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The rapid growth of technology options and shifting consumer behavior in the digital space has permanently changed the way travelers plan trips. The state of mobile and digital has evolved significantly over the past five years and consumers and brands will continue to adapt to changing technologies.

Now more than ever DMOs need to demonstrate their value in driving consumer demand to key stakeholders. The fast-paced growth within the social space requires constant innovation from destination brands in order to inspire more consumers to travel, stand out among competitors, and earn a measurable return on their investment. Staying ahead of consumer and industry trends means successfully promoting your destination through digital, social and mobile media for these two purposes:

1. **INSPIRING TRAVELERS TO CHOOSE TO VISIT YOUR DESTINATION, DRIVING INCREMENTAL DEMAND FOR YOUR COMMUNITY**
2. **DRIVING INCREMENTAL SPENDING BY IN-MARKET VISITORS ONCE THEY ARE IN YOUR DESTINATION**

This toolkit focuses on digital and mobile marketing efforts with insights from current trends and consumer behavior shifts affecting the travel and tourism industry. When working with limited resources, it’s important to focus marketing efforts based on where potential travelers are on the web. Therefore, this toolkit covers some of the most widely used technologies and a few emerging trends—with a focus on top players such as Google, Facebook and YouTube.

The Digital and Mobile Marketing Toolkit is published by the Destination Marketing Association International (DMAI), which protects and advances the success of official destination marketing organizations worldwide. This study was funded by a grant from the Destination & Travel Foundation and was researched and written by W2O Digital and Get Smart Content.

For additional information, you may reference DMAI’s 2012 DMO Marketing Activities Study, the most comprehensive study on DMO marketing practices to date. The inaugural research program is based on responses from 240 DMOs and focuses on marketing budgets, strategies and initiatives. The study provides DMOs with a unique and invaluable resource to guide their marketing, budgeting and planning including key areas and themes: budgets and how they are deployed; traditional and digital marketing mediums and initiatives; international marketing efforts; current and future website applications and integration as well as mobile websites and destination apps.
The DMO Social Index, created and published by W2O Digital, is a custom tracking system that provides the ability to monitor and evaluate the digital and social marketing efforts of more than 800 global DMOs on Facebook, Twitter, YouTube and Search.

DMOs can use individualized insights from the Social Index to measure their success and identify the successful behavior of their competitors. With this data, we can better measure the return on your investment across your social and digital channels and optimize those efforts by providing custom insight based on your industry competitors.

Understanding the challenges DMOs face today, we’ve used this data to present you with actionable insights throughout this toolkit. Beside is an overview of the DMO digital landscape based on the 800+ DMOs analyzed. The graphics beside include data from DMOs of varying size and budget. These averages are based on the Social Index at the time of publishing and are to be used as a reference point, not as a measurement or judgment of any individual DMO performance.
The Internet is used by 83 percent of leisure travelers to plan travel\(^1\). While used by so many, digital, social and mobile media are constantly evolving as new channels, tools, functionality and consumer behavior patterns emerge. Many usage trends are going to be significantly shaped by what functionality is available to consumers and marketers. This section outlines new opportunities presented to DMOs. Having a complete understanding of new technology options and how consumers are using them allows DMOs to effectively reach modern travelers.

- Mobile
- Search
- Facebook
- Twitter
- Video
- Photo
- Sharing

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\(^1\) Traveler’s Road to Decision. Google, July 2012.
MOBILE

Consumers are increasingly turning to their internet-capable smartphones to book and plan trips. In fact, 46 percent of all American mobile consumers now own a smartphone. Globally, 144.9 million smartphones were sold in Q1 2012, and total 2011 sales were 491.4 million units. In recent years, air and hotel bookings from mobile devices have increased. An estimated 16 million Americans will book travel via mobile this year, up from just over 12 million in 2011. Because of this consumer behavior shift, mobile optimization of digital platforms becomes even more important in increasing consumer demand and ultimately generating bookings.

The smartphone market itself is constantly changing. Staying on top of consumer purchasing and usage trends allows DMOs to optimize for the right audience. Android currently tops the global smartphone market with 68 percent of the market share. Apple iOS takes the second spot with 17 percent of market share. Blackberry’s share has dropped and is down to 4.8 percent.

APP VS. MOBILE SITE? TURN TO PAGE 36 FOR MORE ON THIS COMMON DILEMMA

Mobile has strong value for in-market promotions. Usage trends confirm that not only do consumers use their phones on the go, but they also use local content in market, which is a key action driver for mobile users. Eighty-four percent of mobile users report they use mobile search to look up business locations and access maps or driving directions, and users cite local offers and promotions among the top reasons they would engage with mobile advertising. Tablet owners tend to use their device more from home (72 percent), while most smartphone owners use their phones on the go (68 percent).\(^6\)

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SEARCH

Search remains the number one planning source for personal travel. 95 percent of leisure travelers have started their destination planning with search, 63 percent of leisure travelers agree that search engines are their go-to source for travel information, and 56 percent of travelers say they always start their travel booking and shopping process with search.\(^9\)

Search engine marketing (SEM) and search engine optimization (SEO) are strategic ways to capitalize on searchers looking to travel. To effectively sync search efforts with all other marketing efforts and optimize to achieve the highest possible ranking, it is essential to understand major search algorithmic changes. Search results now include local listings, images, videos, news and more.

It is highly recommended to sign up for Webmaster Tools for Google and Bing for information about how your site is indexed and ranked, and to fix any problems in the way that search engines evaluate your site. Always set up goal tracking in web metrics tools like Google Analytics to measure conversion rates and improve your search efforts.

Search Engine Marketing (SEM)

includes paid advertising on search results pages in the top and side columns of organic search results.

Search Engine Optimization (SEO)

is the strategy of improving web content with the purpose of increasing your organic rank on search engines.

TURN TO PAGE 19 FOR TIPS ON IMPROVING SEO AND SEM

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Why Google?
Google is the leader in search with 83 percent of the global market share. When working with limited resources, it’s important to focus your efforts on the most prominent channels first, and then evaluate others. Other search engines like Bing and Yahoo account for such a small part of the market that, with limited resources, it is more efficient to first master where the majority of your audience is.

Algorithm Updates
Google is constantly updating their algorithm with the goal of improving search results and reducing spam. Some updates are larger than others and receive more attention from marketers. Two updates, Panda released February 2011 and Penguin released April 2012, came with significant changes. In an effort to reduce spam, these Google updates introduced new ways to identify and penalize sites conducting activities such as keyword stuffing, cloaking and other tactics that violate Google’s webmaster guidelines. Google’s updates added a human element to determining quality content that put further emphasis on design and user experience, content quality and usage metrics. Remember to keep content fresh and user friendly so that your web properties will rank positively with these algorithm changes.

Social Search
Google+ is a social network with valuable search implications that was launched by Google in June 2011. Google describes it as a social layer, connected to all Google properties including search. This integration into Google search, “Search Plus Your World,” may be the most impactful aspect of Google+. While Google+ as a social network currently has lower adoption and usage rates than comparable social networks, its social interactions are integrated into search to create personalized results. This makes Google+ have a strong impact on search results. This social search element now provides personalized results based on how your network interacts with brands on Google+, potentially pushing your destination to a higher search result.

FACEBOOK
Social media has a strong influence on how people make travel decisions. Up to 52 percent of users have changed their original travel plans based on social media. Emphasis on the visual is becoming more important in social media. Teletext Holidays, a UK-based travel company, found that more than 25 percent of British travelers have booked travel after seeing friends’ Facebook pictures.12

Visual Design
Pinterest’s popularity has validated a user preference for a more visual experience. Recent Facebook updates reflect this shift in consumer preference. Facebook’s look and feel most noticeably changed with the Timeline roll out starting in 2011:

- The cover photo, the large picture at the top of profile and fan page, is the first thing people see when they come to your timeline.
- The new layout also displaces Facebook’s existing tab configuration (including a tab’s 520-pixel width), and replaces it with a new 810-pixel layout.
- The new layout includes a fixed space allocated for native apps like Photos. Now, only four tab panels are viewable at any given time.
- With reduced tab visibility, the Facebook timeline brings new ways to feature content. Pin a post to the top of your page to highlight a promotion, video or upcoming event.
- Added functionality for brand pages now allows brands to receive and respond to private messages from users. Pages need to turn on this option, and only page admins will be able to see and respond to private messages.

Open Graph
As an additional way to engage your audience, Facebook’s Open Graph is a new way to connect third party sites and applications to the Facebook network. Even more than Facebook Connect, the Open Graph API lets you get information in and out of Facebook and therefore integrate actions and objects within a user’s experience on Facebook. Open Graph is displayed in the Ticker in the upper right hand side of a user’s homepage.

Page Names
Because Facebook check-ins are tied to locations that have their own dedicated page, DMO Facebook pages cannot be named by just the city, state, region, etc. Make sure your page title is the name of your organization, not the name of your destination, to avoid confusion and complications from the Facebook team. For example, Visit Denver, Tourism Ireland and New Orleans CVB all comply with Facebook’s page naming guidelines.

Facebook Advertising
Promoted posts allow you to show a post in the news feeds to more of the people who like your page than you would reach organically. This new advertising feature introduced in 2012, expands your reach by featuring a post from your page as an ad. Traditional Facebook posts are only seen by a portion of your audience due to Facebook’s news feed algorithm that determines what will appear in your news feed based on engagement. A few things to know about promoted posts:

- You can only promote posts within 3 days from when they’re created
- Promoted posts are only available to pages with over 400 likes
- A tag will indicate to users that your post is sponsored
- Promoted posts are the only advertising option for Facebook Mobile
TWITTER
Twitter divides its newest layout into four tabs. By staying on top of Twitter’s newest layout, DMOs can more effectively establish an ongoing conversation with potential visitors. Optimize all aspects of your Twitter profile to highlight your brand attributes and stand out among competing destinations, travel agency sites and deal sites within a crowded space.

WHAT’S NEW?
MOBILE AND DIGITAL TRENDS

Home
The Home tab is your newsfeed, where you view Tweets from the people you have chosen to follow. This is your personal collection of Tweets, featuring the latest news, commentary and information. Tweets can now expand within the feed to show more information such as replies, retweets and embedded photos and videos.

Connect
The Connect section is the place to see your recent activity and interactions. This includes who has followed, mentioned, retweeted or favorited you.

Discover
In the Discover tab, you’ll see results reflecting your interests—based on your current location, what you follow and what’s happening in the world.

Profile
The new Profile section highlights a more visual design. An update rolled out beginning in September 2012 includes a new header image, a more prominent avatar, and a collection of recent images that is higher up on the page.
Travel and tourism is one of the industries that is seeing the biggest impact from video content. 45 percent of leisure travelers, 72 percent of business travelers, and 74 percent of affluent travelers have been prompted to book travel as a result of online video. Diversified media, like video, can effectively demonstrate to audiences why your destination is the best location to take a vacation, get away with family, or hold a conference through a channel they are using to plan travel.

YouTube and Search
YouTube remains the number one video sharing site on the internet. In fact, YouTube is the second largest search engine in the world, only following Google. As with other mediums, there are multiple digital marketing channels from which to choose, however, due to YouTube’s overwhelming dominance online, it is most time and cost effective to first tackle and optimize for YouTube and then branch out to other channels like Youku Inc. or VEVO if resources allow. Because YouTube is widely used as a search engine and because YouTube video results show up directly in Google search results, diversified media like videos have strong SEO value.

Global Video Market Share

<table>
<thead>
<tr>
<th>Rank</th>
<th>Platform</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Google (YouTube)</td>
<td>88,278,970</td>
</tr>
<tr>
<td>2</td>
<td>Youku Inc.</td>
<td>4,644,727</td>
</tr>
<tr>
<td>3</td>
<td>VEVO</td>
<td>3,697,229</td>
</tr>
<tr>
<td>4</td>
<td>Facebook</td>
<td>2,590,812</td>
</tr>
<tr>
<td>5</td>
<td>Dwango Co.</td>
<td>2,458,180</td>
</tr>
</tbody>
</table>

YouTube has recently updated the way brands can share video content. There are no separate banner images in the new channels design. Instead, brands can expose up to 150 pixels at the top of their channels to display more of the background image. Now channels are equipped with a Featured tab that allows brands to highlight content and choose from existing templates. The Browse Videos tab enables brands to publish content to subscribers through the new channels feed. Videos you “like” and “favorite” will also appear in the feed. Brands are able to choose what users will land on when they come to a channel. YouTube now offers video analytics, making it easier to evaluate video length and style. This valuable information can help marketers optimize videos based on viewing trends.
PHOTO SHARING
In 2012, new ways to share images and photos changed the social media landscape. Instagram was bought by Facebook for a reported $1 billion in April 2012. The mobile-only photo sharing application allows users to easily apply filters to photos and share with various social networks. Brands can use Instagram to quickly stylize and share photos in real time.

Rise of Pinterest
Pinterest is one of the fastest growing social networks in 2012. The new virtual pinboard serves a specific segment of social media users and particularly caters to visual design. Pinterest users spend an average of almost 16 minutes on the site per visit (as compared to 12.1 minutes for Facebook). This is the second highest time on site for social networks, only behind YouTube. With close to 80 percent female users, 50 percent of users with children and an annual household income of over $100,000, Pinterest engages a specific, affluent audience. Impact from the 10.4 million Pinterest users can be seen throughout the web. Pinterest now provides more referral traffic to other sites than Google+, YouTube and LinkedIn combined.

Pinterest API
Pinterest Co-Founder and CEO, Ben Silbermann, announced at a leading technology conference, South by Southwest 2012, that the company’s focus will remain on expanding to iPad and Android and updating and maintaining their current platform. With no API available, brands are limited to marketing within Pinterest alone, rather than looking to build something by pulling data from Pinterest. Currently, many DMOs use Pinterest as an avenue to share highly visual elements of their destination.

Sharing Policies
Image sharing is an impactful way to market your destination and can also increase engagement by opening up opportunities for user generated content. Anytime you share images or repost user photos, be mindful of image rights, photographer agreements and organizational policies.

17. Pinterest Drives more Traffic than Google +, Youtube and LinkedIn combined. Shareaholic, Jan 2012 http://mashable.com/2012/02/01/pinterest-traffic-study/.
With the changing digital and mobile landscape, DMOs are presented with new opportunities to market their destination. Use digital and mobile media to inspire and intercept potential visitors during the early stages of vacation planning, connect and engage to build relationships with travelers to drive bookings, and continually measure and optimize all digital media channels to maximize success.

TOP STRATEGIES

INSPIRE AND INTERCEPT
Build and leverage relationships with potential visitors by using digital channels and social networks as a platform to reach consumers. This section covers:

- Paid Media
- Earned Media
- Owned Media

CONNECT AND ENGAGE
Capitalize on interaction with potential visitors by connecting digital media to measurable goals. Embrace and facilitate the sharing of information and create experiences across social, digital and mobile platforms that drive bookings. This section covers:

- Content
- Integration
- Conversions

MEASURE AND OPTIMIZE
Discover how to effectively leverage all the options available in digital and social media and provide consumers access to the brand and integrate both consumer feedback and analytics data to develop insights into consumer communication across mediums. This section covers:

- Usage Trends
- Analytics
PAID MEDIA

Paid digital media allows DMOs to position promotional content alongside relevant third party sites and information, generating relevant, targeted traffic. A combination of search, display and social marketing strategies can generate awareness and be integrated with traditional marketing for more effective results. This section covers:

- SEM
- Display Advertising
- Facebook Ads
- Twitter Ads
- Retargeting
- Mobile Search
SEM

Because DMOs can actively influence the content displayed to a consumer through search engine marketing and optimization, search engines such as Google are an ideal medium through which you can connect with potential consumers. With the search terms they’re using consumers are telling you what they’re looking for at that instant. If your communication goals and messages are relevant to that search then a valuable connection can be made with your consumers. Use SEM to manage thousands of terms that bring in targeted traffic to your site while simultaneously using SEO to position your destination in the search path using relevant key terms.

Search Engine Marketing Tips:

1. Do not know how to measure success? Look for high click through rates (CTR), low cost per click (CPC), and high conversions and conversion rates. Generally, a strong CTR is between 1.5 – 2.5 percent, and a cost effective campaign will keep CPC under $1.00.

2. Strong SEO will drive down the cost of your SEM campaign by making your site more relevant to your ads. Start with engaging, keyword-friendly content on your site and continually create and post new content for frequent indexing by the search engines.

3. A good search campaign drives traffic straight to relevant pages rather than your homepage. Keep your landing pages relevant to the message within your ads and highlight key calls to action high on the page so the user can see them without scrolling down.

4. Because events are often high traffic drivers, optimize for seasonality - consider different festivals, vacation planning cycles, and seasons.

When your keyword list is graphed there are normally three distinct sections:

- **The Short Head**: very high volume keywords, normally generic terms.
- **The Fat Middle**: medium volume keywords, that are usually a variety of terms.
- **The Long Tail**: the "niche" keywords such as specific attractions and long phrases.¹⁸

Use long tail keyword phrases like “family festivals beach locations during spring break” to account for the valuable long tail search volume.

DISPLAY ADVERTISING
Display advertising can consist of text ads, image ads, interactive ads, and video ads. These marketing messages are positioned alongside relevant content on the web, on related sites, and to specified target markets. By placing ads on thousands of key terms that bring in targeted traffic, you’re serving marketing messages to the right people, at the right place, at the right time.

RETARGETING
Continue the conversation with visitors who came to your site and left without converting. A retargeting campaign allows you to display highly relevant, tailored messages to users across a display network who have previously visited your site. A retargeting campaign maximizes your paid media ROI (return on investment) by serving relevant ads that correspond to specific pages tagged on your site. When a visitor leaves your site without converting, they will later see an ad driving a specific conversion based on where they were previously on your site. Reaching this audience as they browse the web allows your DMO to re-engage consumers who have entered the conversion pathway and drive them further down the funnel.
FACEBOOK ADS

Facebook ad campaigns can be finely tuned to target specific audiences. Facebook ads are cost effective and scale up or down for any size DMO. Drive valuable traffic by addressing niche markets with messages that are relevant to them. When users are interacting with their friends’ profiles, looking at pictures, groups, events or pages, they see ads targeted according to their demographic information, interests and connections.

Ad Types

Facebook ad types include ads that promote pages on Facebook, ads that promote your website, ads that promote an event on Facebook and ads that promote a Facebook application. Sponsored stories specifically highlight posts from your friends and uses this user-generated content as advertising. Promoted posts allow you to show a post in the news feeds to more of the people who like your page than you would reach organically. Promoted posts are available to Pages with more than 400 likes. Facebook has also been recently testing ad platforms that allow pages to display their posts in users’ news feeds who aren’t already fans of the page. This would allow pages to distribute content without having to grow their fan base first.19

TWITTER ADS
Promoted Accounts offer brands the opportunity to highlight their accounts to potential new followers. With Promoted Accounts, your branded page will be suggested to users most likely to find you interesting and relevant, which in result can grow your follower base. Promoted Tweets are standard tweets that are syndicated to a broader audience. Since promoted tweets are called out at the top of the Twitter.com search results page and displayed based on relevant keywords, these messages help build awareness among target audiences and should be used as promotion for timely events, endorsements or announcements. Verification is Twitter’s way to denote authentic or official accounts for well-known brands and people. Verified accounts are now also available to advertisers.

MOBILE SEARCH
The mobile ad market represents an opportunity to reach travelers on the device they keep by their side. The Google AdWords network is one efficient way to implement search ads on top of an existing digital campaign. Mobile ads will run on mobile browser searches for key terms. In addition to standard targeting, specific mobile browsers can be addressed.
EARNED MEDIA
Third-party validation is critical in establishing credibility and your online presence. This validation can range from casual social endorsements to highly influential bloggers. Visitors are increasingly using the internet to research destinations. DMOs can establish credibility, build trust and increase SEO through inbound links included in online earned media and word of mouth marketing. Maintain relationships with strategic partners and invite influencers to share their experiences while visiting your destination. This earned media coverage will improve your destination’s reputation as well as increase inbound links therefore improving your location on search engine results pages. In this section, we’ll look at:

- Strategic Partnerships
- Social Shares
- Influencer Relationships
STRATEGIC PARTNERSHIP

Develop mutually beneficial partnerships with hotels, attractions, restaurants and other stakeholders in your destination and promote them via social and media coverage. This will not only diversify content offerings, but in return partners will likely also promote your DMO as a resource for incoming travelers providing a useful source of inbound links and mutual third-party validation. Remember, the most valuable inbound links for readers and search engines direct users from third-party content to relevant content on your website.
SOCIAL SHARES

When the content you post on social media outlets is shared by your fans and followers, your reach extends and earned media value increases exponentially. Think of social shares as the new, virtual word-of-mouth. The more people share your content, the more it will be seen by a wider network of consumers. What’s more, Facebook uses an algorithm to highlight certain stories on a user’s news feed based on engagement among other factors. That means the more shares, comments, and likes a post gets, the more likely it is to show up in a user’s newsfeed. On average, for every share on social media, 14 additional people will see your content.20 This is important because users are 40-150 times more likely to consume branded content in the newsfeed than to visit the Fan Page itself.21 For these reasons, it is important to engage your users regularly and think of them as brand ambassadors for your destination.

http://www.comscore.com/Press_Events/Presentations_Whitepapers/2011/The_Power_of_Like_How_Brands_Reach_and_Influence_Fans_Through_Social_Media_Marketing
Beyond increasing visibility and reach, potential travelers are much more likely to take action based on their friend's social media activity. 81 percent of social media users indicate that posts by friends directly influence their purchase decision, and 80 percent of users are more likely to try new things based on a friend's suggestion on social media.  

While the main goals of your organization are to increase travel demand to your destination and increase spend in destination, taking care of visitors before and after they travel is important in the lifecycle of social media. People who have already traveled to your destination will be sharing about it online and what they say will affect the purchasing decisions of their friends. Responding to posts online is a great way to showcase your customer service and thank visitors for any positive comments they share about your destination. Customer validation of your destination is an extremely effective and trustworthy marketing tool that helps build interest.  

Additionally, customer validation in this online environment is essentially word-of-mouth marketing amplified. In the past, with word of mouth marketing, a happy customer spoke to one friend or one group of friends at a time. In today's online social circles, that visitor’s message is instantaneously multiplied and shared across all types of relationships (e.g., family, college friends, neighborhood friends, colleagues, etc.).

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INFLUENCER RELATIONSHIPS
Identify and partner with influencers whom your different audience segments find trustworthy and relevant. Digital influencers can be any online consumer, journalist or content publisher who has an outlet to affect public opinion. Most often these influencers are bloggers who focus on one specific topic. To tap into this trusted resource, invite influencers and bloggers to your destination to participate in marketing and communication campaigns. Once you’ve developed a relationship with an influencer, be sure to maintain an ongoing, productive relationship. Influencers can be great drivers of inbound links regardless of whether or not they are actively participating in your current campaign.

Influencer Measurement Tools
Services like Klout or Peer Index can help determine influence or provide a platform to run promotions specifically targeting highly influential people. That said, don’t rely too heavily on these tools as your only measure of influence, as their methods of determining influence are subjective and often disputed.

Travel Reviews
Travelers are posting more content online about their own trips, leading to more trusted online content that will inspire others to travel. One in three travelers have posted reviews online of the places they’ve been, and 40 percent of leisure and 45 percent of business travelers read reviews from other travelers online. This third-party review content on sites like TripAdvisor or Yelp is becoming more prominent and influential. 60 percent of consumers say they factor other travelers’ online reviews into their plans when booking a vacation.

OWNED MEDIA
It's important to connect with existing and potential customers who have opted in to receive your content. Owned digital, mobile, social and email marketing channels provide an opportunity for long-term engagement with fans. This section will cover:

- Email Marketing
- Video Marketing
EMAIL MARKETING

Email can be an effective way to target and communicate with your audience. Most email databases are opt in, meaning users are familiar with your destination and have chosen to receive updates from your brand. Up to 91 percent of all DMOs maintain active consumer email databases. Average database sizes range from 5,000 to almost 200,000 addresses with a few larger DMOs maintaining databases well over 500,000.26

Email signups are often utilized as conversion points or key calls to actions for online campaigns. Engaging with consumers through email provides DMOs the opportunity to reconnect with consumers after their initial interaction. This can be valuable in reaching potential visitors through a channel they use in their day-to-day lives.

In 2012, 85 percent of DMOs engaged in email marketing, citing total emails opened, total emails delivered, and email open percentage, as the three most important metrics to track and determine.26 Monitor analytics to look for traffic spikes as a direct result from email distribution. To increase effectiveness, segment your email marketing list to deliver relevant content or test messaging.

VIDEO
Creating video content is one way for DMOs to get in front of potential travelers during the inspiration phase. Video content can be funny or informative, but first and foremost it should be real. Authentic content is much more likely to be shared. DMOs can even use video content to combat negative perceptions in a light-hearted and informative way; for example, the Greater Philadelphia Tourism Marketing Corporation produced a video on “how to park in the city” to combat the negative aspects of the difficulty of parking in town. Video content also provides additional visibility in search results. With a well-optimized video that includes a thorough description, keyword-friendly tags and a short but descriptive title, your destination’s branded content can show up in relevant search queries.

Title
This is the title for the video and is public-facing content. Each video should have a concise title. Note: only the first 33-35 characters of the title shows up in list view, so push the most relevant information to the beginning. Total limit is 100 characters.

Description
This is the narrative description of the content of the video. The description gives you an opportunity to describe your videos for the benefit of the user and search engines. Make sure your video title and descriptions include your keyword tags. It is important that your title is straightforward and as descriptive as possible. Do not include video formats in the title such as .mov or .mp4. Provide a clickable URL to your other digital properties to drive traffic, expand your reach and increase engagement. Total limit is 5000 characters.

Tags
These are identifiers that provide brief one-to-two word descriptions of the video’s contents, which can help those searching for content related to the videos. When creating tags, think about the search terms users would likely query. Total limit is 120 characters.

Category
Most DMO YouTube videos will be labeled as “Travel and Events.” A category selection is mandatory on YouTube and is selected from a list. The full list of categories to choose from is: Autos & Vehicles; Comedy; Education; Entertainment; Film & Animation; Gaming; How to & Style; Music; News & Politics; Nonprofits & Activism; People & Blogs; Pets & Animals; Science & Technology; Sports; Travel & Events.”
Paid and earned media coverage are great traffic drivers to your
digital and social channels. However, if you aren’t posting relevant
and engaging content on these channels, visitors will not have enough
incentive to take that next step to book. It’s not only what you say that
matters, but how you say it that entices audiences to click, download,
sign-up and book. In this section, we’ll look at:

- Content Strategies
- Relevancy
- Image and Authenticity
CONTENT STRATEGIES
You may often hear “Content is King,” but what does that really mean? What counts as content, and why is it so valuable? Content consists of anything published by your brand. This can include blog posts, articles on your own sites, posts on Facebook, Twitter, Google+, videos on YouTube, images on Pinterest or Instagram, etc. The value of content falls mainly in two categories:

Engagement
Content in any form gives your audience something to engage with. It’s the reason people find your brand authoritative, interesting, and therefore influential.

Search Engine Optimization
In addition to being valuable in engaging your audience, content that is frequently updated, organized and interesting to real people means your site will be indexed more often by search engines and helps your site rank higher in search results.
Curation

Content curation is one form of content marketing that includes editorially collecting content based on and targeted to your specific audience. Well-executed content curation, however, isn’t just an aggregate of content. Enhance that content by adding your organization’s point of view and expertise. Always curate quality content and review the source to make sure it’s credible and an appropriate match for your brand.

Distribution

There are many options when it comes to content marketing. Content distribution is thinking about how to distribute, publish or syndicate content across all owned channels. The biggest challenge also reflects the most important goal for content marketing. At 41 percent, “producing the kind of content that engages consumers” is cited as the biggest content marketing challenge. When deciding what medium to utilize, think about your business goals, your target audience, and your destination’s unique features. Think of content marketing as your opportunity to tell the story of your destination in a creative and interesting way.

- **Images**: Travel images are inherently interesting and with popular channels like Pinterest and Instagram, sharing images is now easier than ever.
- **Video**: Video now shows up directly in main search results, which provides high SEO potential. Remember to be succinct with videos, because while they give you the opportunity to elaborate, your audience’s online attention span online is short.
- **Blogs**: Tools like Storify, Paper.li, Scoop.it and Percolate make it easy to select and edit content for curation for blogs.
RELEVANCY
Entice and engage your fans with interesting and diverse content. The more your fans interact with content, the more visible it is to friends of your fans, thereby spreading brand awareness and attracting new fans. Utilize photo and video to personalize your destination. Not only is the type of content used important, but also your destination’s tone of voice.

IMAGE AND AUTHENTICITY
Keep your destination’s branding consistent across each of your social and digital channels. Consistency across traditional and digital media reinforces key messaging. Branding and messaging helps visitors recognize that your information is an official source of information that can be trusted. Verified accounts and mission statements or descriptions using language such as “The Official Facebook of..” reinforces authenticity and helps establish credibility.

Membership Limitations
Roughly 50 percent of DMOs have a membership structure which may restrict listings of businesses and experiences on your official channels, while social platforms like Yelp, TripAdvisor, or Urban Spoon may offer more comprehensive offerings for your respective destination. This may lead to a lack of credibility of your site in consumers’ minds. Review your organizational policies in this arena, and consider blending key features of these sites, like reviews, with your original content as a way to stay relevant while maintaining transparency.

*The destination marketing industry has made significant progress in elevating the relevancy of DMOs worldwide, and The Destination Marketing Accreditation Program (DMAP) continues to increase authenticity and credibility by defining quality and performance issues in destination marketing and recognizing DMOs that meet or exceed industry standards.
INTEGRATION
Siloing promotional efforts into communication vs. marketing or digital vs. traditional limits campaign success and the return for your overall marketing efforts. Integrated and cohesive promotional campaigns across all media deliver the highest return on your investment and increase your likelihood of success for all campaigns, channels and departments. This section will cover:

• Connect and Support
CONNECT AND ENGAGE
INTEGRATION

CONNECT AND SUPPORT
Ensure that visitors have easy access to each of your communication channels. Include share buttons across your website to allow visitors to promote content across their networks expanding your reach and credibility. Utilize analytics to make content decisions. See what keywords are driving traffic to your social and digital channels and ensure that you have content available that is relevant to those topics. Also, you can enhance the user experience by integrating your traditional and digital advertising efforts across campaigns. Users are looking for a unified cohesive digital experience. Marketers that not only offer a unified digital experience, but find authentic ways to integrate online and offline brand experiences, will build more successful campaigns.

In-Market Promotions
The state of Virginia continues to reinvent its “Virginia is for Lovers” motto to encourage travel. In 2011, The Virginia Tourism Corporation kicked off an integrated effort that connected in-market activity with social engagement. Oversized LOVE artwork installations were unveiled at several Welcome Centers across the state. The campaign kicked off with cities across Virginia competing for the chance to have a LOVE installation on display in one of their local parks, and The Virginia Tourism Corporation’s Facebook audience voted for the winning city. Visitors were encouraged to travel and take a family picture in front of the LOVE signs and share it on Facebook or on Twitter, using the special hashtag #LOVEVA. Overall, the campaign generated over 20,000 votes and over 400 shared images. The strength of this campaign came from the cross promotional support that spanned digital, traditional and in-market channels.
CONVERSIONS

Eighty-five percent of consumers cite the internet as their primary source of information when making travel plans. Additionally, consumers visit on average 17 different sites when researching their travel plans. With so many online resources available, destinations have to highlight calls to action immediately. Focus attention to what you can offer so that consumers won’t go elsewhere to make their travel plans. Capitalize on interaction with consumers by connecting social media to digital travel planning. Embrace and facilitate the sharing of information and create experiences across social networks that increase consumers’ intent to travel and ultimately drive conversions. This section will cover:

- Mobile Optimization
- Social Conversion Optimization
- Dynamic Content
- Audience Segmentation
MOBILE OPTIMIZATION

Mobile is becoming increasingly important, with more transactions happening on mobile in the travel and tourism industry. In fact, 33 percent of mobile searchers want to complete a travel transaction within the day, and 46 percent will ultimately buy at some point. Knowing this, a common question is whether to develop a mobile site or a mobile app. It’s important to build a mobile site first, before diving into mobile app development. While your website may currently show up on a mobile device, if it hasn’t been specifically designed for the mobile audience, it will not be effective in driving conversions. Almost 60 percent of users prefer mobile browsing over mobile apps. By moving from a desktop site to a mobile app, without optimizing your site for mobile first, your destination is missing a large, valuable audience.

Also, the lack of a mobile site or having a hard-to-navigate mobile site is the number one determent to booking travel on a mobile device. Research also shows that when booking travel on a mobile device, travelers tend to book via mobile browser.

Mobile apps can be a valuable marketing tool, but they come with additional challenges in driving traffic and usage. Apps are not indexed by search engines, which makes them less accessible to consumers. Apps must be paired with a strong promotional strategy to increase visibility and can often be expensive to build and maintain.

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SOCIAL CONVERSION OPTIMIZATION

Facebook applications are one way to drive conversions among your Facebook audience. Facebook applications give users a richer branded experience and allow DMOs to connect with users beyond conversation and move towards actionable goals. An effective Facebook page not only attracts fans, but is enticing and informative enough to keep them coming back and sharing. Because the majority of time (27 percent) spent on Facebook is with content on the newsfeed, when you do have a user interacting on your page, it’s important to give them an interactive experience based on what they’re looking for. The top three expectation users have when liking a brand are:

- To be eligible for exclusive offers and content
- To interact with other customers and share their experiences
- To find games, promotions and other unique experiences

Some of the most common and successful promotions are contests. Among contests on Facebook, coupons, giveaways and sweepstakes get the highest amount of entries on average, which is almost a 10 time increase from the lowest performing, video contests. Sharing and engagement increases for applications that have low barriers to entry. While photos and videos are appealing to consumers, contests that require user-generated content have the lowest amount of entries, rate of sharing, click-to-entry conversion rate, and click through rate. Consider using multimedia in different ways that won’t discourage users from participating.


DMOs often look for the perfect message that will lead your website visitors to take action. The reality is no one message is perfect for everyone. Your audience consists of segments of people who are driven by different interests and have different levels of experience with your website and brand. You will be much more effective if you give your visitors what they’re looking for and ask them to take the most appropriate action. Dynamic content provides a solution that allows you to serve the right content and call-to-action to the right person at the right time. If you understand your audience, you can use dynamic content to make your website smarter and more effective.

AUDIENCE SEGMENTATION
Audiences can be segmented into groups of people who are driven by different interests and have different levels of experience with your destination website and brand. Serve potential visitors more effectively with content addressing the keyword which led them to the site, their geographic location or how many times they’ve been to your site. Application of a targeted content strategy delivers customer-service benefits by anticipating and addressing customer needs and sales benefits with an audience-targeted web experience for customers.
Match relevant content to audience usage trends to increase effectiveness and reach. In order to develop an informed editorial calendar for social, digital, and mobile outreach, strategically plan timing, frequency, length around consumer behavior patterns within the travel and tourism industry and analytics specific to your digital properties. This section will cover:

- Post Volume and Timing
- Content Length
POST VOLUME AND TIMING

Getting in front of your audience at the right time can exponentially increase reach through digital channels. Facebook, for example, uses an algorithm to highlight certain stories on a user’s news feed based on what type of content it is, how many comments and likes it got and who posted it. Increased visibility also means increased sharing across all social networks. Engagement patterns vary by the type of information being distributed. For travel and hospitality, Thursday and Friday have 18 percent more engagement than other days of the week. DMOs have the best opportunity to engage with their audience when the week is winding down and people are looking to escape from the office. Evaluate peak engagement times for the industry and your specific audience to time marketing outreach and reach maximum return.

- Social media usage tends to occur on weekdays at 11:00 a.m., 3:00 p.m. and 8:00 p.m. ET.  
- 65 percent of Facebook users only access the site when they’re not at work or school. Shares on Facebook spike around 12:00 pm and after 7:00 pm.  
- The highest percent of retweets and highest click-through rates (CTR) happen around 5:00-6:00 pm. Spikes in CTR also occur around midday.  
- Achieve the highest engagement with 1 to 4 tweets per hour and 1 Facebook post every 2 days.

CONTENT LENGTH
Craft marketing messages with specific goals in mind. Length can significantly impact how much consumers engage with your content and each distribution channel will have different best practices for length.

Twitter
Attempt to keep Twitter posts 120 characters or less so that your content can be retweeted completely without losing your shortened link. Shorten the length of your links with a URL shortener. As an added benefit, many URL shorteners like tinyURL, bit.ly or bre.ad provide click analytics.

Facebook
Although Facebook allows over 60,000 characters, shorter posts are more likely to receive higher engagement in the form of likes, comments and shares. Facebook posts with 80 characters or less have a 27 percent higher engagement rate. The more interaction your post obtains, the higher visibility it receives on your fans’ news feeds.

YouTube
The average length of a video watched on YouTube is under four minutes and consumers have mere seconds to capture someone’s attention. For optimum user engagement, make the introduction really compelling, and keep the entire length under three minutes. If the content dictates a longer video, consider breaking it up in installments and tagging it appropriately. YouTube and other third party video hosting services such as Wistia offer custom analytics that allow you to see when your audience drops off and stops watching your video and which sections of the video get replayed. This data can be valuable in determining optimal video length and content. Embed transcripts to aid in search engine indexing and add annotations with clickable calls to action, optimizing your video content for search.

MEASURE AND OPTIMIZE

ANALYTICS

Your website and social channels are a repository of business intelligence. Unlock that intelligence and feed it into your marketing efforts. With this insight, you have the opportunity to optimize content based on what you know will motivate and enable consumers to take action. This section will cover:

- Facebook Insights
- Twitter Dashboard
- YouTube Analytics
- Competitor Analysis
- On-Site Optimization
- ROI Reporting
FACEBOOK INSIGHTS

Facebook Insights provides metrics on the performance of a Page or app. By understanding and analyzing trends within user growth and demographics, consumption of content, creation of content and engagement patterns, destinations are now better equipped to target their current audience in the ways that are proven most effective.

Likes
Find out more about who likes your page, where they came from, and how your likes trend over time.

Reach
Learn more about how you reached people on Facebook and the frequency in which they saw your content.

Talking About This
Discover how people are talking about your page and who has created a story on Facebook about you.
MEASURE AND OPTIMIZE
ANALYTICS

TWITTER DASHBOARD
Twitter Web Analytics is a tool that helps marketers understand how much traffic they receive from Twitter and the effectiveness of Twitter integrations on their sites. Help quantify social ROI with an understanding of how much your website content is being shared across the Twitter network, the amount of traffic Twitter sends to your site and the effectiveness of the Tweet button on your site.

Many third-party social CRM (customer relationship management) tools like Hootsuite or Tweetdeck offer analytics on individual messages. These platforms can help determine what links are being clicked on, who is responding to your tweets and what time of day your tweets perform best.
YOUTUBE ANALYTICS
YouTube analytics now go deeper, giving you a snapshot of how users interact with your video content. Use insights from a summary report that shows top-level performance metrics including views, engagement, demographics and traffic sources, in addition to an in-depth analysis of top content to craft video content and increase engagement.

Views Reports
Analyze the performance of your YouTube videos to inform future video strategy.

Engagement Reports
Find out more about your subscribers and how they engage with your videos.
ON-SITE OPTIMIZATION

Use site metrics from services like Google Analytics or Omniture SiteCatalyst to better measure site performance. Monitor key performance indicators like bounce rate, average time on site, pages per visit and unique monthly visitors. Conversions and conversion rates are some of the best metrics to evaluate how your site and its traffic generating campaigns are performing based on your defined goals. Use this data to make insight-driven decisions about future marketing programs.

A/B testing and dynamic content serving allows marketers to match content to relevant audience segments. Segments can be based on where users are geographically, what website or keyword they came in on, and even their personal content preferences. This is a powerful approach to fighting bounce rates and getting site visitors to say “yes, I will engage.” For example, messaging for family travelers will be different than messages for meeting planners. Once the initial engagement is established, targeted content directs consumers deeper down the engagement path so that DMOs can satisfy their audiences’ interests as well as achieve their business goals.

Tools like Quantcast, Compete, Hubspot’s Marketing Grader can be used for top-level site analytics. Because these resources are only going to provide surface-level data without many actionable insights, use them to help evaluate sites whose advanced analytics you don’t have access to, like influencers or competitors. Use more advanced, yet easy-to-use resources to measure your own performance.
MEASURE AND OPTIMIZE

ANALYTICS

ROI REPORTING
By creating a custom tracking system from your Google Analytics conversion goals that is tied directly to your investment levels, you can effectively identify the media sources (e.g., e-newsletters, social media, SEM, traditional advertising, public relations, etc.) that are achieving the greatest results—ultimately making your marketing decisions more effective. Use web metrics tools like Google Analytics, or utilize an analytics professional to help configure goals, track spending, and tie your outputs directly to results.
CASE STUDIES
Visit Denver is a proponent of a 360 degree approach to mobile marketing, which means staying on top of mobile usage trends and responding accordingly with the most useful, impactful and cost-effective mobile solutions.

In 2012 VISIT DENVER’s mobile suite includes a mobile application, several mobile websites, two iPad applications and a quick response (QR) code program.

The cornerstone of VISIT DENVER’s mobile suite is its mobile application, which was originally launched in 2010 and was completely rebuilt and re-launched in 2012. Since the original launch, the application (inclusive of iOS and Android versions) has been downloaded more than 200,000 times and has seen more than 2.5 million pageviews.

While VISIT DENVER always saw its mobile app as a critical visitor resource, they wanted to go beyond the typical in-market usage and create something that was also a promotional tool. The “Denver Dares” campaign was conceived as a way to encourage users of the mobile app to share their Denver experiences with their Facebook friends, which expanded VISIT DENVER’s reach by utilizing the credibility of word-of-mouth marketing through social channels.

“Denver Dares” are a series of Denver-area activities that collectively represent the best parts of the Denver brand. When shared, these activities give people who are unfamiliar with Denver a better, more positive opinion of the City’s appeal. The activities were broken up into ten categories, each of which was assigned a unique name and “badge” that social media users could earn. Those badge awards then appear on the users’ Facebook wall where their friends and family could see them and experience a small, but meaningful slice of The Mile High City.
The launch of the app was supported with a broad-based promotional strategy that helped contribute to its success. Promotions encouraging app downloads included:

- Exposure on VISITDENVER.com
- A mobile landing page (the “front door” to VISITDENVER.com’s mobile site)
- Promotion on the Official Visitors Guide and Destination Planning Guide
- Information in Visitor Information Centers
- Inclusion in meetings for attendees
- Placements in partner hotel lobbies

**What You Should Know**

**Channel:** Mobile Application and Facebook Promotion  
**Objective:** Encourage visitors to share Denver activities  
**Highlights:**

- New app downloaded more than 24,000 times since launch  
- Nearly 75,000 visits and 354,000 pageviews  
- Over 200,000 app downloads since original launch
Many brands and DMO leaders question the real value and ROI of social media. In 2011, Visit Baton Rouge in conjunction with Think! Social Media and Destination Analysts conducted a survey to determine just that - to calculate the return on investment of the organization’s 21,760 Facebook Likes and the 8,400 Twitter followers. Additionally, Visit Baton Rouge used survey results to learn more about their social audience and how and why they use each social platform.

The sample of completed surveys included 425 Facebook Likes and 238 Twitter followers.

### Facebook

Based on survey results, an estimated 3,184 incremental trips were generated for Baton Rouge by its marketing through Facebook. The average Visit Baton Rouge Facebook Like was influenced by the page’s content to take 1.6 trips after “Liking” the page. The average incremental trip lasted 2.7 days, with reported in-market spending of $137.90 per day. These incremental trips are estimated to have generated $1,185,666 in new visitor spending in Baton Rouge. The page also convinced visitors to extend their intended stays. The research results show that the Visit Baton Rouge Facebook content generated 404 new visitor days for Baton Rouge.

The Visit Baton Rouge Facebook page had accounted for approximately $1,241,354 in direct visitor spending in Baton Rouge. It is estimated each of these Likes represented $57 in economic impact to Baton Rouge.

The number one reason why those surveyed say they use Facebook is to “keep in touch with my friends or family” followed by “receive updates on topics of interest.”

<table>
<thead>
<tr>
<th>SOCIAL MEDIA ROI CALCULATION</th>
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</tr>
</thead>
<tbody>
<tr>
<td>21,760 FANS</td>
<td>8,400 FOLLOWERS</td>
</tr>
<tr>
<td>IDENTIFY INCREMENTAL VISITS AND TRIPS EXTENDED</td>
<td></td>
</tr>
<tr>
<td>3,184 TRIPS</td>
<td>380 TRIPS</td>
</tr>
<tr>
<td>404 DAYS</td>
<td>0 DAYS</td>
</tr>
<tr>
<td>DETERMINE THE VALUE OF THESE TRIPS/DAYS</td>
<td></td>
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<tr>
<td>$1.24 MILLION</td>
<td>$157,000</td>
</tr>
</tbody>
</table>

**ROI Comparison**

**Facebook vs. Twitter**
### Baton Rouge Facebook ROI Calculation Sheet

Steps in Calculation of Facebook Economic Impact Metrics

| A | Number of Facebook users | 21,761 |
| B | Potential visitors (lives outside Baton Rouge) | 63.8% |
| C | Total potential visitors from outside Baton Rouge (A*B) | 13,884 |
| D | Visited Baton Rouge for leisure after liking Baton Rouge | 81.1% |
| E | Leisure visitors from outside Baton Rouge (C*D) | 11,260 |

#### Economic impact of incremental trips (i.e., trips influenced by Facebook)

| F | Percent influenced to visit Baton Rouge by Facebook | 41.3% |
| G | Number of influenced trips | 1.6 |
| H | Percent of trips where Facebook had substantial importance** | 42.8% |
| I | Trips to Baton Rouge substantially influenced by Facebook (E*F*G*H) | 3,184 |
| J | Average length of stay in Baton Rouge | 2.7 |
| K | Total visitor days in Baton Rouge on influenced trips (I*J) | 8,598 |
| L | Average reported spending on incremental trips per-day in Baton Rouge | $137.90 |
| M | Economic impact of incremental trip (L*M) | $1,185,666 |

#### Economic impact of trips lengthened as a result of Facebook program

| N | Potential lengthened/shortened trips (E*1-F) | 6,609 |
| O | Percent lengthening trip due to Facebook | 4.7% |
| P | Trips to Baton Rouge “lengthened” by Facebook (N*O) | 311 |
| Q | Percent shortening trip due to Facebook | 0.0% |
| R | Trips to Baton Rouge “shortened” by Facebook | 0 |
| S | Net increase in number of lengthened trips resulting from Facebook (P*O) | 311 |
| T | Average number of days trip was lengthened | 1.3 |
| U | Total number of incremental visitor days spent in Baton Rouge (S*T) | 404 |
| V | Average spending per-day in Baton Rouge | $137.90 |
| W | Economic impact of trips lengthened as a result of Facebook (U*V) | $55,688 |
| X | TOTAL PROGRAM ECONOMIC IMPACT (M+W) | $1,241,354 |

** Respondent says the Facebook was “Very Important”, or “Important” to their decision to visit Baton Rouge.
What You Should Know

**Channel:** Social ROI  
**Objective:** Determine the value of each Facebook Like and Twitter Follower  
**Highlights:**
- Facebook page accounts for $1,241,354 in direct visitor spending  
- Each Facebook Like represents $57 in economic impact  
- Twitter feed accounts for $156,960 in direct visitor spending  
- Each Twitter Follower represents $19 in economic impact

**Twitter**

Based on survey results, an estimated 380 incremental trips were generated for Baton Rouge by its marketing through Twitter at the time of the study. The average Visit Baton Rouge Twitter follower was influenced by the page’s content to take 1.3 trips after becoming a follower. The average incremental trip lasted 3.2 days, with reported in-market spending of $129.20 per day. These incremental trips are estimated to have generated $156,960 in new visitor spending in Baton Rouge.

It is estimated that the Visit Baton Rouge Twitter feed accounted for approximately $156,960 in direct visitor spending in Baton Rouge. The 8,400 followers of @VisitBatonRouge each represent $19 in economic impact to Baton Rouge.

The number one reason why those surveyed say they use Twitter is to “receive updates on topics of interest” followed by “support specific organizations.”

**Impact**

This research as well as continued education on social media has allowed Visit Baton Rouge to maintain sustainable growth in the social spectrum. Currently, Visit Baton Rouge has 55,000 likes on Facebook and 11,500 followers on Twitter.
SAN FRANCISCO CASE STUDY

San Francisco Travel Association (SFTA) was looking to drive engagement and awareness among the local and visiting LGBT community, a critical tourist market segment for San Francisco. They were seeking a media partner that was innovative, integrated and engaging in order to encourage Pride visitors to go beyond the Castro and Pride-related activities.

GayCities.com delivered an integrated online, offline, and mobile program called, “49 Places that Make Us Proud,” which was the cornerstone of a yearlong media sponsorship on GayCities, and an extension of San Francisco Travel’s “49 Hours of SF: Out & About” campaign. Promotion of the program included web, mobile and offline engagement for visitors and residents of San Francisco to explore the city’s best destinations.

The program had participants checking in via mobile to 49 of the city’s best destinations – using GayCities Mobile, Facebook or Foursquare for a chance to win various prizes, including a trip back to San Francisco and local gift certificates.
The 49 Places program successfully reached the LGBT community during the peak Pride tourism season with 8.4 million impressions delivered across online, offline, mobile and social channels – resulting in a delivery of 236 percent over goal. The program proved to be hugely valuable for SFTA’s membership relations through its high mobile user engagement, with the 49 places representing 63 percent of all San Francisco check ins in June 2012. Each participating user checked into 3.2 places, 50 percent of users checked in outside of the Castro, and all 49 Places received multiple check-ins.

**About San Francisco Travel Association**
The San Francisco Travel Association is a private, not-for-profit organization that markets the city as a leisure convention and business travel destination. With more than 1,500 members, San Francisco Travel is one of the largest membership-based tourism promotion agencies in the US. Tourism, San Francisco’s largest industry, generates $8.4 billion annually for the local economy.

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**What You Should Know**

**Channel:** Location

**Objective:** Drive engagement and awareness among LGBT community

**Highlights:**

- 8.4 million impressions
- All 49 Places received multiple check-ins
- Each participating user checking into 3.2 places
- 50 percent checking in outside of the Castro
The Fredericksburg Convention and Visitor Bureau (FCVB) launched a new desktop and mobile site in 2011 to incorporate needs for updated branding, a robust backend for internal content management and advanced site architecture to accommodate content. User-friendly navigation and site structure, strong content and enhanced SEO all contributed to the site’s success. The site won an American Advertising Federation Addy Award, and after just six months, the new Fredericksburg site surpassed many of its original goals. Search engine optimization lead to a spike in traffic from search, which increased 344 percent. Total site visits increased 242 percent. While an increase in site traffic typically results in higher bounce rates, the new FCVB site decreased bounce rates after launch by 36 percent.

Mobile optimization was a key part of the site redesign strategy. Before launch, FCVB was seeing up to 10-15 percent of total traffic coming from mobile devices. This falls in line with DMO industry standards. Looking at over 12 million visitors to various DMO websites in 2011, they found that 13.3 percent of visitors come from mobile devices. More importantly, without mobile-optimized sites, these mobile audiences are underperforming. FCVB was able to capitalize on this opportunity and capture a mobile audience by optimizing their new site specifically for mobile. FCVB was able to grow their mobile presence and now sees up to 20 percent of total site visits coming from mobile devices.

FCVB continues to optimize site structure based on analytics. After site launch, the FCVB mobile site layout and main navigation was adjusted to align with usage trends. FCVB supports their mobile channels with in-market advertising. Placards placed at hotels and attractions direct visitors to the mobile site to use as a resource while visiting the city.

What You Should Know

Channel: Mobile
Objective: Translate new Fredericksburg branding into a desktop and mobile site
Highlights:
- Traffic from search increased 344 percent
- Bounce rate decreased 36 percent
- Total site visits increased 242 percent and unique monthly visitors increased 277 percent
- Pages per visit increased 123 percent
- Average time on site increased 67 percent
Following growing negative sentiment about Mexico and consistent decrease in tourism from America, the Mexico Tourism Board (MTB) launched “The Place You Thought You Knew” in October 2011 to overcome the perception that the country is an unsafe vacation destination. The campaign integrated traditional, online, and mobile media to successfully combat the perception crisis.

Social media was a key tactic used to change perceptions by generating engagement, conversations and positive sentiment around Mexico tourism. The MTB Facebook strategy was revamped to create one consolidated marketing channel where messaging and branding fit the broader marketing plan. Rogue Facebook profiles were eliminated and replaced with one consolidated page based on a very detailed strategic plan. The MTB Facebook page grew from 10,000 to over 500,000 likes.

MTB used social ads in combination with promotions, sweepstakes and engagement strategies on their Facebook page in order to grow their fan base and increase the effectiveness of their expanding reach. A coordinated ad spend targeted new likes at a very low cost. Promotions and custom tabs inviting users to post pictures about their personal travel experiences were a part of a strong community engagement action plan to complement paid efforts.
All social media efforts were supported by a PR campaign based on celebrities who shared their experiences about Mexico. Additionally, MTB placed TV ads that featured returning travelers talking about their experiences in several destinations in the country, which were also made available online. In total the campaign reached 13 million views during a 16 week period.

The MTB site underwent a renovation featuring a new tone, look and feel and informational structure that continued the conversation from all “The Place You Thought You Knew” traffic driving channels. After the campaign was launched site traffic increased to 4,179 MM visits, an increase of 96 percent.

What You Should Know

**Channel:** Integrated Digital Marketing

**Objective:** Improve Mexico brand image through online channels to ultimately increase destination visitation and revenue

**Highlights:**

- In 2011 a negative buzz began to extend and this generated a bad perception of Mexico
- Visits to www.visitmexico.com increased by 96 percent
- Video campaign generated 13 million views over a 16 week period
- Facebook likes grew to over 500,000 with peak People Talking About This of 40 percent to 80 percent during promotion times
New Orleans is consistently recognized on a national level as a culturally authentic destination for visitors. However, historically, the summer months (primarily August – September) are considered a “low” season for out-of-state travel to New Orleans. The New Orleans Convention and Visitors Bureau (NOCVB) saw this as an opportunity to leverage local residents to get out and experience all of the food, music, art and cultural attractions that New Orleans has to offer.

The “Be a Tourist in your Hometown” campaign has existed for decades, but in 2012 NOCVB added a new component, an eight-week Instagram contest. Each week, the NOCVB announced a new photo theme. NOCVB Fans and Followers on Instagram, Facebook and Twitter were encouraged to go out, explore New Orleans and share photos from their experiences as they pertain to the week’s theme. Photos were submitted using the hashtag #BeATouristNOLA in the caption of their photo.

The main goals of the campaign included:

- Encourage locals to share photos on Instagram and experience different parts of the culture of New Orleans
- Increase attendance at Summer Festivals and Events
- Increase sales and attendance at local attractions
- Help fill empty hotel rooms with locals enjoying a “Staycation”
- Grow the New Orleans CVB online and social brand, specifically on Instagram, increasing the overall social influence of the NOCVB
Weekly themes were selected to encompass the many different areas of New Orleans culture and economy. The eight themes included: Music, Food, Streetcar Line, Family, History, Cocktails, Art and Shopping.

The campaign encouraged locals to share photos and experience different parts of the New Orleans culture. The increase of shared photos from locals expanded the reach of New Orleans across Instagram to drive future visitation.

The social campaign was supported by a dedicated landing page on neworleanscvb.com and giveaways including a staycation valued at $1,000. Overall, the campaign generated over 1,360 photo submissions on Instagram, over 100 mentions of #BeATouristNOLA on Twitter, and over 300 new Instagram followers.

What You Should Know

**Channel:** Instagram  
**Objective:** Encouraged locals to share photos on Instagram  
**Highlights:**

- 1,360+ Photo Submissions on Instagram  
- 118+ Uses of #BeATouristNOLA on Twitter  
- Doubled New Orleans CVB Instagram Growth with 300 New Instagram Followers  
- 492+ Interactions on Instagram  
- 382+ Tab Views on Facebook  
- 279+ Total Votes for Final Winner
Florida’s summer tourist season is a vital time for the state’s No. 1 industry, with summer leisure visitation accounting for 27 percent of the annual visitor total. The majority of Florida’s summer visitors are families and couples who choose to drive and stay in the state for an average of 5.1 nights per trip. These important summer visitors spend $134 per person per day, the highest of any quarter all year.

VISIT FLORIDA launched “Three for Free,” a five-week campaign promoting family travel to Florida during the summer months. The campaign included a unique trip giveaway and was supported by targeted Facebook and Twitter ad buys, a YouTube homepage take over, sponsored blog posts, house ads on VISITFLORIDA.com and a dedicated email blast.

The big idea behind the summer campaign was to inspire visitors with an amazing collection of travel experiences that can only be found in the Sunshine State. A Facebook application was developed by Wildfire and included a microsite and mobile website component. Consumers selected three different Florida vacation packages among 12 choices. One grand prize winner received the three Florida vacation packages they selected. Nine additional winners were randomly selected from the remaining nine vacation packages.
VISIT FLORIDA worked closely with Facebook, Twitter and YouTube to develop a highly-defined target audience that includes families and couples throughout the North and Southeast who are interested in summer drive travel. The targeted Facebook ad campaign using specific combinations of gender, age, relationship, location, interest based on the types of vacation packages, i.e., fishing, golf, luxury, family. Promoted Tweets were also utilized through the VISIT FLORIDA Twitter account to drive traffic and entries to the microsite and mobile landing page for the Three for Free campaign.

Overall, the campaign produced 391 million impressions. The VISIT FLORIDA Facebook page earned 264,497 new likes for a total of 507,135. Over 400,000 users viewed the application, with 141,867 entering to win. A Nielsen study on the “Sunshine Moments” campaign showed a 10-point increase in intent to visit Florida and a significantly improved opinion among the state’s key demographic of 25-34 year olds.
Tourism British Columbia launched its $4 million North America “100 BC Moments” consumer campaign in mid-April of 2012 to inspire consumers in California and Ontario to discover more about travelling to BC and motivate them to plan or book a leisure trip. The campaign showcased unique and diverse travel experiences and regions throughout the province. A multi-tiered approach included a media partnership with CBS San Francisco, online advertising (video ads, tablet, and mobile advertising), advertorials, social media, travel trade activity and media relations. All tactics pointed to the campaign microsite www.100BCMoments.com where consumers could find trip ideas, special offers and enter “BC’s Perfect Moments Contest” for a chance to win a personalized $20,000 BC vacation.

As part of the campaign launch, Tourism BC uniquely brought to life the “100 BC Moments” theme in San Francisco. The engaging experiential activation targeted San Franciscans, 35-55 with above average income and education—including couples, empty-nesters and outdoor enthusiasts.

The objectives for this activation were to:

- Inspire and raise awareness of British Columbia as a travel destination
- Focus on consumer engagement through social media
- Bring to life the breadth of ‘BC moments’ one could have in BC
“The BC Moments Machine” was executed in San Francisco’s high traffic financial district from May 17-19, 2012. The BC Moments Machine was a 14-foot tall by 10-foot wide vending machine designed to showcase the diverse experiences and regions of BC. Unlike expected snack foods, the BC Moments Machine featured 9 BC moments on a large video screen representing different experiences found in BC, such as surfing in Tofino, golfing in Whistler and hiking in the Cariboo Chilcotin Coast region. Each of the moments was selected from the campaign microsite www.100BCMoments.com.

At random times throughout the day from 7 a.m. to 6 p.m., the machine would come to life prompting the public to select their favorite BC moment. Once the individuals made their selection from an eye-level touch pad, a short video clip would play on the giant video screen and out fell a souvenir in the bottom chute. Souvenirs directly related to the selected moment and included mountain bikes, made-in BC surfboards, authentic Aboriginal art and more.

To create social media buzz about the mystery of the BC Moments Machine, news of the activation was provided to key online influencers and bloggers in advance. A teaser video of the first day was shared on YouTube and social media efforts focused on creating a Facebook event page, sharing the teaser video with existing fans and posting photos and comments about what souvenirs the machine dispensed.

What You Should Know

Channel: Integrated Digital
Objective: Inspire and raise awareness of British Columbia as a destination
Highlights:

- The BC Moments Machine dispensed 325 souvenirs over 3 days, and the street team handed out 7,000 postcards
- The teaser video on YouTube received over 116,000 views as of Sept 2012 and attracted international recognition from markets including Japan and Australia.
- As of June 2012, the total number of news stories reporting the event currently stands at over 63 with a combined total number of audience impressions of 37,788,554.
- From May 15-24, 2012, the event hashtag #100BCMoments received an estimated reach on Twitter of 103,548 and 546,522 impressions. An additional 51,449 and 63,052 users and impressions respectively were from the term “giant vending machine in San Francisco.”
Studies by the U.S. Travel Association show that in 2011, online travel agencies and search engines rank highest among travel planners seeking trip planning information. Up to 55 percent of the 90 million online travelers use search engines as their main online resource when planning vacations. The San Antonio Convention and Visitors Bureau sourced key insights from site analytics and search trends to develop strategies and tactics to target this enormous potential audience.

San Antonio targeted the 25 U.S. markets with the highest conversion rates using Google AdWords on thousands of long-tail key terms. In an integrated effort, San Antonio utilized owned media channels to create 100 extremely relevant blog posts optimized around the top keywords, focusing on the key events, holidays and specific offers from hotel and attraction partners. A blend of paid search ads and effective earned SEO drove ad costs down and increased clickthrough rates, resulting in 40 percent more leads for every dollar spent than in the previous year. This owned media content generated inbound links and additional branded content, populating the search results page across the most relevant searches. Leads generated by the paid campaign converted at 2x the rate of traditional ads and 3x the rate of display ads, which resulted in over 105,000 leads to partner hotels and increased the rooms booked through the marketing co-op campaign by over 42 percent.
As a part of the 175th anniversary of the Battle of the Alamo, the San Antonio Convention and Visitors Bureau and its agency partners created the “Race to the Alamo” promotion to drive interest in San Antonio for leisure travel during key need periods using earned media. The Adrian Award winning “Race to the Alamo” challenged three influential travel bloggers and their teammates to compete in a series of competitions around San Antonio, culminating at the Alamo. Fans, readers, and potential visitors were encouraged to follow along and vote for their favorite team.

During the month-long period that the Race to the Alamo promotion ran, the campaign received a grand total of 32,602 votes which resulted in 17,434 eNewsletter signups. In addition to high levels of engagement, San Antonio earned media coverage through participant blogger posts and received coverage from partner publications and various news organizations such as The Huffington Post. This content generated a variety of inbound links to VisitSanAntonio.com, which supports the long-tail value from links and provides content crucial for SEO.

What You Should Know

**Channel:** Search

**Objective:** Target the large market of online travelers planning trips with search engines through SEO and paid media

**Highlights:**

- Up to 55 percent of the 90 million online travelers use search engines as their main online resource when planning vacations
- Increased clickthrough rates, resulting in 40 percent more leads for every dollar spent
- Marketing co-op partner bookings experienced a 42.6 percent increase
- 2011 Hospitality Sales & Marketing Association International (HSMAI) Bronze Adrian Award for “Race to the Alamo” campaign
- Race to the Alamo received a grand total of 32,602 votes which resulted in 17,434 eNewsletter signups
In 2010 the Pocono Mountains Visitors Bureau (PMVB) launched a new mobile site and text message campaign in support of their 2010 Winter Olympics NBC Philadelphia sponsorship. PMVB sponsored the NBC Philadelphia text messaging medal updates during the 2010 Winter Olympics, which offered recipients the chance to opt in to receive text message deals for the Pocono Mountains. NBC Philadelphia gained just over 3,000 user sign ups, and 800 of those users opted in to Poconos text updates.

PMVB supported the text message campaign with an integrated promotion including the corporate sponsorship with NBC Philadelphia, traditional advertising and email marketing. The supporting marketing efforts raised awareness for the text campaign and encouraged consumers to sign up and receive offers. Visitors are able to sign up for the text campaign three ways: on the 800Poconos.com homepage, by SMS texting directly, and through the PMVB mobile site.

Strategically planning text-message content was crucial to the success of the PMVB campaign. Beyond adhering to Text marketing best practices and regulations, messaging had to be captivating enough to inspire action, all within a limited amount of characters. Mobile deals have to be unique and offer significant added value in order for users to stay engaged.

Since a text campaign is a form of push marketing, frequency is a key metric to evaluate. PMVB experimented with different sending frequencies to determine which performed best. PMVB currently measures ROI in terms of open and conversion rates. In the end, messaging was the most valuable and influential factor to success.

The PMVB text campaign is an ongoing marketing initiative. Today the database contains just over 4,000 opt-in numbers and continues to grow.
Today’s modern consumer is using new technology to dream about, plan, book, experience and share travel. DMOs aim to reach these consumers to inspire travel and encourage an increase in spending. Use the tools presented in the document to influence travelers during every stage of decision making.

1. **DREAMING**
   - 65% of leisure travelers begin researching online before they’ve decided where or how to travel.  
   - **TIP**: Get in front of potential travelers early, inspiring them to travel during the consideration phase.

2. **PLANNING**
   - The average traveler visits 22 travel-related sites during 9.5 research sessions.  
   - **TIP**: Consumers face many choices during the planning stage – create a cohesive digital strategy to make planning easier.

3. **BOOKING**
   - 37% of leisure travelers say the internet prompted them to book, up from 28% two years ago.  
   - **TIP**: Drive action when your audience is ready to book.

4. **EXPERIENCING**
   - 40% of leisure travelers read reviews from other travelers online.  
   - **TIP**: First-time visitors turn into brand ambassadors, encouraging their friends to consider your destination.

5. **SHARING**
   - A lack of or hard to navigate mobile site is the number one deterrent to booking travel on a phone.
   - **TIP**: Continue the conversation in market to facilitate the travel experience.

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42. Traveler’s Road to Decision. Google, July 2012.
EMERGING TECHNOLOGY

1. Technology changes too frequently to keep up with. How do I stay on top of it? What are the critical resources to review trends and new technologies for DMOs?

Since technology tools and consumer behavior are constantly evolving, keeping up with trends is a challenging but important part of digital marketing. Keep up with the travel and tourism industry by following industry publications and blogs and interacting with the DMAI community and colleagues in member forums. Take advantage of the resources provided to you by trade organizations, both large and small, as they will help you gain an understanding of how your peers successfully utilize new tools. Also, don’t shy away from technology-focused publications. Following blogs like Mashable and TechCrunch can help you find new and interesting ways to use technology as a destination. Monitoring your analytics will help you stay on top of which new digital strategies are affecting measurable results.

2. What new social networks (Google+, Pinterest, Instagram) are most beneficial to DMOs?

To help best determine which new social networks you should be investing your time and money in, you first have to evaluate your goals and objectives. All social platforms are going to have different time and energy requirements and offer varying benefits. Pinterest and Instagram, for example are emerging social platforms that highlight photo sharing and the visual elements of a destination. Google+ has lower adoption rate in terms of usage, but can offer significant returns in search. Monitor your analytics to determine what social networks perform best on your predefined goals. Test, measure and optimize to find the perfect balance of time and resources for you.

3. What is the Cloud?

“The Cloud” is an umbrella term for computing services and storage capacity happening in a shared remote environment. You might also hear it referred to as cloud computing, cloud hosting or with various brand names like iCloud. Cloud computing can result in time and cost efficiencies, but can have more privacy concerns. The most common business applications for cloud computing are within website infrastructure set up and maintenance.

4. Should I pay someone to manage social, digital and mobile?

The question of moving any digital resources in house comes down to your level of knowledge and experience on the subject and staff resources. As a general rule, take ownership of content creation, such as social media posting or web content and ad copy development, and allow your digital, advertising and communications agencies to act as counsel to overall strategy and implementation. More likely than not, you will know more about the details of your destination from a content perspective. Your agency will be most valuable implementing that content in paid, earned and owned strategies.
SOCIAL MEDIA

1. How do I find time to manage social media efforts without hiring another staffer?
   The first step in tackling social media is gaining an understanding of why social media is important to your overall goals and objectives. Tying social media to measurable goals will help you prioritize efforts based on effectiveness and allocate resources to devoting time to channels that have proven results. From there, you can determine which team, like public relations or visitor services, fits best with social media efforts.

2. How can I track and measure social media efforts to know if I’m getting results?
   Use your website analytics tools to track conversions from social media traffic. The Media ROI report creates a custom tracking system tied directly to your key conversion goals and can effectively identify the social media sources that are achieving the greatest results—ultimately making your marketing decisions more effective. Additionally, many social media channels have analytics tools to see how your audience is engaging with your brand directly on social media. YouTube analytics now go deeper, giving you a snapshot of how users interact with your video content. Facebook Insights provide metrics on the performance of your Page or app with trends within user growth and demographics, consumption of content, creation of content and engagement patterns. Twitter Web Analytics is a tool that helps website owners understand how much traffic comes from Twitter and the effectiveness of Twitter integrations on your site.

   Sentiment analysis tools can offer a perspective on the conversations surrounding your brand. While these tools can help measure the effectiveness of social campaigns by showing trends in positive, neutral and negative conversations, the technology is not 100 percent accurate. To truly measure effectiveness, use on-site or social analytics to track conversions, or the desired actions you want users to take.

3. Are potential visitors concerned about privacy?
   Privacy is an ongoing conversation, with specific platform privacy policies changing rapidly. Privacy is becoming a topic of discussion for consumers, which means DMOs need to pay attention. The best way to mitigate concern is to develop a privacy policy of your own that is clearly laid out for potential visit. Don’t forget to modify policies for each specific social channel that your destination is active on.

4. How do I get more Facebook Friends or Twitter followers?
   Before asking how to get more friends and followers, reevaluate your social media goals and determine the value of a friend or follower to your destination. There is no magic number of followers, and having more followers does not necessarily add value to your destination. Engagement metrics can give you a better sense of how your audience is interacting with your brand. Set goals to optimize engagement within your existing audience before looking to grow it. Once you are ready to expand your audience size, use quality content and frequent updates to encourage sharing and organic growth. Paid social media tactics are also effective in to growing followers.
SEARCH

1. How do I become the number 1 search result?
   Search results are personalized, so you reaching the “number one search result” is an unrealistic goal. Follow best practices (see below) to optimize search performance.

2. What are the key strategies I need to employ to raise my search ranking?
   Two recent updates to Google’s search algorithm, Panda released February 2011 and Penguin released April 2012, came with significant changes to their method of determining quality search results. In an effort to further reduce spam, these Google updates introduce new ways to identify and penalize sites conducting activities such as keyword stuffing, cloaking and other tactics that violate Google’s webmaster guidelines. Google’s updates added a human element to determining quality content that put further emphasis on design and user experience, content quality and usage metrics. To optimize your web properties for search, publish original content that is fresh and frequently updated with an overall user-friendly design and layout. Ultimately, content should be designed to meet the needs of an actual human, not a machine. Building links is another important element to SEO, but again, these need to be quality links. Reach out to partners and stakeholders and have them link back to your site. Since their content is related to you and relevant to your audience, search engines will see these as quality links.

3. What is the difference between search engines and how do I decide which to advertise on?
   As of March 2012, Google, Yahoo, Baidu and Bing make up 98 percent of the global search engine market. While there are four main top performing search engines, Google owns the largest share of the market. Google accounts for 84 percent of global searches.* Having an understanding of the search engine landscape will help you better allocate resources. Prioritize the most-used search engines first. Because digital is fluid, run tests on all appropriate channels to determine which are performing best for you and your audience.
4. What are retargeting ads?
A retargeting campaign, also called remarketing, allows you to display highly relevant, tailored messages to users across the Display Network who have previously visited your site. Retargeting ads give you the opportunity to reach a specific audience who is already familiar with your brand, but has not already taken action on your site. This audience segment is small, but completes goals at much higher rates than the larger market.

5. Are there SEO practices that could get me penalized by search engines?
Yes. These tactics, sometimes called black-hat SEO, can include keyword stuffing (the overuse of keywords within content where it is not relevant) or cloaking (presenting different content for users and search engine bots). Consult webmaster tools, specific search engine terms, and an SEO expert for a complete list of tactics to avoid.

MOBILE

1. Is investing in mobile worth it?

Yes - First review your analytics to get a better understanding of your mobile audience and how they are interacting with your site and brand. The fact is, visitors are increasingly using mobile to plan and book travel. More importantly, people are using mobile and desktop sites in different ways. Desktop and mobile show different peaks and booking patterns: highest on Fridays for mobile and highest on Mondays for desktops. Some 10 percent of Google search for travel is now on a mobile device, and 70 percent of mobile hotel bookings are for the same day.

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2. How do I identify the best mobile strategy - mobile app or mobile website?
   If you’re looking to build your own branded content for mobile, your first app should be a mobile version of your site. While your website and booking engine may currently show up on a mobile device, if they haven’t been specifically designed for the mobile audience, they will not be effective in driving conversions. By jumping from a desktop site to a mobile app, without optimizing your site for mobile first, your destination is missing a large, valuable audience increasingly using their mobile devices for travel.

3. Which operating system should I build on — Android or iPhone?
   Recent data shows that Android is the global and U.S. leader in the smartphone market. With almost 70 percent of market share globally and 51 percent in the U.S., Android phones are selling more than any other smartphone operating system. Despite the boom in Android’s market share, it is important to look at your own analytics to determine what your audience make up is. Looking across 12 million visitors to U.S. DMOs in 2011, 13 percent of all site visitors came from mobile devices. Surprisingly, within this sample, 74.6 percent of mobile visitors were using Apple’s iOS. The ultimate deciding factor in mobile development should be your individual audience breakdown.

4. What are the best features to include in a destination app?
   Once you are ready for App development, review your analytics to determine what features to incorporate. The most popular pages on your desktop site by mobile visitors will give you an idea of the typical use case for your mobile user. Most importantly, your app needs to be designed with specific goals in mind. The most successful apps serve a specific purpose and encourage users to take action. The Starbucks iPhone app was named one of the best apps in 2011 by Apple. Starbucks facilitates key actions on its mobile app, including purchasing, rewards program registrations and eGifting.

5. What are QR codes and how can I use them?
   Quick Response codes, or QR codes, are a type of two-dimensional matrix barcodes. When a user scans the code with an appropriate smartphone scanner, the user is taken to a pre-determined landing page. QR codes can be used in traditional media to direct users to take action online. Be sure to lower any barriers to entry by using non-proprietary codes.
6. What is Responsive Design?
Responsive design is a particular way of designing and developing for the web that creates an adaptable layout that can adjust to the viewing environment, including mobile devices. As a result, users across a broad range of devices and browsers can view your site from a single source of content.

7. What is Augmented Reality
Augmented Reality is a technology seen in mobile apps and browsers that layers virtual elements on top of real world views. Augmented reality extends virtual reality by manipulating the real world environment with virtual information.
GLOSSARY
Administrator: A page administrator, or admin, controls the content and settings in groups and pages and must administer the page via a personal profile. Admin roles include:

- **Manager**: Can manage admin roles, send messages and create posts as the page, create ads and view insights.
- **Content Creator**: can edit the page, send messages, and Create posts as the page, create ads and view insights
- **Moderator**: Can respond to and delete comments on the Page, send messages as the Page, create ads, and view insights
- **Advertiser**: Can create ads and view insights
- **Insights Analyst**: Can view insights

Applications: A set of Facebook or third-party developed applications that can be added to a profile or page to increase engagement and enhance content. In Facebook’s newest timeline layout, applications can be found in the blocks in the right corner below the cover photo.

Cover Photo: Your Cover photo is the large picture at the top of profile and fan page timelines, above the profile picture. Like your profile picture, cover images are public, which means anyone visiting your timeline will be able to see them.

Event: Events is a feature that lets you organize gatherings, respond to invites, and keep up with what your friends are doing.

Like: The Like button denotes many actions on and off Facebook.com. Clicking Like is both a way to give positive feedback and connect with things you care about. Clicking Like under something a page posts on Facebook is an easy way for fans to engage and share a post, without leaving a comment. Once a fan has clicked like, a story will be posted to that individual’s timeline that they liked that post. When users click Like on a Facebook Page, in an advertisement, or on content off of Facebook, users are making a connection. A story about that users like will appear on their timeline and may be displayed on the Page they connected to, in advertisements about that Page, or in social plugins next to the content they liked. Clicking Like allows Facebook Pages to post updates to your News Feed or respond to messages.

Messages: Messages is a central place to exchange private messages, chats, emails and mobile texts with friends. Pages can currently message all fans at once, but not send individual private messages.

News Feed: Your news feed is the ongoing list of updates on your homepage that shows you what’s new with the friends and pages you follow. Top News aggregates the most interesting content that your friends are posting, while the Most Recent filter shows you all the actions your friends are making in real-time.

Page: Pages allow businesses, brands, and celebrities to connect with people on Facebook. Admins can post information and newsfeed updates to people who like their page. Pages are customizable. Add apps, post stories, host events and more to engage and grow your audience. Users who like your Page will get updates in their News Feeds.

Places: You can share where you are and find friends nearby by checking into places.

Social plugins (Facebook Connect): Social plugins are tools that other websites can use to provide people with personalized and social experiences. When you interact with social plugins, you share your experiences off Facebook with your friends on Facebook.

Subscribe: Subscribe is a way to hear from people you’re interested in, even if you’re not friends. The subscribe button is also a way to fine tune your news feed to get the types of updates you want to see.

Tagging: A tag links a person, page, or place to something you post, like a status update or a photo.

Timeline: Profiles (now called timelines with Facebook’s most recent updates) are a complete picture of a user’s interests and activity on Facebook. Timelines are to be used by individual people, not brands or organizations.

Wall: The Wall is a central location for recent information posted by you and about you. It’s where you keep your up-to-date content, and where Fans can contribute.
Activity: Activity lives in the “connect” tab. Activity is a real-time dashboard to view what the users you’re following are up to on Twitter. You can view Tweets they’ve favorited and discover other useful accounts to follow based on the accounts they’ve recently followed.

Bio: A short personal description of 160 characters or fewer used to define who you are on Twitter.

Connect: The Connect tab lets you view Interactions, Mentions, recent Follows and Retweets. Using the Connect tab you’re able to view who has favorited or retweeted your Tweets, who has recently followed you, and all of your @replies and @mentions.

Direct Messaging – “DM”: Direct Messages are private Tweets that are exchanged between two Twitter users that follow each other. Direct Messages are limited to 140 characters per exchange and are unsearchable on Twitter.

Discover: The Discover tab is where you’d find Stories, Who to Follow, Activity, Find Friends, and Browse Categories

Favorite: To favorite a Tweet means to mark it as one of your favorites by clicking the yellow star next to the message.

Follow: To follow someone on Twitter is to subscribe to their Tweets or updates on the site. Twitter has an asymmetrical follower model, which means that you do not need to “approve” of the people who follow you, and they do not need to “approve” of you. A follower is another Twitter user who has followed you. Your following number reflects the quantity of other Twitter users you have chosen to follow.

Hashtags – “#”: Hashtags are a way to label Tweets so that other users can sort messages by topic. Hashtags contain no spaces or punctuation and begin with a “#” symbol. Users can join in on an existing conversation surrounding a topic by including the hashtag anywhere within their post, or users can start a new conversation by creating their own hashtag and including it anywhere within their post.

Lists: Curated groups of other Twitter users. Used to tie specific individuals into a group on your Twitter account.

Mention - “@replies”: A mention is any Twitter update that contains an @ username anywhere in the body of the Tweet. Specifically, replies or @replies refer to mentions that begin with @username. By putting another person’s username at the start of a post, it limits who sees it. Starting a post with @ username means only those following both you and @username will see it. Putting a username anywhere other than at the start of a Tweet means all of your followers will see the post in their newsfeed.

Newsfeed: The Twitter Newsfeed is an aggregate feed containing Tweets published by the user and their network.

ReTweet – “RT”: ReTweeting is used when you want to forward a Tweet that someone else posted to all of your followers. A native ReTweet automatically generates and posts a ReTweeted message for a message you choose to share from your newsfeed. To manually ReTweet a message, copy the full Tweet including the person’s username (with @ symbol included) and put “RT” before it. Your followers then know that whatever comes next was said by that user.

Third Party Application: A third-party application is a product created by a company other than Twitter that’s used to access Tweets and other Twitter data. Popular third party twitter applications like Hootsuite and TweetDeck are used as social CRMs.

Trending Topic: A subject algorithmically determined to be one of the most popular on Twitter at the moment

Twitter Profile: Your Twitter Profile contains all of your Tweets including all your replies to other users. Anyone that follows @you will see your updates in their newsfeed

URL Shorteners: URL shorteners allow you to share links while not using up too many characters. Also, using URL shorteners allows you to track how many people click on your link. Some of the most popular URL shorteners include: Bit.ly, ow.ly, goo.gl
**3G:** 3G refers to the third generation of mobile telephone technology fulfilling the International Mobile Telecommunications-2000 (IMT-2000) specifications by the International Telecommunication Union.

**4G:** 4G refers to the fourth generation of mobile telephone technology. Peak speed requirements for 4G service is 1 gigabit per second (Gbit/s).

**Android:** Android is an operating system for mobile devices including smartphones and tablets. Google owns Android and releases the Android code as open-source.

**Application (App):** Software solutions that power the business logic for mobile marketing initiatives.

**Bada:** Bada is Samsung’s smartphone platform.

**Bluetooth:** A communications protocol that enables mobile devices equipped with a special chip to send and receive information wirelessly over short-ranges, using 2.4 GHz spectrum band.

**iPhone/iOS:** iOS is the operating system used by Apple mobile devices.

**MMS:** Multimedia Messaging Service, or MMS, has become more prevalent with the increase in bandwidth and evolution of mobile technology. Multimedia messages can be a picture, a video clip, or an audio clip. Ads can be imbedded into the MMS, or the ad could be the MMS itself depending on what is being viewed by the subscriber.

**Push notifications:** Push notifications are alerts sent or “pushed” to mobile devices.

**QR Code:** A QR code ( abbreviated from Quick Response code) is a specific matrix barcode (or two-dimensional code) that is readable by dedicated QR barcode readers and camera telephones. The code consists of black modules arranged in a square pattern on a white background. The information encoded may be text, URL, or other data.

**RIM:** RIM is the operating system used by BlackBerry devices.

**Short Code:** Short numeric numbers to which text messages can be sent from mobile phones. Wireless subscribers send text messages to common short codes with relevant keywords to access a wide variety of mobile.

**SMS:** Short Message Service (SMS) is most commonly known as text messaging. Most messages are a maximum of 140 characters. Can also be referenced as a “pull campaign.”

**Symbian:** Symbian is the developer of the operating system used on Nokia, Motorola and Samsung mobile and smartphones.
Algorithm: An algorithm is a set of formulas developed for a computer to perform a certain function.

Application Programming Interface (API): An API is a documented interface that allows one software application to interact with another application.

Cache: Caching is a mechanism for the temporary storage to reduce bandwidth usage, server load and lag.

Click-through rate (CTR): Click-through rate (CTR) is the number of clicks an ad receives divided by the number of times an ad is shown (impressions). A keyword’s CTR is a strong indicator of its relevance to the user and the overall success of the keyword.

Cloud Computing: Cloud computing is a general term for anything that involves delivering hosted services over the Internet.

Content Management System (CMS): A content management system is a software system that provides website authoring, collaboration and administration tools designed to allow users with little knowledge of web programming languages to create and manage website content with relative ease.

Conversion: A conversion occurs when a user completes an action on your site, such as buying something or requesting more information.

Cookie: A cookie is a small file saved on a person’s computer to help store preferences and other information that’s used on webpages that they visit. Cookies can save a person’s settings on certain websites and can sometimes be used to track how a visitor gets to and interacts with websites.

Cost Per Click (CPC): The amount search engines charge advertisers for every click that sends a searcher to the advertiser’s web site. For an advertiser, CPC is the total cost for each click-through received when its ad is clicked on. The more relevant your ad is to the search terms, the more your average CPC will decrease.

Crowdsourcing: Crowdsourcing is a process that involves outsourcing tasks to a distributed group of people.

Customer Relationship Management (CRM): Customer relationship management is a term for methodologies, software and usually Internet capabilities that help an enterprise manage customer relationships in an organized way.

Foursquare: Foursquare is a geographical location based social network that incorporates gaming elements. Users share their location with friends by “checking in” via a smartphone app or by text message. Points are awarded for checking in at various venues. Users can connect their Foursquare accounts to their Twitter and Facebook accounts, which can update when a check in is registered. By checking in a certain number of times, or in different locations, users can collect virtual badges. In addition, users who have checked in the most times at a certain venue will be crowned “Mayor” until someone surpasses their number. Various venues have embraced Foursquare, and offer special deals to users who are “mayors.”

Google+: Google+ is a new social network from Google. Google describes it as a social layer, connected to all Google properties including search.

HTML5: HTML5 is a markup language for structuring and presenting content for the web. It is the fifth revision of the HTML standard. Its core aims have been to improve the language with support for the latest multimedia while keeping it easily readable by humans and consistently understood by computers and devices.

Instagram: Instagram is a photo sharing application, now owned by Facebook, that lets users take photos, apply filters to their images, and share the photos instantly on the Instagram network and other social networks like Facebook, Flickr, Twitter, and Foursquare.

Pin: A pin is an image added to Pinterest. A pin can be added from a website using the Pin It button, or you can upload images from your computer. Each pin added using the Pin It button links back to the site it came from.
About Destination Marketing Association International
Destination Marketing Association International (DMAI) protects and advances the success of destination marketing worldwide. DMAI’s influential membership includes nearly 600 official destination marketing organizations (DMOs), also known as tourism boards or Convention and Visitor Bureaus, from nearly 20 countries that command $1.5 billion in annual budgets. As the world’s largest and most reliable resource for DMOs, it provides more than 3,000 individual members – professionals, industry partners, educators and students – the most innovative and relevant educational resources, networking opportunities and marketing intelligence worldwide.

About the Destination & Travel Foundation
The Destination & Travel Foundation is a combined effort between the Destination Marketing Association International and the U.S. Travel Association to serve the interests of destination marketing professionals and highlight the impact of travel around the world. The mission of the Destination & Travel Foundation is to enhance the destination marketing and travel professions through research, education, visioning and development of resources and partnerships for those efforts.

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About W2O Digital
W2O Digital is an interactive agency providing creative and digital services for clients around the world. Headquartered in Austin, Texas, W2O Digital provides full-service design, development and traffic-generation efforts including: display advertising, search marketing and retargeting. The common DNA in W2O Digital’s work is a business sense that is equal parts creative and scientific.

W2O Digital is a part of W2O Group, an independent network of complementary marketing, communications, research, and development firms. W2O Group serves clients through a network of firms with offices in San Francisco, New York, Austin, Los Angeles and London.

About Get Smart Content
Get Smart Content is a content-targeting platform that enables marketers to provide website content and messaging that is tailored to their visitors’ interests. Get Smart Content technology allows marketers to serve content based on the keyword search that sent them to the website, their location, their content interests, their frequency of visits to the site, their connections to their social media efforts, and their mobile browser type.