

Metrics that Matter How to Measure & Achieve Them

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MARKETING OUTLOOK FORUM: A GLOBAL PERSPECTIVE



Presented by the Travel and Tourism Research Association

Metrics that Matter How to Measure & Achieve Them

Presented by: Aaron Babbie, Sparkloft Media;
Gray Lawry, Miles Marketing Destinations;
Erin Francis-Cummings, Destination Analysts
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Erin at erin@destinationanalysts.com

October 28-30, 2013 ~ The Drake Hotel ~ Chicago, Illinois, USA

Metrics That Matter

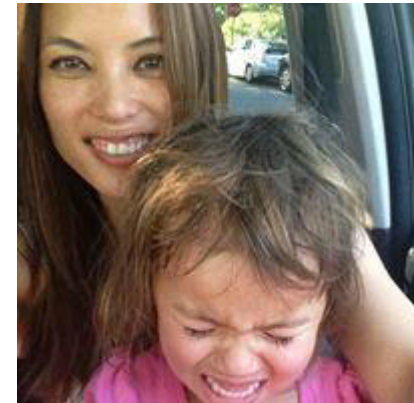
How to Measure & Achieve Them



Aaron
Babbie



Gray
Lawry

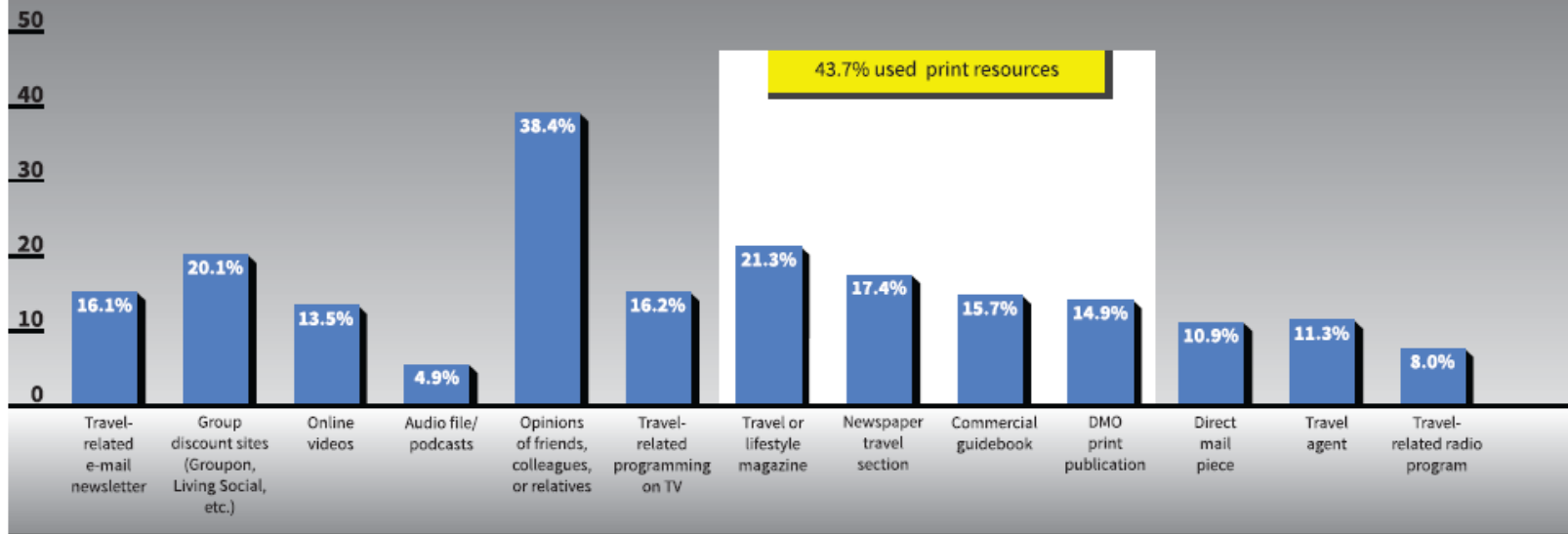
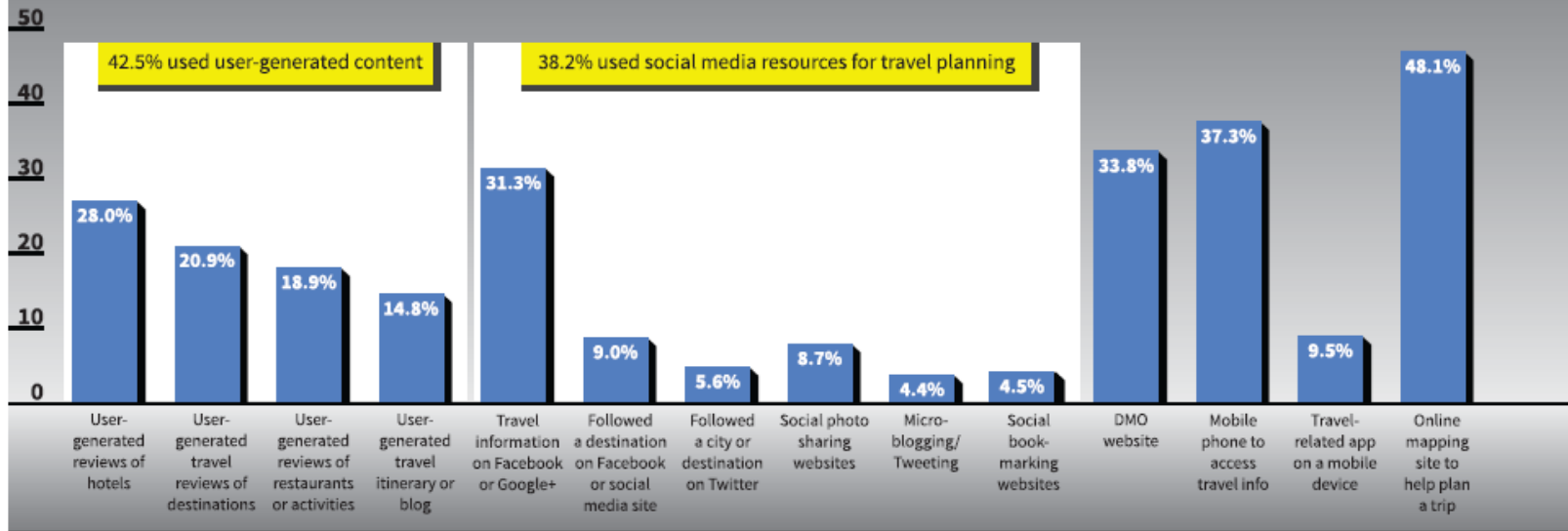


Erin
Cummings

Travelers are using the most complex range of media and the most diverse sources of travel information than ever before

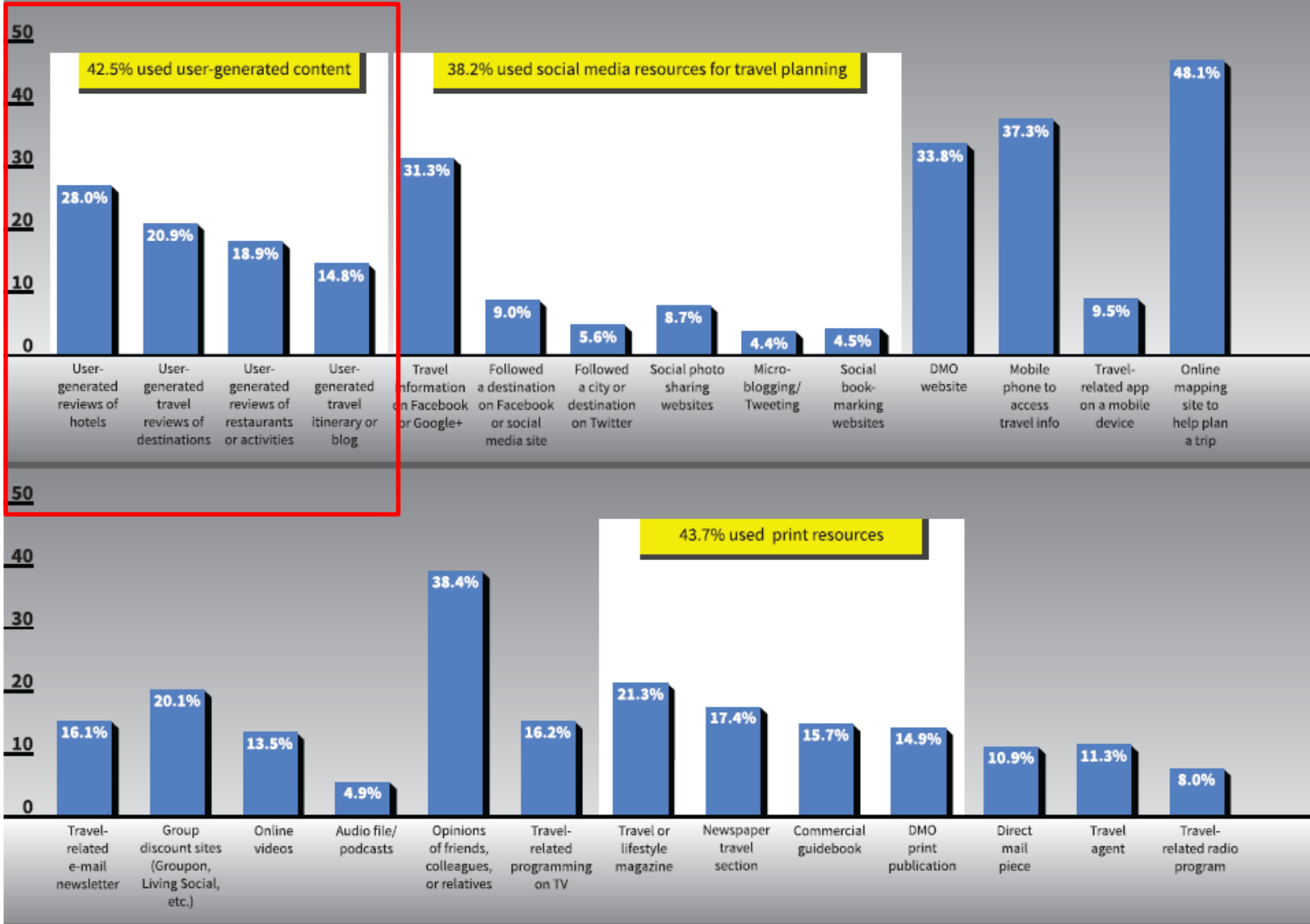
Technologies, Resources and Services Used to Plan Leisure Travel

In the past 12 months, which of these have you used to help plan your leisure travel? (Select all that apply)



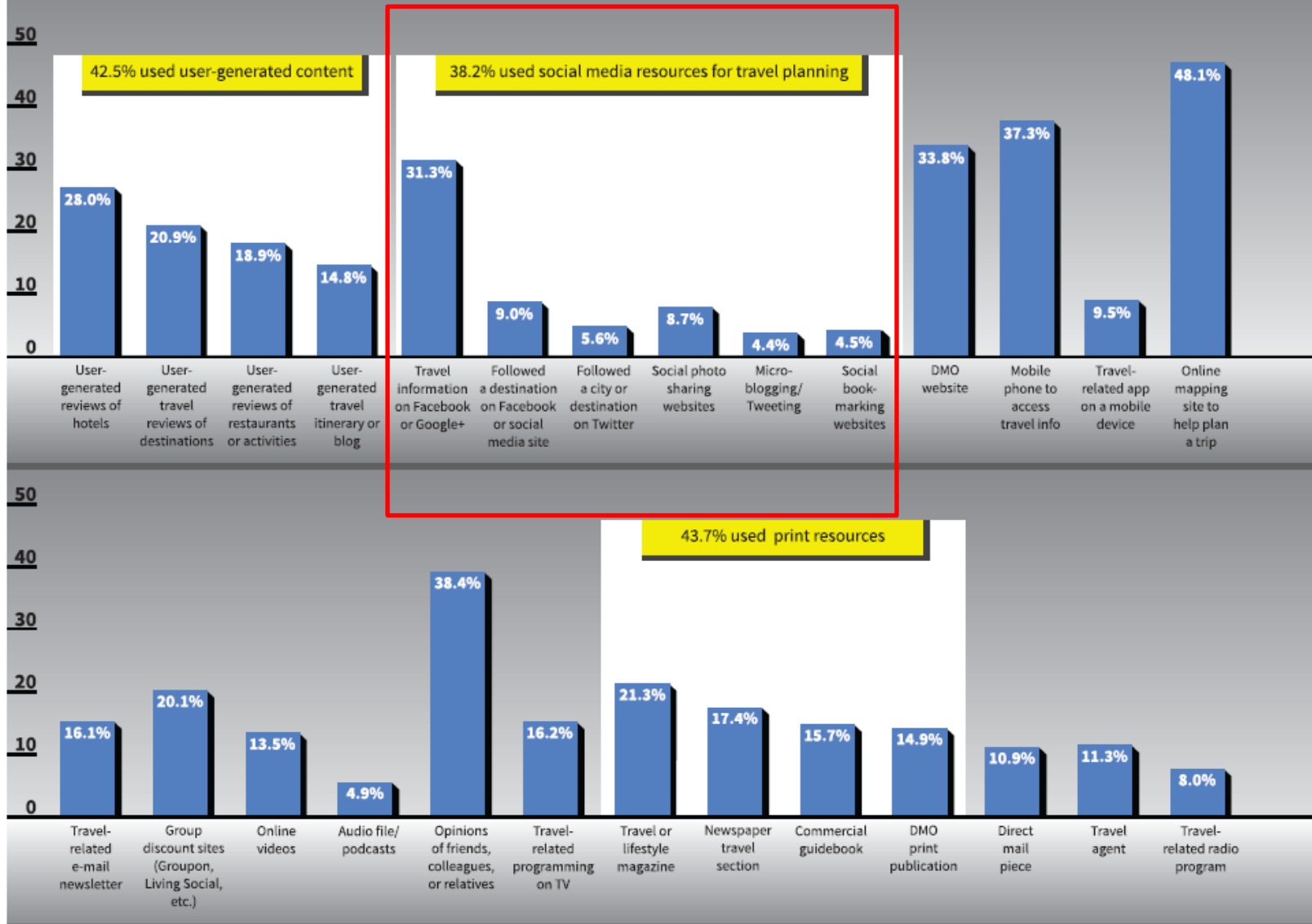
Technologies, Resources and Services Used to Plan Leisure Travel

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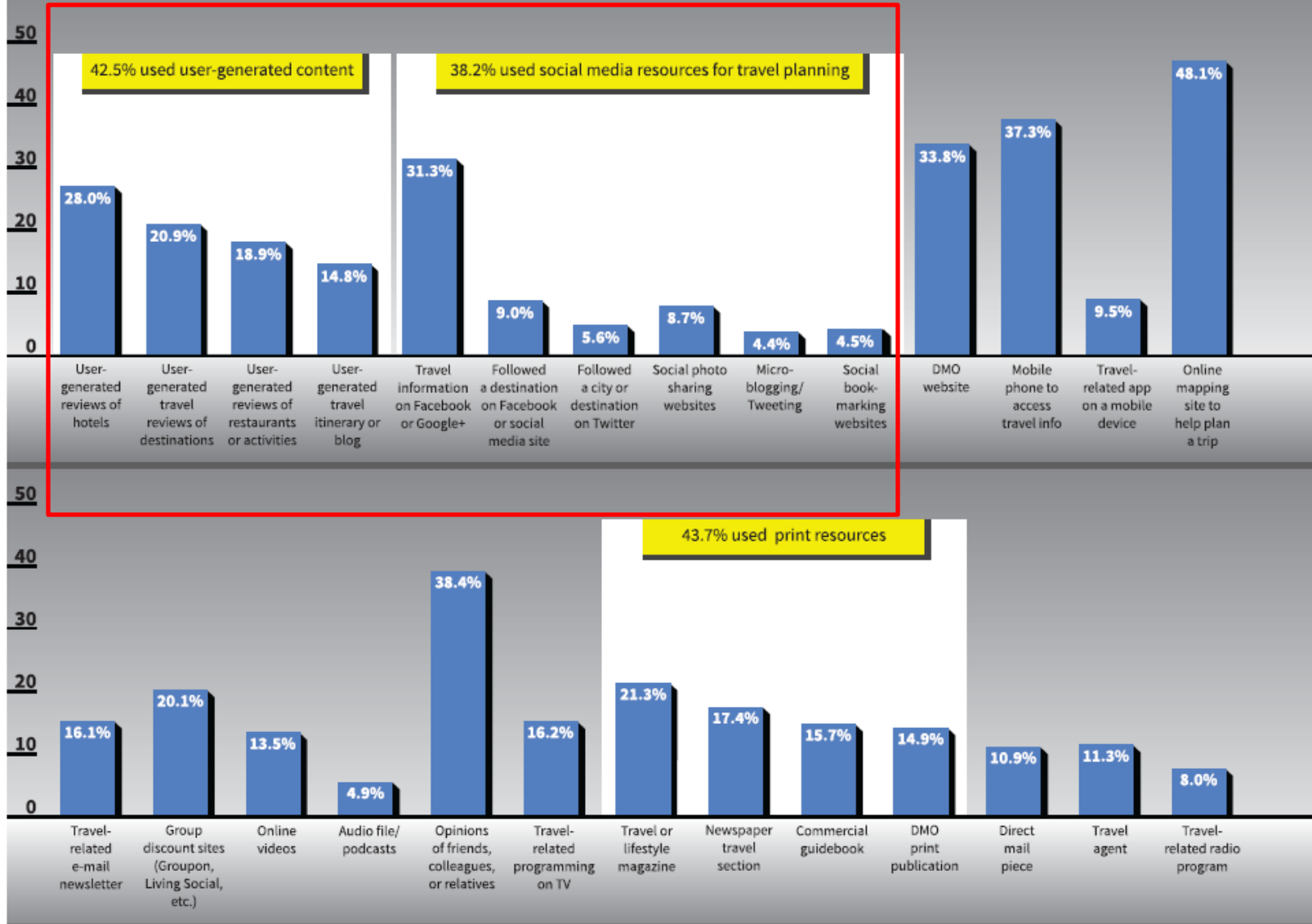
Technologies, Resources and Services Used to Plan Leisure Travel

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Technologies, Resources and Services Used to Plan Leisure Travel

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	<i>Millennials</i>	<i>Generation X</i>	<i>Baby Boomers</i>
Used a mobile phone to plan travel	51.1%	35.8%	19.2%
Accessed Twitter for travel planning info	19.2%	10.2%	1.8%
Used social media to complain about a travel experience	14.8%	9.8%	3.3%
Downloaded a travel-related app	13.0%	10.4%	7.6%
Used a group discount site	33.6%	21.7%	12.4%
Took a laptop on a leisure trip	52.1%	50.6%	45.6%
Used a DMO website	35.4%	38.6%	32.4%

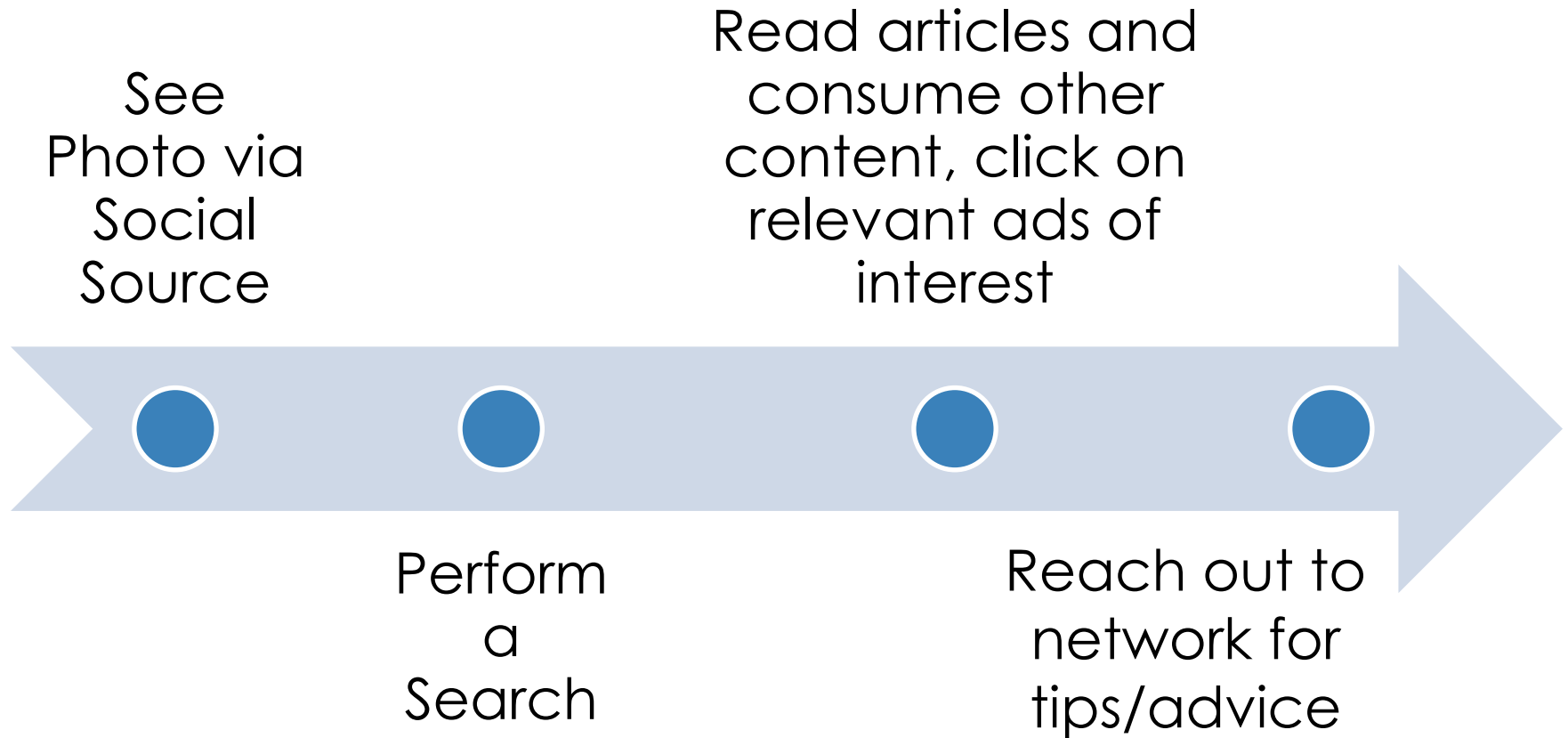


“Knowing that someone else has been there...it gives me different pieces of evidence that it would be a good place to go. My friend had gone to this place and had good things to say, then a picture showed up on Facebook and supported this image I had of the destination.”

“I shared a few photos of the house I rented and now I know three people who have booked the same property”



Popular Path to Destination Decision



Your Job is Both Harder and Easier

Why These Metrics Matter

“Word of Mouth” Once Elusive, Is Becoming Measurable



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Source: Uriba on Flickr

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WHO WE ARE & WHAT WE DO



Social Media Strategy



Social Media Campaigns



Community Management



App Design and Development



Social Ad Buys



Training and Speaking

BY THE NUMBERS:

28
Team members

20
Languages spoken

80+
Clients

30,000+
Hours spent annually
on social media

5
Continents with
Sparkloft clients

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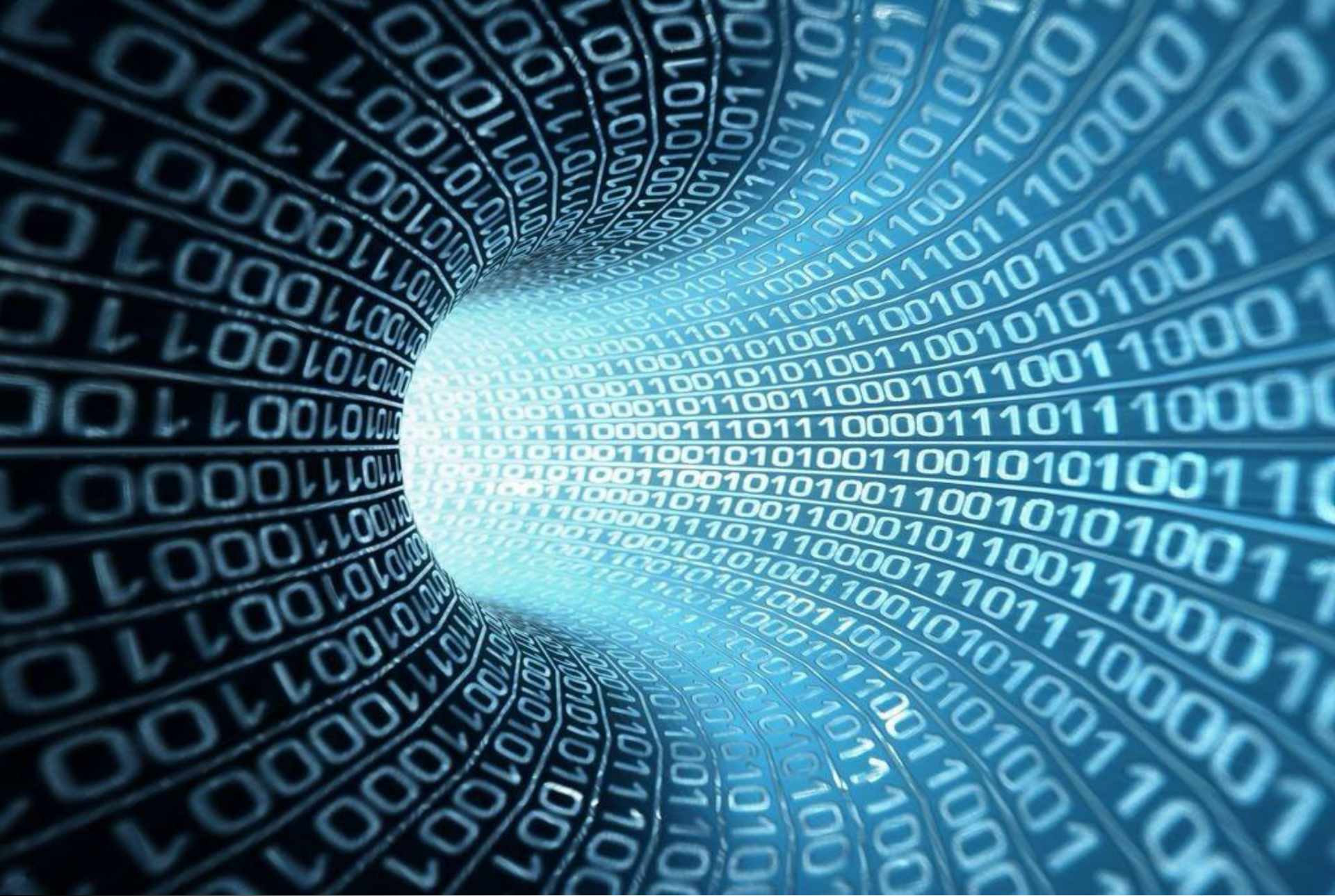
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WHY METRICS MATTER



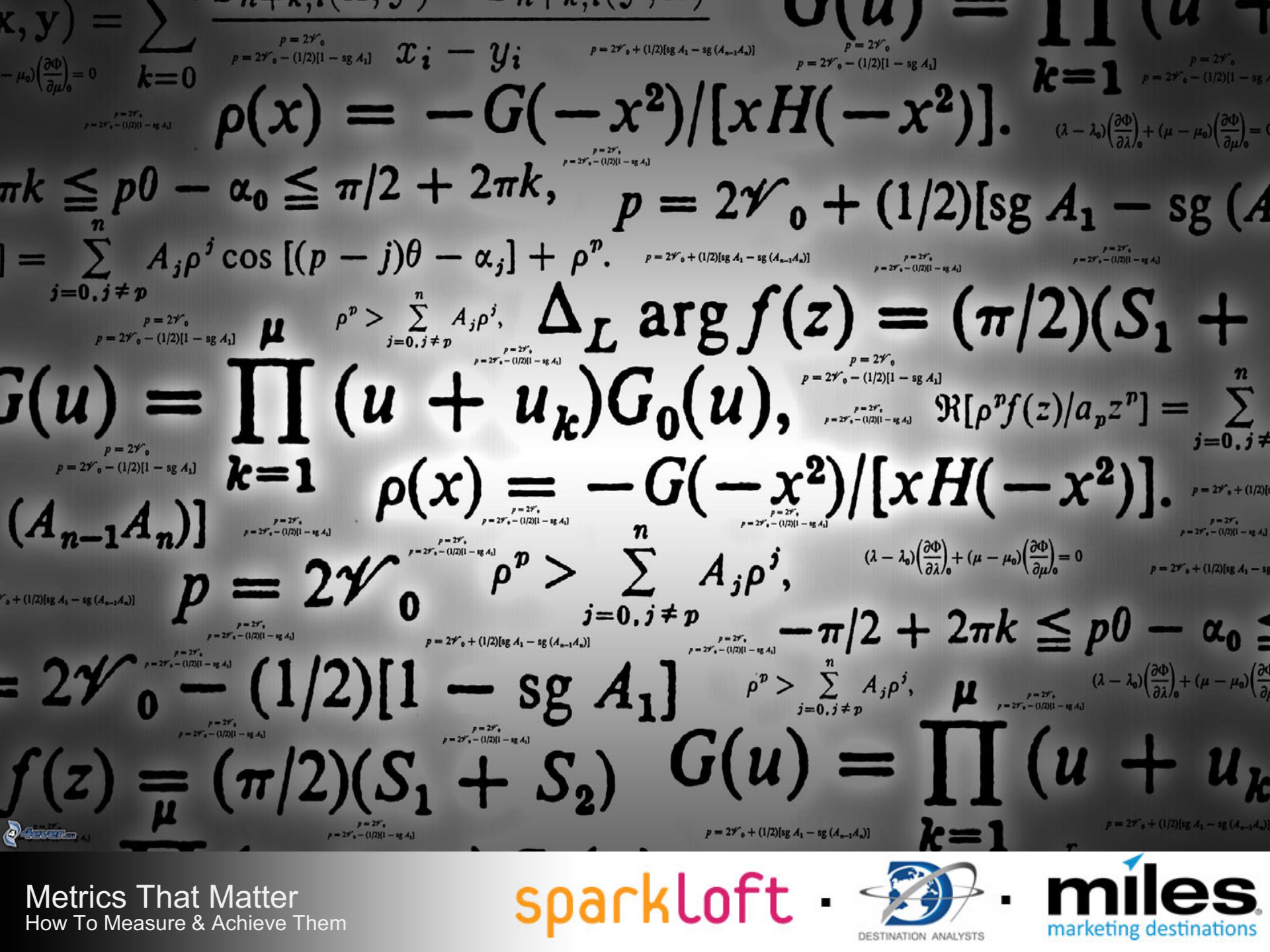
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MAKING METRICS MATTER


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Content & Engagement



Visit South Africa with Carol Whittemore Stevenson and 4 others
Lion's Head surrounded by fog.
Photo shared from: **EARTH PIX**



about 3 months ago

Like **Comment** **Share** 2,598 Likes 69 Comments 832 Shares

80,672 people saw this post **Boost Post**

80,672 People Reached

5,717 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

2,598 Likes	69 Comments	832 Shares
-----------------------	-----------------------	----------------------

FROM LIKES, COMMENTS & SHARES

1,896 Likes	322 Comments	0 Shares
-----------------------	------------------------	--------------------

TOTAL

4,494 Likes	391 Comments	832 Shares
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2,285 Post Clicks

2,267 Photo Views	18 Link Clicks	0 Other Clicks
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NEGATIVE FEEDBACK

53 Hide Post	4 Hide All Posts
0 Report as Spam	8 Unlike Page

Surveys



Washington County

Your Ultimate Adventurecation is in Washington County!



If you're the type of outdoor adventurer who can appreciate a fine meal and a fine wine, Oregon's Washington County has an adventurecation for you. Paddle the Tualatin River and go zipping through trees, then explore the wine country that lies just outside the city limits. When you're ready for urban adventure, head to Portland for some culinary exploration.

The Prize Includes:

- Guided kayaking trip with the Tualatin Riverkeeper
- Zip lining at Tree to Tree Adventure Park
- 2-night stay at the McMenamins Grand Lodge
- 1-night stay at The Governor Hotel
- Dinner at Imperial and \$50 towards wine tasting at Cooper Mountain Winery
- KEEN gear to tackle your adventure
- 2 flight vouchers courtesy of Alaska Airlines

Not for You? Try Another

View All Itineraries

Enter to Win this Adventure

KEEN and Alaska Airlines Know Adventure

Gear up with KEEN and get going on Alaska Airlines!



Paddle the Tualatin River
Paddle in comfort in the low-profile KEEN Clearwater CNX sandals.



Zip Line at Tree to Tree Adventure Park
Zip from even greater heights in the KEEN Arroyo II.



With more non-stop flights to Portland than any other airline, Alaska Airlines makes getting to your Oregon Adventurecation easier than ever.



Oregon Adventurecation

You're almost done. Pick 3 more favorites below to reveal your ultimate Oregon Adventurecation itinerary.



Fly Fish the Deschutes River



Golf at Bandon Dunes



Cycle an Oregon Scenic Bikeway



Shred Mt. Hood



Zip Line at Tree to Tree Adventure Park



Hike at Silver Falls State Park



Whitewater Raft in Southern Oregon

Back

View Results >



Oregon Adventurecation

Click your favorite activity below and enter to win that region's adventure-packed itinerary.



Eastern Oregon

- Cycle an Oregon Scenic Bikeway
- Jet Boat Hells Canyon



Central Oregon

- Climb Smith Rock
- Fly Fish the Deschutes River



Oregon Coast

- Surf the Oregon Coast
- Golf at Bandon Dunes



Southern Oregon

- Hike at Crater Lake
- Whitewater Raft



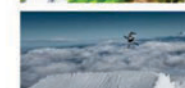
Oregon's Washington County

- Paddle the Tualatin River
- Zip Line at Tree to Tree Adventure Park



Willamette Valley

- Mountain Bike in Oakridge
- Hike at Silver Falls State Park



Mt. Hood Territory

- Windsurf the Columbia River Gorge
- Shred Mt. Hood

Show Results >



Earned Media – A Qualitative Measurement System

- Set objectives individually for each initiative outlined in your annual plan
- Evaluate coverage based on qualitative point system to provide insight into the value of each placement and to inform future planning
- Track coverage traceable to your direct efforts only, and establish a baseline for future

Points	0	1	2
Story Type		Mention/ Roundup	Dedicated Post
Website/Blog Tier		Tier 2	Tier 1
Visuals	No	One Photo	Multiple Photos/ Videos
Reader Response	Not Relevant	Positive	Inspired Travel
Travel Oregon Mention	None	Mention	Mention and Link
TOTAL			HIGH = 10

Judiaann Woo

Director, Global
Communications

Travel Oregon

judiaann@travel
oregon.com

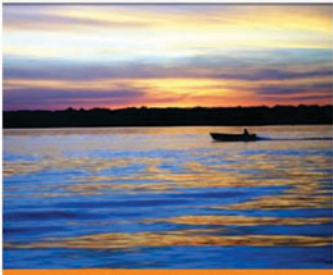
Integration

Explore Georgia
October 20

You could win an amazing Georgia vacation and round-trip flights from Delta with our Georgia Trip Planner! Craft your custom itinerary for the chance to win 1 of 3 getaways!

Enter here: <http://budurl.com/GATripPlanner>

Georgia TRIP PLANNER



Plan your Georgia trip and enter to win!

Like - Comment - Share 94

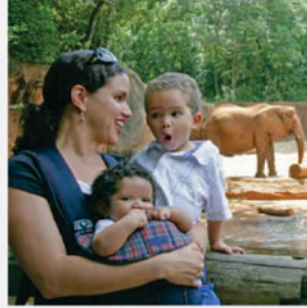
GH TOURS INC.
@tourgal21

Follow

WIN a FREE trip to Savannah, #Georgia when you use the Georgia Trip Planner! Click to find out more.
pinterest.com/pin/1503780750...

Georgia TRIP PLANNER

Atlanta from A to Zoo



Treat your kids (and yourself) to a fun-filled day at Atlanta's world-class attractions! Spend the morning "under the sea" with 100,000 fish friends at the Georgia Aquarium. Walk through Centennial Olympic Park to quench your thirst at the World of Coca-Cola before hopping on a MARTA train to see the resident's at Zoo Atlanta.

Insider tip: Purchase an Atlanta CityPASS to visit these attractions and more at a discounted rate!

Enter to win your Georgia trip!

Enter here

See This Itinerary On Instagram

In Partnership with DELTA AIR LINES

USA DiscoverAmerica.com

Connect with us

Twitter, Pinterest, YouTube, Facebook, LinkedIn, Google+, Blog

Georgia On My Mind

Pin it Georgia TRIP PLANNER



Plan your Georgia trip and enter to win!

Click this pin to enter to WIN a #Georgia vacation!

6

Green Palm Inn @GreenPalminn

Follow

RT @ExploreGeorgia: Craft a custom itinerary with our Georgia Trip Planner for the chance to WIN 1 of 3 (cont)
t.l.gd/n_1rpegk4

Georgia TRIP PLANNER

Plan your Georgia trip and enter to win!

Which do you prefer?



You're getting close to winning your Georgia trip!

exploregeorgia

Create your own #Georgia travel itinerary AND enter to win a vacation when you use the #GA Trip Planner! Check it out at <http://budurl.com/GATripPlanner> #ExploreGeorgia

jasdowner, vickings, belland and 84 others like this.

gigglyffe, @masonjg, joshkewen, @salsabernough, jergenson, Fun!, @andrews, @exploregeorgia, @elizabethspencer, @stayclass, @foesiffy

Discover Atlanta @DiscoverAtlanta

Follow

Select an itinerary with @ExploreGeorgia's Georgia Trip Planner for the chance to WIN 1 of 3 amazing prizes! budurl.com/GATrip

Visit Savannah @VisitSavannah

Follow

Enter to WIN 1 of 3 amazing #Georgia vacations with @ExploreGeorgia's Georgia Trip Planner! bit.ly/1cG5iq6

4:23 PM - 19 Oct 13

Instagram

exploregeorgia

1 month ago

#Madison, #Georgia is home to some amazing Architecture! #ExploreGeorgia

bdoylet102, samanthaalizabeth19, brelee418 and 192 others like this.

jascampbell, My hometown

samriverss, Mine too! #smallworld

kpkinteractive, Yes it is!

batiekrown, My hometown

elizabethspencer, That White House is my aunt and uncles old home :)

stayclass, home!!

foesiffy, Wow

Leave a comment...

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DESTINATION ANALYSTS

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ACT NOW!
OPERATORS ARE STANDING BY



=

MEASURING THE VALUE OF SOCIAL MEDIA

Effective methods of measuring the value of social media efforts often depend on how your company is using social media and for what purpose. The following examples provide methodology and perspective on four key social media measurement opportunities:

Start here. WHAT DO YOU WANT TO TRACK?

1 INTENT TO TRAVEL

Tool: Post-campaign surveys



What you'll need: a survey tool (e.g. SurveyMonkey); email leads generated as a result of the campaign; questions that will help you quantify attributable visitor spend (e.g. Did you complete or plan travel to xyz as a result of participating in the XYZ promotion?); a small incentive (e.g. a \$50 gift card); economic impact data (e.g. average spend per person per day, average length of stay per person, etc.).

2 DIRECT BOOKINGS

Tool: Incentives unique to social media



What you'll need: a promotion unique to social media or specific social media platforms (e.g. Facebook offer, Twitter perks); online booking that supports promo codes; staff willing to track in-store offer redemptions; unique phone extensions for every channel (e.g. Phone.com).

3 INDIRECT BOOKINGS

Tool: An analytics package



What you'll need: a package as powerful as Google Analytics or better; trackable links (e.g. Google URL Builder combined with a tool like bit.ly or Budurl); cookies to track users' activity over a period of time (e.g. 7 days or 30 days depending on your product), attribution model to credit revenue to various channels (e.g. Time-decay model which gives more credit to interactions closest to the time the user converted).

4 EARNED MEDIA VALUE

Tool: A qualitative measurement system



Think beyond the traditional ad equivalency model and develop a qualitative measurement system that takes into account the type of story, tier of outlet, visuals, and other value-driven measures based on whether coverage is consumer-focused, industry related or found on a relevant blog.

Aaron Babble, Vice President of Business Development & Operations
aaron@sparkloftmedia.com / 971-246-0776

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Jenessa Simons

Like · Share · January 27

👍 15,024 people like this.

📄 162,263 shares

💬 View previous comments

6 of 98

Album: Adoption Project

Shared with: 🌐 Public

View Fullscreen

Download

Report/Remove Tag

Thank You

Aaron Babbie

Vice President, Business Development & Operations

aaron@sparkloftmedia.com
@sparkloft

Social Media ROI for Destinations

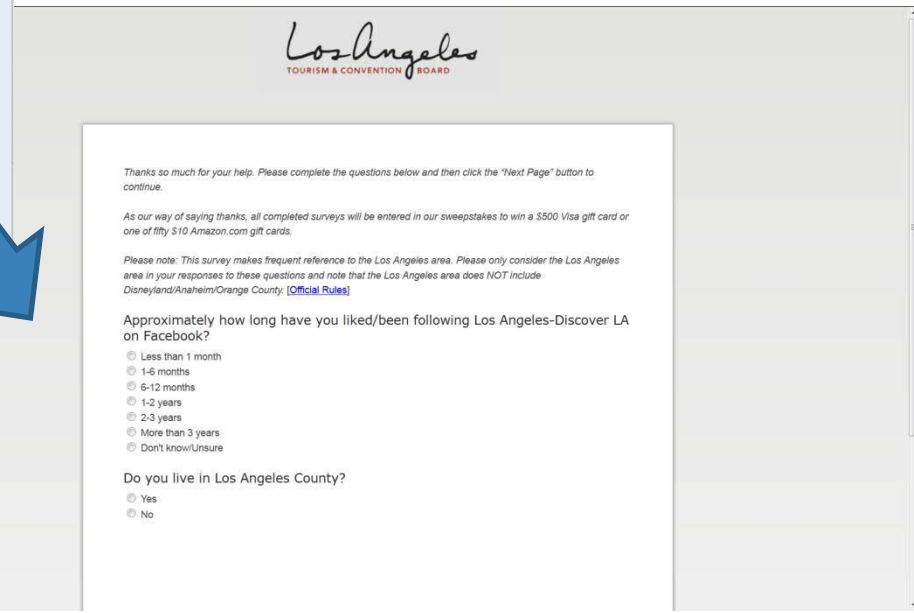
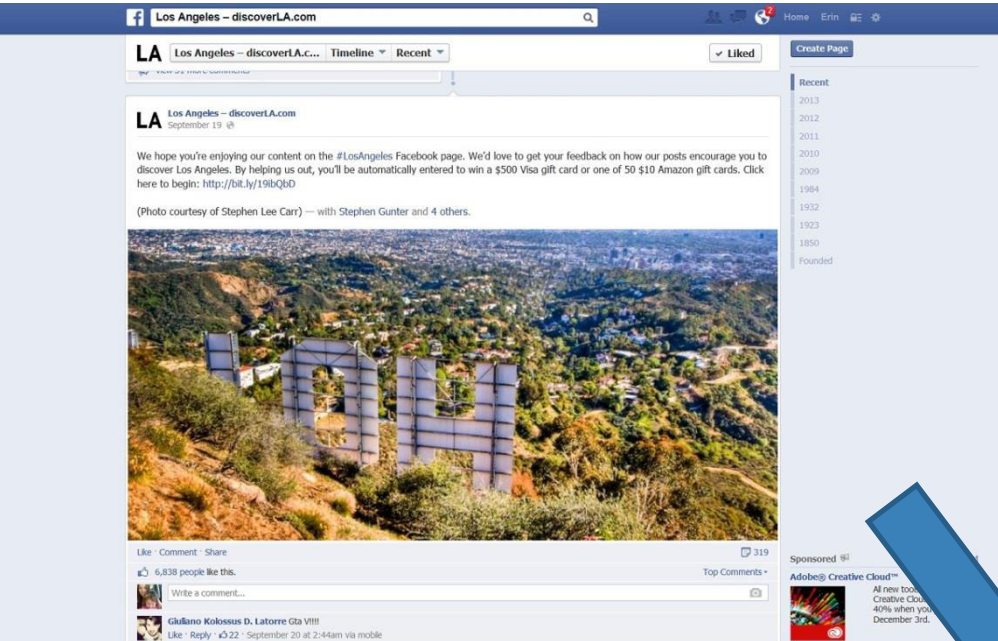
“ROI” for a Destination

Direct visitor spending in a destination directly resulting from the DMO’s marketing campaign

Research Perspective on Social Marketing:

- Defined Audience
- Content Pushed Out (DMO-controlled, versus audience controlled)

Social Media ROI for Destintions



Research Perspective on Social Marketing:

- Number of Visits to the Destination
- Content's Influence on:
 - Decision to Visit
 - Length of Stay in the Destination
- Spending in the Destination
- Length of Stay

DMO Case Study: Social Media ROI

DMO Case Study: Social Media ROI

Audience Size

57,000 Facebook Followers

12,000 Twitter Followers



Identify Incremental Visits (& Trips Extended)—12 Month Period

3,038 trips (1,732 days)

69 trips (616 days)



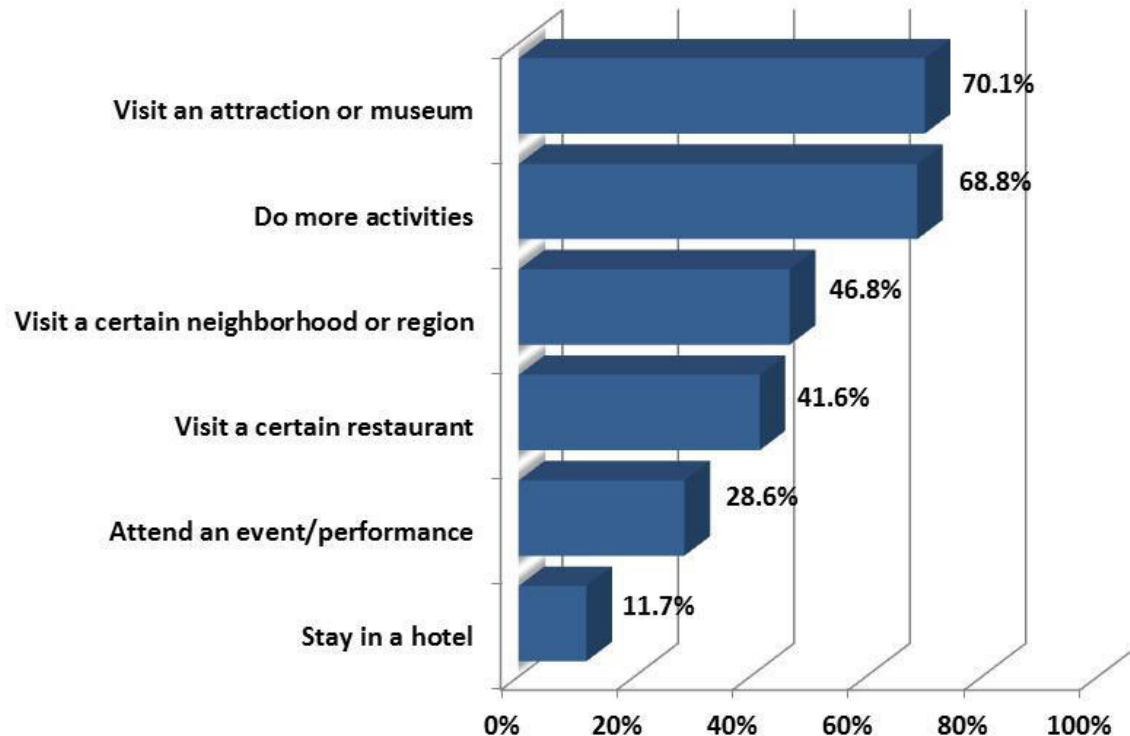
Determine the Value of these Trips/Days

\$2.8 million

\$217,000

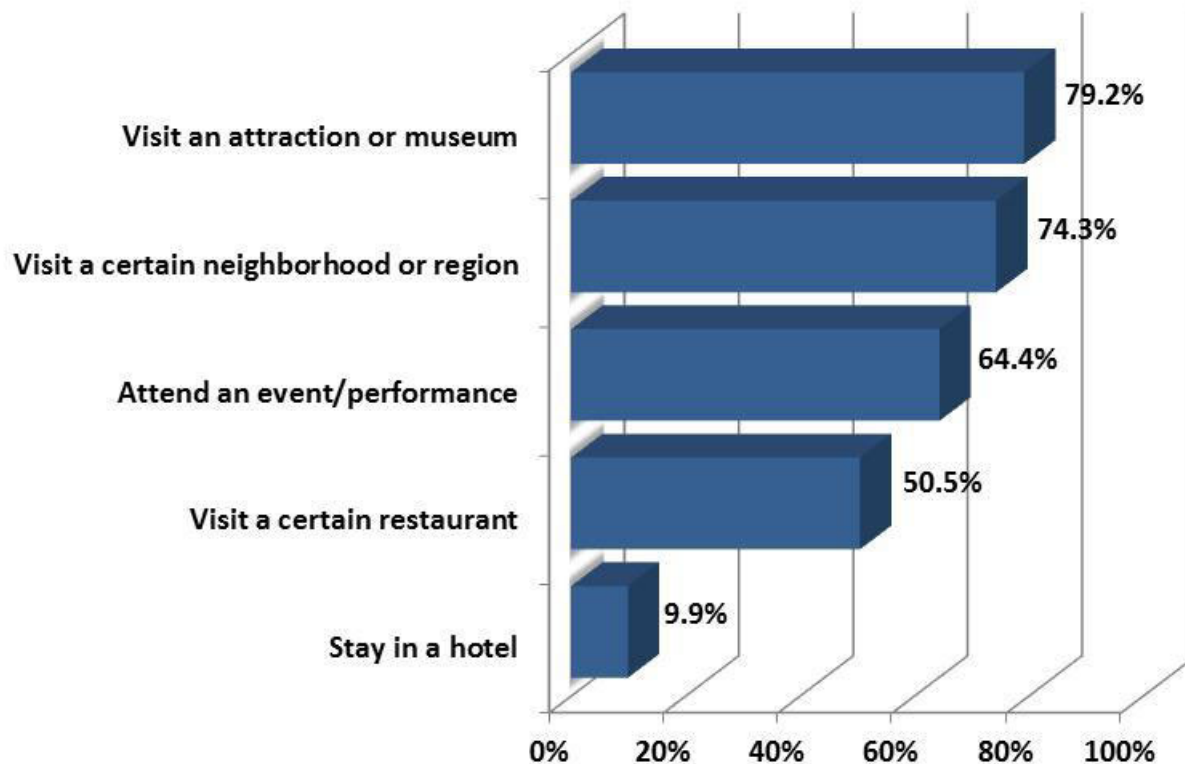
Other Economic Effects

Generating Economic Activity for Stakeholders—from Visitors



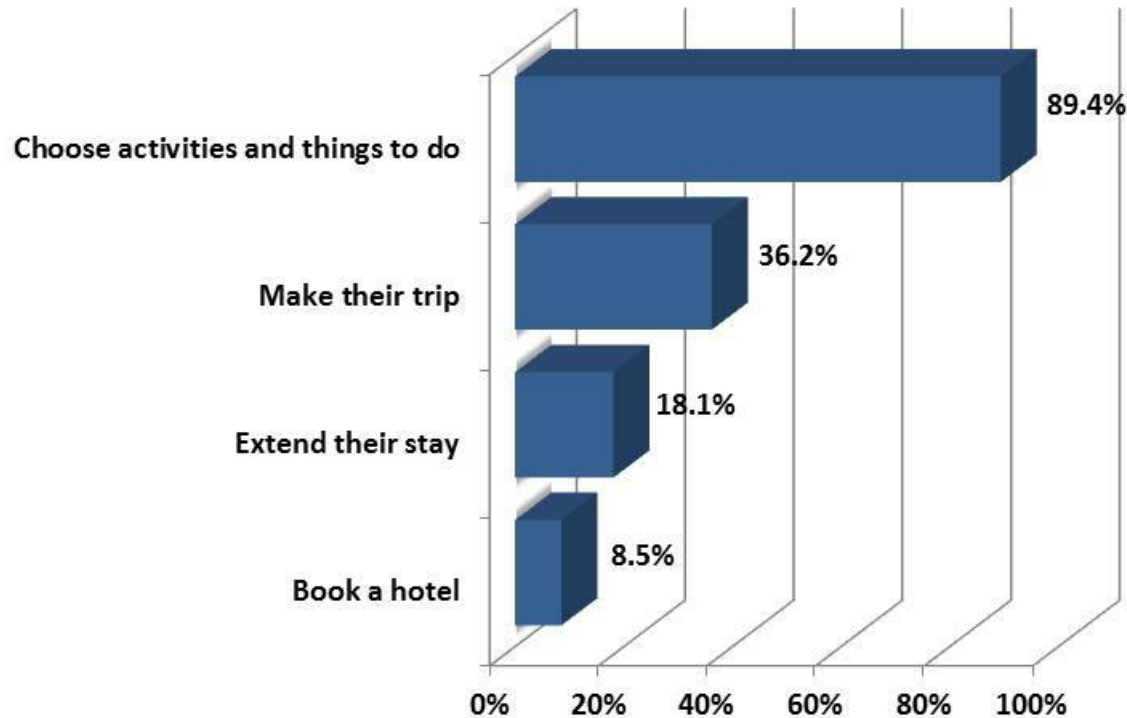
Q: Did posts from the destination on Facebook influence you to do any of the following on your trip(s) to the destination? (Select all that apply)

Generating Economic Activity for Stakeholders—from Local Residents



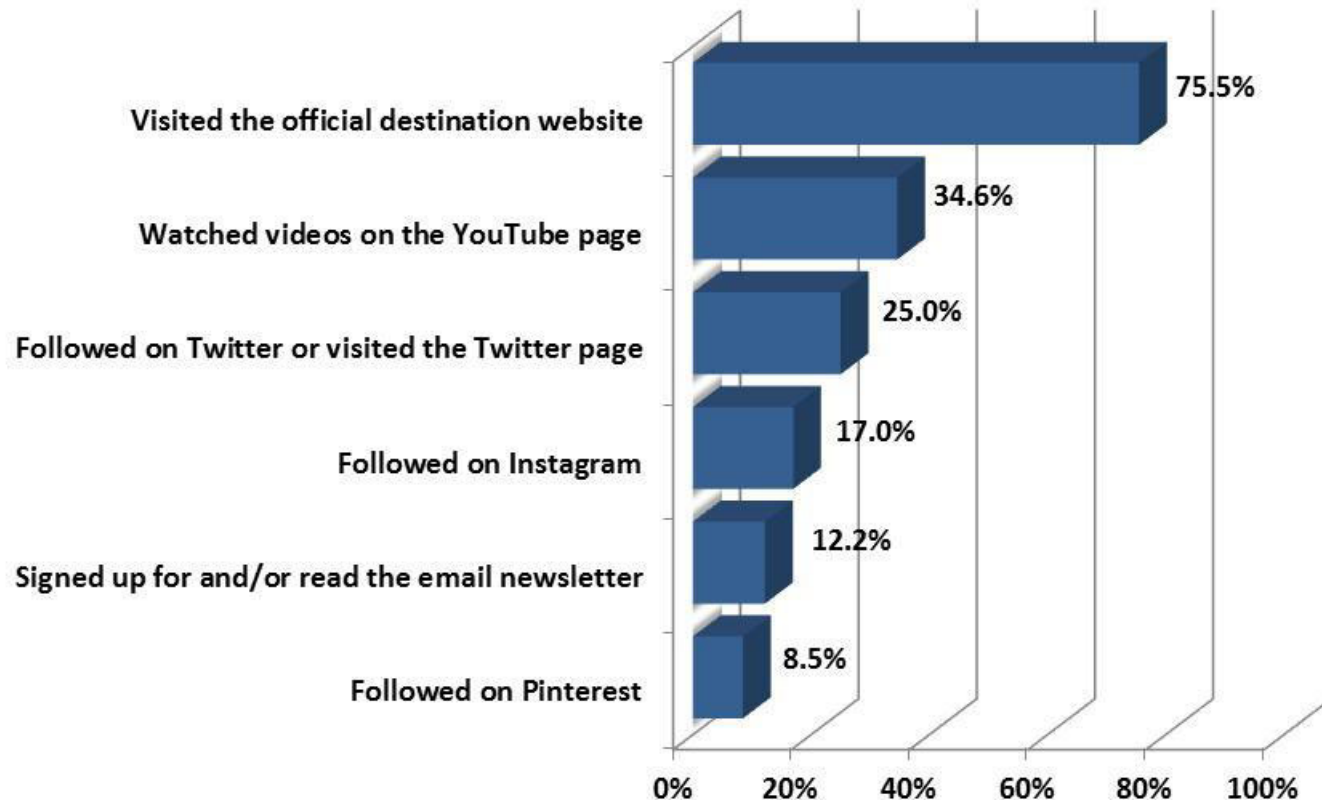
Q: Has information the destination posted on Facebook influenced you to do any of the following?
(Select all that apply)

Engaging Local Residents to Influence VFRs



Q: Did you use information you found through the destination on Facebook to influence any friends and/or relatives to do any of the following? (Select all that apply)

Use of Other DMO Marketing Assets



Q: In addition to following us on Facebook, which of the following, if any, have you done? (Select all that apply)

Integrating Social Into Your Digital Analytics

Who is this guy?



San Francisco - Summer 2012

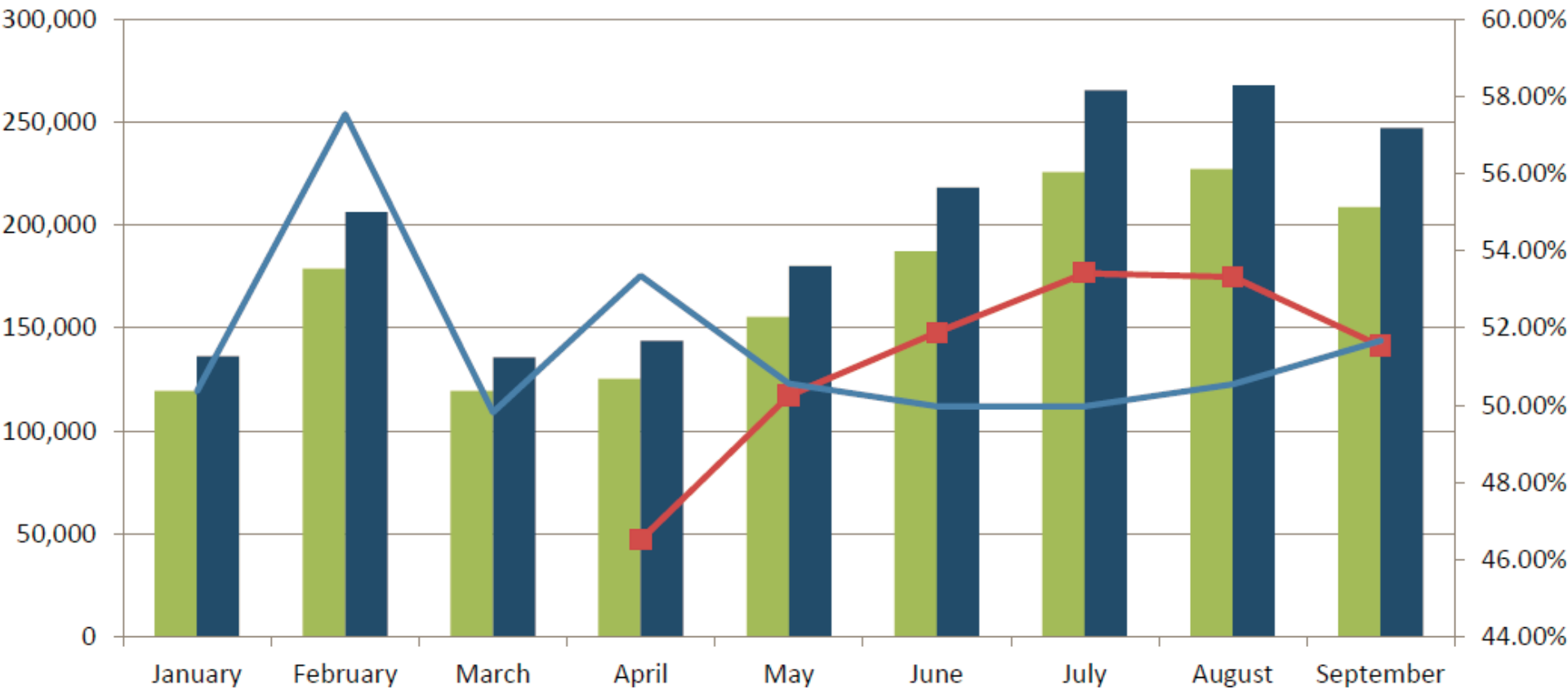
Gray Lawry

Director of Media & Analytics

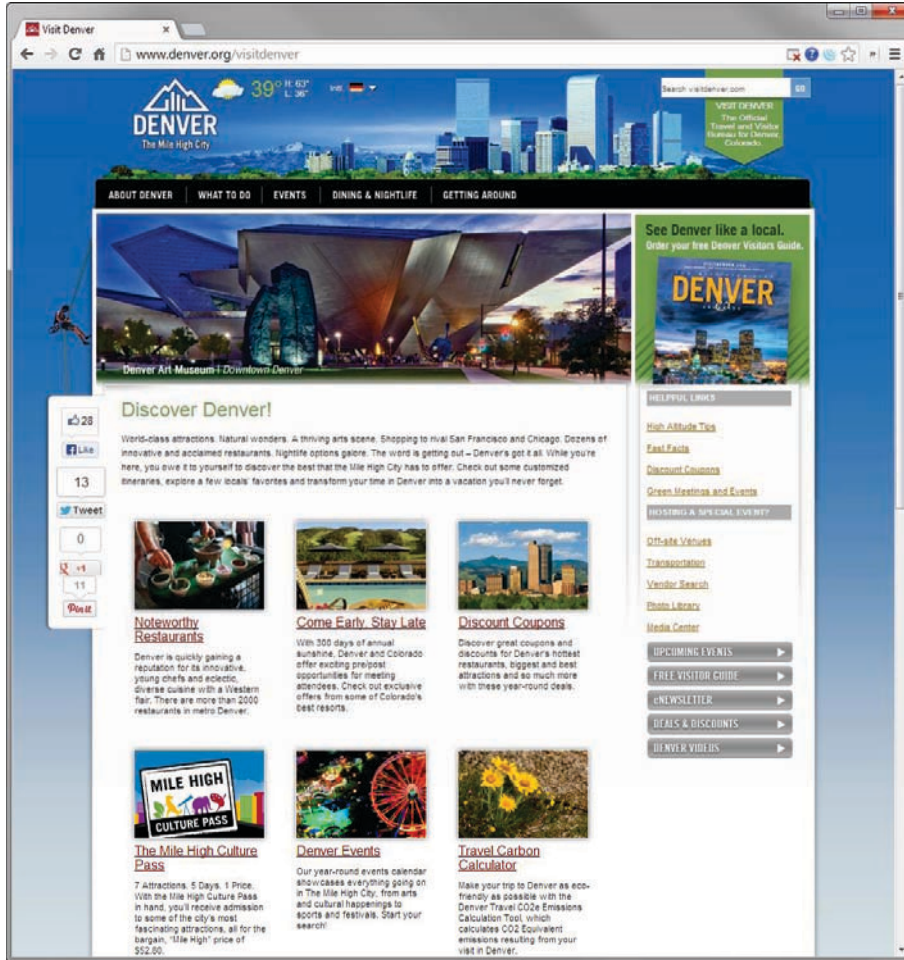
Miles

941-342-2362

Gray.Lawry@MilesPartnership.com



What we're used to



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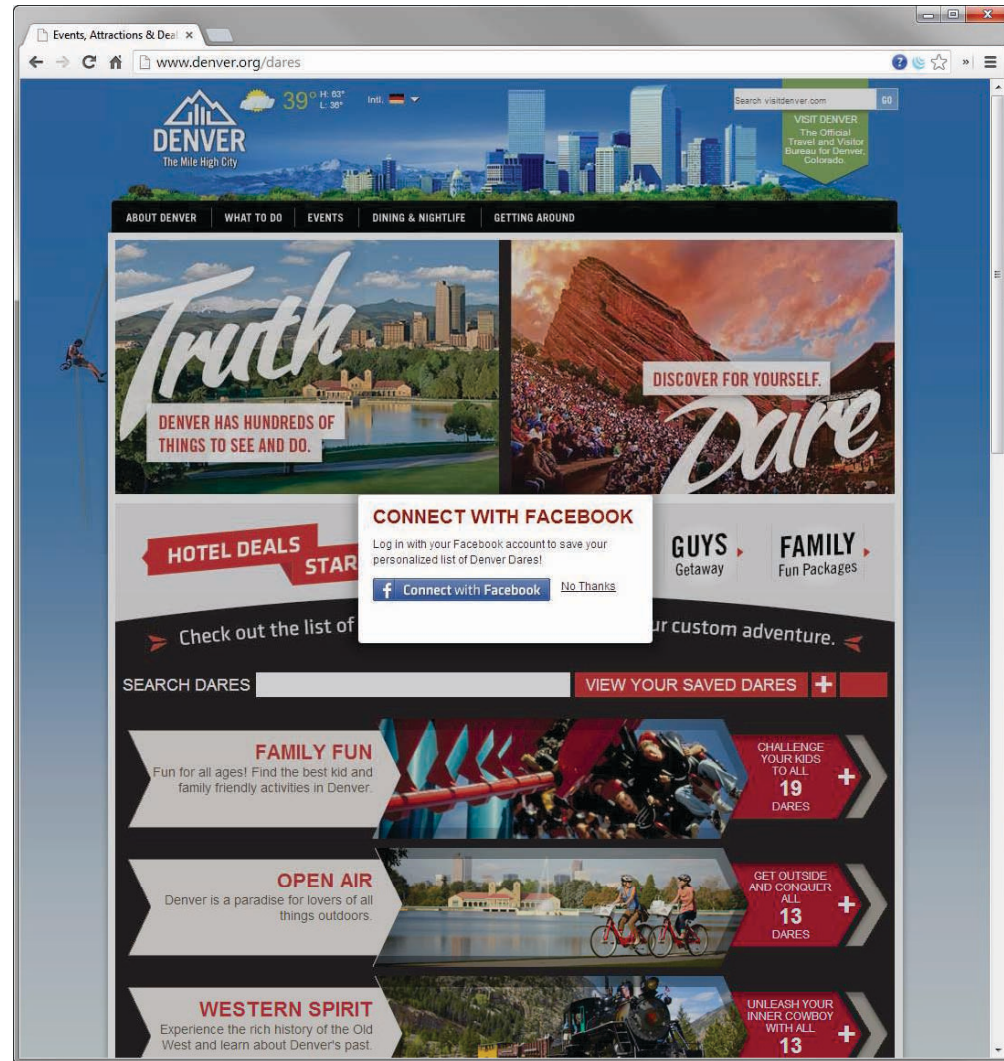


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Like I said

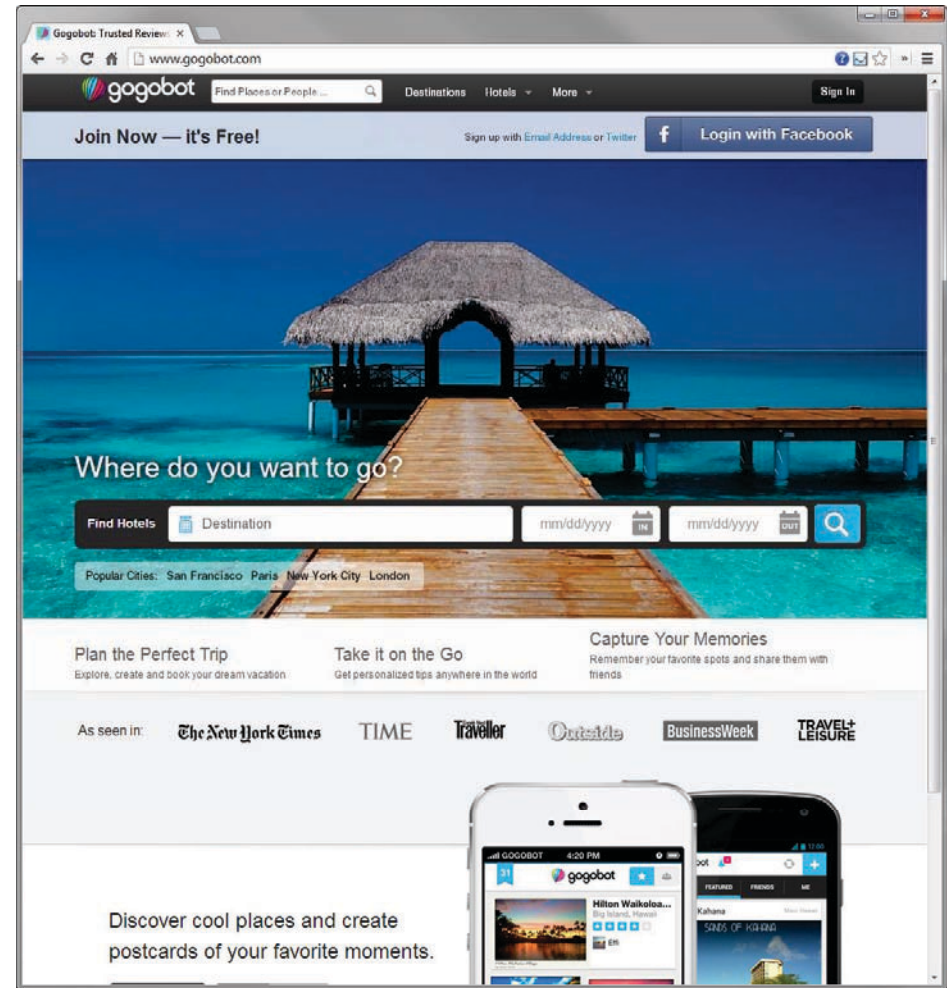
“Social identity and website usability are converging faster than ever”

- Me



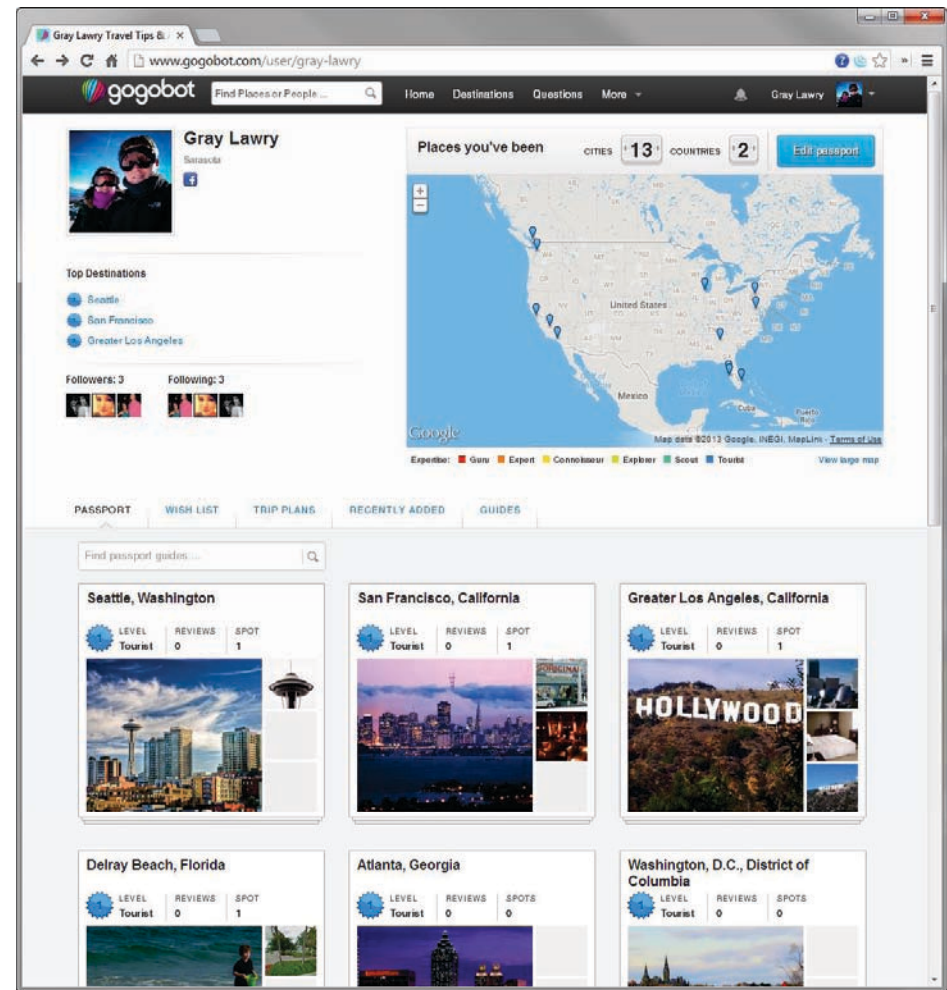
Non DMO Examples

- Gogobot



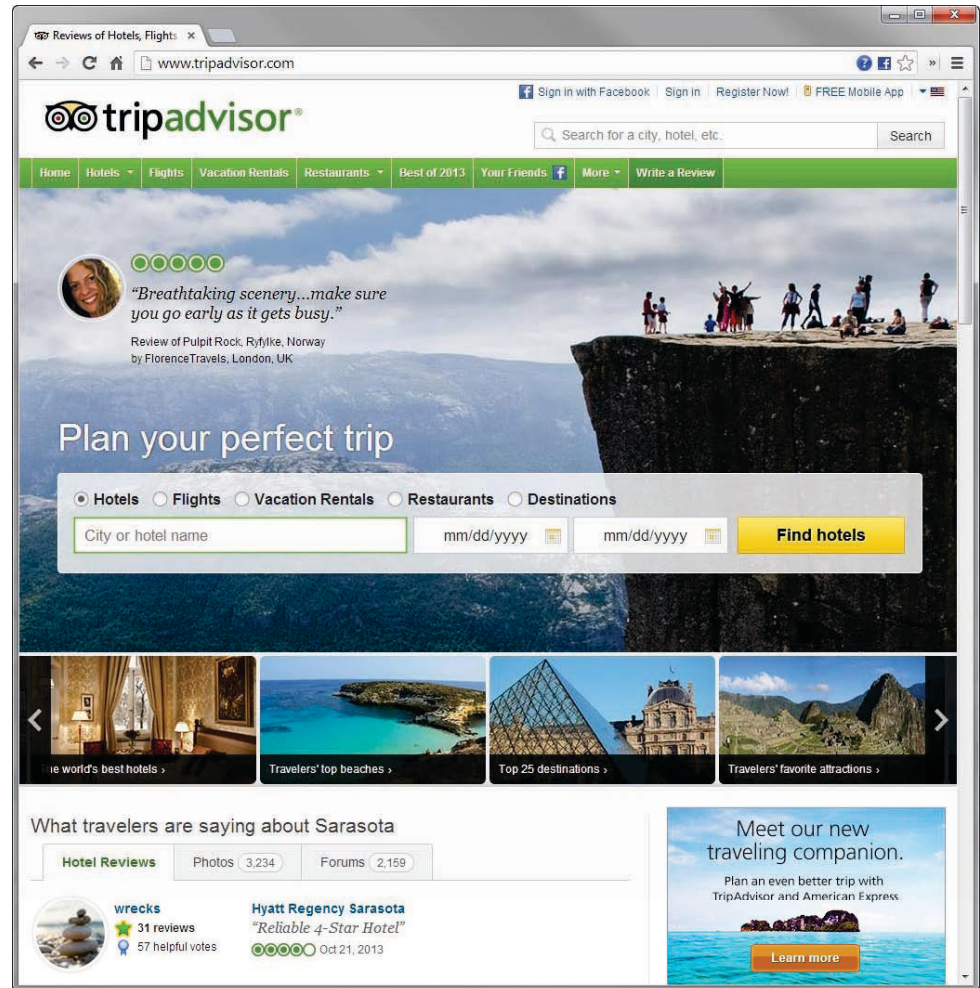
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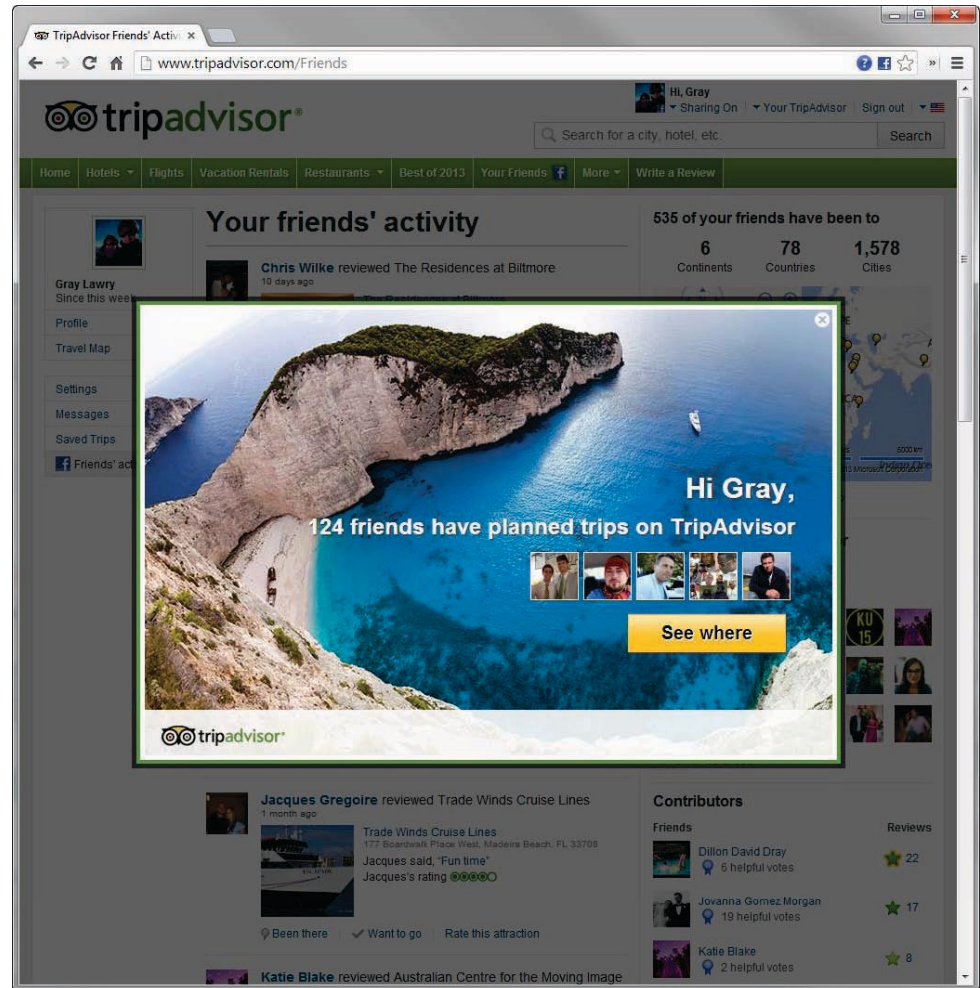
Non DMO Examples

- Gogobot
- TripAdvisor



Non DMO Examples

- Gogobot
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Non DMO Examples

- Gogobot
- TripAdvisor

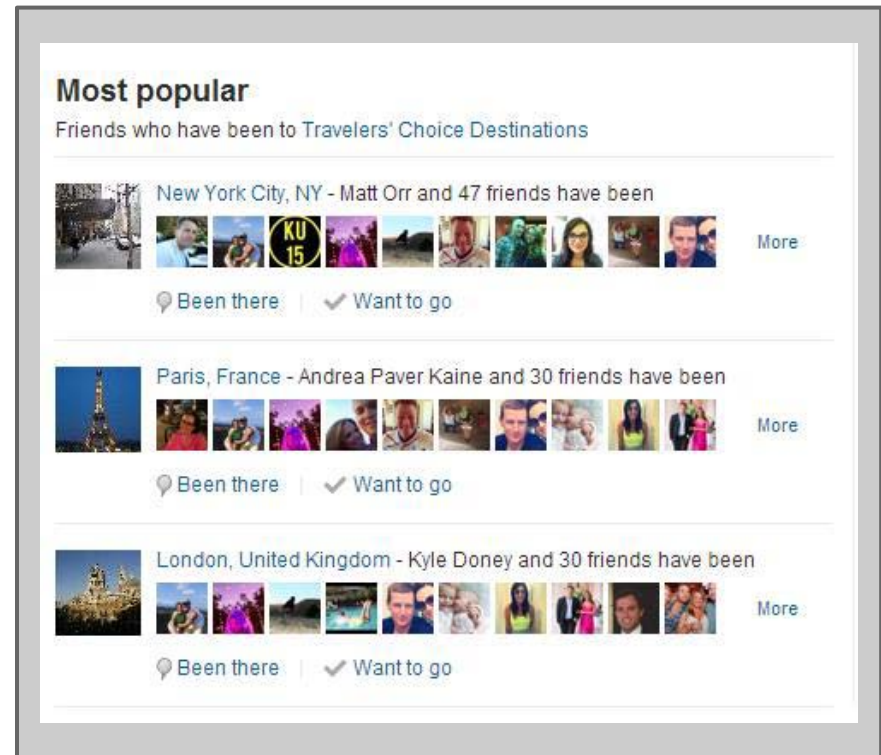
The screenshot shows the TripAdvisor website interface for a user named Gray Lawry. The page is titled "Your friends' activity" and displays a list of recent reviews from friends. The reviews include:

- Chris Wilke** reviewed **The Residences at Bltmore** (10 days ago). Chris said, "Not worth price". Chris's rating: 2/5.
- Kent Hayes** reviewed **The Oasis Cafe** (10 days ago). Kent said, "My favorite place to eat in Sarasota". Kent's rating: 5/5.
- Dillon David Dray** reviewed **Ami Ami Restaurant** (21 days ago). Dillon said, "Pork Belly". Dillon's rating: 4/5.
- Jacques Gregoire** reviewed **Trade Winds Cruise Lines** (1 month ago). Jacques said, "Fun time". Jacques's rating: 4/5.
- Katie Blake** reviewed **Australian Centre for the Moving Image**.

On the right side of the page, there is a summary of activity: "535 of your friends have been to" with 6 continents, 78 countries, and 1,578 cities. Below this is a world map with location pins. Further down, it shows "Your friends on TripAdvisor" with 79 reviews and a grid of friend profiles. At the bottom right, there is a "Contributors" section listing friends and their review counts: Dillon David Dray (22 helpful votes), Jovanna Gomez Morgan (17 helpful votes), and Katie Blake (2 helpful votes).

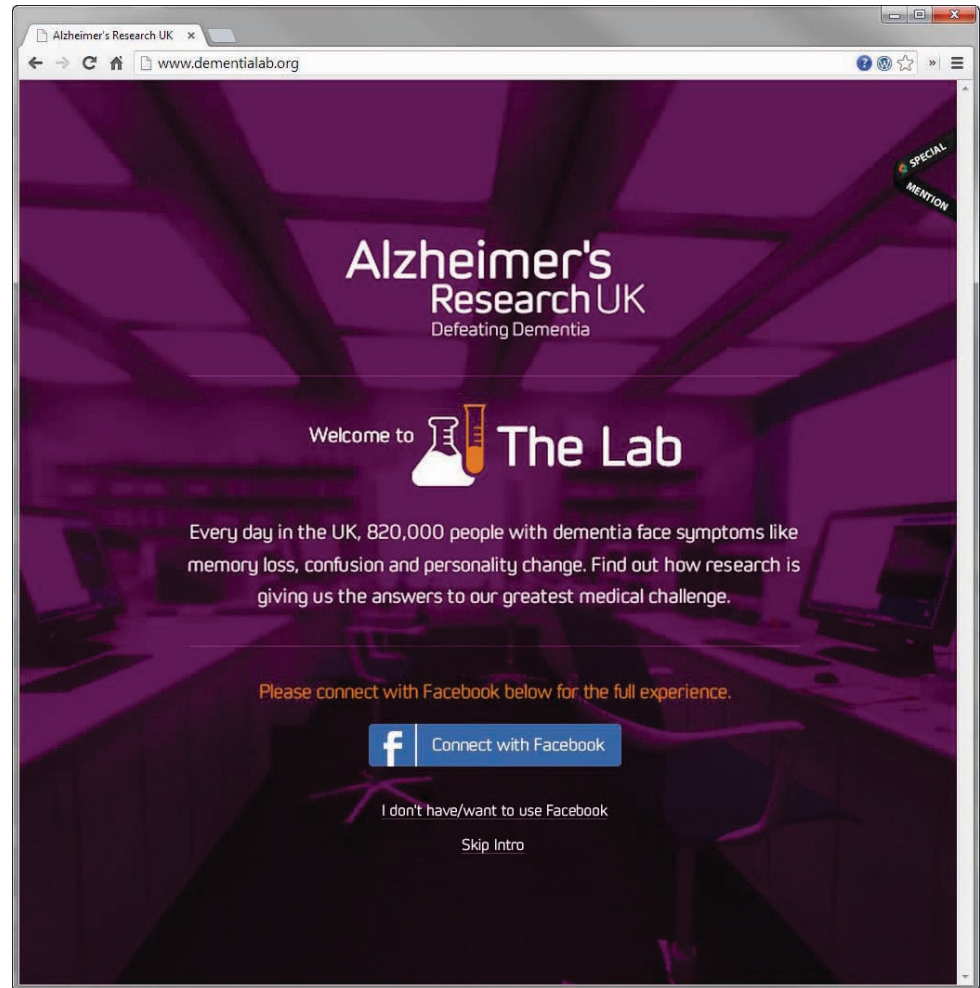
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- Gogobot
- TripAdvisor

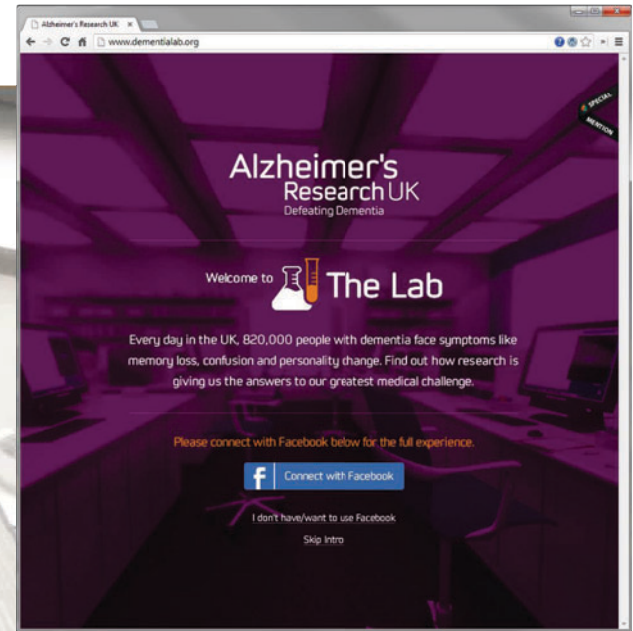


Non DMO Examples

- Gogobot
- TripAdvisor
- Dementia Lab

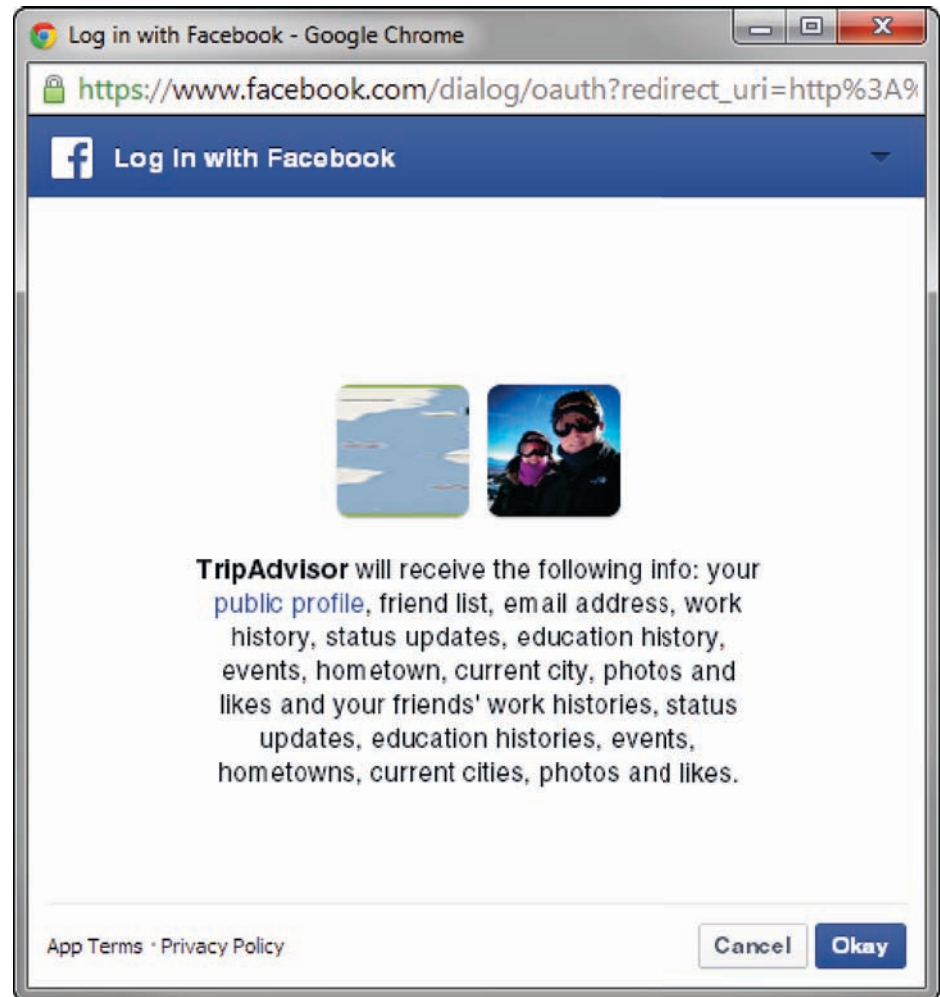


Non DMO Examples

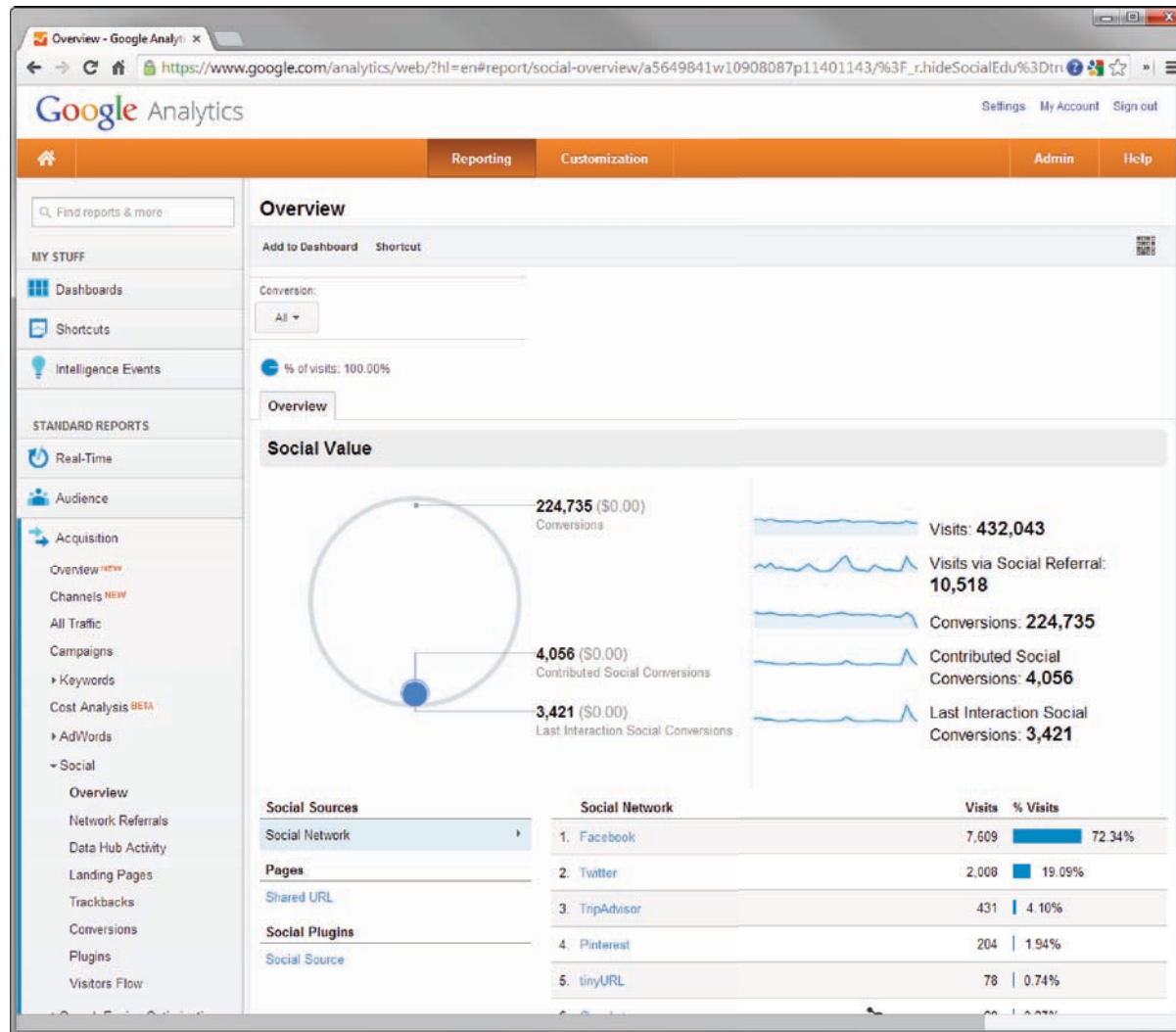


Integrations can unlock

- Friends
- Hometown
- Current City
- Photos
- Gender
- Age

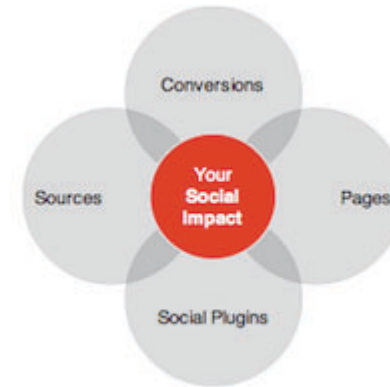


How traditional analytics fit in



How traditional analytics fit in

- Sources
- Conversions
- Pages
- Social Plugins



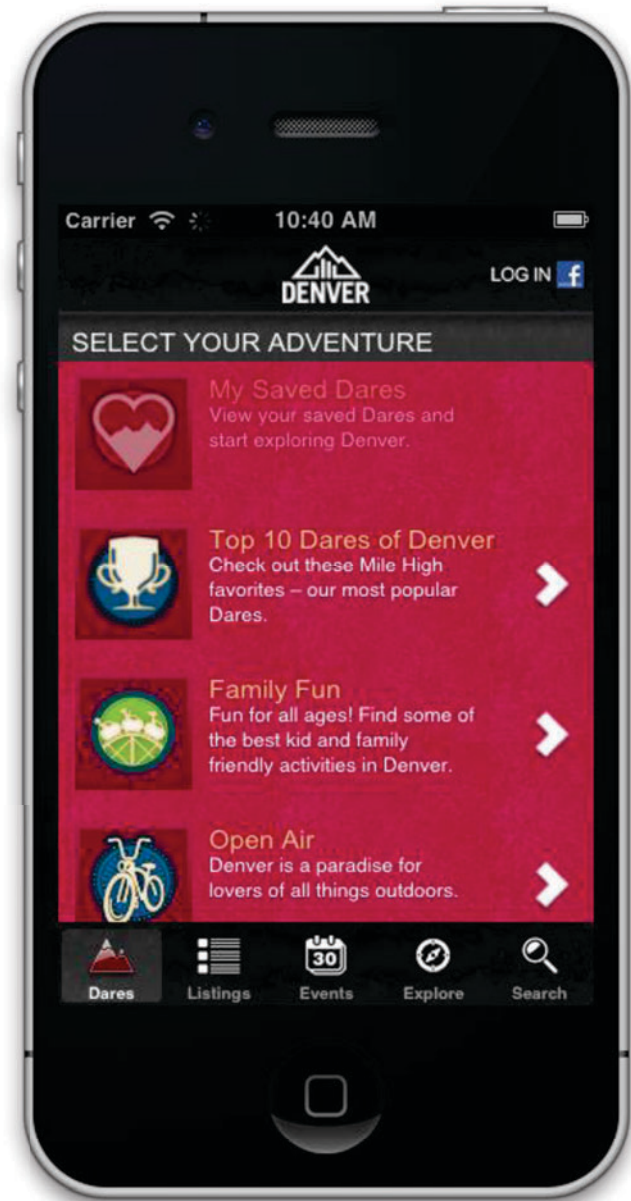
webtrends™

Google Analytics

Re-imagining traditional analytics

- Multi-platform
- Custom dimensions & metrics



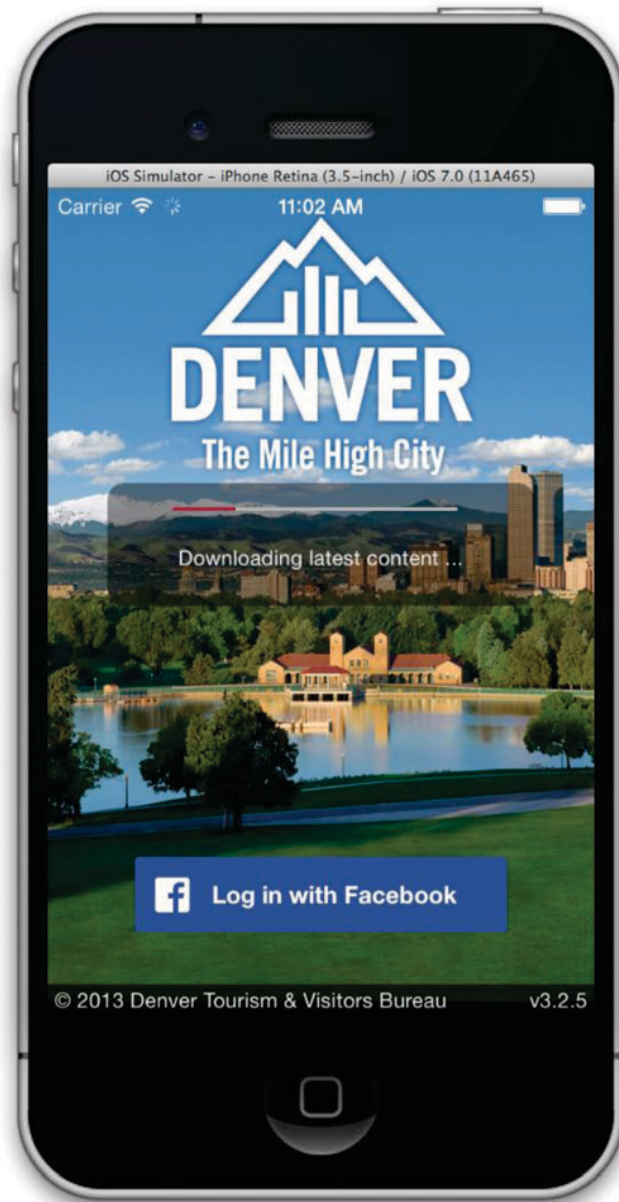


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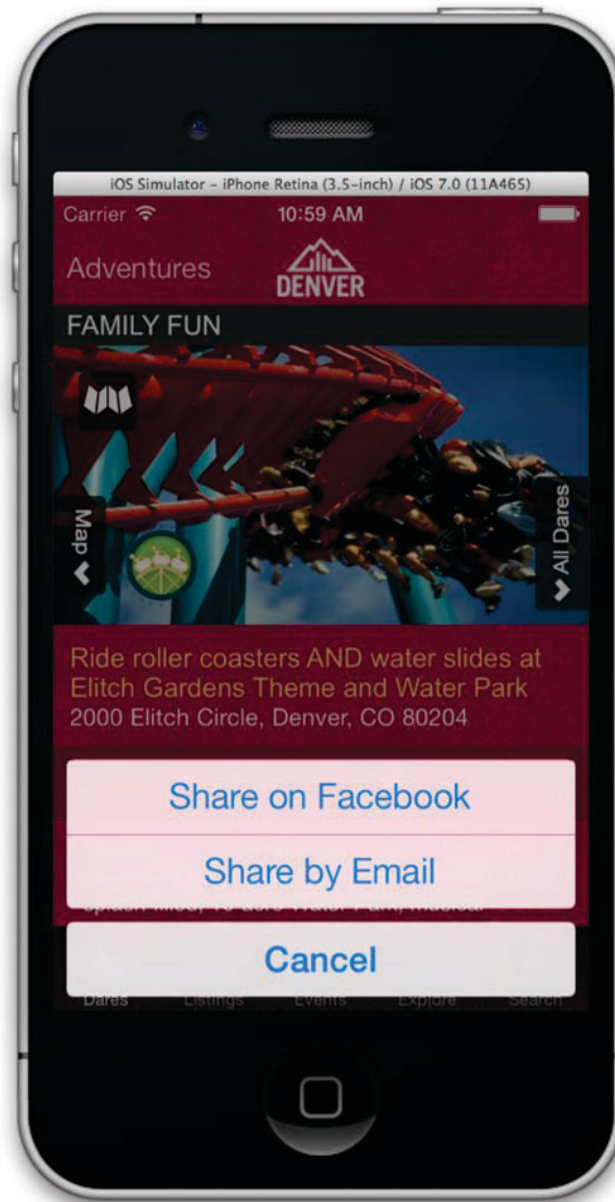


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What we've learned

- In-market vs. out-of-market usage
- Local vs. non-local usage
- In-market usage by non-local users

In Review

Key Takeaways

- Successful travel marketing strategy is reliant on customer and general consumer data. Research and marketing should work together to exploit the goldmine of customer insights available in analytics and other resources available to track customer behavior
- Social identity and website usability are converging faster than ever and the change must be embraced
- Fortunately, traditional analytics are adapting to keep up with the change. By taking advantage of social integrations you can gather better information about your visitors
- Capitalize on the incredible conversion potential of your digital marketing assets by integrating your social and digital channel strategies to ensure consistency in the user experience, which enables a smooth flow from inspiration to transaction
- Define the social metrics and ROI that matter to your organization. Strike a balance between Fan/Follower (audience) growth, engagement (reach) and quantifiable audience action (bookings, website referrals, etc.)
- Don't be afraid to talk to your digital customers! Information gathered through surveys and other methodologies help bridge informational gaps on opinions and behaviors that cannot be understood through the digital footprint alone.

Thank You!



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