

# The Rise of Location Data in Travel

**SKIFT REPORT #12**

2014

Location data is the engine that powers many of the digital recommendations travelers use to plan their trips, choose accommodations and select local businesses. Are destination marketers and tourism boards doing enough to take advantage?

**By Jeremy Kressmann and Skift Staff**



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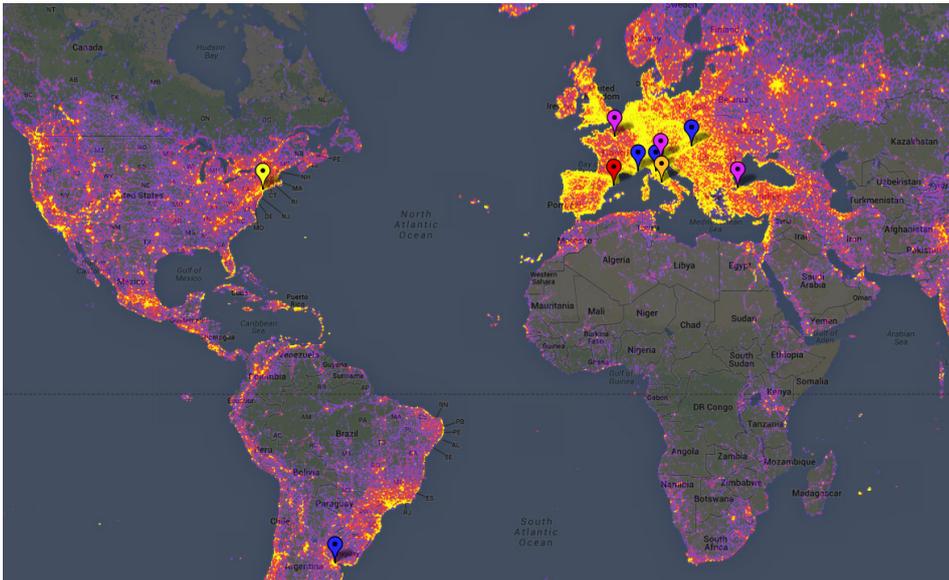
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# Executive summary

Location data represents an entirely new layer of digital information that travel marketers can utilize to understand potential customers and engage travelers with compelling stories about destinations. The opportunity to use location data is particularly compelling for tourism organizations, which have traditionally served as an intermediary between travelers and local businesses. As more travelers use location tools to research and make itinerary choices, cutting out this intermediary, destination marketers must adjust their approach, experimenting with new ways to add value for travelers.

This report investigates tactics destination marketers are testing to use the wealth of location data in new ways attract, assist and understand their target customers. The techniques range from new tools to feature and promote local businesses, new opportunities to use location-tagged content to understand traveler behavior, marketing campaigns using location-aware social media sites and new ways to use features of the ever-popular Google Maps interface.

# Introduction



Heatmap of Most Photographed Places  
Source: Sightmap.com

An explosion of location data is taking over the web. Maps have been an important part of the travel experience for as long as people have been traveling, but a new generation of “location-aware” smartphones are re-defining the way travelers interact with the world. Travelers armed with these devices are accessing and creating content like never before, and the vast majority of that content—photos, Tweets, business reviews and status updates—includes location information. The output is staggering. Google Maps currently archives more than 21 million gigabytes of satellite, aerial and street level imagery. There’s been more than 5 billion check-ins on Foursquare. Instagram reports over 16 billion photos shared, many of them tagged to specific locations.

It’s not just the output numbers that are impressive. Location data is also radically affecting the methods travelers use to research, plan and share their journeys. Tourism boards and destination marketers have long played a key role in matching travelers with local businesses and attractions—but that is changing. As more and more location information is available online in the form of user-generated customer reviews, tips and popular places, it’s forcing tourism boards to re-think how and why they can add value to the travel experience. An increasing number of destination marketers

are experimenting with “location-aware” marketing programs in order to inspire travelers during the discovery phase, grow awareness, increase traffic to destination websites and provide valuable trip-planning information to travelers.

This new wealth of location-aware data also represents a new source of traveler insights. In the past, travel businesses simply had to guess about where travelers went once they got off the plane. Now they can know for certain as customers tag their photos on Instagram, search Google Maps and check-in on Facebook and Foursquare in real-time during their visit. These digital signals offer travel business new possibilities to understand traveler preferences and personalize future marketing efforts.

This report offers a closer look at the benefits of incorporating this location data into travel marketing efforts. Whether travel businesses are taking the initiative to create location-tagged content of their own or simply learning from what’s already there, opportunities abound to create competitive advantage and set themselves apart in the race for travel dollars.

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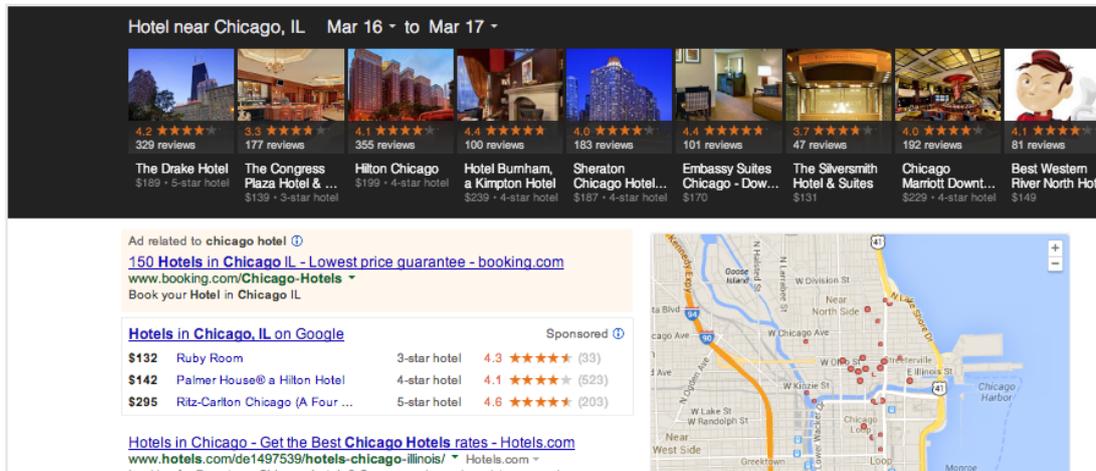
### **About Skift**

Skift is a travel intelligence company that offers news, data, and services to professionals in travel and professional travelers, to help them make smart decisions about travel.

Skift is the business of travel.

Visit [skift.com](http://skift.com) for more.

# Behind the trend



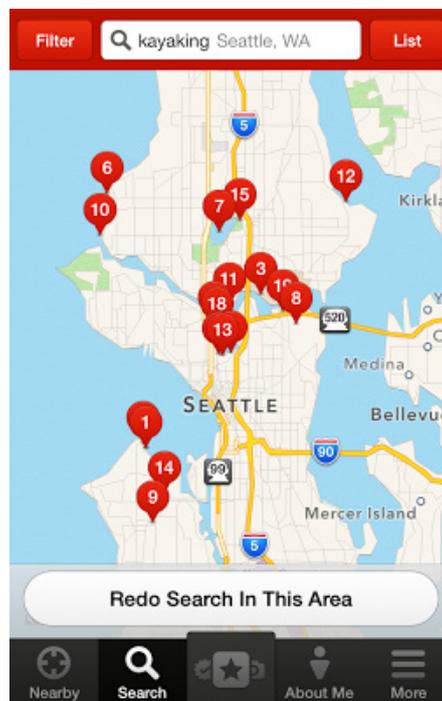
Source: Google.com

## Location, local business and the evolving role of tourism boards

Perhaps the biggest impact of location data on the travel industry is how it has reshaped the reciprocal relationship between destination marketers and local business. Historically, travelers relied upon tourism boards and travel agents for local business recommendations during the trip-planning phase. The prevalence of location-aware smartphones and mapping tools, has severed this connection. Many travelers instead rely upon information found online or via location searches conducted in real-time during their visit. Today the web's big content platforms—Google Local, Facebook Places, Yelp, Mapquest, Tripadvisor and Foursquare—“own” this discovery process for local business, and it's displaced the traditional role of tourism organizations in delivering travelers to local merchants. Brian McMahon, General Manager for AOL's Mapquest confirms the priority of local business search for tech companies, noting, “At a high level, maps have really become about local search more than anything else. Getting from point A to point B is table stakes, but people want to

know what other things they can do along the way, what are the things I can do when I get to my destination, and that's really where we're digging in.”

Location-driven local business searches also play an increasingly important role in traveler trip planning. When asked for their preferred online sites for trip planning



Source: Yelp Mobile App

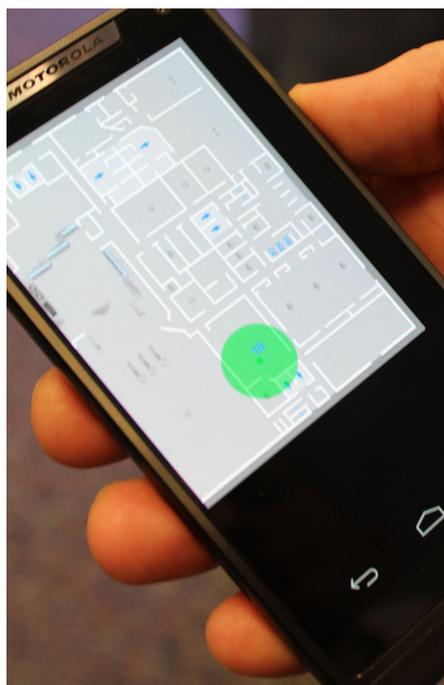


Source: VisitBritain.com

in a recent report on affluent travelers by Google and Ipsos Media, 66% of travelers said they rely on search engines, while 61% listed travel review sites. Only 38% listed destination-specific websites as a trusted source. It's not only travelers that are shifting behavior towards location-powered search tools. The local businesses are finding them more valuable too. According to recent study by the Harvard Business School, online local search tools play a critical role in how local businesses drive revenue. The study confirms that every incremental increase in the star rating a business receives on Yelp drives between five and nine percent increase in business revenue. Much like Yelp, Google Local's aggressive incorporation of local business data in search results forces local business owners to take a more proactive approach to managing their online reputation. A hotel owner needs only type "city name + hotel" into Google to understand how digital tools have altered the hotel booking process.

Destination organizations that recognize this shift to local are responding by integrating location-powered map search tools and reviews into their websites. A great example of a destination which built location-aware attractions info into its website is Visit Britain. Visitors to Britain's "Love

Wall" can search country-wide attractions around topics recommended shopping merchants, historical sites and restaurants, allowing visitors to add sites of interest to an itinerary "suitcase" for later reference and to share with friends via email or social. An iOS app by Visit Britain called Top 50 UK Places also uses the number of check-ins by Facebook users at various iconic English locations to create a list of suggested places to visit. The power of these types of location-driven recommendation tools is they integrate and mimic the interface of popular local search tools, allowing the destination to position itself as an authority

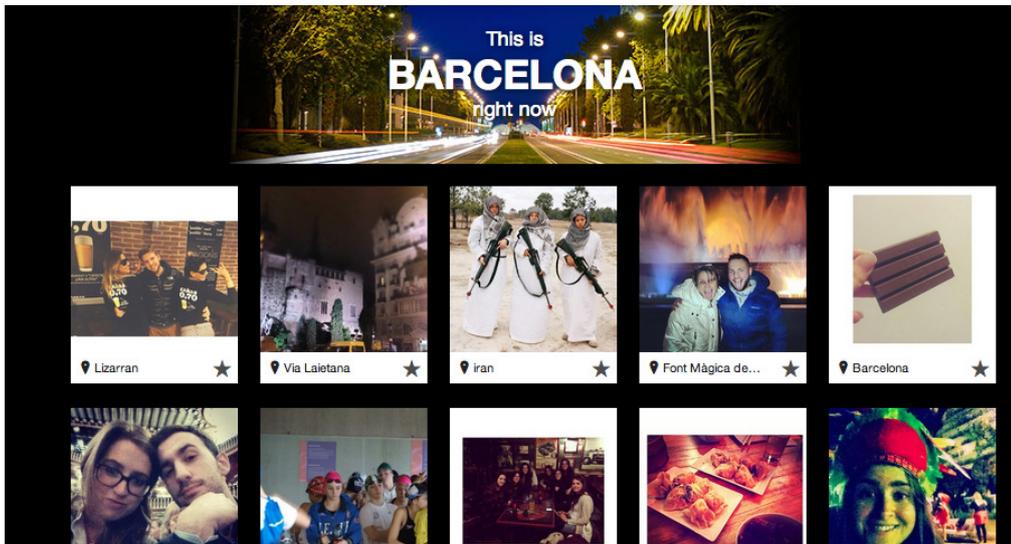


Indoor Location Map  
Source: Intel Free Press, Flickr.com

while still harnessing the dynamic nature of user reviews business info.

In order to increase credibility and utility with travelers and the local businesses they serve, destination marketers would be wise to include location- and review-driven travel information from Google Maps, Yelp, Facebook Places, and others on their destination home pages. Not only does highlighting this information create added engagement, it empowers preferred local businesses to take a more proactive role in overseeing their own online presence. Travelers are more likely to patronize official DMO landing pages in the future if they are able to take this location content into account.

# A new layer of insight



Source: TheLocalsguide.se

## What location data can tell travelers

One largely unexplored use of location data is helping destinations understand traveler behavior. Nearly every photo shared on Instagram or Flickr, and every check-in on Facebook Places, Foursquare or Yelp represents a potential data point that helps destination marketers pick up on trends and opportunities in real-time. Last year's Instagram report on the "most-photographed" locations in the world illustrates one simple application of this information, and there are monetary benefits too. The recent \$15 million dollar partnership between Microsoft and Foursquare to power Bing's search results only serves to reinforce the value of this information to improve customer targeting and personalization.

Mapquest's McMahon confirms the power of examining location data for larger patterns: "One of things we're working on right now is how to expose that data to other businesses. Specific to travel, if I'm on the tourist board of South Carolina I'd love to understand where people are coming from. We can pull Mapquest data that say between the first two weeks of June and the

end of July. People are coming from these different areas to South Carolina. maybe we should be advertising to those people."

Several savvy destination organizations already use location-aware content to power digital marketing programs for travelers. Stockholm's Arlanda Airport is one good example. The airport launched "The Locals' Guide" in December 2013, creating destination guides to 10 major world capitals drawn from public photos shared on Instagram. Users access The Locals' Guide via the airport's mobile site and on digital displays at the airport. The page for each destination highlights a real-time feed of Instagram photos recently shared by locals and visitors in each location, automatically populating with a dynamic visual tour of what's trendy and interesting at any given moment.

Travelers can interact with the guides, saving places of interest to their phone for offline access. Arlanda Airport is not alone in their program to use location-aware photos to make itinerary suggestions. An iPhone app called Jetpac offers a similar approach. Jetpac pulls from the same publicly available stream of location-tagged

## FACEBOOK'S MOST CHECKED-IN GLOBAL LOCATIONS, 2013

Puerto Madero, Buenos Aires  
 Melbourne Cricket Ground (MCG), East Melbourne, Victoria  
 Parque Ibirapuera, São Paulo  
 Rogers Arena, Vancouver, British Columbia  
 Sharm el-Sheikh, South Sinai Governorate, Egypt  
 Disneyland Paris, Marne La Vallée  
 Reeperbahn, Hamburg  
 Hong Kong:  
 Hong Kong Disneyland  
 Blue Lagoon, Reykjavik, Iceland  
 Harmandir Sahib (The Golden Temple)  
 Piazza San Marco, Venice  
 Auditorio Nacional, Mexico City  
 Ikeja City Mall, Ikeja, Lagos, Nigeria  
 Temat Rzeki, Warsaw  
 Gorky Park of Culture and Leisure, Moscow  
 Marina Bay Sands, Singapore  
 Victoria & Alfred Waterfront, Cape Town  
 Myungdong Street, Seoul  
 Las Ramblas, Barcelona  
 Friends Arena, Solna  
 Tainan Flower Night Market, Tainan City  
 Taksim Square, Istanbul  
 The O2, London  
 Disneyland, Anaheim, California

Source: Facebook

**Explore Chicago on foursquare**

**Tips**

1. @ **Chicago Board of Trade**: The trading floor is only open to academic or industry groups who book tours ahead of time. But anyone can check out our gigapan: <http://bit.ly/seeffloor> (2 weeks ago) [Link]
2. @ **Blue Chicago On Clark**: Mark Blue Chicago on your map: the venue offers plenty of live music at a convenient downtown location. (February 10, 2010) [Link]
3. @ **Millennium Park**: In the Lake House (2006), Kate (Sandra Bullock) watches skaters on the McCormick Tribune Ice Rink from the windows of the Park Grill restaurant, while she waits for Alex (Keanu Reeves). (February 1, 2010) [Link]

77 unique neighborhoods, 552 parks, and 7,300 restaurants all add up to countless Chicago check-ins on Foursquare! ExploreChicago.org, the Official Tourism Website of the City of Chicago, invites you to explore our diverse neighborhoods as you earn one of three Chicago-themed Foursquare badges. Meet your friends at a historic blues club on the south side, search for the perfect Chicago-style hot dog on the north side, and re-enact your favorite scene at one of the many movie locations in between.

Learn more about our Foursquare Badges: [explorechicago.org/games](http://explorechicago.org/games)

Plan a trip to Chicago: [explorechicago.org](http://explorechicago.org)

Source: Foursquare.com

photos on Instagram, filtering them into itinerary recommendations based on the photos' popularity with other users and the creator's description.

Marketers already recognize the opportunity for insights drawn from "big data" to help increase their customer base and customize marketing messages. Location data represents a critical piece of this big data puzzle. In the same way loyalty program preferences can help reveal business insights and customer demographics, preferred travel destinations and spending habits, location data adds further sophistication to this customer picture. For instance, data such as neighborhoods travelers visit, the types of businesses they frequent and movement patterns reveal useful insights that help a destination marketer better personalize messaging, location amenities and identify key customer segments. Destination marketers should consider allowing customers to opt-in with location-enabled social media accounts (Twitter, Instagram and Foursquare all gather location info with user activity) as part of a larger email-capture or CRM strategy.

### Curating location: how location services feed destination marketing

One advantage of location-driven marketing is it creates new opportunities for destinations to add value while travelers are planning and taking their trip. Even if a traveler never visits an official destination

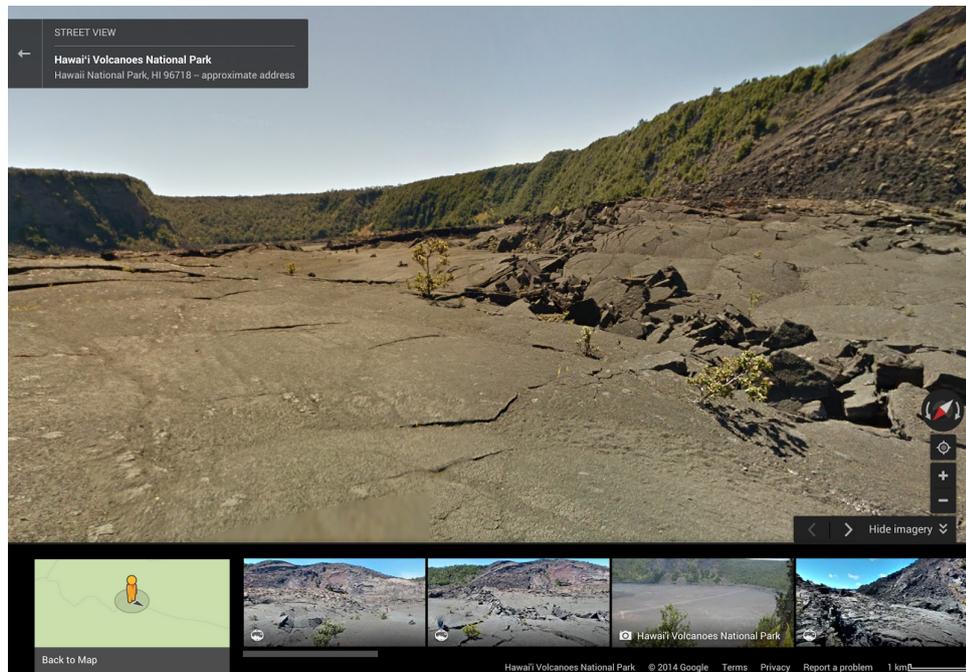
website, there's plenty of location-focused marketing opportunities to use platforms such as Pinterest and Foursquare. In fact, tourism boards such as Explore Chicago and Visit Pennsylvania, along with hotels like the Four Seasons, have found considerable success using this approach.

Explore Chicago's location-marketing program on popular social site Foursquare launched in 2010. The initiative was designed to provide additional content for the brand's social media initiatives and increased visits to the Explore Chicago website. Explore Chicago used Foursquare's extensive database of local attractions to build interactive Foursquare maps marked with itinerary ideas, laying out self-guided tours (Chicago Blues hotspots, Best Chicago-style hot dogs) visitors could use to explore the city. As visitors checked stops off their list, they were awarded special Chicago-branded digital prize badges, along with access to helpful tips, historical facts and trivia about the destinations. Non Foursquare-using travelers could download PDF itineraries from Explore Chicago's website and were encouraged to upload photos of themselves at each destination to complete their tour. The information shared on Foursquare was extensively linked back to the Explore Chicago website to drive referral traffic. The result of adding this location content to Explore Chicago's website was impressive. A study by Nichols Tourism Group found that The Chicago

### FOURSQUARE'S 11 MOST CHECKED-IN PLACES IN THE U.S. IN 2013

- Hartsfield-Jackson Atlanta
- Chicago O'Hare International
- Los Angeles International
- San Francisco International
- John F. Kennedy International
- Dallas/Fort Worth International
- LaGuardia
- Las Vegas McCarran International
- Denver International
- Newark Liberty International
- New York Penn Station

Source: Foursquare



Source: Google.com

Office of Tourism and Culture's website played a critical role in generating consumer spending in the city, driving a \$32 Million dollar increase in local business revenue and 66,000 additional room nights.

Not every location-marketing campaign needs a trendy program on Foursquare or Pinterest Places. But the opportunity to use online location services, customized Google Maps or even simple map-driven scavenger hunts creates an entirely new way for travelers to experience their travels and for destinations to create stories. Given that travelers are increasingly turning to location-aware smartphones to make their itinerary decisions, it's all the more important that destination marketing organizations define their role in this discovery process and find a way to add value. Destination marketers would be wise to start by exploring existing location information already available on services such as Foursquare, Pinterest and Yelp, and think about how they can supplement this information with their unique knowledge of local businesses and itinerary ideas.

# The future of location

## Be the Next Trekker

If you're a tourism board, non-profit, university, research organization or other third party who can gain access and help collect imagery of hard to reach places, you can apply to borrow the Trekker and help map the world.

[Apply Today >](#)



Source: Google.com

### Feeding inspiration

A recent Google Study found 70% of travelers start their research online before they decide where they want to travel. Digital maps and location-centric services like Google Street View represent an overlooked opportunity to discover potential destinations online. If a key goal of destination marketers is inspiring travelers, then simply adding beautiful imagery or a Google Map to a destination website might not be enough. Location-powered destination experiences offer a compelling way to build digital experiences that help travelers get excited about visiting. In fact, recent creative uses of Google's Street View feature offer unique opportunities for destinations to experiment with new approaches.

Many destinations already integrate Google Maps functionality into their official destination websites. But one overlooked aspect of Google Maps is the Street View function, which can be used in a variety of interactive, engaging new ways. Globe Genie, a special project by M.I.T. grad student Joe McMichael, is a great example. The tool lets visitors pick a continent and then digitally "teleports" them to a street level

view of a random place in that destination, offering a unique new way for travelers to explore dream vacation spots and get inspired by beautiful scenery. It's easy enough to see how a tourism board could incorporate a Street View experience customized to a key urban location, building a virtual street-level tour for online visitors in search of some wanderlust. More recently, Google announced that it would allow third parties to help create imagery for off-the-beaten-path destinations (for example a remote hiking trail in national parks) using its Street View Trekker tool.

In fact in March 2014, Google announced the launch of its first Street View Trekker collaboration with the Hawaii Visitors and Convention Bureau, adding street view imagery for Hawaii attractions including Hapunua Beach, Kilauea Iki Trail and the Pu'u Loa Petroglyphs. Google is further augmenting its Street View product with its "Views" destination page, which highlights amazing 360 degree imagery taken inside famous world landmarks and airports, natural wonders and museums around the world. Destinations looking to highlight unique attractions and outdoor amenities could gain an easy PR win and attract

potential visitors by taking the initiative to collaborate with Google to photograph and archive this data for discovery by Maps users.

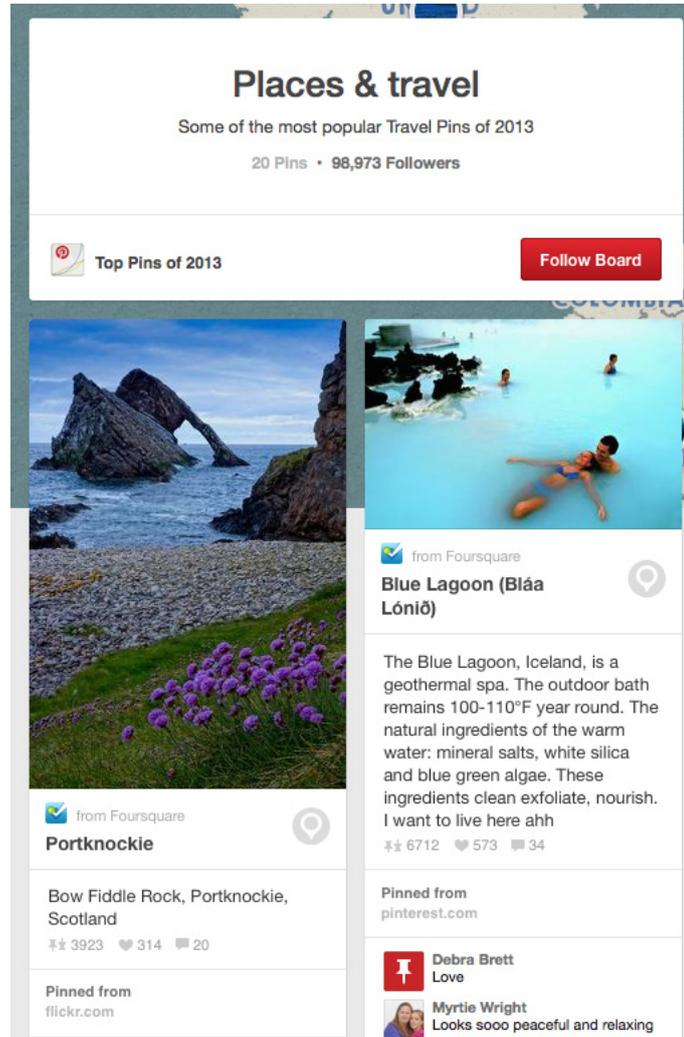
There's no doubt that the travel discovery process increasingly happens online. But with millions of potential resources, from photos to video, competing for travelers' attention, destinations need to get creative to cut through the clutter. Using the lesser-explored features of Google Street View is a great way feed that inspiration process. Having an interactive map on a travel website is increasingly a must-have feature—using street view to virtually experience a destination takes the discovery experience to the next level. Destination marketers should start a conversation with their developer partners on how and why they might partner with Google Maps to use the Google Street View API in unique ways.

### Connecting online inspiration with real-world location

Another location-powered tool for destination marketers is Pinterest Places, a new feature of the social bookmarking site already popular with tourism boards. Prior to launching Places, Pinterest was already one of the top travel inspiration sites. In August of 2013, it revealed that users had 'pinned' over 660 million 'pins' in its travel category.

Many destinations are already actively sharing inspirational destination content on Pinterest. Pinterest Places simply adds the ability to tag pinned content to location information on a map, adding context to art, photos and itinerary tips shared with followers.

More interestingly, pins tagged with places can be seamlessly linked to Foursquare's database of business info, meaning users can access business websites and telephone info to learn more. Four Seasons Hotels and Resorts is building off this new Pinterest Places functionality with its Pin Pack Go program. Four Seasons lets guests

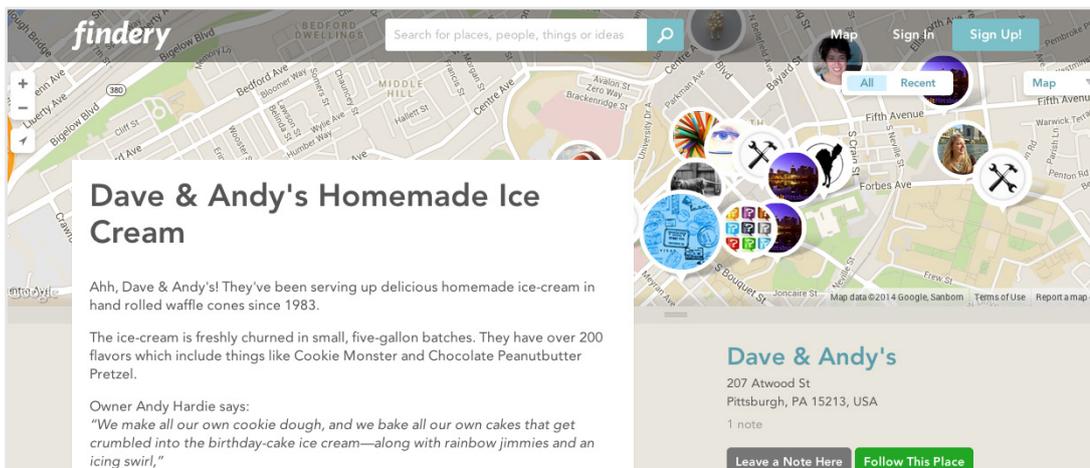


with confirmed reservations share Pinterest Places trip planning boards with the brand, allowing them to collaborate with the hotel's local concierge to add local knowledge and tips as the guests plan their itinerary.

In addition to Four Seasons, Pinterest is working with companies like Disney, Lonely Planet, Yahoo Travel, BBC Travel, Thrillist, Conde Nast Traveler, Travel + Leisure, and other consumer travel media, as well as tourism boards including VisitBritain and NYC & Company.

Source: Piterest.com

# Interview



← Source: Findery.com

## Q&A with Flickr co-founder & Findery founder Caterina Fake

Caterina Fake is the co-founder of popular photo-sharing community Flickr and social media site Hunch. Her current start-up, Findery, uses location to help people “tease out local knowledge, hidden secrets, stories and information about the world around you.” Fake spoke with Skift about Findery, how location-data is changing the way we travel and how tourism boards can use location-serves to engage with travelers.

### Tell us about the concept behind Findery.

Findery tells you about the places around you. Where you are, where you're standing, the history of the place. People have left notes about personal stories and all kinds of amazing things. For example I just went to Huntsville, Alabama. I went on the Findery app and found this amazing note by a guy who used to do the lights and pyrotechnics shows for Aerosmith. So really, [whether it's an] anonymous-looking warehouse in Huntsville, Alabama or a spectacular cathedral in Barcelona, there are stories and history and celebrity gossip [everywhere]. It's this way of exploring and getting to know the places around you in a way you wouldn't necessarily get on Tripadvisor or if I just go to the top ten points of interest.

## What role does location data play in Findery's user experience?

Basically the axis upon which you look at the world is the place where you're standing. [Findery lets] you see all the buildings around you, the places around you and the stories that people have left there. So you can travel to Huntsville or Kyoto or Vilnius and have a sense of what that place is like, who the people are, etc. You can use it on roadtrips. One of the guys on the Findery team was using the app while driving cross country, and he came upon these wonderful notes...that helped give him the sense as a traveler of that place and a sense he was welcomed. It's this really wonderful experience where location is the pivot upon which you look at things. So many [of the social sites we visit] are based upon time. You're looking at your feed of what someone most recently tweeted, but instead of time, Findery is looking at space and place.

## Is there a role for brands to play in sharing/collection location stories? Is it different than what users are doing?

We have a lot of businesses that have already adopted Findery. Tourism organizations for example. We have a person who created an account for Southwest Alabama. They have been putting up wonderful [notes] to entice people to get to know Selma and Montgomery County. There's a hotel chain and [also]

## TOP CITIES BY INSTAGRAM PHOTOS



New York City, New York
Bangkok, Thailand
Los Angeles, California
London, England
São Paulo, Brazil
Moscow, Russia
Rio de Janeiro, Brazil
San Diego, California
Las Vegas, Nevada

Instagram image  
from Bangkok, Thailand

Rajasthan, India has been using us too. We've got real estate companies using it as well. Interestingly, even brands such as American Eagle. They started putting up not pictures of their clothes or their [store] locations, but behind the scenes from the American Eagle photo shoots. I think it's a really interesting way of telling the story [of your brand] to your customers. It's really a very different way of using social media.

**Flickr was one of the first web platforms to add geotagging. What was the rationale behind that feature?**

The geodata was already available in the EXIF data [metadata captured when a picture is taken] that was in photographs, and we were a very data-friendly company. Flickr is a really great place if you have photographs, and you can find photographs by their tags. One of the things we were doing with tags is using the comments around them as context for understanding what was in the photo. All of these different ways of accessing the billions of photographs on the service. And being able to sort things by location was just another aspect of being able to find the thing that you were looking for.

**Lots of people are sharing content (photos, notes, status updates, etc) with location data attached to it. Are there any insights to be gained from looking at the macro trends of all this location content?**

Yes and no. Unfortunately you can use it for advertising purposes, but generally you

want to put control of location in the hands of the person who's posting it. I really dislike services which, in an underhanded way, collect information about your location and use it to market stuff to you. You're breaking the social contract with your users. I'm not a big believer in keeping data that was intended for sharing or sorting or search and transmuting that data into something you can sell to marketers. I'm very much against that.

**What about in looking at this location data in aggregate, are there interesting stories there? For instance, of the million people that went to New York, what percent of them take photos of Times Square vs. photos of Brooklyn?**

I had a friend who went to Hawaii and lost her camera. But, there really wasn't that much reason for her to take pictures of all the famous waterfalls and beaches and hotels that she visited, because she basically went and reproduced her entire trip using other people's photographs. Most of those heavily-photographed [places]...like Notre Dame Cathedral or the Statue of Liberty, I honestly don't think they tell you that much. Every photographer has been to Mont Saint Michel in France. There's crowds there, postcard shops and t-shirts, it's a typical place that tourists go. [But] literally if you hop in a car and you drive 15 minutes down the coast, you will find this amazing totally undiscovered tiny fishing village. I think you could potentially use these tourist-centric maps as a way of knowing where to avoid—a reverse tourism guide.

You can use location information for useful things. If you're in a very small town [like] Vilnius [Lithuania] and it turns out there's a lot of people taking photos of the Frank Zappa memorial (which exists in Vilnius) you will know that it is a place you could potentially go. So if you're into music and happen to be in Vilnius, that may be the place that you want to go, and not to the big monuments and churches and traditional points of interest.

**Do you see any opportunities specifically for travel businesses (tourism boards, hotels, airlines) to make use of location information to tell better stories?**

Absolutely. I really feel that hotels are missing a huge opportunity...Let's say I stay at the Marriott in Laguna Beach. I've shown up there, I've probably got some meetings there, but I also have some free time. That hotel should really give me a sense of what this place is. I'm here in this city where I'm completely unfamiliar. I really feel that hotels are doing a terrible job of personalizing my experience. For instance, they should know that I'm a history buff and [tell me] there was a Spanish Galleon off the coast. There's so much local knowledge that's not given out in these locations and I think there's an ennu that hits the business traveler. All cities seem the same. To be able to personalize the experience of the traveler and really understand what they're doing [is important]. One of the tourism boards that's shown up [on Findery] is Visit Pittsburgh. [They're] putting together note maps of interesting stories and hidden secrets of Pittsburgh. When you go there you have a unique and very "Pittsburgh" experience.

# Strategies for destination marketers to utilize location data

Location-data provides destination marketers with a wealth of information about what travelers are doing in the places they visit. But that data is only useful if it leads to actions that attract new travelers and drive more visitors. Here's some of the ways successful destination marketers are using location to drive results:

- **Integrate location data into your .com** – integrating the location data found on Google Maps, Yelp, Foursquare or Trip Advisor into an official destination website will make it more credible, customizable and dynamic for users, driving repeat visits and offering increased discoverability in search.
- **Look at location macro trends to uncover customer insights** – it's no longer enough to make assumptions about the behaviors of key customers. Macro level trends revealed by location, whether on Instagram, locations from Tweets or geodata on Flickr offers insights into where travelers spend their time and the types of businesses they visit. This data is a goldmine of behavioral targeting that destinations should look to gather, study and act upon for future marketing efforts.
- **Use location services to curate destination knowledge** – not every traveler is going to visit an official destination website to plan their trip. Utilizing popular location-enabled platforms such as Pinterest Places and Foursquare allows travelers to discover trip ideas on their own terms and lets destinations to showcase their considerable expertise, gaining awareness from potential travel business in the process.
- **Personalize the travel experience** – travel marketers are already using sophisticated knowledge of traveler spending habits and demographic data to customize marketing efforts. Incorporating the public location data that's already being shared by key customers is the next step.
- **Experiment with location-data to excite and innovate** – travelers in the discovery phase of trip planning are on the hunt for novel travel experiences that get them excited about a destination. Using location-aware services like Google Street View can help tell engaging interactive stories that aren't possible with a simple website or brochure. is the next step.

# Further reading

1. <http://mashable.com/2012/08/22/google-maps-facts/>
2. <https://foursquare.com/about>
3. <http://instagram.com/press/>
4. [http://www.tripadvisor.com/PressCenter-i6611-c1-Press\\_Releases.html](http://www.tripadvisor.com/PressCenter-i6611-c1-Press_Releases.html)
5. <http://www.thinkwithgoogle.com/research-studies/travelers-road-to-decision-affluent-insights.html>
6. <http://hbswk.hbs.edu/item/6836.html>
7. <http://lovethe.visitbritain.com/en>
8. <https://itunes.apple.com/ie/app/uk-top50/id453196489>
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# About Skift

Skift is a business information company focused on travel intelligence and offers news+data+services to professionals in travel and professional travelers, to help them make smart decisions about travel.

Founded in 2012 by media entrepreneur Rafat Ali, Skift is based in New York City and backed by Lerer Ventures, Advancit Capital and other marquee media-tech investors.

# Connect with Skift

For any comments or questions, email us: [trends@skift.com](mailto:trends@skift.com).

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