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# **Mastering the Trinity of Digital Travel Marketing: Making the Most of Social & Mobile**

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# Agenda

1. The decision-making process in 2015
2. The Trinity of Digital Marketing in Travel
3. Social Media in Travel
4. Examples in tourism

# The 6 Steps of the Travel Decision-Making Process



# The decision-making process

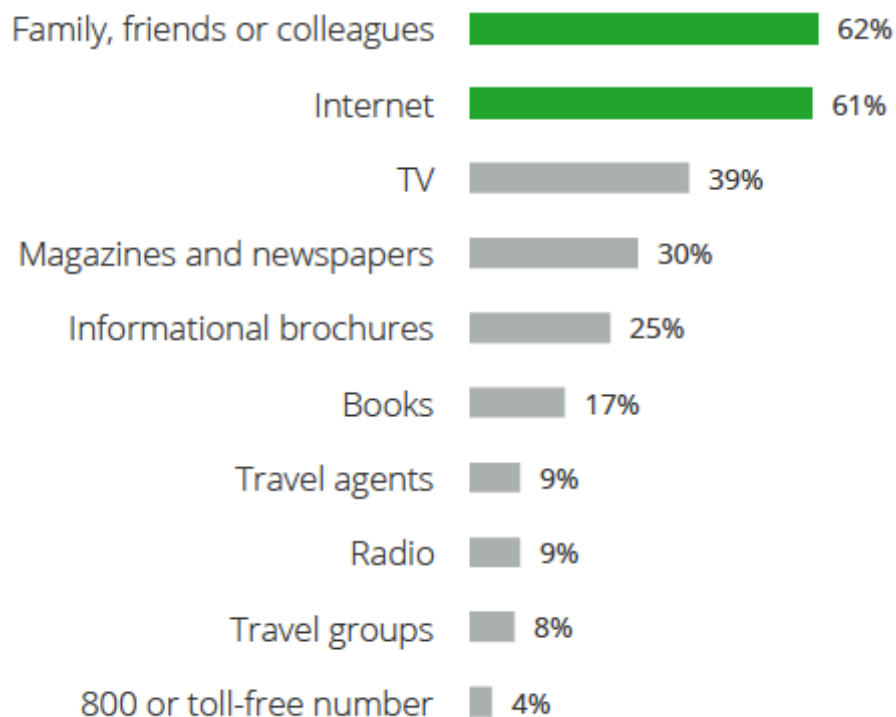
87% of travel-related searches being online.

65% of leisure travelers and 70% of affluent travelers start their online search with no specific destination in mind!

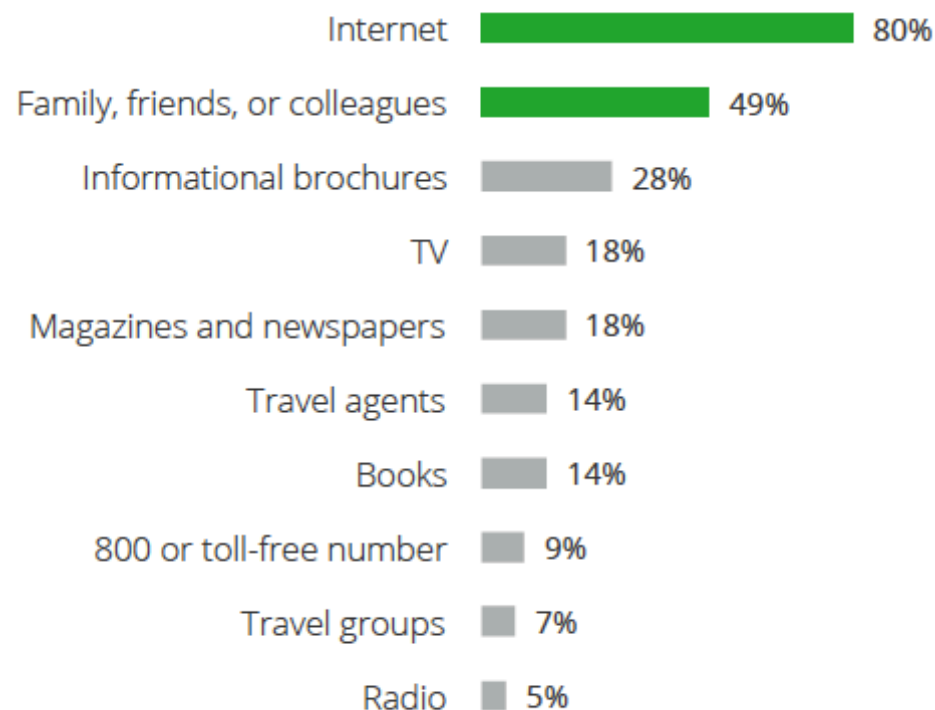


# The decision-making process

## SOURCES OF INSPIRATION



## TRAVEL PLANNING SOURCES

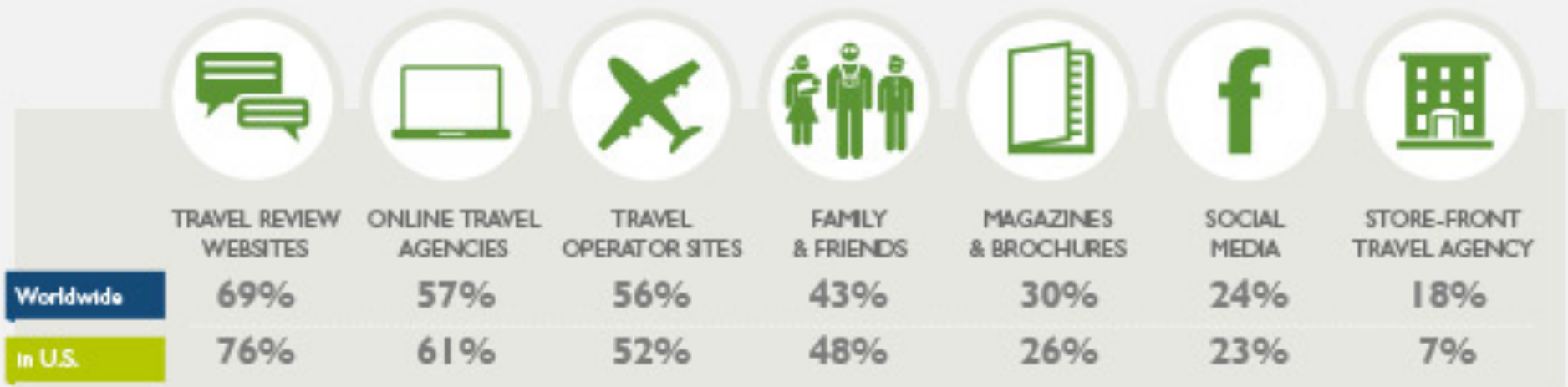


**Source:** Google Think, Ipsos MediaCT

# The decision-making process

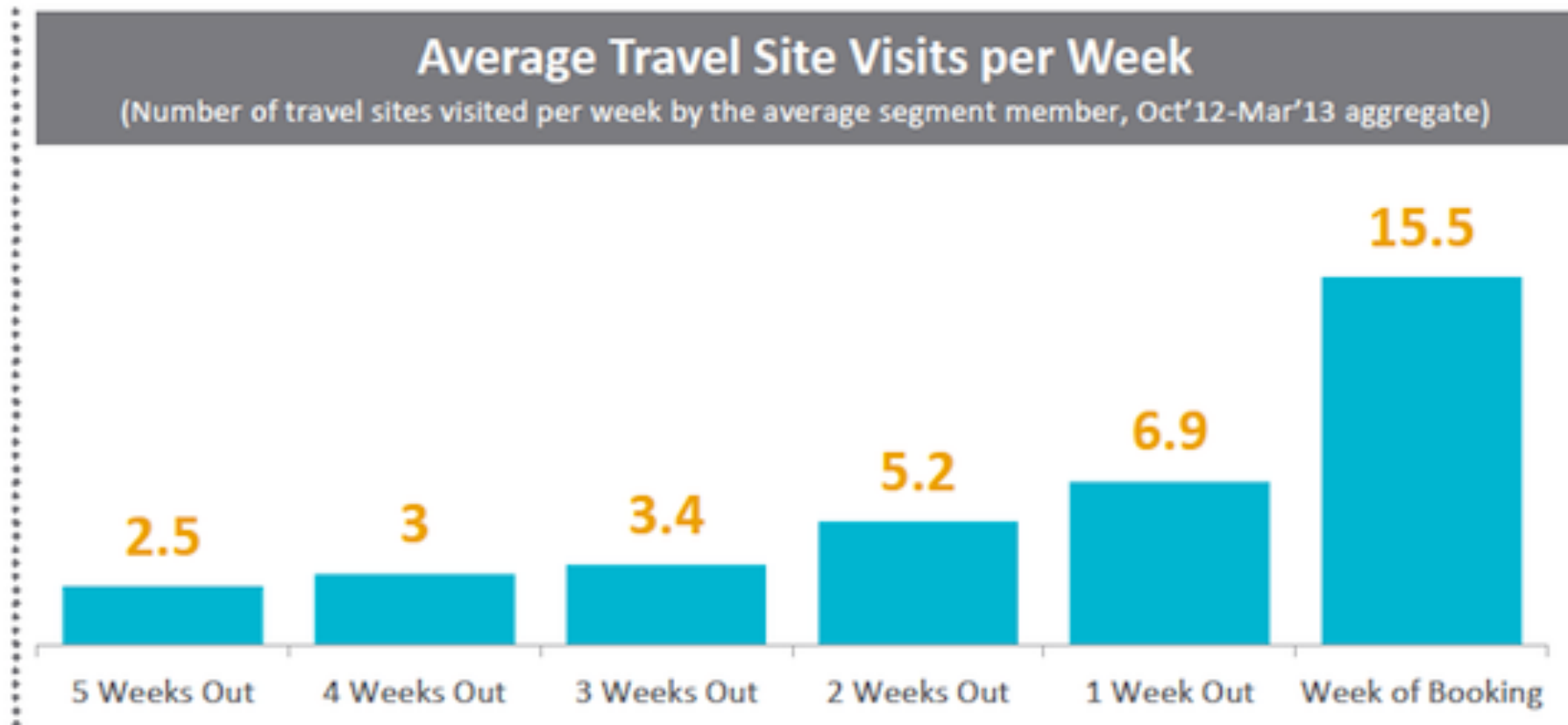
## TRAVEL PLANNING IS DOMINATED BY ONLINE RESOURCES

### WORD-OF-MOUTH BECOMES EVEN MORE POWERFUL ONLINE



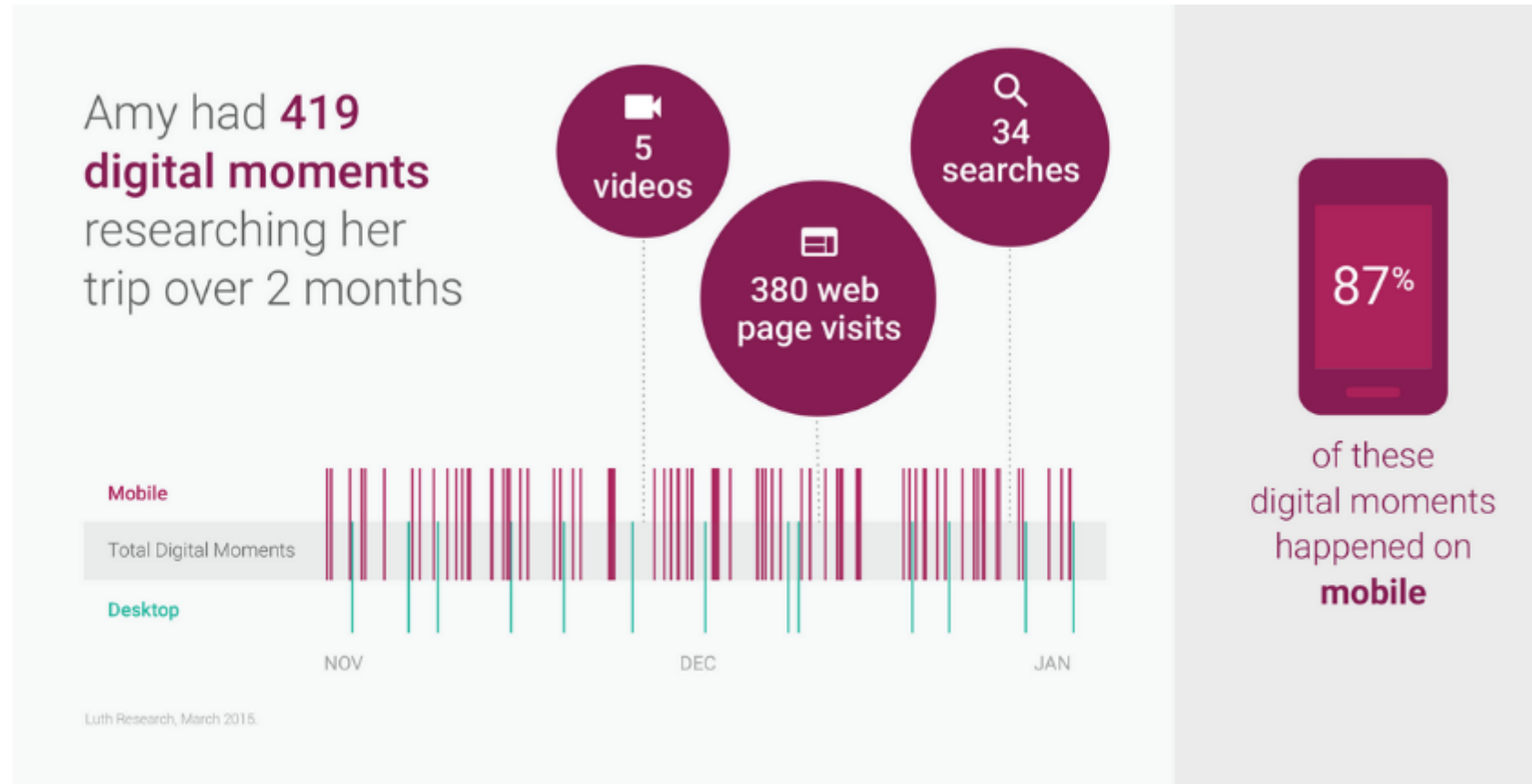
**Source:** TripAdvisor, TripBarometer, March 2013

# The decision-making process



**Source:** Expedia Media Solutions

# Going mobile...



Source: Luth Research ZQ Intelligence™ - Cross Platform Digital Behavior Measurement, Nov-Dec 2014.

# The decision-making process

**35%**  
Leisure Travelers



**56%**  
Business Travelers



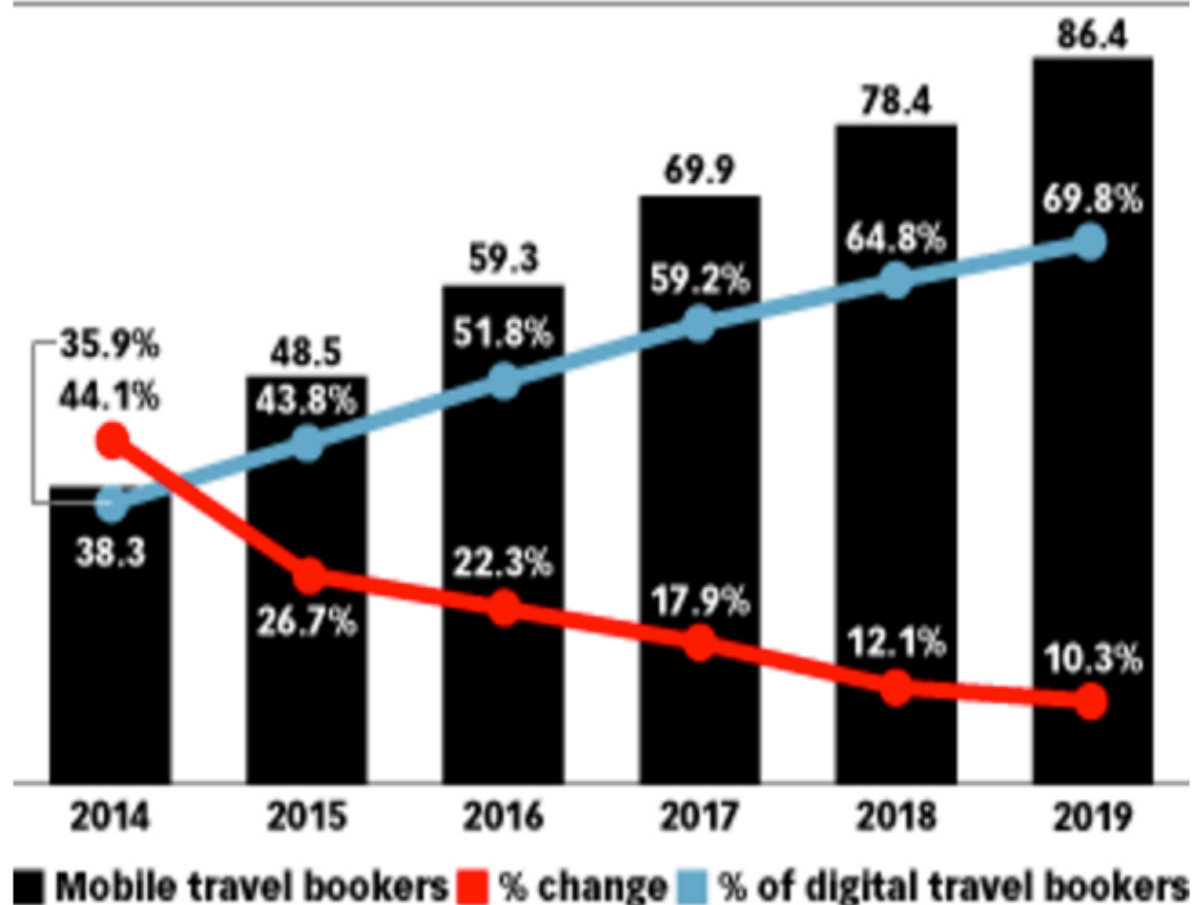
Engaged in travel-related video activities  
within the past six months

**Source:** Google Think

# Going mobile...

## US Mobile Travel Bookers, 2014-2019

*millions, % change and % of digital travel bookers*



# The decision-making process

## Tourism video ads boost hotel bookings

25 September 2015



REDWOOD CITY, CA: Travellers who watch a tourism video ad to completion are 23 times more likely to book a hotel in the destination city advertised, new research claims.

Rocket Fuel, a programmatic marketing platform provider, reached this conclusion after analysing data from a recent US regional tourism ad campaign and from a hotel advertiser that had partnered with Rocket Fuel at the same time.

The likelihood to book **increased with the video completion rate** and was highest for consumers who were both exposed to display ads and watched to completion one or more video ads.

While the above figures are impressive, even being exposed to tourism display or video ads – without viewing to completion – meant that travellers were six times more likely to book a hotel in the destination city those who hadn't seen them.

# The brand ecosystem

## YESTERDAY'S BRAND'S VIRTUAL ECOSYSTEM



[www.fredericgonzalo.com](http://www.fredericgonzalo.com)



# The brand ecosystem

## TODAY'S BRAND'S VIRTUAL ECOSYSTEM



[www.fredericgonzalo.com](http://www.fredericgonzalo.com)

# Digital Paid, Owned, and Earned media

Figure I: The Convergence of Paid, Owned & Earned Media



Source: "The Converged Media Imperative: How Brands Must Combine Paid, Owned & Earned Media" Altimeter Group (July 19, 2012)

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# The Holy Trinity 2.0

## DIGITAL MARKETING HOLY TRINITY



[www.fredericgonzalo.com](http://www.fredericgonzalo.com)

# Your website

Google  
bruce county tourism

Web News Maps Images

Bruce County / Points of interest

Saugeen River

Sauble Falls Provincial Park

MacGregor Point Provincial Park

**Blue Mountain Resort, Official Site :**  
**Ontario's Only 4 Season ...**  
[www.bluemountain.ca](http://www.bluemountain.ca)

Official website for **Blue Mountain**, which includes lodging, ski resort, golf club, and a waterpark in addition to other ...  
[Lift Ticket Prices and Rates - Hot Deals](#)

**Blue Mountain Village**  
[bluemountainvillage.ca](http://bluemountainvillage.ca) › [blue-mountain-...](#)

**Site mobile - Blue Mountain Village. ...** Tis the time for Jingles & Joy in Ontario's largest pedestrian Village. Join us throughout ...  
[Where To Stay - BMVA Members - Activity Central](#)

Images

TOUT AFFICHER

Manitoulin Island  
Kingston  
Toronto  
Mississauga  
Map data ©2015 Google

ity

in Southwestern Ontario, Canada, and includes county seat is Walkerton, Ontario. The name of Bruce Trail and the Bruce Peninsula, which the

Feedback

# Email Marketing

1. Sending emails at the right time
2. Clean up your database
3. Test
4. Segmentation
5. Crossing networks
6. Automate processes
7. Think mobile
8. Explain benefits & frequency
9. Offer an incentive
10. Give options to read newsletter online



## Express consent versus implied consent

### WHAT YOU NEED TO KNOW BEFORE SENDING OUT YOUR COMMERCIAL ELECTRONIC MESSAGE

#### IMPLIED CONSENT

##### Existing business relationship

The recipient has made, or enquired about, a purchase or lease of goods, services, land or interest in land, a written contract or the acceptance of a business, investment or gaming opportunity from you.

##### Existing non-business relationship

You are a registered charity, a political party or a candidate, and the recipient has provided you a gift, a donation or volunteer work.

You are a club, association or voluntary organization and the recipient is one of your members.

##### Recipient's e-mail address was conspicuously published or sent to you

The address was disclosed without any restrictions and your message relates to the recipient's functions or activities in a business or official capacity.



#### KEEP RECORDS

Keep records of how you obtained implied or express consent, since in both cases you have the **onus to prove consent**.



Specific conditions apply. Please refer to the Legislation and its Regulations.

#### EXPRESS CONSENT

##### Valid consent given in writing or orally

The recipient gave you a positive or explicit indication of consent to receive commercial electronic messages.

Your request for consent set out clearly and simply the prescribed information.



##### Express consent is not time-limited

Unless the recipient withdraws his or her consent.

##### Implied consent is generally time-limited

It is typically a period of 2 years after the event that starts the relationship (e.g. purchase of a good). For subscriptions or memberships, the period starts on the day the relationship ends.

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# Key social networks in travel

facebook®



LinkedIn

Pinterest



# And let's not forget...



**JAN  
2015**

# DIGITAL IN CANADA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

**35.7M**  
**MILLION**

URBANISATION: 81%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

**33.0M**  
**MILLION**

PENETRATION: 93%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA ACCOUNTS



we  
are  
social

**20.0M**  
**MILLION**

PENETRATION: 56%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



we  
are  
social

**29.0M**  
**MILLION**

vs. POPULATION: 81%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL ACCOUNTS



we  
are  
social

**16.2M**  
**MILLION**

PENETRATION: 45%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS, NOT UNIQUE USERS

**JAN  
2015**

# SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB  
PAGE VIEWS:  
LAPTOPS & DESKTOPS



we  
are  
social

**70%**

YEAR-ON-YEAR:  
**-10%**

SHARE OF WEB  
PAGE VIEWS:  
MOBILE PHONES



we  
are  
social

**17%**

YEAR-ON-YEAR:  
**+41%**

SHARE OF WEB  
PAGE VIEWS:  
TABLETS



we  
are  
social

**12%**

YEAR-ON-YEAR:  
**+33%**

SHARE OF WEB  
PAGE VIEWS:  
OTHER DEVICES



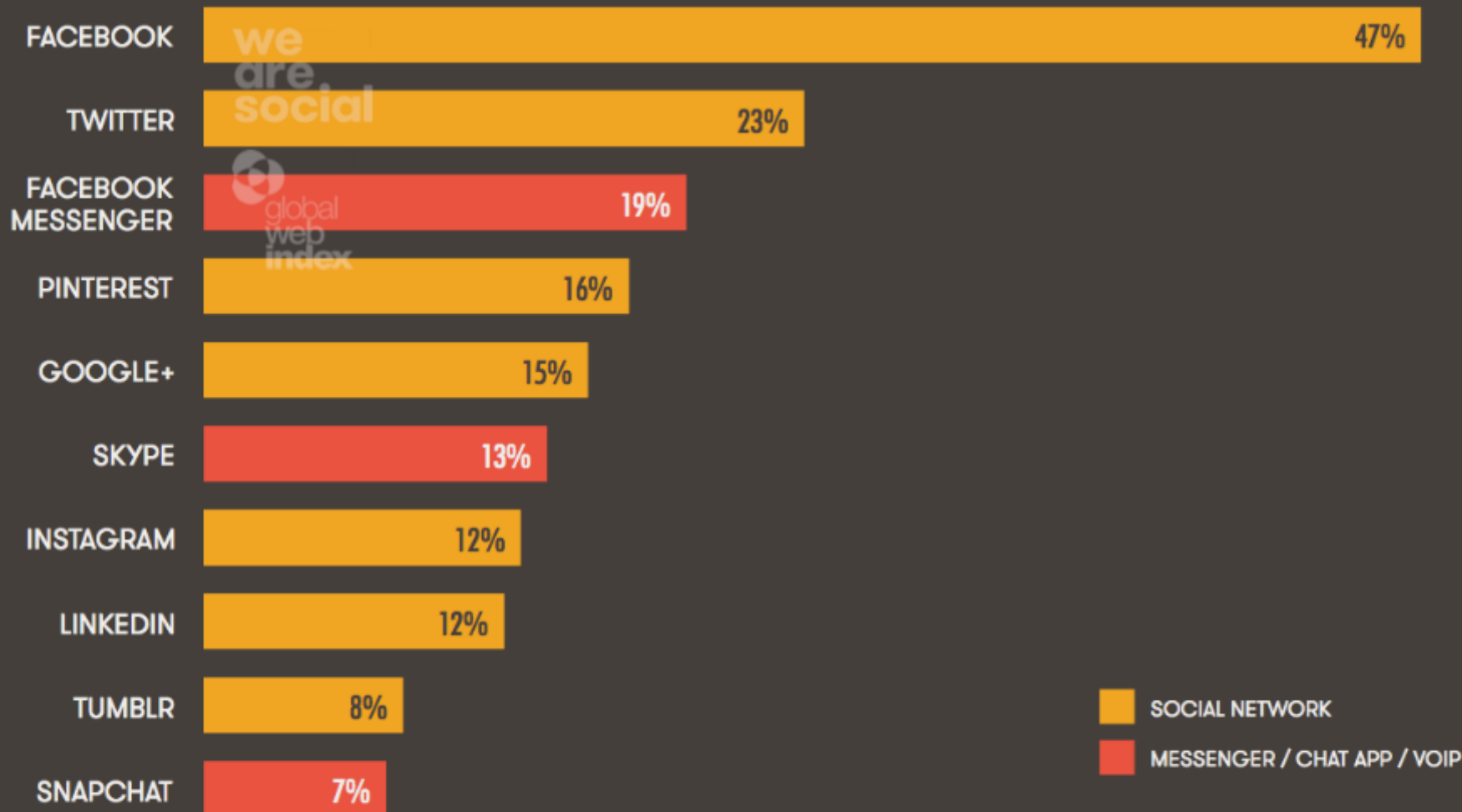
**0.3%**

YEAR-ON-YEAR:  
**+18%**

**JAN  
2015**

# TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY





# facebook Community Update



**1.55 Billion**

people on Facebook each month



**900 Million**

people on WhatsApp each month



**700 Million**

people on Messenger each month



**400 Million**

people on Instagram each month



**1+ Billion**

people on Facebook each day



**925+ Million**

people using Groups



**8+ Billion**

video views each day



**15+ Million**

people online due to Internet.org



**45+ Million**

small & medium businesses using Pages



**Flying Monkeys Craft Brewery**

November 5 · 🌐

Just bottled Monday! Cadillac Graveyard Oatmeal Stout. Drop on by the Brewery and take the smooth dark Caddy for a ride.

Like · Comment · Share



👍 41 people like this.

Top Comments ▾

➦ 1 share



**Jeff Long** I wish I didn't have to drive 5 hours to buy your beers.

Like · Reply · 👍 1 · November 5 at 1:49pm



**Flying Monkeys Craft Brewery** But look at that sweet ride! Come on, Jeff. . . it's not snowing yet!

Like · Reply · 👍 1 · November 5 at 9:38pm



**Jordan David** Please tell me the lcbo will be selling this

Like · Reply · 👍 1 · November 6 at 3:42pm



**Flying Monkeys Craft Brewery** Brewery only, man. But we submitted Cadillac to the list for the Grocery Stores --so maybe soon you'll be able to pick it up at Foodland or somewhere!

Like · Reply · 👍 1 · November 9 at 2:42pm · Edited



**Jonny's Home Brew Adventures** lol I'm in BC





**REGIONAL TOURISM ORGANIZATION 7**

TWEETS 1 292 ABONNEMENTS 1 303 ABONNÉS 953 AIMÉS 492

Abonné

## RTO7 Connection

@RTO7Connection VOUS SUITEZ

RTO7 is a non-profit organization whose mandate is to work with the BruceGreySimcoe tourism industry and organizations.

Bruce, Grey & Simcoe Counties

rto7.ca

Inscrit en août 2012



Photos et vidéos



Tweets Tweets & réponses Photos & vidéos

RTO7 Connection a Retweeté

**Will Baird** @willbaird · 9 nov.  
Stats on #pumpkinfernoDH @discoveryharbr +6200 visitors  
+\$500,000 in economic impact #team @RTO7Connection  
@simcoecounty @penetanguishene

**RTO7 Connection** @RTO7Connection · 4 h

Note date change to Nov 25th. In Southampton 12:30-3:30 @ParksRecSS @explorethebruce @GreyTourism @Saugeen\_Shores

**County of Simcoe EDO** @simcoecountyEDO  
@RTO7Connection is hosting a Special Event Planners Workshop on Nov.

Suggestions · Actualiser · Tout afficher

**Amadeus IT Group** @Amad...  
Suivre

**Andrew Morgan** @Goals\_C...  
Suivre

**Bille Baty** @B...  
Suivre

Trouver des amis

Tendances · Modifier

#StillFacebookBecause  
TVA Publications  
#BizChats  
Jonah Lomu  
#ISUM15





PREMIUM

Advanced

**Blue Mountain Resort**  
 Hospitality  
 501-1000 employees

1,609 followers
 [Follow](#)

[Home](#)

Blue Mountain, Ontario's largest mountain resort is nestled on the shores of Georgian Bay, located 90 minutes north of Toronto. Spanning over 700 acres, Blue Mountain has become the four-season destination of the North, visited by more than 1.5 million guests a year. Winter at the resort boasts 42 ski and snowboard trails enhanced by a world-class snowmaking system. Summer months offer a myriad of exciting summer attractions and the largest downhill mountain biking facility in Ontario, Monterra Golf course and a private beach property among other seasonal attractions. Year-round the resort attracts visitors to over 1000 luxury accommodation units and 40 unique concept restaurants, bars and retail stores in our pedestrian village, more 37,500 square feet of state-of-the-art conference space caters year-round to corporate meeting groups. Blue Mountain Resort is owned by Intrawest ULC. Visit [www.bluemountain.ca](http://www.bluemountain.ca) for more information.

**Specialties**  
Skiing and Snowboarding, Conferences, Weddings, Golf, Lodging, Mountain Biking, Tennis, Rides and Amusements

<b>Website</b> <a href="http://www.bluemountain.ca">http://www.bluemountain.ca</a>	<b>Industry</b> Hospitality	<b>Type</b> Public Company
<b>Headquarters</b> 110 Jozo Weider Blvd Blue Mountains, Ontario L9Y3Z2 Canada	<b>Company Size</b> 501-1000 employees	<b>Founded</b> 1941

**How You're Connected**

9 second-degree connections  
**347** Employees on LinkedIn

[See all](#)

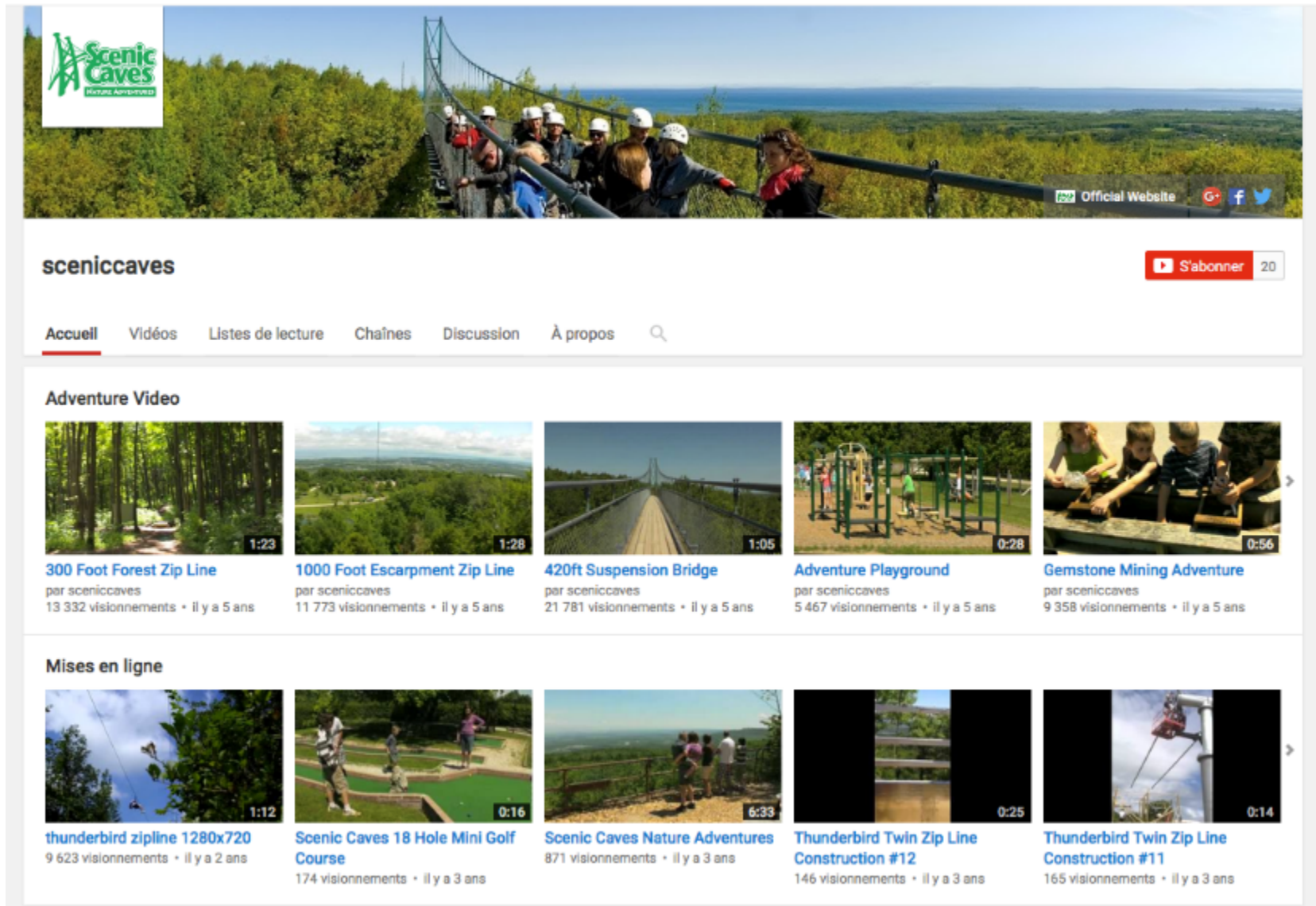
**NO JOB IS TOO SMALL, MEDIUM, OR LARGE.**  
THE RIGHT TOOLS FOR EVERY SIZED JOB.

[Learn More](#)

**People Also Viewed**

## YouTube Uploads: > 300 Hours of Video per Minute





**sceniccaves** S'abonner 20

Accueil Vidéos Listes de lecture Chaînes Discussion À propos

### Adventure Video

Video Title	Views	Upload Date
300 Foot Forest Zip Line	13 332 visionnements	il y a 5 ans
1000 Foot Escarpment Zip Line	11 773 visionnements	il y a 5 ans
420ft Suspension Bridge	21 781 visionnements	il y a 5 ans
Adventure Playground	5 467 visionnements	il y a 5 ans
Gemstone Mining Adventure	9 358 visionnements	il y a 5 ans

### Mises en ligne

Video Title	Views	Upload Date
thunderbird zipline 1280x720	9 623 visionnements	il y a 2 ans
Scenic Caves 18 Hole Mini Golf Course	174 visionnements	il y a 3 ans
Scenic Caves Nature Adventures	871 visionnements	il y a 3 ans
Thunderbird Twin Zip Line Construction #12	146 visionnements	il y a 3 ans
Thunderbird Twin Zip Line Construction #11	165 visionnements	il y a 3 ans

Close to 120,000 total views for a variety of videos uploaded since 2010

By @gonzogonzo

www.fredericgonzalo.com

# Photo-sharing platforms



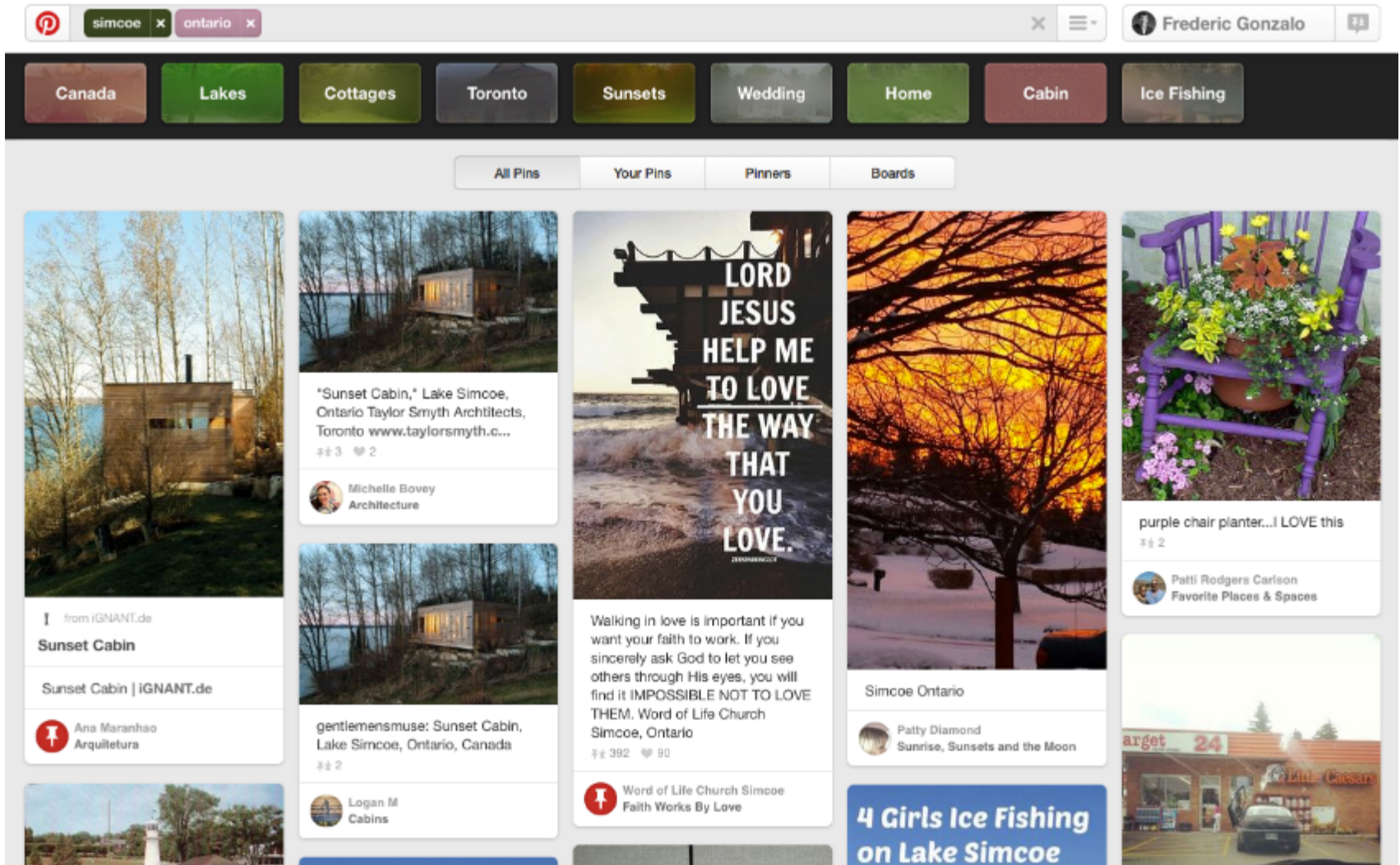
*Pinterest*

**flickr**

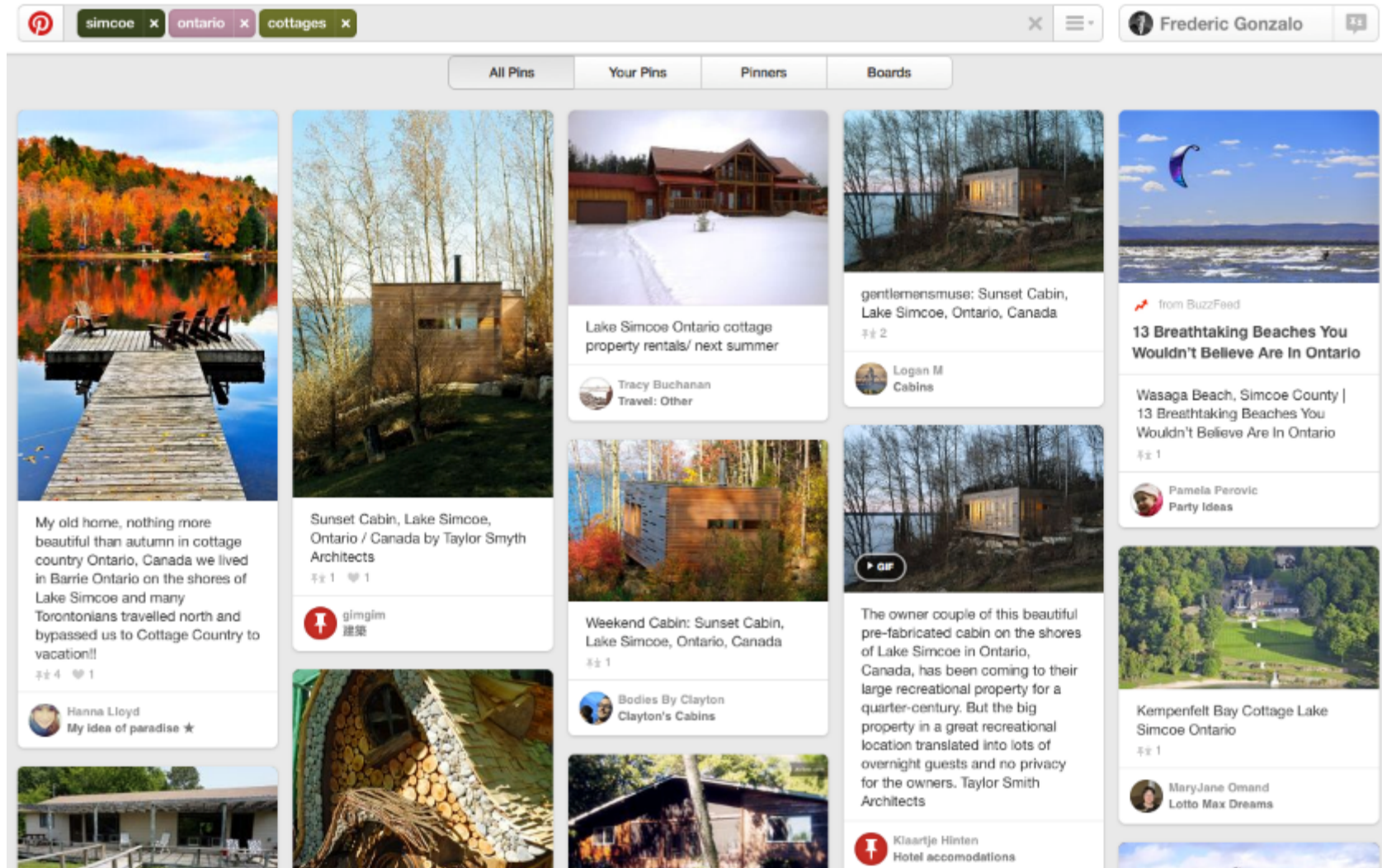




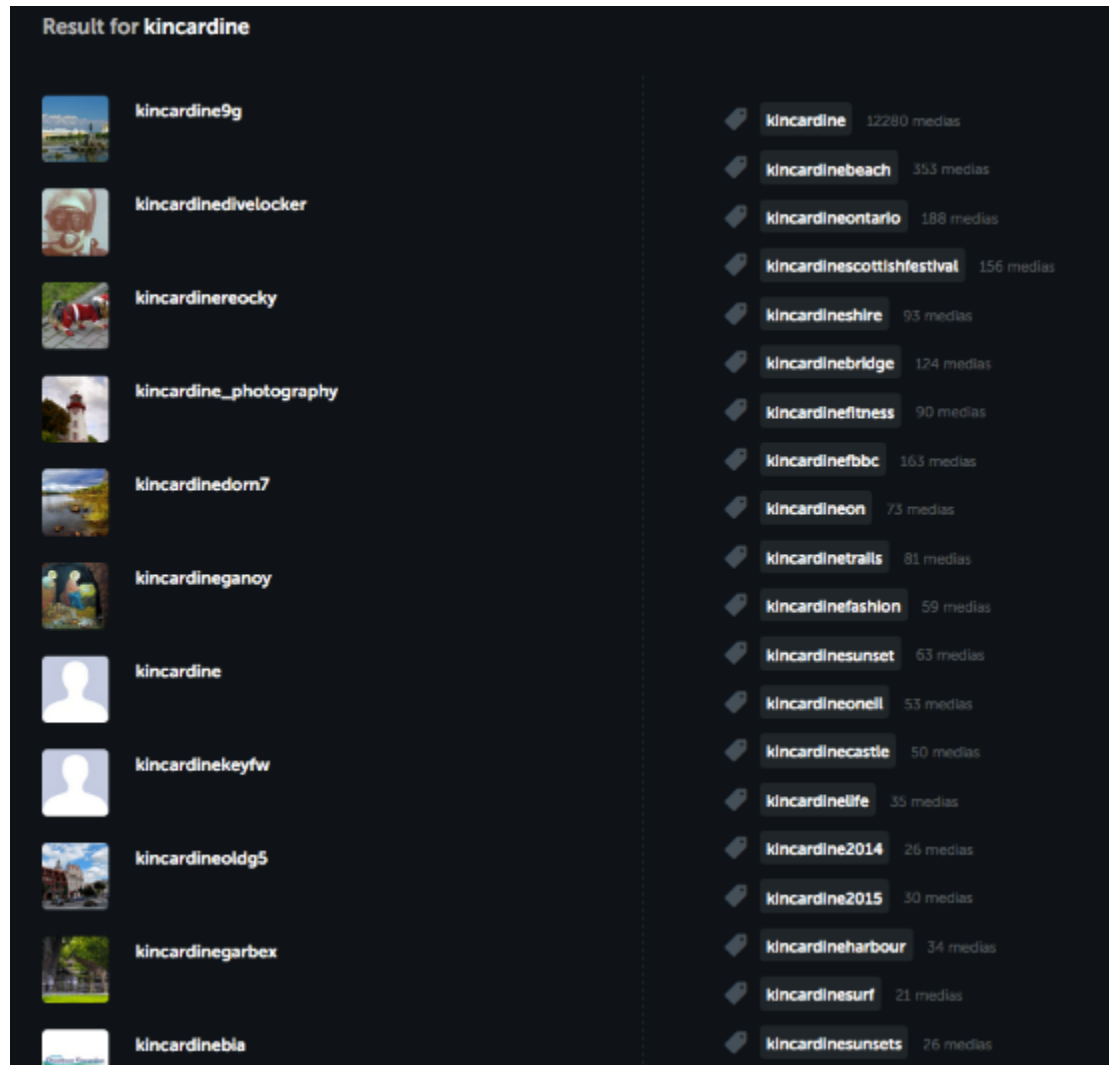
# Photo-sharing platforms



# Photo-sharing platforms

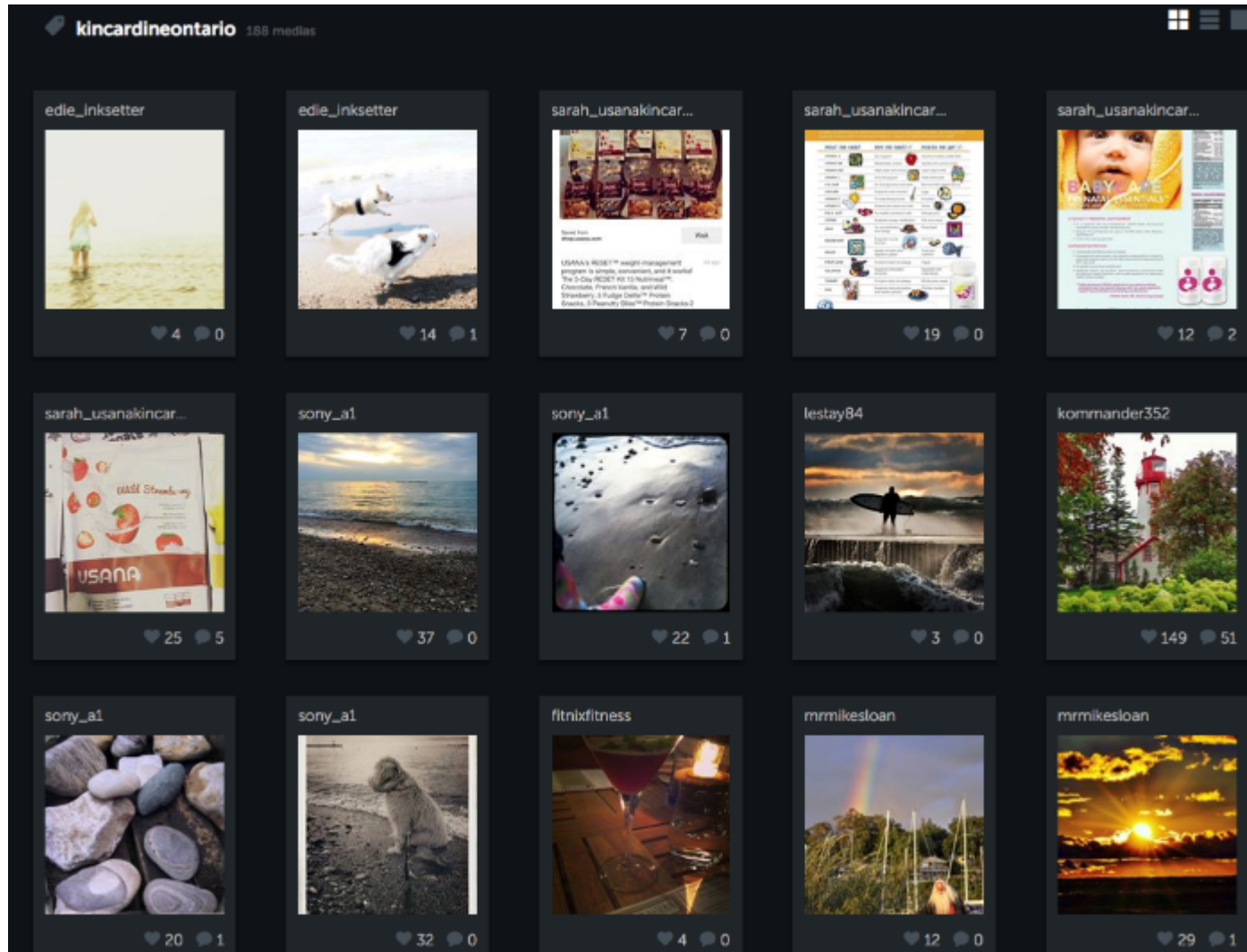


# Photo-sharing platforms



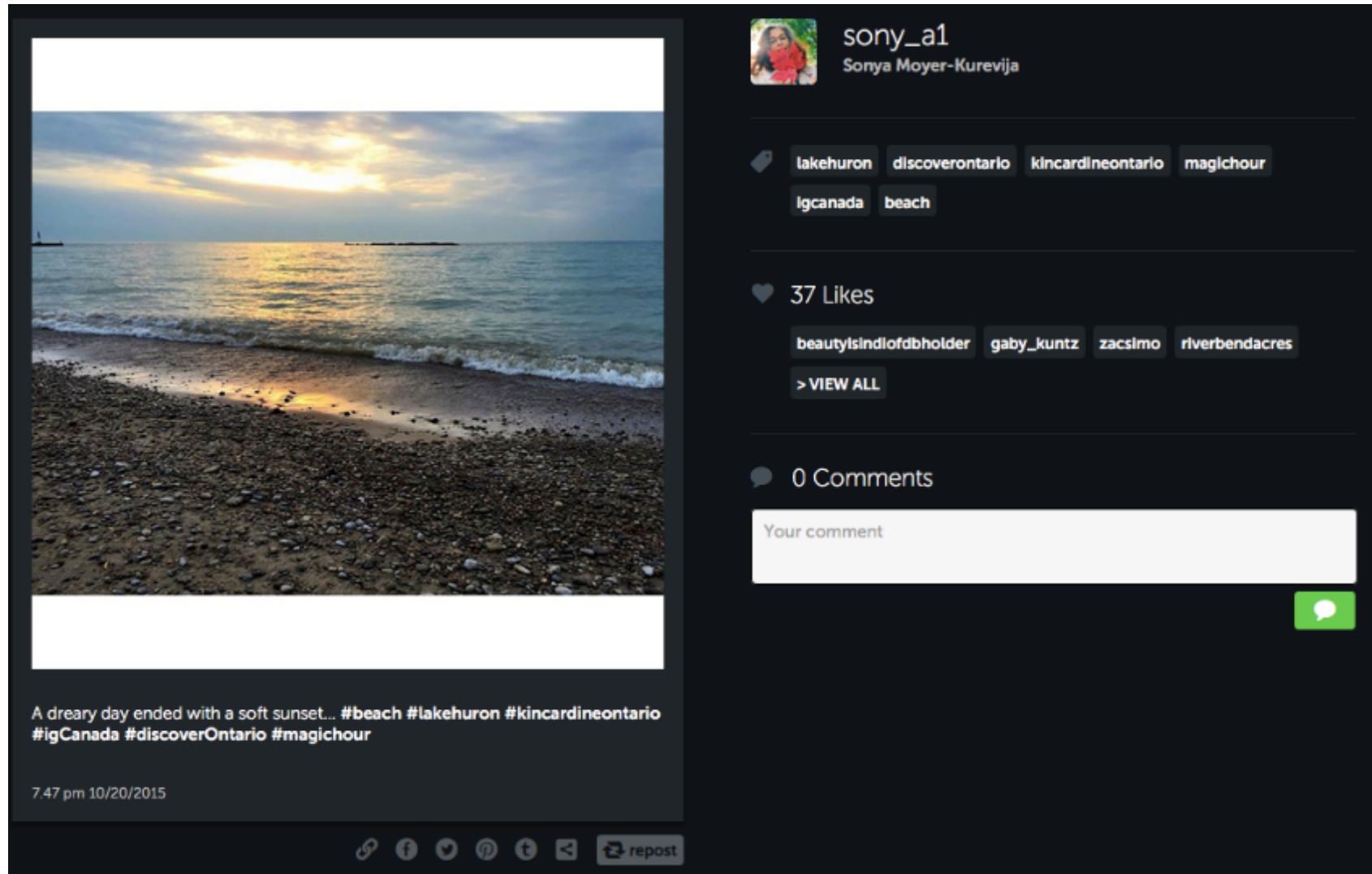


# Photo-sharing platforms





# Photo-sharing platforms



# Corporate blog



Ontario Travel  
**BLOG**

WEB  
FACEBOOK  
TWITTER  
YOUTUBE  
FLICKR

SEARCH ...

HOME | ABOUT

## LATEST ENTRIES



#DISCOVERON / VIBRANT CITIES & CHARMING TOWNS

### 4 Reasons to Getaway for a Girls Weekend in Blue Mountain

Posted on November 16, 2015 • Leave a comment

Before the hustle and bustle of the holiday season sets in, plan some time to for a girl's weekend at Blue Mountain Resort. Here are four reasons to get away: The Views No matter the season, Blue Mountain is picture perfect. Late fall is a great chance to admire the final fall colours, and take in the mirror-like Mill ... [Continue reading →](#)

## CATEGORIES

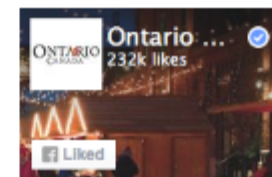
Select Category

## SUBSCRIBE

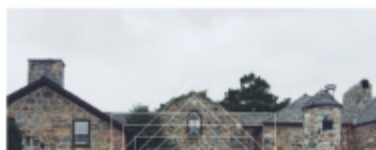
Stay up-to-date on all the latest to do and see in Ontario.

Sign me up!

## LIKE US



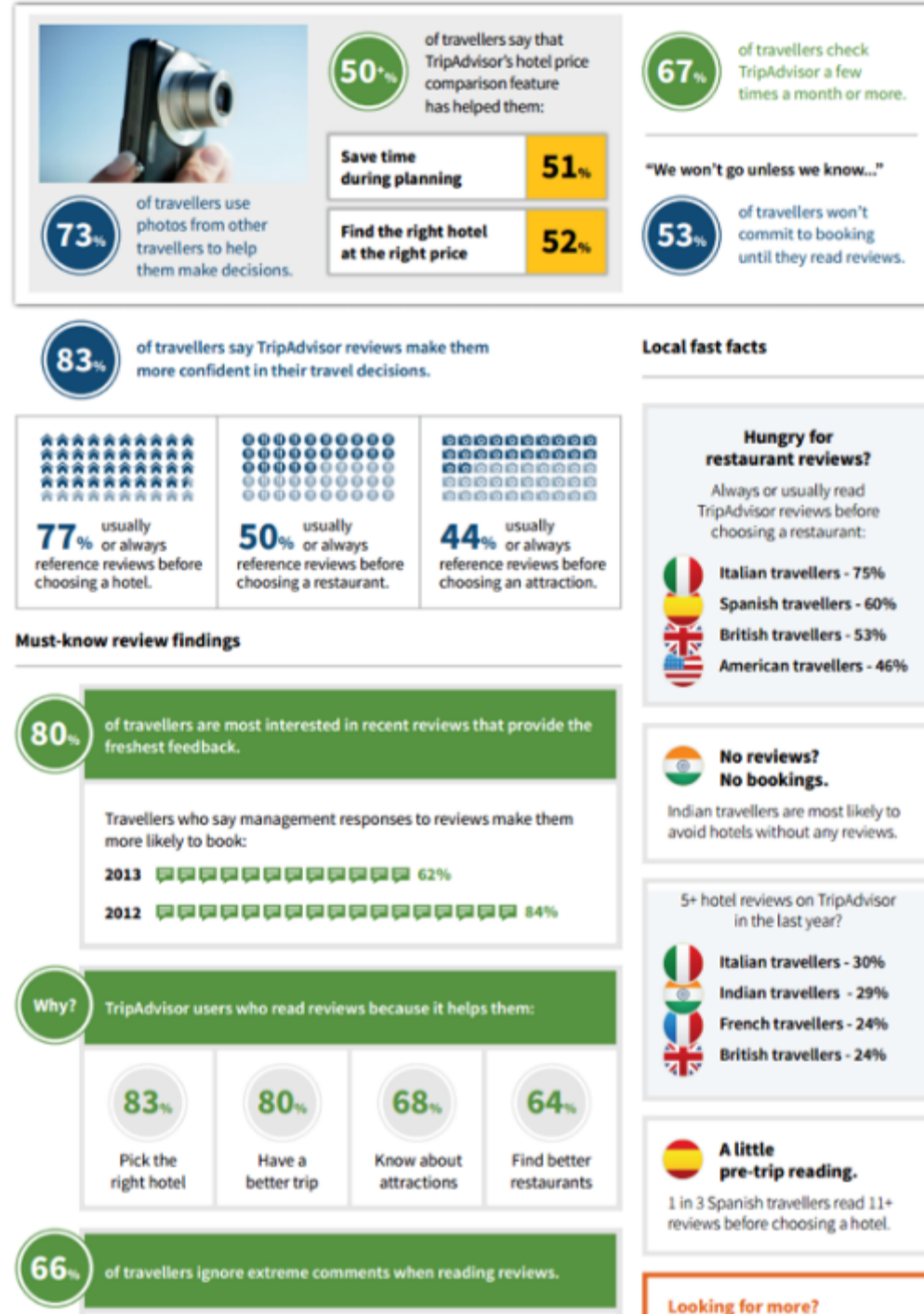
TWITTER



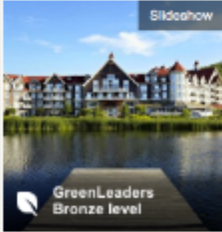



#DISCOVERON / RELAXING AND RECHARGING

### 6 Reasons to Treat Yourself to a Spa Day at Ste. Anne's

A couple of interesting stats about TripAdvisor and how travelers make use of this popular review site...



PriceFinder		Check In	Check Out	Show Prices
<p>✓ Hotels (24)</p> <p>B&amp;B and Inns (34)</p> <p>Specialty Lodging (20)</p> <p>Vacation Rentals (88) </p> <p>Hotels with Special Offers (6) </p> <p>Price per night</p> <p><a href="#">Enter dates &amp; see best prices</a></p> <p>Hotel class</p> <p>★★★★</p> <p>★★</p> <p>★</p> <p>Style</p> <p>Budget</p> <p>Luxury</p> <p>Romantic</p> <p>Best Value</p> <p><a href="#">More</a></p>	 <p><b>Knights Inn Flesherton</b></p> <p>★★★★ Very Good 18 Reviews</p> <p>#16 of 24 hotels in Grey County</p> <p> <b>Special Offer: Fall Sale Save 20%</b></p> <p>Book 2 Days Ahead &amp; Save 20% Off Our Best Available Rate... <a href="#">Read more</a></p>	<p>Check In </p> <p>Check Out </p> <p>Show Prices</p>		
	 <p><b>BEST WESTERN Inn On The Bay</b> </p> <p>★★★★ Great 349 Reviews</p> <p>#1 of 24 hotels in Grey County</p> <p>"Would stay here again for business or vac..." 04/11/2015</p> <p>"Always a happy customer" 04/11/2015</p> <p>GreenLeaders Silver level</p>	<p>Check In </p> <p>Check Out </p> <p>Show Prices</p>		
	 <p><b>Westin Trillium House Blue Mountain</b> </p> <p>★★★★ Very Good 882 Reviews</p> <p>#2 of 24 hotels in Grey County</p> <p>"Comfortable room, good amenities" 17/11/2015</p> <p>"Awesome stay overall ~" 16/11/2015</p> <p>GreenLeaders Bronze level</p>	<p>Check In </p> <p>Check Out </p> <p>Show Prices</p>		
	 <p><b>Knights Inn Owen Sound</b> </p> <p>★★★★ Very Good 117 Reviews</p> <p>#3 of 24 hotels in Grey County</p> <p>"Pleasantly surprised" 05/10/2015</p> <p>"Very clean hotel !!" 27/09/2015</p>	<p>Check In </p> <p>Check Out </p> <p>Show Prices</p>		



# The Highland Manor

●●●●● 176 Reviews | #1 of 6 B&Bs / Inns in Owen Sound | 🏆 Certificate of Excellence

📞 1 (877) 372-2699 | 🌐 [Hotel website](#) | ✉ [E-mail hotel](#) | 📍 867 4th Avenue A West, Owen Sound, Ontario N4K 6L5, Canada

Prices from our online travel partners  
are not available



Our online travel partners don't provide prices for this accommodation, but we can **search other options in Owen Sound**

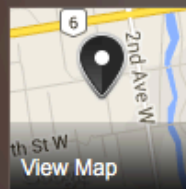
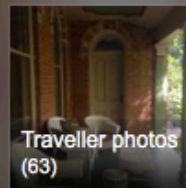
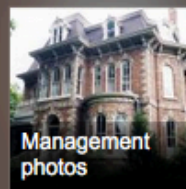
Check In



Check Out



**Show Prices**



✓ Free Parking

✓ Free Breakfast

**Overview**

[Reviews \(176\)](#)

[Photos \(65\)](#)

[Location](#)

[Amenities](#)

[Q&A \(2\)](#)

[Room Tips \(44\)](#)

♥ Save



Find **tacos, cheap dinner, Max's**

Near **Meaford, Ontario**



[Home](#) [About Me](#) [Write a Review](#) [Find Friends](#) [Messages](#) [Talk](#) [Events](#)



**1. Eggcitement Bistro**

★★★★★ 2 reviews

Breakfast & Brunch, Gluten-Free, Sandwiches

16 Nelson Street W  
Meaford, ON N4L 1R1  
(519) 538-1968



Great pancakes! You can get half order bennies. Quality breakfast. Thank you! Cheesy name! Haha



**2. Ted's Range Road Diner**

★★★★☆ 9 reviews

\$\$\$ - Diners

Grey Rd. 112 RR1  
Meaford, ON N4L 1W5  
(519) 538-1788



If you're ever in the Blue Mountains area you have to visit Ted's! If you love weekly specials, a variety of new meats & the opportunity of trying local beer to wash it all down with you...



**3. George's on Main Brasserie**

★★★★☆ 4 reviews

\$\$\$ - French

82-84 Sykes Street N  
Meaford, ON N4L 1N6  
(519) 538-3880



Inviting restaurant with nice interior decoration, welcoming. Service staff was extremely friendly, we had a great time. Food menu was nothing special, however products used are local and...



**4. Sign of the Kiwi**

★★★★☆ 3 reviews

\$\$ - Restaurants

Meaford, ON



We were visiting from Toronto, happened to drive by and decided to go in. My boyfriend had the chicken bacon flatbread with a Cesar salad, and I had the chicken and goat cheese flat bread with...



**5. The Leaky Canoe Pub & Eatery**

★★★★★ 1 review

Pubs

94 Sykes Street N  
Meaford, ON N4L 1N6  
(519) 538-1377



Ad by Google related to: **Meaford, ON**

[meaford-employment.jobinga.ca](#)

**Meaford Employment (New)**

3 Open Positions Left : Now Hiring! **Meaford**  
Employment - Apply



# Agenda

1. The decision-making process in 2015
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4. **Examples in tourism**

# The 5 Golden Rules of an Effective Content Strategy

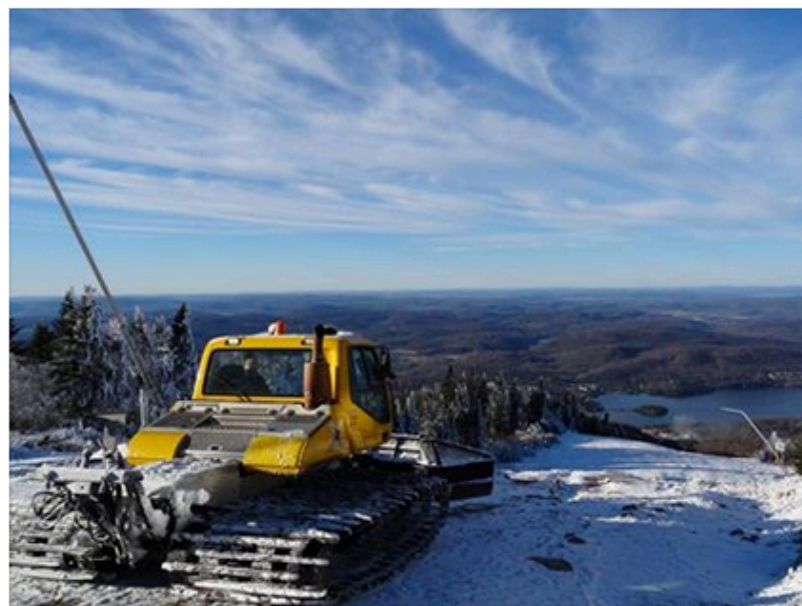
1. Situation analysis & Defining a Strategy
2. Having an Editorial Calendar
3. Frequency
4. Consistency
5. Being Original



# Storytelling examples

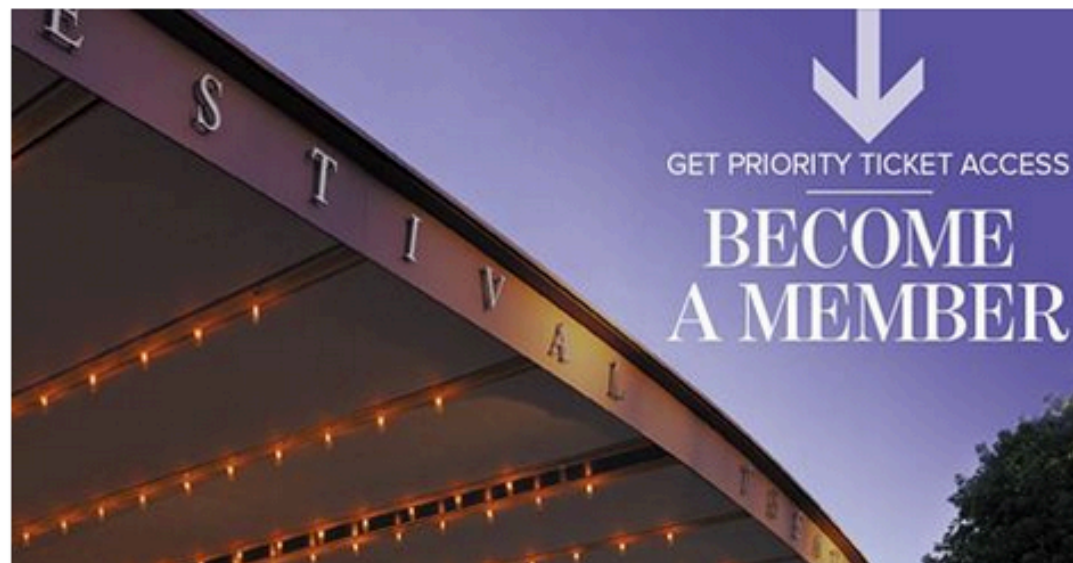
 **Tremblant** added 4 new photos.  
21 hrs · 🌐

Équipe au boulot. On profite de toutes nos fenêtres d'enneigement!  
Our snow team is working hard to take advantage of those cold winds



 **Stratford Festival**  
November 12 at 8:45am · 🌐

Tickets go on sale to members starting November 15! Not a member?  
Donate today to get exclusive advance access to our 2016 season! Learn  
more at: <http://bit.ly/1WyWFHO>



👍 Like    💬 Comment    ➦ Share

19 people like this.

Top Comments ▾

1 share

# Storytelling examples



*Brigade*  
**INSTAGRAM**

*#FrancosMTL*





## 8 KEY ELEMENTS FOR AN EFFECTIVE HASHTAG





# Storytelling examples





# Questions? Comments?



Contact me : [frederic@gonzomarketing.biz](mailto:frederic@gonzomarketing.biz)

By @gonzogonzo

[www.fredericgonzalo.com](http://www.fredericgonzalo.com)