High Impact Social Media

PATA India Powerhouse
December 2019
To talk about “Impact”
Let’s stop talking about tools and talk about their use...
1. Millennial & Millennial Aligned Travellers

2. Experiential Travel Beyond the Mass Market

3. Destination Brands With Segmented Markets

Critical Trends
Travellers are Seeking Experiences not Brands
An Experience

A Brand
Two Key Factors

• **De-Commoditization**
  (Experience over Brand and the rise of FITs)

• **Destination Communitization**
  (Beneficial Partnerships between Destinations, the Trade and Clients)
COMMODITIZED

VOLUME + VOLUME + VOLUME
DECOMMODITIZED

VOLUME + VOLUME + VOLUME

DECOMMODITIZED
The Shock of De-Commoditization

Thomas Cook customers in shock over flight prices

Katie Hope
Business reporter, BBC News

3 hours ago | Business

Thomas Cook customers have accused airlines of cashing in on the holiday firm's demise after being faced with high bills to book replacement flights.

People who booked flights with the company, now trying to find replacement deals, told the BBC that in some cases prices for the flights have tripled.

Holidaymaker Angela Mills said a flight from Glasgow to Rhodes, Greece, was £280 on Sunday, but was now £1,000.
The Most Influential Person in Travel?
'Flight shame' could halve growth in air traffic

2 OCTOBER 2019 · 2-MIN READ

Travellers are beginning to turn their backs on air travel over concern for the environment, according to a survey by Swiss bank UBS.

The Swedish concept of "flygskam" or "flight shame" appears to be spreading.

One in five of the people surveyed had cut the number of flights they took over the last year because of the impact on the climate.
Two Key Factors

- **De-Commoditization**
  (Experience over Brand and the rise of FITs)

- **Destination Communitization**
  (Beneficial Partnerships between Destinations, the Trade and Clients)
THE WORLD'S BIGGEST SOCIAL MEDIA TEAM

95% of content on Tourism Australia’s social media platforms is created by fans.

This means the social media team is focused on curating, not just creating, content that showcases the best of Australia.

This also means that the people whose content is being showcased on the day become experts joining the core team in leading the discussion and helping to answer questions from other fans.
Two Key Factors

• **De-Commoditization**
  (Experience over Brand and the rise of FITs)

• **Destination Communitization**
  (Beneficial Partnerships between Destinations, the Trade and Clients)
CONSUMER CYCLE
Active Travel is Growing
Travel startup funding has evolved in sync with the digital travel evolution.
Many startups are bringing affordable, modern software to the long tail of tour and activity operators.

Tour & Activity Suppliers With Third-Party Reservation System

Source: Phocuswright’s Tours & Activities Come of Age: Global Travel Activities Marketplace 2014-2020
More Than $440M Raised in 2018

- KLOOK: $200M
- Evaneos: $81M
- Tourradar: $50M
- Peek: $23M
- Fever: $20M
- If Only: $20M
- Kkday: $10.5M
- Headout: $10M
- Redeem: $7.7M

Source: Phocuswright's *The State of Digital Travel 2018*
Mobile is key for activities, as more than half are booked **last-minute**, in destination.
Easy, Bookable, On-the-Go

Sources: Expedia, TripAdvisor, Tiqets

© 2018 Phocuswright Inc. All Rights Reserved.
Overview

Give back as you enjoy a fascinating cultural experience on this ethical tour of downtown Nairobi. Your guide, a former street child, will show you around the city's colorful underbelly, telling tales of how to survive on the streets.

Read more

- Operated by Nai Nami - Our Streets. Our Stories.
- Free Cancellation up to 24 hours in advance
- Languages Offered: English
- Mobile Ticket Accepted
- Instant Confirmation
- Duration: 3h

Highlights

What to Expect

Important Information

Additional Info

Cancellation Policy

Date of experience: November 2019

Maria wrote a review Nov 9
4 contributions

Mark W wrote a review Nov 9
14 contributions

Awesome group of guys... what a blast!!
Focus on Experiences
SHARING EXPERIENCES
What’s Going On Here?
Look Where I Am
Look Who I Am With
Look What I Am Doing
Destination

Demographics

Experience
VICARIOUS TRAVEL
Banyan Tree, Seychelles

1 HOUR AGO 🗓️

Our fantastic private villa on the beach at Anse Intendance — at Banyan Tree Seychelles.
REAL TRAVELLER EXPERIENCES SHARED ONLINE