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 its 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!

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