



The Deal Experts. Over 25 Million Subscribers Worldwide.

Being a Digital Ambassador for Your Destination

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About Travelzoo

- Oldest of all online travel media, founded in 1998
- Over 90 million visitors monthly
- Audience in key markets around the world
- Our offers inspire people to travel
- E-mail subscribers, website, social
- We even have a guy on T.V.!
- DMO partnership: Create Your Own Travel Funnel

Some Background: Digital Maturity

- Technological stabilization
- Better standards
- Predictability
- Media consolidation
- Audience saturation

More Background: Changes to the Industry

- OTA business has hit a wall
- Social and content audiences are growing
- Old companies trying new business models

Top-Level Strategy has Changed

Old: Something New You Can't Ignore

New: Go "All In" the Right Way

Tip #1: Embrace Each Site For What It Is

- Users create their own online paths
- Each website has it's own user habits
- Being in the discussion in the relevant places is more important than bringing them to your website.

Tip #2: Brand Nuance Works Online

- Focused users get as much information as they need
- Great opportunity to differentiate from competitors or highlight niches
- Photos, video and text all work together

Tip #3: Niche Up!

- Dig deeper than the “big” sites and find lifestyle sites that help you define your “Sense of Place.”
- Great example: Foodspotting.com

Tip #4: Be Socially Diligent

- Monitor through Google Alerts
- Engage with user-generated content
- Get ahead of the curve on crisis management

Tip #5: Find Your Target Audience

- Avoid the “shiny disco ball”
- Think about goals and desired response
- Even free is useless if it’s not effective
- Behavioral targeting (and re-targeting) matters most

Tip #6: Get and Use Analytics

- Demand what metrics do matter
- Ignore what doesn't matter
- Remember that analytics are not goals
- Guest-pitality and Total Visitor Satisfaction are your focus group – embrace it.

Tip #7: A Rising Tide Lifts All Boats

- Share compelling content as it creates more visitors
- Look for advocates in and outside of the destination
- Use social networks as industry communications tools

Tip #8: Digital was Made For You

- Tell your stories, inspire and be compelling
- Be authentic (and beware if you're not)
- Don't be afraid to ask questions

Thank You!

Jim Brody

General Manager, Destinations
Travelzoo Inc.

NASDAQ: TZOO

+1 (617) 848-4531 direct

+1 (857) 208-8795 cell

+1 (312) 768-6199 fax

jbrody@travelzoo.com