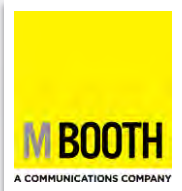


**Welcome...**



# How Effective PR Can Influence Travel Decisions



300 Park Avenue South  
New York, New York 10010  
212-481-7000  
[www.mbooth.com](http://www.mbooth.com)

# WHAT THE TRENDS TELL US.....

# Traveling Today

## People are traveling more!

- 2010 Domestic and International Travel **expenditures are up 5.2%** in 2011
- **36 %** of consumers plan to **spend more** on leisure travel

### CONSUMER CONFIDENCE



# People are traveling more!

- The **Traveler Sentiment Index™** moved to **95.2** in February 2011 -- its highest level since April 2007



# Why are they traveling?

- Today's traveler **views travel as a reward**, not an extravagance or entitlement
- Travelers are **looking for moments that are instantly sharable** through social media and stories that they can take home and retell to family and friends

# What do they value?

## „Off-the-beaten-path“ experiences



- Activities that **showcase the essence** of the destination/culture
- Experiences that are special, authentic, sophisticated

# Social Media's Influence

**Travelers are social media hounds!**



# Online Decision Making

## They make travel decisions online

- **“Splinternet”** ---use combination of technologies, channels to make travel decisions, but expect high quality
- US leisure travelers agree that **value and reliability** of a site/online service are just as important as the **price** offered when choosing a destination online

# Where are they looking online?

## Travelers rely most on broad-based information Providers to plan their trips

“Which type of Web site(s) did you use to research LEISURE/PERSONAL travel?”



# They are TSFs

•**40%** of US online leisure travelers are **travel social fans (TSFs)**

- Facebook, YouTube, or Twitter
- Booking Advocates
- Looking for offers/discounts



# Online Decision Making

## They value opinions!

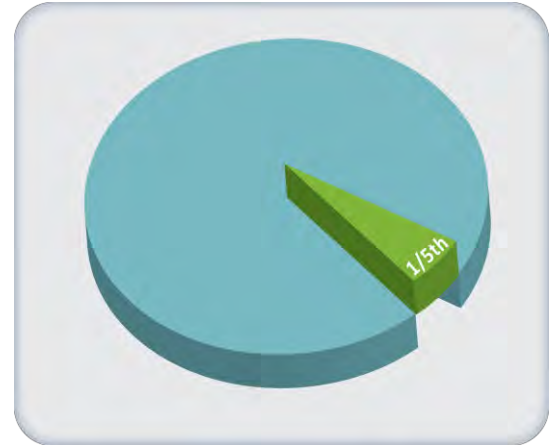
- Travelers seek online opinions to make travel decisions
- 51% Choose a hotel based on fellow guest experiences over all other factors



# Social Media's Influence

## They are watching a lot of video!

- Where: websites of travel agencies, tourism bureaus, and travel suppliers



# Today's Social Media Traveler

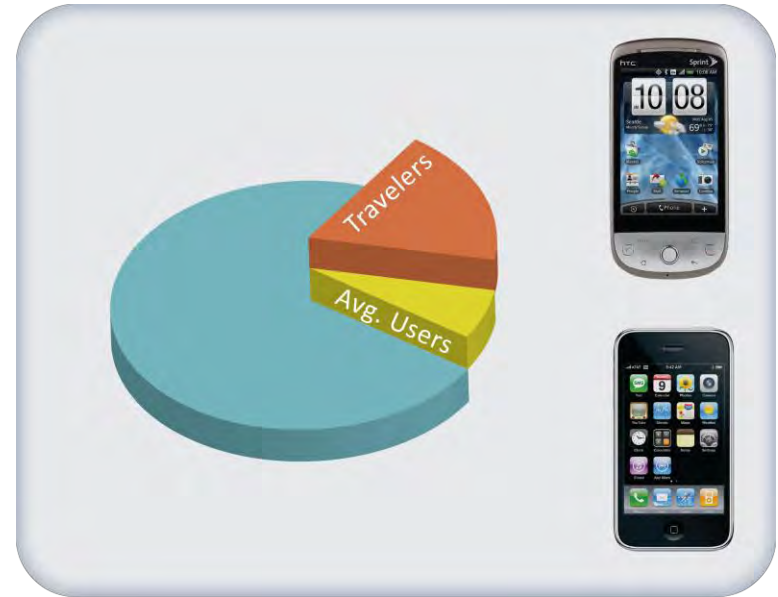
## They're interested in Online Vacation Rentals

- Vacation renting is a rising trend and **new travel eBusiness growth segment**
  - Vacation rental market estimated at **\$24 Billion**
  - **13%** of US online leisure travelers rented a vacation home, villa, or condo in the past year
  - **29%** of US vacation renters booked a vacation home online



# Mobile phones are becoming a vacation tool

- Travelers are **25% more likely** to have a smartphone than the average US consumer
- **1/3** of smartphone users (**25 million** in the US) will **research travel plans via mobile** this year
- Nearly 12 million will use mobile to
- book their plans



**PUBLIC RELATIONS HAS BEEN  
REDEFINED**

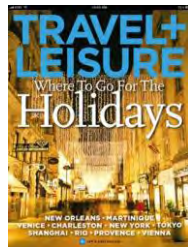
# It used to be....Quite Traditional

Los Angeles Times

THE WALL STREET JOURNAL.



Chicago Tribune



ForbesLife

Town&Country

DEPARTURES  
M A G A Z I N E

Condé Nast  
Traveler

TODAY'S  
traveller

BUSINESS & LEISURE MAGAZINE

FOOD & WINE  
Inspiration carved daily



Today, it's much broader

twitter



flickr™

facebook

foursquare

You Tube



Expedia



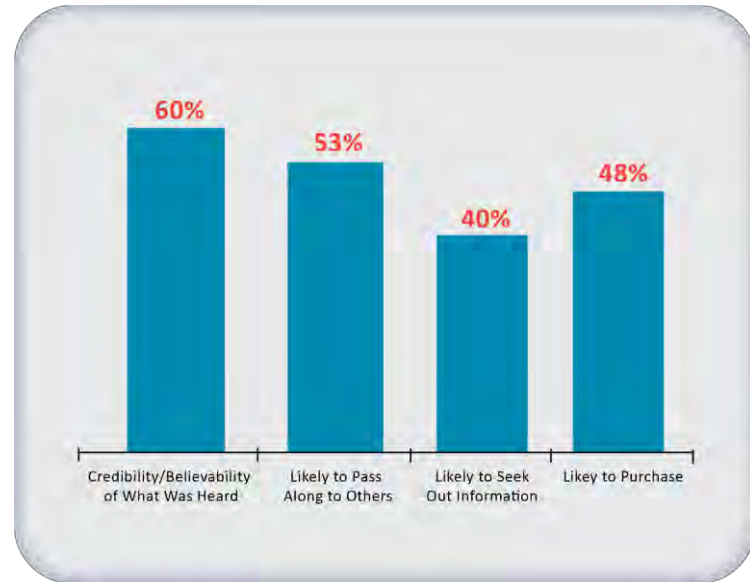
KAYAK™



# Today, it's much broader

## US. Travel WOM Highly Credible & Leads to Action

(% adults rating travel WOM highly likely to inspire action, "9" or "10" on 0-10 scale)



# CAMPAIGNS THAT MAKE YOU TRAVEL

## American Express

- **Objective:** Increase brand awareness, stimulate subscriptions and drive traffic to site
- **Challenge:** Reach merchants to partner with dailywish in a short time period, and share story with media across multiple verticals
- **Idea:** Create a seasonal newsworthy “online experiences” campaign themed the “Ultimate Road Trip”



THE AMERICAN EXPRESS NETWORK



# ... Use of Traditional and Online Outreach

- **Key Driver:** A week of deals on Dailywish.com - tailored specifically towards the ultimate summer road trip
- **Results:** Generated the most subscriber engagements of any other Daily Wish campaign; nearly 100 stories ran in outlets including CNBC, FoxBusiness.com, Reuters, WSJ.com, NYTimes.com Gadgetwise, USA Today DriveOn

## The New York Times



# Creating an Income Stream (via Twitter)...

## TRAVELZOO

- **Objective:** Reintroduce TravelZoo as a category thought leader and engage Twitter community
- **Challenge:** Gain attention in an increasingly competitive market
- **Idea:** Create a personality and voice for the brand leveraging senior editor, Gabe Saglie, across social media (Twitter) and in traditional media



# ... Use of Word of Mouth (via Twitter)

- **Key Driver:** Leverage existing online community using Sagile's Twitter personality to increase demand of deals for Travelzoo's "Top 20" and increase followers
- **Results:** Increased Travelzoo subscribers by 6 million; increased share-of-voice by 30%; increased sales on Travelzoo.com; won PRSA-NY Big Apple Award: Best New Media Campaign



# Use of a trend...

## The Nines Hotel (Portland, Oregon)

- **Objective:** Ride wave of home farming and brewing to appeal to locals and hotel guests
- **Challenge:** Become a destination, not just a hotel
- **Idea:** Brew and publicize their own artisanal whiskey and Moonshine



## ... Use of a trend

- **Key Driver:** Unique alcohol brewed and aged on-site, which can only be purchased at the hotel's bars and at Urban Farmer, their sustainable steakhouse
- **Results:** National media attention; inclusion in *Travel + Leisure's* 2011 Top 500 List; increased traffic to hotel's restaurant and bars



## Montage Beverly Hills Hotel

- Objective:** Establish Montage culinary credibility and prominence
- Challenge:** Reinvigorate media attention through national placements and make use of, and revive, existing social
- Idea:** Create a character story highlighting the executive pastry chef, Richard Ruskell, and his *Food Network* background



# Niche Targeting: Use of a Chef...

- **Key Driver:** Series of intimate, relationship-building events with food influencers, and national credibility-building TV placements for chef
- **Results:** CBS Early Show & Access Hollywood; private media event attended by *Condé Nast Traveler*, *The New York Times*, *Town & Country*, *The Knot*, *Brides & Daily Candy*; Twitter promotion increasing followers by 116%



# Use of promotions...

## Omni Hotels



- Objective:** Make Omni the family hotel choice for summer vacations in North America
- Challenge:** Publicize offering in time for summer vacation, make moms and dads aware of the hotel's unique services
- Idea:** Offer free Flip Cams for families to record, save, and share their memories

# ... Use of promotions

- **Key Driver:** “Omni Flips for Summer” promotion package
  - Includes: Flip Cams, “Summer Fun Counselors” (concierge service) who help upload and share footage, and the chance to win a free vacation in “Omni Flips for Summer Video Contest”
  
- **Results:** Increased family and child traffic to the award winning hotels



# Use of the Unexpected/Stunts...

## Carnival Cruise Lines

- **Objective:** Back Carnival's claim to be the all-inclusive "Fun Ships"
- **Challenge:** Reach a mass-audience
- **Idea:** Break Guinness World Records



# ...Use of the Unexpected/Stunts

- **Key Driver:** Guerilla unveiling of two 35-ft-diameter **beach balls** in TX and a 6-story tall **Piñata** in PA
- **Results:** National attention & footage for national ad with tagline: “**Fun for All. All for Fun.**”



 **Carnival.**  
**FUN FOR ALL. ALL FOR FUN.™**

# Use of Strategic Partnership...

## California Travel & Tourism Commission

- **Objective:** Capture prospective travelers' attention with a direct digital campaign in time to book summer vacations
- **Challenge:** Reach a National audience and drive tourism to California, post-recession
- **Idea:** Partner with Southwest Airlines for an online contest called "California - The Game"



# ... Use of Strategic Partnership

- Key Driver:** E-mail and social media drive to microsite to answer trivia questions (board game style) about the Golden State to win grand prizes
- Results:** 24% higher opt in rate compared with 2.1% travel industry average for email offers; 402,000 unique visitors to VisitCalifornia.com/game; increased social media fan base



Southern California Ultimate Family



Northern California Wine, Dine and Culture Getaway

## SAN FRANCISCO BAY AREA



# Use of Social Media tools...

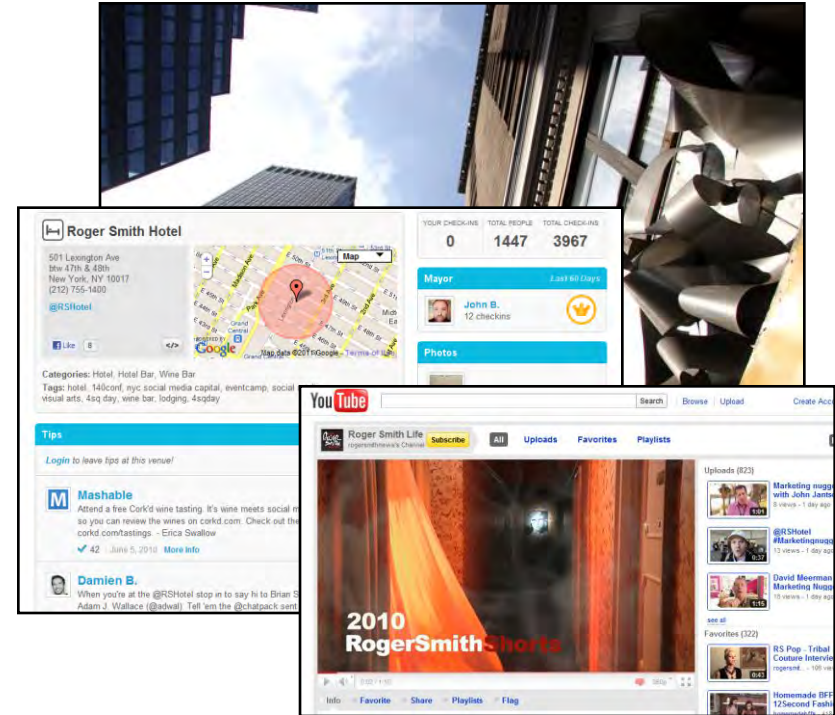
## Roger Smith Hotel (New York, NY)

- **Objective:** Create real life fans (repeat customers) by gaining social media fans across Foursquare, Twitter, Facebook, YouTube, etc.
- **Challenge:** Make boutique hotel stand out in a city with a saturated hotel market
- **Idea:** Front desk employees encourage guests to use social networks like Foursquare during their visit and to review the hotel on Trip Advisor upon leaving



# ... Use of Social Media tools

- **Key Driver:** Reviews and conversation on TripAdvisor, Twitter (@RSHotel), Foursquare and Youtube
- **Results:** Jumped 100 places within a year in New York City hotel rankings on TripAdvisor's review site; 3967 foursquare check-ins to date



# MYRTLE BEACH HIGHLIGHTS

# 2010 PR Highlights



- **Total impressions: 2.4 billion**
- **Total advertising equivalency value: \$28.6 million**



## Boardwalk Opening

- Promotion of opening of mile-long boardwalk in Myrtle Beach



### Myrtle Beach Oceanfront Boardwalk & Promenade, Myrtle Beach, SC

Opened May 15, 2010, the 1.2-mile boardwalk revitalizes downtown. The traditional raised wooden boardwalk in the northern end has a path that undulates between sand dunes. Manin McHone, owner of Manin's Bar & Grill, says, "They did it right—it's a classic."

**Don't Miss:** The Gay Dolphin Gift Cove, a labyrinthine souvenir store covering 30,000 square feet on eight levels, has 62,000 different (mostly kitsch) items, including seashells (two for five cents), a bronze dolphin sculpture, and more.



TRAVEL  
+ LEISURE



  
Staten Island Advance

The Augusta  
Chronicle  
augustachronicle.com

## Partner Packaging

- The Myrtle Beach Area CVB supports its partners through promotion of seasonal and special packages
- Sample coverage generated



### It's not too late to snag a Labor Day travel

— Lodging, meals and activities are included in YMCA of the Rockies' Family Camp Mountain Ranch in Granby, Colo., about 60 miles from Denver. The three-night program costs \$160 for each adult and \$80 for each child age 5 to 12; children 4 and younger:

— While forecasters were warning Monday that the outer edges of Hurricane Earl could impact the East Coast from North Carolina to Maine later this week, the weekend forecast is sunny and hot in Myrtle Beach, S.C. - where several hotels and vacation rentals are offering deals tied to the city's annual Beach, Biogie & Barbeque Festival, September 3-4. At the Oceanfront Litchfield Inn, a two-night package from \$239 a night includes room, breakfast, tickets for two adults and two children to Ripley's Believe it Or Not Aquarium, bike rental for four, mini-golf tickets for two adults and two children and a \$50 dollar gift certificate for lunch or dinner.

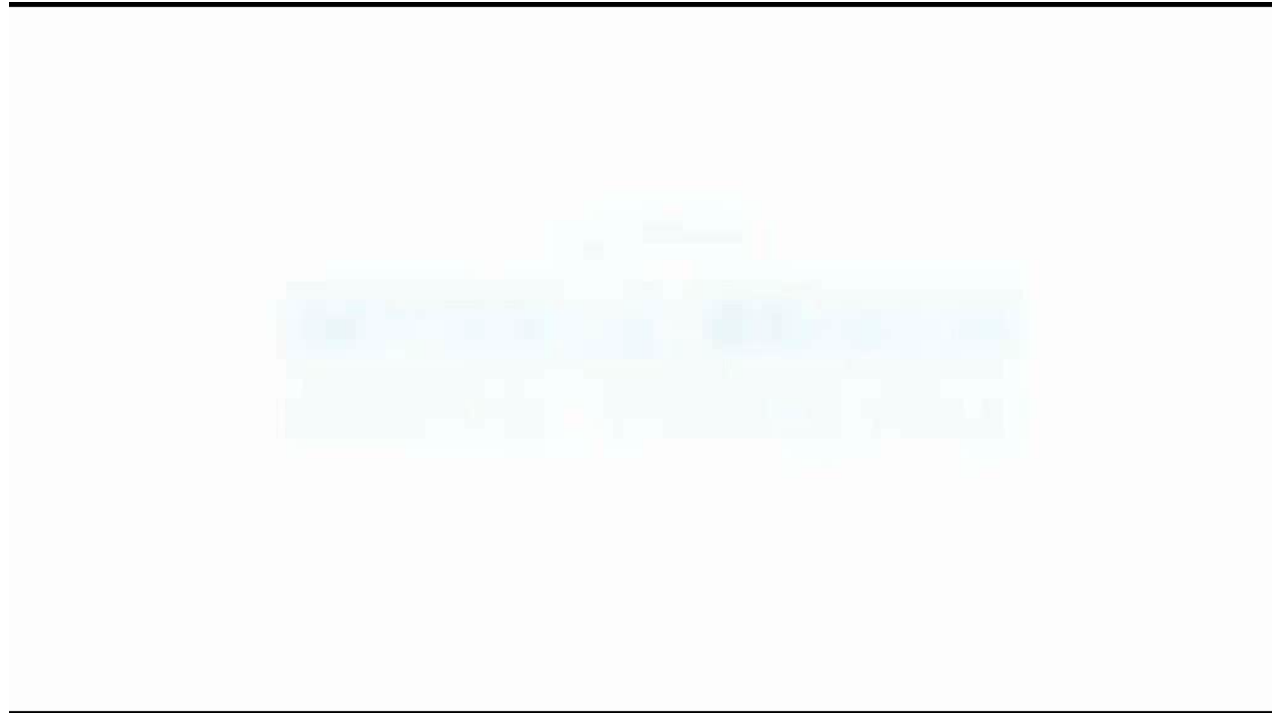


## 2010 Press Hostings

- Press were hosted in Myrtle Beach through group press trips and individual media visits



# PR Success: A look at 2010



## **Current Campaign focus:**

### **Coastal Carolina Cuisine**

- Local Chefs featured in key markets including segments on New York radio and television stations and Chicago television
- In-store Cooking Demonstration – Williams Sonoma
- Pitching of local chef profiles and recipes

- **In-Market Activity**
- Deskside meetings with top media in New York, Boston, Chicago, Toronto took place in January/February
- Atlanta media deskside meetings in April
- Washington DC media event in May

- **Press Trip**
- May press trip highlighting new developments and Coastal Uncorked Food & Wine Festival
- Ongoing media relations
- Support of Mayfest, new developments, hotel partner seasonal deals

**THANK YOU!**