

# Social Media and Mobile in Travel Distribution Report: Online strategies, consumer and industry trends, 2013

Strategic insights on how mobile and social media have impacted the optimal marketing mix to drive direct booking, meeting future consumer needs and increasing conversions



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Market data and case studies to help you provide the ideal marketing mix.

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# Social Media and Mobile in Travel Distribution Report: Online strategies, consumer and industry trends, 2013

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Strategic insights on how mobile and social media have impacted the optimal marketing mix to drive direct booking, meeting future consumer needs and increasing conversions

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# Welcome

Dear Colleague,

Thank you for your interest in this EyeForTravel report on the impact of social media and mobile on travel distribution. I hope you find it as valuable as your peers who have reviewed the report and contributed their comments.

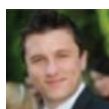
The travel industry is undergoing great disruption, brought about by technological innovations and shifting consumer demands. The potential for technology, primarily mobile and social media, to increase distribution is relatively untapped. Similarly, the full impact of mobile and social media on the consumer research and booking funnels is yet to be determined.

The consequence can be seen by the consolidation of travel intermediaries and the advances in digital and multi-channel marketing, driven by smartphone and tablet penetration, consumer electronic trends, mobile payments and emergent social media platforms.

This report is the culmination of 30+ industry interviews and surveys of nearly 2,000 executives and 20,000+ consumers providing insight into the hyper competition between online travel agencies and travel suppliers that has prompted great innovation in marketing, sales and business strategies. I hope that the analysis contained within the report will help you navigate the great changes occurring in online travel distribution.

The report is our latest installment on the debate surrounding online travel distribution. My thoughts have already turned to improvements for next year. Please get in touch if you'd like to be involved in future work, or if you have any suggestions for future topics and angles relevant to your business.

I look forward to speaking to you soon,



With very best wishes

**Piers French**

Market Intelligence Manager | **EyeForTravel**




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## Join the discussion



## Industry Reviews

“I am delighted to recommend this important and valuable paper on Social and Mobile developments and future opportunities within the travel industry. It is the wide-ranging depth of research and expert comment that adds real credibility to the document. And through this insight we have already been able to utilise the paper to enhance our strategic thinking”.

**Richard Lewis, Best Western Hotels GB**

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“A comprehensive state-of-the-nation assessment of how two of the most talked about innovations in technology of the past three to five years are impacting the behavior of consumers and suppliers of travel products globally. Tantalizing food for thought.”

**Andrew Pyner, Ostrovok.ru**

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“Mobile and social media have been the most exciting developments in the travel industry for the past few years, and although almost all companies have now jumped on the bandwagon, following guests and clients, we aren’t necessarily all on the same rails. This report gives a clear overview of how different actors use mobile and social, as well as the latest innovations in both fields, in a solid, figures-driven, and truly informative way. This is one of the most useful papers I’ve read on the topic for a long time.”

**Remi Lefevre, Intercontinental Hotel Group (IHG)**

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“The report asks the right questions and it gives great strategic guidance in the fast moving areas of social, local and mobile in travel”

**William Beckler, Departing head of innovation at Lastminute.com, Founder of AllTheRooms.com**



## Thought Leadership

### Travel Consumer Report, 2012-13



As your consumers move to the mobile web, get the essential consumer and travel market insights you need to respond to key trends in consumer purchasing behavior and understand how to engage with consumers and sell travel products through multiple devices.

Over 8,400 travel customers surveyed: the survey respondents were chosen rigorously to include travel consumers from the USA, the UK, Germany, France and the Netherlands including business-critical information such as frequency of travel, spend, purchasing behavior (including type of supplier, device and method), and barriers to purchase as well as customer attitudes and usage of social media and mobile.

Strategic innovations: Over 15 leading travel and hospitality brands critique their e-commerce strategies and models, highlighting lessons learnt and future priorities.

### Social Media and Mobile Strategies for the Travel Industry 2011 (Reviewed February 2012)



Where should you invest your valuable time and resources for maximum return?

For travel executives trying to understand ROI potential for social media and mobile campaigns. The report provides a focused and unparalleled insight through interviews, case studies and research into the successful trends in the world of Social Media and Mobile.

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## About EyeforTravel

EyeforTravel Ltd is a leading global media company specialising in business intelligence for the travel and tourism industry. Since 1997 it has produced world-leading conferences, reports, webinars and news for senior executives in the online travel industry.

With its international focus [eyefortravel.com](http://eyefortravel.com) is a key information portal for the travel industry that caters to the needs and interests of all online travel industry executives.

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