



Legendary
KEY LARGO
Chamber of Commerce

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43rd annual Florida Governor's Conference on Tourism Jackie Harder, President

www.FloridaLive.com – can post videos, photos, etc., from anywhere in the state, as long as you first sign in as “liking” Visit Florida.

Panel discussion: 2010 Portrait of Florida Travelers

Participants: Peter Yesawich, president of Ypartnership, founder of the largest independent ad agency in Florida; Philip Wolf, PhoCusWright; David Atkins, Digital DNA Infusion; Mike Haines, Facebook; Erick Qualman, author of “Socialnomics”; Phil Whitney, American Express Publishing Corp.

According to a recent survey (excluding households making less than \$50K a year), in the next 2 years:

- **46% said they would be traveling to Florida**, second only to California
- 70% have access to the Internet. Of those, 99% said they would be coming to Florida
- 90% of those research/book online
- **Top 3 visited sites of prospective travelers have to do with the deal – how to get the best price, which places had price guarantees and sites that compare prices**
- 91% said price and the best value for the price was most important when they booked online. **Value will continue to be in vogue for the next 2 years.**
- Brand was the least important consideration
- 64% consult TripAdvisor; 25% look on YouTube for destination videos
- 46% have a page on a social media site; 91% of those are on Facebook
- There is a “credibility continuum” for prospective travelers – the people they trust most are friends and families and at the other end are the social networks
- **47% of people travel with kids**
- **Use of condos/vacation rentals will explode in the coming years**
- Of those who said they'll travel to Florida:
 - 32% are Gen X
 - 16% are Millennial
 - 39% are college educated

“We need to blow the cobwebs out of the way we do business.”

In an interesting twist of combining high touch with high tech, **companies are using technology to personalize their customer experience.** Hyatt has furnished iPads to its 25K employees worldwide that gives them to access computer records anywhere they are in the building. Hyatt uses the iPads to help people check out, rather than keeping people waiting in line.

Read Wired magazine to keep up on technology changes.

People are spending all day on the Internet without ever going to a website by using apps, etc. Apps are the wave of the future.

Regular websites are the foundation of an online presence, but just the beginning.

Pick devices and application that work for you and your customers.

Be everywhere with your brand.

Create a mobile strategy.

If you have flash on your website, Mac users cannot access it.

Understand your web analytics and see how many mobile users are accessing your site. Where are they coming in to your site? Where are they going?

Test everything – see what works for you.

E-blasts are becoming less effective.

People who sign up for Foursquare are getting 25% increase in incremental business. From the Foursquare website:

Foursquare is a mobile application that makes cities easier to use and more interesting to explore. It is a friend-finder, a social city guide and a game that challenges users to experience new things, and rewards them for doing so. Foursquare lets users "check in" to a place when they're there, tell friends where they are and track the history of where they've been and who they've been there with.

Foursquare has 3M users. To learn more about how businesses can participate:

<http://foursquare.com/businesses/>

A user "checks in" at your business and immediately it lets everyone know where the user is located. The user's friends can come hang out with the user, or the business can offer a special deal when the user "checks in" at the business.

"We're moving from 'word of mouth' to 'world of mouth.'"

If you can't think of anything to post on your Facebook page, ask a question.

People will pay a premium to get exactly what they want.

Dangerous thinking: "I don't have time for search engine optimization. I'm still working on my brochure."

Website should reflect what generation you're trying to reach. Gen X is looking for something new and different. Millennials want to make a difference, very much into high-tech and volunteering. Boomers are burned out – "just make it easy for me!" Thank traditionalists for their loyalty and support.

"Create Culture of Innovation in Your Company"

Terry Jones, founder of Travelocity.com and chairman of Kayak.com (aggregate site, which searches the Internet and pulls together all the travel information you seek in one neat little package)

Focus on 1-2 innovative ideas to help your company come out of the recession. Doing new things is the key to success.

"Consumer empowerment changes the way people shop and buy, especially travel."

Travel is the No. 1 online purchase, more than the next 4 purchases combined.

"We live in world of speed and convenience."

www.travelpost.com does consumer reviews

"If you don't like change, you'll like obsolescence even less."

We've moved beyond B2C (business to consumer) communication; we're now at B2We (business to community).

Great ideas come from everywhere, but especially from the bottom, including customers.

Measure everything. "Fail fast and get out quick, before the train wrecks." What did you learn? Allow failure and harvest learning. "Everyone needs a coach." Go with your gut, do a quick hit and get it to market.

Play to your strengths. Hire people who don't fit. You want strong debate. Keep teams small – no team should be bigger than can be fed with 2 pizzas.

Look beyond what's immediately apparent.

Get people outside the team to review ideas.

Innovate in areas that make sense.

There are 5B cell phones in the world.

www.smartdestinations.com is a site that has tickets you can buy for about a dozen cities. The ticket, or card, allows you to go to XX number of attractions at a reduced price. You can also customize your own ticket/card.

“Achieve Your Marketing and Business Goals in a Digital Age”

Alan Moss, Google director of online sales and operations, Americas

- 87% said they would travel more in 2010
- **People are researching more and longer in making their travel plans. One example given: 45 websites visited in 2 days, using 50 sources**

Need to do 3 things:

1. Capture existing demand
 - a. This is the low-hanging fruit. **84% of personal travelers use the Internet to play their travel. It's the No. 1 information source.**
 - b. They spend 6.7 weeks researching
 - c. **80% of travel transactions involve an Internet search**
 - d. **People make 8.1 searches before booking**
 - e. **They do 20 researches before booking a hotel**
 - f. 30% of all travel sites are found through Google searches (38% of visits to the chamber site come from Google).
 - i. Lodging is the No. 1 search, followed by day trips and attractions
 - g. Be sure to have pix, videos, social media on your site to help capture the people who are planning to travel to your destination.
 - h. Test different ad formats
2. Generate new demand
 - a. Put brand, deal, etc., on relevant websites.
 - b. Graphics lift conversion rates.
 - c. **Add video – 86% of Internet users watch videos online, and 81% look at travel videos on YouTube.**
 - d. Be on Google Local; tie it in with an offer

ROI – Web Analytics and Marketing

Chris Adams, Miles Media Group

It's what others are saying about you, not what you are saying about yourself.

Tourism is about the experience. Each generation is looking for a different type of experience.

Should change something every week in marketing – website, etc.

Need to measure the travel process in 4 areas:

1. Audience
2. Engagement
3. Signals of intent to travel
4. Booking, travel and post-travel sharing

Don't get hung up on the numbers. Big picture is what's important.

Bounce rate from a web page isn't necessarily bad. Could be going to another site to book a hotel...but it could be readability/usability. Look for pages with a high bounce rate and see why and where they're bouncing to.

Free wifi in your business is important in letting travelers talk about your business while they're at your business...and be sure it works!

Measurement steps:

1. Have an online marketing strategy and plan and update it every 3 months.
2. Define measurable objectives
3. Look for signals of intent to buy
4. Have the right analytic toolkit
 - a. Basic: Google Analytics
 - b. Advanced: Omniture, SiteCatalyst or Unica NetInsight
 - c. Audience measurement tool: Quantcast
 - d. Special tools for social media or e-mail campaigns: Scoutlabs, Raven, TweetStats, Swix
5. Track every ad campaign with partners and vendors
6. Manage beyond the click
 - a. Campaign bounce rate should be that of your regular site in an organic search
7. Refine and evaluate ad campaigns based on results
 - a. 20% of budget should be set aside to improve, refine, etc.
8. Add research to give the "why"
 - a. Use intercept surveys, like Survey Monkey, to ask the "why"

Find out what's important to you about your site and get data on that.

www.Quantcast.com gives demographic information about your site's users. Look at "audience also likes" on the lower right of the people. Quantcast measures people not visits.

Quantcast is like Nielsen...1.8M people have signed up to participate. Quantcast extrapolates information on age, sex, household income, etc., and applies it to your web stats.

Optimize content by using target keywords to reach the market you want. Use analytics.

Geotargeting is important (geographical targeting is a way for website to display content specific for a visitor's geographical location)

Use at least 2 versions to test how well a campaign is working. Test everything. Ask your ad agency: What options were you going to test?

Make sure your website has a site map. That's how web crawlers/spiders find out about you.

Get specific tracking codes for social media to insert into campaigns.

Google Analytics doesn't count everything. If it gets overloaded, it will just sample.

"Learn to fail fast."

Mission statement of the Key Largo Chamber of Commerce
Through the collective power of our membership, build a vibrant business and social environment for our community.