

Panel Discussion

The Future Outlook; Innovation and Technology in the Travel Industry



Dr. Mathew McDougall
Founder & CEO Digital Jungle

“

Digital Jungle is a cross cultural, digital marketing agency, connecting International organisations with a Chinese audience living in China or abroad

”



TECHNOLOGY INNOVATION

There are many technology innovations that are having dramatic impact across the entire tourism ecosystem.

*However, the ones I am pleased to be involved with are **NLP & Data Harvesting***

These technologies are being combined to provide real-time sentiment and interest mapping by mining social media channels.

Imagine what you could do with information about what people think of a particular destination, how that destination rates against other locations and even what related activities have interest for these travelers. And this is just the tip of the ice burg.

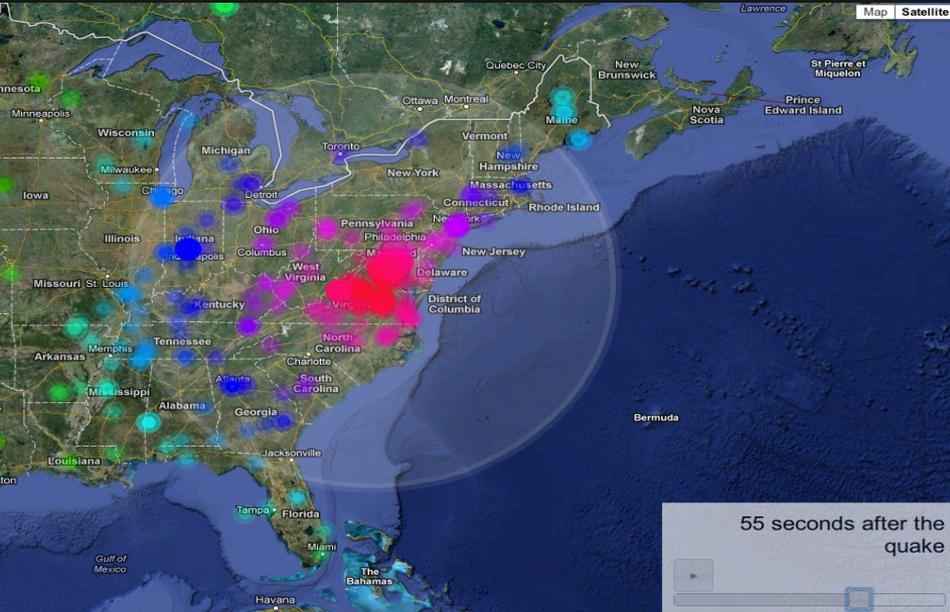


WHY SHOULD WE CARE?

A deep traveler understanding offers actionable insights that can be leveraged for highly personalized experiences



WHY MINE SOCIAL MEDIA?



Social media offers real-time, authentic information. By mapping over time you can build a visual representation of volume, authorship, topic and relationships between users and sentiment etc.



BASIC CONCEPTS

Networks

How to represent various social networks

Tie Strength

How to identify strong/weak ties in the network

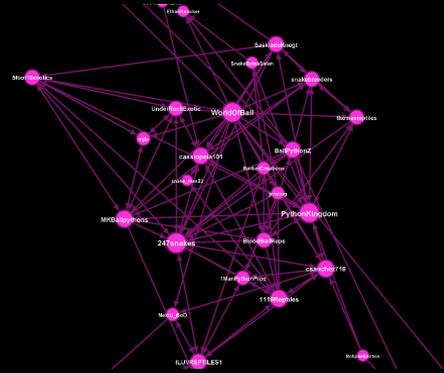
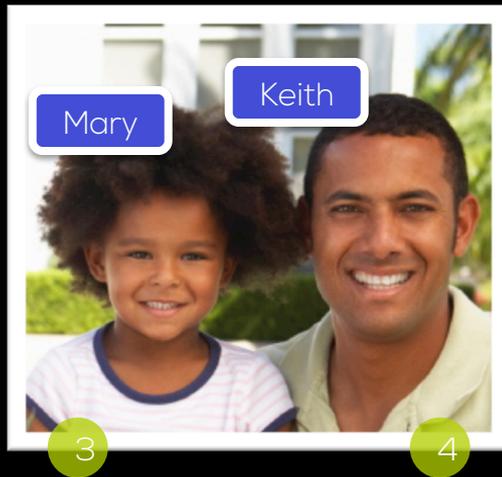
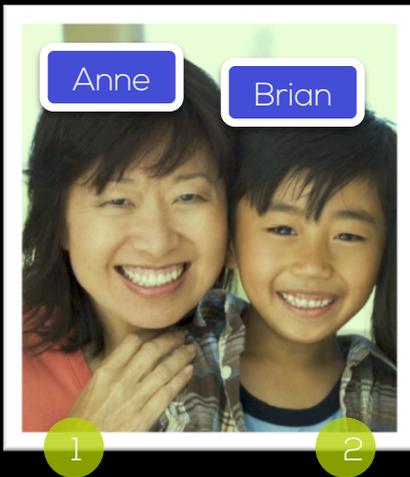
Key Players

How to identify key/central nodes in network

Cohesion

Measures of overall network structure

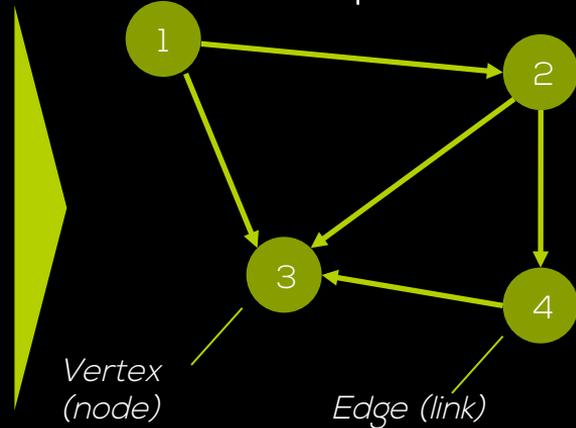




Graph

Social Media Interactions

- Anne: Brian, tell the Murrays they're invited
- Brian: Mary, you and your dad should come to Chengdu!
- Brian: Mr. Murray, you should both come to Chengdu
- Anne: Mary, did Brian tell you about Chengdu? You must come.
- Keith: Mary, are you hungry? We love to eat spicy food?



WHAT DO WE KNOW

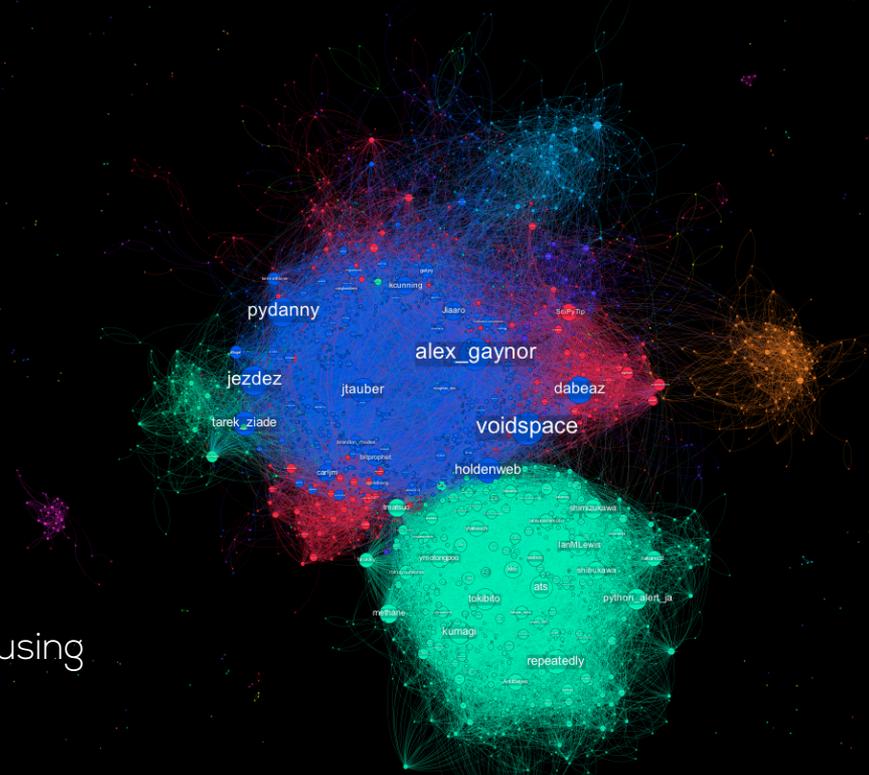
Who knows whom

Who contacts whom

What key topics are discussed

Whom influences who

What social media networks are they using



ARCHITYPES

All this data comes together to build a picture of a typical traveler based on a specific research questions.

For example,

Who is the typical traveler to KL from China? - male/
female, age, socio-economical status

What are they interested in? - shopping, entertainment,
food?

How does KL compare to Singapore?

How does this perception change over time?



WHAT NEXT

Many destinations have little idea of their travelers intentions and motivations.

With social network analysis and data mining techniques, extremely sophisticated marketing programs can be developed.

For regions that have a positive perception of a particular destination you would have communication messages that echo and support the common themes. For regions that may have negative perception you would have a completely different communications strategy.

You know right now, their social networks, you know the content topics, the content type and format (text, video, photos etc.), you know the device type and you even know their social influencers

With all this rich data around, why would you create a marketing program without getting a social media analysis done!



THANKS FOR LISTENING

Dr. Mathew McDougall
Founder & CEO, Digital Jungle

Twitter & **LinkedIn**



BEIJING | SHANGHAI | SYDNEY | AUCKLAND | PARIS

www.digitaljungle.agency

