

# Case Study: #GoJordan

- In 2011, 16 bloggers visited Jordan for a week.
- They travelled separately, each with an itinerary tailored to their audience.
- 42million Twitter impressions, reached over 1.9million followers.
- Content syndicated to Lonely Planet, National Geographic and Huffington Post.
- By 2012, Jordan was featured on top travel lists in Condé Nast, New York Times Travel, Virtuoso and National Geographic.

# What do destinations want?

- Awareness
- Sharing
- People talking
- Taking action



# Awareness & People Talking

- New destinations benefit from increased awareness
- Well known destinations benefit from new story angles and personal connections
- People comment via the blog and social media



**D.J. - The World of DeeJ** August 7, 2012 at 5:41 am #

Awesome stuff...everything I've ever seen from bloggers coming out of Myanmar has made me want to go. Great pics...

# Social media and destinations

- Social media creates immediate buzz
- Plants the seed: “I want to learn more”
- Changes minds: “Never thought of X destination, but now I’m interested”
- Accessible: “How did you X?”



**Bessie Crum** @OurOwnPath

29 Aug

@SteveWBT Sounds like you were recently in Myanmar, did you change money outside of Yangon or Mdy?

Expand

# Sharing

- Content is shared by others across:
  - Twitter
  - Facebook
  - Stumbleupon
  - Google+
  - Pinterest
  - News digests
  - Many more...

The screenshot shows a Twitter search results page for the query "Tip-toeing through the Teak Monastery - Inwa, Myanmar". The search bar at the top contains the text "Enter an @name or full name". The results are listed in chronological order from top to bottom, with the most recent tweet at the top. Each tweet includes a profile picture, the user's name and handle, the tweet text, a link to the content, and the date. The tweets are as follows:

- Tip-toeing through the Teak Monastery - Inwa, Myanmar**  
goo.gl/G2Zjb via @SteveWBT  
Expand
- BlogExpat** @BlogExpat 31 Aug  
The Expat Daily is out! bit.ly/pW3qha • Top stories today via @CarolineExpat @Expat\_Careers @SteveWBT  
Expand
- eDreams in English** @eDreams\_en 31 Aug  
Beautiful: Bagaya Kyaung Teak Monastery at Inwa, Myanmar  
ow.ly/dl8gG via @SteveWBT  
Expand
- Lisa Niver Rajna** @wesaidgotravel 31 Aug  
Tip-toeing through the Teak Monastery - Inwa, Myanmar  
goo.gl/G2Zjb via @SteveWBT  
Expand
- Nomadic Family** @nomadfamtravels 31 Aug  
Tip-toeing through the Teak Monastery - Inwa, Myanmar  
goo.gl/G2Zjb via @SteveWBT  
Expand Reply Retweet Favorite Buffer
- Lauren** @NEFootsteps 31 Aug  
Tip-toeing through the Teak Monastery - Inwa, Myanmar -  
j.mp/RtCYhc via @SteveWBT  
Expand
- K Catchpole - E Mohl** @TransAmericas 31 Aug  
Tip-toeing through the Teak Monastery - Inwa, Myanmar  
goo.gl/G2Zjb via @SteveWBT  
Expand
- Gear Up and Play** @gearupandplay 31 Aug  
Tip-toeing through the Teak Monastery - Inwa, Myanmar  
goo.gl/G2Zjb via @SteveWBT  
Expand
- Dr. Jessica Voigts** @WanderingEds 30 Aug  
Tip-toeing through th... mar  
goo.gl/G2Zjb via @SteveWBT  
Expand
- Penny Sadler** @PennySadler 30 Aug  
Tip-toeing through the Teak Monastery - Inwa, Myanmar  
goo.gl/G2Zjb via @SteveWBT  
Expand
- Steve Juba** @solotravelclubs 30 Aug  
Tip-toeing through the Teak Monastery - Inwa, Myanmar  
@SteveWBT #travel su.pr/2kTylc  
Expand

# Why use bloggers?

- Personal and accessible
- Varied content with long shelf life
- Multi-skilled
- Trusted and independent
- Destination ambassadors



# Destination Ambassadors

- Often get asked questions, before and after booking



**Mona perdue** August 4, 2012 at 2:20 am #

After reading your report on the Golden Rock several times I'm worrying about my itinerary (Jan. 2013) that includes essentially the same visit. I was in Myanmar 3 weeks last year and am coming back for the full 28 days this time with two other gals. We are all "of a certain age" and well traveled. I'm hoping this part of the itinerary won't scare the other two off. My agent advised about the walk after the ride, but it sounds quite unpleasant. Can you offer reassurance to allay my fears? There is still time to change the itinerary, but hotel arrangements are already in place.

- Trusts independent blogger over travel agent

# Targeting travel bloggers

- Finding the best bloggers for the campaign
  - Already in or understand the region? Just Google.
  - Cover the same budget level?
  - Cover the same niche & language?
  - What other media can they offer?
  - Do you actually like their blog?

# Making group blog trips work

- For Brands/ PR
  - Connectivity
    - Wi-Fi, Sim cards or Mi-Fi
  - Set a hash tag (#FlavorSR), participant list and itinerary well in advance
  - Have an initial meet-up
  - Co-promotion (Pinterest/Twazzup)



# Making blog trips work

- For the blogger
  - Understand the objectives of the trip
  - Only accept a trip if it fits your audience
  - Find out what is provided
  - Ensure there's enough time to work
  - Be honest : write about what you enjoy and don't enjoy
  - Follow up after the trip

# Making blog trips work

- For Readers & Brands
  - Support the blogger by sharing content
  - Ask questions
  - Brands can become part of the experience
    - Offer ideas and suggestions via social media



# A different type of blog trip

- Sponsored bloggers/Bloggers in residence
  - Provide a budget appropriate to the blog style
  - Let the bloggers find and experience new adventures and personal stories



# Get in touch

[steve@ynfah.com](mailto:steve@ynfah.com)

<http://ynfah.com>

@SteveWBT

# Usage Stats

- 77% of internet users read blogs
- 54% of British tourists say that they use social media to plan their trips\*
  - 67% Review websites
  - 49% Social media platforms
- 52% of blog readers say a post factored into their purchase decision\*\*

• \*Source: Sunshine.co.uk survey 2011

• \*\*Source: State of the Blogosphere Technorati 2012

# Influence of social media

- Social media has a huge influence on travel bookings. Of those who used social media to research travel plans, only 48% stuck with their original travel plans.
  - 33% changed their hotel
  - 10% switched resorts
  - 10% changed agent/operator/website
  - 7% holidayed in a different country
  - 5% switched airlines

Source: World Travel Market

# Targeting travel bloggers

china visitor tips

About 20,600,000 results (0.13 seconds)

[China Travel Tips: Money, Pack, Climate, Visa to Plan Tours](#)  
[www.travelchinaguide.com/essential/](http://www.travelchinaguide.com/essential/)  
**China travel tips** and advice of plan a China tour on people, climate, visa, hotel, food, what to pack, transportation, shopping, insurance, money exchange, map, ...

[Useful tips for travel in China](#)  
[www.chinaodysseytours.com](http://www.chinaodysseytours.com) › [China Travel Guide](#)  
COT operator provide you with all the necessary facilities to ensure that your stay in **China** a pleasant one. There useful **tips** will make your visit to **China** a great ...

[Travel tips for first-time visitors to China](#)  
[yourenotfromaroundhere.com/blog/china-visitor-tips/](http://yourenotfromaroundhere.com/blog/china-visitor-tips/)  
Apr 26, 2012 – There's a lot of outdated **advice** on the web, mostly about not putting chopsticks in rice, so here are **tips** you may not see in the **guide** book.

[China Travel Tips: Dos and Don'ts in China](#)  
[www.chinatoday.com/travel/traveltips.htm](http://www.chinatoday.com/travel/traveltips.htm)  
Useful Links for **China** Travelers (with CT **china** info rating star rating). Seasonal Tibet **Travel Tips china** info rating star; **Chinese** Currency and Exchange Rate ...



# Case Study: #TuscanyTrip

- 5 bloggers visited a Bed & Breakfast in Tuscany in Italy for 4 days.
- In that time they generated 260,517 impressions on Twitter and reached 213,078 people with their content.
- The social media buzz got them featured in local newspapers, leading to a story in a national newspaper.
- The hotelier sends the blogs posts to people enquiring about the hotel.
- Bookings at the Bed & Breakfast have increased with the trusted recommendations.

# Expedia: FindYours / #ExpChat

Much of our most powerful work comes from partnering with travel bloggers.

We have great data to suggest that, not surprisingly, travellers are turning to travel bloggers more and more when they are getting inspired and planning trips.

Sarah Keeling  
Director of Public Relations Expedia

# Intrepid Travel

Working with bloggers has allowed Intrepid to increase our brand visibility in that we are able to reach a highly-qualified and targeted audience that may never have heard of Intrepid before.

What's more, with the power of social media, many bloggers share each other's stories and experiences which expands the reach ten-fold - allowing Intrepid exposure to a much wider audience than a company can, realistically, gain anywhere else.

Katy Rockett Marketing & PR Specialist  
Intrepid Travel Canada