



The Year in Travel – 2013 Edition





Technology continues to drive new expectations





Five ways that technology is changing the world of travel and marketing:

1. Technology continues to evolve to help consumers discover and control travel
2. Consumers are now non-stop, year-round travel planners
3. Consumer curiosity + digital access creates the need for content creation and new storytelling approaches
4. Personalization and customization expectations have dramatically grown, and not just in digital channels
5. Digital interactions are driving deep accumulation of data for decisionmaking

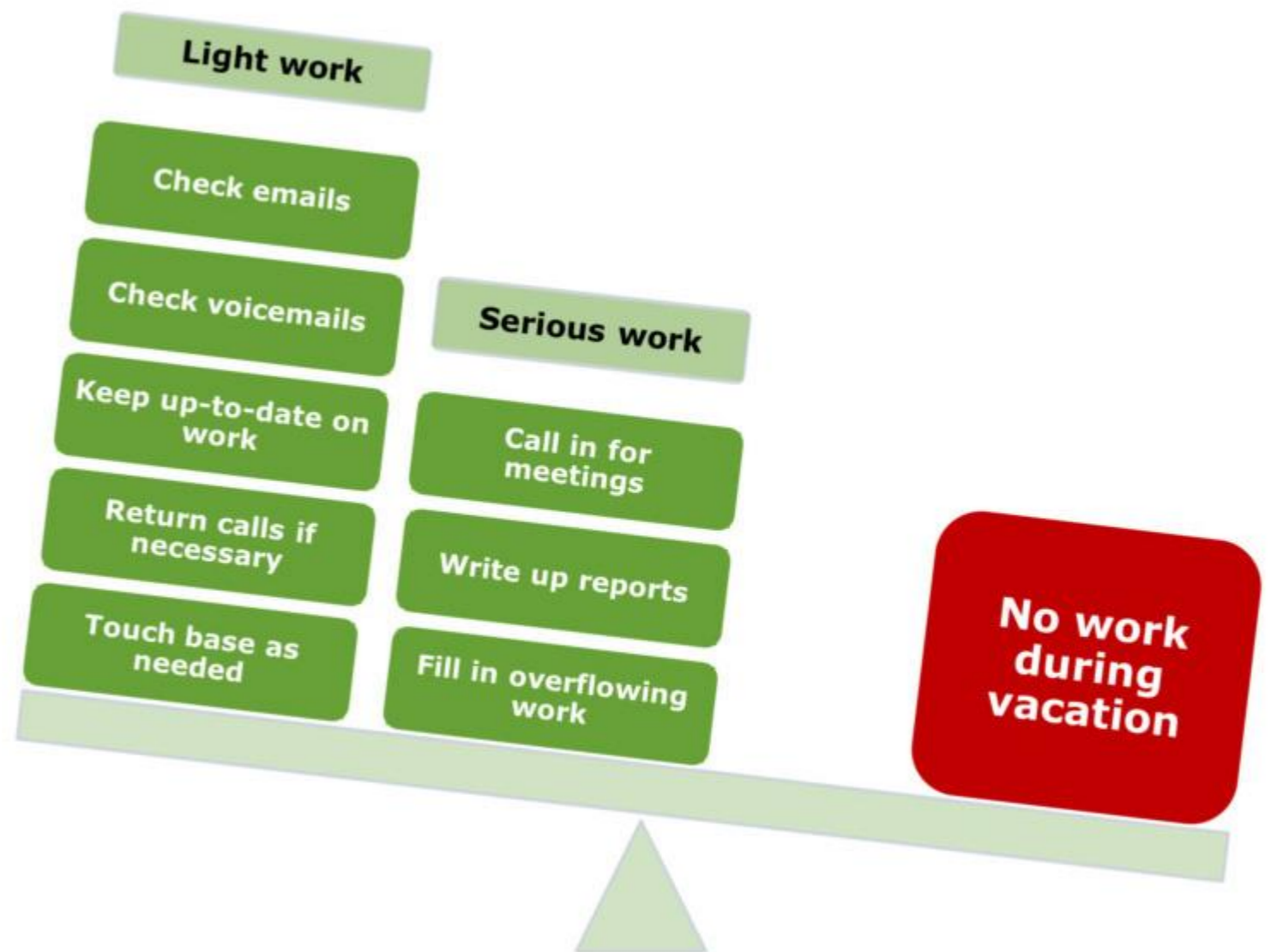


1. Travel blends business with pleasure





The travel line between business and leisure continues to blur. Travelers use a variety of new tools to allow them to mix business with personal, and seamlessly toggle between the work and play





2. Discovery builds in surprise





Discovery is no longer just about experiencing new things; it's about sometimes not even knowing what those new experiences will be

1. In-control travelers still want the simple joy of the unexpected
2. Scavenger hunts and volunteerism approach travel from a new perspective
3. Alternate ways of searching for travel – by weather, by personality or music
4. Sites like GetGoing.com and Hotel Tonight help facilitate spontaneity and surprise



3. Content creation and new tools for sharing stories





Brands need to create relevant content for consumers, and find new ways of sharing that content

1. Brands are creating brand integrated content to directly engage consumers
2. Brands are encouraging consumers to create and share their content
3. New visual storytelling tools for sharing content enhance consumer's experience
4. Native Advertising that promotes and engages around brand and user-generated content

4. Loyalty programs go niche





Targeted rewards programs better showcase guests as valued customers by thanking them in ways meaningful to them:

1. Hotel-sponsored trips to an African village, music concerts and philanthropy
2. Starwood's program allows guest to accumulate points for culinary-themed vacations
3. Loews Platinum YouFirst members get free pass to TSA Global Entry program
4. Thirty airports now offer fliers loyalty incentives for using their facilities



5. Smartphones and social media power techie travel



Social Media Influence on Travelers



70% update their Facebook status while on vacation



52%

of travelers have changed their original travel plans



50%

of travel companies surveyed agreed that direct bookings were generated from social media



46%

check in to a location (eg Facebook and FourSquare) while on vacation



33%

changed their hotel



10%

switched resorts



10%

changed agent/operator/website



7%

holidayed in a different country



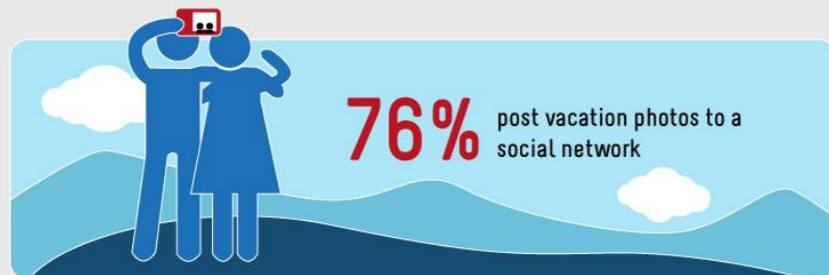
5%

switched airlines

Travel is increasingly an ongoing, real-time social experience.

1. Travelers continue to place more weight on their social networks for travel tips
2. More emphasis by hoteliers to encourage consumers to share unbiased, unedited reviews
3. 36 million Americans used a smartphone to research travel in 2012
4. New tech on the horizon for 2013: digital bibles, automated luggage handling, retinal-scan room entries and tech butlers

Most Popular Post Vacation Activities



55%

"liked" Facebook pages specific to a vacation



46%

of travelers post hotel reviews



40%

post activity/ attraction reviews



40%

post restaurant reviews



Four things you can do today





Four things you can do today

1. Give travelers the tools to discover again. Think experience first, destination second. Help them be spontaneous.
2. Keep their value points in mind – simplicity, clear communication, sharing and authenticity
3. Make it easy for them to toggle between work and play, without feeling disjointed or forced.
4. Automate where possible.