

Get More out of Digital and Data

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Love Loch Lomond
Business Loch Lomond
31 May 2018



Business
Loch Lomond

Plan for Today

9:45-09:50 - Welcome & Introductions

9:50 -10:30 –Tourism Now & In Future – Data, Trends & Examples

10:30 – 11:30 – Your Business & Data
(Group/Interactive sessions)

Tourism Scotland to 2025 –Who are our Customers?

11:30 – 11:45 –Comfort Break

11:45 – 12.15 – Digital Tourism Resources & Learning Opportunities

12:15- 12.30–Review, Next steps, Action Plans

12:30– 1pm– Synden Grieve, Market Manager, Expedia

1pm -2pm - Networking lunch - close



Key sources of data and content reference sources: The Data Lab, Scottish Enterprise, ETAG

What do we mean by 'data'?

The tourism industry in Scotland is worth at least £11bn to the economy and employs over 217,000 people in Scotland. It is also a sector that currently has a low concentration of data science expertise, but the use of data has the potential for real impact within the sector.

Data Science is the development and application of computational methods for **extracting knowledge from data.**



Types of data

TRANSACTIONAL DATA

Typical transactional data including invoices, payment orders, storage records and deliveries

SOCIAL DATA

This can include data from social media services and functionality such as Facebook Likes, Tweets & YouTube views

MACHINE DATA

This data can consist of information gathered from industrial equipment, real-time data from sensors and web logs that track user behavior online



What can data do for tourism?

Predict
Forecast
Improve Efficiency
Personalise Customer Experience
Improve marketing planning
Inform business decision – making
More?

Visitors to Scotland are becoming:

- _more international

- _more digital

- _more adventurous

- _more independent

- _more interested in meeting the locals

The Tourism Scotland 2020 Mid-term review says that we all need to:

- _strengthen industry leadership
- _strengthen digital capabilities
- _influence investment
- _enhance the quality of the visitor experience



CUSTOMER WANTS

- TO BE WELCOMED, VALUED & UNDERSTOOD
- PERSONALISATION
- GREATER VARIETY OF EXPERIENCES & ITINERARIES
- INSTANT AVAILABILITY, RESPONSES & BOOKING
- FRICTIONLESS TRAVEL SMART TICKETING
- IMMERSIVE EXPERIENCES – LIVE LIKE A LOCAL
- TO LEARN SOMETHING GIVE SOMETHING BACK
- CONSIDERATION OF SUSTAINABLE PRACTICES
- SMOOTH TRANSITIONS FROM CITY TO COUNTRYSIDE
- PRODUCT & INFRASTRUCTURE LINKED –
culture/tourism/transport/communities



Tourism data



Social



Transactional

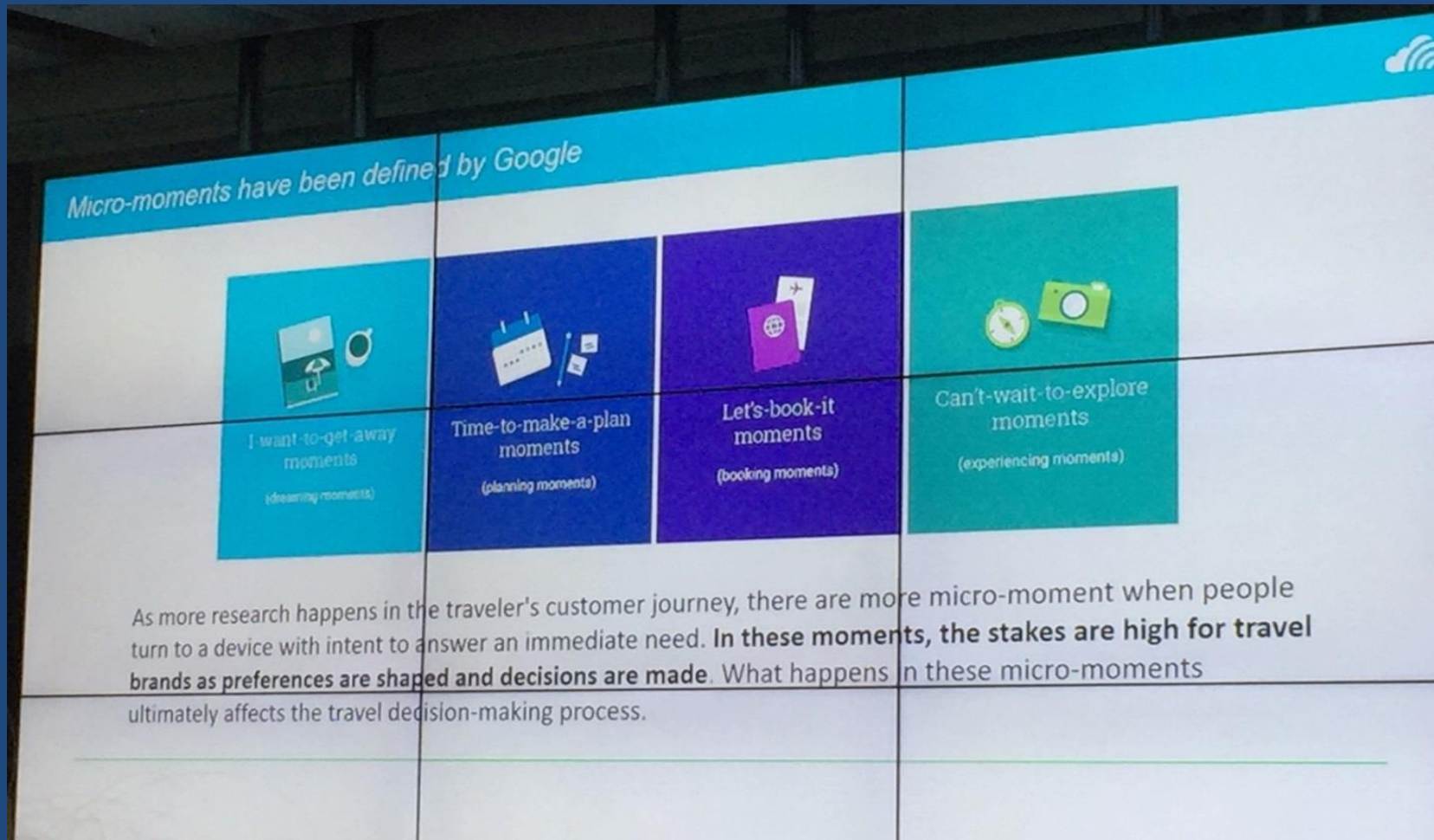


Machine

Using for Data for Tourism Examples



Google Micro-Moments



Navigation- Amsterdam



Using Live Data to solve problems & assist visitors

amsterdam marketing

Use of data

The screenshot displays the 'I Amsterdam' website's 'VISITING' section, which provides real-time wait time data for several museums. The interface is clean and uses a color-coded system to indicate wait durations.

Museum	Status / Description	Wait Time	Additional Info
Eye Filmmuseum	Updated 30 minutes ago. Dive into the art of cinematography at this museum dedicated to the	0-10min wait time 0-10min average	SEE MORE DETAILS
Van Gogh Museum	Updated 24 minutes ago. Visit the world's largest collection of paintings by Vincent van Gogh.	3h wait time The line is on hold.	
Heineken Experience	Museum is now closed. Take an interactive journey through the creation of a world	- wait time - average	SEE MORE DETAILS
Anne Frank House	Updated 30 minutes ago. Step inside the secret hiding place where Anne Frank lived during World	before 15:30h: online ticket entry only after 15:30h: tickets at the door	SEE MORE DETAILS
Rembrandt House Museum	Updated 20 minutes ago. Learn about Rembrandt van Rijn's fascinating life and artistic inspiration.	0-10min wait time 0-10min average	
Cobra Museum	Museum is now closed. Be inspired by the avant-garde artworks of the Cobra movement of	- wait time	

On the right side of the page, there is a vertical red banner with the text 'I amsterdam.' and a search bar at the top right.

Source: Amsterdam Marketing, Geerte Udo, ETAG Conference 2018

Predicting/Optimising

← NYC – SFO

Choose Your Travel Dates

\$290+

\$300+

\$310+

\$320+

\$(USD)

November



December



January



February



← NYC – SFO
Dec 14 – Dec 23



You should wait for a better price.

You could save as much as \$42 per ticket by watching this trip.

Watch This Trip

Shop Flights

Price Prediction



Until Nov 7

Prices will vary over the next 5 days, dropping as low as \$403 (savings of \$42).



Nov 8 - Dec 12

Prices will probably rise about \$36 after November 8.



Dec 13 - Dec 14

Prices are expected to climb at least \$242 after December 13.



Dec 14

Departure

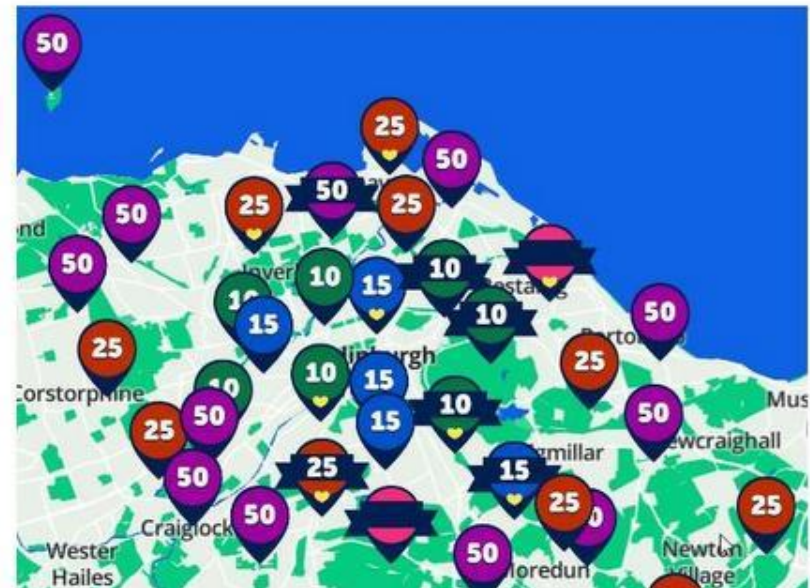


Gamification - Helping to highlight other areas of a destination



**Accept Adventures,
Go on Quests,
Share Local Experiences!**

Gain points and win rewards going on Adventures and Quest, using the fun and interactive location-based app game.
See if you can climb the levels and share your Experiences in Scotland!



Questions & Review



Tourism Trends

Millennials
Collaborative Economy
Tourism Megatrends to 2025

Who will be our customers?

MILLENNIALS & GEN Z lead the way

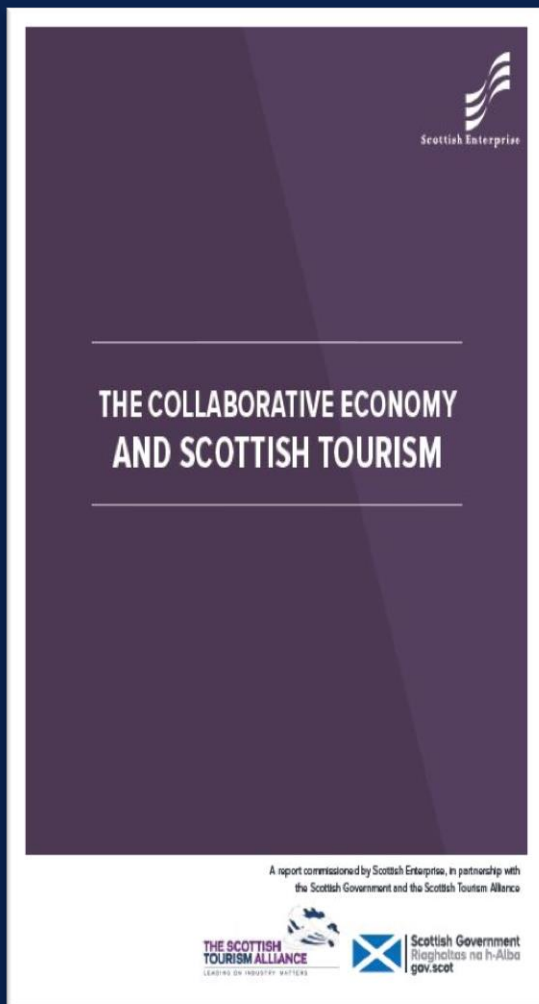
- THE FASTEST GROWING CUSTOMER SEGMENT IN THE TOURISM INDUSTRY, EXPECTED TO REPRESENT 50% OF ALL TRAVELERS BY 2025
- AGE GROUP WITH HIGHEST INTENT TO VISIT EUROPE FROM LONG-HAUL MARKETS
(European Travel Commission)

Key Trends

- Mobile
- Personalisation
- Competitive pricing – tend to be quite price savvy and will shop around
- Interested in the sharing economy and experience focused
- Interested in value add – this can be small things eg wine or tickets to something
- Want easy online service
- Will interact online and will actively review – great place to engage with them
- The difference between younger and other travellers is narrowing – younger travellers are becoming more affluent and want similar things

the collaborative economy:

“Connecting individuals or communities via online platforms enabling the sharing or provision of goods and services, assets and resources without the need for ownership”



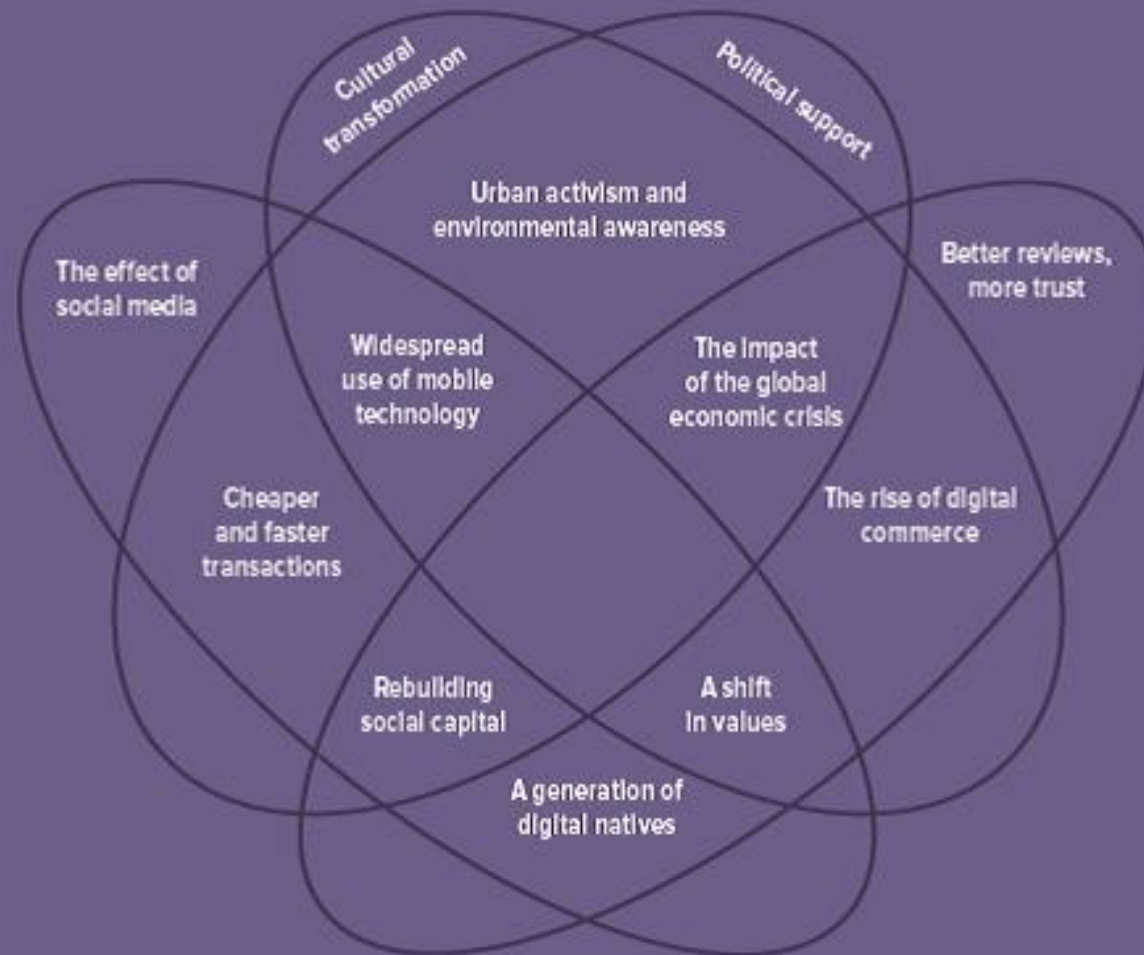
Commissioned by:
Scottish Enterprise

In partnership with:
The Scottish Government
The Scottish Tourism Alliance
Written by


TOPOSOPHY
DESTINATION MARKETING AGENCY

<http://businesslochlomond.com/knowledge/knowledge-post/the-collaborative-economy-and-scottish-tourism>

What's behind the rise of the collaborative economy in tourism?



Source: The Collaborative Economy and Scottish Tourism Executive Summary, Scottish Enterprise, January 2018

A person with dark hair is sitting at a desk, looking down at a smartphone held in their hands. A laptop is open on the desk in front of them. The background is a bright window with a view of a city skyline. A dark blue semi-transparent box with a white border is overlaid on the left side of the image, containing a list of five items, each preceded by a small yellow horizontal line.

- _mobile technology
- _digital natives
- _better reviews, more trust
- _cheaper, faster transactions
- _the social media effect

AIRBNB IN SCOTLAND

- 21,000 active listings in Scotland⁴
- 12,600 hosts who hosted from 1st March 2016-1st March 2017, hosting 802,000 inbound guests
- £68 million total income earned by host community
- 2.8 nights average length of stay per guest
- 58% of listings for entire home, 41% for private room, and 1% for shared room
- Average host age in Scotland: 44 years, 64% female, 36% male⁵



35% of Scottish adults have used a collaborative economy platform. **Over half** of Scottish adults who've used a collaborative economy platform are aged 18-34. **21%** of collaborative economy users in Scotland have used an online home-sharing service². **52%** of adult EU citizens are aware of the services of the collaborative platforms, **32%** have provided a service through a collaborative economy platform at least once³. **Millennials are leading:** adult EU citizens **aged 25-39** are the **most likely** age group to use the collaborative economy, however the profile of **users** and **providers** is becoming **more diverse every day**.

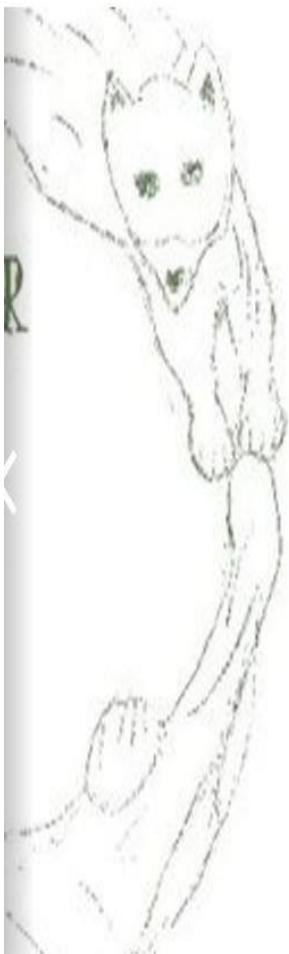


What happened to
accommodation and
transport is now
happening to **FOOD**



- Meals, food tours and cooking classes
- 20,000 hosts, 150,000 guests, 130+ countries
- Hosts can be individuals & travel trade
- Has partnerships with The Travel Corporation, Airbnb...





DINNER AT OURS - THE BEST OF SCOTLAND

[Menu](#)[Reviews](#) ★★★★★ (4)[Place & Amenities](#)

€28 per guest (incl. fees)

Number of guests

2 guests



— Edinburgh, United Kingdom —

EDINBURGH PHOTOGRAPHY WALKING TOUR with Instie

✓ VIDEO VERIFIED



STYLE: ARTSY, CHIC, EDUCATIONAL, OFFBEAT



Tweet



Share

Join our guided instagram photo tour of Edinburgh and capture the top 10 sights of this beautiful city.

Once your tour is complete, head to a cosy pub to compare snaps and share stories.

MAKE A RESERVATION

\$30

per person
for 2 hours

UNYOKED

MINIMUM FOOTPRINT, MAXIMUM CHILL

Disconnect with your own tiny house in the wilderness

Book now

you
camp.

HOST REFERRAL PROGRAM



LIST YOUR PROPERTY FOR FREE

HELP

LOGIN

SIGNUP

Adventures on Private Land

Where would you like to go?

Go

YUUCAMP.com **(AUSTRALIA)**

- Single camp sites
- Cabins
- Outdoor activities
- Guided tours
- Farm produce
- Firewood
- Equipment hire



Gruesome Tales of Edinburgh 爱丁堡的阴森故事

📍 Edinburgh, United Kingdom



tour by Jozette 安佳琳

[Share this tour](#) <



from \$93 pp

★★★★★ 1 Review

 SELECT AN OPTION

☐ \$67

For small groups (1-10 people)

☐ \$93 per person

For large groups (over 11 people)

☐ \$NaN per person

For groups of 5-10

Featured tours

Check out our selected tours



Coney Island & Brighton Beach Wal...

James in New York, United States

Price: from \$25 pp

Questions & Review



Mega Trends Impacting Tourism to 2025



Megatrends are defined as a long-term change in behaviour or attitude with global impact across multiple industries. This long-term analysis view is critical for any organisation or company that wants to shift from reacting to the short-term and move to innovation strategies including identifying and implementing solutions that better address the needs of tomorrow's consumers.

Experience More

Experience local people, culture, heritage, countryside, cities, food & drink

Optimise the senses

Use technology to deliver a superior visitor experience that is:

Engaging, authentic and transformational



Time Out
Food
Market
Lisbon –
3m+ visitors
2016

Create more opportunities for tourists to experience truly local produce - maximise Scotland's food and drink heritage, such as whisky, seafood, gin, game.

Limitless Discoveries

Make a country far more compelling than one or two cities or famous landmarks

Stimulate visitors to know more, do more, travel further and stay longer

Examples: New Zealand, Canada, Iceland, Ireland, Spain, Denmark

Position key cities as gateways to other parts of the country

Sustainable, responsible travel

Create itineraries, joined up experiences across (reliable) transport & ticketing



Alpine Pearls joins together 25 destinations across 6 countries in the entire Alpine area, combining tourist sites with eco transportation, dispensing with the car.

The Evolving Traveller

Demographic & social shifts – older, younger, disabled travellers

Increase in travellers from China, India, Middle East, South East Asia

Predicted that 1 in 3 Europeans will be 60+ by 2025.

Growing focus on attracting older, wealthier, active travellers – mobility/accessibility

Make accessible travel mainstream rather than niche for disabled travellers

Millennials value sustainable consumption & are willing to pay more for services

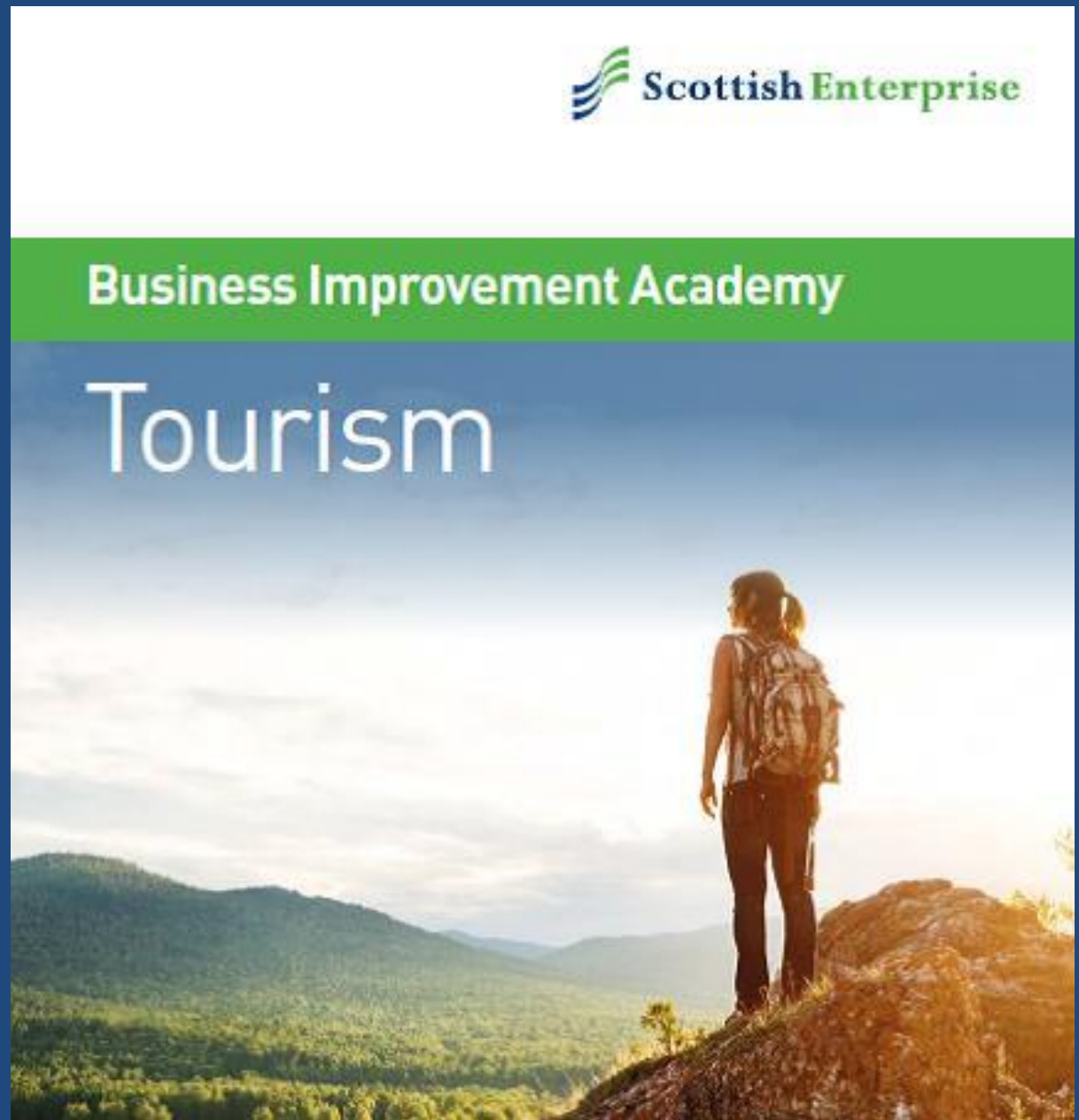
committed to creating a positive environmental impact

My Green Butler Australia



Over a 17 month trial period at a 4½ star accommodation, guests were persuaded to use significantly less energy, including water and electricity while they enjoyed richer personalised activities. This service innovation is being tested for sustainable tourism outcomes in several tourist accommodations in three countries.

Designed to support ambitious and growing businesses that need to engage with the concept of sustainable continuous improvement in order to become more productive.



What can data do for your business?

Personalised
Experience

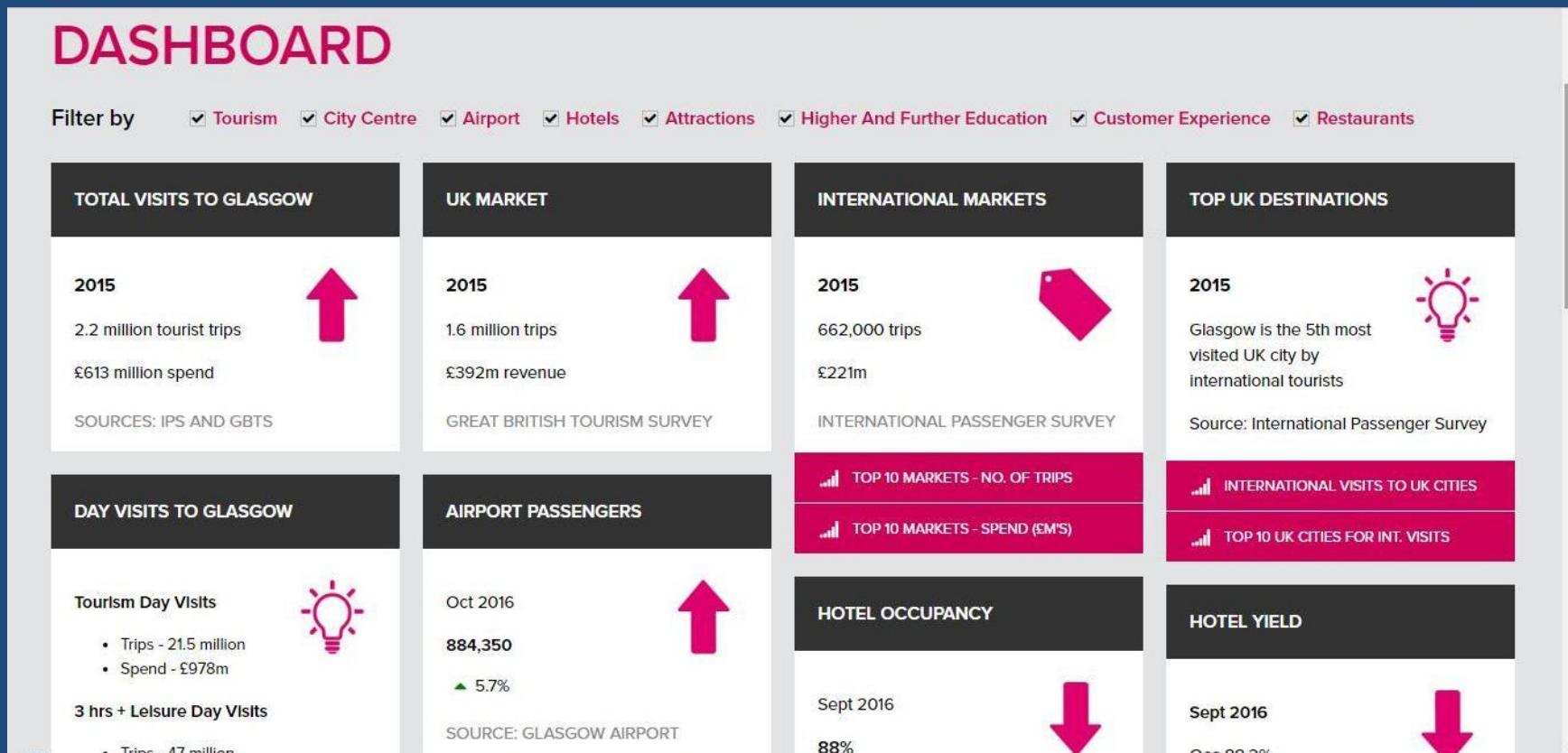


Efficient
Business
Operation

Effective
Marketing

Better Customer
Engagement

Glasgow City Marketing Bureau Insights Dashboard



<http://glasgowcitymarketing.com/research-and-insights/dashboard/>

Business Loch Lomond Destination Dashboard



Sign in to view: www.businesslochlomond.com

Business Case Studies & Insights



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Knowledge

Filter Category



Filter By Type



Reset



DIGITAL | APRIL 06, 2018

In Your Element: Sharing a Passion for the Outdoors

BUSINESS DEVELOPMENT | APRIL 04, 2018

Collaborating for Success: Experience Scotland's Wild



DIGITAL | APRIL 04, 2018

East Cambusmoon Holiday Cottages: Creating Exceptional Guest Experiences



BUSINESS DEVELOPMENT |

FEBRUARY 09, 2018

Learning from Norway: Business Innovation & Product Development



TOURISM | JANUARY 01, 2017



Destination Research



Data & Your Business



How are visitors reaching you?



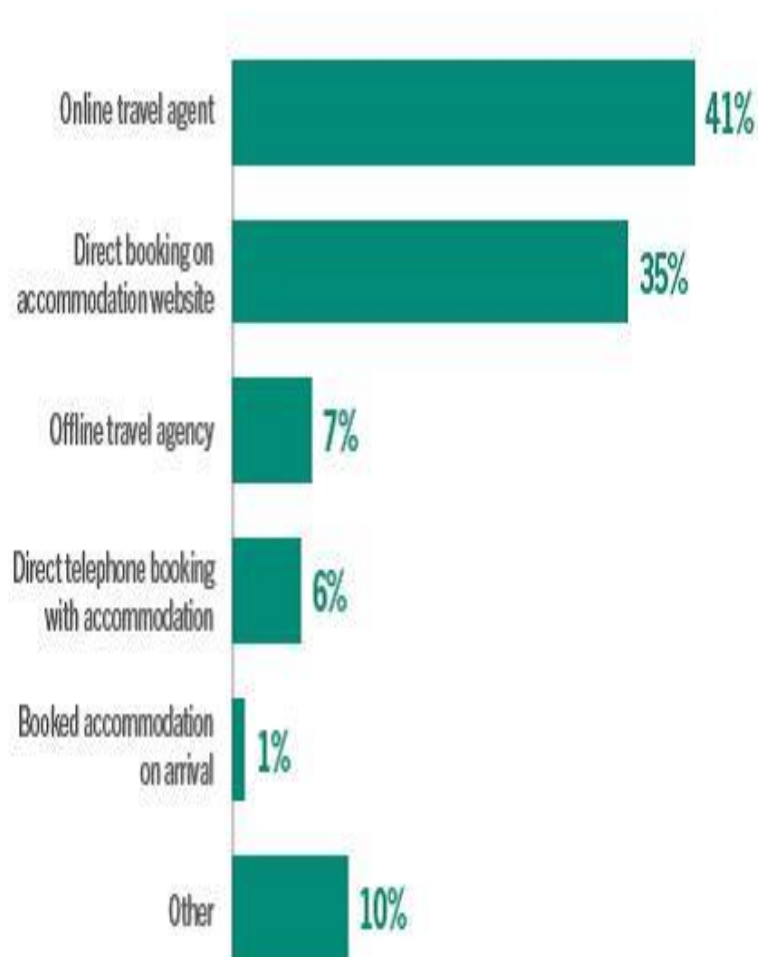
68% UK Travellers :online booking journey starts on metasearch

12% of all international travellers coming to the UK, search for destinations in Scotland.

56% - Weekend travellers account for the largest group of guests

78% Based on search volume, 78% of all international searches for destinations in Scotland come from just ten countries: Germany, Spain, the US, Ireland, Italy, Canada, the Netherlands, France, Australia and Sweden.

How are Customers Booking?



OTAs

Used more regularly by...

- Frequent holiday makers
- Those going on international breaks
- **Experience Seekers** - a globally diverse segment of travellers
- Millennials



Book Direct

Used more regularly by...

- Those undertaking domestic or niche holidays (e.g. activity breaks)
- North American travellers
- **Seeking it All** travellers - a segment keen to maximise local interactions
- Baby boomers

Customer Booking Trends

OTA vs. Direct Booking

Our research thus far has identified the important role of online booking channels, such as Booking.com. But how does the experience of using and booking through these channels compare to browsing and booking direct on, say, Marriott's or Hilton's websites?

Experience of Using Travel Websites¹



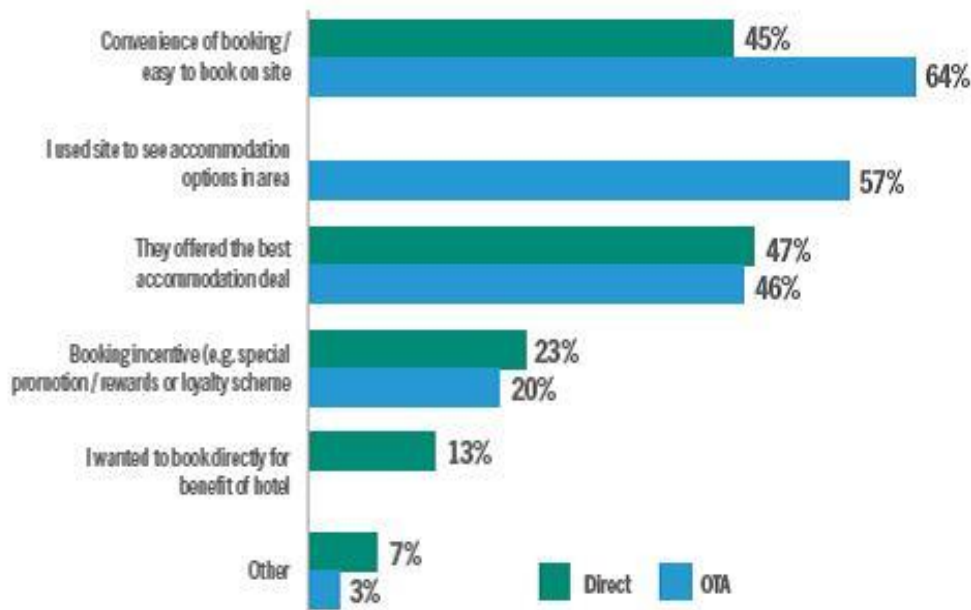
OTA Average



Direct Booking Average

As shown above, there was some evidence to suggest that OTAs offer a better user experience compared to accommodation brands' own booking facilities, as the OTA experience was rated higher than the direct booking experience (4.26 vs. 4.13). Drilling down further, it was interesting to note higher satisfaction among Expedia and Booking.com customers than among Hotels.com customers.

Unsurprisingly, the results to the left suggest that the choice to book accommodation using an OTA, or directly on the accommodation's own website, is about more than just the user experience. We now explore key benefits and concerns our panellists associated with these two accommodation booking options.



There were stark contrasts in travellers' reasons for using the different channels. OTAs were favoured due to their convenience, and, linked to that, the information they provide on accommodation options in a destination. Meanwhile, those who booked direct were less interested in convenience and were more interested in achieving the best accommodation deal. This finding highlights recognition of the benefits of booking directly in order to achieve the most competitive rate.

Source: Scottish Enterprise/STR Consumer Travel Insights
Accommodation Booking Trends 2017

¹ Rating scale: 1 to 5 with 1 being the lowest score and 5 being the highest score.

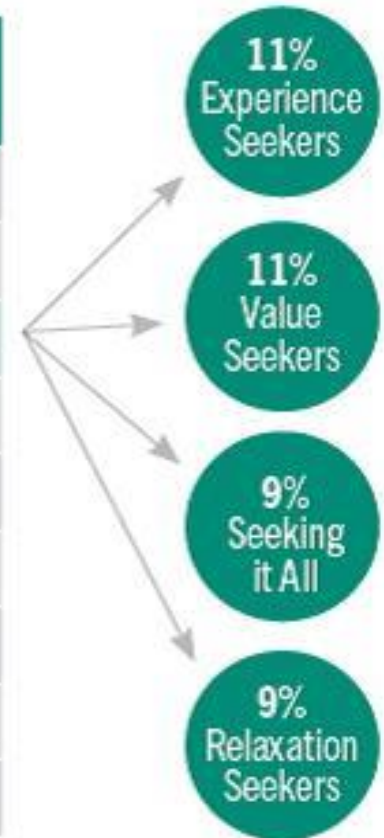
Air BnB Usage

39% travellers have used Air BnB at some point in their travels

Usage peaks in 25-34 age range (54%)

Higher uptake for female travellers
44% v 32% male.

Form of Accomodation	% of travellers in Q3 2017
Hotel	58
Staying with friends / relatives	10
Room / Flat rented via Airbnb	9
Bed and breakfast / guest house	5
Self-catering (exc sharing economy)	5
Serviced apartment	3
Hostel	2
Other sharing economy website	2
Other	4



Experience Seekers demonstrated the warmest engagement with Airbnb, with 45% having used the service at least once in the past. This is a reflection of their eager attitude to uncover new things to do, absorb local history and expand their understanding of culture.

STR Traveller Panel 2k international respondents (November 2017)

**Key segment:
Aged 35-54 (41%)**

59% female, 41% male

Analysis identified 5 Distinct Types of Travellers

Source: Scottish Enterprise/STR
Consumer Travel Insights
Accommodation Booking Trends 2017

Who are our customers?

26%
Seeking
it All

These travellers are interested in a complete experience, in particular: experiencing new places and cultures, finding things to do, and enjoying food and drink options. 'Seeking it All travellers' tend to be female and reside in North America, with an average age of 47.

20%
Experience
Seekers

Experience seekers want to find things to do, absorb the history and ambiance of the places they visit and expand their understanding. Mostly female, and tending to reside in both North America and in Europe, but less so in the U.K., these travellers are younger than average age (44).

22%
Value
Seekers

Value seekers are focused on finding things to do and enjoying their travels at an affordable price. These travellers, who are equally likely to be male or female, tend to live outside of Europe and North America. They have an average of age of 46.

19%
Relaxation
Seekers

Relaxation seekers are focused on relaxing and unwinding, in particular by seeking out enjoyable food and drink options. These travellers are almost equally likely to be male or female, and tend to reside in the U.K.. They have an older average age (48) compared with the other segments.

14%
Go with the
Flow

These travellers have no particularly strong motivations for travelling, rather, they seem willing to 'go with the flow'. They are most likely to be male and are commonly from Europe and the U.K.. They are a comparatively younger segment (average age: 44) and are more open to new experiences.

CUSTOMER WANTS

- TO BE WELCOMED, VALUED & UNDERSTOOD
- PERSONALISATION
- GREATER VARIETY OF EXPERIENCES & ITINERARIES
- INSTANT AVAILABILITY, RESPONSES & BOOKING
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- SMOOTH TRANSITIONS FROM CITY TO COUNTRYSIDE
- PRODUCT & INFRASTRUCTURE LINKED –
culture/tourism/transport/communities



Questions & Review



Data & Your Business

- ❖ 5 mins – a short discussion about the **opportunities and implications** around your table – notes onto flip chart
- ❖ 10 minutes - **What are you already doing** – notes onto flip chart
- ❖ 10 mins - **What are you not currently doing / need to improve and what barriers are stopping you**– onto flip chart

Tourism to 2025



3 Trends – Discussion & Ideas?
Experience More
Limitless Discoveries
The Evolving Traveller

Digital Tourism Resources & Learning



Digital Tourism Scotland

Getting Started

Your journey to digital marketing success starts here. Learn the basics and make future decisions with confidence.

[Getting Started](#)

SEO

Search engine optimisation is how you increase the quantity and quality of customers to your website through free search engine results.

[SEO](#)

Google Analytics

Gain a valuable insight into what your visitors do online – then give them more of what they want.

[Google Analytics](#)

Digital Advertising

Efficient use of paid media can raise awareness and drive sales. Put your business on the map.

[Digital Advertising](#)

CRM

Customer Relationship Management is just as

Social Media

Use platforms like Facebook, Twitter and Instagram in a

Content Marketing

Use creative content marketing to create blogs, videos and

Ecommerce

Most customers now expect to be able to book online. Learn

DIGITALBOOST

We'll help your business get a digital advantage

DIGITAL HEALTH CHECK

Do you want to know how your business could benefit from digital?

Spend 5 mins on our Digital Health Check to find out.

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www.bgateway.com/driving-growth/digitalboost

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Seize the digital opportunity

[GET STARTED](#)



Explore how websites work

[GET STARTED](#)



Build a strong online strategy

[GET STARTED](#)

<https://learndigital.withgoogle.com/digitalgarage>

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To find a workshop or event to help you with your business, just
search by category, keyword or location.



Events



Online tutorials

Find events in

West Dunbartonshire

Search for...

Search



17th August 2018



9:30am — 12:30pm



Clydebank, West
Dunbartonshire

Email Marketing (Intermediate) - DigitalBoost

Being able to engage your customers in conversation is a key way to
create sales. This workshop is ideal for people currently using email
but not to its full potential.



31st August 2018



9:30am — 12:30pm



Clydebank, West
Dunbartonshire

Producing Engaging Online Content (Intermediate) – DigitalBoost

Producing quality content is an excellent way of helping customers
develop a meaningful relationship with your brand, and ultimately
boosting sales. Learn to understand, source and measure content.



7th September 2018



9:30am — 12:30pm



Clydebank, West
Dunbartonshire

Twitter & Hootsuite (Intermediate) - DigitalBoost

A workshop for businesses that already use Twitter as part of their
digital marketing strategy, and wish to produce more engaging
content, reach a wider audience and measure the effectiveness.



28th September 2018

Paid for Advertising (Intermediate)

Chat now



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Resource**

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Questions & Review



Next Steps...

- Share 1 key thing that you've learned from today
- List 3 key actions that you plan to do for your business as a result of today
- Tell us what information we can help provide to assist you

online@lovelochlomond.com

www.lovelochlomond.com

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