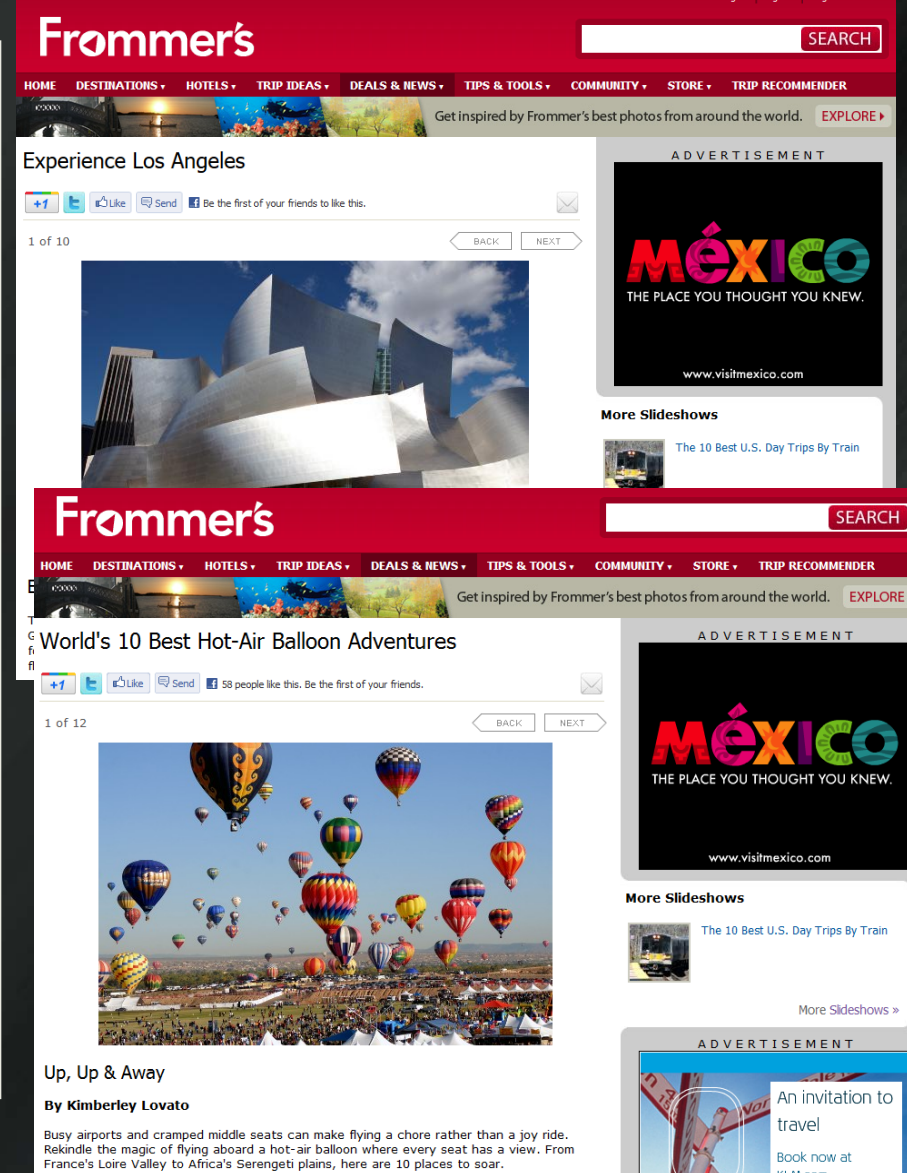
- ➔ Provide travellers with inspirational content that will increase their time onsite
- ➔ Engage customers at the beginning of their travel planning process (within Frommers.com and FB)
- ➔ Win new organic search traffic and grow page views per visit

Strategy

- ➔ Develop a range of destination and thematic slideshows
- ➔ Ensure each slideshow tells a story by fusing imagery and narrative
- ➔ Create timely content to capture seasonal trends and timely events

Results

- ➔ Over 20% increase in page views per visit
- ➔ Best performing slideshow drove over 180k PVs in one month
- ➔ Average visit duration of 8.25 minutes



Narrative

The destination is alive is your content?

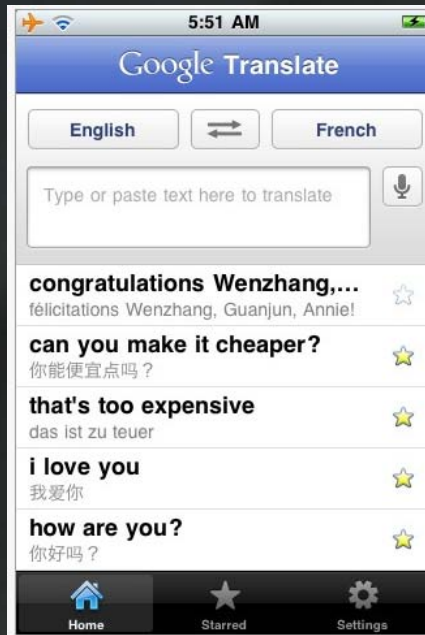
Provide insider knowledge not just the blockbuster attractions.

Seasonal content to capture all the aspects of a destination.

Timely content to provide a fresh perspective – linked to your offers.

Audio

Voice recognition is going mainstream.



Audio to glue your experiences together.

Location based commentary provides information on the go.

Video

Source: 1: Experian Hitwise UK Data - Oct 2011

86% Internet pop visit a video website at least once a month. ⁽¹⁾

YouTube equates to **70%** of all video visits in the UK. ⁽¹⁾

Average session time on YouTube **20** minutes. ⁽¹⁾

36% growth in visits YoY to online video websites. ⁽¹⁾

By 2015 video will be **90%** of internet traffic.

Metadata

Katz's Delicatessen Review

Open late

Founded in 1888, this brightly lit place is suitably Noo Yawk, with dill pickles, Dr. Brown's cream soda, and old-world attitude to spare. Take the ticket they give you when you come in and either head for the cafeteria-style line, or seat yourself in the "waiter service" area. But one word of caution: Katz's has become a serious tourist destination, so if you see a big tour bus parked in front, you might be in for a long wait. (And remember to tip your carver, who gives you a plate with a sample of the succulent pastrami or corned beef as he prepares your sandwich!)

Top 10 Deli's

Salami

New York

Best Hot
Dog

Subway F

Waiter
service

Lower East
Side

Cafe

Best
Sandwich

One day
walking tour

Lower East
Side
Experiences

Take-away

2nd Avenue



Mapping

We now geo-code everything...

Two ways to find your product via search or mapping applications.



Mapping

Accuracy is everything.

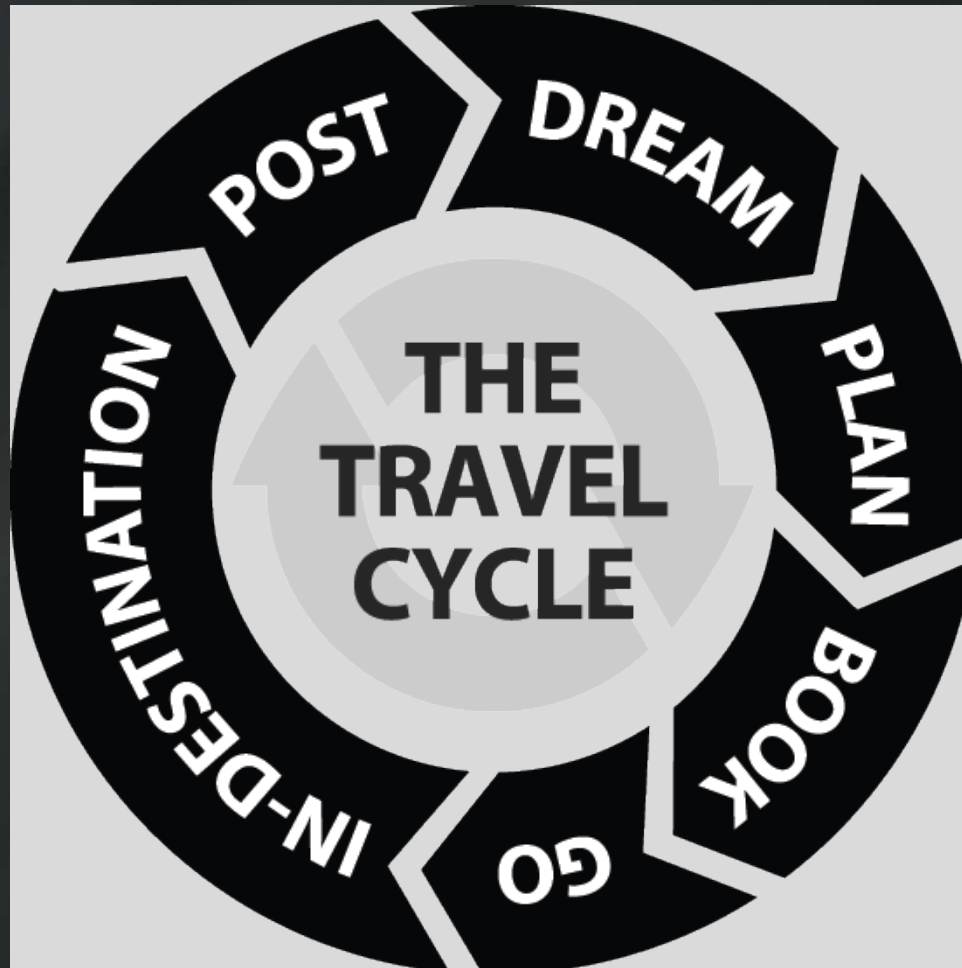
Geo-code your product, images, video. Everything.....

Build rich local experiences using your content and product.

Engaging Content



The right content at the right time



Tone of Voice

Content should be an extension of your Welcome!

Develop a language based on your consumers experience of the product.

For hotels create glossaries of hotel hardware and brand USPs.

Set phrases and unique tone of voice to deliver consistency and style.

Structure

Q. What are the user stories the content needs to answer?

Q. Which information is most relevant to your audience(s)?

Don't interfere with the booking path.

Re-order content based on its importance to each audience.

Allow communication between relevant content and product.

Hotels.com – Structure to aid conversion

Objective

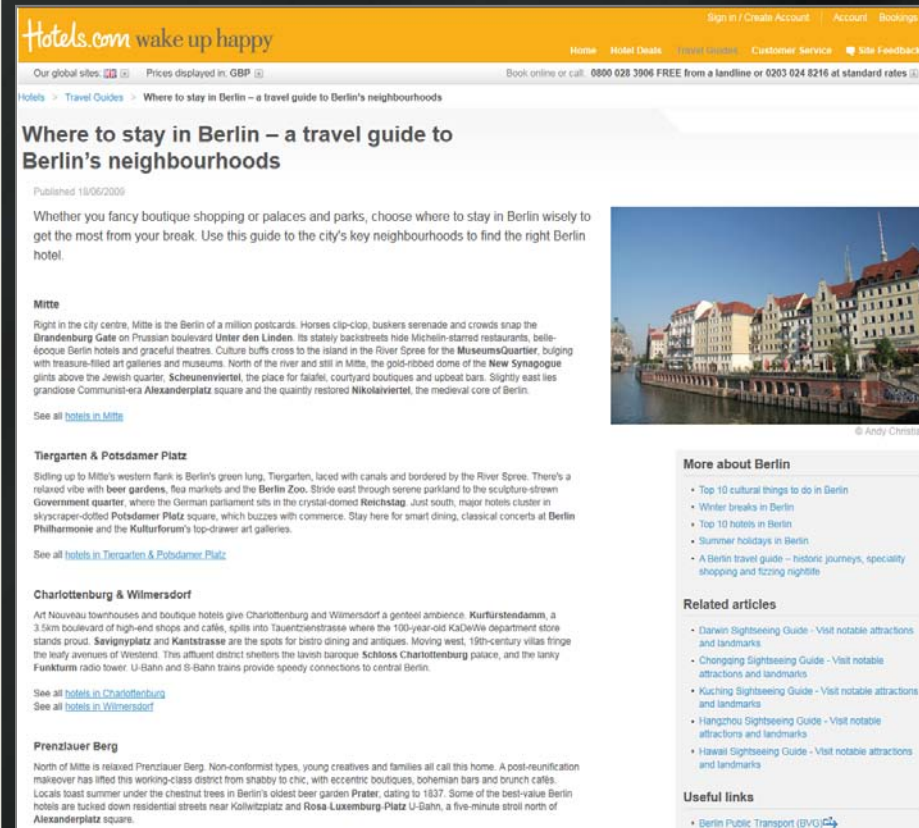
- ➔ To present Hotels.com as an authority on their destinations in key markets
- ➔ Increase conversion to book and build long-term brand loyalty
- ➔ Win new organic search traffic

Strategy

- ➔ To devise a network of relevant multi-lingual articles
- ➔ To develop an intuitive content taxonomy and article structure to ensure deep and relevant links to the product
- ➔ To define the hotels.com tone of voice and brand through the creation of high-quality unique content

Results

- ➔ 'Top 10 Paris Food & Drink' #1 Google.co.uk
- ➔ 'Where to Stay in Berlin' #1 Google.co.uk
- ➔ 'Top 10 Valentines Destinations' #1 Google.co.uk
- ➔ Substantial increases in basket size



Hotel Property Descriptions



Plaza Abu Dhabi Yas Island hotel, located in the UAE's electrifying sports and entertainment hub.

Leave your car with our complimentary valet and enter the vibrant Lobby at Crowne Plaza Abu Dhabi Yas Island, with its deep blue, turquoise and gold design. Relax in the lavish spherical booths hanging from the high ceiling or visit Vino bar for a celebratory glass of champagne. A vista of verdant mangroves stretches out from our 24-hour Lobby lounge, or you can head to your room or Suite for a soothing rest in our luxury bedding.

Crowne Plaza Abu Dhabi Yas Island is next to Yas Links golf course and minutes' walk to both Yas Marina Circuit, home of the Abu Dhabi Grand Prix, and Ferrari World. You're 10 minutes' drive from Abu Dhabi International Airport, while our complimentary shuttle wings you to city-centre souks and shopping malls in 20 minutes.

With 10 meeting rooms and a wealth of dining options, our hotel is primed for business and banquets. The Kids' Club will entertain the children while you energise in our Fitness Centre or squash court. Swim up to Sundowner bar for a cocktail in our pool as the sun sinks into the Gulf.

Your Concierge can book tickets for Abu Dhabi National Exhibition Centre's year-round events calendar. Join us for gourmet dining during the Grand Prix and be sure to treat Crowne Plaza Abu Dhabi Yas Island as your second home.

Why book?

Opening paragraph generates excitement and encourage booking

Brand promise

Emphasis on the brand experience. Welcomes the guest into the hotel

Location

The key things that your guest can do in the local area

In the hotel

Describes the hotels best assets: swimming pools, fitness centres, restaurants etc.

Call to action

Final paragraph ties the hotel with an attraction and persuades the customer to book

Rich & Engaging content drives

- 1. Trust in your brand**
- 2. A consistent message**
- 3. Differentiation**
- 4. Higher Conversion**
- 5. Increased basket size and ancillary sales**

Plans for digital content spend in 2012

	Increasing	Remaining the Same	Decreasing
Search Engine Optimisation	53%	33%	3%
Content - Custom Development	52%	36%	2%
Content - Destination Info	47%	34%	3%
Content - User Generated	47%	36%	2%
Video	46%	32%	1%
Blogs	43%	37%	2%
Image Galleries/Slideshows	41%	42%	2%
Content - Product/Property Descriptions	40%	42%	2%
Translations	33%	41%	3%
Maps	29%	52%	3%
Events Info	28%	47%	3%

Frommer's Unlimited 2011 Digital Marketing & Content Survey – Full report in 2 weeks at www.frommers.biz (Research & Presentations)

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Thank You

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Full survey in 2 weeks at

<http://www.frommers.biz/service/documents/research-reports>