



**Intensive
Senses**
Manufaktur für
digitales Marketing

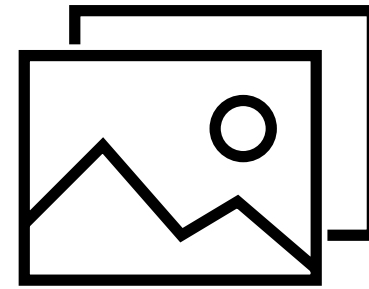
The Digital Traveler

How Destinations and
Marketers can keep up

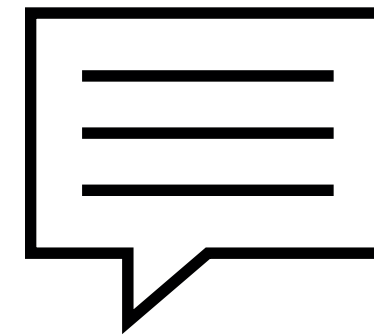
ITB 2019 - Spain Country Briefing
March 7th, 2019

Who we are and what we do

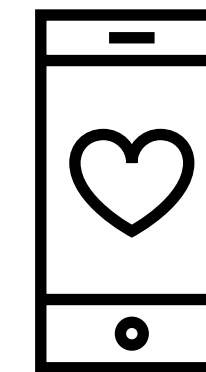
We are professionals for digital marketing from Berlin and develop strategies, campaigns and more for the tourism industry



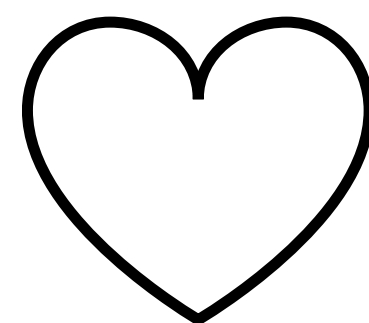
Content Marketing



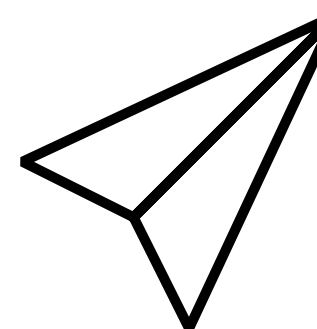
Storytelling



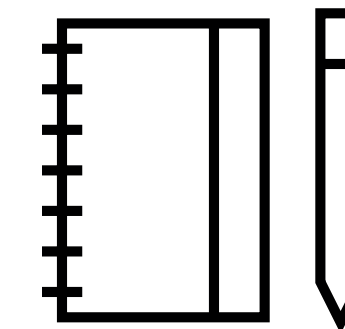
Digital Publishing



Social Media Marketing



Newsletter Marketing



Workshops



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Why is Social Media so important for Tourism?



**Traveling – it leaves you speechless,
then turns you into a storyteller.**

Ibn Battuta

**Everyone
is a travel agent**

Lee McCabe

former Global Head of Travel at Facebook



The Smartphone as multi-functional Travel Tool

Maps
Notebook Navigation
Internet Browser
News E-Mails
Hotel Tips Contacts
Streaming
Restaurant Tips
Booking Apps Calender
Bookmarks



Weather Station
Messages Photos
E-Book Reader ToDo-Lists
Photo Camera
Communication Music Player
Video Camera
Telephone Live Streaming
Tickets
Tour Recommendations

Travelling starts online nowadays



**87 Percent of all
journeys are planned
and prepared online.**
(compared to 2006: 41%)



51%

Of all Travel
Preparations are
made via
Smart-
phone





4.2 bil.

Internet users worldwide

Source: internetworldstats.com

91%

Revenue for Facebook via mobile ads

Source: Facebook, Q2 2018



3.03 bil.

active Social Media users worldwide

Source: We are Social, Q3 2017

2.34 bil.

Users on Facebook worldwide

Source: Facebook, Q2 2018

175 bil.

Pins in total on Pinterest

Source: Pinterest, Sept. 2018

95 m.

Photos are uploads on Instagram on a daily basis

Source: Wired



New York

The most photographed city on Instagram

Source: The Telegraph, 2017

150 m.

Users on Airbnb worldwide

Source: fortune.com, 2017

60 bil.

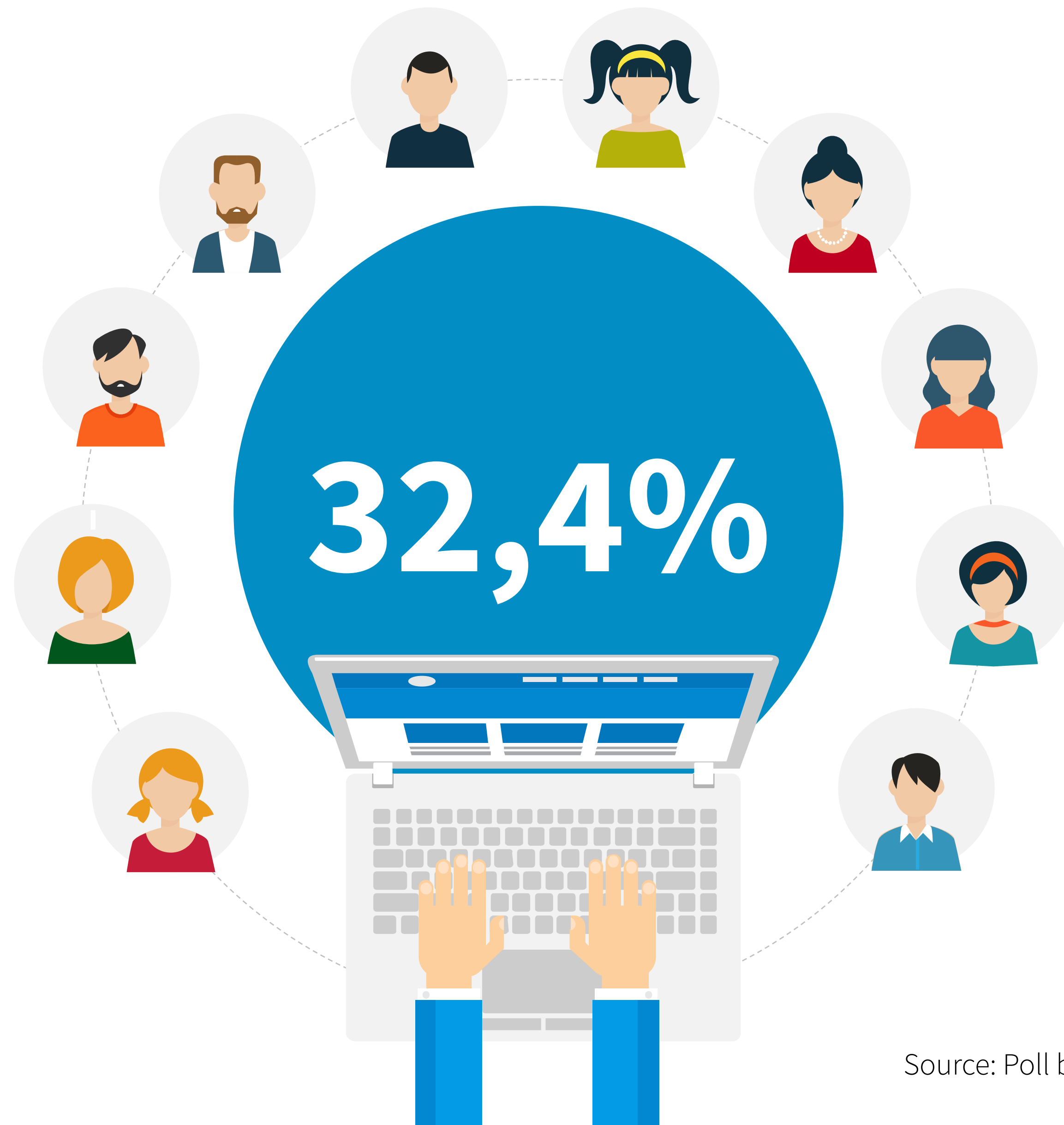
Messages are sent on Facebook Messenger and WhatsApp on a daily basis

Source: The Guardian, 2016



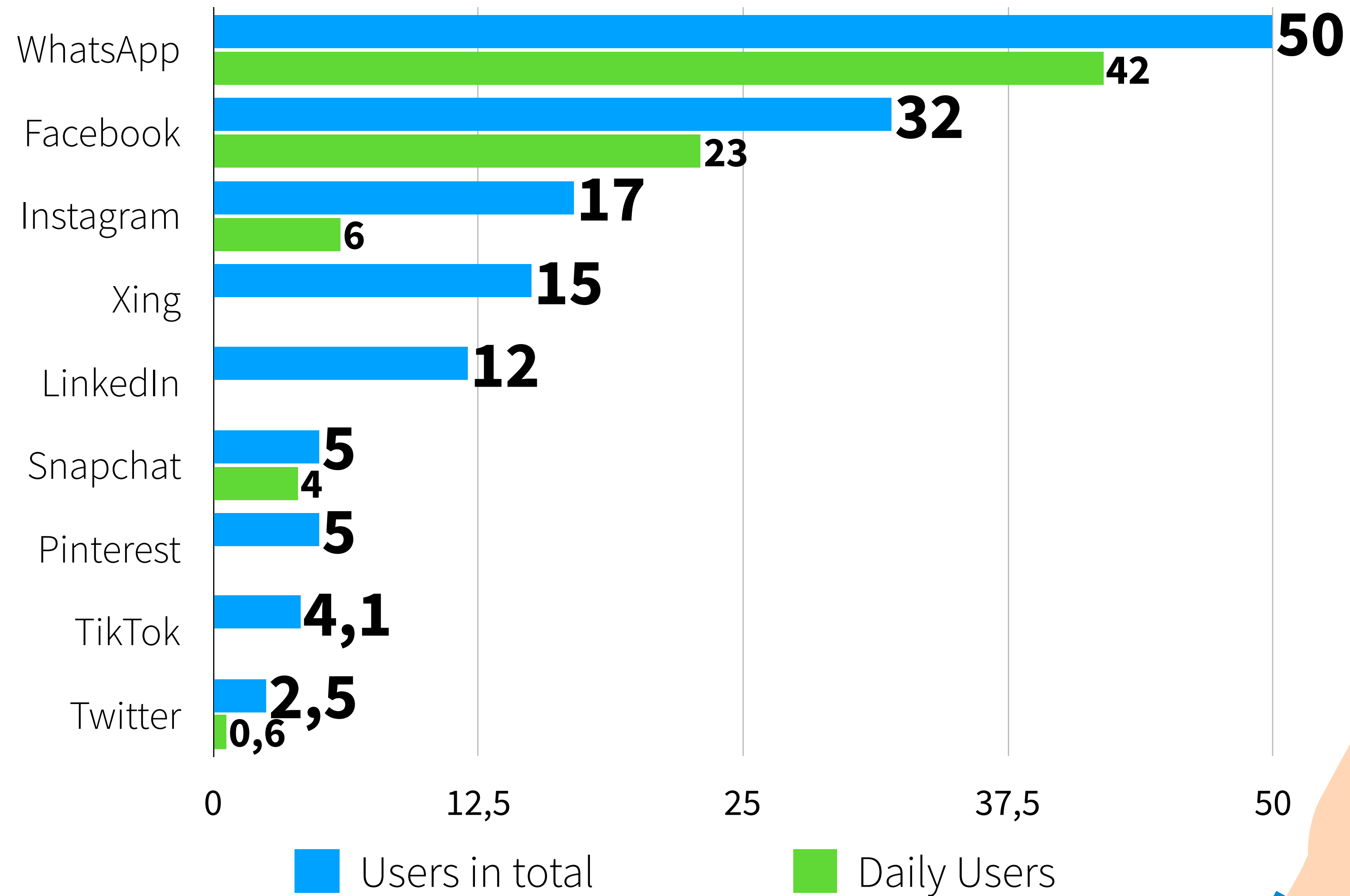
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One Third uses Social Media for Vacation Planning



...ask friends and followers on Facebook, Twitter & Co. for insider-tips for accomodation and search for reviews and opinions about sights, destinations and activities.

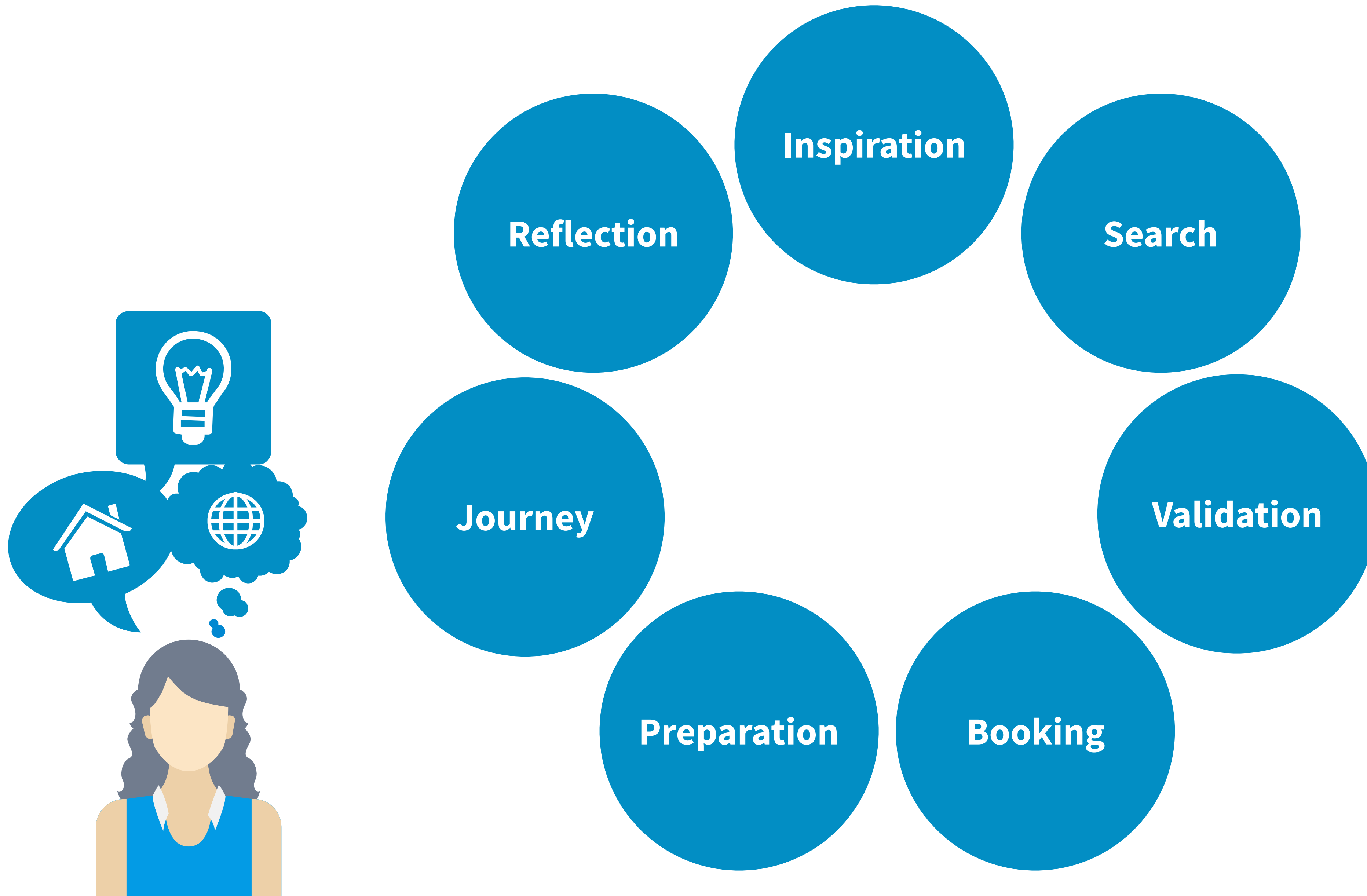
Social Media Users in Germany in Millions



Figures: Beginning of 2019

Source: buggisch.wordpress.com/2019/01/02/social-media-messenger-und-streaming-nutzerzahlen-in-deutschland-2019/
and official data of Social Media networks

The Customer Journey in the Tourism Business

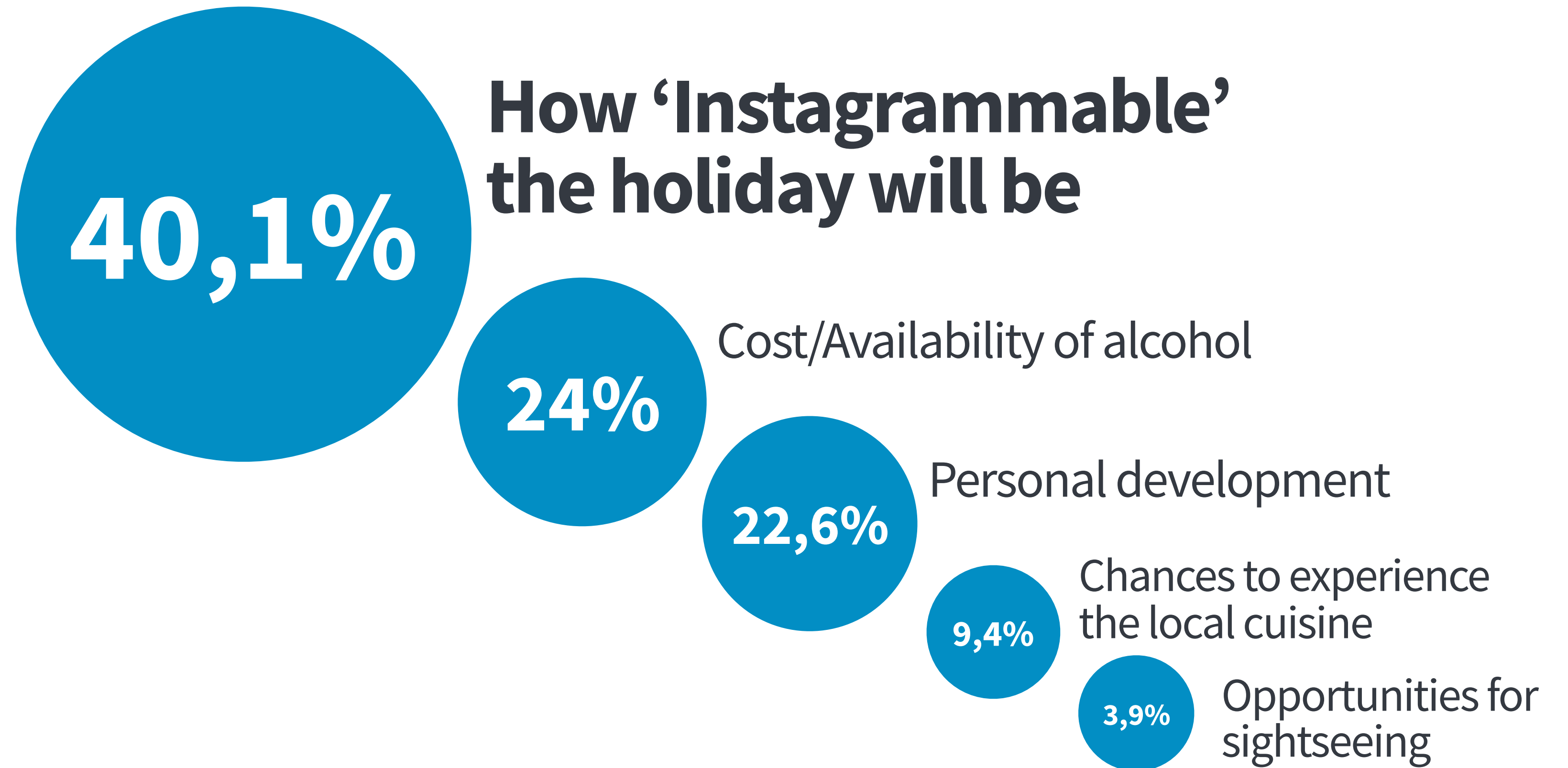
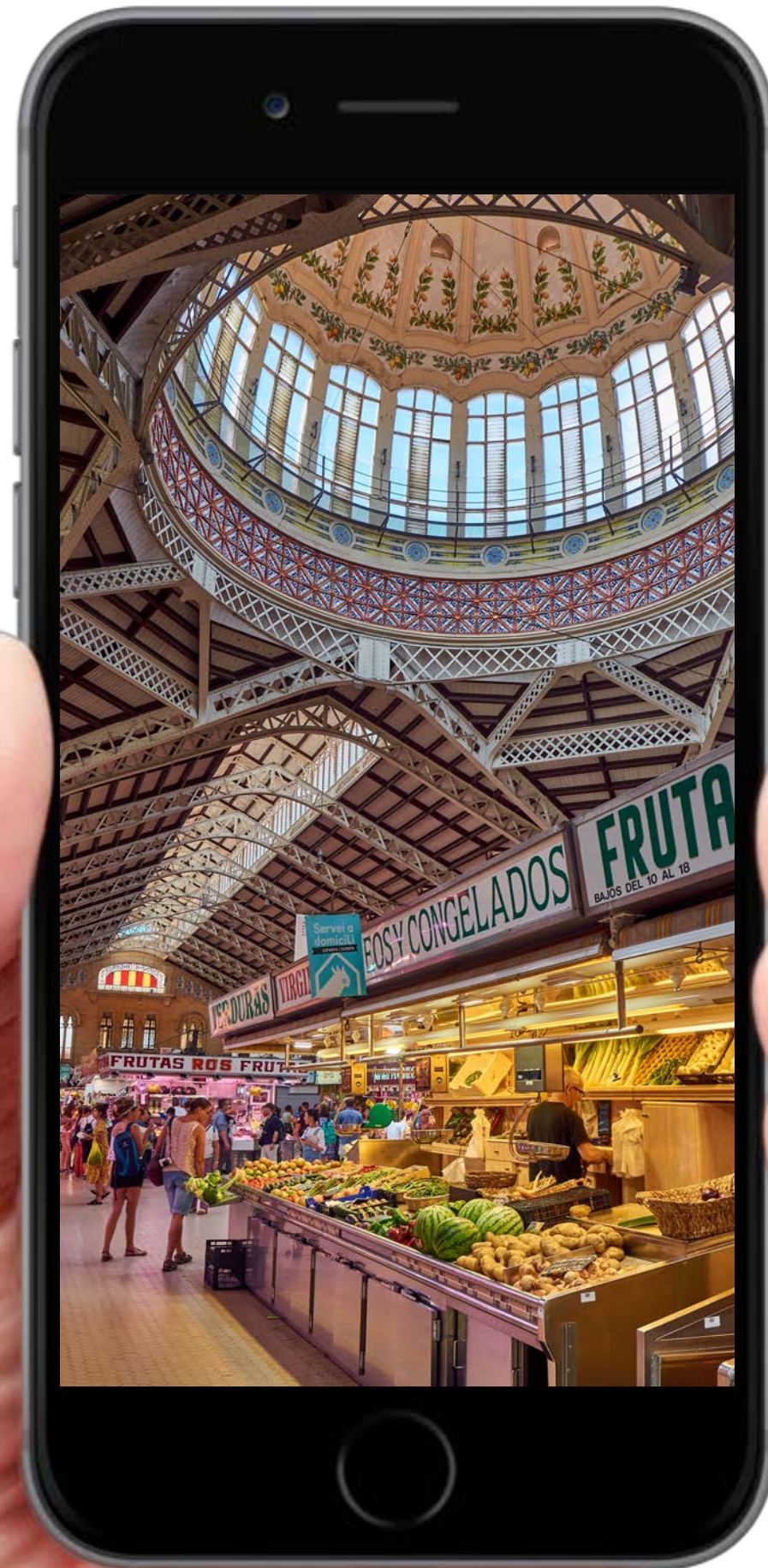




EPIC

Impact of Social Media for the Tourism Marketing

„What is most important to you when you choose your holiday destination?“





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How to act as a Destination or Business in Social Media

Different Interests and Views

Product!

Emotion!

Travel Industry

Traveller



Destinations as well as local Businesses like Hotels, Cafes and little Travel Agencies are successful with authentic content



Content can be found directly in front of your door

Find stories that are interesting for your clients and guests!

Be the best travel guide they can find in Social Media and in real life!

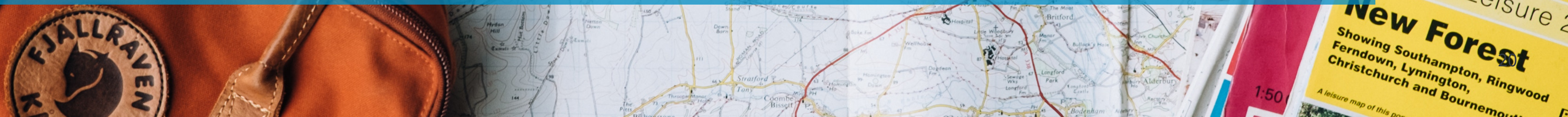


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Don't think too much about it



To make it short:
Start creating content!





¡Muchas gracias!

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