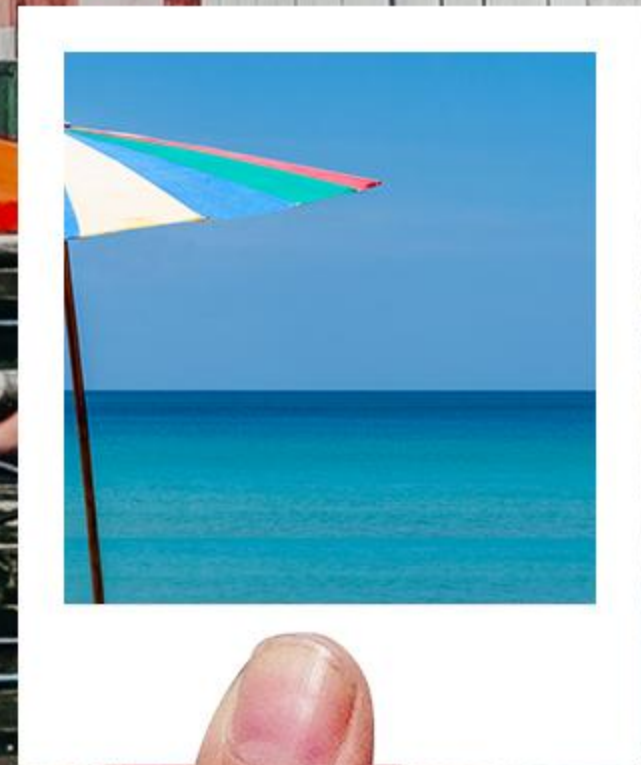


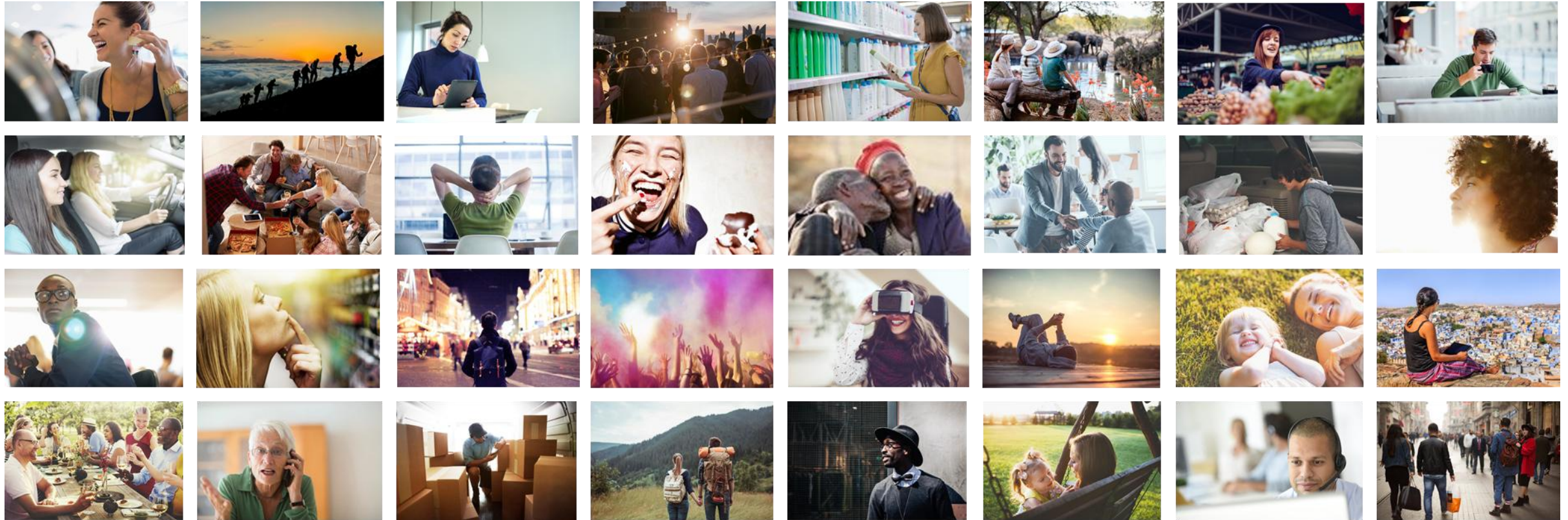
KANTAR TNS

The moment that...  
travelling got personal





# Billions of connections, choices and decisions are made at any one time



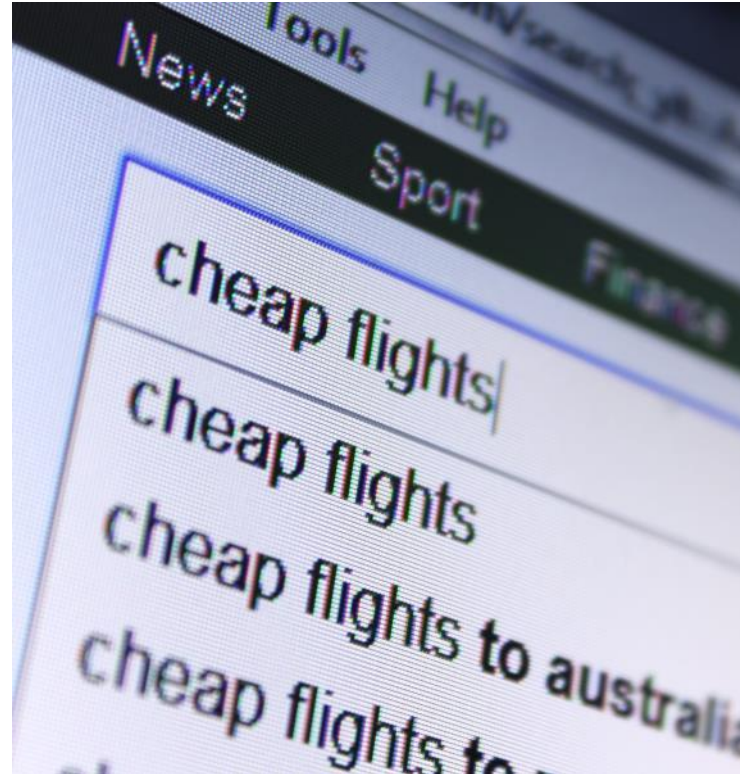


# The travel category is becoming more complex as consumer repertoires expand and your ability to influence their choices is being challenged

Consumer needs are changing



Markets are getting more competitive



There is a touchpoint explosion



# The big question for travel brands must be how to grow within a profoundly more challenging market?

How can you win when trends and consumer needs are diversifying?

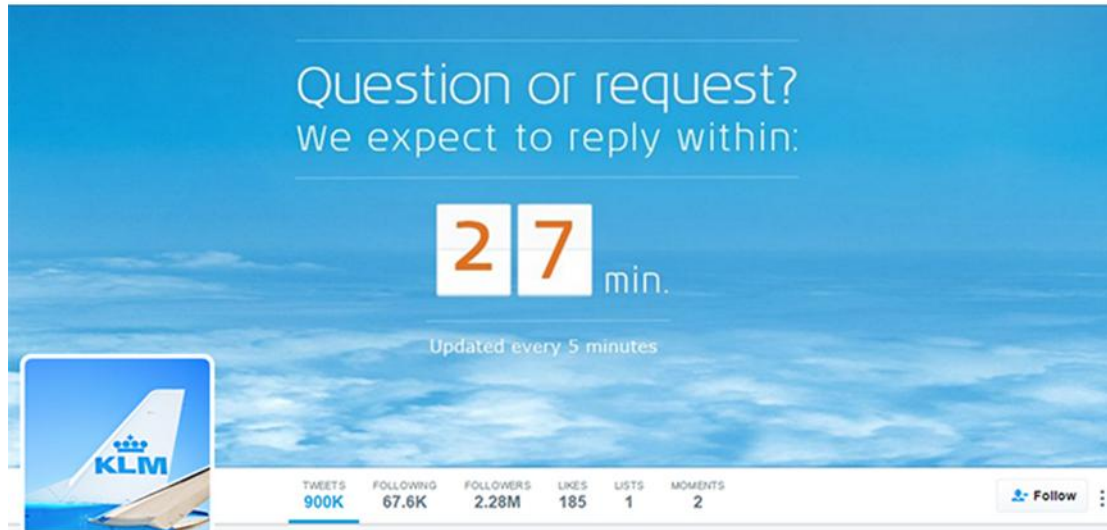
How do larger travel operators protect their share from smaller more nimble challenger brands?

How can brands respond to the touchpoint explosion to gain a competitive advantage?.



Understanding **the moment** is the  
key to navigating this complexity

# Attune your social strategy to support people with human intervention and drive a competitive advantage



KLM positioned their Twitter account as a “hub” on their CRM platform and boldly channelled a number of personal services through the site, making them much easier to access than most travel brands.



## Expand your services to offer something that might be entirely different but complementary to your core 'product'



Initially focused on brokering accommodation between homeowners and vacationers, AirBnB identified an important moment – the question of what to do after ‘check-in’ – and met it with an experience-led offer.

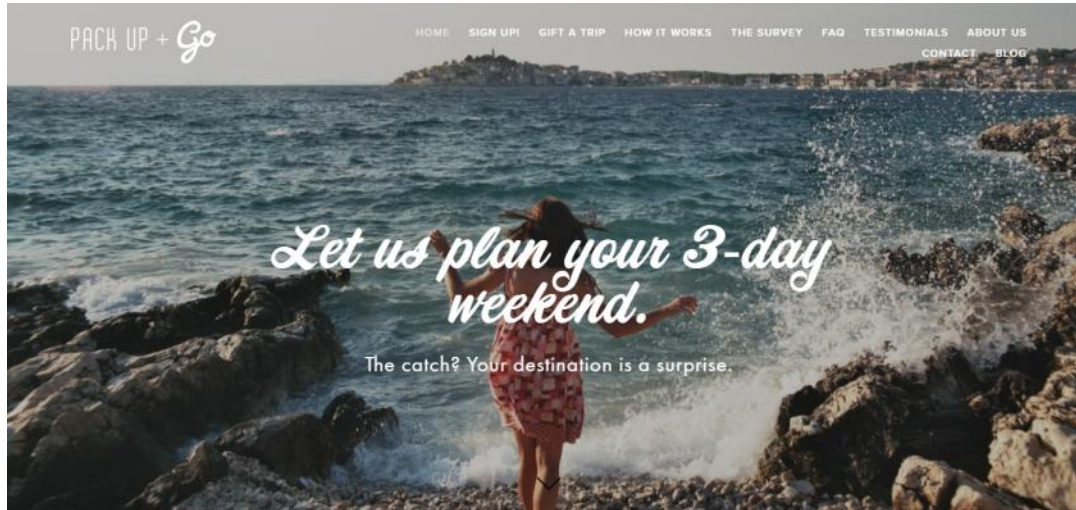
## Drive innovation by understanding emerging moments of opportunity



Capitalising on the social trend, Starwood Hotels and Resorts leveraged Facebook by offering special deals on their Exclusives page, a campaign run solely on their Facebook page. The campaign generated over \$2 million in sales.

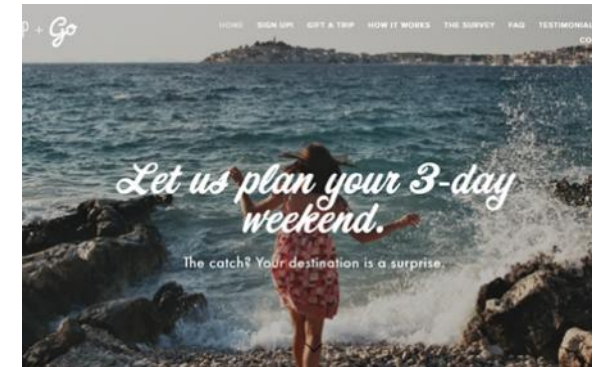


# Buck the trend by tapping into the traveller's sense of adventure



Pack Up & Go have updated the traditional travel agency model by keeping the destination as a surprise, planning all aspects of your trip based on a survey you complete.

# Travel brands must embrace a new world that's fuelled by resourceful and adventure hungry people.



# What are your challenges?



## 1. Identify

Where is the opportunity?

What moments matter to my targets?

What are their needs and preferences in those moments?



## 2. Optimise

How can I optimise my brand/innovate to target key moments?

Which innovations will deliver niche brand building value? Which will achieve volume?



## 3. Activate

How can I activate the opportunity?

How can I create mixed media planning to maximize impact and relevance and minimize wasted investment?