



# The role of social (and mobile)

*Nick Stafford, WTM*  
*London, November 2012*



**Changing customers**

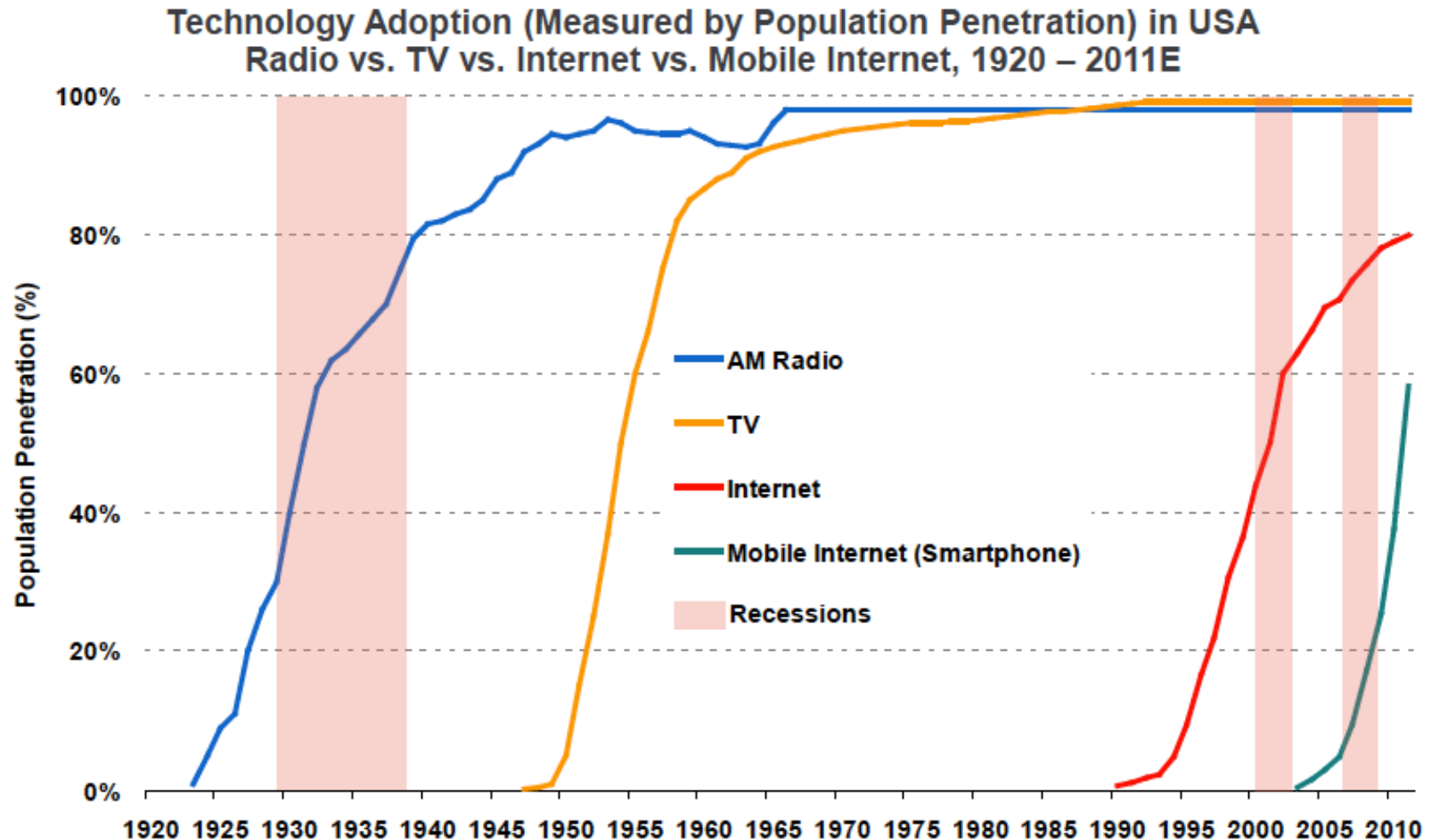




# Born digital.

More than ½ of the human race is under 30 and they've never known life without the internet

# The mobile internet is growing at an unprecedented rate





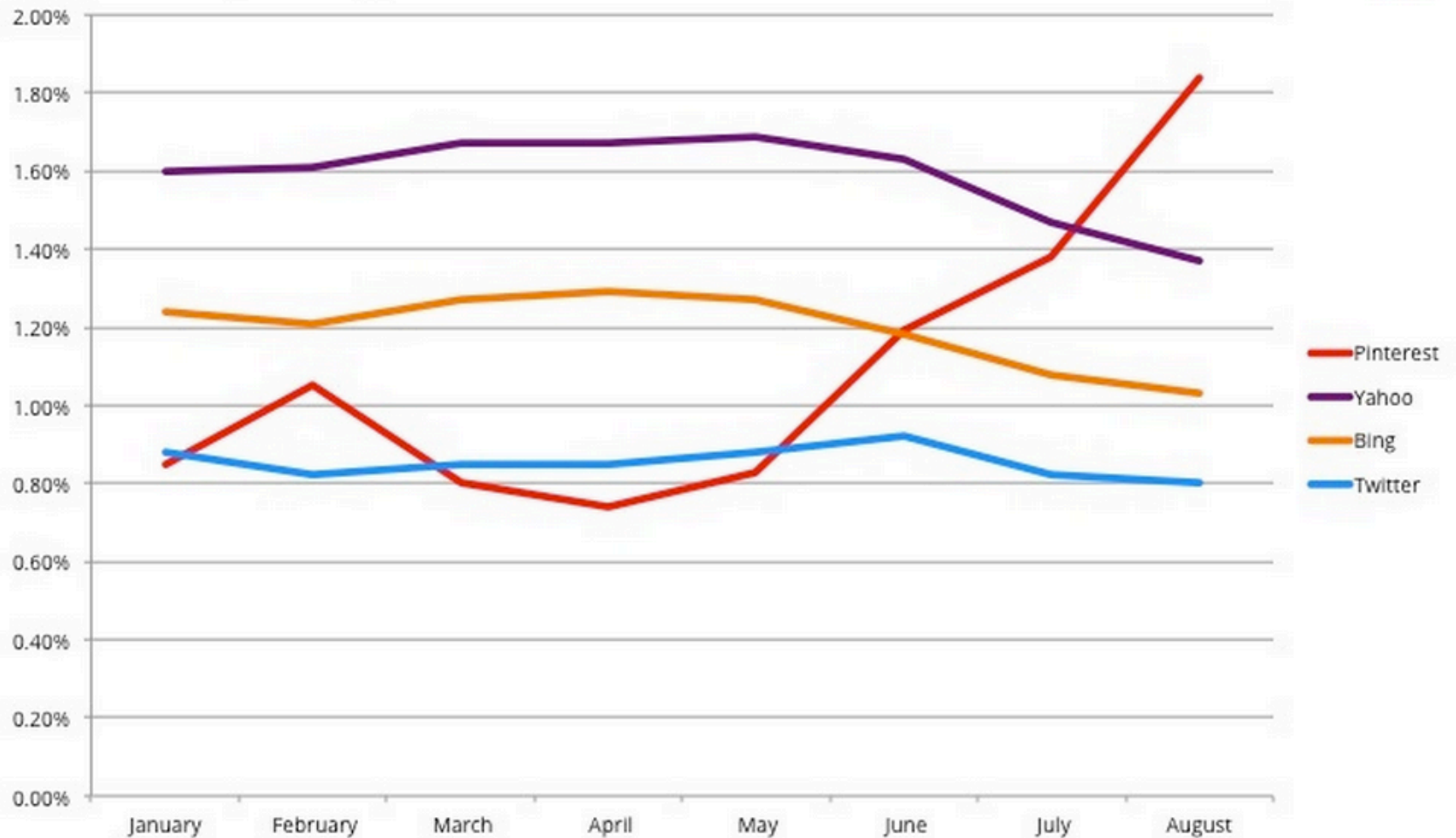
*Always online;  
discovering and sharing*



# Social players are becoming major source of online and mobile traffic

January - August 2012 Traffic Sources Breakdown

shareaholic





**All industries are being  
're-imagined'**



# The Re-imagination of Music

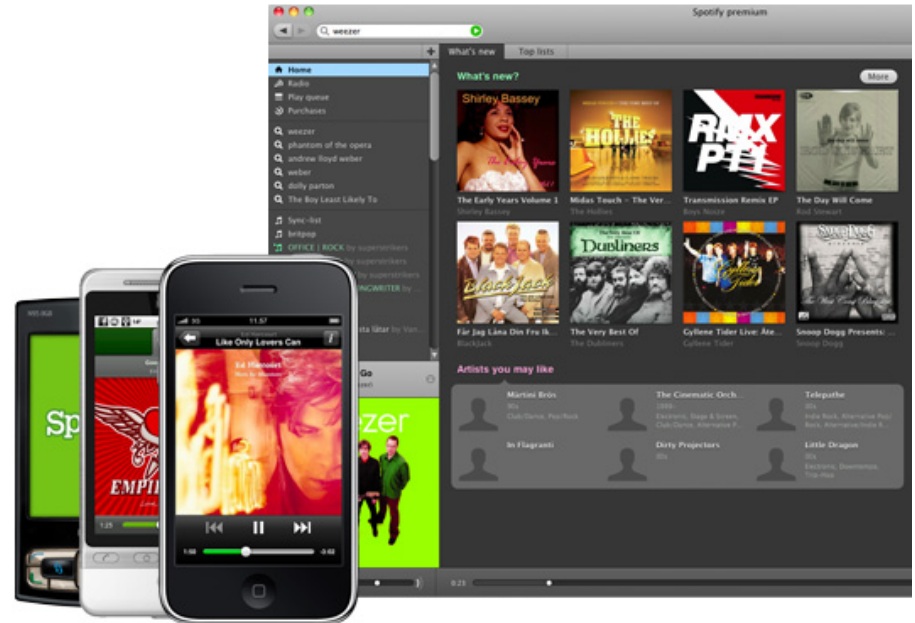


Then

Buy albums and CD's in stores

Playback via dedicated players

Source – Mary Meeker KPCB



Now

Discovery of music through friends and experts

Instant streaming on internet-enabled devices



# The Re-imagination of Recruitment



Then

Job Fairs  
Campus recruitment  
Paper Resumes



Now

Online Resumes  
Searchable skillsets  
Endorsements



# The Re-imagination of Shopping



Then

Personal Visits  
In-store Returns  
Seasonal Collections



Zappos.com

Now

Web & Social Inspiration  
Postal Returns  
Customised Collections







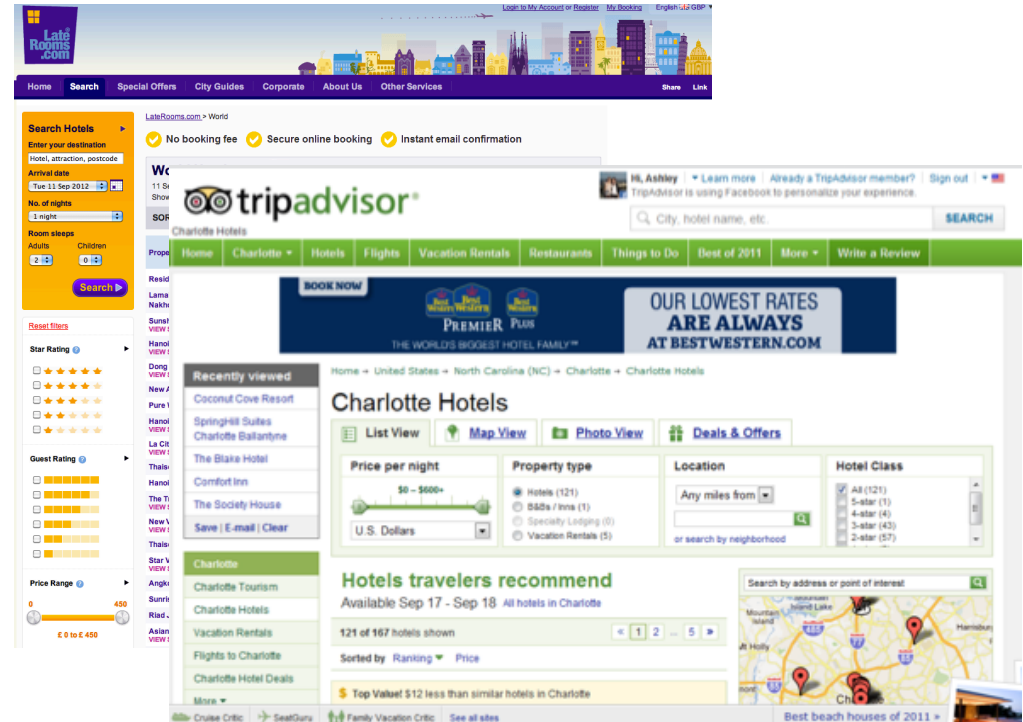
How will this impact travel?

# 1. A new ecosystem for travel



Then

Brochures  
Magazines  
High street agencies



1.0

OTA's  
Search  
Review Sites

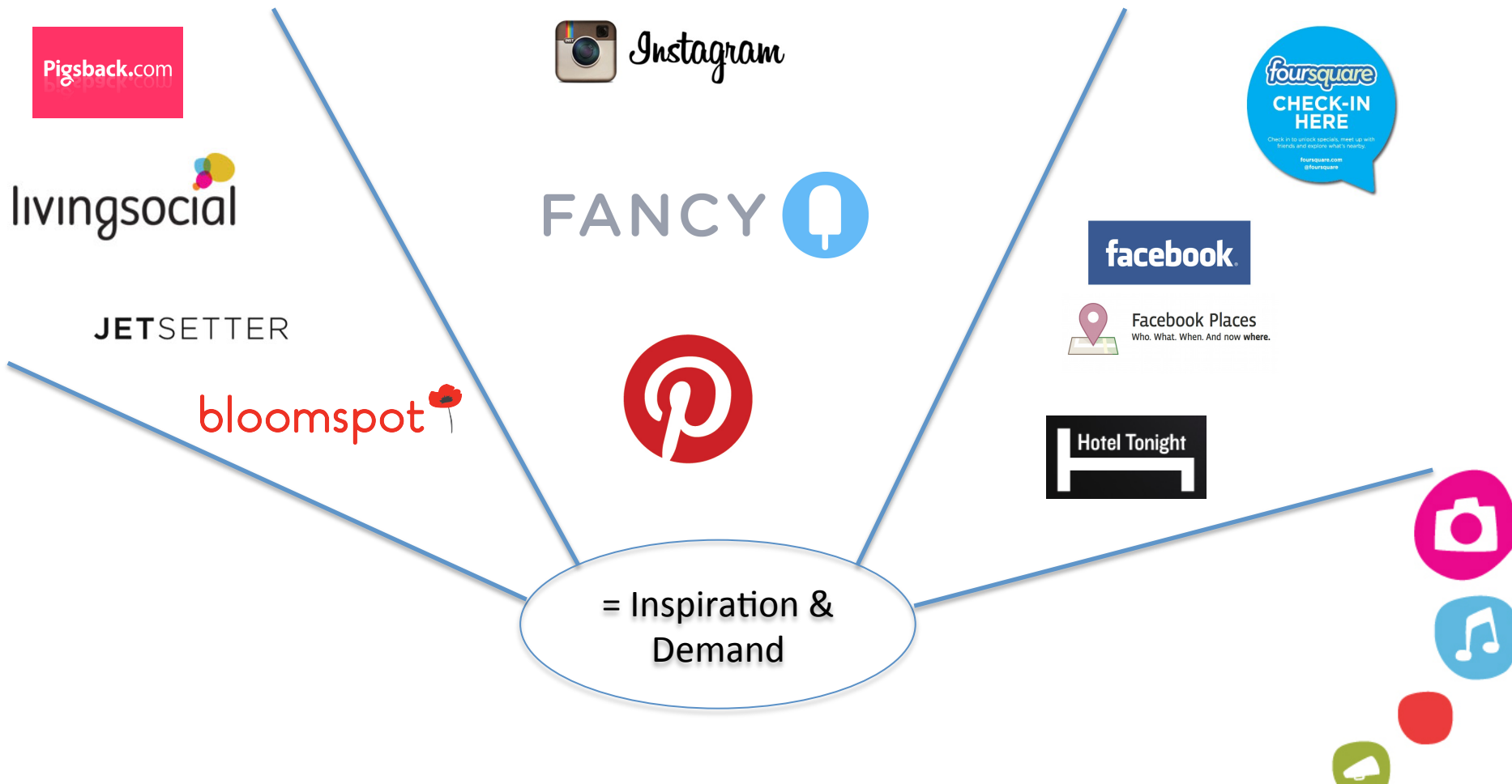


# 1. A new ecosystem for travel


## Social Commerce

## Social Sharing

## Check-ins & Driving Foot Traffic



# 2. The social graph



deals

escapes

events

adventures

shop

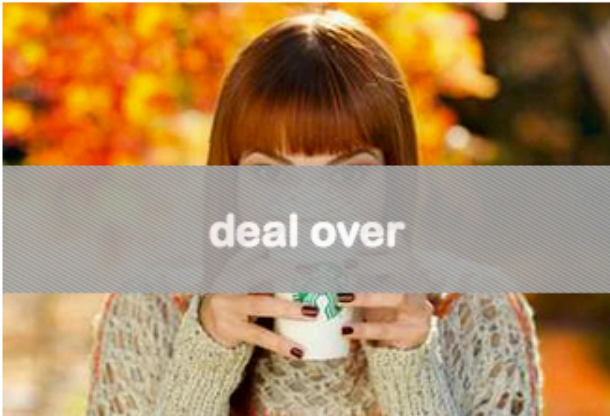
takeout & delivery

you missed it

This great deal for Starbucks is over. But don't despair, we've got more great deals every day.

view today's deal

x



deal over

# Starbucks

## \$10 Starbucks Card eGift

\$5

sold out!

50% SAVINGS

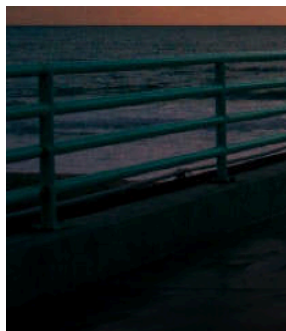
1,500,000 PURCHASED

---:---:--- REMAINING

share 214596

email

Tweet 24962



you with a champagne arrival fit for Jordanian royalty. Your decadent digs in the recently renovated eighth-floor Penthouse feature three bedrooms, a formal dining room that seats 60, a two-story circular library with gold-leaf rotunda, a Persian-tiled billiard room, and an expansive terrace where Sean Connery famously received a haircut in *The Rock*.

Named one of America's top ten penthouses by the Travel Channel, this \$20 million creation by famed art historian Arthur Upham Pope has housed more celebrities than Grauman's Chinese Theater. Channel your inner Marlene

Exercise Classes, Wi-Fi, and Permanent Platinum Status to The Fairmont's President's Club Program

- Penthouse Package Includes a Four-Course En Suite Dinner for Four, Exclusive Tiffany's China Set for Four, Monogrammed Robes to Keep, Bvlgari Amenities, Red-Carpet Welcome Package Valued at \$500, and a Full Day's Access to the Penthouse Maserati Quattroporte

114 PURCHASED

---:---:--- REMAINING

Want it for free?

Buy first, then share a special link. If three friends buy, yours is free!

Share 263 Tweet 0

email to a friend



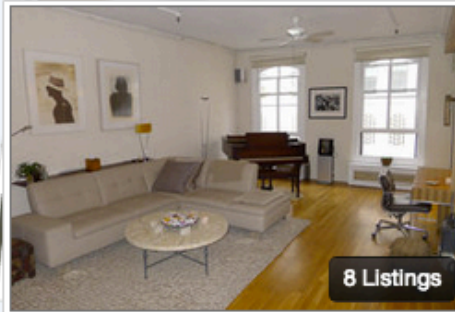


## 2. The social graph



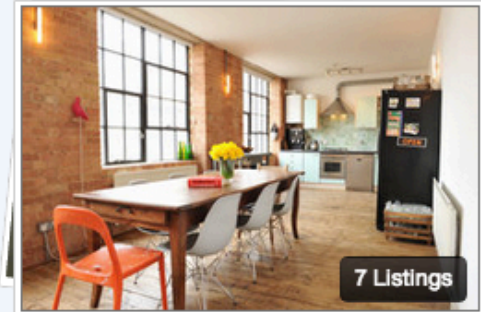
**Paleo Properties**

By Airbnb



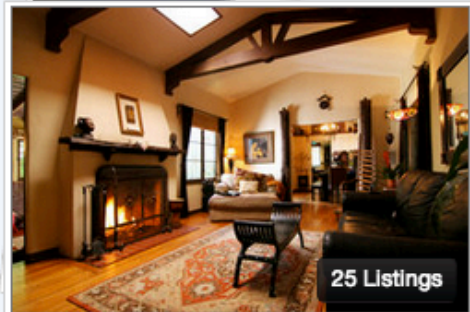
**Piano Places**

By Kay



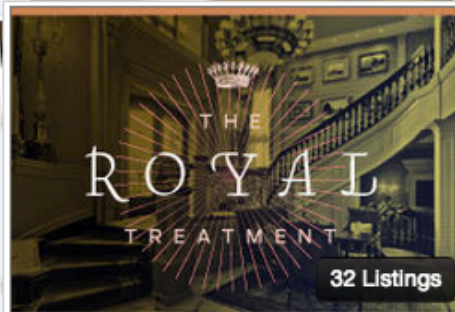
**Bikes as decoration**

By Anne Sofie



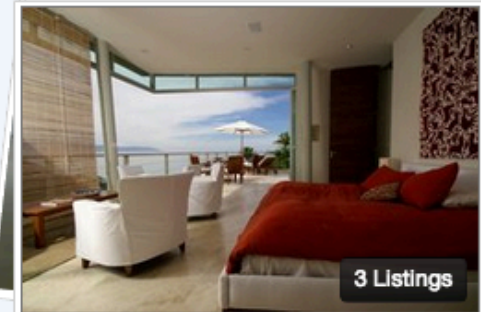
**LAX**

By Christian



**Royal Treatment**

By Airbnb



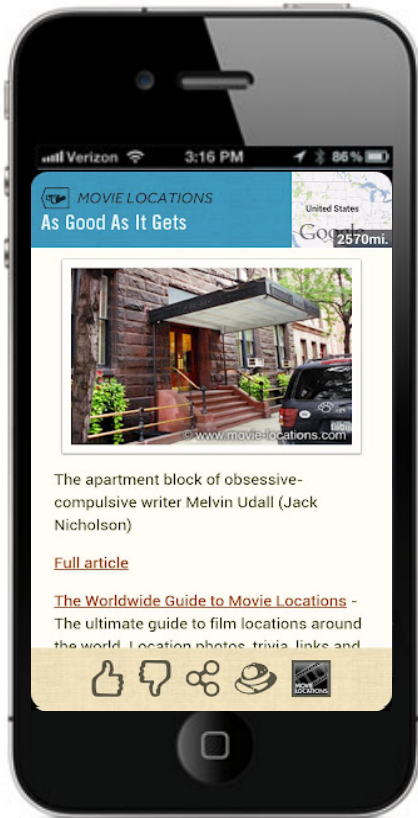
**Stylish Mexico**

By Yves

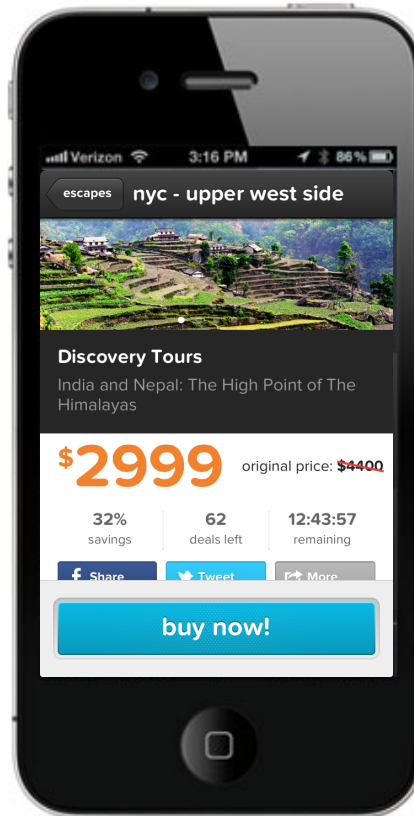


See your connections

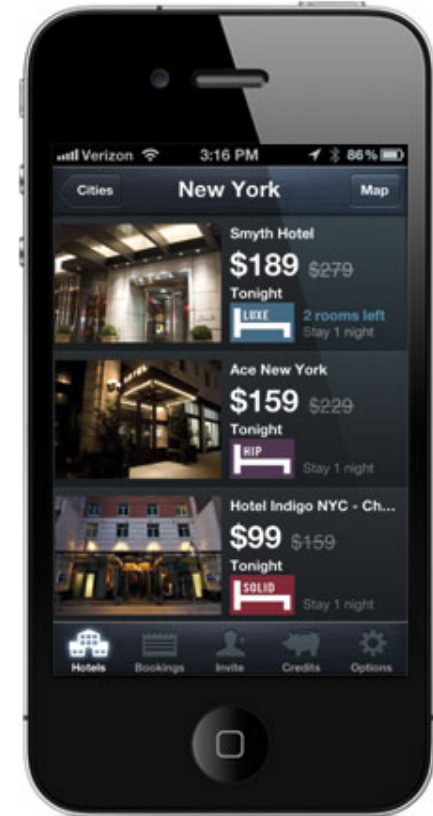
# 3. Mobile



Planning



Inspiration  
Commerce



Geo-location  
Commerce





## 4. Social & mobile – the experience





# 5. Storytelling & images





Every industry and vertical is going to be rethought in a social way. The real opportunity is about people identifying and redesigning these spaces and then marketing through them.



Thank you

*@njstafford*