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Data 06/04/2020

Daniele Manetti – Sr. Market Manager Expedia Group

Approfondimento OTA con Expedia Group



- Le OTA ed Expedia Group
- EG per l'Ospitalità & le Esperienze
- EG per le Destinazioni



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World's largest diversified travel platform

High volume & diversity of
Customers

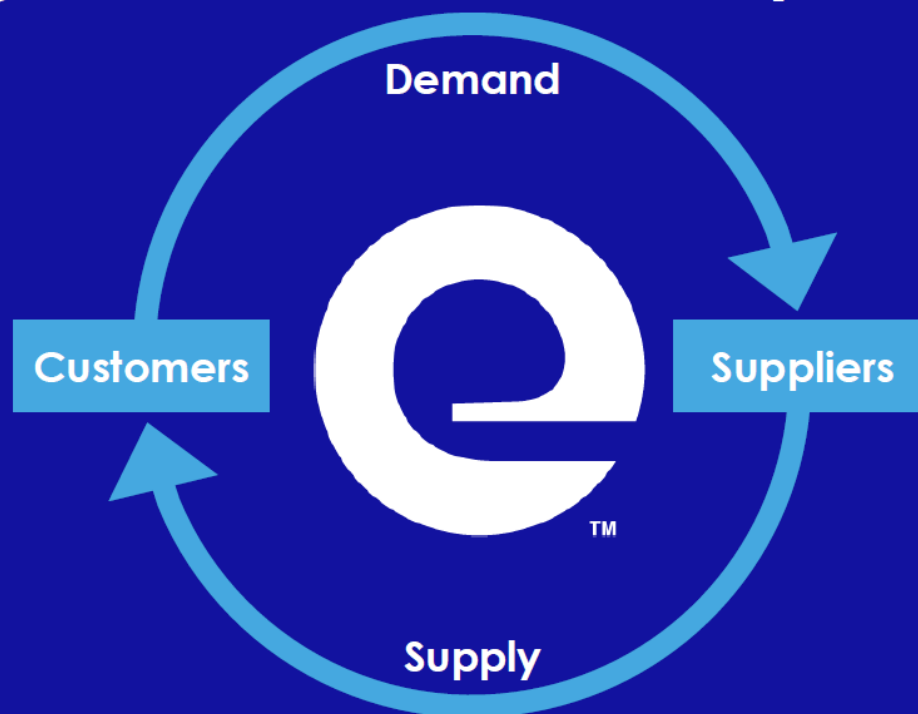
Monthly visits¹
750M+

Active corporate travelers
2M+

Powering
~100K
Offline travel agents²

35K+
B2B partners leveraging
our platform

Contacts handled annually³
50M+



Broad and diversified
Supply partners

Properties on core
lodging platform⁴
1M+

HomeAway online bookable
listings
1.8M+

Airlines
500+

Car rental companies
175+

Unique activities
35K+

Notes: Expedia Group data shown as of 12/31/18, unless otherwise noted. ¹Monthly visits based on data for Brand Expedia, Hotels.com, Orbitz, Travelocity, Wotif, HomeAway, trivago and Hotwire combined during 2018. ²Offline travel agents based on number of sales agents in Global Customer Operations, Expedia Partner Solutions (EPS), HomeAway, Classic Vacations, CruiseShipCenters, Travel Agent Affiliate Program (TAAP). ³Contacts handled annually include calls, emails, chats and social media. ⁴Includes more than 370,000 integrated HomeAway listings.

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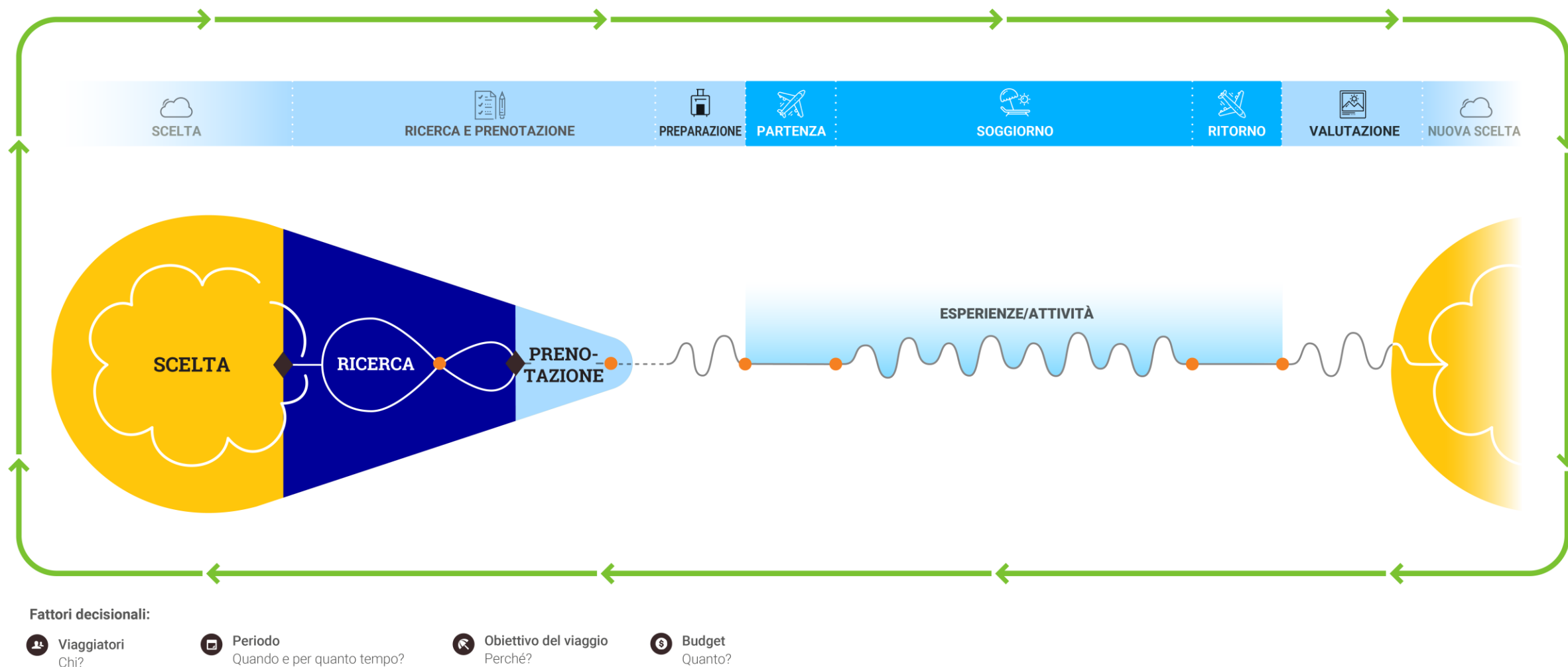


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Comprendere il percorso del viaggiatore





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PARTNER CENTRAL + MARKET MANAGER



Scelta



Ricerca e
prenotazione



Esperienza
del viaggiatore



Al termine
del soggiorno

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Scelta: l'importanza dei contenuti



92%

DEI VIAGGIATORI

prenota con maggiori
probabilità strutture con foto
e descrizioni dettagliate

Fonte: Tnooz, 2011



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Ricerca e prenotazione: l'importanza della visibilità



75%

**DEL TRAFFICO
GENERATO DA CLIC**

va ai primi 15 hotel nei
risultati di ricerca

Fonte: Expedia, Inc. 2016

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Esperienza del viaggiatore: offri ai tuoi ospiti
il miglior trattamento possibile



GLI OSPITI “AFFEZIONATI”
sono quelli che tornano
a soggiornare da te.

40%

**DI PROBABILITÀ IN PIÙ
CHE TORNINO**

Fonte: Local Measure, 2016 APAC Hotel Study

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Al termine del soggiorno: **attira subito l'interesse di nuovi potenziali ospiti**



I viaggiatori leggono almeno

6-12 recensioni

prima di prendere una decisione

62%

dei viaggiatori è più propenso a prenotare **se l'albergatore risponde alle recensioni**

Fonte: Phocuswright, 2013 (studio indipendente per TripAdvisor)

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Scelta

Punteggio contenuti

Foto

Punti di interesse



**Ricerca e
prenotazione**

Rev+

Analisi della struttura

Informazioni sugli ospiti

Promozioni



**Esperienza
del viaggiatore**

Conversazioni

Commenti in tempo reale



**Al termine
del soggiorno**

Recensioni degli ospiti

Widget con le recensioni
degli ospiti

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A leading provider of activities and destination experiences, [Expedia Local Expert](#) (LX) offers expertise and assistance in booking events, activities, tours, attractions, ground transportation and other services to our consumers in over two thousand destinations around the world.

Drawing from a rich portfolio of tours and adventures across the globe, these services are available online, over the phone and face-to-face at one of our many concierge and activity desks in retail locations worldwide.



Rio de Janeiro sightseeing operator accelerates traveler growth with Expedia Local Expert partnership.

C2Rio Tours & Travel, Rio de Janeiro

[Read Article](#)



The partnership has proved fruitful through the utilization of Expedia's marketing channels including wide distribution network.

Golden Tours, United Kingdom

[Read Article](#)



Expedia Local Expert's tools and market intelligence crucial for online growth.

Cancun Sightseeing, Mexico

[Read Article](#)



Whale Watching company sees constant sales growth with Expedia Local Expert's intuitive platform.

Prince of Whales Whale Watching, British Columbia

[Read Article](#)



Online expansion made possible for boutique tour company through Expedia Local Expert's global distribution network.

America's Hub World Tours, Oregon

[Read Article](#)



Expedia Local Expert's hotel connection allows access to a large and diverse traveler base for Tours & Sightseeing company.

WestCoast Sightseeing, Vancouver

[Read Article](#)

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YOU KNOW TRAVEL,
BUT DID YOU KNOW...

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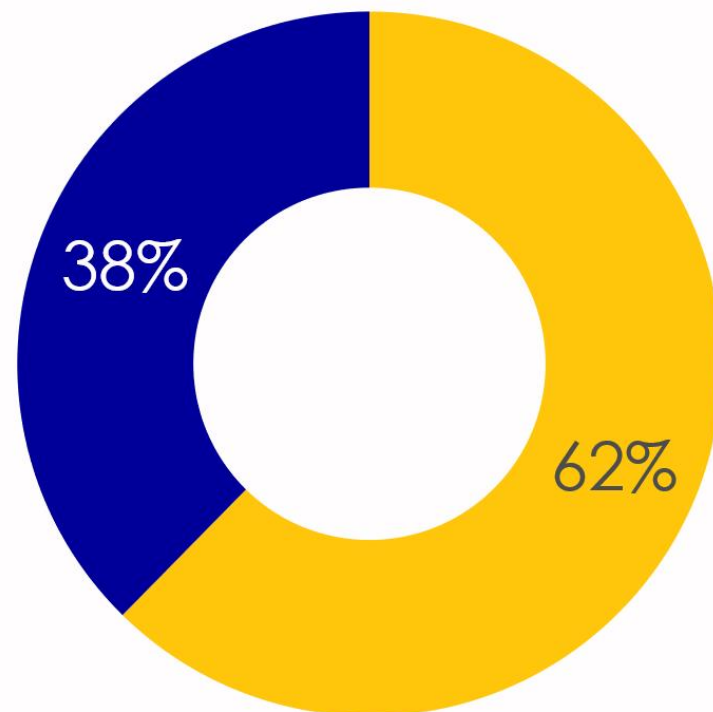
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DESTINATION INDECISION

Two-thirds of travelers are undecided on where to go when planning a trip



2 or more
Destinations

Already decided
destination

Expedia Group Media Solutions – Multi-National Travel Trends
Q23. Which of the following options best describes the way you feel when you first decide to take a trip?



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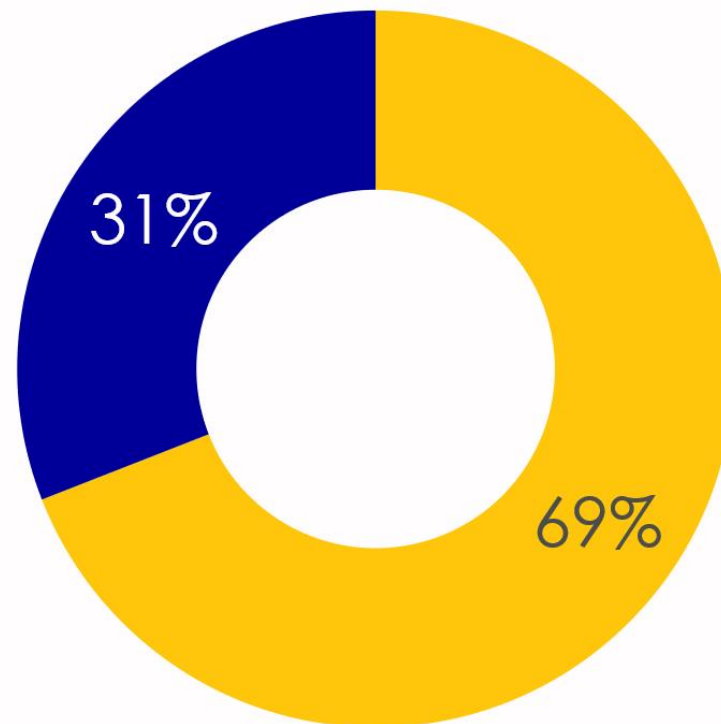
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DESTINATION INSPIRATION

Nearly 7 in 10 travelers
are open to ideas and
influence



■ Know exactly how to do it ■ Need help & inspiration

Expedia Group Media Solutions – Multi-National Travel Trends
Q24. Which of the following options best describes the way you feel when you first start planning a trip/holiday?

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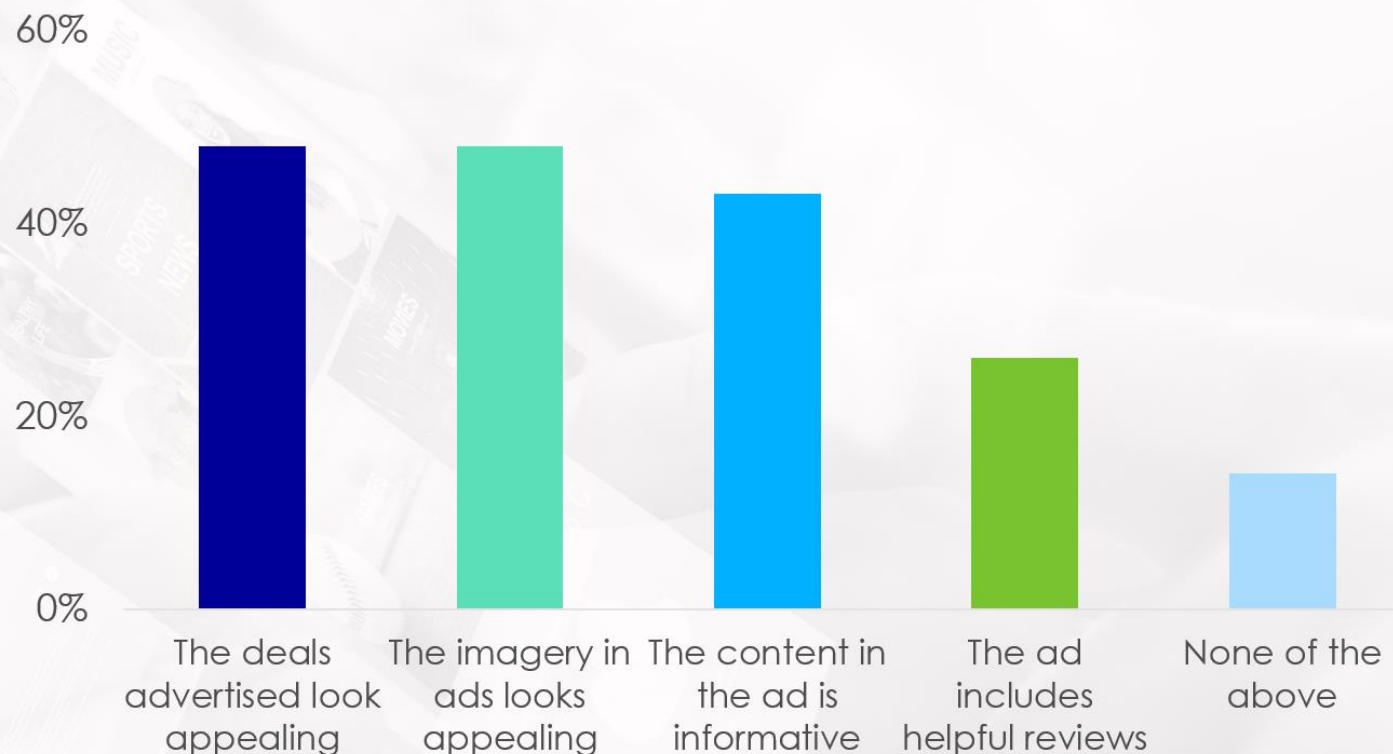
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ADVERTISING WORKS

Ads with appealing imagery, deals and informative content are especially influential





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HOW DO REACH THE
RIGHT TRAVELER WITH
THE **RIGHT MESSAGE**
AT THE **RIGHT TIME?**



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TARGETING CAPABILITIES



TRAVELER BEHAVIOR TARGETING

Travel Geography

- Route (Origin & Destination)
- Booked Destination/Countries
- City/Neighborhood/Point of Interest

Air, Hotel, Car & Cruise Attributes

- Air Class
- Property types
- Air, hotel, rental car shoppers and cruise bookers

Trip Details

- Type of Credit Card
- Number of Travelers
- Duration of Trip

Device Based

- IP Geography
- Mobile Carrier
- Browser, Device and Manufacturer type



CUSTOM AUDIENCE TARGETING

Travel Intent & Booking Data

- Historical Travel Search Data
- Seasonality
- Historic Booking Data
- Itinerary Data



CONSUMER PROFILE TARGETING

Behavioral & Demographic

- Credit Card Audience
- Brand Affinity
- Avid Traveler
- Households with kids
- Household income
- Age and gender
- Interests
- Geography
- Professional status

...and more

POWERED BY EXPEDIA, INC.'S FIRST PARTY DATA

Powered by our third party data vendors

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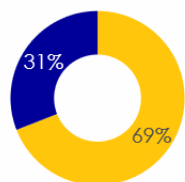
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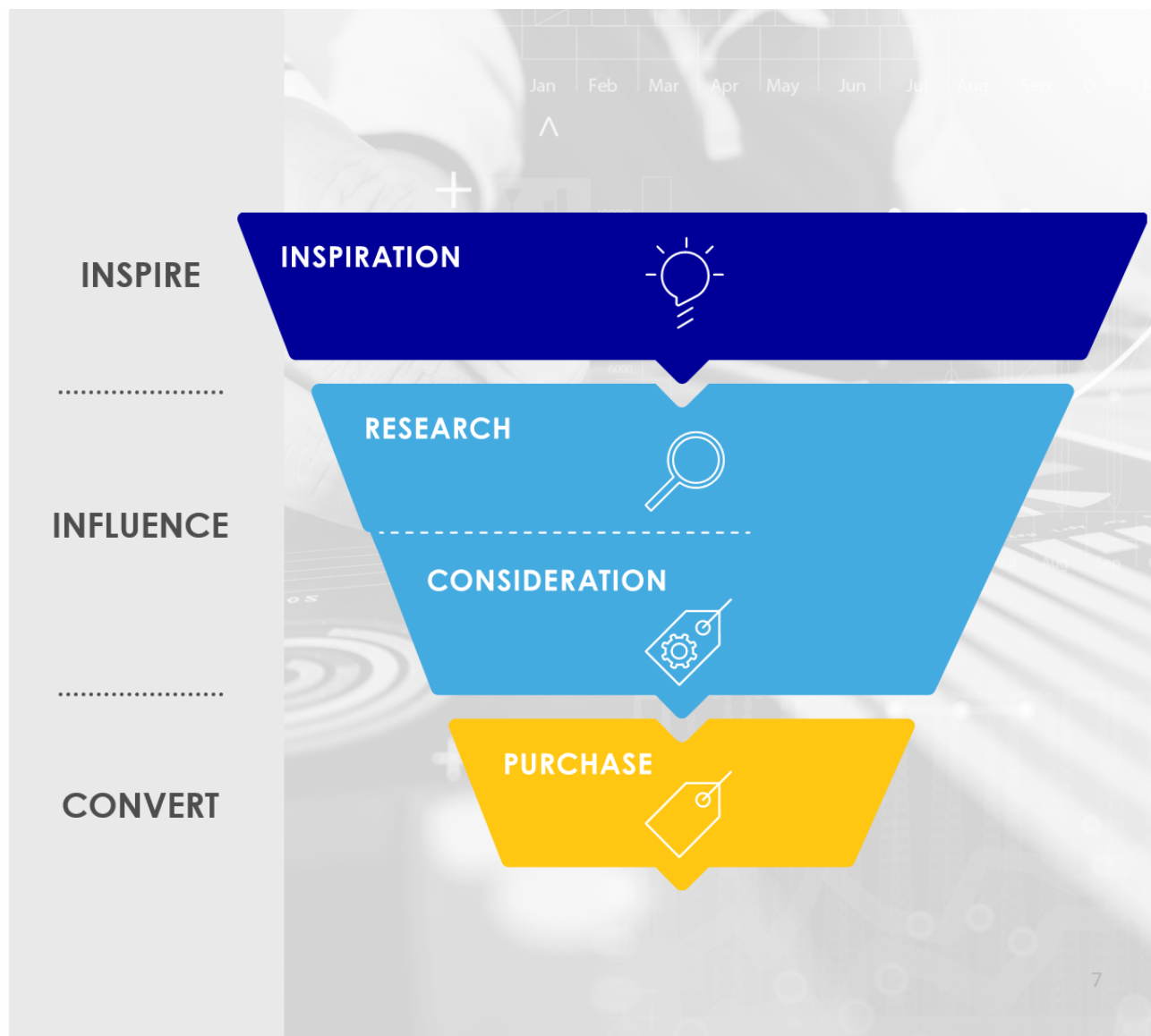
ACHIEVE YOUR OBJECTIVES

Deliver your branded message to our affluent and engaged audience.



Remember travelers have more than 2 destinations in mind.

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SOLUTIONS TO FIT YOUR MARKETING OBJECTIVES

DISPLAY ADVERTISING

Reach your target audience across our network of sites with the sophisticated targeting capabilities of display advertising.

SPONSORED LISTINGS

TravelAds gives hoteliers the ability to create sponsored listings, providing targeted and premium placement alongside the search results.

AUDIENCE EXTENSION

Use audience extension to continue to engage with our audience after they have left our sites.

EMAIL MARKETING

Send a targeted message directly to consumers through targeted e-mail opportunities reaching millions of subscribers.

SOCIAL MEDIA

Create a dialogue about your brand or destination and engage an affluent audience with our social media opportunities.

CREATIVE PARTNERSHIPS

Create unique and custom advertising experiences through our internal agency.



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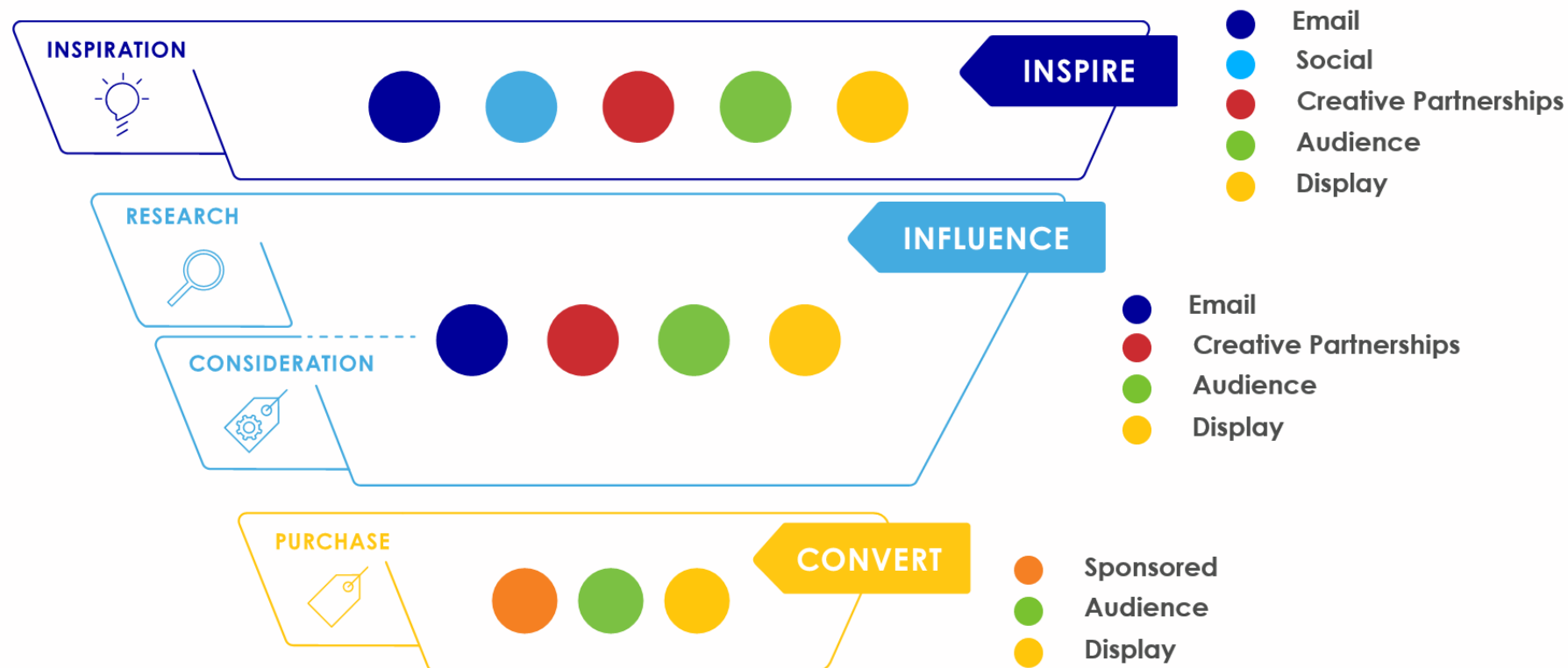


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OUR SOLUTIONS BY OBJECTIVE





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Connecting TRAVELERS



144M+

Unique monthly visitors¹



2.1B

Monthly page views¹



10 Expedia Group brands



200+ sites

in **75+ countries**



150+ mobile sites

in **70+ countries**



With ADVERTISERS



Marketing partners in

170 countries



50+

Targeting types



200+

Audience segments



20

Unique advertising solutions



30

Reporting KPIs

Notes: Expedia, Group data shown as of Q3'18, unless otherwise noted. ¹Expedia Group Global - comScore, July 2018. ²OTA brands Expedia.com + Hotels.com from Q4'17-Q3'18.



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SUCCESSFUL CAMPAIGNS

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The situation

- Low Awareness of Destination
- Summer destination primarily but with potential for an “All Year destination”



Why Expedia

- Focus in USA, UK, DE, CH
- Largest OTA offering exclusive Travel advertising Solutions that can drive conversions (in their own words).



The Solution

- **Video** content produced and directed by Media Solutions
- **Interactive Microsite** with custom itineraries
- **Media Mix:** Display ads, Social Media, YouTube, Email, PR, SEO
- Relevant **targeting** segmentation applied
- Distribution and sales of the destination via brands owned by Expedia Group

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Puglia
per tutte
le stagioni

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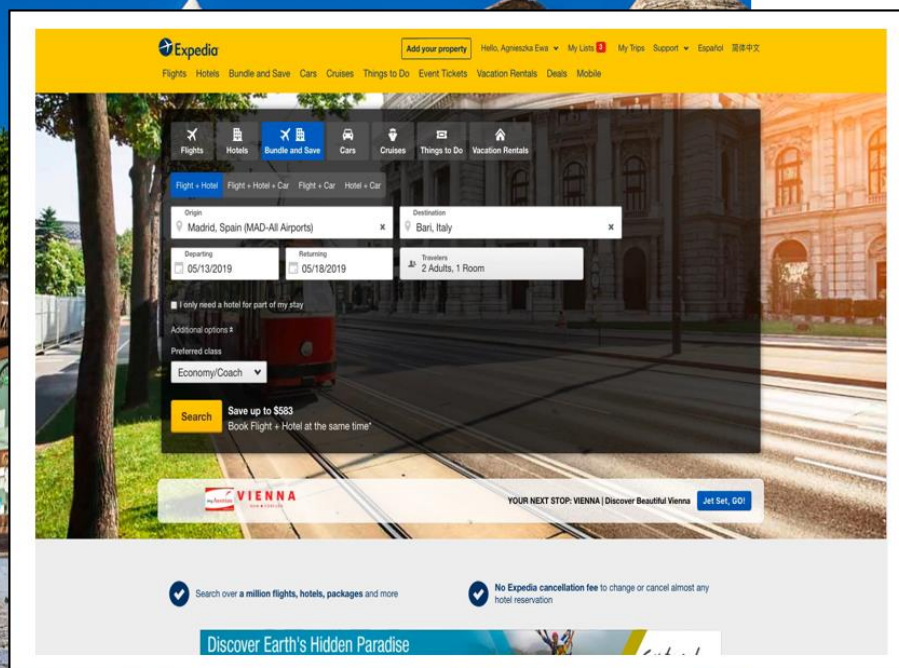
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VIDEO PRODUCTION



CASE STUDIES

PUGLIA TRAVEL FLAVORS

Puglia Promozione

BRIEF

To create a bespoke digital activation that generates awareness of Puglia and encourages UK and US travellers to plan their trip and discover the destination beyond July and August.

SOLUTION

Leveraging the power of gastronomy, we created an interactive platform to help users create their perfect Puglia itineraries in the form of a tasting menu. Each dish is paired with a drone video showcasing one of Puglia's key regions and its unique landscapes, culture and local ingredients. Customized travel itineraries determined by tasting menu selections, with information about the region, activity suggestions and booking information

OUTCOME

Over 42% engagement with the platform across all markets and an average time spent on site of 4 minutes, reflecting on +37% YOY growth in room nights and +21% overall growth on demand.

<https://puglia.expedia.com/>

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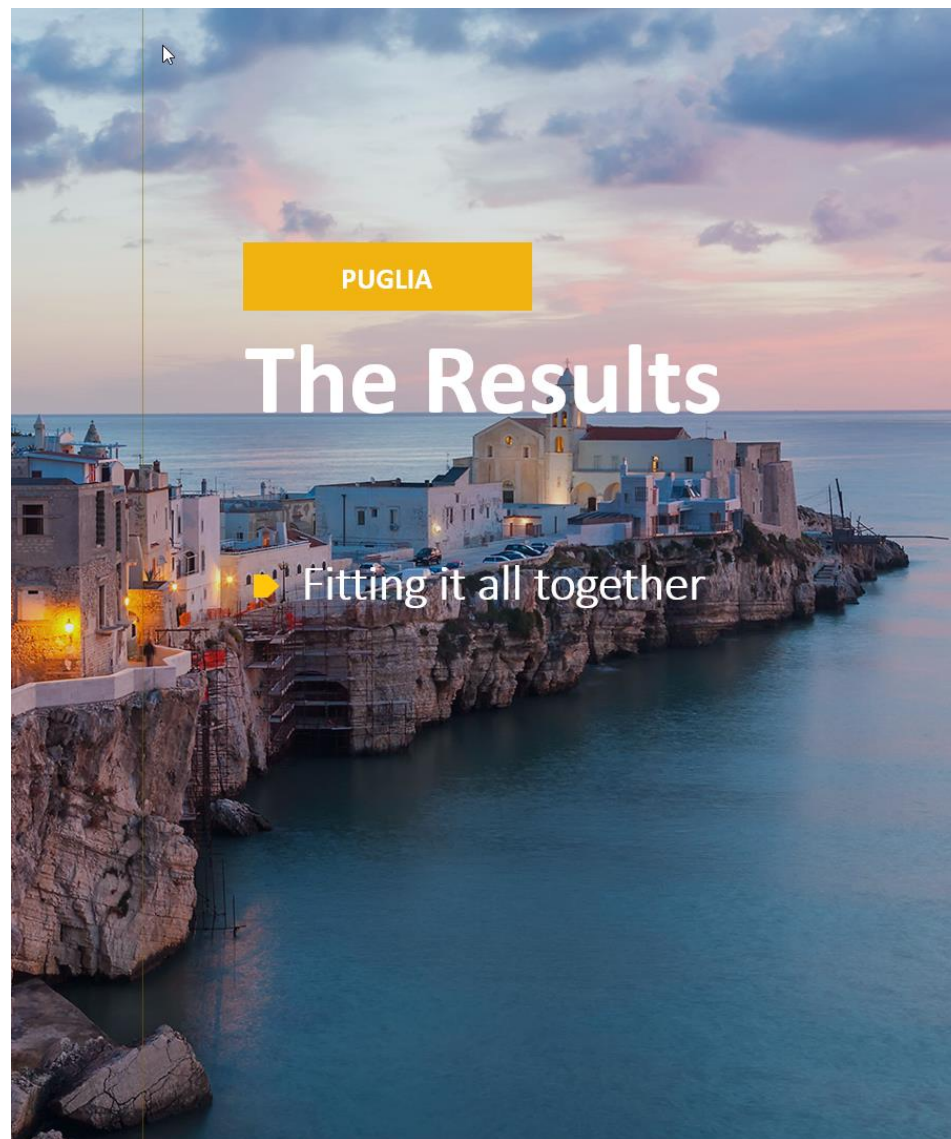
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Conversion Rate

- Room Night Growth +37%
- Gross Booking Growth +21%



Inspiration – Excellent User generated content

- “I just wish the video was 30 minutes longer!” *by a YouTube user*
- “Something about this video just makes me excited for my trips to come” *by a YouTube user*



Reach

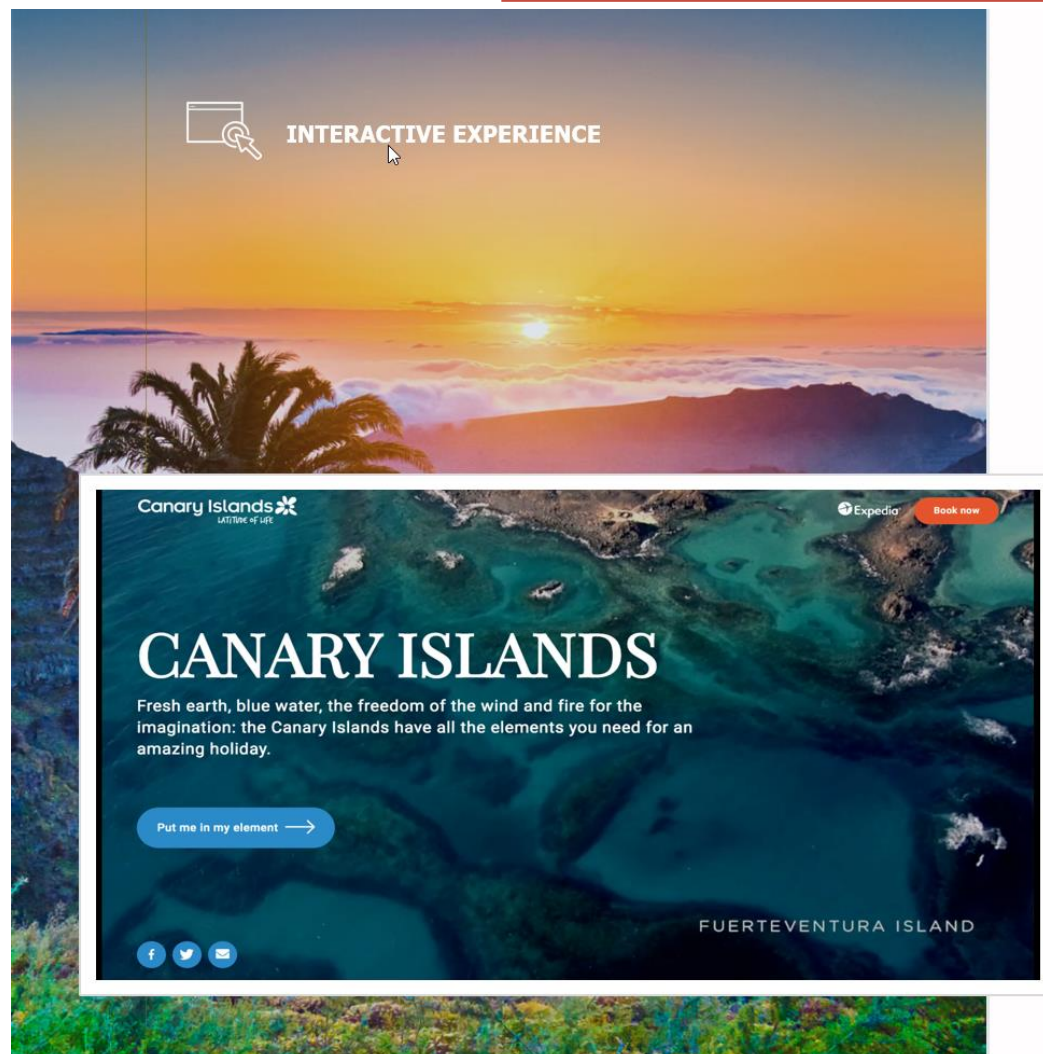
- The campaign was shown more than 30 Million times
- 55% VTR on Video
- 1.2% CTR on Display

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Puglia
per tutte
le stagioni

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CASE STUDIES

IN YOUR ELEMENT

Canary Islands

BRIEF

To create awareness of the destination in a market where there is little to no knowledge of the Canary Islands

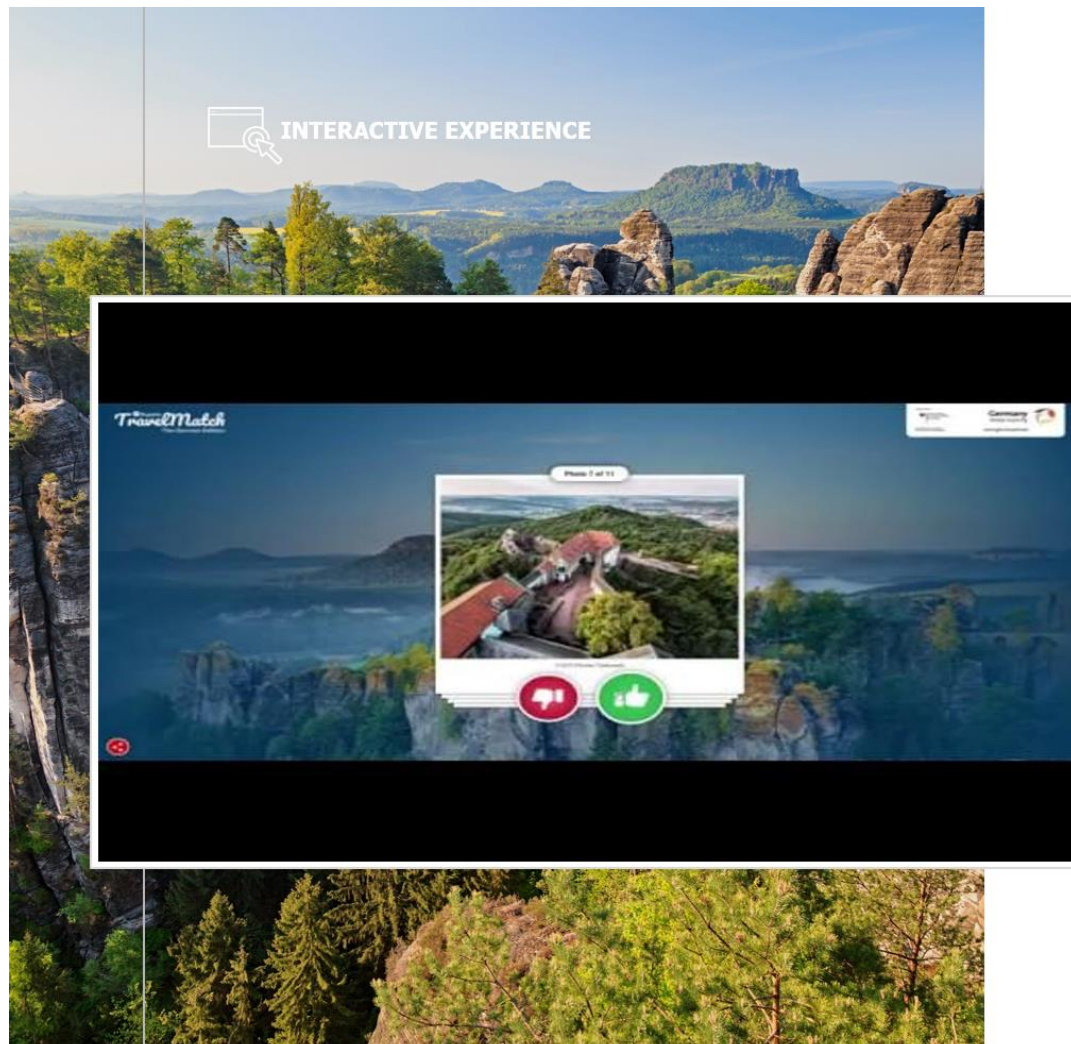
SOLUTION

Using an engaging and visually rich custom made platform we invite audience to create their own itinerary of the islands, most of the engagement comes from the strategy in Social Media, ecommerce, lifestyle and travel sites where the Expedia audience spends time while sourcing for inspiration

OUTCOME

Great engagement, excellent reviews of the destination and able to measure real impact in overall searches on Expedia but also on Google and other external sites.

<https://canaryislands.expedia.com/#>



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CASE STUDIES

TRAVEL MATCH

Germany Tourism Board

BRIEF

To create a bespoke digital activation that generates awareness of city breaks to Germany and encourages UK, Netherlands, Denmark and Switzerland users to find their perfect German destination.

SOLUTION

We created a Tinder for travel concept using inspirational imagery that helps users discover the German city breaks perfectly suited to their travel styles and preferences.

OUTCOME

The campaign had a great impact with over 23,000 unique visitors engaging with the travel match experience and it saw impressive entries and one lucky winner

<https://germanytravelmatch.expedia.co.uk/>



SOCIAL ACTIVATIONS

CAN YOU KENYA?

Follow our travel experts as they embarked on an EPIC adventure through Kenya.
Browse the site to explore all the magical and unexpected experiences in this magical destination.



CASE STUDIES

INSTAGRAM
ADVENTURE

Magical Kenya

BRIEF

Together with Kenya Tourism Board, we wanted to showcase some of the best & unexpected experiences across Kenya in a unique way. Increasing destination awareness and advocacy across 5 target markets: UK, US, CA, AU and South Africa.

SOLUTION

We developed Can You Kenya?, a user-driven campaign whereby our travel experts @HowFarFromHome went on a spontaneous 5-day journey across the country and let their community drive the action. Each day, they posted an Instagram Story Poll and gave their community the power to choose which experience they did next, creating the ultimate Kenya itinerary. A dedicated microsite housed additional destination information, bookable Expedia information as well as daily poll recaps and links to vote.

OUTCOME & AWARDS

Over 2Mil impressions from HFFH Instagram stories alone

Over 95.000 unique visitors to the microsite

Over 15.000 entries

<https://magickkenya.expedia.co.uk/>





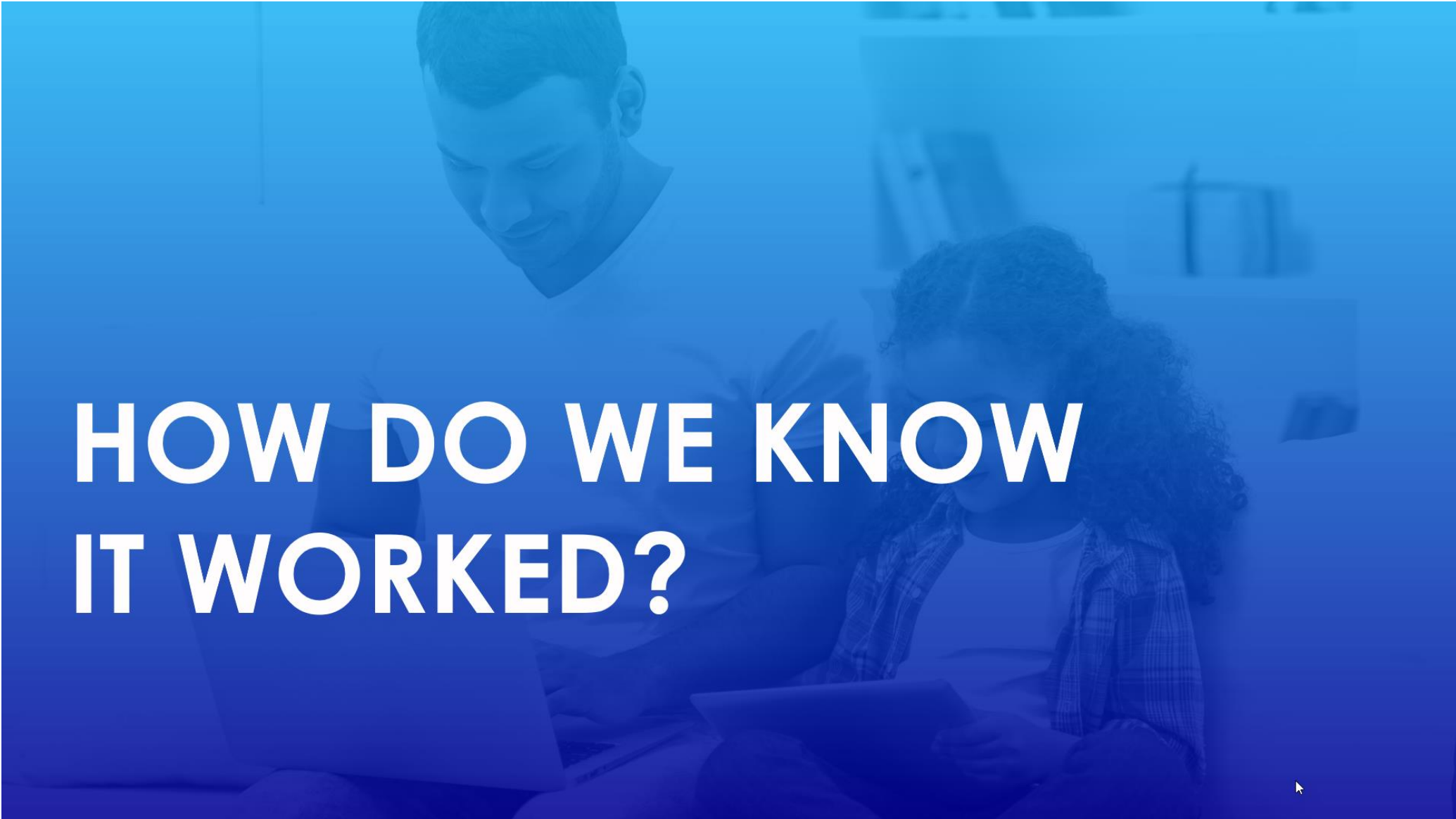
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HOW DO WE KNOW IT WORKED?

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End of campaign Report - Example



Summary Results

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Impressions	Clicks	CTR	Ad Spend	Total \$	Tickets	RN	Total PAX	ROAS
21.0M	11,201	0.05%	\$221.8K	\$4,024,559	2,314	11,236	6,461	18.1

media spend by advertiser

revenue contracted through advertising activity

production split per vertical – air tickets, room nights and total passengers

final ROAS figure (booking revenue divided by media spend)



Lookback window of up to 30 days (to be determined by advertiser)
Results split up by week/month/burst for longer campaigns
Results split by POS/Market

POS Summary

	Impressions	Clicks	CTR	Ad Spend	Total \$	Tickets	RN	Total PAX	ROAS
Expedia.uk	1,438,599	1,494	0.10%	24,659	\$1,171,038	762	3,388	1,354	47.5
Expedia.com	5,624,796	3,801	0.07%	63,488	\$1,156,153	749	1,689	1,502	18.2
Hotels.uk	574,553	124	0.02%	8,996	\$132,576	0	771	391	14.7
Expedia.de	3,003,184	1,718	0.06%	40,623	\$533,260	372	1,298	655	13.1



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RECIPE FOR THE PERFECT CAMPAIGN

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DESTINATION Strategy

Fitting it all together



Be present across the full travel funnel



Define specific objectives



Target the right audience



Define your Media strategy based on your specific objectives



Track your results and apply optimizations



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Grazie per l'attenzione.

Pubblicheremo presto le risposte a tutte le domande a cui oggi non abbiamo fatto in tempo a rispondere all'indirizzo

team.toscanapromozione.it.

Allo stesso indirizzo troverai le slide e le registrazioni video.

Per ogni informazione puoi scriverci a territori@toscanapromozione.it

Ci vediamo al prossimo Lab!