

NICK HALL, CEO & FOUNDER

THE DIGITAL TOURISM THINK TANK

RESILIENCE THROUGH INNOVATION TOWARDS A PURPOSEFUL RECOVERY

LATVIA TOURISM FORUM 2020

CONSUMER BEHAVIOUR

THE SOCIAL IMPACT

CONSUMERS ARE DOWNLOADING APPS TO CONNECT, TO BE ENTERTAINED, TO LEARN, TO BE INFORMED.

80%

CONSUMERS FEEL MORE
CONNECTED TO COMMUNITIES

88%

OF CONSUMERS EXPECT THESE
CONNECTIONS TO STAY INTACT

55%

PRIORITISE MORE THE
TIME WITH FAMILY

AS A RESULT, COMPANIES MUST INCREASE THEIR FOCUS ON DIGITAL VS. TRADITIONAL TOOLS TO ENGAGE WITH CONSUMERS AND IMPROVE EXPERIENCES.



ENGAGE

ENGAGEMENT HAS SEEN
A DRAMATIC SHIFT AS
STAY-AT-HOME HAS
SHAPED PEOPLE'S
INTERESTS AND HOBBIES



Feature

Mini-Itineraries To Help Plan Your Philly Adventure

Ideas for unforgettable days in Philadelphia and the Countryside...

—Photo by Paul Boger Photography

BE AN AUTHENTIC VOICE

FOR LOCALS, FOR VISITORS PIVOTING TO HYPER-LOCAL DISCOVERY



Press Play on the Love + Grit Podcast

Hear authentic and diverse stories about Philadelphia that inspire locals and visitors alike to spend time in the region and explore its incredible offerings.

SUBSCRIBE NOW

BUILDING BRAND ENGAGEMENT FROM AFAR

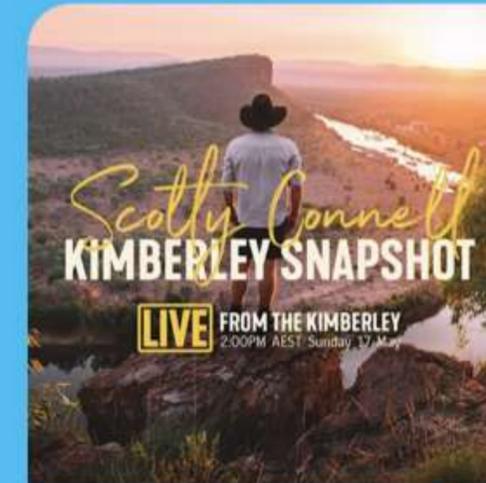
CONTINUE TO TAP-INTO THE SHIFTING TREND FOR REMOTE EXPERIENCES



Schedule (in UTC+10)

Saturday, 16 May 2020

- 07:00
Welcome to Australia – Acknowledgement of Country, LIVE from Sydney's South Coast
- 08:00
Workout like Hemsworth with Luke Zocchi & Dan Churchill, LIVE from Byron Bay and New York City
- 09:00
Bondi Brekkie Bowls with Guy Turland
- 10:00
Kids Club: Sing and Dance with The Wiggles, LIVE from Sydney
- 11:00
Indigenous Ingredients with Jock Zonfrillo, LIVE from Melbourne
- 12:00
Koala-ty Time with Currumbin Wildlife Sanctuary & Candice Dixon, LIVE from the Gold Coast
- 13:00
Cheesemaking with Jo Barrett & Matt Stone, LIVE from Yarra Valley
- 14:00





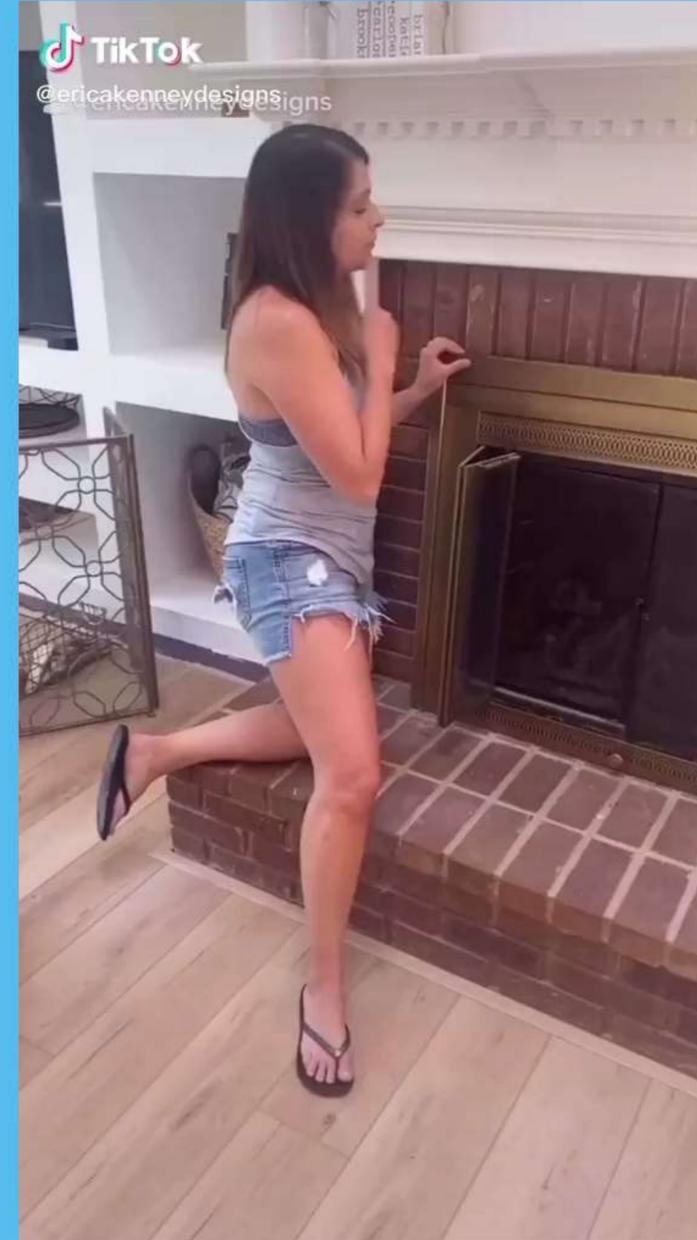
LEARN

**PERSONAL DEVELOPMENT
AND LEARNING NEW
SKILLS HAS BEEN ONE OF
THE BIGGEST SHIFTS THAT
BRANDS ARE NOW
TAPPING INTO.**



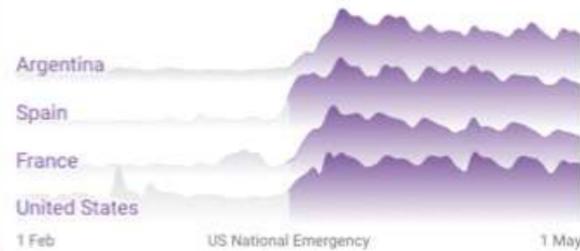
TIK TOK FUNDS CREATORS WHO TEACH

FROM CAUSES TO CREATORS, TIK TOK IS CREATING A GENERATION OF PURPOSEFUL CREATOR AND DO-AT-HOME MAKERS



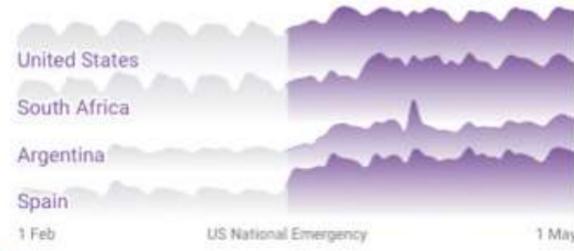
Yoga

With people both physically confined and mentally stressed by social-distancing and self-isolation, the ability of yoga to address both concerns lead to a doubling of daily views of exercise videos with "yoga" in the title.



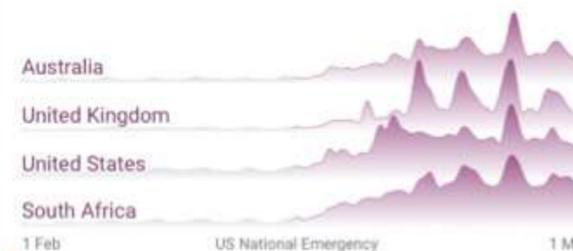
Guided Meditation

Guided meditation, like yoga, is a mindfulness exercise that can be used to regulate all types of energy. This year, average daily views of videos related to guided meditation increased over 40% after March 15.



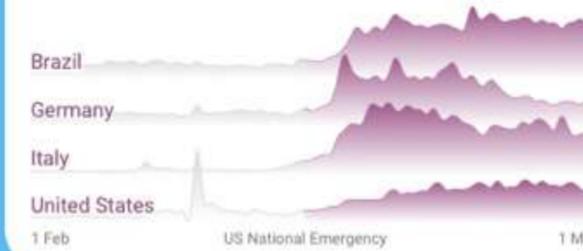
"With Me"

Views of "#WithMe" videos, where creators and viewers vicariously share in an activity, grew by 600% after self-isolation began. As a genre, "With Me" videos were uniquely well-suited for the pandemic.



Sourdough Bread

Similar to dalgona coffee, the tricky art of the perfect sourdough loaf became a social trend as people shared in the challenge of getting it just right. Views of sourdough bread videos increased fivefold.

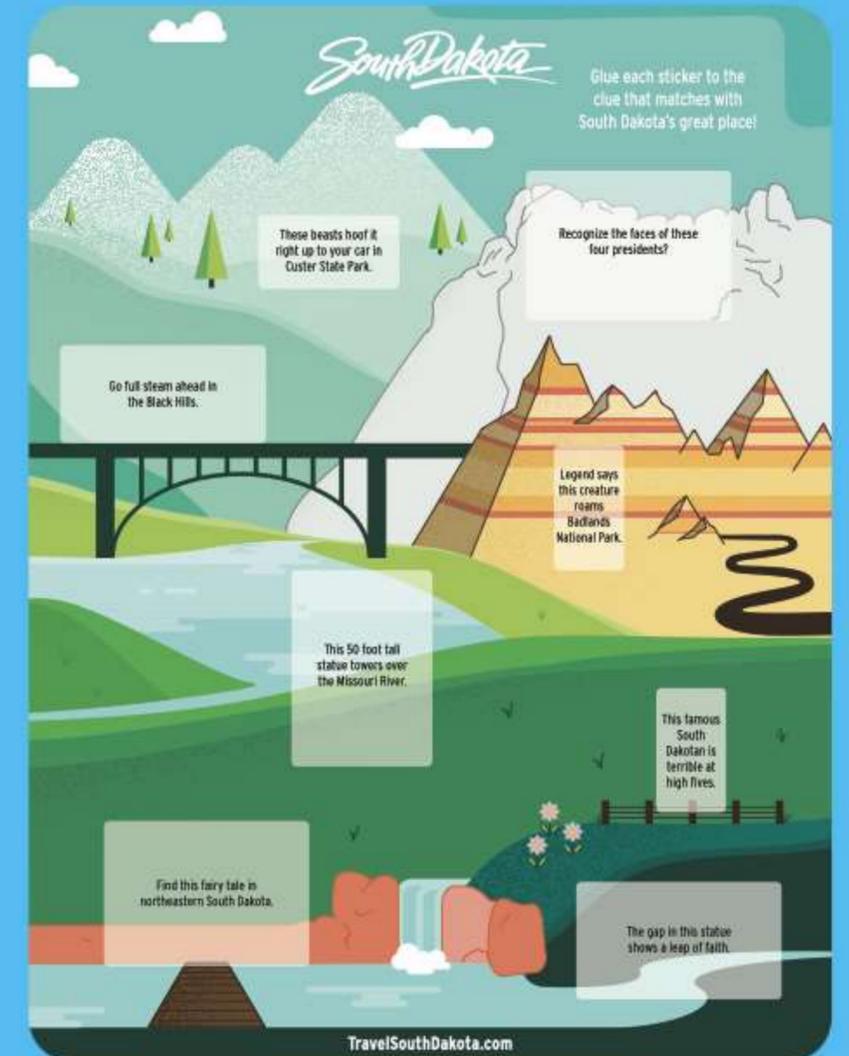


YOUTUBE REVEALS A MAJOR CONSUMER SHIFT

AUDIENCE DATA SHOWS A DRAMATIC SHIFT IN CONSUMER BEHAVIOUR.

INTEREST IN THINGS LIKE YOGA, BAKING, MEDITATION, CRAFTS HAVE SEEN VIEWER ACTIVITY GROW BY AS MUCH AS 600% -

MANY TRENDS ARE EXPECTED TO STAY.



TRAVEL SOUTH DAKOTA

TRAVEL SOUTH DAKOTA ENGAGES WITH THE KEY FAMILY WHILST CREATING RESOURCES TO SUPPORT HOMESCHOOL.

A SERIES OF INTERACTIVE PUZZLES, LEARNING GUIDES AND ACTIVITIES ARE ALL DESIGNED AROUND THE DESTINATION'S CORE THEMES.



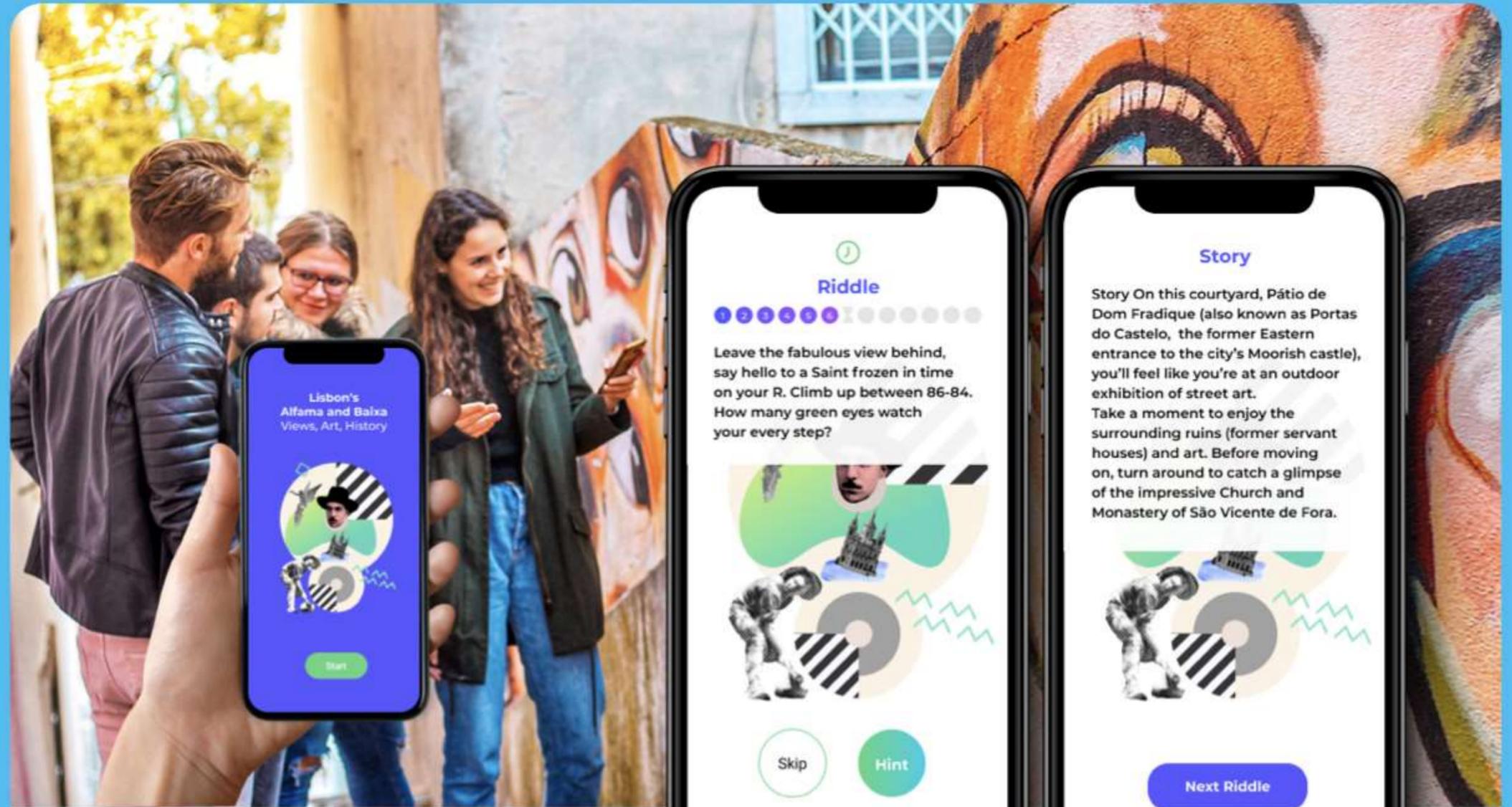
CONNECT

CONNECTING HAS NEVER BEEN MORE MEANINGFUL AS WE SEEK OUT WHAT MATTERS, TO BETTER APPRECIATE WITH THE WORLD AROUND US.

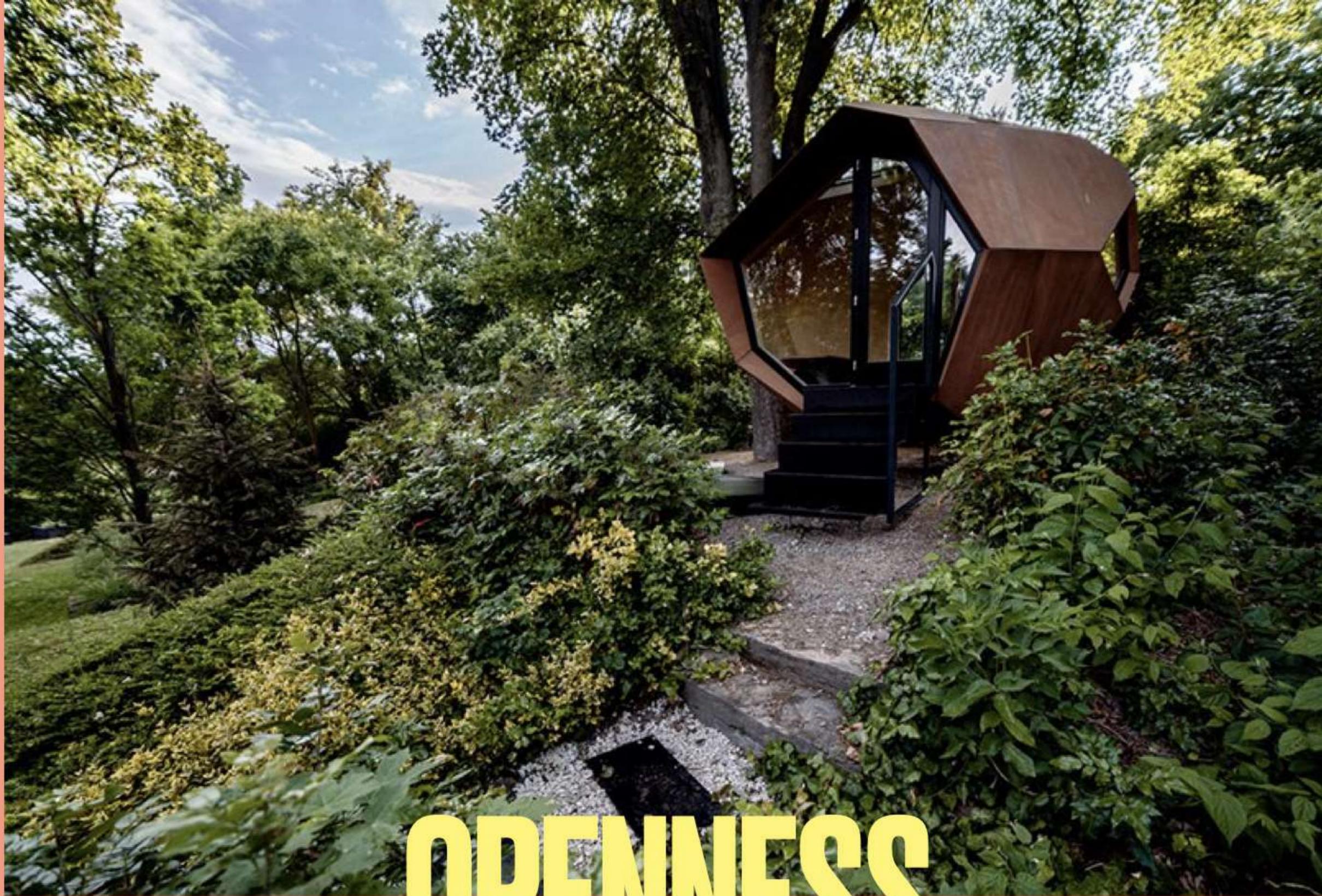


CREATING MEANINGFUL CONNECTIONS

SELF-GUIDED DIGITAL EXPERIENCES HELP TAKE VISITORS OUTDOORS AND ENJOY PLAYFUL EXPERIENCES AND CURATED DISCOVERY.



secretcitytrails



OPENNESS

WE ARE EACH DEFINED
BY OUR OWN SET OF
VALUES, THESE EVOLVE
WITH THE WORLD
AROUND US, DEFINING
OUR CHOICES.





#ForClimate

In partnership with the International Federation of Red Cross and Red Crescent Societies, TikTok launched a global campaign to spread climate change awareness in over 100 markets. With special effects, filters and stickers, TikTok users shared knowledge about climate change, drew attention to the impacts of extreme weather, and urged people to better protect our planet.

273K videos created

384M video views

International Tourism Partnership

We are proud to be a member of the International Tourism Partnership (ITP), a global industry organisation that drives responsible business in the hospitality sector.

In 2017, ITP and its members announced the four goals to unite the hotel industry for a sustainable future. As a committed member, we at Soneva believe the hotel industry can be a force for good and make a positive contribution to the United Nation's Sustainable Development Goals and the Paris Agreement climate commitments.



Water

To embed water stewardship programmes to reduce the number of people affected by water scarcity; improve water-use efficiency and identify ways to address water scarcity.



Carbon

To embrace science-based targets, encourage the wider industry to join reducing emissions at scale.

**USE DIGITAL TO COMMIT TO A CAUSE
AND INVITE OTHERS TO TAKE ACTION.**

- Your digital brand helps you to make commitments and consider social impact, such as UN SDGs
- Social platforms like TikTok help you to join causes, create awareness and take action.



TRANSPARENCY

BRAND HONESTY IS
DEMANDED TODAY
FROM HEALTH & SAFETY
TO SUSTAINABILITY AND
IMPACT MEASUREMENT



COMMIT TO POSITIVE IMPACT AS A GLASS BOX BRAND.

- Digital is pushing businesses to be 100% transparent.
- Calculate, measure and show your impact as part of your digital brand identity.
- Digital pledges commit businesses and their customers to leave no trace.
- Socially conscious brands use digital to differentiate

TOTAL IMPACT
\$ 51,801,787

Key

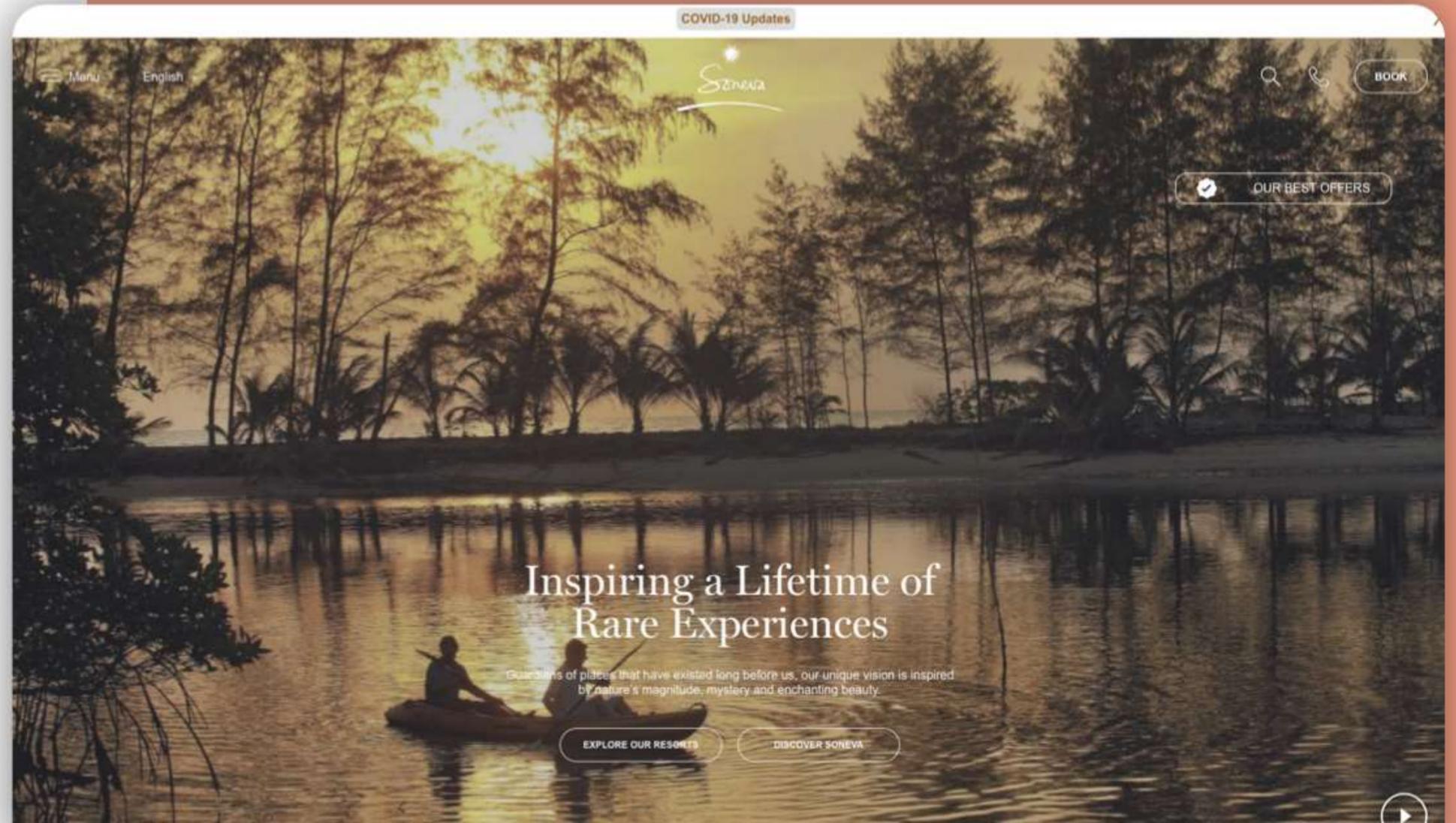
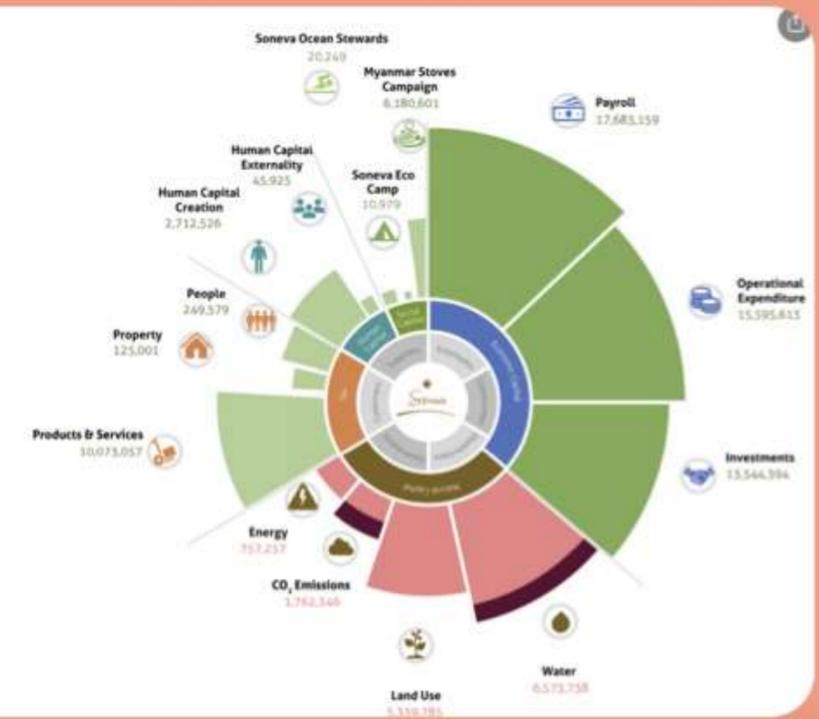
Bars represent the scale of our impact

Green represents a positive contribution
● Direct
● Indirect

Red represents a negative contribution
● Direct
● Indirect

Definitions

Direct: Impacts from Soneva business operations.
 Indirect: Impacts via our supply chain; human development improvements in social wellbeing; indirect CO₂ emissions such as guest air travel.





thankyou
HAND
SANITISER
WITH ALCOHOL
ANTIBACTERIAL
KILLS 99% OF GERMS

LIVE MORE
WORRY LESS

LIFE

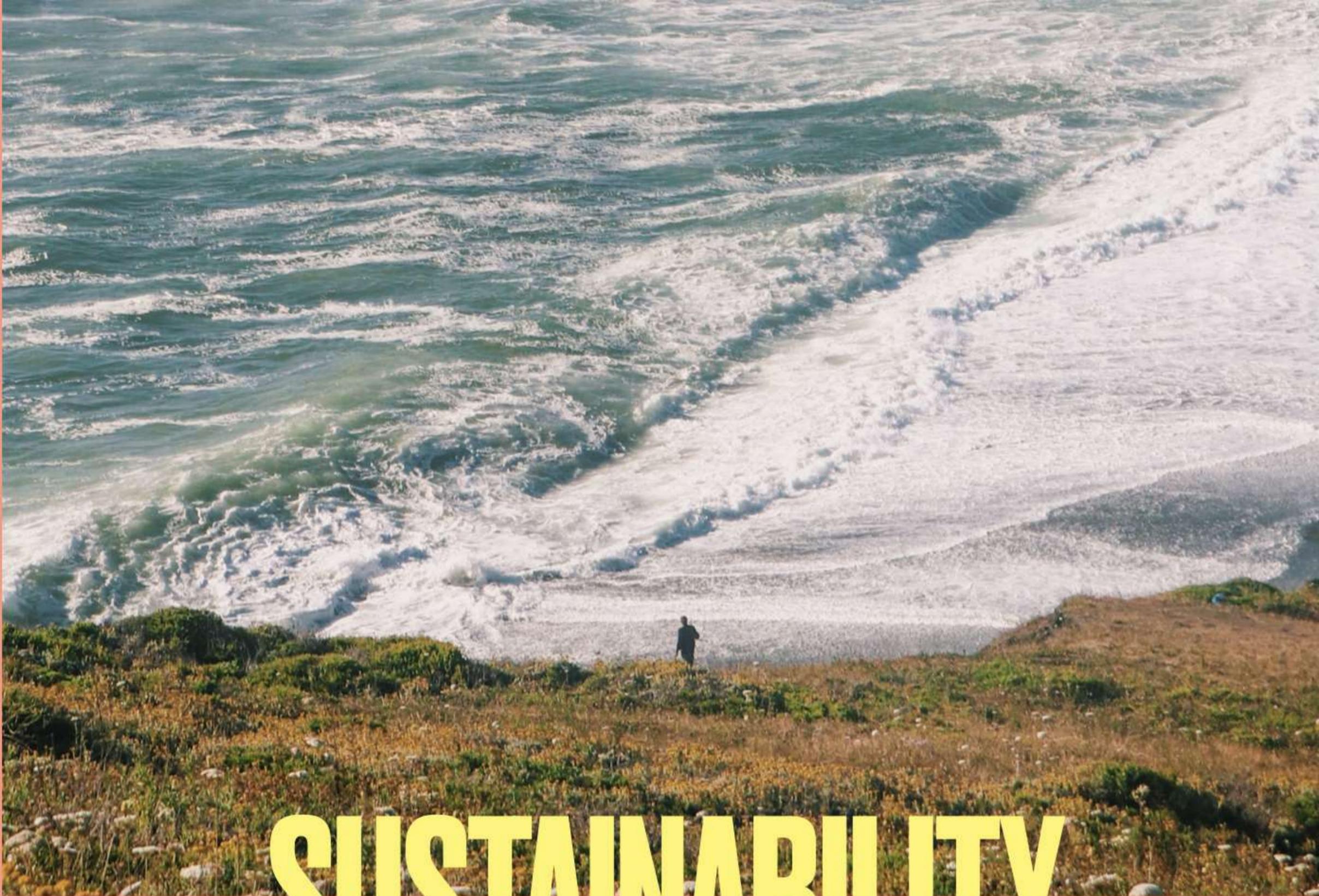
SAFETY

SAFETY DOESN'T MEAN
COMPROMISE, GIVE
GUESTS CONFIDENCE
WHILST INNOVATING TO
CREATE SOCIALLY
SHAREABLE EXPERIENCES

GIVE OPERATIONAL CHANGES VISUAL-SOCIAL IMPACT

- Consider the social power of an amazing experience.
- Partner with artists, designers and others to re-imagine the visitor experience.
- Let the 'new normal' set the bar high for premium experiences





SUSTAINABILITY

CONSUMERS ARE DEMANDING THAT BRANDS ARE PROACTIVE IN REDUCING THEIR IMPACT AND PRIORITISING SUSTAINABILITY



Our favourite sustainable homes

We have collected our favourite sustainable homes from Airbnb, so you can book your next sustainable getaway.



£28 † Nolla Cabin
Helsinki
★★★★★ 12 reviews

[View on Airbnb](#)



£35 † Lakeside cottage with a sauna
Kuusamo
★★★★★ 161 reviews

[View on Airbnb](#)



£91 † Snow igloo
Pelkosenniemi
★★★★★ 102 reviews

[View on Airbnb](#)



£83 † The Perfect Hideaway
Kouvola
★★★★★ 75 reviews

[View on Airbnb](#)



£55 † Beautiful Cottage at Lake Saimaa
Juva
★★★★★ 61 reviews

[View on Airbnb](#)



£232 † Dreamy Tropical Tree House
Fern Forest
★★★★★ 722 reviews

[View on Airbnb](#)



£97 † Brand New Studio Earthship
Taos
★★★★★ 506 reviews

[View on Airbnb](#)



£310 PIPELINE solar home min30daybooking
Haleiwa
★★★★★ 127 reviews

[View on Airbnb](#)



£155 † Award Winning - Pura Vida Ecologde
Tres Rios
★★★★★ 264 reviews

[View on Airbnb](#)

[Show more >](#)

REINFORCING DESTINATION VALUES ROOTED IN BOLD ACTIONS

- Helsinki Marketing launches ZeroBnB as a campaign to support sustainable choices.

#zerobnb



When women travel together meaningfully, anything is possible.

At Purposeful Nomad, we're connecting compassionate, adventurous women with incredible communities and experiences around the world. We've dedicated our lives to developing genuine global relationships, discovering off-the-beaten-path destinations and finding ways to have meaningful exchanges with the communities we visit. We're crafting deeper, safer, more ethically responsible travel for women.



ALIGNMENT OF COMMUNITY VALUES

- Consumers seek experiences which align with their values, where community, purpose and openness are core to the DNA.



Purposeful Nomad was created to inspire, challenge and bring together women from around the globe.

Our itineraries are carefully curated to offer travelers once-in-a-lifetime experiences. Our vision is to build a community of adventurous female travelers who are passionate about connecting with the world around them. We care deeply about sustainable tourism, and strive to ensure that all of our trips have a positive impact on the destination visited.

PIVOT THROUGH INNOVATION

SHIFTING DEMAND

THE PANDEMIC HAS SKEWED DEMAND WITH DOMESTIC VISITORS LEADING AND A GLOBAL CHANGE IN CONSUMER BEHAVIOUR.

Los Angeles

Los Angeles Travel Deals for Everyone
#TravelResponsibly

Our tourism and hospitality businesses are committed to prioritizing the health and wellbeing of both guests and employees. Businesses have implemented safety guidelines and protocols approved by L.A. County Public Health so everyone can confidently enjoy their L.A. experience.

HOTEL REGISTRATION NON-HOTEL REGISTRATION LAX INFO MEETINGS INFO

Type business, category or neighborhood

Neighborhood Neighborhood Category CLEAR SEARCH

Filter by businesses that have already opened

Business	Neighborhood	Category	Opening Date		
1 Hotel West Hollywood	West Hollywood	Hotels	Open	SAFETY PROTOCOL	UP TO 40% OFF + \$25 HOTEL CREDIT
71Above	Financial District	Restaurants	Open	SAFETY PROTOCOL	VIEW WEBSITE
AC Hotel Beverly Hills	Beverly Hills	Hotels	Open	SAFETY PROTOCOL	CREATORS & CURATORS PACKAGE
Ace Hotel Downtown Los Angeles	Historic Core	Hotels	Open	SAFETY PROTOCOL	35% OFF 3 NIGHTS

2019

PATH LESS TRAVELLED

There are some places that are so far from the hum and buzz of the city, and the reality of the early evening traffic jams, that it can feel like another world entirely. Places with plenty of room to think and breathe. Out here, we have more than our fair share of those. Here's a little sampling of what life is like on the Path Less Travelled.



PRE-PANDEMIC
ULTRA-RICH INSPIRATION

POST-PANDEMIC
HYPER-LOCAL INCENTIVES



2020

TRAVEL OFFERS

Don't think of these as travel offers. Think of them as invitations to try something new. Something old. Or something you never imagined yourself ever doing. Whatever it is, this is the year to try it. And there's no shortage of invitations to choose from.

 THE EAST PHOTOGRAPHY TOURS LANDSCAPE PHOTOGRAPHY LESSON FOR LOCALS STARTING AT \$170 PER PERSON	 TASTE OF GROS MORNE GROS MORNE GOURMET PICNIC STARTING AT \$43 PER PERSON	 COASTAL COTTAGES OUTPOST SHED EXPERIENCE STARTING AT \$100 PER PERSON	 ROYAL INN + SUITES COUPLE'S STAYCATION STARTING AT \$219 PER COUPLE	 SILVERWOOD INN TOUR THE AVALON STARTING AT \$269 PER COUPLE
 MURRAY PREMISES HOTEL FALL GETAWAY STARTING AT \$139 PER PERSON	 THE DOCTOR'S HOUSE INN & SPA GROUP DINE & STAY STARTING AT \$129 PER PERSON	 GEORGETOWN INN WEEKEND GETAWAY IN ST. JOHN'S STARTING AT \$130 PER PERSON	 EAST COAST GILLIES FALL FISHING & FORAGING STARTING AT \$30 PER PERSON	 RED BAY NATIONAL HISTORIC SITE GEOCACHING AT RED BAY STARTING AT \$14.50 PER PERSON

SHIFTING BEHAVIOUR & DEMOGRAPHICS

- Brands like 'BRB - Be Right Back' have identified a change in the market and developed business models on 'last-minute' surprises and digital playful experiences.
- They have identified the opportunity of affordability, spreading cost, flexibility, removing barriers of choice, building loyalty and making travel fun again.

brb How it works Destinations Reviews Pricing Journal Sign In Sign Up

Questions about COVID-19? [Visit our help center](#)

Imagine a life full of mini adventures.

Enjoy the feeling of always having a short getaway in your calendar. Without spending hours organising and planning.

[Build your adventure](#)

Book 3 trips to Europe this year in less than 180 seconds.

Solo or together?
From £49.99 a month

TELL US HOW YOU TRAVEL
Travel types
Airports you can fly from
Destinations you want to go to
Places you don't want to go

PICK YOUR PLAN

CREATE YOUR TRIP
Pick your dates
Choose your trip type
Travel solo, with a partner or as a group

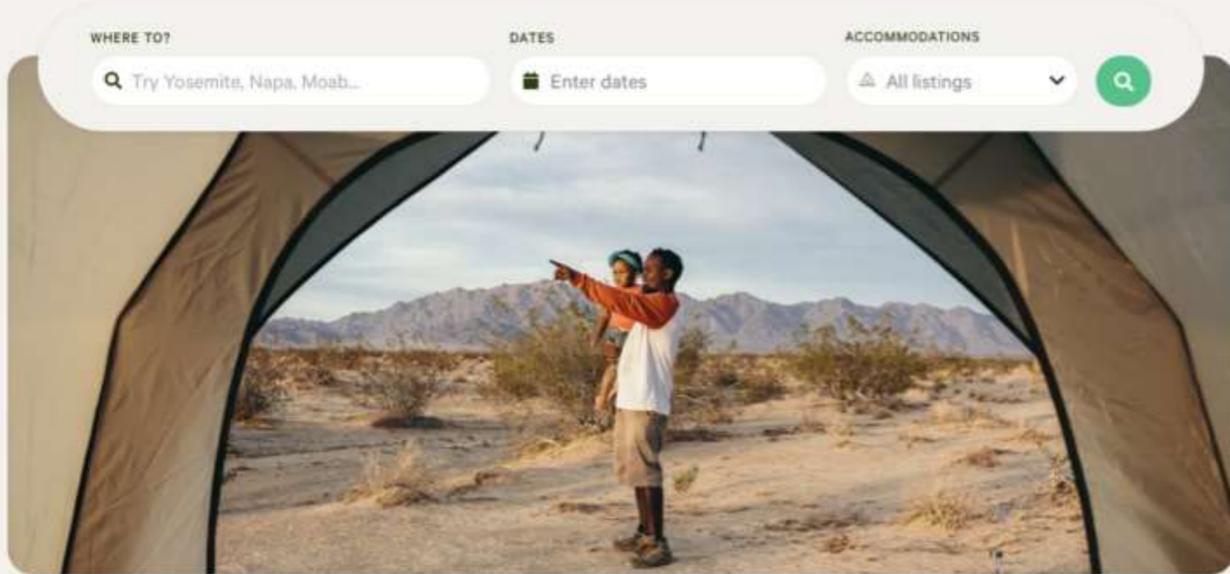
MAKE SOME MEMORIES

Excellent ★★★★☆
Rated 4.5 / 5 based on 134 reviews on [Trustpilot](#)

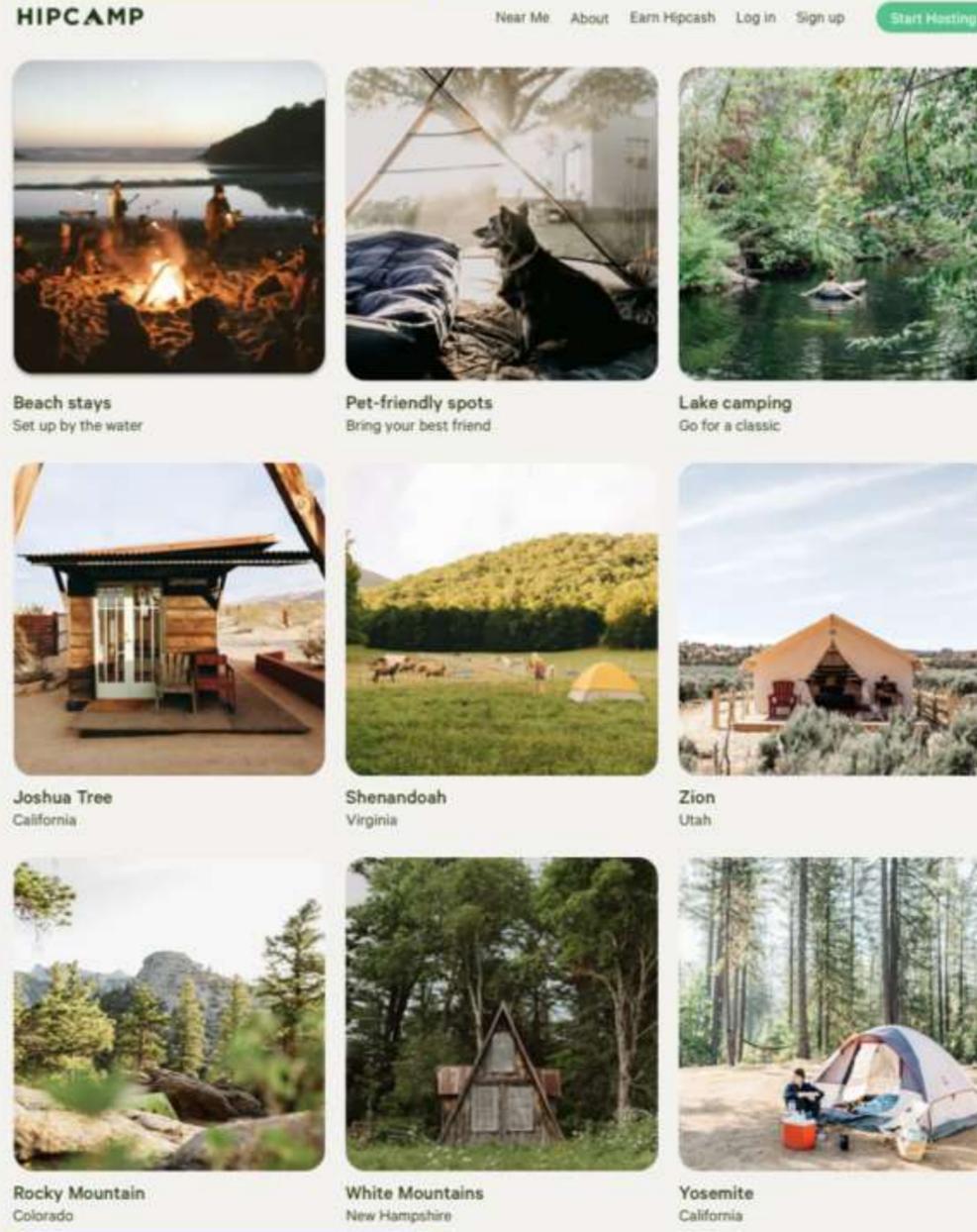
<p>★★★★★ 23 October Kate</p> <p>So much fun! Firstly I loved that brb agreed to combine two trips into one and booking it even though the website said no availability! <i>Always best to give the guys a call!</i></p> <p>Read more</p>	<p>★★★★★ 16 September Tyler Fraser</p> <p>Great idea and would highly recommend! I was recommended this by a friend. It is such a great idea and takes away the stress of finding somewhere and planning. Myself and a friend had an amazing time and would highly recommend!</p> <p>Read more</p>	<p>★★★★★ 3 June Cort</p> <p>Great**** Me and my boyfriend began paying in February and we're so excited for our first trip in June. Due to covid19 and my boyfriends motorcycle accident we are</p> <p>Read more</p>	<p>★★★★★ 31 March lyd ros</p> <p>A great idea made perfect by great service Where do I start? First of all the BRB travel company is a fantastic idea- You pay £49.99 a month (as a single)</p> <p>Read more</p>
<p>★★★★★ 26 March Ben Dyal</p> <p>Excellent Customer Service. Fantastic value for money! Takes all the hassle and stress out of planning and finding great hotels, whilst making it affordable by saving a month!</p> <p>Read more</p>	<p>★★★★★ 24 March Meg</p> <p>Superb Company and Concept Excellent, unique concept undertaken with professionalism and charm. Unfortunately couldn't go on my first trip just yet due to Covid-19 lockdowns but Greg and the</p> <p>Read more</p>	<p>★★★★★ 24 March Chris</p> <p>Excellent Customer Service Over the last few weeks the staff at BRB have responded fast and efficiently to every query that we have emailed them (even on a Sunday) and managed to</p> <p>Read more</p>	<p>★★★★★ 20 March Che Fitzgerald</p> <p>I had my first trip to Milan I had my first trip to Milan booked for this weekend. Before I got on with the coronavirus situation I want to point out that the reveal is amazing. It certainly adds</p> <p>Read more</p>

Find yourself outside.

Discover and book tent camping, RV parks, cabins, treehouses, and glamping.



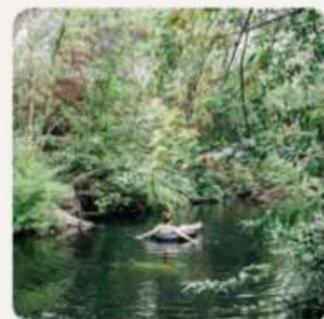
SHIFTING PRODUCT DEMAND



Beach stays
Set up by the water



Pet-friendly spots
Bring your best friend



Lake camping
Go for a classic



Joshua Tree
California



Shenandoah
Virginia



Zion
Utah



Rocky Mountain
Colorado



White Mountains
New Hampshire



Yosemite
California

- Hip Camp taps into the rise of social enterprise, seeing the success of platforms like AirBnB and creating a nuanced offer for renting outdoor spaces.
- They've seen a huge boom in business since the pandemic with a 50% increase in revenue with travellers seeking something isolation.
- More than just spaces - Hip Camp realises that succeeding is about more than just spaces and views, its about the 'up-sell', so now guests can book 'perks' such as a picnic dinner, horseback riding or yoga.

Where to go now



Hidden gems
Sites on the rise



Wide open spaces
Privacy and seclusion



A-frame cabins
Let's get cozy

Adopt vines

- Vines labelled with your name
- Wine from your vines
- Monthly news about your vines
- A special invitation to meet the winemaker for 2

ADOPT VINES

Offer
WINE FROM YOUR VINES



CREATING A PERSONALISED HYBRID EXPERIENCE

- Cuvée Privée personalises the wine experience by partnering with local vineyards and allowing customers to 'adopt vines'. They can buy then, or gift wines with their name on it and see a tag on the vine.



Travel Africa, Skip Mediocre.

(when it's safe for everyone)

COVID-19 may have your travel goals on pause but there's no time like the present to imagine tomorrow.

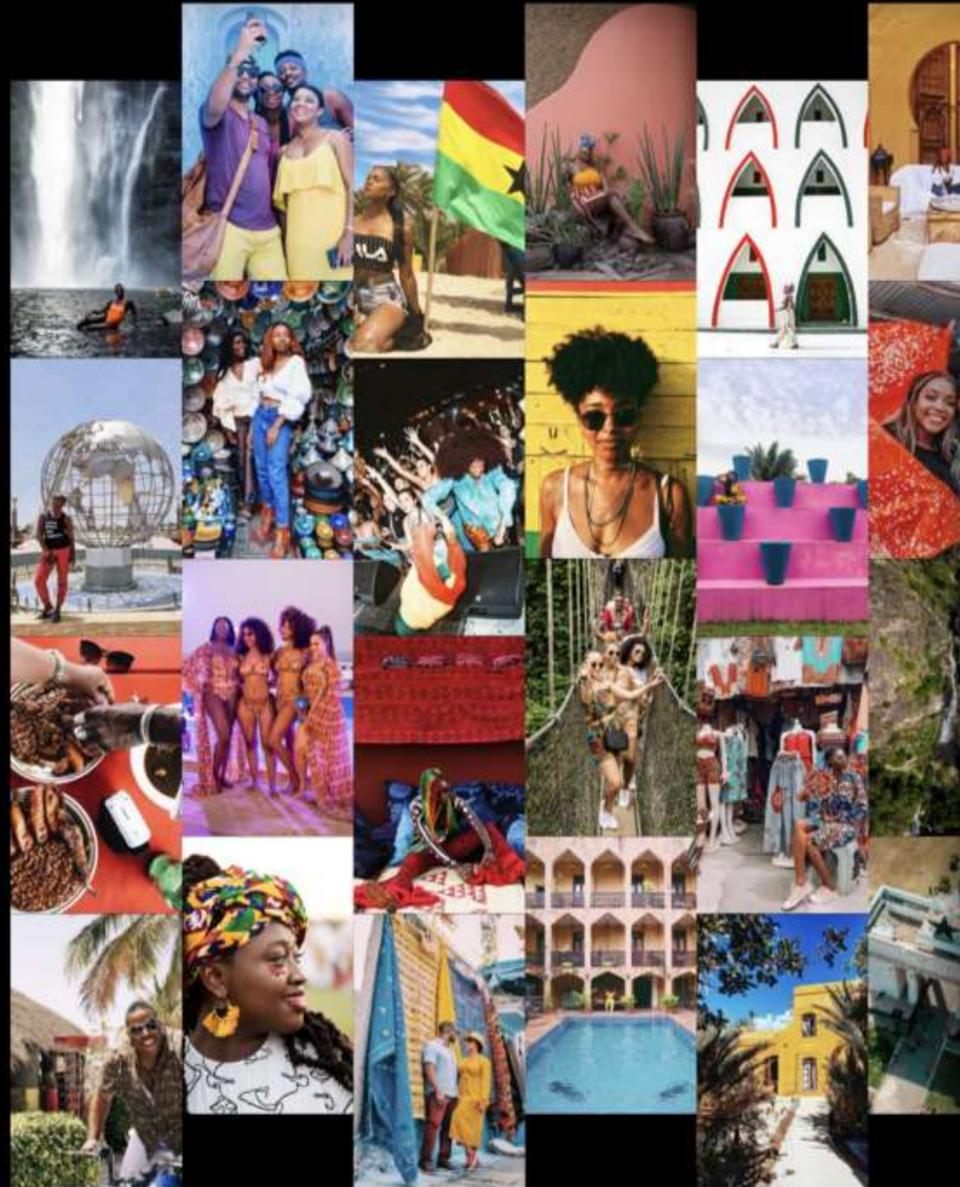
From virtual experiences that bring you as close as we can to weekend escapes for our local homies - we've got you covered while keeping you safe.

Want to be the first to know when things are back to normal? Get on the list or [join our digital community](#) for the inside scoop.

P.S. These are not stock photos

LET ME KNOW

WHAT'S MEMBERSHIP?



Travel Events [Join Us](#)



Travel Events [Join Us](#)



YOUR CONNECT TO AFRICA EVERY STEP OF THE WAY

Become a Founding Member

An opportunity to get in on the ground floor closing October 4, 2020

Monthly
\$25/mo

CHOOSE



Curated Virtual Experiences

Our connections span the continent and the world - from things that get you on your feet to conversations that speak to your soul. These aren't your average Zoom calls.



A Distinctly Global Network

We can't truly leverage our power without broadening our reach. We have members from nearly 20 countries and we're only at the beginning. As a founding member tap into your global well.



Values-Aligned Community

Centering the continent in our future is the baseline, but the membership is so much more. Join forces with people pushing boundaries and oozing excellence all while bridging the gap IRL.



Intentional Matchmaking

We get to know our members so that we can connect you to the people you need most from creative collaborators to happy hours and meet and greets, we help you leverage the goodness.



Packed Calendar of Weekly Events

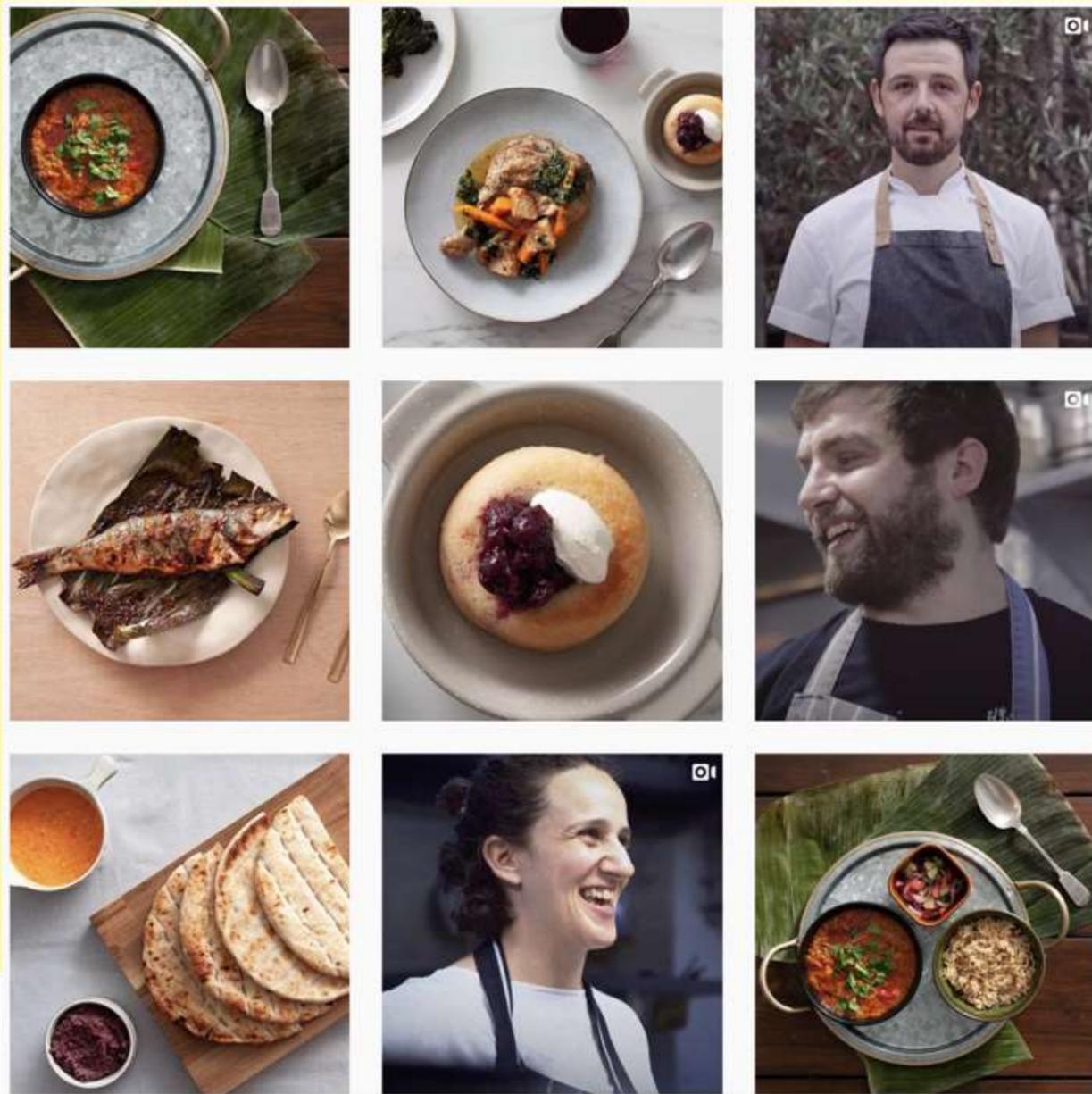
From Pre-Colonial Spirituality, to an Afro-Centric French Language Course, to our Legacy Series on Real Estate Investing in Ghana and more - you'll find no shortage of things to inspire you.



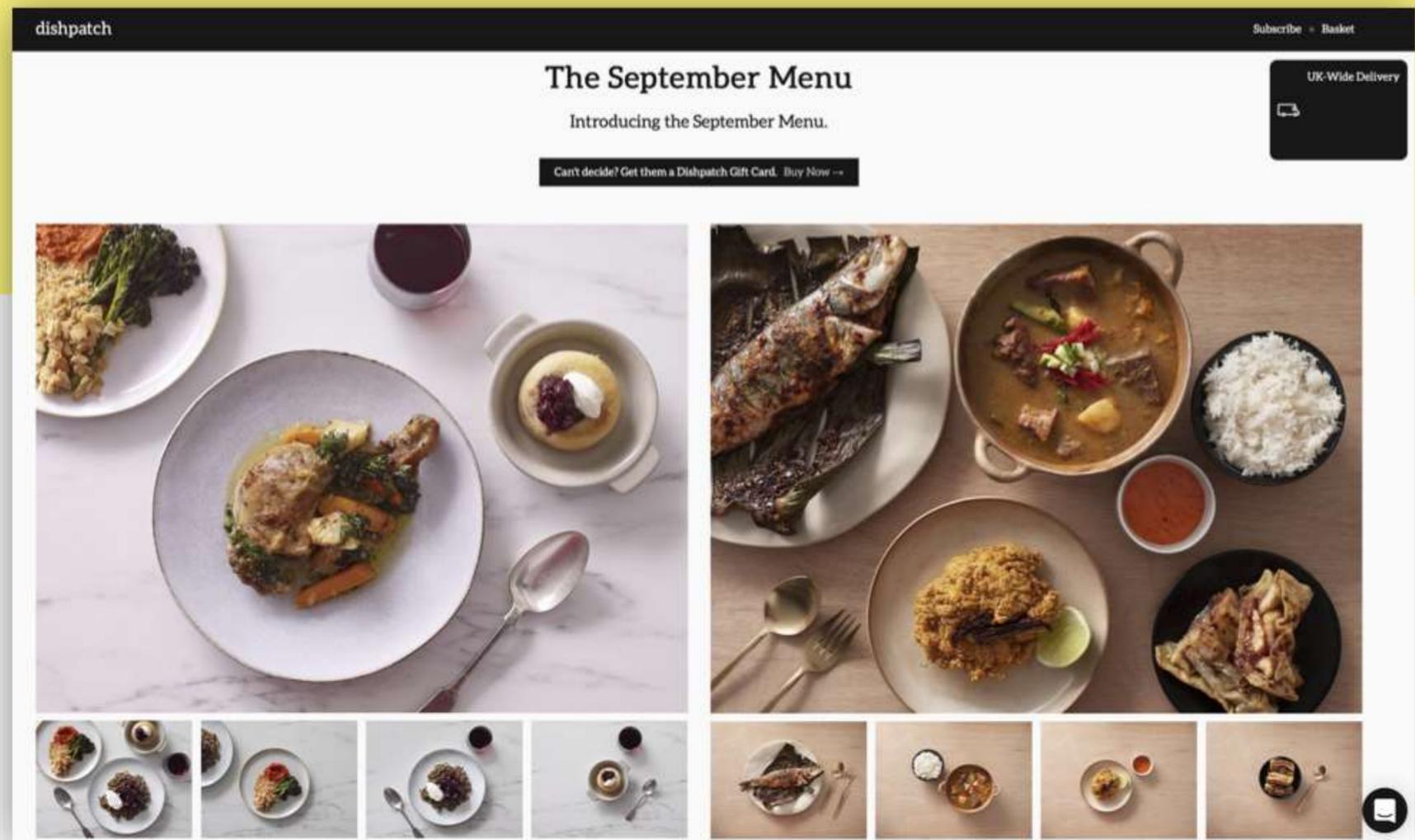
Discounts on Epic Travel Experiences

From Pre-Colonial Spirituality, to an Afro-Centric French Language Course, to our Legacy Series on Real Estate Investing in Ghana and more - you'll find no shortage of things to inspire you.

PIVOTING BUSINESS TOWARDS [REMOTE] AUTHENTIC EXPERIENCES



dishpatch



SHIFTING RELIANCE FROM
REAL VENUES TO DIGITAL VALUE

MAKING TOURISM A CATALYST FOR PROSPERITY

- Fogo Island Inn helped rebuild community prosperity as a catalyst for a new local economy
- Creating a circular economy locally is central to its aims
- As a social enterprise it involves the entire local community
- Diversified business model combines hotel with produce, handcrafts and more.



THINK OUTSIDE THE BOX IN PROMOTING THE EXPERIENCE, NOT THE PRODUCT

- Create a hook that can respond to the current need of people
- Be unconventional, bold and transparent
- Make the booking experience easy and out there.



Join The Movement



We're waging a war on "busy" and we're looking for recruits.

Enter email

Submit

Next Available

Available this Sun - Mon



Pyrenees Mountains, Vic
Yogie

Location: 2hrs West-ish
Guests: Sleeps 2 people
Beds: 1

Available this Sun - Thu



Kyneton Region, Vic
Micah

Location: 1.5hrs North-ish
Guests: Sleeps 2 people
Beds: 1

Available this Sun - Sun



Central Gippsland, VIC
Louka

Location: 2.5hrs East-ish
Guests: Sleeps 2 people
Beds: 1



SURF



FOOD



YOGA



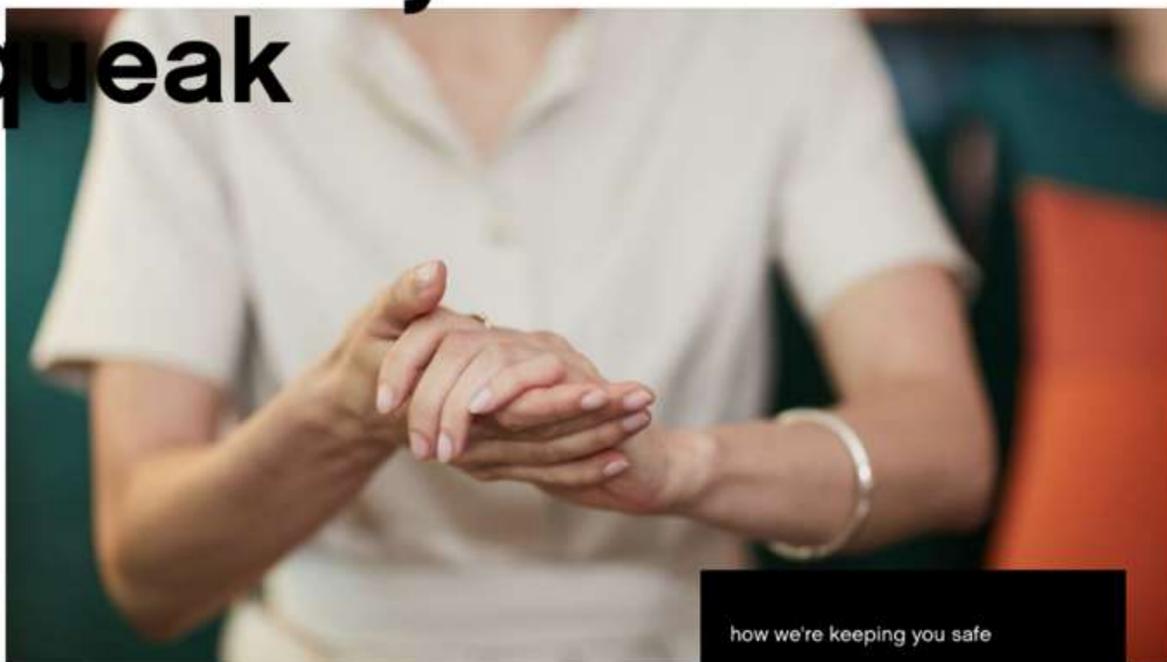
ENHANCE THE OFFER BY PAIRING PRODUCTS

- The Drift Retreat in Jersey pairs surfing and yoga activities with food to cater to a broader audience, bring together different interests under the big pillar of wellbeing.
- Create a set of various experiences that last throughout the year.

MAKING CONTACTLESS & CLEANLINESS YOUR BRAND'S UNIQUE SELLING POINT

hygiene and safety

rooms so clean they squeak

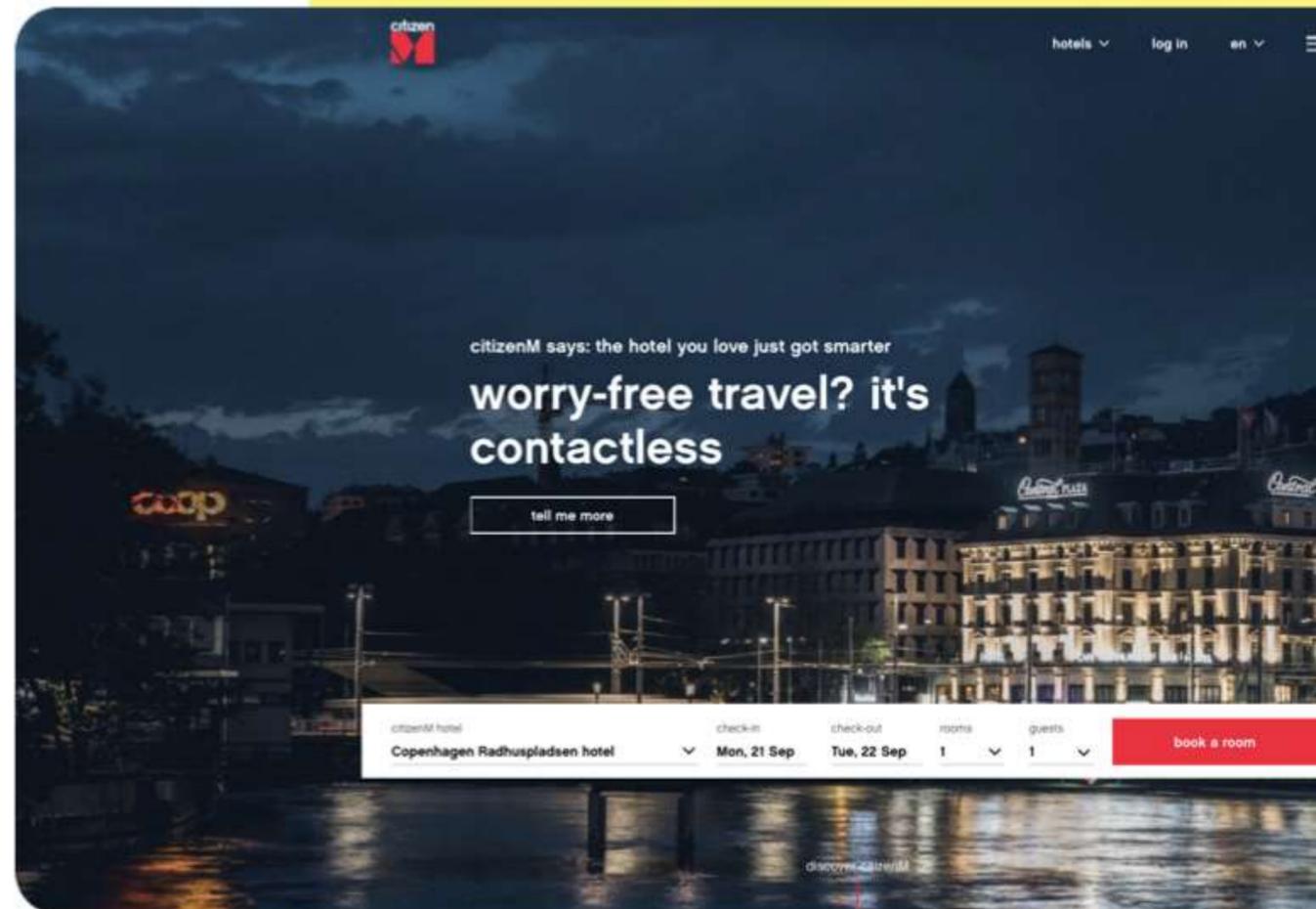


how we're keeping you safe

- ✓ no bedspreads or carpets
- ✓ opt-in cleaning service for short stays
- ✓ cleaned and disinfected after every guest
- ✓ independently ventilated with 100% fresh air

Wondering how we'll keep you safe? Our already impeccable cleaning routine is now beyond amazing. Plus, you'll find hand sanitiser stations and safety routes at all hotels. Click below to read more.

show me

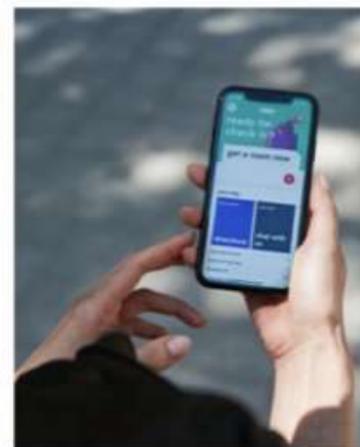


fantastic appy features



you tell us when to clean

It's housekeeping, your way! Our room cleaning opt-in is simple, safe and smart.



unlock your room

You could raise your arm in the air and say "open sesame" – but using our app on your phone is better.



control in-room features

No need to touch wall switches. Control lights, blinds and more with a few thumb swipes on your phone.



rapid check-in/out

Before arrival, use the app to check-in faster than a cheetah with a jetpack. Check-out is just as quick.

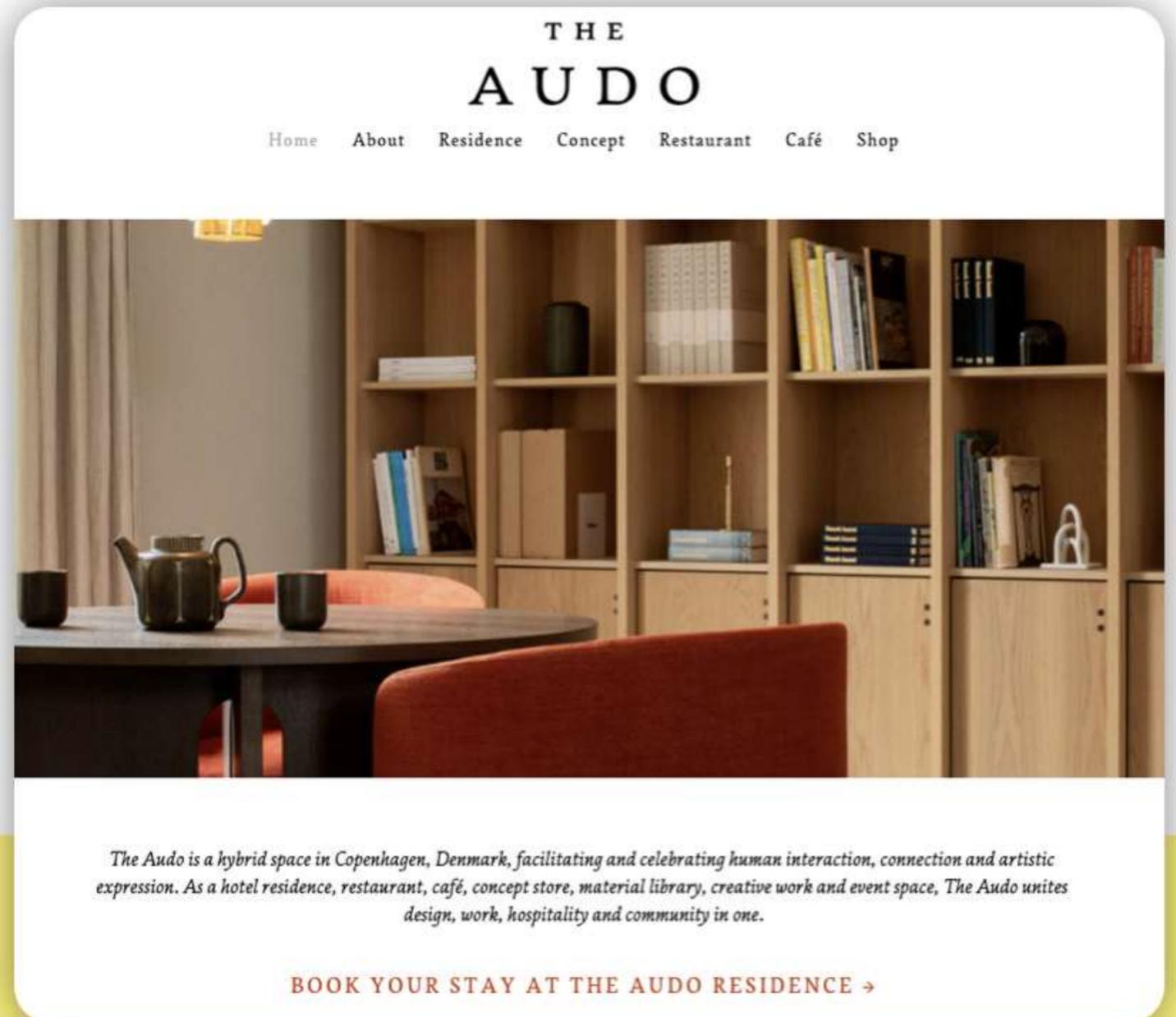
RE-PURPOSING HOW WE IMAGINE SPACES

- Swedish hotel, Stadt, in Lidköping, has opened up their rooms as private dining spaces, allowing people to go out to eat while still maintaining social distancing from other diners.
- Zoku, a hotel in Amsterdam, is rebranding its rooms as day-stay hideaways and private work lofts.
- A new hotel in Copenhagen places all of its fixtures and fittings on sale, pivoting and becoming an artistic showroom



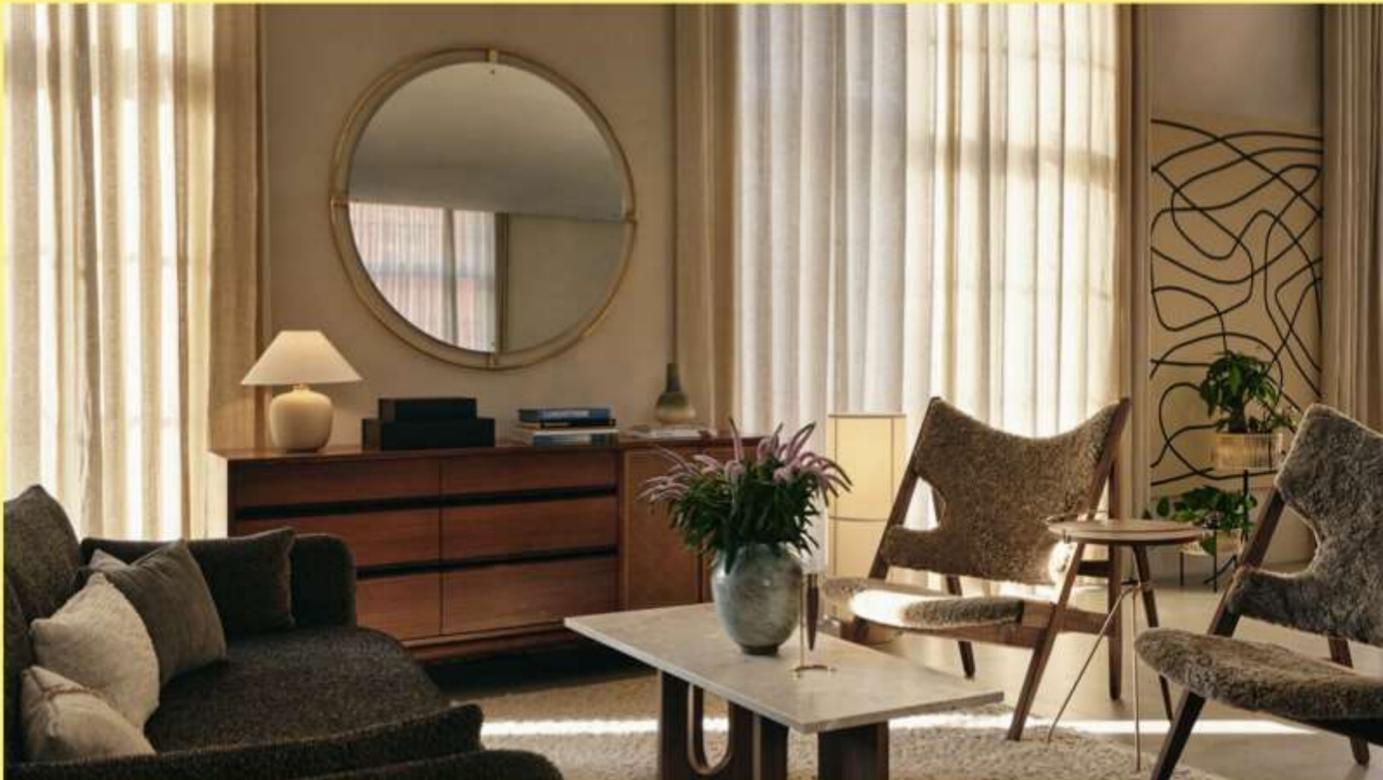
CREATE A 360 EXPERIENCE AROUND ONE STRONGLY CURATED THEME

- Create a product that responds to the need of a niche audience, from building a community, to giving a space to meet, work, interact.
- Part gallery, part store, The Audo Concept invites guests to experience the house as a whole, enjoying a constantly evolving environment of inspiring art and design.



The Audo is a hybrid space in Copenhagen, Denmark, facilitating and celebrating human interaction, connection and artistic expression. As a hotel residence, restaurant, café, concept store, material library, creative work and event space, The Audo unites design, work, hospitality and community in one.

[BOOK YOUR STAY AT THE AUDO RESIDENCE →](#)



"Blurring the lines between home-life and work, uniting design, business and community in one innovative physical space that is alive and under constant renewal, The Audo as a concept is a unique place to experience elements of our built environment as a whole, where products from the world's premium design brands will engage in dialogue."

BJARNE HANSEN

ARTISANS AND DESIGNERS

The Nagatani Family of Iga, Japan are 8th-generation master potters who produce all of the various donabe (earthenware pots) used at SingleThread as well as many of our vases, bowls, plates, and serving vessels. Each piece is hand made using the porous, fossil-rich clay found in Iga.



We are committed to these relationships, supporting authentic craftsmanship and sustainably produced agricultural products.



PARTNER UP WITH OTHER BUSINESSES TO SHOWCASE THE VALUE OF CRAFTSMANSHIP

- SingleThread Farms, California, is a farm, inn, restaurants and much more. Their digital presence is strengthened by a strong link with sustainable practices.
- They also support small craftsmen and producers all across the globe, to promote their work and show who contributed in the design of the buildings.
- Every creation has a digital space on the website and enrich the content that the business shares.

DESIGNING EXPERIENCES AROUND CHANGING NEEDS

A concept store opened after #Lockdown1 having to rapidly re-design the business to offer a wide-range of hybrid experiences building a passionate community around local artists.



FUTURE BUSINESS SCENARIO MAPPING

AIM: PUT TOGETHER MULTIPLE HYPOTHETICAL SITUATIONS TO LEARN AND BE PREPARED FOR THE FUTURE

1. GATHER INSIGHTS
2. BE READY FOR UNCERTAINTY
3. CORRECT ERRORS AND ASSUMPTIONS
4. PIVOT



TRENDS
how's your
business being
affected?



UNCERTAINTY
Select what you
are not sure
about



MAP IT OUT
Put together
what you don't
know in a visual
way



**WORST-CASE
SCENARIO**
Be well aware of
what the less
ideal situation
could be like



**RESTLESS
REINVENTION**
always be ready
to adjust your
direction and
adapt to new
factors

END-TO-END AUTOMATION OF THE DIGITAL VISITOR JOURNEY

A customer views a product Pastry

Joins "Yes" path if Product Purchased is Pastry...

Send an Email First Pastry Offer

First Pastry Offer
To: & From: To First + Last Name from Sawyer's Bakeshop
Subject: Take 10% off your first pastry order!
Sawyer's Bakeshop
Save and Close

DISCOVERY & INSPIRATION



RESERVATIONS & BOOKINGS

CONTACTLESS EXPERIENCE

Ross Geller
22 DEC 2019 - 29 DEC 2019
239 Mulberry, New York

- Arrival Info
- Access Codes
- Guidebook

OUR SPECIAL OFFERING [View All](#)

- Airport Pick-up **Best Seller** From \$50
- Luggage storage From \$9

Food Tasting tour
From \$67
Best Seller

DESTINATION DISCOVERY

AWARENESS

UNDERSTANDING

PLANNING

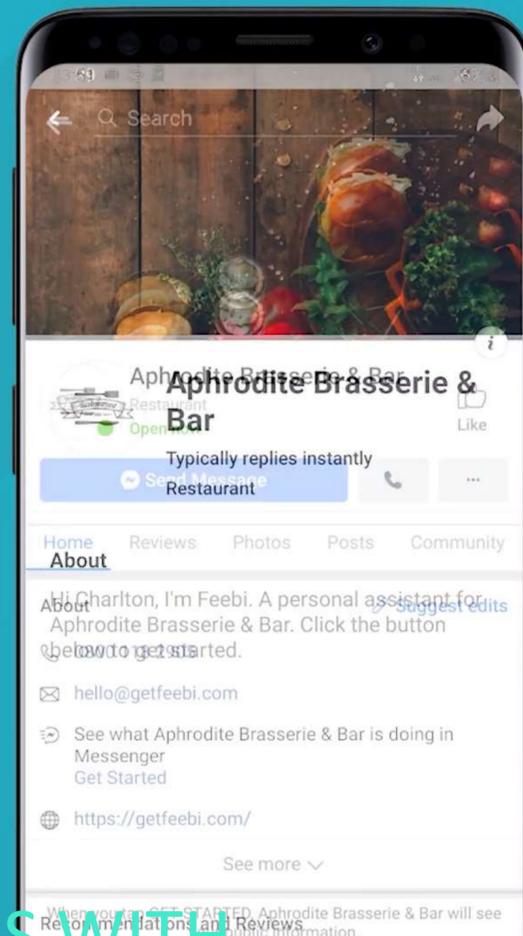
BOOKING

EXPERIENCING

SHARING

ADAPTING CHATBOTS AND AI TO EVERY BUSINESS SCENARIO

BEEBOT SUPPORTS VISITORS IN-DESTINATION PROVIDING DATA ON VISITOR NEEDS



FEEBI INTEGRATES WITH RESERVATION SYSTEMS TO AUTOMATE RESTAURANT QUERIES

Customer Story

Japan National Tourism Organization

To combat the coronavirus pandemic in Japan, Bebot provides multilingual support to travelers and foreign residents. Bebot shares health and virus-specific information, such as symptoms to look out for, and what preventative measures to take. The latest news about the outbreak, current statistical information like transmission rates and contact information to government agencies is also shared.

Concern	Percentage
Prevention	44%
Latest News	34%
Travel Bans	22%

- What's happening
- Prevention methods
- When you feel sick

Prevention methods

- Wash your hands often with soap and water for at least 20 seconds. Use an alcohol-based hand sanitizer that contains at least 60% alcohol if soap and water are not available.
- Avoid touching your eyes, nose, and mouth with unwashed hands.
- Avoid close contact with people who have COVID-19.

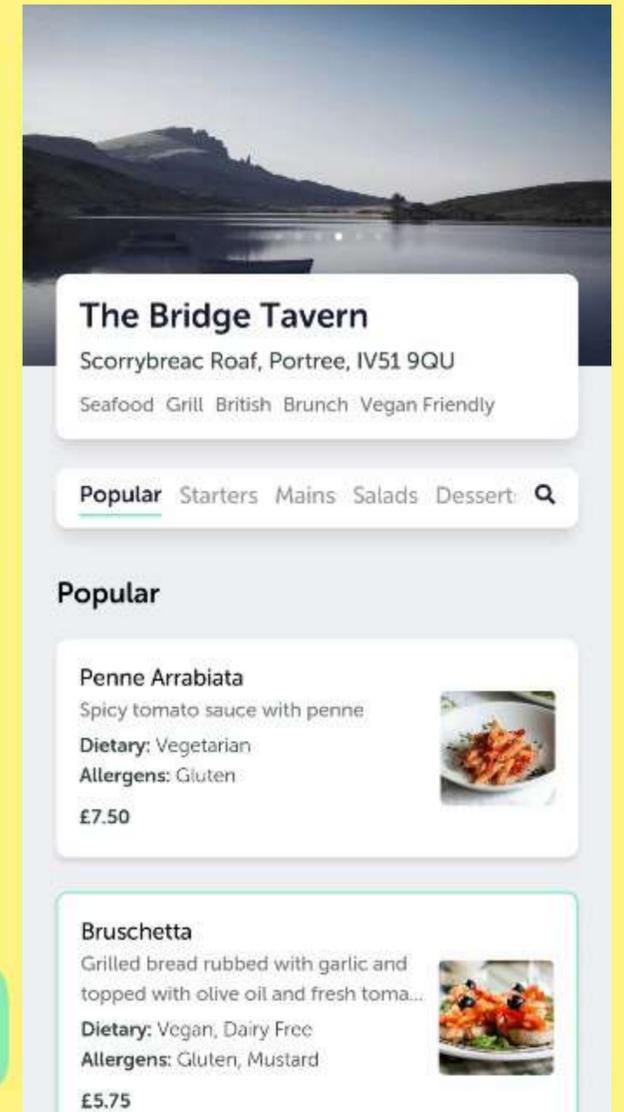
CREATING A CONTACT FREE DIGITAL GUEST EXPERIENCE

THE
LOCALE

REAL-TIME CROWD MAPS

BOOKING

THE DIGITAL WAITING LINE



DIGITAL AT TABLE ORDERING

“TABLE ORDERING FOR
THOSE OBSESSED WITH
CUSTOMER EXPERIENCE”

EXPERIENCING

THE REDESIGNED VISITOR JOURNEY

1. AWARENESS

- Long-term brand building for international markets; short-term call to action for domestic & regional
- Evolve dream messaging to relevant content & personal value fulfilment
- Engage with communities, find authenticity and purpose in storytelling
- Focus paid-media on dynamic & tactical actions



2. UNDERSTANDING

- Make stories out of everyday operations
- Offer Transparency at every touchpoint
- Carefully select influencers, who have strong audience trust
- Be a true Glass-Box Brand, design a digital narrative around your values.



3. PLANNING

- Map out customer personas & pain points
- Use video to show changes and respond directly to hesitations
- Be ultra-competitive by going 'above and beyond' with safety measures
- Transform & digitise the guest experience, educate on changes.
- Build an automation-led customer journey with humans on-hand



4. BOOKING

- Diversify sales model to beyond the on-premises visitor experience
- Introduce product lines, experiment with pricing and packaging
- Absolute flexibility will continue to be key to booking conversion
- Support bookings with end-to-end contactless guest experience



5. EXPERIENCING

- Service Transformation = Digital Transformation
- Use consent to enhance experiences with data
- Maximise data potential to be resolutely transparent, offer confidence, optimise guest experience
- Transform the guest experience to create safe social-ready experiences
- Automate operations but prioritise user-experience
- Use digital experiences to create premium services



BEYOND TODAY. THERE IS TOMORROW.

Solving the world's biggest challenges is everyone's concern.

Design provides us with the tools to tackle tomorrow's challenges.

Human creativity and empowerment will lead us to make the change.



**NICK HALL, CEO & FOUNDER
THE DIGITAL TOURISM THINK TANK**

THANK YOU.



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