

Marketing 360°

Online Marketing Best Practices For Accommodation & Travel Organisations

Chris Adams, GM South Pacific

Director of Research





Kia Ora!

CHRIS ADAMS

**Director of Research &
Online Marketing
GM, South Pacific**



miles[®]

marketing destinations



Forward thinking. Proven results.

SEARCH SITE

GO



DCWISHBOOK

MEETINGS

GROUPS

MEMBERS

PRESS

CHECK IN DATE: WED 29 MAY 2013

NUMBER OF
NIGHTS:

◀

1

▶

BOOK

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ATTRACTIONS | THINGS TO DO | EAT, SHOP & PLAY | HOTELS | EVENTS | MAPS | INSPIRATION | TRAVEL TIPS

★
Hotel
Deals

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Hot Hotels

See why we've got staying power GO ▶

Pictured: Mandarin Oriental, Washington DC

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UNWIND

DINE

EXPLORE

PLAY

THE SPA

WEDDINGS

MEETINGS+EVENTS

PACKAGES



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Who says vacation isn't a lifestyle?

An escape can be sensually powerful to elevate your state of mind and body. Its aesthetic can appreciate and impress your design sensibilities. The experience can prove to be one that exceeds your expectations. It can even create the awareness that you alone are privy to the uncommon.

Consider your standards, and raise them.

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> WHY BOOK DIRECT?

OR

RESERVE ONLINE NOW

Check-in date	Nights	Guests
<input type="text"/>	3  	1  

> CHECK AVAILABILITY

**Best Rates
GUARANTEED**when you book
on this site[HOME](#) [PHOTOS](#) [ROOMS](#) [FACILITIES](#) [DINING](#) [WHAT'S NEARBY](#) [GETTING HERE](#)

540 MOTEL AUCKLAND

Auckland Airport Motel, 4-Star Great South Road Accommodation

Guests love 540 on Great South!



"Brilliant stay, couldn't have asked for better, clean, lovely motel, bonus of having our car parked while we were overseas, dropped off to airport and picked up promptly all free of charge!!! Convenient location, easy to

Certificate of Excellence
— 2012 WINNER —



540

MOTEL ON GREAT SOUTH

CHECK RATES AND AVAILABILITY

Check In Date

Check Out Date

Book Now

or call
0800 540 111

>> BEST RATE GUARANTEE

11-11.10 am. Welcome, Introductions & Housekeeping

11.10 to 12.15 pm. Keynote: Online Marketing Best Practices.

12.15 to 1.15 pm. Lunch & Networking

1.15 to 2.15 pm. 'Online Marketing Boot camp Part I'

2.15 to 2.30 pm. Short Break

2.30 to 3.15 pm. 'Online Marketing Boot camp Part II'

3.15 – 3.30 pm. Summary & 10 Takeaways. Final Q&A.

3.30/4.00pm. Networking.

MARKETING BOOT CAMP OPTIONS



1. **Analytics** Introduction
2. **Go Mobile**
3. **SEO** Basics
4. **Email** Essentials
5. **Online Advertising** Overview
6. **Web Sites** that Work
7. **Social Media** Summary

Marketing 360°

KEYNOTE PRESENTATION

Chris Adams, GM South Pacific

Director of Research



2012 ELECTION

Inside the Secret World of the Data Crunchers Who Helped Obama Win

By Michael Scherer | Nov. 07, 2012 | 0



6,255



609



Share

1,318



Agenda

1. Don't Forget the Fundamentals
2. Overview of Latest Research
3. Measurement Tool Kit
4. Online Marketing Essentials x 4
5. Case Study – New Zealand Properties
6. Marketing Recommendations

>> Fundamentals of Tourism Success

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& VILLAS](#)[RESTAURANTS
& BARS](#)[KIDS
& TEENS](#)[WEDDINGS
& REUNIONS](#)[MARINA](#)[SPA](#)[MEETINGS
& EVENTS](#)[EXPERIENCES](#)

Kids & Teens

A Florida Keys Vacation the Entire Family will Enjoy

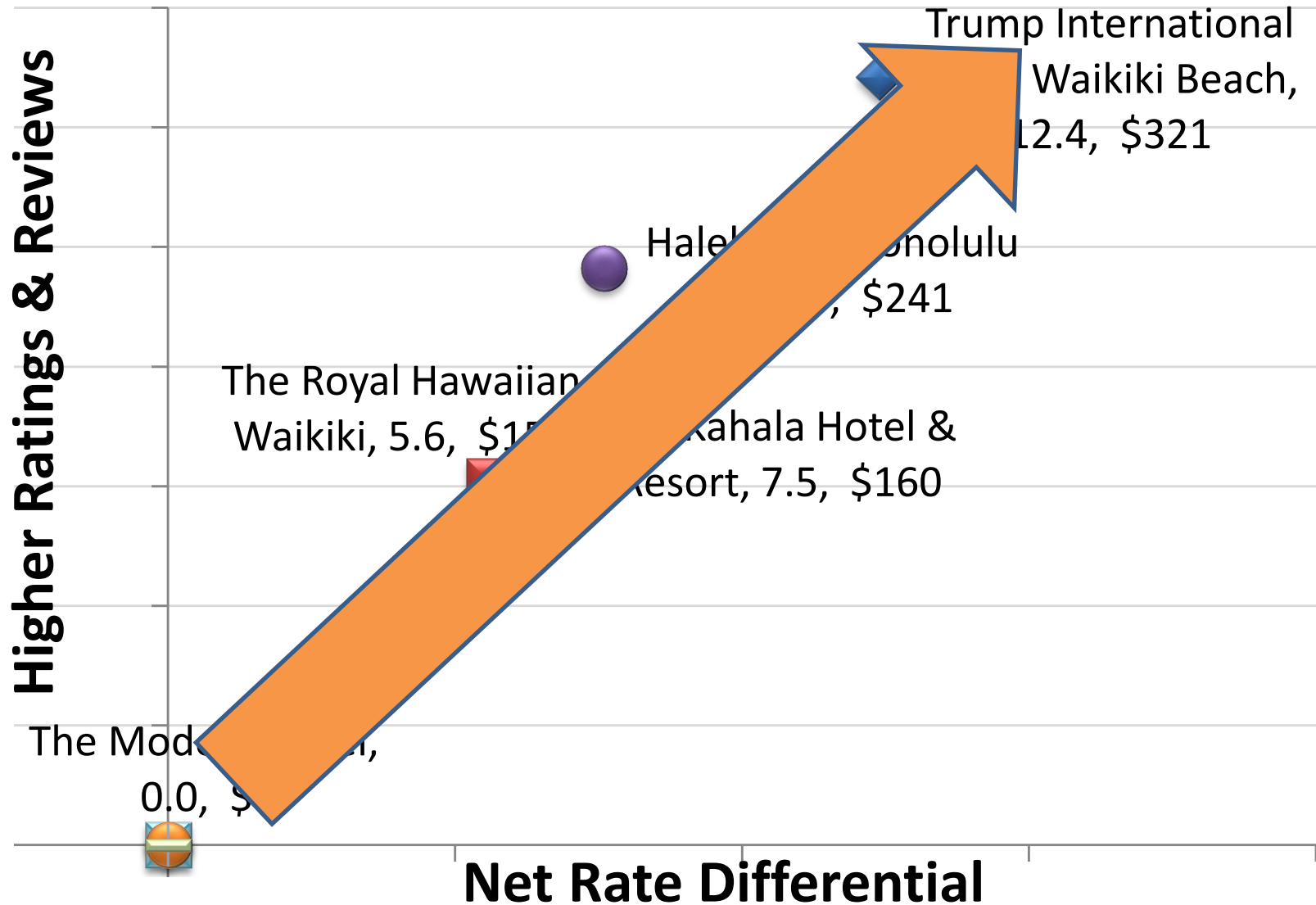
Dear Mom and Dad,

It would be nice to have a little kids' time on our Florida Keys family vacation. That doesn't mean we don't want to hang out with you. We can't wait to do cool things together like snorkeling, deep sea fishing, parasailing and jumping in the water with bottlenose dolphins! It's just that we also want to spend time with kids our own age, and at Hawks Cay we can do just that. No other Florida Keys resort offers this many unique and exciting activities for us to enjoy. We can socialize with other kids, play the latest video games, make shark tooth necklaces, and participate in

Check-in (mm/dd/yyyy)  Nights Adults Children

[Check Rates & Availability](#)**(888) 395-5539**[Push2Talk](#) [Push2Chat](#)

Price vs. Review Comparison



>> Online Booking

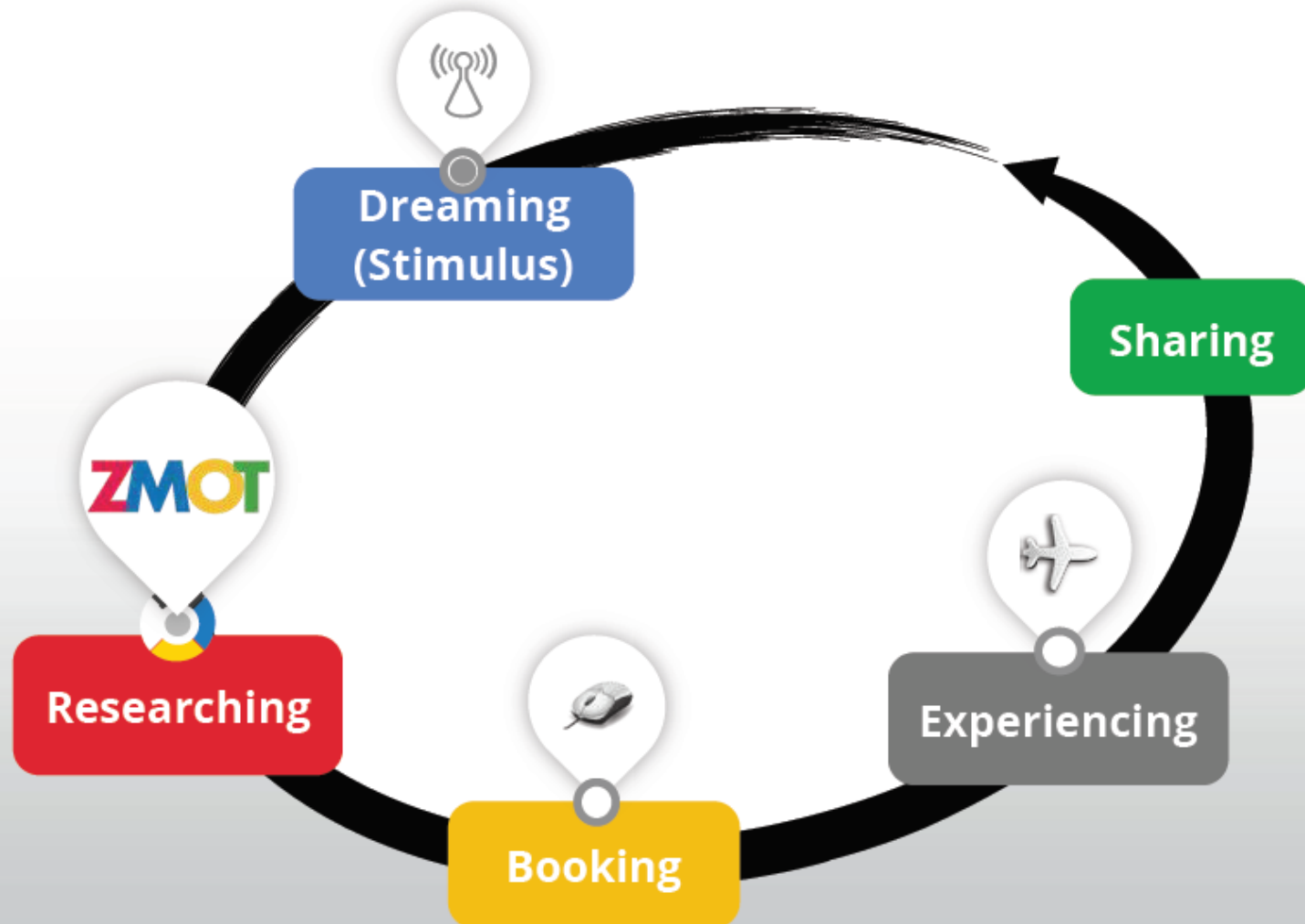
RESEARCH SUMMARY

Feels Like You?



5 Stages of Travel - Google

Source: <http://www.thinkwithgoogle.com/insights/featured/five-stages-of-travel/>



Consumers are hyper-informed ...

Online sources considered
before making purchase



18.2



11.7



10.2



7.0

PhoCusWright's

AUSTRALIA AND NEW ZEALAND ONLINE TRAVEL OVERVIEW FIFTH EDITION

Surges & Slowdowns

Comprehensive sizing, analysis and forecast of
Australian and New Zealand total and online
travel markets by segment and channel.

Written and Researched by
Chetan Kapoor and Deepak Jain



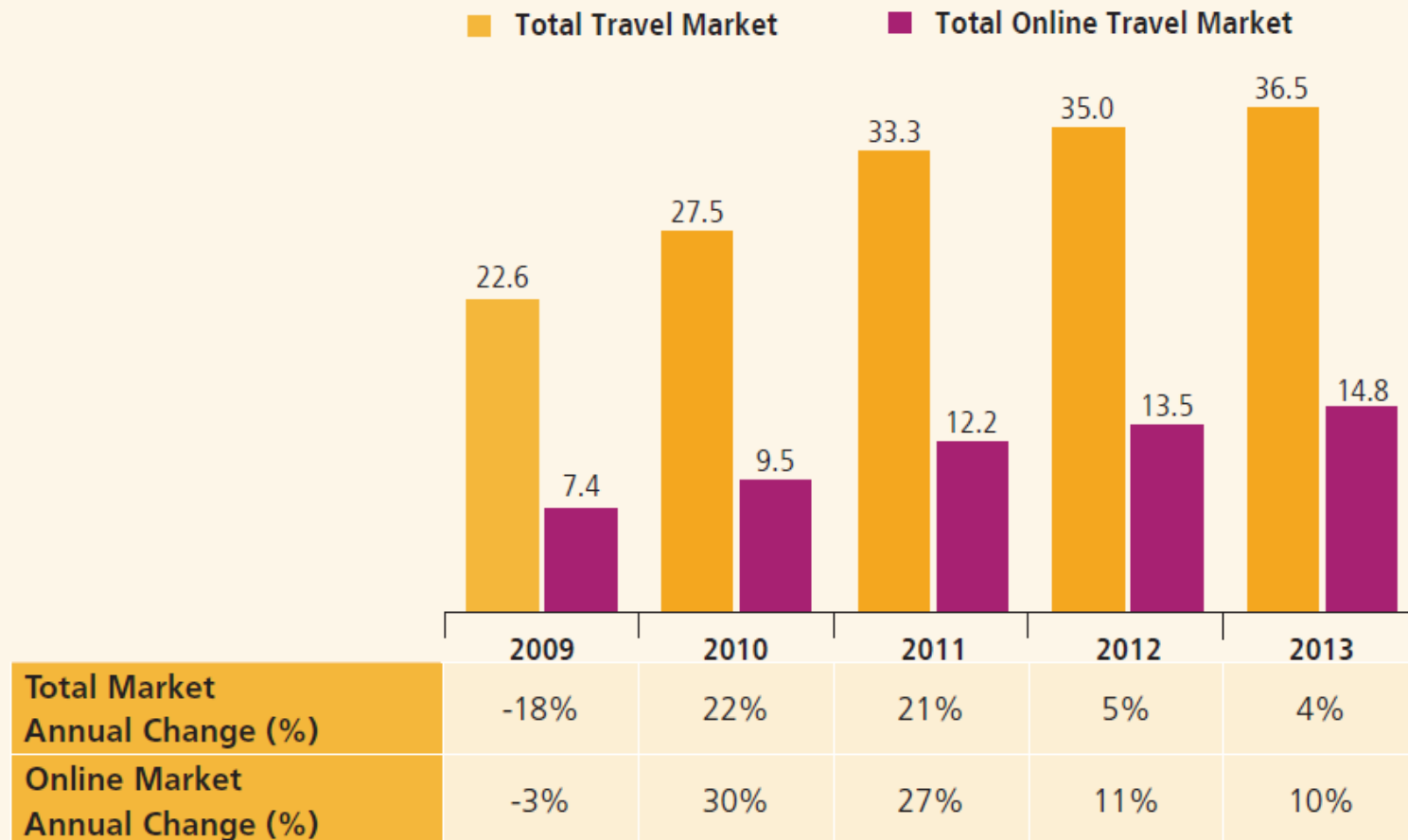
Published, June 2012

Summary Prepared by Chris Adams. Miles. June 2012.

Only 39% of ALL Travel is Booked Online in Australia & New Zealand

Figure 3

ANZ Total Travel Market and Online Leisure/Unmanaged Business Travel Gross Bookings (US\$B) and Annual Change, 2009-2013

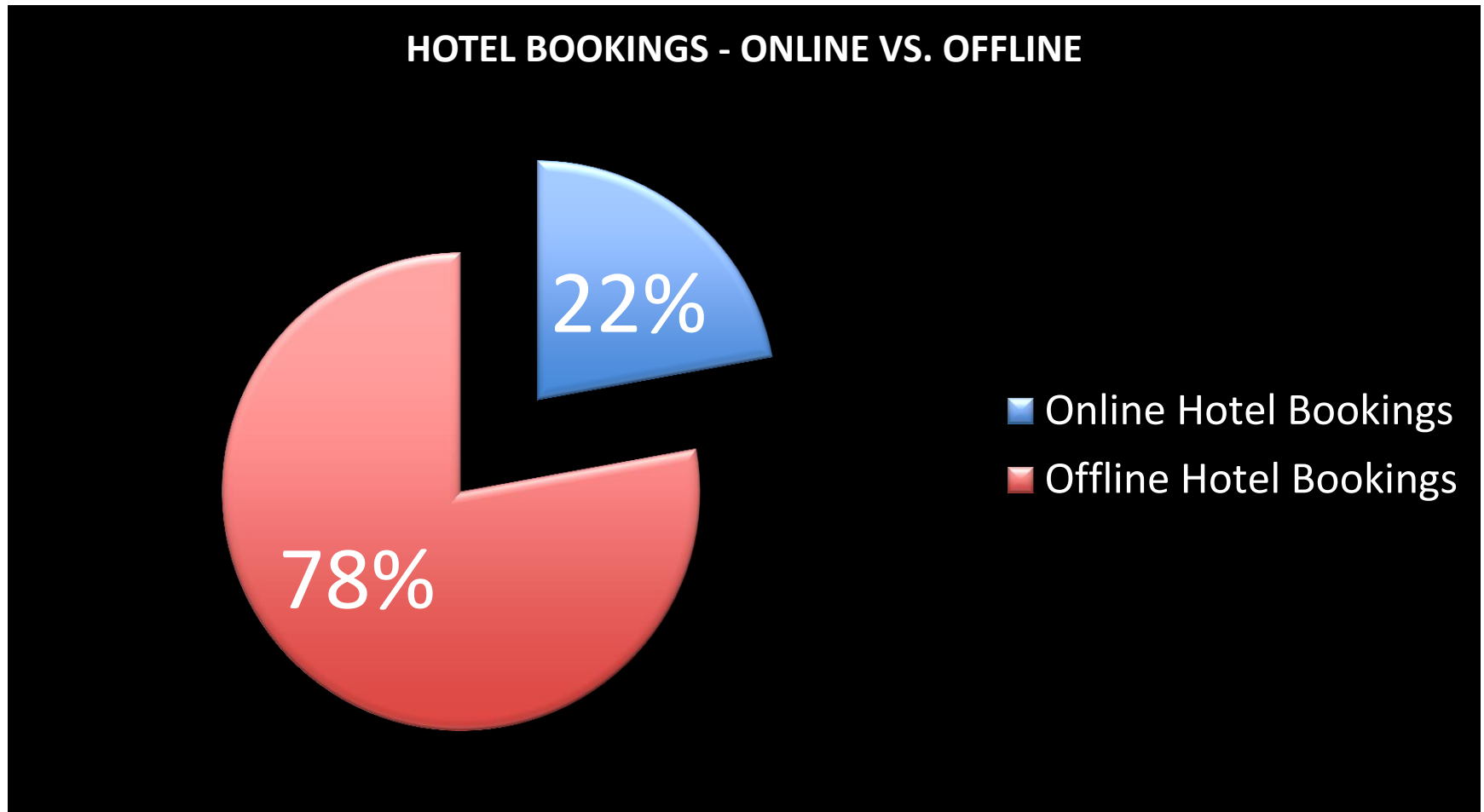


Note: 2012-2013 projected

Source: PhoCusWright's Asia Pacific Online Travel Overview Fifth Edition

2012 © PhoCusWright Inc. All Rights Reserved.

78% of Hotel Bookings Happen Offline



Source: PhocusWright Australian and New Zealand Travel Overview Fifth Edition. Published June 2012.

It's About Reaching Travelers

At the Right **Time**

With the Right **Message**

With the Right **Media**

On the Right **Device**

Multi Media – Integrated Advertising is Critical

>> Foundations & Tools

RESULTS DRIVEN MARKETING

4x Foundations Hotel Marketing



Data-driven marketing

- Analytics and attribution are core parts of the a hotel's marketing toolbox

Trackable Phone Numbers



Trackable Links



Google Analytics



Essential Measurement ToolBox

Google Analytics



1. Set Up & Use Google Analytics on Your Web Site

Trackable Links



2. Use Campaign Tracking Codes for All Online Ads & Links.

Trackable Phone Numbers



3. Have unique Trackable Phone numbers for your web site & all Ads.

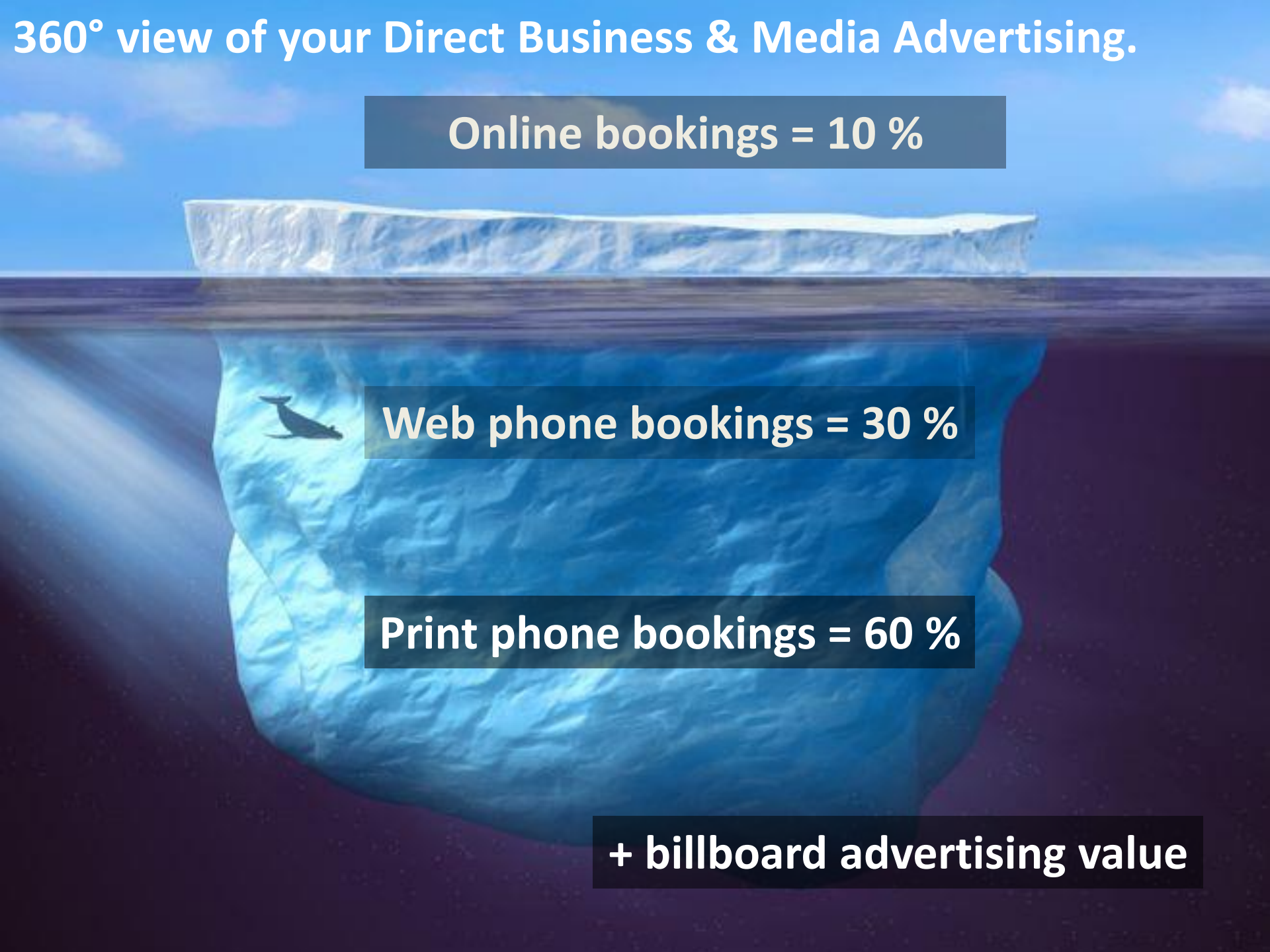
360° view of your Direct Business & Media Advertising.

Online bookings = 10 %

Web phone bookings = 30 %

Print phone bookings = 60 %

+ billboard advertising value

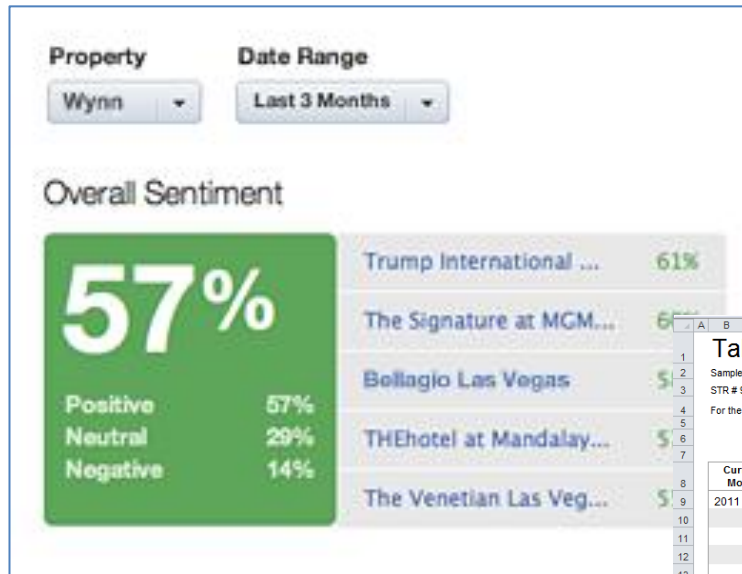


Measure

NAVIS



Reputation Management & Rates Analysis



STR

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London SE1 0TA

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Fax: +44 (0)20 7922 1931

www.strglobal.com

United States

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Hendersonville

TN 37075

Phone: +1 (615) 824 8664

Fax: +1 (615) 824 3848

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Sample Monthly STAR Report

For the Month of: September 2012

STAR #: 999999

Date Created: November 09, 2012

Table of Contents

Monthly Performance at a Glance

Competitive Set Report

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Y

Z

AA

AB

AC

Report Analysis

Report Analysis

Currency: US Dollar

SubMarket Class: Luxury & Upper Upscale Classes

Country: United Kingdom

Phone: +44 (0)20 7922 1930

Owner: Blue Fin Building

Date Created: November 09, 2012

Monthly Competitive Set Data Excludes Subject Property

RevPAR

Group

Contract

Total

Mg Prop

Comp Set

Submt Class

Mg Prop

Comp Set

Submt Class

59

65.25

41.64

31.44

4.29

5.33

5.79

164.38

151.21

162.82

91

93.97

52.46

47.18

4.12

5.57

6.29

197.68

178.06

186.38

07

82.74

62.90

55.37

4.29

5.79

5.34

210.94

196.34

202.78

09

96.10

62.87

56.09

5.25

4.82

5.82

221.07

211.53

214.01

38

87.05

68.42

59.23

5.17

5.03

6.10

224.01

219.51

221.47

52

82.54

61.97

47.24

5.12

3.00

5.95

198.83

189.89

188.72

41.56

38.92

5.16

3.25

5.96

178.09

182.70

184.06

79.0

76.36

4.44

3.13

4.39

247.59

247.16

256.54

66.90

62.98

4.69

3.48

4.34

256.27

243.55

254.60

92.05

74.95

6.23

3.57

4.65

286.01

269.01

274.11

55.97

51.13

5.20

3.25

4.65

274.51

272.41

271.19

49.01

42.13

5.29

2.62

4.11

164.53

166.12

170.31

37.68

34.77

4.42

2.42

4.37

167.96

165.68

174.07

53.73

44.58

4.44

2.44

4.54

196.43

199.80

203.81

72.69

59.50

6.42

2.81

4.71

219.91

225.29

226.47

70.84

58.51

6.76

2.74

4.80

210.46

242.33

238.40

69.79

59.83

9.63

2.84

5.36

235.42

250.80

250.38

57.33

45.64

9.90

2.89

5.48

210.89

207.93

204.96

Percent Change (%)

Transient

Group

Contract

Total

Mg Prop

Comp Set

Submt Class

Mg Prop

Comp Set

Submt Class

Mg Prop

Comp Set

Submt Class

Mg Prop

Comp Set

Submt Class

14.9

13.3

23.5

16.1

16.3

-6.5

788.3

20.7

61.8

18.1

14.3

17.2

-3.2

28.0

15.3

34.6

-12.4

-2.5

730.0

20.3

70.1

14.1

12.5

11.4

15.4

21.4

19.9

17.4

11.5

13.9

111.8

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18.6

17.3

18.2

18.1

-0.5

27.0

22.7

37.9

-0.7

0.3

30.0

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38.1

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-11.7

-0.9

30.8

17.3

17.8

31.5

28.4

24.5

-9.1

4.6

-1.6

1.2

-50.8

5.4

9.1

16.8

16.1

19.5

37.8

30.6

-4.9

-23.1

-20.1

-15.7

-44.8

5.8

7.6

14.1

14.4

28.1

43.2

39.3

13.5

5.5

14.9

16.8

-45.0

-37.6

20.5

26.2

28.5

32.5

25.2

29.0

-12.9

-3.3

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20.2

-31.9

-45.9

14.1

14.6

17.9

31.8

27.1

31.2

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16.8

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46.3

-30.8

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24.5

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18.3

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-54.5

-24.5

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6.9

39.9

19.7

16.4

-44.0

2.4

-5.5

7.7

-56.2

-27.9

-0.6

12.2

9.4

28.2

17.3

14.2

-33.9

15.6

7.5

49.6

-51.4

-11.9

4.2

14.7

11.7

27.6

17.3

15.1

-47.0

12.7

4.3

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-43.1

-17.5

-4.8

14.6

11.4

23.9

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18.4

-28.1

2.0

1.0

86.1

-43.5

-12.1

5.1

14.3

12.9

52.5

18.2

13.5

-39.8

-7.5

-3.4

93.5

-3.6

-8.1

12.9

9.5

8.6

54.28

46.01

2.46

4.96

4.70

165.25

159.02

163.00

55.08

47.08

4.67

4.95

5.83

192.16

182.47

188.18

58.90

49.25

6.71

2.68

4.76

201.01

208.60

209.38

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-45.8

-18.3

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61.73

51.77

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178.61

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13.2

34.9

18.1

0.0

0.0

103.2

13.5

21.9

21.9

inse

Day of Week

Day of Week Ind

Daily by Month

Daily by Month Ind

Segmentation Glance

Segmentation Occ

Segmentation ADR

Measure Through Trip Planning Process



Measurements x 3



Audience

Engagement

Signals of Intent to Travel
(or Goals – Conversions)

>> Online Marketing Essentials

ONLINE MARKETING ESSENTIALS

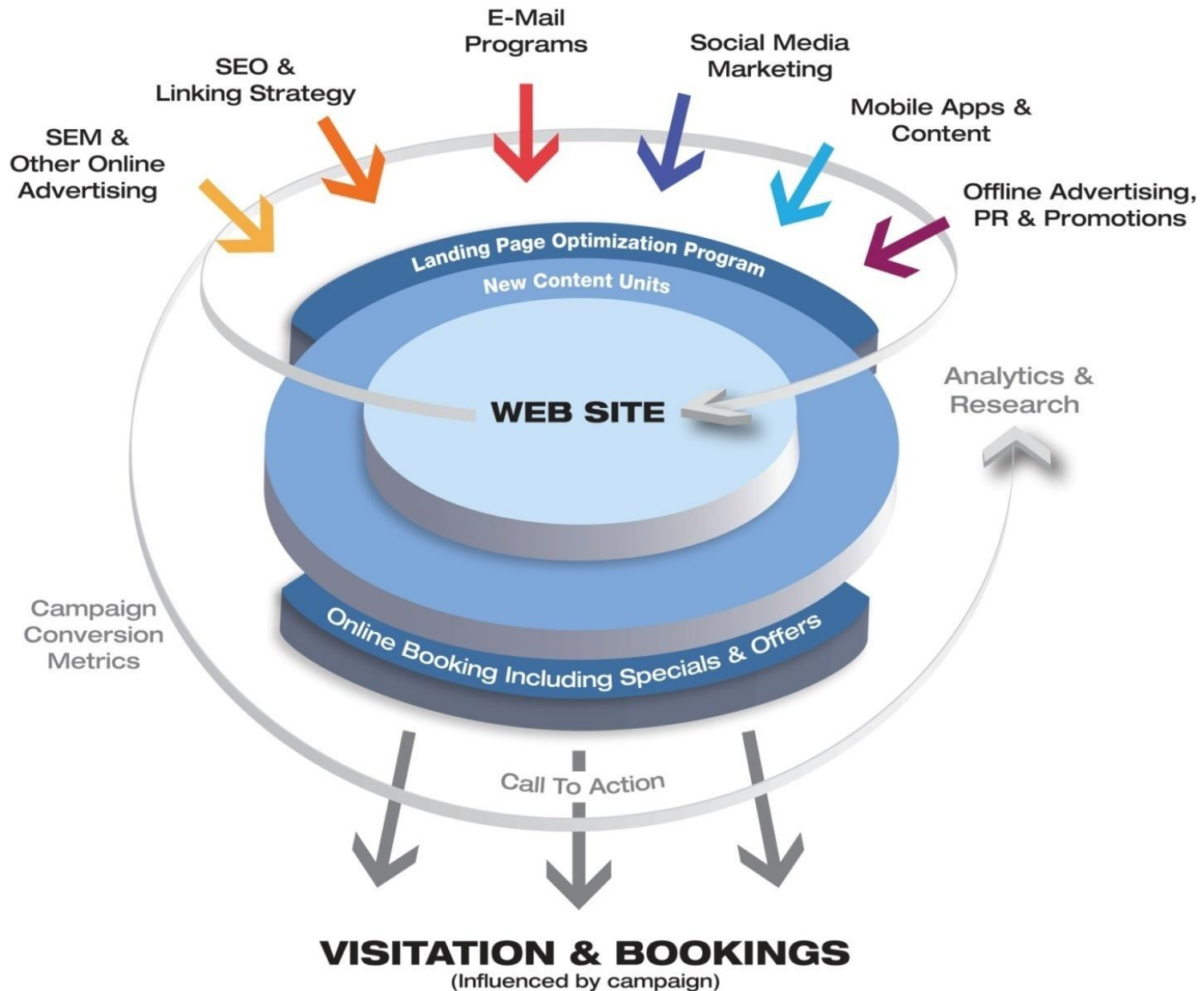
4 Priorities

1. Integrated Online Marketing
2. Mobile First
3. Email Essentials
4. Build your Billboard Effect (incl. OTAs)

4x Foundations of Hotel Marketing



INTEGRATED ONLINE MARKETING PROGRAM



>> Online Marketing Essentials I

MOBILE READY

Consumers are constantly connected



The rise of multiscreening

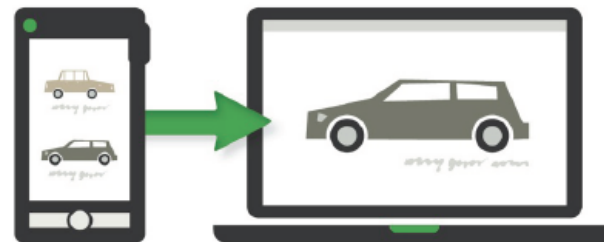


New consumer behaviors

Simultaneous Usage

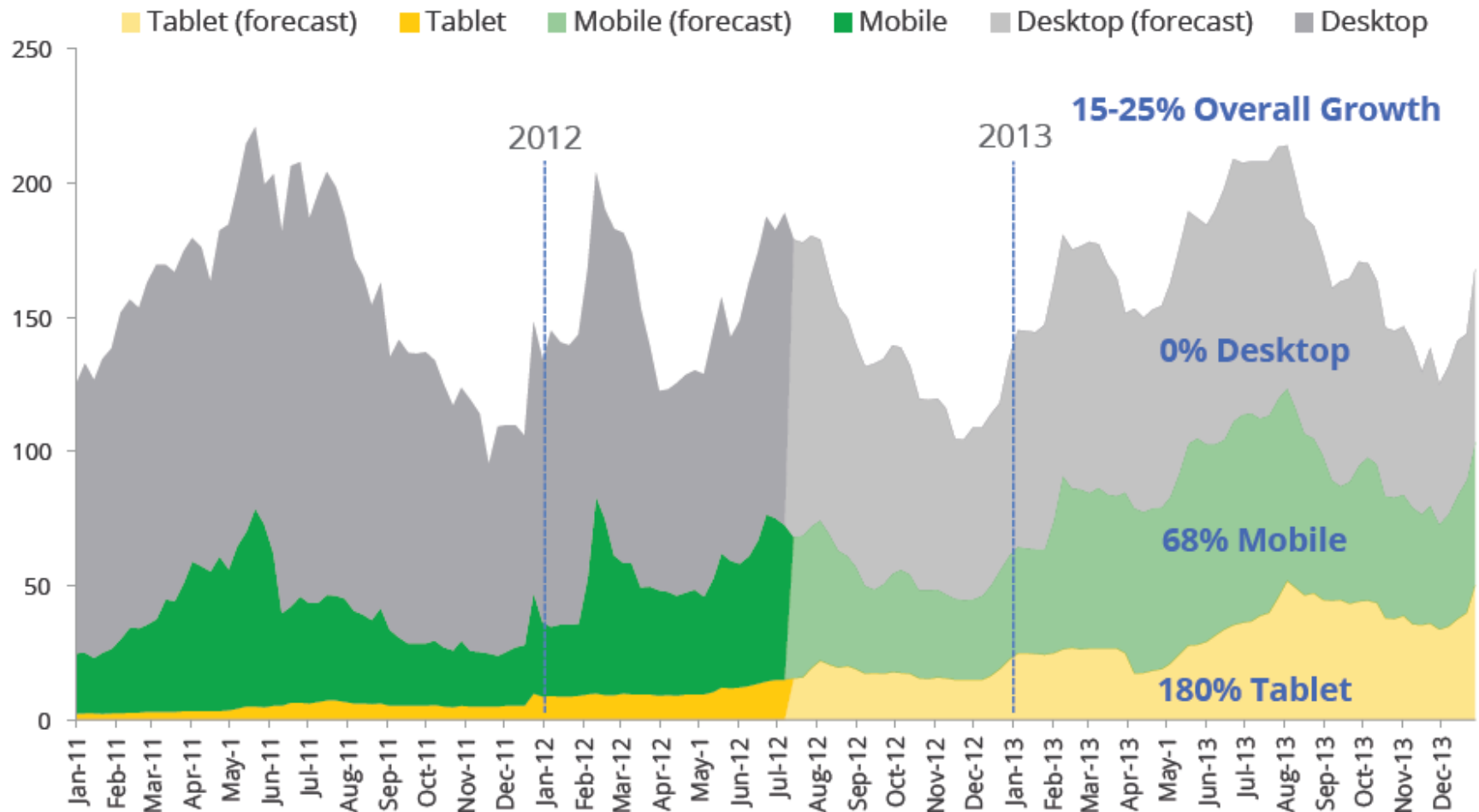


Sequential Usage



Query Growth Driven by Mobile and Tablet

Indexed Travel Query Volume on Google by Week



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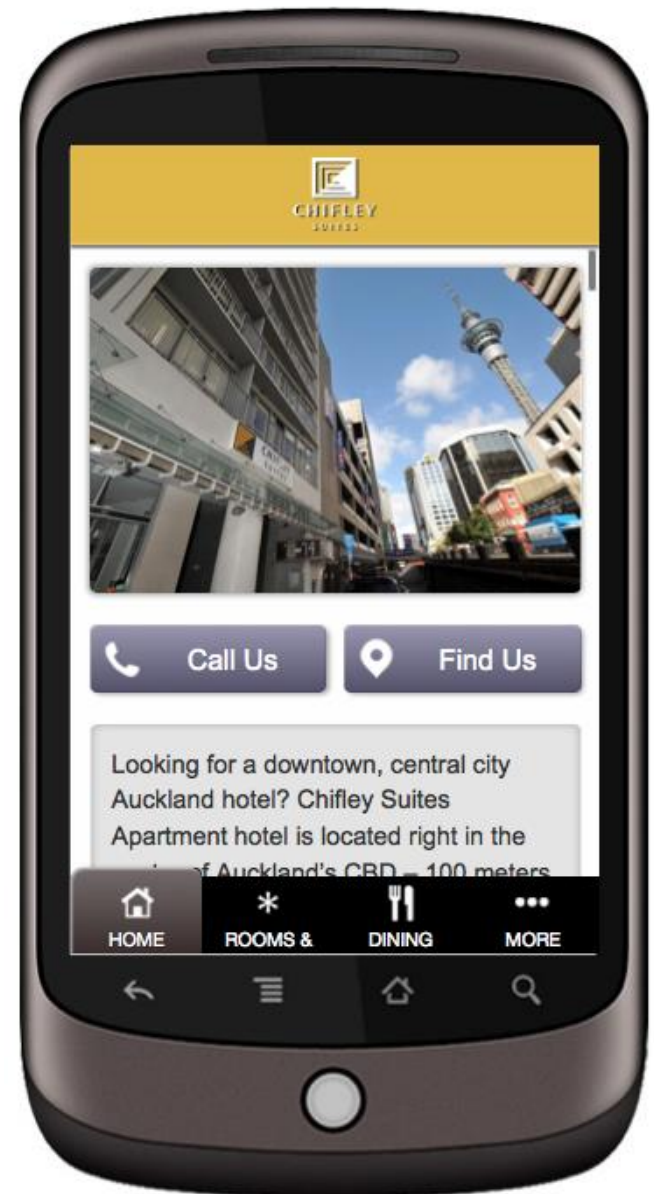
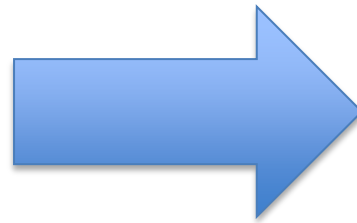
OR

RESERVE ONLINE NOW

Check-in date	Nights	Guests
<input type="text"/>	3	1

> CHECK AVAILABILITY

Low-cost mobile option



>> Online Marketing Essentials II

EMAIL MARKETING



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St. Pete/Clearwater Official Visitors & Vacation Information.

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Clearwater

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Beachy Tiki Bars

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Look Deeper
▶ New underwater videos!

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St. Petersburg
Clearwater

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Great deals from
\$99 with vacation guarantees

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view ▶ Deals ▶ Hotels ▶ Restaurants ▶ Events ▶ Maps ▶ LIVE BEACH CAMS



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Carefree Beach Towns

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Romantic Hideaways

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Email Marketing

SAMPLE 2012 PROGRAMME.

From: Blackstone Hotels <enquiries@blackstone.co.nz>
Subject: A little summer ♥ from [hotelwhereyoustayed?], fallback=Blackstone Hotels]
Format: HTML and plain text ([show plain text](#) version)

You are receiving this message because you recently stayed at a Blackstone Hotel.
Use this link if you wish to [unsubscribe](#) . | No images? [Click here](#) .



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[Follow The Chatham Auckland](#)
[Follow 540 Motel](#)
[Follow City Travellers](#)

COMING UP IN AUCKLAND
Have a peek at these don't-miss events coming up in Auckland.

Nickelback
30 November at Vector Arena
[Tickets & event details](#)

New Year's Eve
31 December
[What's on for NYE](#)

ASB Classic Women's International Tennis
31 December - 5 January at ASB Tennis Arena in Parnell
[Event website](#)

Red Hot Chili Peppers
14 & 15 January at Vector Arena
[Tickets & event details](#)


Laneway Festival
28 January at Silo Park
[Tickets & event website](#)

Auckland Lantern Festival
22 - 24 February at Albert Park
[Event website](#)

Ed Sheeran
9 March at Vector Arena
[Tickets & event details](#)

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Get the best deals for August and September events at The Chatham. Early Bird Rates end 30 days before your stay. Apartments are going fast!
Secure your stay 30 days in advance for Bledisloe Cup, The

Email Marketing

1. List Acquisition & Management
2. Engaging (Mobile Friendly) Design
3. Relevant Content – Calls to Action

>> Online Marketing Essentials III

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& BARS

KIDS
& TEENS

WEDDINGS
& REUNIONS

MARINA

SPA

MEETINGS
& EVENTS

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Glorious sunrises and sunsets.
An island sensibility that lulls you to relax –



Check-in (mm/dd/yyyy) Nights 3 Adults 1 Children 0

[Check Rates & Availability](#)

(888) 395-5539

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PLAY

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Consider your standards, and raise them.

BOOK YOUR STAY



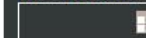
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Nights

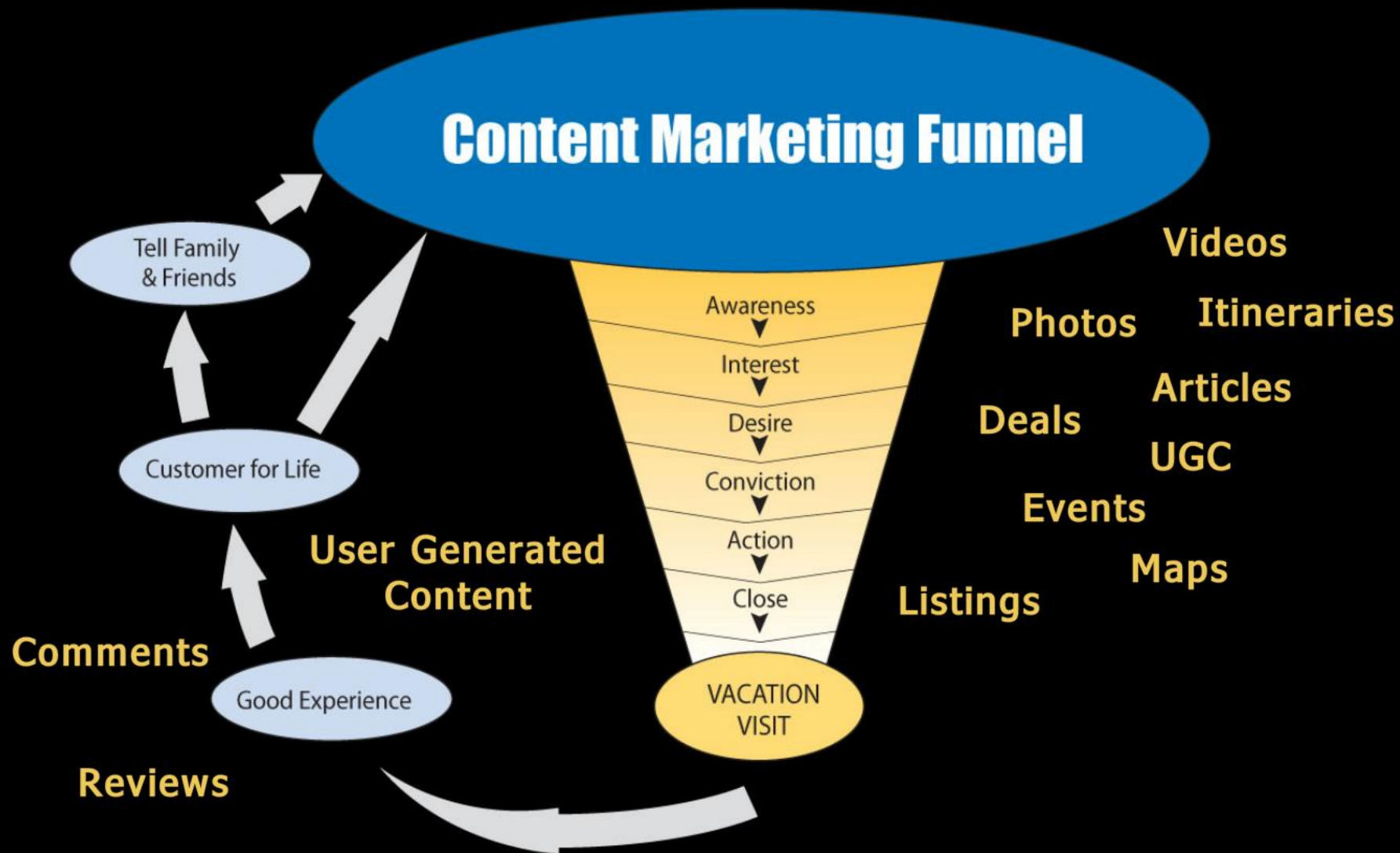


Guests



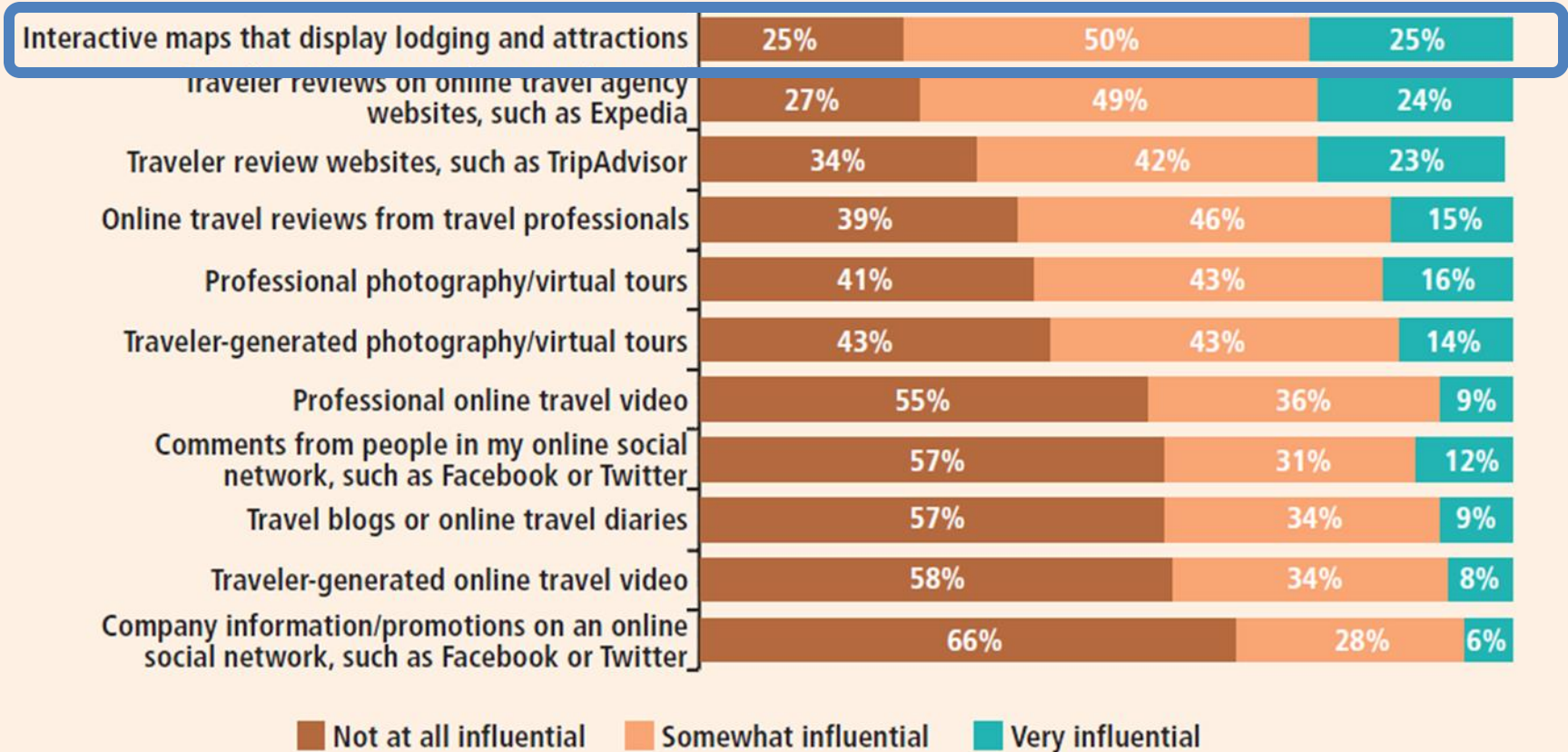
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Content Marketing



MAPS

Figure 1
Influence of Online Features



Question: Please indicate how influential each online feature is to you when planning leisure travel.

Base: U.S. travelers who typically use websites to plan travel (N=2,346)

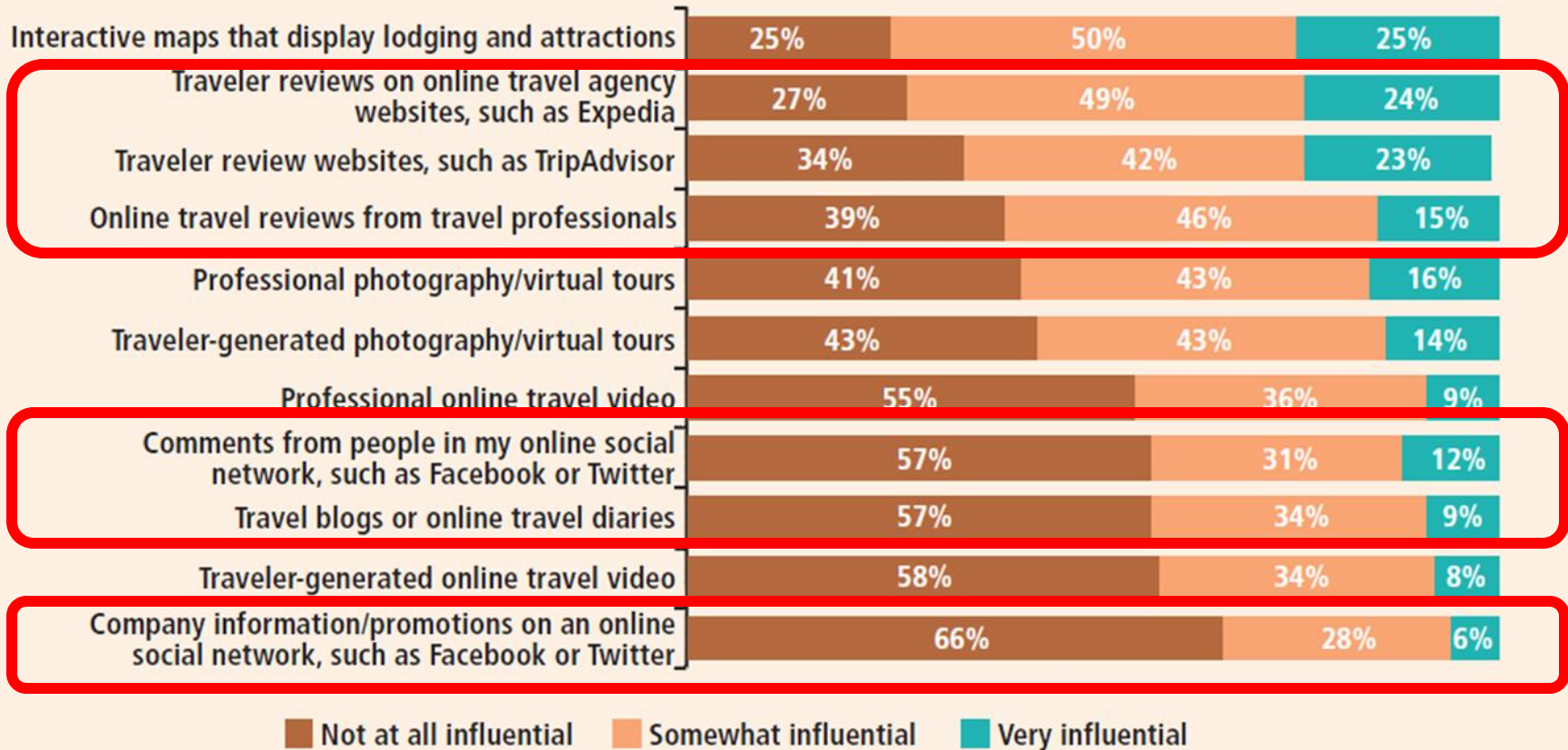
Note: Totals may not add to 100% due to rounding.

Source: *PhoCusWright's Consumer Travel Report Third Edition*

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MAPS – REVIEWS/UGC

Figure 1
Influence of Online Features



Question: Please indicate how influential each online feature is to you when planning leisure travel.

Base: U.S. travelers who typically use websites to plan travel (N=2,346)

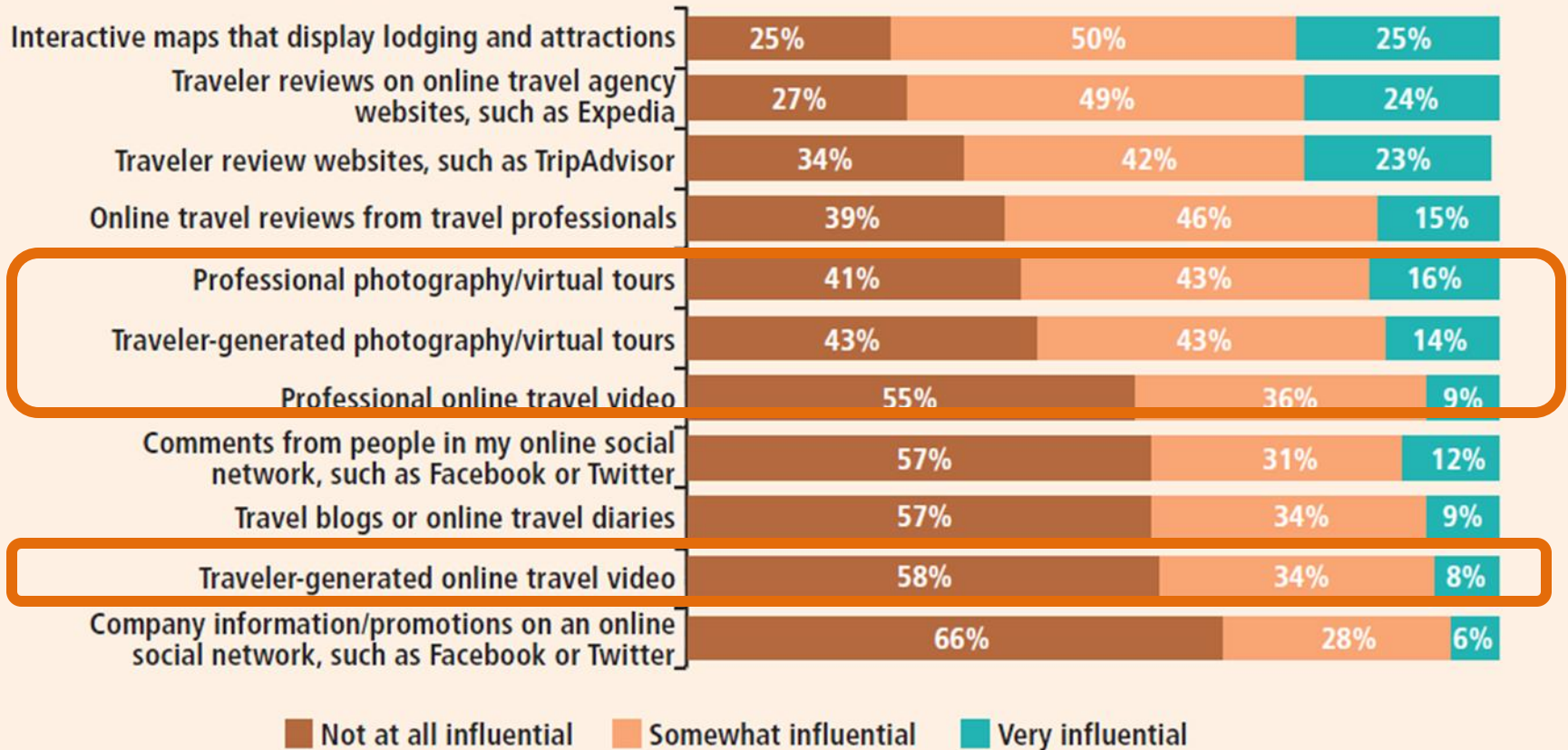
Note: Totals may not add to 100% due to rounding.

Source: PhoCusWright's Consumer Travel Report Third Edition

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MAPS – REVIEWS/UGC- RICH MEDIA

Figure 1
Influence of Online Features



Question: Please indicate how influential each online feature is to you when planning leisure travel.

Base: U.S. travelers who typically use websites to plan travel (N=2,346)

Note: Totals may not add to 100% due to rounding.

Source: PhoCusWright's Consumer Travel Report Third Edition

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Both on and off the court, Cliff Drysdale is one of the most popular personalities in the international tennis community. Drysdale has devoted over four decades of his life to promoting the advancement of the tennis community.

His leadership and contributions span across an award-winning career as a professional player, his leadership roles in advancing Open Tennis and in the founding and presidency of the Association of Tennis Professionals (ATP), a 30 year+ tenure as an ESPN tennis analyst, and the ownership of a tennis management company, Cliff Drysdale Tennis.

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Atlantic bottlenose dolphins, that is.

Florida Keys have the unique opportunity to see this marine mammal's natural environment. The Dolphin Connection, an ocean-fed saltwater lagoon, is home to a pod of dolphins that Florida Keys visitors can interact with while protecting Florida's marine ecosystem.

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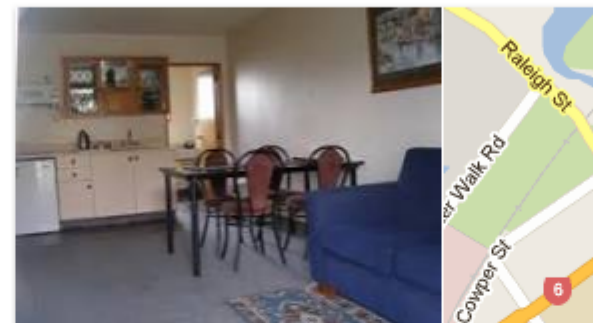
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Rooms:

 1

Adults:

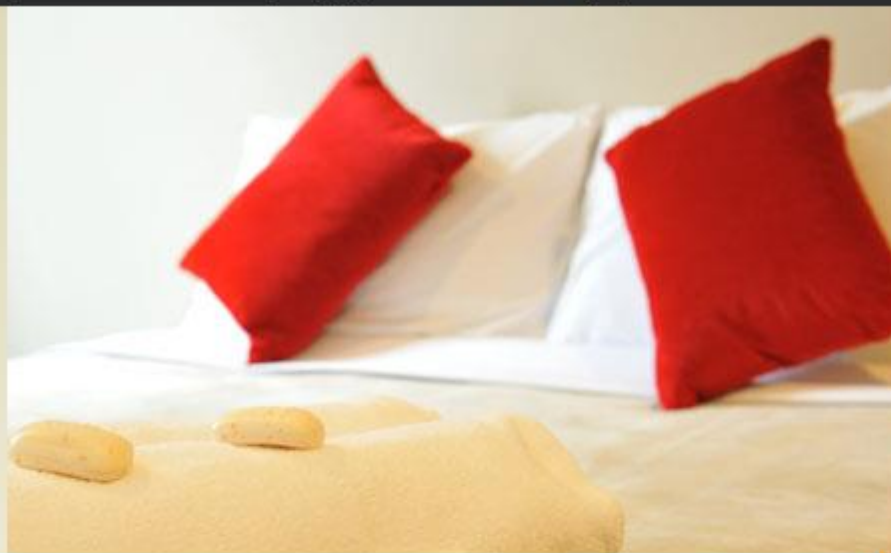
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4. Focus on Direct
5. Measure Everything Incl. ROI

>> Results

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▶ Book	\$415	Sold	Sold	Sold	Sold	128	139	139	139	139	139	139	128	139	139
▶ Book	\$390	Sold	Sold	Sold	124	113	124	124	124	124	124	124	113	124	124
▶ Book	\$390	Sold	Sold	Sold	101	90	101	101	101	101	101	101	90	101	101
▶ Book	\$390	Sold	Sold	Sold	129	118	129	129	129	129	129	129	118	129	129
▶ Book	\$430	Sold	Sold	Sold	154	143	154	154	154	154	154	154	143	154	154
▶ Book	\$450	Sold	Sold	Sold	154	143	154	154	154	154	154	154	143	154	154

Booking Channel Analysis

■ Direct Online Bookings

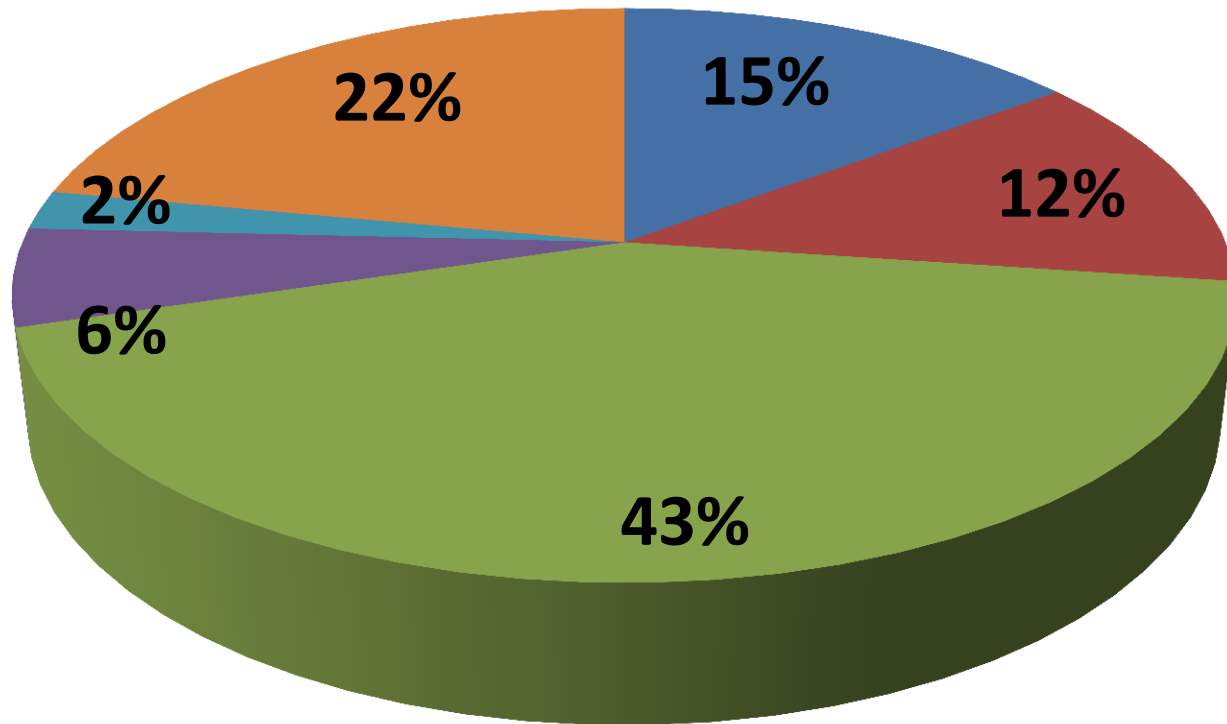
■ Web Site Phone Bookings

■ OTA Bookings (Est)

■ Media Advertising

■ Email Newsletters

■ Other Bookings - incl. Trade & Walk Up



Online Bookings to Properties

Direct Online Bookings Average Booking Value of Online Booking: **\$287**

2012 - 2013

\$669,088

Source: Sum of Google Analytics visits per property (2013 #s do not include Chatham)

Phone Calls from Web Site to 3 Hotels

Phone Calls from Numbers only on Property Web Sites or Booking Pages

Average Calls from All Web Sites Per Month: 615

Average Calls from Online Booking Pages Per Month: 276

2012 - 2013



9,795

Source: May 2012 – April 30th 2013. Sum of Google Analytics visits per property

Est. Web Site Phone Bookings

Estimated Bookings from Phone Calls from Web Site & Online Booking Pages. Assumptions:

- % of calls resulting in bookings: **20%**
- Average Booking value: **\$287**

2012 - 2013

\$566,233

Source: Estimated Booking value based on 20% of calls and average online booking value.

Total Combined Direct Bookings

Total Bookings from Web Sites – Direct Online Bookings & Phone Bookings from Web Site.

2012 - 2013

\$1,235,321

Source: May 2012 – April 30 2013.

Estimated Booking value based on online bookings for Year and estimated phone bookings.

Average Value Online Bookings

Direct Online Bookings vs. Online Bookings from 3rd Party Online Travel Agencies

Direct Online Bookings
2,337 Bookings = \$669,088

\$287

3rd Party OTAs (est)
12,652 Bookings = \$1,961,060

\$155

Source: Online Bookings April 1st to March 31 years. OTA actual bookings are known but OTA average booking value is estimated based on feedback from client over last 12 months

Total Online Travel Agency Bookings

Estimated OTA Bookings from all Online Travel Agency partners.

2012 - 2013

\$1,960,000

*Source: 12,652 Bookings from OTAs. 3rd Party Production Grid for Properties combined,
May 1st 2012 to April 30th 2013*

Average Cost Of Booking

Direct Online Bookings vs. Online Bookings from 3rd Party Online Travel Agencies

Direct Online Bookings
Online Mkting Costs & Booking Engine
Fees

4.5%

3rd Party OTAs
12,652 Bookings @ 10-25%

18%

Source: Online Bookings April 1st to March 31 years.

Total Cost Of Bookings

Direct Online Bookings vs. Online Bookings from 3rd Party Online Travel Agencies

Direct Online Bookings

Total cost of web site and online marketing & booking engine costs of 2,337 Bookings @ \$7 each. Excludes staff time for phone bookings.

\$43,000

3rd Party OTAs

12,652 Bookings \$155 each @ Av. 18% Booking Commission

\$360,231

Source: Online Bookings April 1st to March 31 years.

ROI of Direct Booking Channel

Investment in Direct Online Related Bookings
Including Web Site and related online marketing.

\$43,000

Drives total Online Related Revenue

\$1,235,000

14:1

Generates Gross Profit of:

\$618,000

Total web site & direct online marketing spend for 2012-2013. Assumes 2% transaction cost for web site booking engine. Excludes staff time for phone bookings.

ROI of OTA Channel

Investment in OTA 3rd Party Related Bookings
Including Commission at Av. 18%. Total Cost:

\$360,231

Drives total Online Related Revenue

\$1,960,000 **<2:1**

Generates Gross Profit of:

\$642,000

Total Online Travel Agency 3rd Party Bookings for 2012-2013. Assumes 18% blended average commission based on number of bookings by OTA partner.

JASONS RESULTS: 3 Property Trial 2012 – 2013. 348 Bookings.

Online bookings = 11 %

Web phone bookings = 30 %

Print phone bookings = 59 %

+ billboard advertising value



ROI of Jasons Advertising

Excluding any Branding or Billboard Value

Investment in 3 x Half or Quarter Pages plus 3 x Enhanced Web Listings. Total Cost:

\$9,300

Drives Est. Advertising Related Booking Rev.

\$77,212

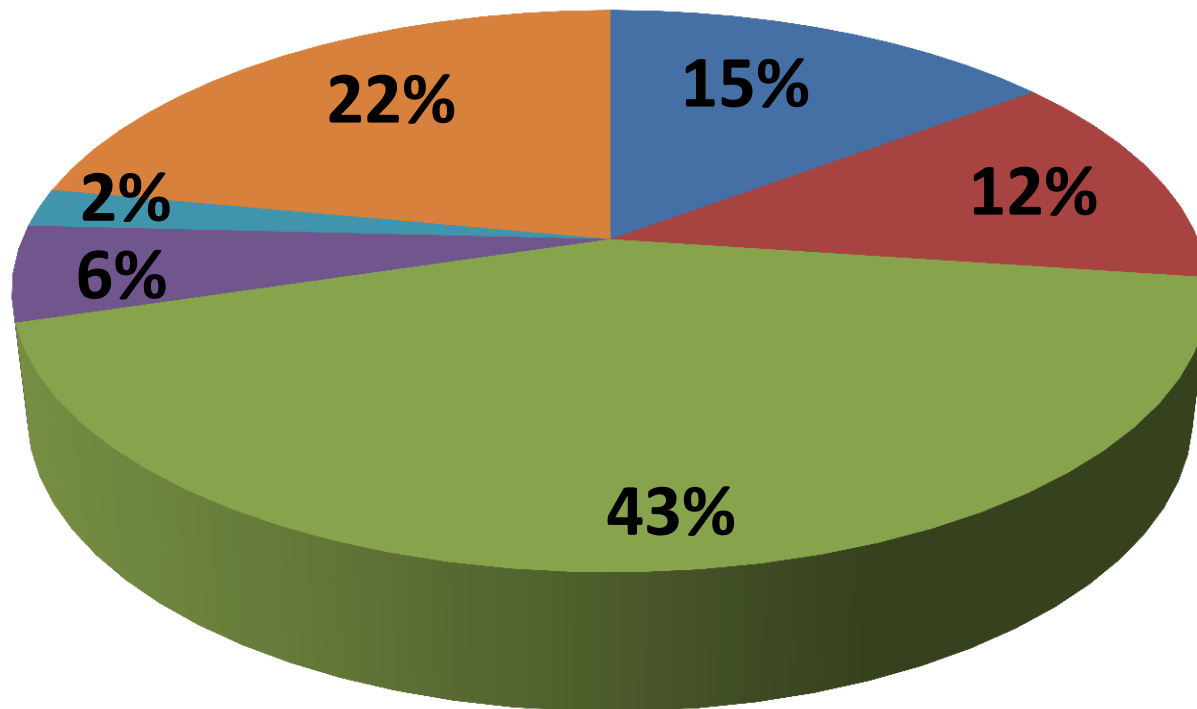
4:1

Generates Gross Profit of:

\$42,422

Total of 1.539 phone calls on an annual basis from the trackable phone numbers in place since May 2012. Also 40 Direct or Referral Online Bookings Assumes 20% of phone calls convert to a booking at an annual value of \$222.

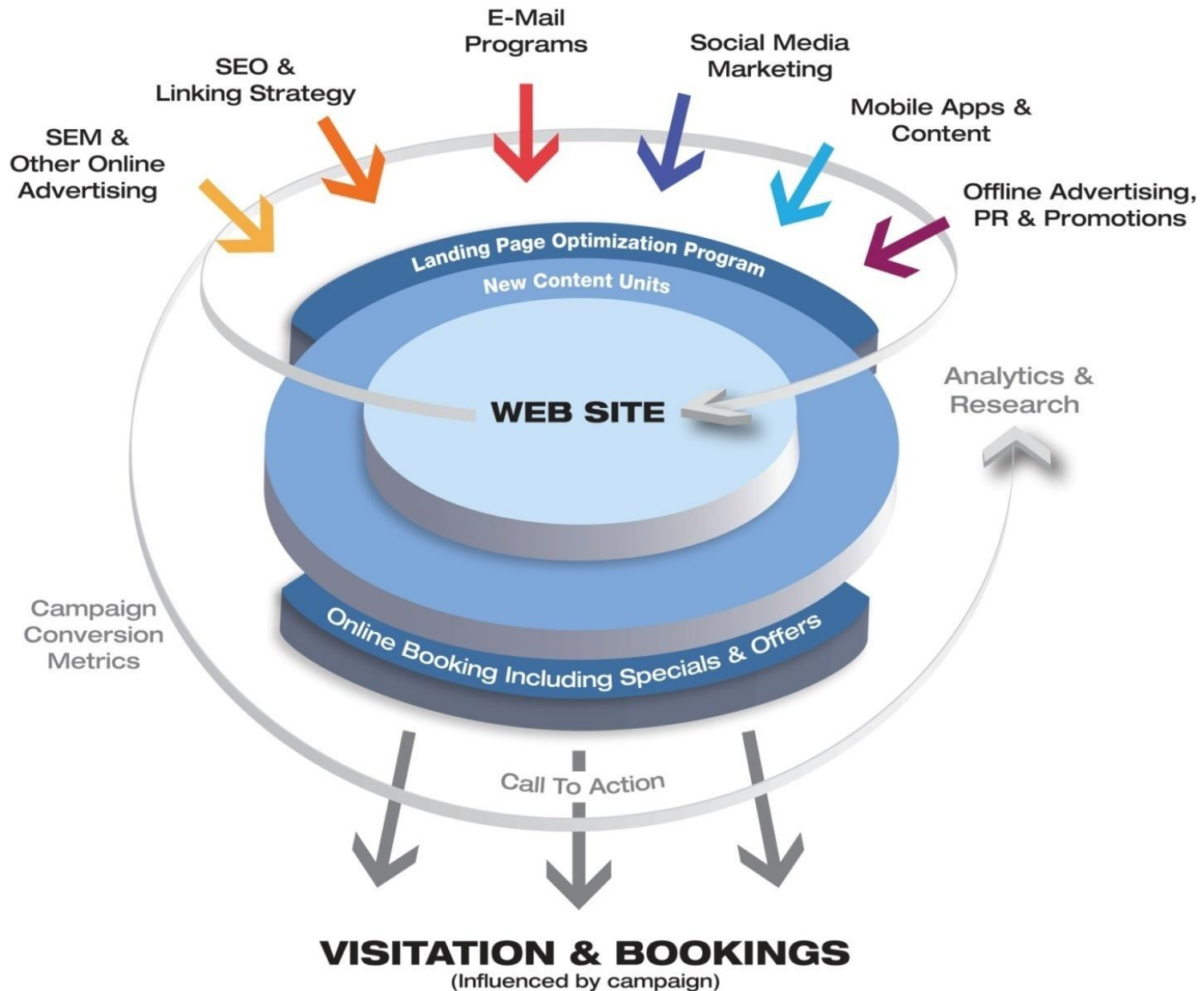
Booking Channel Analysis



4x Foundations of Hotel Marketing



INTEGRATED ONLINE MARKETING PROGRAM



Summary

1. Right Message – Right Place
2. Have a Measurement Tool Kit
3. Analytics & Trackable Phone #s
4. Track Signals of Intent & Bookings
5. Report and Review Regularly
6. Continually Refine Marketing

Kia Ora & Thank You !

CHRIS ADAMS

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Online Marketing
GM, South Pacific
Tel: +64 9 974 2452
Mobile: +64 22 402 1200**

Chris.Adams@MilesPartnership.com
www.MilesPartnership.com

