

# Historic Marketing

## *Butterfly Effect*

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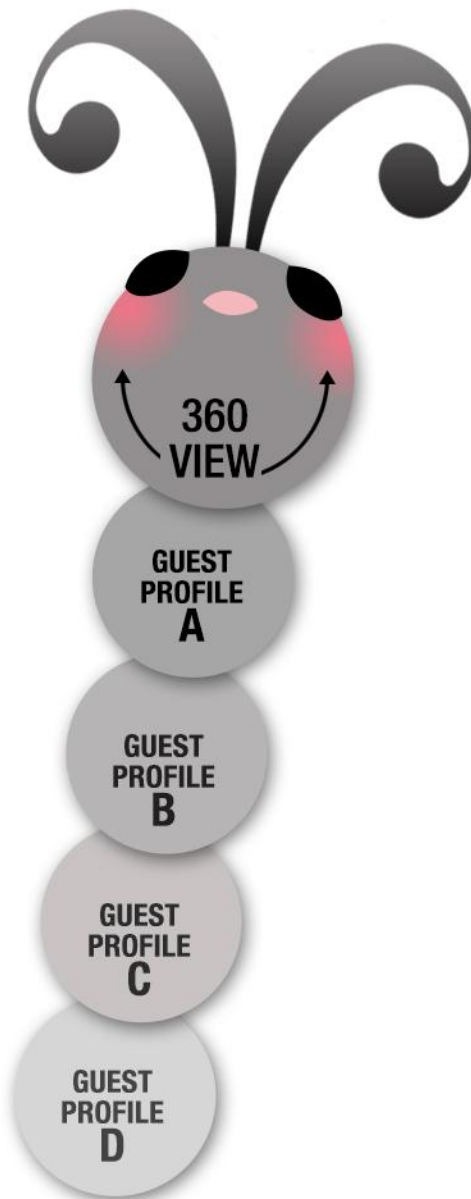
2005-10  
NATIONAL TRUST FOR  
**HISTORIC PRESERVATION**

2006-10

NATIONAL TRUST FOR  
**HISTORIC PRESERVATION**

2007-10

NATIONAL TRUST FOR  
**HISTORIC PRESERVATION**





# Evolution: Technology Marketing



# Technology...



Since 1880...

1880: Seismograph

1888: AC Motor/Transformer

1901: Radio Receiver

1903: Wright Bros. First Flight

1925: Mechanical TV

1930: Jet Engine

1940: Color TV

1950: Credit Cards Invented

1960: Handheld Calculator





# Technology...



Since 1880.....

1972: Word Processor Invented

1975: Laser Printer Invented

1981: MS-DOS Invented

1984: CD-ROM invented/Apple

1989: High-Def TV

1990: WWW Launched

1995: DVD & Yahoo Launched

1996: WebTV Launched

1998: Viagra Invented



# Technology...



Since 1880.....

2000: Dot-Com \$3 Trillion

2000: Dot-Com Crash

2001: Sept 11

2002: Virtual Keyboard Invented

2007: 1 Billion PCs!

2012: 1 billion users on Facebook





**>> 71% of CEO's say technology will have the biggest impact on their organizations over the next few years (vs. market conditions)**

**\* Harvard business review, October 2012**



>>

**By 2016, 3 billion people, half the world's population will be online...**

**\* Harvard business review, October 2012**





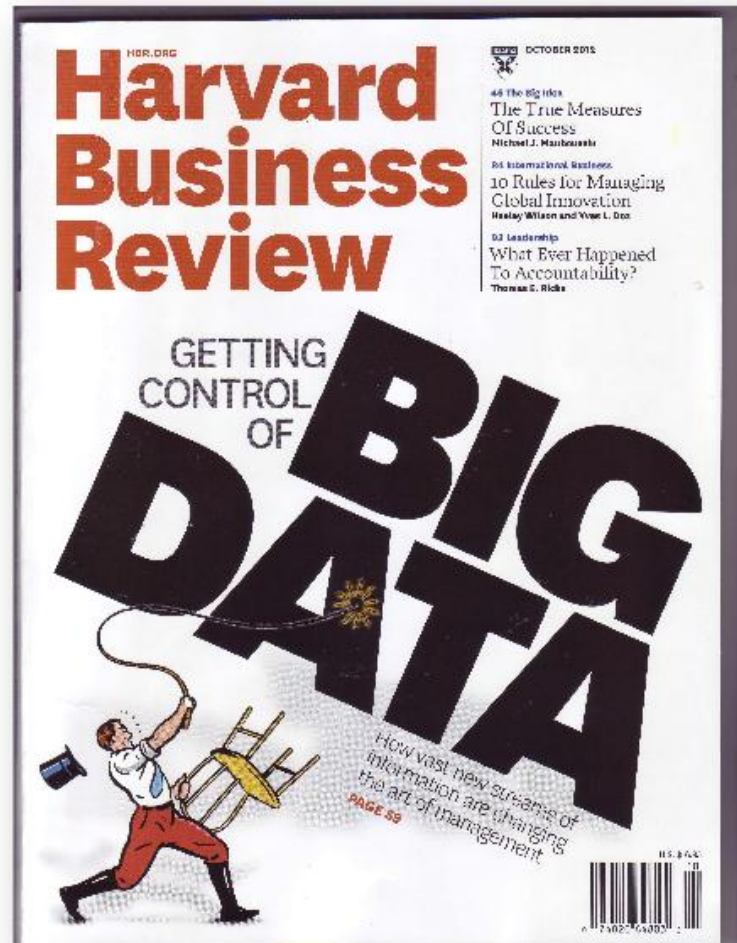
## “I Need the Internet More Than...”

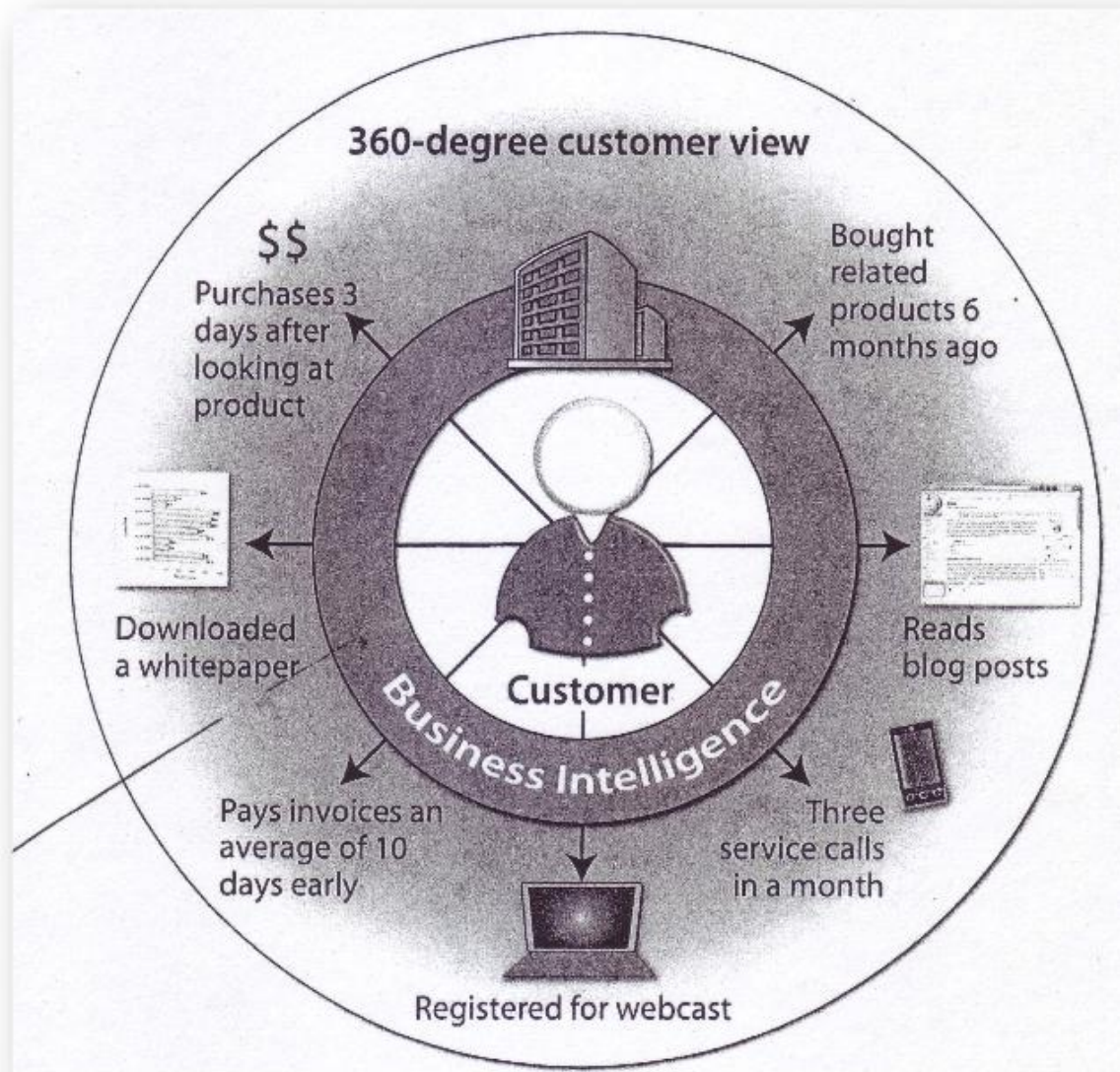
PERCENTAGE OF PEOPLE WILLING TO GIVE UP A KEY LIFESTYLE HABIT INSTEAD OF THE INTERNET FOR A YEAR

	ALCOHOL	CAR	CHOCOLATE	COFFEE
				
HIGHEST %	Indonesia <b>89</b>	China <b>56</b>	Japan <b>86</b>	China <b>85</b>
LOWEST %	UK <b>65</b>	South Africa & U.S. <b>10</b>	Brazil <b>59</b>	Germany <b>55</b>
	EXERCISE	FAST FOOD	SEX	SHOWER
				
HIGHEST %	Japan <b>60</b>	UK <b>91</b>	Japan <b>56</b>	Indonesia <b>78</b>
LOWEST %	France <b>42</b>	India <b>67</b>	Brazil <b>12</b>	France <b>5</b>









**\*CITO Research, "Creating a Meaningful Customer Experience on the Web"**



**>> Mobile usage will surpass that of PC's and other wired devices by 2015 ...\***

**\*"More Mobile Internet Users than Wireline Users by 2015", IDC.com**



# Critical mass



**Hotel companies are cranking out new apps and websites as mobile bookings skyrocket.**

**By Nathan Greenhalgh, associate editor**

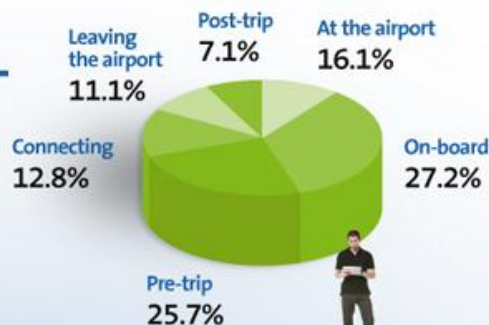
# The always-connected traveller:

## How mobile will transform the future of air travel

The global study identifies traveller attitudes to airline mobile services whilst also highlighting emerging mobile technologies set to transform each stage of the travel experience.

## Importance of each step

"When flying, how important are the following 6 steps for your overall airline travel experience?"



# 73.4%

of the Earth's population subscribe to wireless services



- 1 Pre-trip**  
The most important stage of the process. Passengers are looking for easy ways to plan, book and board the plane
- 2 At the airport**  
Mobile is used if things go wrong with the travel experience i.e. lost bags, seating and disruption
- 3 On-board**  
A unique opportunity for airlines to provide enhanced services with the increase in connectivity on planes
- 4 At the destination**  
Passengers are increasingly using mobile to explore, connect, and share experiences
- 5 Post-trip**  
Social media provides an immediate outlet for feedback from customers

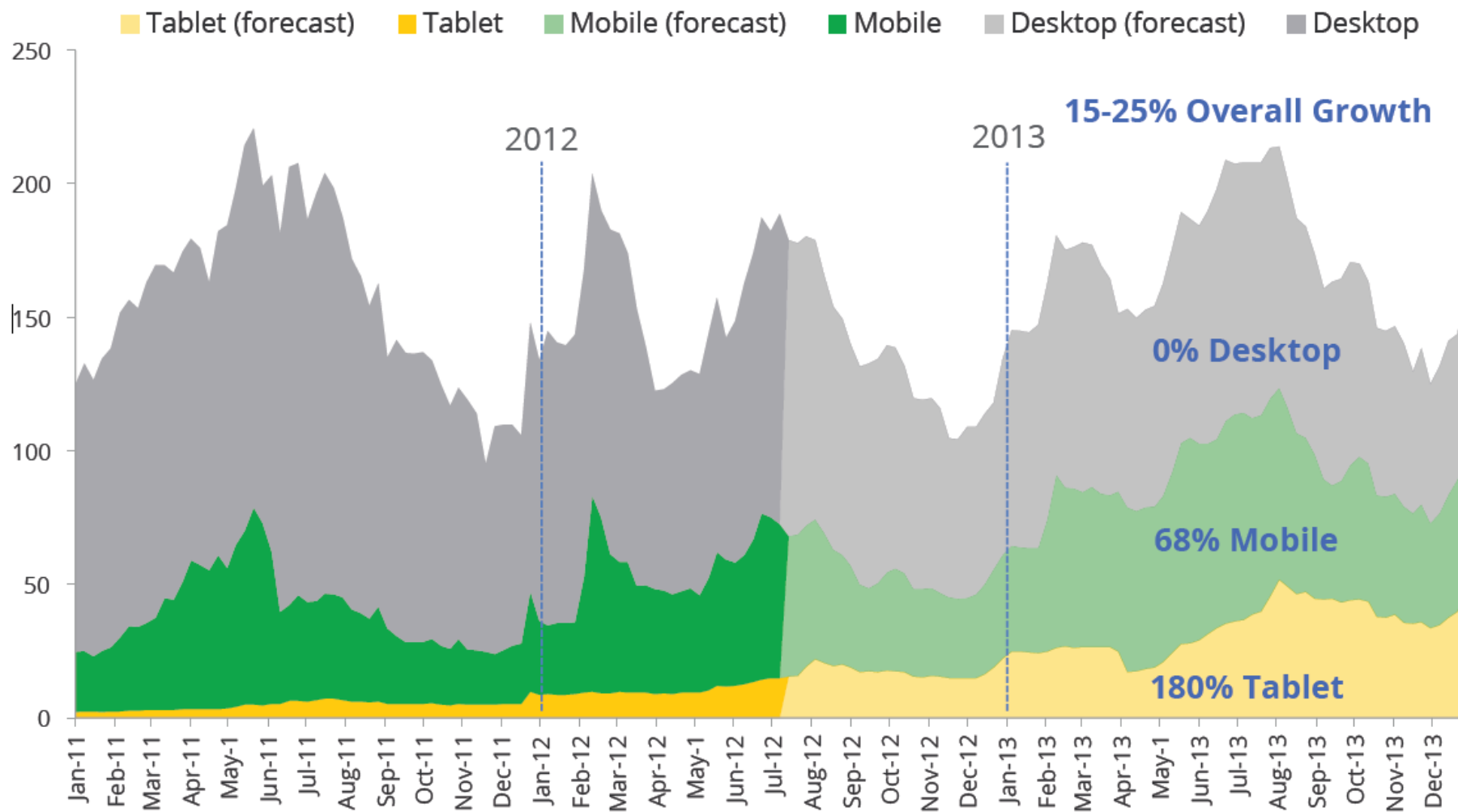
## Global mobile subscribers

The number of worldwide subscriptions for wireless services reached **5 billion** in September 2010. The worldwide smart-phone market grew **79.7% year on year** in the first quarter of 2011 (1Q11), according to the International Data Corporation (IDC) Worldwide Quarterly Mobile Phone Tracker.



# 16%

of travellers surveyed currently use smartphones to book trips

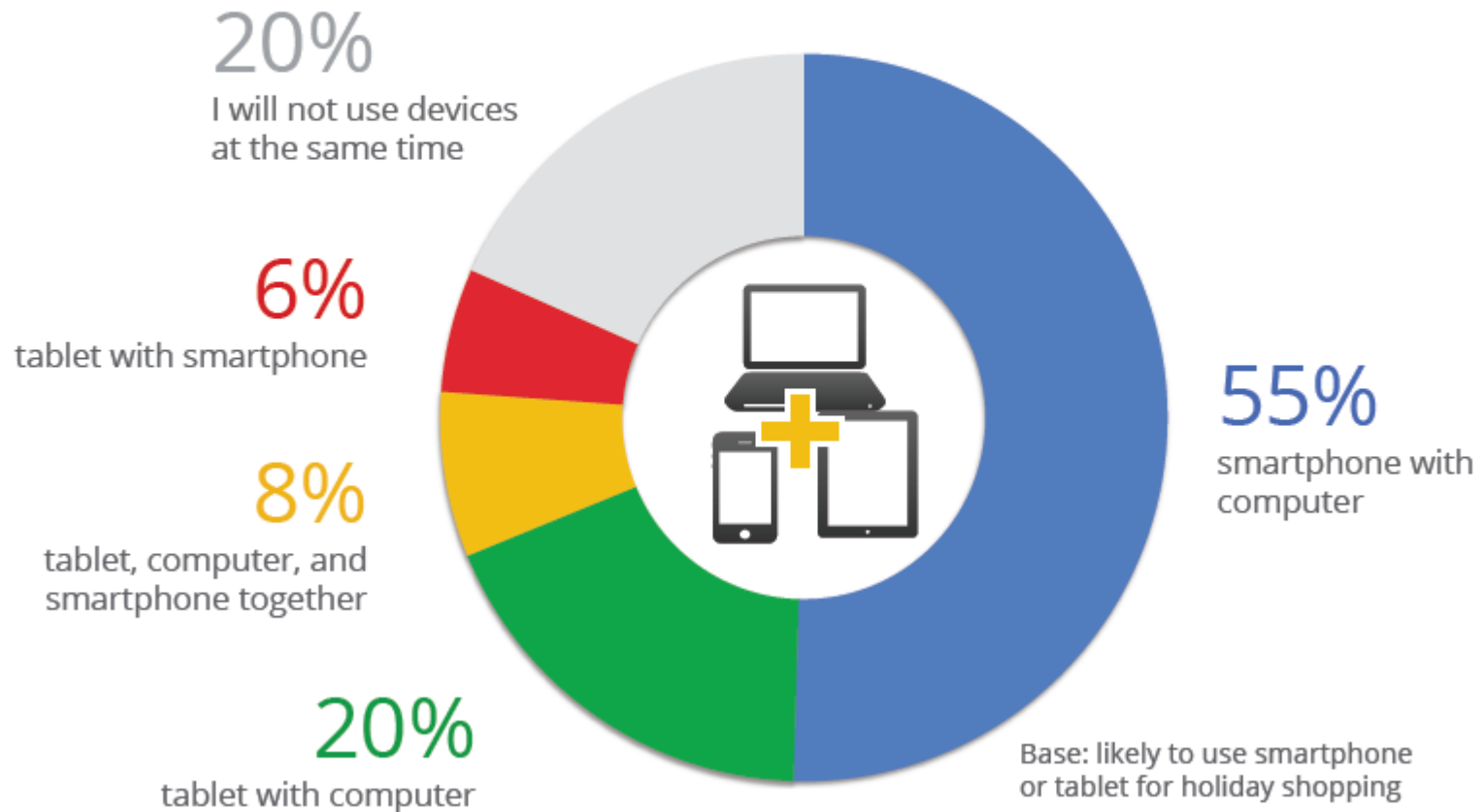


\*Google Insights 2012



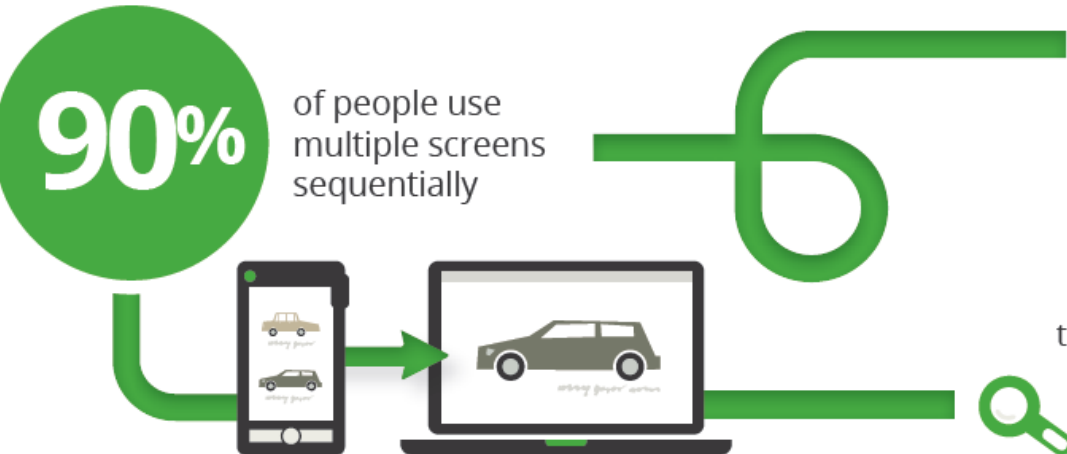


# And 4 in 5 shoppers will use devices simultaneously to help with shopping



\*Google Insights 2012

# Consumers move between multiple devices to accomplish their goals



## Popular cross device activities



 Search is the most common way consumers continue from one device to another

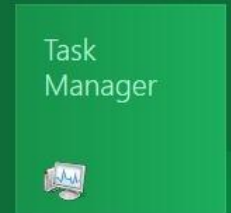
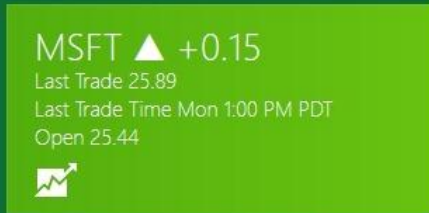
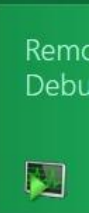
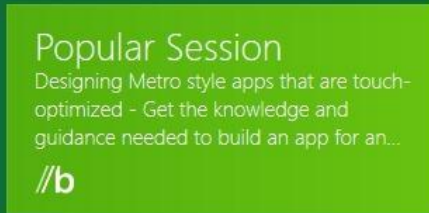
\*Google Insights 2012





# Start

Brandon  
LeBlanc

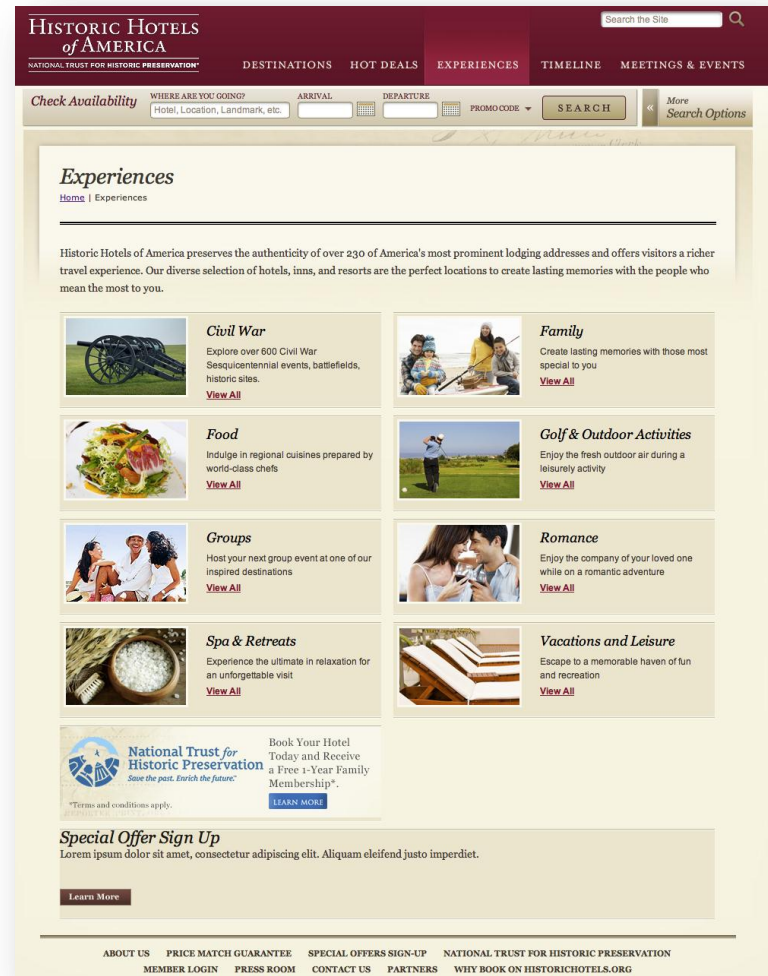


**>> Poor online user experience and lack of customer insight is causing businesses to lose 24% of their annual online revenues, about \$50 billion a year in lost revenue in US alone\***

**\*"Reducing Customer Struggle: Findings from eConsultancy's Customer Experience Survey,"  
eConsultancy Aug 2011**



**HISTORIC HOTELS**  
*of AMERICA*  
NATIONAL TRUST FOR HISTORIC PRESERVATION



# Beyond Search



More than ½ of travelers brainstormed or  
**started thinking about a trip online**

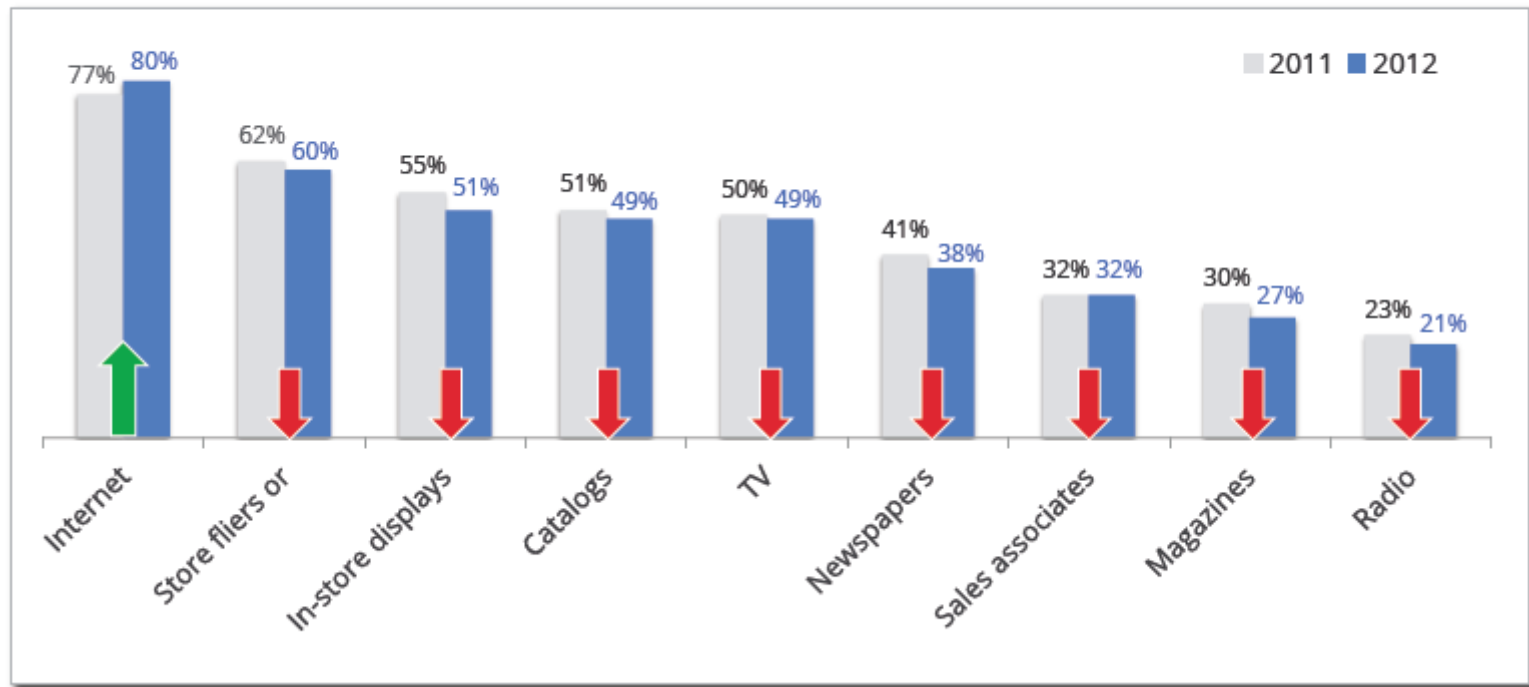
65% of leisure and 70% of affluent travelers begin researching online  
**before they've decided where or how to travel**

\*Google Insights 2012



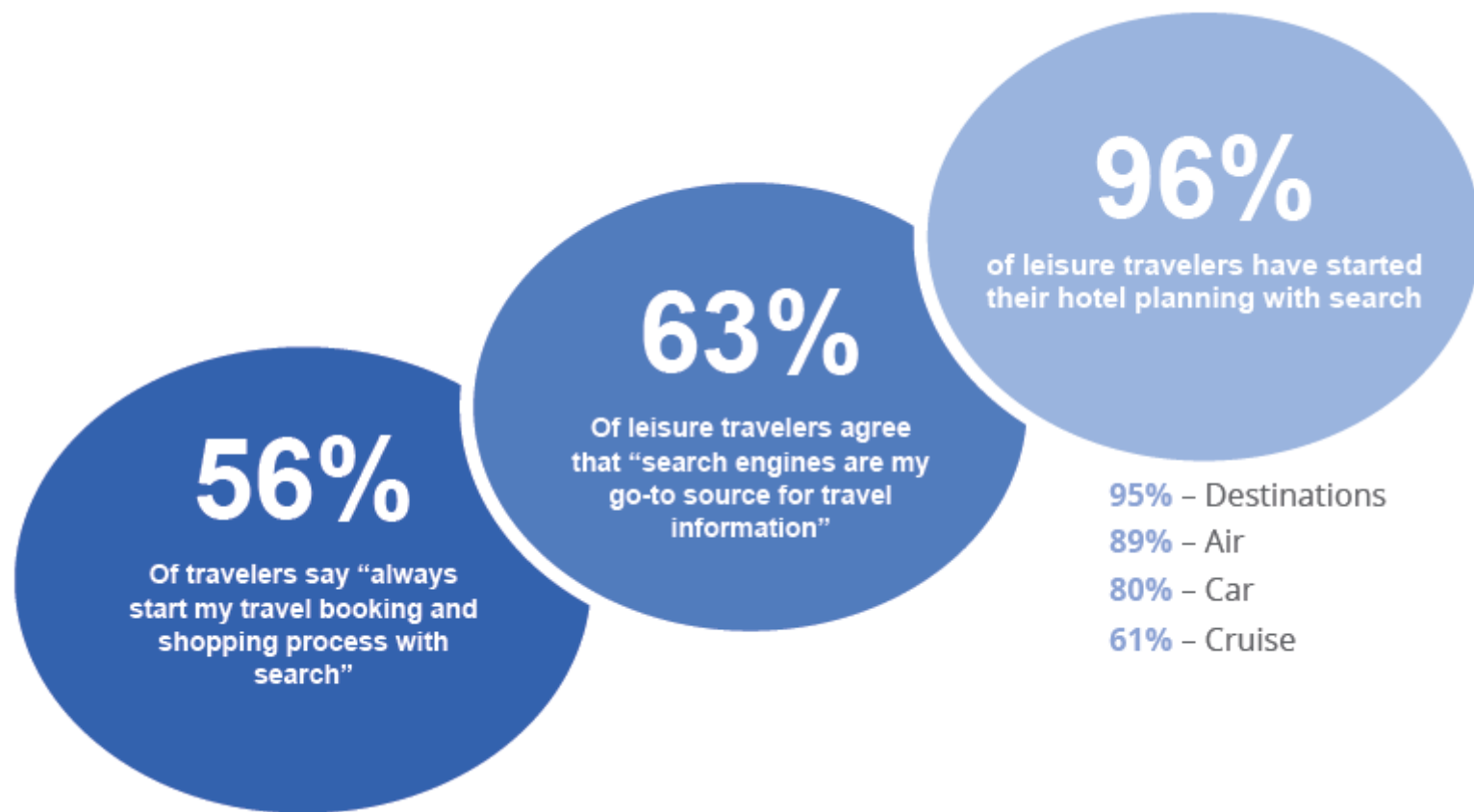
# Holidays are Coming...

Most useful information sources for holiday shopping, year-over-year  
(Percentage of consumers ranking 'most useful')



\*Google Insights 2012





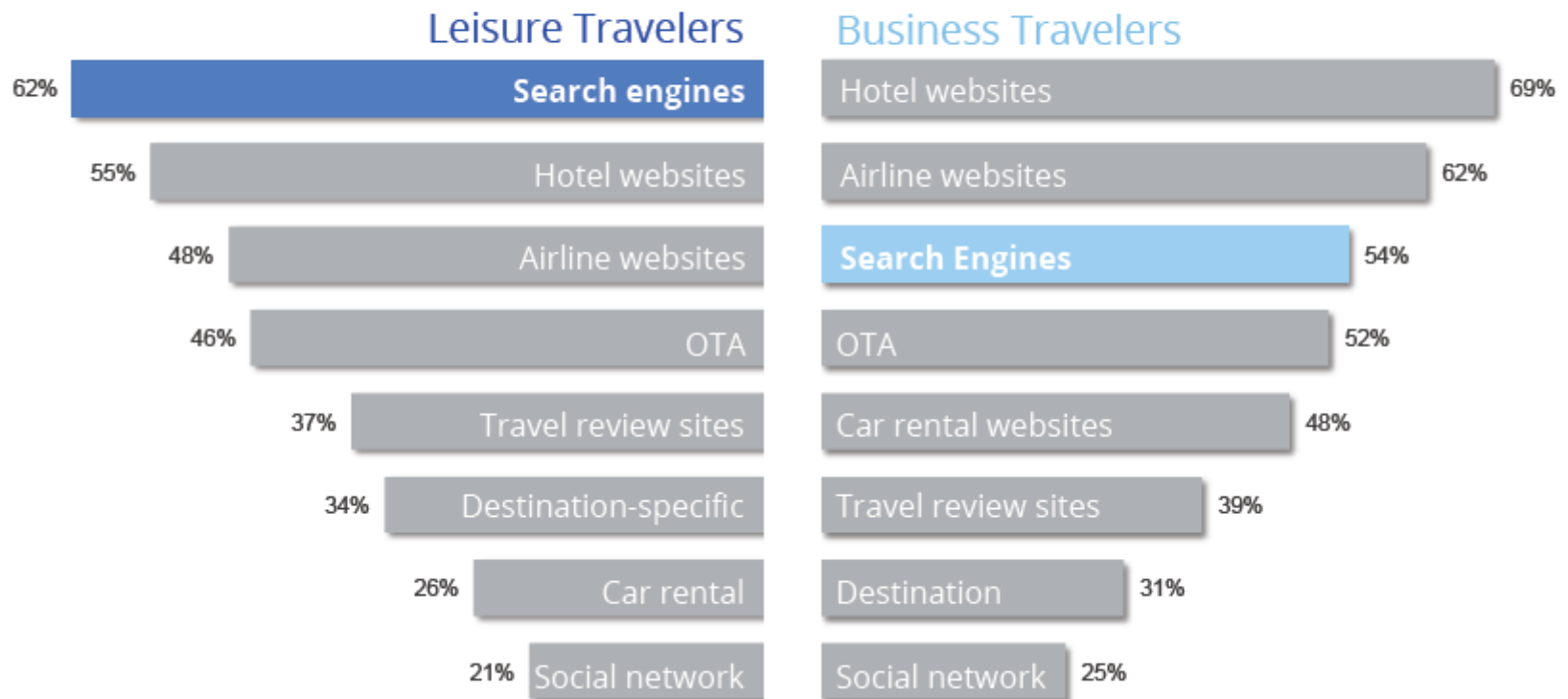
\*Google Insights 2012





Beyond Keywords

# Leisure and business travelers prioritize search differently



# Google Panda

## February 2011

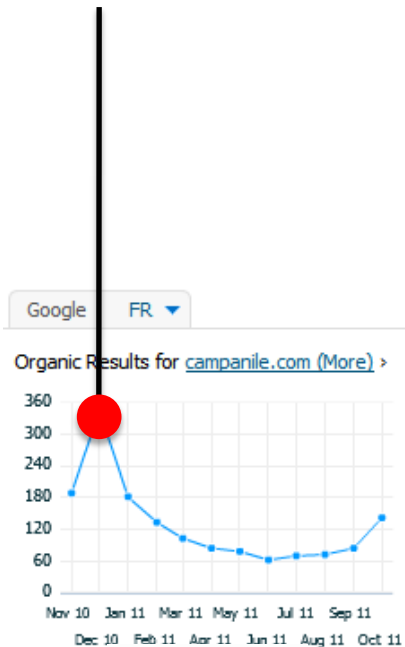
Website quality  
garners rank, not just  
keywords.



# Google's Panda Strikes Louvre

**December 2010**

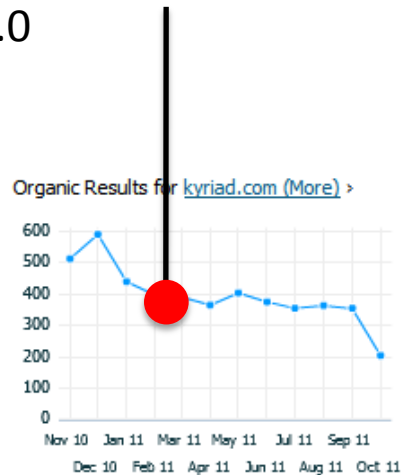
Major Google Updates



**Campanile**

**March 2011**

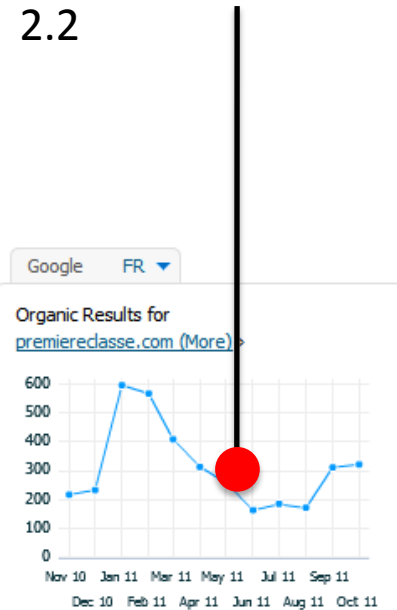
Google Panda Update 1.0



**Kyriad**

**June 2011**

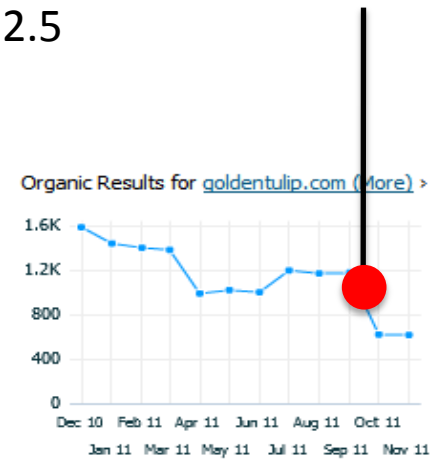
Google Panda Update 2.2



**PREMIERE  
CLASSE**

**September 2011**

Google Panda Update 2.5



**GOLDEN TULIP**

# Search Evolution

- ✓ 2000-2010: build target keywords, write duplicative content
- ✓ February 2011: first Google Panda release: website quality matters!
  - ✓ Panda Updates 1-20+
- ✓ 2012: **content** quality, **mobile** integration, **localization**, **social** conversations, **public relations** and **semantic**





# Your Guest



# MEET JULIE

- 13% of total population
- 21 - 34 years old
- Has young children





# MEET JOSE

- 11% of total population
- Under 40
- Urban-dweller,  
non-white





# MEET SALLY

- 11% of total population
- 50+ YEARS
- Educated
- Focused on wellness





Looking for an Emotional  
Connection:

Can Your Historic Hotel  
Provide One?



## \* TAKEAWAY

*Luxury consumers prefer experiences to objects.*

**SOURCE:** "Luxe Redux: Raising the Bar for the Selling of Luxuries" by Jean-Marc Bellaiche, Michelle Eirinberg Kluz, Antonella Mei-Pochtler and Elmar Wiederin, Boston Consulting Group, [bcg.com](http://bcg.com)

» Luxury spending in 12 of the world's wealthiest countries topped \$1.4 trillion in 2011, but most of those dollars weren't spent on material things. Rather, 55 percent of the money went towards "experiential luxury" such as travel, dining and spa treatments; sales of luxury experiences are now growing 50 percent faster than sales of luxury goods. "Even in brand-obsessed China, where personal luxury goods serve as a strong badge of status and success, experiential luxury dominates, growing at 28 percent each year," the report reads.

Some luxury goods providers are trying to incorporate the experience component, but with mixed results, according to BCG. "Very few of them have been successful in adding experiential elements to their offerings."



**>> Luxury spending topped 1.4 trillion in 2011, with 55% person towards experiential luxury, such as travel, dining and spa treatments.**

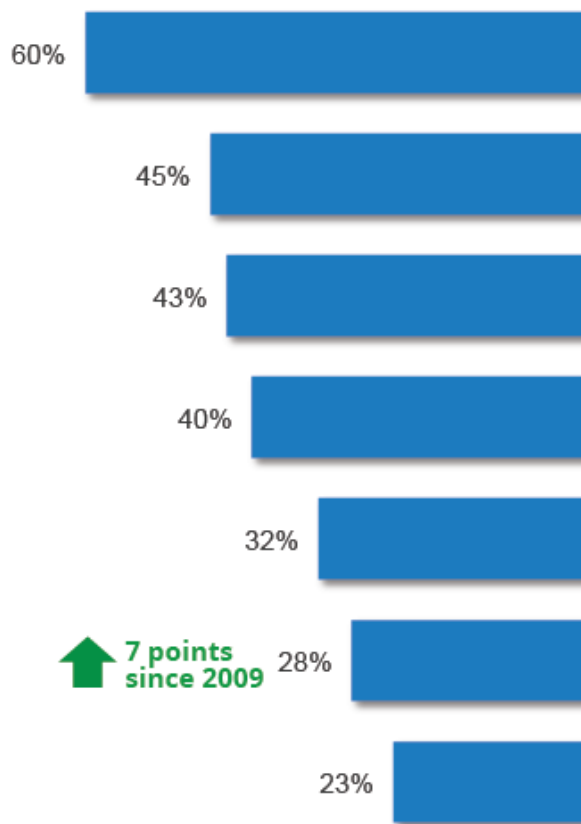
**Sales of luxury experiences are now growing 50% faster than sales of luxury goods.**

**\* Harvard business review, October 2012**

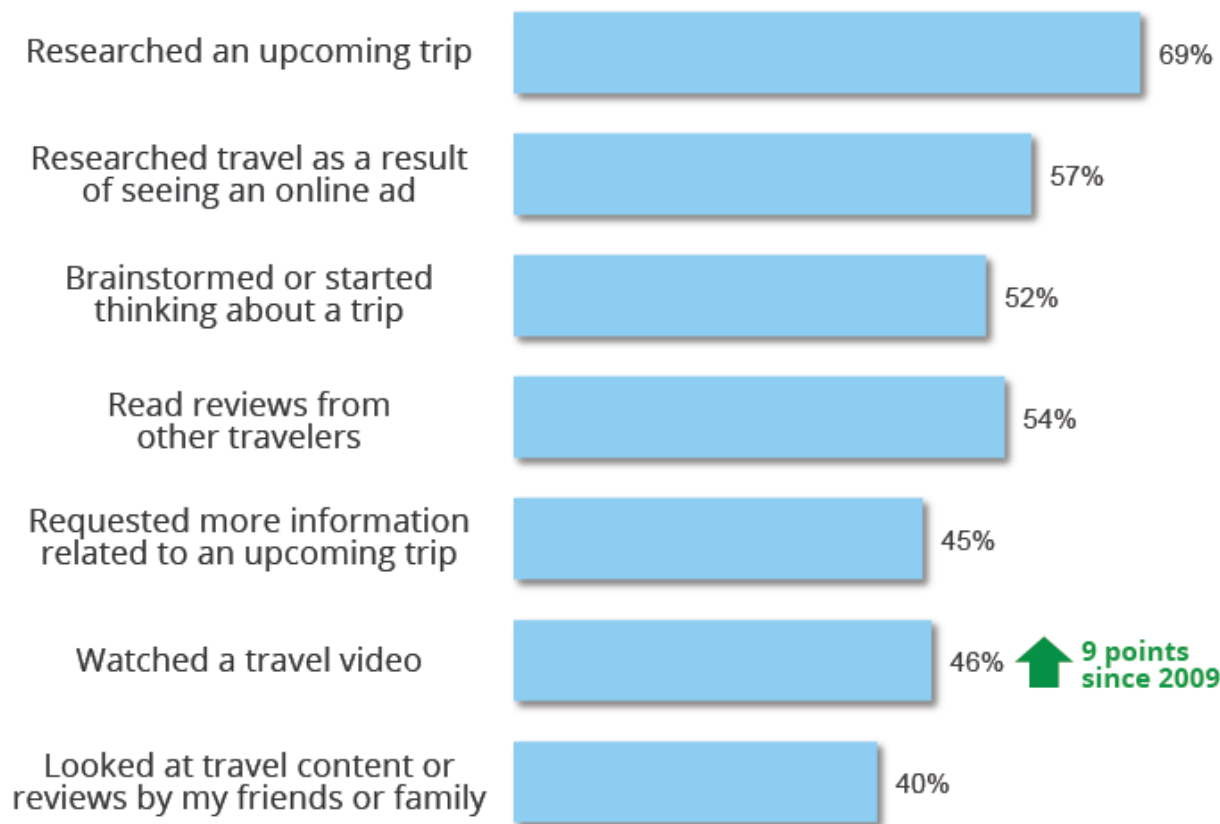


# The Top Seven Online Travel Planning Activities

## Leisure Travelers



## Business Travelers











# More Than Half of All Boomers Rely On Search Engines for Their Travel Needs

**54%**

use search to find travel related information such as destination information, vacation ideas, and booking



# Travel One of the Categories that Boomers Spend on the Most

Categories where Boomers Spend Most		<u>Index vs. Average online adult 18+</u>
 Collectibles		138
 Gourmet Food		132
 Auctions		118
 Hotels Index		118
 Airline Ticket		115
 Car Rentals		116
 Computers & Printers		114
 Entertainment		108

Travel Related Categories

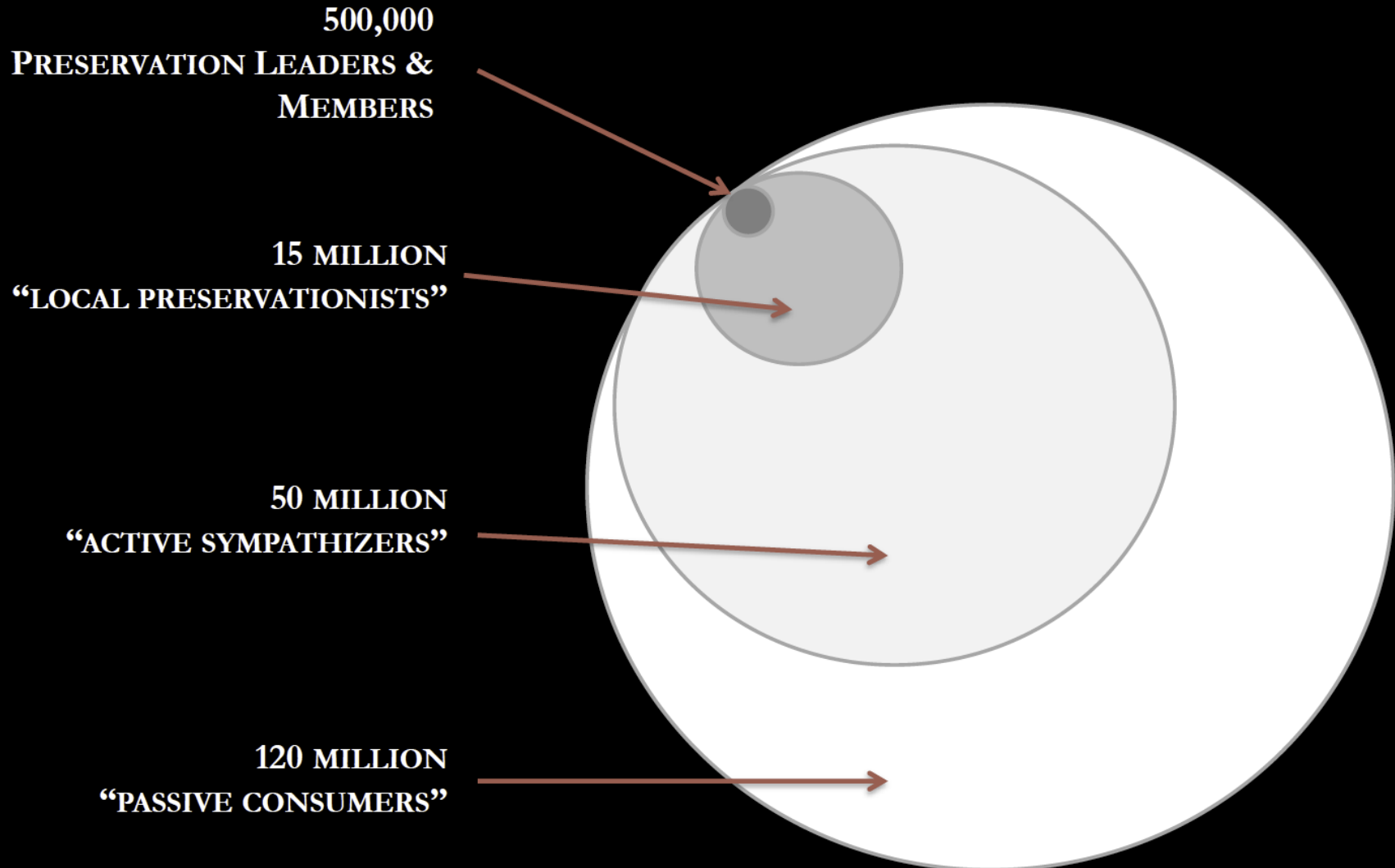
thinktravel








# Develop Customer Profile

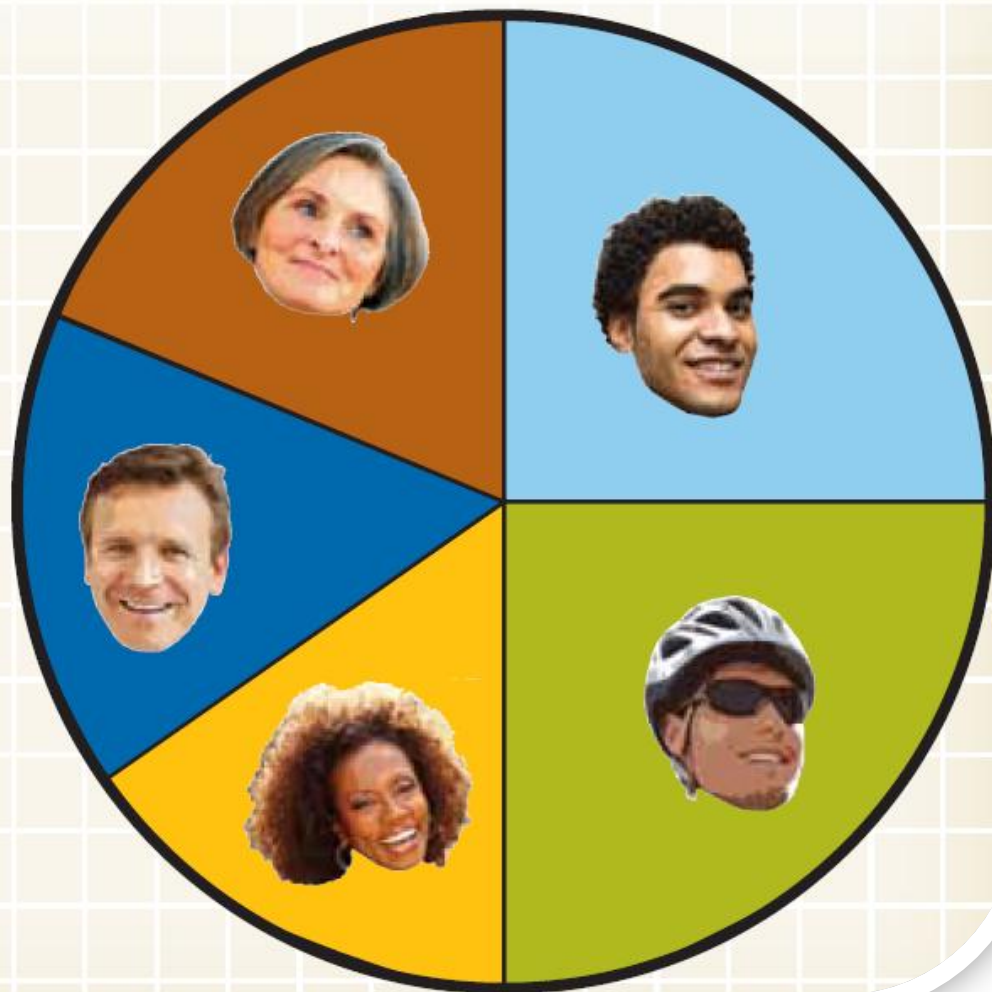
Cluster Name	Age	Marital Status	Home Ownership	Kids	Income	Income Rank	Urbanicity	Net worth	Net Worth Rank	% of HH
Established Elite	56+	Married/ Single	Owner	No Kids	Wealthy	2	City & Surrounds	\$2MM+	2	21.0%
Summit Estates	46-65	Married	Owner	School-age Kids	Wealthy	1	Suburbs & Towns	\$2MM+	1	16.5%
Lavish Lifestyles	36-55	Married	Owner	Kids; Age Mix	Wealthy	5	Suburbs & Towns	\$100K-\$999K	10	8.0%
Corporate Clout	36-65	Married/ Single	Owner	No Kids	Wealthy	3	City & Surrounds	\$1-2MM	3	5.9%
Skyboxes & Suburbans	36-55	Married	Owner	School-age Kids	Wealthy	4	Suburbs & Towns	\$1-2MM	4	5.6%
Sitting Pretty	46-65	Married	Owner	No Kids	Wealthy	7	Suburbs & Towns	\$100K-\$999K	7	4.1%
Platinum Oldies	66+	Married/ Single	Owner	No Kids	Upper Middle	24	City & Surrounds	\$500K-\$1MM	5	3.4%
Apple Pie Families	46-65	Married	Owner	School-age Kids	Upper Middle	15	City & Surrounds	\$100K-\$499K	15	2.7%
Tots & Toys	30-45	Married	Owner	Toddlers/ Preschool	Affluent	10	City & Surrounds	\$100K-\$499K	29	2.5%
Shooting Stars	30-45	Married	Owner	No Kids	Wealthy	6	Suburbs & Towns	\$100K-\$499K	9	2.0%

# MARKET SEGMENTS IMPORTANT TO PRESERVATION



# Categories of Local Preservationists:

-  25% Young Activist
-  25% Green Go-Getter
-  20% Architecture Lover
-  15% Community-Conscious Parent
-  15% History Buff



\*National Trust for Historic Preservation – Customer Insights

## Top preservation interests:

Visiting places to learn about American history	79%
Traveling to historic communities	78%
Voting for which historic sites should receive funding	77%
Attending an “insider’s” tour of a historic place	75%
Seeing interesting architecture	74%
Attending a lecture on important historic sites	73%
Attending a happy hour at a historic site	67%
Promoting a historic place in social media	62%
Helping to document and map historic buildings in their city	58%
Raising funds to help save an important historic building	57%
Volunteering to help a “Main Street” community program	56%
Participating in an archeological dig at a historic place	56%
Volunteering to help repair a historic building	52%
Staffing a booth at a local fair to promote historic places	51%
Downloading a smartphone app with historic site info	48%
Creating a video for YouTube about a historic place	35%
*very/extremely interested in or likely to...	

\*National Trust for Historic  
Preservation – Customer Insights







stay engaged with us:  

[MAKE A RESERVATION](#)



#### FAMILY FUN AT CAVALLO POINT

Hooray! Summer's on its way and now's the time to plan a family vacation. Don't miss the special **Family Fun** offer to delight both kids and adults...

- **Accommodations** in select Contemporary and Historic rooms, including two bedroom suites
- **Kids eat free!** Breakfast, lunch & dinner for kids up to age 12 from Kids Menu
- **In-room movie** - one per night
- Valet parking

... and more!

package starts at \$350  
[view terms & conditions](#)

[RESERVE ONLINE NOW](#)



#### MOTHER'S DAY - MAY 8

Show Mom some love with a Cavallo Point Gift Card or one-of-a-kind jewelry from the Mercantile's Artisan Day. Enjoy brunch at Murray Circle with extended hours, or celebrate together at the Cooking School's Mother's Day Brunch class.



#### GREEN GOODIES FOR FURRY FRIENDS

The new **Eco Luxe Pups** program welcomes canine guests with a doggie bag of organic treats and products. And pups sleep tight in a plush dog bed, locally made. [learn more](#)

CARMEL VALLEY RANCH



 [RESERVATIONS](#)

 [SEND TO A FRIEND](#)



## PLAYING

TOGETHER, IN YOUR COMPLIMENTARY SUITE, UNDER THE STARS, IN OUR INFINITY HOT TUB, WHILE ON A HIKE, WITH OUR HOUSE DOG, AT OUR BEE EXPERIENCE, AROUND OUR 100 YEAR OLD OAKS, LIKE A CHILD AT HEART.

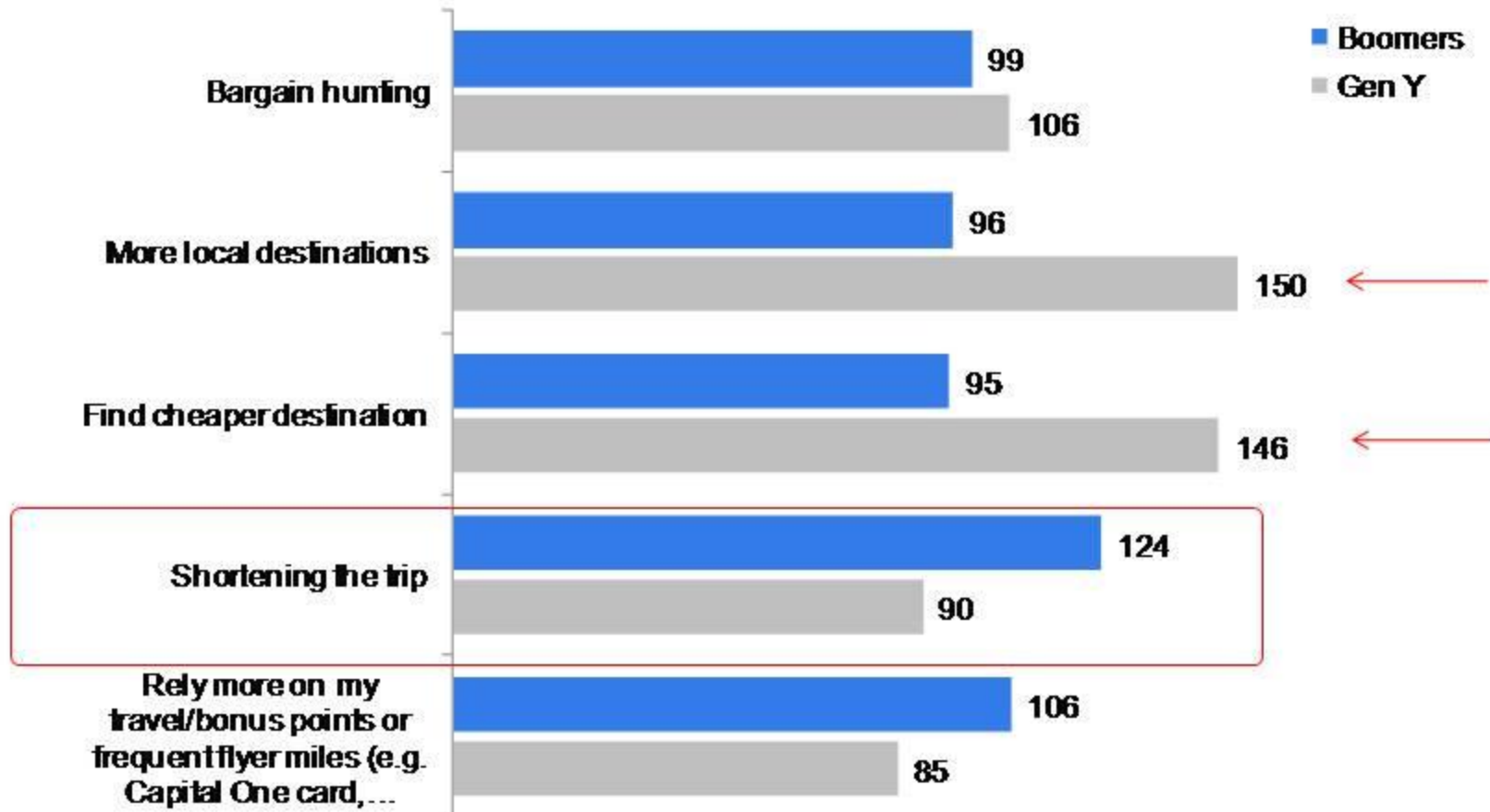
HERE MAKES YOU FEEL HUMAN AGAIN





# Quality Beats Price For Boomers

## Strategies Used to Spend Less Money on Travel in 2010



Source: Google/Nielsen Boomer Survey August 2010.

Q54C: You mentioned that you feel that you have less money to travel with in 2010. Based on this, which of the below strategies would you say that you are applying to address your situation, if any?

Gen Y N=28, Boomers N=307

# Family Time is High On The List With Boomers

**55%**

Of Boomers pay the **entire bill** for family vacations where they are traveling with the extended family



Source: Google/Nielsen Boomer Survey August 2010:


Q56: Thinking about the trips that you or you and your spouse will be taking with your extended family, who will be paying for these trips? Among respondents planning to travel with extended family.

N=486

# Strategic vs. Tactical

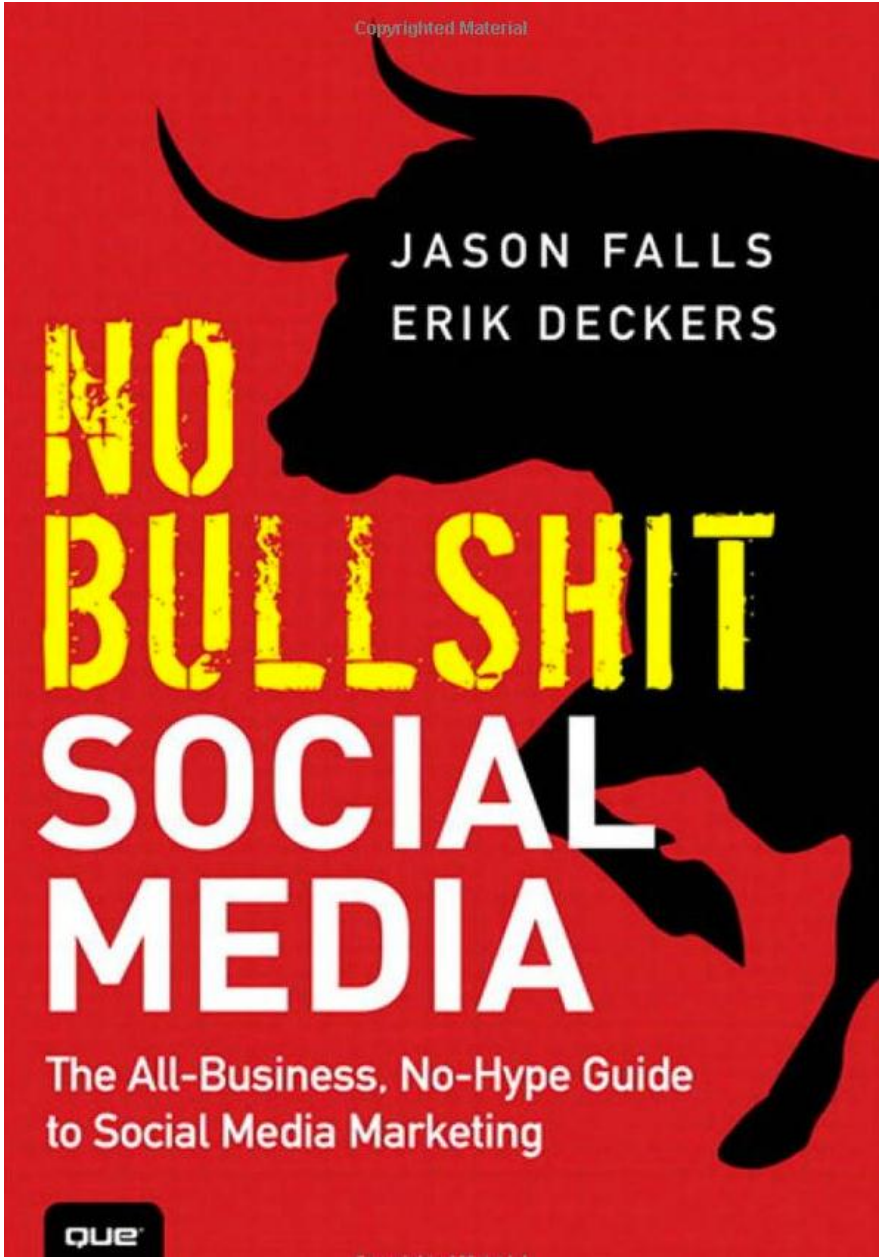


**SOCIAL  
MEDIA IS  
BULLSHIT**



**B.J. MENDELSON**  
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JASON FALLS  
ERIK DECKERS

# NO BULLSHIT SOCIAL MEDIA

The All-Business, No-Hype Guide  
to Social Media Marketing

que



HBR.ORG

# Harvard Business Review

INTERACTIVE EDITION



DECEMBER 2010

50 Governance

The Case for Professional Boards  
Robert C. Pozen

86 Management

Robert McNamara's Business Legacy  
Phil Rosenzweig

94 Global Economy

China's New Bid for Technology Dominance  
Thomas M. Hout and Pankaj Ghemawat

**Social Media**  
And the **New** Rules of

# Branding

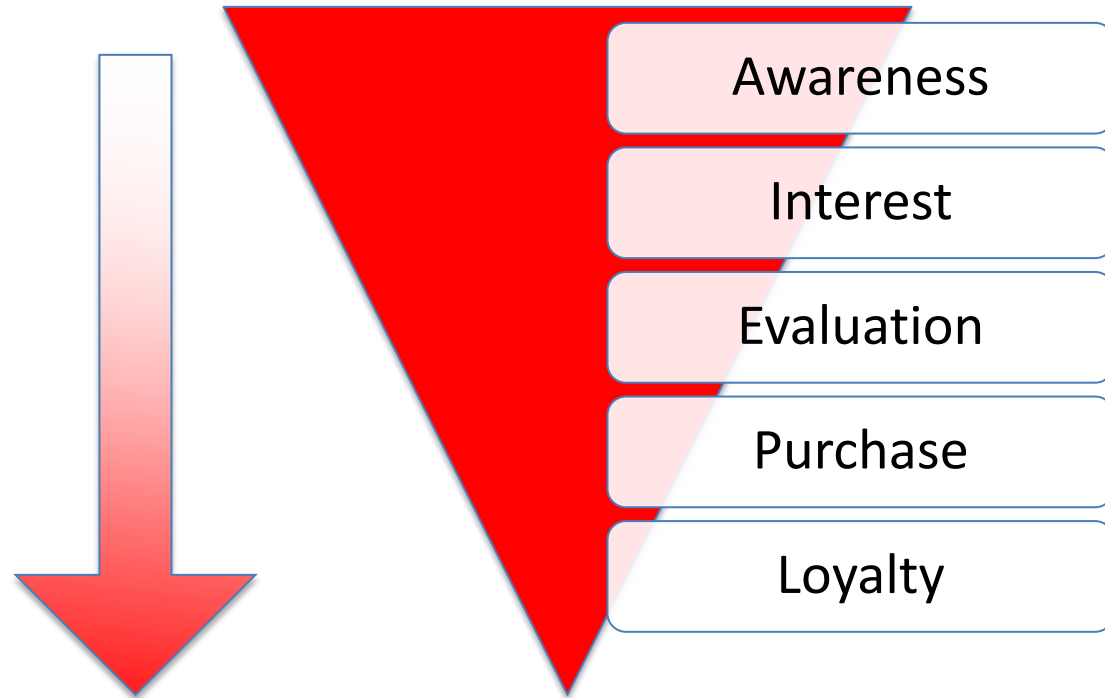
**SPOTLIGHT PAGE 61**

**Why You Need a New-Media "Ringmaster"**  
[page 78](#)

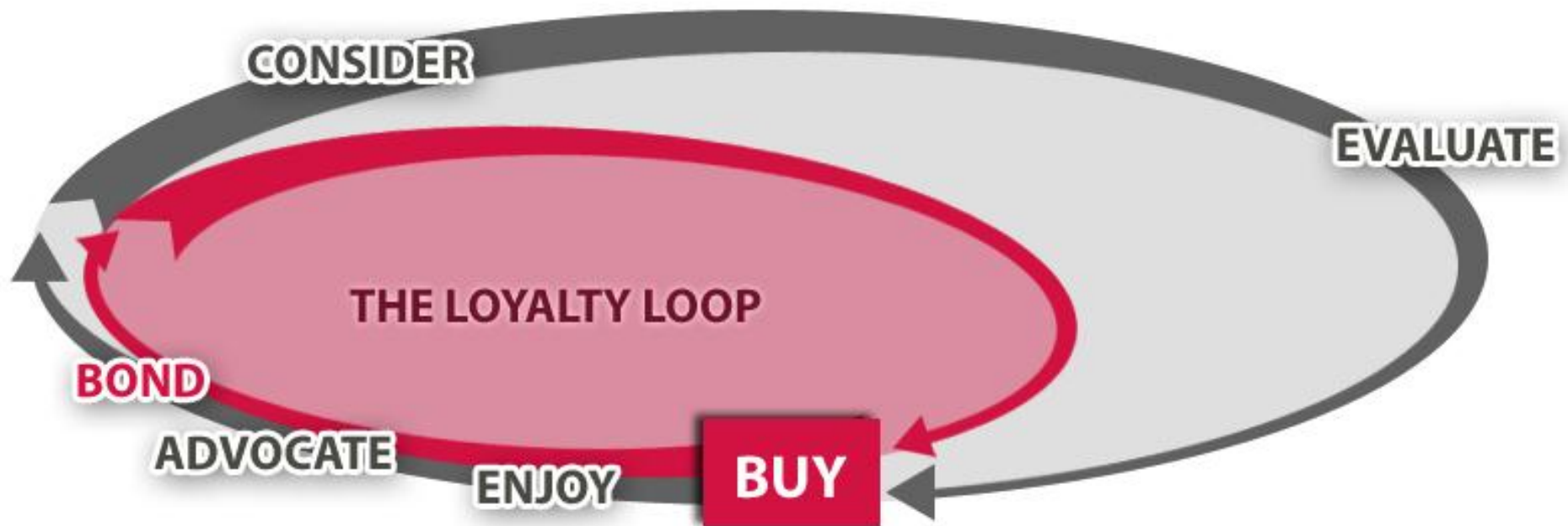
**You're Spending Your Money In All the Wrong Places**  
[page 62](#)

**How to Fight Reputation Snipers**  
[page 70](#)

# Traditional Linear Consumer Funnel



# Elliptical Consumer Funnel



\*Harvard Business Review, December 2010

SEO/SEM

Public  
Relations

GDS

Email

Direct  
Mail

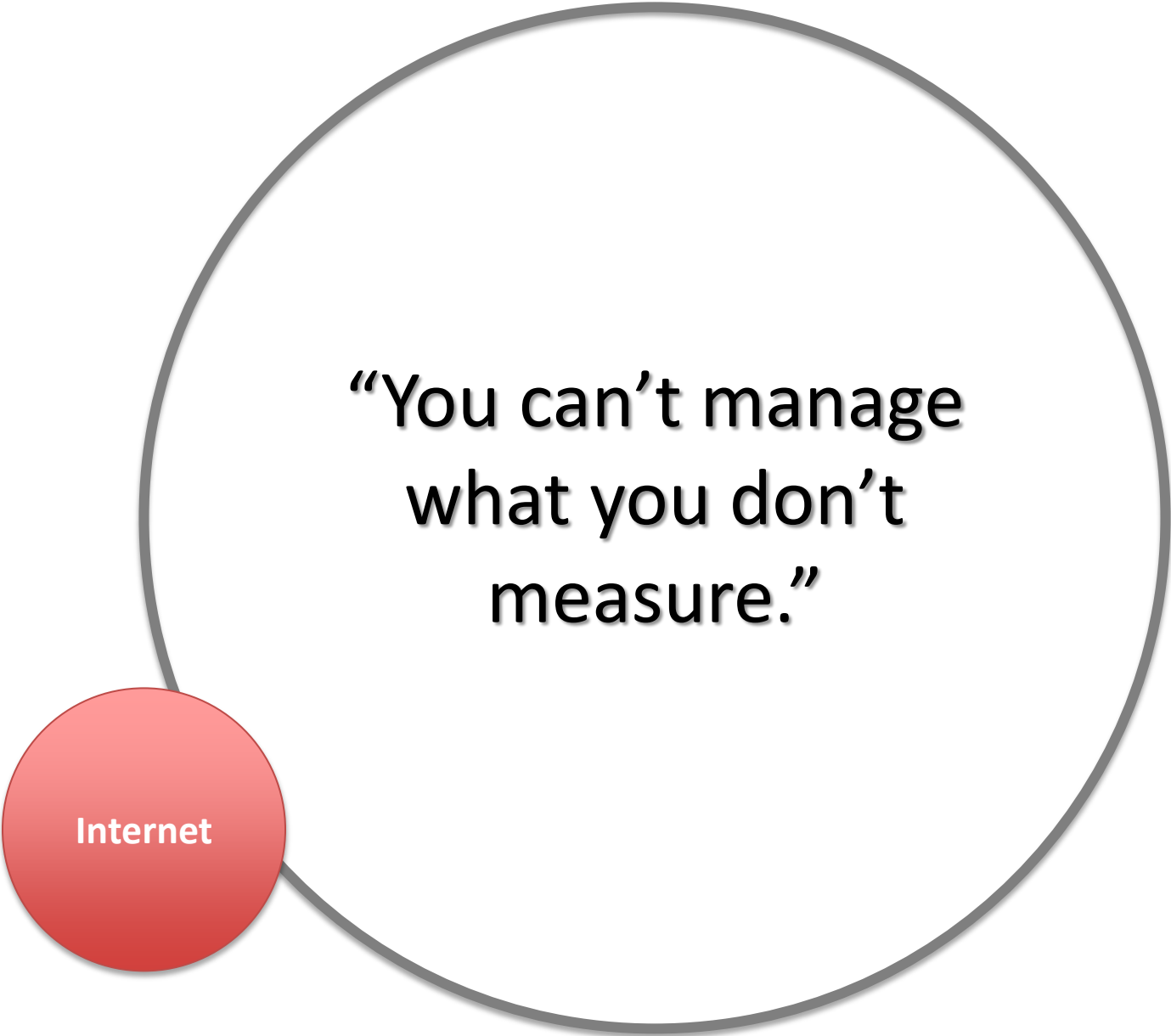
OTA

Internet

Ad Buys

Private  
Sales






“You can’t manage  
what you don’t  
measure.”

Internet







“You can’t market  
to an ambiguous  
guest...”



Internet



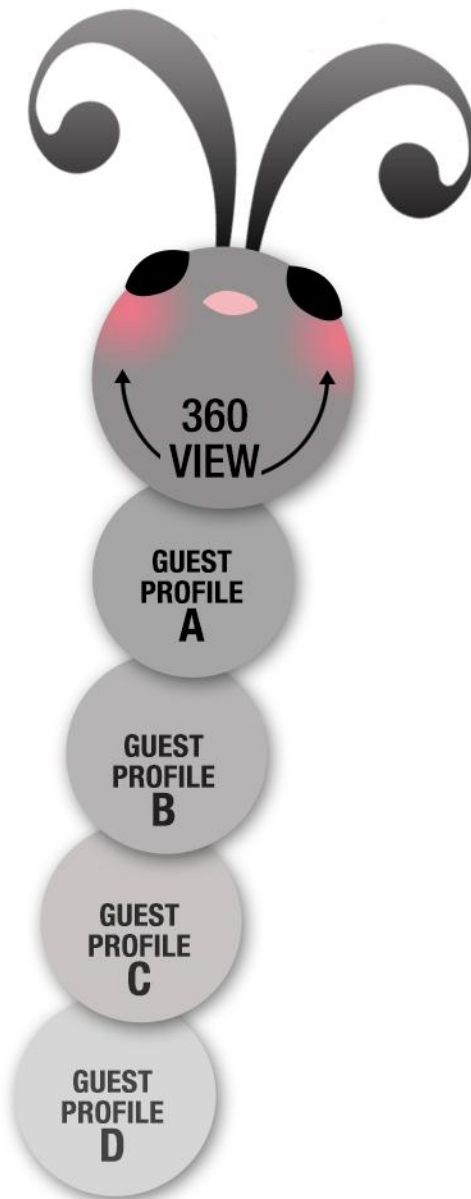
# Historic Shift: Butterfly Effect

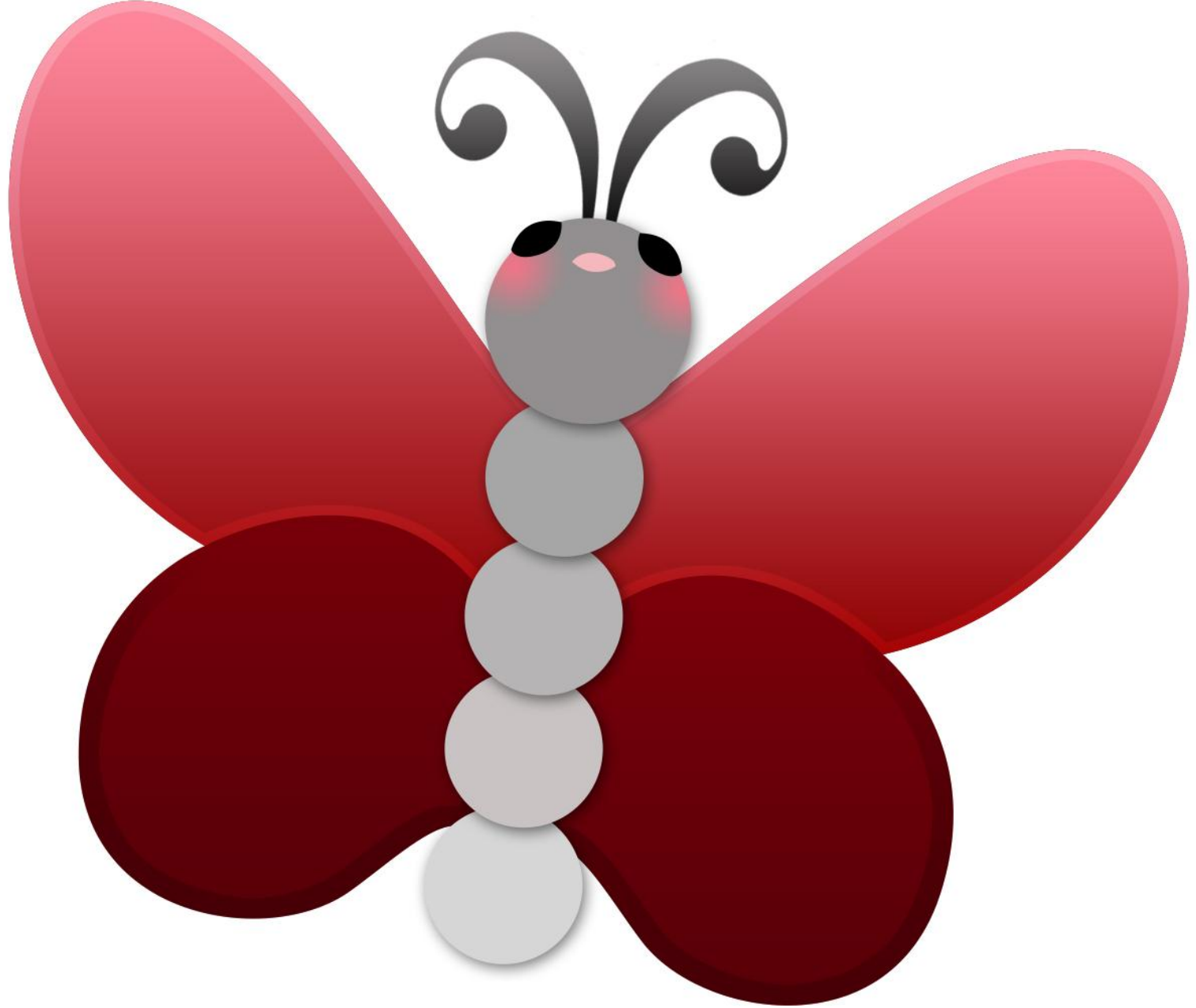


# Small Changes Effect Your Marketing Performance

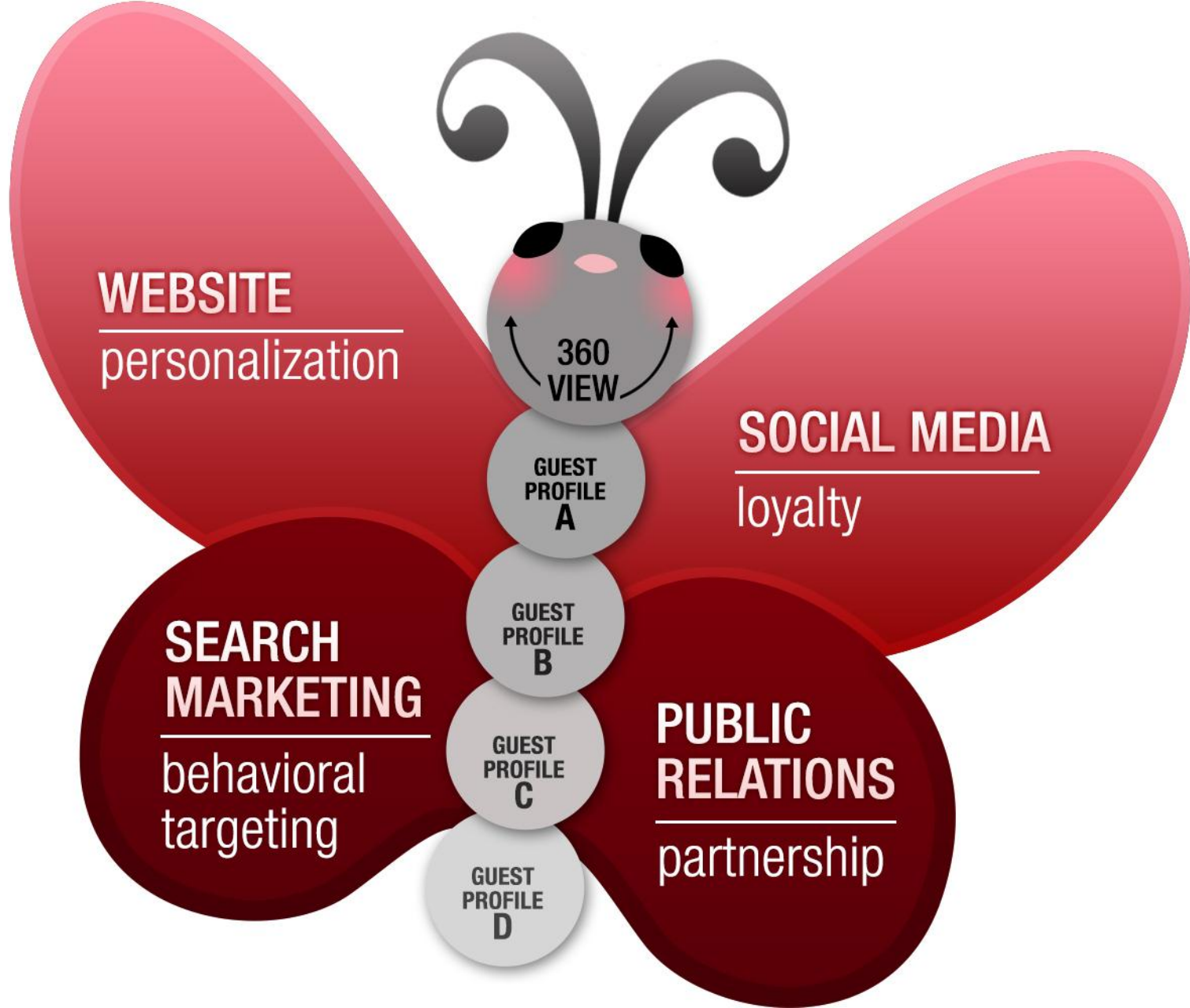
- (1) It's about **guests**, not clicks
- (2) It's about **quality**, not search
- (3) It's about **engaged loyalty**, not social media
- (4) It's about **elevated data**, not analytics











# New Revenue Action Steps



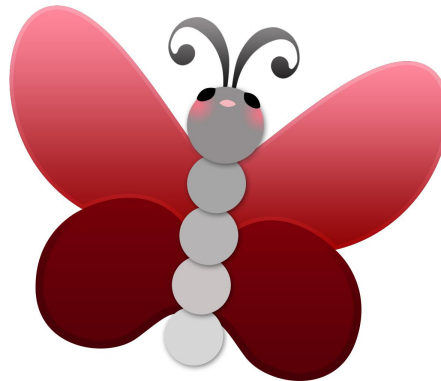
# 2013 Butterfly Effect: Small Changes, Big Revenue

## Action:

- Customer Profile Strategy
- Communication Plan
- Integrated Marketing Approach
- Tactical Outreach to Guests

## Results:

- 360-View of Guest
- Drive Revenue / REVPAR
- Expand Market Share
- Execute. Learn. Repeat.



“History teaches everything  
including the future.”

- Lamartine





# Thank you.

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