THE BIG DIGITAL MARKETING TRENDS

What It Means for Denver Tourism & Hospitality

AUGUST 3RD, 2023
With You Today

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Agenda

1. The Latest Research
2. Major Travel Platforms: Google
3. Vertical & Short Format Video
4. Generative AI
5. Q&A

Bonus Round: ‘Cookieless Future’
THE STATE OF THE AMERICAN TRAVELER RESEARCH

TECHNOLOGY EDITION

JUNE 20TH, 2023
The Most Important Technologies in Reaching & Engaging with Travelers
**Question:** Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)

- Websites found via a search engine: 40.5%
- Facebook: 31.9%
- Email: 31.6%
- Online content (articles and blogs): 28.0%
- Instagram: 22.0%
- Streaming video services (YouTube, Hulu, etc.): 17.4%
- TikTok: 16.1%
- Review websites (Yelp, TripAdvisor, etc.): 15.6%
- Advertisements on the Internet: 11.9%
- Travel or lifestyle magazines (printed): 11.7%
- Travel podcasts: 11.3%
- Broadcast television: 11.1%
- Official local or state visitor guides (printed): 9.6%
- Text messages: 9.2%
- Pinterest: 8.8%
- Twitter: 7.5%
- APPs on my mobile phone: 5.2%
- Newspaper travel sections (printed): 5.1%
- Digital influencers: 4.2%
- NONE OF THESE: 8.3%

(Base: All respondents, 4,180 completed surveys. Data collected May 17 - 21, 2023.)
Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)
The Hyper-Informed Traveler

2014-2022: Shifts in Media Use

49% 30.6%
Use Print Publications: Visitor Guides, Brochures, Magazines

41% 64.3%
Use Smartphones to Access Travel Information

31%
Use Office Computers to Access Travel Information

41% 53%
Seek Out Reviews, Ratings and User-Generated Content for Ideas and to Validate Their Selection

40% 44.3%
Use Social Media in Trip Planning

Rising Media Use by Travelers 2014 - 2022

A summary of research
All the research, slides and other resources are available at www.milespartnership.com/SAT
LEVERAGING THE MAJOR PLATFORMS
1 Claim Your Business on the Highest Visibility Platforms

- Google Maps (and Search)
- Apple Maps
- Facebook
- TripAdvisor
Update your hours, even if they haven’t changed.
Recency and confidence are key for visitors & locals.
Add fresh pictures
(at least monthly)
Connect & Manage as part of a Smart Online Distribution Strategy
Denver, the capital of Colorado, is an American metropolis dating to the Old West era. Larimer Square, the city's oldest block, features landmark 19th-century buildings. Museums include the Denver Art Museum, an ultramodern complex known for its collection of indigenous works, and the mansion of famed Titanic survivor Molly Brown. Denver is also a jumping-off point for ski resorts in the nearby Rocky Mountains. — Google

Age: 164 years
Population: 711,463 (2021)
Unemployment rate: 3.4% (Nov 2022)
Area code: Area code 303
Mayor: Mike Johnston
Weather: 73°F (23°C), Wind S at 4 mph (6 km/h), 53% Humidity

Events
- Tue, Aug 1: Denver Days Trivia at Ratio Beershakes Overland
  6:00 PM  
  Ratio Beerworks - Overland
- Tue, Aug 1: In-Person Nonbinary Support Group
  6:30 PM  
  The Center on Colfax - LGBTQ Colorado
SEE BLOG POST & 10 MINUTE VIDEO AVAILABLE HERE:

Five Critical Digital Marketing Tasks for Tourism and Hospitality Businesses

VERTICAL & SHORT FORMAT VIDEO

HOW TO MAKE SHORT FORM WORK FOR YOU

August 3rd, 2023
Video in Travel Planning
USE OF VIDEO TO PLAN TRAVEL

**Question:** In the past 12 months, have you used ONLINE VIDEO including visiting video sharing websites (e.g. Youtube.com, TikTok or Google Video) to plan any travel?

- Yes, 37.8%
- No, 59.1%
- I don't know, 3.1%

(Base: All respondents, 4,180 completed surveys. Data collected May 17-21, 2023.)
Almost half (48.1%) of TikTok using travelers report that they have taken a trip to a destination because of content they saw on the platform.

(65.0% for Millennials and 55.4% for Gen Z vs. 44.0% for Gen X and 28.4% for Baby Boomer TikTok users).

“TikTok has reignited my travel desires.”

About a year ago, I went to New Orleans, and it’s not the most talked about destination in my circle, but I had seen a lot of posts on my TikTok on why it’s a good idea to go there, so I went!
3 PRACTICAL TIPS TO MANAGE CREATION
TIP NO. 1

Be Authentic

- Don’t overthink it – viewers want to see real experiences.

- Cell phone quality is perfectly fine if not preferred. The more polished the footage looks, the less authentic it will feel to the viewer.

- There’s a time and a place for high production video, this is not it.
**TIP NO. 2**

**Brand Lightly**

- The more logos you slap on your content, the less authentic it will feel to your audience.

- Your content should speak the same language as your brand but in a more nuanced way – visual style, color, music, etc. are all ways to communicate brand.
TIP NO. 3
Recycle

- In an ideal world, every video would be shot vertically and custom created for each platform. Nobody’s got that kind of time.

- Recycle content that performs well across other platforms.

- Reuse high resolution 16x9 footage cropped to 9x16.
THE POWER OF GENERATIVE AI & CHATGPT
What It Means for Tourism & Hospitality
AUGUST 3RD, 2023
WHY

OpenAI

NVIDIA

TSMC
WHAT: Use Cases

1. Content, Marketing, & Advertising
2. Trip Planning & Booking
3. Customer Service
4. Administrative & Operational Support
5. Whatever You Can Imagine...
New York Times, Can we no longer believe anything we see? April 2023
WHICH IMAGE WAS AI GENERATED?

A

B

New York Times, Can we no longer believe anything we see? April 2023
BRAND VOICE

**The Ritz-Carlton brand voice** is characterized by elegance, sophistication, and a commitment to exceptional service. Their messaging focuses on delivering a luxurious and memorable experience to discerning guests, while emphasizing personalization and attention to detail. The brand consistently conveys a sense of exclusivity, warmth, and genuine care for its clientele, showcasing the rich heritage and impeccable standards that have become synonymous with the Ritz-Carlton name.

**The Four Seasons brand voice** embodies luxury, warmth, and personalized hospitality. Their messaging emphasizes creating memorable and tailored experiences for guests in stunning locations around the world. The brand consistently conveys a sense of refinement and sophistication, while prioritizing genuine connections and service excellence. The Four Seasons brand is known for its commitment to innovation, seamlessly blending modern amenities with timeless elegance to provide unparalleled guest experiences.
Write social ad copy in the voice of both brands targeting Female luxury travelers in NYC with a media hhi of $500k USD and two children one boy age 3 and one girl age 6 for a weeklong vacation to Miami. Highlight the unique amenities of their luxury hotel chains, the activities, dining, and amenities offered. Making sure to use the proper tone and brand voice for each brand.

Four Seasons Ad Copy:

"Embrace the Warmth of Family Adventures 🌞 at Four Seasons Miami 🌊 Unwind together in our luxurious haven, designed for the discerning family with an appreciation for personalized experiences. Our Kids For All Seasons program offers enriching activities for your little boy and girl, ensuring a memorable week in Miami. Savor delectable dining options while the children enjoy our specially crafted kids’ menu. Explore our state-of-the-art amenities, relax at our lavish spa, and create cherished memories on our stunning private beach. Your family’s dream vacation begins at the Four Seasons. Book now for an unforgettable Miami escape. #FourSeasonsMiami #FamilyGetaway"
Emily and her family will be visiting the hotel in April for three nights. Please provide a sample itinerary for each day broken into meal and morning, afternoon, and evening time blocks with three options for each block and two meal options for each meal. They have rented a car and can go off property, but prefer to keep activities within a 1 mile walking range.

Afternoon:
1. Shopping on Lincoln Road: Stroll along the pedestrian-friendly outdoor mall, featuring various shops and cafes.
2. Pérez Art Museum Miami (PAMM): Visit this contemporary art museum, showcasing a diverse range of works (0.9 miles away, consider driving or taking a rideshare).
3. The Bass: Explore this contemporary art museum, which is just a short walk from the hotel.

Evening:
1. Lapidus Bar: Enjoy pre-dinner drinks at the hotel's stylish bar, inspired by classic cocktail culture.
2. New World Symphony WALLCAST Concert: Attend a free outdoor concert at SoundScape Park (check schedule for availability).
3. Sunset walk: Take a leisurely stroll along the beach, watching the sun set over the ocean.

Dinner:
1. The Forge: Dine at this iconic Miami Beach steakhouse, known for its elegant atmosphere and fine cuisine.
2. Joe's Stone Crab: Sample Miami Beach's famous stone crab claws at this historic seafood restaurant.
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Day 1:

Breakfast:
1. Fuego y Mar: Enjoy a delicious breakfast at the hotel’s on-site restaurant.
2. Rosetta Bakery: A nearby Italian bakery offering a variety of pastries, coffee, and breakfast sandwiches.

Morning:
1. Beach time: Relax and soak up the sun on the hotel’s private beach area.
2. Bike ride: Use the complimentary bike rental to explore the Miami Beach Boardwalk.
3. Art Deco walking tour: Discover the architectural gems of the surrounding Art Deco Historic District.

Lunch:
1. Dîlédo Beach Club: Savor alfresco dining at the hotel’s oceanfront restaurant.
2. Yardbird Southern Table & Bar: Indulge in classic Southern comfort food at this popular nearby restaurant.

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Day 1 Morning Note:

Dear Emily and family,

Welcome to The Ritz-Carlton, South Beach! We hope you had a smooth arrival and are ready to enjoy your first day in Miami Beach. We would love to hear about your journey and any activities you may have enjoyed yesterday.

Today's highlights include relaxing on our private beach, exploring the Miami Beach Boardwalk with our complimentary bike rentals, and discovering the Art Deco Historic District. Our oceanfront DiLido Beach Club is the perfect spot for lunch, and don't forget to try our signature cocktails at the Lapidus Bar this evening.

If you need any assistance or have any questions, please don't hesitate to reach out to me or any of our staff members. We're here to make your stay as enjoyable as possible.

Warm regards,

[Your Name]

Day 3 Morning Note:

Dear Emily and family,

We hope you're enjoying your time at The Ritz-Carlton, South Beach! We'd be delighted to hear about your adventures yesterday and the memorable moments you've experienced.

On your final day, we recommend participating in a beach yoga session, exploring the Miami Children's Museum, and visiting the Museum of Ice Cream. Don't forget that our checkout time is at noon tomorrow; however, we would be happy to extend it for you until 4 PM if needed.

Should you require any assistance or have any questions during your last day with us, please don't hesitate to reach out to me or any of our staff members. We're here to ensure you have an unforgettable experience.

Warm regards,

[Your Name]
Write a similar note to max but note his age so keep it short and make the note in the style of hulk hogan and ask max about things he would like. Include a piece of trivia about hulk hogan in miami in each note

Day 1 Morning Note:

Hey there, Max, brother!

Hulk Hogan here, welcoming you to Miami Beach, dude! What did you do yesterday, little Hulkamaniac? Today, you're gonna have a blast on the beach and enjoy some gnarly bike rides!

Miami Trivia: Did you know, brother, that Hulk Hogan once body-slammed The Big Show at a wrestling event right here in Miami? That's right, dude!

If you need anything, just let us know, Max! We're here to make your stay bodacious!

Stay cool,

Hulk Hogan
Ingest and review the following reviews for the Margaritaville Beach Resort Nassau.

Allen B wrote a review Apr 24
1 contribution
Overrated:
Two stars based on poor service, bad management and surrounding areas. The hotel itself was nice and room was great. However majority of the staff was rude, unaware and under-staffed. One person was working the pool area and beach area. Gratuity was included with everything but you had to go get your own food and drinks. Not many restaurants around the area and closed down after 5. Overall very overpriced and not worth the stay.
Read more
Date of stay: April 2023
This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews.
Helpful
Share
Response from General Manager, General Manager at Margaritaville Beach Resort Nassau
Responded yesterday
Dear Allen, Thank you for taking a moment to share your thoughts about your recent stay. While it’s terrific that our well-appointed rooms pleased you, we are sorry to learn that our staff failed to make you feel welcome. Rest assured, we have noted your concerns and will use them to help us improve the level of hospitality we’re providing. Though your time with us wasn’t flawless, we hope you’ll revisit us for a better overall experience. Nigel Francis Director of Operations CustomerService@margaritavilleresortnassau.com
Read more
This response is the subjective opinion of the management representative and not of Tripadvisor LLC.
Katie S wrote a review Aug 2022
Naples, Florida2 contributions5 helpful votes
Hotel’s Favorite
Excellent experience at the Margaritaville Nassau
This property is in the perfect location, near downtown and straw market and also a short...
Rate the responses from the management on a scale from 1-5, with 5 being the best. Provide three points of feedback on how to improve managerial feedback responses.

Mixed reviews:
1. Michelle T: Beautiful rooms, private beach and amenities, but had issues with reservation, service, and housekeeping.

Negative reviews:
1. Allen B: Poor service, bad management, and lack of nearby restaurants. Overpriced and not worth the stay.
2. Viviane A: Bad customer service, problems with card limit, and won’t return to the resort.

Rating: 4

Three points of feedback on how to improve managerial feedback responses:

1. Personalization: While the responses are courteous and professional, they could be more personalized to make the guest feel genuinely heard and valued. This can be achieved by addressing specific points from the guest’s review and, if appropriate, sharing steps that have been or will be taken to address the issues raised.

2. Empathy: Express more empathy for the negative experiences guests had during their stay. This could include acknowledging the inconvenience or disappointment the guest may have felt and offering a genuine apology for any shortcomings.

3. Follow-up: Offer a direct line of communication for the guest to provide additional feedback or to discuss their concerns further. This shows that the management is truly committed to improving their experience and helps build trust with the guest.
Hi, I'm Alice👋 your friendly companion

Ready to chat?
5 x Principles for Managing Generative AI

1. Stay up to date with new trends & technologies
2. Disruptive but a net positive for tourism
3. Many opportunities to assess, test & refine
4. Use AI but check & verify
5. Travel requires high tech & high touch
The Cookieless Future
THE COOKIELESS FUTURE

We’re Living in the Cookieless Future, Now

• Safari & Firefox already block third-party cookies
• Google plans to start eliminating third-party cookies more broadly in Q1, 2024
• What it impacts?
  o Audience targeting capabilities
  o Measurement and attribution
  o Website traffic and performance
We’re Living in the Cookieless Future, Now

- Ensure any measurement plan put into place accounts for continued deprecation of cookies
- Prepare for decreased website and media metrics
- Current Solutions:
  - Data Clean Rooms
  - Performance Media Modeling
  - Build your own ‘First Party Data’
IMPORTANCE OF BUILDING YOUR OWN FIRST PARTY DATA

Your customer interactions and "owned media" incl. your website, email, print publications can build a valuable customer & subscriber database.

This builds your own “first party data” with high value, repeat visitors and locals – and which can be used in your own marketing & communications.