

A vibrant photograph of the Miami skyline across a body of water, framed by several palm trees in the foreground. The sky is a clear, bright blue with a few wispy clouds. The city skyline is composed of various high-rise buildings in different colors and styles. The palm trees are lush green with some fronds showing a slight yellowing, suggesting a sunny day.

EVERY CRISIS IS ALSO AN OPPORTUNITY

GREATER MIAMI & THE BEACHES
HOTEL ASSOCIATION

Consider PARTNERS IN HOSPITALITY

SPARKLOFT

expedia group™
media solutions



ABOUT
SPARKLOFT
MEDIA



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THE AMERICAN RIVIERA®



coastal
MISSISSIPPI
The Secret Coast



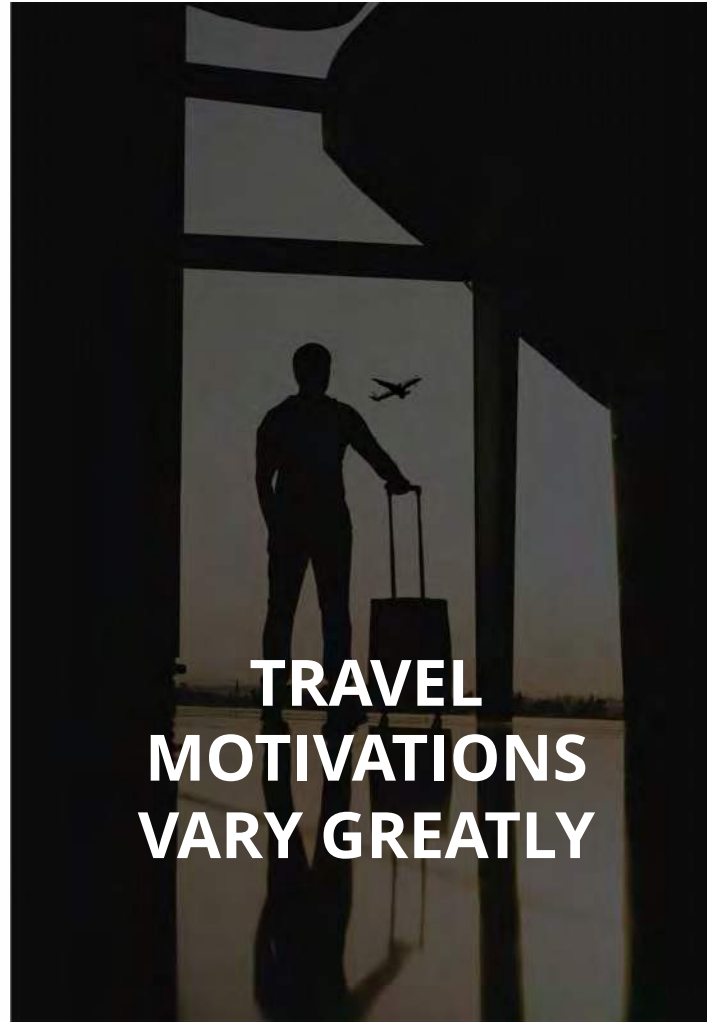
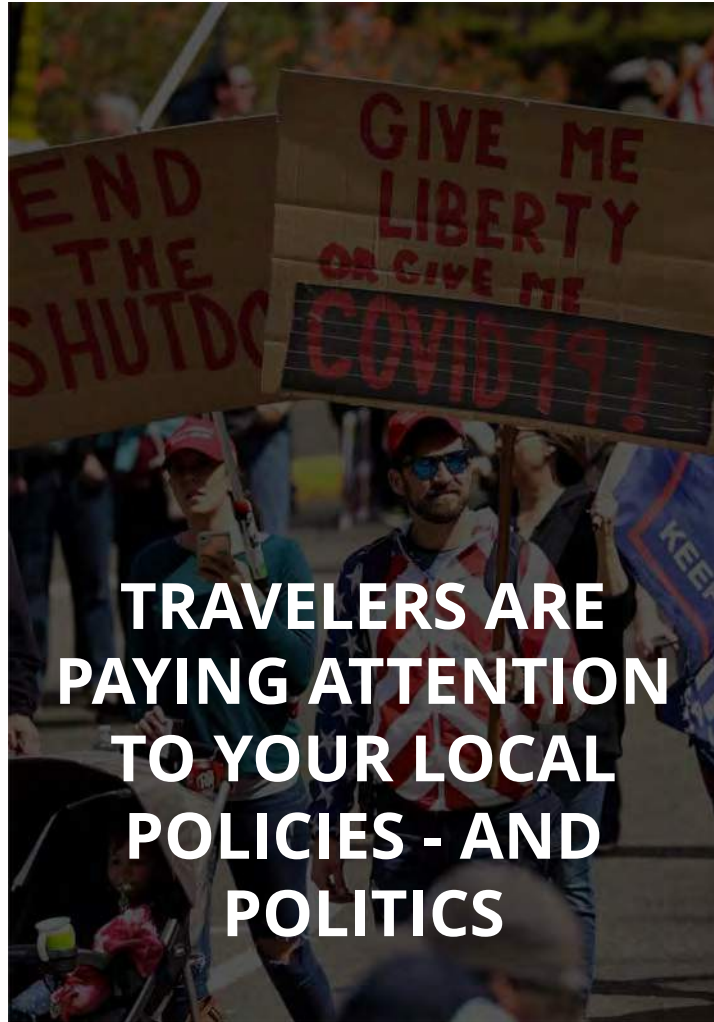
KIMPTON®
HOTELS & RESTAURANTS



TO SUMMARIZE

KNOW WHEN, TO WHOM AND HOW TO MARKET DURING COVID-19

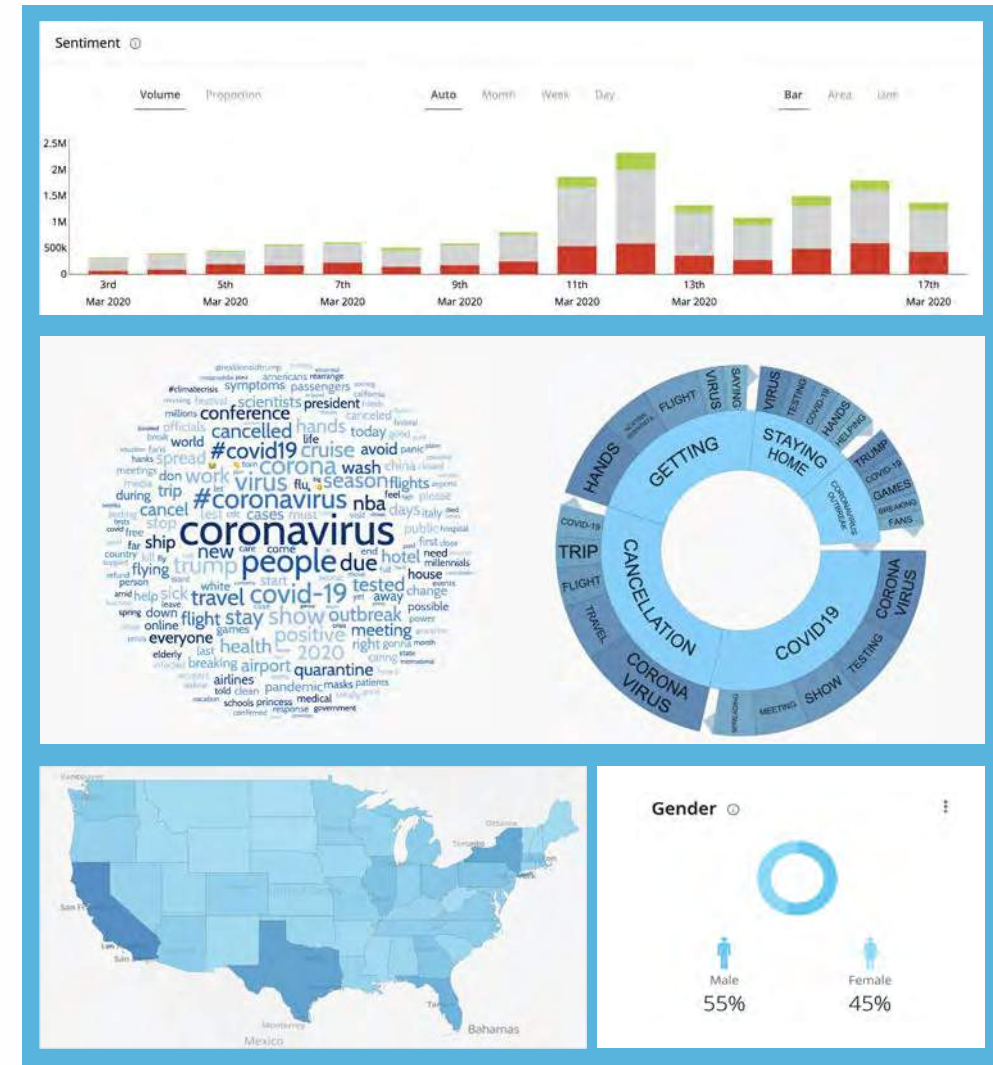
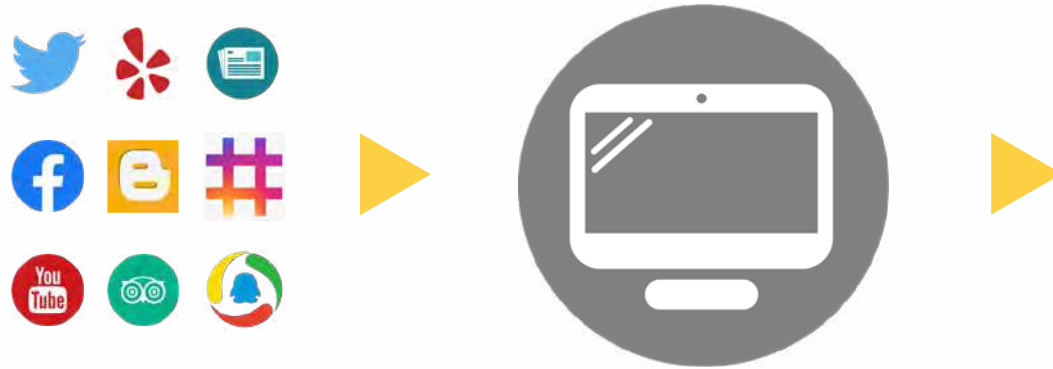
THINGS TO CONSIDER WHEN MARKETING IN 2021:



HOW TRAVEL HABITS + BEHAVIORS HAVE CHANGED

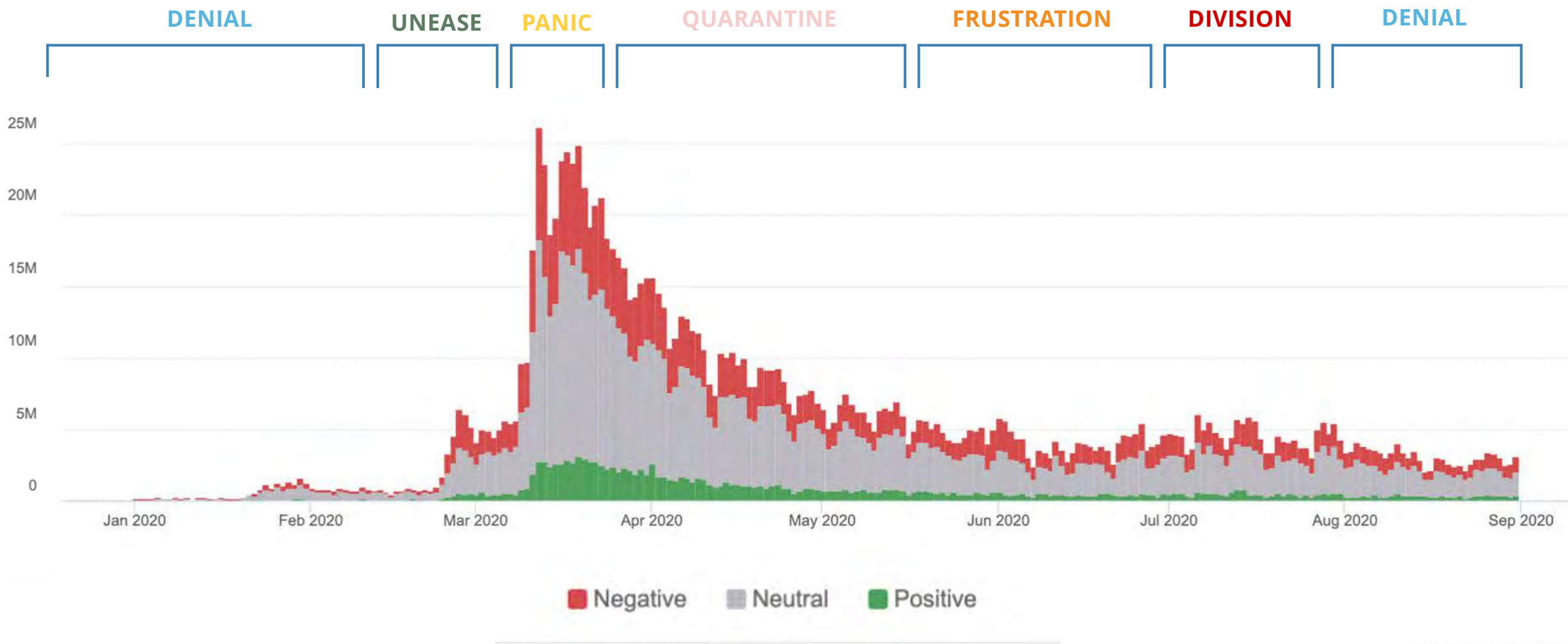
USING REAL-TIME DATA TO UNDERSTAND CONSUMER MINDSETS

SOCIAL LISTENING + SENTIMENT ANALYSIS, EXPLAINED



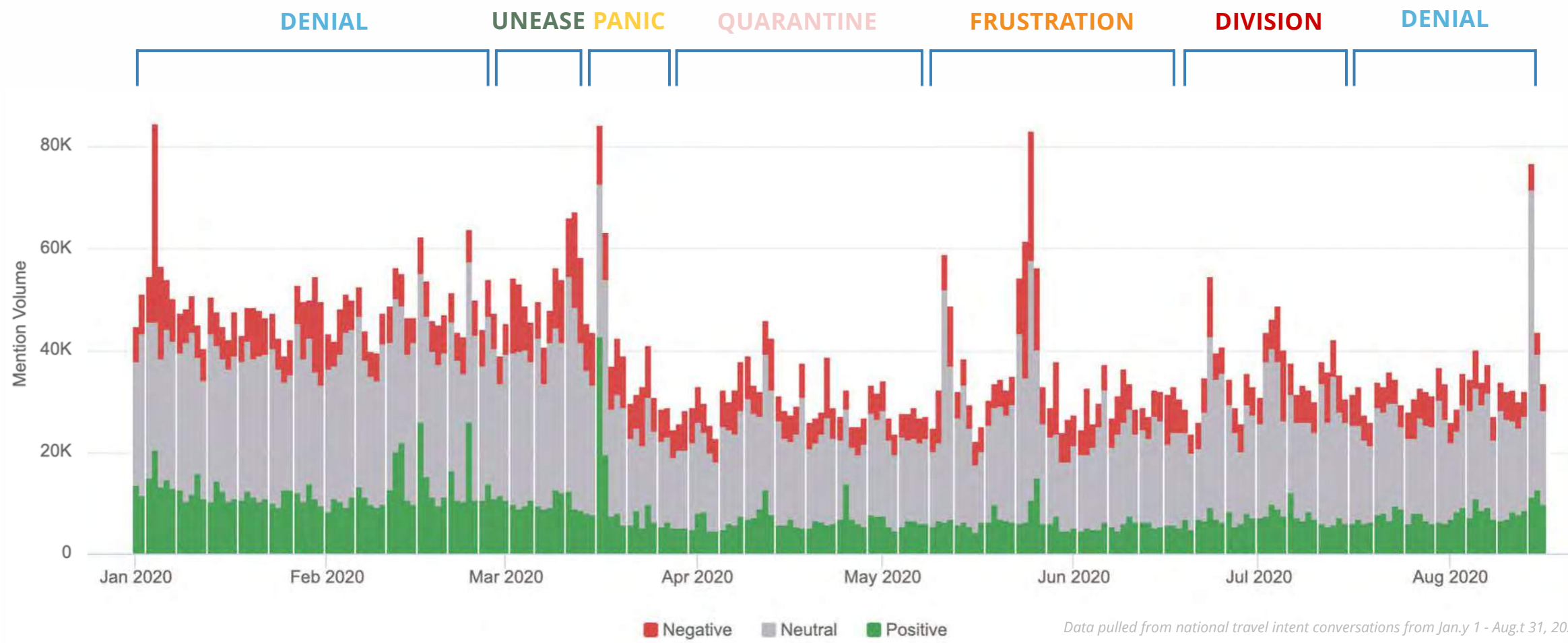
CONSISTENT TRACKING MATTERS

COVID-19 SOCIAL CONVERSATION VOLUME, SENTIMENT + PHASES

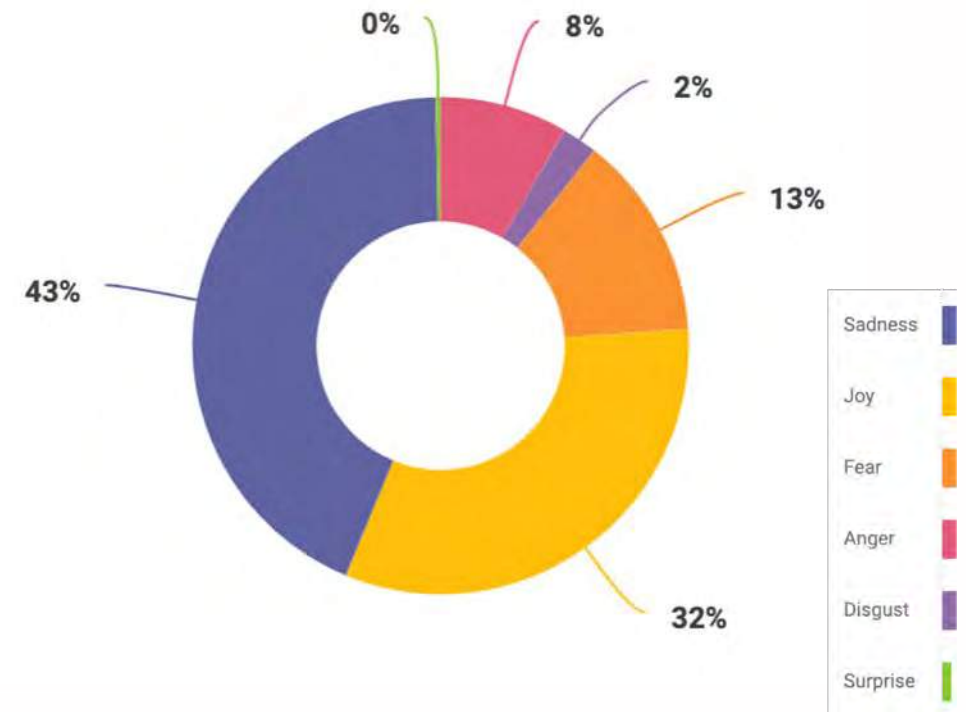


TRACKING DOMESTIC TRAVEL INTENT

DOMESTIC TRAVEL CONVERSATION VOLUME INCREASES WITH MORE AVAILABLE OPPORTUNITIES AND OPTIONS



AND POLITICS ENTERING TRAVEL CONVERSATIONS INCREASES SADNESS

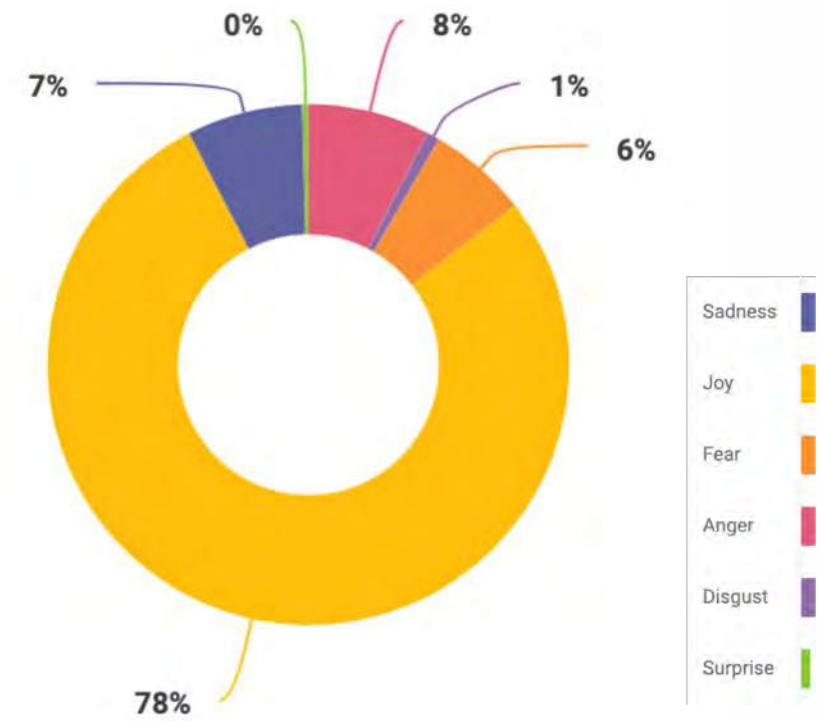


Data pulled from national travel intent conversations from Jan 1 - Aug. 31, 2020

SP/RKLOFT

DOMESTIC TRAVEL INTENT CONVERSATIONS WITHOUT POLITICS

AND SUMMER VACATIONS BROUGHT MUCH NEEDED JOY TO TRAVELERS



Data pulled from national travel intent conversations from Jan 1 - Aug. 31, 2020

TRAVEL SHAMING IS DECLINING — BUT STILL POSES PROBLEMS

AND, AS A RESULT, TRAVELERS ARE SHARING LESS ABOUT THEIR TRAVELS



Data pulled from global Google search trends from 2018-2020

Vacation police: Travelers posting trip photos or asking for tips risk social media wrath amid pandemic

Traveling was once social currency. Now it might get you shamed.

Travel shaming -- another trend of 2020



Richard Culp
@Richiecuva



I had forgotten, in the years since I've been here, how much I love México and its people, culture and amazing food. For those who might travel shame, I quite frankly feel safer here than in the US. And they are diligent!!!

TAKEAWAY:

**Travel is seeing an upswing and still brings joy,
but fear, travel shaming and politics are
having a lasting impact.**

WHAT COMES NEXT FOR THE INDUSTRY?

WHO WILL BE TRAVELING AND WHAT CAN WE EXPECT?

WINTER + HOLIDAY TRAVEL WILL LOOK DIFFERENT

HOLIDAYS MAY BE SPLIT BETWEEN THOSE THAT STAY CLOSE TO HOME + THOSE THAT WORK-FROM-ANYWHERE

WFH = WFANYWHERE

57% would be willing to take an extended-stay trip and live elsewhere for three months.



HOLIDAY TRAVEL FOMO

44% of Americans predict COVID-19 to end in 2021 or later.



THE TRAVEL BOOKING CYCLE WILL NOT BE THE SAME

LAST MINUTE TRIPS, CANCELLATIONS AND FLEXIBILITY WILL CONTINUE TO BE TOP PRIORITIES

BRAND NEW PRIORITIES

62% of hotel bookings were made less than two weeks ahead of travel

97% of stays booked in June were refundable rates



Stephanie Kurita
@stephkurita

@SouthwestAir why are you not offering more flexible extensions on funds for flights impacted by covid? I am unable to use nearly \$1000, and you are refusing to extend the expiration of the funds. Very disappointed with your airline that prides itself on customer service.



Dave Lieber, CSP 
@DaveLieber

Finally. American Airlines puts on a Southwest face, announcing in an email today: "No more change fees. Effective immediately, we're eliminating all change fees for tickets purchased in Premium Cabin and most Main Cabin fares for travel within the U.S., Canada, Mexico, PR& more."



United Airlines 
@united

No more change fees on flights within the U.S., or between the U.S. and Mexico or the Caribbean, could have you... stretching out your weekend. ✈️🌴👓

REVENGE TRAVEL WILL CONTINUE TO PICK UP

AND CONSUMERS WILL BE QUICK TO BOOK WHEN RESTRICTIONS ARE LOOSENED

TRAVEL WITHDRAWALS

48% of Amex Trendex survey respondents say the inability to travel is causing them to feel stressed and anxious.



China promotes 'revenge travel' to boost economy after Covid lockdowns

'Revenge travel' is the phenomenon that could bring back tourism with a bang

Experts predict travelers are eager to get back out there — though others caution revenge may not be so sweet.

MAKING UP FOR LOST TIME

70% of leisure travelers plan to spend at the same levels or higher when travel opens up again.

 **Nani** 
@lenubienne

[#RevengeTravel](#) – people going on extra trips or splurging after the Corona Crisis because they were deprived of that possibility for so long

It me.

 **Benjamin Po**
@BennyDelupo

The moment it's announced that global travel is safe again, I will take 3 months off work and just go CRAZY out there. [#RevengeTravel](#)

CERTAIN TRAVELERS WILL BE LIKELY TO TRAVEL IN 2021



OPPORTUNISTIC: Conducting extensive research, planning and contingency planning, these travelers book as soon as timing and value align.

NEED: Flexibility

WHERE THEY ARE GOING: Destinations with similar case counts and safety protocols to their home.



BURNED-OUT: Pushed to the brink with their personal situations, these travelers believe a benefit from change of scenery outweighs the risk.

NEED: Convenience

WHERE THEY ARE GOING: Destinations with ease of booking and availability.



DETERMINED: Going forward with travel planned prior to COVID-19, these travelers believe they should be allowed to decide for themselves where and how they move throughout the world.

NEED: Freedom

WHERE THEY ARE GOING: Destinations with the fewest restrictions.

HOW CAN YOU PREPARE AND PROPERLY MARKET?

USING THE DATA TO MARKET IN A WAY THAT WORKS

HOW TO:

APPROACH THE TRAVEL MESSAGE IN A POLITICALLY- CHARGED CLIMATE

PRIORITIZE COMMUNITY MANAGEMENT

WHY?

Whether you do or don't promote the travel message, travel and COVID will be politically charged and **people will be upset either way.**

HOW?

Align PR + social media teams on appropriate messaging while creating internal guidelines for **how, and when, you will respond or engage to comments.**

ONE THING YOU CAN DO THIS WEEK:

Check in on your community managers! Social media is a tough spot to be in.

HOW TO: CAPITALIZE ON REVENGE TRAVEL

KEEP THE TRAVEL DREAM ALIVE

WHY?

When people are ready to travel, they'll be eager to book and quick to make decisions. **Don't wait to get on their radars** when it's time to book - inspire and motivate now.

HOW?

Continue to make emotional appeals to travelers. Play on nostalgia and remind audiences of all the great things to miss about traveling - especially in your destination.

ONE THING YOU CAN DO THIS WEEK:

Prioritize engagement-driving content. Take advantage of rich video content and use it to get immersed in your story while they have extra time online.

HOW TO:

ATTRACT THOSE THAT
WILL ACTUALLY
TRAVEL

APPEAL TO PAST + TIMELY TRAVELERS

WHY?

With so many uncertainties, **those that visit will likely be closer to you or more familiar with your destination.** Travelers in COVID want familiarity and security.

HOW?

Pair new reasons to visit - like COVID-friendly or longer-term (WFAnywhere) itineraries
- **with flexible booking incentives** like retail offers or return-visitor specials.

ONE THING YOU CAN DO THIS WEEK:

Build out your most relevant social media audiences by using **retargeting and custom audience lists**. When it's time to push media, these are your go-to.

HOW TO:

COMBAT TRAVEL SHAMING + LACK OF CONTENT

LEAN INTO LOCAL VOICES

WHY?

People listen to real people more than brands; Use locals to tell the story of what the destination is really like right now.

HOW?

Create a grid that **encourages travelers and locals ALIKE to share similar, COVID-friendly content.** Make COVID content frequent and easy to find on your feeds.

ONE THING YOU CAN DO THIS WEEK:

Ideate **a co-op partnership that instigates relevant assets from local businesses;**
Coach local partners in the right kind of content to capture and, in turn, use it to fill your feed.

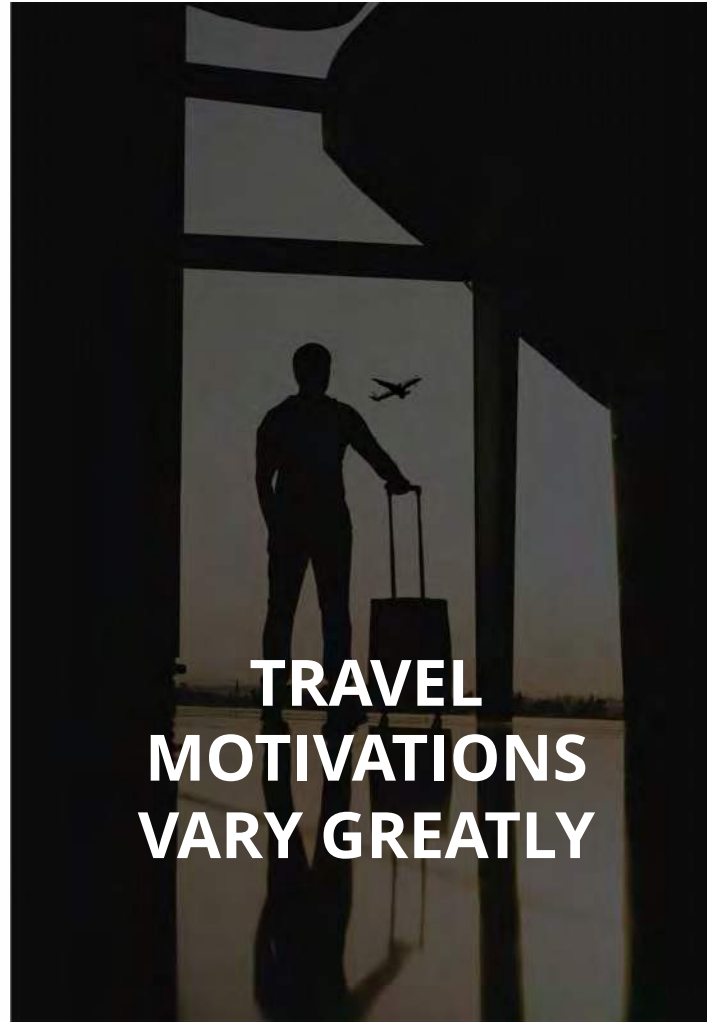
WAIT, RECAP IT FOR ME:

- Travel brings joy and consumers are enthusiastic about a change of scenery.
- We will see more local travel over interstate or overseas.
- Keep clients up to date about your Health and Safety protocols.
- Use creative that reflects safety procedures.
- Offer flexible booking policies and extended stay deals.
- Listen to your customers and adjust the tactics and messaging accordingly.
- Invest in targeting to ensure these messages reach the exact audiences.

TO SUMMARIZE

KNOW WHEN, TO WHOM AND HOW TO MARKET DURING COVID-19

THINGS TO CONSIDER WHEN MARKETING IN 2020/2021:





The Power of Data in Your Recovery Strategy

Leah Garey

Senior Business Development Manager
Expedia Group Media Solutions

Leah drives business development in North America, delivering creative and innovative digital media campaigns for partners on the network of leading travel brands across Expedia Group.





expedia group™
media solutions

Two-sided Marketplace

connecting advertisers
with travelers

200+

Sites

 Expedia

 Hotels.com

 ORBITZ

 Vrbo

 travelocity

 hotwire

 MrJet.se

 eBookers

 wotif

 CheapTickets

 lastminute.com.au



2021 Priorities for Travel Marketers

2021 will look a lot different



Budgets will
be tight



Marketing
results need to
demonstrate
real business
impact

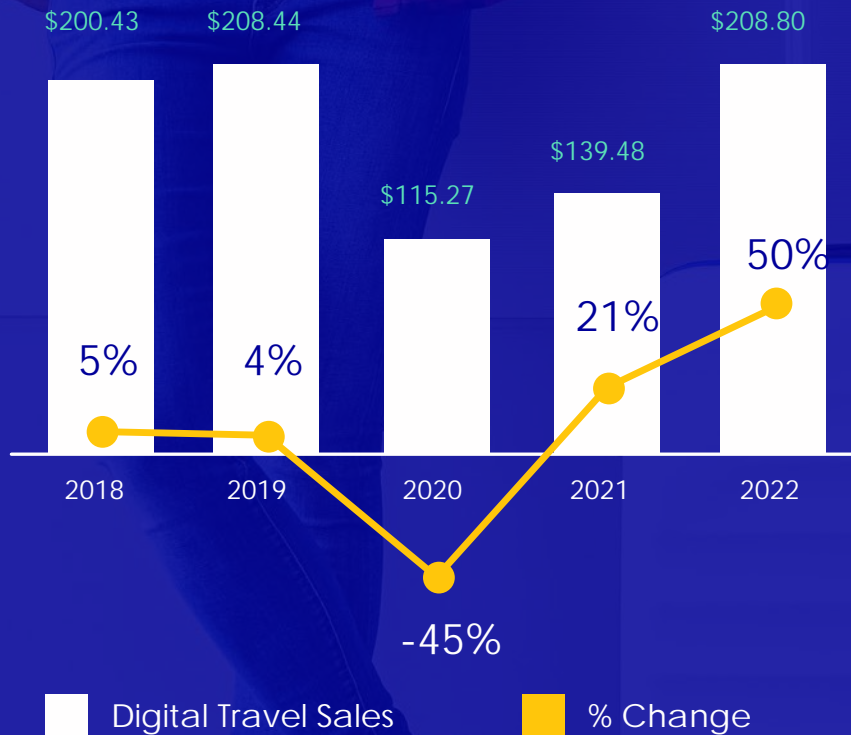


Capture
demand and
drive conversion



US Digital Travel Sales | 2018-2022

Billions and % Change



The State of Travel in 2020

Travel sales took a huge dip because of COVID but there are green shoots

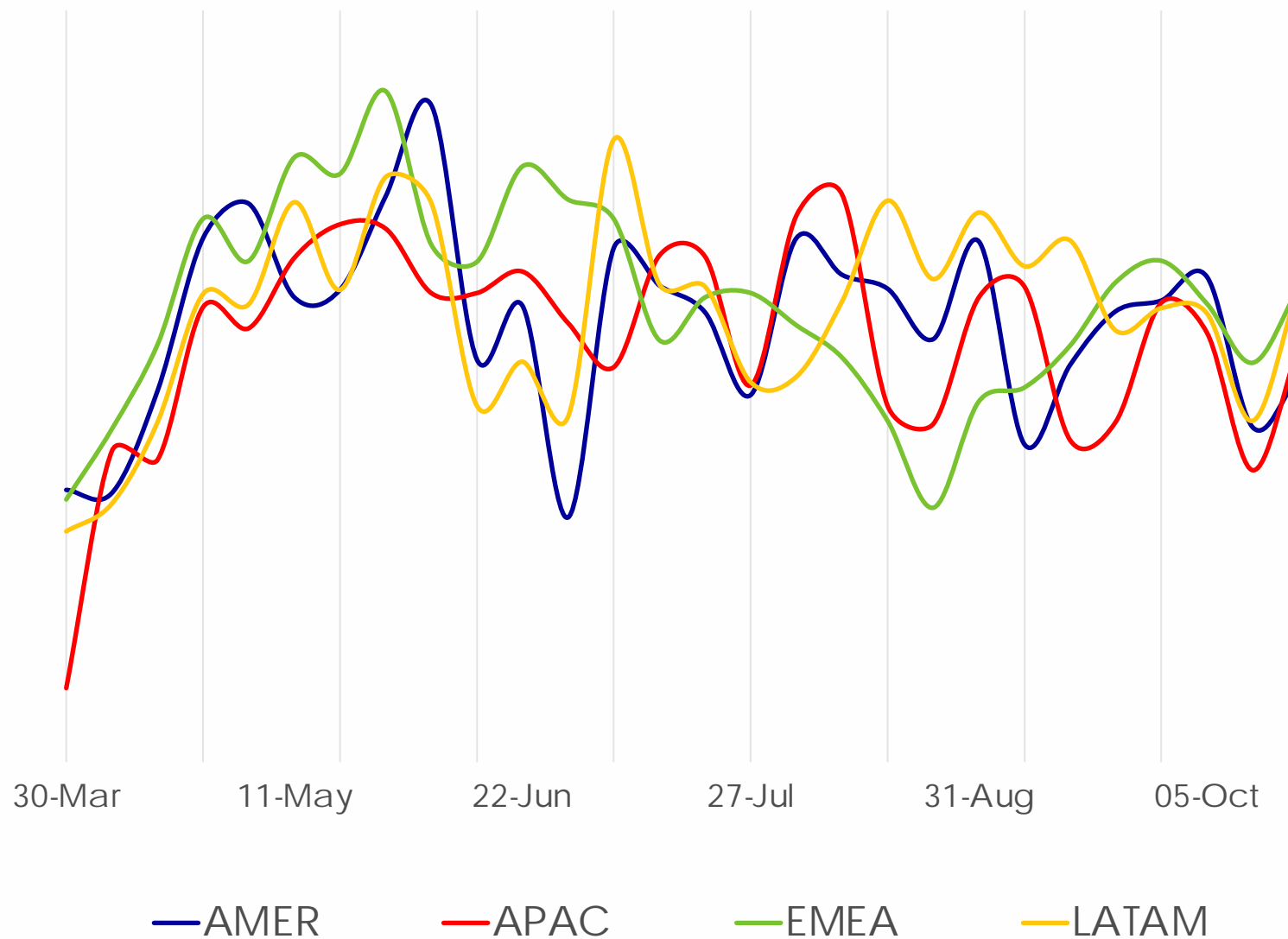


300
Petabytes
of Proprietary, First-party Data

Travel Searches Continue to Increase



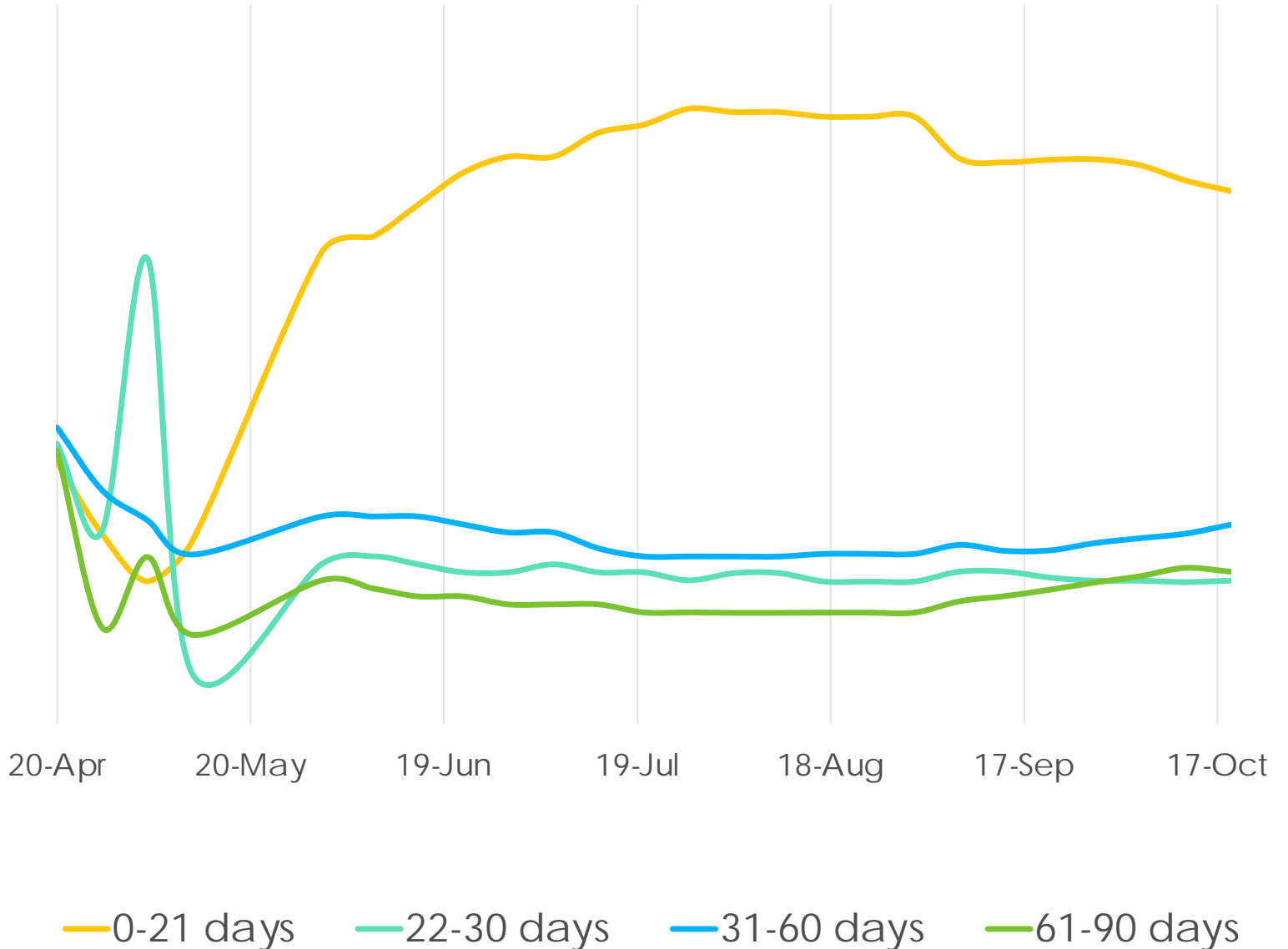
Destinations Super-Regions | WoW Search % Change



Travelers are Searching 0-21 Days Out



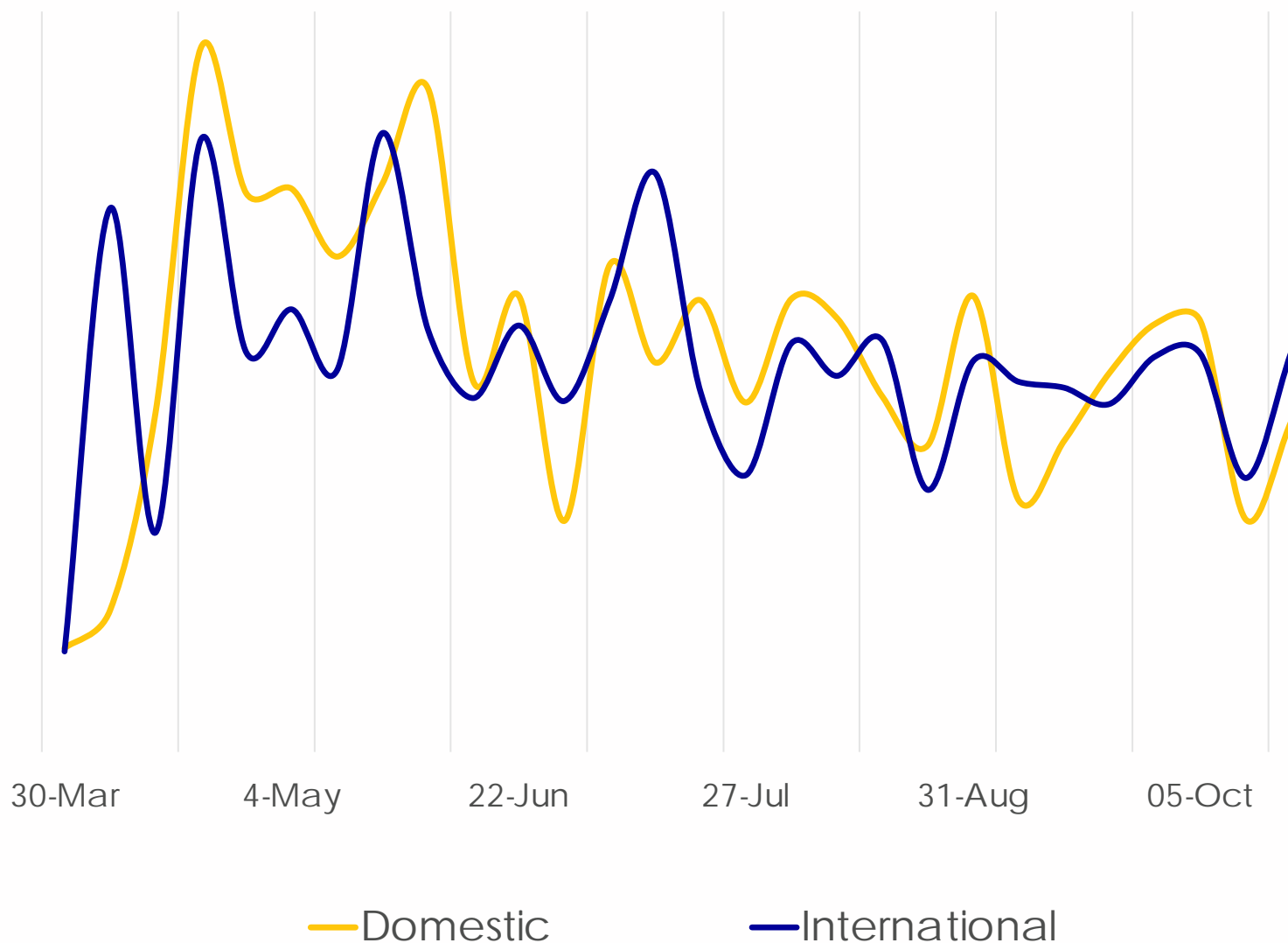
Search Window | % Share of Weekly Searches



Domestic Travel Searches on the Rise



Domestic vs. International | WoW Search % Change



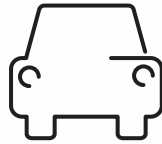
Traveler sentiment study shows leisure trip considerations through the end of the year



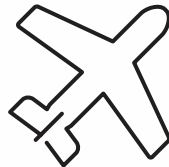
76%
are traveling domestically



2/3
are traveling under 1000 miles



62%
would travel by car



53%
would travel by plane



Top Trip Types
family trips and visiting friends and/or relatives



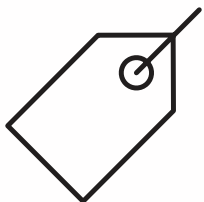
87%

Health and hygiene information (i.e. cleaning, sanitizing protocols)



73%

Information on attractions and activities that are open for business



70%

Special deals and offers

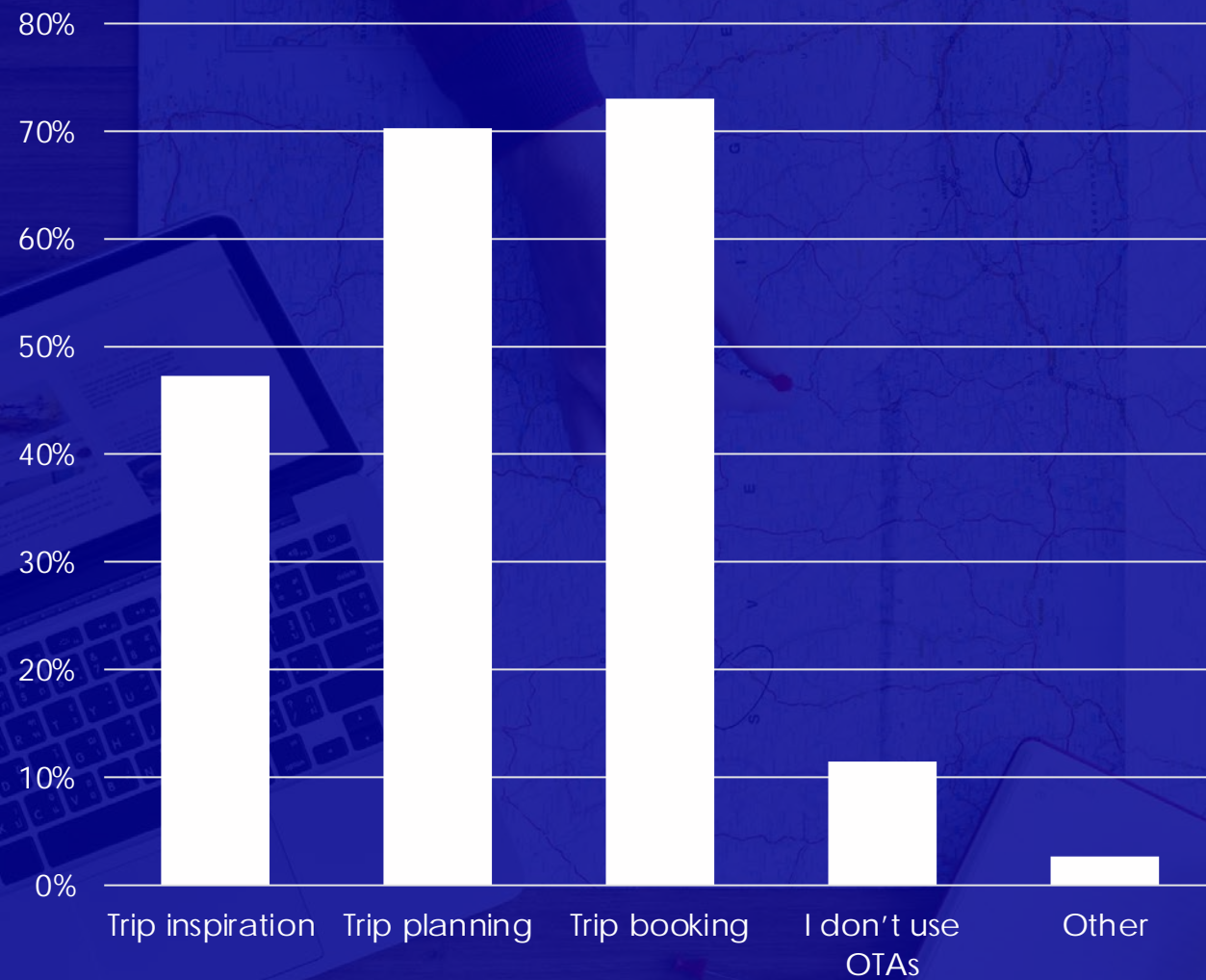


60%

Off the beaten path recommendations that will help avoid big crowds

Messaging topics that can reassure travelers





Travelers turn to OTAs

throughout the
purchase journey



9 in 10

travelers would use
an OTA to book
travel in the current
climate

OTA travelers stay more nights,

spend more on-property,
and generate more revenue
for local communities



5 Nights

Domestic OTA travelers stay nearly five nights, while direct bookers stay just over four nights.



7+ Nights

International OTA travelers stay nearly seven and a half nights, compared to seven nights for hotel bookers.



22%

Domestically, OTA travelers are more likely to book higher-end hotels than direct hotel bookers: 22 percent (OTA) vs 16 percent (hotel direct).

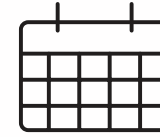
Capturing Demand



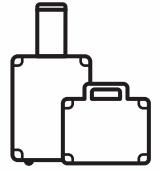
Providing highly relevant data and insights



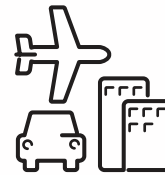
Search demand
by region and
country



Booking
windows



Booking
demand



Types of purchases
(flights, hotels,
vacation rentals,
packages)



Future stay
reporting



Social
listening



Competitive set
comparison



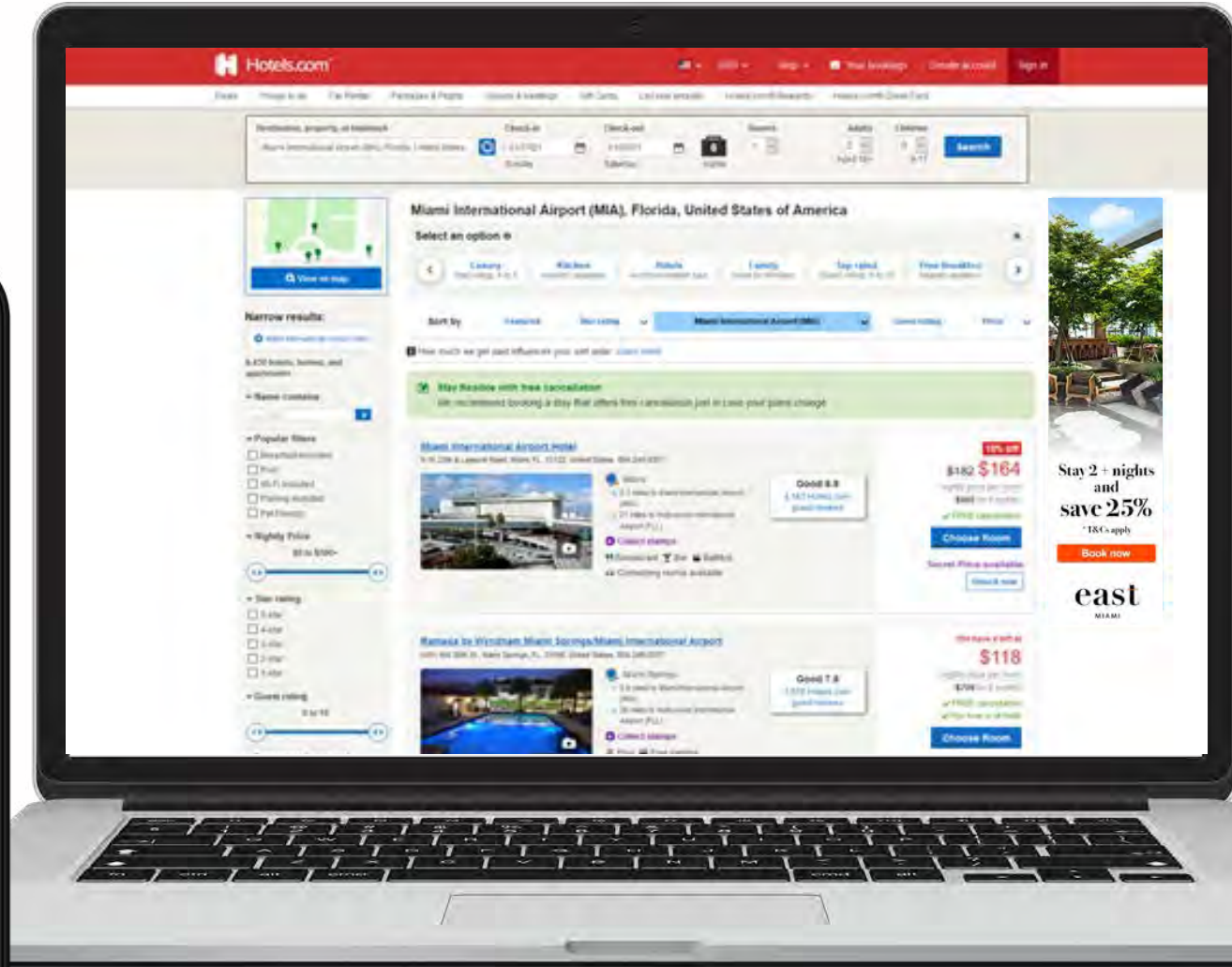
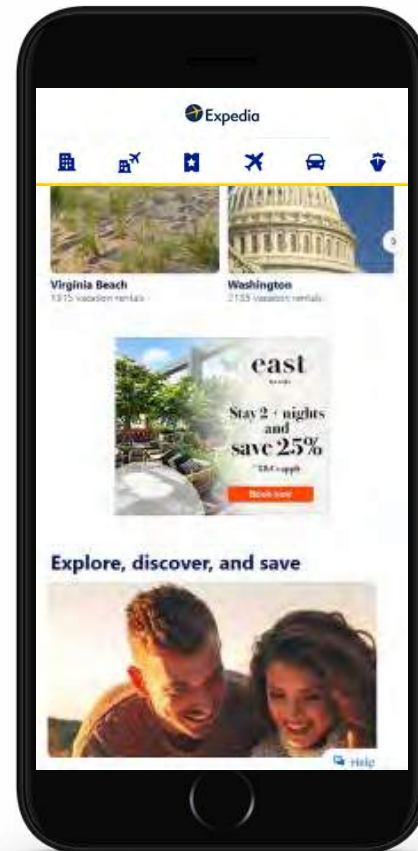
Top feeder
markets

Custom Standalone Campaign

Solutions with customized targeting for your property, attraction or destination

Personalized Solutions

- Own the campaign messaging and targeting
- Take Advantage of Expedia Group's exclusive targeting capabilities
- Flexibility with campaign objectives, campaign components, budget, and much more
- Optimization capabilities to make sure your campaign drives the most success





About 80%

of today's co-op advertising dollars are spent offline.

However, most retailers spend the vast majority of their ad dollars online. We're seeing co-op dollars moving online fast to close that gap.

What is co-op marketing?

For other companies

A term for doing
marketing together.

Co-Op Campaigns

from Expedia Group Media Solutions

A collective advertising effort made
by multiple brands with common
marketing goals.



Amplifying
Marketing Spend



Highly
Targeted

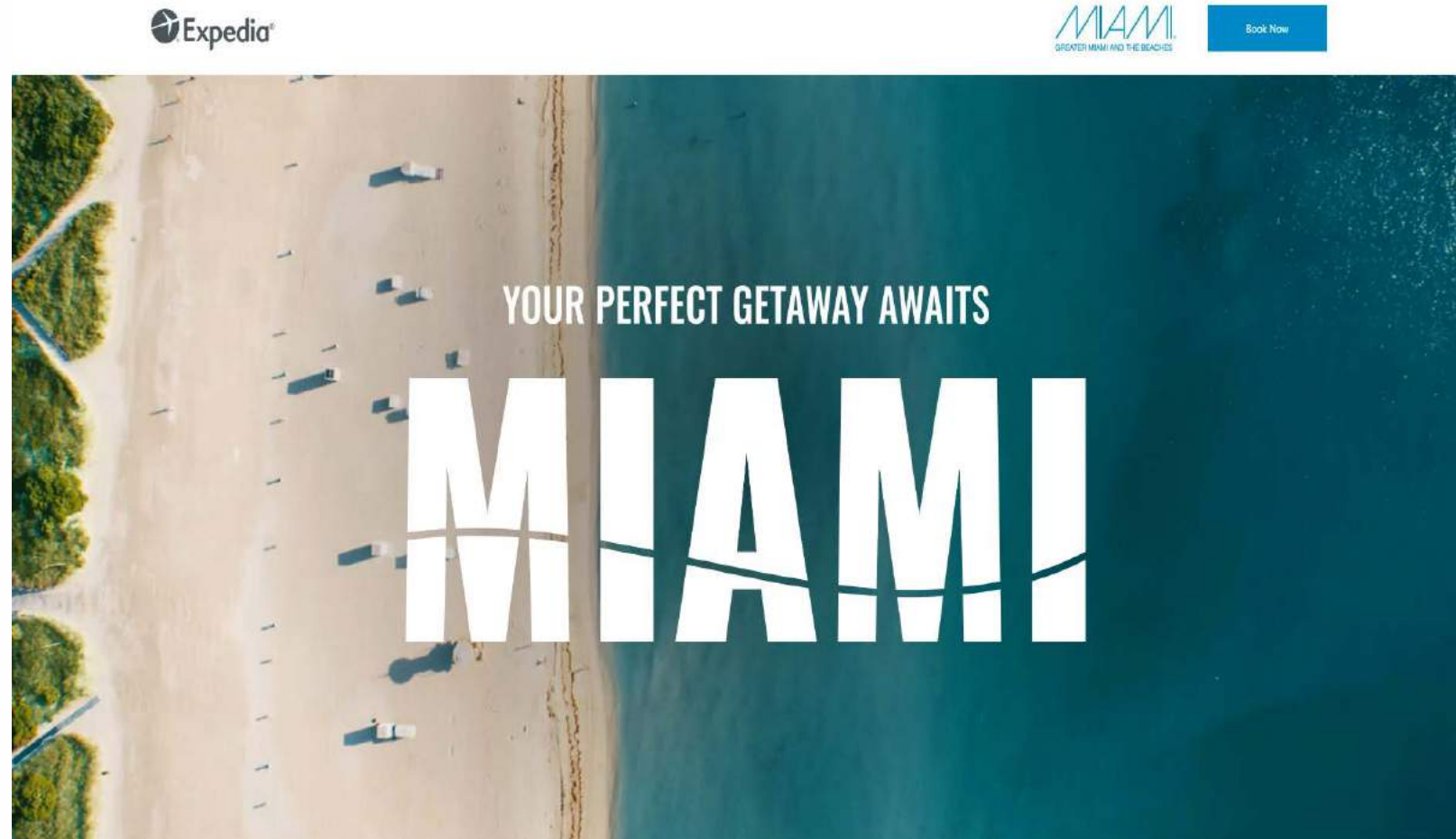


Customized
Campaigns

Partnership with the GMCVB

July 28- October 31

- More than 50% increase in travelers per day
- Almost an 85% increase in daily booking demand
- More than 20% increase in average spend per traveler
- Almost a 10% increase in ADR
- Average LOS of 3.6
- Return on Ad Spend: 86.6

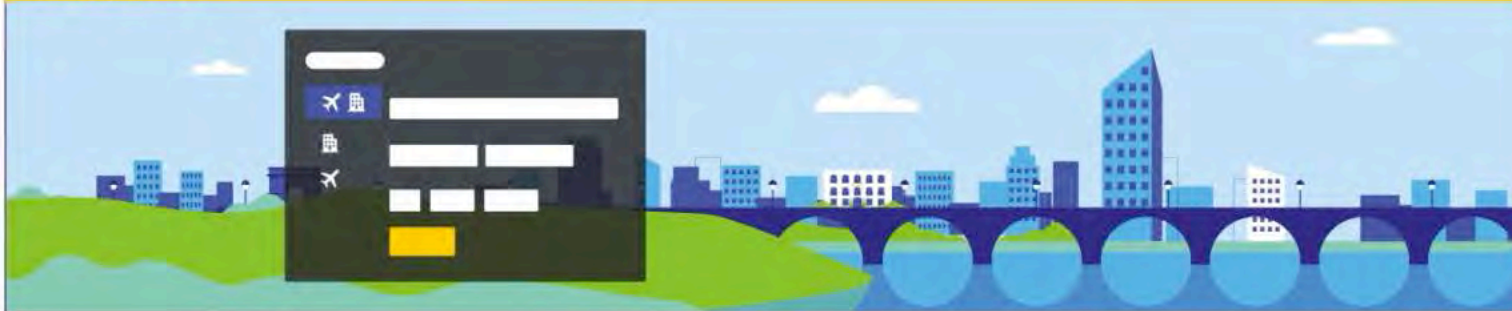


Visit Dallas and Enterprise Partnership


November 11- December 31

- Enterprise:
 - wanted to drive rentals
 - increase share in Dallas
- Visit Dallas:
 - wanted to increase awareness of the destination among those interested in taking a Road Trip
 - Drive room nights/bookings
 - Showcase their holiday offerings







Header text and description for a city travel package.




Header text and description for a hotel stay package.



Header text and description for a cycling tour package.



Header text and description for a hotel stay package.



Header text and description for a flight package.



Header text and description for a large hotel stay package.

QUESTIONS?



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