



2010 Digital Marketing and Content Survey

Executive Summary

Frommer's Unlimited, in conjunction with Tnooz, conducted a global survey of 325 travel professionals on digital marketing and content priorities. The survey clearly demonstrates that spending on digital content is a key priority and an area of growth and opportunity. Increased investments are reported in the areas of digital marketing, mobile, custom and multi-lingual content.

Respondents are planning substantial increases in their digital marketing spends, with 70% increasing their budgets. Digital marketing priorities were also fairly consistent year over year, with social media (68%) selected as the top area of increase for the second year in a row.

Respondents indicated that the mobile delivery of content, both in applications and on the mobile web, will be vitally important. Video content is also displaying rapid growth with 50% of respondents expecting to spend on this area of content in 2011, up from 31% for 2010.

Unique content again increased in importance with 63% of respondents looking to invest in 2011. Dynamic content also showed strong demand with 45% planning to spend on events listings.

The need for travel companies to provide a multi-lingual offering continues to grow, especially with Asian languages. Twenty six percent (26%) of respondents plan to localize their content into Asian languages, up from 13% that currently provide content in these languages.

Finally, travel companies continue to struggle with three main areas of content production: 1) Keeping content up-to-date (65%); 2) creating content consistent with the brand (47%); and 3) integrating content with products (39%).

Introduction

Frommer's Unlimited, the business-to-business division of Frommer's®, a branded imprint of Wiley, undertook this survey in an effort to better understand how companies are maximizing their digital investments to yield positive ROI results. With the ever increasing importance of digital sales channels, along with the growth in cost per click marketing and customer lead generation through natural search, there are tremendous opportunities in the travel sector.

This annual survey, our third, was carried out to determine trends in digital marketing and content development priorities. The opportunity to complete the survey was offered to a wide range of global travel executives in partnership with Tnooz.

Who responded?

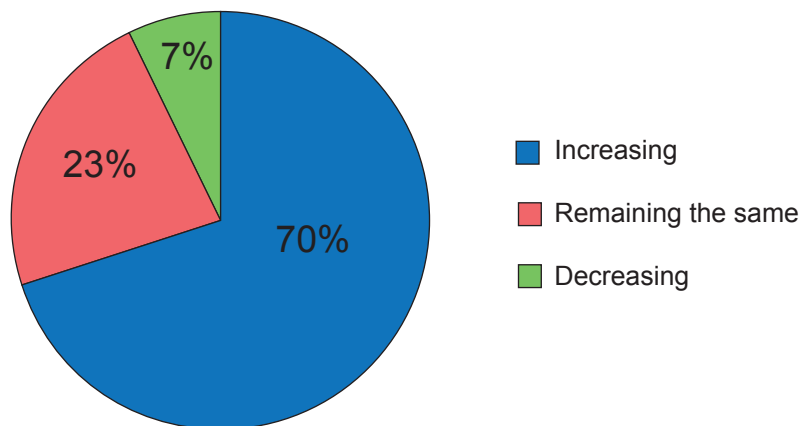
There were 325 respondents to the survey across a wide range of sectors within travel. They represented various nations around the world and a meaningful cross section of the travel industry including the following sectors: media/publishing, hotels and hospitality, travel agencies, operators and consolidators, airlines, tourist offices, car rental, rail, and cruise.

Results

Marketing budgets

Digital marketing continues to be a priority for our survey respondents. Seventy percent (70%) report they are increasing digital marketing spends this year compared to the 54% who reported an increase last year. Only 7% of those surveyed indicate that their marketing budgets are decreasing, an improvement from 15% in the prior survey.

Is your digital marketing budget changing this year?



Priorities for digital marketing

Respondents are increasing their digital marketing budget allocations across many types of initiatives. Social media marketing was a top priority again this year with 68% increasing budget for this activity. Content is another priority for budgets, as 63% noted increasing spend. This year we also polled respondents regarding their mobile spend and half responded they are increasing in this category.

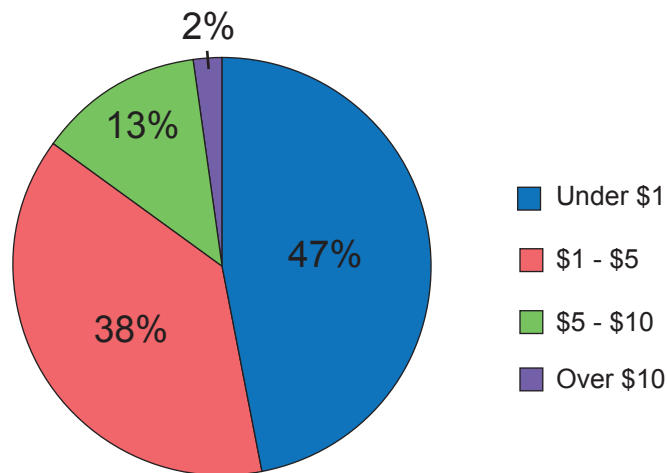
Of your digital spending plans this year, is your spend on:

	Increasing	Remaining the Same	Decreasing
Social Media Marketing	68%	21%	2%
Content	63%	25%	3%
Mobile	50%	23%	2%
SEO - Natural	50%	36%	2%
Email Marketing	46%	35%	5%
Paid Search	35%	31%	12%
SEO - Paid	34%	24%	8%
Meta Search	32%	37%	5%
Display Advertising	31%	33%	13%

Cost per visitor

We believe travel companies are seeing great efficiencies in their digital marketing spend, as indicated by a decreasing cost per visitor versus prior year. Eighty-five percent (85%) of respondents report cost per visitor of under \$5 in this survey. Last year, 76% of respondents were under \$5. Almost half of the respondents, place themselves in the under \$1 CPV category.

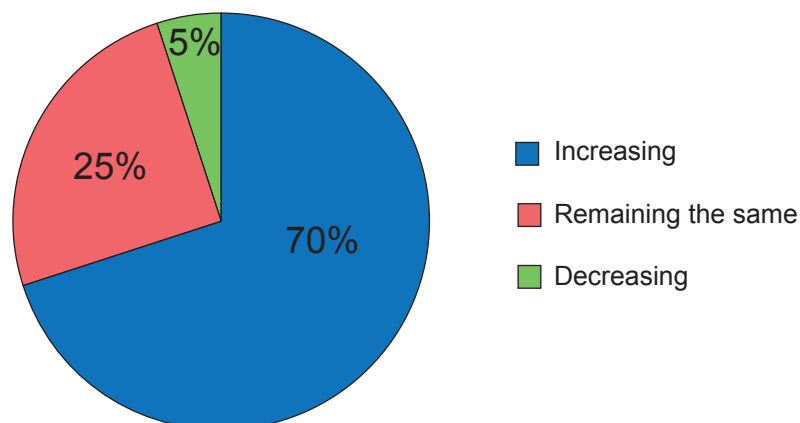
What is your average cost per visitor across your digital marketing mix? (in US dollars)



Budgets for digital content

Following the trend of increasing digital marketing budgets, our respondents are also putting a higher priority on digital content this year. Seventy percent (70%) indicate they are increasing content budgets this year, compared to 66% last year. Only 5% plan to decrease digital content budgets, which was flat from last year's survey.

Is your digital content budget changing this year?



Priorities for digital content

Once again, search engine optimisation is the top priority for digital content budget, selected by over two-thirds of respondents for 2011.

- As we saw last year, spend on destination (64%) and unique content (63%) were high on the list of 2011 priorities for those surveyed.
- Dynamic events listings continued to grow in importance, ranked by 45% as a priority for 2011 compared to 33% for 2010. We believe this is driven by two primary marketing needs; the need to provide customers with timely reasons to travel and to encourage search engines to regularly spider websites for fresh content.
- As expected, the growth in smartphone penetration over the last 12 months has ensured that content requirements for both mobile web and mobile apps would be in greater demand. For 2011, 51% of respondents indicated they would spend their digital content budget on mobile web, up from 26% for 2010. Spend on mobile apps was selected by 46% for 2011 compared to 21% for 2010. The need for video has also seen a rapid increase with a 59% rise in expected spend since last year.
- Marketing microsites, mapping and audio were the lowest priorities for respondent's 2011 digital content spend.

Digital content budget spend:

	2010	2011	Change
Search engine optimisation	61%	66%	7%
Destination content	46%	64%	39%
Unique content	55%	63%	16%
Blogs	45%	56%	24%
Mobile web	26%	51%	98%
User-generated content	34%	51%	48%
Video	31%	50%	59%
Multi-lingual sites	34%	48%	42%
Mobile apps	21%	48%	114%
Events listings	33%	45%	35%
Image galleries	37%	45%	22%
Product/property desc (eg hotel desc)	38%	44%	15%
Marketing campaign microsites	28%	37%	36%
Mapping	31%	36%	18%
Audio or podcasts	12%	17%	35%

Multi-lingual priorities

English remains the most common language currently used to reach customers (93%). Only 13% of the respondents this year indicated they currently use Asian languages, but those that plan to use this in the future is double that amount (26%). This undoubtedly reflects the continual growth of China, widely predicted to overtake the US economy within the next 20 years, as well as that of other Asian economies, making the Asian markets a very attractive investment.

Priorities when adding content

What are the objectives of companies when they add content to their sites?

Top priorities have remained consistent year over year: Attracting search traffic, increasing conversions, and brand building remained the top 3 first priorities for the second consecutive year.

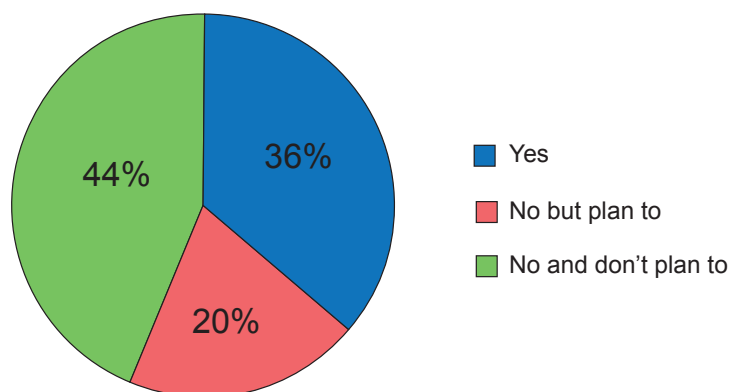
What are your top 5 priorities when adding content to your website?

	1st Priority	2nd Priority	3rd Priority	4th Priority	5th Priority
Attracting search traffic	32%	29%	11%	11%	6%
Increasing conversions	26%	19%	17%	10%	10%
Building Brand	17%	22%	16%	19%	13%
Improving service and loyalty	10%	9%	15%	18%	17%
Building Community	7%	8%	15%	13%	13%
Targeting customer sectors	4%	8%	13%	10%	22%
Capturing customer data	3%	4%	10%	19%	15%

Content: In house or outsourced?

Over half of respondents (56%) already currently outsource their content creation or plan to in the future. The remaining 44% use internal resources for content creation.

Do you currently outsource content?

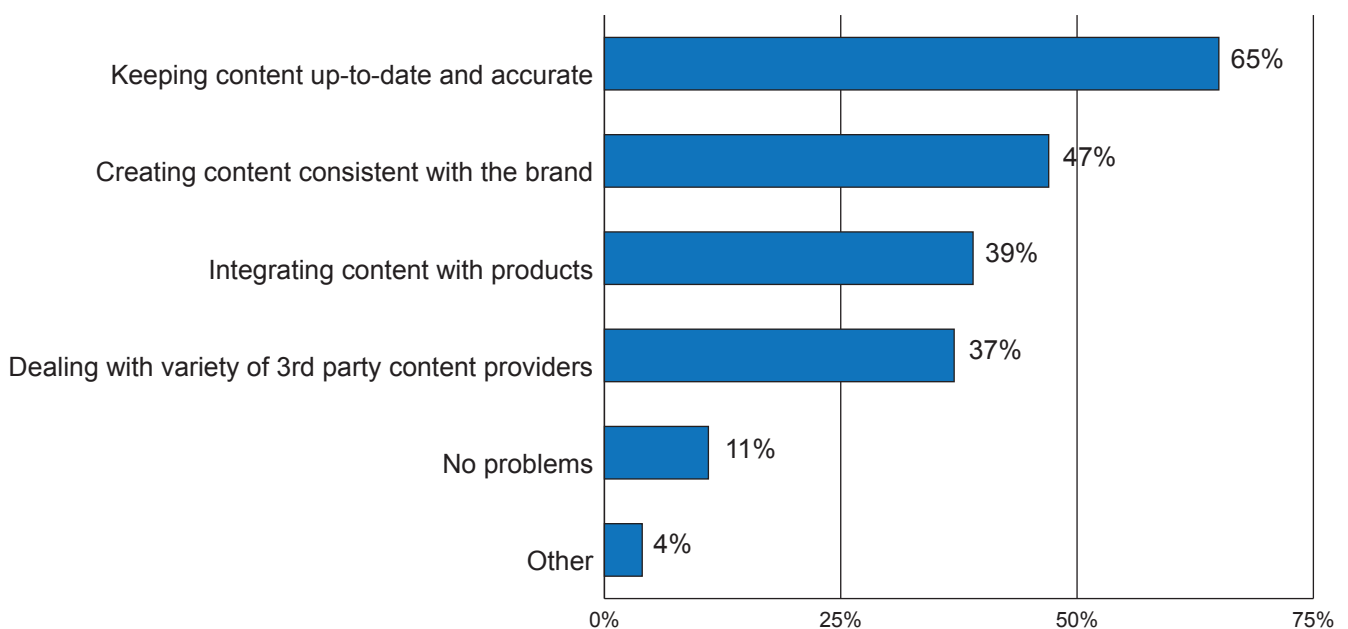


Content challenges

For the third year, the most overwhelming content issue facing respondents is keeping their content up to date (65%), although the issue has shown improvement from last year (74%). The need to create content consistent with the brand was a more noted issue this year, with 47% of those surveyed indicating this as a challenge versus 32% last year.

Travel companies continue to struggle with integrating content with their products with nearly 40% of respondents citing this as a major problem.

When dealing with content, which of the following problems do you experience?



Research

For a copy of our prior digital content and consumer surveys, please visit Frommers.biz/research.

About Frommer's Unlimited

Frommer's Unlimited is the business-to-business division of Frommer's Travel. For more than 50 years, Frommer's[®], a branded imprint of Wiley, has been the trusted source of useful and engaging travel information. Frommer's Unlimited enables businesses to create high-value propositions for their customers by leveraging Frommer's travel expertise, rich content resources and technical capabilities. Products and services provided by Frommer's Unlimited include global destination and events content, private label Websites, mobile applications and custom publishing. Frommer's is a registered trademark of Arthur Frommer.


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Tnooz is a provider of news, analysis, commentary, data and business services to the travel, tourism and hospitality industry. Tnooz reaches more than 100,000 monthly unique visitors seeking current news and edgy points of view about travel tech's impact on the industry.

Launched in the summer of 2009, Tnooz focuses on technology, digital distribution, media and marketing, web strategy, mobile travel, social media, start-ups and financing in the travel sector.

The Tnooz team of reporters and editorial nodes based around the world will bring the latest news and analysis to travel and the sector's many related and diverse industries.

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