

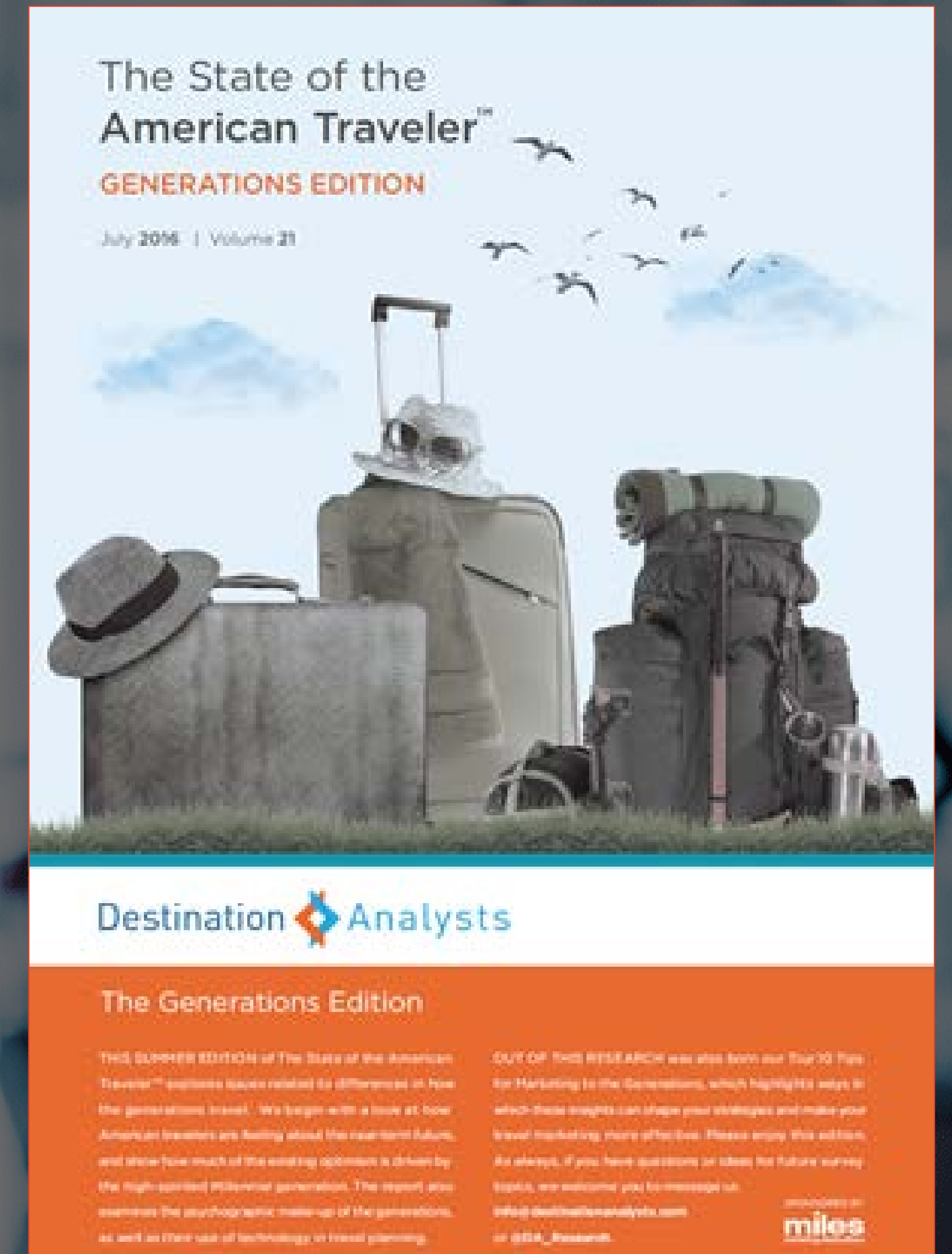
UPCOMING WEBINAR:

US Travel Outlook
Generations Travel Interests/Behavior
Generations Use of Media

Spotlight:

Generations' use of Social Media
with Sparkloft

September 1st. 2016



Destination Analysts

miles
marketing destinations

GENERATIONS EDITION STATE OF AMERICAN TRAVELER

Miles & Destination Analysts. Sept 1st. 2016

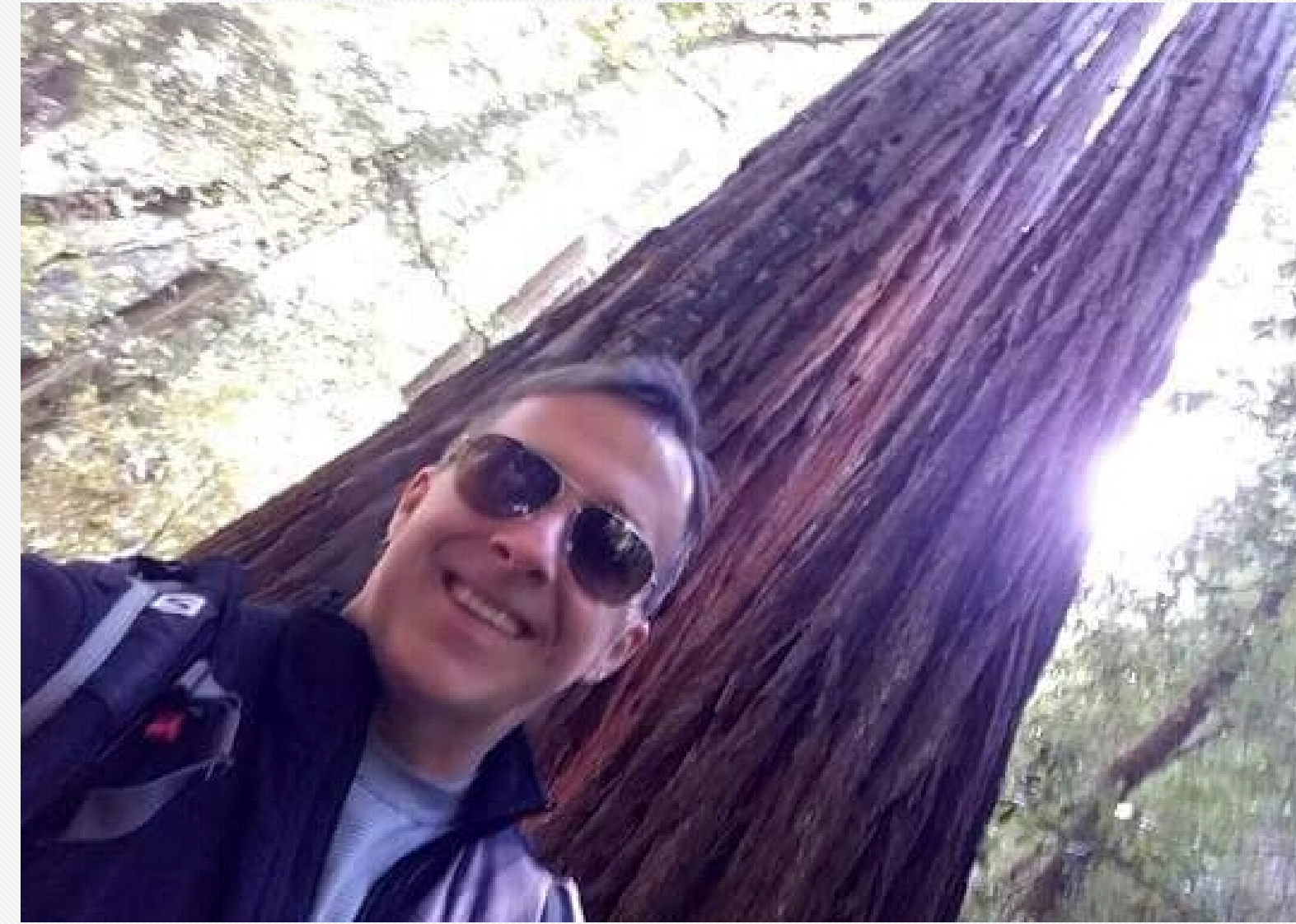
Greetings



Chris Adams

+1 303 842 3394

Chris.Adams@MilesPartnership.com
Social: MeetMiles



Dave Bratton

+1 415 307 3283

Dave@DestinationAnalysts.com
Social: DA_Research

Guest Presenter

SPARKLOFT



Aaron Babbie

+971 246 0776

Aaron@SparkloftMedia.com

Social: @sparkloft

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IN IT TO WIN IT IN **BIRMINGHAM**

September 7-9, 2016

SPEAKERS INCLUDE

Phyllis Hoffman DePiano * Bill Geist * Dr. Peter Tarlow, PH.D

FEATURING

Shining Example Awards * Media Mania Panel * Peer-to-Peer Breakouts

<http://SoutheastTourism.org/Meetings/Fall-Forum>





DMA West Education Summit & Vendor Showcase

Bringing Together a Changing Industry | September 21-23, 2016 | Mesa, Arizona

The DMA West Education Summit offers sessions across the subjects of **marketing, sales, and product development**.

Taught by innovative experts and inventive peers in the industry, you'll keep your skill set competitive and fresh.

- **Keynotes by:** Adam Sacks, Erin Francis-Cummings, Erik Wolf, Glen Hiemstra, Dr. Soo Kang
- **Workshops and Roundtables:** to enhance capabilities and critical skills
- **Experience-the-Destination:** day-long experiential opportunities that motivate and refresh (September 21)
 - Western Heritage | Fresh Foodie Trail | Baseball & Brews
- **Best Idea Program & Awards:** innovative marketing and management approaches

Education Summit program and online registration at www.dmawest.org

How to participate in today's webinar

Grab Tab (open or close the control panel)

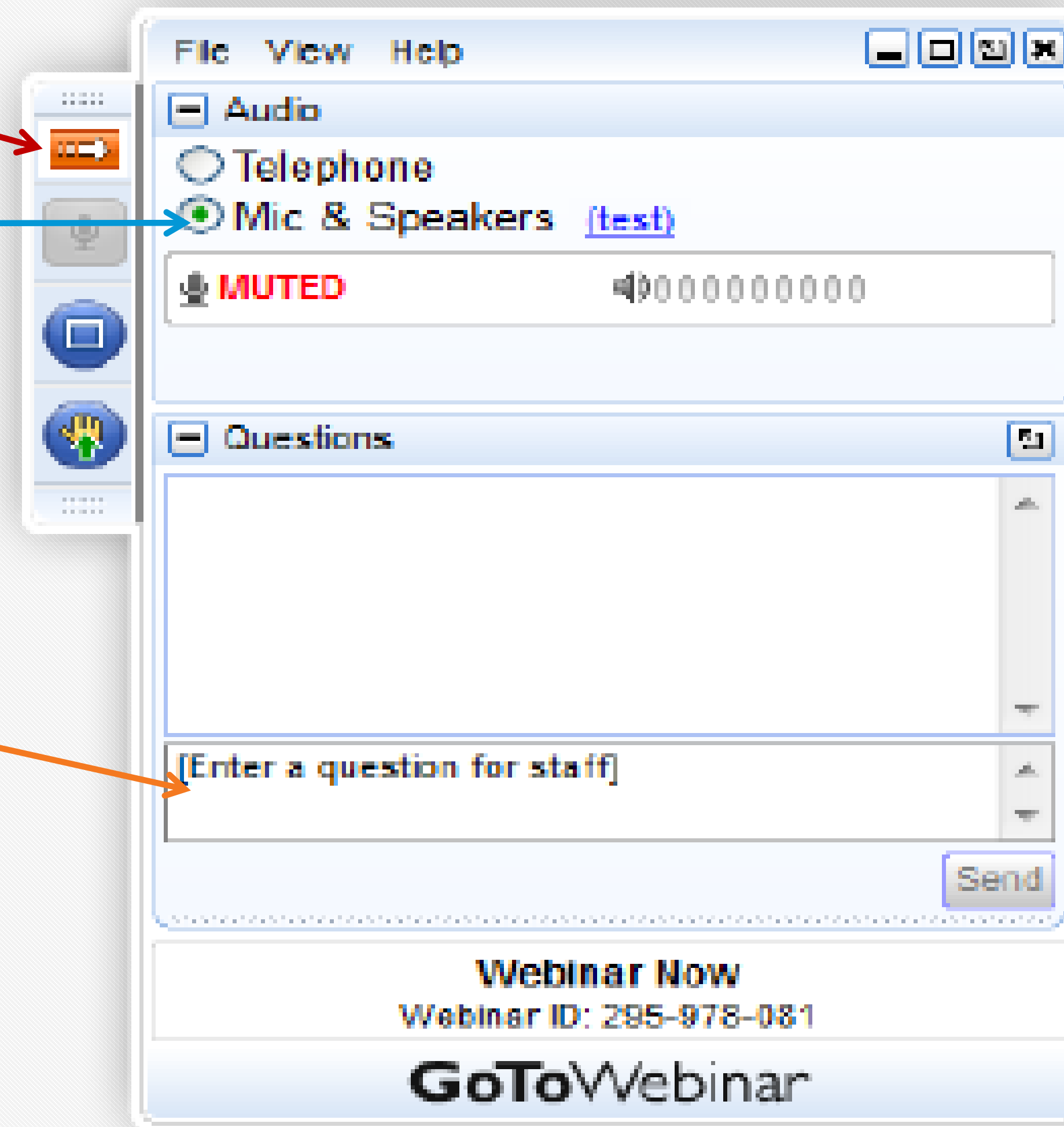
Choose your audio

Use Text Box to ask questions

In case of "Drop-Off", use your Link to rejoin the webinar

A Question & Answer Session will be held at the end of today's session

Today's webinar is being recorded and will be made available for later viewing



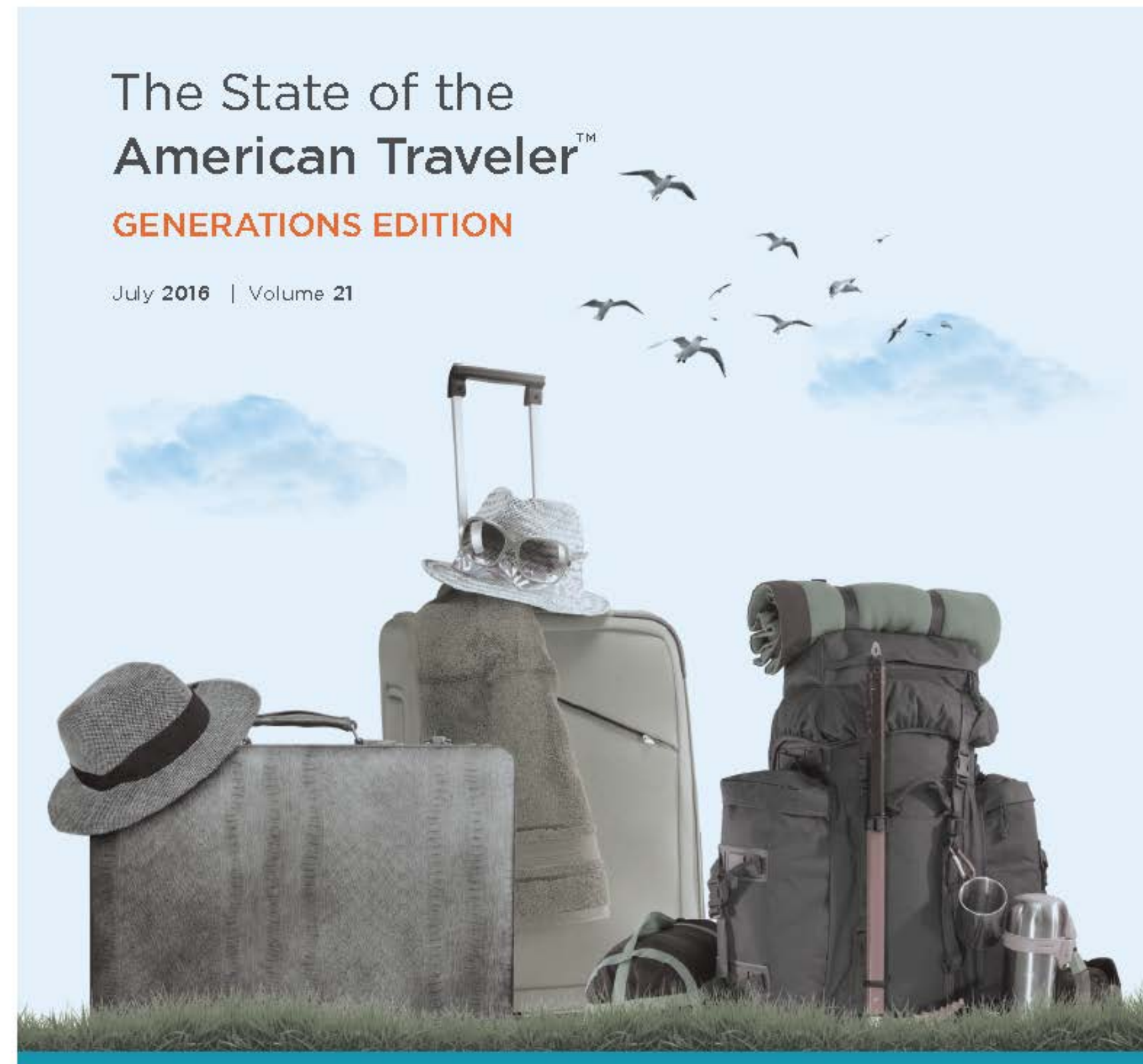
Agenda

1. Research: Travel Outlook
2. Research: Generations Travel Behavior and Interests
3. Research: Generations Use of Media
4. Examples
5. **Spotlight:** Generations Use of Social Media *with SparkLoft*

Destination Analysts

The State of the American Traveler **Generations Edition**

David Bratton
Managing Director
Destination Analysts, Inc.



Destination  Analysts

The Generations Edition

THIS SUMMER EDITION of The State of the American Traveler™ explores issues related to differences in how the generations travel. We begin with a look at how American travelers are feeling about the near-term future, and show how much of the existing optimism is driven by the high-spirited Millennial generation. The report also examines the psychographic make-up of the generations, as well as their use of technology in travel planning.

OUT OF THIS RESEARCH was also born our Top 10 Tips for Marketing to the Generations, which highlights ways in which these insights can shape your strategies and make your travel marketing more effective. Please enjoy this edition. As always, if you have questions or ideas for future survey topics, we welcome you to message us. info@destinationanalysts.com or [@DA_Research](https://twitter.com/DA_Research).

SPONSORED BY


The State of the American Traveler

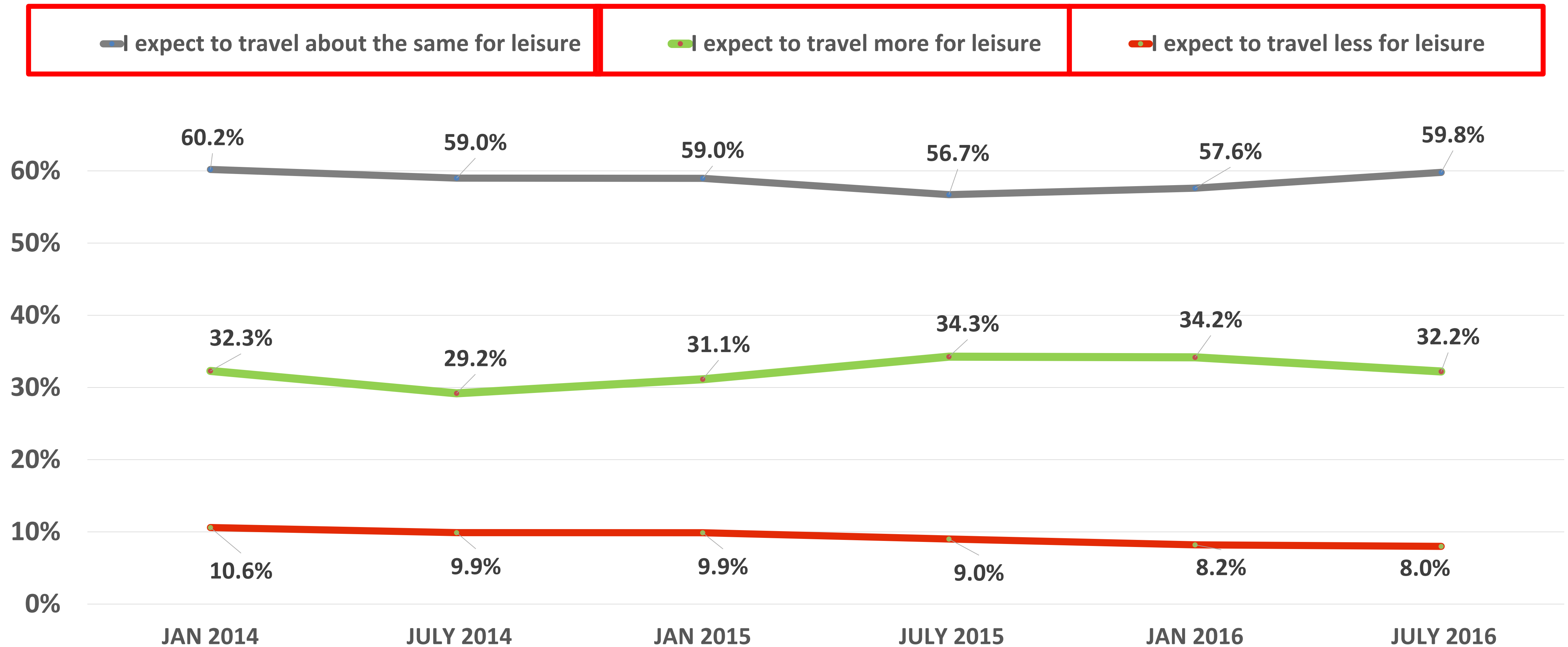
- Online survey conducted since 2006
- Survey invitation sent to a nationally representative sample of US adults
- Total sample of 2,000+ American leisure travelers
- Examines traveler sentiment, motivations & behaviors
- Late June 2016

Destination  Analysts
DO YOUR RESEARCH



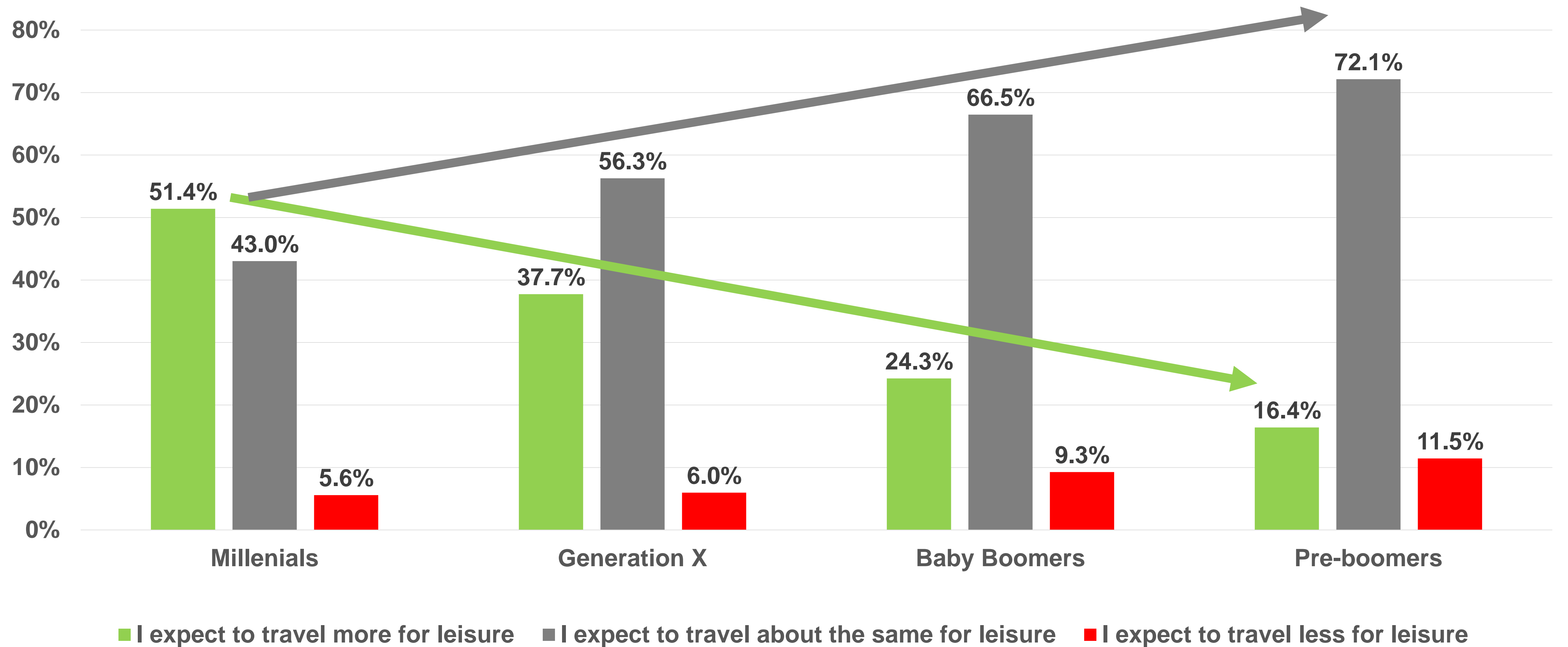
TRAVELER SENTIMENT

Travel Optimism: Trips (Next 12 Months)



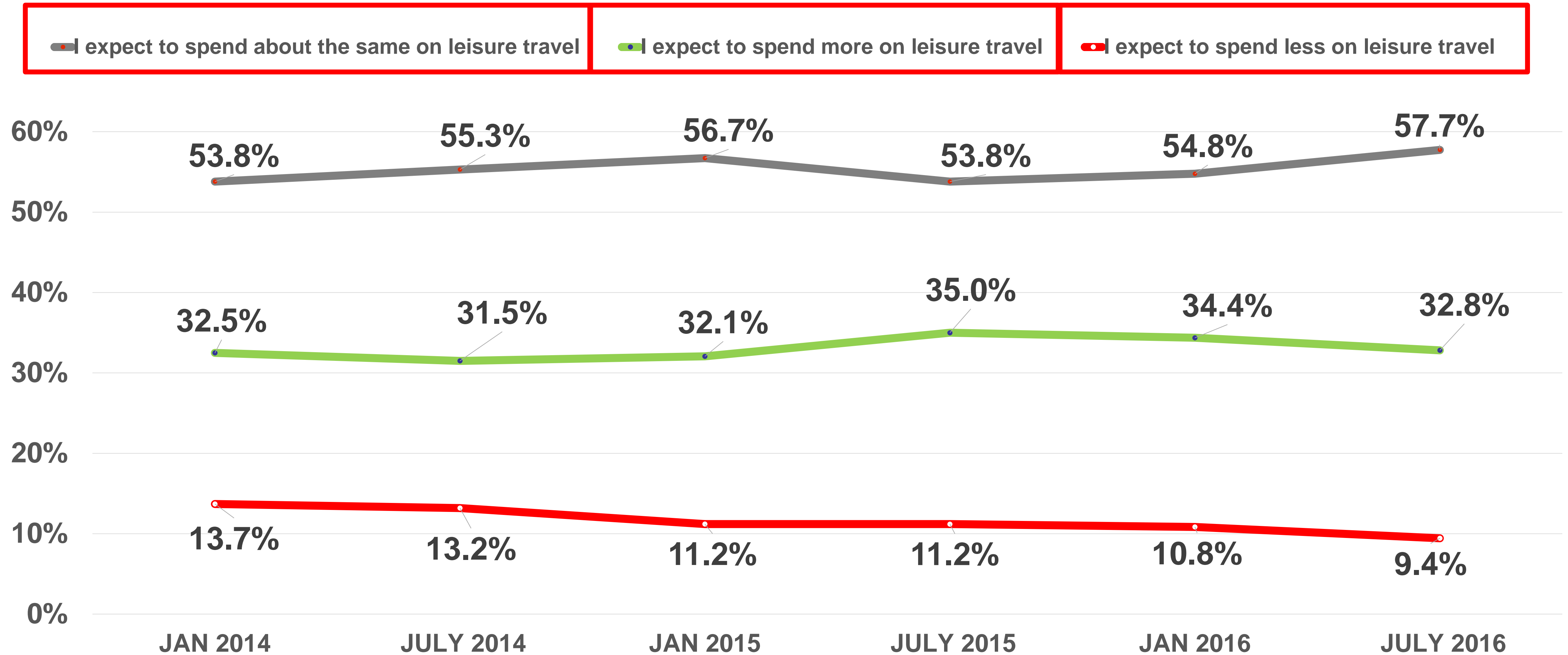
In the next 12 months, do you expect to travel more or less for leisure travel than you did in the most recent 12 month period?

Travel Optimism by Generation: Trips (Next 12 Months)



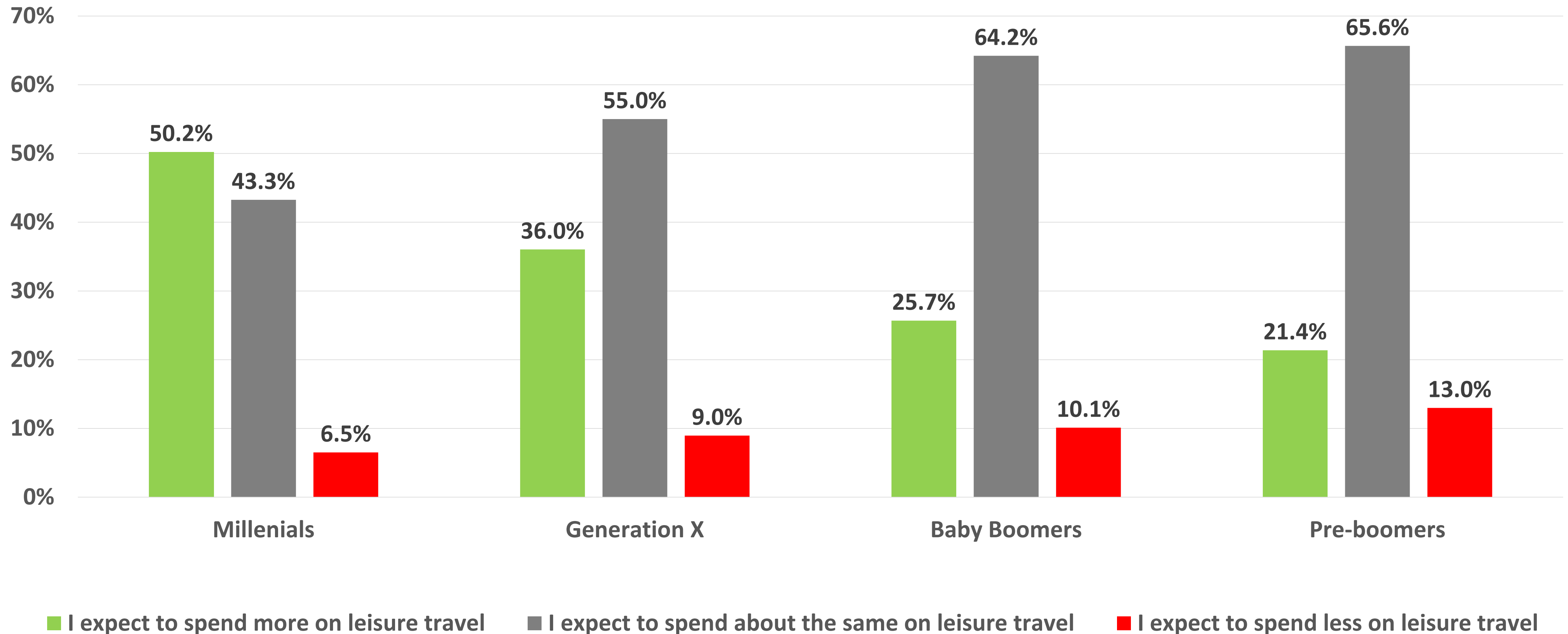
In the next 12 months, do you expect to travel more or less for leisure travel than you did in the most recent 12 month period?

Travel Optimism: Spending (Next 12 Months)



In the next 12 months, do you expect to spend more or less for leisure travel than you did in the most recent 12 month period?

Travel Optimism: Spending (Next 12 Months)



In the next 12 months, do you expect to spend more or less for leisure travel than you did in the most recent 12 month period?

The **State** of the
American Traveler

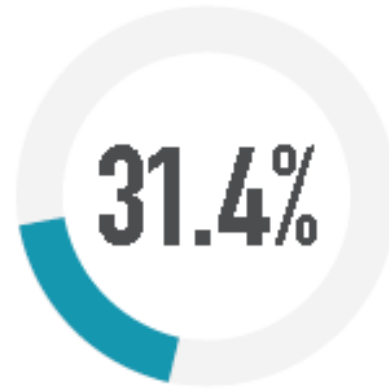
**RESOURCE AND
TECHNOLOGY USE
IN TRAVEL PLANNING**



The use of travel resources by different generations in the last 12 months

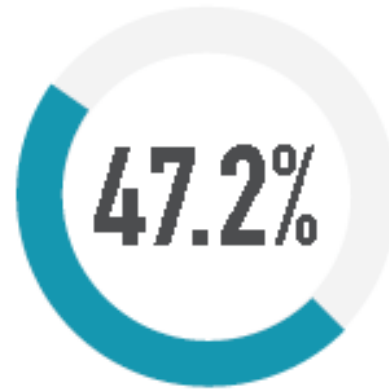
Millennials Generation X Baby Boomers

Any Social Media
(for travel planning)



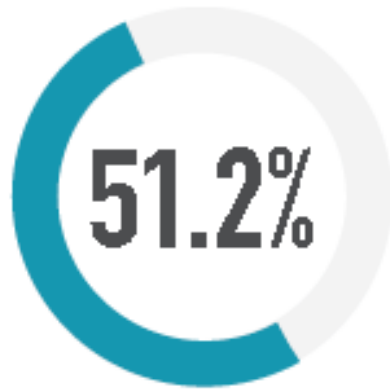
← **Millennials dominate**

Any Print Resource
(for travel planning)



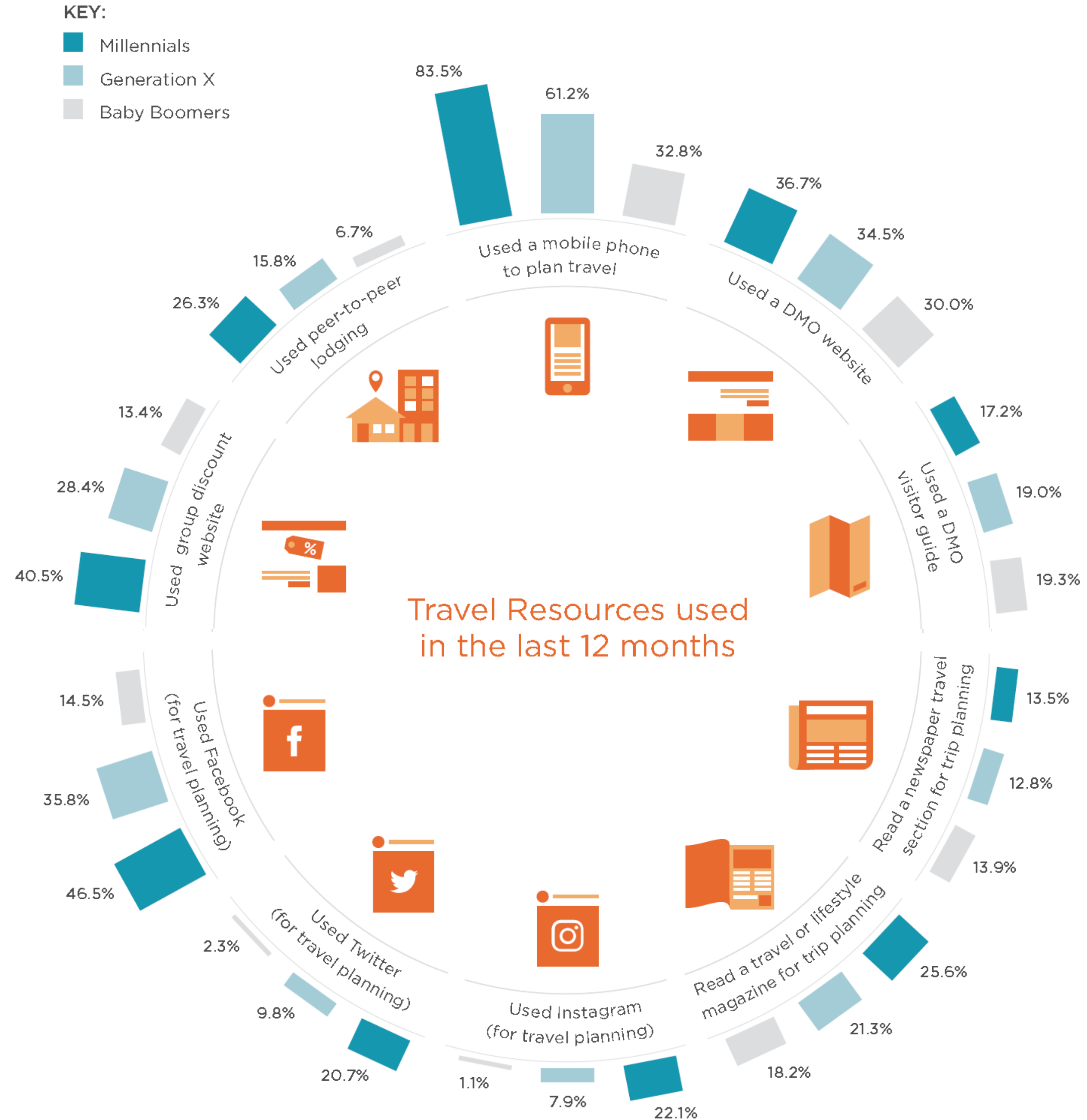
← **Relative parity**

Any DMO resource
(for travel planning)



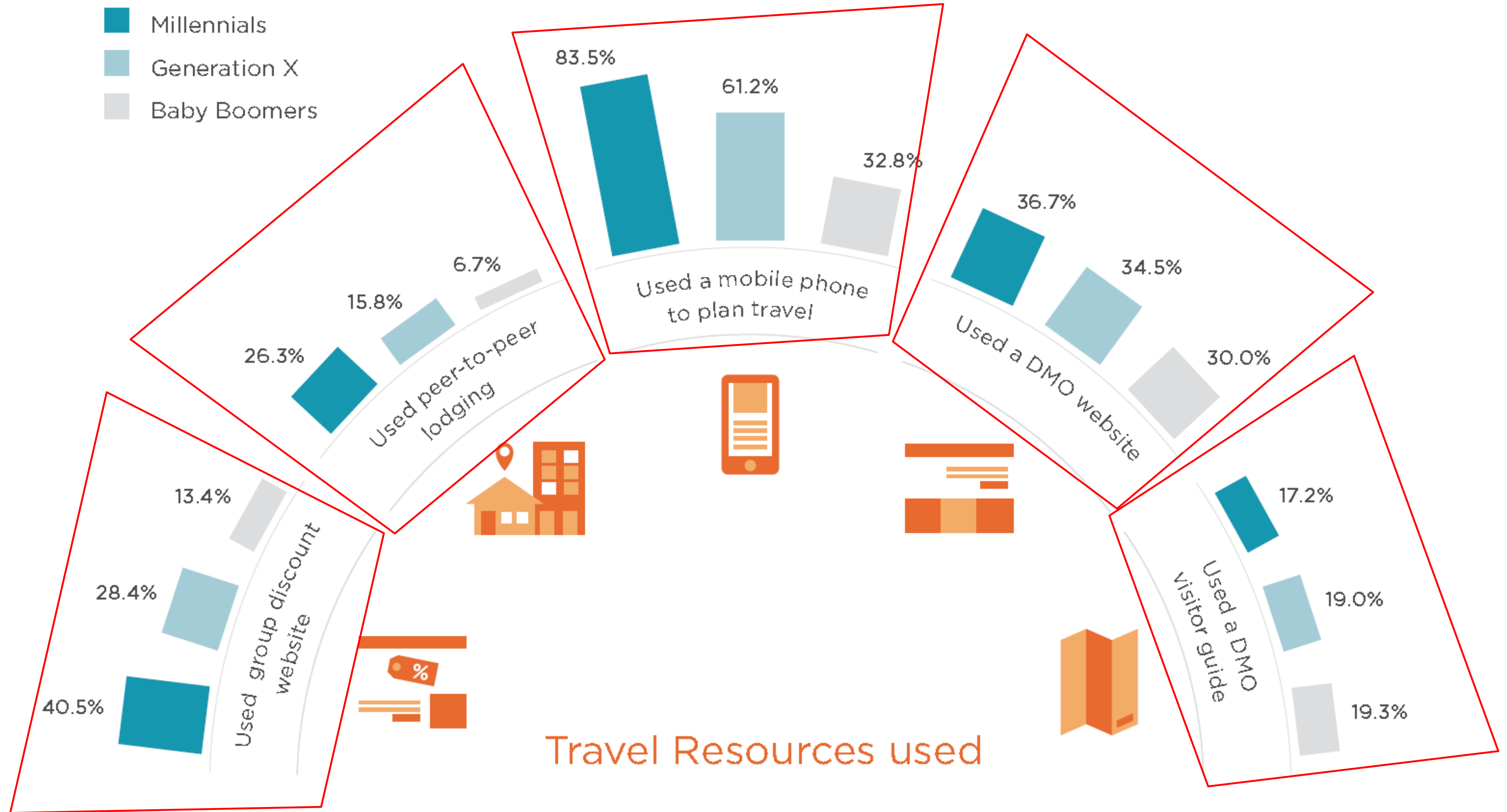
← **Slight Millennial edge**

Travel Planning Resources Used (Past 12 Months)

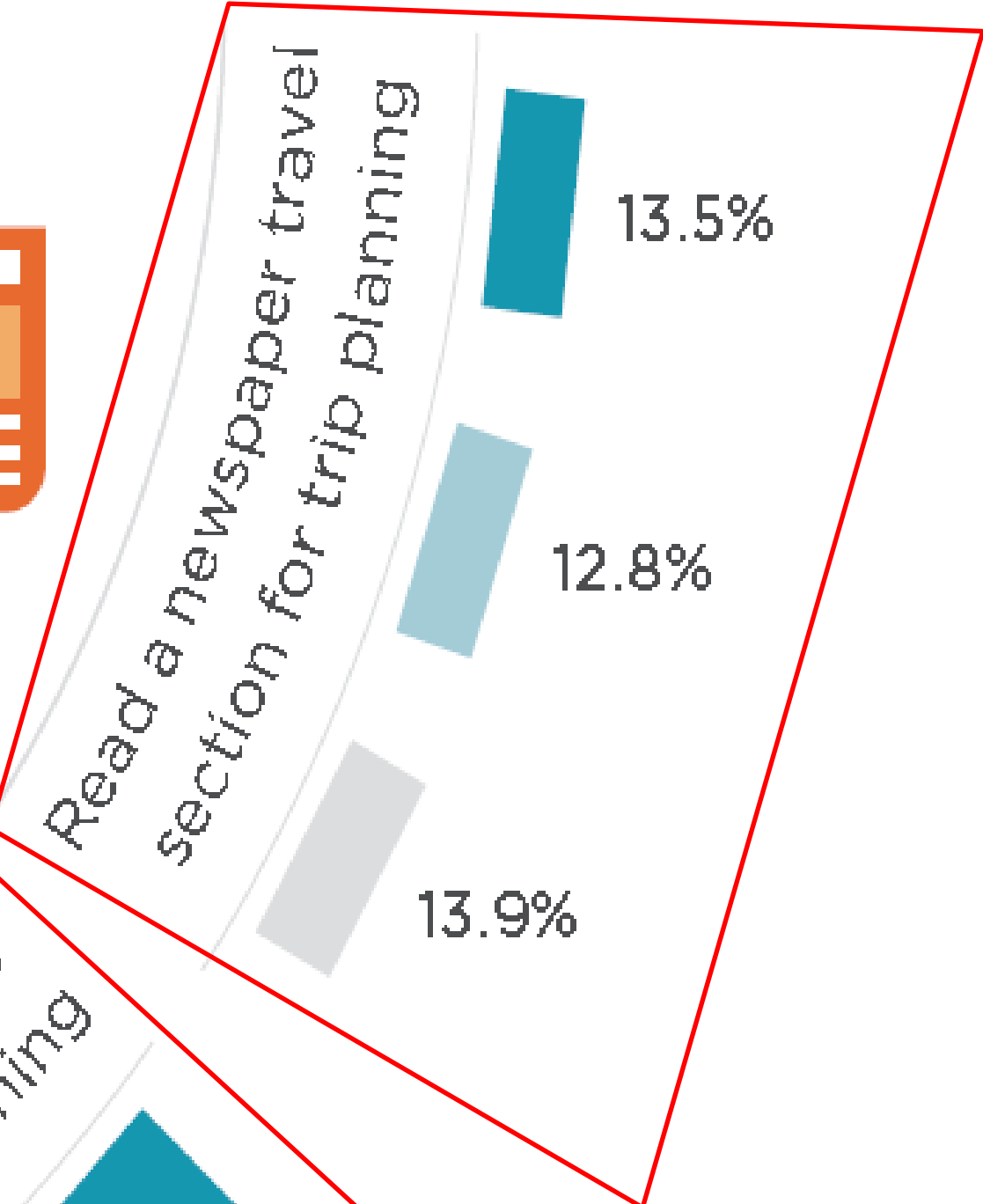
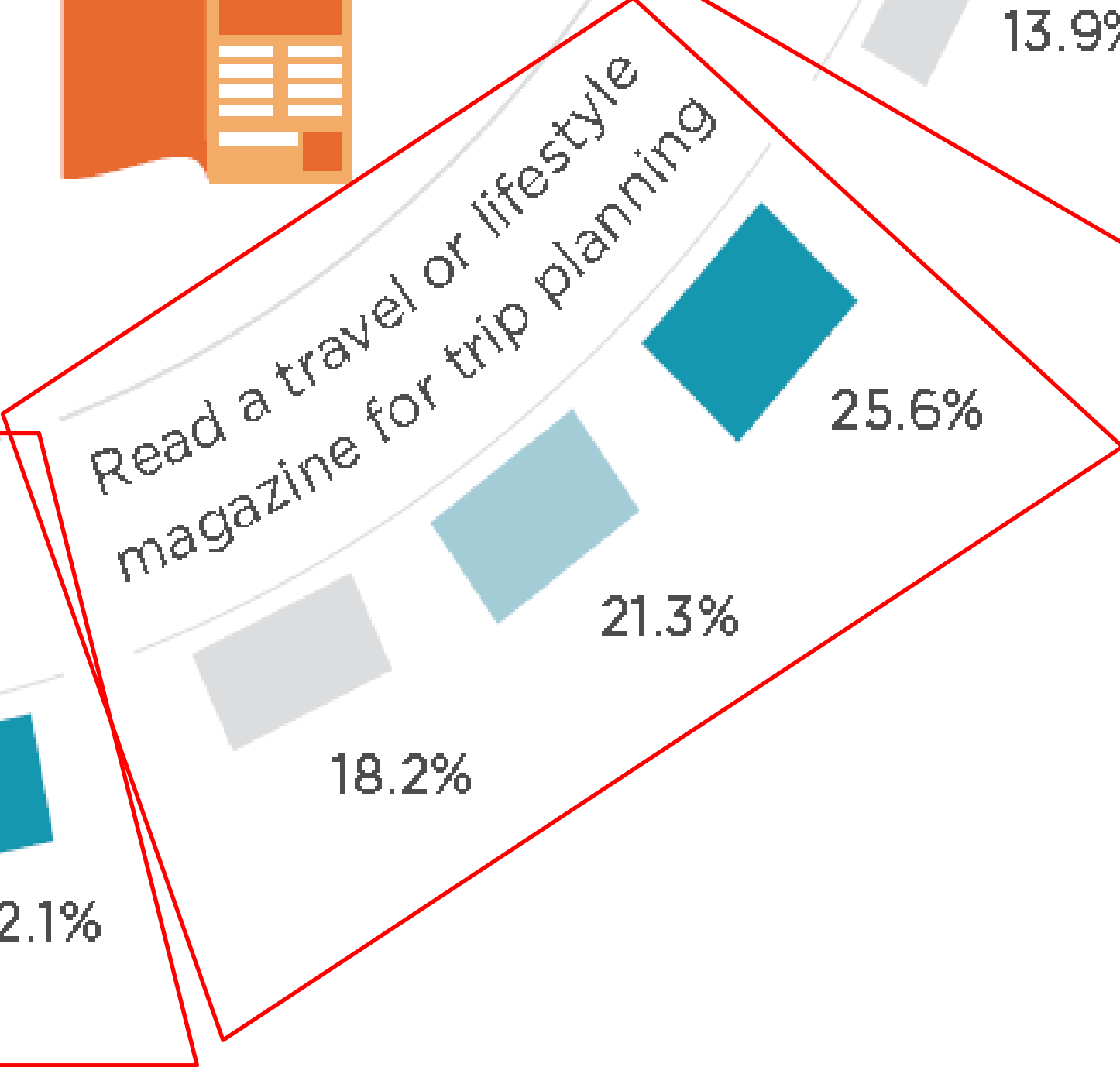
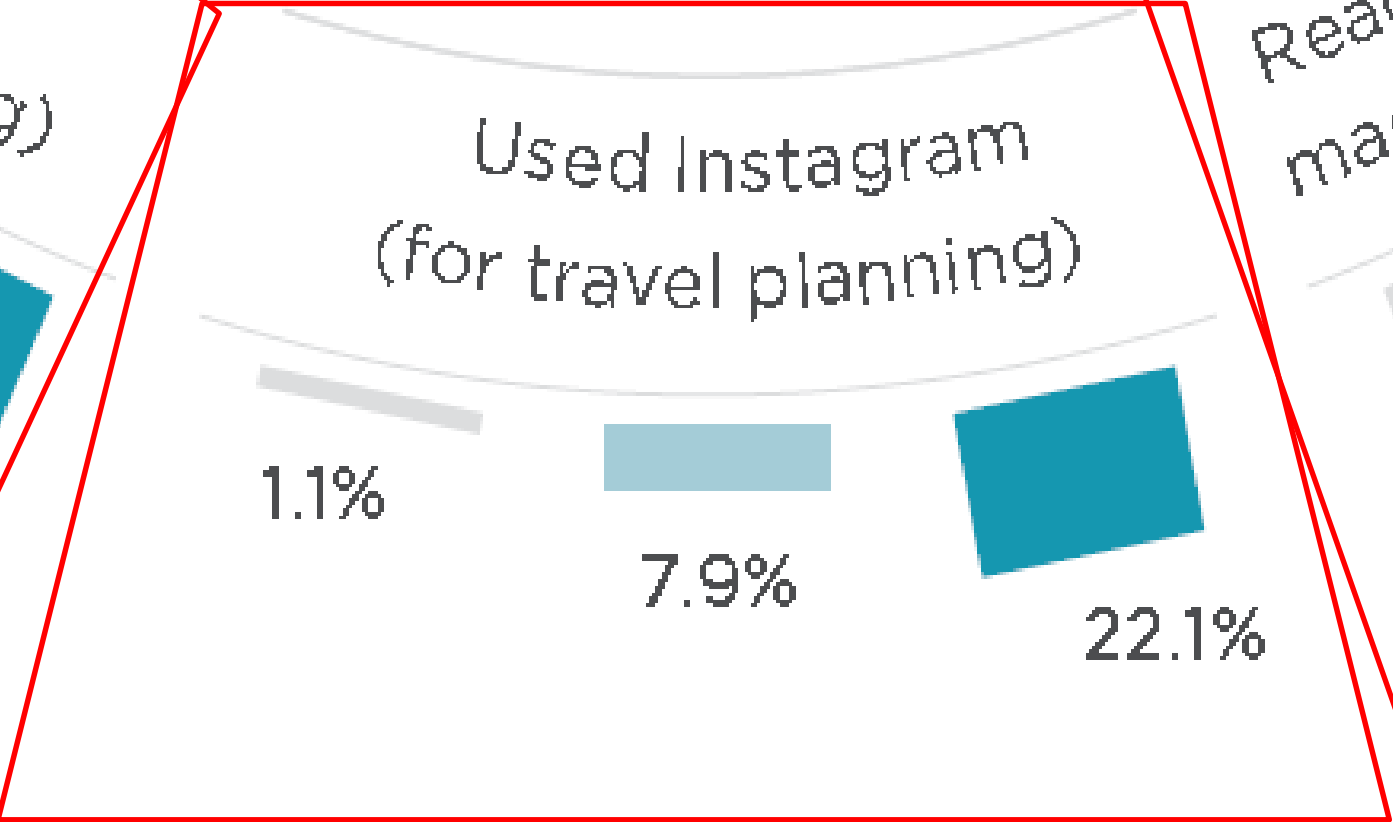
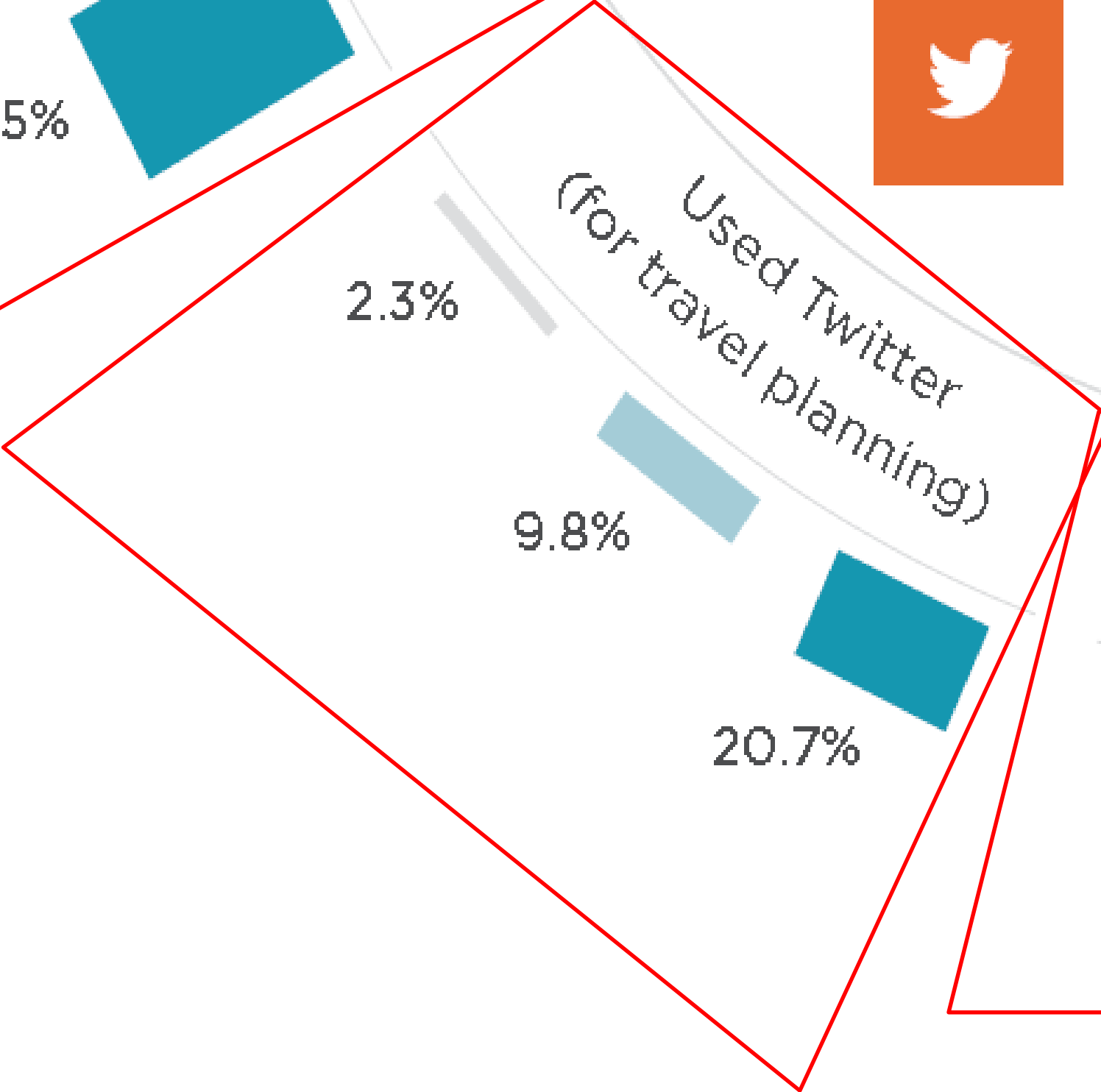
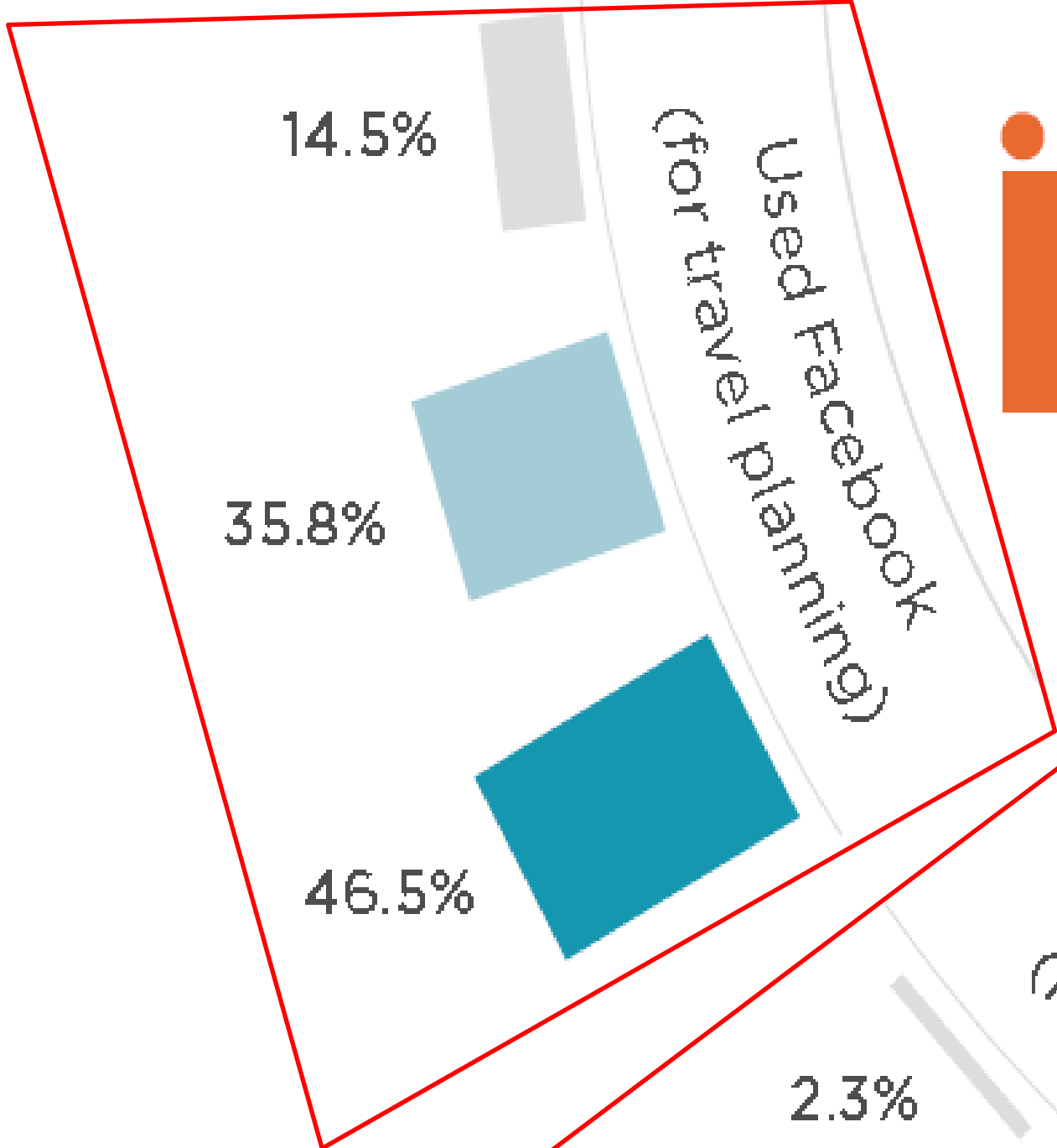


KEY:

- Millennials
- Generation X
- Baby Boomers



in the last 12 months

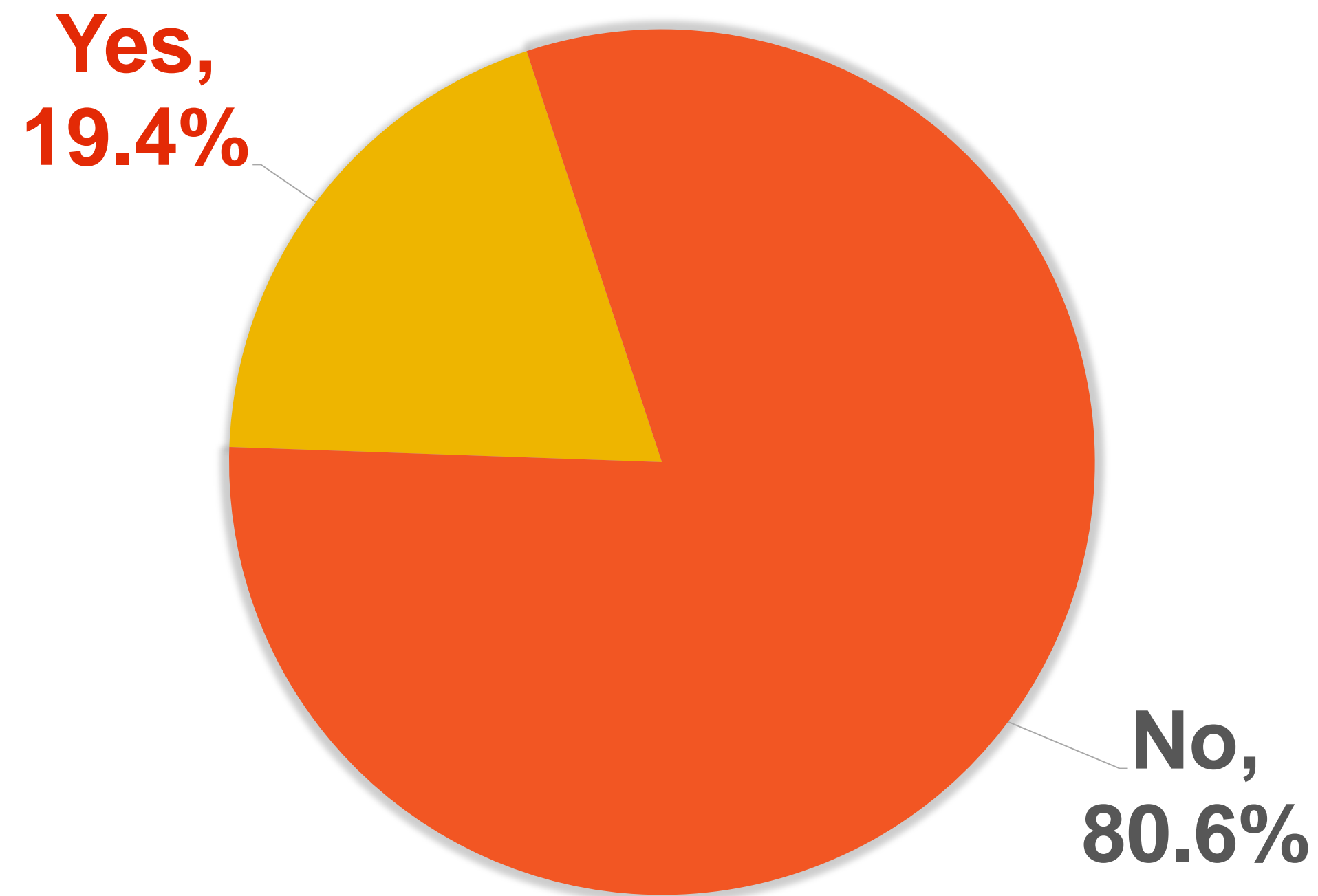




PEER-TO-PEER RESOURCES

Peer-to-peer Ride Sharing (e.g., Uber, UberX, Lyft) While Traveling

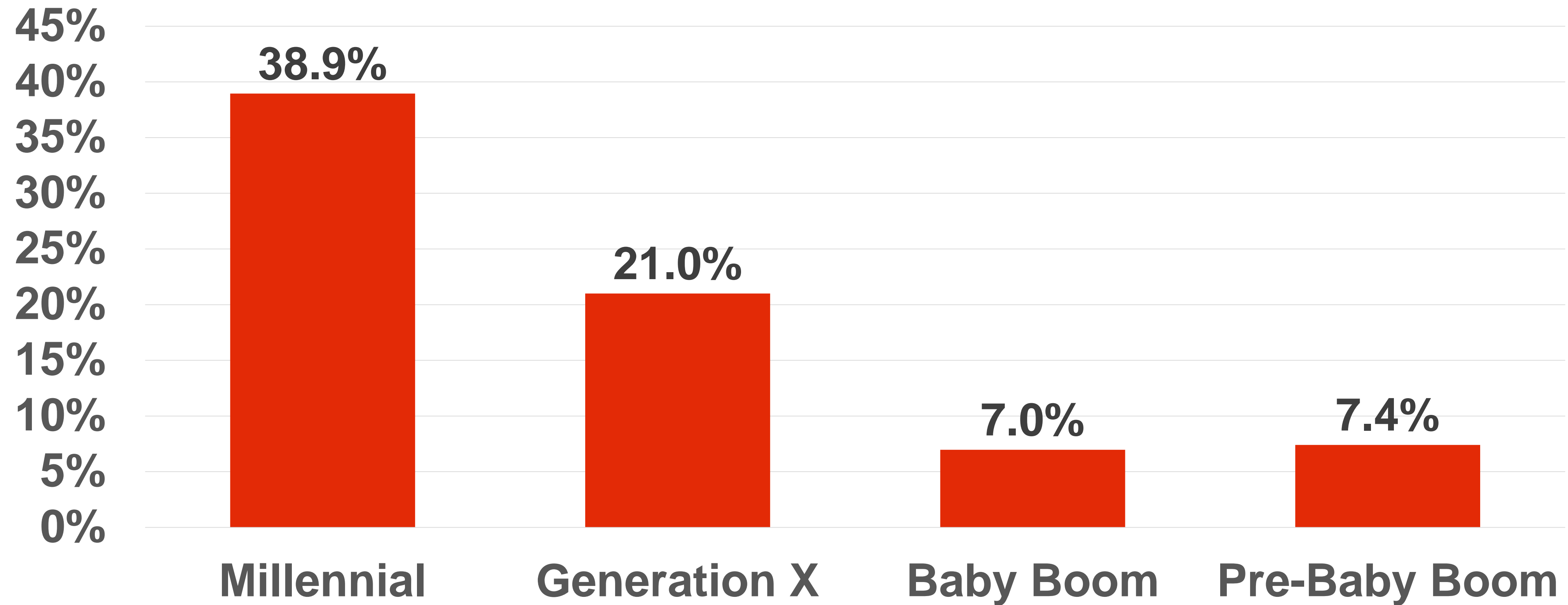
Used While Traveling (Past 12 Months)



In the past 12 months, have you used a peer-to-peer ride service like Uber, UberX or Lyft while traveling for leisure?

Used Peer-to-peer Ride Sharing (Past 12 months)

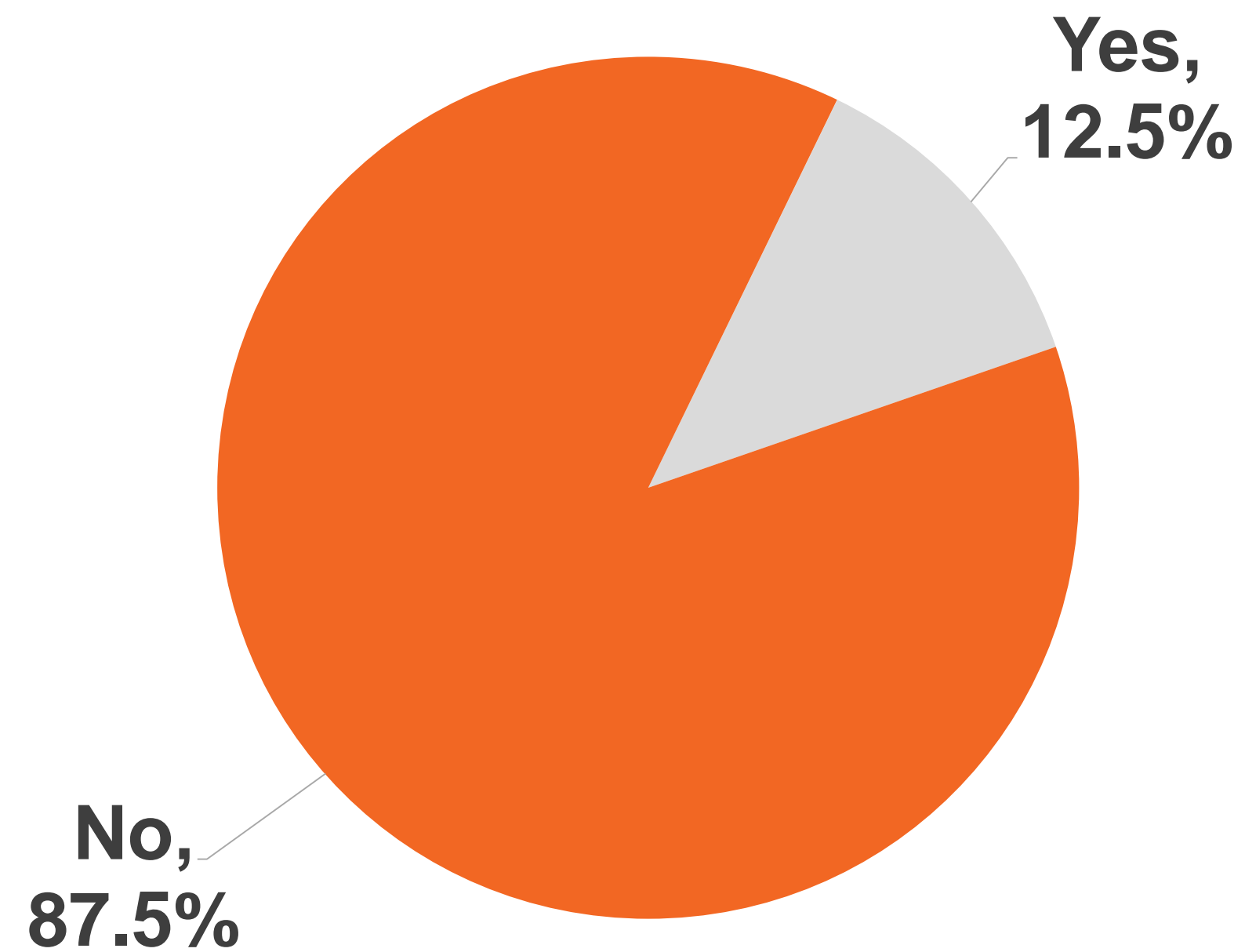
Generational Perspective



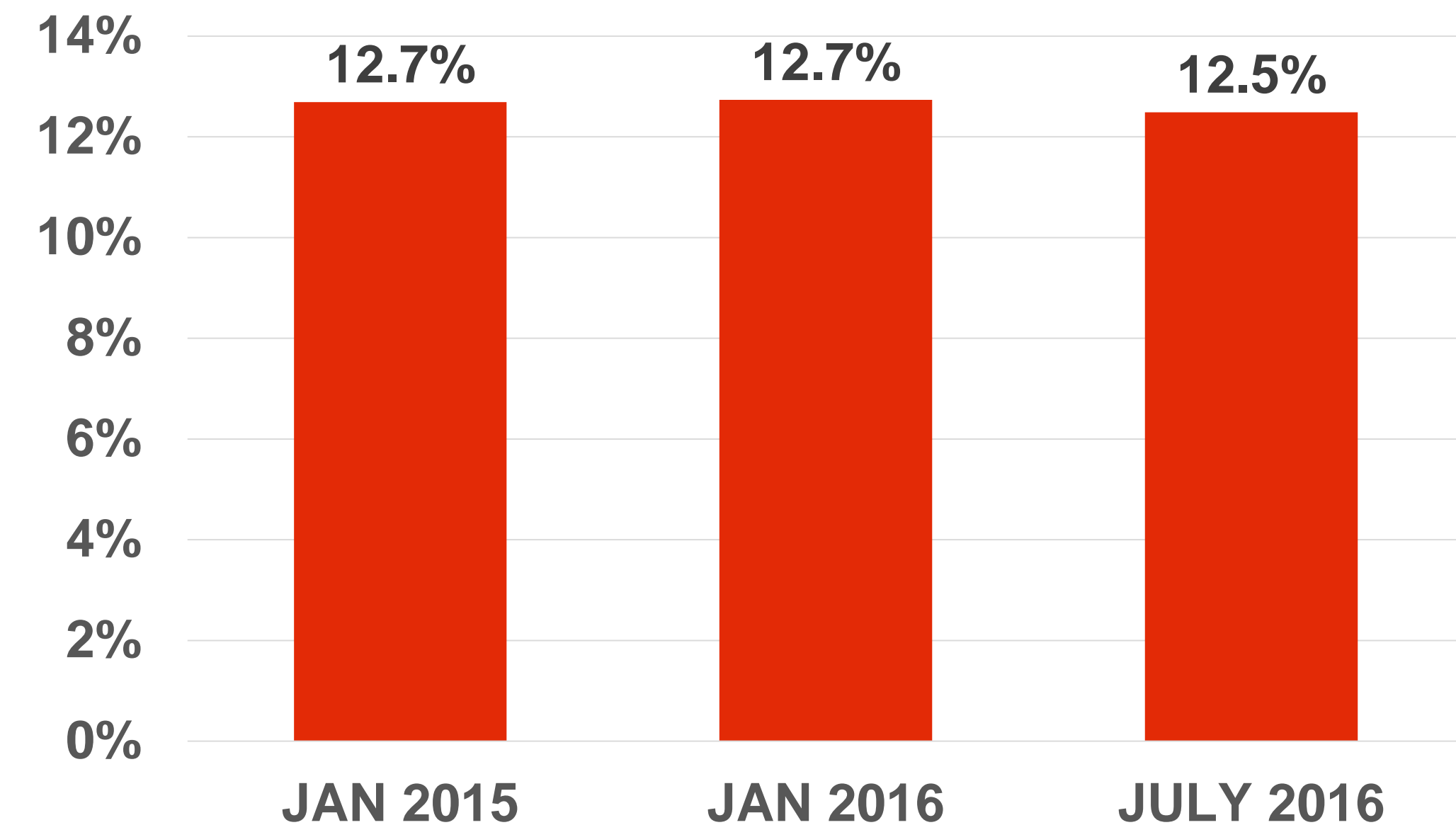
In the past 12 months, have you used a peer-to-peer ride service like Uber, UberX or Lyft while traveling for leisure?

Used Peer-to-peer Lodging Services

Used While Traveling (Past 12 Months)



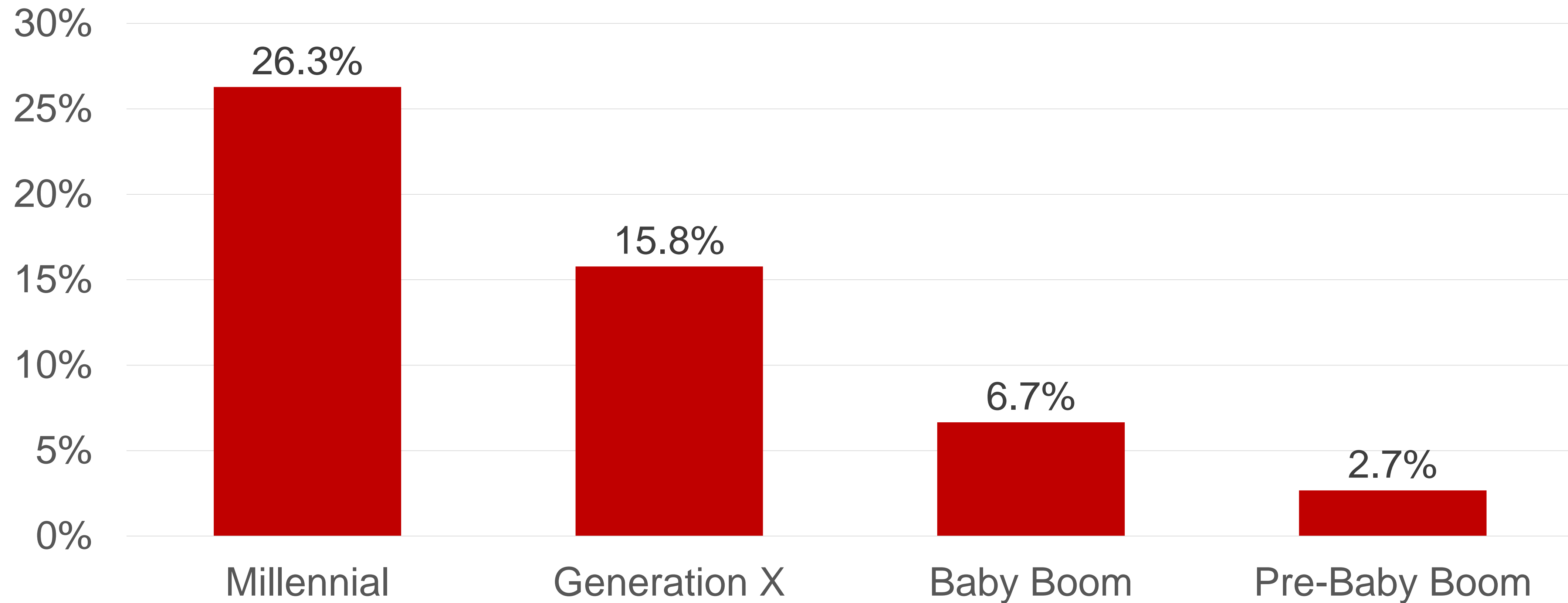
Recent Data Points



In the past 12 months, have you used any PEER-TO-PEER LODGING WEBSITE (e.g., Airbnb and VRBO) to book any leisure accommodations?

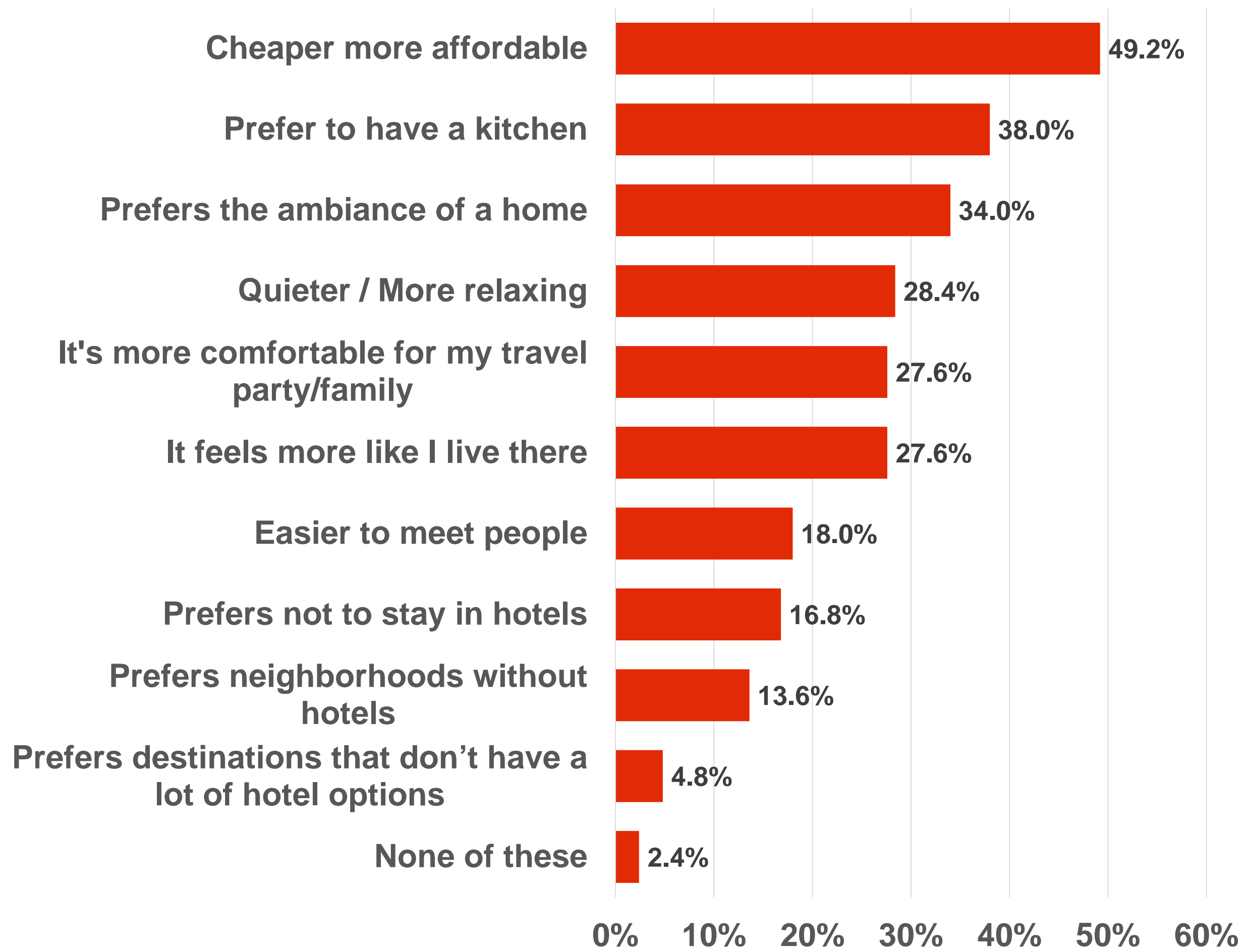
Used Peer-to-Peer Lodging (Past 12 months)

Generational Perspective



In the past 12 months, have you used any PEER-TO-PEER LODGING WEBSITE (e.g., Airbnb and VRBO) to book any leisure accommodations?

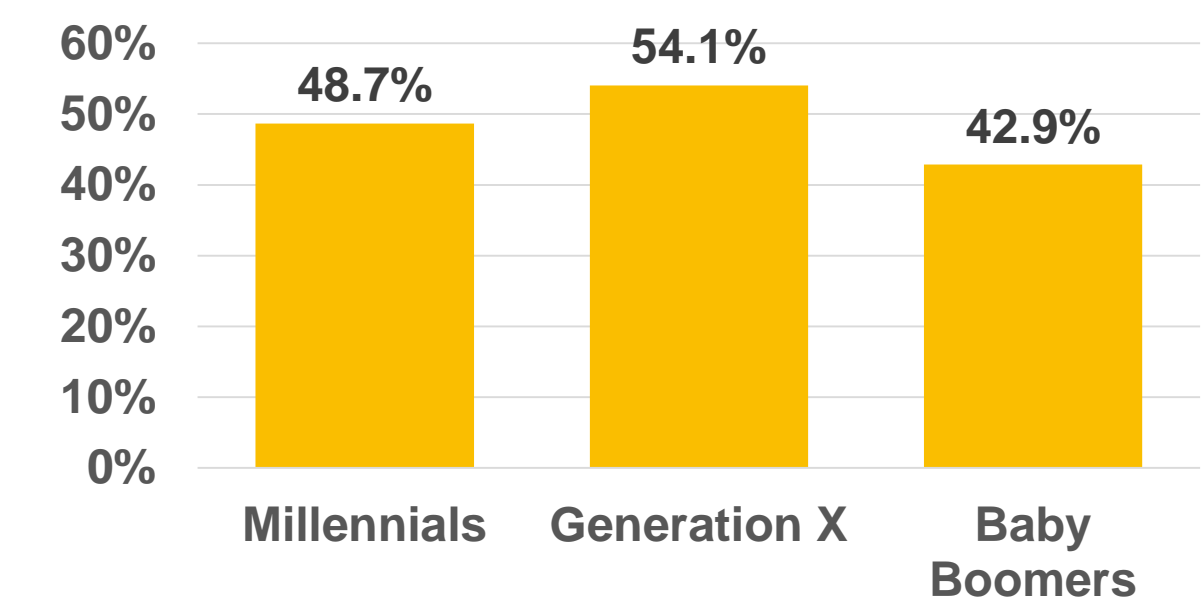
Why Peer-to-Peer Lodging?



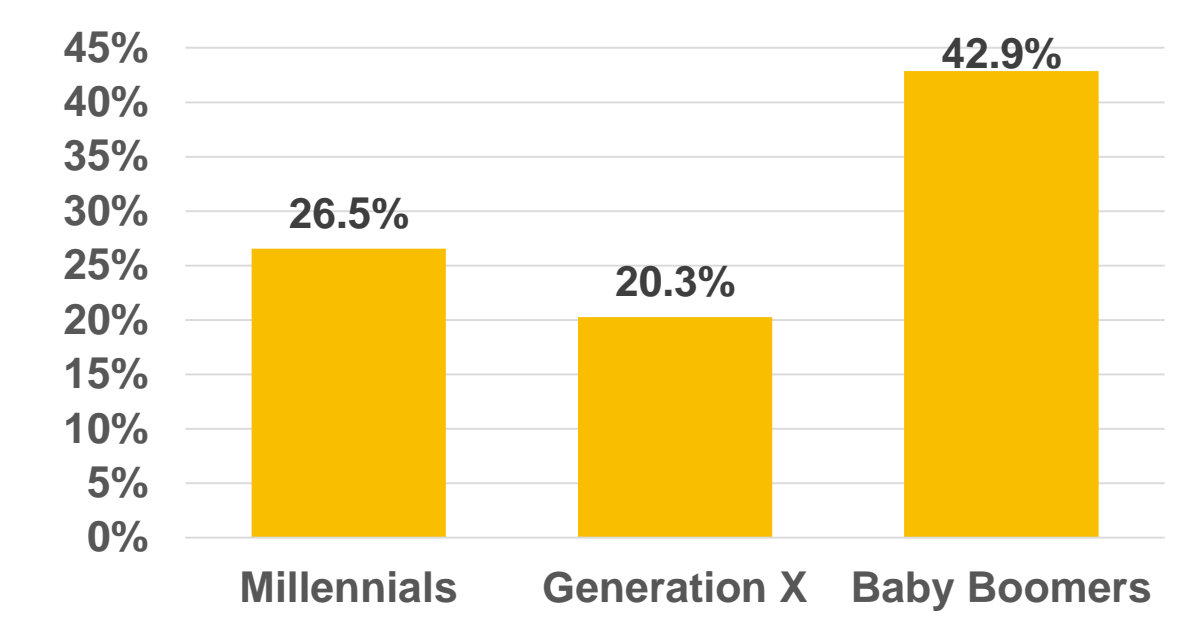
Why do you use peer-to-peer lodging properties (i.e., using AirBnB.com, VRBO, HomeAway, etc.)?

Source: The State of the American Traveler, Destination Analysts, Inc.

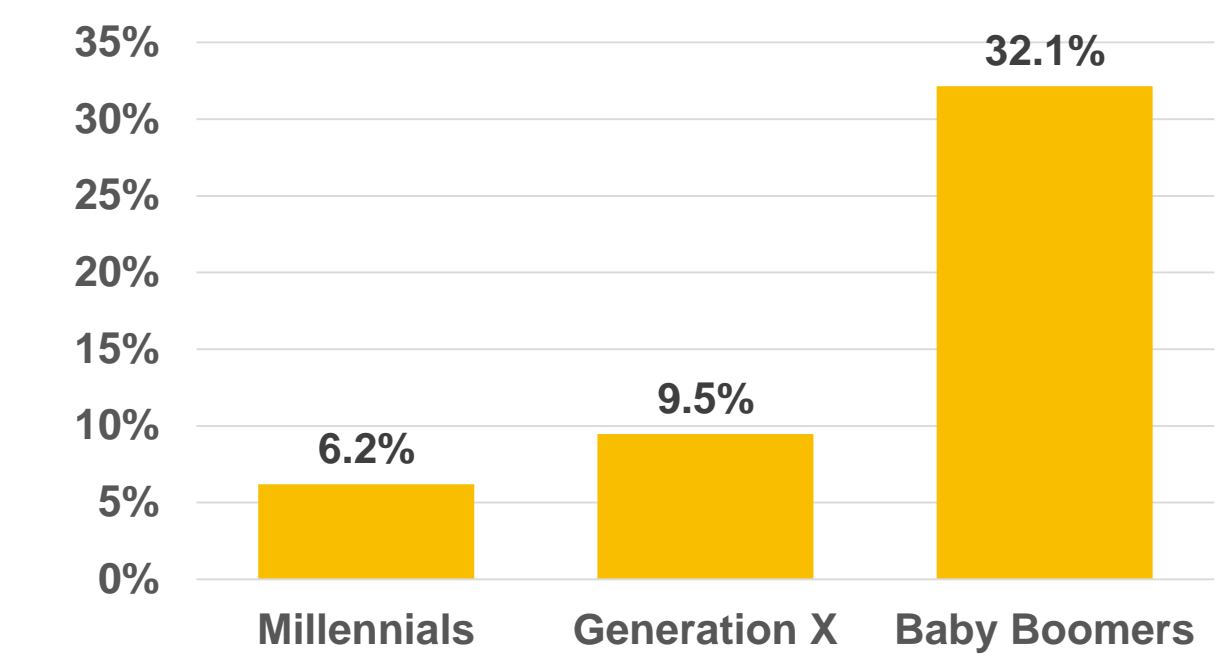
Cheaper/More affordable



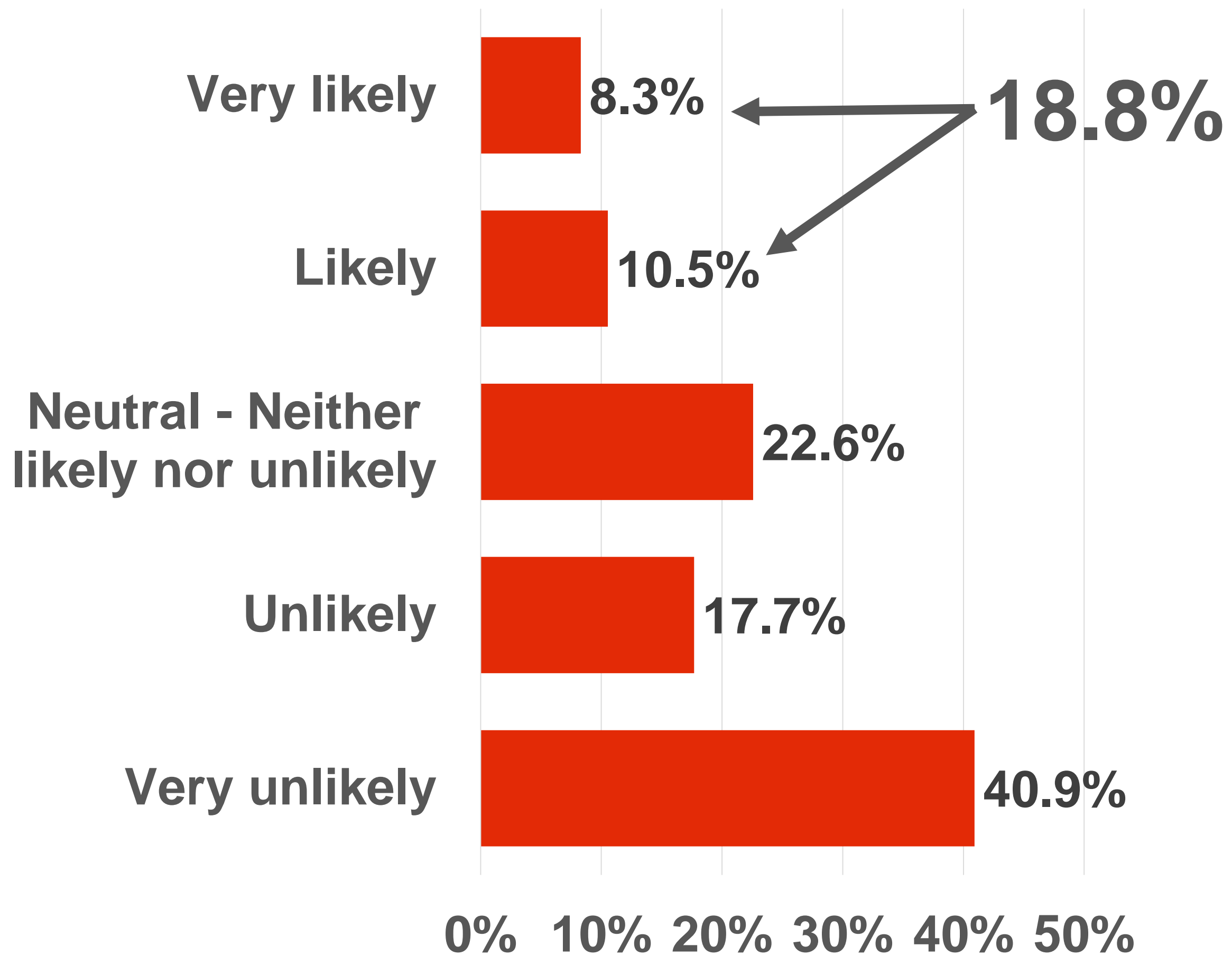
Quieter/More relaxing



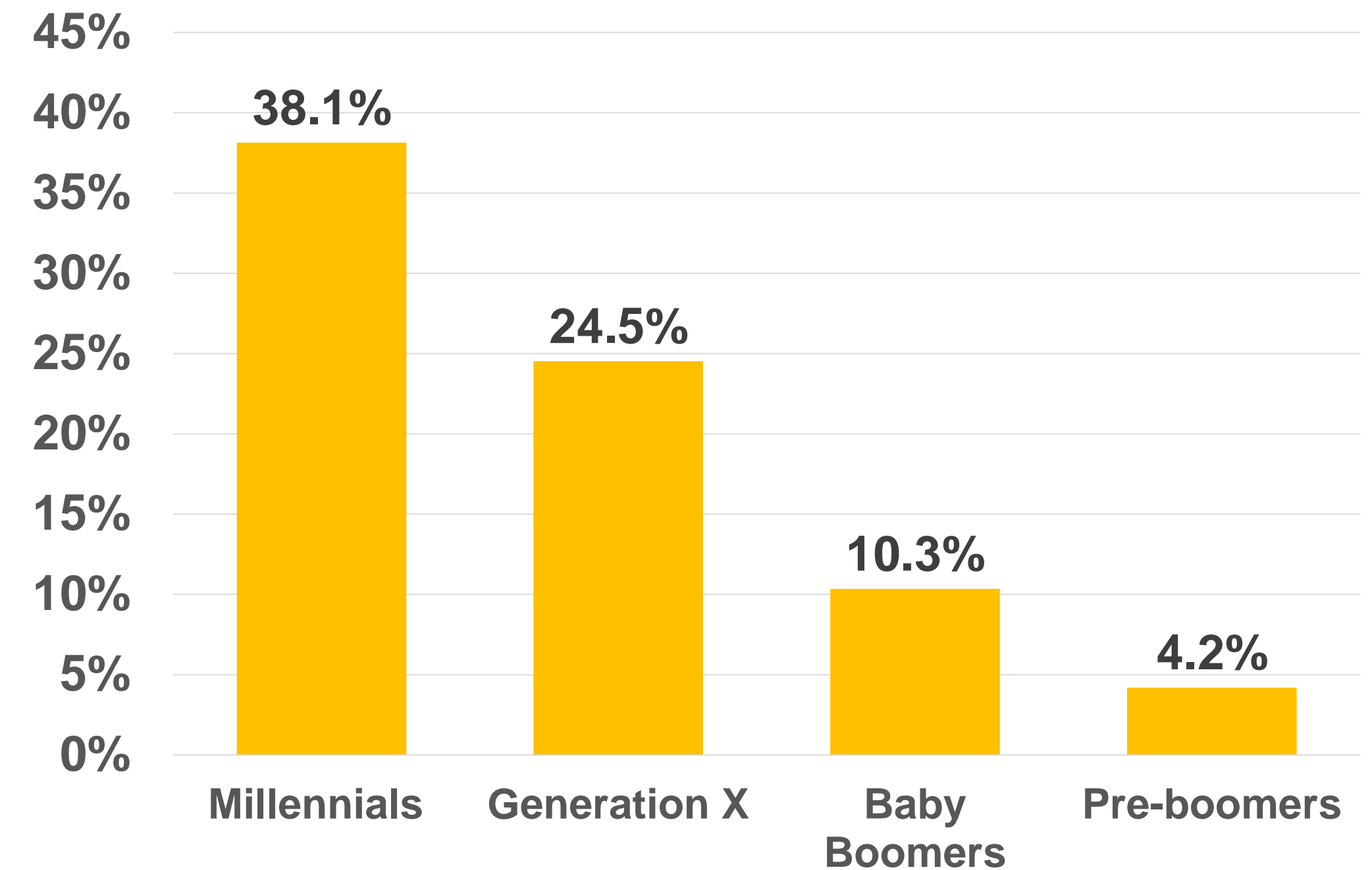
Prefers neighborhoods without hotels



Likelihood of Use (Next 12 Months)



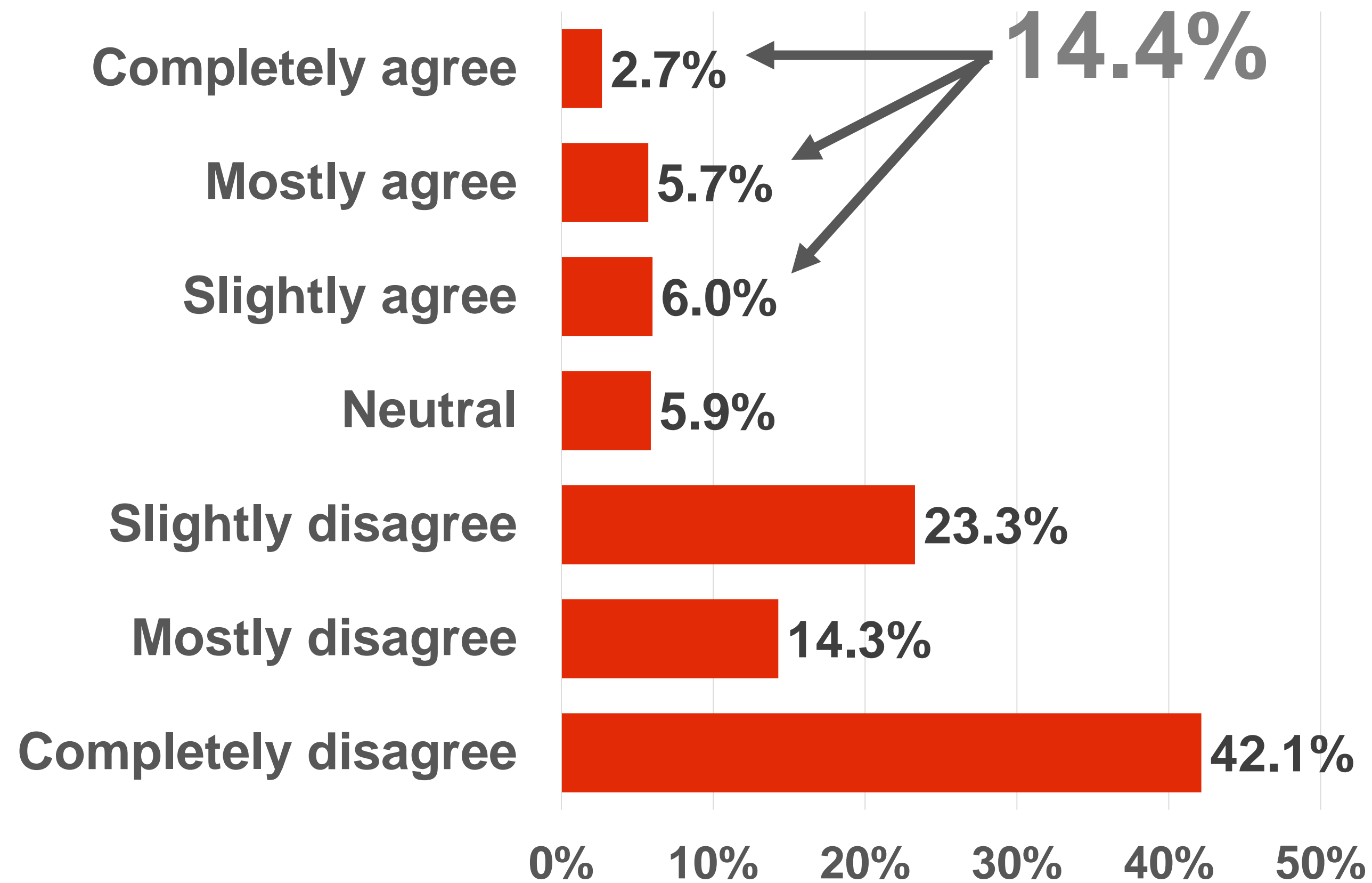
Generational Perspective



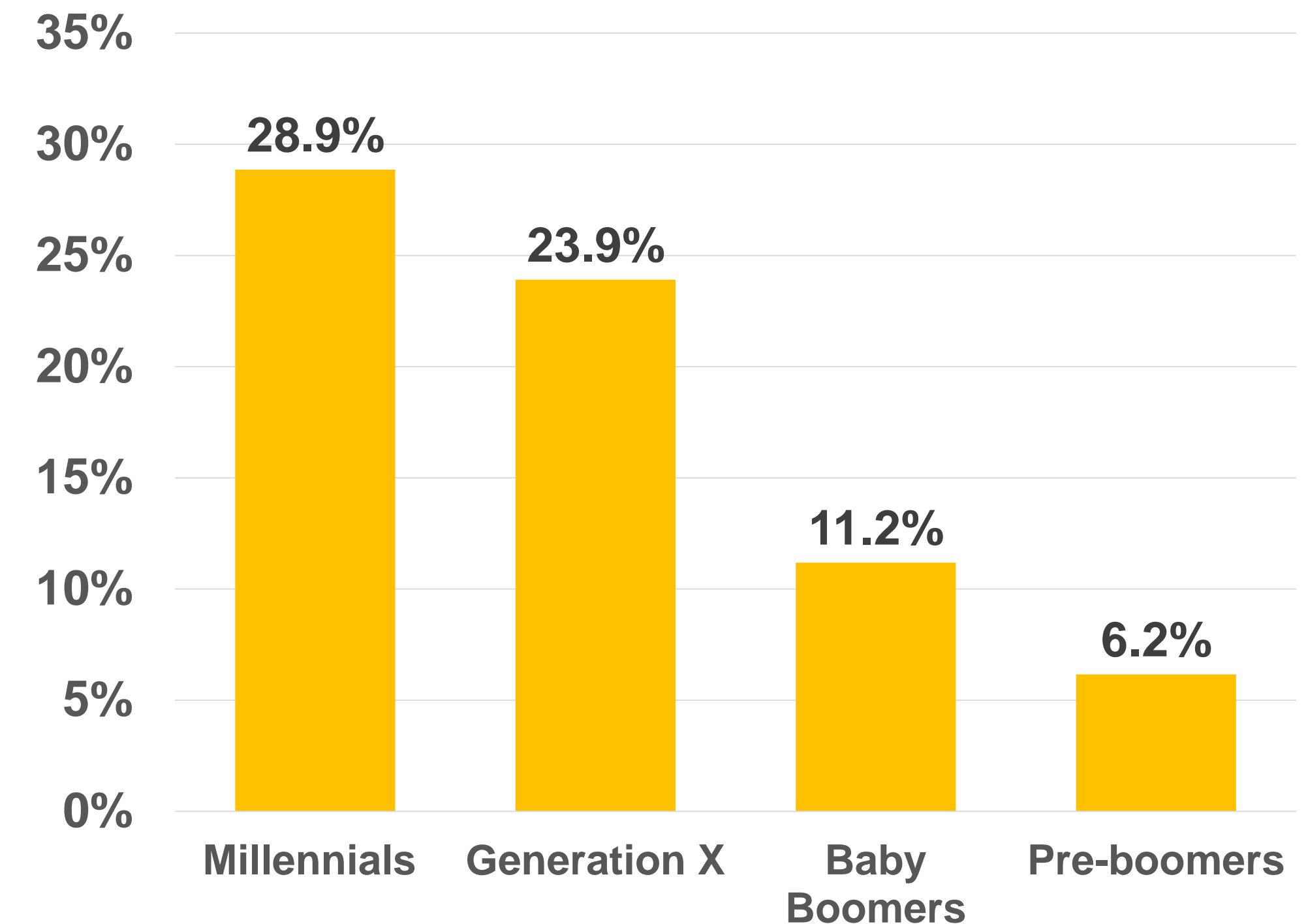
In the NEXT TWELVE (12) MONTHS, how likely are you to stay in peer-to-peer lodging (e.g., using AirBnB, VRBO, etc.) while on a leisure trip?

Generally Prefer Peer-to-Peer Lodging (Over Hotels)

I generally prefer using peer-to-peer lodging (e.g., AirBnB) services over staying in hotels

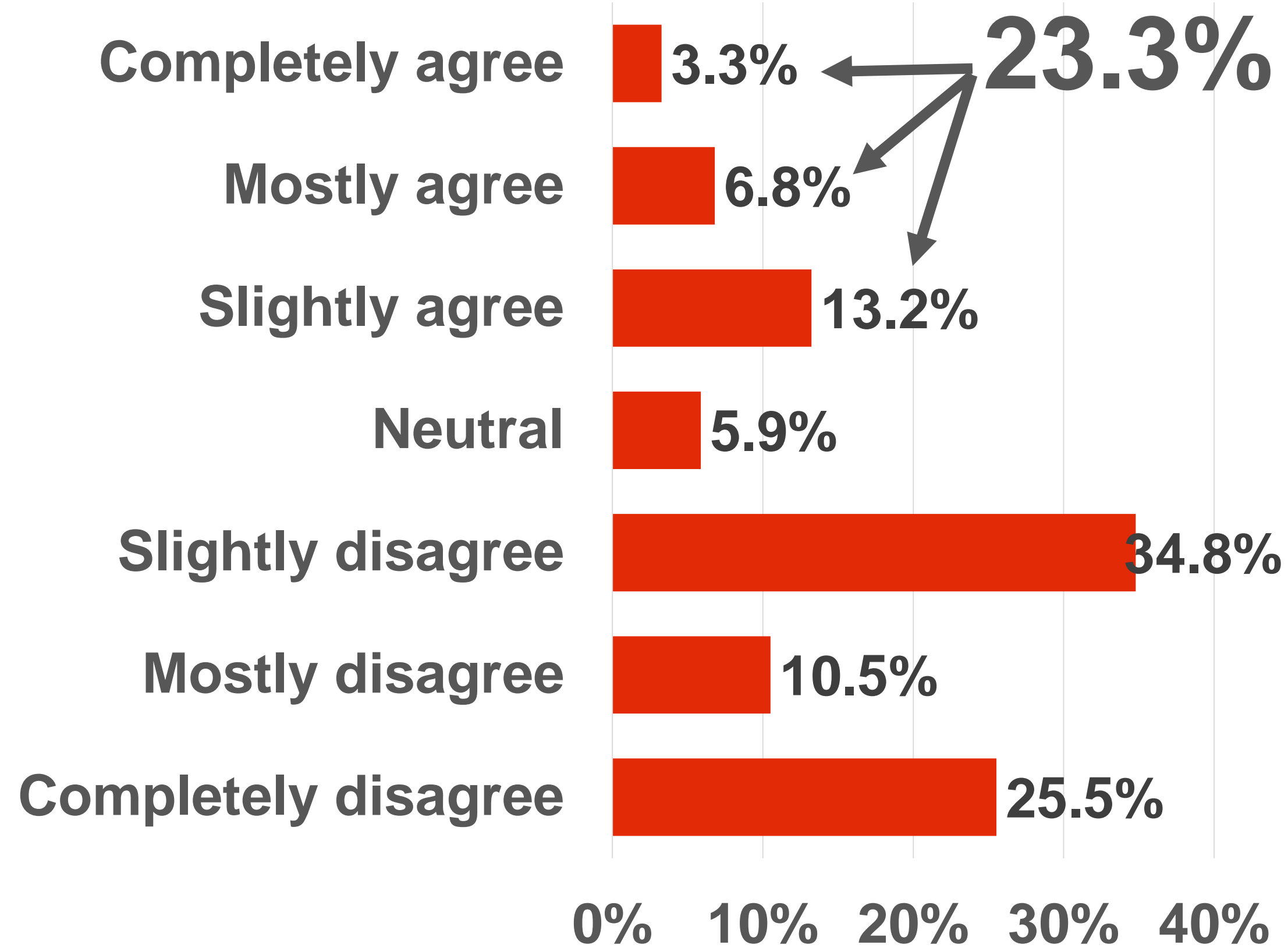


Generational Perspective

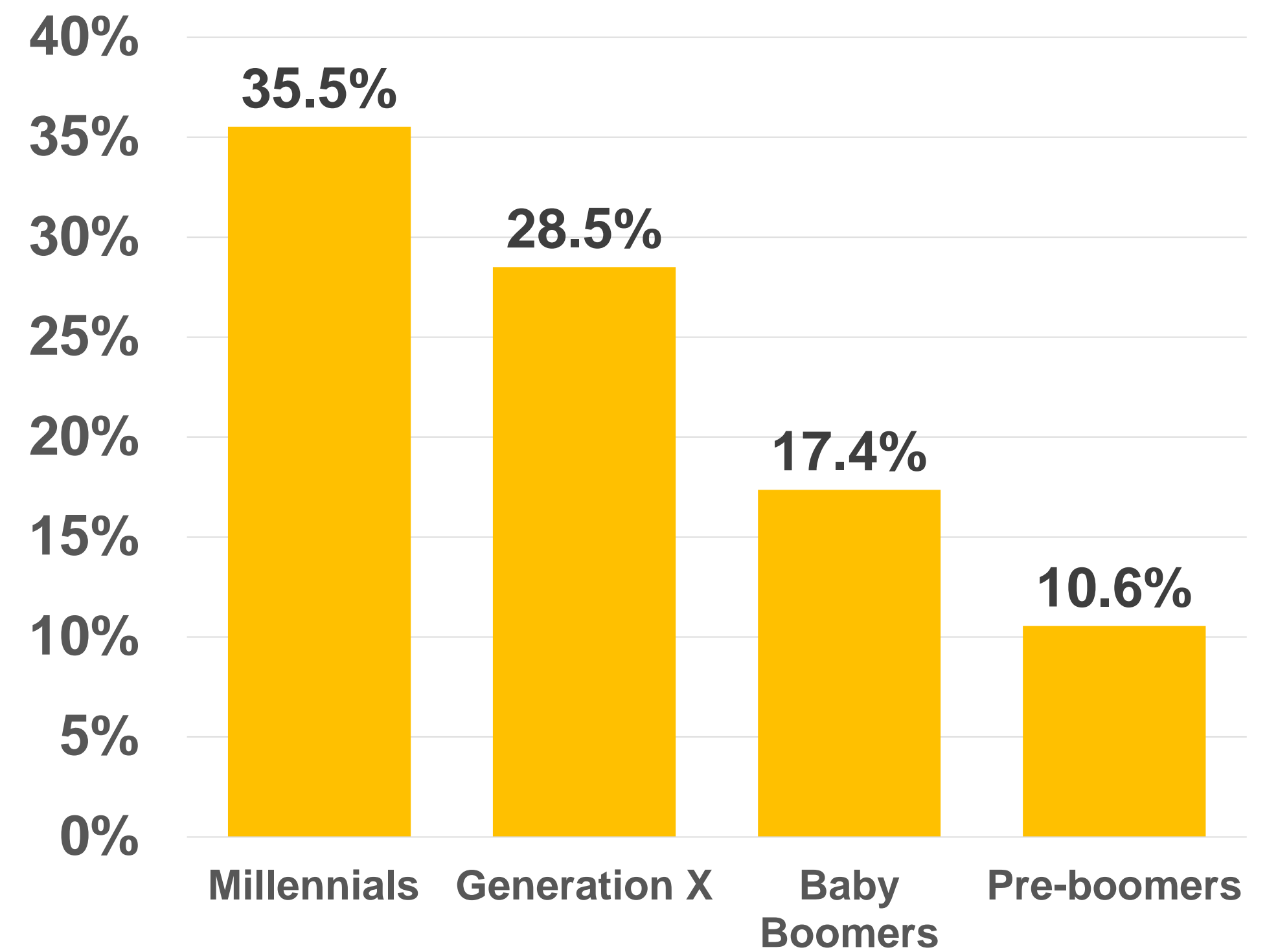


Think it's "Cool"

Using peer-to-peer lodging (e.g., AirBnB) is cool

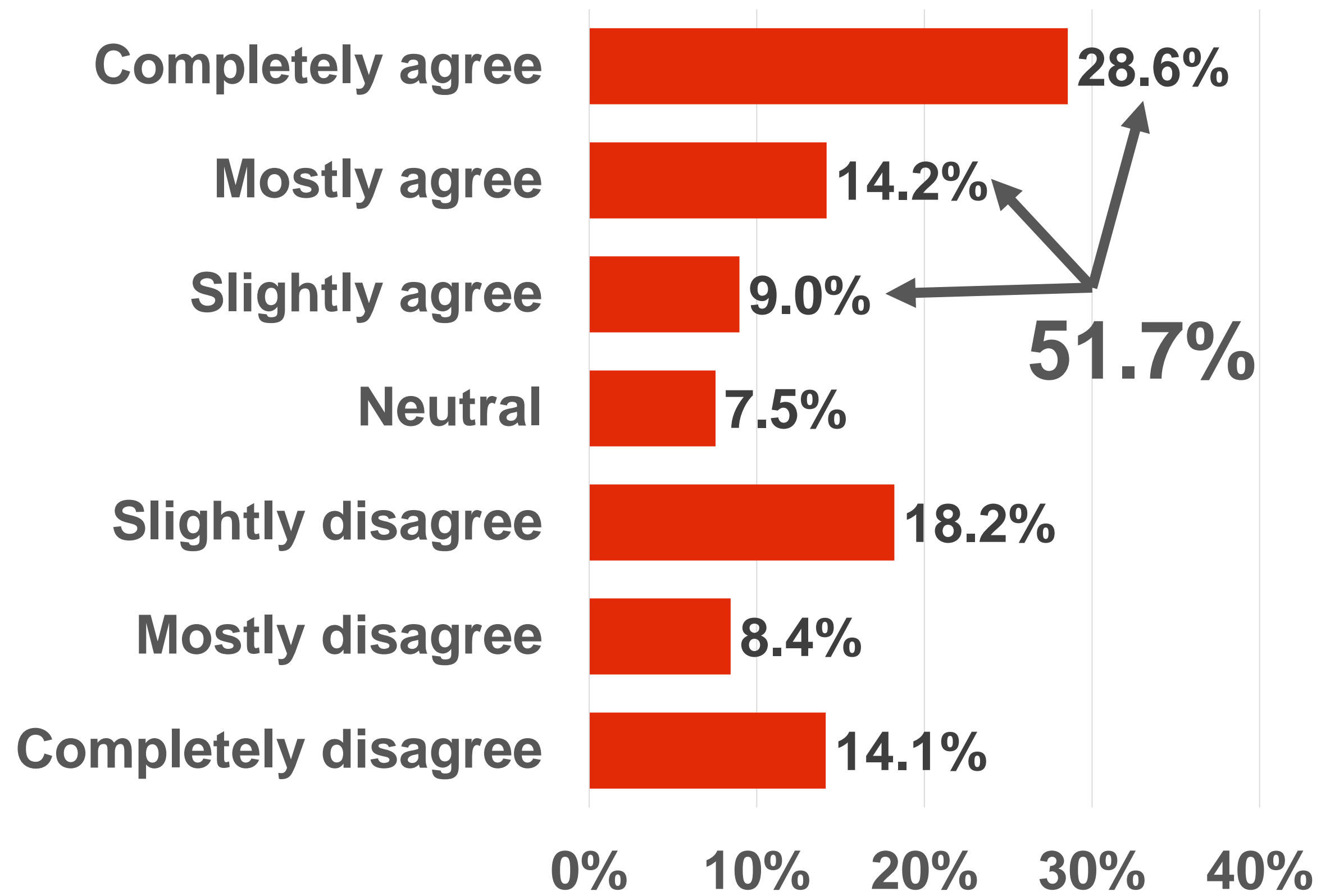


Generational Perspective

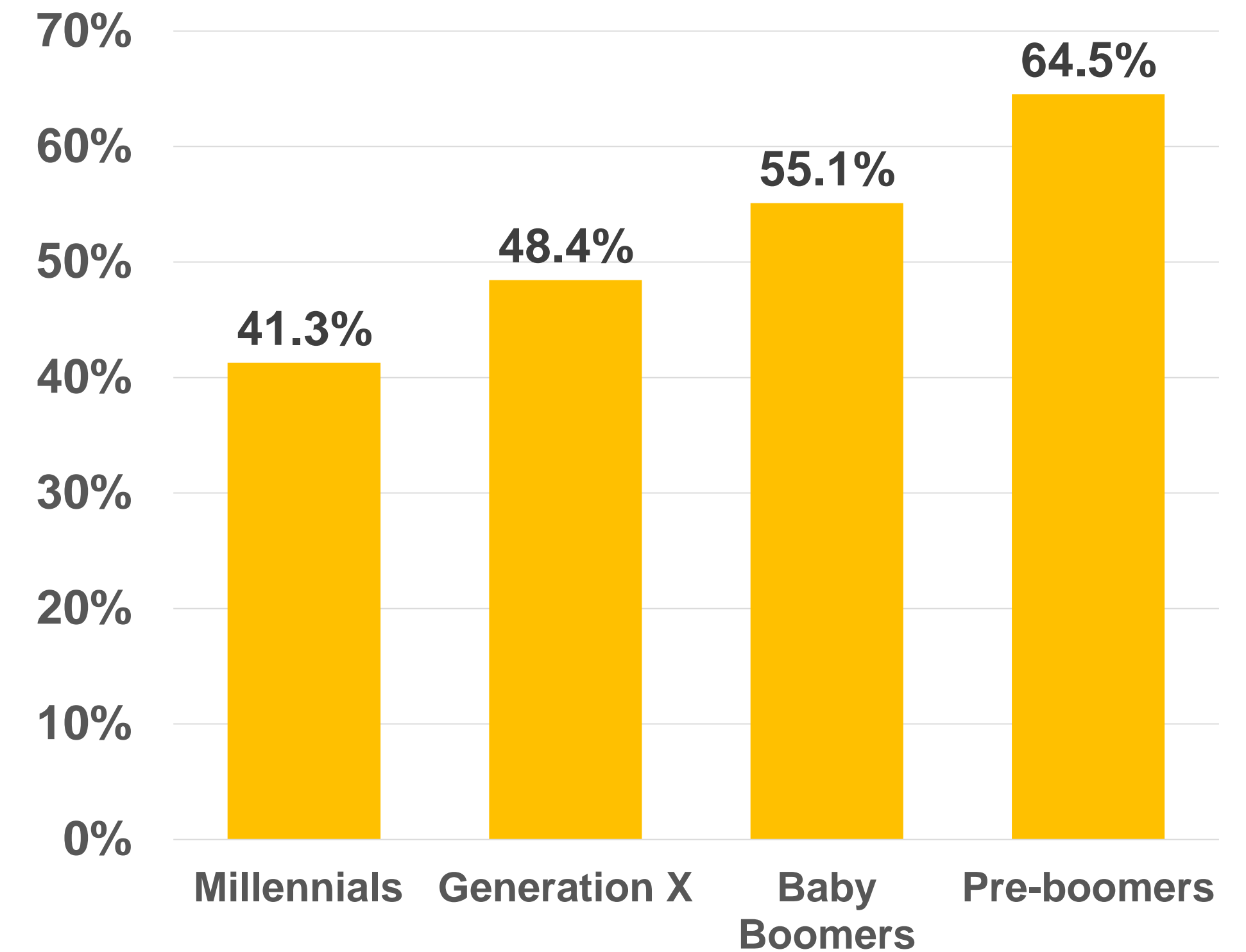


Interested in Renting Own Space

I am interested in renting all or part of my own home to travelers to make money.



Generational Perspective





PSYCHOGRAPHICS



Psychographic Intensity Indices

- Measures the importance of key concepts to travelers
 - Active travel styles
 - Culinary
 - Arts & Culture
 - Connectivity
 - Authenticity
 - Price Sensitivity
 - Travel Planning Intensity
 - Outdoors & Nature
 - Exploration
- Series of questions related to each
- Respondents placed on 100 point scale

MILLENNIALS

Prefer active vacations

ACTIVITY SEEKERS



M= MILLENIALS X= GENERATION X B= BABY BOOMERS

Want to engage in arts and cultural assets

CULTURAL INTERESTS



Like food & cuisine driven travels

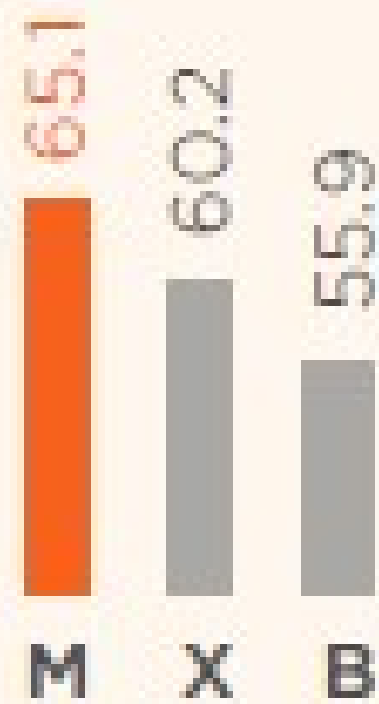
CULINARY INTEREST



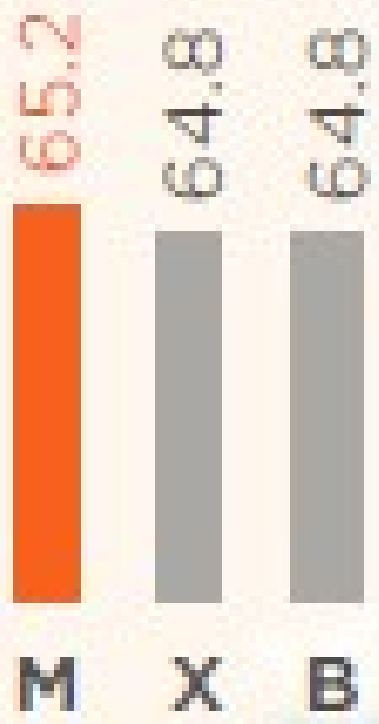
Stay connected during leisure travel & its planning

Want real destination vs. commercial tourism

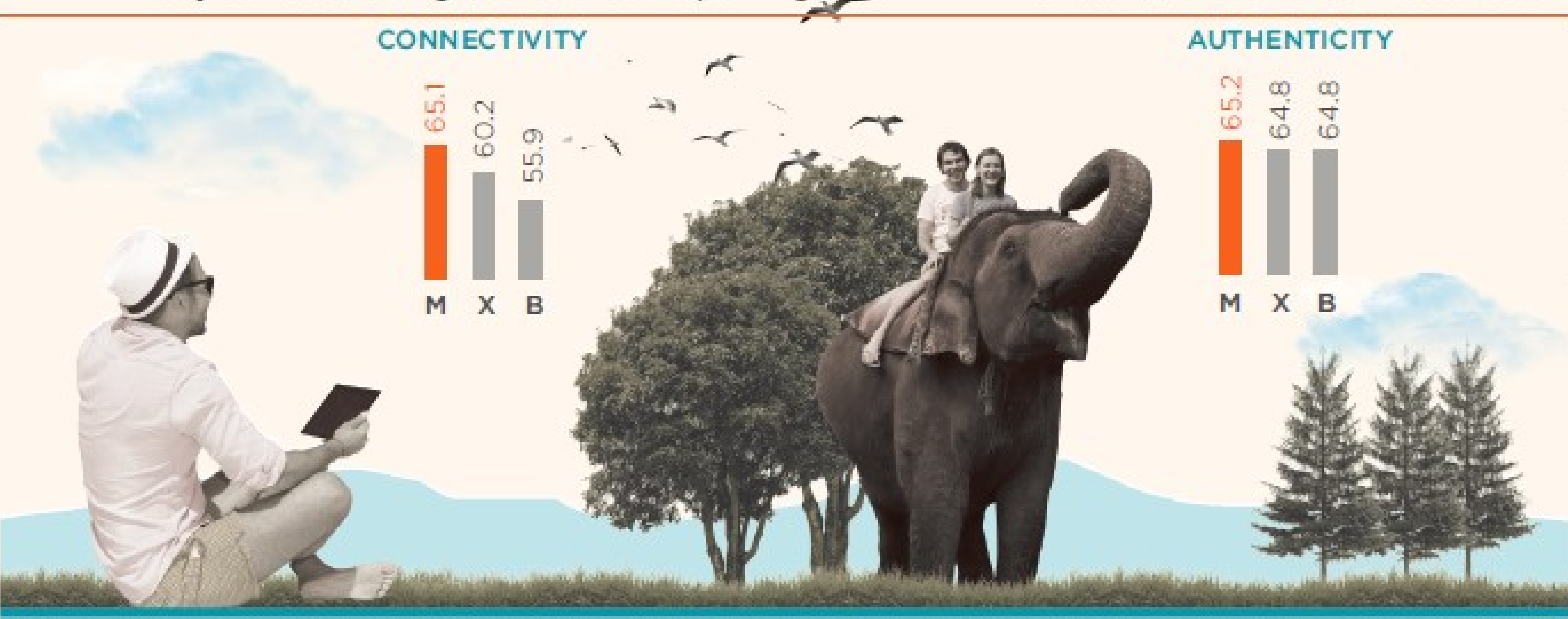
CONNECTIVITY



AUTHENTICITY



70
60
50
40



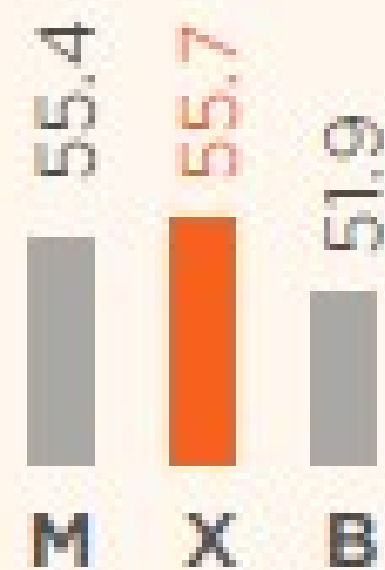
M= MILLENIALS X= GENERATION X B= BABY BOOMERS

GENERATION X

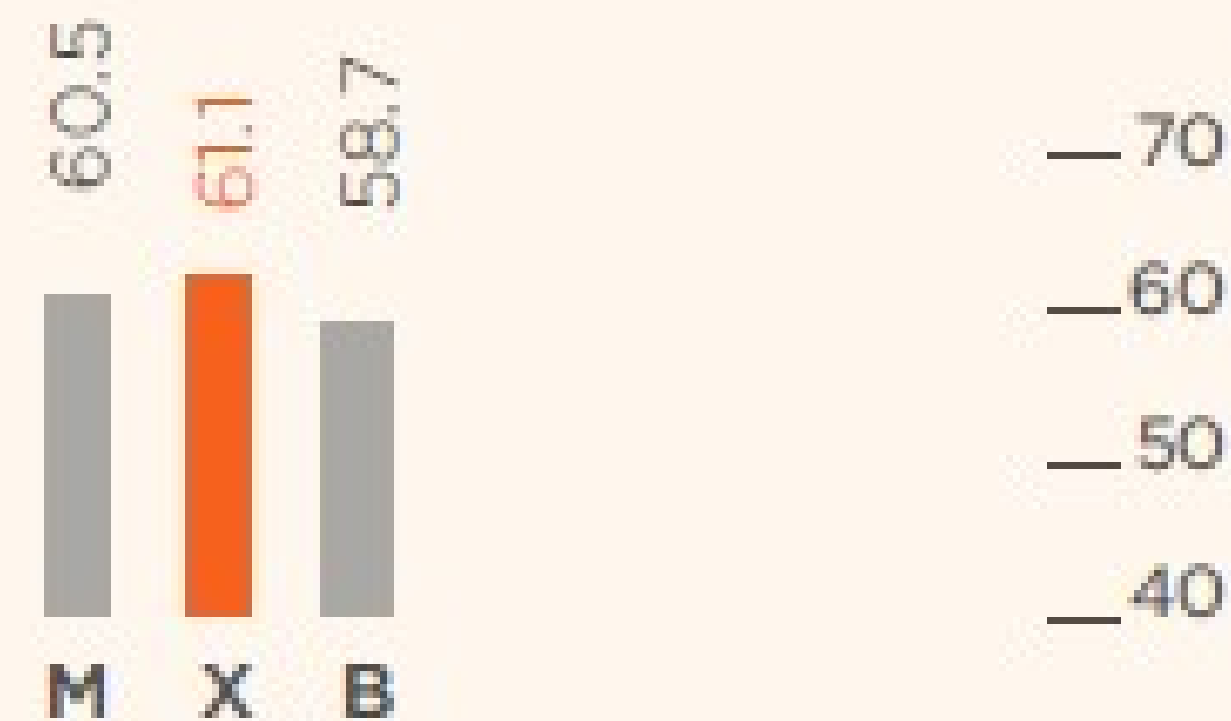
Is concerned about pricing

Intensively plan leisure travel

PRICE SENSITIVITY



TRAVEL PLANNING INTENSITY



M= MILLENIALS

X= GENERATION X

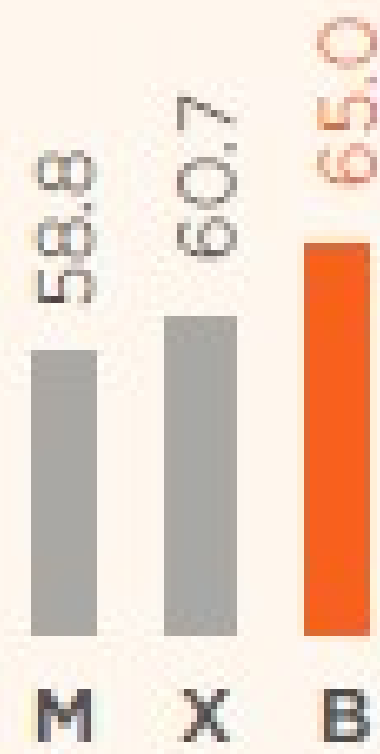
B= BABY BOOMERS

BABY BOOMERS

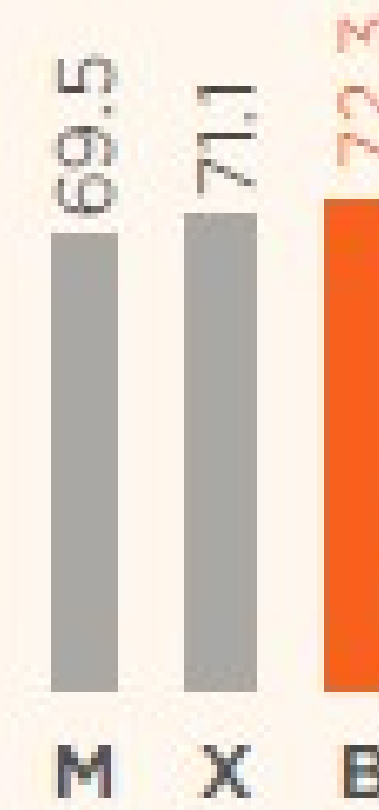
Desire rural travel experiences

Gain pleasure from exploration

NATURE LOVERS



EXPLORATION HUNGRY



— 70
— 60
— 50
— 40

M= MILLENIALS

X= GENERATION X

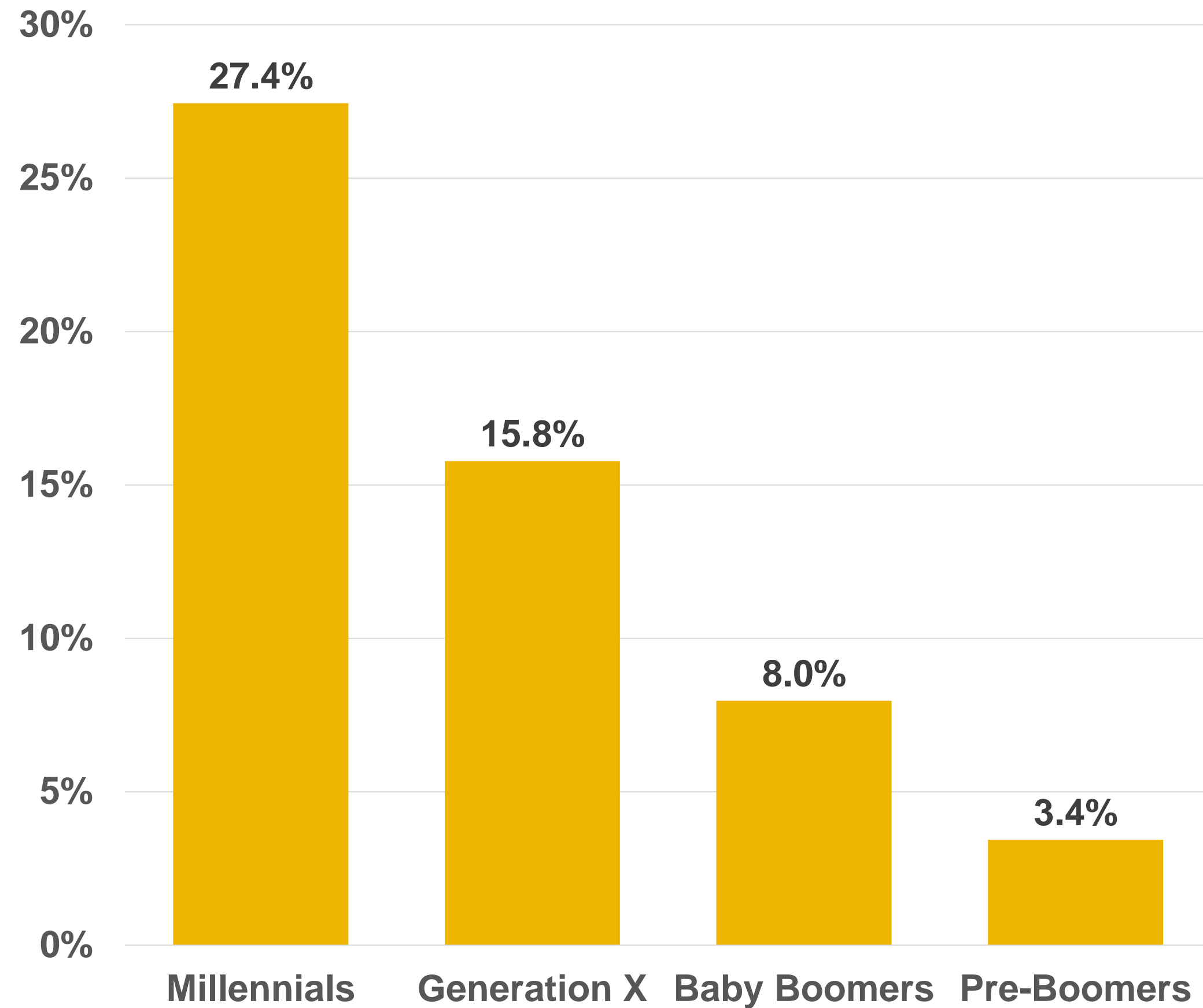
B= BABY BOOMERS



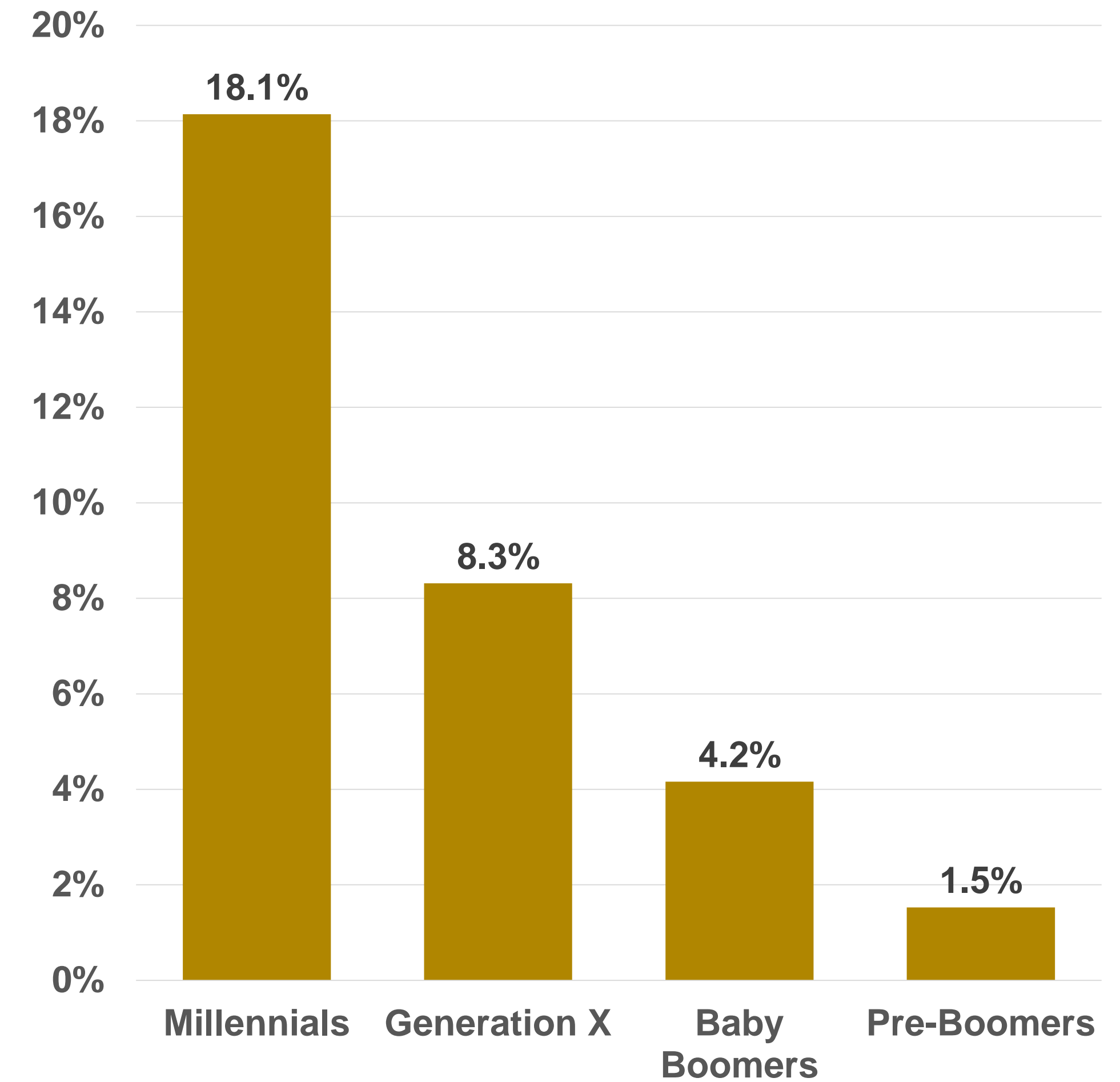
JUST FOR FUN

Risk Taking

Done Something Risky or Dangerous (Past 12 months on a leisure trip)

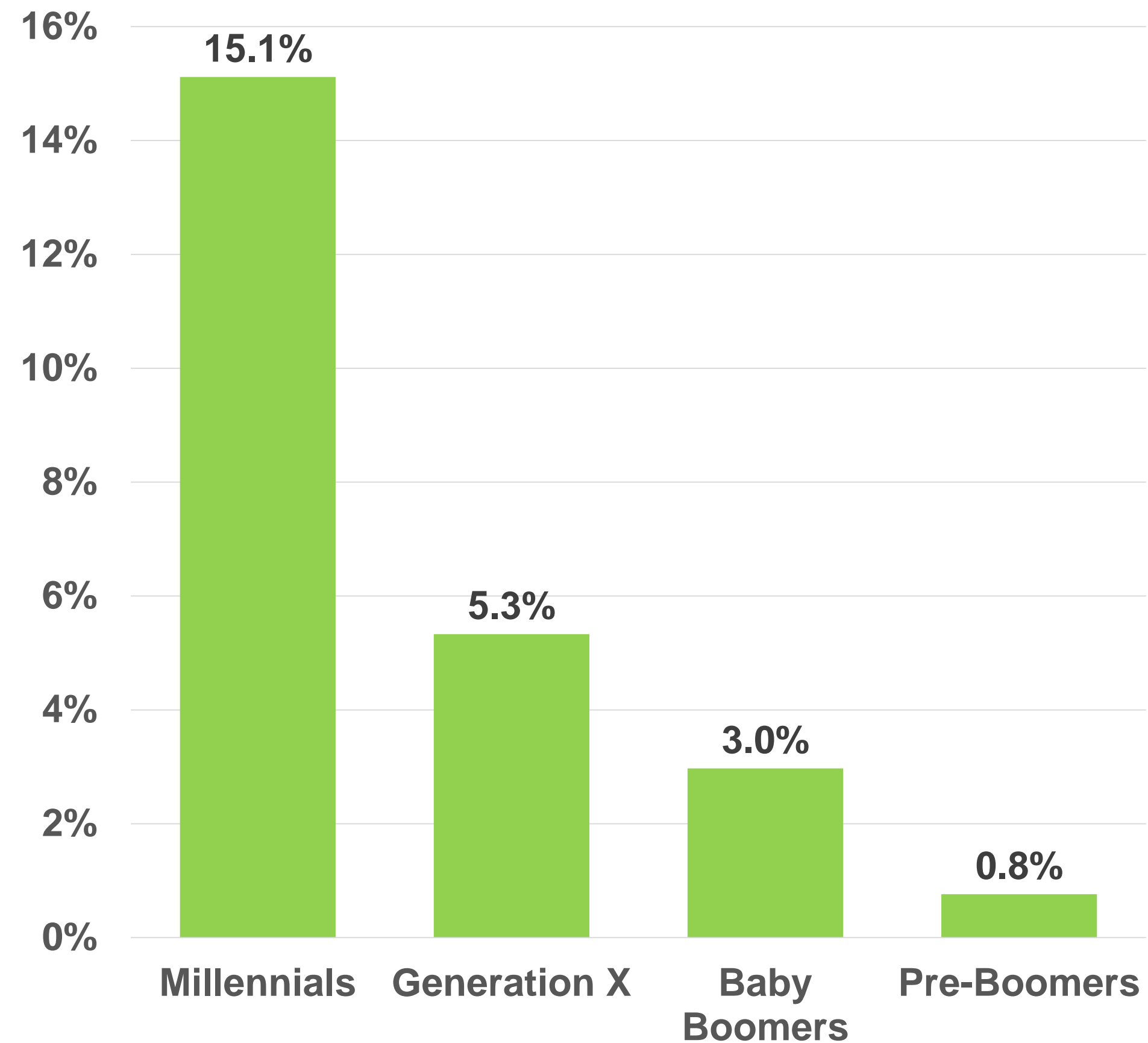


Done Something I Regretted Later (Past 12 months on a leisure trip)



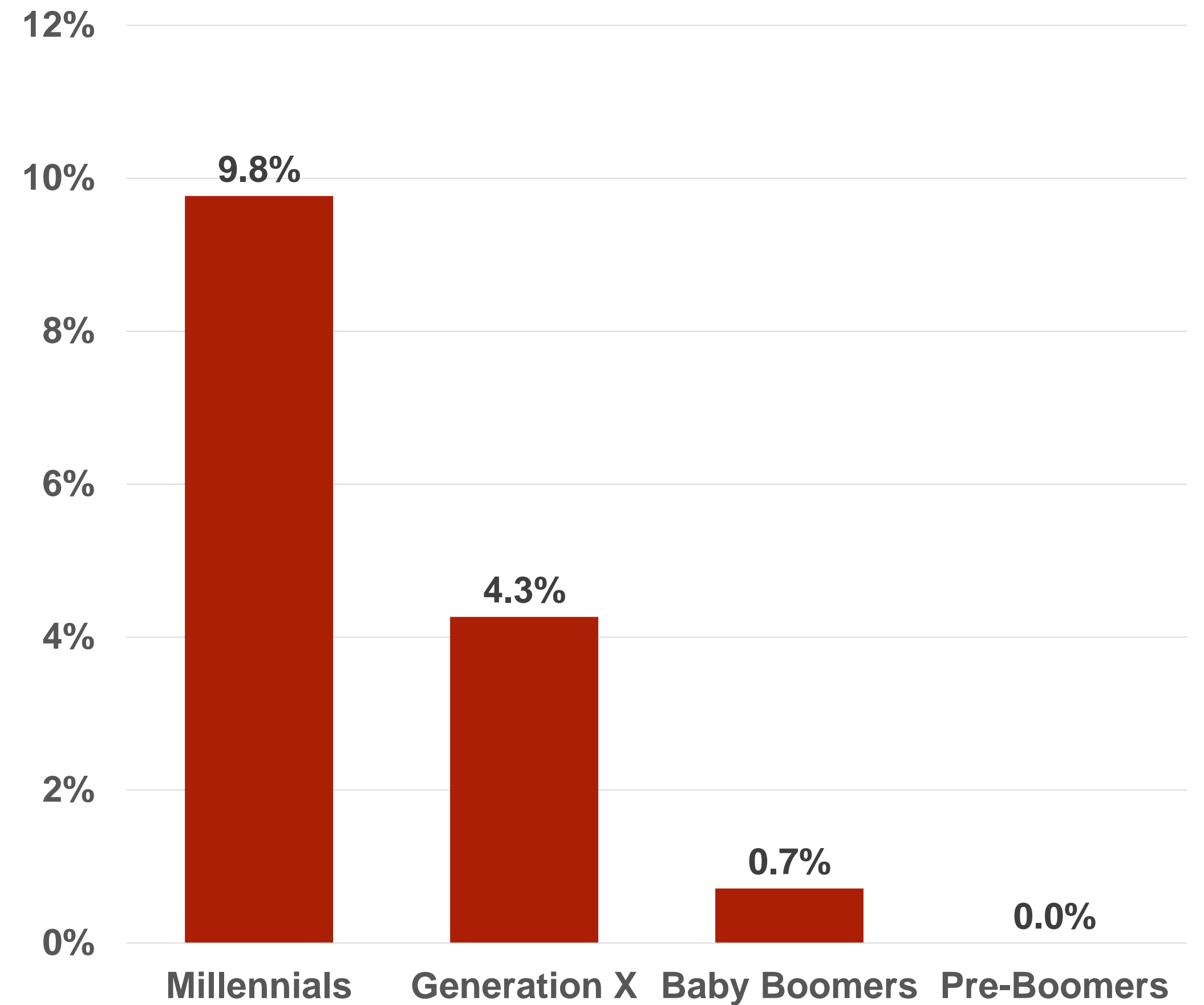
Honesty

Exaggerated how great a trip was to my friends (Past 12 months on a leisure trip)



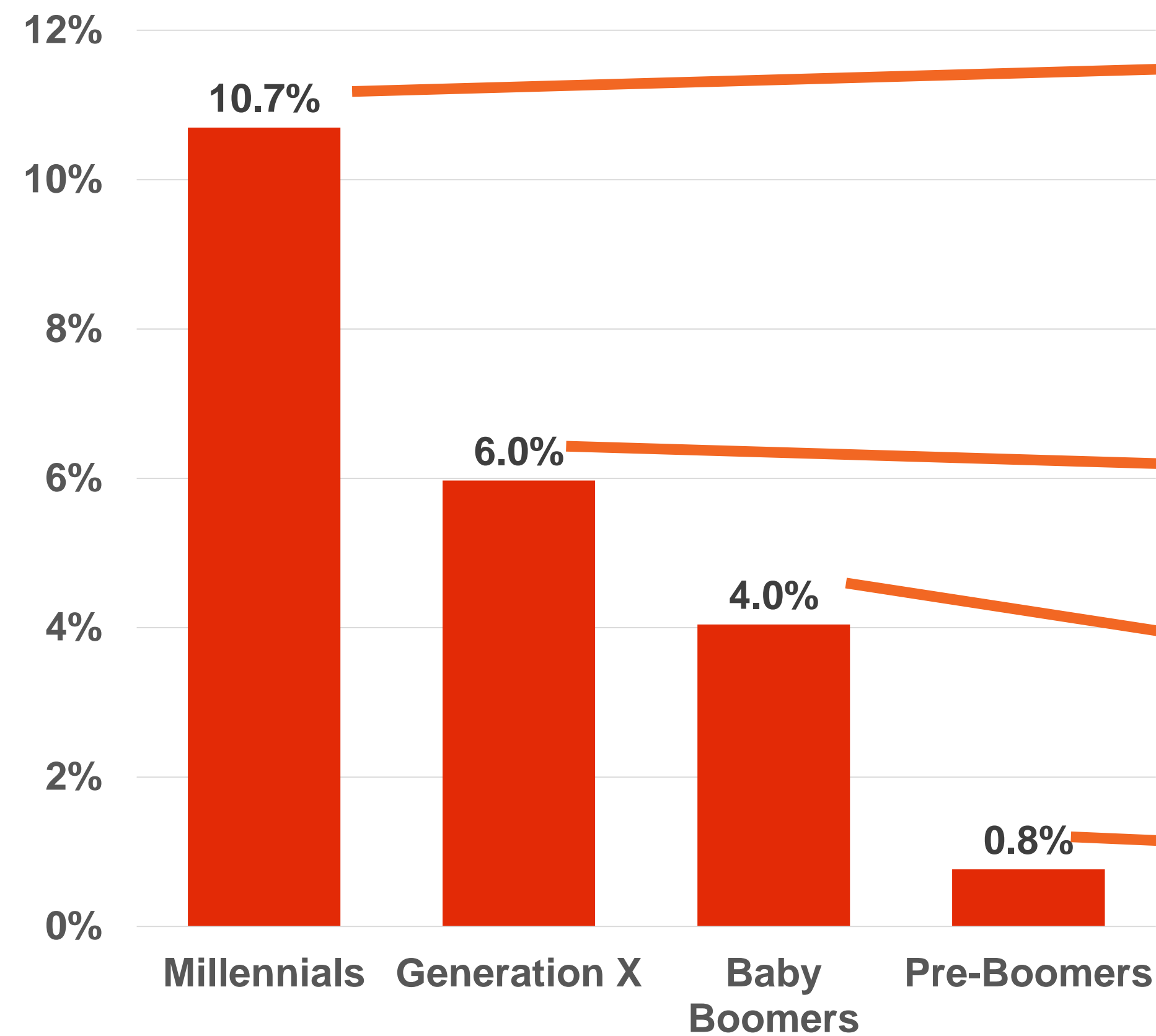
Lied to a Boss to take time away for a vacation

(Past 12 months on a leisure trip)

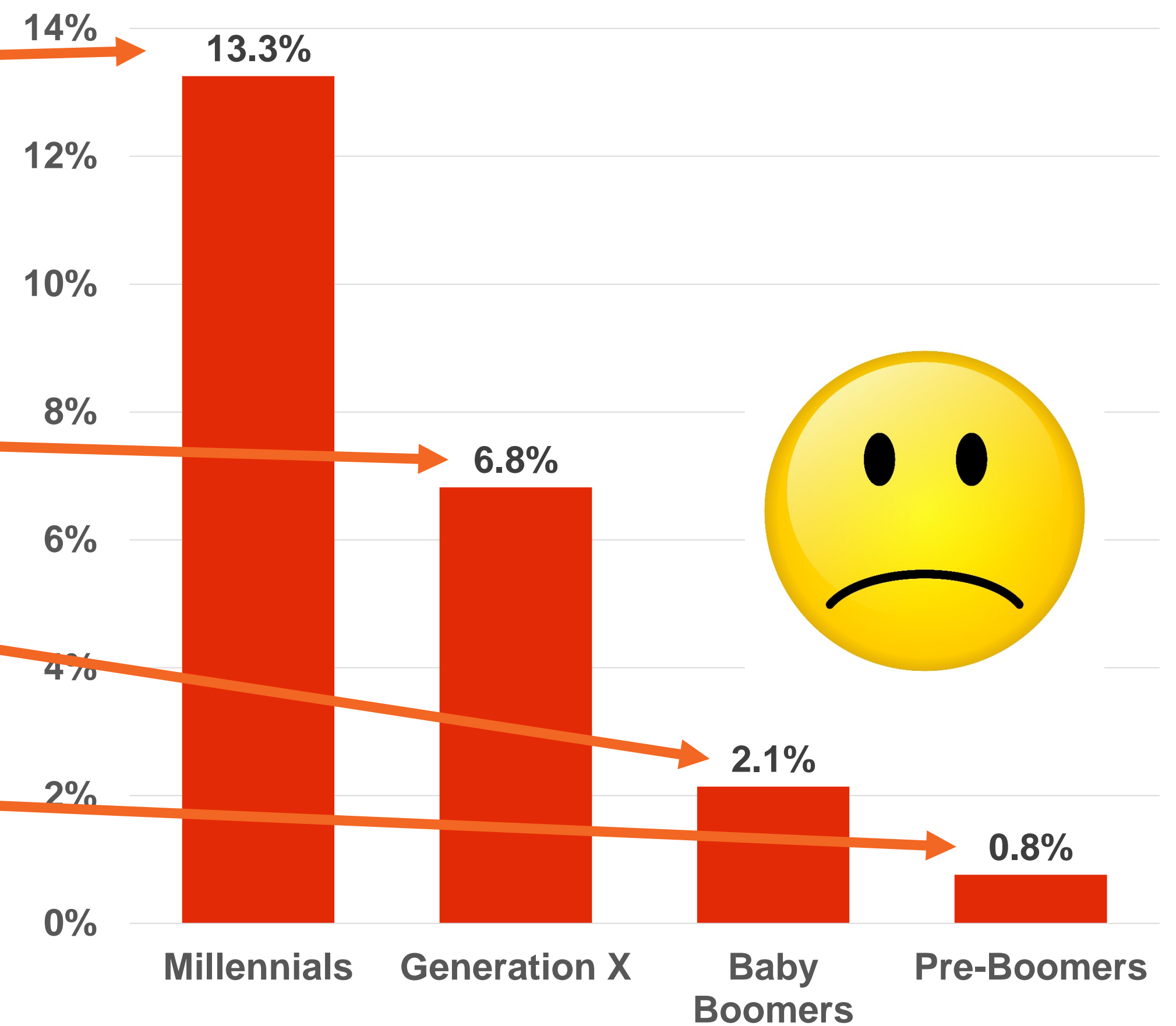


Hooking-up

Went on a trip hoping to meet a new romantic partner
(Past 12 months on a leisure trip)



Met a new romantic partner
(Past 12 months on a leisure trip)



Key Takeaways

- Leisure travel optimism is positive and in an extended period of stability.
- Some softening noticed this summer
- Millennials are keen to travel more
- Millennials use are heavy travel planning resource users
- DMO resources are valued by all generations
- Peer-to-peer resources are primarily the domain of younger travelers
- Millennials are awesome!



Example

1. Curated User Generated

Real Sonoma County Weddings #wedinsonoma

PLAN YOUR PERFECT WINE COUNTRY WEDDING

COMPLIMENTARY ASSISTANCE



Recently Viewed: [Welcome To Sonoma Co...](#) | [Complimentary Assist...](#)

Welcome to Sonoma County: Weddings

The Beginning of Happily E your dream wedding loca place to say, "I do," providi and a lifetime of wonderfu

QUESTIONS – COMMENTS?

Use the question box



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Audio

Telephone

Mic & Speakers (test)

MUTED

Questions

[Enter a question for staff]

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Guest Presenter

SPARKLOFT



Aaron Babbie

+971 246 0776

Aaron@SparkloftMedia.com

Social: @sparkloft

Destination  Analysts

miles
marketing destinations

A nighttime photograph of a city, likely Seattle, viewed from an elevated position. The city lights are illuminated, and a large, snow-capped mountain (Mount Rainier) is visible in the background under a dark blue sky. The foreground shows dark foliage.

Sparkloft Media

Aaron Babbie, Vice President



We use social
media to solve
business
problems

Meet the Marketees

The Generations

Baby Boomers



Generation X



Millennials



1946 - 1964

1965 - 1980

1981 - 2000

Baby Boomers



- ◆ 1946 - 1964
- ◆ 52 - 70yrs
- ◆ U.S. Population: 75 million

The first were born approx. 9 months after President Truman announced the end of WWII and the last arrived in the U.S. along with Beatlemania.

Baby Boomers

Platform Usage



👍 Binge-worthy Content

Blog Articles
Images
Comments
eBooks
Reviews

👎 Meh Content

Memes
Webinars
Flipbooks
SlideShares
White Pages

Baby Boomers

27% of Baby Boomers spend 20+ hours a week on social media.

- *Social Media Today, 2015*



Sparkloft Client Insights



The Oregon Coast
Like This Page · August 3 · 🌐

It's not a dream, it's the Oregon Coast.

Photo Credit: Instagram user @owlicat

Like · Comment · Share

4.6K

1,601 shares · 122 Comments

Rosemary Shahbazian Selland Yes it is!! I have always thought the Oregon coast is one of the most beautiful!
Like · Reply · 9 · August 3 at 9:02am

The Oregon Coast It really is!
Like · Reply · 2 · August 3 at 5:27pm

Jo Vaughn-Hutson The experience living on the Oregon coast was so beautiful. Volunteer and enjoy all up and down the Coast.
Like · Reply · 3 · August 3 at 2:21pm

The Oregon Coast It is one of the best places to live, in our opinion Jo!
Like · Reply · 1 · August 3 at 5:28pm

View more replies

Write a comment...



crystalcruises Follow

637 likes · 3w

crystalcruises Crystal Symphony looks picturesque docked in Flåm, Norway. Thanks to @erinmanning for this amazing photo!

kristinabarko @peterbarko my parents were on this one

bryan_pollard26 @corynn

azagent1 Amazing photo of an amazing ship.

seagnature La Norvège est splendide 😊

parastoo.b95 @datispanahi

the_lazyfoodie Amazing shot!

Add a comment...

Know what resonates with your audience and stick to it

Sharing fan content to increase engagement

Generation X

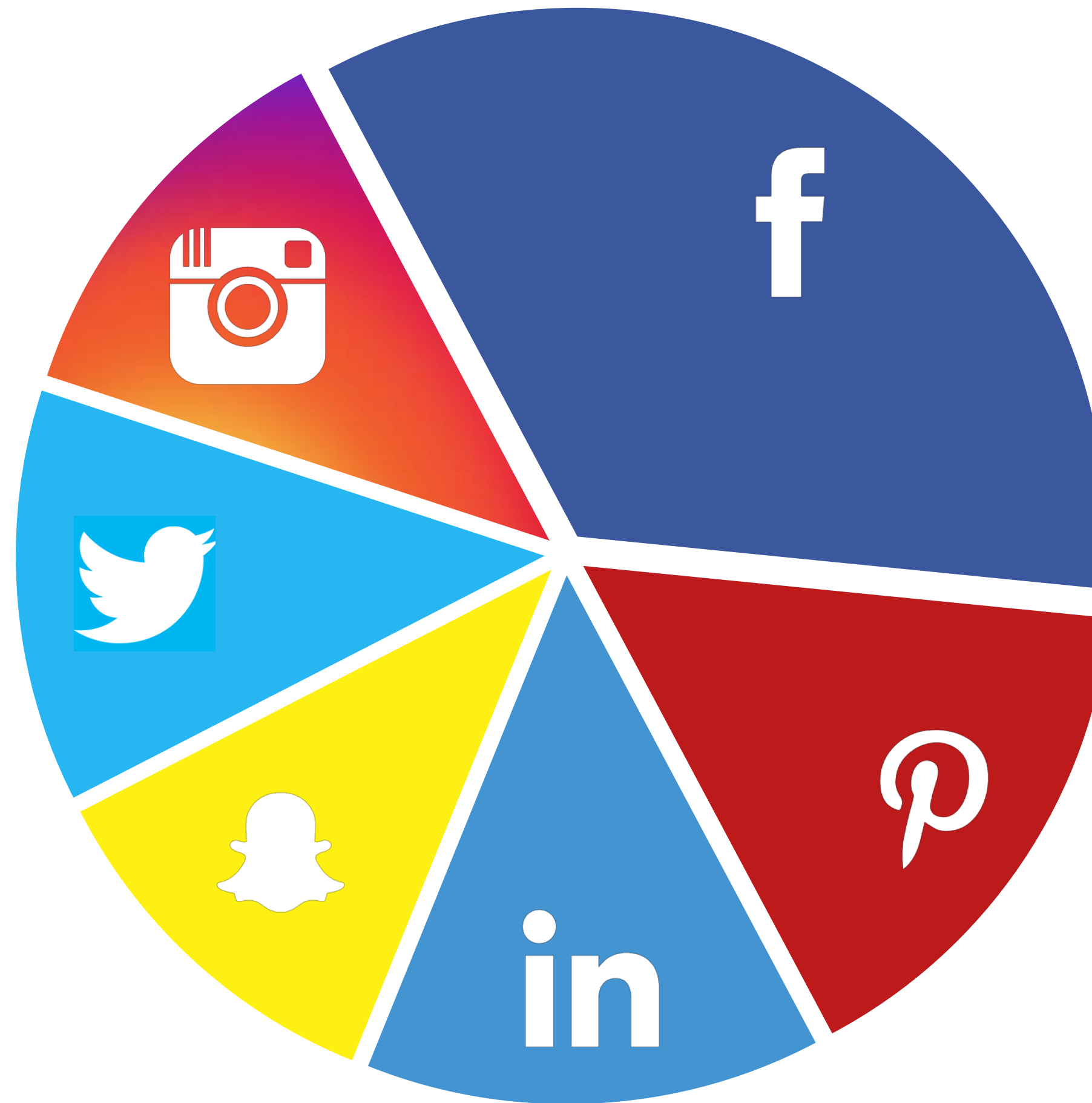


- ◆ 1965 - 1980
- ◆ 36 -51 yrs
- ◆ U.S. Population: 66 million

Their first Christmas gift was Rock 'Em, Sock 'Em Robots and the last were born the same year that Apple Computer Inc. opened for business... in a garage.

Generation X

Platform Usage



👍 Binge-worthy Content

Blog Articles
Images
Comments
eBooks
Case Studies

👎 Meh Content

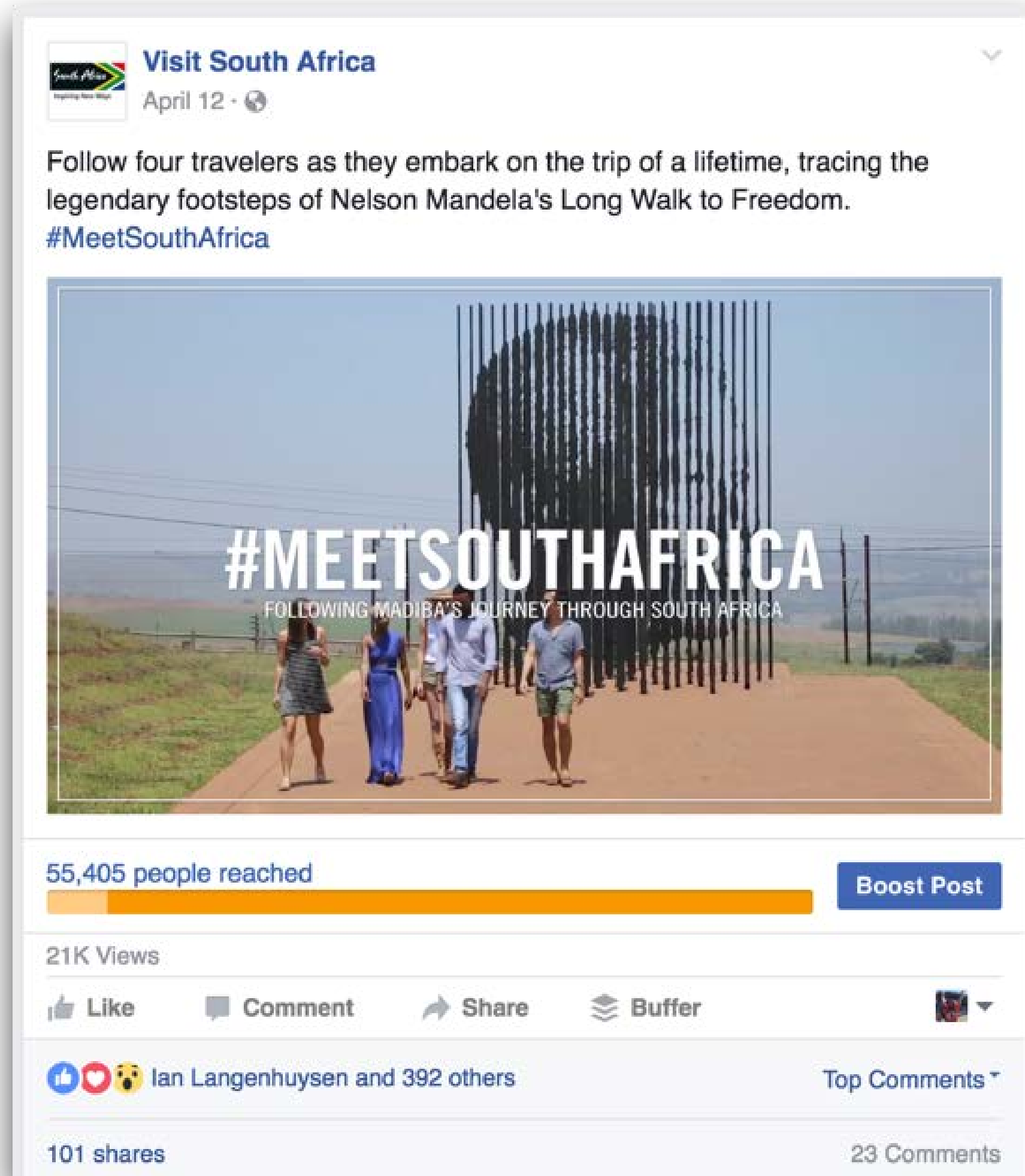
Quizzes
Webinars
SlideShares
White Pages

Generation X

Generation X is 36% more likely to work while on vacation. – AARP Travel Trends 2016



Sparkloft Client Insights



Visit South Africa
April 12 · 🌐

Follow four travelers as they embark on the trip of a lifetime, tracing the legendary footsteps of Nelson Mandela's Long Walk to Freedom.
#MeetSouthAfrica

#MEETSOUTHAFRICA
FOLLOWING MADIBA'S JOURNEY THROUGH SOUTH AFRICA

55,405 people reached [Boost Post](#)

21K Views

Like Comment Share Buffer

👍❤️😱 Ian Langenhuisen and 392 others [Top Comments](#)

101 shares [23 Comments](#)



#MeetSouthAfrica: Following Madiba's Journey Through South Africa

South African Tourism North America
[Subscribe](#) 436

16,941 views

+ Add to Share ... More [36](#) [16](#)

Published on Apr 12, 2016
Four Instagrammers. Two weeks. One man's legacy told through the beauty and people of South Africa. Follow four travelers as they embark on the trip of a lifetime, tracing the legendary footsteps of Nelson Mandela.

Consumer demographic targeting by platform

Follow the trends and they will come

Millennials



- ◆ 1981 - 2000
- ◆ 16 - 35yrs
- ◆ U.S. Population: 75 million

the first millennials were still on a #liquiddiet when PacMan was busy gobbling up coins 🤪 . . . when the last of them were still in diapers, JK Rowling was only halfway through publishing the #HarryPotter series. . . !!! 📚🖋️⚡

Millennials

Platform Usage



👍 Binge-worthy Content

Blog Articles
Images
Comments
eBooks
Audiobooks

👎 Meh Content

Quizzes
Webinars
SlideShares
White Pages

Millennials

They have an attention span of 8sec. That's shorter than a goldfish!

- *Time Magazine, May 2015*



What was I just reading?



Sparkloft Client Insights



Warner Bros. Studio Tour London

July 1 · 🌐

Explore every bit of magic in Dumbledore's office - can you find the famous Sorting Hat on his shelves?

www.wbstudiotour.co.uk



Warner Bros. Studio Tour London

August 3 at 9:33am · 🌐

How do you bring a Mountain Troll to life on-screen? Puppetry, CGI, and lots of Troll snot!

Learn more about the making of [Harry Potter](#) and the Philosopher's Stone this summer as we celebrate the 15th anniversary of the film:

www.wbstudiotour.co.uk



Engaging Content = Conversations

Moving content captures, engages + retains audiences



Generation Z



- ◆ 2001 - 2020
- ◆ TBD - 15yrs
- ◆ U.S. Population: 42 million +

Their “elders” were born as Wikipedia was launching their gift to all college students! The last of this generation may never know what it’s like to drive a car.

Generation Z

Platform Usage



👍 Binge-worthy Content

Images
Videos
Livestream
Parallax
Gifs

👎 Meh Content

Webinars
Slideshares
White Pages

Generation Z

The average age of GenZ receiving their first cell phone is 6yrs old!

- ABC News, 2015



Another Perspective



STEFAN WEITZ



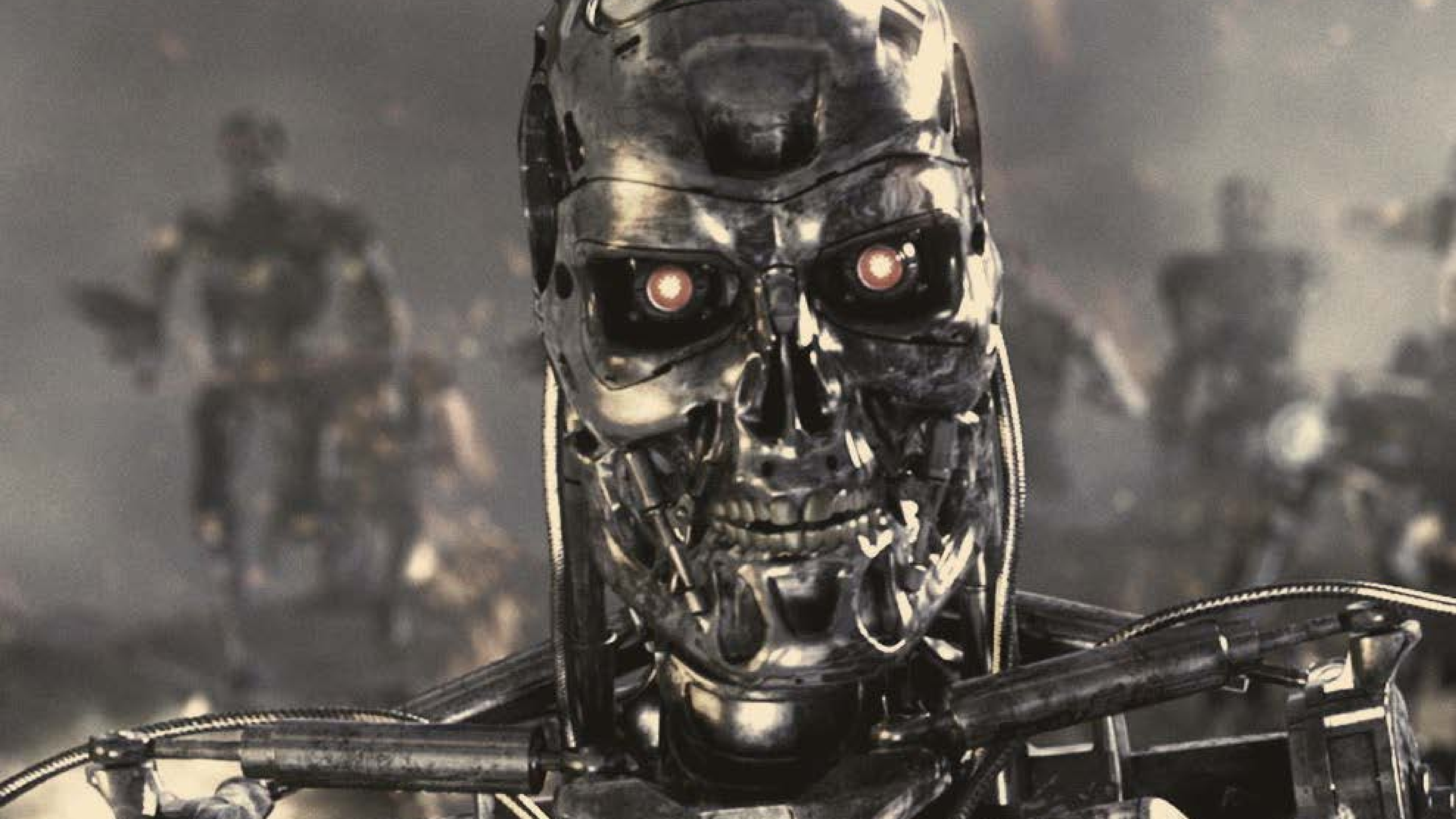
04:10

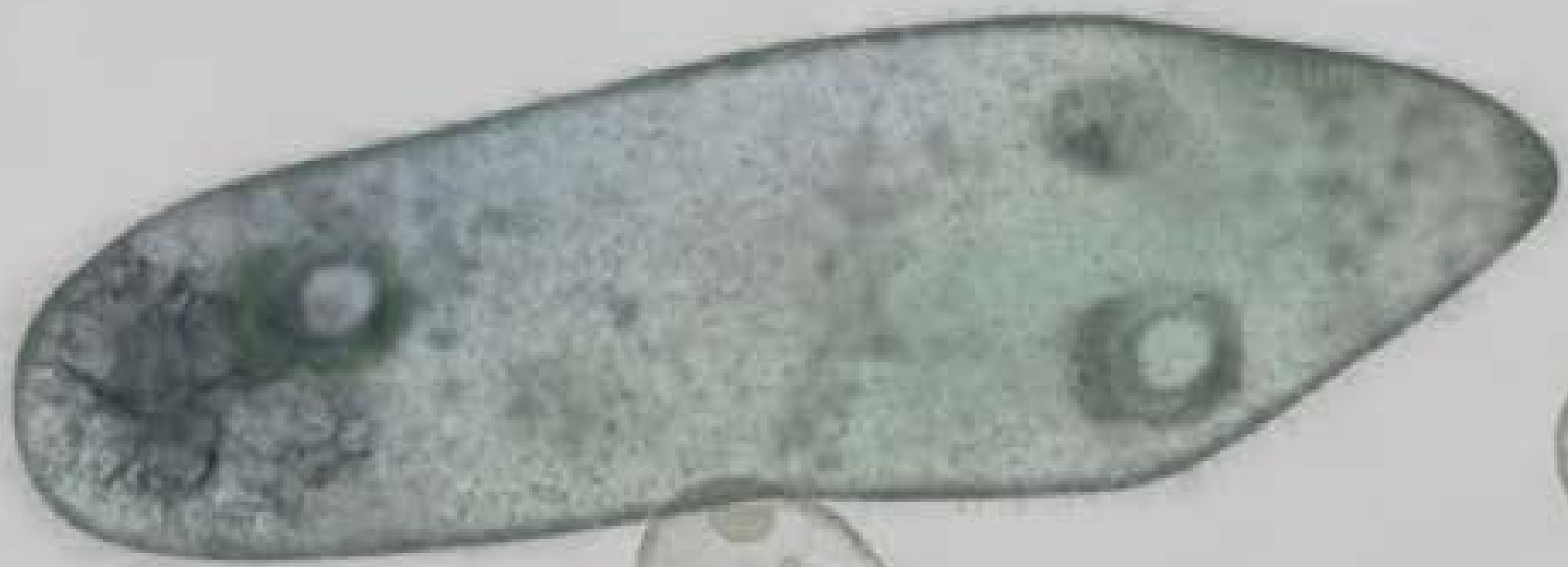
**AI Is Learning to See the Forest in Spite of
the Trees**

VIDEOS

[Internet Search is so 2015](#)

04:08





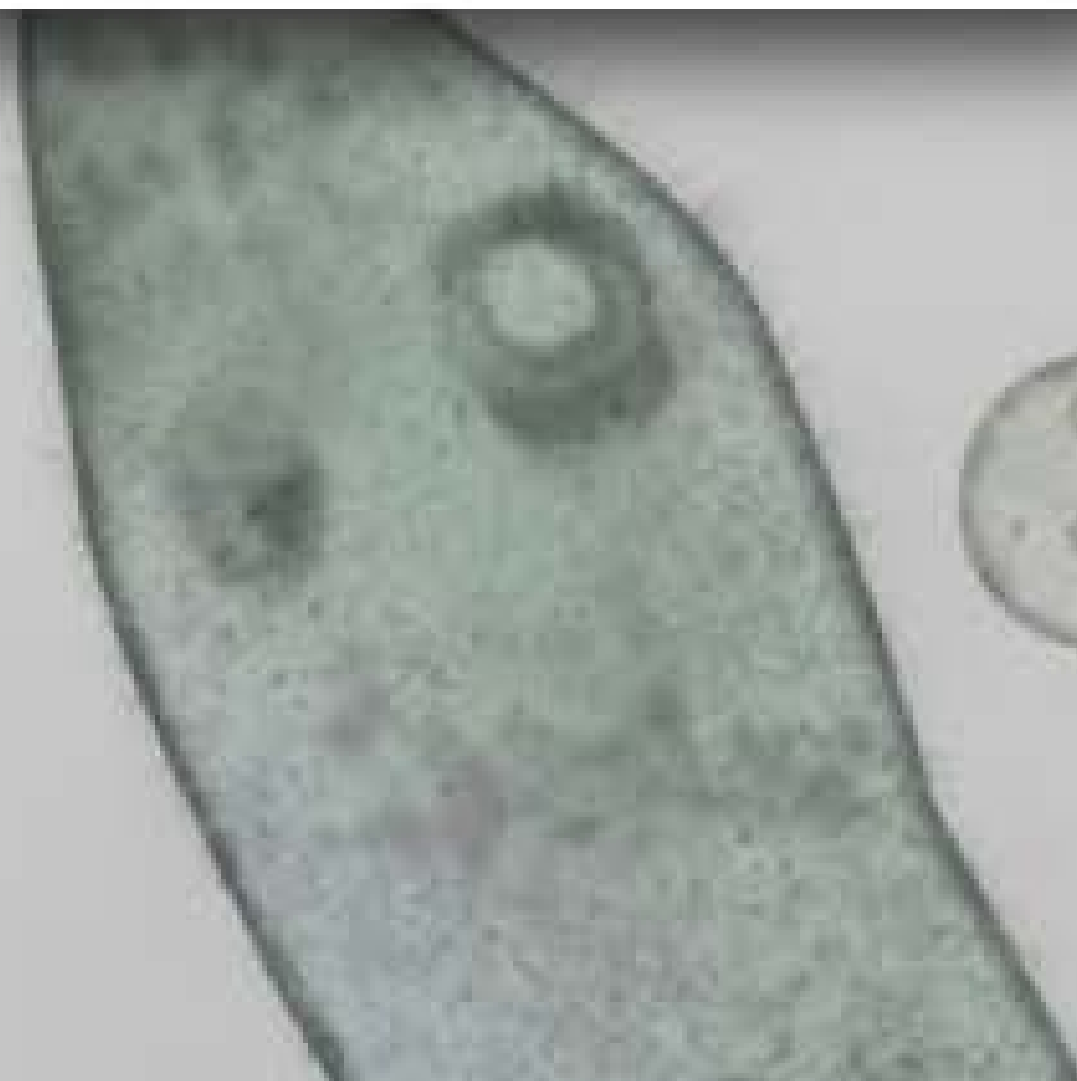
Anthony Moeba @A_Moeba - 1m
Just chillin' in my protoplasm.

← ↻ ★ ⋮



Sue Cillia @Organzelt - 2m
Love the #cellfie @A_Moeba!

← ↻ ★ ⋮







Thank You

Aaron Babbie

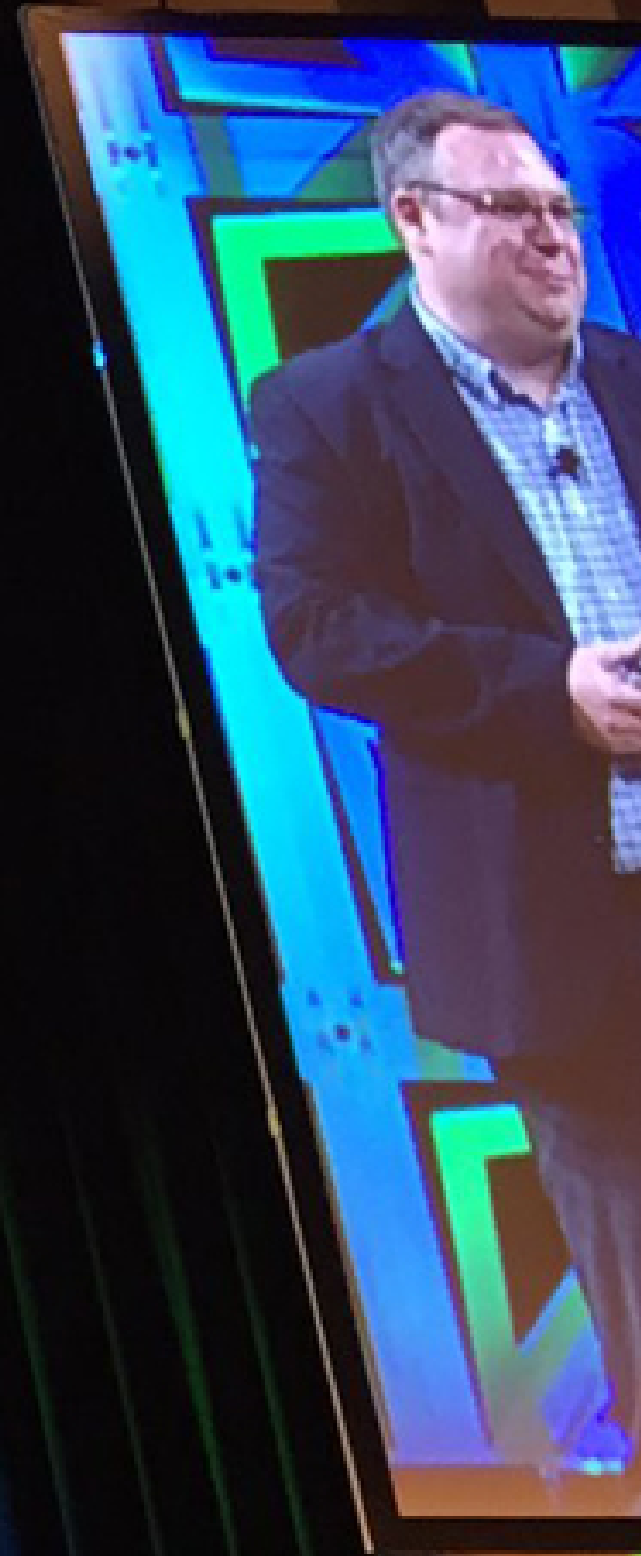
Vice President

aaron@sparkloftmedia.com



Presentations & Video

<http://budurl.com/GlobalAllStars2016>





Melissa Bartalos
Content Director

tourism >

travel >

Published 6/13/16

The New Bermu

The little fishhook-shaped island
Guide have recently been introd

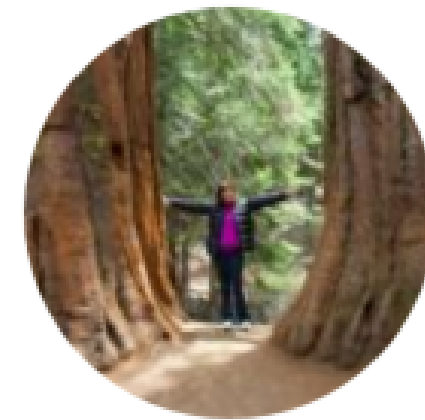
First, let's clear up a few mysteries about
Caribbean as many guess – it's way out
almost 1,000 miles north of Puerto Rico.
to anywhere else. Also, the temps are a l

Our team has learned a lot about the isla
tempting set of unofficial national drink:
lesser-known treasures. Otherworldly ca
Heritage Site (the Town of St. George) at
or private boat, but you can't rent a car v
Luckily, public transportation is plentiful
to-end in about an hour by car. Bermudi

Next year, Bermuda will be hosting the 3
prestigious sailing event. The Bermuda T
ahead of the high-profile global event, s
rolled out.

Disappear Here

Bermuda's new brand, developed by MM
destinations and avoiding "the sea of sai
Triangle. The most obvious sign of this i
BERMUDA. A little mystery in the inform
embracing a legend that's literally about
Mystique is a key brand element, and th



Kim Palmer
Director of SEO &
Insights

seo >

Published 8/2/16

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Is Google's Expanding Role in Travel Undermining Organic Traffic Growth for Destinations?

New Review of 26 DMO Websites Reveals a Steady Decline

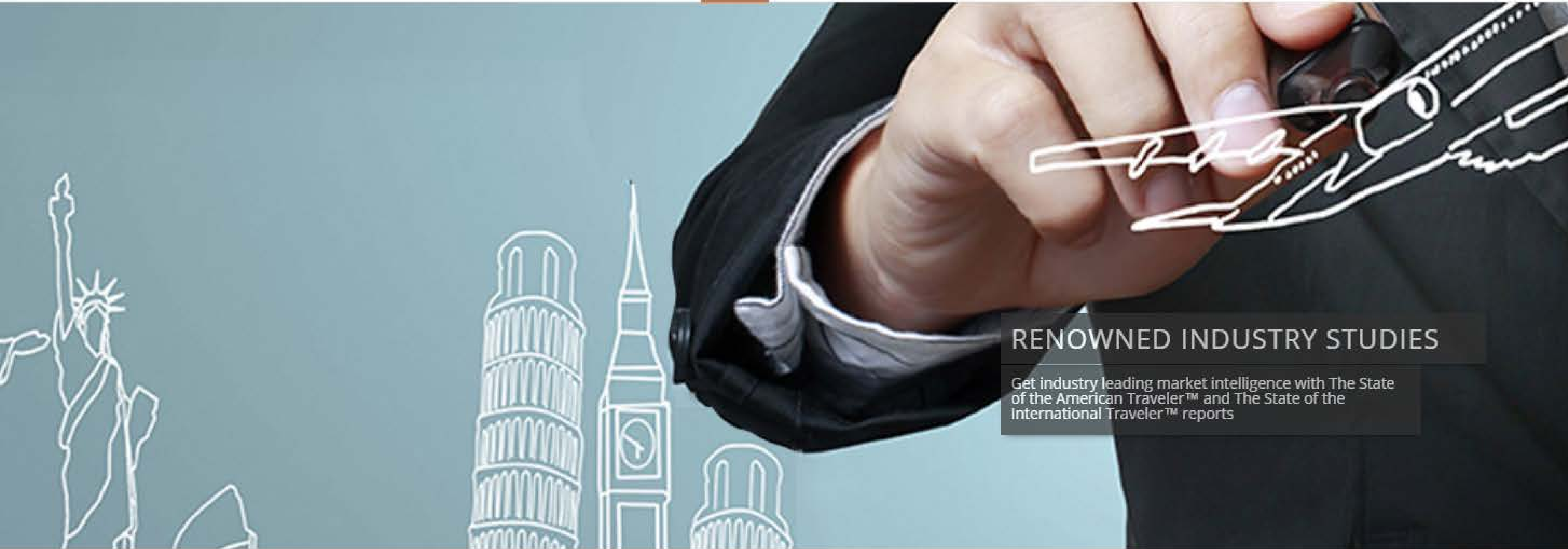
Strong year-over-year (YOY) organic search traffic growth is expected in an industry as content rich as destination marketing. However, with growing frequency we've heard destinations voice concerns that organic traffic to their sites has been flat, or even down, in recent months.

Of course, we've seen the typical lineup of culprits for such trends such as site update issues, mobile friendliness and aggressive paid search budgets; but just as often we've seen no noticeable change in rank or search volume to account for traffic flux.

In SEO, typically there are a number of small factors that add up to a big search traffic difference, rather than a single, clear issue. Such is likely the case behind this downward trend in organic traffic growth. While there were a number of [major algorithm updates in 2015](#), we've been keeping an even closer eye on Google's changes in search result formats in both travel planning and travel booking. Just Google "MarketName destinations" or "places to visit in MarketName" on your phone and you can see the extent to which the search giant is surfacing its own destination content before linking to DMO sites. In his [recent post on the latest State of the American Traveler report](#), my colleague Chris Adams cited that more than half of travelers were either interested or very interested in using Google-curated content to research leisure destinations.

Being the curious folks we are here at Miles, we compiled the organic traffic of 26 destination websites nationwide from 2013 through the first half of 2016. While there was a healthy mix of ups and downs each year, the totals point to a trend that supports the anecdotal evidence we've heard to date.

In 2014, the total organic traffic to these destination sites grew by 37% over 2013. In 2015, YOY growth dropped to only 17%, and in the first half of 2016 that growth has slowed to only 10%



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Expanded white paper library: WWW.MILESPARTNERSHIP.COM

online booking solutions

Options for Destination Marketing Organizations

Overview

- Online Booking for Destination Marketing Organizations
- Types of Online Booking
- Analysis of Online Booking Performance for DMOs

MilesPartnership.com

content that

travels

Content Marketing Best Practices

Overview

- The 8 Essentials of Successful Content Marketing
- Content Distribution with the Hyper-Informed Traveler
- Top Tips for Content that Travels Well
- The Three Broad Channels of Content Marketing & Distribution

MilesPartnership.com

miles
marketing destinations

data-driven destinations



miles
marketing destinations

Thank You!



Chris Adams

+1 303 842 3394

Chris.Adams@MilesPartnership.com
Social: KiwiColorado



Dave Bratton

+1 415 307 3283

Dave@DestinationAnalysts.com
Social: DA_Research

EXAMPLES & KEY TAKEAWAYS

The hyper informed traveler: 2016



50%

**Use Print Publications:
Visitor Guides,
Brochures, Magazines**

This percentage has actually increased since 2007



50%

**Use Social Media in
Trip Planning**

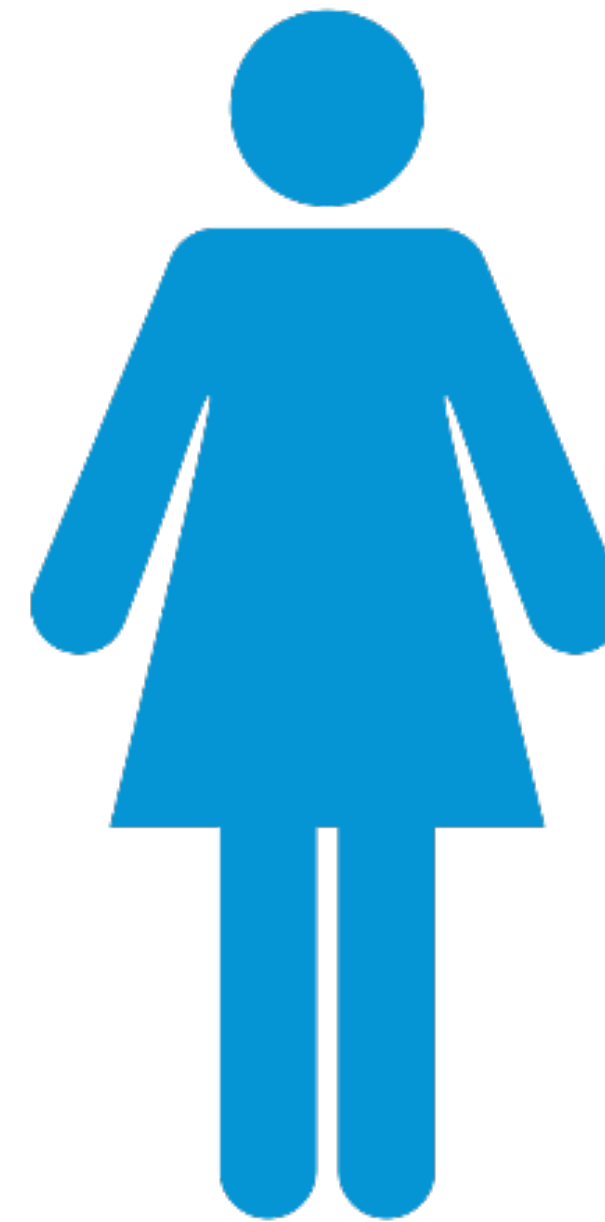
*Most travelers use social media
to see or share trip photos;
encourage your guests to
share their experience through
services like free Wi-Fi*



59%

**Seek Out Reviews, Ratings and User-Generated Content for
Ideas and to Validate Their Selection**

*Recent research from Cornell's School of Hospitality (2014) highlights that properties
with better reviews are able to command a higher ADR – against properties of
similar location and facilities*



60%

**of Travel Decision
Makers Are Female**



15%

**Use Official Visitor Guides:
City, Regional or State
Vacation Publications**

From a CVB or other DMO

36%

**Use Official Destination
Websites**

From a CVB or other DMO



36%

**Use Tablets To Access
Travel Information***

**Travelers use them almost equally both
before and during travel*



50%

**Use Smartphones To
Access Travel Information***

The hyper informed traveler: Gen Y



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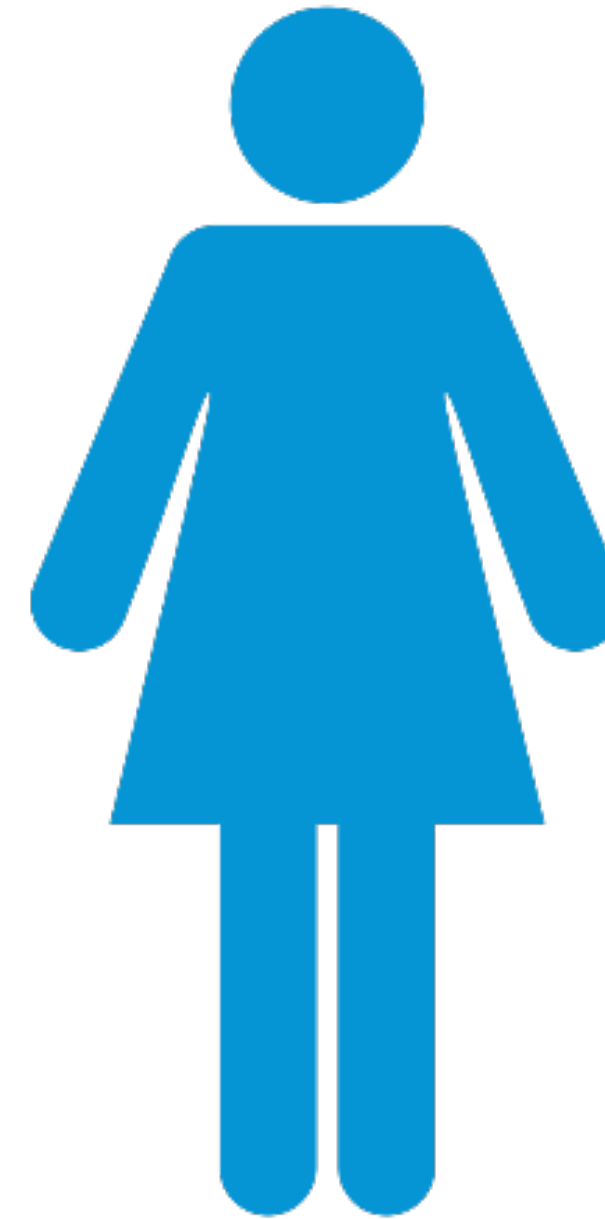
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From a CVB or other DMO



36%

**Use Tablets To Access
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before and during travel*



84%

**Use Smartphones To
Access Travel Information***