



Future Techniques & Technologies



-
- Over the past three days we have looked at:
 - Basic building blocks of an **Internet Marketing Program**
 - Processes and methodologies to develop & manage the **E-marketing Plan**
 - **E-marketing Tools & Technology**

 - **What does the future hold?**



Round Table

“A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be”

Wayne Gretzky

- Let's discuss what we feel will be important in the next two to five years



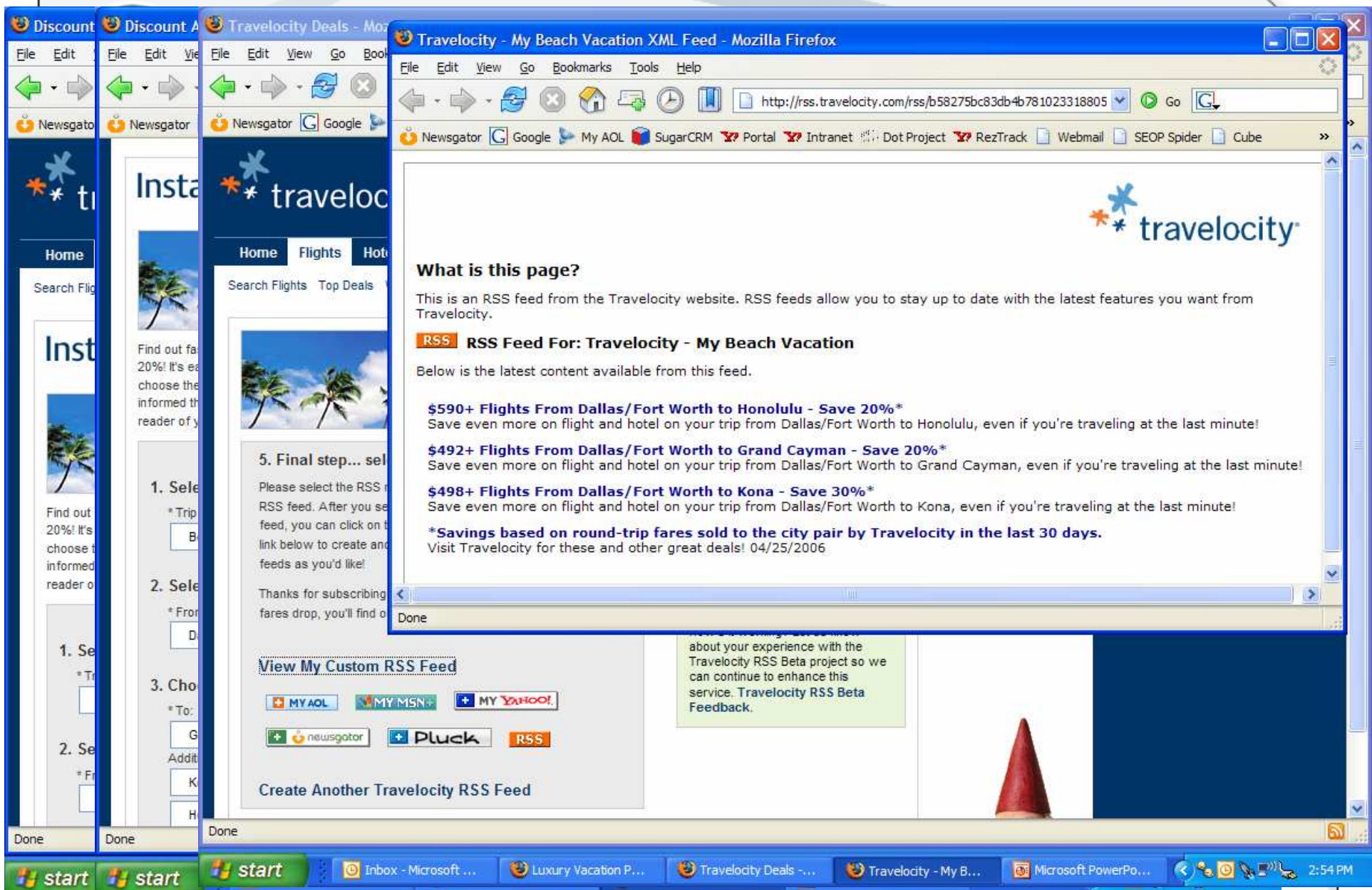
Participant Focus Group

1. What are some methods that you use to determine where you will go on vacation? (i.e. Search Engine like Google, referral from a friend, past experience)
2. What do you like to see on a Website when you are planning your vacation? (description of the destination, itineraries on what to do with children, photos, videos, history, culture, etc.)
3. What is the main reason that you use the Website for? Is it to search for information about the destination, to find out about hotels, to make a reservation, etc.?
4. What do you think about “reviews” about the destination or hotel from a third party?
5. How many times would you go back to visit the Website if it was useful?



Participant Focus Group

6. Do you ever sign up to receive special offers or newsletters from Websites?
7. What makes you absolutely crazy when you go to a Website? (what don't you like!)
8. Using percentages, answer the following:
 6. a. what percent of the time would you use a Website to get information?
 7. b. what percent of the time do you rely on an offline or print advertisement?
 8. c. what percent of the time do you get a brochure to get information about a destination or property?
 9. d. what percent of the time do you call directly to get information?
9. What does the future look like in terms of Websites for destinations? (What do you think Websites will look like in five years? What would you like for them to have?)





RSS

CONTENT DEVELOPMENT

RSS FEED RENDERING

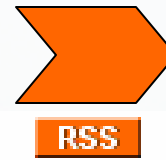
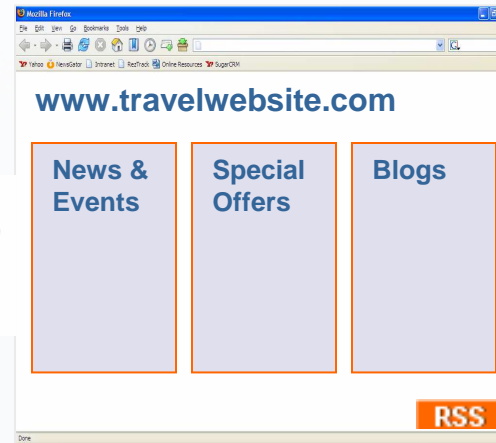
SYNDICATION



Publisher or Marketer

SALES
MARKETING

Promotions
Special Offers
Events
Packages
Blogs



CUSTOMERS



PROSPECTS



TRAVEL
PROFESSIONALS




TRAVEL MEDIA

Arizona Golf Packages | Pointe South Mountain Resort Packages | Kid Friendly Vacati... Luxury Vacation Packages | Destination Hotels & Resorts - All Experiences - Mozilla Firefox

http://www.pointesouthmtn.com/special.htm | http://www.destinationhotels.com/specials-search.php

Ariz... | Destination Hot... | Arizona Golf Packages | Pointe South... | Luxury Vacation Packages | Destinati... | Arizona Golf Packages | Pointe South Mount...



EVENTS CALENDAR

RESORT OVERVIEW

MEETINGS & EVENTS

THE OASIS WATER PARK

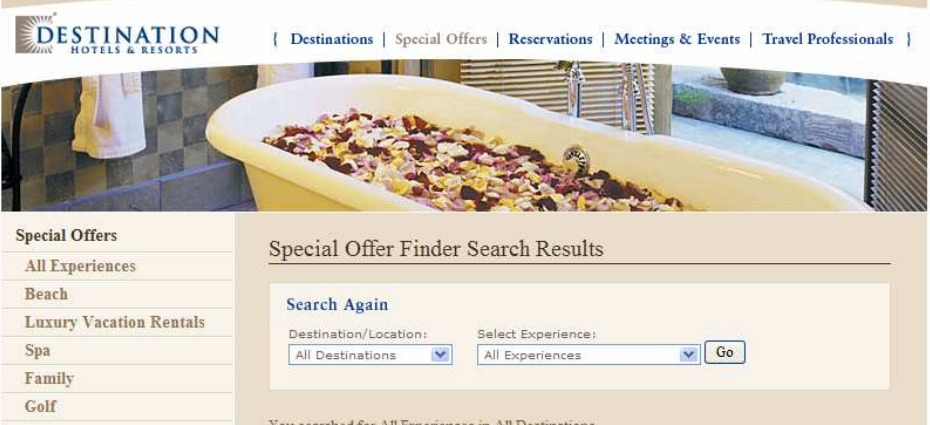
GOLF, ATHLETIC CLUB & SPA

TENNIS & ACTIVITIES

DINING & ENTERTAINMENT

SPECIALS & PACKAGES

specials & PACKAGES



DESTINATION HOTELS & RESORTS

Destinations | Special Offers | Reservations | Meetings & Events | Travel Professionals |

Special Offers

All Experiences

Beach

Luxury Vacation Rentals

Spa

Family

Golf

City

Special Offer Finder Search Results

Search Again

Destination/Location: All Destinations | Select Experience: All Experiences | Go

You searched for All Experiences in All Destinations. There are 27 special offers that match your search criteria.

My Yahoo! - Mozilla Firefox

http://my.yahoo.com/index.html

Welcome, oloap12 [Sign Out, My Account]

Most Popular Music Searches on Yahoo!

Enter your search: [] Yahoo! Search

AWA | Pink | Kelly Clarkson | Mariah Carey | Shireli | Lil' Wayne | Panini At The Disco | Daddy Yankee | Rasool Flatts

Tue, Apr 25, 01:43 pm

Yahoo! News: Stopping internet identity theft

Message Center

Stock Portfolios

Paolo	Edit
ADFL	10.90 +0.17
TIVO	8.52 +0.03
Q	6.6800 0.0000
CMG	52.07 -1.24
SBUX	38.31 -0.30
MCD	33.93 -0.33
KKD	v 8.54 -0.06
GOOG	429.33 -11.17
PEGS	9.34 -0.03
MCRS	43.47 +0.09
TXN	35.41 +0.38
ACXM	26.33 -0.01
DJIA	11286.77 -49.55

Travelocity - Spring Trip

- \$560+ Flights From Washington, D.C. to Zurich - Save 25%* - 3 hours ago
- \$547+ Flights From Washington, D.C. to Brussels - Save 30%* - 3 hours ago
- \$725+ Flights From Washington, D.C. to Rome - Save 20%* - 3 hours ago
- \$413+ Flights From Washington, D.C. to London - Save 20%* - 3 hours ago
- \$695+ Flights From Washington, D.C. to Amsterdam - Save 20%* - 3 hours ago

DHR - All Experiences Offers for All destinations

- Picnic in the Preserve, Pointe South Mountain Resort, Phoenix, AZ - one month ago
- Girls' Night Out, Pointe South Mountain Resort, Phoenix, AZ - one month ago
- Guys' Night Out, Pointe South Mountain Resort, Phoenix, AZ - one month ago
- Occasion to Remember, Pointe South Mountain Resort, Phoenix, AZ - one month ago
- Customer Choice Package, Pointe South Mountain Resort, Phoenix, AZ - one month ago

DHR - All Experiences Offers for Colorado

- Mountain Matching Discount Package, Destination Resorts Snowmass, Snowmass Village, CO - 19 hours ago

Weather

Cape Town

Genova

Turin

Dallas, TX

Denver, CO

Memphis, TN

Vail, CO

Kensington, MD

search by Zip

Transferring data from us.frd.yahoo.com...

Arizona

What is RSS?

Pointe South Mountain Resort - Phoenix, AZ

Occasion to Remember

This year, give the gift they'll cherish - a romantic getaway at Pointe South Mountain Resort.

My AOL - Mozilla Firefox

http://feeds.my.aol.com/

Search: [Web | Video | Local | Pictures | Music | Shopping]

My AOL

Today's Feeds

- DHR - All Experiences Offers for All destinations
- News
- Blogs
- Picnic in the Preserve, Pointe South Mountain Resort, Phoenix, AZ

My Feeds

- Miscellaneous
- National News
- Business and Finance
- Sports
- Entertainment
- Technology
- Politics and Opinions
- Humor and Fun

See More Feeds

Manage My Feeds

Add a Feed

Copy My Feeds

Search for Feeds

View All Headlines

Travelocity - Paolo Destinations

Done



Google Search I'm Feeling Lucky

Advanced Search Preferences Language Tools

Home Add a tab

TravelPod.com Recent Updates

- [And now to Athens!! - Athens, Greece](#)
- [The Visible Might of Calgary - Calgary, Canada](#)
- [Hjem, Kjære Hjem! - Bodø, Norway](#)

Destination Hotels & Resorts - All Experiences Special Offers for Colorado

- [Early Season - Fourth Night Free, Destination Resorts Vail in Vail, CO](#)
- [Family Fun Getaway Package, The Gant in Aspen, CO](#)
- [Fuel Your Fun Package, Destination Resorts Snowmass in Snowmass Village, CO](#)

Mauna Lani Resort News Headlines

- [Mauna Lani Resort on the Big Island of Hawaii - BR Cohn Wine Dinner](#)
- [Sunset Magazine's Gardens in Paradise Getaway Comes to Mauna Lani Resort](#)
- [Ke Kumu O Mauna Lani Wellness Event 2006](#)

Gmail

Inbox Hide preview

Traffic for kensington, md



Travelocity - My Travelocity Specials

- [\\$143+ Flights From Washington, DC to Denver - Save 50%*](#)
- [\\$223+ Flights From Washington, DC to Dallas/Fort Worth - Save 30%*](#)
- [\\$203+ Flights From Washington, DC to Memphis - Save 20%*](#)
- [\\$143+ Flights From Washington, DC to Denver - Save 50%*](#)
- [\\$203+ Flights From Washington, DC to Memphis - Save 20%*](#)
- [\\$223+ Flights From Washington, DC to Dallas/Fort Worth - Save 30%*](#)

Travelocity

Flights Cars Hotels

Find Me The Best Priced Trip!

From: To:

Departing: Sep 18 Returning: Sep 19

Adults (18-64): 1

More search options on Travelocity:
Seniors (65+), Minors (2-17),
First Class, One-Way

LabPixies - Coolest Gadgets On The

AA Domestic Next Weekend Net SAAver Fares

- [Fare Offers And Sales](#)
- [AA Domestic Fares Purchase By 09/08/06](#)
- [Fare Sales And Offers](#)

Weather

Kensington, MD
79°F
Partly Cloudy
Wind: SE at 8 mph

Today Mon



Blogs



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[Katrina](#)

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[Professional Bloggers](#)

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[Sports](#)

[Travel](#)

[Websites](#)

[Steve O'Keefe](#)

[Don Dunnington](#)

[Dan Forbush](#)

[Photos](#)

[PRSA](#)

Thursday, December 08, 2005

Today's Mission

by [Bill Rice](#) on November 16, 2005 10:12AM (EST)

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. [Stet clita kasd gubergren](#), no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctu est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet

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Thursday, December 08, 2005

Today's Mission

by [Bill Rice](#) on November 16, 2005 10:12AM (EST)

Lorem ipsum duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctu est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur

[Leave Comment](#) | [Trackbacks \(2\)](#) | [Permanent Link](#)



E-CRM: RSS2 & Podcasts

Podcasting is a way to receive audio files over the Internet

Leverages RSS technology

When a new audio clip is posted subscribers will automatically have the media downloaded to their mp3 device via their personal computer.

A person can listen on a computer or an MP3 player

A destination might use Podcasting by allowing travelers to download such things as walking tours, eco-tours etc

Commentary on local events and activities.

Travelers could listen to the Podcast, adding to the entertainment and enjoyment of the trip

Engage future travelers





E-CRM: VLOGS & Mapping

Welcome to Jim's Journeys Travel Vlog - Mozilla Firefox


File Edit View Go Bookmarks Tools Help

http://www.jimsjourneys.com/ travel vlog

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Jim's Journeys

Yangon, Myanmar
Into the heart of closed Asia
Despite Generals ruling the country and political opposition not tolerated, markets, sites and waterways are active and full of culture. We take a quick look.
5 minutes 3 seconds



[High quality](#)
Quicktime version
Mostly Weekley on Wednesday
August 23, 2006

[See all the Past Episodes](#)

Burma changed its name to the Union of Myanmar a number of years ago. It remains a closed nation ruled by a group of generals but is rich in culture and nature as the lack of

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Horseback Riding Vacation
Choose From Dozens Of Unique Ranches For Your Riding Holiday.
www.ColoradoRanch.co

Lake George, Adirondacks
Warm Colors and Crisp Air Await You Autumn in the Lake George Area
VisitLakeGeorge.com

Vacation Deals



E-CRM: VLOGS & Mapping

YouTube - Broadcast Yourself. - Mozilla Firefox

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http://www.youtube.com/results?search_query=barbados&search=Search

Go travel vlog

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Search In
» Videos
[Channels](#)
[Groups](#)
[Playlists](#)

Sort By
[Relevance](#)
[Date Added](#)
[View Count](#)
[Rating](#)

Refine by Category
» All
[Arts & Animation](#)
[Autos & Vehicles](#)
[Comedy](#)
[Entertainment](#)
[Music](#)
[News & Blogs](#)
[People](#)

Video results for 'barbados' Results 1-20 of 252

 **Barbados Trip**
01:11
my barbados trip
Tags: [barbados](#)
Added: 1 month ago in Category: [Travel & Places](#)
From: [uncc52](#)
Views: 327
★★★★★
1 rating

 **Barbados Rocks**
03:07
A chilled out story about my holiday in Barbados. When I got there, I knew I had to make a video about it, so that you YouTubers could experience it with me. No stop motion this time I'm afraid, but the furries' will be back :) Please leav ... (more)
Tags: [Barbados](#) [rocks](#) [gir2007](#) [addicted to youtube](#) [sunset](#) [holiday](#) [vacation](#) [music](#) [video](#)
Added: 1 month ago in Category: [Music](#)
From: [GIR2007](#)
Views: 23016

XM RADIOS STARTING AT \$49 GET XM NOW [CLICK HERE](#)

Rock Classic Rock EXPERIENCE ((XM)) SATELLITE RADIO Rock Classic Rock 80's Talk Reggae Classic

Done



E-CRM: Mapping

condominium rentals loc: hawaii - Google Maps - Mozilla Firefox

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http://www.google.com/maphp?hl=en&tab=w&sq=

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condominium rentals loc: hawaii - Go... E-site Marketing Client Portal

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Search the map Find businesses Get directions

Maps Print Email Link to this page

Sponsored Links

Condo Rentals
Looking for Condo Rentals?
Find exactly what you want today.
www.eBay.com

Results 1-8 of about 432 for **condominium rentals** near **Hawaii, HI** - [Modify search](#)

Categories: [Condominiums & Townhouses](#), [Motels & Hotels](#)

- A** **Royal Kuhio Condominium: Condo Rentals of Waikiki**
413 Seaside Ave #2, Honolulu, HI
(808) 922-1521 - 9.4 mi SE
- B** **Royal Kuhio Condominium: Condominium Waikiki Rentals**
2240 Kuhio Ave, Honolulu, HI
(808) 923-3188 - 9.6 mi SE
- C** **Paul Comeau Condo Rentals**
53-567 Kamehameha Hwy, Hauula, HI
(808) 293-2624 - 14 mi N
- D** **Ilikai Condo Rentals**
1777 Ala Moana Blvd, Honolulu, HI

Royal Kuhio Condominium: Condominium Waikiki Rentals
2240 Kuhio Ave
Honolulu, HI 96815
(808) 923-3188
royalwaikikicondos.com - 8 more »

Get directions: [To here](#) - [From here](#)
Send to phone

5 mi
5 km

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E-CRM: Virtual Tours

- Participant Survey:
 - Examples of maps, virtual tours or video already implemented



E-CRM: Virtual Tours

http://www.supertour.com/branded_v1_2/aspenchamber.aspx

Aspen - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.supertour.com/branded_v1_2/aspenchamber.aspx

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ASPEN
www.aspenchamber.com

POWERED BY
SUPER TOUR.COM

Drag image to pan. Click blue globes to explore.

TOUR JUMP

GONDOLA
DURANT AVENUE
COOPER AVENUE
MAN AVENUE
HUNTER STREET
STREET

RUBY PARK
WAGNER PARK

CALENA STREET
MILL STREET
MONARCH STREET
ASPEN STREET
BLEEKER STREET

Click to go to Main Street

INFORMATION KIOSK
Wheeler Opera House
the Wheeler on April 23,
one of the most notable
of the most eventful
prog-

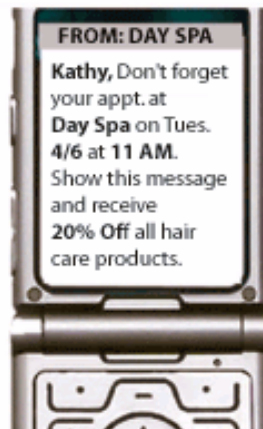
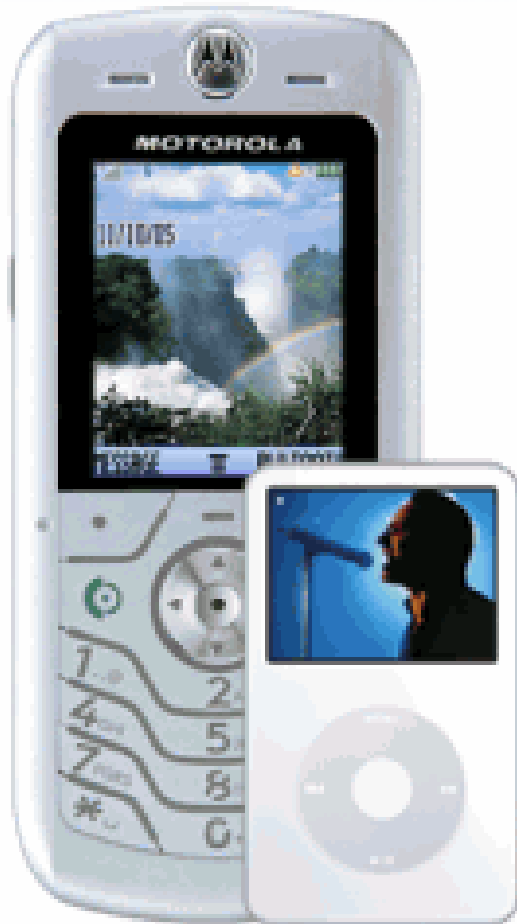
INTERESTING PLACES
THEATRE ASPEN
MUSIC FESTIVAL

Downtown
Smuggler View Deck
Aspen Historical Society
Aspen Music Festival Grounds
Aspen Recreation Center
Aspen Highlands

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E-CRM: Mobile & Vlogs





E-CRM: Bloggers Beware

User-generated content:

Everybody's doing it... but who's sorting it?

- Meteoric rise of social networks and user-generated content has caught the attention of the travel industry
- Online travel agencies, suppliers, portals and metasearch companies all reported that they have started incorporating user-generated content into their Web sites or they plan to
- Travel companies will need to have a strategy for helping users identify the information that will be most useful to them.
- When asked how they intend to sort and rank user-generated content, several indicated their strategies are still under development.
 - **Let the games begin!**



E-commerce

As discussed on Day 1:

- According to YPB&R 2006 National Leisure Travel Monitor:
 - 9 out of 10 respondents: ability to compare and combine airfare and hotel rates = **CUSTOMIZATION**
- Overriding consumer sentiment: “want it MY WAY”

Participant Survey:

How many of you have some e-commerce tool incorporating dynamic packaging on the site?



- Dynamic Packaging Definitions:
 - **SHOPPING CART** = ability to assemble multiple individually priced components of an itinerary in a single transaction
 - Credit card entered once
 - Single Confirmation
 - **DYNAMIC PACKAGING** = dynamically price generated based on the components included in the itinerary –
 - Single package price



E-Commerce tools

http://www.gotopuertorico.com - GoToPuertoRico.com - Interactive Map - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

Suitcase (5)

DINING

- El Tenedor REMOVE
- Pito's Sea Food REMOVE

SPORTS & ACTIVITIES

- Costa Caribe Golf & Country Club REMOVE
- Palmas del Mar Palm Course REMOVE
- Mundo Submarino Inc. REMOVE

SEND PRINT

Search Panel

Region

- All / None
- Central
- East
- North
- South
- West

Tours & Adventures Shopping Sports & Activities
Accommodations Beaches Culture & History Dining

Dining

TYPE

- All / None
- Puerto Rican

Result Panel

Ponce - South

Dining (2)

- El Ancla
- Pito's Sea Food

Transferring data from www.gotopuertorico.com...



Consumer Focus Group

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Thank you!

Presenters:

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