

Using Limited Resources to the Greatest Advantage

Caribbean Tourism Organization
State of the Industry Conference

Presented by Mindy Joyce
September 17, 2011

Remember the days...



My trip to Spain



Mindy Joyce added 17 new photos to the album **Basque Cooking Class**.



Basque Cooking Class

 Like ·  Comment ·  Reshare · September 9 at 6:12pm via iPhoto Uploader

 **Johannes Weinsheimer** and **Tahnee Perry** like this.



Erica Bray Someone in Chicago is very jealous! ;) This looks fabulous, Mindy.

September 9 at 7:12pm · Like



Gabe Saglie Looks awesome, Mindy!

September 9 at 9:05pm · Like

Write a comment...

The Social Media Revolution

**If Facebook
were a country**

**it'd be
the world's
3rd largest**



2:34

The secrets to cutting through with limited resources

Social media

+ PR

+ Online focus

+ creative strategy

= RESULTS

“If we are the most tourism-dependent region, we have to care more.”

– Hugh Riley, Secretary General of the CTO at the ATME Forecast, New York, Feb 2011



Hugh Riley, Secretary General & CEO
Caribbean Tourism Organization

“Social media....”

....has changed the way people **search, shop and share.**

- People will go out of their way to shop with someone they like.
- People buy from people their friends or family recommend
- **70%** of people turn to friends and family for advice when making purchasing decisions – Nielsen

It's happening online

- The Internet was used by approximately 90 million Americans to plan travel during the past year with 76% of online travelers planning leisure trips online
 - Source: US Travel & Travelers' Use of the Internet 2009
- **\$840 million of tours and packages are predicted to be booked online in 2011 by US travelers.** This is up from \$790 Million in 2010.
- **72% of US online leisure travelers participate in social media**
 - Source: Forrester Research 2010

Fragmented travel choices

TRAVELZOO[®]

ideeli[™]


KAYAK[™]

 HomeAway[®]

 Expedia[®]

ORBITZ

Lot 18

JETSETTER
ESCAPE • ADVENTURE • DISCOVERY • PLEASURE


tripadvisor[®]

 hipmunk

off & away

 SUGARFLY

It's happening online

- Over 700 billion videos were watched on YouTube in 2010.
- YouTube mobile gets over 100 million views a day.
- YouTube is localized in 25 countries across 38 languages.
- YouTube is used to launch campaigns. Procter & Gamble used YouTube, for example, to create a sensation with its “Old Spice man” commercials, which garnered over 140 million video views..

What has changed?

- 1 Changes in **technology** – online, mobile, social
- 2 Changes in **how people get information** (even media are getting info from Twitter)
- 3 With even more isolation, people increasingly **want to feel connected**
- 4 Increasing **influence of friends/family**
- 5 **Always on.** Social conversations are immediate and it's happening 24/7
- 6 **More clutter**, more speed, more information
- 7 **Brands are now transparent** and control is in the hands of the consumer

Two fundamental things have not changed

- **WORD OF MOUTH** is still the best form of marketing
- People **are still talking** about their travel experiences, just in a different place
- Social media has changed the way people search, shop, buy and share

Your dual role: Create demand within affluent consumers & build and maintain a quality destination brand

What this means for destinations

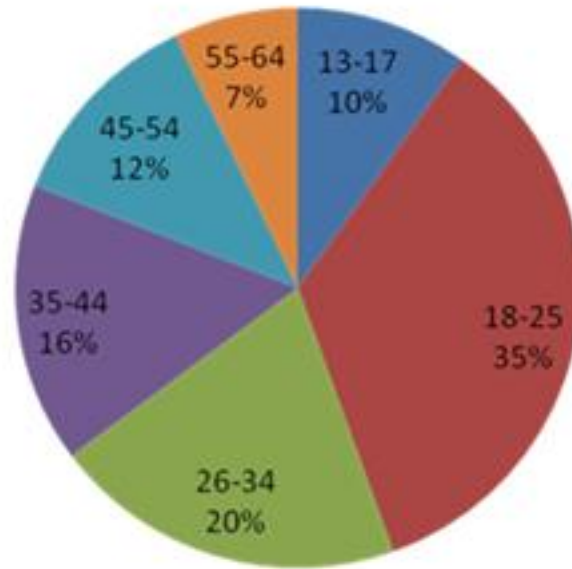
- Reaching the affluent traveler **where they are**
- You can now have **1:1 relationships** with travelers.
- **Less reliance on heavily branded content.** Savvy travelers have less trust in “advertising” messages, more trust in friends, relationships.
- **Be part of the conversation** and get good at seeding it. Know what is going on in the world and be part of a broader conversation

Social Networks



US Facebook Users by Age

US Facebook Users by Age - 3/1/11



35% are 35 years or older

Facebook users in the U.S.

	Total Users	Male	Female
13-17	14,402,580	6,646,820	7,719,380
18-25	50,679,700	23,004,960	27,048,020
26-34	29,703,340	13,588,320	15,577,380
35-44	23,596,860	10,216,440	12,775,140
45-54	17,425,520	6,915,900	10,176,980
55-64	10,459,580	3,982,340	6,301,480

Female skew, mirrors what we know about travel decision-makers.

As of March, 2011

Twitter



The most powerful listening tool:
search.twitter.com

- Creates an even playing field
- Relationship builder – create **NEW relationships**
- It's like a first date
- Seek out travel influencers/experts
- Engage with your travelers in every part of the travel process
- Hashtags: #TravelTuesday

Facebook



- It's not about the numbers. Engagement is the name of the game
- Facebook Pages (Business)
- Facebook Profiles (Personal)
- Facebook Places
- Facebook is ideal for maintaining and building EXISTING relationships.

The good news

- You already know how to do this
- Social media = an even playing field
- The only cost is time

This is not about selling travel.

We are all in the business of creating experiences, making memories and being seen as part of a luxury lifestyle.

Limited-budget strategies

- 1 Consider **reallocating marketing resources**.
- 2 **Creative strategy is key**. The less money you have to spend, the better the idea should be (and you will also maximize this through PR coverage).



Limited budget strategies

3 Listen to what people are saying about your destination & respond (TripAdvisor, Facebook, Blogs, Twitter). Let travelers actually tell the story for you. People remember and pay attention to stories vs information.

Limited budget strategies

- 4 JV with hotels/promos **on luxury “private sale” sites**, “group buying” (no up front cost) – the new travel agent.

Two types of travelers: Bucket list “experience seekers” and deal seekers.

- 5 You can push and guide the conversation about your destination. **Be strategic** and plan ahead.

Remind people while in your destination



6 Encourage visitors to post Facebook, Twitter & Foursquare updates while in destination

Limited budget strategies

- 7 Create campaigns that will **go viral**, increase chatter about your destination (“Best Job In the World”)
- 8 **Encourage sharing** & feedback on their return. Try to limit broadcasting content on social platforms and use them to create communities where people can talk about their experiences.

Case study



Ben, United Kingdom (110665)

islandreefjob6

402 videos

Subscribe

Share



1:00 / 1:00

360p

Like Add to Share

78,943

Limited budget strategies

9 Partnering with **prominent and trusted travel media brands** to include social components



Travel + Leisure

Sponsored: Wine spotting: When can you find Burrowing Owl, Gray Monk, Sleeping Giant and Laughing Stock wineries? Think Canada.

explore
Canada like a local

Wineries & Breweries | Okanagan Valley | Explore
Canada like a local

www.explorecanadalikealocal.com

Like · Comment · Share · August 30 at 4:16pm via Allin1social

17 people like this.



Nancy & Shawn Power... Inspiring YOU to Travel! we've been to this area and visited some of these wineries... beautiful!

August 30 at 5:17pm · Like · 1 person



KinderJet.com – Family Travel Blogs & Community Wine touring in the Okanagan is fantastic! And lots of family friendly wineries, too!

August 30 at 6:11pm · Like · 1 person



Egypt WAY Tours choose your holiday by yourself and we will do it for you .

September 2 at 10:10pm · Like

Write a comment...

Limited budget strategies

10 Public relations: Push coverage you know is happening through your social community and engage (i.e. Tourism Fiji & Bachelorette, Tourism Australia & Oprah Show)

Limited budget strategies

- 11 Trade shows & events** – a whole discussion is happening on social networks through hashtags. Make sure your destination has a voice, listen, watch, engage. **#CTOSOI**
- 12 Google your destination** – what perception is your destination giving others (images, video). Paid vs organic. Google rankings heavily influenced by social media.
- 13 Video** (not TV commercials) People respond to photo and video on social networks. Search for your destination brand on YouTube. SEO benefits.

“Hanging the fence”



saint martin

Search

Browse

Upload

Create Account

Sign In

Search results for **saint martin**

Sort by: Relevance ▾

About 15,700 results

Filter ▾



747 Landing - **St. Maarten**

KLM 747 Landing **St. Maarten**

by [sergejbojic](#) | 4 years ago | **9,390,367 views**



St. Martin: The Japanese Get Blown Away

Sunset Beach Bar, **St. Martin**, watching planes take off and land.

by [Lauren1335](#) | 2 years ago | **606,821 views**



KLM Boeing B747-400 Landing **St. Maarten** Cockpit view

Landing **St. Maarten** from cockpit 747. After nosewheel landing camera touched windshield causing crackling noise. For those viewers who made ...

by [SuredT](#) | 4 years ago | **3,692,235 views**



St. Maarten Compilation

All clips were recorded by myself.

by [DNthnumber10](#) | 3 years ago | **106,351 views**



KLM Boeing B747-400 TakeOff **St Maarten** Cockpit view

TakeOff from **St. Maarten** as seen from cockpit 747. To answer some remarks from viewers: Why is T/O so fast and short? Well, the aircraft weighs ...

by [SuredT](#) | 4 years ago | **1,710,709 views**

Featured Videos



MD-83 @ **St. Maarten**

I hope you subscribe for daily aviation entertainment! Let's be fr...

by [Jon5700](#) | **90,374 views**



KLM Boeing B747-400 TakeOff **St Maarten**

TakeOff from **St. Maarten** as seen from cockpit 747. To an...

by [SuredT](#) | **1,710,709 views**



Die riskantesten Start- und Landebahnen der

Straße Honduras Tegucigalpa internationale Flüge Berg Nepal **St Mart...**

by [focusonline](#) | **3,740,574 views**



An evening at Maho Beach, **St. Maarten**

For more videos visit: www.flightlevel350.com An evening at Maho Beach...

by [flightlevel350](#) | **40,767 views**

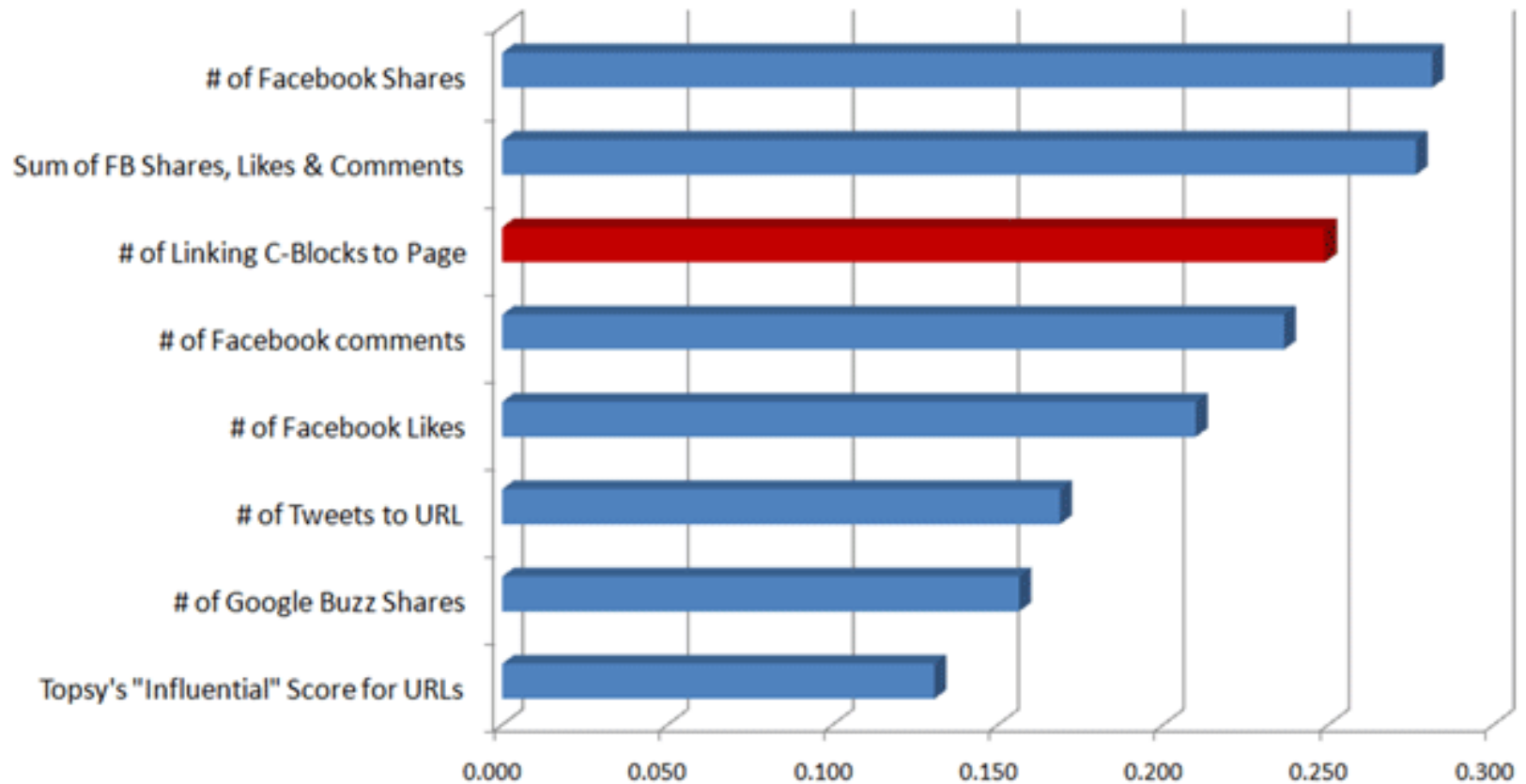
Limited budget strategies

- 14 Google your destination regularly** – what perception is your destination giving others (images, video, news, YouTube). Paid vs organic. Google rankings are heavily influenced by social media.
- 15 Be sure to optimize your destination's website to incorporate **user generated content** and **social feeds**
- 16** Pay careful attention to what is being said on **TripAdvisor**

Influencing Google

Correlation of Social Media-Based Factors

(data via [Topsy API](#) & Google Buzz API)



Limited budget strategies

17 Blogs are your friends. Use them to generate traffic to your site and give a less commercial perspective. Get guest bloggers to help you populate content on your destination blog.

18 Know the **top travel bloggers/influencers**. Families should no longer be solely focused on traditional media. Anything you/they publish lives forever and will continually **push traffic** for years to come.

Limited budget strategies

19: Travel is mobile:

1. Consider whether you need **your own destination app**
2. Embrace **existing highly used apps** (Facebook, Foursquare, Twitter) – travel tips
 - These can be tools for people to experience your destination the way you want them to - and share with friends.

Limited budget strategies

20. Make it easy for travelers to connect while in your destination: Free wifi in hotels, airports, inflight would help travelers connect more frequently. With 3G and iPads this is no longer an acceptable “incremental revenue” opportunity. Technology improvements needed in some places in the Caribbean to enable connectivity

Measuring ROI

The good news: everything that happens online can easily be measured. Cost = time

- # fans & followers & growth rate
- **Engagement** (comments, video views)
- Click-throughs on links
- Positive/negative sentiment
- Amount of sharing
- Twitter tools
- Facebook advertising, promotion of content = costs

It's not about the numbers

- **Engagement** is the name of the game
- Why your destination needs to be on several social networks
- For many it's a matter of shifting your marketing budget to allocate it differently – less wastage, less risk, more relevance, more measurable. Be where people are.
- You can test what works, there are no mistakes when you create small “tests”

It's not just what happens on YOUR Facebook page

- Destinations especially need to look at the **big picture**. What is happening all over the Internet for your destination?
- What are people saying, positive and negative?
- How can you listen and use this information to help shape your strategy and what can you do to guide the conversation?

Keeping top of mind with affluent travelers

...does not have to cost a lot of money

- Social media makes it possible for all brands to have a direct relationship with travelers (level playing field) no matter how much money you have
- It's all about connecting with people and investing in relationships

“We have to care more”

Thank you



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