

Why everybody is talking about digital content and traveller experience ?

Iñigo Valenzuela
CEO & Founder
ivalenzuela@smartvel.com
[m](#)





ME,
MYSELF
AND I

48, MARRIED, 4 KIDS

C-Level positions in the last 10 years

- CEO & Founder in Smartvel
- CCO Tinsa
- External Consultant Sabre
- CCO CWT Spain
- MD TMC Division HRG Spain – Marsans

INNOVATION MATTERS

THE NEW TRAVELER IS 100% DIGITAL AND MOBILE

Although mature in ecommerce, innovation is not always a priority. Only a few final suppliers invest real amounts in digital.

NEW ECONOMY B2C BIG FISHES MATCHES THE DIGITAL NEEDS OF THE TRAVELLER:

IS ANYBODY DOING SOMETHING REALLY NEW?

IS SOMEBODY REALLY THINKING AS A

some words....

If you look at the product development we've recently done, it's a lot more about the end-to-end customer experience, instead of purely the transaction.

So you see destination endorsements on us, we have a destination finder, we have destination guides ... Also we are changing to really start helping customers to make that journey as good as possible ...

In the end, that's where the focus should be ... We always say we want to bring more trip for your money ...

GILLIAN TANS - COO

Booking.com

Some acquisitions from



01

www.fondu.com
foursquare for foodies

02

www.vamo.com
OTA focused on trip planning

03

www.localmind.com
hiperlocal collaborative knowledge

ENGAGE MORE,
GIVE MORE VALUE,

TREND

1

- REAL 1 TO 1 MARKETING
- CRM 3.0
- CONTENT, CONTENT, CONTENT
- INSPIRE MORE
- IT IS ABOUT TRAVEL EXPERIENCE

2016



BOOKING PROCESS OPTIMIZATION IS DONE

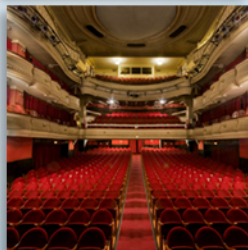
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NOW CONTENT AND EXPERIENCES ARE ON

TREND

2

2016



Of Millennials said they were likely to take a last minute vacation in 2015

Brands are exploring sensory experiences **beyond visual** spontaneous travel.

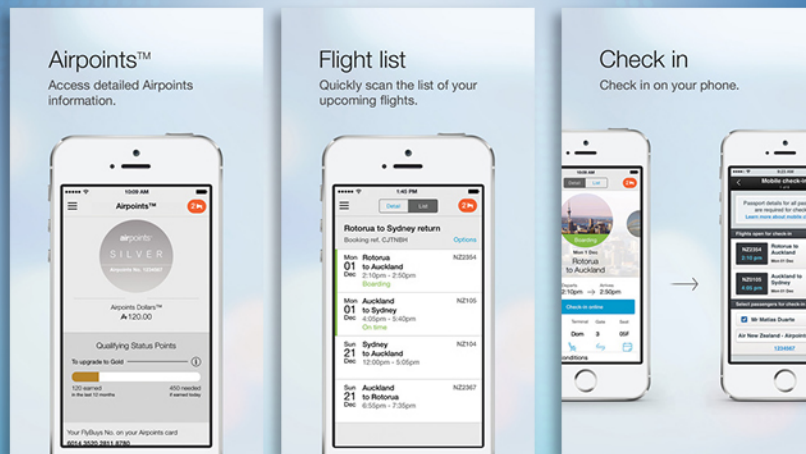


SPONTANEOUS TRAVEL IS ON THE RISE

TREND

3

MATCH PERSONAL PREFERENCES WITH CONTENT AND PROPOSALS



Personal devices preferred...

Respondents said that they would be fine without the fitted inflight entertainment

Barista coffee on your flight

Passengers of Air New Zealand can now order barista-made coffee via the ANZ mobile app in any of the airline's Koru Club lounges across New Zealand. The app allows customers to save their orders for the next trip.



AIR NEW ZEALAND

2016



FEELING HOME & MOBILE FIRST COMPANIES

TREND

4

2016



- ✓ Perfection
- ✓ It has to be now
- ✓ Efficiency
- ✓ Mobile

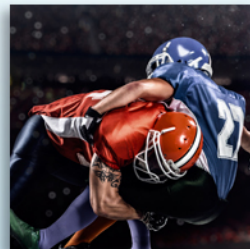


LACK OF PATIENCE

TREND

5

2016



- ✓ Foodies
- ✓ Music
- ✓ Local experiences
- ✓ Buyers
- ✓ Cultural
- ✓ Sports
- ✓ Runners



TRAVEL JOURNEY / EXPERIENCES

TREND

6

2016



- ✓ Inspire
- ✓ Sell
- ✓ Services
- ✓ Create Links LP

INTEGRATION OF DIGITAL CONTENT
STRATEGY WITHIN GENERAL DIGITAL GOALS

Big 10 mistakes

- Customers do not need brochures, they need inspiration
- Lack of updated and useful content.
- Underestimate the customer, please treat your customers with respect.
- It is a great mistake NOT to think as a customer.
- Avoid unknown territories ...
- Customer Journey means different phases = be there
- Blogs are nice, but ...
- Focus only on the booking process
- It has to be sexy to spend time in your web
- Put mobile first. Does it worth to have a crappy APP?



LET'S AMAZE YOUR TRAVELERS

Turn everything that your destinations have to offer
into more sales, loyalty and happier travelers

KNOW MORE

WE ARE BUILDING THE MOST INCREDIBLE CALENDAR OF THE WORLD

B2B Digital Content Solutions for the tourism industry



Some numbers TODAY

+3M

Daily processed events

x10

Data growth expected during 2016

+300

Sources of content

+70

Destinations

+70

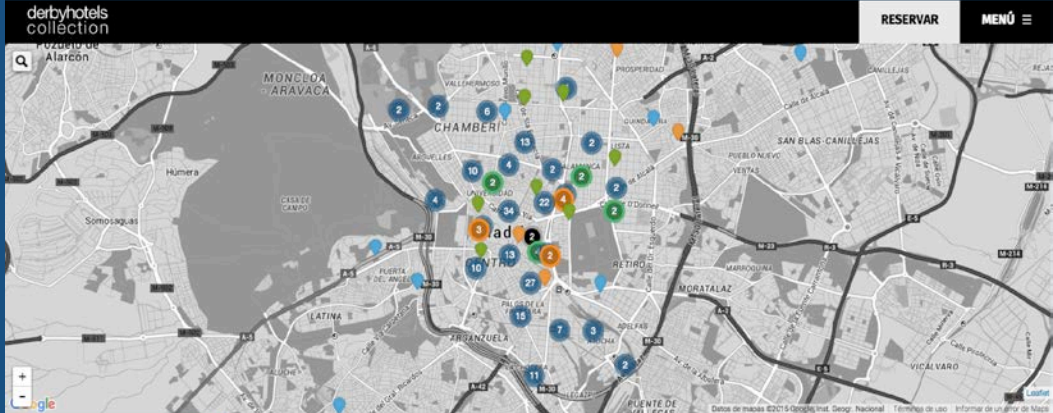
Taxonomies
(categories)



Customer Case: DERBY HOTELS (MAD/BCN/LON/PAR)

Smartvel's trip planner to improve their travelers experience

1



Elige tus categorías

Hoy

RECARGAR

VER PLAN DE VIAJE

- LUGARES
- EVENTOS
- FERIAS Y CONFERENCIAS
- DEPORTES
- MÚSICA
- ARTE Y CULTURA

1 Elija lugares y eventos

2 Programa como lo deseas

3 Reciba y comparta su plan de viaje

Hoteles Lugares Eventos Restaurantes

PLAN DE VIAJE

Reservar Hotel

16 Octubre Viernes

Exposición: Effigies Amicorum. Retrato de artistas por...

Desde 22/09/15 hasta 10/01/16

Hotel Urban 5*GL

Estándare de la modernidad, la vanguardia y el lujo, está ubicado en pleno Madrid de los...

Exposición 'Arte Transparente' en el Museo del Prado de Madrid

Desde 14/10/15 hasta 10/01/16

Exposición: El Divino Morales

El Museo Nacional del Prado acoge una nueva...

2

Mi plan de viajes

Travel Plan

Where do you want us to send you the route plan?

Reservar Hotel

16 Octubre Viernes

Exposición: SALÓN NAÚTICO

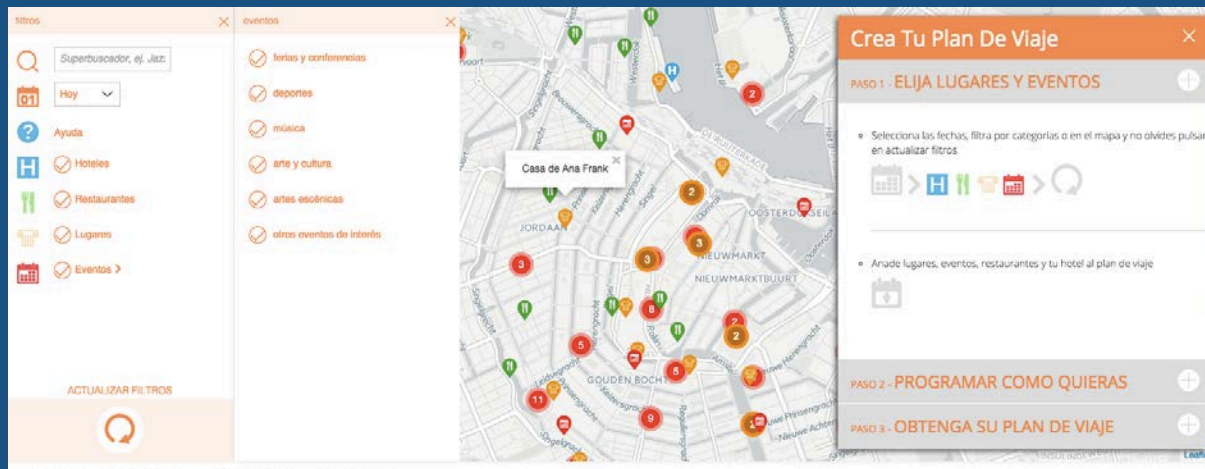
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Customer Case: AMSTERDAM BETA

Smartvel's trip planner to
improve their travelers
experience

1



2



3

