



ACCORD

marketing to the travel consumer

in today's data driven world

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what are some of the
key factors affecting
travel marketing today?

1.

**Ever-changing
consumer behaviour**

2.

**Travel's
Micro-moments**

3.

**Marketing
short-termism**

4.

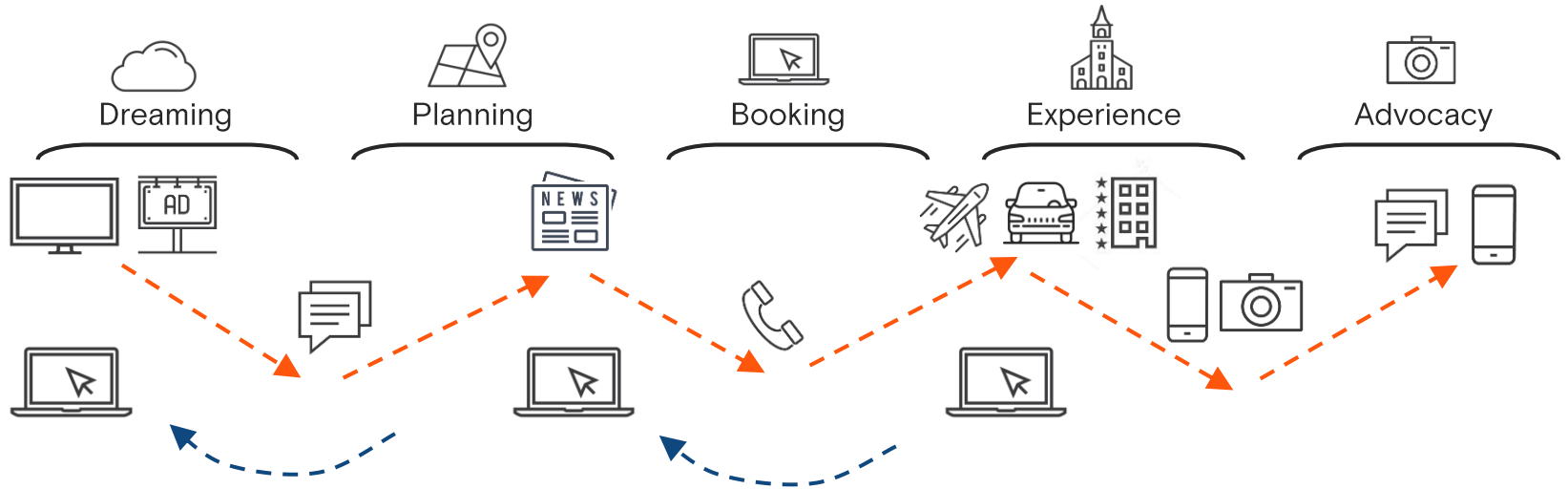
**Innovation over
administration**



changing consumer
behaviour

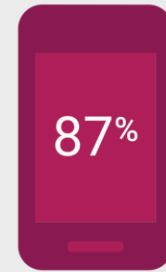
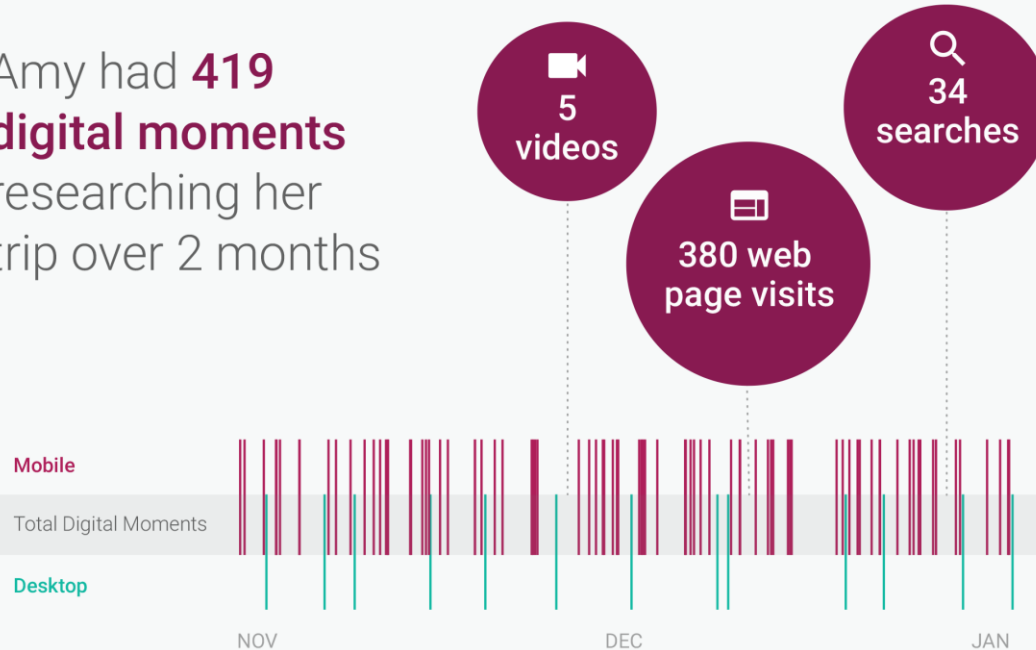
the consumer journey has become digitally disrupted

The consumer journey has changed from a **linear path to a disrupted cycle**, where experience can start at any stage and can include moving back and forth.



an information rich **path to purchase**

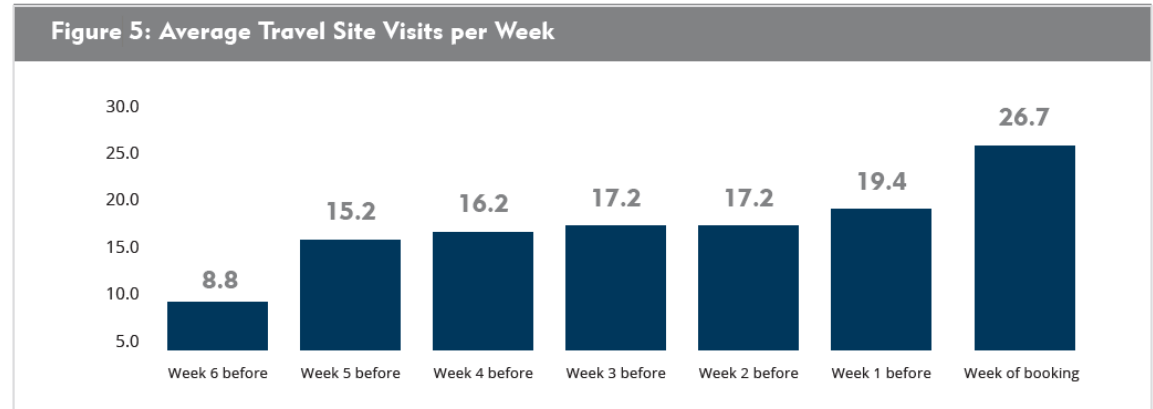
Amy had **419**
digital moments
researching her
trip over 2 months



of these
digital moments
happened on
mobile

more touchpoints, closer to time of booking

As the booking draws nearer, travel shoppers become even more engaged with online content. The number of visits to travel sites for the average consumer jumps to 26.7 during the week of booking.



the importance of advocacy

The consumer journey doesn't end with the transaction.
Sharing is so easy, yet so powerful.



40%
of travellers will post on
social media following a
return from holiday

21%

posted photos on
Social App

13%

posted status update
on a Social App

6%

posted videos on a
Social App

15%

write a hotel
review

8%

write a restaurant
review

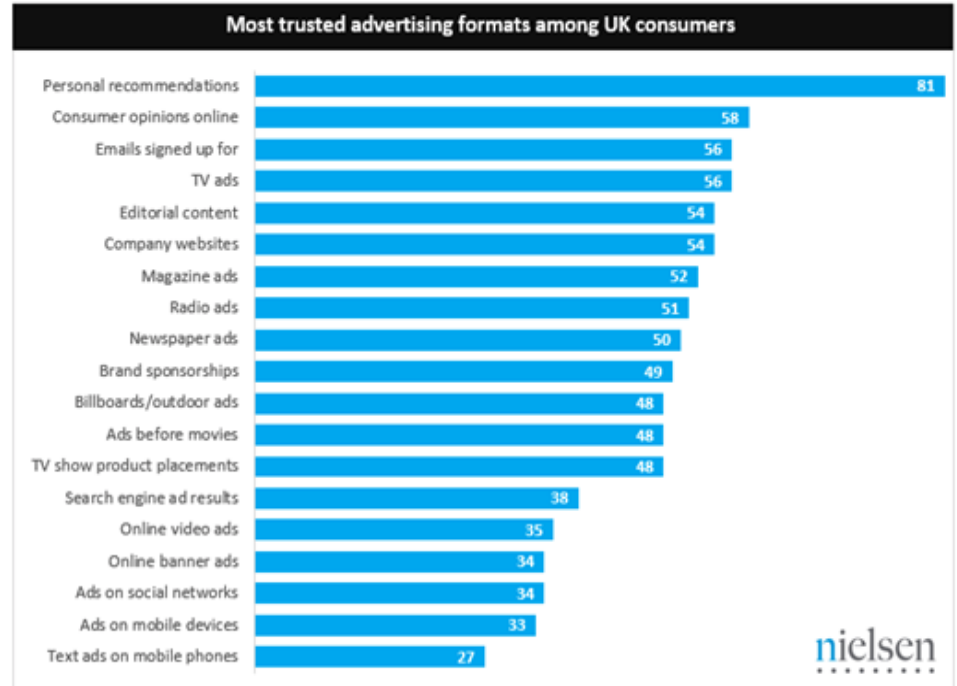
4%


wrote a destination
review

trust is more important than ever

With so much emphasis on performance, creative has become somewhat diluted.

Opportunity to focus on richer, more innovative formats as well as quality content.



A scenic view of a rooftop infinity pool overlooking a beach and city. The pool is in the foreground, with two people sitting at the edge. The background shows a beach, a city, and a large mountain. A large, semi-transparent number '2' is overlaid on the left side of the image. The text 'micro-moments re-shaping consumer journey' is written in white outline font on the right side of the image.

micro-moments
re-shaping
consumer journey



Over 40% of travellers say they bounce back and forth between dreaming about and planning their next trip zooming in on the details for one destination and then zooming out to reconsider all the options again.



Google Micro-moments
Think with Google



four key moments

**I want
to get away
moments**

(dreaming)

**Time to
make a plan
moments**

(planning)

**Lets
book it
moments**

(booking)

**Can't wait
to explore
moments**

(experiencing)

what are **they**?

Happen when people are exploring destination options and ideas with no firm plans. At this stage, people are looking for inspiration.

(dreaming)

Happen when people have chosen a destination. They're looking for the right dates, the right flight, the right place to stay, and all the things they'll do while they're there.

(planning)

Happen when the research is done, and people are ready to book their tickets and reserve their rooms.

(booking)

Happen when the trip is underway. Travelers are ready to live the trip they've been dreaming about—and share it with others.

(experiencing)

consider both intent and context

78%

leisure travellers
haven't decided what
airline they want
to travel with

34%

find a new company
whilst researching
on their mobile

55%

would switch if it
takes too many
steps to book or
gain more info.

85%

of travellers only
decide on activities
whilst arriving
at destination

focus on
short-termism

3





“Over the past decade we have been told you can measure everything instantly and that it’s a good thing. The reality is it’s a very bad thing”



Peter Field
Marketing Consultant





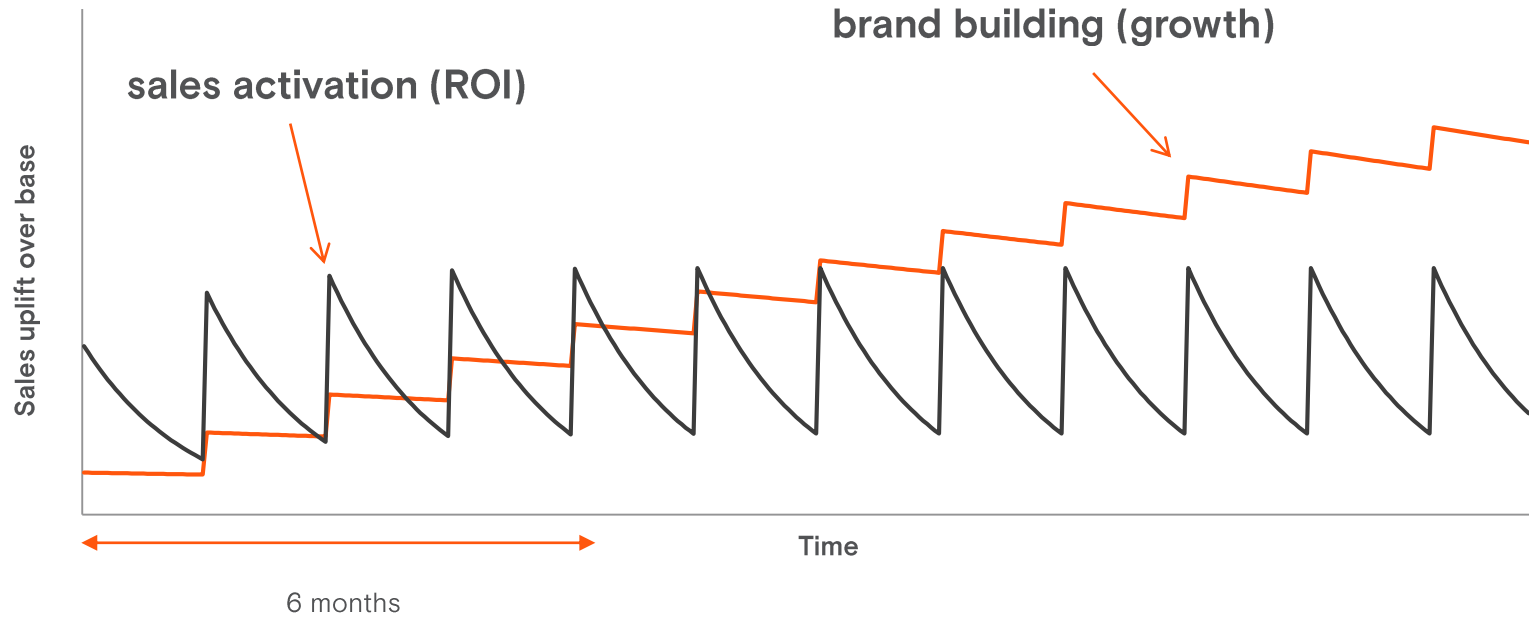
the landscape



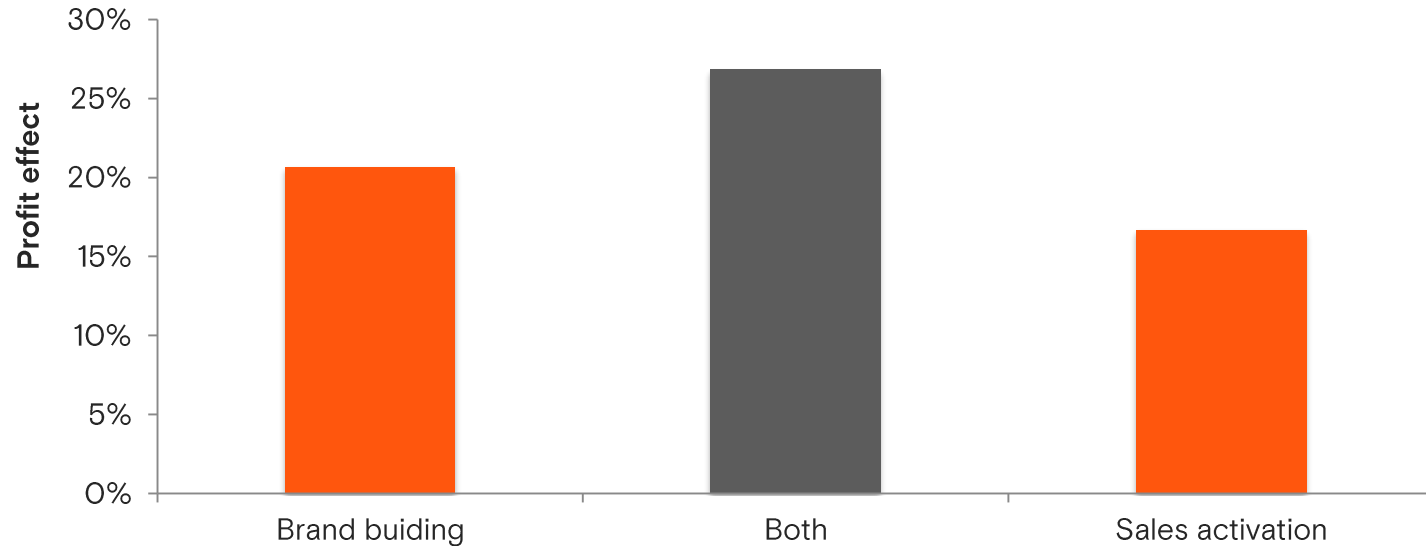
we need
to understand the
difference between
activation and **brand**
building



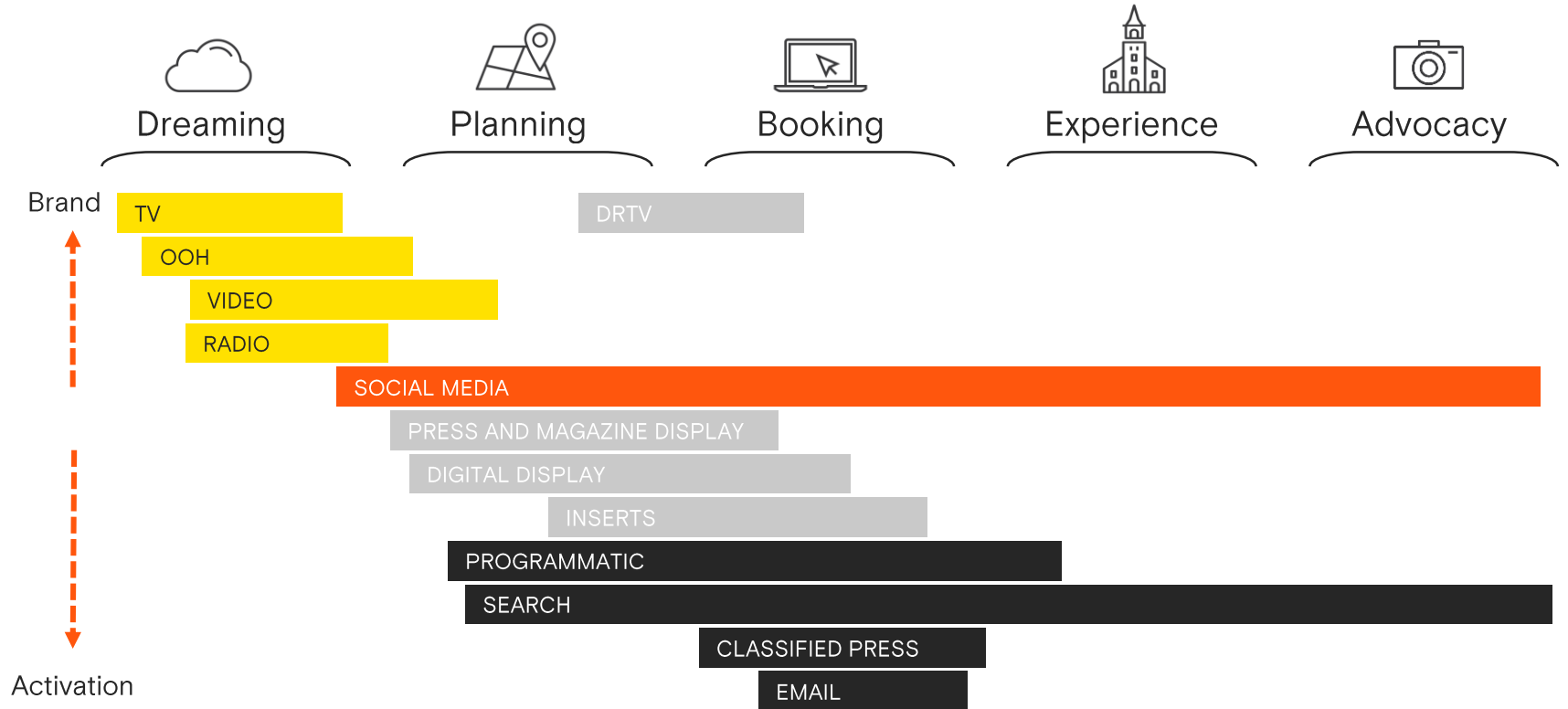
the way marketing works



for maximum profit we must
value both approaches



are you utilising media based **on its role?**



innovation
over administration



Virgin **HOLIDAYS**

Walt Disney World

LIVE



BRITISH AIRWAYS



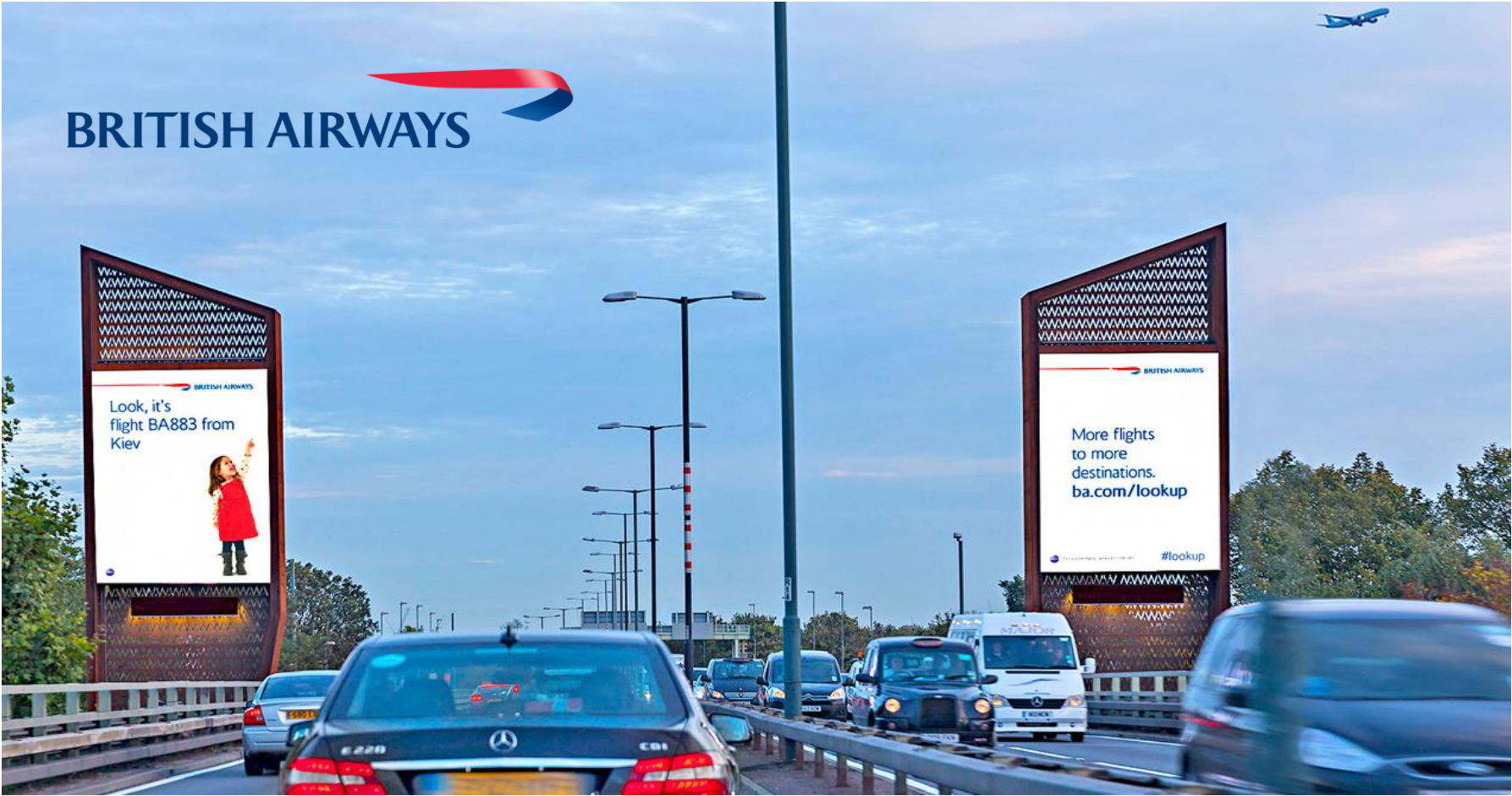
BRITISH AIRWAYS

Look, it's flight BA883 from Kiev

BRITISH AIRWAYS

More flights to more destinations.
ba.com/lookup

#lookup





A photograph of a parade float from the Coney Island Mermaid Parade. The float features a person in a blue mermaid costume with a large, vibrant pink feathered tail and a purple headpiece. The float is moving along a street with other parade participants and spectators visible in the background.

#383

lonely planet
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CONEY ISLAND MERMAID PARADE

NEW YORK, USA

Indulge your inner-mermaid and celebrate the beach, the ocean, the salty breeze and the beginning of summer.

 7 hrs 27 mins from London Heathrow



ON

JULY
8pm

An aerial photograph of a city, likely Stockholm, Sweden, taken during sunset. The sun is low on the horizon, casting a warm, golden glow over the city and the water. A large river flows through the city, with a bridge crossing it. The city buildings are densely packed, and the sky is filled with soft, orange and yellow clouds. The overall atmosphere is serene and picturesque.

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A close-up photograph of a person's hands holding a white paper coffee cup with a brown sleeve. The person is wearing a grey sweater and a patterned scarf. The cup has some text on it, including 'Alventi' and 'ESCPMDX 5000'. A large, semi-transparent grey letter 'A' is overlaid on the right side of the image. The background is blurred, suggesting an outdoor setting.

key
takeaways

1

the need to balance the
short and long-term

do you really know
your customers and their journey?

2

3

are you tapping into
travellers micro-moments?

An aerial photograph of a tropical beach. The top half of the image shows a dense forest of palm trees. Below the trees is a sandy beach that curves along the shoreline. The water is a vibrant turquoise color, with white foam from waves breaking on the shore. In the bottom right corner, there is a large, semi-transparent graphic of a stylized letter 'A' and a curved line below it, resembling a smile.

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thank you
for your time

Jasman Ahmad – Planning Director