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
- **D**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

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Partner to World Leading Brands

Airlines



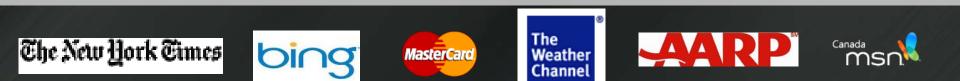
OTAs & Metasearch



Hotels



And many more





Rich Content



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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)

Source: 1: Frommer's Unlimited – Digital Media & User Experience survey May 2011



Imagery

cycle.

The right delivery for each stage of the booking

Slideshows and galleries for inspiration.

Points of interest images for the local detail.

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Book now at

Case study – Frommers.com

Objective

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Provide travellers with inspirational content that will increase their time onsite

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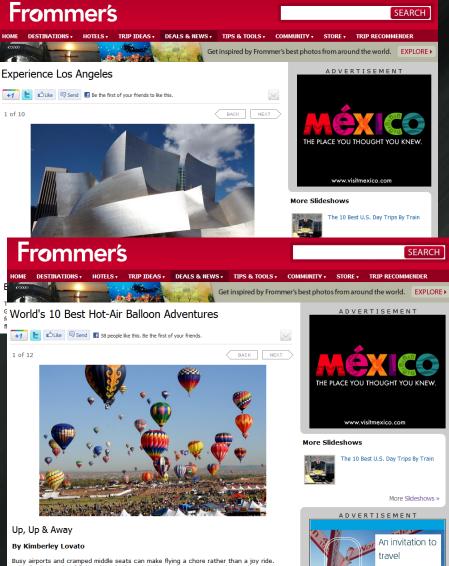
- Engage customers at the beginning of their travel planning process (within Frommers.com and FB)
- Win new organic search traffic and grow page views per visit

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



Busy airports and cramped middle seats can make flying a chore rather than a joy ride. Rekindle the magic of flying aboard a hot-air balloon where every seat has a view. From France's Loire Valley to Africa's Serengeti plains, here are 10 places to soar.

Narrative

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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

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Voice recognition is going mainstream.



Audio to glue your experiences together.

Location based commentary provides information on the go.

Video

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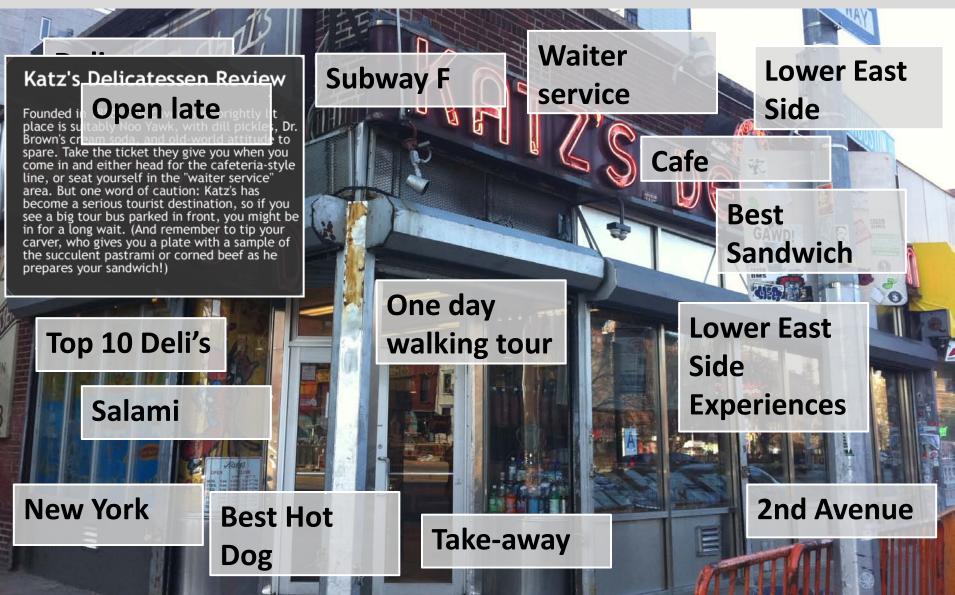
Source: 1: Experian Hitwise UK Data - Oct 2011

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

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Mapping

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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.

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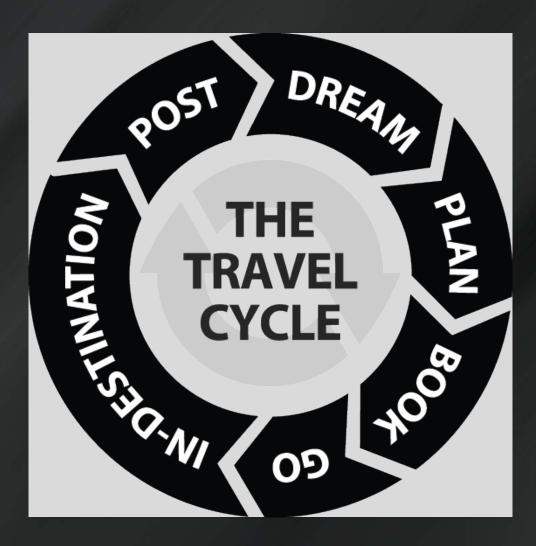
Engaging Content



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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

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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

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- Increase conversion to book and build long-term brand loyalty
- Win new organic search traffic

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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
- **D** 'Top 10 Valentines Destinations' #1 Google.co.uk
- Substantial increases in basket size

	Sign in / Creats Account Account Bookings
Hotels.com wake up happy	
Our global sites: 🟥 🕢 Prices displayed in: GBP 🗻	Book online or call. 0800 028 3906 FREE from a landline or 0203 024 8216 at standard rates 🛞
Holets > Travel Guides > Where to stay in Berlin – a travel guide to Berlin's neighbourhoods	
Where to stay in Berlin – a travel guide to Berlin's neighbourhoods	

Published 19/06/200

Whether you fancy boutique shopping or palaces and parks, choose where to stay in Berlin wisely to get the most from your break. Use this guide to the city's key neighbourhoods to find the right Berlin hotel.

Mitte

Right in the city centre, Mite is the Berlin of a million postcards. Honess clip-Cop, buckets serenade and crowds snap the Brandenburg Cate on Phusian bouchaved Uterer den Lindea. Its stately backtrees hids Michael Instatero (statumatic, beliécopus Berlin holes and graceful matters. Culture buffs cross to the island in the River Spree for the MuseumsGaartier, bolging with the saus-field and galaness and museum. North of the river and still in Michael Hose the Johnson of the New Symagogue glinita above the Jewish quarter, Schemenwiretel, the place for failed, courtyral boulques and upbeat tam. Slightly east lies grandoes Communitier an Alexanderplate square and the quarthy restore Michaelwartet, the medival core of tertin.

See all hotels in Mitte

Tiergarten & Potsdamer Platz

Setting up to Mith's western frank is Berlin's green lung. Tergraten, Lecet with canals and toodered by the River Sprue. There's a relaxed vibe with beer gardens, free markels and the Berlin Zoo. Stride east through servine parkland to the sculpture-streem Government quarter, where the Guman parliament sits in the crystal-donne Reichsag, Just south, major holes custer in alycraner-obtiod Pobdemer Plats square, which buzzes with commerce. Stay here for smart chring, classical concerts al Berlin Philammonie and the Kulturformit's buzzes with commerce. Stay here for smart chring, classical concerts al Berlin Philammonie and the Kulturformit's buzzes with commerce. Stay here for smart chring, classical concerts al Berlin Philammonie and the Kulturformit's the charger at galactiens.

See all hotels in Tiercarten & Potsdamer Platz

Charlottenburg & Wilmersdorf

An Navava townouses and bouldup hotels give Chariteterburg and Wilmensofra a panteel antibence. Ruithinsteadamm, a 3.5 m boulevand of high-end shops and cables, splits into Tauentzisenthrase where the 100-lysex-old KADeWk opartment store stinds proud. Savigripplata and Katastasse are the social for batro drining and antiques. Noving west, 10th-cettury villas froge the landy avenues of Viestenci. This attluerd attrict stretches the larve barropus Schloss Charlottenburg passe, and the larve Funkturm acids tower U-Bahn and S-Bahn trains provide speedy connections to cetral/a Beint.

See all hotels in Charlottenburg See all hotels in Wilmersdorf

are an <u>owers in witherson</u>

Prenzlauer Berg

Noth of Mitte is relaxed Prenchuse Beg. Non-conformst types, young creatives and familes ail call this home. A post-reunification makeover has lifted this working-class district from shabby to che, with eccentric bouliques, boheman bars and brunch cales. Locats total summer under the chasting these in Berlin's oldest beer gardem Prater, clastro to 1537. Some of the beet-value Berlin hotels are tacked down residential streets near Kollwitzplatz and Rosa Luxemburg-Platz U-Bann, a five-minute strol north of Alexanderplatz togame.



More about Berlin

- Top 10 cultural things to do in Berlin
- Writer breaks in Berlin
 Too 10 botels in Berlin
- Top 10 hoters in Benin
 Summer holidays in Benin
- A Bertin travel guide historic journeys, speciality shopping and fizzing nightite

Related articles

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- Chongqing Sightseeing Guide Visit notable
- attractions and landmarks

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- and landmarks
- Hangchou Sightseeing Guide Visit notable attractions and landmarks
- Hawail Sightseeing Guide Visit notable attractions
- and landmarks

Useful links

Berlin Public Transport (BVG)

Hotel Property Descriptions

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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

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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

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	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 <u>www.frommers.biz</u> (Research & Presentations)

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Thank You <u>glonghurst@wiley.com</u> +44 (0)207 770 6072

Full survey in 2 weeks at

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