

# Innovation in Tourism through Digitalisation for Competitive Growth of the Sector

Nick Hall, Founder  
Digital Tourism Think Tank

# 3 Paradigm Shifts in Travel

**#1**

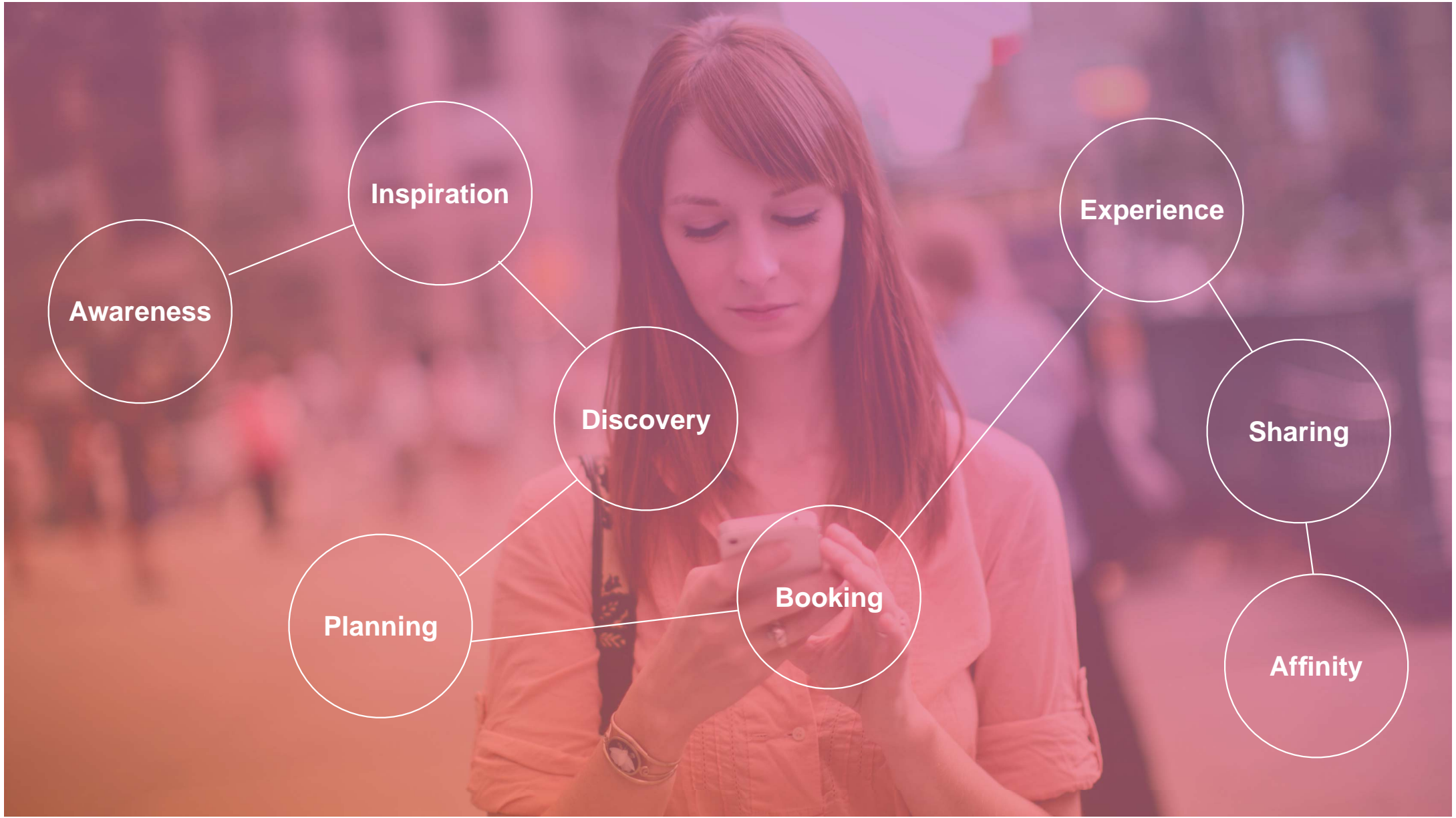
The traditional visitor cycle no longer exists.

**#2**

The always-on consumer now sets the terms.

**#3**

Tech is driving the experience economy.



**Awareness**

**Inspiration**

**Experience**

**Discovery**

**Sharing**

**Planning**

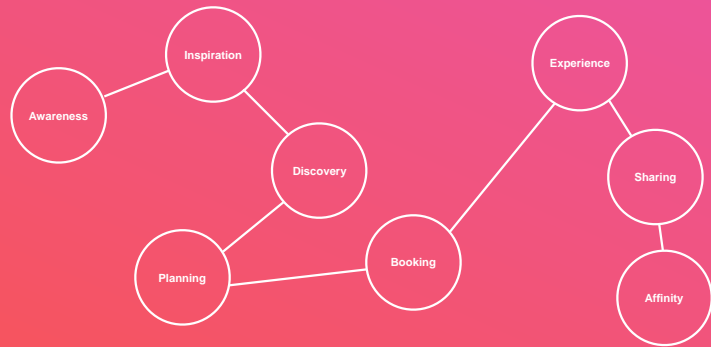
**Booking**

**Affinity**





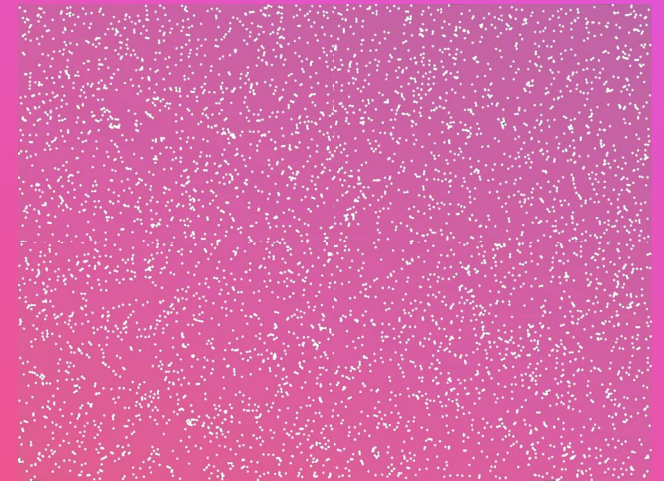
linear



infinite



scattered



## Marketing in Moments

### Relevance at Scale

*“how can we exact the right story with the right audience at scale yet in a highly personalised way?”*

*“At Unilever we have an ambition to have a billion one-to-one relationships — I don’t believe that a focus on the individual has to mean “niche.”*

Keith Weed  
Chief Marketing and Communications Officer at Unilever



## Marketing in Moments

# Journeys in Moments

*“find me flights to Oslo today”*



*“Hey Siri, what hiking trails would you recommend nearby my hotel?”*

3 in 4 smartphone owners turn to search first to address their immediate needs



## Marketing in Moments

### Informed Consumer

*“how can we further empower consumers and respond to their precise needs in the context of that moment?”*

Mobile searches for **“best”** have grown 80% in the past two years.

(Google Data, 2015 - 2017)

## Marketing in Moments

### Right Here Consumer

*“I want results that are relevant to me in the current moment and place and time”*

Compared to just a year ago, smartphone users are significantly more likely to purchase from companies whose mobile sites or apps customize information to their location.

(Google/Ipsos Connect, Rising Consumer Expectations in the Micro-Moment, U.S., Dec. 2016 and Aug. 2015)

The **DMO** model is obsolete  
Destination **Marketing** Organisation

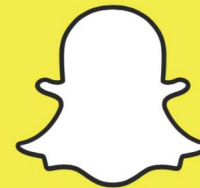
The **DMO** model is obsolete  
Destination ~~Marketing~~ Organisation

## **Snap Inc.**

Snap Inc. is a camera company.

We believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate.

Our products empower people to express themselves, live in the moment, learn about the world, and have fun together.



The **DMO** model is obsolete  
Destination ~~Marketing~~ Organisation

The **DMO** model is obsolete  
Destination *x* Organisation



# Putting the Visitor First

---

needs interests experiences access  
desires passions habits preferences channels  
devices touch-points behaviours actions culture

---

# Delivering on the Brand

---

stories touch-points experiences image  
reputation conversation inhabitants visitors businesses  
exports events infrastructure product culture promise message



# Destination $x$ Needs

**#1**

Support the growth of the entire industry.

**#2**

Leadership & vision to keep transforming.

**#3**

Exporting globally and prosper locally.

**#1**

Industry  
Growth

**#1**

Industry  
Growth

## Tech is a Catalyst for Local Distribution

*Global Distribution Networks dominate the hotel sector where 70% of sales are from global players.*

*Tours and activities can succeed where hotels have failed.*

Yesterday

Hosted,  
Centrally  
Managed

Today

Cloud Based  
SAAS  
Providers

Tomorrow

AI, Tech &  
Autonomous  
Experiences

Evolution of Travel Distribution Model

**#1**

Industry  
Growth

## Tech is a Catalyst for Local Distribution

*No one solution has broken through the market, ViaTour & Expedia drive only circa. 5% of SME sales at present.*

*Local distribution is a huge opportunity with a myriad of in-destination referrals and vast digital and physical pos.*

Industry

Targeting the  
'right here'  
consumer.

Visitor

"I've got two  
hours free at  
lunch, what  
can I do?"

Destination

Become the  
superglue.  
Invisible &  
effective.

Where the Needs Lie in the Destination Matrix



**[nice]** just ain't cutting it, right?



aim for **[incredible]** and your  
reputation will do the rest...


design **incredible, share-worthy,**  
**bucket-list-worthy experiences** which  
generate social buzz...

Building a sustainable destination requires continued investment in its infrastructure, attractions, experiences based on maturity, opportunities and needs.

**#1**

Invest  heavily in building iconic attractions

**#2**

Retrofit  to totally transform a visitor experience

**#3**

Concept  & innovation based collaborations













[HOME](#)

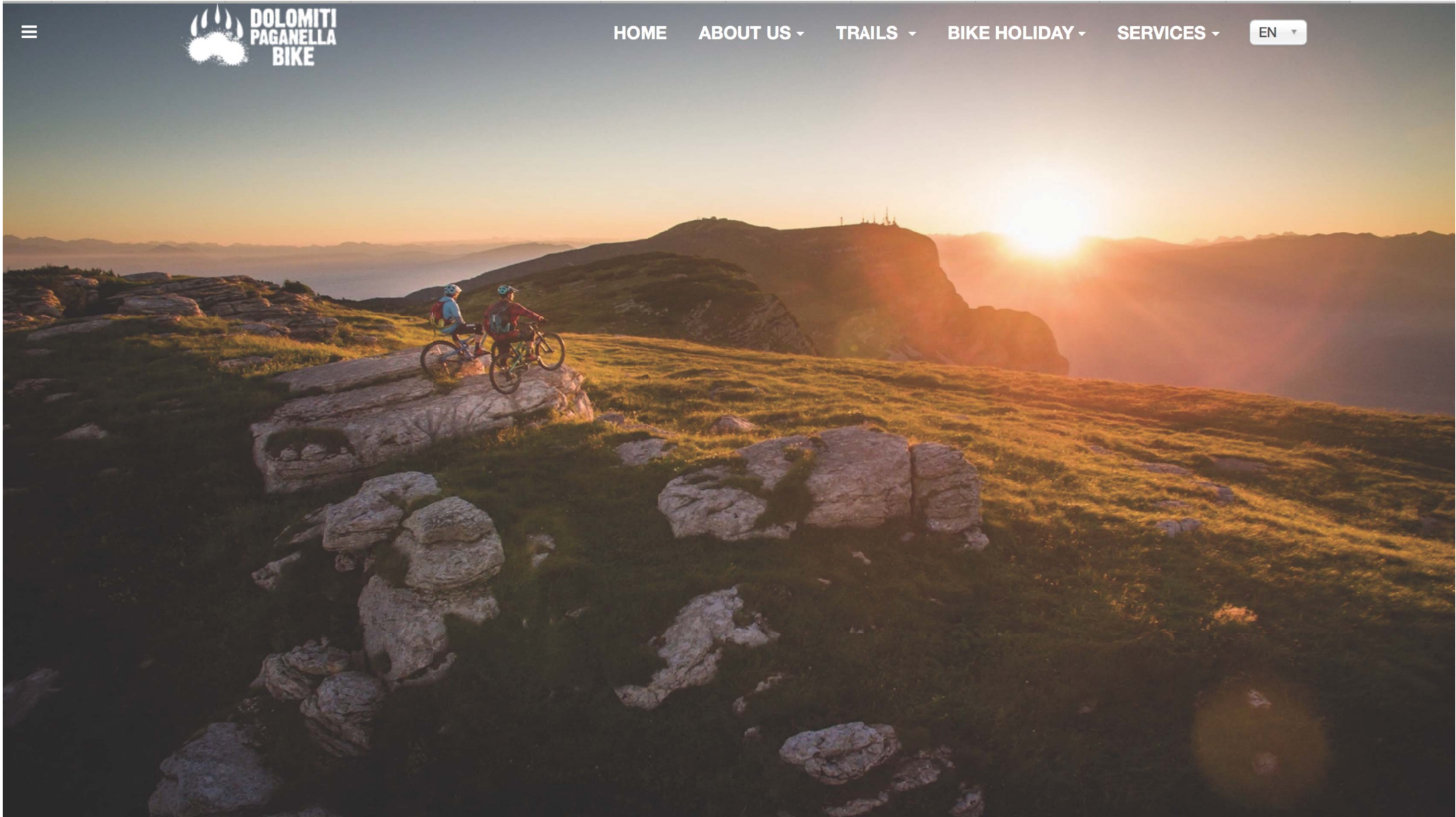
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English (UK) ▾



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### Zip World

Zip World longest zipwire in Europe, What's it like to soar five hundred feet in the air at 100mph?

[Zip World, Snowdonia](#) by [Wales On View](#)

[Home](#) > [Things to do](#)

# Things to do, attractions to visit

Wales is a place of natural drama, from the country's **beaches** to **walking its mountain ranges**. The nation's history is told through its **ancient monuments** and **museums**. While the bold 21<sup>st</sup> century Wales is there for everyone to enjoy on a **short break** in one of Wales' **cities to explore** or **getting active** in this wonderful natural playground.

**#baliswing**





**kleinstadtcoco**  
Wisata Selfie Pucak

Follow

**kleinstadtcoco** this was such a thrill! 🌴  
Ich habe unfassbare Höhenangst und wenn ich das Bild sehe weiß ich nicht mehr, wieso es mich auch diese Schaukel gezogen hat. Es gibt im Norden Balis Schaukeln wie diese, wo es ca. 60 Meter in die Tiefe geht und man gelangt zu Ihnen, wenn man über ein Bambusgerüst läuft, BAMBUS!!! 🌿  
Meine Synapsen waren wohl alle ausgeschaltet als ich das gemacht habe 😂

#bali #thebali guideline #balidaily #balibody  
#travelblogger #bestinbali #baliswing  
#summervibes #travel 📸: @florianmaverlt



**8,209 likes**

1 DAY AGO

Add a comment...







ACCOMMODATION

# The 12-hour Cabin





Digital pioneers like Bókun in the activity space show us the huge untapped potential for industry collaboration and digitalisation



**85%** Bookings  
**48 hours or less** before departure



**65%** suppliers  
**are cross-sell** inventory, most micro & SMEs



Global & **local**,  
**online** & offline  
scattered  
**distribution**

# Disruptive Brands Drive Consumer Trends

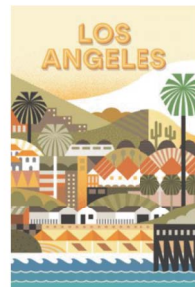
## Featured destinations



Paris



London



Los Angeles



Seoul



Miami



San Francisco



Tokyo



Florence

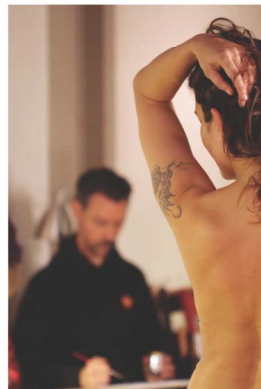
## Arts & Design experiences

[See all >](#)



**£33** Enter the world of sacred tattoo (sakyant)

★★★★★ 113 reviews



**£14** Gather around a nude model and learn fast sketch

★★★★★ 170 reviews



**£77** Sculpt a face from imagination with an artist

★★★★★ 84 reviews



**£32** Ride an e-bike through Gaudi's history

★★★★★ 123 reviews



**£140** Fashion photoshoot in the streets of Miami


★★★★★ 45 reviews



**£125** Weave a scarf with 200-year-old machinery

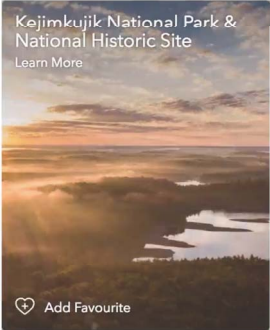
★★★★★ 59 reviews

# Personalisation of Content Distribution

DISCOVER  NOVA SCOTIA

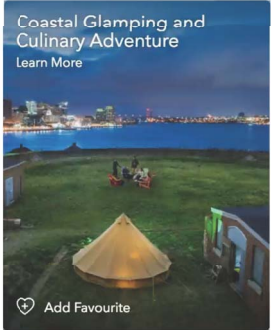
Experiences ❤️ Favourites

All experiences ← →




Kejimikujik National Park & National Historic Site  
Learn More

❤️ Add Favourite




Coastal Glamping and Culinary Adventure  
Learn More

❤️ Add Favourite




Boat Tour of the Tusket Islands  
Learn More

❤️ Add Favourite




Cape Chignecto Provincial Park  
Learn More

❤️ Add Favourite



Lighthouse Bites: Full Moon Adventure  
Learn More


❤️ Add Favourite




Taylor Head Provincial Park  
Learn More

❤️ Add Favourite


I want to feel educated ← →




Boat Tour of the Tusket Islands  
Learn More



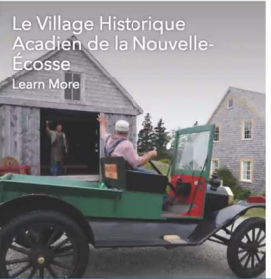
Joggins Fossil Cliffs UNESCO World Heritage Site  
Learn More




Black Loyalist Heritage Site  
Learn More




Lunenburg Walking Tours  
Learn More



Le Village Historique Acadien de la Nouvelle-Ecosse  
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Tidal Reveal: Dig for Nova Scotia's Oldest Dinosaur  
Learn More

 Share Experiences

**#2**

Digital First  
Leadership &  
Vision

## #2

# Digital First Leadership & Vision

## Innovation & Conscious Leadership

*Scaling up the use of design thinking to solve the biggest challenges and ideate from a different perspectives*

“On a global scale, we calculate that the

Circular  
Design

Glass Box  
Brand

Design Led  
Solutions

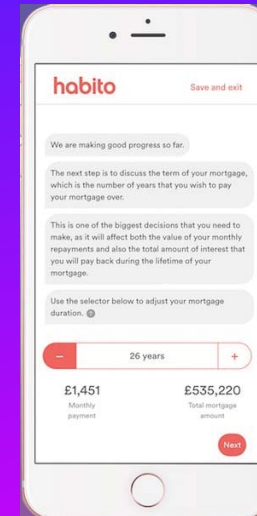
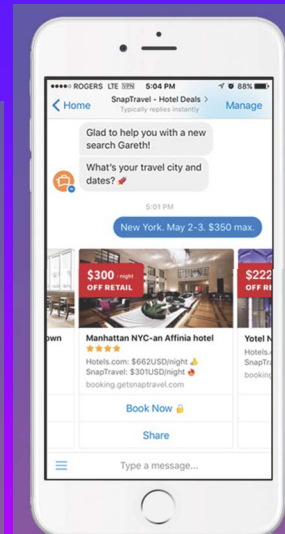
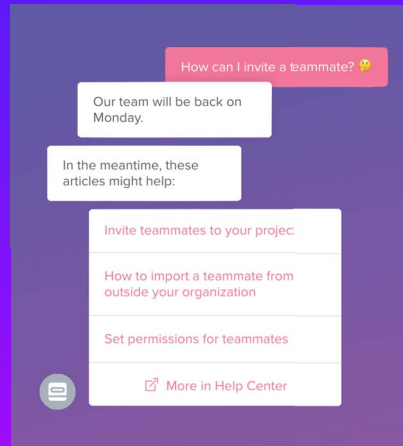
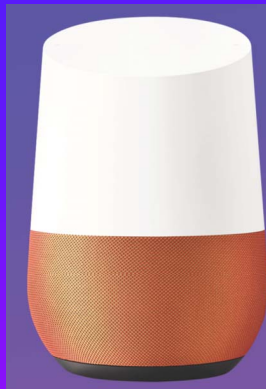
McKinsey, May 2017

# #2

## Digital First Leadership & Vision

### AI & Natural Language

Artificial intelligence is in it's infancy but tools, early-stage business models and solutions are fast emerging. Travel, an industry where service is key and needs can be complex is set to be transformed by this evolution.



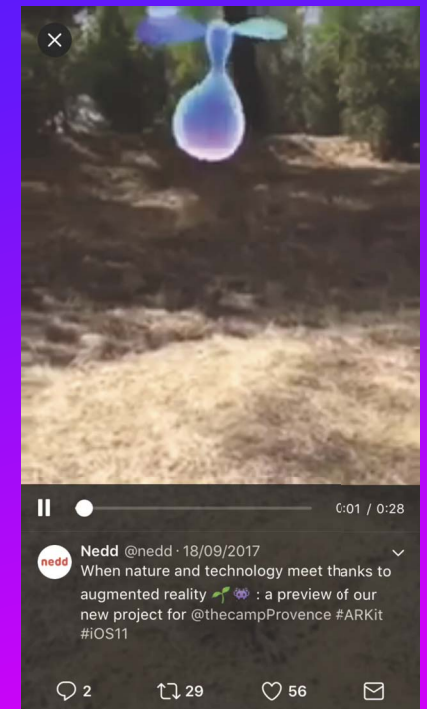
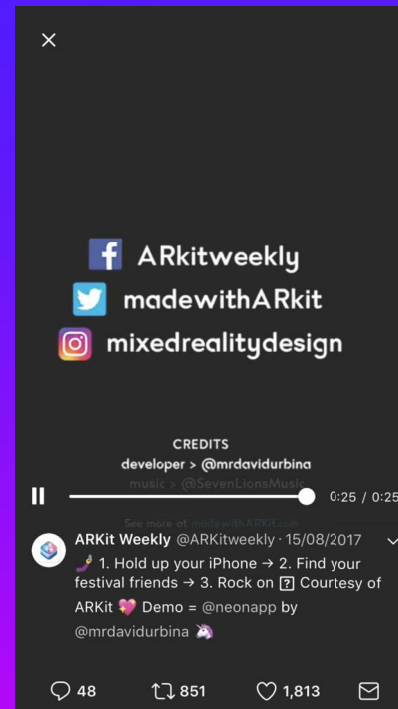
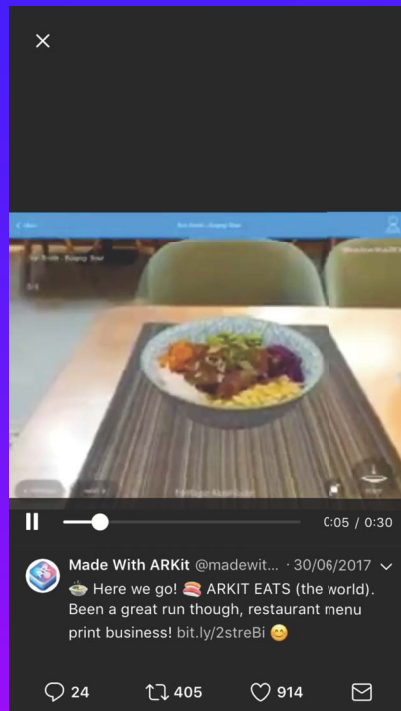


# #2

## Digital First Leadership & Vision

# Dawn of AR in the Visitor Experience

*AR is set to become huge with Apple's AR Kit, Google's Holo Lens and Google's Tango. This will change everything from functional utility to transforming how we experience places.*

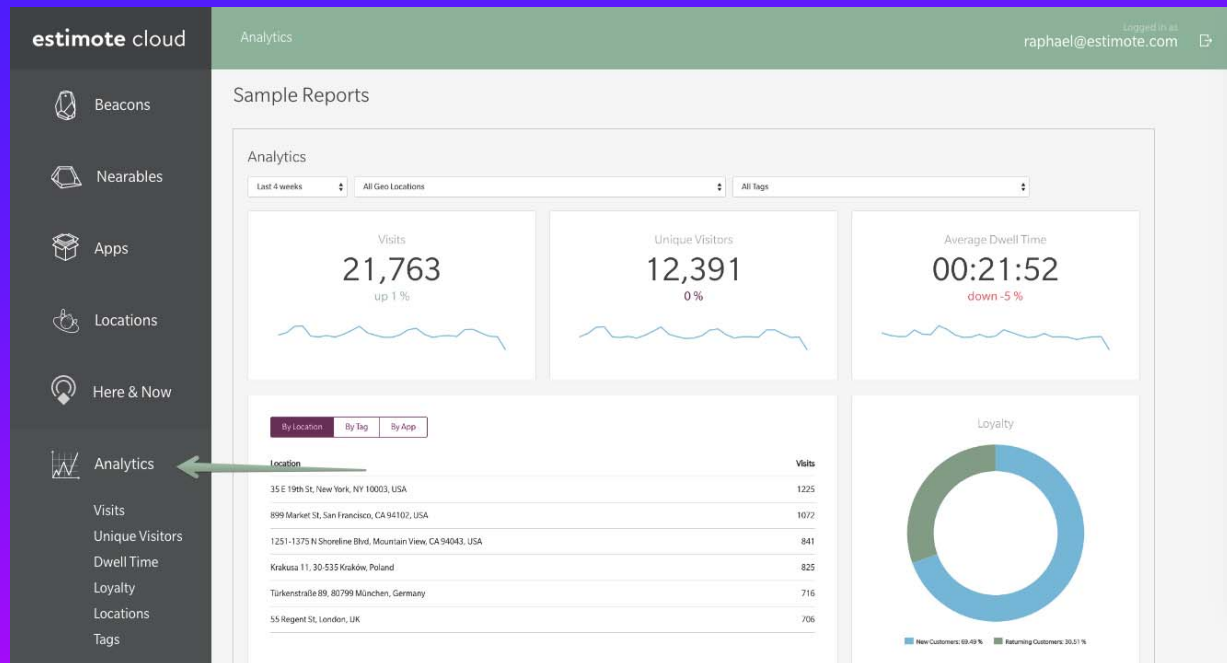


# #2

## Digital First Leadership & Vision

### Creating a Physical Web

*Beacons are about to take off, as small businesses tap-into real-time offline visitor intelligence and destinations think about beacon infrastructure as a digital layer to the destination.*



# #2

## Digital First Leadership & Vision

### Championing Competitive Innovation

*booking.com see huge value in continuing to adopt a glass box brand strategy alongside a search for future innovation and talent running booster camps for start-ups who work to solve key challenges set by the company.*



**Booking.com**  
booster



**Traveltech**  
Lab



**TEL AVIV  
YAFFO**



**#3**

Global &  
Local

**#3**

Global &  
Local

## Designing Sustainable Destination Growth

*Local product distribution is just one opportunity amongst a range of complex and challenging needs. Ultimately, tourism must be seen to benefit society as a whole.*

“we need to support local businesses”

“extending the season is crucial for our survival”

“tourism should benefit all, not a few”

“visitors as locals not tourists as visitors”

“we can’t get left behind with digital”

# #3

## Global & Local

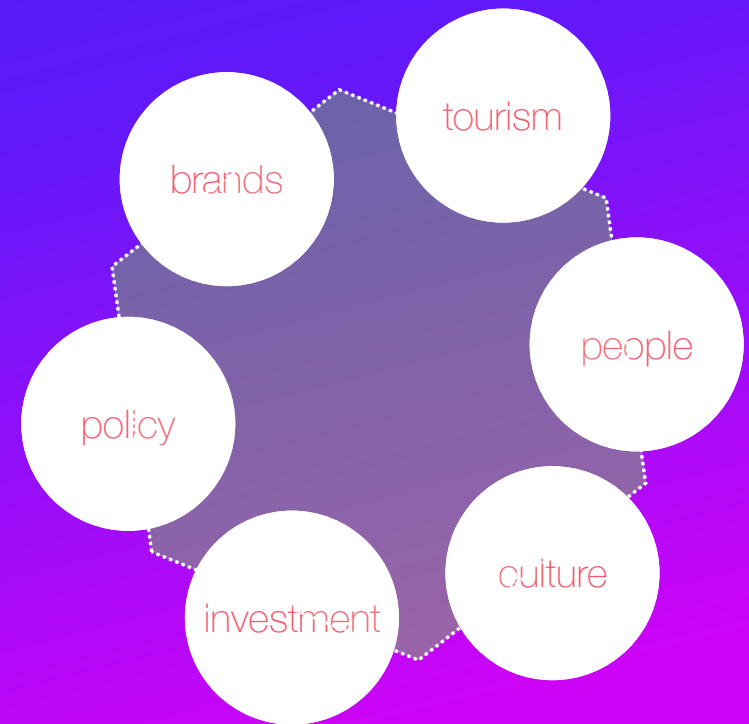
### Crafting & Exporting a Global Destination Brand

*The destination brand is more than just a logo, image or campaign. It's a richer myriad of multiple sectors. Working together to innovate, shape and deliver on a vision will deliver a long-term sustainable return.*

Building a leading multi-modal travel system”

Investing new technology R&D for the travel sector

Designing & optimising the visitor experience



“we’re a media  
company now”

“we’re a matrix  
organisation”

“we’re privately  
funded and led”

Destination *x* Organisation

How can the DXO shape policy and how can policy drive sustainable destination growth & development?



thank you!



Nick Hall, Founder  
Digital Tourism Think Tank