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.
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
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

[Image of Facebook, Twitter, and other social media icons]
35% are 35 years or older
### Facebook users in the U.S.

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

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

As of March, 2011
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).
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

Position Vacant: Island Caretaker
Location: Islands of the Great Barrier
Salary: AUD$150,000 6-month contract
Responsibilities: • Clean the pool • Feed the fish
Applications close: 22 February 2009 Interviews:
Work begins: 1 July 2009
Limited budget strategies

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

- # of Facebook Shares
- Sum of FB Shares, Likes & Comments
- # of Linking C-Blocks to Page
- # of Facebook comments
- # of Facebook Likes
- # of Tweets to URL
- # of Google Buzz Shares
- Topsy's "Influential" Score for URLs
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. Famils should no longer be solely focused on traditional media. Anything you/they publish lives forever and will continually push traffic for years to come.
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.
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

Connect with me:
Twitter: @mindyjoyce
646-259-1546
mindy@sugarflymarketing.com
@sugarflytravel @sugarflydeals @sugarflywine
Facebook.com/sugarflymarketing
Blog: mindyjoyce.com
www.sugarflymarketing.com