



Genesys
the travel technology consultancy
www.genesys.net

Online Essentials

Paul Richer

paul.richer@genesys.net

Skype: paul.richer

Twitter: @paulricher

Genesys – The Travel Technology Consultancy

www.genesys.net

Last year

- In-depth look at social media
 - Facebook
 - Twitter
 - YouTube
- Touched on mobile
- Brief review of maximising your website's conversion capability

What's been happening since then

- Social media is working well for many travel companies
- Popularity of mobile snowballing
- Consumer power continues to increase
- Some new buzzwords
 - SoLoMo
 - Integrated marketing
 - Loyalty loop
- Your website is still where you do your selling

So Today's Topics

- The buzz
 - SoLoMo
 - Integrated marketing
 - Loyalty loop
- Addressing consumer power
- Converting visitors to customers

SoLoMo

- Social
 - Local
 - Mobile
- Acronym coined by venture capitalist John Doerr of Kleiner Perkins Caufield & Byers to sum up this convergence of 3 major powers

Hugues Aufray - Santiano (Acoustic - TV5Monde)

acoustic

611 videos

Subscribe



JCFrog

La solution existe



Hello world

Je m'appelle Jérôme Choain mais mon id sur la toile est **JCFrog**

Né en 1968, à Saint Quentin (02), ingénieur, marié, 3 enfants

Déviances connues: utopiste acharné, dictateur amateur en 1ere année de Transparence (Paris XXI), super héros du web (en formation)

video of the day



Artistes maltraités



Like

Uploaded by



Available on the App Store



contact

SoLoMo

- Social media interaction is now Martini
 - Anytime, Anyplace, Anywhere
- Smartphones are de rigueur
- Everyone feels the urge to share
 - Right here, right now.



StevenPJAR StevenAltmann-Richer



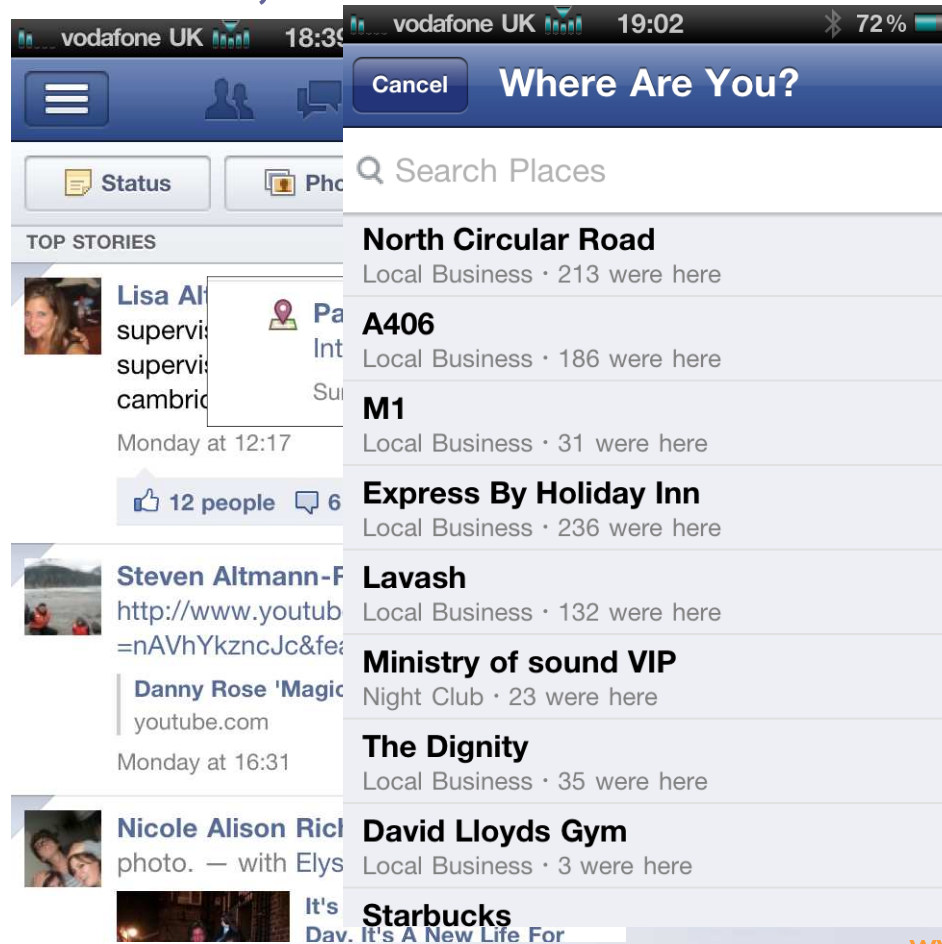
Check out the cool frog in our garden, enjoying itself in the downpour! yfrog.com/nz57ijzj

27 Oct



SoLoMo

■ Location, location, location



Google +

The image shows a composite of a desktop Google+ page and an iOS mobile interface. The desktop page displays the Google+ logo, navigation tabs (Mail, Calendar, Documents, Photos, Sites, Web, More), and a list of contacts including Jessica Kempner, Tushar Balsara, Dario Villanueva Ablanado, David Lloyd, and Rachel Armitage. At the bottom, there are circular buttons for creating a new circle and existing circles for 'Friends' and 'Family', each with a count of 1. The mobile interface shows a 'Stream' notification with a 'Don't Allow' button. The notification text reads: "Google+ Wo Your Curre Don't Allow". Below the notification, a post from Cristian Lorenzutti is visible, featuring a photo of fish and chips and the text "Finally fish and chips! :)". A comment from Quindell Blackwell is also shown, discussing the dish. The background of the mobile interface shows a 'Nearby' location: Fairholme Close, Barnet.

Social Media is here to stay

**WHAT WE
KNOW**

What are the implications?

- If your customers check-in, all their friends here about your business
 - Great for restaurants, hotels, attractions
- Your customers provide instant comment
 - If they are happy all their friends will know
 - If they are unhappy all their friends will know
- Instant comments
 - But they stick

Get Involved



Hostels.com

Wall

- Info
- Friend Activity
- Photos
- Notes
- Videos
- Discussions
- Links

About

Customer service email - customerservice@hostels.com find us on twitter: htt...

More

19,896

like this

151

talking about this

Likes

See All



Blog4NZ - Blog for New Zealand



Runaway Juno



Hostelworld.com



Brooke vs. the World



Twitter

www.hostels.com



Website



Wall

www.hostels.com · Everyone (Top Posts)

Share: Post Photo

Write something...



www.hostels.com

Have you entered our competition for a chance to win 5 free nights in Florence yet? <http://bit.ly/uReEBe>



Win 5 nights in Florence!

bit.ly

Every Hostel in the World - More than 30,000 youth hostels worldwide. Book Now & Pay No Booking Fees. World's biggest hostel database.

Like · Comment · Share · 22 minutes ago via HookSuite

2 people like this.

Write a comment...



www.hostels.com

Where in the world is this?



Wall Photos

Like · Comment · Share · 19 hours ago ·

9 people like this.

View all 9 comments



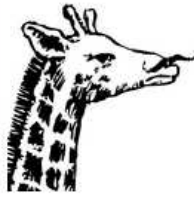
Brechtje Hoogeboom Covent Garden, London, with artist: very nice in a sunny summer (2010)

16 hours ago · Like · 1



Shelley Macmillan Easy one! Covent Garden London!

16 hours ago · Like



giraffe restaurant

@giraffetweet Around the UK

A restaurant group feat Giraffe Bar&Grill, Giraffe Cafe & Giraffe Burgers. Brunch, lunch & dinner with global twist. Amazing staff. We tweet about everything <http://www.giraffe.net>

+ Follow



Tweet to @giraffetweet

Tweets Favorites Following Followers Lists

giraffetweet giraffe restaurant
@wowletseat We're not just yet but always good to follow!
13 minutes ago

giraffetweet giraffe restaurant
@pinktwinkles That is exciting! Where's the poll?
31 minutes ago

IncitoBoy Phil Rogers **↻** by giraffetweet
@giraffetweet @movember pick of Claire ..yesterday's Giraffe Day at the Festival Hall..Go girl! ;) pic.twitter.com/ScDcuM4t
1 hour ago

giraffetweet giraffe restaurant
@IncitoBoy love it! The perfect entrant to our #showyourmo competition!
1 hour ago

giraffetweet giraffe restaurant
Day 3 of **@Movember** how's it going stubbly men of the nation? #showyourmo
2 hours ago

giraffetweet giraffe restaurant
@19Seventy1 @aplusk Ahhhh what a cutiel.
3 hours ago

tigerlillytweet Tiger Lilly **↻** by giraffetweet
If you would Like to Join us at the music video wrap party come to Giraffe Bar & Grill in Soho from 7pm tonight **@giraffetweet**
8 hours ago

giraffetweet giraffe restaurant
@AndyDaniels1982 Glad you enjoyed it, everyone loves those sweet potato fries!

About @giraffetweet

28,374 Tweets
9,478 Following
14,606 Followers
389 Listed

Recent Images

This media was shared by giraffetweet, someone you don't follow.

Display media Always display media

Similar to @giraffetweet · view all

RealVimto Real Vimto · Follow
Vimto is the nation's favourite purple drink - served h...

BlueprintCafe Blueprint Cafe · Follow
Blueprint Cafe is the perfect place to watch the world...

DouweEgbertsUK DouweEgbertsUK · Follow
Here's your opportunity to ask Douwe Egberts anyt...

Following · view all



About Help Blog Mobile Status Jobs Terms Privacy Shortcuts Advertisers Businesses Media Developers Resources © 2011 Twitter

Genesis - the travel technology consultancy

Mobile

Mobile technology.

What do you do?

vodafone UK 14:22 75%

ebookers.com
book easier. travel happier

Hotel search

Search by city, point of interest, region or airport

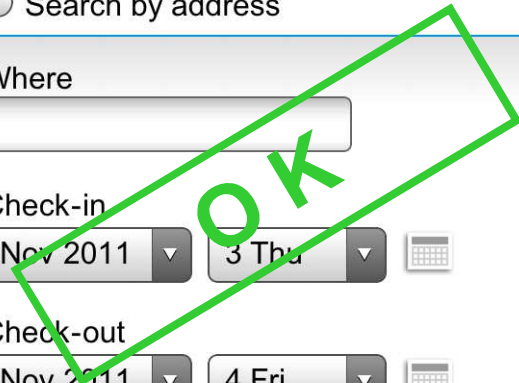
Search by address

Where

Check-in
Nov 2011 3 Thu

Check-out
Nov 2011 4 Fri

Nights
1



vodafone UK 14:20

Thomson Flights - all the assurance

flights.thomson.co.uk/...

Thomson

Package holidays Flights Hotels City breaks Cruises Villages

Flights

Search for a flight

Departing Thu 10 Nov 11

Returning Thu 16 Nov 11

Where do you want to go?
From:

To:

Looking for...
Who's going?
Adults:

Holidays:

Why book your flights with Thomson?

To us, your flight is just as important as the rest of your holiday

Great service
Professional and smart, our crew provide service with a smile - exactly what you'd expect from the UK's biggest holiday airline.

Entertainment
Comedy, music and drama are all on the bill on our TV and...



vodafone UK 14:21 76%

Cheap Flights, Student Travel, Hostels & Hotels

vodafone UK 14:22 75%

uk.statravel.mobi/flight... Google

STA 0871 702 9853

*Calls cost 10p per minute plus network extras

Find a branch Call me back Travel Help

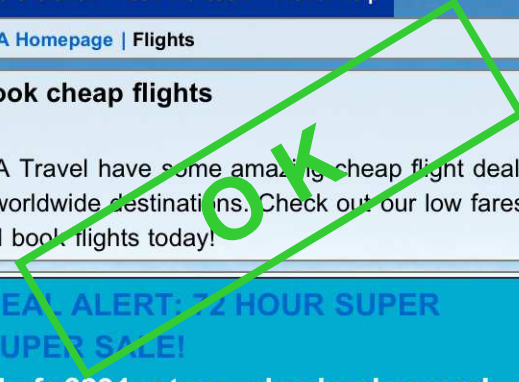
STA Homepage | Flights

Book cheap flights

STA Travel have some amazing cheap flight deals to worldwide destinations. Check out our low fares and book flights today!

DEAL ALERT: 72 HOUR SUPER SALE!
Fly fr £291 return, plus loads more!
Hurry, ends Friday 4 Nov >

Asia
Cheap flights to Asia



Integrated Marketing

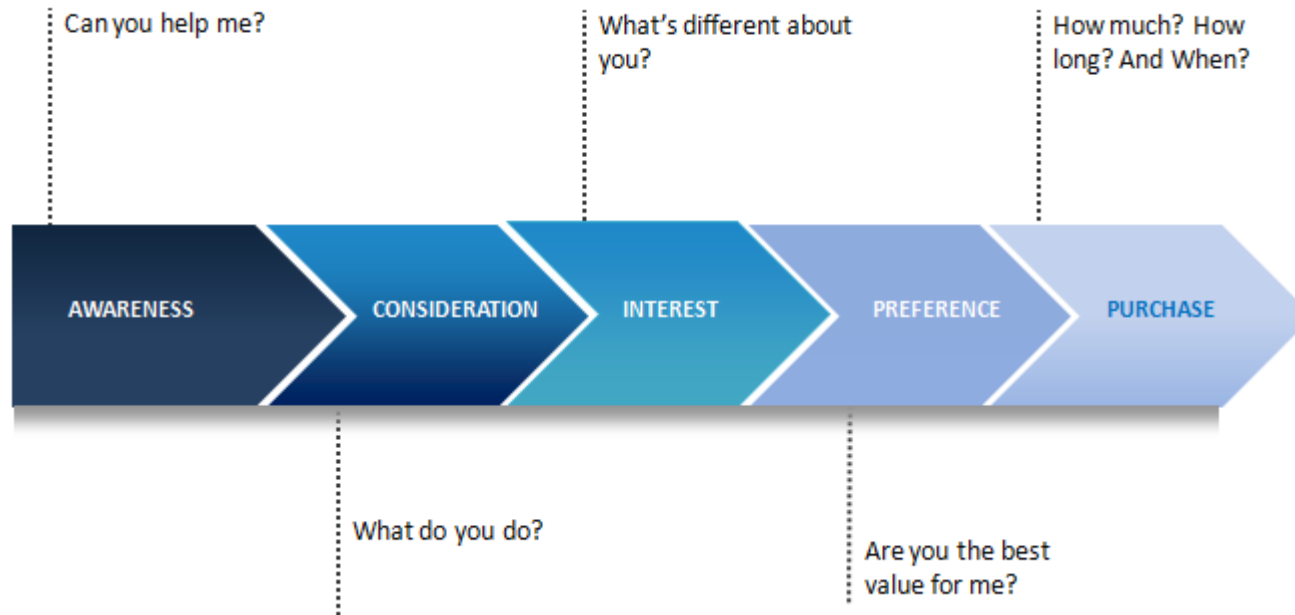
- Here's part of the problem



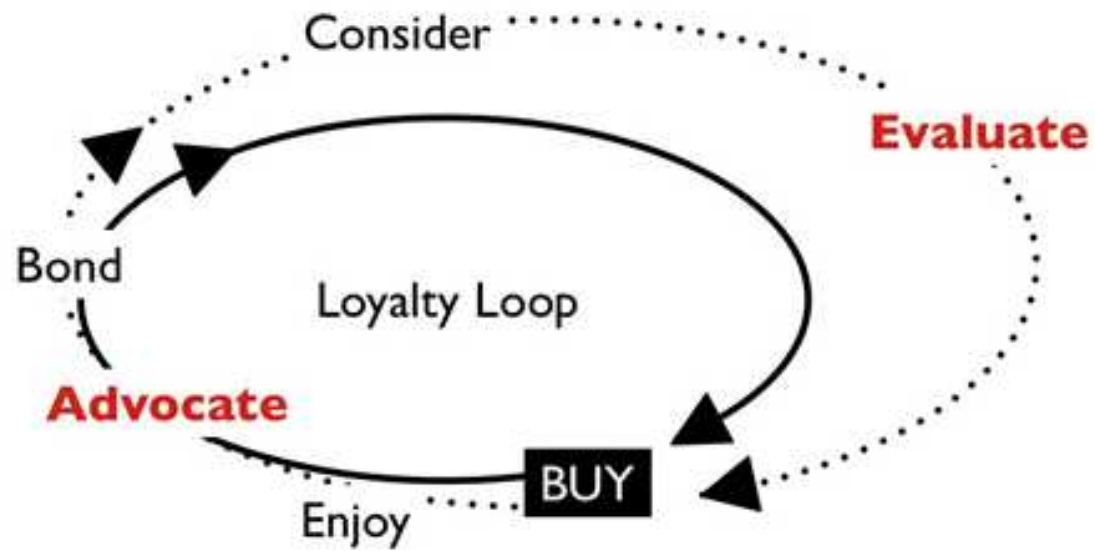
See it, then buy it

Buy it, then see it

Integrated Marketing



Loyalty Loop



Harvard Business Review Dec 2010

Genesis - the travel technology consultancy

Loyalty Loop

Addressing consumer power

- Remember “United Breaks Guitars?”



Like Add to Share

11,075,458

Uploaded by [sonsofmaxwell](#) on 6 Jul 2009

Visit <http://www.UnitedBreaksGuitars.com> for case studies and highlights from Dave's speaking tour.

52,863 likes, 1,643 dislikes

As Seen On:
[HBR.org](#)

Show more

Top Comments

1,034 people work for United

HevltM 5 weeks ago 24

United Airway lost 180 million dollars in stock after 4 days of this song being uploaded... Imao

xDirectJABx 2 weeks ago 17

Video Responses

see all



Everyday Heroes - 911 Song
by Dave Carroll
by DaveCarrollMusic
152,846 views



United Breaks Guitars Song
3 - "United We Stand..."
by sonsofmaxwell
433,547 views

All Comments (28,492)

see all Reactions (30)

Sign In or Sign Up now to post a comment!

Your reaction?

i will never fly united because of this if they dont care about his guitar they wont care about my stuff

sniping12 7 hours ago in playlist Liked

This is how it should be done

Alaska & Horizon Presidents Apologize for Computer Outage

AlaskaAirVids 9 videos



10,055

Uploaded by AlaskaAirVids on 26 Mar 2011

A computer system outage that disrupted about 15 percent of Alaska Airlines and Horizon Air flights today has been partially restored. Alaska and Horizon flights are operating, although many are delayed by two hours or more and additional cancellations are possible. We ask that customers continue to monitor alaskaair.com.

51 likes, 10 dislikes

As Seen On:
[AOL Travel News](#)

Monitor your reputation

- Lots of tools
 - Google Alerts
 - Yahoo Alerts
 - SocialMention Alerts
 - TweetBeep
 - MonitorThis
 - BoardTracker
- ... or just search for yourself

Respond



- Home
- Hotels ▾
- Flights
- Vacation Rentals ▾
- Restaurants ▾
- Best of 2011
- More ▾
- Write a Review

- About TripAdvisor
- Help Center
- Fact sheet
- Our team
- Jobs
- Privacy policy
- Copyright Complaint policy
- Terms of Use
- Press center
- In the news
- Press releases
- Awards
- Get listed
- Write a review
- Management response
- Travel Advisories

Home

Submitting a management response

TripAdvisor allows representatives of hotel, restaurant, or attraction management to respond to reviews written about their property. Responses meeting our posting criteria will be displayed on the TripAdvisor site directly underneath the relevant review. We will not post responses directed solely to the author of the review. We will not post responses directed to TripAdvisor staff, or commenting about TripAdvisor policies.

Please note that TripAdvisor may contact the property to verify that you are a representative.

The same editorial guidelines apply to owner responses as to user reviews, and responses containing any of the following will not be posted:

- ▶ Profanity or threats
- ▶ Personal insults
- ▶ Reports of violent criminal activity
- ▶ Commercial web addresses, e-mail addresses or phone numbers for promotional purposes
- ▶ Text entirely in ALL CAPS
- ▶ Hearsay
- ▶ Content not relevant to tourists
- ▶ HTML

Not registered as an owner yet? Visit [TripAdvisor.com/Owners](#) to find your Management Center. If you have already registered as an owner, then simply sign into your TripAdvisor account and click "Manage your listing" at the top-right of any page. This will take you to your Management Center.

Once registered and signed into your Management Center, click the "Write a management response" link in the "Quick Links" section.

Note: Before posting your response, read the full [management response guidelines](#).

If you are a vacation rental manager or owner whose listing was added to TripAdvisor via FlipKey or Holiday Lettings, you must submit management responses through the [FlipKey website](#) or the [Holiday Lettings website](#). TripAdvisor's Management Response Guidelines apply to all responses submitted via FlipKey and Holiday Lettings.



giraffe at Heathrow airport is the worst service i have ever experienced - slow and very rude - avoid it if you can!

mobile web · 11/12/2009 19:47



Converting customers to visitors

Basics – the five point plan

1. At the start – match the expectation
2. Provide all the information needed to make the sale
3. Clearly signpost the information journey
4. Give the customer confidence to do the deal
5. Make sure the booking process is as simple and clear as possible

Match the expectation



beach holiday india



Search

Page 2 of about 110,000,000 results (0.14 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

Show search tools

Beach Holidays India - Personalised Holidays to India

www.industours.co.uk/BeachHolidaysIndia

View Online or Call Our Specialist.

Beach Holiday India - Looking For An Autumn Getaway?

www.thomascook.com/India - ★★★★★ 123 seller reviews

Book Now For India Savings!

Book All Inclusive To India - Highland Beach Hotel - Book Today

India Holiday Package - Planning A Holiday in India ?

www.holidaysinindia4u.com

Talk To Us. We Offer Private India Tours

Beach Holidays in India, Beaches in India, India Beach Holidays ...

www.capertravelindia.com/india/beach-holidays.html

Beach Holidays in India, Beaches in India, Beaches of India, India Beach Holidays, Beaches Holidays India, India Beach Holidays, Indian Beach Holiday, India ...

Sunny Beach Vacation Holidays in Beach Resorts - India Travel Agent

us.travelchacha.com/india-holidays/beach-holiday.html

India has a good range of beaches some famous destinations are Goa kerala Tamilnadu Orissa which attract tourists from all over the world to enjoy holiday at ...

Goa Holidays India, Goa Holiday Packages India

www.cultureholidays.com/goa-india/

5+ items - Goa, famous for beach holiday, is one of States of Indian Union ...

- Beauty of Goa - 03 Nights/ 04 Days
- Bewitching Beaches - 10 Nights/ 11 Days
- Culture Heritage South India Tour - 15 Nights/ 16 Days

Manos | Book holidays to Greece, Turkey, Cyprus and India

www.thomascook.com/brands/manos/

Book your ideal holiday to Turkey, Greece, Cyprus or India. ... of Greece, unwind on the sun-soaked beaches, or sample 2 islands in 1 on a twin centre holiday ...

Beach Holiday Resort Goa India, Accommodation in Goa India

www.anupholidayhomes.com/

Anup Holiday Homes - is a perfect family hotel and Beach Holiday Resort in Goa India. We offer affordable Accommodation in Goa India. Learn more about our ...

India Beach Holidays, Beaches in India, Beach Resorts in India ...

www.indianbeachresorts.com/

Indian Beach Resorts- A complete information portal about beach holidays in India, beaches in India, beach resorts in India, and beach holiday packages.

Popular Beaches of India - India Beach Holidays

www.indianbeachesportal.com/india-popular-beaches/

Ads - Why these ads?

Ads - Why these ads?

Exotic Beach Trip - India

www.enchanting-india.co.uk

Relax in Your Private Paradise.

Design Your Customized Holiday Now!

India Holidays From £225

www.olympicdirect.com/India

Holiday to India From £225.

Deposits fr only £49pp. Book Today!

Holidays to India

www.bridgetheworld.com/India

Tailor-made Holidays to India.

Speak to our travel experts today!

China Holidays

www.kenwoodtravel.com/China

kenwoodtravel.com is rated ★★★★★

Tailor Made Holidays to China.

Book Online or Call 020 7749 9275

Holiday India

www.audleytravel.com/India

Personal service - expert advice

Luxury Tailor-made Tours of India

China Beach Holidays

www.yjv.com/China

Leading Specialist Tour Operator

Escorted Tours & Trips to China

Beaches Luxury Holidays

www.beachesresorts.co.uk

Official Site: Book Luxury included

Family Holiday in the Caribbean!

Great value India holiday

www.mahindrahomestays.com/itineraries

Private packages to see real India

Stay in award winning homestays

See your ad here >

Home > Far East > China

Destinations

- ▶ Beijing
- ▶ Sanya
- ▶ Shanghai
- ▶ Tours



Awards achieved by Kenwood Travel

- President's Award 2011
- Platinum Award 2011
- Platinum Award 2010
- Platinum Award 2009
- Gold Award 2008
- Gold Award 2007
- Gold Award 2006
- Gold Award 2005
- Silver Award 2004
- Bronze Award 2003



Preferred Partner



Appointed Operator

Book with Confidence

All our holidays are Bonded giving you 100% peace of mind that your money is safe with us



Our online credit card payments are secure

Secured by Verisign

China Holidays



A holiday to China will take you to a country full of the world's oldest traditions, some of the most unique landscapes that the world has to offer and a culture so varied from the western world that you will be amazed by what you encounter around every corner.

For most people who holiday to China it is a fulfilment of a long held dream, to see if it is as you have seen in so many movies and film reels. To list all of the sites that you must visit on your China holiday could fill more of this page than the rest of this website put together! There are some sites that have found themselves elevated above the others the country has to offer such as the amazing Forbidden City, located in the centre of Beijing there is no China holiday complete without visiting here. The Imperial Palace of both the Ming and Qing dynasties from 1420 to 1911, the complex is over 720,000 squares meters and is the largest existing preserved imperial palace in

... [Read more](#)

Browse for inspiration below or use our online holiday search to the right.



Vietnam Holidays

Welcome to the land of the ascending Dragon, where east meets west on your Vietnam holiday



China Holidays

China is the fastest growing economy in the world and holidays to China are in demand. Call us now for a quote.



Cambodia Holidays

Thrill your senses with the amazing Angkor temples in this up and coming tourist hot spot.



Bali Holidays

Immerse yourself in the unique Balinese culture whilst sunning yourself on the best beaches Asia offers.



Malaysia Holidays

Choose from a huge range of Malaysia Holidays, all bookable



Hong Kong Holidays

Book luxury holidays to Hong Kong at affordable prices

Holiday Search

- Flight + hotel
- Flight or fly drive
- Hotel only
- Multi centre holidays

Region

Far East

Destination

China

Destination

All

Flying from

London (ALL)

Hotel

All Hotels

Leaving on

10

No. of rooms

1

Adults Children

2

0

Search

Newsletter

Sign up FREE to receive our special offers

Sign up

Retrieve quote

Enter your unique reference no. below

Retrieve

No time to browse?

Let us find your perfect holiday

[Exotic Beach Trip - India](#)

www.enchanting-india.co.uk 

Relax in Your Private Paradise.
Design Your Customized **Holiday** Now!

[India Holidays From £225](#)

www.olympicdirect.com/India 

Holiday to India From £225.
Deposits fr only £49pp. Book Today!

[Holidays to India](#)

www.bridgetheworld.com/India 

Tailor-made **Holidays to India**.
Speak to our travel experts today!

[China Holidays](#)

www.kenwoodtravel.com/China 

kenwoodtravel.com is rated ★★★★★
Tailor Made **Holidays** to China.
Book Online or Call 020 7749 9275

[Holiday India](#)

www.audleytravel.com/India 

Personal service - expert advice
Luxury Tailor-made Tours of **India**

[China Beach Holidays](#)

www.vjv.com/China 


Leading Specialist Tour Operator
Escorted Tours & Trips to China

[Beaches Luxury Holidays](#)

www.beachesresorts.co.uk 

Official Site: Book Luxury included
Family **Holiday** in the Caribbean!

[Great value India holiday](#)

www.mahindrahomestays.com/itineraries 

Private packages to see real **India**
Stay in award winning homestays

[See your ad here >](#)

Click
straight
back

[China Holidays](#)

www.kenwoodtravel.com/China 

[Block all kenwoodtravel.com/China ads](#)

kenwoodtravel.com is rated ★★★★★

Tailor Made **Holidays** to China.

Book Online or Call 020 7749 9275

Provide all the
information needed to
make the sale

Fiesta Jungla
in Magaluf, Majorca
000

Per Person £534
Total Price **£1,068**
Includes web saving **-£40**
Deposit to pay today £100pp

- Price includes**
- ✓ 7 nights accommodation
 - ✓ Self Catering
 - ✓ Return flights from **London Gatwick**
 - ✓ Coach transfer
 - ✓ World Care Donation (Optional)
 - ✓ All applicable taxes & charges
- [View price breakdown](#)

[Search](#) ▶ [Results](#) ▶ [Fiesta Jungla details](#) ▶ [Select flights](#) ▶ [Options](#) ▶ [Payment](#) ▶ [Confirmation](#)

[Email page](#) [Bookmark page](#) [Print page](#)

Fiesta Jungla

in Magaluf, Majorca 000

[Add to shortlist](#)

[Select flights](#)

Now here's a place where you get some serious bang for your buck. For starters, it's plum in the middle of Magaluf, so you've got no probs getting out and about. And it's practically on the doorstep of superclub BCM, so you don't have to worry about trekking back after...

[Read more details below](#)

- ↓ [Photos & videos](#)
- ↓ [Hotel features](#)
- ↓ [Room facilities](#)
- ↓ [Location](#)
- ↓ [Find out more](#)
- ↓ [Reviews](#)

4

Based on 163 reviews

Based on 228 reviews

- [Photos \(10\)](#)
- [Map](#)



Fiesta Jungla photo


[Play Slideshow \(10 Photos\)](#)



Hotel features

[Back to top](#) ↑

Best hotel in Magaluf :)

Overall Rating: 

What to expect

Room Comfort	
Location	
Food	
Cleanliness	
Overall	

Writing on 10/11/2010 Anonymous from Nottinghamshire said...

When we arrived at the fiesta jungla .. we had to leave a 30 euro deposit each .. which they didnt tell u when u booked the hoilday .. so remember that :) .. we got it back though and we did break a few things oppss :) ... This hotel is a amazing for young people that wannah drink alot and party :D .. The pool was really good and they was music all day around it .. they also do 15 euro all u can drink at the bar .. u are 2mins away frm BCM which it great and about 5 - 10 frm the strip and the beach .. they had a shop with really cheap booze and food :) .. the staff in the hotel was very helpfull even though i did get shout at by the security staff a few time but maybe that was coz we was jumping in the pool at 5 oclock in the morning and screaming off are balconys .. whilst i stoped there they was no trouble and everyone got on with everyone :) .. the balconys are massive so u can have every1 round 4 pre - drinks b4 you go to partyy .. remember to leave ya dirty towels in the bath so they get changed as we never did we end up sharing towels ... has aready booked to go back next year 4 2 weeks in july as it was the best hoilday i have ever had :) ...

Review based on a trip in August 2010

Clearly signpost the information journey

The screenshot shows the lastminute.com website interface. At the top, there are links for 'shopping basket', 'your account', and 'customer support'. Below these is a main navigation menu with categories like 'home', 'flights', 'holidays', 'city breaks', 'hotels', 'car hire', 'spa', 'going out', 'restaurants', 'theatre', and 'experiences'. A breadcrumb trail indicates the current location: 'Home > World > Europe > Italy Travel'. The main content area features a search box, a 'Holidays search' form with fields for adults, children, type of holiday, destination, and departure airport, and a 'Search' button. A 'Jump to...' section provides quick links to various travel services. The right sidebar contains 'Popular Areas' and 'Hotels in...' sections. The bottom of the page shows a 'Top travel deals' section with a featured hotel offer.

Clearly signpost the information journey

The image shows a screenshot of the First Choice website for ski holidays, viewed in Internet Explorer. The browser's address bar shows the URL <http://www.firstchoice-ski.co.uk/>. The website's navigation menu is highlighted with a red circle, including links for Home, Sun holidays, Ski holidays, Last-minute deals, Flights, Hotels, Extras, and Holiday destinations. Below this, a secondary menu lists Destinations, Beginners, Chalets, Premier, Families, Kids' club, Ski extras, and Ski deals. A search bar is also visible in the top right. The main content area features a large banner for "More than a skiing holiday" with a skier in a pink jacket. Below this, there are sections for "Ski resorts" (listing countries like Andorra, Austria, Bulgaria, Canada, France, Italy, Slovenia, Switzerland, and USA) and "For all ages and abilities" (listing Beginners, Chalets, Families, and Kids' club). A prominent "Christmas ski holidays" promotion is featured, stating "Ski deals from £288" and "£100 OFF bookings to France!" with a "Find out more" button. To the right, a search form titled "Find your snow holiday" includes fields for departure date (set to Dec 2009), country, resort, accommodation, board basis, departing from, and number of adults, children, and infants. A "Search" button is highlighted with a red circle. The footer contains links for "Winter 2009-2010", "Ski holidays", "Services", and "About us". The Windows taskbar at the bottom shows various open applications and the system clock at 13:55.

Clearly signpost the information journey

December Ski Deals | December Cheap Ski & Snowboarding | First Choice Ski - Windows Internet Explorer

http://www.firstchoice-ski.co.uk/ski-deals/index.shtml?s_icmp=decskideals

File Edit View Favorites Tools Help

Google first choice ski

Other Links Admin eXGen eXfh1 exHandH Met Off Meteoblue RAOB Web Mail Westwind.ch XCweather TopMeteo

Cheap package holidays, lat... Italy Travel: Deals and travel... December Ski Deals | Dec...

First Choice Brochure Help Contact us Register Search Go


Home Sun holidays **Ski holidays** Last-minute deals Flights Hotels Extras Holiday destinations

Destinations Beginners Chalets Premier Families Kids' club Ski extras **Ski deals**

Ski holidays > Ski deals > December ski deals

December ski deals

Enjoy Christmas on the slopes or celebrate New Year in the mountains with our bargain December ski deals. Take advantage of our great prices on ski holidays in December and head to the slopes before the end of the year.



Departure date	Going to	Flying from	Price
12 December 2009	Kitzbühel Austria	London Gatwick	£289 (7 nights)
12 December 2009	Kitzbühel Austria	London Gatwick	£359 (7 nights)
12 December 2009	Alpe D'huez France	London Gatwick	£370 (7 nights)
12 December 2009	St Anton Austria	London Gatwick	£399 (7 nights)
12 December 2009	St Anton Austria	London Gatwick	£419 (7 nights)
12 December 2009	Verbier Switzerland	London Gatwick	£478 (7 nights)
12 December 2009	Tignes France	London Gatwick	£479 (7 nights)
12 December 2009	Val D'isère France	London Gatwick	£479 (7 nights)
13 December 2009	Cervinia Italy	Manchester	£375 (7 nights)

Other months

January ▶

February ▶

March ▶

April ▶

More ski deals

- ▶ Ski deals by airport
- ▶ Ski deals by destination

All ski deals

Find your snow holiday

When are you going?

Departure date*
12 Dec 2009

Flexible (+/-14 days)

Where are you going?

Country*
Select...

Resort
Any Resort

Accommodation
Any Accommodation

▶ Board basis

Departing from?

Depart from*
Select...

Who's going?

Adults (12 and over)* 2

Children (2 to 11) 0

Infants (Under 2) 0

(Age on date of return)

What's your price range?

(Per adult)
Any

Search ▶

Done

start aaPaul - Outlook Expr... Commence 2000 - Paul 10 1100 J Paul Richer... Abreu Online 091008... Jasc Paint Shop Pro - ... C:\adata\Movies December Ski Deals | ... EN 13:56

Clearly signpost the information journey

Check availability for holidays departing 12 Dec 2009 from London Gatwick to Kitzbühel, Austria - Windows Internet Explorer

http://www.firstchoice-ski.co.uk/firstchoiceskiSelectSpecialOffer.do?siteId=30&packageType=OfferOnly&pageType=deals&departureDate=2009-12-12&country=Austria&countryCode=AU7&resortCode=000970&accomCode=024085&nighb

File Edit View Favorites Tools Help

Google first choice ski

Other Links Admin eXGen eXfh1 exHandH Met Off Meteoblue RAOB Web Mail Westwind.ch XCweather TopMeteo

Check availability for holi...

First Choice Brochure Help Contact us Register Search Go

Home Sun holidays **Ski holidays** Last-minute deals Flights Hotels Extras Holiday destinations

Destinations Beginners Chalets Premier Families Kids' club Ski extras Ski deals

Check availability

When are you going?
 Departure date: 12 Dec 2009
 Flexible (+/-14 days)

Who's going?
 Adults (12 and over): 2
 Children (2 to 11): 0
 Infants (Under 2): 0
 (Age on date of return)

Where are you going?
 Country/Resort: Kitzbühel
 Accommodation: Chalet Kariberger

Departing from?
 Depart from: London Gatwick

Clear Search

*required

Help
 Booking online
 Before you go
 Amending or cancelling
 Flights and flying
 Health concerns

At the airport
 On holiday
 Luggage
 Travelling with children
 On your return

Why book with us?
 Best for adults
 Best for children
 More legroom
 Lowest price guarantee
 Best for the environment

Holiday extras
 Holiday insurance
 Foreign exchange
 Premium upgrades
 Car hire
 Excursions
 Freshers Ski Week

Sun holidays
 Ski holidays
 Last-minute deals
 Flights
 Holiday destinations

ABTA Fully Protected Holidays - The air holidays and flights shown are ATOL protected by the CAA. ATOL number 2524. ATOL Protection extends primarily to customers who book and pay in the UK.

About us | Contact us | Help | Travel shops | Terms of use | Security policy | Privacy policy

Done Internet 100%

start aaPaul - Outlook Expr... Commence 2000 - Paul 10.1100.1 Paul Richer... Abreu Online 091008... Jasc Paint Shop Pro - ... C:\adata\Movies Check availability for ... EN 13:56

Clearly signpost the information journey

Search results | First Choice Ski - Windows Internet Explorer

http://www.firstchoice-ski.co.uk/firstchoicesski/search.do

File Edit View Favorites Tools Help

Google first choice ski

Other Links Admin eXGen eXtFh1 exHandH Met Off Meteoblue RAOB Web Mail Westwind.ch XCweather TopMeteo

Cheap package holidays, lat... Italy Travel: Deals and travel... Search results | First Choi...

First Choice Brochure Help Contact us Register Search Go

Home Sun holidays **Ski holidays** Last-minute deals Flights Hotels Extras Holiday destinations

Destinations Beginners Chalets Premier Families Kids' club Ski extras Ski deals




Search results

Showing 49 holidays to Austria departing on or near Sat 12 Dec 2009

Sort by Filter by Go

Displaying records 1 to 10 of 49. 1 2 3 4 5 Next

The following holidays match some of your search criteria:

 <p>Chalet Karlberger (Kitzbühel, Austria)</p> <p>7 nights Catered Chalet Board</p> <p>London Gatwick (LGW) to Salzburg (SZG)</p> <p>19 Dec 2009 Dep: 13:55</p> <p>Change flight</p> <p>More about Chalet Karlberger</p>	<p>Web fare from</p> <p>£619 per adult</p> <p>Select your flights</p>
 <p>Chalet Karlberger (Kitzbühel, Austria)</p> <p>7 nights Catered Chalet Board</p> <p>London Gatwick (LGW) to Salzburg (SZG)</p> <p>26 Dec 2009 Dep: 08:15</p> <p>Change flight</p> <p>More about Chalet Karlberger</p>	<p>Web fare from</p> <p>£804 per adult</p> <p>Select your flights</p>
 <p>Club hotel hofer (Kitzbühel, Austria)</p> <p>7 nights Catered Chalet Board</p> <p>London Gatwick (LGW) to Salzburg (SZG)</p> <p>12 Dec 2009 Dep: 08:15</p>	<p>Web fare from</p> <p>£349 per adult</p> <p>Save £119</p>

(1 item remaining) Downloading picture http://www.firstchoice-ski.co.uk/images/layout/closebracket.gif...

start aaPaul - Outlook Expr... Commence 2000 - Paul 10.1100.1 Paul Richer... Abreu Online 091008... Jasc Paint Shop Pro - ... C:\aadata\Movies Search results | First ... EN 14:00

Clearly signpost the information journey

The screenshot shows a Windows Internet Explorer browser window displaying the search results page for 'first choice ski' on the website <http://www.firstchoice-ski.co.uk/firstchoicesski/search.do>. The search results are for 49 holidays to Austria departing on or near Saturday, 12 Dec 2009. The page shows two results for 'Chalet Karlberger' in Kitzbühel, Austria, both for a 7-night stay. The first result is for a departure on 19 Dec 2009 at 13:55, with a web fare from £619 per adult. The second result is for a departure on 26 Dec 2009 at 08:15, with a web fare from £804 per adult. Both results include a description of the chalet and a 'Select your flights' button. The page also features a 'Your recent searches' sidebar and a 'Search again' button.

Clearly signpost the information journey

Chalet Karlberger | Kitzbühel | First Choice Ski - Windows Internet Explorer

http://www.firstchoice-ski.co.uk/destinations/austria/kitzbuehel/024085/024085.html

File Edit View Favorites Tools Help

Google Search Translate AutoFill

Other Links Admin exGen exTf1 exHandl Met Off Meteoblue RAOB Web Mail Westwind.ch XCWeather TopMeteo

Cheap package holidays, lat... Italy Travel: Deals and travel... Search results | First Choice Ski Chalet Karlberger | Kitzbuehel

First Choice Brochure Help Contact us Register Search Go

Home Sun holidays **Ski holidays** Last-minute deals Flights Hotels Extras Holiday destinations


Destinations Beginners Chalets Premier Families Kids' club Ski extras Ski deals

Ski holidays > Ski resorts > Austria ski holidays > Kitzbühel > Chalet Karlberger

Kitzbühel ski holidays

- Kitzbühel ski resort guide
- Kitzbühel ski hotels and chalets
- Chalet Karlberger**
 - Club Hotel Hofer
 - Hotel Edelweiss
 - Hotel Jägerwirt
 - Hotel Sport Reisch
 - Hotel Strasshofer
 - Schwarzer Adler Wellness Hotel

Chalet Karlberger



Accommodation images

Full hotel description

With a superb location overlooking Kitzbühel, the Karlberger is right next to the Hahnenkamm lift and ski school and you can ski directly back to the chalet making this an ideal choice for keen skiers. The chalet offers simple but comfortable accommodation and boasts excellent views over the town from the dining room.

Catered Chalet:

Hearty breakfast with one cooked option and afternoon tea with home-made cakes. Dinner is 3 course evening meals with house wine and coffee (5 nights) and 4 course farewell feast (1 night)

Room facilities:

Ground floor: Lounge/dining room with open fire and views over the town.

First floor: Rooms 1 & 8: Twin rooms with washbasin and shared balcony. Shared shower and WC opposite in hallway. Room 2: Twin

Hotel at a glance

Suitable for Families

Close to the slopes

4 bedded room

Accommodation:

No. of rooms	14
Rooms sleep up to	33
Distance to ski lift	100m
Distance to resort	500m

Facilities:

Ski directly back to the chalet, chalet hosts, staff live in.

Your recent searches

12 Dec 2009
London Gatwick to Chalet Karlberger in Kitzbühel, Austria
7 Nights

Find your snow holiday

When are you going?

Departure date*
12 Dec 2009
 Flexible (+/-14 days)

Where are you going?

Country*
Austria
Resort
Kitzbühel
Accommodation
Chalet Karlberger
Board basis

Departing from?

Depart from*
London Gatwick

Who's going?

Adults (12 and over)* 2
Children (2 to 11) n

Done

start aaPaul - Outlook Expr... Commence 2000 - Paul 10 1100 J Paul Richer... Abreu Online 091008... Jasc Paint Shop Pro - ... C:\aadatal\Movies Chalet Karlberger | Kl... EN 14:01

Clearly signpost the information journey

Welcome to First Choice Ski Holidays - Windows Internet Explorer

https://www.firstchoice-ski.co.uk/firstchoiceskiselectflight.do;jsessionid=SIFR+unxWPWwkIPhpj9tQ**..wa02node2

File Edit View Favorites Tools Help

Google first choice ski

Other Links Admin exGen exTf1 exHandl Met Off Meteoblue RAOB Web Mail Westwind.ch XCweather TopMeteo

Cheap package holidays, lat... Italy Travel: Deals and travel... Welcome to First Choice ...

First Choice Brochure Help Contact us Register Search Go

Home Sun holidays **Ski holidays** Last-minute deals Flights Hotels Extras Holiday destinations

Destinations Beginners Chalets Premier Families Kids' club Ski extras Ski deals

Our **BEST** prices are always online

Your booking

Flights > Rooms > Optional extras > Payment > Confirmation

Flights

Your holiday price has been based on this flight combination

Flight

Thomson Fly 4642 London Gatwick (LGW) to Salzburg (SZG) 19 Dec 2009 Dep: 13:55 Arr: 16:55	Web fare from* £619 per adult
Thomson Fly 4643 Salzburg (SZG) to London Gatwick (LGW) 26 Dec 2009 Dep: 18:05 Arr: 19:10	

[Choose this flight >](#)

These flight combinations are also available

Flight


Thomson Fly 4684 London Gatwick (LGW) to Salzburg (SZG) 19 Dec 2009 Dep: 14:40 Arr: 17:35	Web fare from* £599 per adult
Thomson Fly 4685 Salzburg (SZG) to London Gatwick (LGW) 26 Dec 2009 Dep: 18:45 Arr: 19:50	

[Choose this flight >](#)

Flight

Thomson Fly 4624 London Gatwick (LGW) to Salzburg (SZG) 19 Dec 2009 Dep: 08:15 Arr: 11:10	Web fare from* £628 per adult
---	---

Booking summary:



Chalet Karlberger
(Kitzbühel, Austria)

Price includes:
7 nights accommodation -
Catered Chalet Board
Return transfers from Salzburg
airport

start aaPaul - Outlook Expr... Commence 2000 - Paul 10.1100.1 Paul Richer... Abreu Online 091008... Jasc Paint Shop Pro - ... C:\aadata\Movies Welcome to First Choi... EN 14:01

Clearly signpost the information journey

Give the customer
confidence to do the deal

Ski Holidays | Skiing Resorts, Trips & Ski Breaks - Directski.com - Windows Internet Explorer

http://www.directski.com/

File Edit View Favorites Tools Help

Google beach holiday india

Other Links Admin exGen exTfh1 exHandH Met Off Meteoblue RAOB Web Mail Westwind.ch XCweather TopMeteo

Cheap package holidays, lat... Ski Holidays | Skiing Reso...

directski.com THE WINTER HOLIDAY COMPANY

all our packages and flights are fully protected

review my booking, user: guest log in

search for a ski holiday ski destinations about us newsletter sign-up faq

package accom only

Travel Date: Any Date This Season

Duration: One Week

Flexibility:

No. in Party: 2

Depart: London Airports

Accommodation: Any type

Destination: Any

Search complete Ski packages. [search >](#)

Ski Holidays in France *** Web Fare Jan 30th £339 ~~£399~~ [£199 book](#)

These bright, comfortable and pleasing apartments offer exceptional value for money and are well located in Brides les Bains. They offer a wide range of services available including bars, restaurants, games parlour, indoor pool, ski locker and a lift. (Self-Catering ex London Gatwick)

Great christmas ski deals to Tignes, France *** Web Fare Dec 19th £479 ~~£539~~ [£309 book](#)

The Le Hameau du Borsat apartments are well located close to local shops, restaurants and the famous Grande Motte funicular. So, if you are a winter sports enthusiast, be sure to take advantage of the quality location and direct access to the ski slopes. (Self-Catering ex London Gatwick)

Christmas ski bargains in Arinsal, Andorra **** Web Fare Dec 20th £609 ~~£669~~ [£509 book](#)

The St. Gothard is one of our most popular hotels in Arinsal. Here you will find a high level of service, fantastic value for money and good quality food. It's THE perfect base for your next winter sports holiday! (Half Board ex London Gatwick)

SAVE AT LEAST £100 PER PERSON OFF EVERY HOLIDAY FOR A LIMITED TIME ONLY

Ski Deals

Web Fares - Book online for lowest prices

Söll	3*	SC	19 Dec	£469	£359
Val Thorens	3*	SC	19 Dec	£479	£339
Les Arcs 1800	3*	SC	19 Dec	£519	£379
Kaprun	2*	B&B	16 Jan	£479	£369
Pas de la Casa	2*	SC	17 Jan	£369	£269
Arinsal & Pal	3*	HB	17 Jan	£449	£349
Söll	3*	HB	30 Jan	£669	£549

start aaPaul - Outlook Expr... Commence 2000 - Paul 10.1100.1 Paul Richer... Abreu Online 091008... Jasc Paint Shop Pro Ski Holidays | Skiing R... EN 17:07

Give the customer confidence to do the deal

Ski Holidays | Skiing Resorts, Trips & Ski Breaks - Directski.com - Windows Internet Explorer

http://www.directski.com/

File Edit View Favorites Tools Help

Google beach holiday india

Other Links Admin exGen exTfh1 exHandH Met Off Meteoblue RAOB Web Mail Westwind.ch XCweather TopMeteo

Cheap package holidays, lat... Ski Holidays | Skiing Reso...

(Half Board ex London Gatwick) **£649** book

Don't miss your chance to ski Avoriaz this Winter! *** Web Fare
 If you are looking for great deals, short transfers as well as brilliant slopes then look no further. The Antares Avoriaz offers a combination of everything that you need to make your next ski holiday a memorable one. (Self-Catering ex London Gatwick)
 Jan 30th **£409** book

Fantastic duty free ski deals in Andorra **** Web Fare
 The Euro Esqui is a great, modern hotel that's known for its warm and friendly atmosphere. It caters for all needs with a kiddie's playroom to keep children entertained and excellent leisure facilities to help you unwind after a day on the slopes. (Half Board ex London Gatwick)
 Jan 10th **£509** book
£409 book

Ski deals to the famous resort of Val d'Isère, France *** Web Fare
 Les Jardins de la Balme offer great value for money to those who want to ski the well known slopes surrounding Val d'Isère. They are located within walking distance of the resort centre, as well as that the ski slopes are also located nearby! (Self-Catering ex London Gatwick)
 Feb 6th **£509** book
£359 book

Brilliant half board ski deals to Zell am See, Austria **** Web Fare
 The moment you enter this hotel there is a great feeling of warmth and comfort. This feeling is even more enhanced with the great standard of personal service you will receive. All in all a great place to base yourself for your next ski holiday. (Half Board ex London Gatwick)
 Mar 13th **£699** book
£599 book

What's Included
 Unless otherwise stated, all our ski holidays include:

- Direct flights
- Transfer to your resort
- Accommodation
- In-resort Reps
- All airport taxes

Cheap Ski Accomodation
7 Nights from only £51
[More Details >](#)

Save £100 per person when you book on line
applies to
- all packages
- all dates

LOW £50 deposit on all European Ski Holidays

Group Ski Deals
- Free Places
- Free Lift Passes
[More Details >](#)

Need a hand? We're here to help you at 0800-358 0448.

contact us | press room | what the papers say | ski holiday insurance | privacy policy | ski reps | ski jobs | b2bski
 ski groups | ski chalets | romantic ski breaks | first time skiers | night-owls | family ski holidays | ski train

You may book in a choice of currencies - please select: £ refresh

The air holidays and flights on this site which depart from the UK are ATOL Protected by the Civil Aviation Authority. Our ATOL number is ATOL 5653. ATOL Protection extends primarily to customers who book and pay in the United Kingdom. Click on the ATOL logo if you want to know more.

© Site content copyright 2000-2009 Traveldev Ltd. All bookings are subject to our [Terms & Conditions](#)

start aaPaul - Outlook Expr... Commence 2000 - Paul 10 1100 J Paul Richer... Abreu Online 091008... Jasc Paint Shop Pro - ... Ski Holidays | Skiing R... EN 17:07

Give the customer confidence to do the deal

How to contact us - Directski.com - Windows Internet Explorer

http://www.directski.com/go/contact

File Edit View Favorites Tools Help

Google beach holiday india

Translate AutoFill beach holiday india

Other Links Admin eXGen eXfh1 exHandH Met Off Meteoblue RAOB Web Mail Westwind.ch XCweather TopMeteo

Cheap package holidays, lat... How to contact us - Direc...

directski.com
THE WINTER HOLIDAY COMPANY

all our packages and flights are fully protected

review my booking, user: guest log in

search for a ski holiday ski destinations about us newsletter sign-up faq

Home > How to contact us

Sales

All our holidays are available to book online and this is where you'll find our lowest prices. However, perhaps you need some extra info or can't quite find what you're looking for. Don't worry, our team of helpful staff would be delighted to help you. They can be contacted as follows:

- sales@directski.com
- 0800-358 0448
- +353 1 433 6202

Need a hand? We're here to help you at 0800-358 0448.

Customer Services

If you have any feedback, positive or negative, on your recent holiday, please contact:

customerservice@directski.com

Tickets

Tickets will be emailed 7 days before departure. If you have not received your ticket 2 days before departure, please call us.

Travel Emergencies

On your day of travel, our representatives are available to help you at the following locations:

Dublin Airport:	Tour Operators' Desk Next to Pharmacy in Departures Area Beside Check-in Area 3
Gatwick - South Terminal:	Skybreaks Desk Zone H +44 1293-555 700
Gatwick - North terminal:	Skybreaks Desk Zone B +44 1293-507 182
Manchester Airport:	Aiport Agencies Terminal 1 - Opposite Check-in 30

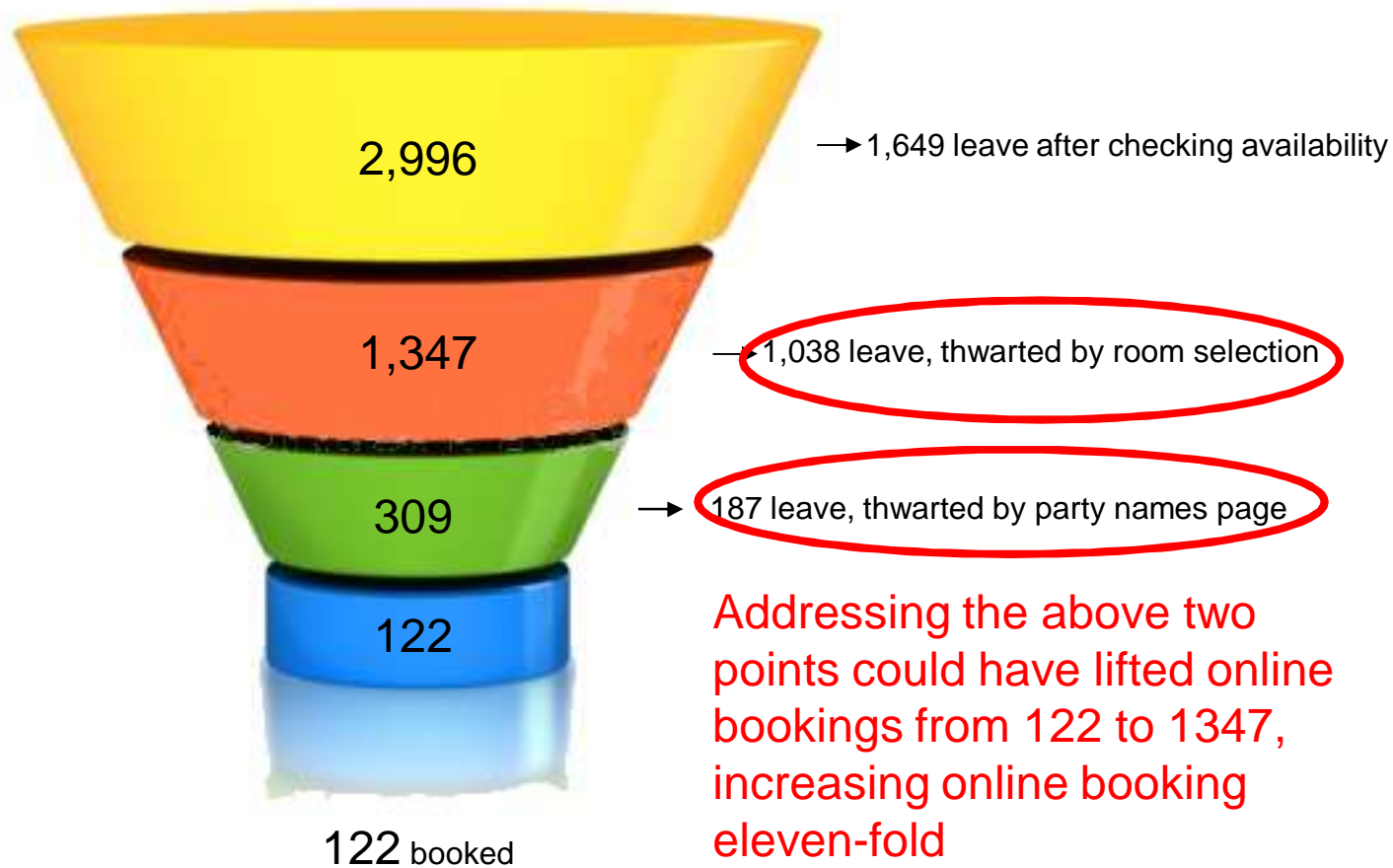
start aaPaul - Outlook Expr... Commence 2000 - Paul 10 1100 1 Paul Richer... Abreu Online 091008... Jasc Paint Shop Pro - ... How to contact us - D... EN 17:08

Give the customer confidence to do the deal

Make sure the booking process is as simple and clear as possible

Booking Exit Funnel

2,996 entered booking funnel



Addressing the above two points could have lifted online bookings from 122 to 1347, increasing online booking eleven-fold

Google Analytics Analysis

Booking process exits

Data for 29 Nov to 29 Dec 2010

Total Exits = 32,460

First availability check exits = 1,649 (5.1%)

Room selection exits = 1,038 (3.2%)

Party names exits = 187 (0.06%)

Final booking confirmation exits = 122 (0.4%)

Booking process exit funnel

2,996 visitors enter the booking process (9.2%)

Of those 55% leave after checking availability.

Of those who continue, 77% leave at room selection

Of those who continue, 60% leave at party entry

Video is still on the rise ...

1. Justin Bieber - Baby ft. Ludacris;
655,485,369 views
2. Lady Gaga - Bad Romance;
425,960,982 views
3. Jennifer Lopez - On The Floor ft. Pitbull;
424,166,254 views

... but let's look at this

- Monty Python - Travel Agent Sketch
 - Broadcast November 1972

The image shows a screenshot of a YouTube video player. At the top, the YouTube logo is on the left, and a search bar contains the text 'monty python travel agent sketch'. To the right of the search bar are buttons for 'Search', 'Browse', and 'TV'. Below the search bar, the video title 'Monty Python - Travel Agent Sketch' is displayed in blue text. Underneath the title, the channel name 'RobertKCole' is shown, followed by '16 videos' and a 'Subscribe' button. The video player itself shows a man in a brown jacket sitting at a desk, talking on a rotary phone. The video progress bar at the bottom indicates the video is at 0:09 of a 5:16 duration. Below the progress bar are buttons for 'Like', '+ Add to', 'Share', and a flag icon. The view count '5,835' is displayed on the right side of the player.



Genesys
the travel technology consultancy
www.genesys.net

Thank you for listening

Paul Richer

paul.richer@genesys.net

Skype: paul.richer

Twitter: @paulricher

Genesys – The Travel Technology Consultancy

www.genesys.net