



UK Trends 2018

Debbie Hindle
Managing Director
Four Travel

Contents

1. UK consumer trends
2. UK media trends
3. UK social media trends
4. And search
5. Some marketing examples

1. UK consumer trends



A fragile UK economy

- The UK economy is having a bumpy ride.
- The Bank of England has forecast GDP growth of 1.7% for 2017, 1.3% for 2018 and 1.5% for 2019
- Tax receipts in summer 2017 achieved a surplus, however there is concern about lowering wage rates, increasing costs leading to deflation in the future
- Unemployment is falling and now sits at 4.8% with flexible working a growing aspect of the UK workforce.
- Inflation is rising in response to currency weakness and currently sits at around 2.5%.
- In September Moody's downgraded the UK's debt rating in response to concern about future economic strength

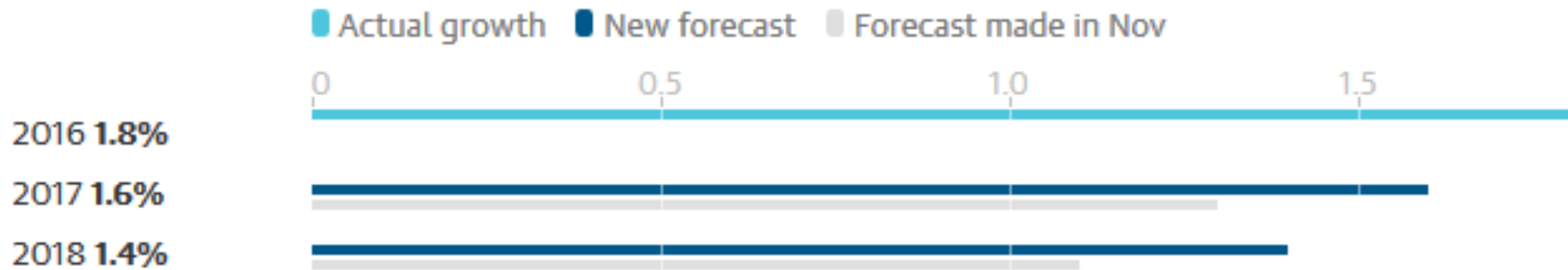


UK GDP 1.7% increase

Though we have seen some signs of confidence

The CBI raised its growth forecasts for 2017 and 2018

GDP growth, % year-on-year



Guardian graphic | Source: CBI

The UK Confederation of British Industry increased its growth forecasts

But consumers are concerned..



But consumer confidence is still uncertain with a weak pound, increasing inflation, stagnating salaries and slow housing market

Source: GFK consumer sentiment - over past year

At a time when holidays are costing them a lot more

1 British Pound equals

1.13 Euro

1

British Pound

1.13

Euro



Holiday prices to Europe have soared 35% since Brexit vote

Fall in the pound means pretty much everywhere is one third more expensive

By [Daily Mirror](#) 10 Mar 2017, 9:14

Updated: 10 Mar 2017, 11:22

f Facebook

Twitter

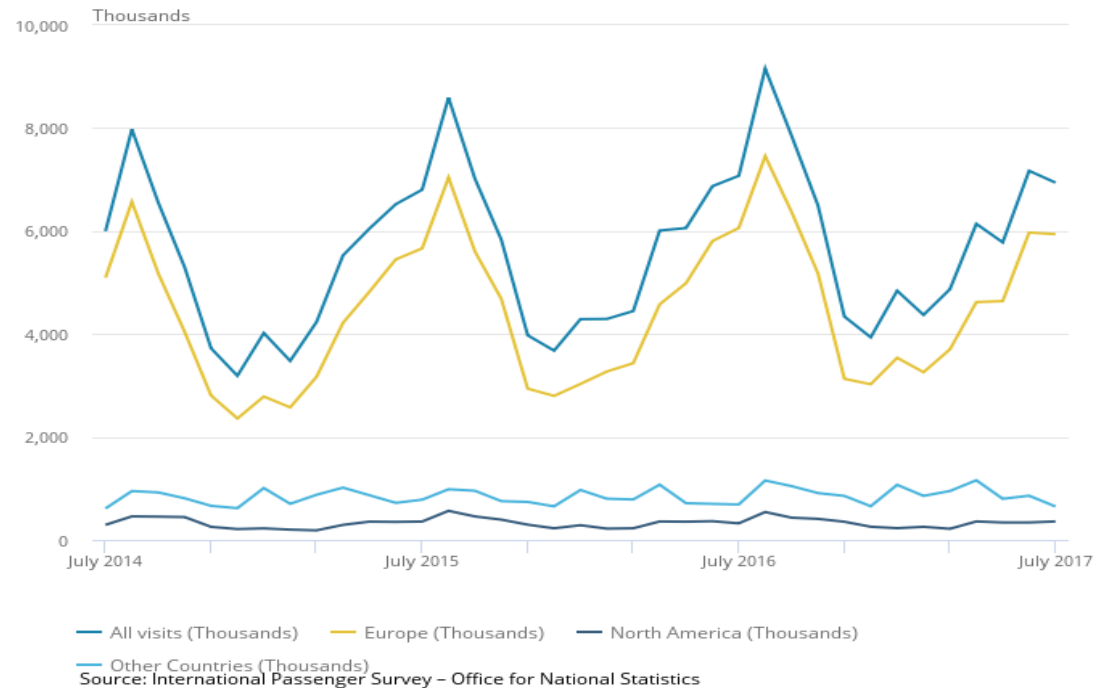
Email

This summer the exchange rate for sterling to euros hit an eight year low

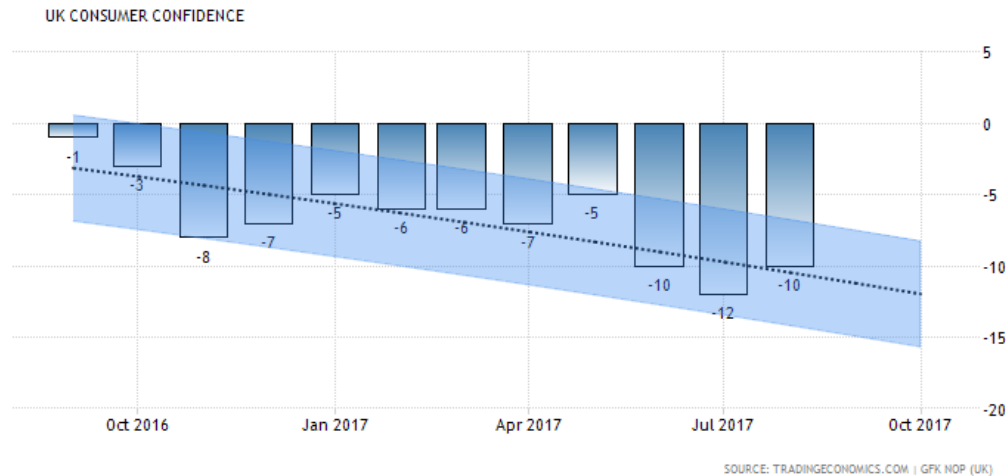


We're seeing the impact in outbound travel

- The UK office for national statistics reported a 2% decline in the number of outbound UK visitors compared to the same point last year
- ONS has also reported a 2% decline in UK travellers spending year-on-year



And forecasters are cautious for the future



Consumer spending

UK consumers cut spending on clothes, cars and foreign travel

Visa index shows spending fell for third month in July as rising living costs and Brexit uncertainty hit confidence



New car sales fell in July for the fourth month as economic uncertainty put the brakes on big spending decisions. Photograph: Rex Features

GfK's consumer sentiment research forecasts UK consumer confidence will continue to decline

Visa Report 2017 reported drop in flight bookings contributing to a 6.1% fall in spending on transport and communications

So consumers are looking for value

- Since the fall in the value of sterling, consumers are looking for value – it is important not to mix that message with price. Perceived value is key.
- Tour operators are reporting a rise in all-inclusive holidays which shows consumers are looking to protect themselves against future currency fluctuations.

Brexit
The Observer



<
12k

Ben Quinn

[@BenQuinn75](#)

Saturday 26 August 2017
21.00 BST

British tourists tell of misery abroad with pound at eight-year low

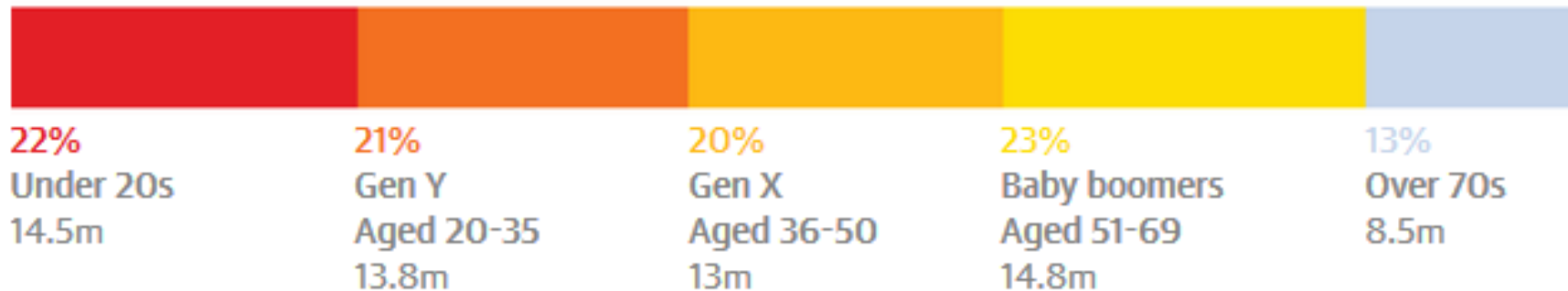
With a euro now worth 92p compared with 70p before the Brexit vote, holidaymakers are feeling the pinch



European holidays are increasingly expensive for British tourists as the pound weakens against the euro.

And the Gen Y group is under pressure

There are around 13.8 million people who make up Generation Y in the UK

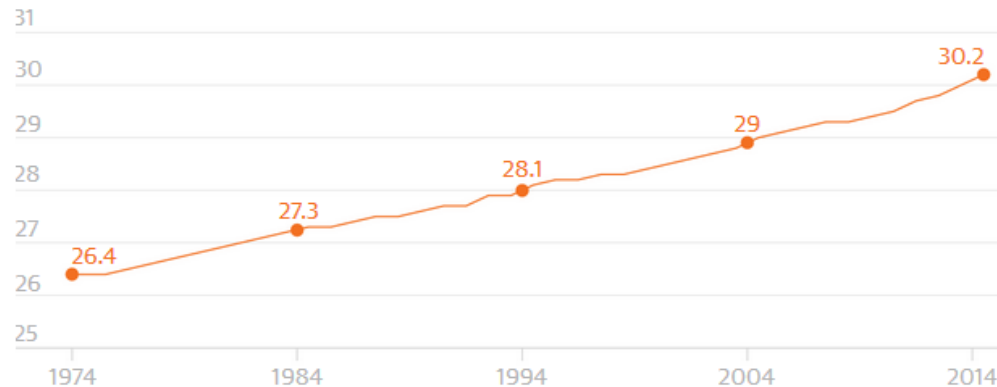


Source: ONS

Gen Y are staying at home longer, having children later, buying a first home later and graduates are leaving University with high levels of debt

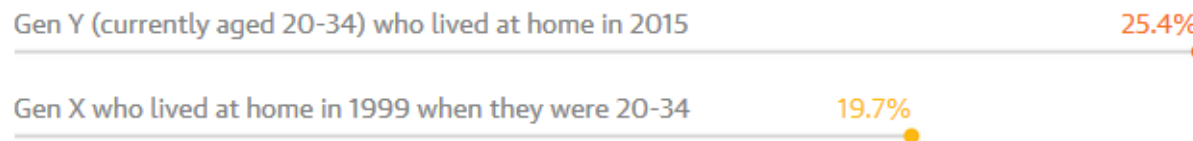
Gen Y group under pressure

Gen Y are having children later.
The average age of women at childbirth
has increased 3.8 years since 1974



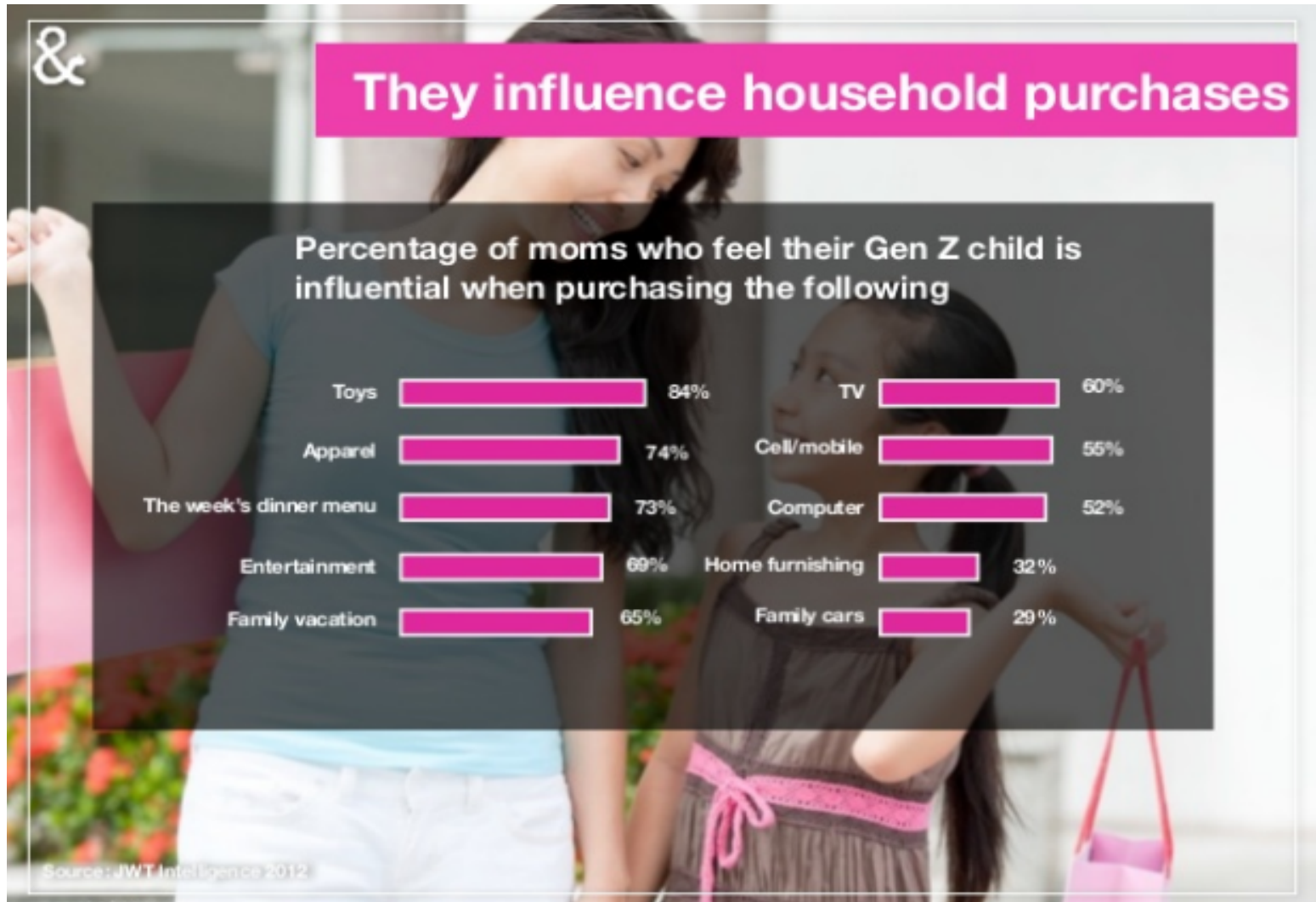
Source: 2015 ONS statistics

More than a quarter of Generation Y live at home with
their parents, including 10% of men aged 30-34



Source: ONS figures 2015

And Gen Z children are increasingly influential



But not everyone is under as much pressure

21.8 million of the UK population is aged between 50 and 80 years-old

Key results included:

- Average value of savings and investments for 50-80 year olds equals: £37,496 (index 147 vs. population £25,461); Savings & Investments per Adult in Household (excluding the value of your home and pensions): 50-80 year olds £21,161 (index 155); Population £13,692
- On average, 50-plus spent £1,507 on holidays in the last 12 months, compared to £1,375 for the general population
- 88 per cent agree that it is 'important to keep learning new things throughout your life'
- 64 per cent agree that what they want most in life is to have fun and enjoy life's pleasures
- Unlike the general population, they are 36 per cent more likely to buy a new car just for pleasure (22 per cent general population vs. 30 per cent 50+)

Source: Survey Report in The Drum analysing TGI data quarter 1 2017

But people are taking time to consider options

TRAVEL IS STILL A CONSIDERED & TIME CONSUMING PURCHASE FOR ONLINE TRAVEL BOOKERS



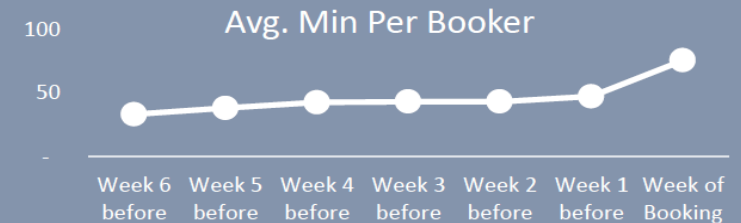
>3

RESOURCE TYPES USED
THROUGHOUT THE DECISION PROCESS
(ONLINE & OFFLINE)

2X

MORE LIKELY TO HAVE
BOOKED AN INTERNATIONAL
TRIP THAN A DOMESTIC TRIP
IN THE LAST SIX MONTHS

Travel Engagement



18.2

VISITS
NUMBER OF TRAVEL VISITS ON AVERAGE PER WEEK
ONLINE BOOKERS SPEND THROUGHOUT THE 45 DAYS
PRIOR TO BOOKING

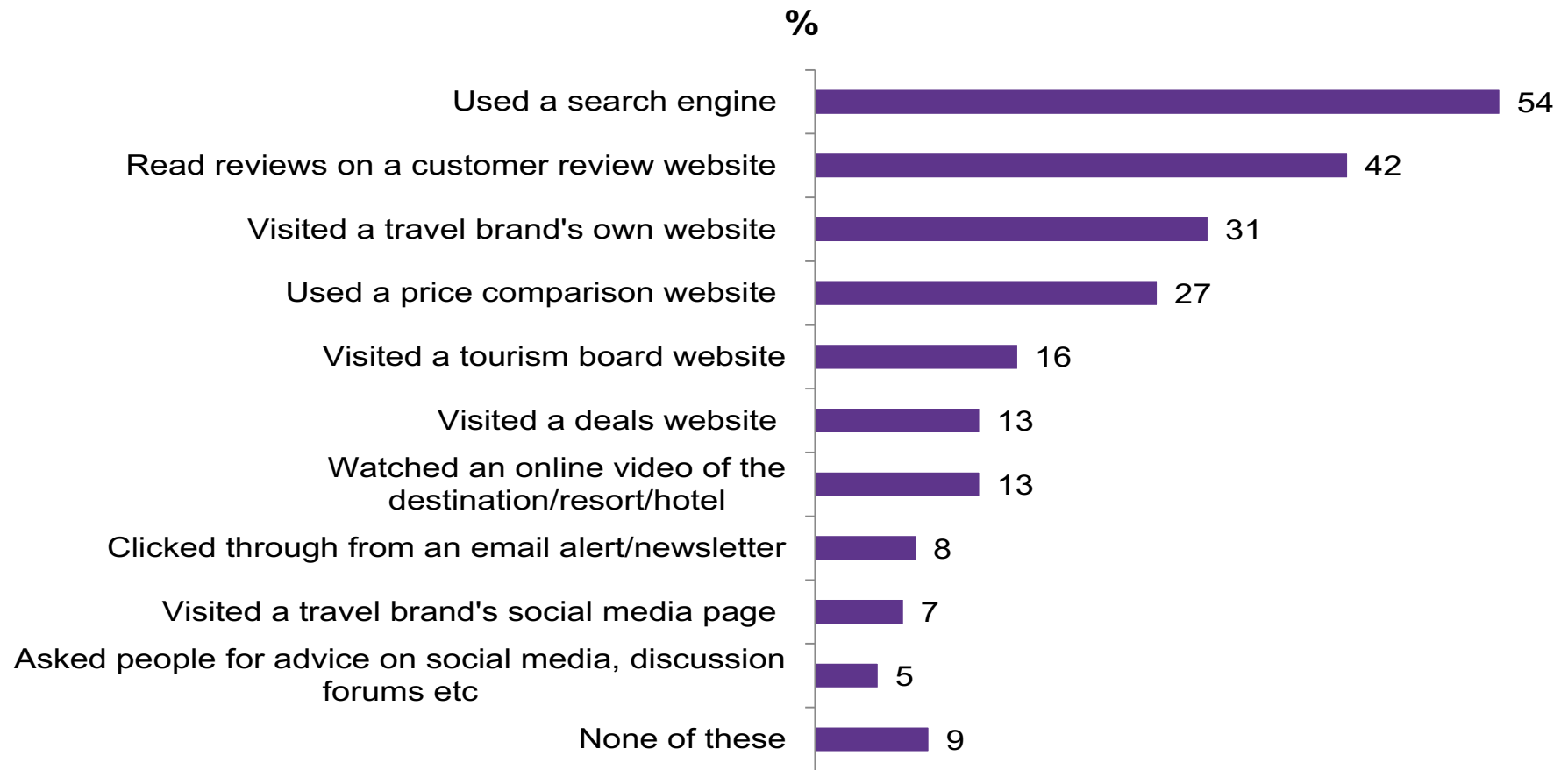
>1 HR

AVERAGE TIME ONLINE BOOKERS SPENT ON TRAVEL
SITES ON DESKTOP THE WEEK OF BOOKING

MILLENNIALS USE
16%

MORE RESOURCE TYPES
ON AVERAGE

Both online



Source: TGI, 'holidays booked in past twelve months'

And offline

Younger travellers



- ☐ **Research less online** 52% of 25–34 year olds and 61% of 16-24 year olds researched online
- ☐ **Seek advice** 17% 24-34 talked to an agent in person or by phone, 27% of 16-24 year olds spoke to agents
- ☐ **Book online** Only 10% of 25-34 year olds book through a high street travel agent; 85% online eg OTA booking.com

Older travellers



- ☐ **Research more online** 70% of over 55s and 28% of 45-54 year olds researched online
- ☐ **Less discussion** Only 4% of over 55s spoke to agents by phone, 11% in person
- ☐ **More likely to book with agents** 19% booked through agents or on phone, 12% phone and online through agents

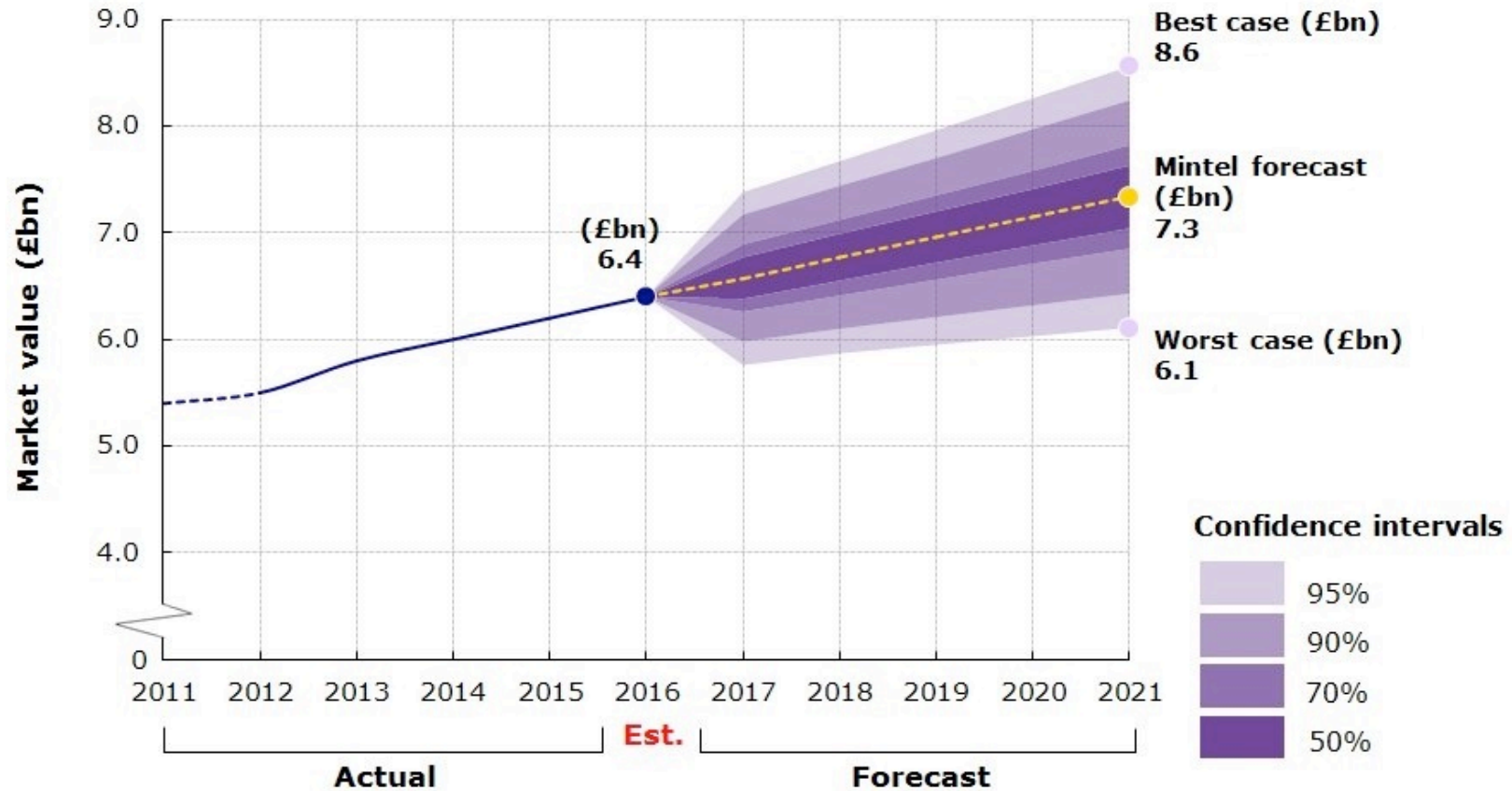
Source: Travel Weekly TNS Research August 2016



2. UK media trends

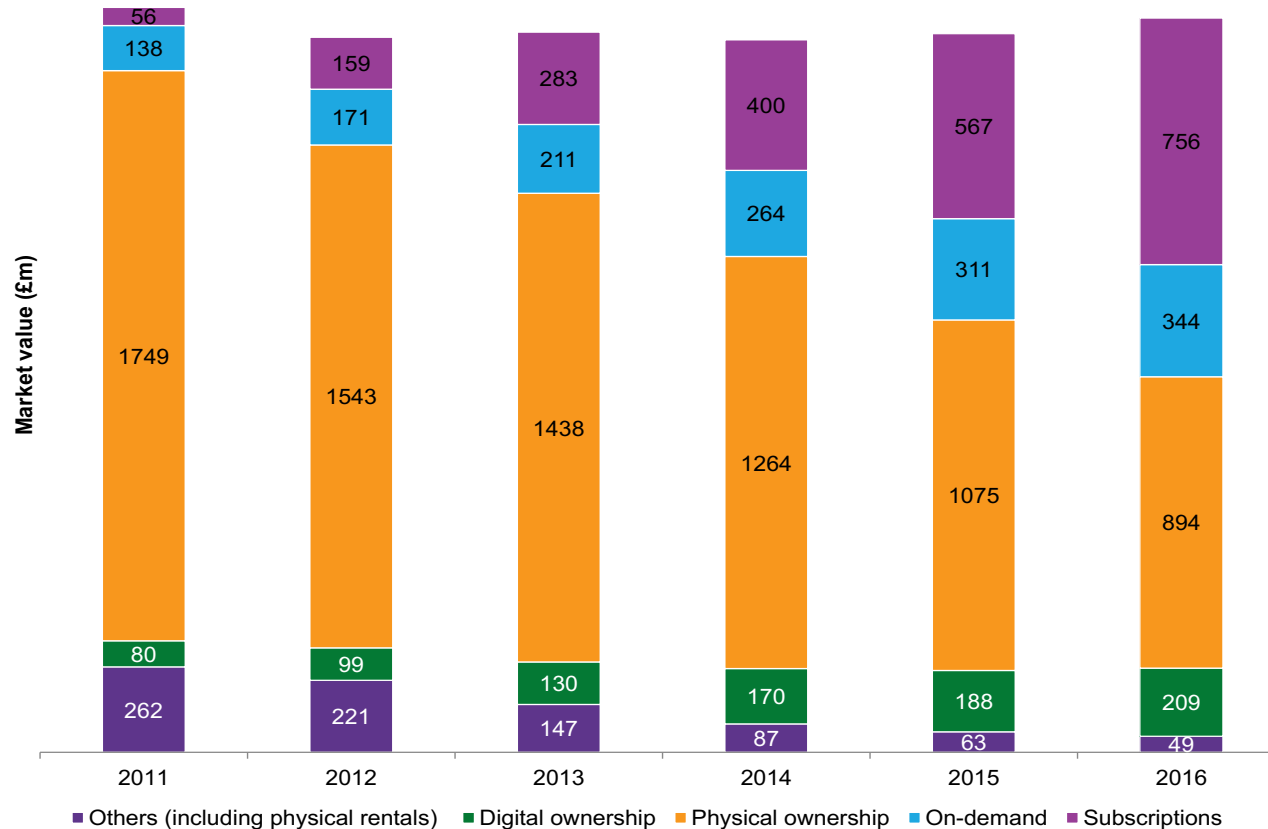
Pay TV services are on the rise

FORECAST VALUE OF OPERATOR REVENUE FROM SALE OF PAY-TV SERVICES, 2011-21



As is subscription and on demand video services

VALUE OF THE UK VIDEO MARKET, 2011-16



Could this auger the demise of traditional TV?



67% of millennials said digital delivers content they can relate to
vs. 41% for TV.

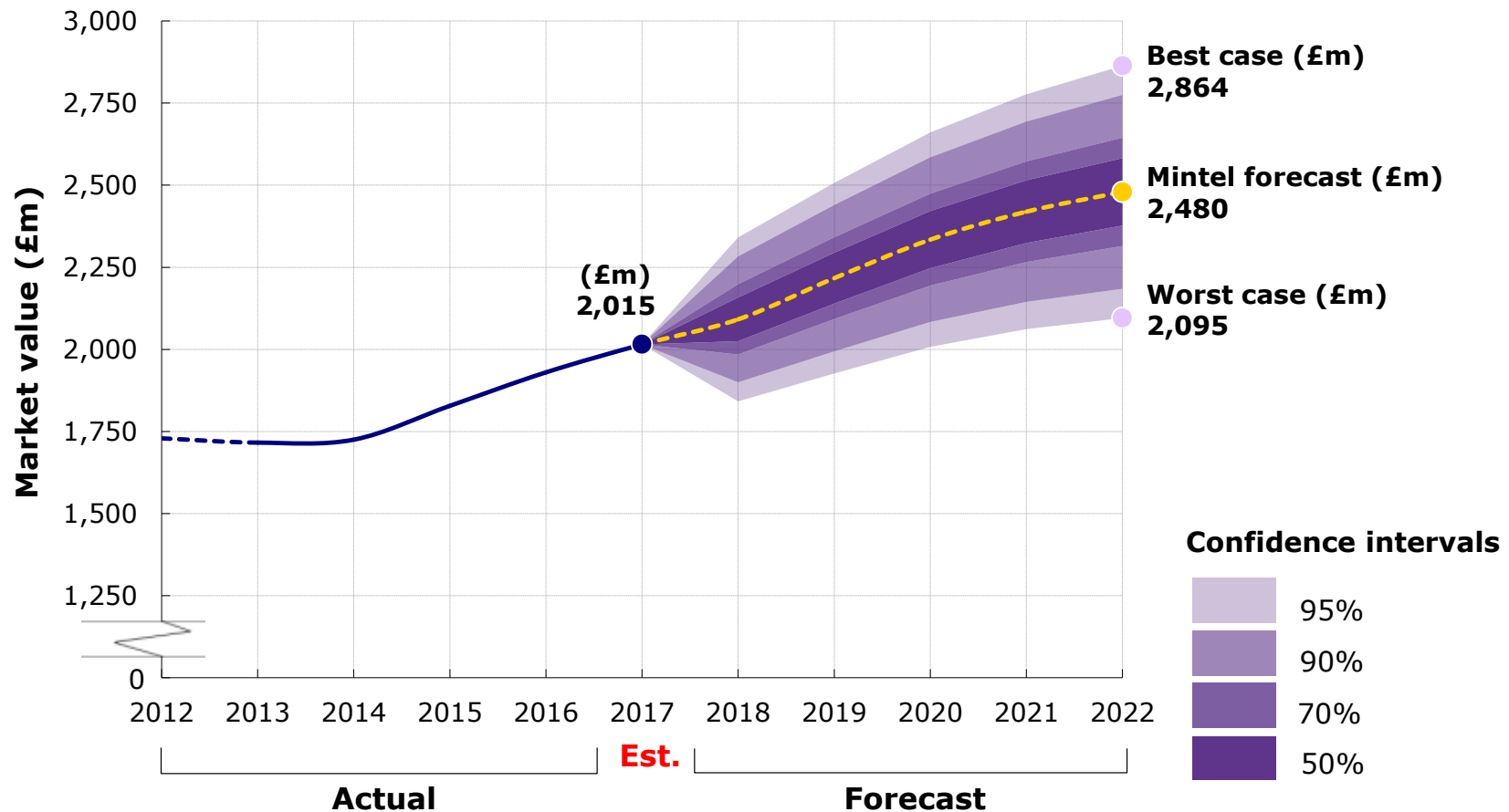
YouTube – 1 BILLION daily viewership hours

Or even the demise of websites..

- Websites aren't always the answer – and the power of gaining our audience's attention now lies with very few channels.
- YouTube said that its 1 billion daily viewership hours represent a 10-fold increase in hours of video watched since 2012. In total, there are 400 hours of video uploaded to YouTube every minute, which equates to 65 years of video every day.
- Younger audiences watch more hours of video on [YouTube](#) and other digital outlets than TV — simply because they find it more enjoyable and relevant to their lives.
 - Consumers aged 13-24 spend 11.3 hours weekly watching free online video compared with 8.3 hours for regularly scheduled TV, according to a study conducted in the fall of 2014 by Hunter Qualitative Research commissioned by digital-media firm [Defy Media](#).
 - 62% of survey respondents said digital content makes them “feel good” about themselves vs. 40% reported for TV. According to the survey, 67% of millennials said digital delivers content they can relate to vs. 41% for TV, and 66% said they turn to digital content to relax vs. 47% for TV.

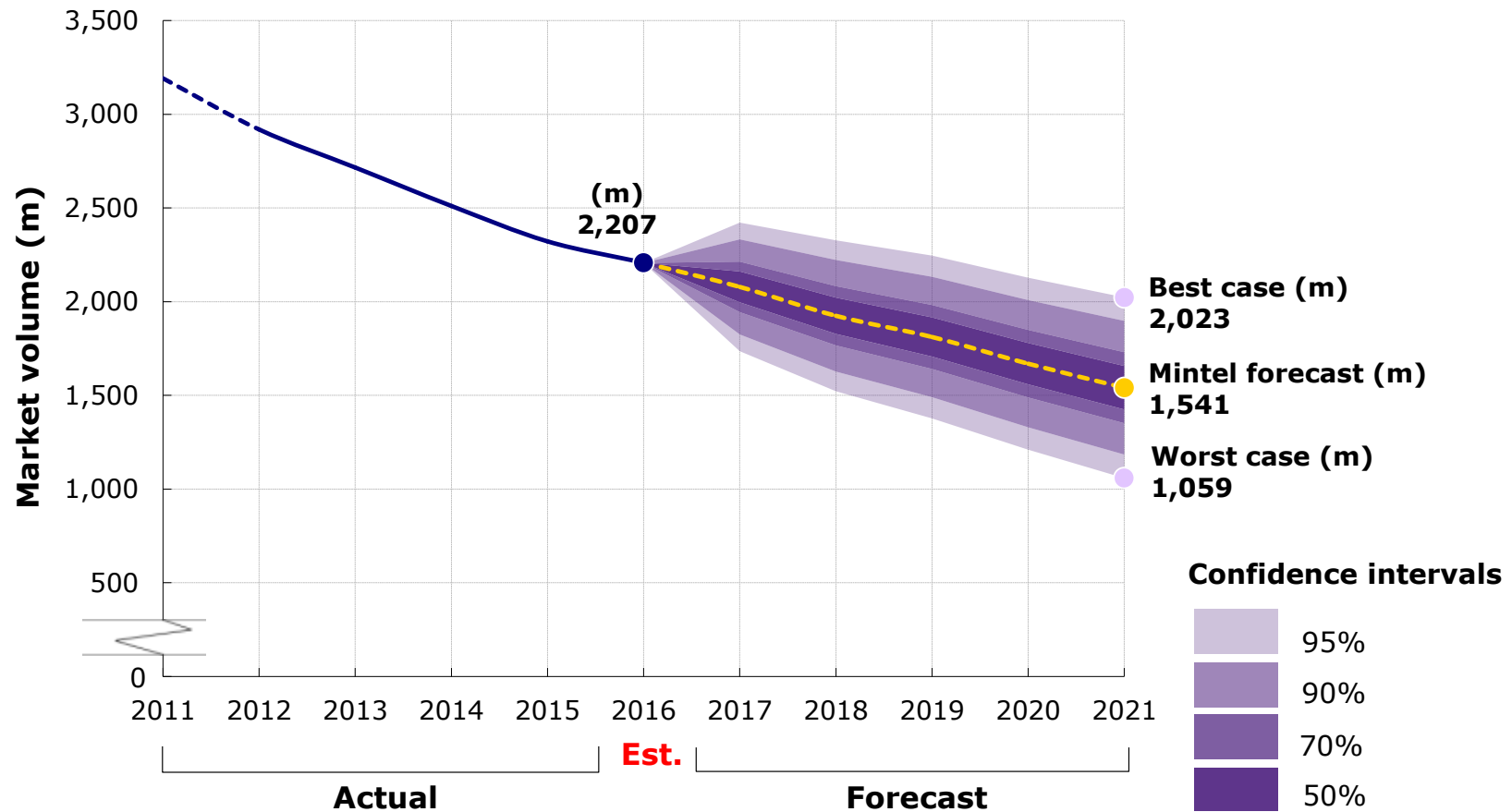
But total book retailing is increasing

FORECAST OF TOTAL CONSUMER BOOKS MARKET SALES, 2012-22



While print newspapers continue to decline

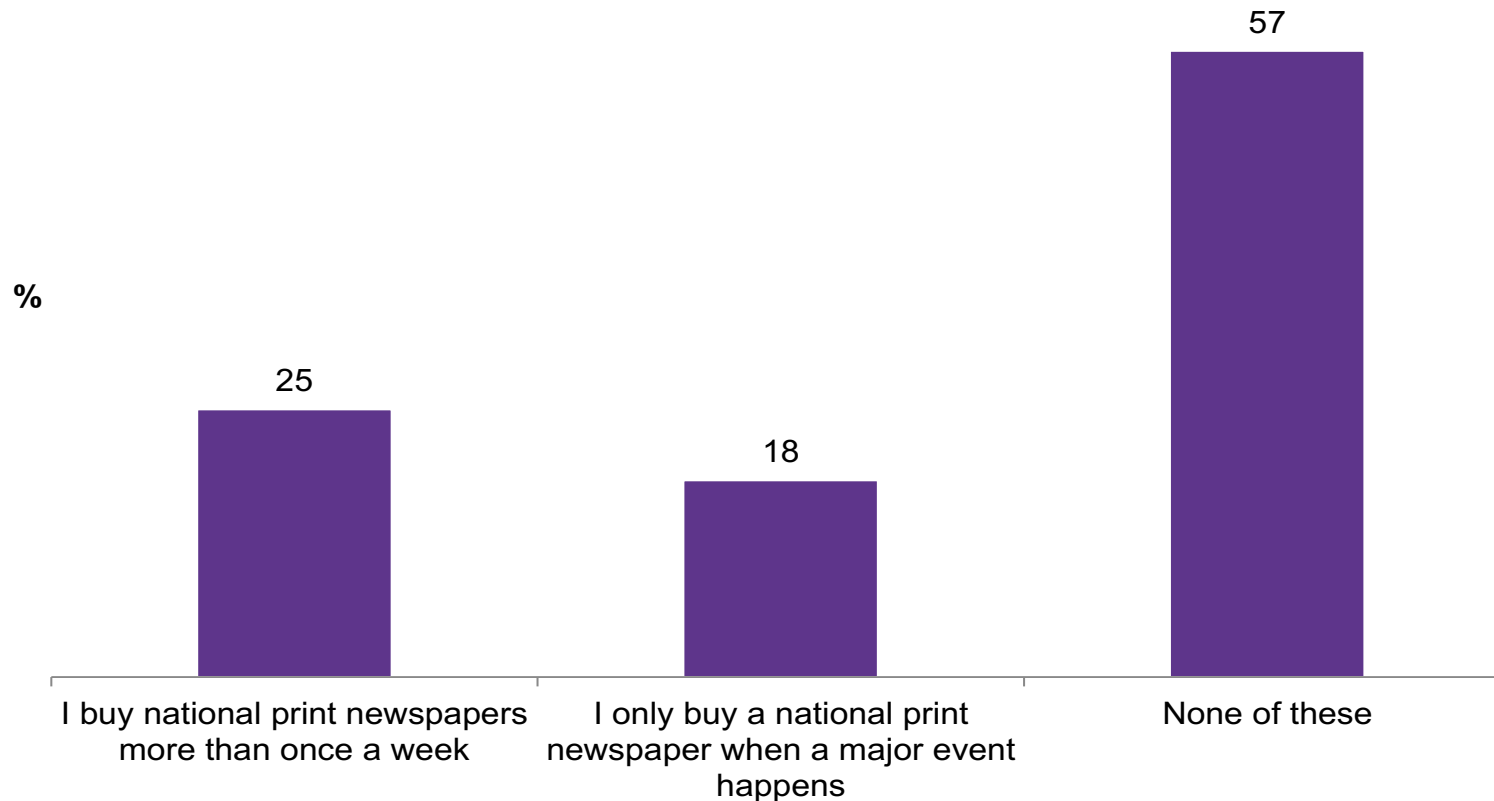
TRENDS IN TOTAL UK ANNUAL PRINT CIRCULATION, 2011-21



With people buying print less, or not at all

PRINT NEWSPAPERS PURCHASES, OCTOBER 2016

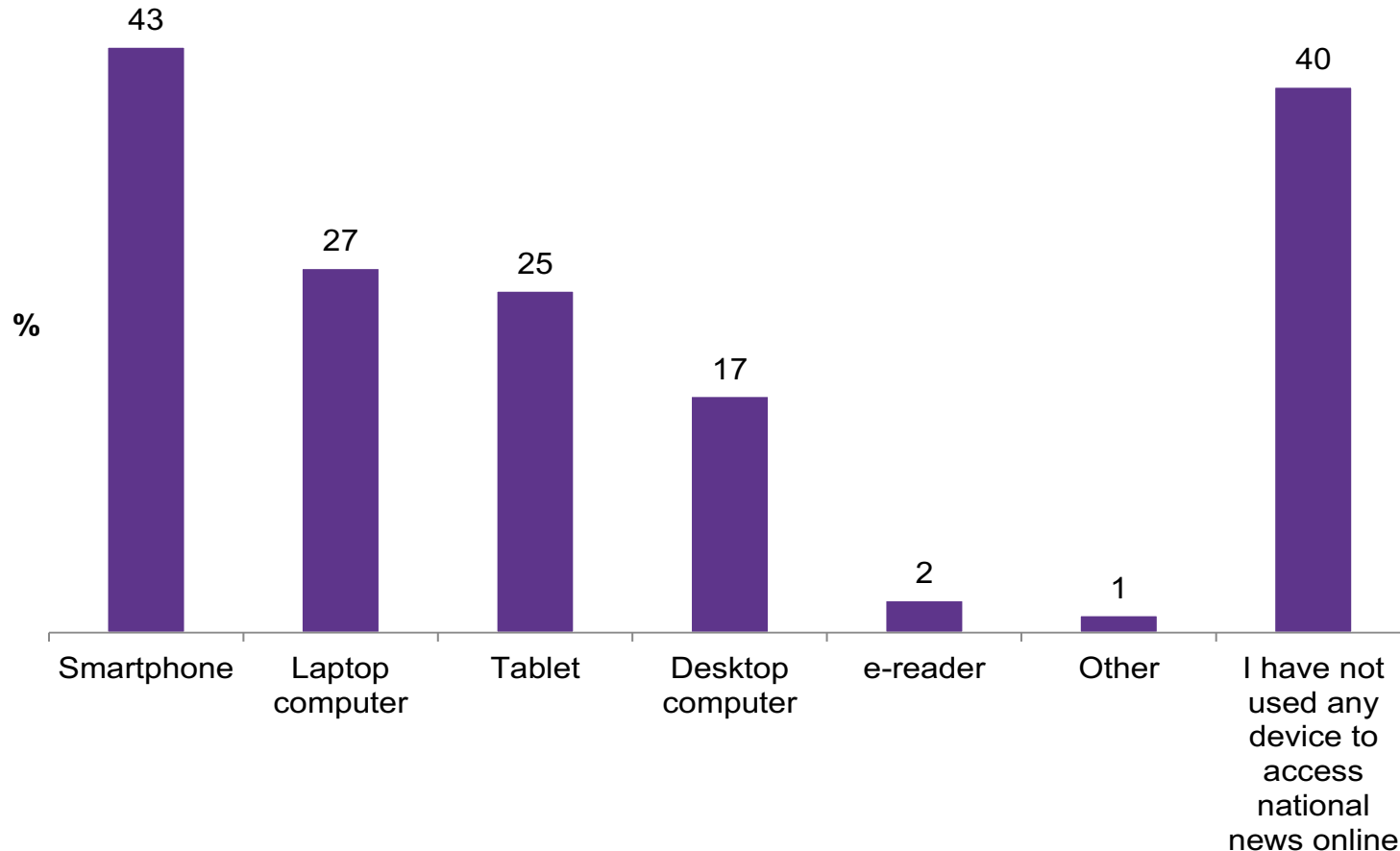
"Which, if any, of the following statements apply to you? Please select one."



But they are reading news in different ways

DEVICES USED TO READ NATIONAL NEWS, OCTOBER 2016

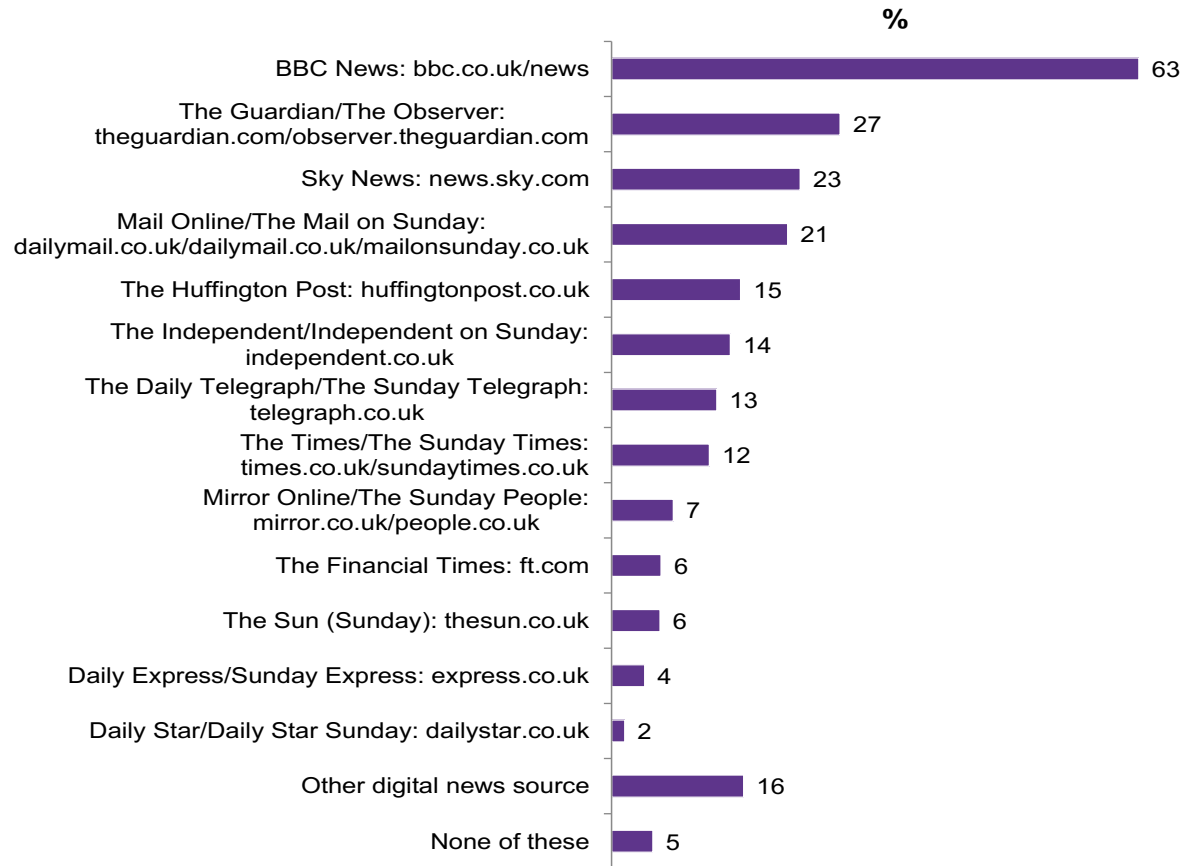
"Which of the following devices, if any, have you used to access national news (excluding local or regional news), online in the past 3 months? Please select all that apply."



Reading news on websites and apps

NATIONAL NEWS WEBSITES/APPS VISITED, OCTOBER 2016

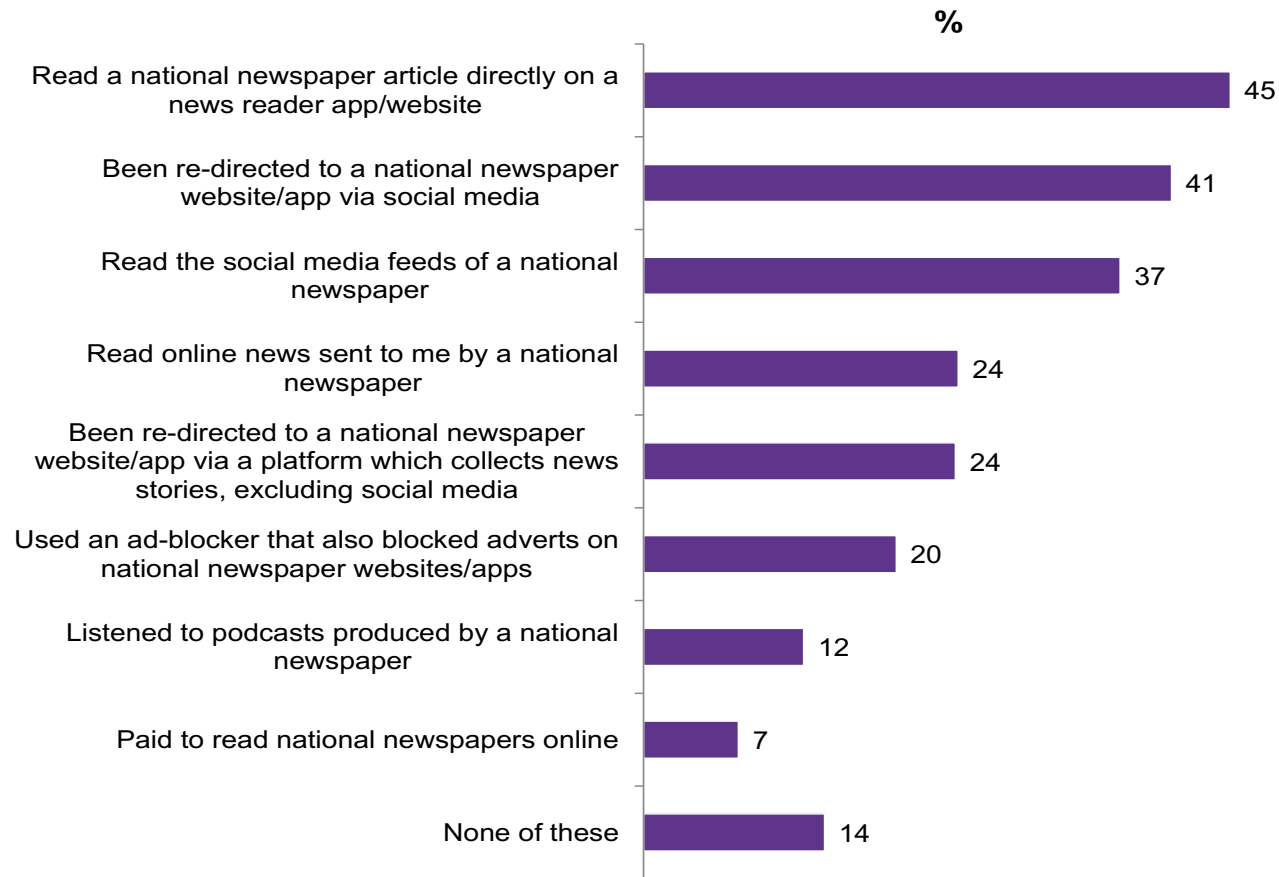
"You've indicated that you have accessed national news online in the past 3 months. Which of the following online news sources (eg using a computer, smartphone, tablet), if any, have you visited? Please select all that apply."



And newspapers online

NATIONAL NEWSPAPER BEHAVIOUR, OCTOBER 2016

"Which, if any, of the following have you done online in the last month? Please select all that apply."

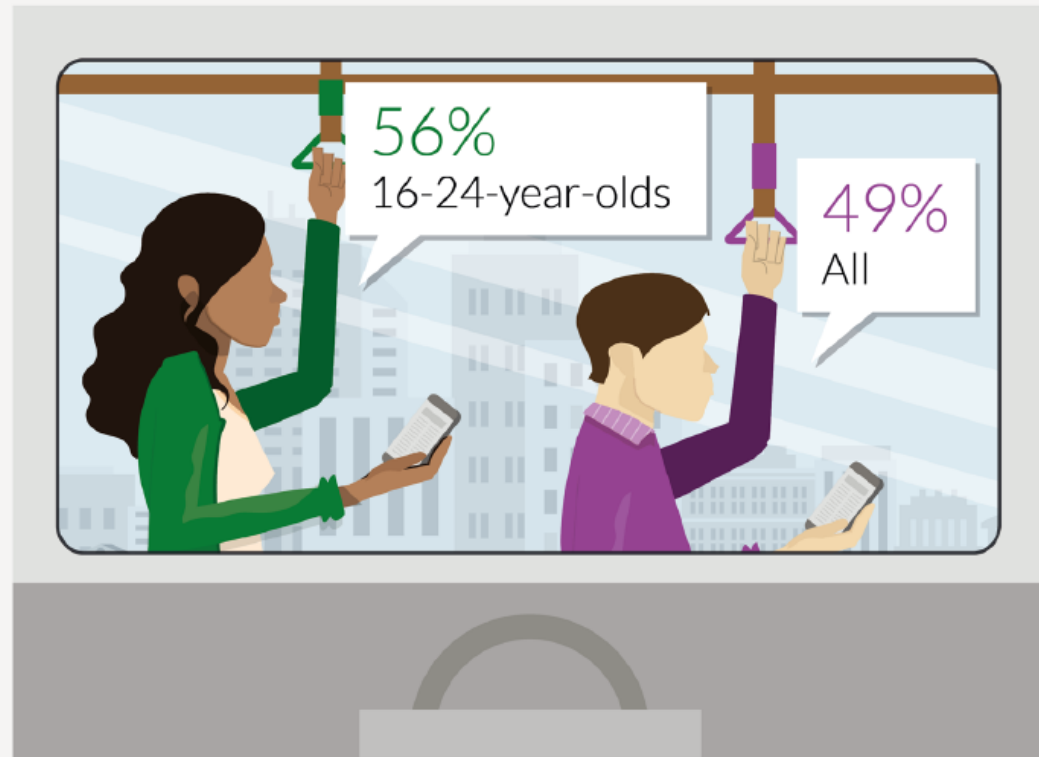


And the growth of news aggregators

NEARLY HALF READING ON NEWS READER APPS/WEBSITES

“I have read a national newspaper article directly on a news reader app/website in the last month”

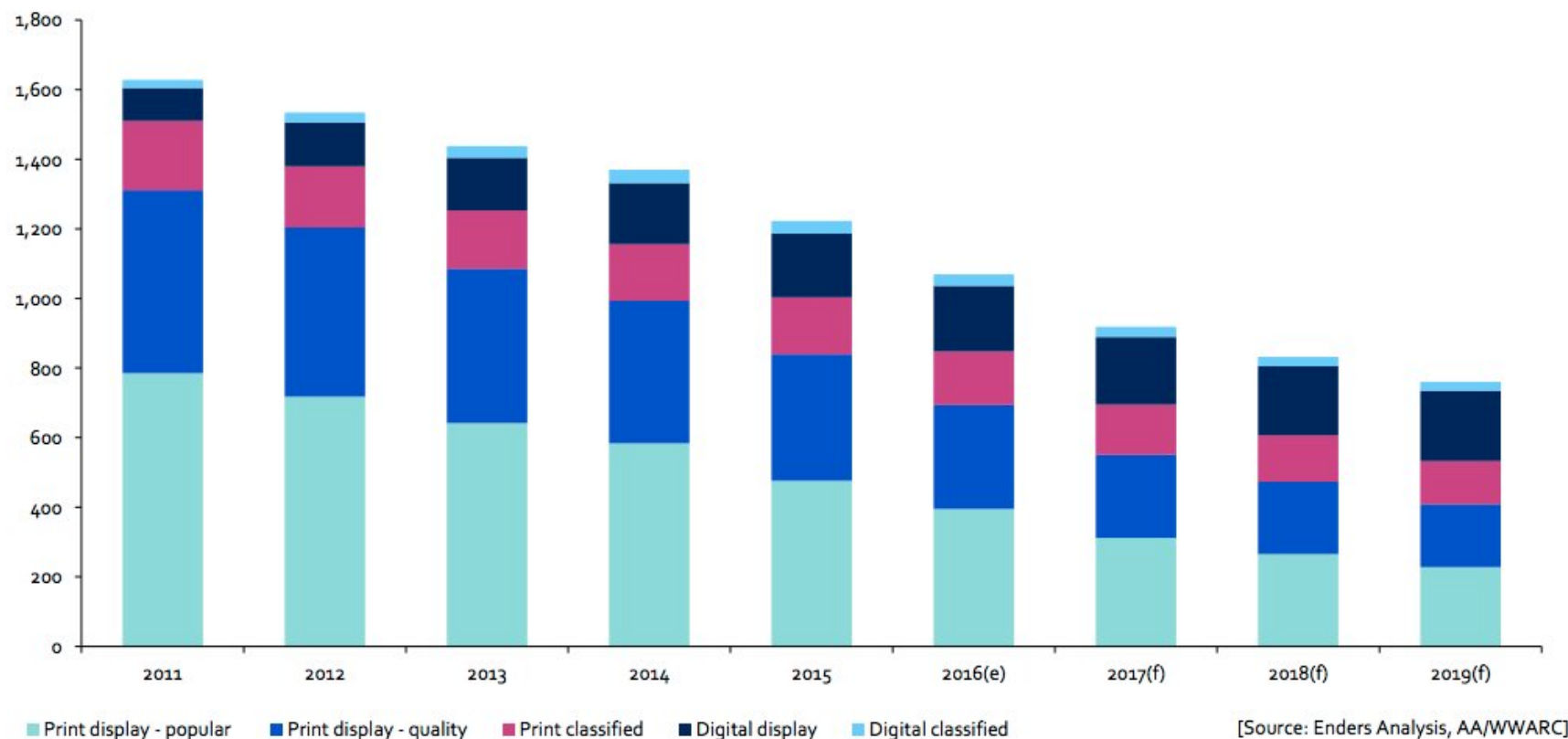
There are concerns among publishers regarding news aggregators (e.g. Facebook's Instant Articles, Apple News) that keep people within the aggregator app. While the aggregators enable newspapers to reach a large, young audience, they are currently offering most publishers fairly limited monetary rewards in terms of advertising revenue, while also potentially eating into the volume of traffic that is actually being re-directed back to publishers' platforms.



Base: 685 adults aged 16+ who have used a device to access national newspapers online in the past 3 months | Source: Ipsos MORI/Mintel

All this means news advertising is in decline

National newspaper advertising revenue (£m)



And how are media responding?

Australian media
The Weekly Beast

Here isn't the news: Murdoch papers
bow out of sales audit
Amanda Meade



With sales of the Australian at 95,000, News Corp says circulation is 'no longer a representative measure'. Plus: Saturday Paper editor makes it into a movie

Fri 15 Dec '17 01:00 GMT



55 204



Advertisement

Or innovating with niche titles



THE  TIMES

Changing print format to save printing costs

The Guardian

Guardian and Observer to relaunch in tabloid format

Newspapers to move to smaller size and outsource printing to Trinity Mirror as part of three-year cost-saving plan

Mark Sweeney

[@marksweney](#)

[email](#)


Tue 13 Jun '17 18.44 BST



This article is 7 months old

<
1,337



 The Guardian and Observer will downsize from the Berliner format they adopted in 2005. Photograph: Felix Clay for the Guardian

Becoming a free circulation title

UK newspaper industry [+ Add to myFT](#)

Metro becomes UK's most-read daily newspaper

Free morning paper that avoids partisan approach overtakes Sun and Daily Mail

Twitter icon

Facebook icon

LinkedIn icon

Save icon



Metro is popular with London commuters © David Parry

Reducing print and focusing online

Magazines

Glamour magazine goes digital-first and cuts back print editions

Job losses expected as publisher Condé Nast announces UK version of title will move from monthly to twice a year

Kevin Rawlinson

Fri 6 Oct '17 18.31 BST



This article is 3 months old

101

[://www.theguardian.com/uk](https://www.theguardian.com/uk)

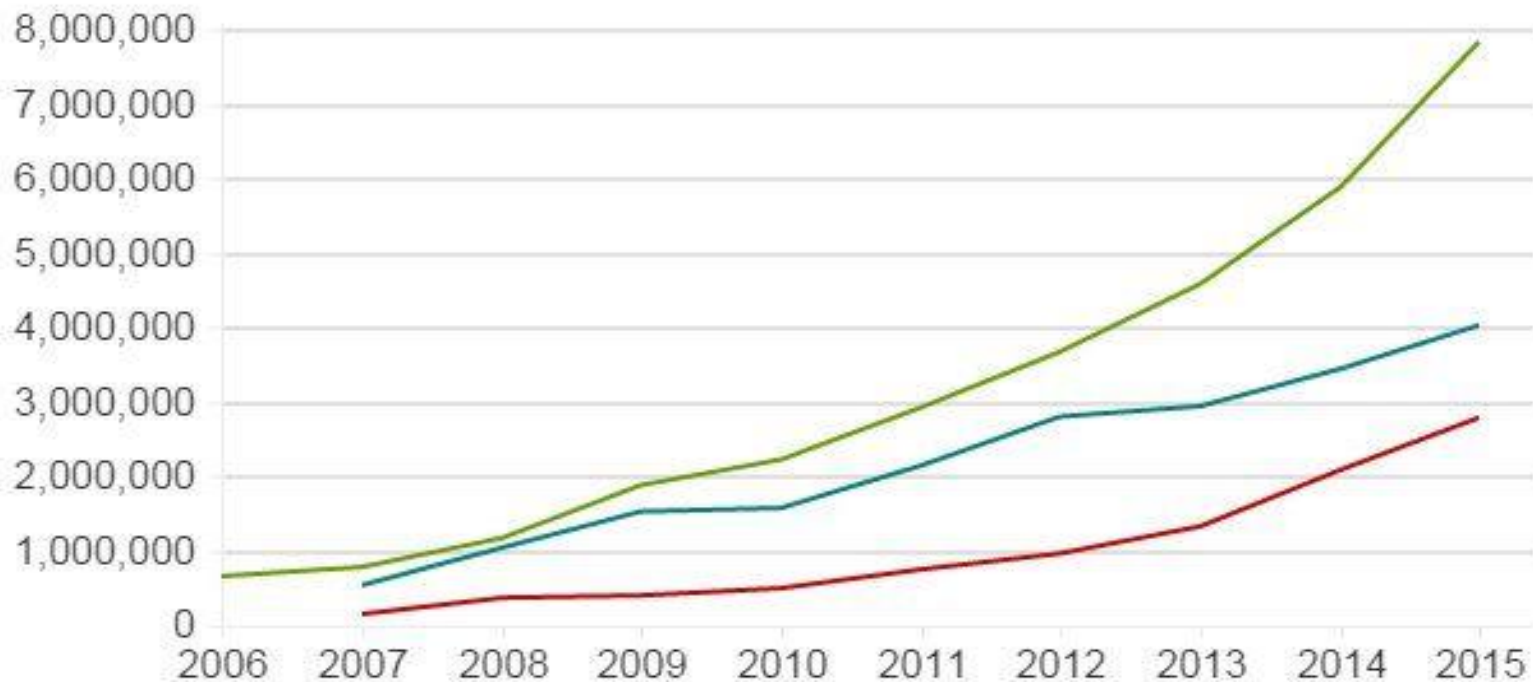


And building online audiences

Newspapers' online editions

Daily Unique Browsers

theguardian.com Telegraph The Independent



Source: Audit Bureau of Circulation



Or online only like the Independent (2016)



INDEPENDENT

[News](#)

[InFact](#)

[Politics](#)

[Voices](#)

[Indy/Life](#)

[Sport](#)

[Business](#)

[Video](#)

[Culture](#)

[Subscribe](#)

[News](#) > [Media](#) > [Press](#)

The Independent becomes the first national newspaper to embrace a global, digital-only future

Friday 12 February 2016 13:24 GMT | [159 comments](#)



4K
shares



Click to follow
The Independent Online



As news becomes more digital it becomes global

2017 Avg Monthly Impressions (ALL CHANNELS)

Country	Product			Total
	Display	Video	Native	
United Kingdom	386,762,045	2,094,759	139,552,066	528,408,869
United States	115,623,278	576,770	9,485,966	125,686,014
Canada	19,001,306	129,091	1,786,874	20,917,271
Australia	18,233,745	92,629	1,478,254	19,804,629
India	10,196,534	31,081	853,372	11,080,987
Ireland	9,539,474	34,258	770,376	10,344,109
France	9,515,861	28,930	755,273	10,300,064
Spain	7,575,672	17,283	663,053	8,256,007
Germany	6,461,782	23,669	578,444	7,063,895
New Zealand	5,765,767	28,226	486,289	6,280,281
South Africa	5,582,158	13,755	483,429	6,079,342
Singapore	4,857,361	17,510	403,251	5,278,123
Netherlands	4,343,524	15,022	368,238	4,726,784
Italy	3,743,293	9,521	331,460	4,084,274
United Arab Emirates	3,527,838	10,310	290,891	3,829,039
Switzerland	3,435,039	7,054	282,020	3,724,113
Malaysia	3,433,970	13,141	267,083	3,714,194
Hong Kong	3,215,603	10,568	267,308	3,493,479
Sweden	2,894,204	10,801	240,742	3,145,747
Philippines	2,668,742	5,991	220,115	2,894,848
Thailand	2,524,812	9,456	221,014	2,755,283
Portugal	2,300,025	5,011	183,848	2,488,883
Norway	2,137,833	8,917	192,838	2,339,587
Nigeria	2,124,279	1,901	173,407	2,299,586
Belgium	2,082,633	12,098	194,234	2,288,965
Denmark	1,742,643	10,001	152,281	1,904,925
Greece	1,682,983	2,539	153,338	1,838,860

**The Daily
Telegraph**

















And that's a global audience for travel content too

2017 Avg Monthly Impressions (TRAVEL)

Country	Product			Total
	Display	Video	Native	
United Kingdom	19,146,836	10,081,841	38,397	29,267,073
United States	6,106,702	536,552	8,851	6,652,106
Australia	1,200,349	108,162	2,143	1,310,654
Canada	1,102,932	115,383	2,498	1,220,813
Ireland	624,125	61,602	754	686,481
India	617,393	65,356	573	683,322
France	588,567	67,334	741	656,642
Spain	504,489	62,139	520	567,148
Germany	505,307	58,610	674	564,591
Italy	391,003	47,811	275	439,089
Netherlands	357,478	40,324	441	398,244
Singapore	310,426	32,269	433	343,128
Switzerland	297,152	32,112	251	329,515
New Zealand	261,516	24,957	552	287,024
United Arab Emirates	259,090	27,047	280	286,416
South Africa	244,679	26,032	236	270,947
Sweden	240,208	25,968	281	266,457
Norway	191,878	21,464	273	213,614
Portugal	189,149	22,895	143	212,187
Belgium	189,036	22,627	296	211,960
Greece	178,846	23,518	73	202,437
Hong Kong	180,467	18,800	297	199,564
Denmark	172,340	18,855	271	191,466
Malaysia	169,558	19,600	304	189,463
Philippines	147,630	16,285	102	164,018



Three of the top newspaper sites in the world are UK

<div> Free Report On Any Website or App <input type="text"/></div> <div>Products Solutions Resources Company Pricing Live Demo  Log In / Sign Up</div>							
1	 sina.cn	News and Media > Newspapers	=	00:04:38	4.14	42.11%	
2	 news.yandex.ru	News and Media > Newspapers	=	00:03:29	4.82	31.65%	
3	 nytimes.com	News and Media > Newspapers	=	00:03:12	2.60	54.70%	
4	 dailymail.co.uk	News and Media > Newspapers	=	00:03:56	2.43	61.25%	
5	 theguardian.com	News and Media > Newspapers	=	00:03:03	2.85	60.87%	
6	 rambler.ru	News and Media > Newspapers	=	00:05:15	4.29	38.20%	
7	 washingtonpost.com	News and Media > Newspapers	=	00:02:49	2.67	41.44%	
8	 milliyet.com.tr	News and Media > Newspapers	=	00:10:39	9.96	47.30%	
9	 indiatimes.com	News and Media > Newspapers	=	00:07:24	5.46	52.50%	
10	 vnexpress.net	News and Media > Newspapers	=	00:07:39	3.91	42.54%	
11	 elpais.com	News and Media > Newspapers	+1	00:07:58	3.77	53.13%	
12	 bild.de	News and Media > Newspapers	+1	00:05:11	3.40	31.89%	
13	 repubblica.it	News and Media > Newspapers	-2	00:11:25	4.86	49.3%	
14	 telegraph.co.uk	News and Media > Newspapers	=	00:02:18	2.61	73.31%	

Structural implications for tourism boards



Increasing need to think and share globally as well as regionally

A USA paper could have massive influence on other source markets.

Some tourist boards creating global strategies and encouraging local execution

Others creating global content boards to encourage cross sharing between countries

UK digital and social media trends

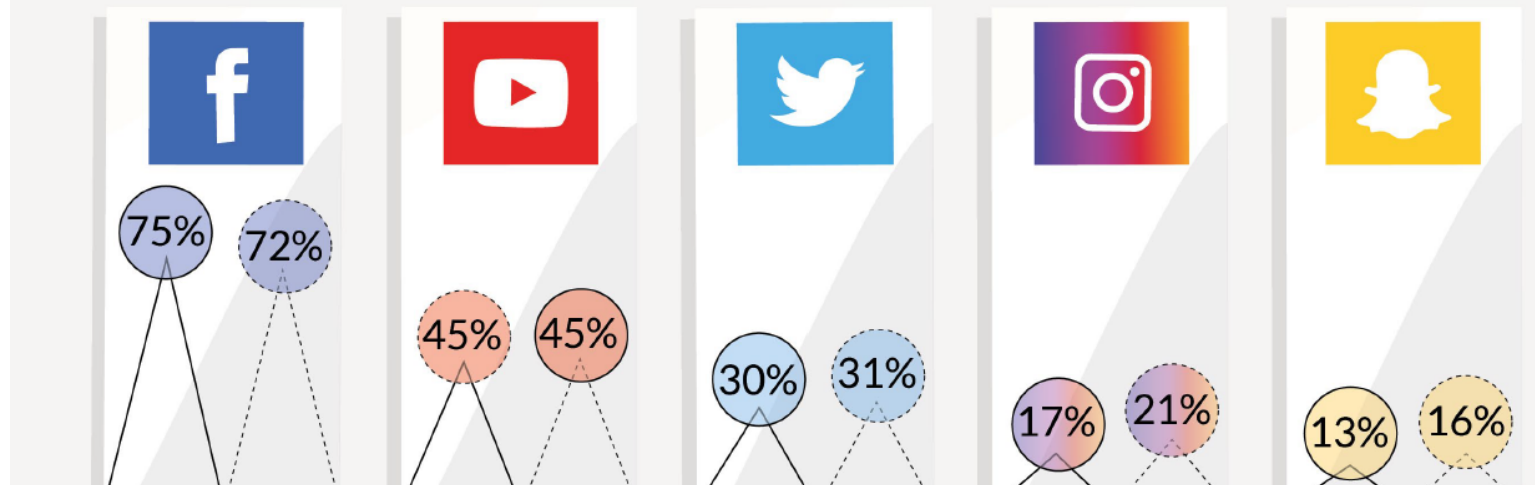


Social media channels strong in UK

MAJOR NETWORKS MAINTAIN UK AUDIENCES

Usage of social and media networks

In the UK usage of major social and media networks has not changed significantly year-on-year. Instagram and Snapchat have benefitted from focusing on mobile users and image sharing, seeing modest increases of 4 percentage points and 3 percentage points respectively. The integration of Snapchat's Stories features into Facebook, Instagram and other apps may limit Snapchat's growth in the future.

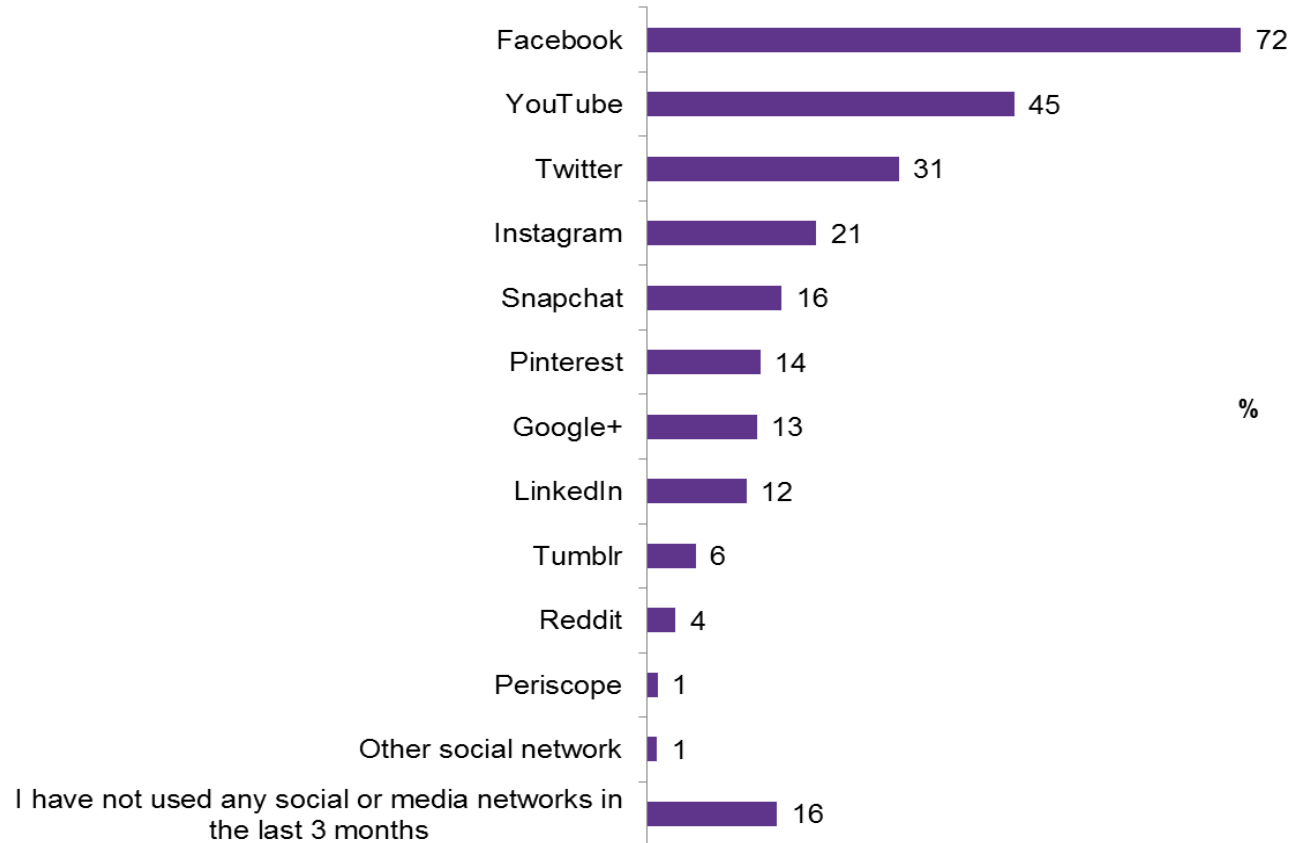


Source: Mintel

Facebook still leads the pack

SOCIAL AND MEDIA NETWORKS USED, MARCH 2017

"Which social networks have you used in the last 3 months?"

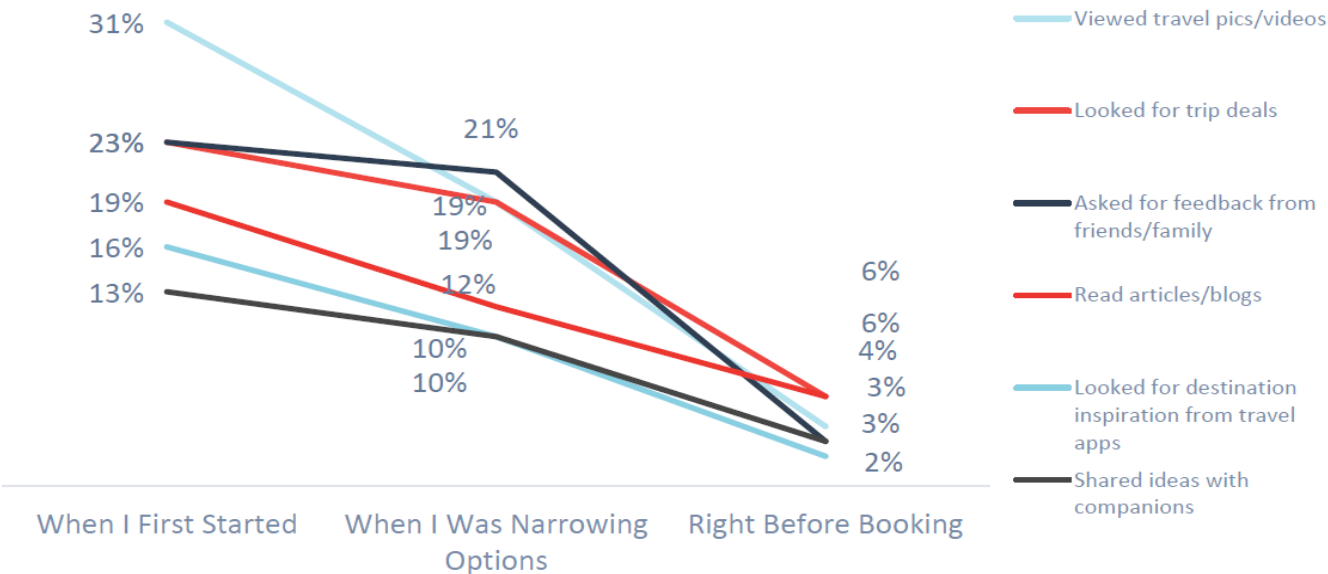


And social media influences early travel decisions

SOCIAL MEDIA IS USED MORE IN THE BEGINNING OF THE TRAVEL PURCHASE PATH



13%
OF ONLINE TRAVEL
BOOKERS USED SOCIAL
MEDIA IN THEIR TRAVEL
RESEARCH PROCESS

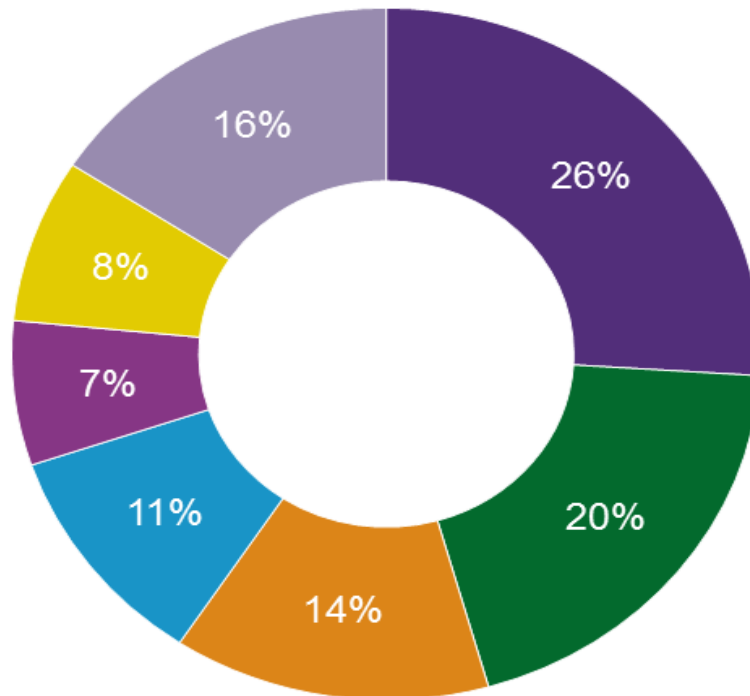


Data source: comScore Survey, SOCIALWHEN. WHEN DID YOU PERFORM THE FOLLOWING ACTIVITIES USING SOCIAL MEDIA FOR YOUR RECENTLY BOOKED TRIP?, Among UK Online Travel Buyers Who Used Social Media (n=108)

People are using multiple platforms

REPertoire OF SOCIAL AND MEDIA NETWORKS USED, MARCH 2017

"Which social networks have you used in the last 3 months?"



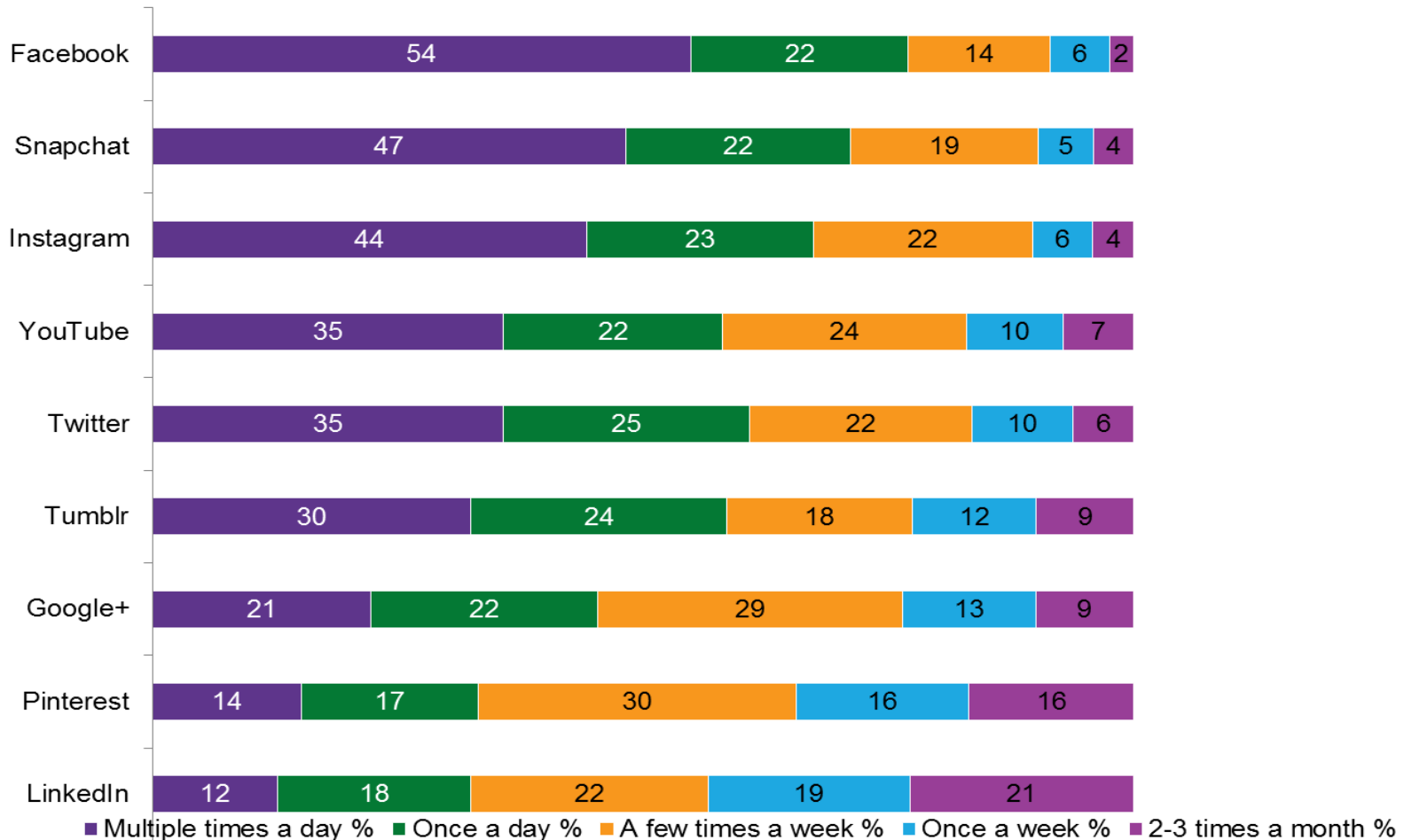
.....

■ 1 network ■ 2 networks ■ 3 networks ■ 4 networks
■ 5 networks ■ 6+ networks ■ None

And using them regularly

FREQUENCY OF SOCIAL AND MEDIA NETWORK USAGE, MARCH 2017

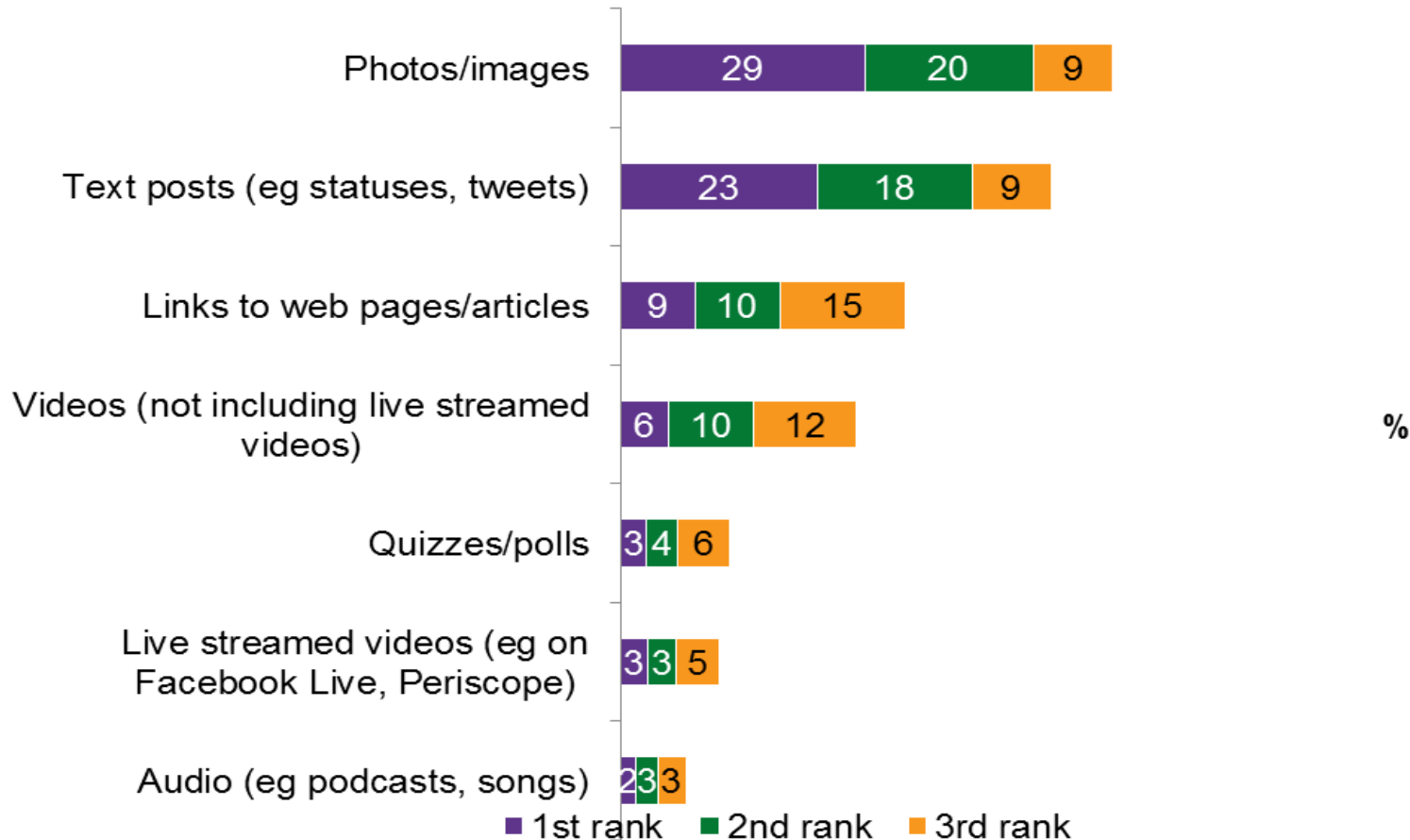
"How often have you visited these social networks in the last 3 months?"



And it's an increasingly visual world

TYPES OF CONTENT SHARED ON SOCIAL AND MEDIA NETWORKS, MARCH 2017

"Which of the following types of content do you share most often on social networks?"

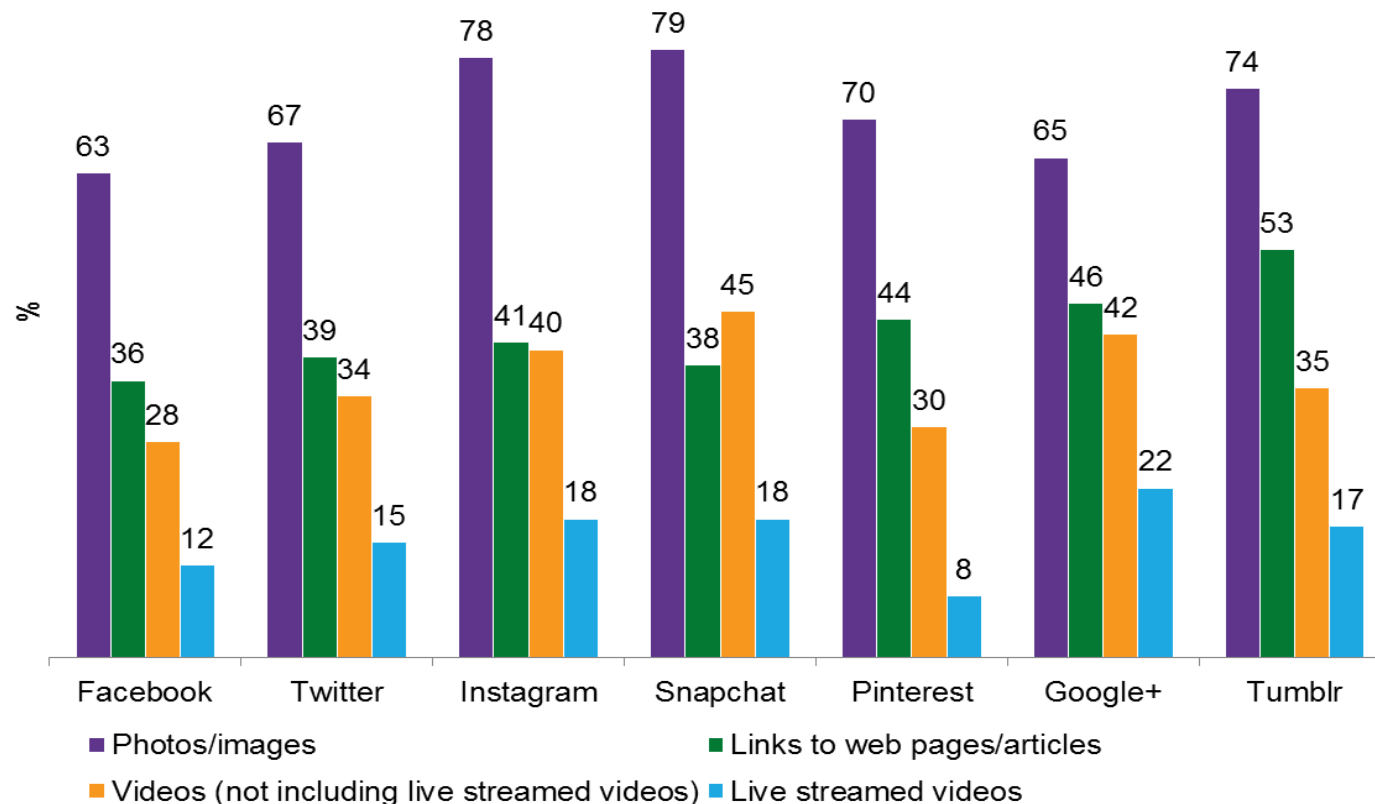


And image sharing dominates all platforms

TYPE OF CONTENT SHARED ON SOCIAL AND MEDIA NETWORKS, BY SOCIAL AND MEDIA NETWORKS USED, MARCH 2017

“Which of the following types of content do you share most often on social networks (eg via private messages, on your profile)?”

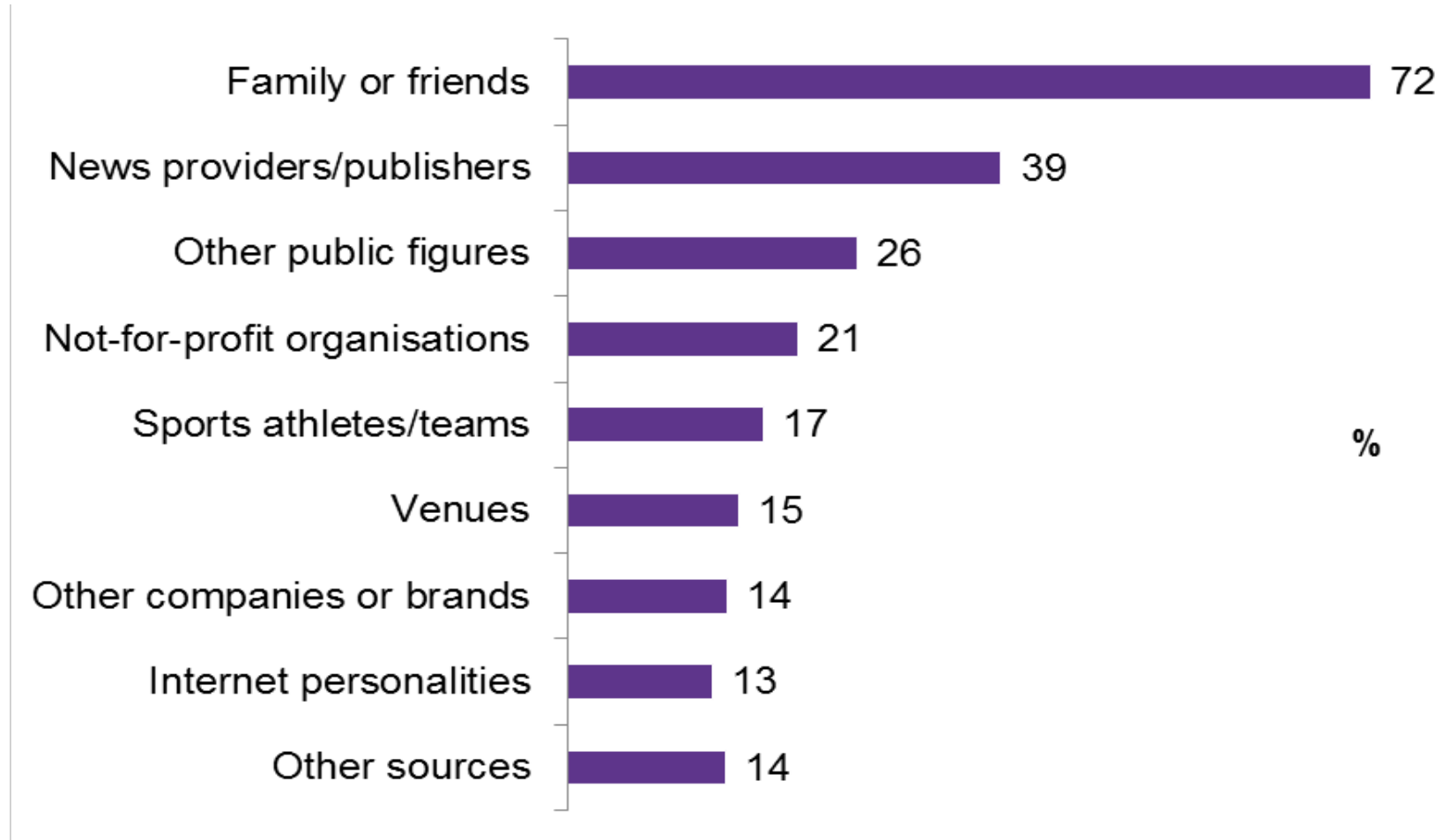
“Which social networks have you used in the last 3 months?”



And we share from people we trust

SOURCE OF CONTENT SHARED ON SOCIAL MEDIA, MARCH 2017

"Which of these describes how you share content on social networks?"



It's a similar pattern on all platforms

SOURCES OF CONTENT SHARED ON SOCIAL MEDIA, BY SOCIAL AND MEDIA NETWORKS USED, MARCH 2017

"Where do you get the content that you re-post on social networks from?"

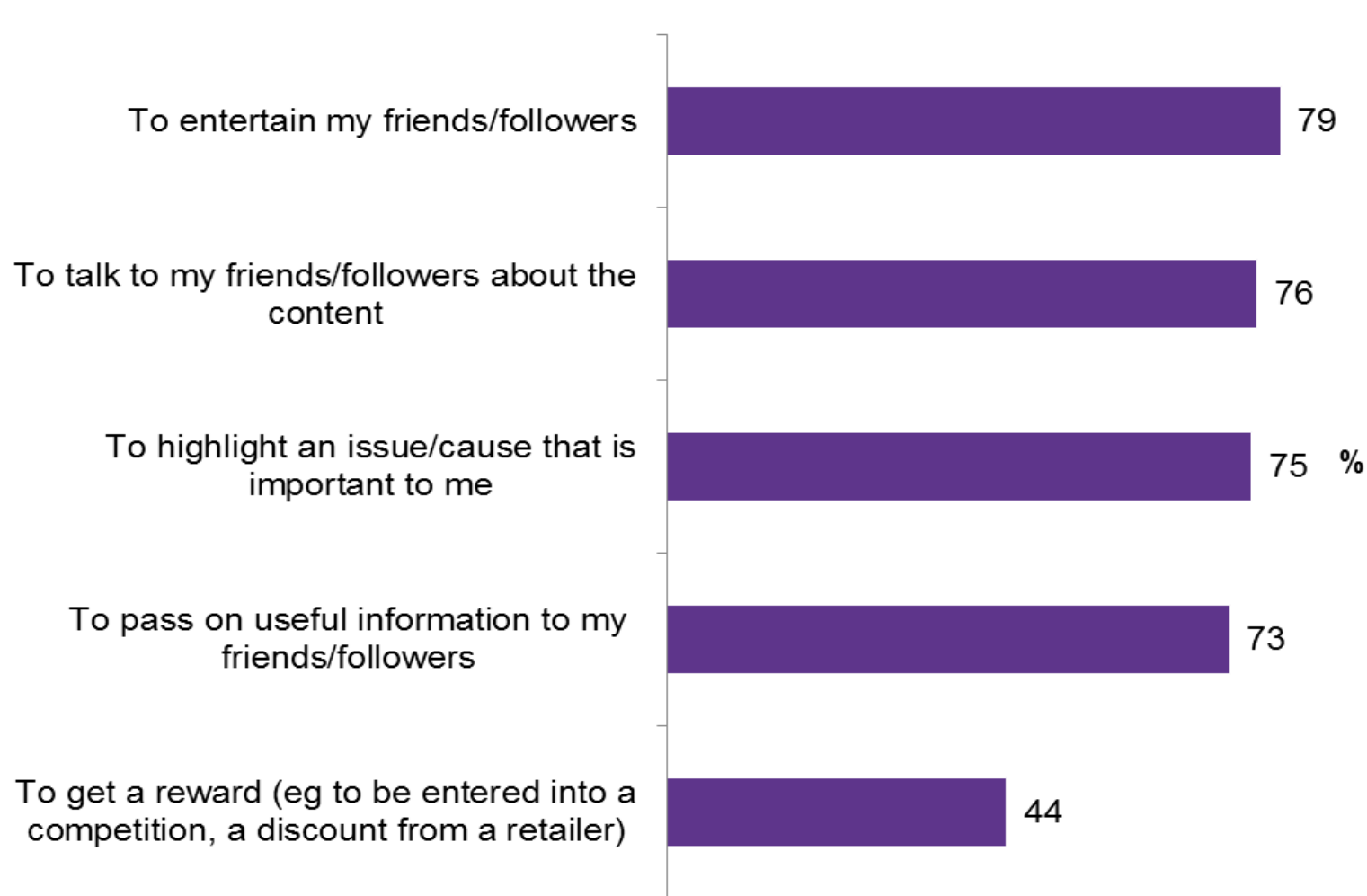
"Which social networks have you used in the last 3 months?"

	Facebook %	Twitter %	Instagram %	Snapchat %	Pinterest %
Family or friends	74	65	69	66	76
News providers/publishers	39	50	47	46	49
Other public figures	26	35	40	41	39
Not-for-profit organisations	21	24	26	24	28
Sports athletes/teams	17	24	24	25	14
Venues	15	19	17	17	19
Other companies or brands	14	20	21	19	17
Internet personalities	13	18	23	26	21
Other sources	14	17	12	10	19

And we do it primarily to be social

REASONS FOR SHARING CONTENT ON SOCIAL MEDIA, MARCH 2017

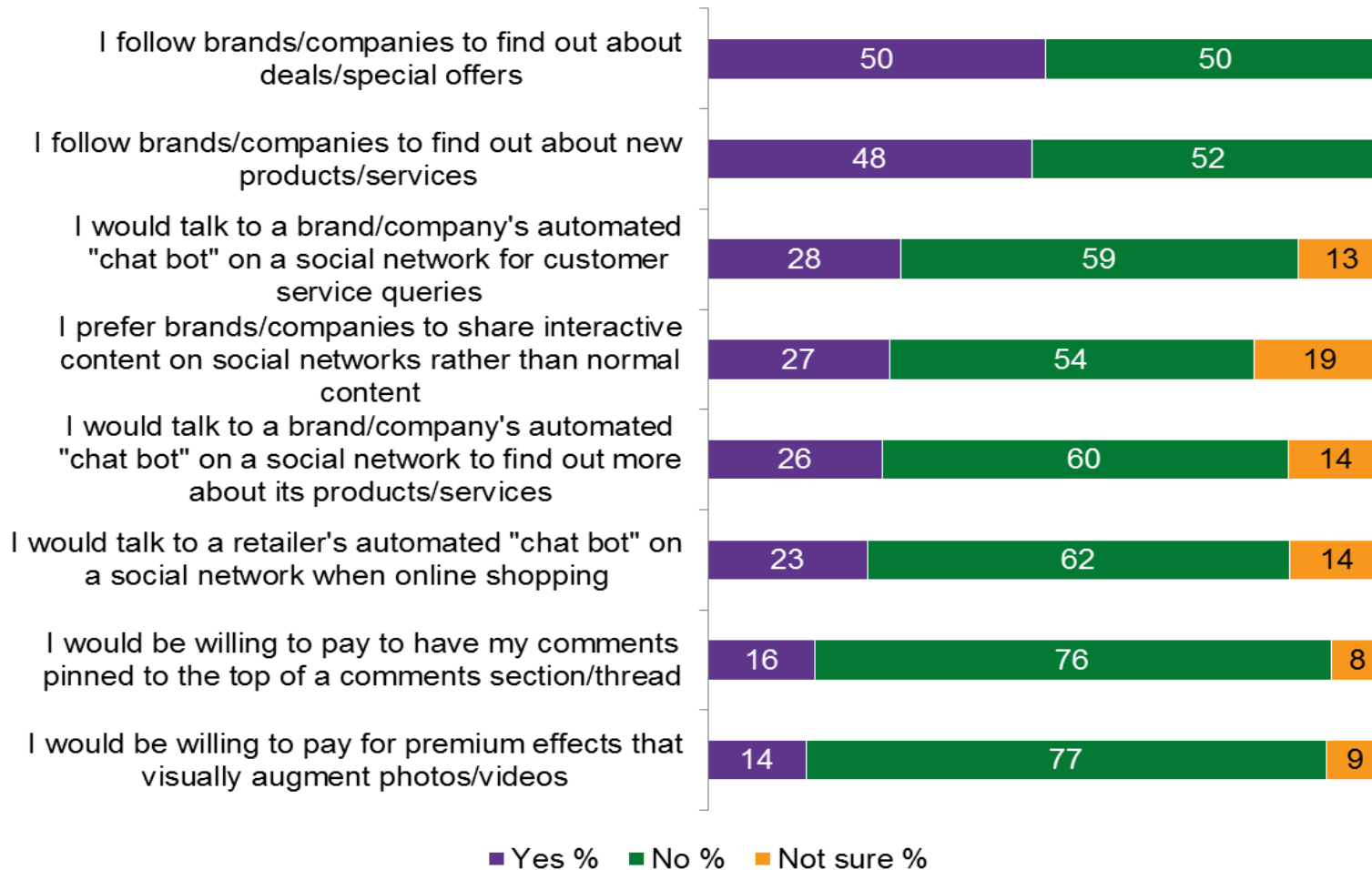
"I share content on social networks to..."



We want brands to be clear about their role

ATTITUDES TOWARDS SOCIAL AND MEDIA NETWORKS, MARCH 2017

"Do the following statements apply to you?"



Facebook – what matters?

Organic reach –
now as low as 2%

Video content
over static
content

Sophisticated
targeting for
boosted posts

Largest
demographic 20-
29 y/o

Rapid response
and escalation

Understanding
when – and
when not to -
post

A page with 5,000
fans could expect
only 325 to see the
post in their news
feeds without a paid
social media plan

32 million UK users

72% log in daily

Instagram – what matters?

Creating a
channel specific
content strategy

Ensuring visual
curation and
consistency

Understanding
users and role of
brand

Structured
differently –
can't ask for likes

Dark posts

Same targeting
as Facebook

46% of UK
Instagram users
report an annual
income above
£48,000

19 million UK users

40% log in daily

Twitter – what matters?

Surprisingly
good Q1 results

Still more
expensive than
facebook for ad
campaigns

Highly
sophisticated
insights data into
users

Follow strategy
as important as
follower strategy

Expected
response time
even less than
Facebook

33% users 50-61
y/o

62% of users have a
household income of
over £48K

3% user growth
quarter-on-quarter

21 million UK users

35% log in daily

And new platforms are emerging all the time




The logo for musical.ly, featuring the text "musical.ly" in a white, lowercase, sans-serif font. The background is a red-to-orange gradient rectangle.

live with passion, live musical.ly

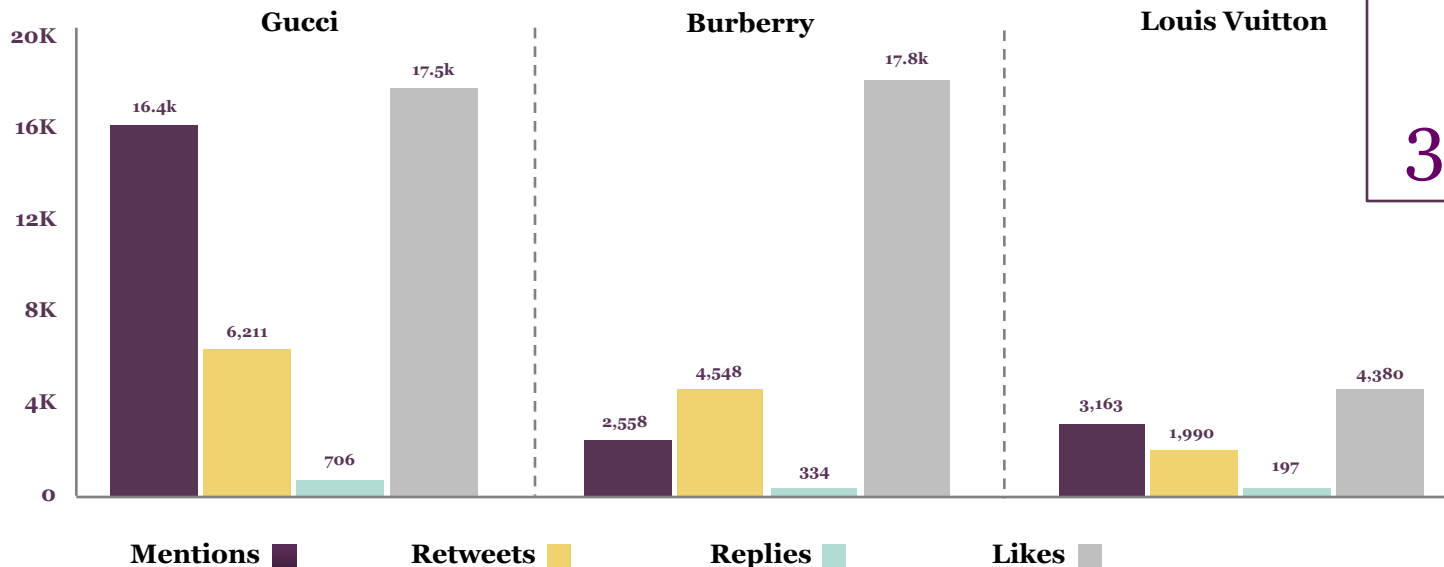
100 million + registrations

9 million + videos uploaded daily

But its still quality over quantity

			
Brand tweets per day	7.3	4.7	1.7
Av. RTs per post	188.2	89.2	165.8
Av. replies per post	21.4	6.5	16.4

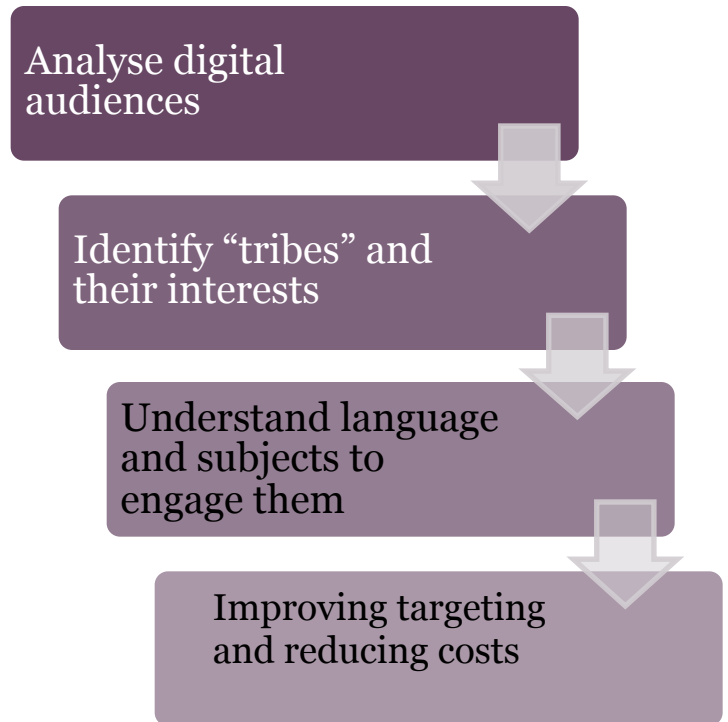
Gucci received
160k more
mentions than
the next brand,
1,663 more
retweets and
372 more replies



And knowing who to talk to

We have launched a new mapping tool called TravelMapper 360 to understand consumer audiences and what influences them

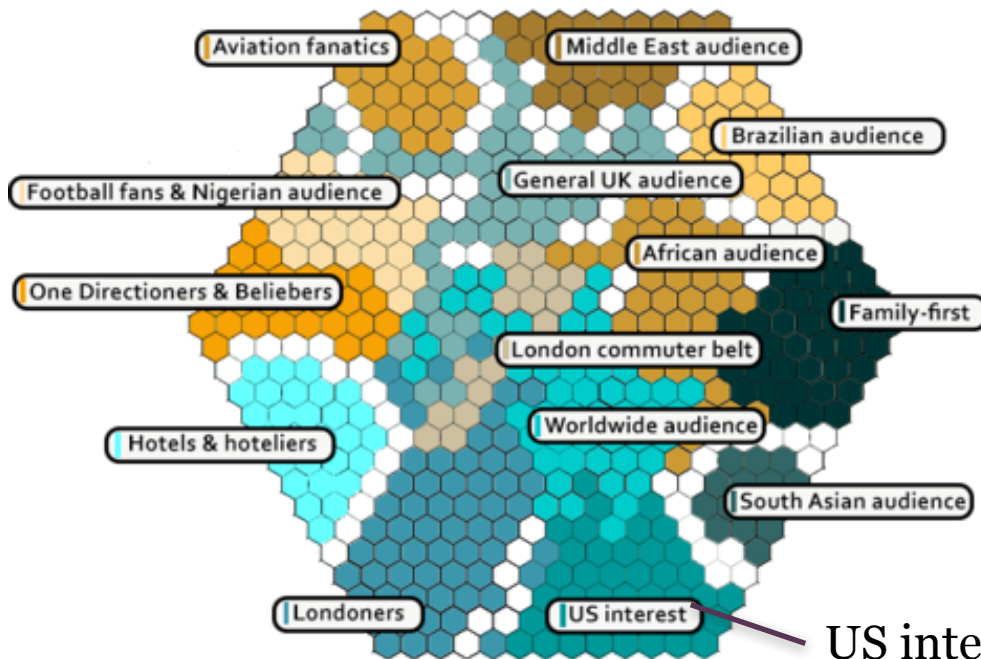
- Travel Mapper 360 takes insights from multiple digital sources globally and analyses live sentiment, language and interests from potential customers in each target market including who influences them.



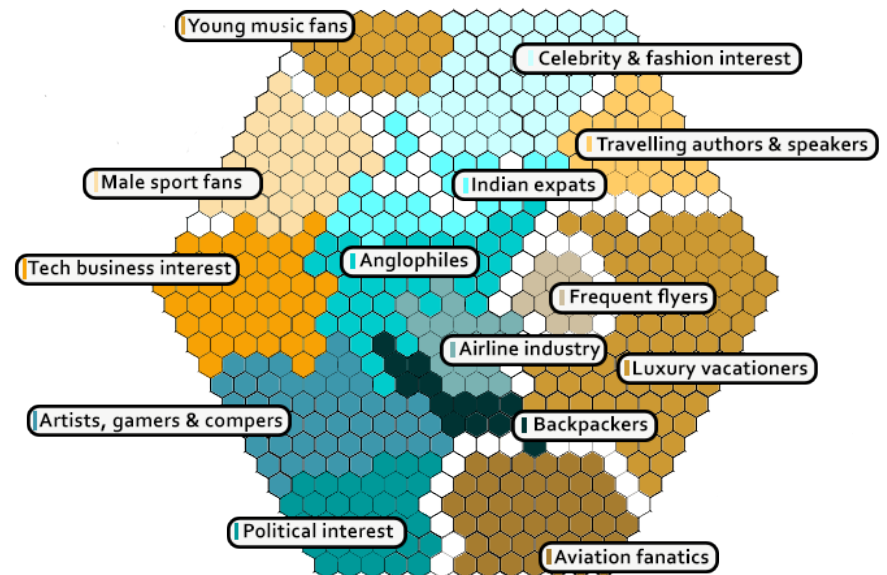
So we can understand travel customers

We can drill into any digital platform and understand its audiences. For example, we analysed 966,000 followers of the British Airways' Twitter account and identified 14 tribes. Our unique methodology means we can then dive into each of these tribes to understand their preferences, interests and influencers

966,000 BA Twitter followers

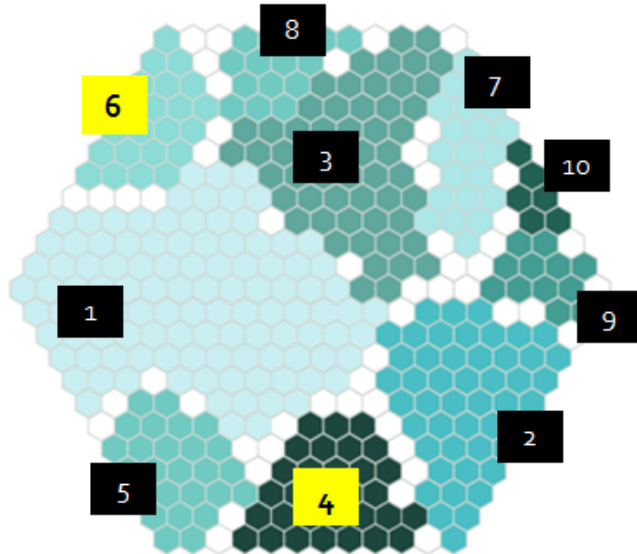


Interests of the 42,000 “US interest” tribe



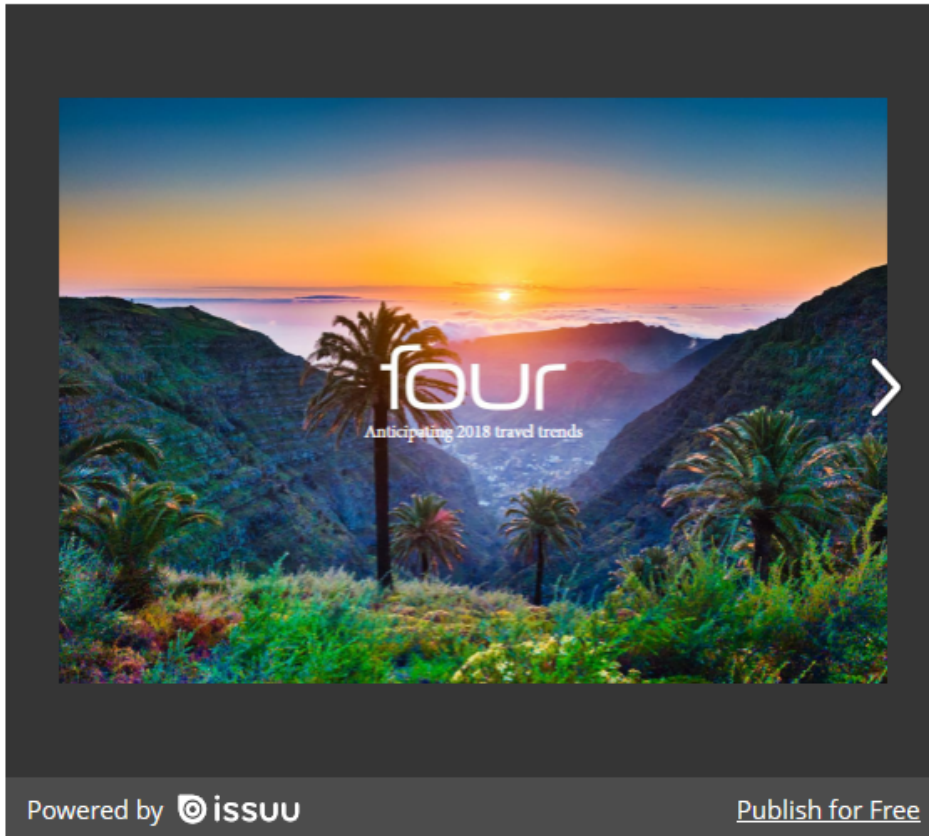
Or influencers

As a further example of how our analysis can work we've looked at Bloglovin as a potential audience of influencers. More than 20 million people use Bloglovin to find and engage with bloggers. We analysed its Twitter account with 75,000 followers and found 10 tribes and looked at two in more detail



1. Worldwide blogging network (20,155)
 2. Fashion and style bloggers (12,080)
 3. Media and social marketers (11,213)
 4. Beauty bloggers (7,317)
 5. General lifestyle (girlgang) (7,111)
 - 6. Entertainment, food and book bloggers (5,095)**
 7. Interior designers (4,524)
 8. Mummy bloggers (3,973)
 9. Spanish audience (2,315)
 - 10. Travel bloggers (1,693)**
-

But we can also track future intentions



- There are **early signs of customers looking to return to familiar, known destinations**. Our research found more than three times the mentions of 'going back' to a much loved destination in the last 6 months versus 2016. This indicates destinations and brands should be focusing heavily on encouraging repeat customers for 2018.
- **Longer holidays are seeing an upwards trend among the older, more affluent baby boomer generation**; 93.3% of our 'Backpackers tribe' in our TravelMapper360™ custom segmentation of UK holiday makers is over 25

And social digital growth means better PR tracking

Google analytics can show long term value of weblinks from articles



Eg walking tours specialist 2,500 unique visits in 2017 from old Telegraph articles

Coverage Book service can show if people acted on content they read shared editorial socially



Eg One national newspaper article was shared 2000 times in Facebook by readers

AVE tracking more sophisticated



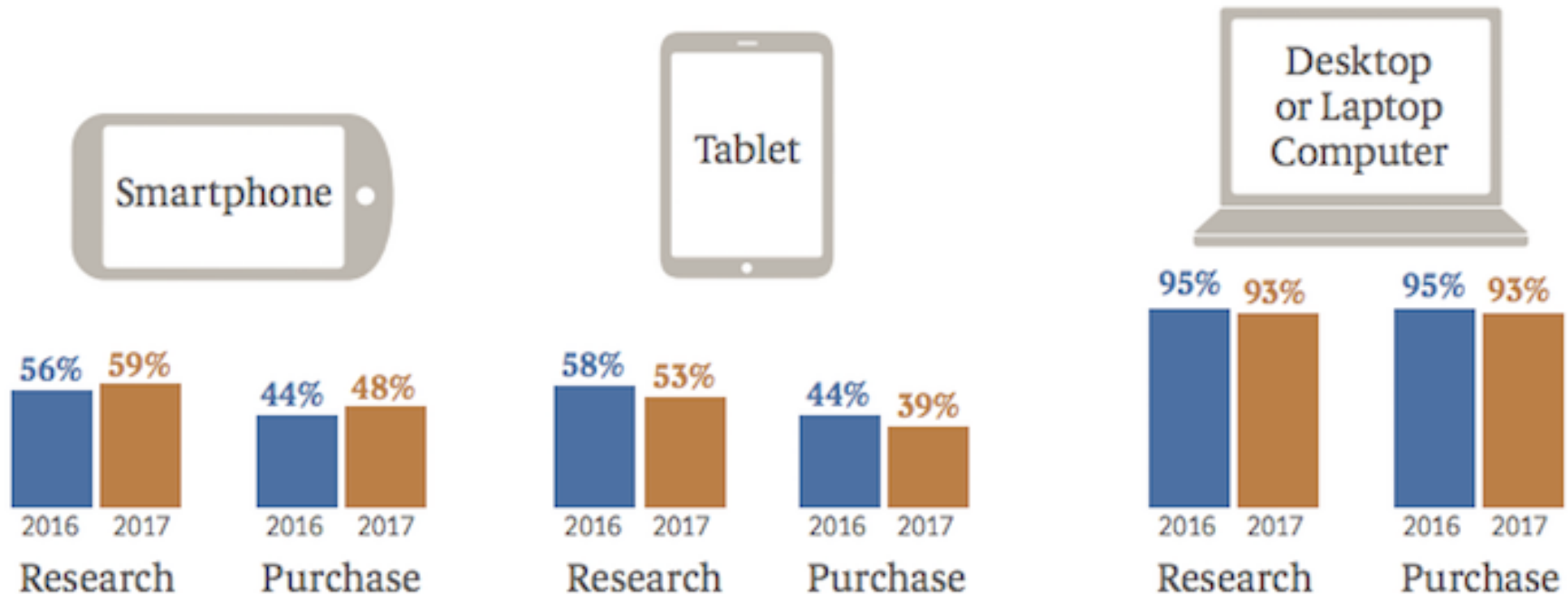
Eg reflecting lower advertising rates, don't assume whole website but a relevant proportion

Search and voice



Worth thinking about how people search

Devices Used to Research and Complete Online Purchases



**29% of consumer product searches now start on Amazon;
15% on Google.**

We are now asking rather than typing questions

Google Voice Search Queries =
Up >35x Since 2008 & >7x Since 2010, per Google Trends

Google Trends imply queries associated with voice-related commands have risen >35x since 2008 after launch of iPhone & Google Voice Search

Google Trends, Worldwide, 2008 – 2016



@KPCB

Source: Google Trends

Note: Assume command-based queries are voice searches given lack of relevance for keyword-based search. Aggregate growth values determined using growth in Google Trends for three queries listed above.

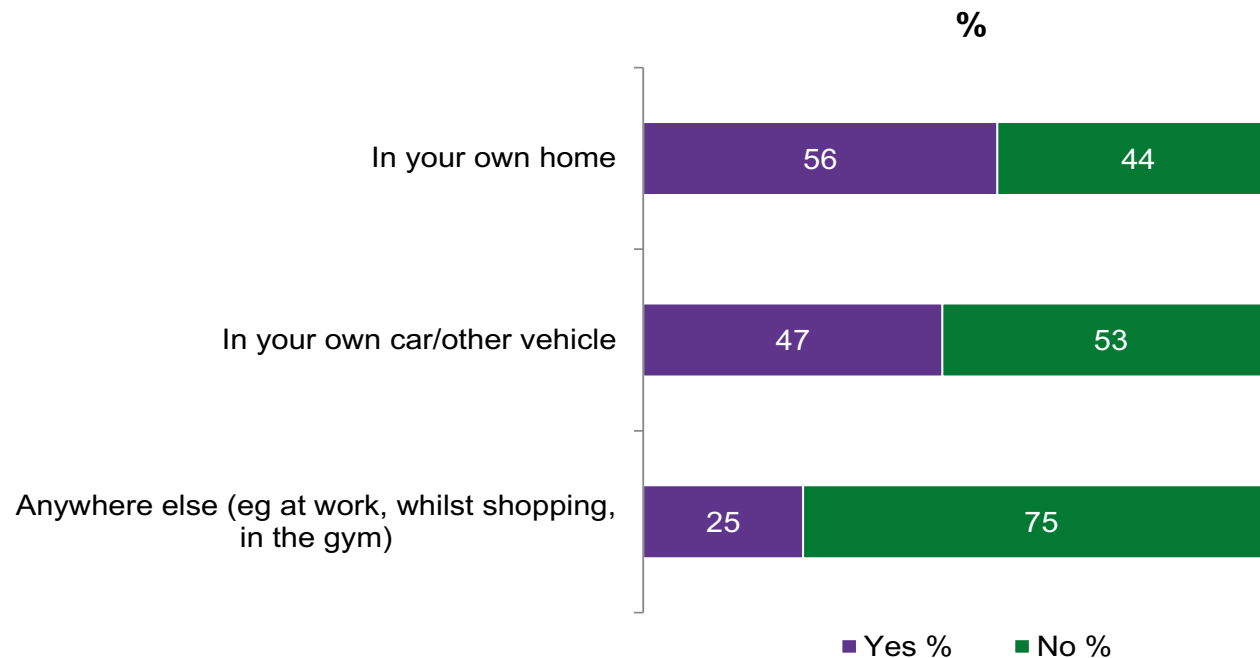
KPCB INTERNET TRENDS 2016 | PAGE 122

The rapid increase of voice search is changing SEO. This means we need to create tourism content which answers shorter verbal queries rather than written queries

At the moment happy most happy to use in private

SITUATIONS IN WHICH PEOPLE WOULD BE HAPPY TO USE VOICE COMMANDS TO CONTROL DEVICES, APRIL 2017

"Are you/would you be happy to use voice commands to control technology devices in any of the following situations (eg using Siri on iPhone, Alexa on Amazon Echo)?"



Base: 2,000 internet users aged 16+

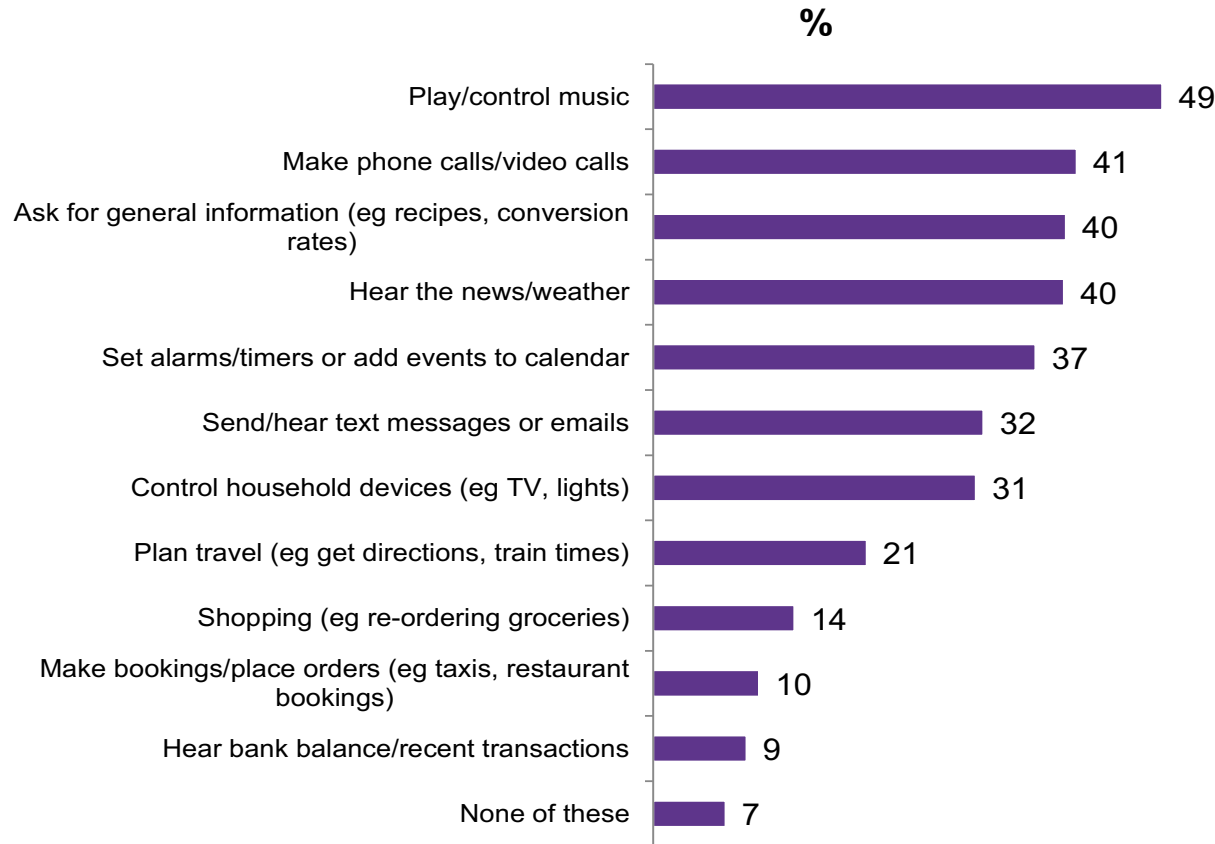
Source: Lightspeed/Mintel
the independent integrated agency

four

For these sorts of things

LIKELY USES FOR VOICE COMMANDS, APRIL 2017

"Which of these would you be most likely to use voice commands for (eg Siri on iPhone, Alexa on Amazon Echo)?"



Base: 1,232 internet users aged 16+ who are/would you be happy to use voice commands to control technology devices

Source: Lightspeed/Mintel
the independent integrated agency

four

Marketing



But big new focus on privacy GDPR from May

The screenshot shows a web browser window with the Google My Activity page. The address bar displays the URL <https://myactivity.google.com/item>. The page has a blue header with the Google My Activity logo and a search bar. On the left, there is a sidebar with navigation options: Bundle view, Item view (selected), Delete activity by, Other Google activity, Activity controls, My Account (highlighted), Help, and Send feedback. The main content area lists several search activities:

- Search**
Visited [Poole destination guides - Condor Ferries](#)
08:53 • Details
- Search**
Searched for [condor ferries poole](#)
08:53 • Details
- Search**
Searched for [ba heathrow to cape town](#)
08:01 • Details
- Search**
Visited [Flight information | Flight News & Status | British Airways](#)
07:46 • Details
- Search**
Searched for [british airways sunday flight](#)
07:46 • Details

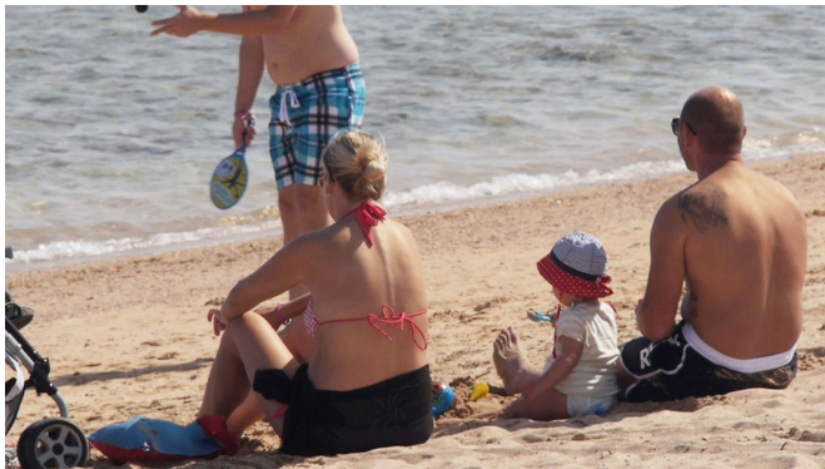
The bottom of the page shows a URL bar with a complex URL: https://www.google.com/url?q=https://www.britishairways.com/en-gb/information/flight-information&usg=AFQjCNEud_IpYkMLyRLxKH5GhEDIn39ug.

Example campaigns – focusing on value

Single-parent families could soon pay less for family holidays

A holiday firm is launching pricing tailored for single-parent families at a number of resorts following a Sky News investigation.

07:54, UK,
Friday 25 August 2017



While the move is welcomed, many single parents say the policy doesn't go far enough



By Charlotte Lomas, Sky News Correspondent

Single-parent families could soon benefit from cheaper holidays and more flexibility after a Sky News investigation highlighted the price discrimination they often face when travelling abroad.

Discover the
latest from Sky

Take a look today



Top Stories



**LIVE: Florida
braced for
deadly storm
surge**

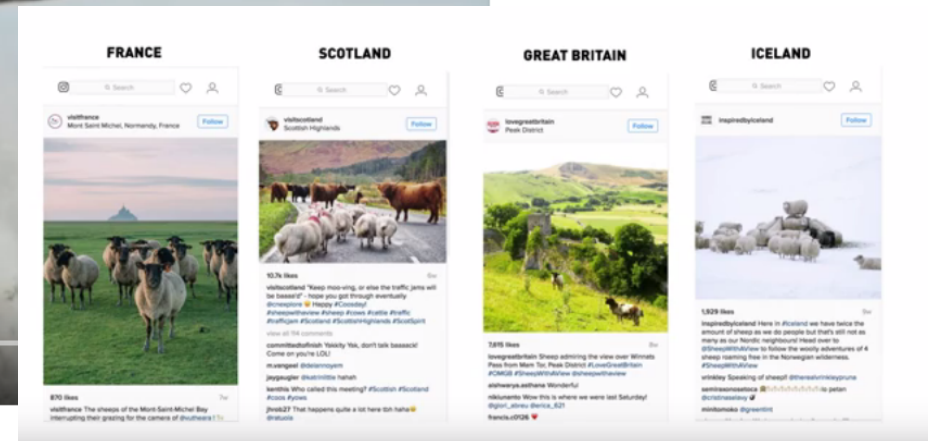
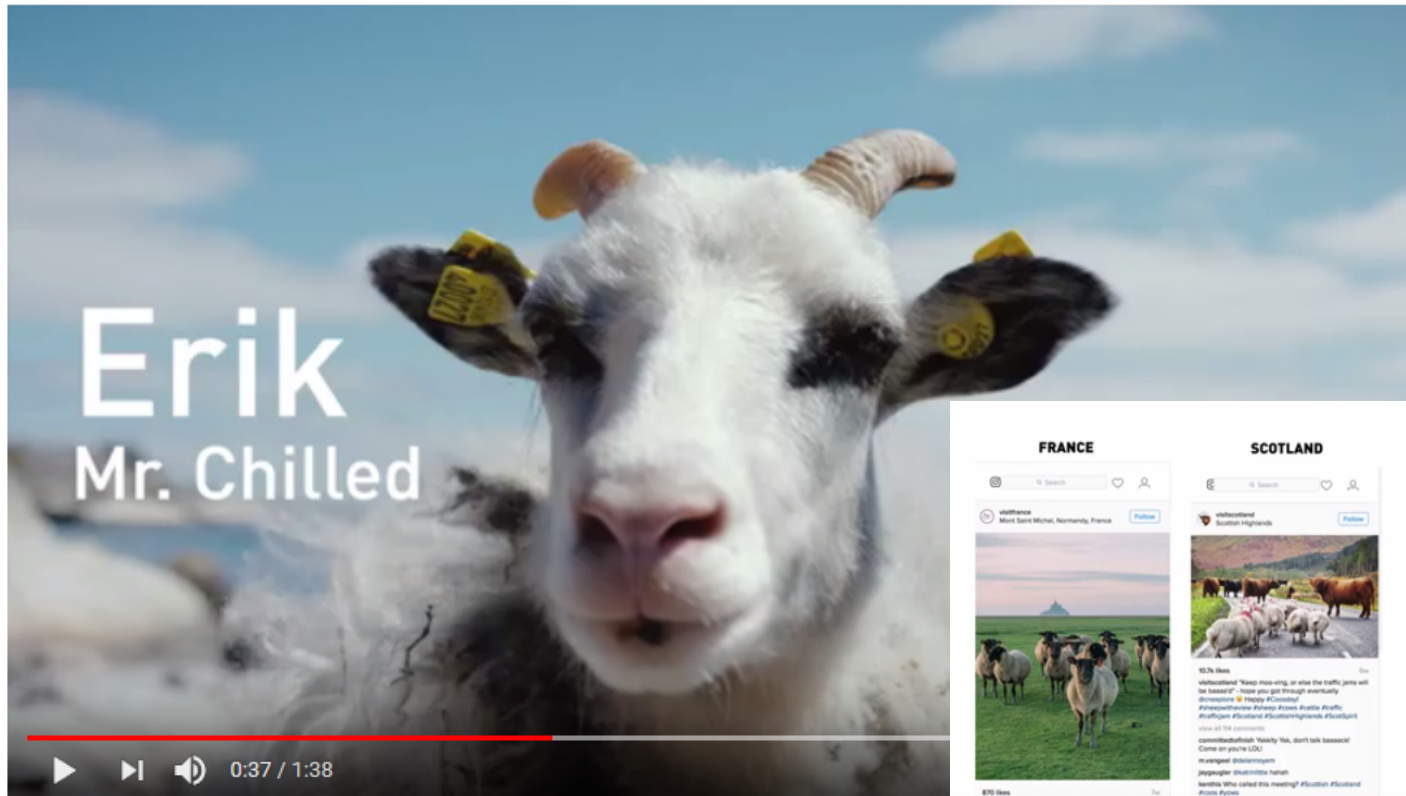


**Irma: 'Monster'
storm moves
across Florida**



**Rohingya wait in
no man's land
amid landmine**

Example campaigns – making people smile



#Sheepwithaview A campaign for Norway copied by other tourist boards
<https://www.youtube.com/watch?v=RM18ynKmEoU&feature=youtu.be&app=desktop>

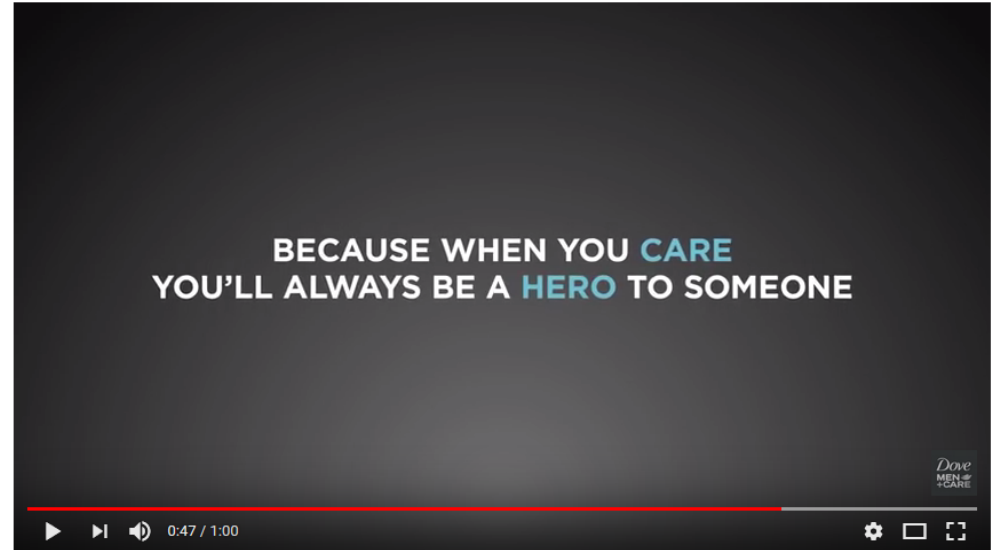
Example campaigns – using shareable content



Caring Makes My Dad, My Hero | Happy Father's Day | Dove Men+Care - 60 sec

1,696,281 views

👍 977 🗨️ 782 ➦ SHARE ⋮



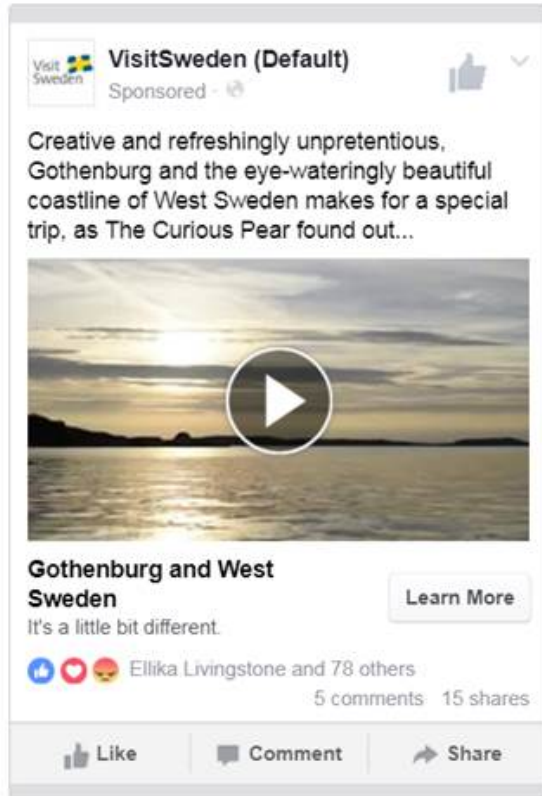
Caring Makes My Dad, My Hero | Happy Father's Day | Dove Men+Care - 60 sec

1,696,281 views

👍 977 🗨️ 782 ➦ SHARE ⋮

News International now has a division that approaches producers of content that has gone viral and licences for marketing. This is an example of great dads produced by Dove for Father's Day
<https://www.youtube.com/watch?v=1gTkjySp4gI>

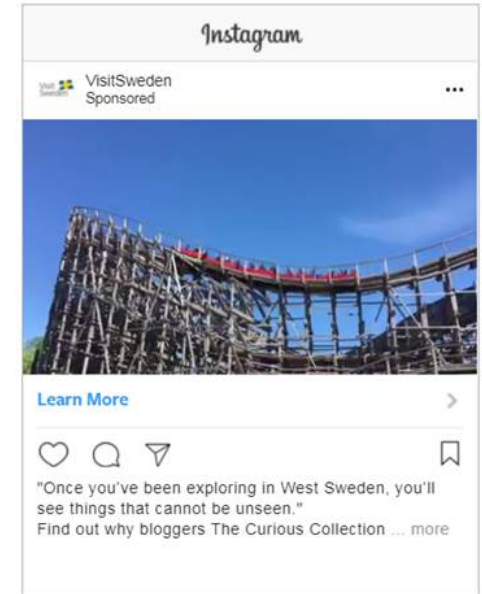
Example campaigns: marketing of blogger content



Native and social
advertising campaigns
using imagery
commissioned from
blogger trips for Visit
Sweden

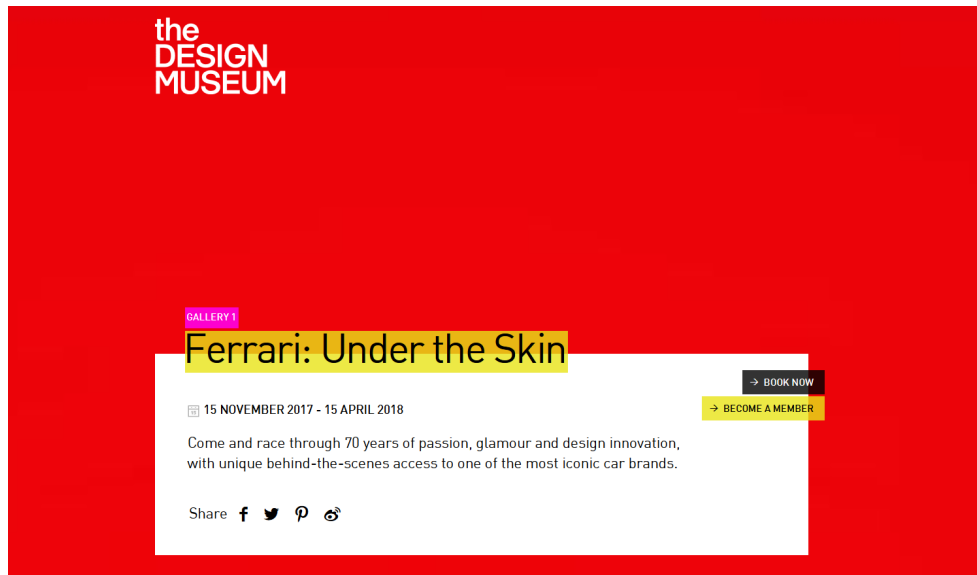
**200,000
video views
in one
month**

**3,000
website visits
and reached 1
million users**



And Seizing opportunities

“Ferrari: Under the Skin” exhibition in
London Design Museum to 15 April 2018



33,000 entries already digital competition Times+

Win a trip to the home of Ferrari COMPETITION



One lucky subscriber will win a behind-the-scenes tour of the Ferrari factory in Italy to celebrate the Ferrari: [Under the Skin exhibition at the Design Museum](#).

Usually closed to the public, this unique experience is a once-in-a-lifetime opportunity to gain access to the secret world of car making.

The prize will also include a pair of tickets to the exhibition in London and a three-night stay for two in Modena and Bologna, Italy, courtesy of the [Emilia Romagna Tourism board](#), and tour operator, [Modenatur](#).

Share



the
DESIGN
MUSEUM

Where

Competition is open nationwide

When

Enter before midnight on
February 17

Cost

Free to enter

ENTER NOW

Need help? ?

One lucky subscriber will win a behind-the-scenes tour of the Ferrari factory in Italy to celebrate the Ferrari: [Under the Skin exhibition at the Design Museum](#).

Usually closed to the public, this unique experience is a once-in-a-lifetime opportunity to gain access to the secret world of car making.

The prize will also include a pair of tickets to the exhibition in London and a three-night stay for two in Modena and Bologna, Italy, courtesy of the [Emilia Romagna Tourism board](#), and tour operator, [Modenatur](#).

Known as the Motor valley, Emilia Romagna is home to some of the world's most revered motor brands, yet it is also considered one of the country's best foodie destinations. The prize winner will enjoy the best of the region on a fantastic tour, including a visit to a Parmigiano Reggiano cheese factory, a vintage Maserati car collection, a delicious lunch at a traditional balsamic vinegar house and the opportunity to explore the Museo Enzo Ferrari.

The first two nights will be spent at the four-star Milano Palace in Modena and the third night at the five-star deluxe [Grand Hotel Majestic](#), Bologna's oldest and most prestigious hotel, set in a perfectly preserved Palazzo. You'll enjoy a morning city tour, as well as dinner at [Caminetto d'oro](#) where you can sample the best culinary delights in Bologna.

To enter, click on 'enter competition' in the information box.

Please note, you will need to be logged in to see the entry button.

[Terms and Conditions](#)

Share



the
DESIGN
MUSEUM



Where

Competition is open nationwide

When

Enter before midnight on
February 17

Cost

Free to enter

ENTER NOW

Need help? ?

Or media buying and content creation

Advertiser content About Hosted by theguardian

Eating up northern Italy: a guide to the best culinary experiences across the region

With its world-renowned wines, iconic cheeses and application of time-honoured cooking methods, Northern Italy is one of the most appealing destinations in Europe

From dining out in Michelin-starred restaurants to joining the locals in the roadside eateries, you're guaranteed gourmet satisfaction on your trip to northern Italy.

Emilia-Romagna
Located next to the Apennine mountains near Tuscany, Emilia-Romagna is one of the most fruitful regions of northern Italy, paving the way for its gastronomic reputation. The region includes the destinations of Piacenza, Parma, Reggio Emilia, Modena, Bologna, Ferrara, Ravenna, Forlì-Cesena and Rimini, each famed for their traditional heritage of producing the finest cured meats, vinegars, cheeses, pasta dishes, and truffles.

Emilia-Romagna's food highlights
Owing to its climate and good quality land, Emilia-Romagna boasts a fantastic range of cold cut meats, all of which can be picked up easily in any local deli, butchers or restaurant.

More from Emilia-Romagna Tourist Board

- Discover the best culinary experiences in northern Italy
- Experience the wine regions of northern Italy
- Experience wine in northern Italy: a guide to the best wines across the region

Digital advertorial

25.5m monthly UK unique users.

Weekly reach

- 14m users are ABC1
- 7.5m are 18-34
- 12m are aged 35+


theguardian

The Guardian advertorial





Advertiser content

About

Hosted by
theguardian



Experience wine in northern Italy: a guide to the best wines across the region



With its world-renowned wines, northern Italy is one of the most appealing destinations in Europe for wine enthusiasts

The stunning views of mountains, lakes and rivers in northern Italy provide the perfect backdrop for enjoying a glass of wine or two.


Emilia-Romagna

Located next to the Apennine mountains near Tuscany, Emilia-Romagna is one of the most fertile regions of northern Italy, paving the way for its gastronomic reputation. The region includes the destinations of Piacenza, Parma, Reggio Emilia, Modena, Bologna, Ferrara, Ravenna, Forlì-Cesena and Rimini, each famed for their traditional heritage of producing the finest wines.


Wines to enjoy in Emilia-Romagna

Modena balsamic traditional vinegar and Prosciutto di Parma may have taken the limelight in Emilia-Romagna, but its wines should definitely not take a back seat. It's the bubbly and effervescent wines that have the precedence here and they are unique. Most commonly produced in the Emilian plains, the Lambrusco sparkling red wines are dry yet refreshing and perfectly complement the area's antipasti favourites. The spirit of Romagna, sometimes rough but always straightforward and sincere, can be discovered in a sip of wine, the sangiovese of Romagna, the authentic expression of this


More from
Emilia-Romagna Tourist Board



Discover the best culinary experiences in northern Italy



Experience the wine regions of northern Italy



Eating up northern Italy: a guide to the best culinary experiences across the region

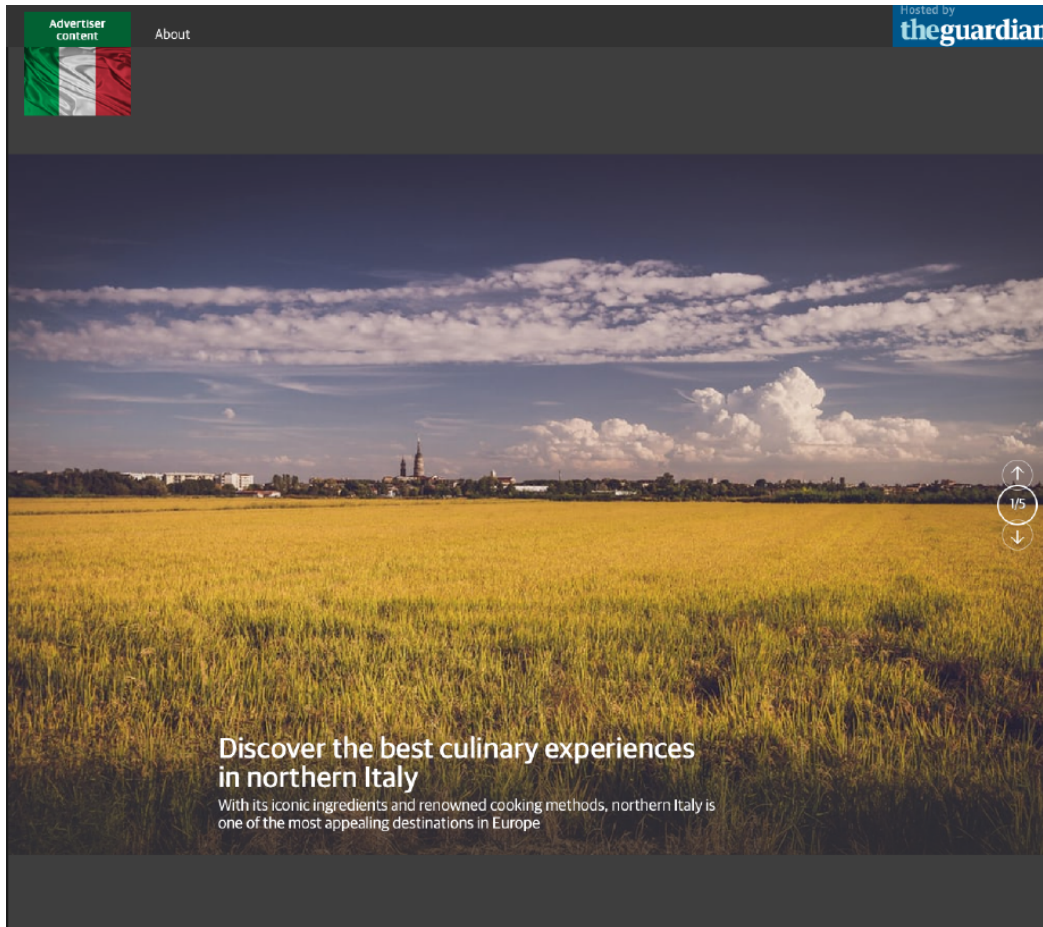
We wrote two advertorial pages (one on food and one on wine)

And submitted image galleries (one on food and one on wine)

Content went live from 20 October – 24 November 2017

theguardian

The Guardian advertorial



The advertorial saw a total of **25,035 unique users** across all pages

The article pages had a longer dwell time with both achieving over 2 minutes,

Image galleries also saw dwell times of over a minute

theguardian

Thank you

Debbie Hindle
Managing Director
Four Travel

0203 697 4200

Debbie.hindle@fourcommunications.com

