

Destination Transformation

Relevancy in a digital world

**DIGITAL
TOURISM
THINKTANK**
WWW.THINKDIGITAL.TRAVEL





The Need to Transform

@nickhalltravel

@think_tourism

Transformation explained

Austerity
Disruptive Business
The Millennial Traveller
New technology
Global economic shifts

DESTINATION TRANSFORMATION FRAMEWORK

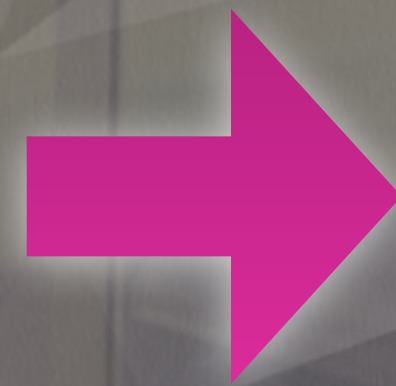
PILLARS

Funding

Governance

Engagement

Innovation



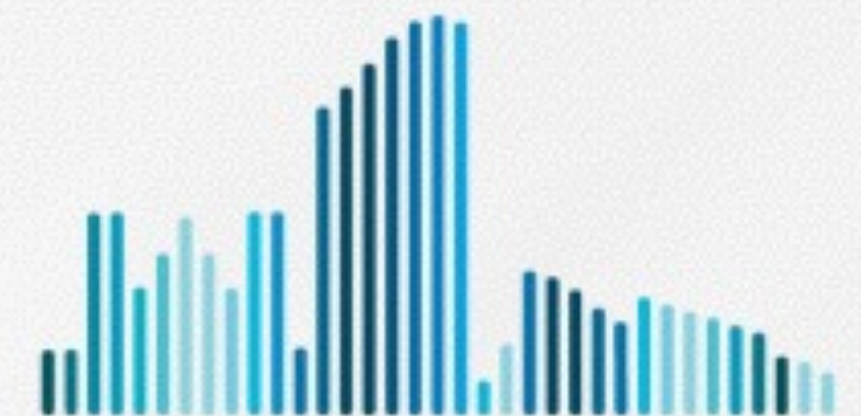
STAGES

Get Ready

Transform

Succeed

DIGITAL CITIES ASSESSMENT



EUROPEAN CITIES MARKETING

MEET EUROPEAN CITIES

DIGITAL CITIES ASSESSMENT

Status Quo

- Traditional Structures
- Slow Digital Transformation
- Need for Digital Mindset

Opportunities

- Collaborative Methods and Workflow
- Digitally Connected Cities



DIGITAL CITIES ASSESSMENT

Challenges

- Budgets
- Creative and Content Support
- Staying on top of Trends
- Measuring and Analysing Data
- Clear ROI of Digital



EUROPEAN CITIES MARKETING

MEET EUROPEAN CITIES



Transformation Approach

22% of cities describe their organisation as **progressive**, making big changes to **think digital** and **adopt a truly digital culture**

A woman in a green blazer is writing on a whiteboard in a meeting room. Two men are standing next to her, looking at the whiteboard. The whiteboard has some diagrams and text on it, including the word "marketing". The background is a blurred office setting with a desk and some plants.

Transformation #1 Collaboration & Workflow

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**“Collaborating is fundamental
to our business process, so it’s
at the core of our organisation”**



Maurice Haak, Online Marketer, The Hague

Use of collaborative tools

- 18% are currently not using any tools
- 42% of cities use collaborative tools only in certain departments
- 23% of say they are central tools for their organisation

Tools for Creativity & Structure



Power creative idea
Collaboration



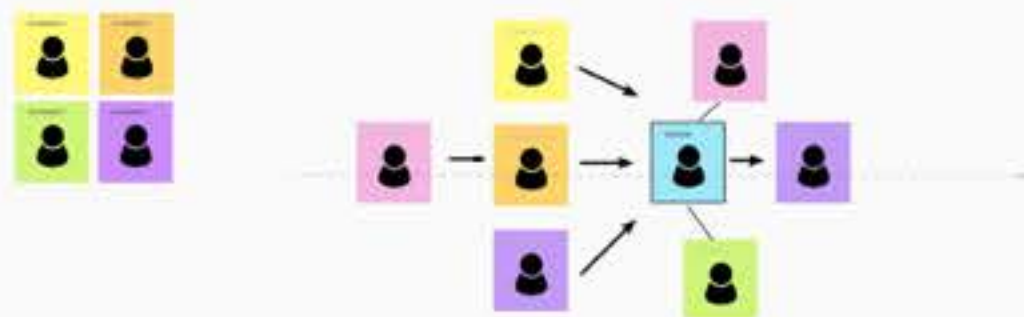
Organise thoughts,
present your ideas!



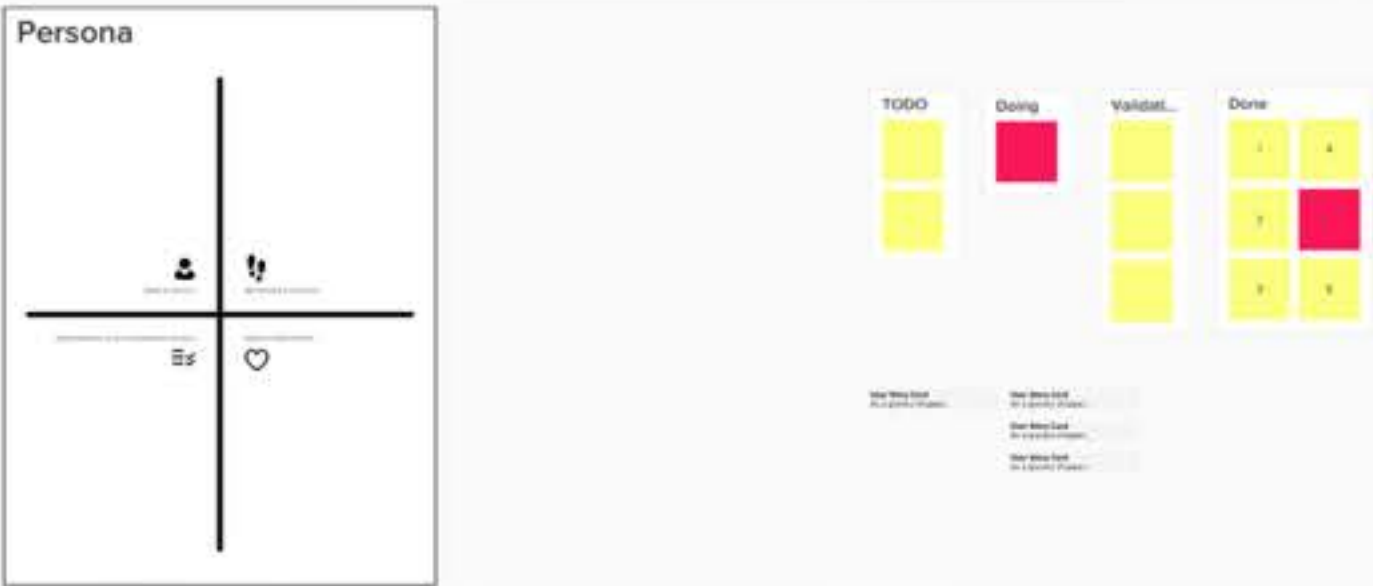
Transfer your entire
workflow, achieve big things!

EXPERIENCE MAP: Going to the Supermarket

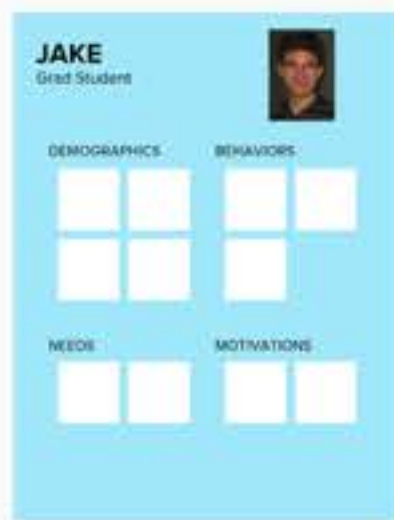
1 VALUE CHAIN



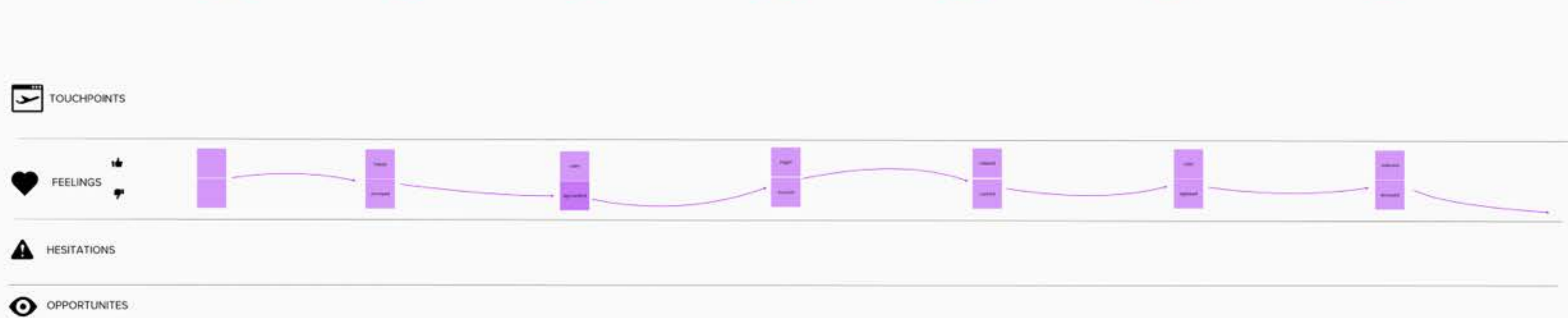
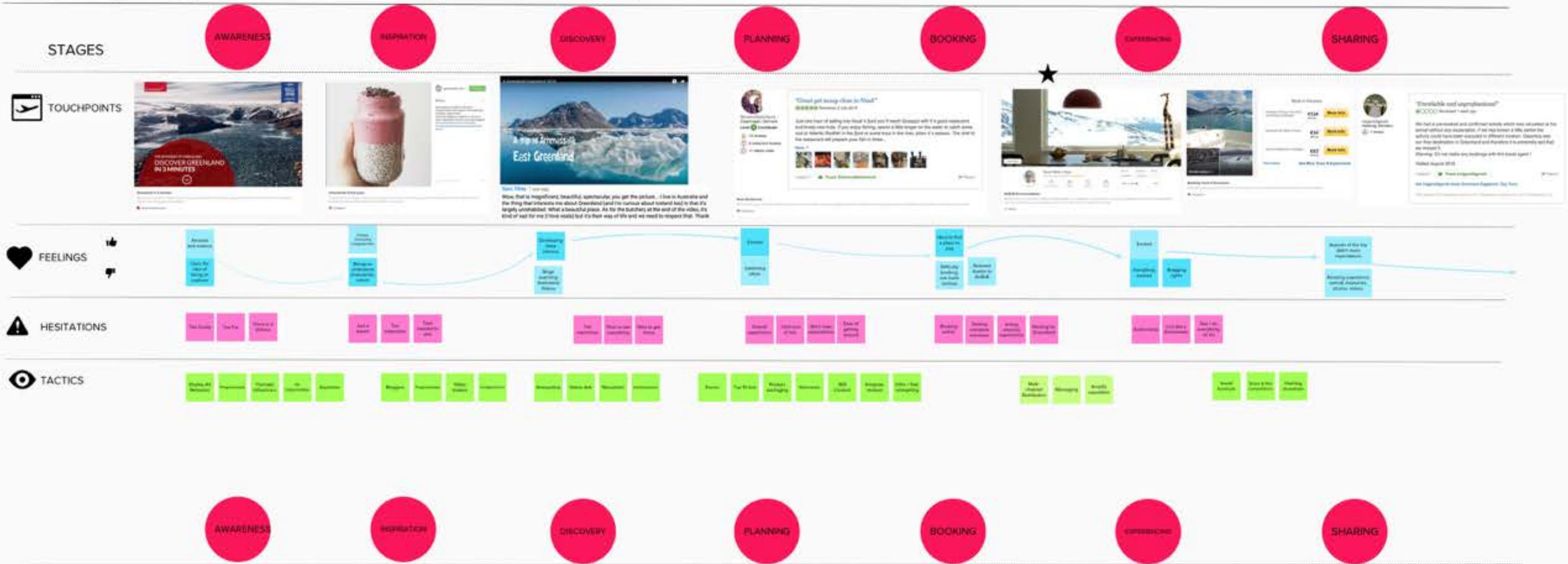
3 EMPATHY MAPS



2 PROTO-PERSONAS



4 EXPERIENCE MAPS

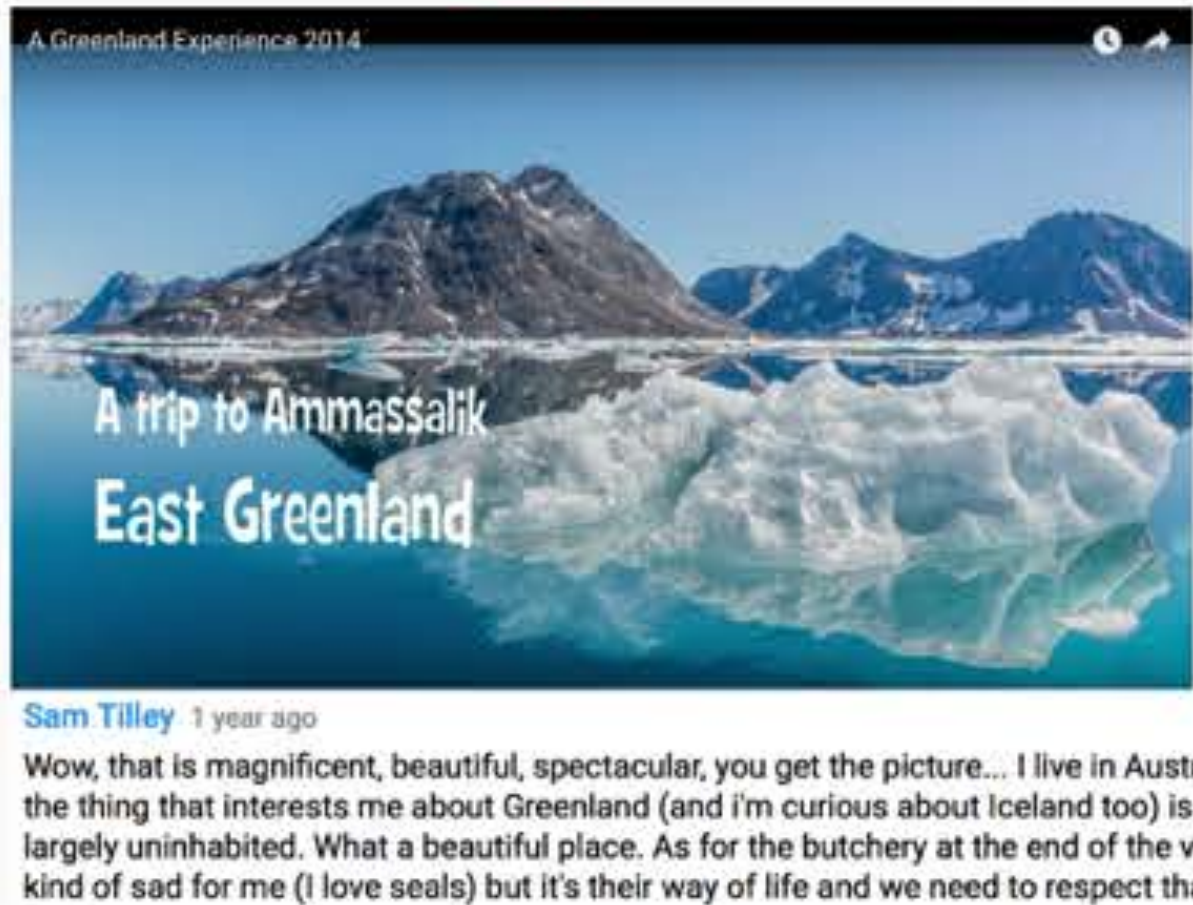
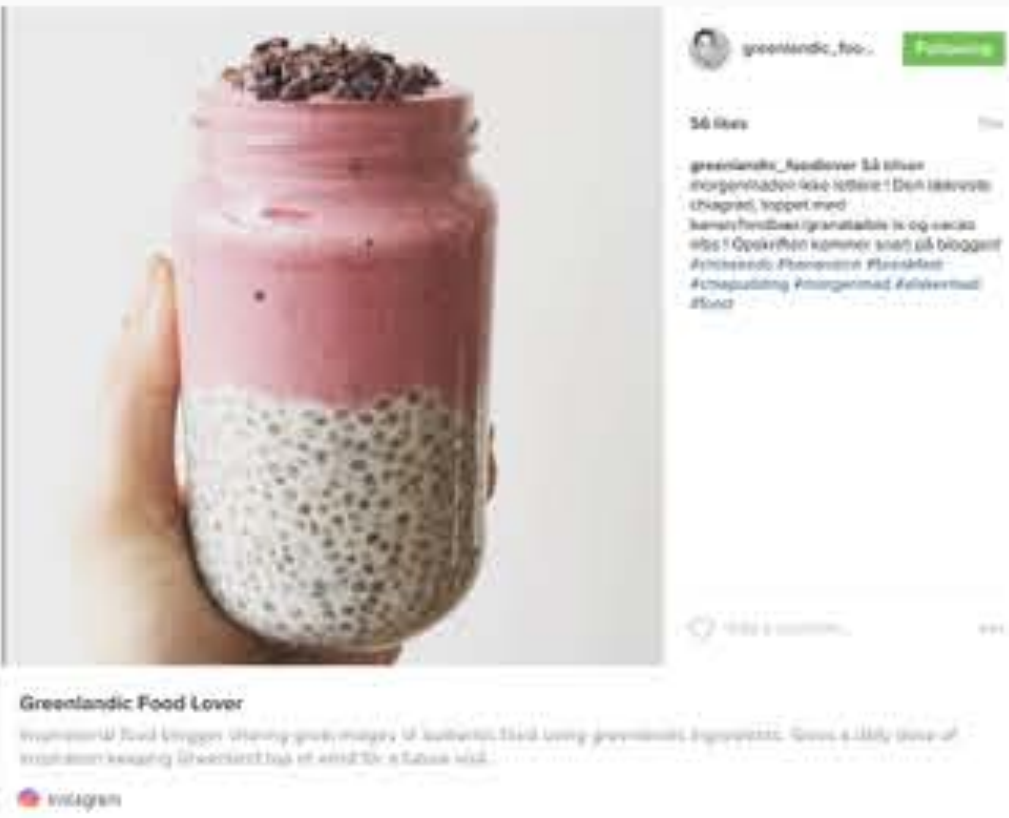
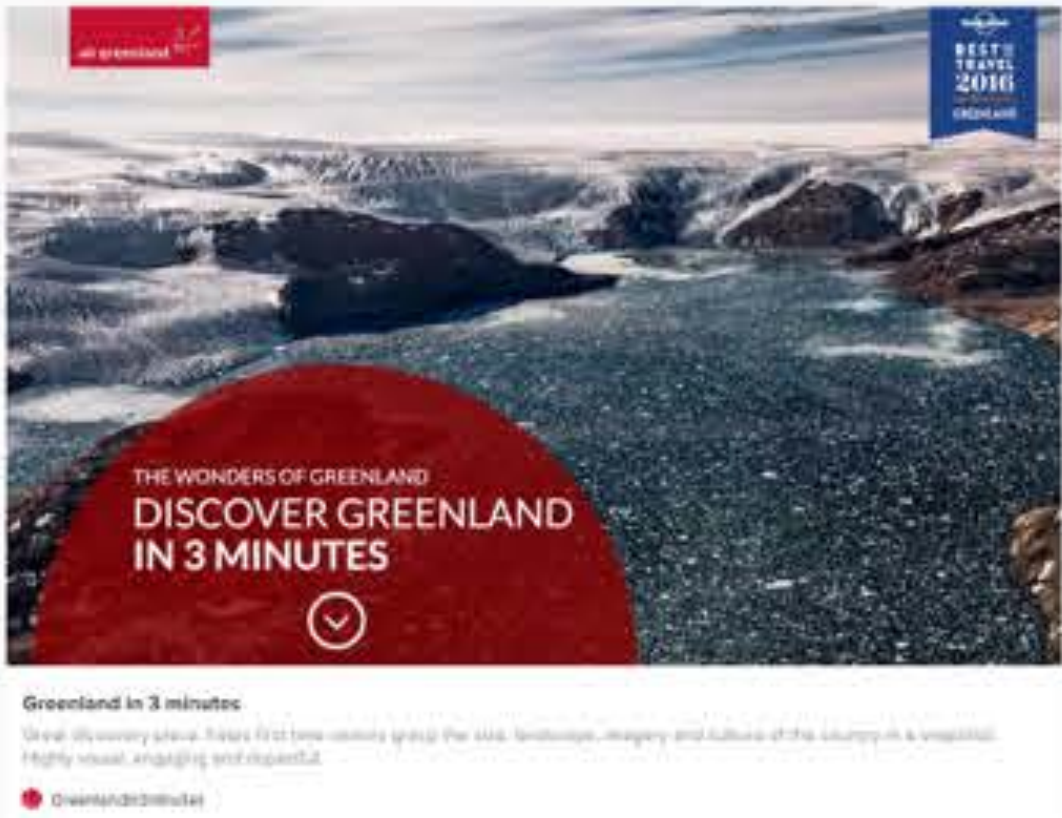


4 EXPERIENCE MAPS

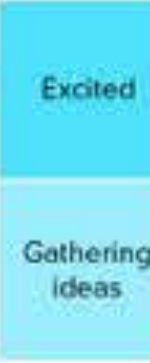
STAGES



TOUCHPOINTS



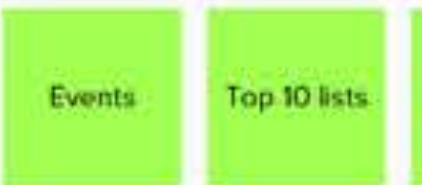
FEELINGS



HESITATIONS



TACTICS



ERY

PLANNING


BOOKING

EXPERIENCING

SHARING



tacular, you get the picture... I live in Australia and
and (and i'm curious about Iceland too) is that it's
ce. As for the butchery at the end of the video, it's
their way of life and we need to respect that. Thank




StineAndNielsHenrik
Copenhagen, Denmark
Level 3 Contributor
14 reviews
6 restaurant reviews
11 helpful votes

"Great get away close to Nuuk"
★★★★★ Reviewed 2 July 2016

Just one hour of sailing into Nuuk's fjord you'll reach Qooqqut with it's good restaurant and lovely new huts. If you enjoy fishing, spend a little longer on the water to catch some cod or Atlantic Redfish in the fjord or some trout in the river, when it's season. The chef of the restaurant will prepare your fish in three...


More ▾



Helpful? Thank StineAndNielsHenrik Report

Nuuk Restaurant
Discovered a gem of a place thanks to the great recommendations, helped struggling to find the website the successfully reviews on TripAdvisor so that future visitors will have to a local visit

Report



Room With a View
Nuuk, Greenland
★★★★★
Check-in: 15/07/2016
Check-out: 16/07/2016
Guests: 2
Price: £100

AirBnB Accommodation
AirBnB saved me after being missing on TripAdvisor as I had seen 23 listings available and then one with an amazing view, 32 outstanding recommendations and a host who looks absolutely welcoming!

Report

Book In Advance

Half-Day Fishing in the Fjord and Dining in Qooqqut
€124* and up
More Info

Historical City Walk of Nuuk
€34* and up
More Info

Accident Settlement of Kangaq
€83* and up
More Info

*See Details See More Tours & Experiences

All visitor photos (71)

Booking Tours & Excursions
Difficulty getting a good overview of tour providers, in the end took through TripAdvisor as easiest option

Report

holgerwillgeroth
Hamburg, Germany
1 review



ve
Time to see everything
How to get there

Overall experience
Total cost of trip
Will it meet expectations
Ease of getting around

Booking online
Getting complete overview
Arrang amazing experiences
Packing for Greenland

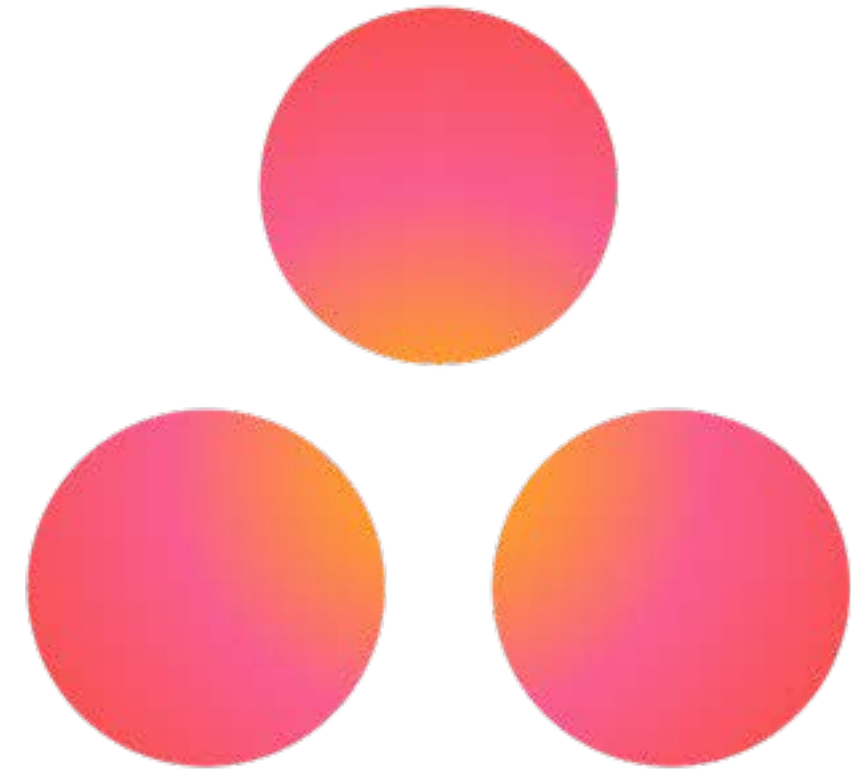
Authenticity
Live like a Greenlander
See / do everything on list

Newsletter
Ambassadors

Events
Top 10 lists
Product packaging
Itineraries
360 Content
Integrate reviews
Offer / Sale retargeting

Multi-channel Distribution
Messaging
Amplify reputation

Social furniture
Share & Win competitions
Hashtag incentives



asana

Content Distribution & Social Listening



Content distribution,
management & response



Competitor analysis &
benchmarking



Influencer, brand &
audience research



Social listening, brand
reputation, perception



Christmas Tivoli

16

1x
5x4

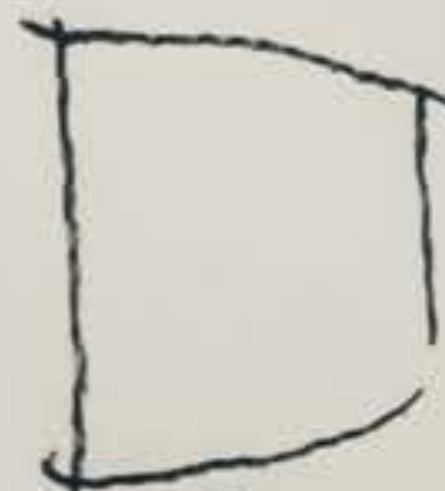


FB



4x3
1x

Twitter



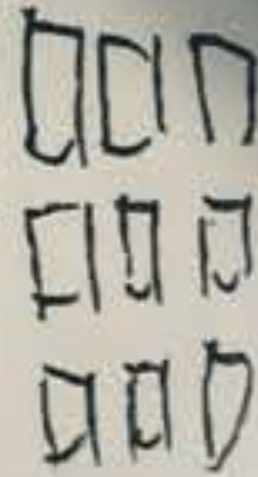
1x4:3

web



16:9

Web



1x1

Dans text

causé

nikolas hex

Jeune
Dance

Déjeuner

1x1
2x2
3x3
4x4

“In many ways we **think like a news, media, communication bureau** and a business all at the same time. We've decided to grow and **nurse creative talent, digital skills, planning and project management in-house** over the past 4 years.

This move has changed **the entire mindset** in the organisation towards a digitally connected world with a focus on a **rapidly changing consumer behaviour** - both in business and leisure travel..”



Emil Spangenberg, Director of Communication
Copenhagen & #DTTT Expert

Creative Sprints

- ▶ Work out a problem
- ▶ Sketch solutions
- ▶ Decisions - turning ideas into plans
- ▶ Prototype & brief agencies/creatives
- ▶ Planning & delivery
- ▶ Tight deadlines, big achievements

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Transformation #2 **Data & Intelligence**

@nickhalltravel

@think_tourism

The background of the slide features a close-up of hands holding a tablet, overlaid with a complex, low-poly geometric pattern in shades of brown and gold. The text is white and centered.

Role of digital in City funding

for the majority of cities, 25% or less of their overall budget is dedicated to digital

Funding & Digital ROI

“in the future we need more than 25%
of our budget to be invested in digital”



Sinisa Zakula,
Head of Department for Promotions,
Dubrovnik

Funding & Digital ROI

“clearer ROI for digital should be established”



Uroš Črnigoj, Head of Digital Marketing
Ljubljana

Asos Affinity

Affinity Report

Topshop

37.02%

Users

Add to an audience

Topshop

rihanna

katyperry

hm

KimKardashian

TheEllenShow

BarackObama

Adele

ladygaga

EmWatson

taylorswift13

CHANEL

KendallJenner

ShakiraKhan

edsheeran

Feeriecotton

EmWatson

justinbieber

BritishVogue

YouTube

Dior

Beyonce

iamwill

Pink

KylieJenner

Burberry

kanyewest

CherylCole

serenagomez

JLo

rustyrockets

CardiB

MileyCyrus

Oprah

JKCorden

LeoDiCaprio

AlanCarr

odlovalo

cityofidol

Forever21

ELLEmagazine

LouisVuitton

instagram

YSL

merciacobs

UrbanOutfitters

Drake

Levi's

elleboutique

CalvinKlein

AnimalGarden

twitter

onedirection

RealOffical

aplusk

BrunoMars

JessieJ

delagelab

wossy

aliokkeys

coldplay

NETAPORTER

WendyScherry

JoeyEssex

ZARA

tyrabanks

coldplay

Love, Pamela

Real, Jane, Marie

lilyallen

Love, Pamela

nytimes

ELLEUK

jeniover

Pharrell

GaryBarlow

Versace

InStyle

charmingham

steve_ahung

nichlasagan

Lord_Ruger

MarkWright

reddeary

ZacEfron

WOMAN

DavidGala

IndieChen

reflects

jimmycarr

WendyQueen

jean

jean

LanaDe

Quincy

Milinda

KrisJo

Very common Common Unique Very Unique

[What is this?](#)

Visualization options

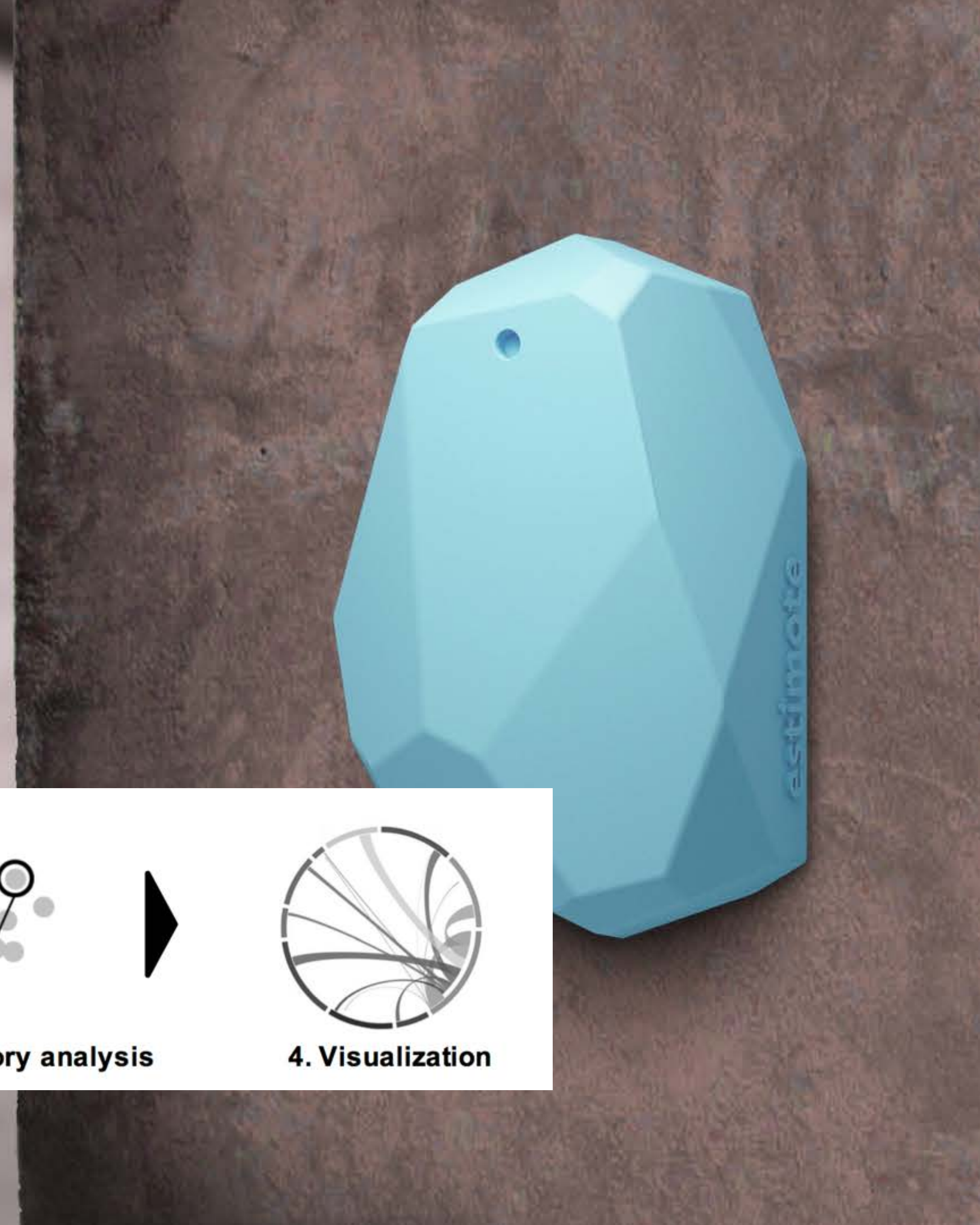
Show all Show brands (beta)

■ Positive



⑦	+	$\frac{\pi}{2}$	$\frac{1}{2}$	
---	---	-----------------	---------------	--





1. Movement data

+



2. Heterogeneous data



3. Exploratory analysis



4. Visualization

A group of people in a meeting room. A woman in a green blazer is pointing at a whiteboard. Two men are looking at the whiteboard. The whiteboard has diagrams and sticky notes. The text "Transformation #3 Creativity & Content" is overlaid on the image.

Transformation #3 **Creativity & Content**

@nickhalltravel

@think_tourism

Content

60% of cities consider content as king, producing **new content** for marketing their destination **every day**

“...we’re building on our ability to **integrate content**, our ability to **distribute**, our ability to **think in a social space**, our ability to **be more of a newsroom** and part of a conversation rather than pushing stuff out.

That may not be completely revolutionary, but **for a national tourist office, it’s pretty revolutionary.**”



Sally Balcome, CEO, Visit Britain



Distributed Media Company

**“DMOs must start considering themselves
as distributed media companies”**



Tine Thygesen, #DTCC2016





**“a DMOs job is only done when it
doesn’t look like they’re in the picture”**



William Price, #DTCC2016

Inspiration

11TH JUL 2016 11:00

PETITION: WE WANT GOOGLE STREET VIEW!



The Faroe Islands have some of the most beautiful roads in the world. It is impossible to describe what it feels like driving through the green valleys and up the mountains, or alongside the ocean, surrounded by steep drops and tall cliffs. It's an experience like no other.

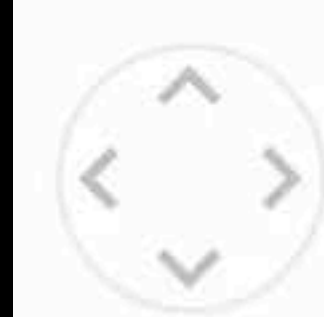
But there is a problem. Unlike almost all other parts of Europe, we don't exist on Google Street View. The Faroe Islands may be rugged and remote but this collection of 18 islands in the North Atlantic also provide some of the world's most magical landscapes and it is time that this hidden Nordic nation is revealed to the world.

Taking matters into my own hands, I decided to create my own version of Street View – Sheep View 360.

I gently placed a 360° camera, powered by a solar panel, on the back of a sheep that would take photographs as the animal freely grazed the open hillsides of the Faroe Islands. Photos are then transmitted back to my mobile phone so that I can upload them to Google Street View myself, finally putting the Faroes on the map in a very unique way!







Thank You

@nickhalltravel @think_tourism

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