

WP 3: CUSTOMER EXPERIENCE

Highlights

VAE Final Seminar at Rovaniemi, Finland



OUTCOME

Digital Trends and Tools Relevant to Tourism Industry and Visit Arctic Europe

TRENDS

The following trends are driving the rise of new tools both on the B2C and B2B side of the travel industry relevant to the VAE region and are significantly changing the landscape with the advent of digital.

Business
Model Shift

Digital Users
Churn More

Behaviours
are Critical

Cohorts
drive Value

Recurring
Revenue

Millenials
Leapfrog
Tour
Operator

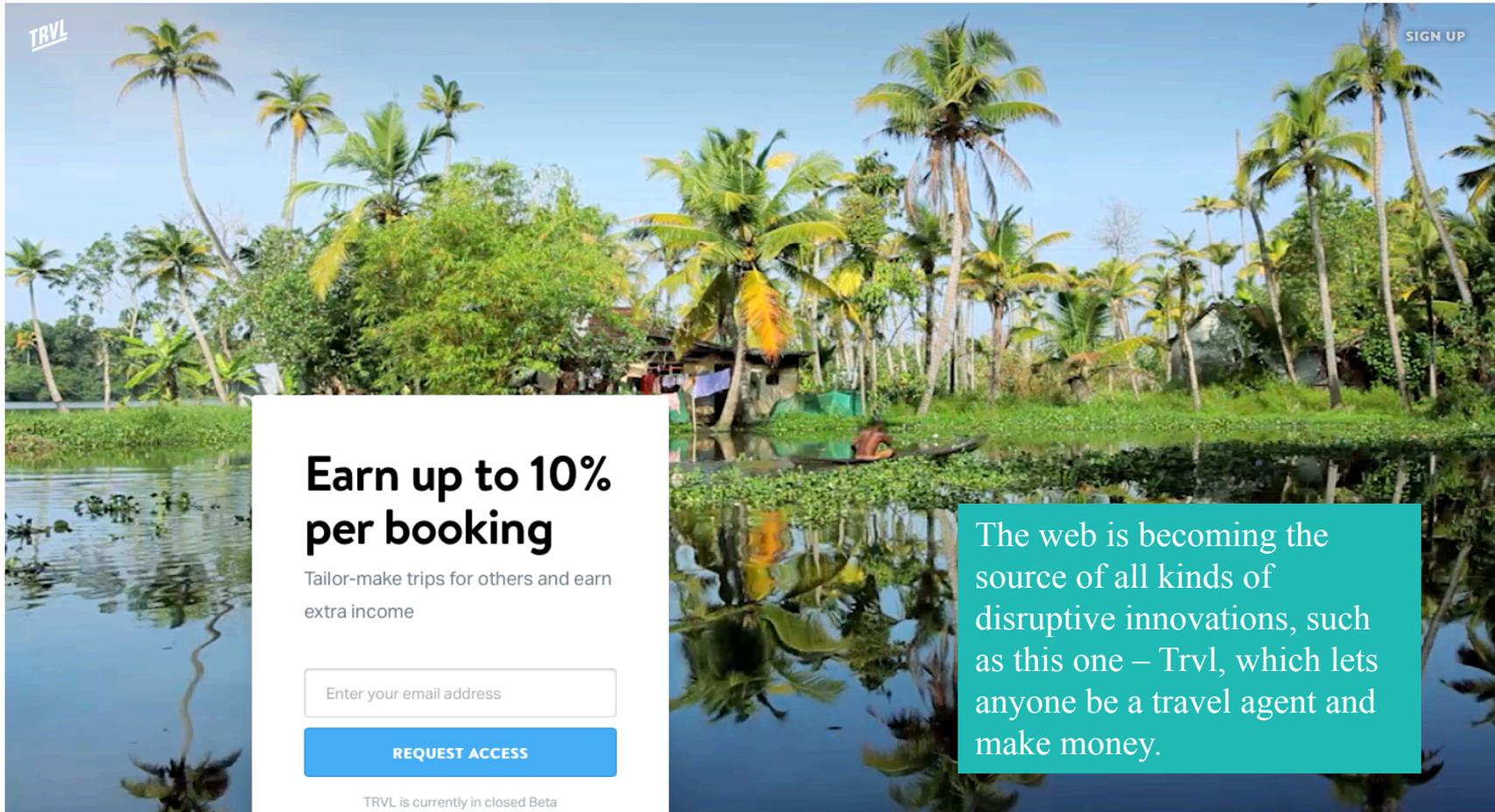
Silver
Surfers

Key
Touchpoints
Battle

Conversational
Interfaces

Sentiment
Analysis

TREND 1. Business Model Shift to Platforms -Example



TRVL SIGN UP

Earn up to 10% per booking

Tailor-make trips for others and earn extra income

REQUEST ACCESS

TRVL is currently in closed Beta

The web is becoming the source of all kinds of disruptive innovations, such as this one – Trvl, which lets anyone be a travel agent and make money.

TREND 2. User Churn Remains Key Challenge on Digital

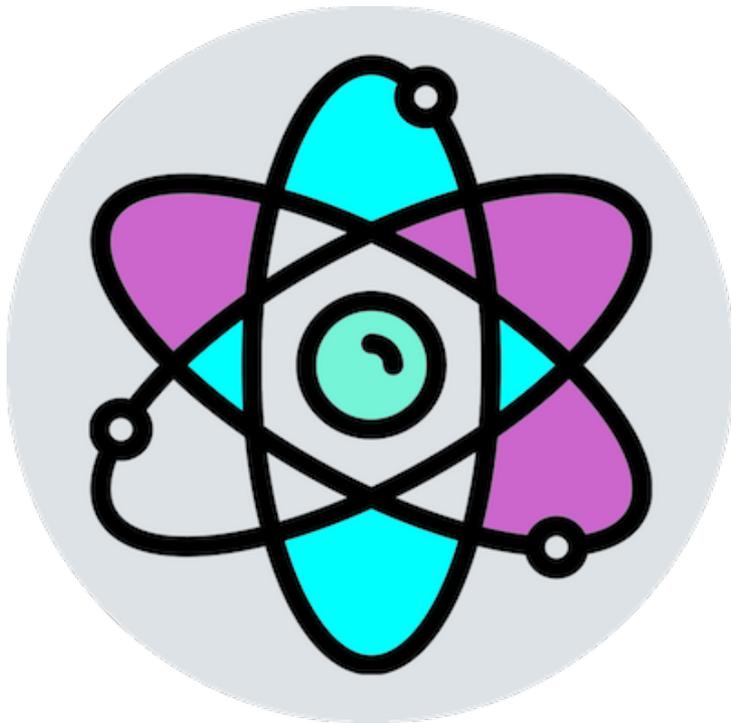
Indicative numbers

"58 % of users will churn in the first 30 days of using an app, and 75% will leave within the first three months."

- Marketing Land Magazine

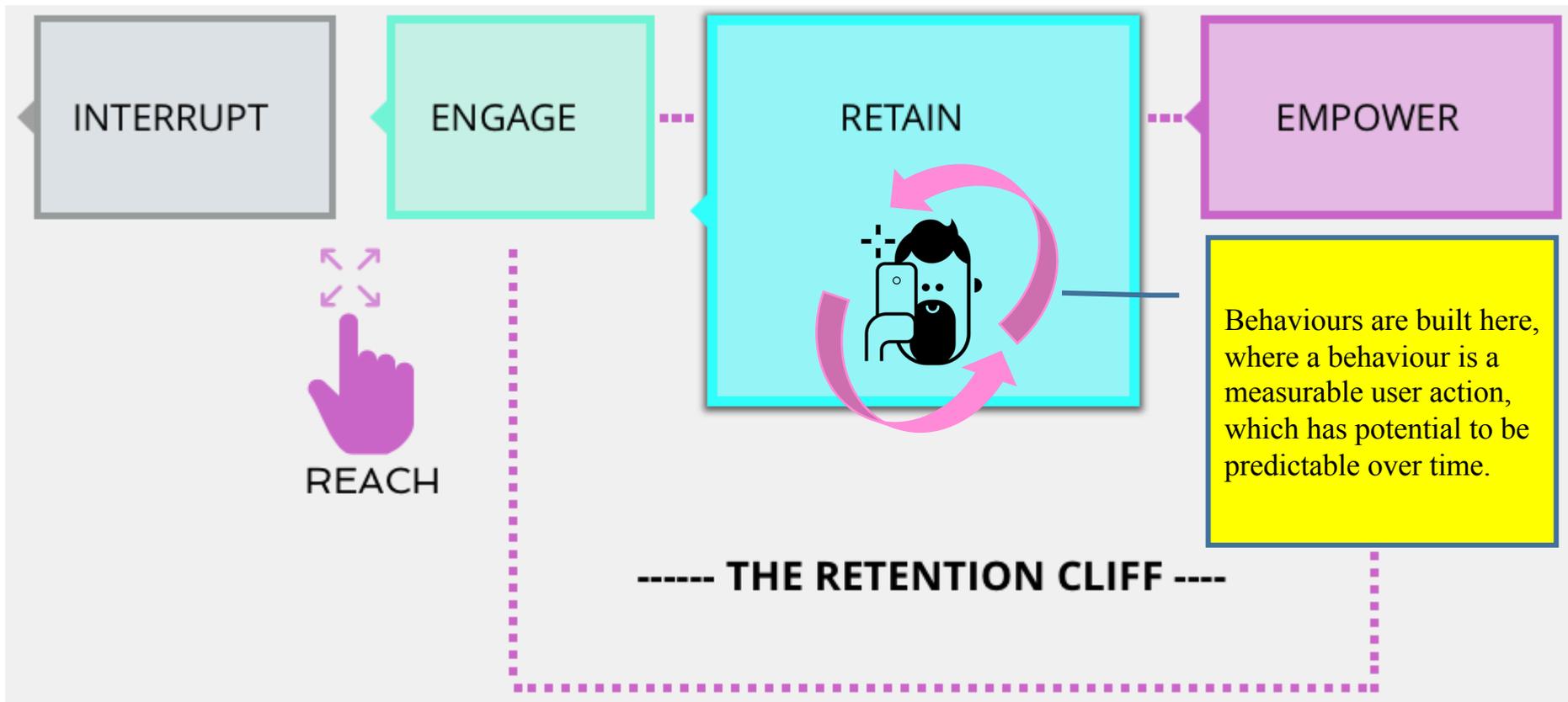
"The health of a SaaS (Software-as-a-Service) business is directly tied to its ability to retain its customers and prevent churn."

- David Skok, venture capitalist and entrepreneurial thinker



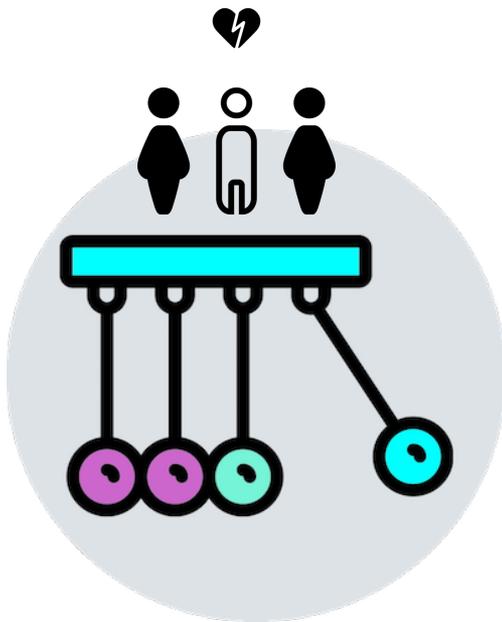
TREND 3. Behaviours Retain the Digital Customer

In order for a product to really find relevance and be retained in a users life – there will have to be certain real life 'behaviours' – habits or activities that are formed around or in use of the product. Sometimes these behaviours are extensions of existing behaviours – calling a cab by using an app. Sometimes they are new – self-assembling furniture instead of asking an expert - or shifting from owning music to simply renting it each money via subscription.



TREND 4. Cohort Behaviour Drives Monetisation

Not all initial users of an app or service are equal, in terms of the ultimate share of revenue (Lifetime Value) that can be derived from them. So doing a cohort analysis from the start to determine the most valuable user cohorts is critical.



Cohort Behaviour Drives monetisation: Some Facts

"0.5%-2% of consumers who originally downloaded an app is the user base that will drive its monetization strategy."

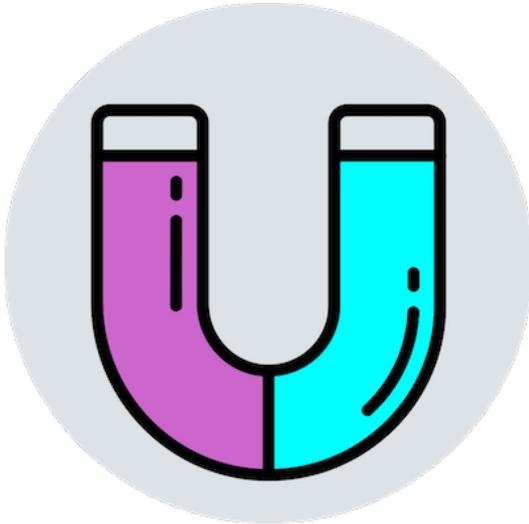
- Verto Analytics

"Re-engage your users based on what they do, not just who they are."

- Mixpanel

TREND 5. Shift to Recurring Revenue

It costs 6 to 7 times more to acquire a new customer than it does to keep a current client.



- Kissmetrics

“There’s an inconvenient truth in business that most CEO’s and entrepreneurs alike tend to overlook: not all revenue is created equal. Sure a dollar in sales is a dollar in sales. But the more predictable that dollar is, as in the more likely that you will receive that dollar from your customer every month, the more valuable it becomes.”

- Inc Magazine / Jim Schleckser

TREND 6. Race to Dominate Key Touchpoints Example 1

The small robot with big possibilities

Introducing Toyota's Kirobo Mini



TREND 6. Race to Dominate Key Touchpoints Example 2

The increasing digitalisation of the world means that all kinds of new products and services are now in the race to capture traveler attention and becoming the key touchpoint to monetise the customer relationship.

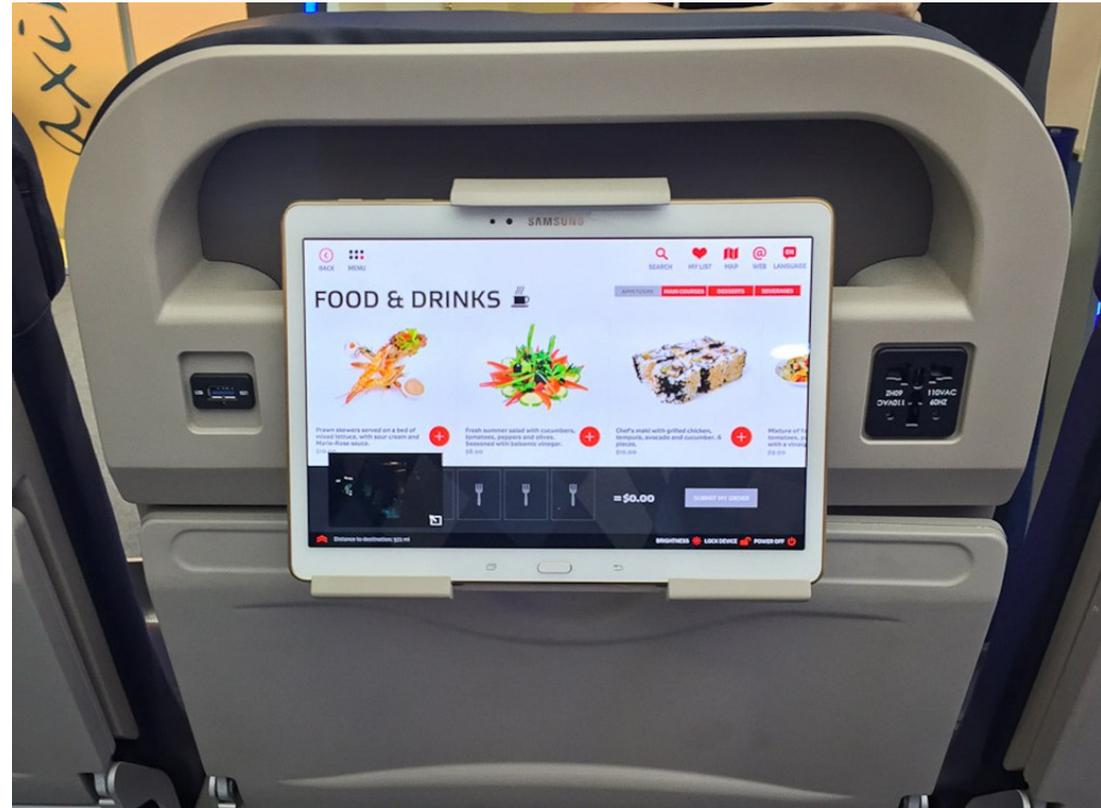
In this example, it is not hard to imagine how a smart, connected backpack can tomorrow via its native smartphone app suggest and provide all kinds of services to travelers on-the-road, including shopping, restaurants, places to stay and things to do.



TREND 6. Race to Dominate Key Touchpoints Example 3

The increasing digitalisation of the world means that all kinds of new products and services are now in the race to capture traveler attention and becoming the key touchpoint to monetise the customer relationship.

In this example, better designed and more customized, internet connected in-flight entertainment systems can evolve beyond shopping and meals. They can provide a variety of customer services to capture value from the passenger by taking advantage of the captive attention they have in a non-mobile mode in the passenger seat for many hours. Further, in-flight systems benefit from the presence of human assistance by flight attendants who are available on the flight.



TREND 6. Race to Dominate Key Touchpoints Example 4

Leading platforms like Uber will make it harder for other companies and players to enter and monetize the customer relationships and spaces that they already own, such as within the car.



Uber Disapproves of Ads Being Placed Inside Cars

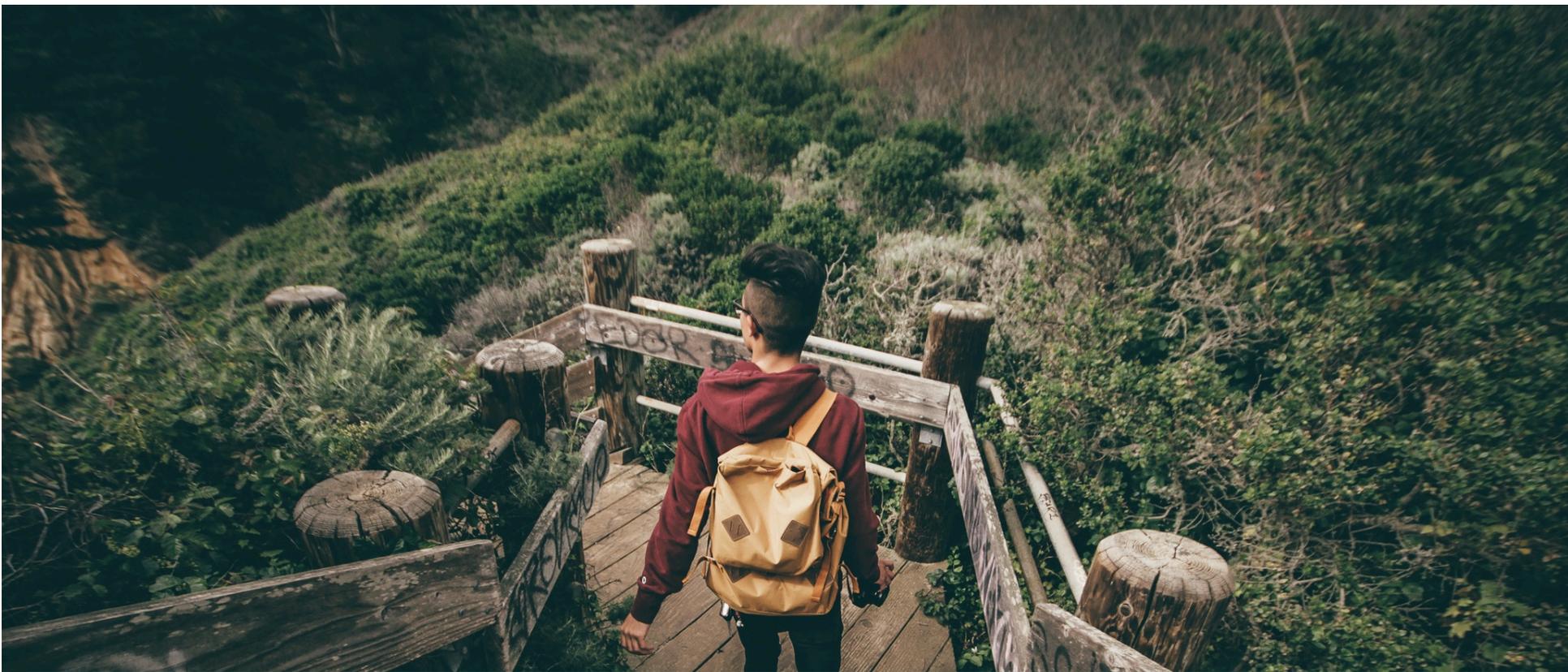
Drivers could increase their revenues through this program

TREND 6. Race to Dominate Key Touchpoints Example 5



As Virtual Reality technology develops and VR headsets gain more adoption, we will see tourists 'sampling' their future experiences in VR as an important decision making action. Tour operators, hotels, and destination marketing agencies as well as state and govt. Institutions will benefit hugely from investing into VR experience-based selling.

TREND 7: Millennials disrupting Status Quo of Travel Industry



Although members of the Millennial generation are not yet the core customers of airlines, hotels, and travel companies, they will be in five to ten years, when they enter their peak earning, spending, and traveling years. In fact, their spending on business flights is projected to grow sharply in the next several years, reaching nearly 50 percent of the total by 2020 or so and remaining strong for the 15 years after that.

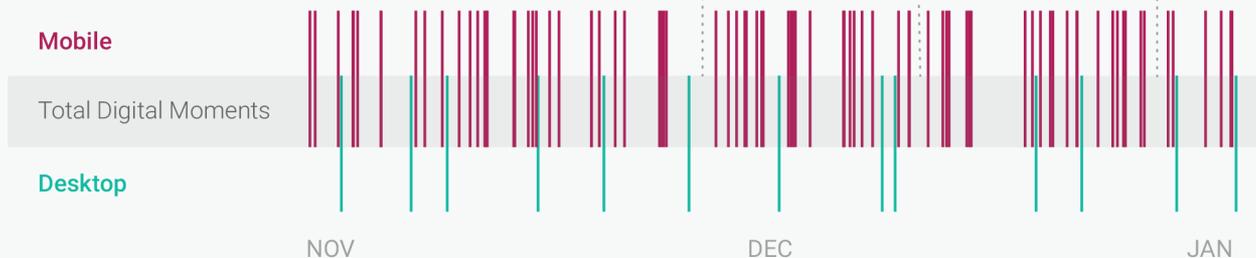
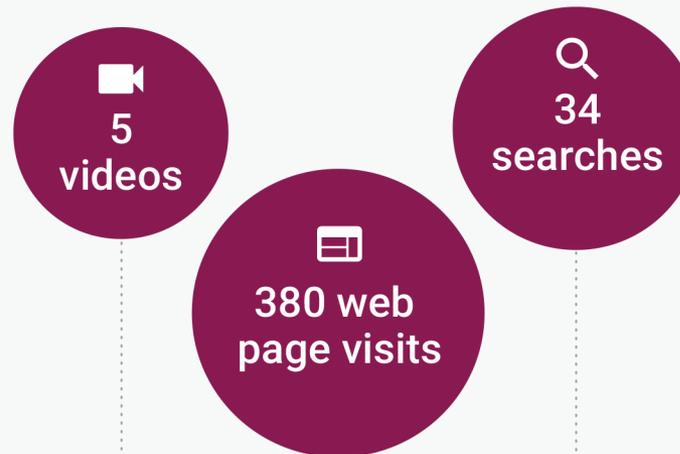
https://www.bcgperspectives.com/content/articles/transportation_travel_tourism_consumer_insight_traveling_with_millennials/

TREND 7: Millennials disrupting Status Quo of Travel Industry

The millennial generation is driving the increase in digital ‘moments’ – the number of distinct sessions that a user with a digital device. Trend is led by mobile.

<https://www.thinkwithgoogle.com/articles/travel-trends-4-mobile-moments-changing-consumer-journey.html>

Amy had **419**
digital moments
researching her
trip over 2 months



of these
digital moments
happened on
mobile

TREND 8: Silver Surfers



Baby Boomers and the Travel Market

- On a global scale, tourism operators are now becoming aware of the significant impact that baby boomers are having on the tourism industry (Paxson, 2009)
- Baby boomers are exerting a significant „economic clout“ by demanding a diverse range of tourism services not previously considered as part of mainstream offerings for older adults (Dennis, 2005; Reece, 2004).
- Baby boomers will increasingly account for a larger share of all vacation spending (Littrell, Paige & Song, 2004; Sangpikul, 2008; Wang, Chen & Chou, 2007)

TREND 9. Rise of the Conversational Interface



Taylor is yet another intelligent AI assistance for travel, for the moment available only on the Telegram chat platform.

Taylor

Hi! I'm Taylor, your travel assistant powered by A.I.

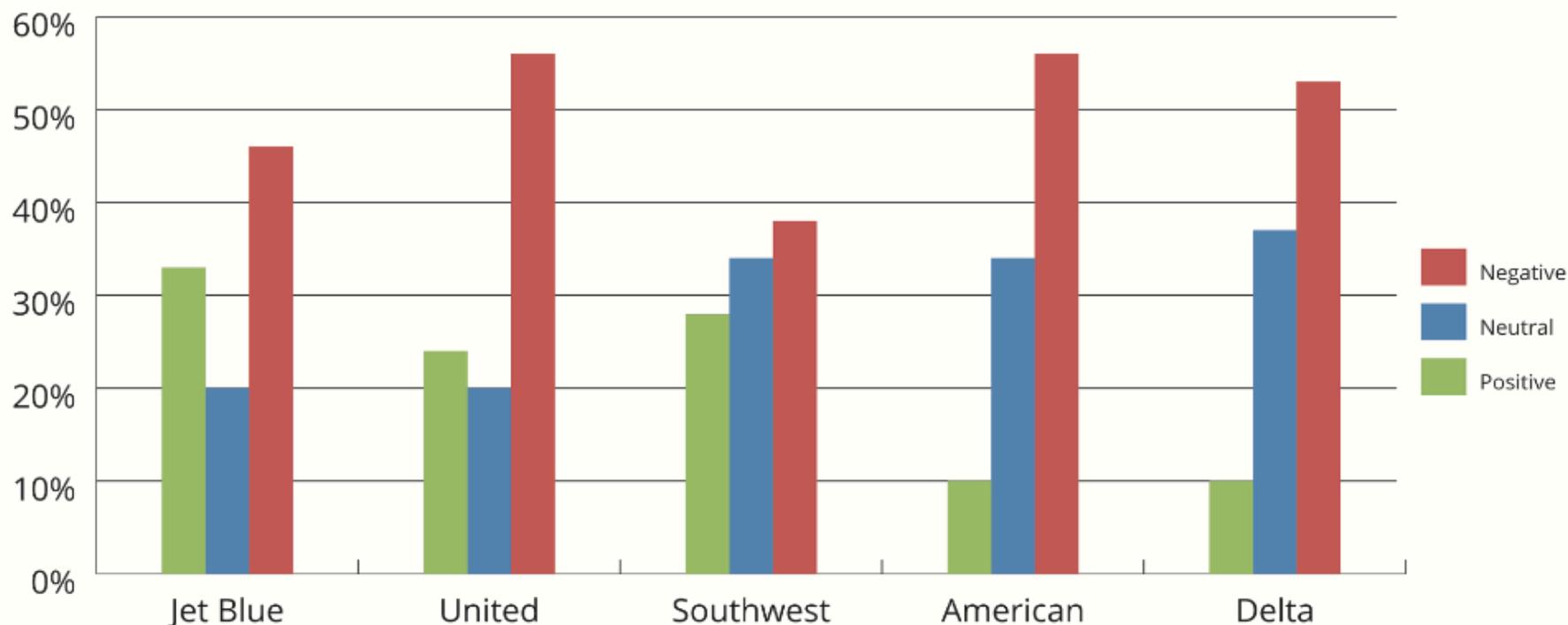
While you travel, I give you advice on where to go, what to do and who to meet near you (did I tell you I ❤️ ?)

 chat with me

TREND 10. Sentiment Analysis

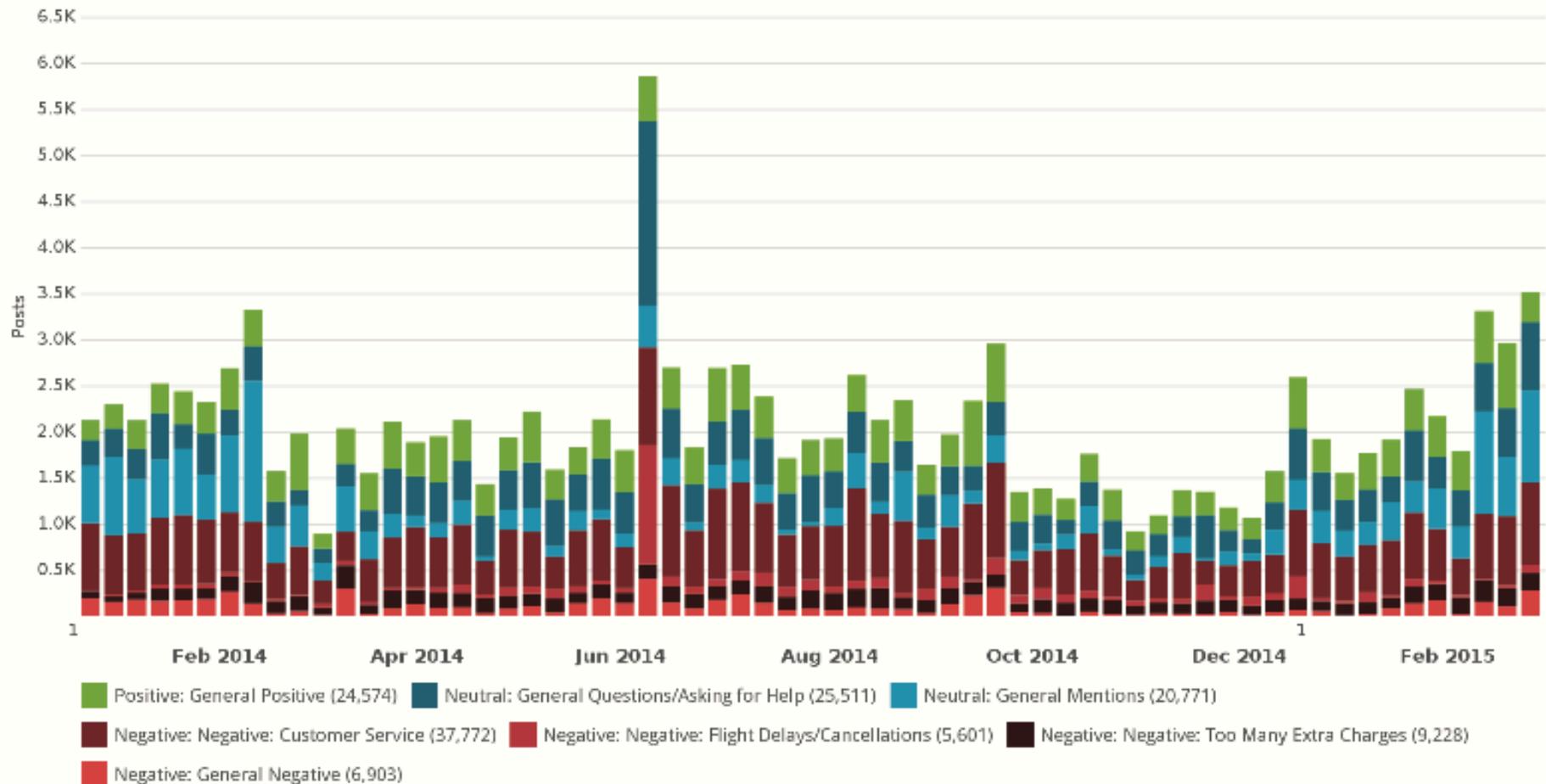
Sentiment Analysis is a growing trend whereby social media information is aggregated and analysed to understand what users and customers are feeling about a particular topic.

Below is a screenshot from the 'Crimson Hexagon' tool on flight sentiments, ranging broadly from Negative to Neutral and Positive.



TREND 10. Sentiment Analysis

This is an example of RyanAir sentiment analysis from Crimson Hexagon.



OUTCOME

Status Quo of Digital Solutions and Information Available for Travelers in the Visit Arctic Europe

Criteria for Status Quo Analysis & Benchmarking

The following main criteria categories were used evaluate the Status Quo of the Visit Arctic Europe (VAE) digital media properties and solutions (such as websites, mobile apps and services). These criteria span the various aspects of digital services that must be present in order to provide users with a superior, world-class user experience and create positive, long-term brand engagement.

8 CRITERIA CATEGORIES

AVAILABLE

DESIREABLE

EXPERIENCEABLE

MEMORABLE

SOCIALLY APPROVABLE

RELIABLE

PURCHASABLE

CONNECTABLE / CHAINABLE

Criteria for Status Quo Analysis & Benchmarking – Elements

Each of the 8 criteria categories has within it one or more specific criteria, leads to 10 key criteria in total which were used to evaluate each digital solution, such as the following.

Category: **AVAILABLE**

Criteria
1

Is the solution technically 'present' and works well on leading and emerging digital channels? Is it available in places where customers look for them, such as App stores, and on emerging channels such as Snapchat?

Criteria
2

Does it drive and support the 'mobile first' experience? Do all of its essential content elements form a cohesive, pleasing and communicative design on mobile?

Category: **DESIREABLE**

Criteria
3

Is the desirability of the experience communicated well to the main target markets?

Criteria
4

Are the main attractiveness elements captured in the right places, highlighted richly and presented comprehensively in advertising and marketing, vendor communication, visual material and packaging etc)

Criteria for Status Quo Analysis & Benchmarking – Elements

Each of the 8 criteria categories has within it one or more specific criteria, leads to 10 key criteria in total which were used to evaluate each digital solution, such as the following.

Category: **EXPERIENCEABLE**

Criteria
5

Do the solutions support the sampling of the experience / destinations / products remotely to create desirability and drive customer decision making?

Category: **MEMORABLE**

Criteria
6

Do the solution support easy capture, sharing and re-living of the destinations and experiences?

Category: **SOCIALLY APPROVABLE**

Criteria
7

Do the solutions support the endorsement of the experience by people who have already experienced the destinations and products?

Criteria for Status Quo Analysis & Benchmarking – Elements

Each of the 8 criteria categories has within it one or more specific criteria, leads to 10 key criteria in total which were used to evaluate each digital solution, such as the following.

Category: **RELIABLE**

Criteria
8

Is the quality of information appropriate from the international traveller's perspective (existence of crucial information, language versions etc.)?

Category: **PURCHASABLE**

Criteria
9

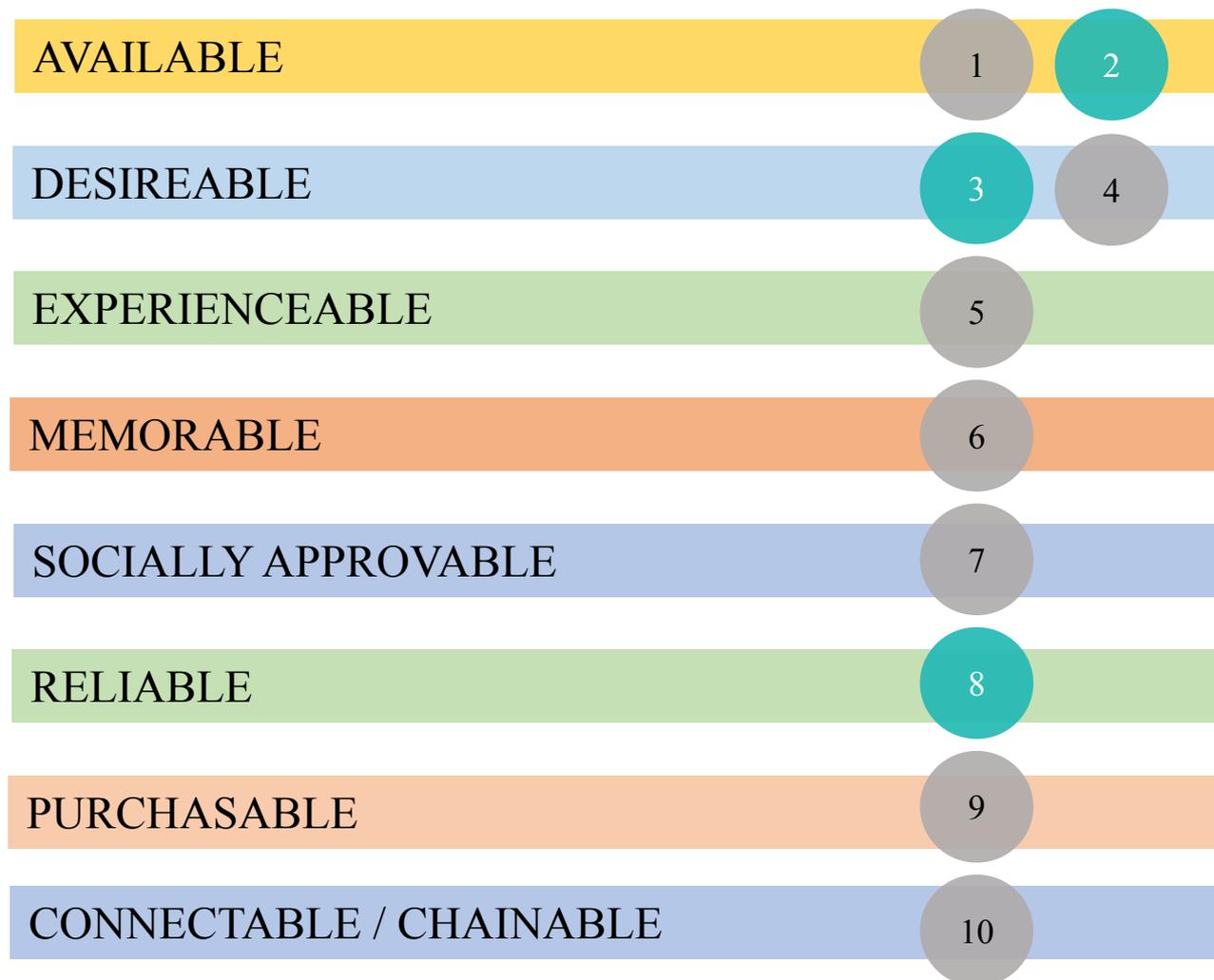
Is it possible to buy the product or package online?

Category: **CONNECTABLE / CHAINABLE**

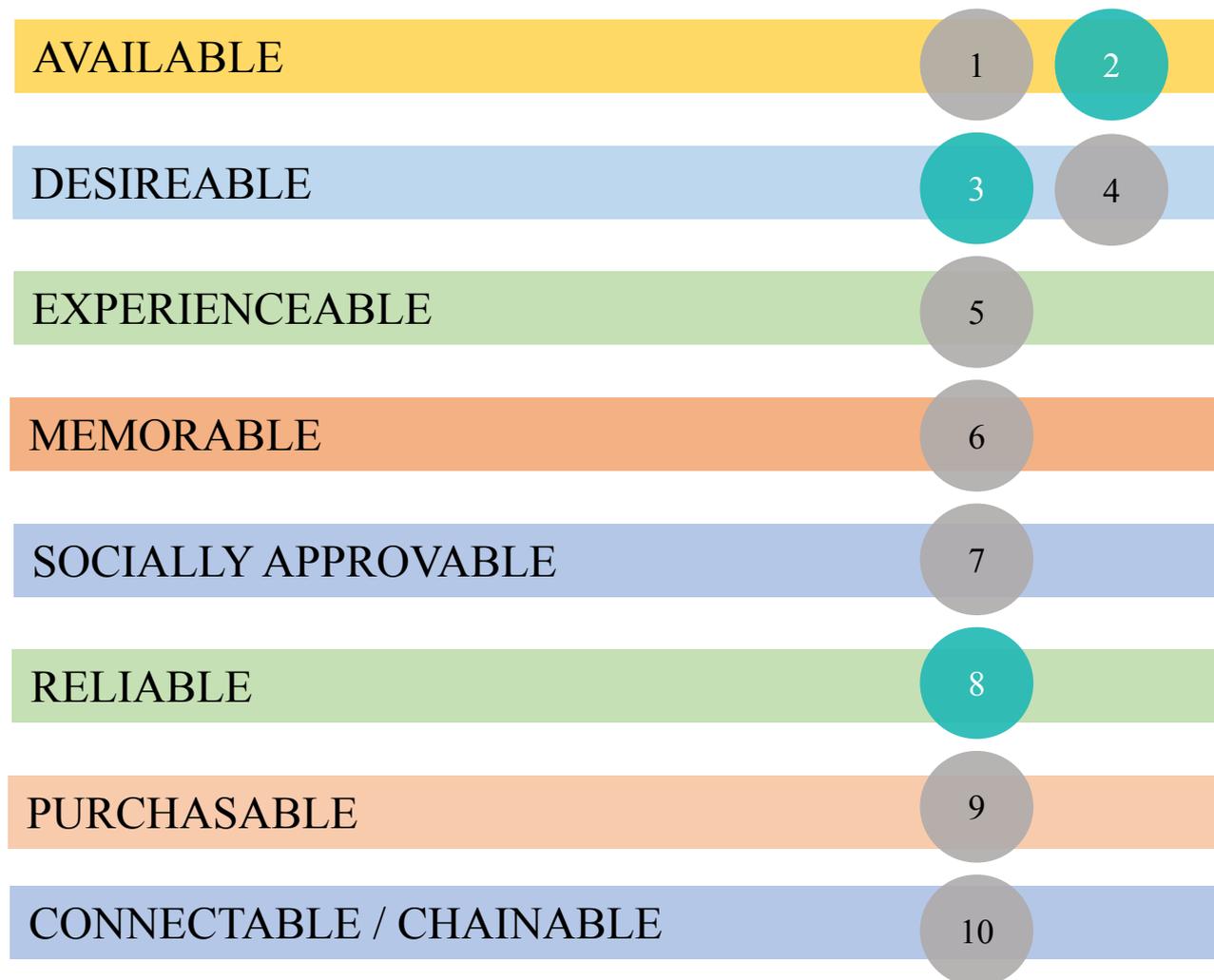
Criteria
10

Is the information connected into one whole experience / service chain. How easy or hard is it to do trip planning and see the big picture at the same time?

What the Final Score looks like: Example



What the Final Score looks like: Example



SOLUTION
NAME

3/10

**Final overall score
across categories is
shown here**

What the Final Score looks like: Example



SOLUTION
NAME

3/10

**Final overall score
across categories is
shown here**

**Score per criteria is
shown here**

VAE Digital Channels within Status Quo Analysis

The following digital channels were evaluated using the 10 criteria.

- **Visit Finland** (<http://www.visitfinland.com>)
- **House of Lapland**
(<http://www.houseoflapland.fi>)
- **Only in Lapland** (www.onlyinlapland.com/)
- **Lapland.fi** (www.lapland.fi)
- **Laplication**
(<https://itunes.apple.com/gb/app/laplication/id553424031>)
- **Visit Norway** (www.visitnorway.com)
- **Northern Norway** (www.nordnorge.com)
- **Swedish Lapland**
(www.swedishlapland.com)

8 CRITERIA CATEGORIES

AVAILABLE

DESIREABLE

EXPERIENCEABLE

MEMORABLE

SOCIALLY APPROVABLE

RELIABLE

PURCHASABLE

CONNECTABLE / CHAINABLE

Only in Lapland



— Welcome to the No ordinary destination

Lapland – The North of Finland



[Home](#) [Winter fun](#) [Magical summer](#) [Where to go](#) [Getting here](#) [Take a first bite](#) [Professionals&Media](#) [English](#) 



COMING TO LAPLAND IS NOT HARD

— *But once you visit, you might find it hard to leave*

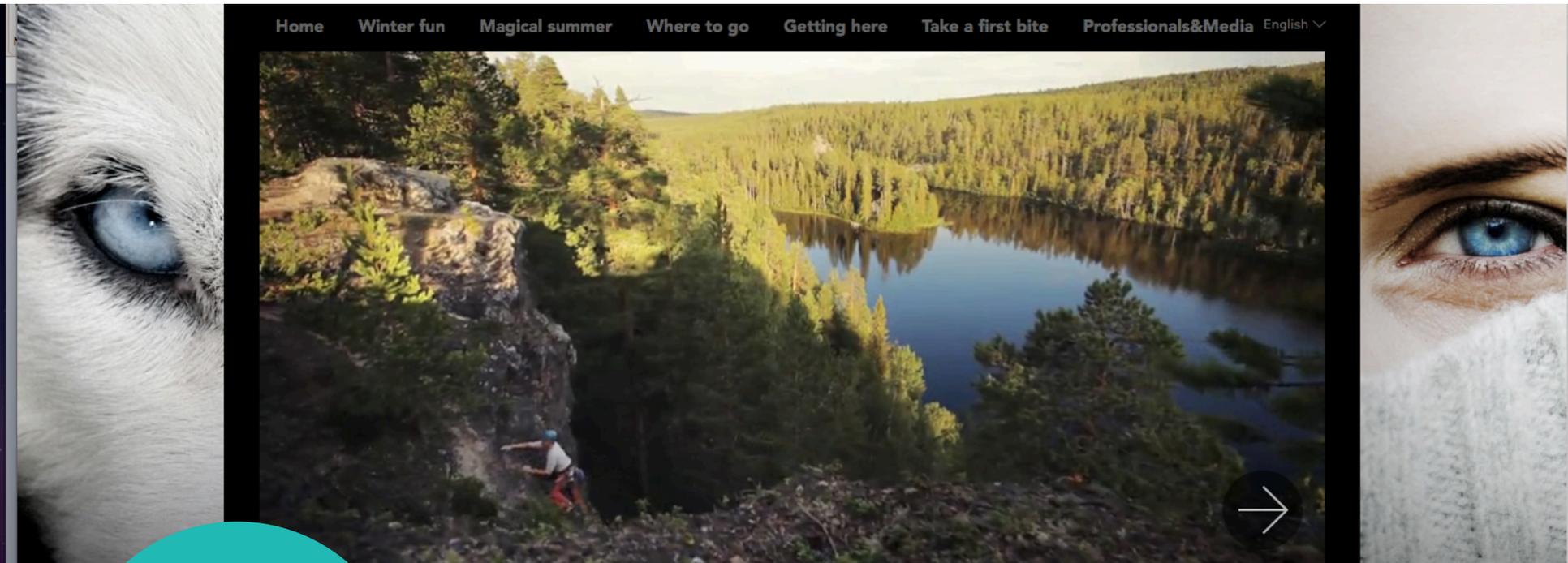


ONLY IN
LAPLAND
6/10

Summary:

Site makes Lapland very approachable. A lot of information and good photography, makes it possible to spend a good amount of time on the site and plan the trip all the way to buying the ticket. Provides information for different types of travellers.

Only in Lapland



ONLY IN
LAPLAND
6/10

Highlights:

Interesting and inviting pictures, videos and content. Site shows well all the possibilities there is when traveling in Lapland. Also makes visiting Lapland extremely easy by making it accessible to book tickets, accommodation, and sights to see regionally. Mobile site is also very user friendly. Tells stories of possible activities in Lapland that are up to date, cool and interesting, not just “visit Santa”.

Only in Lapland

EXPERIENCE THE WILDERNESS WITH SERVICES

— *Wherever you choose to go, everything is within reach*

Book your trip now from our recommended partners:

- Discover the World
- Inghams
- Nordic Experience
- Regent Holidays
- The Mighty Fine Company

● Where to go

— 15 regions to select from



Rovaniemi - R

THE CAPITAL O

Levi

EASY LIVING IN

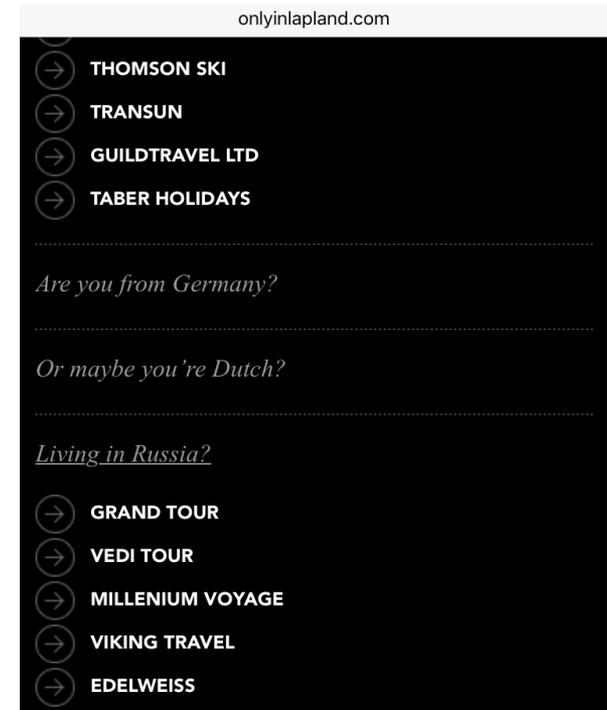
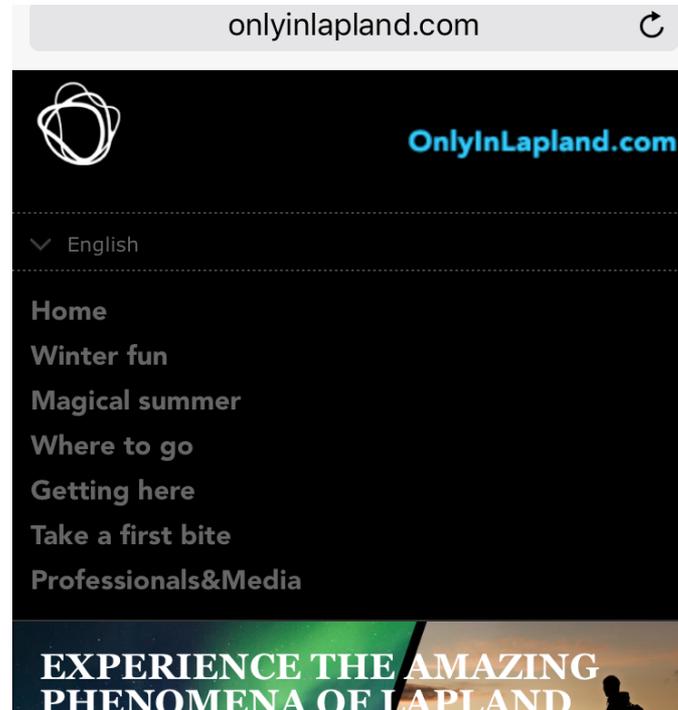
ONLY IN
LAPLAND

6/10

Highlights: Purchasable, Connectable

You can follow a link from the site to book ticket & Holiday package. Site gives you a great overview from planning the trip with its content to booking the trip.

Only in Lapland



ONLY IN
LAPLAND

6/10

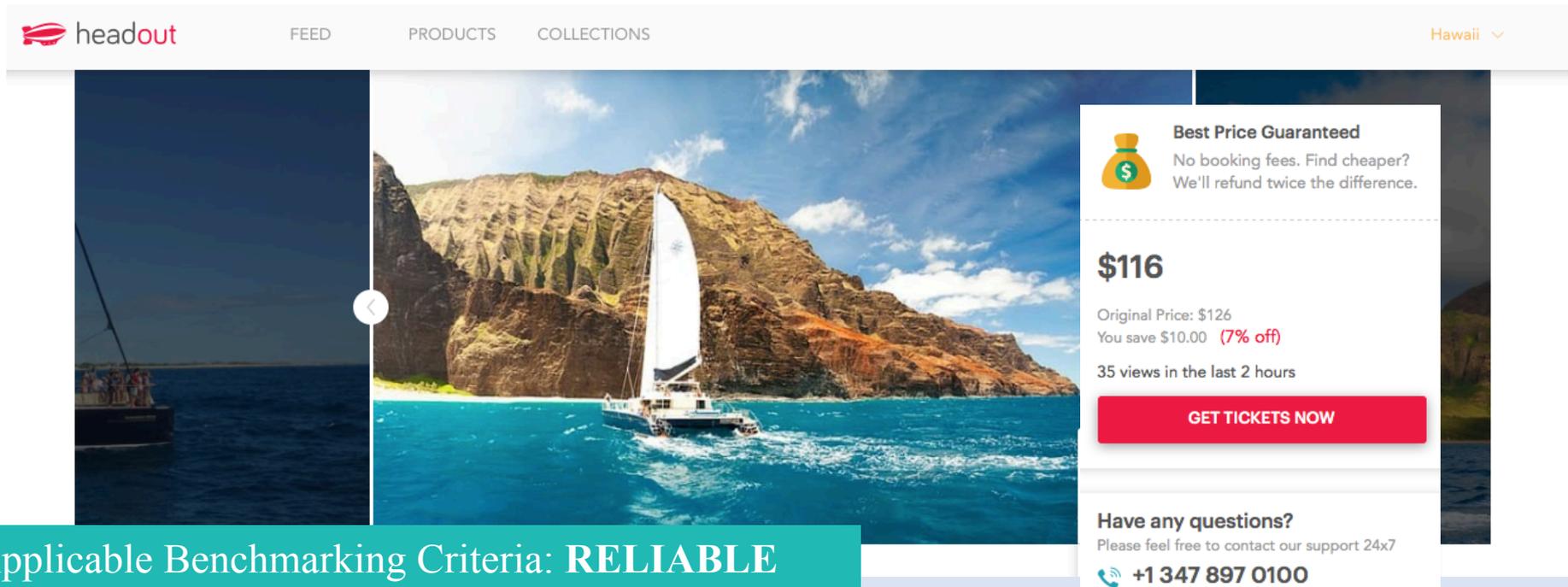
Highlights: Available

Site works well on mobile and web is both beautiful and user friendly. The service is available on various popular social media services. However, Snapchat is not available. There is also an app available to download.

OUTCOME

Benchmarking of Relevant Platforms from Visit Arctic Europe Perspective

Headout (www.headout.com)



Applicable Benchmarking Criteria: **RELIABLE**

For travelers spending a weekend in a new city and interested in finding local events without having to spend hours researching things to do and sites to see, Headout functions as a mobile concierge, giving travelers access to find and buy tours, activities and tickets to local events in real time. With the goal of helping travelers find last minute plans, Headout works with vendors who update their inventory every 24 hours, enabling travelers to conduct a quick search for what's happening in their area, click on it, and simply purchase their activities. Travelers also have access to local city experts that can answer any questions they may have about the city they are visiting.

Summary

Sail along Kauai's picture-perfect coastline as you revel in gorgeous hues of the sunset. Sit back and soak in the gentle ocean breeze, enjoying a panoramic view of Na Pali Coast . A dinner with a view, you're in for an astounding

Please feel free to contact our support 24x7

+1 347 897 0100

Hey there!

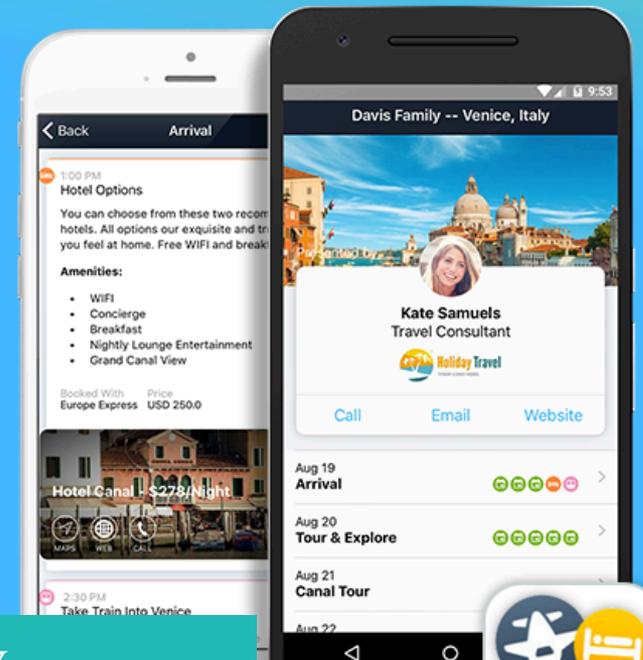
Travefy (www.travefy.com)

[Sign In](#)[START FREE TRIAL](#)

Itinerary Mobile App for Travel Agents

An app your clients will love.

Travefy makes it easy to give your clients a mobile app to view their itinerary before and during their trip.

[START FREE TRIAL](#)

Applicable Benchmarking Criteria: **RELIABLE &**

CHAINABLE

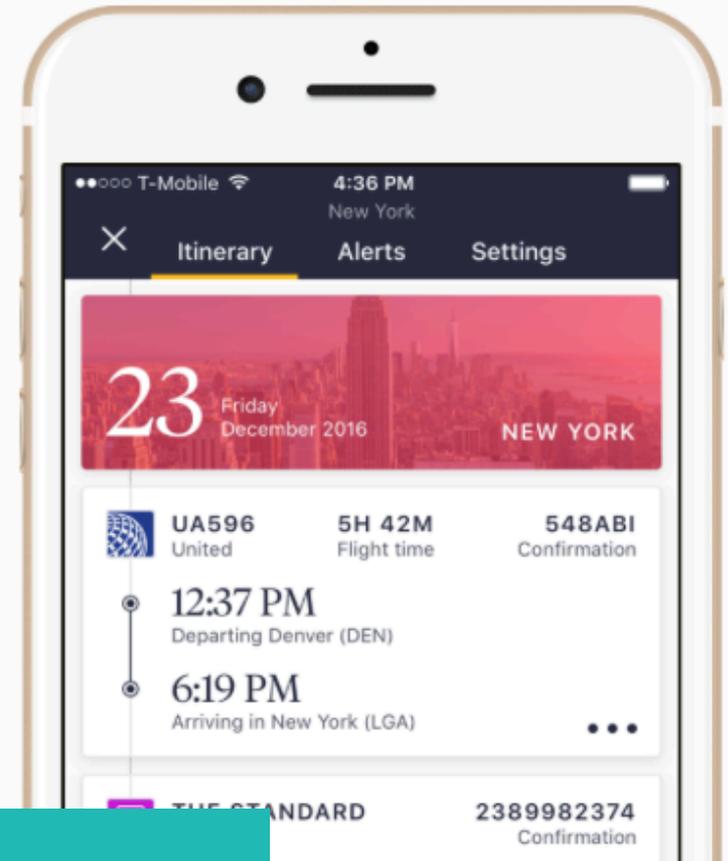
Travefy simplifies and beautifies the display of the traveler itinerary. It lets the traveler manually add information and pull in flight info etc. from multiple sources and then displays a clean and updated itinerary on-the-go which can be shared with a group, including a messaging feature between group members as they set up the itinerary.

[Pana \(www.pana.com\)](http://www.pana.com)

One-click itineraries.

Connect your email inbox, and Pana's bot pieces together your travel confirmations and bookings to create a live itinerary for each of your trips. Plus, everything's available offline for easy access.

Download the free app

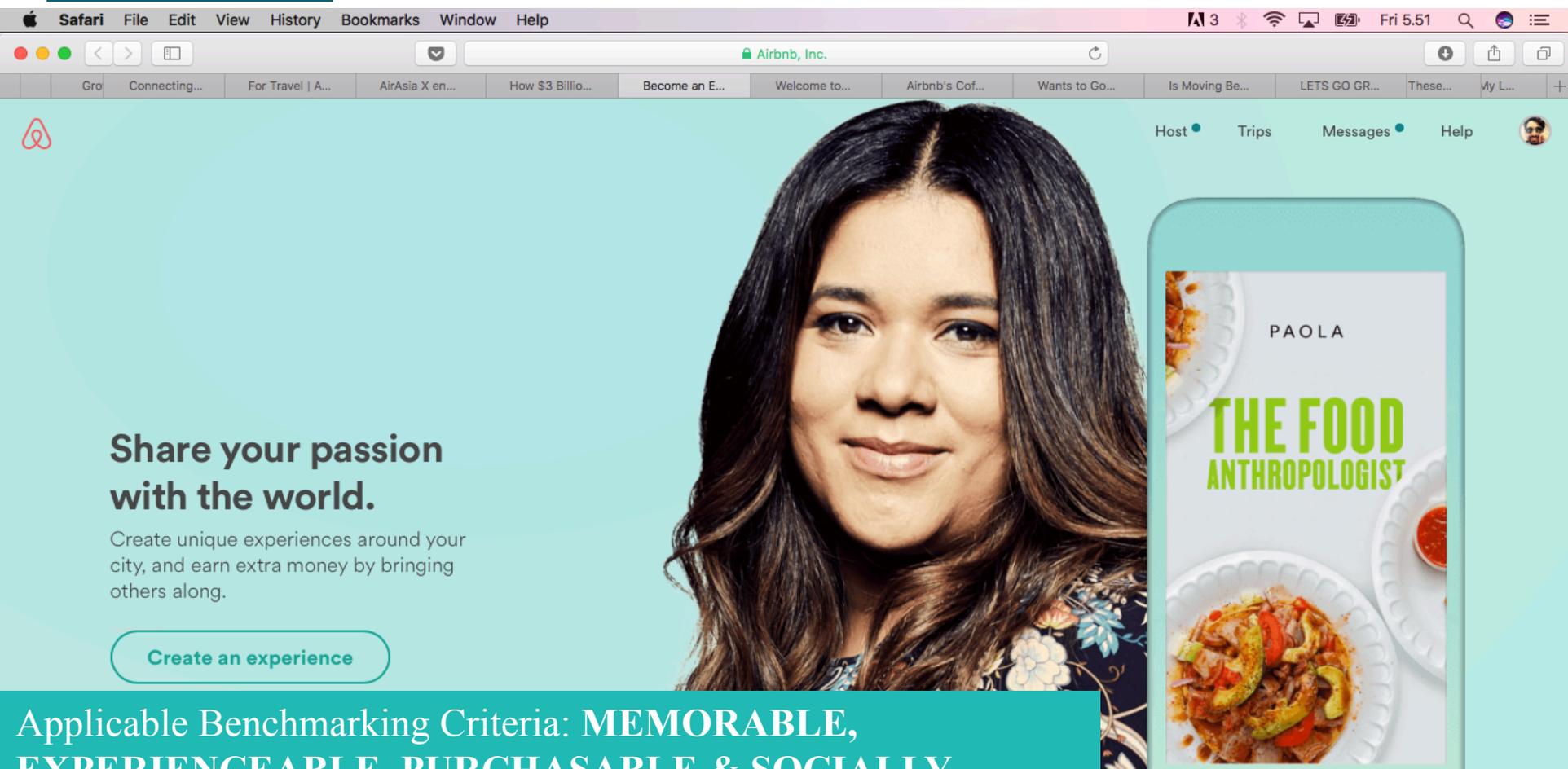


Applicable Benchmarking Criteria: **CHAINABLE &**

PURCHASABLE

Pana is another automated itinerary provider, showing that startups are concentrating on the areas where travelers spend much of their time, or refer often, such as itineraries. Pana provides a live itinerary, collaboration with other travelers, real-time alerts and other such features, making it possible to directly deliver more travel-related services to the user in the future.

AirBnB Experiences (www.airbnb.com/experiences)



Share your passion with the world.

Create unique experiences around your city, and earn extra money by bringing others along.

[Create an experience](#)

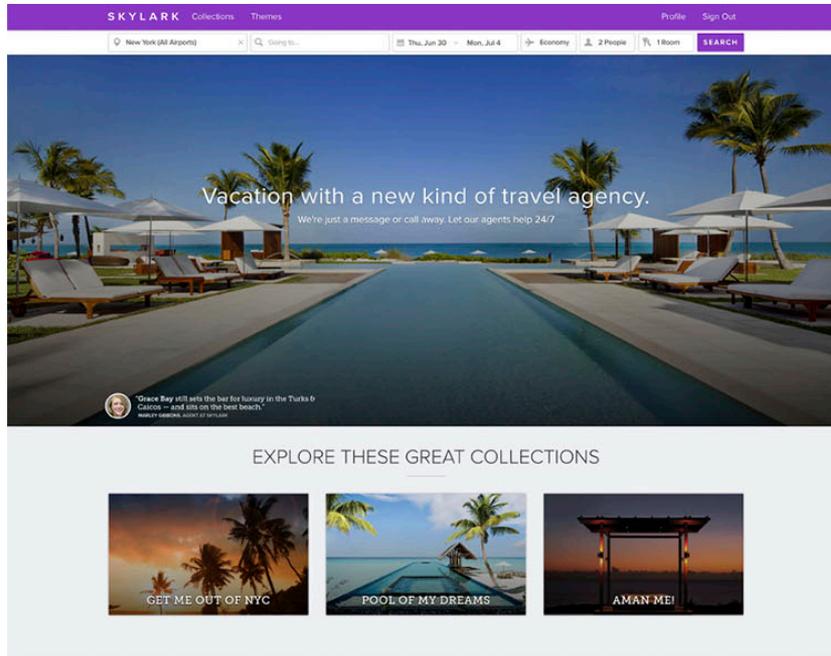
PAOLA
THE FOOD ANTHROPOLOGIST

Applicable Benchmarking Criteria: **MEMORABLE, EXPERIENCEABLE, PURCHASABLE & SOCIALLY**

APPROVABLE

AirBnB now lets individuals create new customized ‘experiences’ for travelers based on the hosts passion. These themed and curated experiences are a few hours to a few days, and they are paid for by travelers. They can be guided tours, events, etc and the money paid to the experience provider sometimes goes to charitable causes, non-profits etc. AirBnb takes a 20% commission from ‘Experiences’. This is a great example of how a platform can find new revenue streams once it has the basic supply and demand in place and people interacting and transacting.

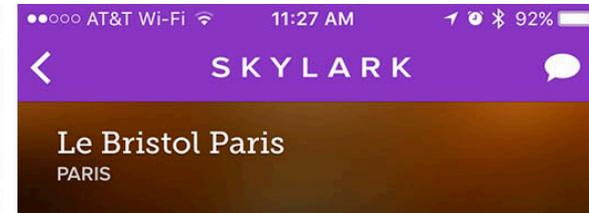
Skylark (www. skylark.com)



SKYLARK AGENT SERVICES

If you can dream it, we can book it

Can't find your favorite hotel or destination on our site? Get in touch with one of our agents, and we can make it happen. And if your travel desires are more ambitious—Fairly safari in Botswana? Island hopping in the Caribbean? Wedding in a Venetian palazzo?—we can help bring them to life. Just get in touch.



HOTEL + FLIGHTS, TAXES & FEES

\$5,173
PER PERSON

\$4,180
PER PERSON

Trip Cost (2 people): **\$8,360**

Total Savings: **19%**

Le Bristol Paris

Check-in: Thu, Jul 14 4 Nights

AVAILABLE ROOMS

Included

1 Room

SUPERIOR ROOM. 40SQM 430SQ

Superior Room. 40 Sam 430 Soft. King B

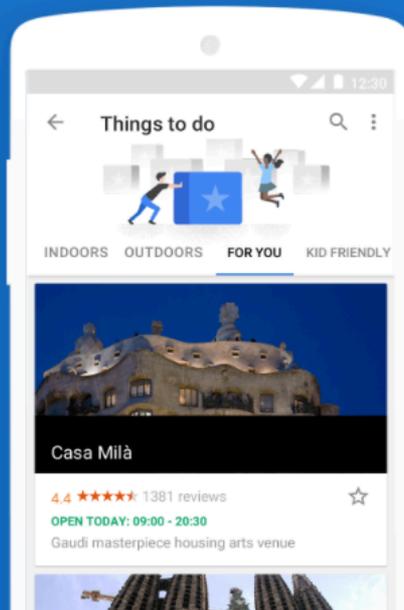
Applicable Benchmarking Criteria: **PURCHASABLE, CHAINABLE**

Skylark claims to be catering to a new psychographic segment that they describe as the “do-it-yourself until you don’t want to” economy: sophisticated types who know what they want, know how to find it, but simply can’t add to their to-do lists. For a \$400 annual fee, users can browse a vetted list of seven to eight hotel-and-airfare packages, all offered at discounted agency rates, and then book within a matter of minutes. Members get the perks of booking with an agent—24/7 customer service, automatic rebookings in the event of flight cancellations, free upgrades, and so on—minus the back and forth. Skylark is invite-only while in beta mode, and will open to the public by yearend.

Google Trips (www.get.google.com/trips/)

 Google Trips

GET THE APP



Find things you want
to do

Want to know what museums are within walking distance? Or find the best tapas in Barcelona? Done. From cafes to parks to beaches, Google Trips shows you tons of cool things near and far,

Applicable Benchmarking Criteria: **RELIABLE, EXPERIENCEABLE, PURCHASABLE & CONNECTABLE / CHAINABLE**

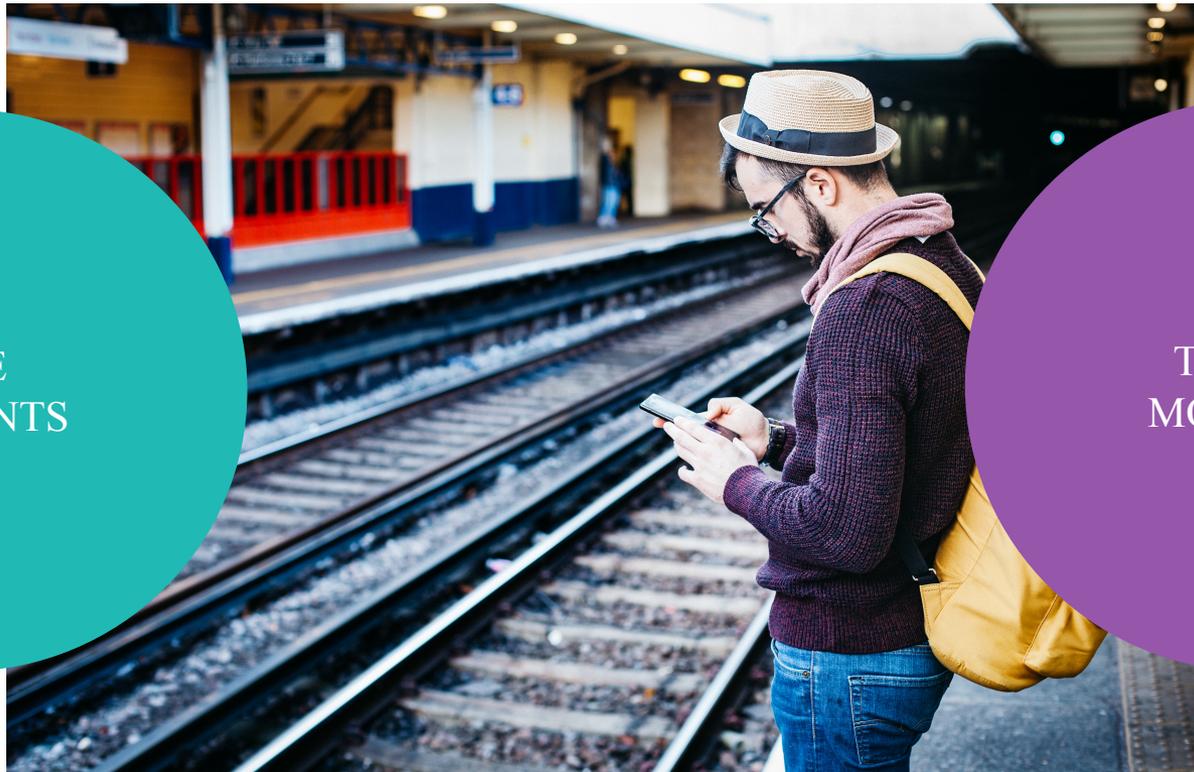
The new service from Google is called Trips which is really a trip planner and itinerary in one. The user can make a detailed trip plan on the mobile app and use it even when offline as it stores all the content on the phone. It brings in information from Google about the best places to see, flights, hotels etc and provides the tools to organise and control the trip experience for the user. Very clearly intended for Free and Independent Traveler (FIT) segment.

OUTCOME

Understanding of Behaviour Design Approach to Travel Chains

The Connected Traveler Behaviour Is Shifting

The Connected Traveler is a new generation of spontaneous tourism consumer



LIFE
MOMENTS

TRAVEL
MOMENTS

The Connected Traveler Behaviour Is Shifting

The Connected Traveler is a new generation of spontaneous tourism consumer



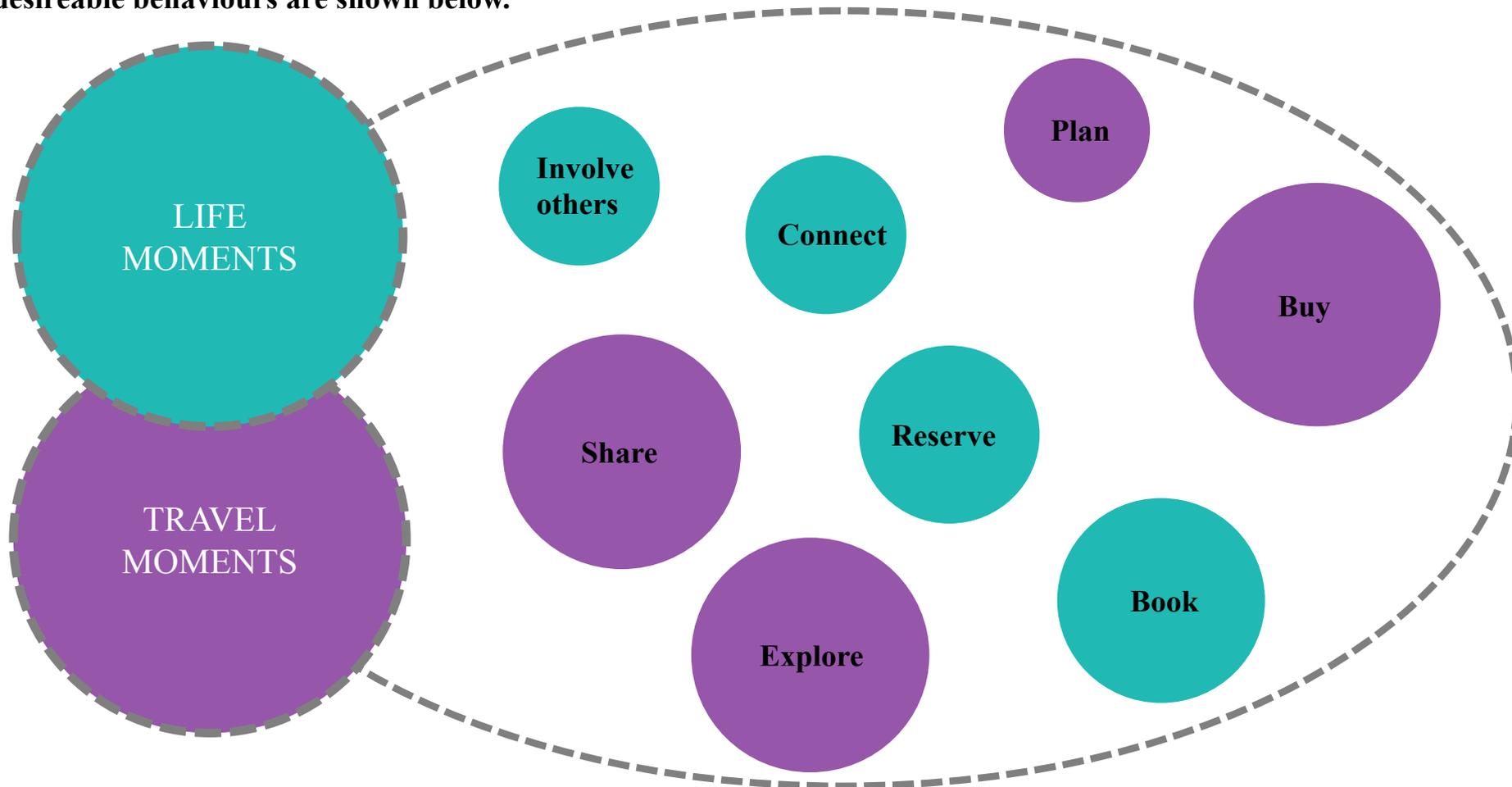
LIFE
MOMENTS

TRAVEL
MOMENTS

As travelers become more connected, their decision making patterns change. While the element of planning is very much present, the decisions made during the travel itself are much more dynamic and spontaneous. Therefore the lines between the 'life moments' of the travel and their travel moments are increasingly merged, where travel becomes an extension of life and a way of life.

Some Core Traveler Behaviours to Focus on

A behaviour design approach to developing the ‘flexibly chainable’ travel chain is to focus on nurturing and developing the desired tourist behaviours over time which will add value to the VAE actors. Some of the most desirable behaviours are shown below.



Digital Marketing Platforms - start point for Behaviour Design approach

Digital Marketing Platforms (DMPs) are in some ways the first connection that a traveler has with a tourism service provider. As mentioned earlier in this deck, we can see here the four kinds of travel moments that dominate the traveler experience, according to Google.

DMPs are building on these behavioural insights to make offers to travelers in a highly contextual and relevant manner.

This leads to a personalisation of the traveler experience based on their past behaviours as well as the behaviours of similar travelers.

This degree of personalisation will become increasingly core to a behaviour design approach to travel chains, and we can see all kinds of tourism actors – from tour operators to airlines to hotels to all others kinds of services – begin to adopt this approach to grow revenues and increase profitability.

(Image source: thinkwithgoogle.com)



I-want-to-get-away
moments

(dreaming moments)



Time-to-make-a-plan
moments

(planning moments)



Let's-book-it
moments

(booking moments)



Can't-wait-to-explore
moments

(experiencing moments)

OUTCOME

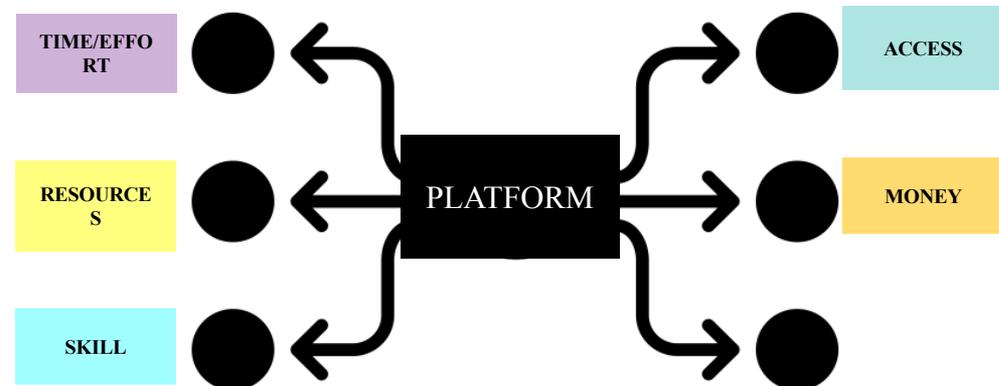
Description of the Vision



Key Characteristics of the Platform

The platform should connect different types of users by removing user barriers

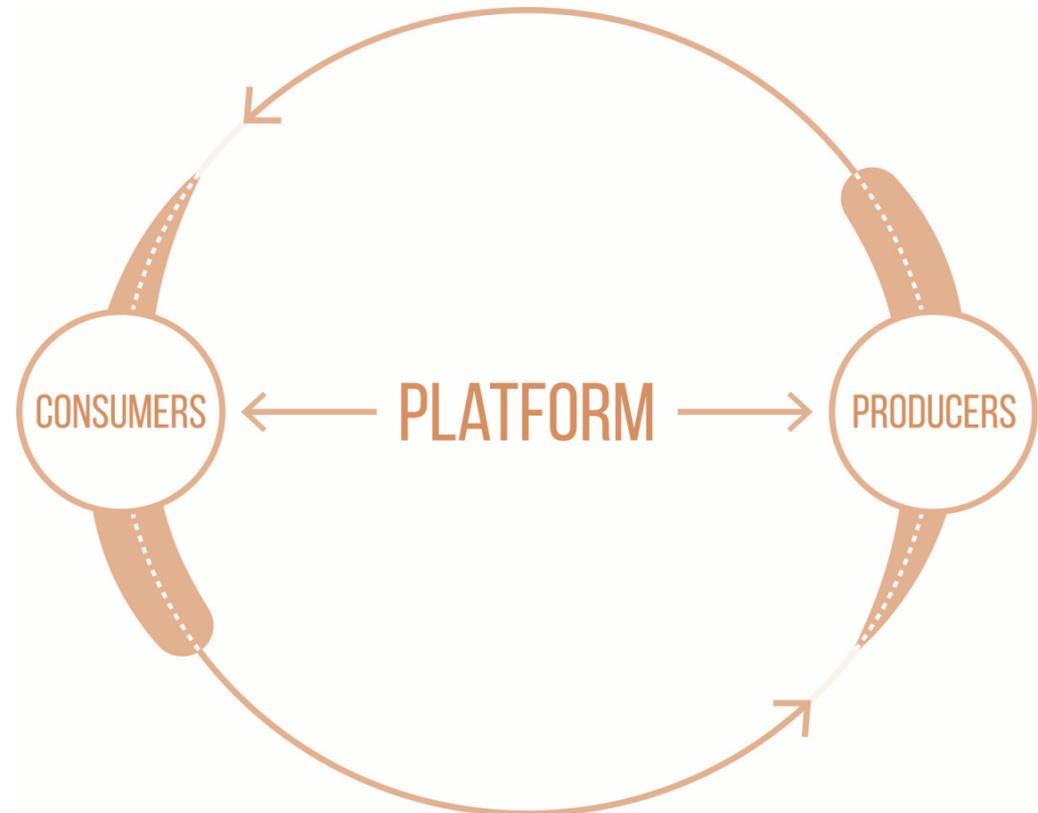
But multisided platforms can go beyond removing user barriers; they can connect supply and demand by doing so. For example, Airbnb removes the barrier of money for house owners by connecting them with travelers who face a resource (place to stay) barrier.



Key Characteristics of the Platform

The platform should create new business flows

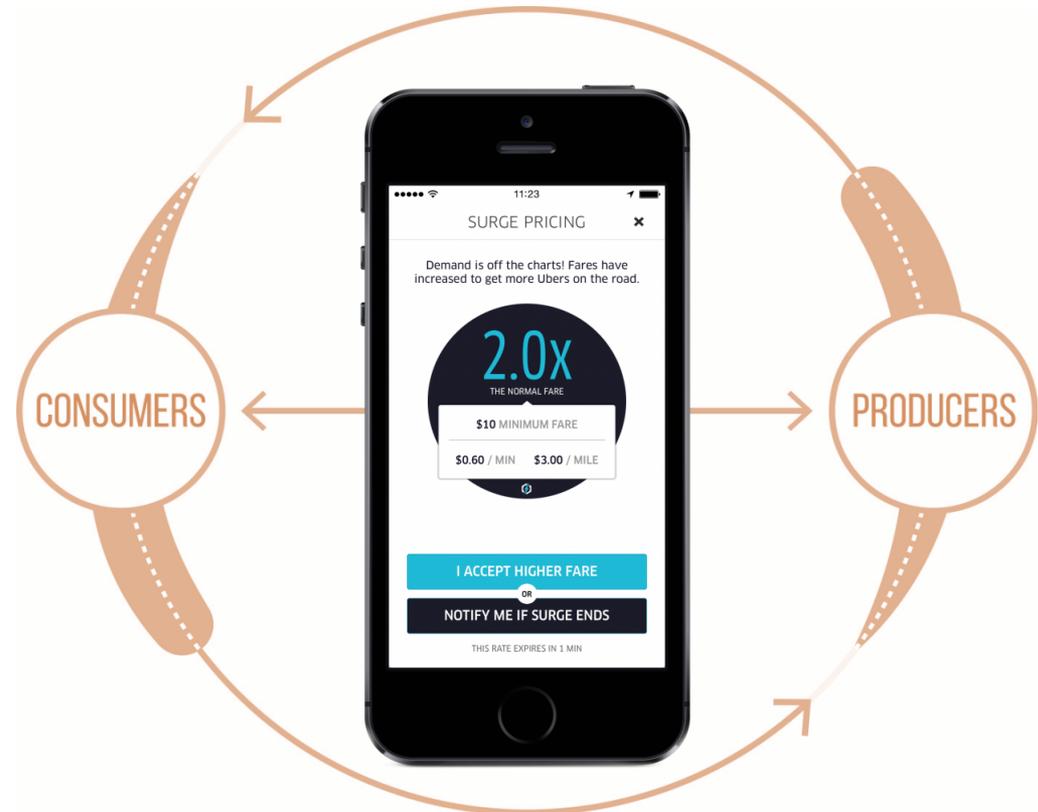
A platform enables a new flow business between producers and consumers. For example: the App Store create a business flow between developers and users, LinkedIn creates a flow of business between recruiters and candidates, YouTube creates a flow of business between people who produce videos and people who consume them.



Key Characteristics of the Platform

The platform should capture value from across the transaction chain

The transaction chain starts from the moment the user has an life aspiration or goal that might lead to a product purchase. An example could be the moment when the traveler beings to consider taking an international vacation. The transaction chain ends much after payment for the product, for example when the traveler writes a favorable review of a tour or shares pictures from the trip. Digital technologies, especially personalised mobile technology, has the potential to capture this entire transaction from end to end. A successful platform will be present when the customer aspiration comes up and will be able to capture the entire transaction from aspiration to search and discovery, product purchase, product use and finally the review and sharing of the experience.



Key Characteristics of the Platform

The platform should connect different types of users by removing user barriers

Platforms usually remove some form of barrier a user is facing; some of the top barriers are listed here.

USER BARRIERS

TIME/EFFORT

“It takes me too much time / effort to get X done.”

ACCESS

“I could do that if only I had the right connections”.

SKILL

“I want to do X but I lack the skills”.

MONEY

“I want to do X but I can’t afford it”.

RESOURCES

“I want to do X but I lack the resources.”

Key Characteristics of the Platform

The platform should leverage data to benefit from network effects

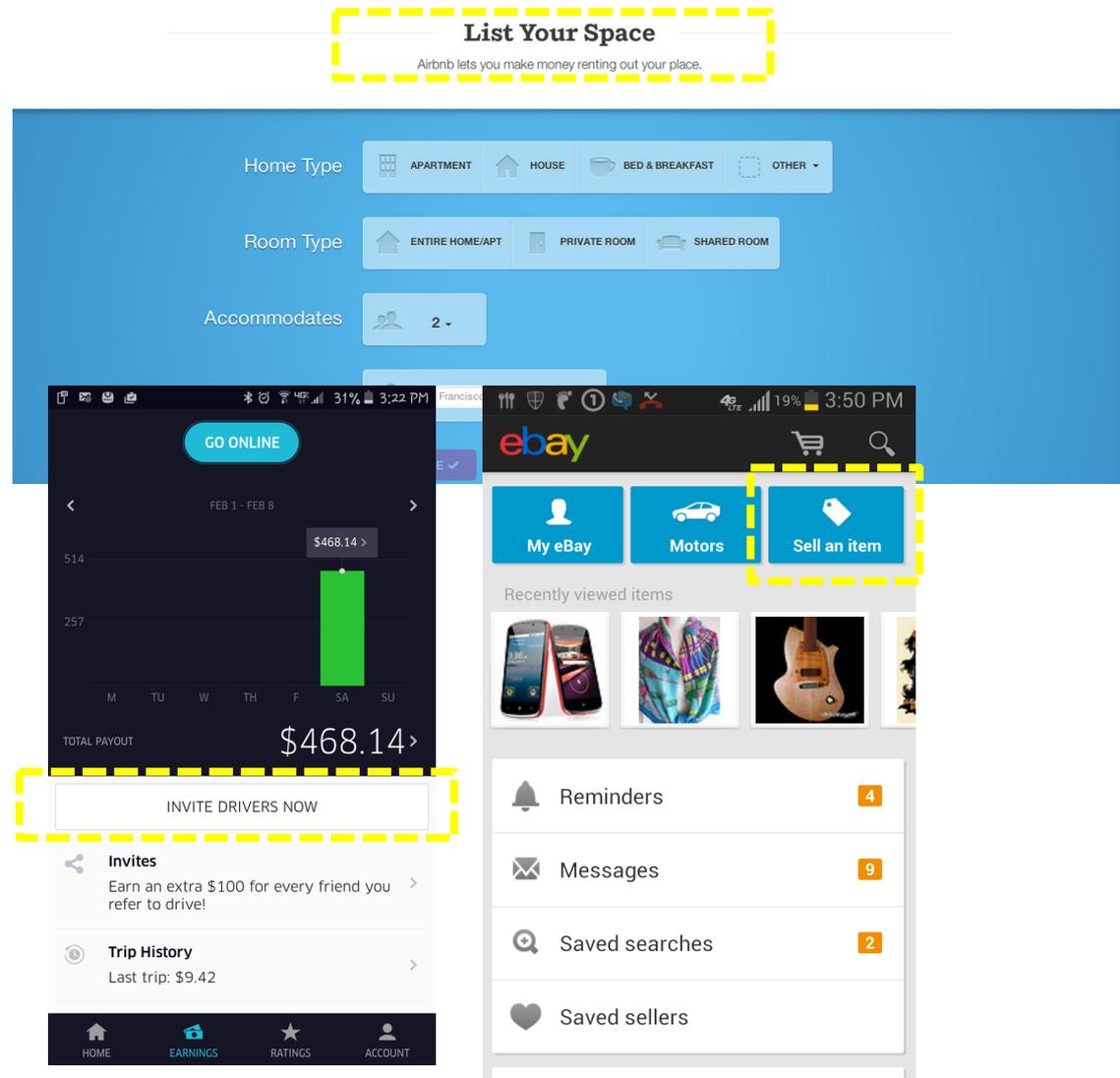
Due to the broad and deep data capture capability of platforms, they can benefit from Network Effects i.e. the value of the platform increases with the activity on the platform. Such activity has to be designed and curated to work. For example, we can see on the left how AirBnb's nightly booking jumped past the 5-10Mil mark in a fraction of the time it took to get to 5 million, due to Network Effects kicking in.



Key Characteristics of the Platform

The platform should provide opportunities for content creation

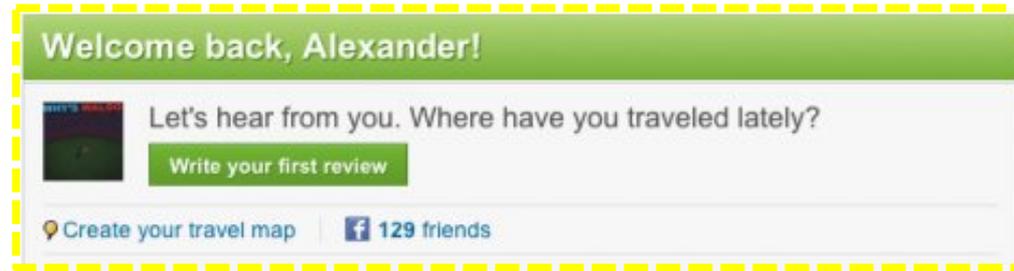
Platforms always provide opportunities for content creation, like inviting new suppliers, creating profiles, adding videos or photos. This way, they focus on creating new sources of supply whether it is talent, information, content or resources. And by creating new supply they are able to address existing demand or create new sources of demand.



Key Characteristics of the Platform

The platform should provide opportunities for content creation

TripAdvisor's multibillion business is built on user generated content in the form of user reviews with a layer of social networking features on the top. The screenshot on right shows the immediate and first invitation to create content that the user sees when s/he logs in.



Your friends



32 Countries | 348 Cities

Your friends' activity

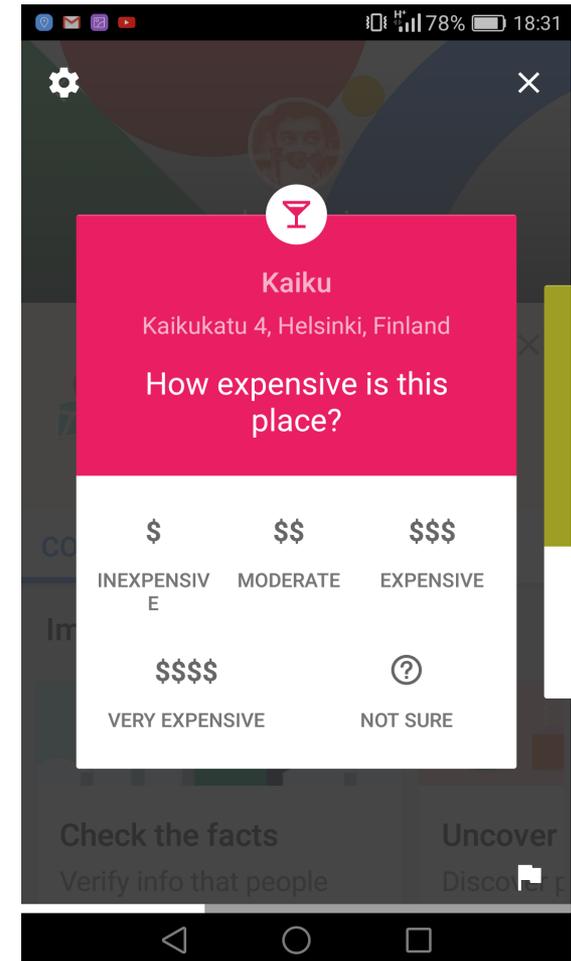
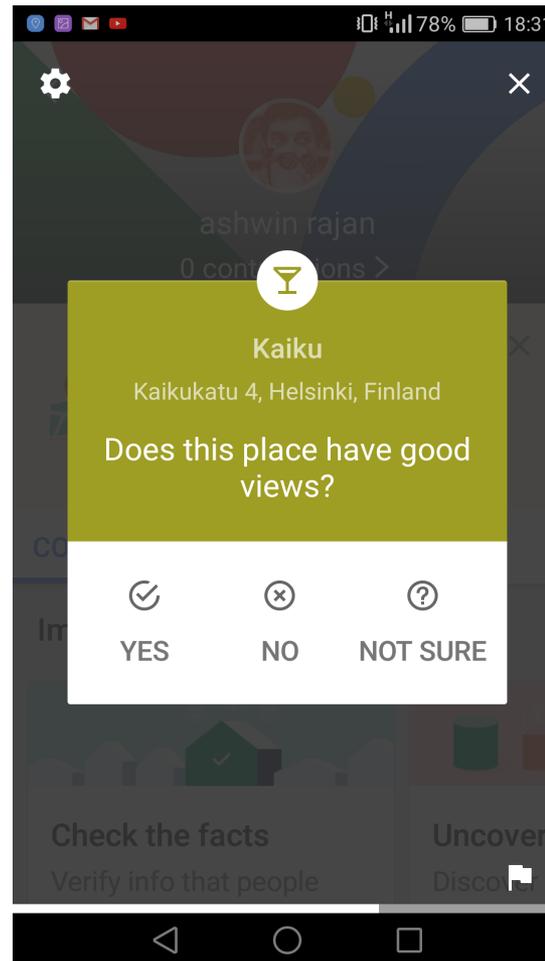
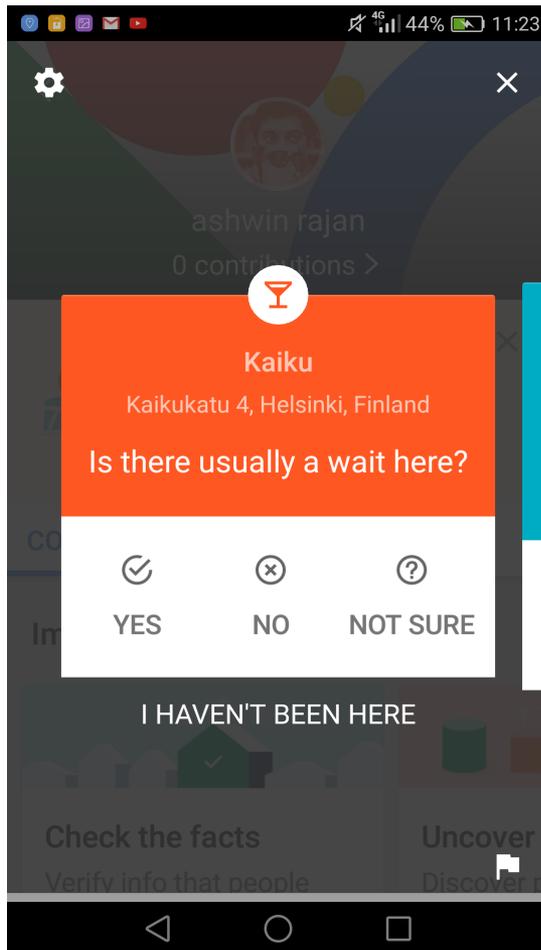
 **Daniel Andrade** has been to **Rome, Italy**
Been there | Want to go
View 44 other cities Daniel Andrade has been to

 **Juli Steinbaum** has been to **Breckenridge, CO**
Been there | Want to go
View 32 other cities Juli Steinbaum has been to

 **Emilio Gurfinkel** has been to **Seward, AK**
Been there | Want to go
View 42 other cities Emilio Gurfinkel has been to

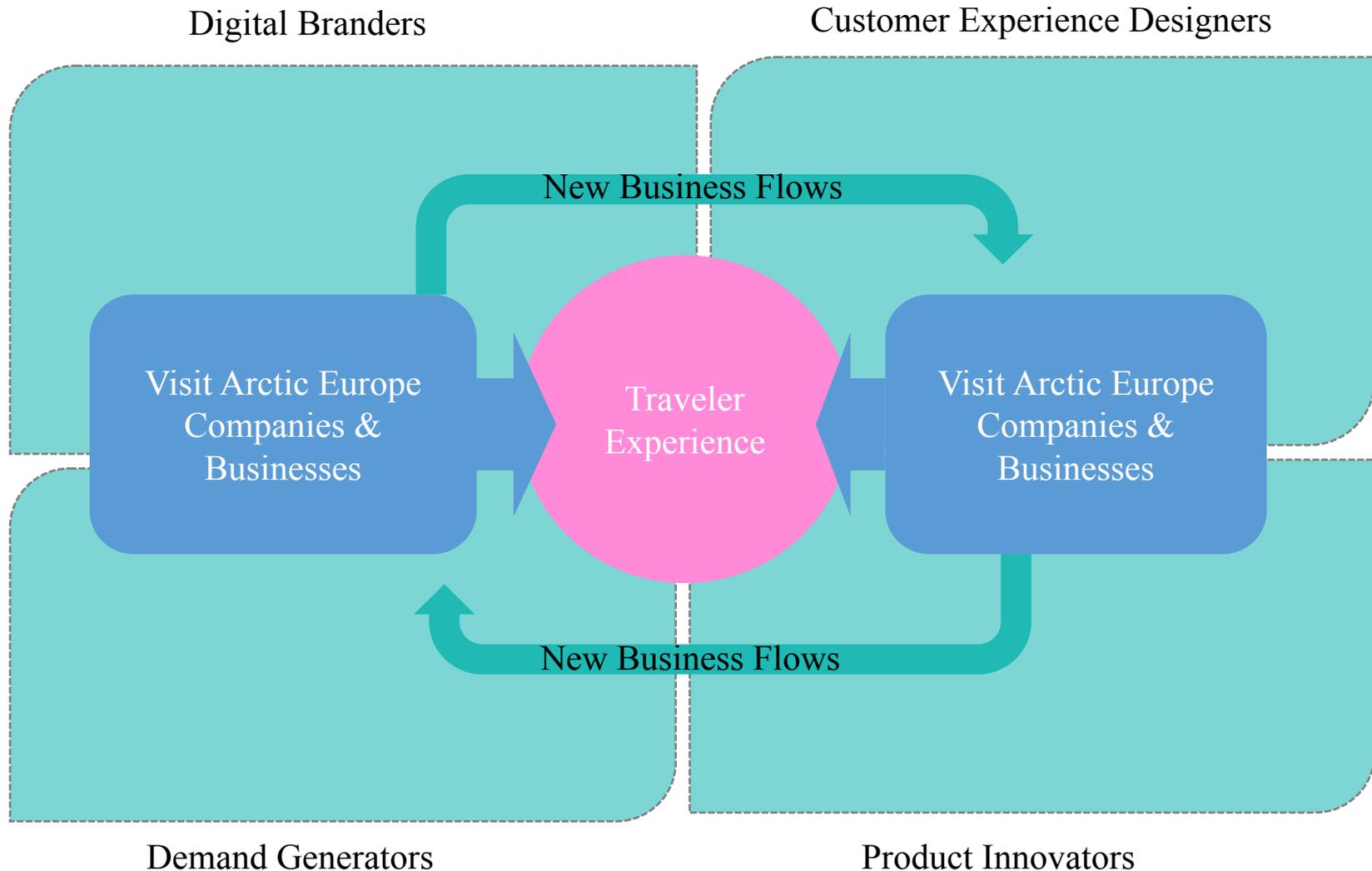
Destination Data gathering from Travelers

In the longer run, an advanced form of Destination Data gathering would be from the travelers themselves. Armed with smartphones, Travelers would be in a position to provide data specific to time, place, service & location. Here are three screenshots of how Google queries users for Destination data, in this case a popular club in Helsinki.



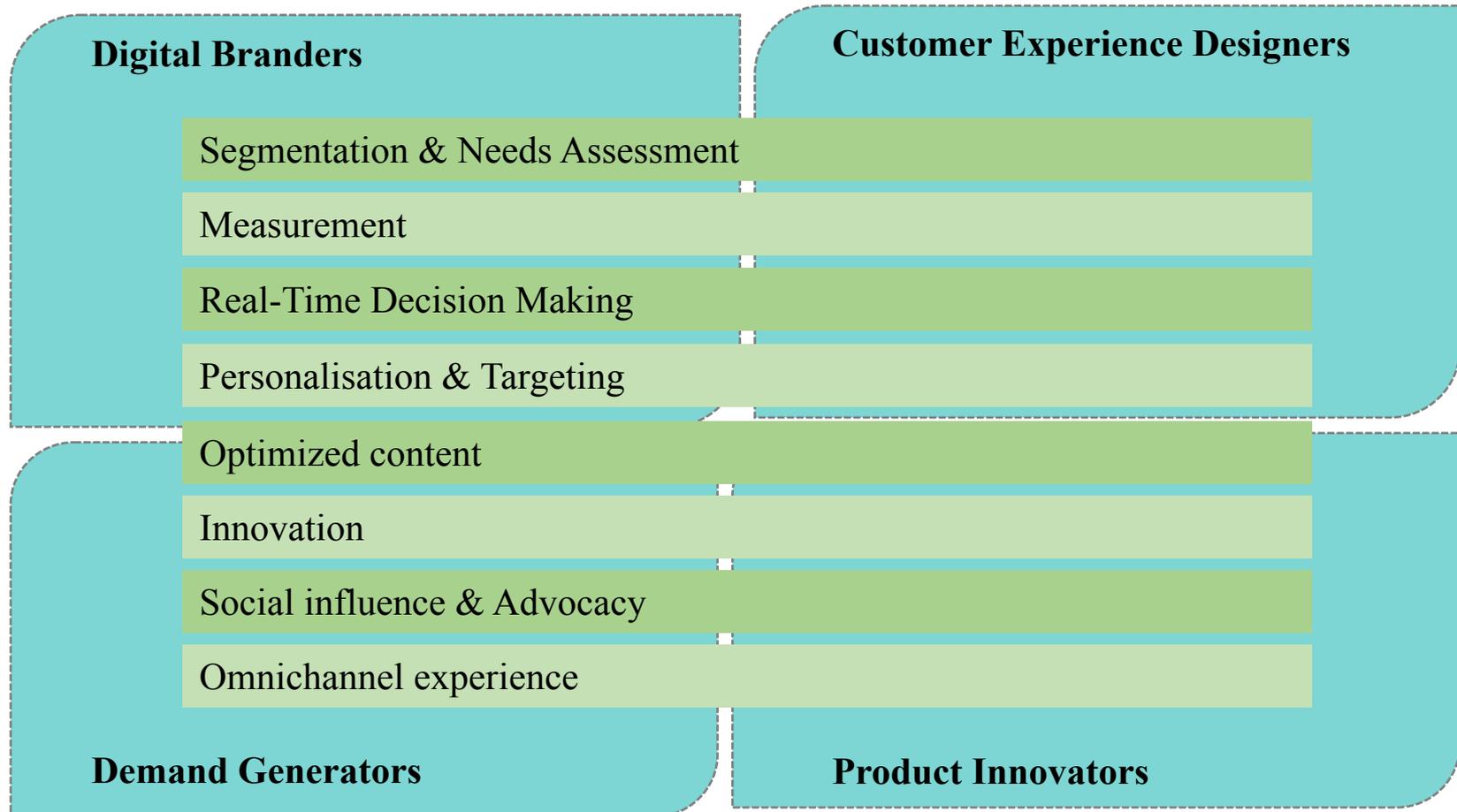
Description of the Vision

The model of the vision with its main elements, which is explained in the following slides.



Description of the Vision

Each of the four Digital Marketing Models combine the same 8 elements in different ways to provide four approaches that can be used by Visit Arctic Europe companies and brands to maximize effectiveness from digital marketing.



Description of the Vision

The capabilities are mapped to the four digital marketing models below, some of the capabilities drive the Insights & Analytics aspects and the others drive the Platform and Activation aspects.

Capabilities		Digital Branders	CX Designers	Demand Generators	Demand Generators
Insight & Analytics	Segmentation & Needs Assessment	2	4	2	3
	Measurement	1	2	3	4
	Real-Time Decision Making	2	2	4	1
	Personalisation & Targeting	4	2	4	1
Platforms & Activation	Optimized content	4	3	1	2
	Innovation	1	3	2	4
	Social influence & Advocacy	4	2	3	2
	Omnichannel experience	3	4	3	2

Disclaimer: the four models of digital marketing are a industry-leading strategic framework, which the digital consultant on VAE project has applied effectively in the past. Above Image Source: <http://www.strategy-business.com/article/00241?gko=20aae>

OUTCOME

Concepts for Improving Customer Experience in Travel Chains

Concept 1: Nurturing Planning Behaviour

Business Advantage of Increasing Planning Behaviour in Travelers:

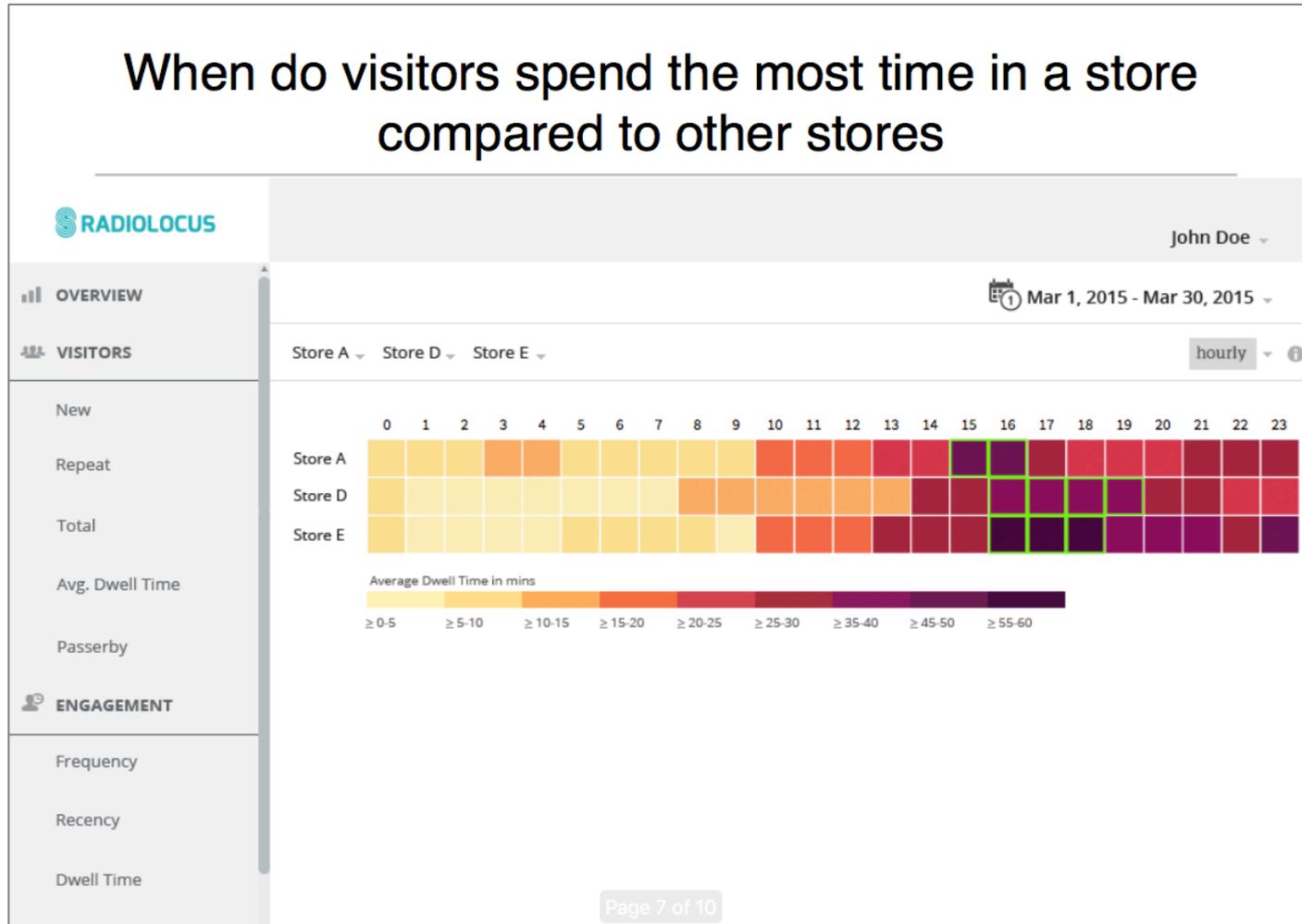
Planning behaviour in travelers is extremely inconsistent. And this inconsistency is increasing due to the proliferation of personally held digital media such as smartphones. Travelers are becoming more spontaneous, as they browse apps such as Instagram or Pinterest – they see new options in terms of destinations, products and prices - and change their minds often. While this increased traffic and traveler attention is profitable for social media companies, it can often hurt the travel industry players who have less predictable advance purchase revenue and unpredictable cash flow.

The Concept:

Increase the behaviour of travel planning by driving traveler to take planning action. Detection of advanced interest is a critical piece of driving this behaviour – rather than simply sell products, design the content on digital services to help the travel mark what's interesting and then offer targeted incentives to encourage them to plan.

Concept 2: Example: Deploy Customer Tracking Solutions in Retail Space

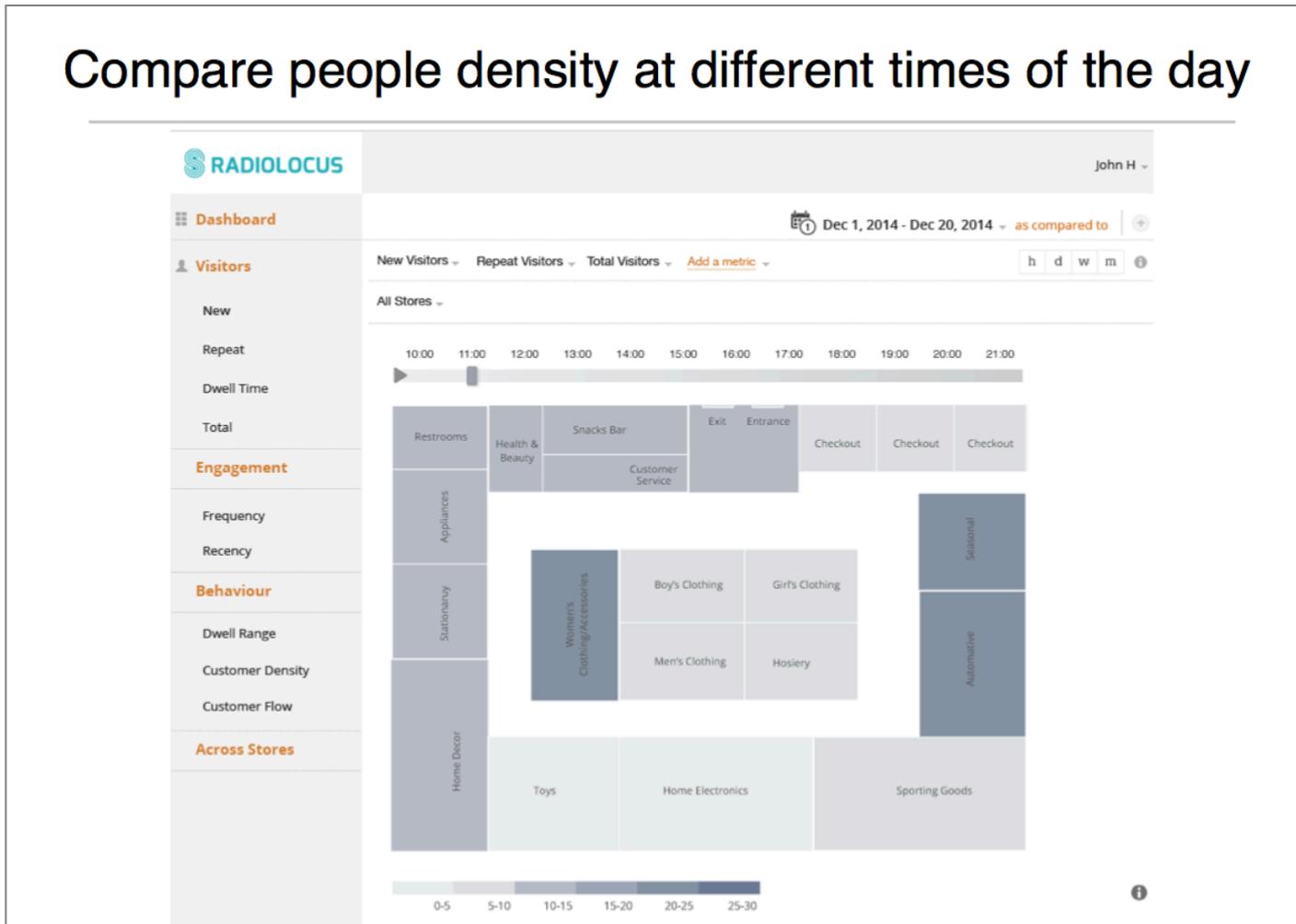
This screenshot from RadioLocus Technologies software (<http://www.radiolocus.com>) for retail customer insight shows how visitor movement and visit time can be studied and understood in detail.



Concept 2: Example: Deploy Customer Tracking Solutions in Retail Space

This screenshot from RadioLocus Technologies software (<http://www.radiolocus.com>) for retail customer insight shows how density of visitors in the shopping space at different points in the day or week can be compared and understood.

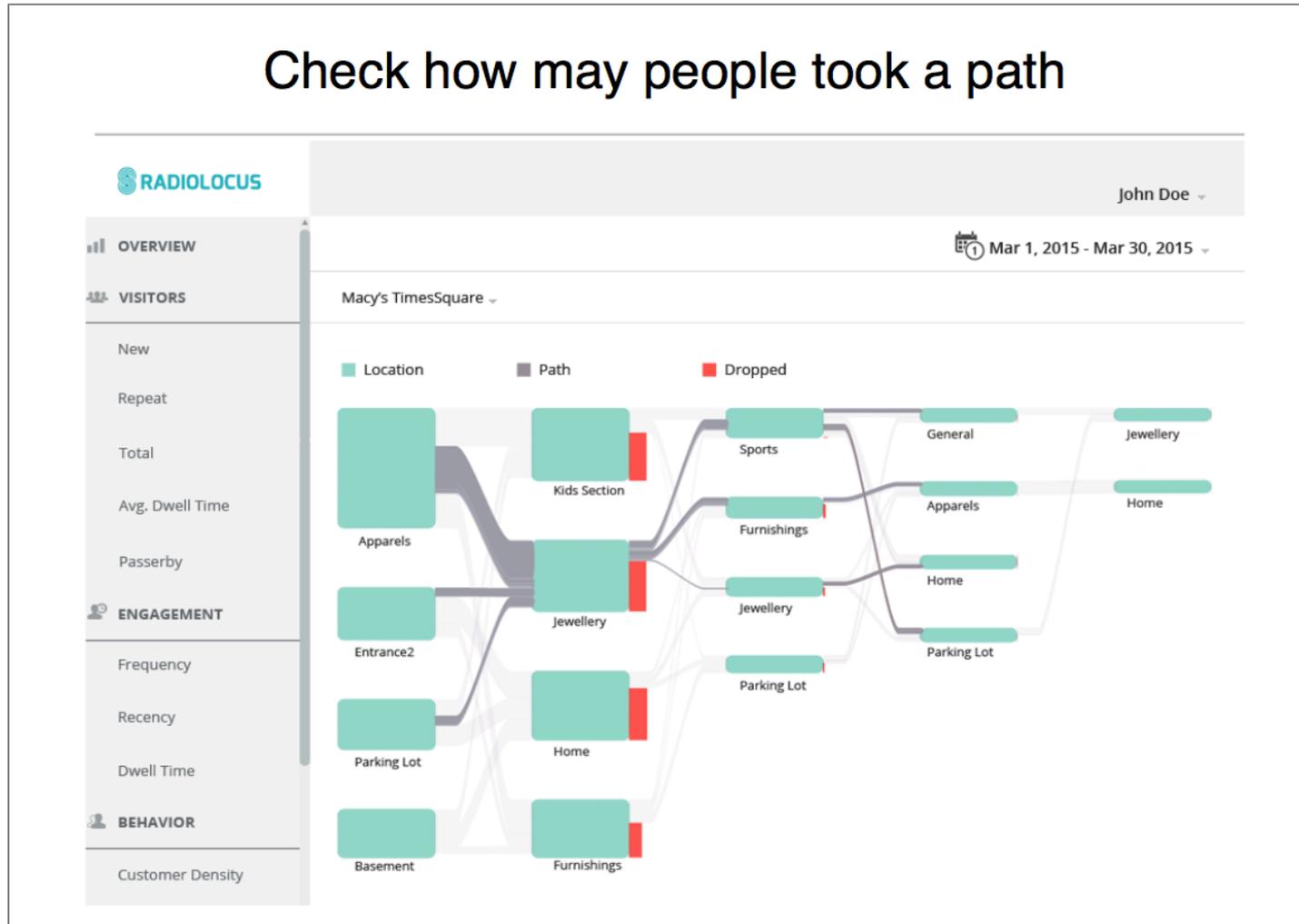
Compare people density at different times of the day



Concept 2: Example: Deploy Customer Tracking Solutions in Retail

Space

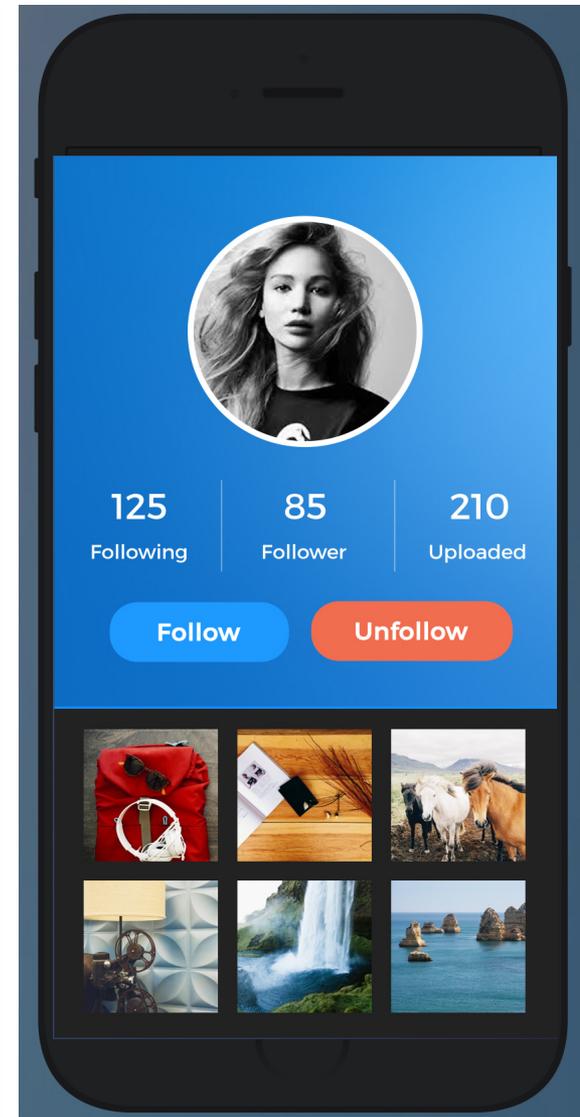
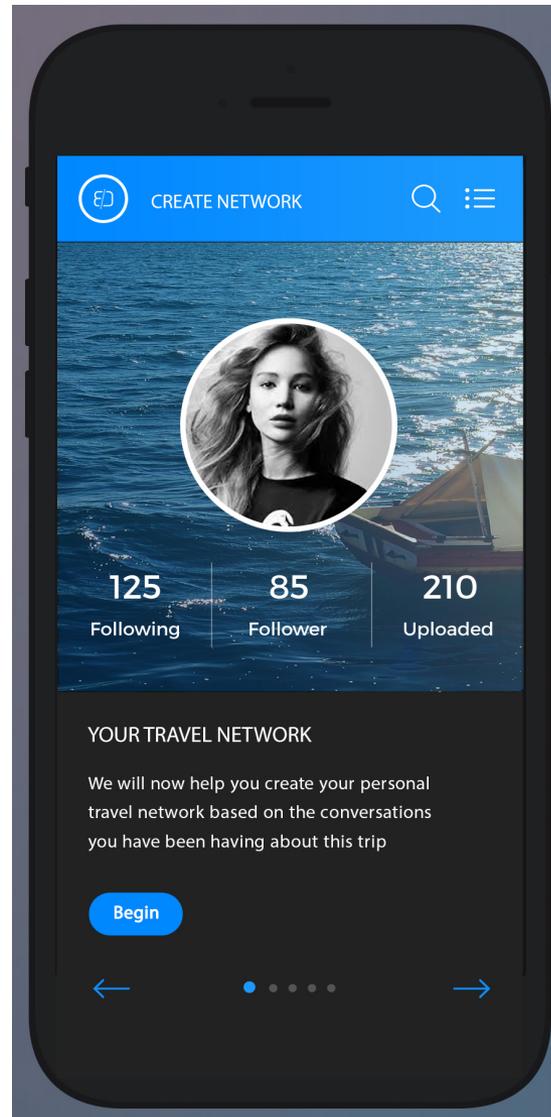
This screenshot from RadioLocus Technologies software (<http://www.radiolocus.com>) for retail customer insight reveals how the flow of visitors and the specific paths they took can be tracked and understood – for better positioning of products, better promotions, knowing the most valuable locations etc.



Concept 3: Traveler Network based on Social Media Conversations

Free & Independent Travelers (FITs) often find themselves in unique travel situations – they make spontaneous decisions while traveling, but usually always share something about their travel on social media such as Facebook. This concept captures the travelers updates on Facebook and connects them with a unique set of people who are also on similar travel paths or who have done it before. The traveler then has a 'virtual peers group' that she can refer and learn and share with anytime during the trip in a live setting.

The provides a simple wizard to set up a personal travel network, then creates a profile which only members of the personal network can see and communicate on, while also sharing images, videos and messages on-the-go.



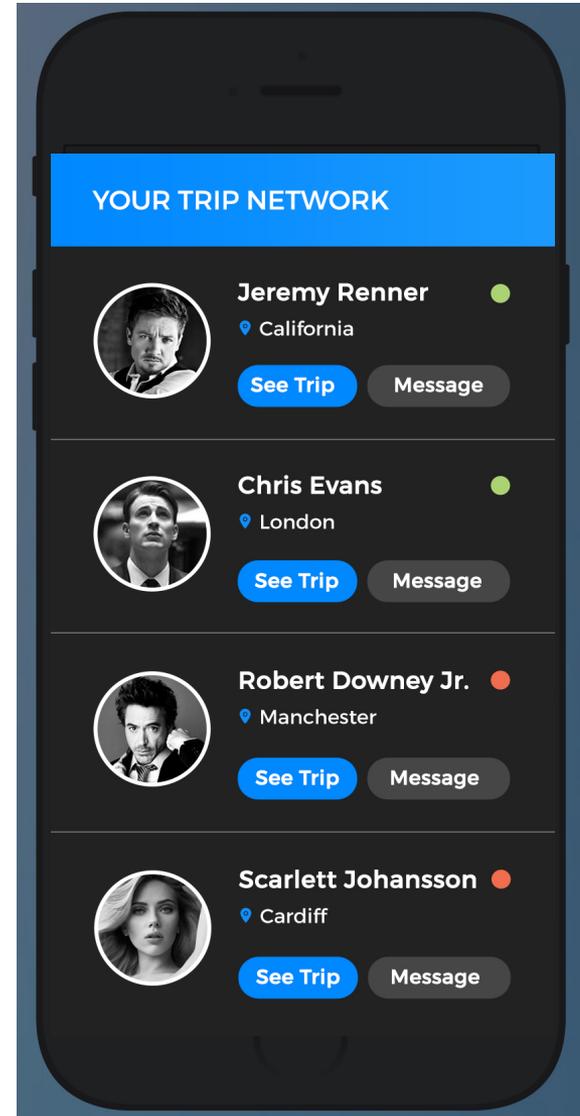
Concept 3: Traveler Network based on Social Media Conversations

The traveler can see the different peers on her network once she has submitted her interests as well as social media information.

By clicking 'See Trip' the traveler can see the journey that the peer member is taking and also see their current location as well as location specific updates. Then it is possible to message the member to connect on various topics.

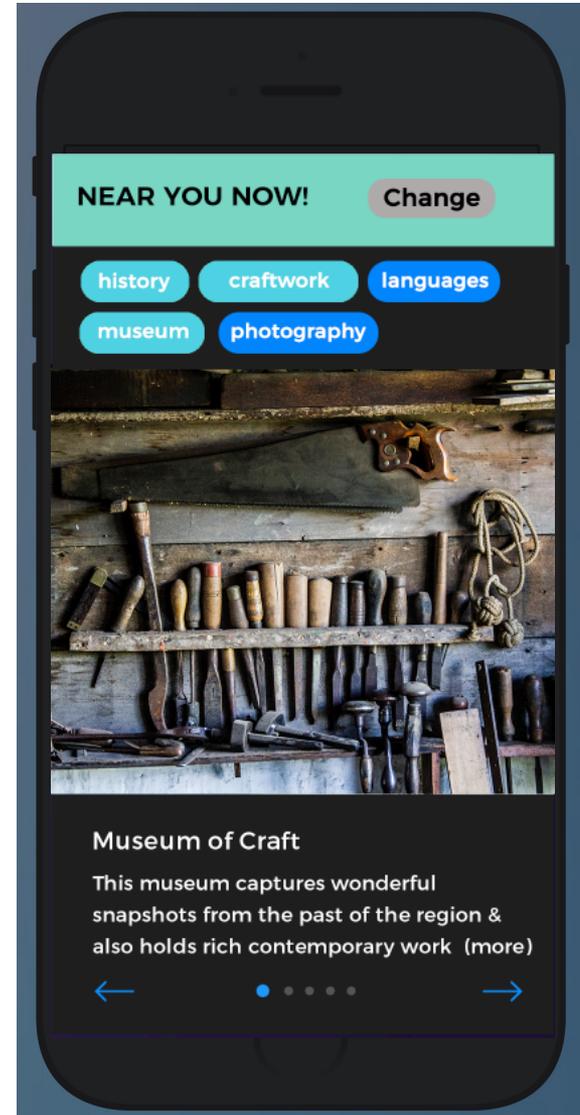
All the conversations are captured anonymously for mining the traveler patterns in terms of places visited, time spent, interest and activities undertaken.

Promotions and upselling of products and services are also of course possible.



Concept 1: Bus Location Based Special Interest Recommendations

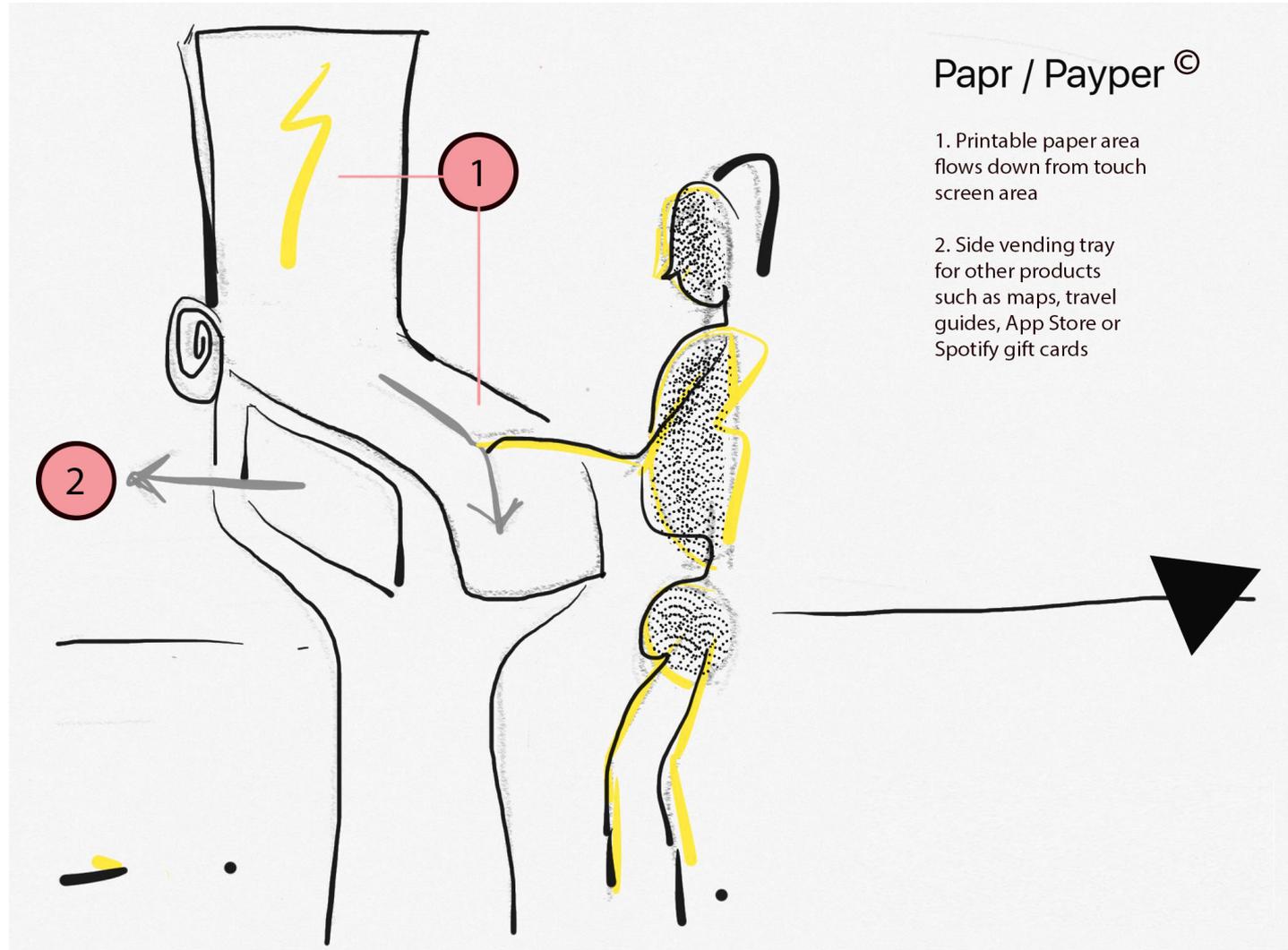
- The user can tap the 'Change' button to edit the tags: the tags represent the special interests of the user and are provided in a drop down menu when tapping on on change
- The user's permission is taken to also absorb all of her Facebook interests into the list and pre-populate the interests into the tag drop down menu
- The user can browse the various options nearby by using the right and left arrow keys at the bottom of the screen
- By tapping (more) at the end of the description the user is provided full location information together with options to book, reserve special options, buy etc.



Concept 2: Papr – Digital to Physical 'Download and Keep' Kiosk

The best places to place the 'Papr' kiosk would be at main hubs of the Hop On Hop Off destinations.

When the user connects to the kiosk, it recognises the user and provides a ready menu of the next items to print on her itinerary.



THANK YOU!

