



Travellers crave context

WTM 3 November 2015

@fizplaces



By 2016 marketers are expected to spend more than 50% of their time creating and distributing content...

Source: Content Marketing Institute 2015

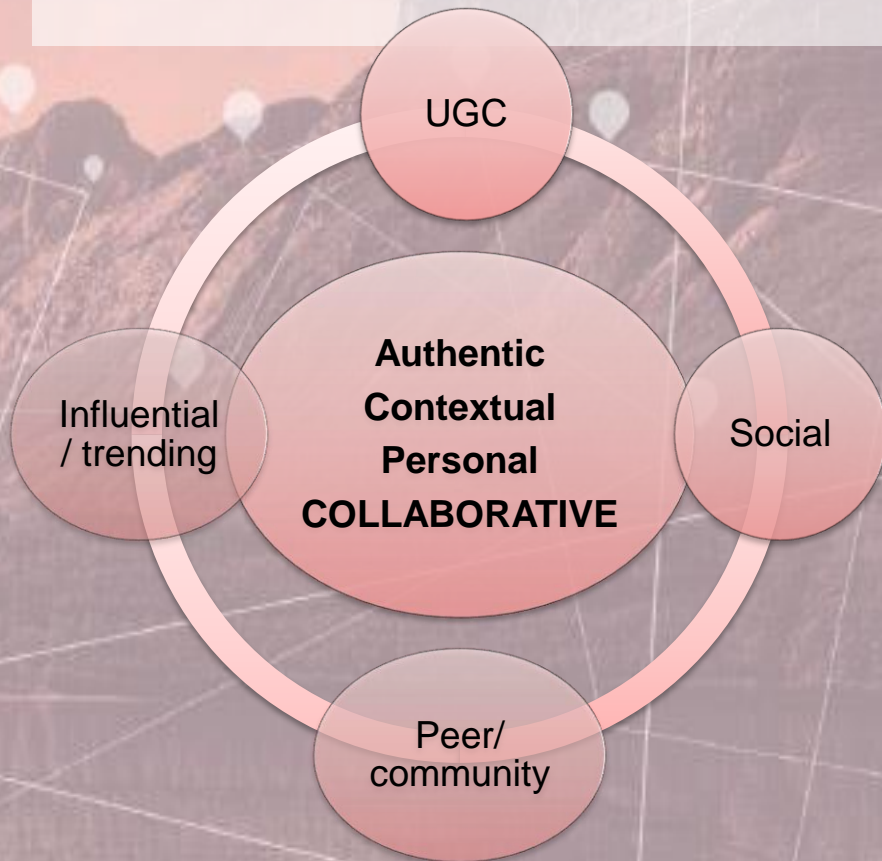


81% of travel shopping baskets
are abandoned compared
to 68% in other types of retail





Story-telling is the new (contextual) marketing



A red 3D pyramid graphic is positioned to the left of the text box.

Experiential
Seamless
Mobile
(multi-
device)



Psychographic content wins

A large red pyramid is positioned in the center of the slide. It is divided into five horizontal sections, each containing a white rounded rectangle with black text. The pyramid is set against a background of a mountain range with a network of white lines and dots overlaid.

inspirational

motivational

emotional

contextual

informational



80% of consumers read 6 to 12 reviews on average before making a booking

73% of website visitors rely on user submitted images to make a decision

42% of all stories shared on Facebook are travel-related.



Millennials (avid travellers)

will soon have record-breaking purchasing power

18 hours with media per day

peer reviews as trusted as professional reviews

40% use UGC to inform their travel plans

Source: Crowdtap <http://blog.crowdtap.it/2014/04/millennials-heart-ugc-infographic/>

The *new* rules of play

1. Inform

2. Build trust

3. Ask to book

It's time to stop thinking product and start thinking context

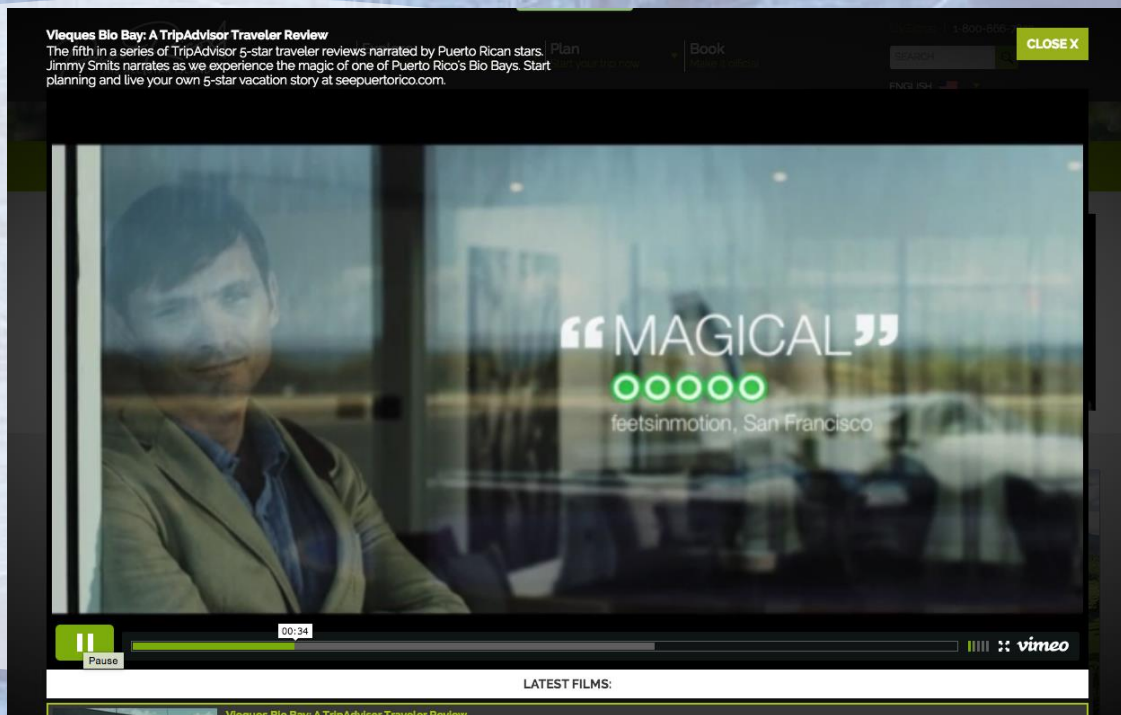
It's time to stop creating content and become involved in stories



Creating context - examples



See Puerto Rico
(dmo)
Tripadvisor traveler
reviews made into
short movies
3m views



www.seepuertorico.com

<https://player.vimeo.com/video/78289888>



SACO
Apartments
(business travel)
hyper-local context

SACO Blog

What to do in London Bridge Quarter

Wednesday 22 April 2015 by Hollie Swain

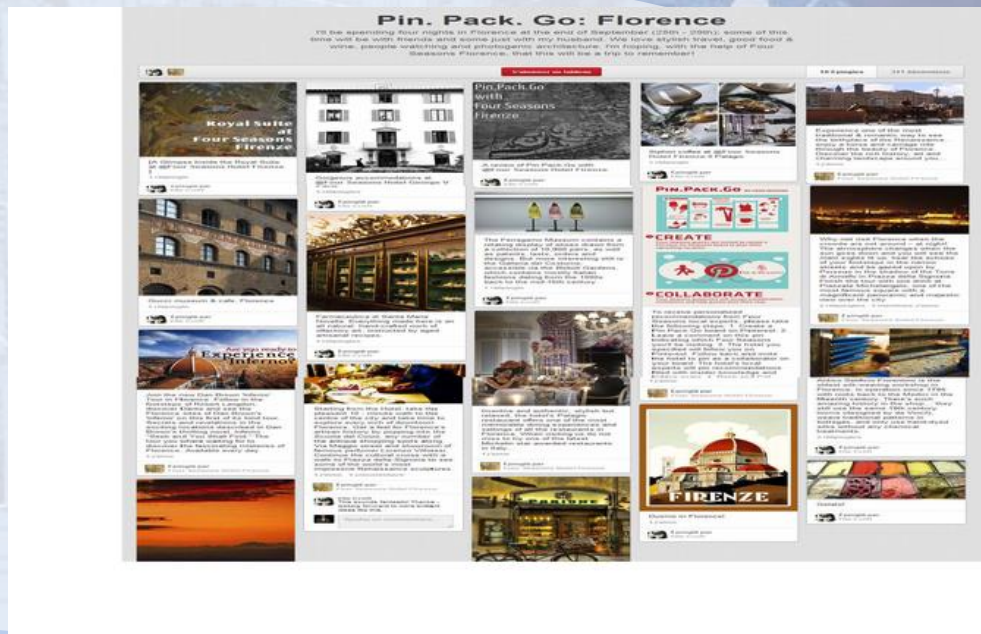


All the best attractions and things to do in

www.sacoapartments.com/blog



Four Seasons Pin. Pack. Go. on Pinterest real-time interaction





St James Court
(luxury hotel)
Virtual concierge
via fiz
50+ daily shares

VIRTUAL CONCIERGE

Discover the heart of London
virtual guide to stunning attractions
fabulous shops, tasteful pubs
superb places on our doorstep
make your stay extra memorable

Buckingham Palace
Westminster Abbey
The National Gallery
The Houses of Parliament
Big Ben
The London Eye

Westminster

Big Ben
Attraction [+ Share](#)

Big Ben, London, Greater London SW1A 0AA, UK

- <http://www.parliament.uk/bigben>
- HCinfo@parliament.uk
- 020 7219 4272

The name Big Ben is often used to describe the tower, the clock and the bell but the name was first given to the Great Bell. The Elizabeth Tower was completed in 1859 and the Great Clock started on 31 May, with the Great Bell's strikes heard for the first time on 11 July and the quarter bells first chimed on 7 September.

Social	Stats	Links	Feeds
	Checkins	Likes	Talking About
	154,265	8,665	3,217
	Checkins	Likes	Users

www.stjamescourthotel.co.uk

Attraction
2.4 km

The British Museum was founded in 1753, the first national public museum in the world. From the beginning it granted free admission to all...

Attraction
3.0 km

The Natural History Museum is an international leader in the scientific study of the natural world. Through its unique collections and scientific...

Attraction
3.1 km

Tate Modern is the UK's most popular modern art gallery, showing contemporary art from around the globe. Tate Britain is the home of British art...

Attraction
0.7 km

Kings, queens, statesmen and soldiers; poets, priests, heroes and villains - the Abbey is a must-see living pageant of British history. Every year...



Resources:

- ◆ Skift: The Rise of the Millennial Traveler
- ◆ StackAdapt: Content Marketing
- ◆ fiz: Curated Digital Marketing
- ◆ fiz: 5 Ways to Take Ownership of User Generated Content





*We travel,
first, to lose ourselves;
and we travel, next,
to find ourselves.*

- Pico Iyer

Thank you

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