

ADAPT OR PERISH

How to Survive The New Reality of 2010

Illinois Governor's Conference on Tourism | February 18, 2010

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*“Adapt or perish, now as
ever, is nature’s
inexorable imperative.”*

H. G. Wells

Outline

Topics we will be covering today.

<p>Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Membership New rule, visitors have to pay a toll to enter our town. Measurement What? This means I have to pay attention to what has happened? Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Membership New rule, visitors have to pay a toll to enter our town. Measurement What? This means I have to pay attention to what has happened? Membership New rule, visitors have to pay a toll to enter our town. Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Membership New rule, visitors have to pay a toll to enter our town. Social In our opinion, there should be 3 or 4 Facebooks. Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Membership New rule, visitors have to pay a toll to enter our town.</p>	<p>Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Membership New rule, visitors have to pay a toll to enter our town. Measurement What? This means I have to pay attention to what has happened? Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Membership New rule, visitors have to pay a toll to enter our town. Measurement What? This means I have to pay attention to what has happened? Membership New rule, visitors have to pay a toll to enter our town. Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Membership New rule, visitors have to pay a toll to enter our town.</p>	<p>Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Membership New rule, visitors have to pay a toll to enter our town. Measurement What? This means I have to pay attention to what has happened? Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Membership New rule, visitors have to pay a toll to enter our town. Measurement What? This means I have to pay attention to what has happened? Membership New rule, visitors have to pay a toll to enter our town. Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Membership New rule, visitors have to pay a toll to enter our town.</p>	<p>Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Membership New rule, visitors have to pay a toll to enter our town. Measurement What? This means I have to pay attention to what has happened? Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Membership New rule, visitors have to pay a toll to enter our town. Measurement What? This means I have to pay attention to what has happened? Membership New rule, visitors have to pay a toll to enter our town. Content When, you really need to learn more about content. Mobile Please tell us you have an iPhone? Social In our opinion, there should be 3 or 4 Facebooks. Membership New rule, visitors have to pay a toll to enter our town.</p>
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Outline

The actual topics we will be covering today.

Content

How Travel Oregon is re-thinking the creation of content.

Membership

Does a membership model limit our ability to focus on the consumer?

Social

Tips and ideas from the VISIT DENVER and Travel Oregon campaigns.

Mobile

Why mobile is here to stay and what you can do about it.

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15 years ago, only three sources of information were readily available to the traveler...the CVB, AAA and the Yellow Pages.

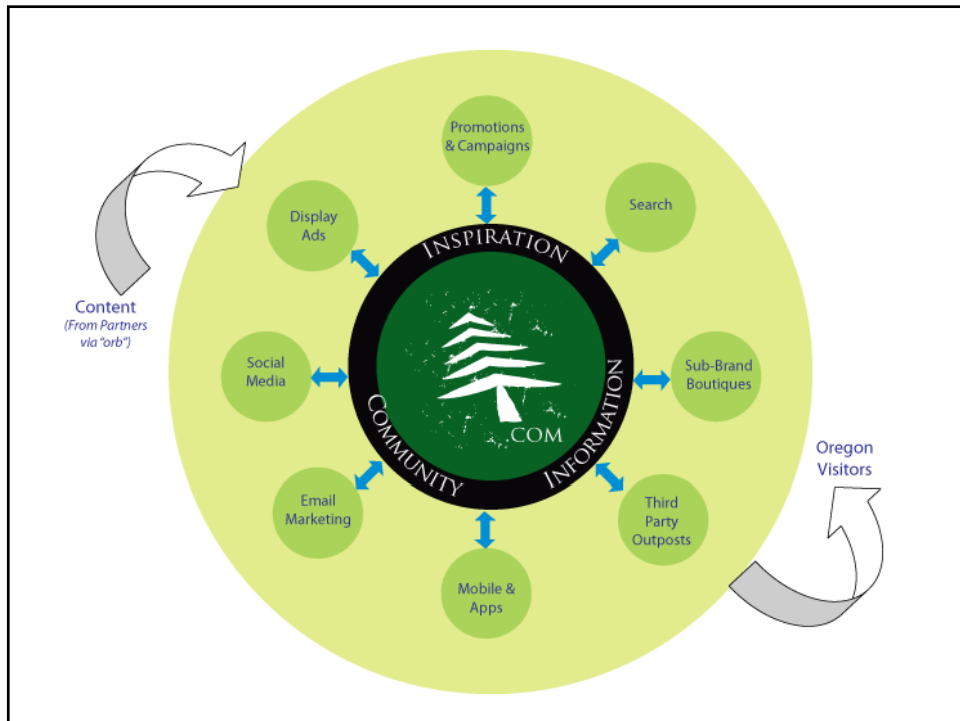
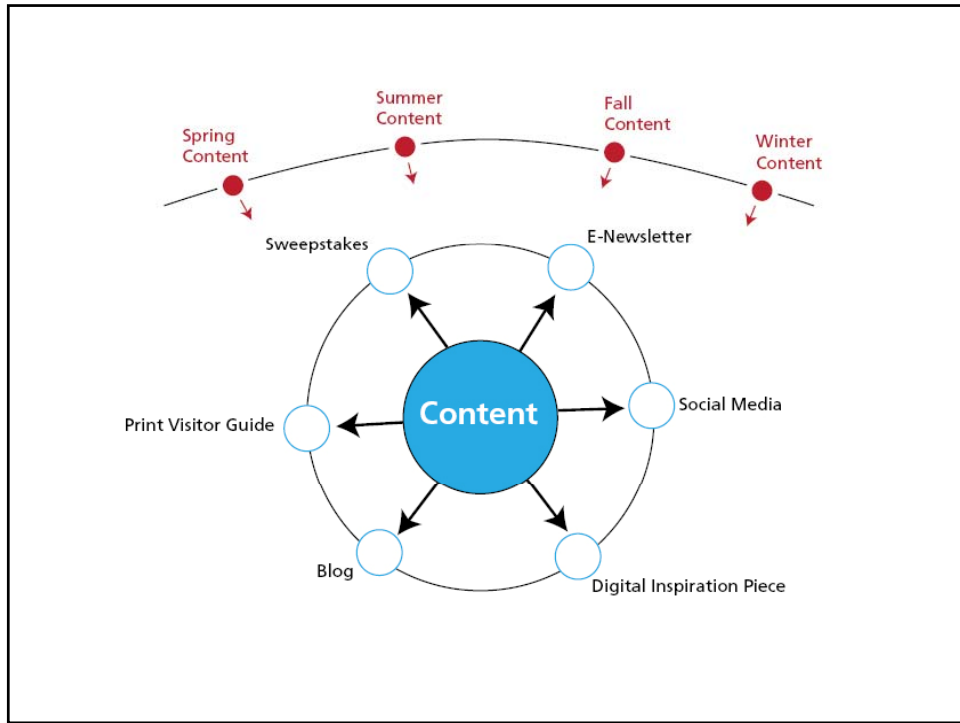


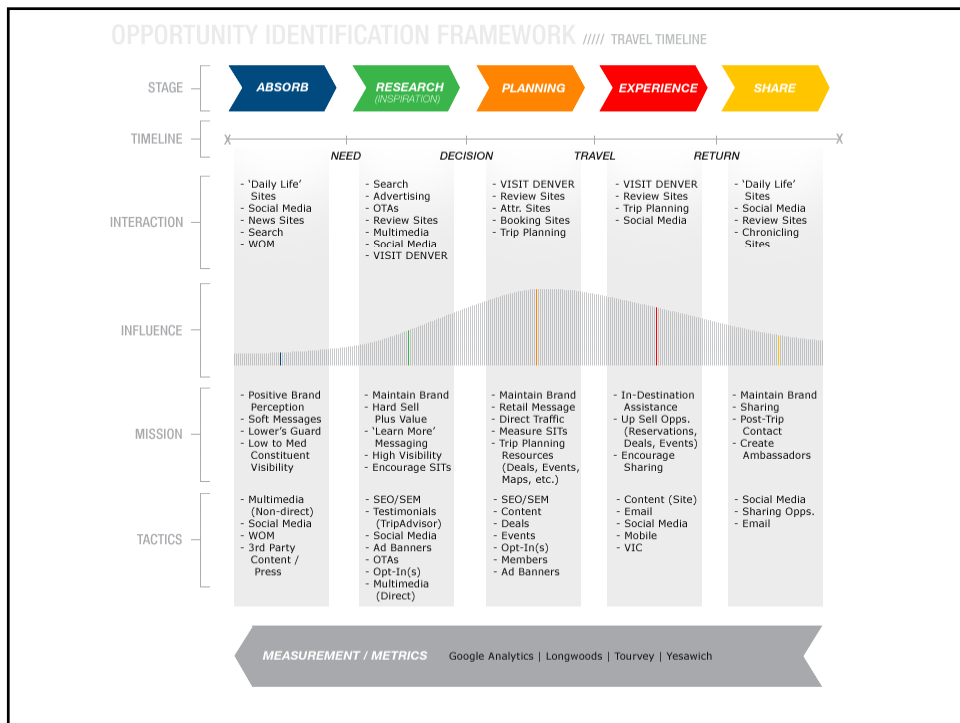
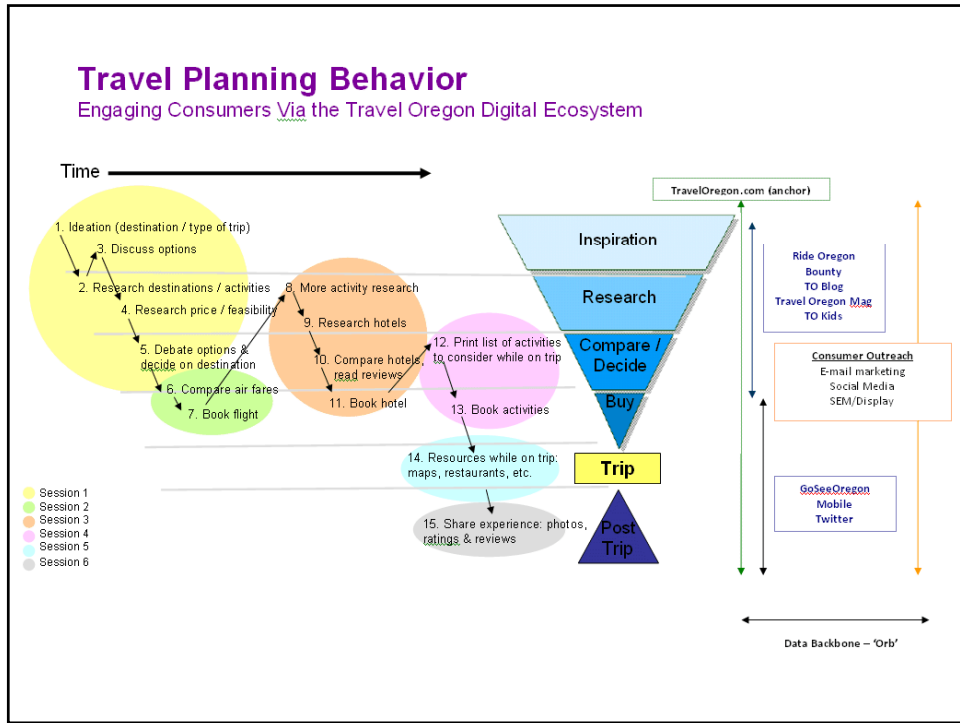
Consumers do not plan trips around

brands

they plan based on

content.





Compete or partner?

Membership

Does a membership model limit our ability to focus on the consumer?

Ownership & Experts

DMOs and CVBs do not 'own' anything, so how do we fit into a seemingly endless cycle of emerging media? Furthermore, what are CVBs experts at?

Back to the Portal

An idea that has been circulated before, but what if CVBs took a leadership role as the aggregators of destination content.

Travel Agencies, CVBs, etc.

Destination websites are constantly highlighted as a key planning tool in surveys, however the traffic to and engagement with these sites is lacking in comparison.

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Everyone is now tweeting their way to

15 minutes
of fame.

Social Media

Is social right for my brand, CVB, organization...

Goals

Social Media Marketing is fantastic, but does it match up with your stated goal as a bureau?

Targeting the Influencers

Here is a secret, Social Media Marketing is not targeting everyone...just those individuals who cast a wide net of influence on others.

Provide Value

Statistics have shown that providing incentives (exclusive content) or value (deals, deals, deals) produce a larger ROI than other messaging.

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Listen/Talk
to the community

Boost
Community of Fans.

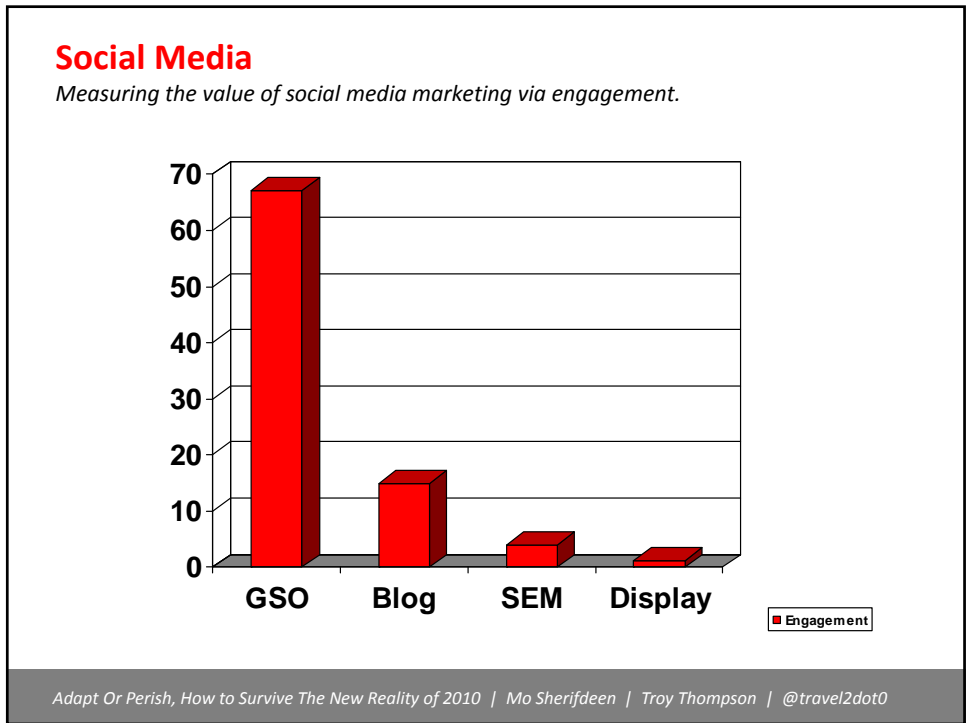
Share
Our stories, resources, advice.

Monitor perceptions/buzz
Who're the "influential"
Interact with fans

Provide platforms for fans to share their stories
Interact with fans in other communities
Amplify advocates

Spread out content across web (communities, applications, etc.)
*Social media as customer service***

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Social Media

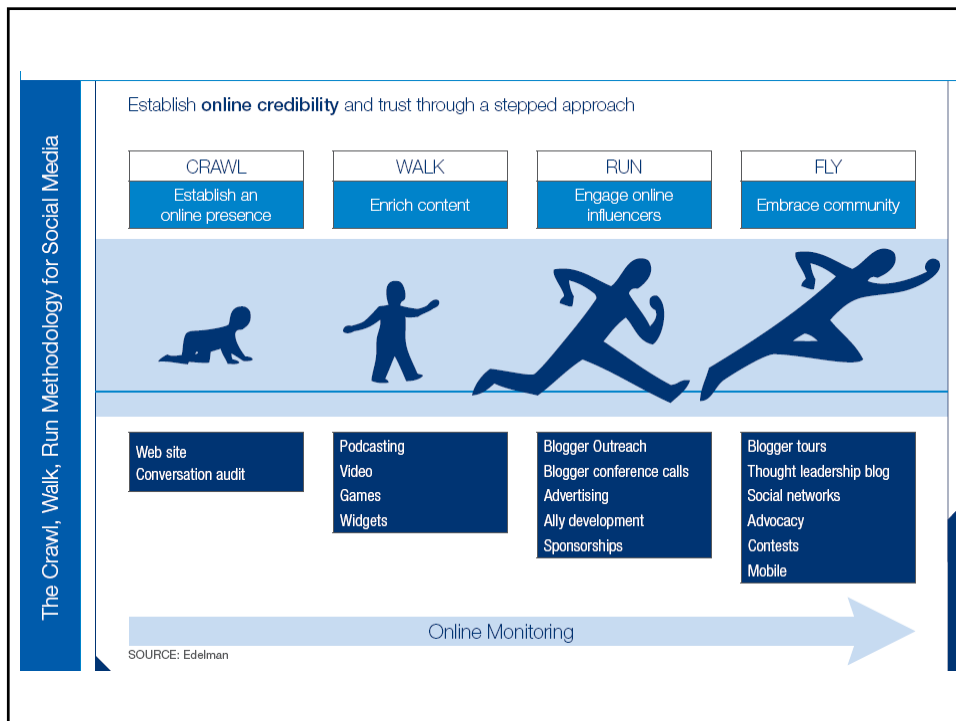
Creating customers from digital brand experiences.

Stats Don't Lie

- 97% report increased brand awareness
- 98% show increased consideration
- 97% more likely to purchase
- 96% may recommend to friends

Source: eMarketer / Marketing Sherpa

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Social Media

Case Study: Sokol Blosser Winery (Dundee, OR)

Goals:

Secure a wider net of loyal followers to Sokol Blosser and make it easier (and cheaper) to share news and event updates.

Translate loyalists to increased site & blog traffic...and sales.

Outcome:

- Started Facebook & Twitter in Nov. 2008
- 3317 friends on FB; 3026 followers on Twitter
- 2 staff resources
- Site traffic and sales slightly up (YOY)
- Biggest challenge: Keeping brand voice consistent

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Social Media

Case Study: Travel Portland (Portland, OR)

Goals:

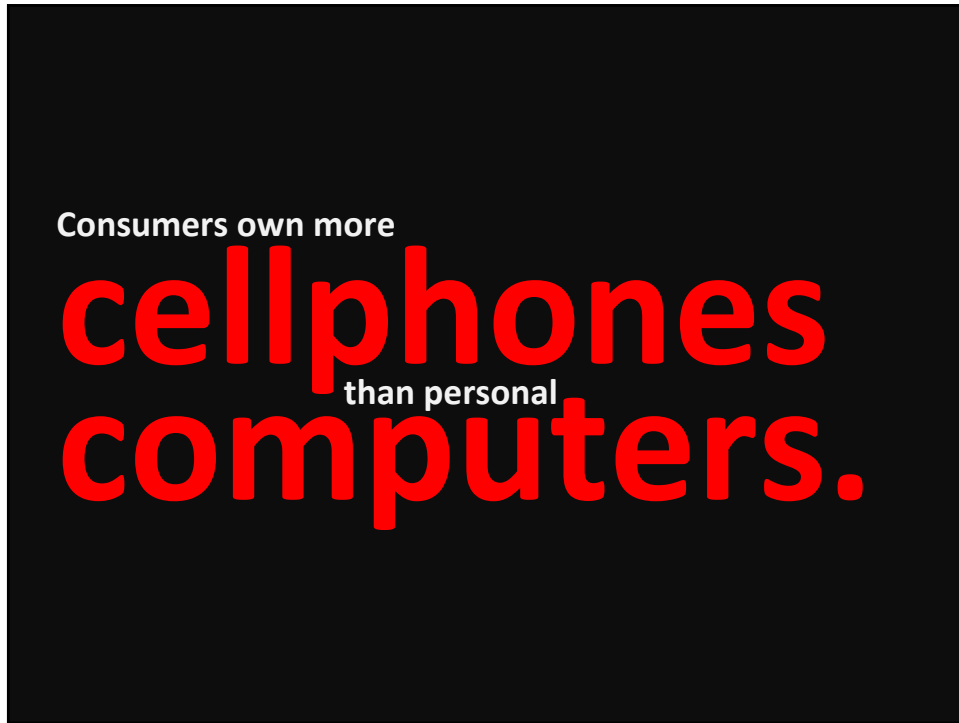
Harness Twitter as a customer service tool and to build community .

Translate loyalists and Portland fans to increased site & blog traffic...and sales!

Outcome:

- Started Twisitor-Center in Feb. 2009
- Users encouraged to use the #inpx hash tag
- 14,250 followers!
- Dedicated agency resource (5 days/week)
- NUMBERS FROM MARTIN/TRAPO

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Mobile

Why is everyone talking about mobile?

Content

Content is not tied to the device, all content is now mobile. Take steps to ensure that your content is also mobile.

Unique Fit

Like most technology, mobile only works if it is the right fit, for the right campaign, with the right audience.

Personalization

Mobile is helping push other forms of digital content into personalized presentations...based on interests, choices and locations.

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If users will not read content on your 'traditional' site, what makes you think they will read it on a screen ¼ the size?



*What does your
organization do best?*

*Now, what do your
consumers think you
do best?*



Travel 2.0

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