



## Reaching Today's Connected Traveller

*Stephanie Emmanouel, General Manager – Connected Customer Marketing*



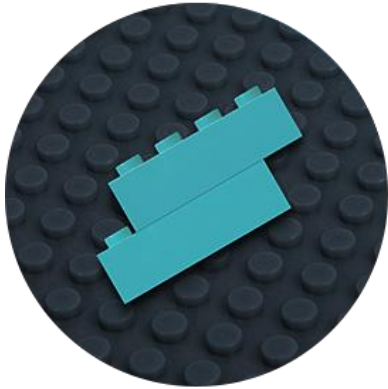
*@somoglobal / @semmanouel*



Somo exists to help businesses  
increase sales, develop customer  
engagement and enhance productivity  
through the use of connected devices.  
We are 180 global experts.

# What we do

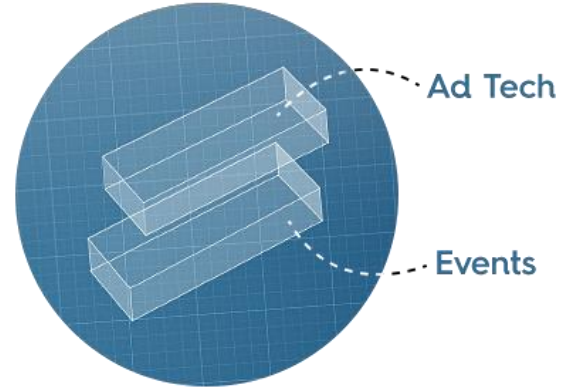
*Solutions for the connected world*



Custom Product  
Development



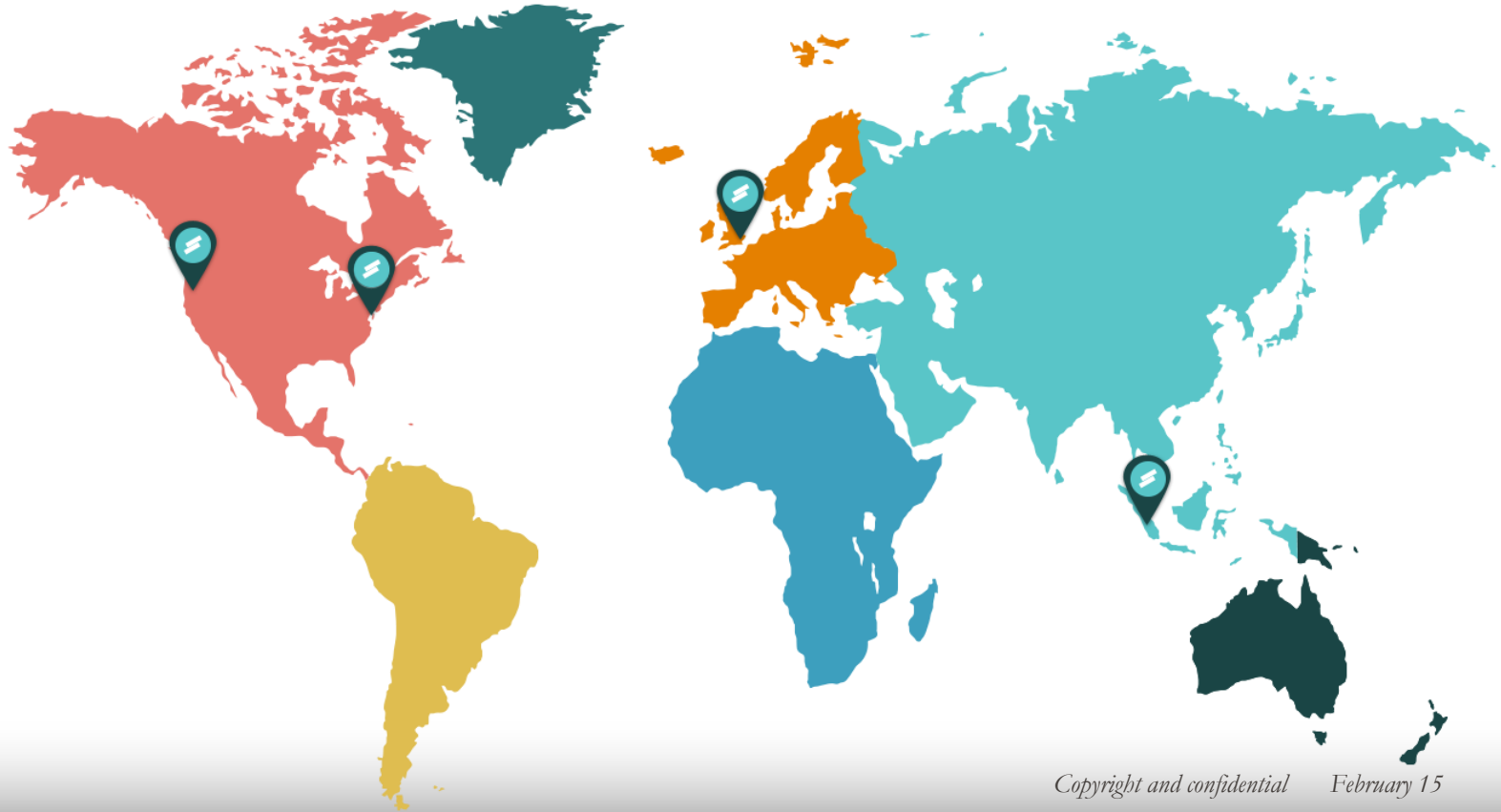
Connected Customer  
Marketing



Products &  
Platforms

# Global presence. Local expertise.

*London • New York • San Francisco • Singapore*



# A selection of our clients

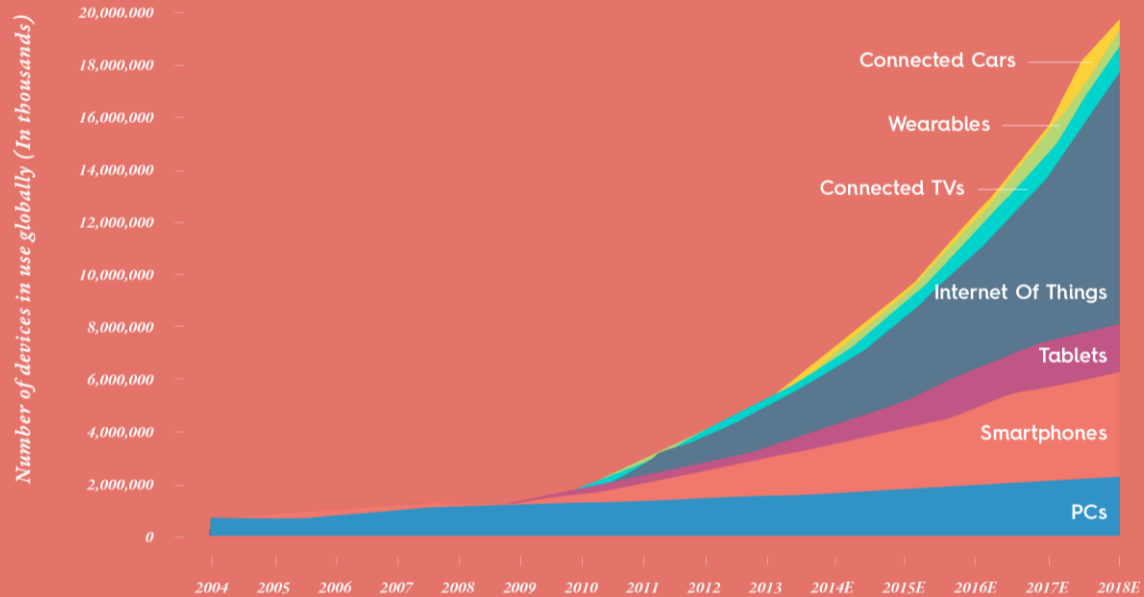




A photograph of two young women in traditional Japanese kimonos standing in a narrow street in a snowy town. The woman on the left wears a white kimono with large pink and blue floral patterns and has a large pink flower in her hair. The woman on the right wears a black kimono with colorful floral patterns and also has a flower in her hair. She is holding a selfie stick with a camera attached, pointing it towards the camera. The background shows traditional Japanese buildings with tiled roofs and snow on the ground and rooftops. A semi-transparent dark grey banner is overlaid across the middle of the image.

Travel consumers are more connected than ever...

# The Internet of Things is driving the connected world



The number of internet-connected mobile devices worldwide will increase by 16% per year, led by strong sales growth in developing countries.

# Mobile is becoming the remote control to the connected world

Connected Self  
Connected Car  
Connected Retail



Connected Health/Fitness  
Connected Home  
Connected Wallet





Creating higher expectations from travellers on the go...

# Travellers are seeking travel information on mobile

*US digital travel content  
engagement (monthly)*

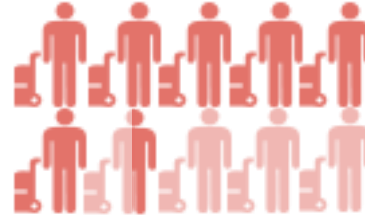


156M people

90%

Use mobile

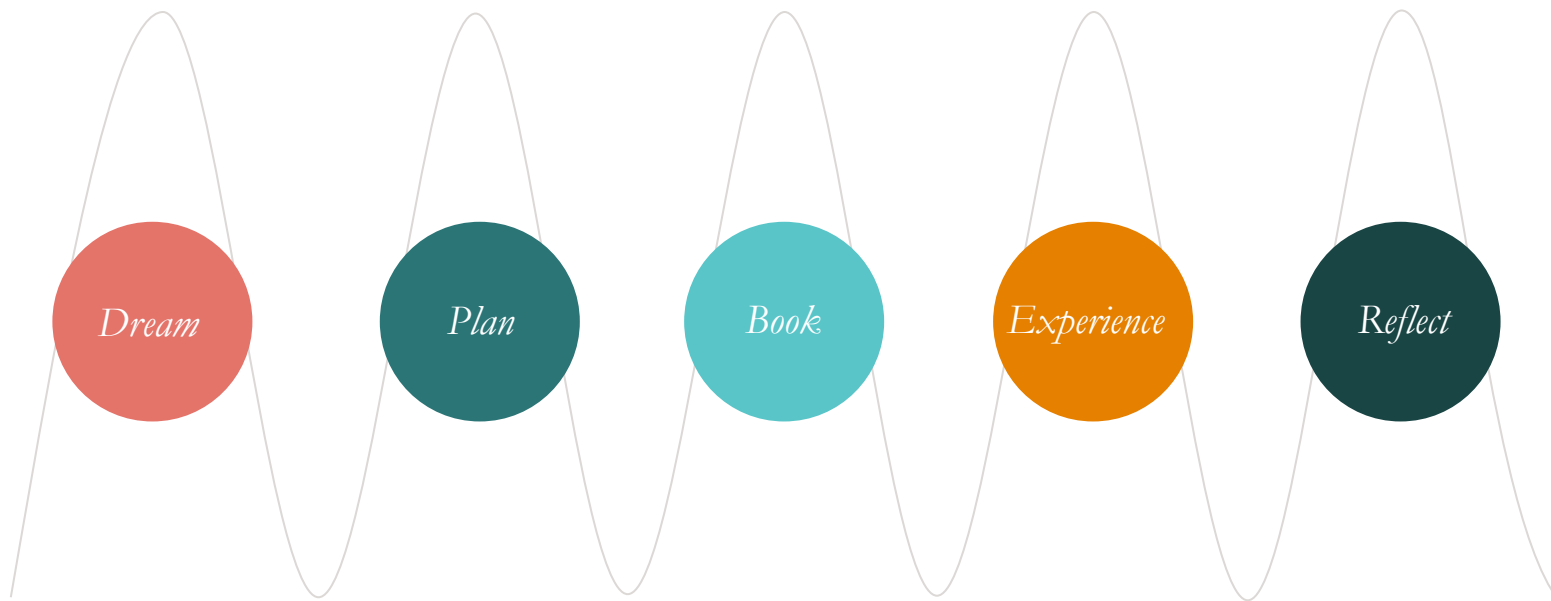
*UK travel site visitors*



67%

Use mobile

# More than 95% of travellers today use digital resources in the course of their travel journeys



The average consumer uses 19 websites and mobile apps during the course of one trip and may use digital tools to share their experiences throughout the process.

# Mobile is an essential part of travel for consumers

44%



Plan their trip with  
a smartphone or tablet

61%



Purchased air travel/  
a hotel stay on tablet

51%



Purchased air travel/  
a hotel stay on mobile



A wide-angle photograph of a beach at sunset. The sky is filled with dramatic, dark clouds, with the sun breaking through on the left side, casting a golden glow. The beach is wide and sandy, with many people walking along the shoreline. The water is calm, reflecting the light from the sky. In the distance, there are mountains or hills under a hazy sky.

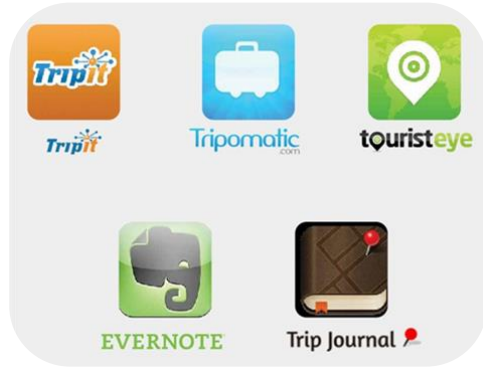
86% of time spent on mobile is within apps...



# Apps for every stage of travel journey

## Pre-travel

### Travel planners



### Flight search



### Accommodation search



## On travel

### Location guides and information



### Local transport finder



### Location finder



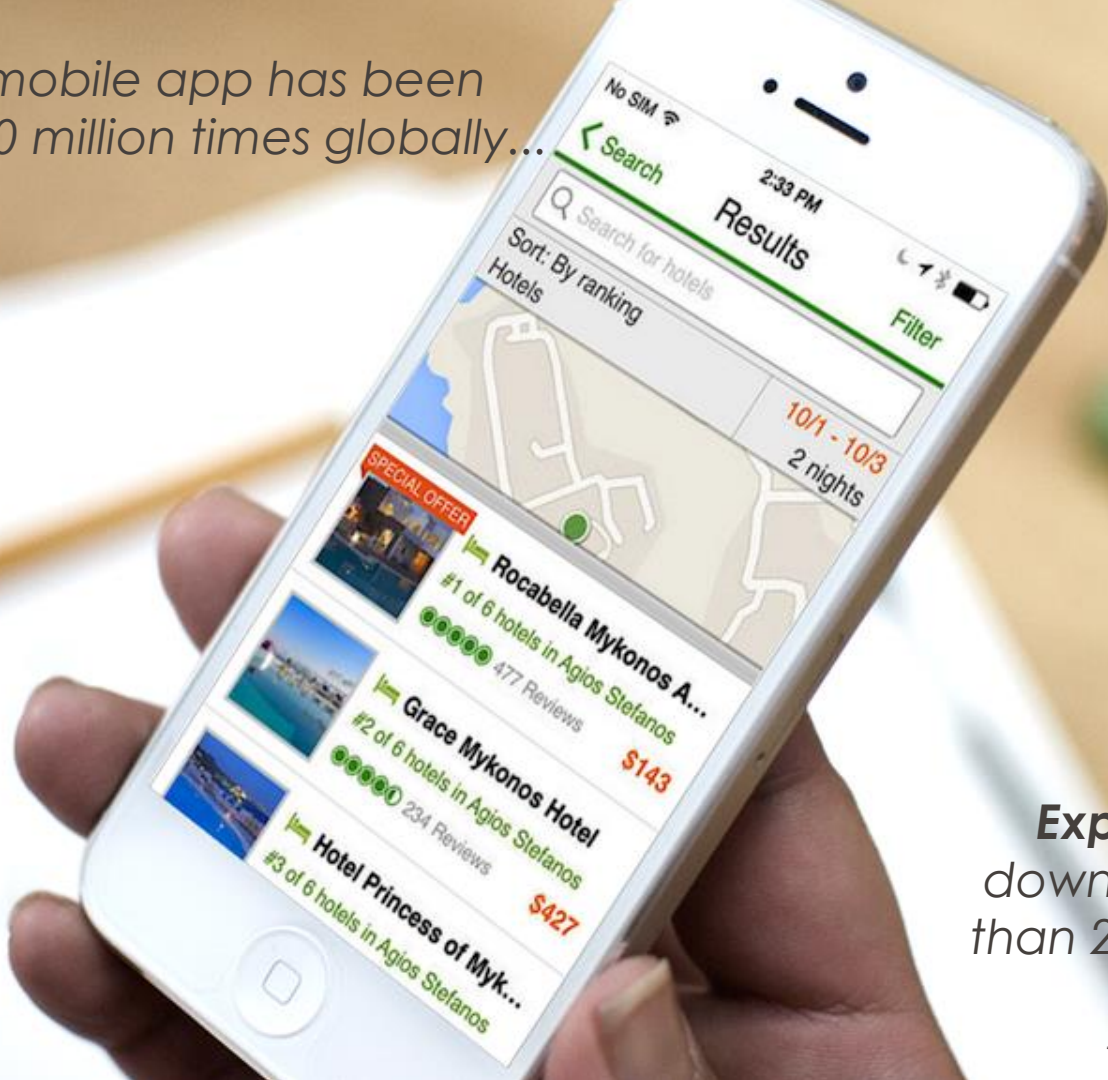
### Recommendation and discovery



### Communication



**TripAdvisor's** mobile app has been downloaded 100 million times globally...



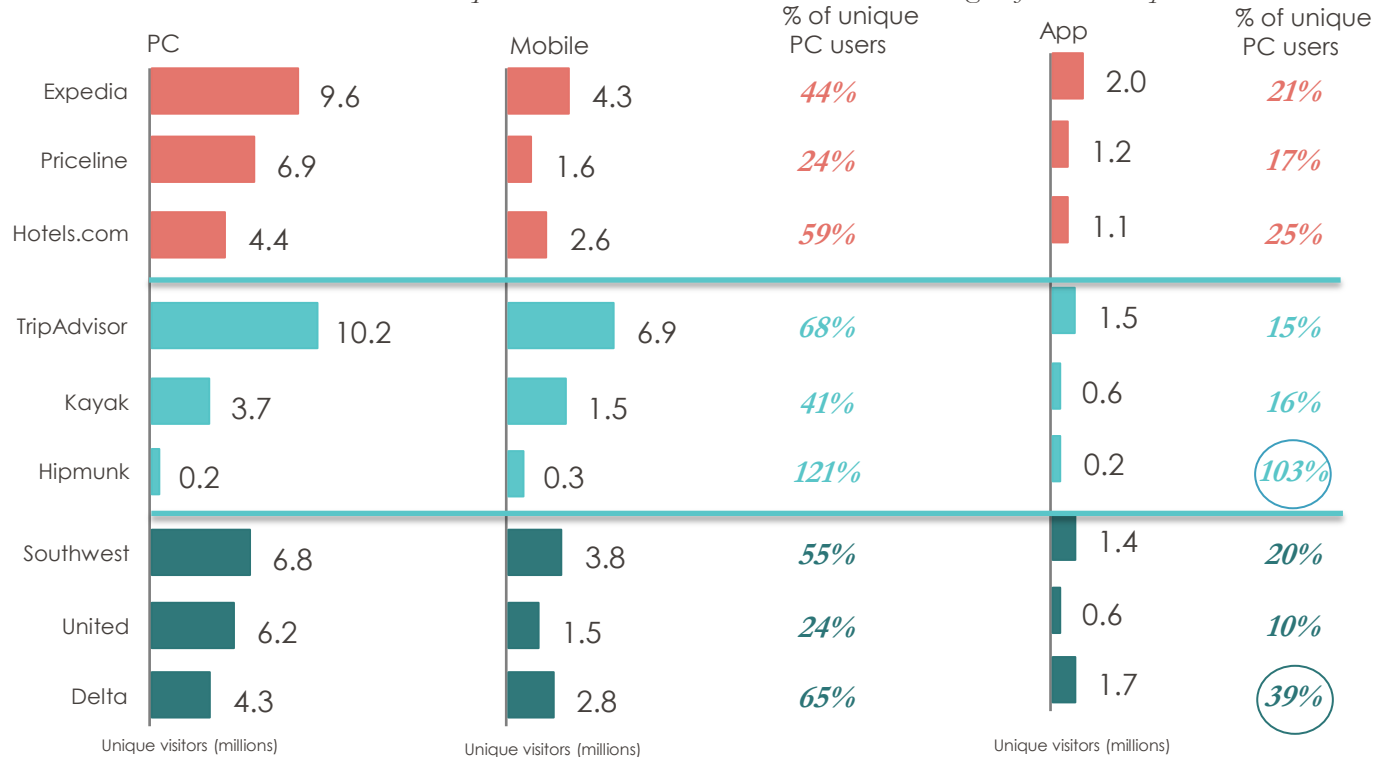
**Expedia's** app downloaded more than 25 million times

# PC, mobile-web and mobile app access for top travel companies in the U.S.

*Most companies still have more PC users*

*The number of mobile unique visitors varies*

*App penetration is significantly higher for some companies*



Online travel agency

Metamediaries

Airlines





Reaching your core audience requires a holistic strategy...

# Making the move to mobile

*Travel companies want their customers to do three things*



*Discover and  
download on  
mobile*

*Engage with the  
brand  
at multiple stages  
of the travel  
journey*

*Continue usage and  
engagement*

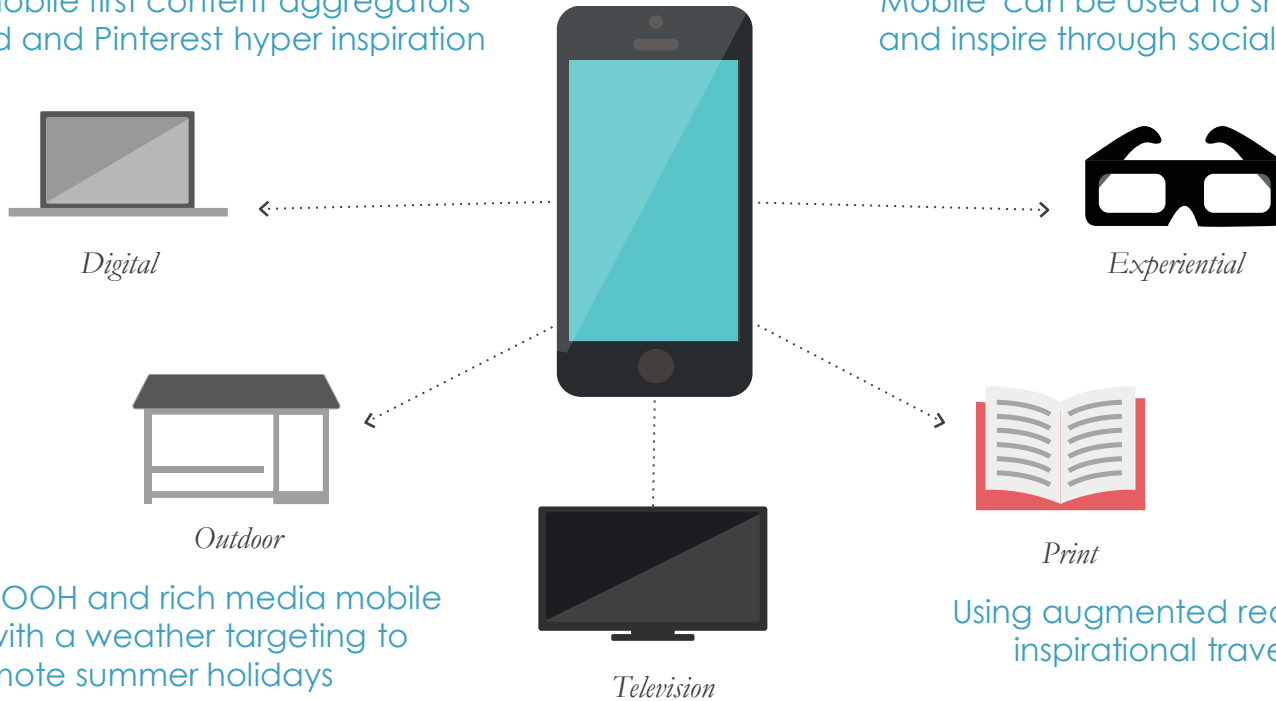
Mobile creates a completely new opportunity for travel companies to cement relationships with customers by offering them truly personalised services and experiences.



# Mobile can be used to drive action across all media

Partner with mobile first content aggregators such as Flipboard and Pinterest hyper inspiration

Mobile can be used to share experiences and inspire through social media on event



Combine DOOH and rich media mobile formats with a weather targeting to promote summer holidays

Using augmented reality to bring to life inspirational travel experiences

Multi-device targeting through social media

# Facebook

*Second screen keyword, location and time targeting*

Travel is the biggest vertical on FB  
Fuels discovery and inspiration

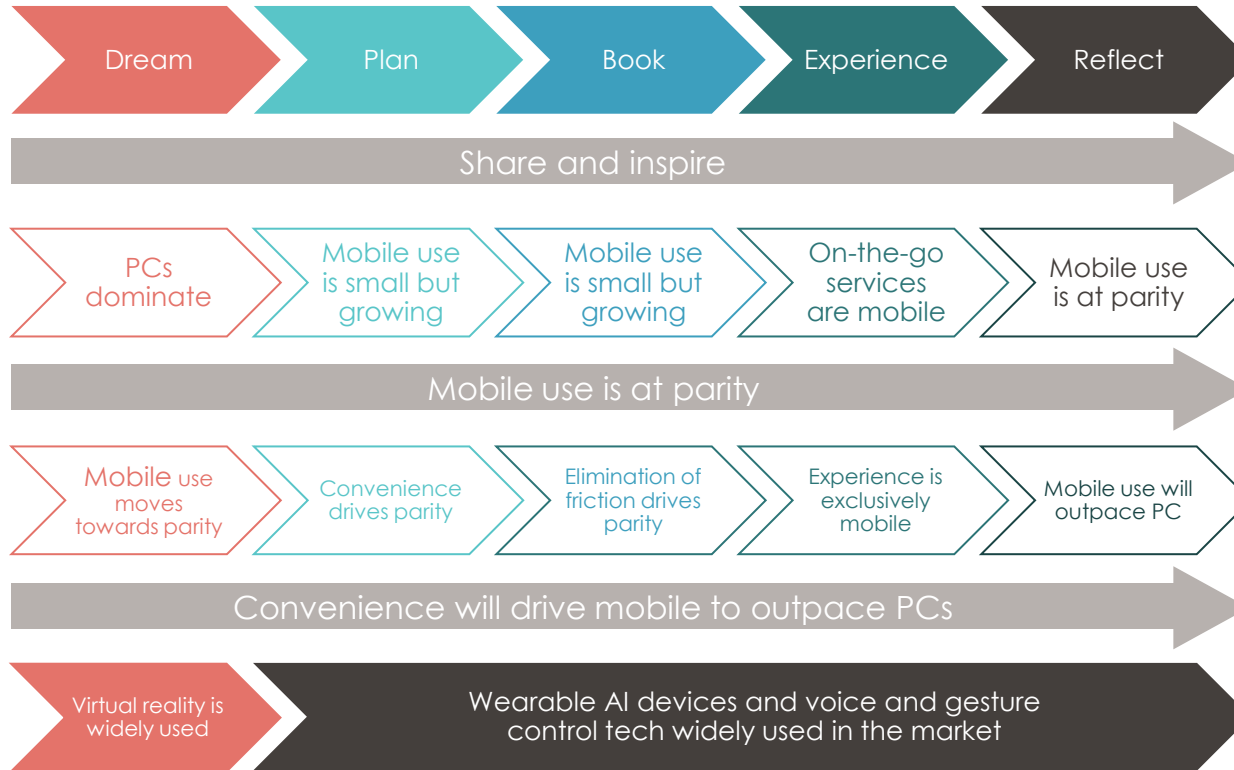
- 90% agree enjoying looking at photos of friends, family.
- 58% scrolled through albums to find out destinations
- 83% imagine they could go to a place if their friends have been there





Innovation will see the travel industry evolve further...

# The current situation and the expected evolution of PC and mobile usage along the travel journey





MOBILE CHECK-IN AND  
CHOOSE YOUR ROOM.  
ONLY WITH US.

DOWNLOAD THE HHONORS APP



*HiltonHonors app has a 'choose your room feature' and mobile check-in/out.*





*Marriott created a teleporter virtual reality experience which can transport you to the hotel and beaches in Hawaii*

SAVE UP TO \$215!



Digitally controlled lock



Built-in scale



Location Tracking



Proximity notifications



Trip Data Tracking



Easily expose to security



Battery Charger



Protect your devices



The suitcase, reimagined for the connected generation.



**INDIEGOGO.**

InDemand  
**\$1,999,092** USD  
total funds raised



# Webinar: 31<sup>st</sup> March 4pm GMT



[www.somoglobal.com/webinars/travel](http://www.somoglobal.com/webinars/travel)




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