

EXTRAORDINARY

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**Top 10 Insights from the
2015 Destination Marketing Association
and Simpleview Summit Meetings**

Patricia Washington & Alfonso Wright
ACVA Board of Governors Meeting

July 20, 2015

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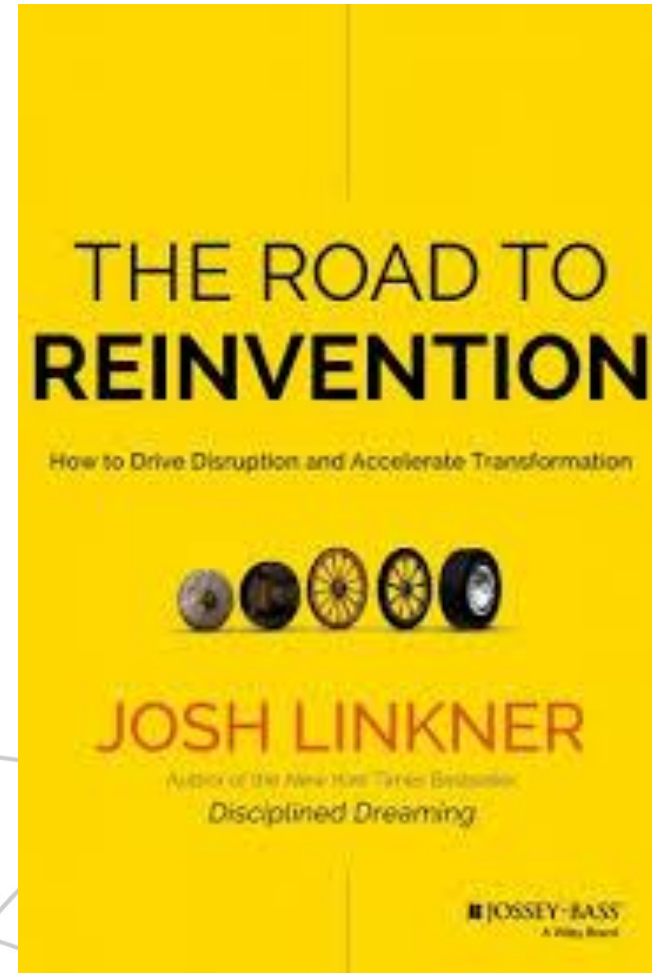


1. Reinvent Constantly

5 Obsessions of Disruptors:

1. Encourage courage
2. Obsessed with What's next
3. Defy Tradition
4. Be Scrappy
5. Push Boundaries (10X better)

Challenge—In the next 7 days find one idea for creative disruption





2. Service is the New Sales

In Meetings and Conference Market, Consultive Selling Distinguishes Destination & DMO:

1. Strong Relationships
2. Face to Face
3. Added Value Services



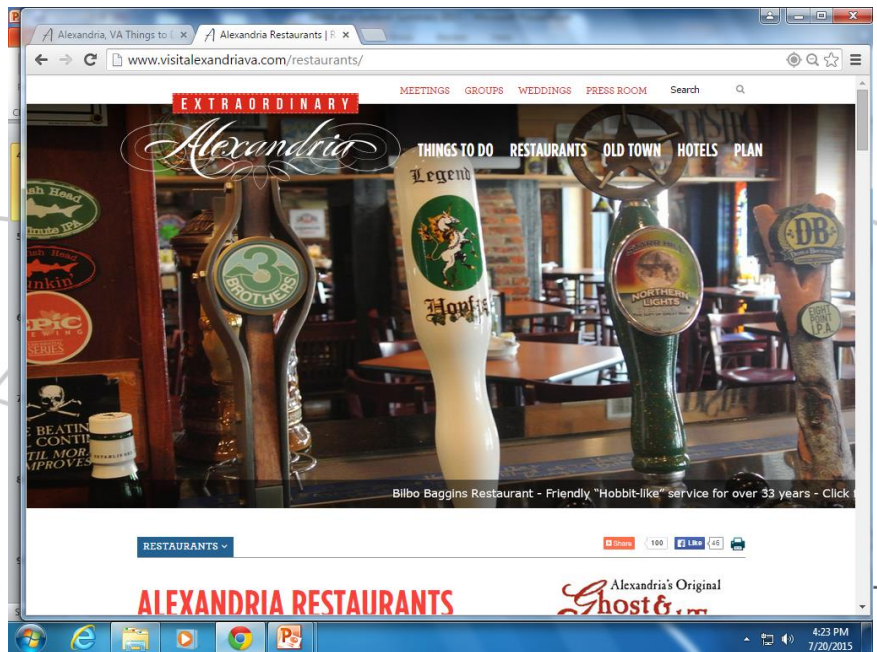


3. Native Advertising is In

“Don’t distract me. Give me something interesting.”

Millennials (digital natives) and Millennial Aligned Travelers (older but embrace digital) will dominate by 2030

- 70% of users prefer to learn about products via native content marketing versus ads
- 32% would share native content
- Especially on mobile phones, native content is more successful than display/banner ads
- 53% higher awareness than display/banner ads
- 97% of advertisers are happy with their mobile native advertising



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4. Local & Authentic are In

Desired destination attributes:

1. Unique
2. Interesting
3. Boutique
4. Curated

Good news for smaller destinations that compete with big guys





5. Content is King... ...but, Distribution is Queen

“If a tree falls in the forest, and there’s no one around to hear it...”

- Content is the #1 marketing trend in 2015
- Resist temptation to create volumes of content without solid and strategic distribution plan
- Content and distribution must go hand in hand
- Ensures that content is widely seen and was worth the time and resources to produce it
- Strongest content usage converges social media, PR and paid marketing



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6. Content is King... (but, Generate Real Content)

What is helpful to the end user?

- Demonstrate How to Experience the Destination
 - Should I bring a car?
 - How do I eat crabs?
 - What should I pack?
- Passionately Tell a Story
- List Examples
- Highlight Trends
- Interview Internal and External Experts
- Turn written content into visual content



Tony takes on his hometown of NYC. Having lived and explored the city for years, instead of the typical tourist traps, he visits some of the city's hidden gems while hanging with his chef friends, David Chang and Eddie Huang.

From This Episode



24 Hours in New York
Travel Guide



New York Pictures



NYC Airport Guide



Tony's 24-Hour NYC Trip
Tips 04:27



Noodles for Thought on
NYC 02:02



Tony's Airport Tips 01:26



7. Create the Optimal User Experience

Think Like the End User

- Most people don't read; They scan
- No one has time to be confused or frustrated
- Avoid things that make people think like:
 - Cute and clever names
 - Marketing jargon
- Eliminate distractions
 - Reduce clutter
- Anticipate new trends
- Make it easy to share



Minutes from DC yet
A WORLD AWAY

On the Potomac River within eyesight of Washington, DC, Alexandria, VA is nationally recognized for its rich history and beautifully preserved 18th- and 19th-century



How Will



8. Seize Non-Obvious Trends

1. Glance-able Content

Shrinking attention span

2. Un-perfection

Personality, quirky, more human, authentic, handheld camera, etc

3. Disruptive Distribution

- a) Cut out middlemen
- b) Direct connection to fans

**Glanceable Content
+ Disruptive Distribution
Perfect Unperfection**



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9. Beware the Illusion of the Fold

- Entice users to keep scrolling
 - Complex decisions require convincing
 - Sell slowly
- Call to Action
 - Use Non-Committal phrasing
 - Check rates > Book Now
 - Get > Order

The screenshot shows a webpage for MatchOffice in Abu Dhabi, Al Arjan. A red circle highlights the 'ORDER INFORMATION AND PRICES' button in the 'Control' version. A red arrow points to the 'GET INFORMATION AND PRICES' button in the 'Treatment' version. Below the buttons, a blue box indicates a 14.79% increase in conversion with 95% statistical confidence.

Control: ORDER INFORMATION AND PRICES

Treatment: GET INFORMATION AND PRICES

↑ 14.79% increase in conversion
Statistical Confidence: 95%

The diagram compares two webpage layouts. The 'Control' layout on the left has a 'Book Now' button circled in blue. The 'Treatment A' layout on the right has a 'Check Rates' button circled in blue. A blue arrow points from the Control layout to the Treatment A layout. Below the comparison, a blue box indicates a 304% increase in conversions with 98% statistical confidence.

Control:

Treatment A:

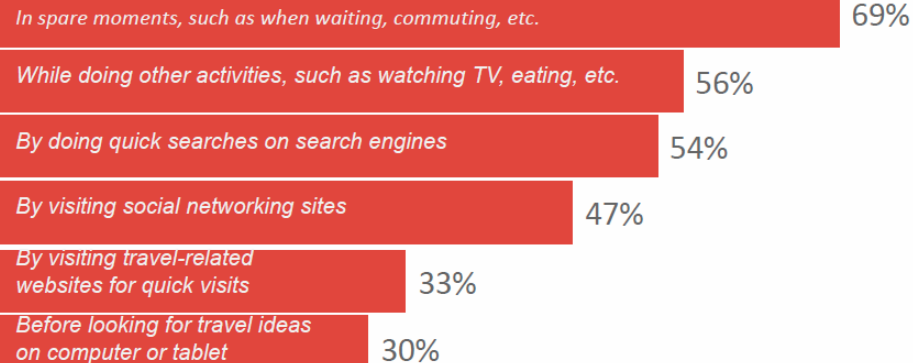
↑ 304% more conversions
Statistical confidence: 98%



10. Capitalize on Inspirational “Snacking”

Smartphones are often used for travel inspiration in “snacking moments” before planning

Usage of smartphone for inspiring leisure travel



77% Usage of smartphone for travel inspiration in spare moments, such as when waiting, commuting, etc. by affluent travelers



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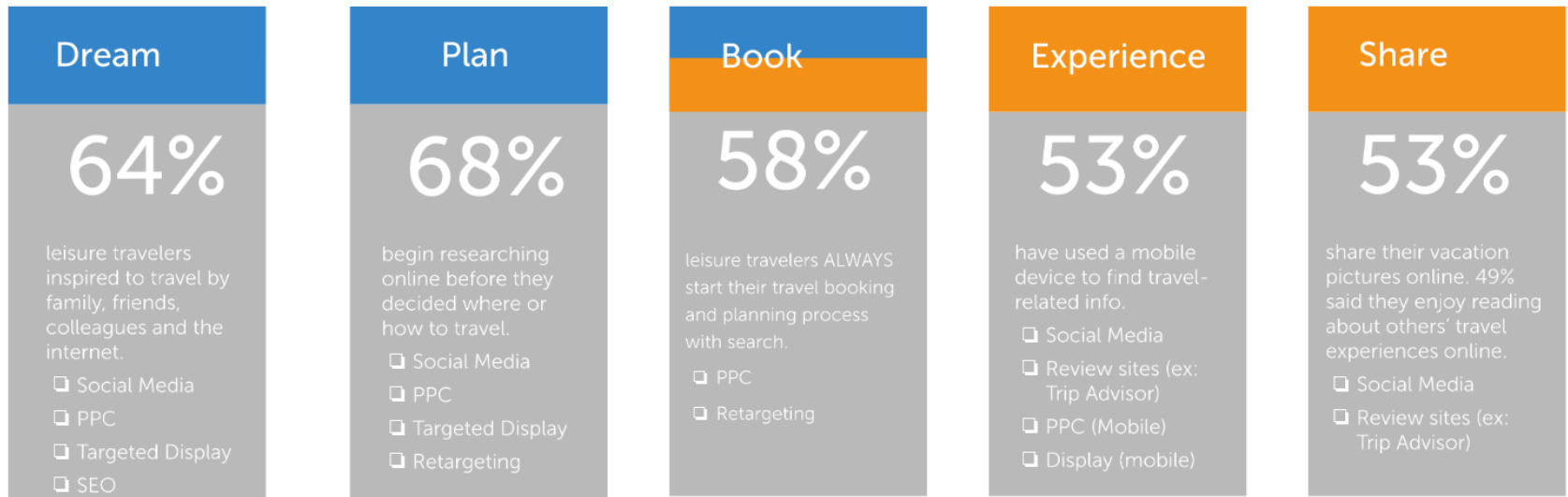
5 Stages of Travel



DMO Driven



Driven by Partner, Hotelier, OTA, etc.



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Questions? Comments.