

Incredible India

ISF  
INDER SHARMA  
FOUNDATION  
Presents

PATA®  
Pacific Asia Travel Association  
INDIA CHAPTER

Tourism  
**PowerHouse**  
a PATA India initiative  
2019

6<sup>th</sup> December, 2019 • The Park, New Delhi

# High Impact Social Media

PATA India Powerhouse  
December 2019





@damiancook

E-Tourism Frontiers

**To talk about “Impact”  
Let’s stop talking about tools  
and talk about their use...**



# Critical Trends

**1.  
Millennial &  
Millennial  
Aligned  
Travellers**



**2.  
Experiential Travel  
Beyond the Mass  
Market**



**3.  
Destination Brands  
With  
Segmented Markets**





# 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**

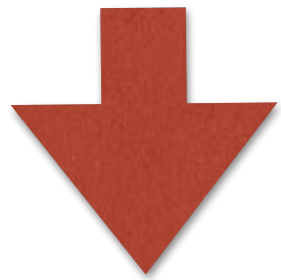




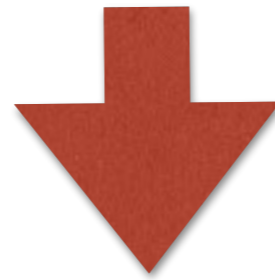
# DECOMMODITIZED



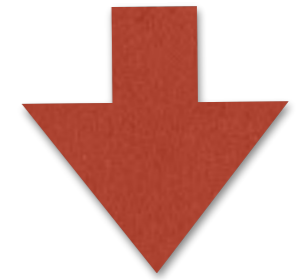
**VOLUME**



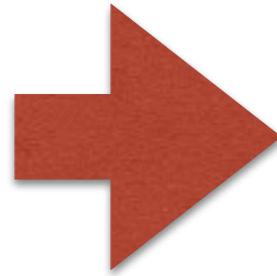
**VOLUME**



**VOLUME**



# 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?



G.T.

9

B

Malizia

UPE

Malizia

MPX

...ITE BEHIND THE SCIENCE

ure

TLC





**BBC NEWS**

Follow

## '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.

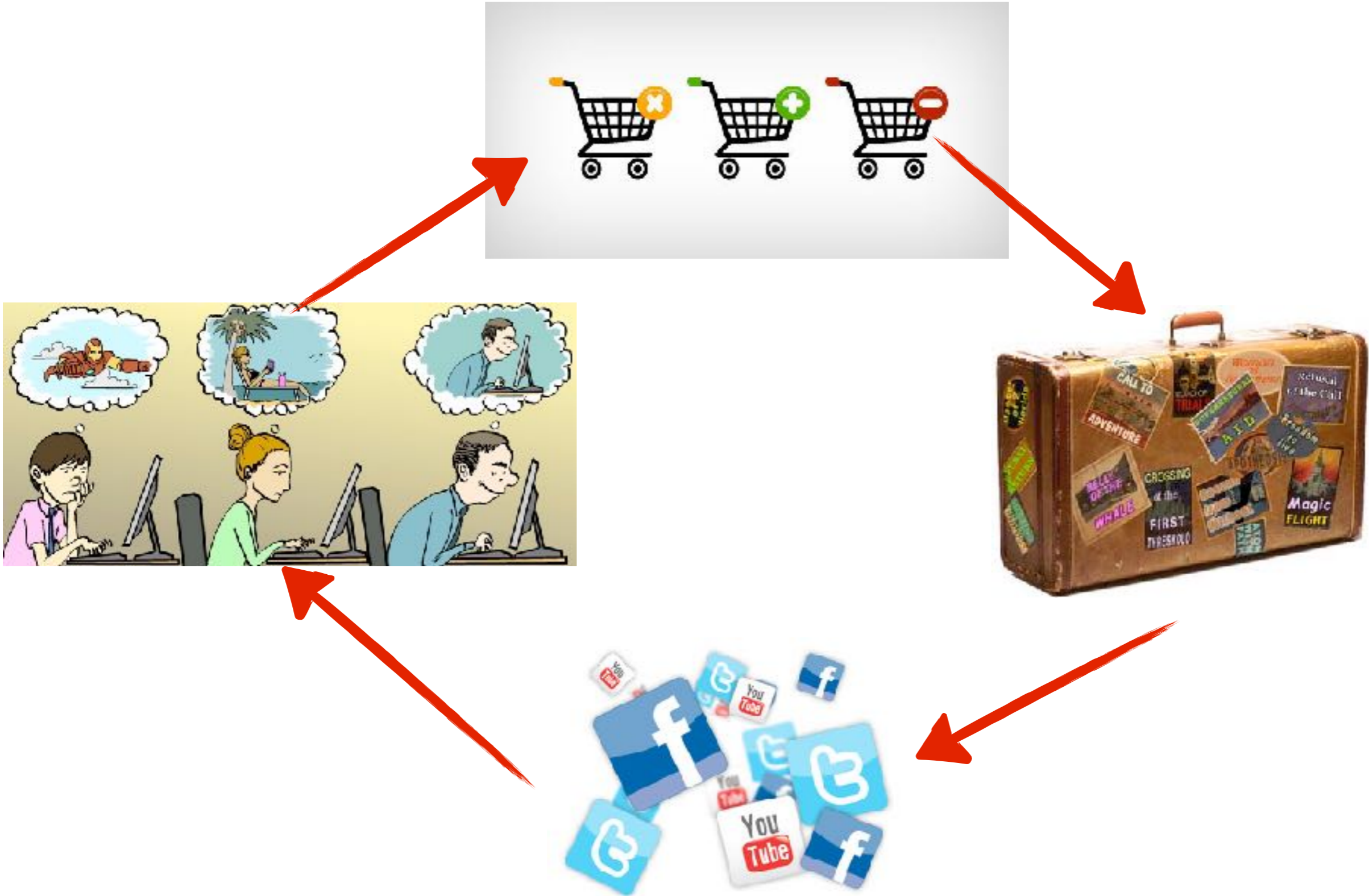
# Two Key Factors

- **De-Commoditization**  
(Experience over Brand and the rise of FITs)
- **Destination Communitization**  
(Beneficial Partnerships between Destinations, the Trade and Clients)



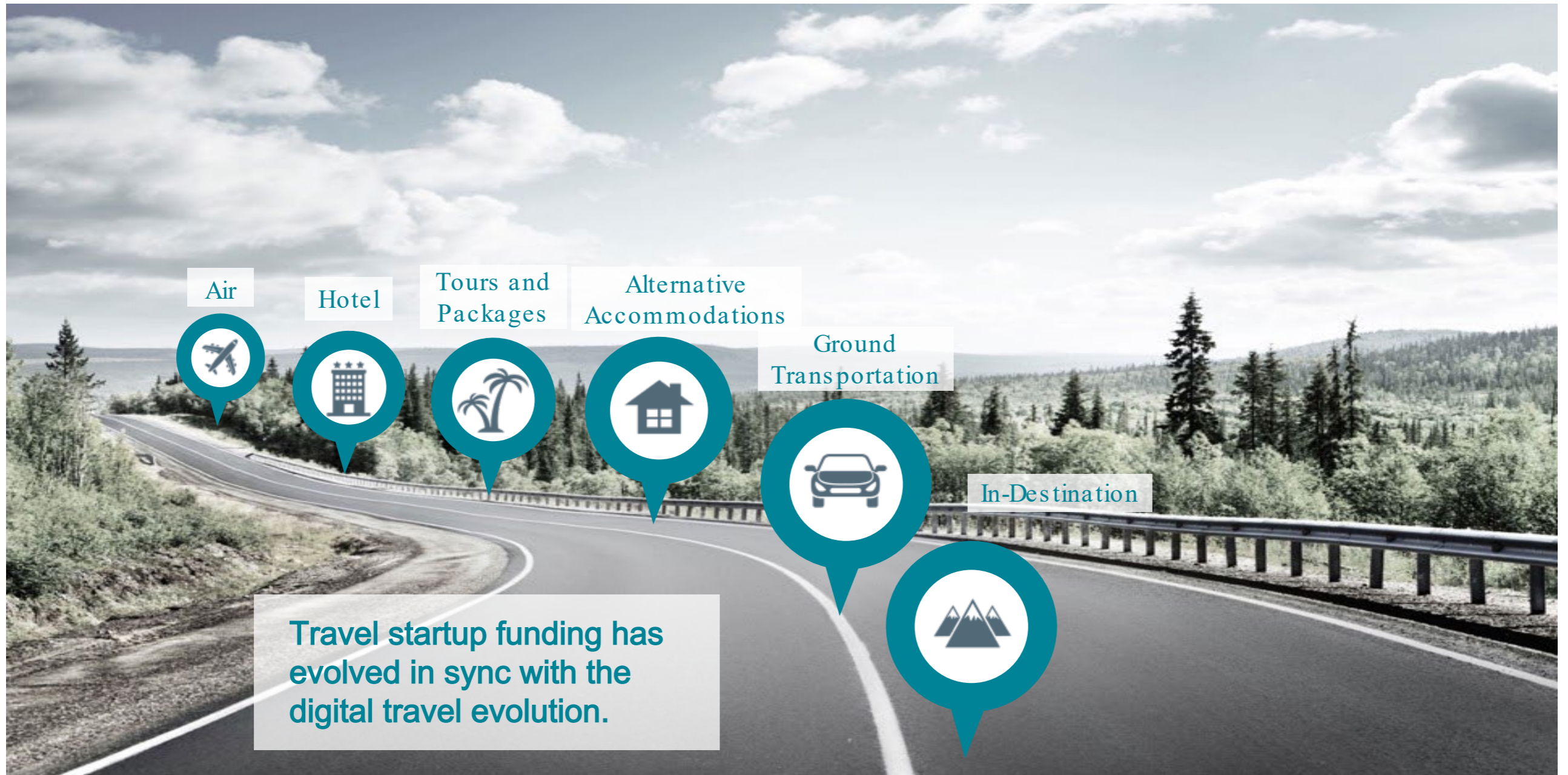


# CONSUMER CYCLE





Active Travel is  
Growing



Air

Hotel

Tours and Packages

Alternative Accommodations

Ground Transportation

In-Destination

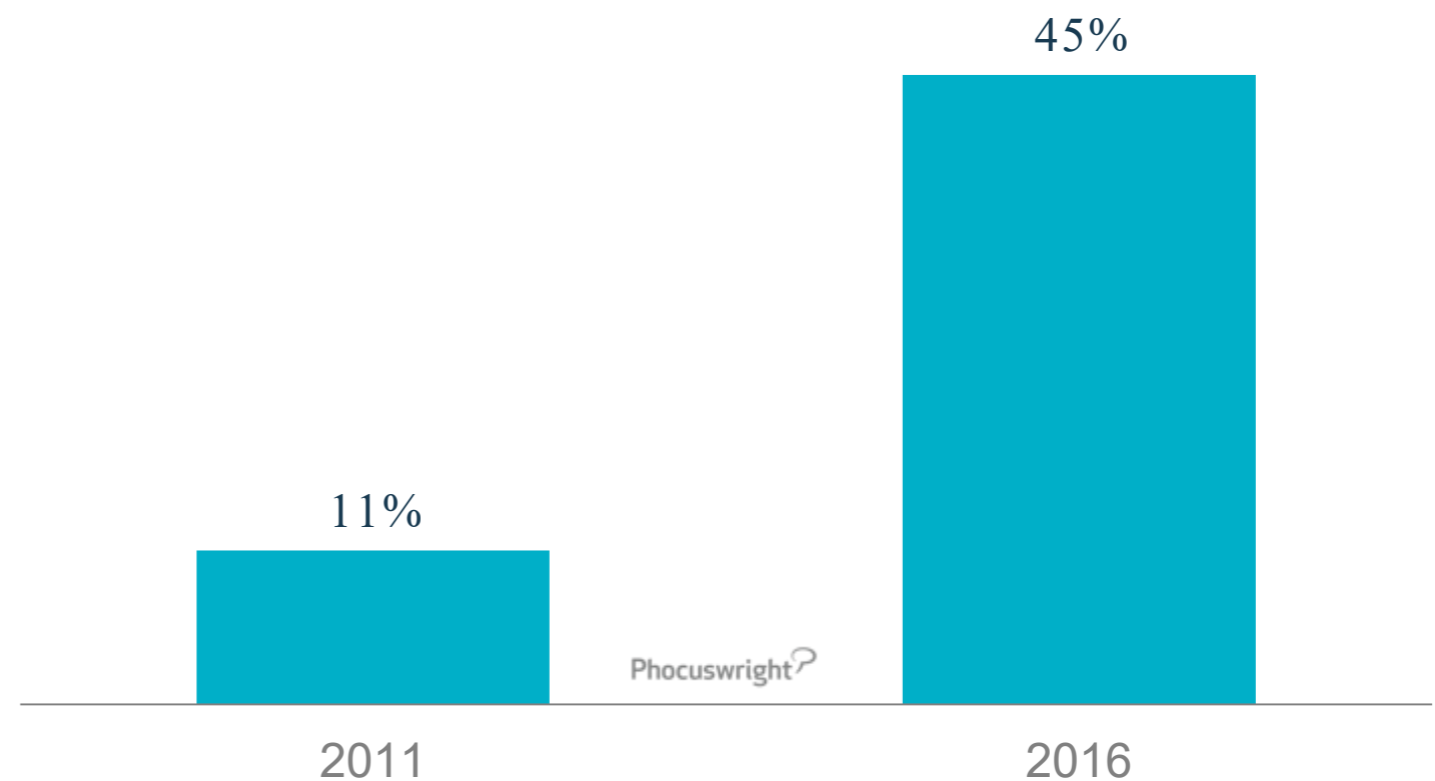
Travel startup funding has evolved in sync with the digital travel evolution.





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*

© 2018 Phocuswright Inc. All Rights Reserved.

# More Than \$440M Raised in 2018



\$200M

evaneos \$81M

tourradar™ \$50M



\$23M

fever \$20M

IF ONLY \$20M

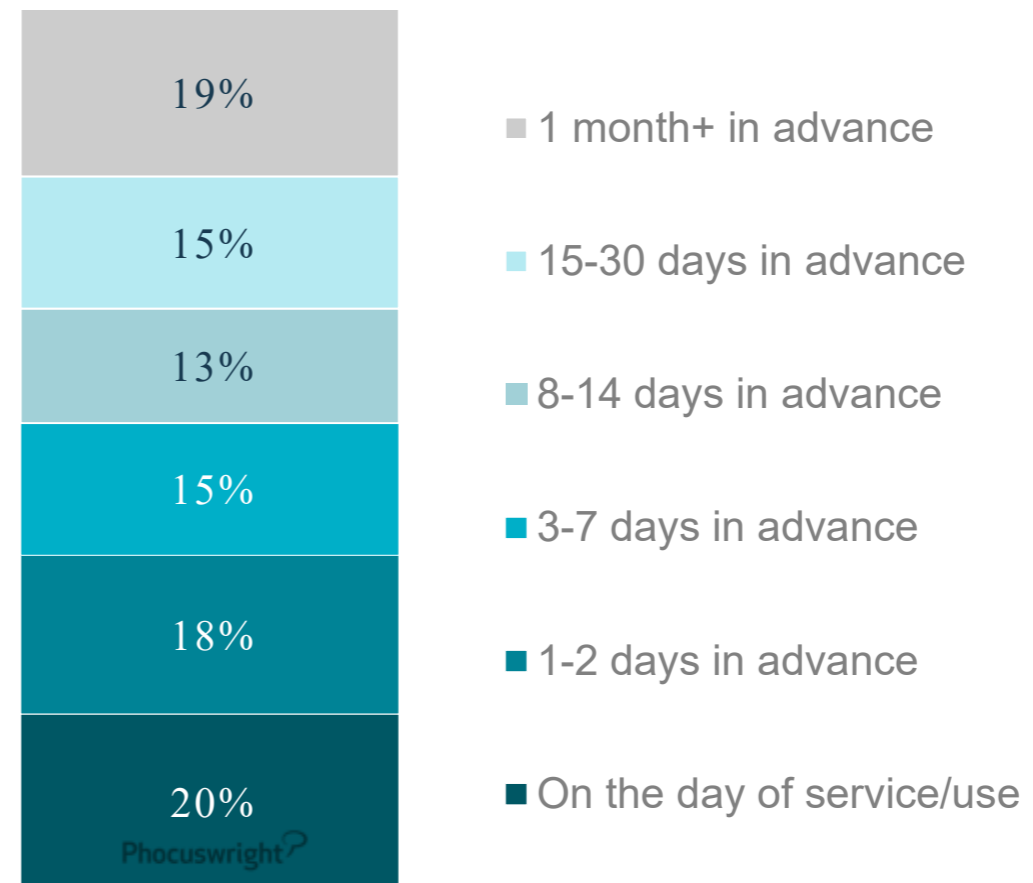
kkday \$10.5M

headout \$10M

Redeem \$7.7M

Mobile is key for activities, as more than half are booked **last-minute**, in destination.

## Booking Window Distribution

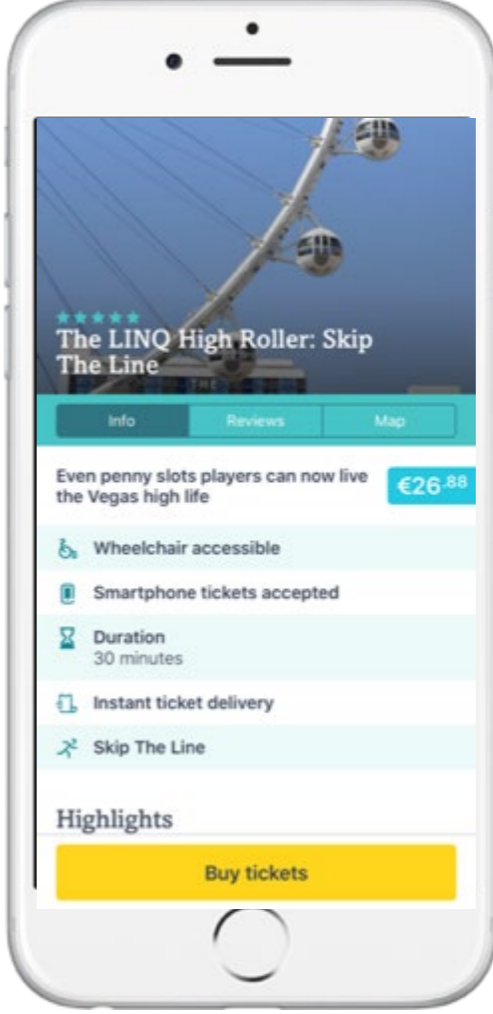
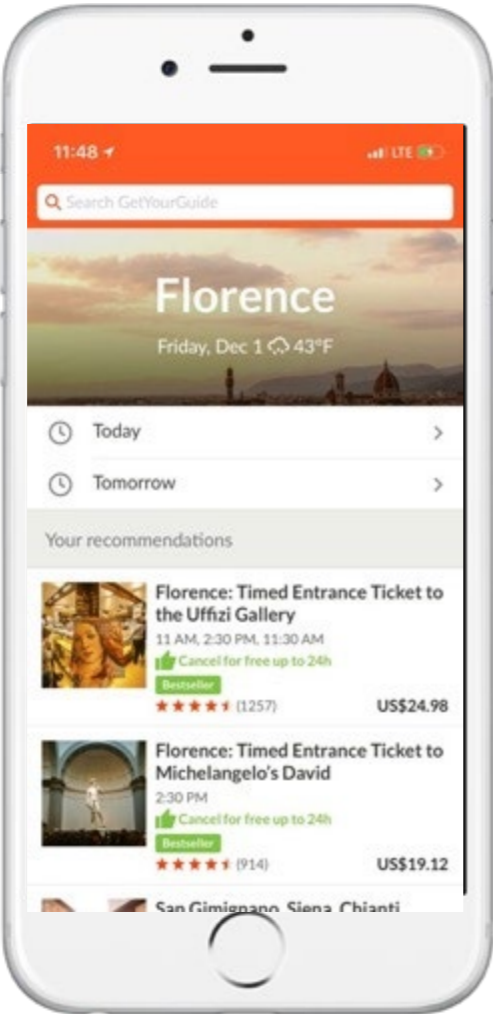


Source: Phocuswright's *Global Travel Activities 2014-2020: Tours & Attractions Come of Age*

© 2018 Phocuswright Inc. All Rights Reserved.



# Easy, Bookable, On-the-Go



Sources: Expedia, TripAdvisor, Tqets

12:20

www.tripadvisor.com

tripadvisor

Things to Do > Tickets & Tours > Cultural & Theme Tours > NAI NAM

### NAI NAMI: Nairobi Storytelling Tour with Street Children

175 reviews



From **MDL 692.27**

- Free Cancellation up to 24 hours in advance
- Low Price Guarantee
- No Booking Fees

When would you like to go?

Traveler

12:21

www.tripadvisor.com

### 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 center 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

12:36

TripAdvisor | NAI NAMI: Nairobi Storytelling Tour with Street Children

https://www.tripadvisor.com/AttractionPro...

**Maria** wrote a review Nov 9  
4 contributions



5/5

### Amazing experience


Getting to see Nairobi from these guys perspective gave so much more meaning to my visit to Nairobi. Thanks guys for your punctuality, for the great attention and for sharing your stories. Your initiative is

Read more ▾

**Date of experience:** November 2019

Helpful

**Mark W** wrote a review Nov 9  
Austin, Texas  
14 contributions



5/5

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

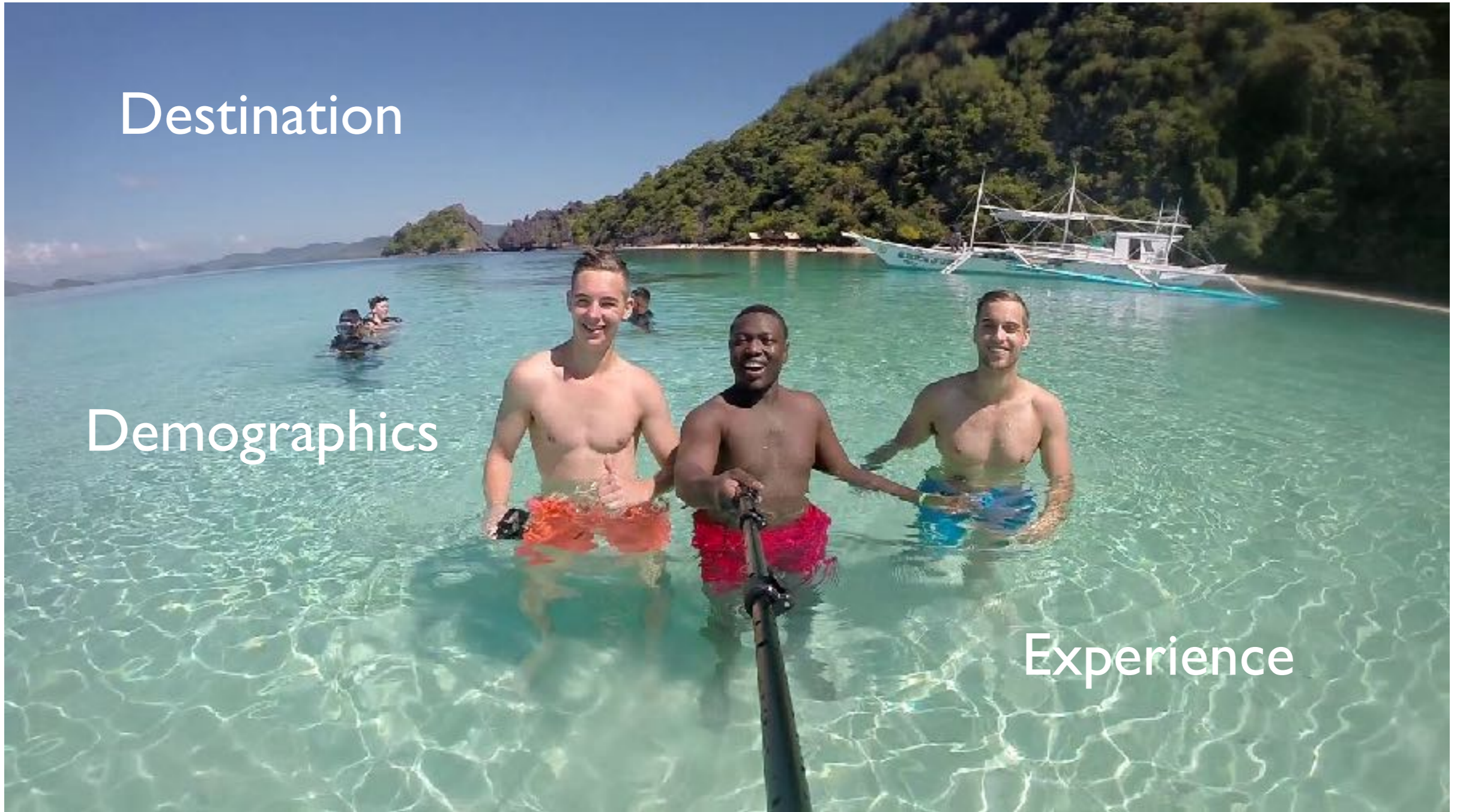




Destination

Demographics

Experience





# VICARIOUS TRAVEL





# Banyan Tree, Seychelles

1 HOUR AGO

Our fantastic private villa on the beach at Anse Intendance — at **Banyan Tree Seychelles**.

 Add Photos



Write a comment...



Post



News Feed



Requests



Messenger



Notifications



More















**REAL**  
TRAVELLER  
EXPERIENCES  
SHARED ONLINE