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Connecting to the Crowds:

**Can Internet Technologies and Social Media
Drive Profitable Sustainable Tourism Development**

China Responsible Tourism Forum

December 16, 2011

Beijing, China



**2/3 OF THE GLOBAL INTERNET POPULATION
VISIT SOCIAL NETWORKS.**

Nielsen, Global Faces & Networked Places, 2009



You Tube

For every
1 minute 20 hours of video are
uploaded to YouTube



If Facebook was a
country, it'll be the
3rd largest population
in the world

(Second to only China and India)

400 million users - Facebook Statistics, Jan 2010

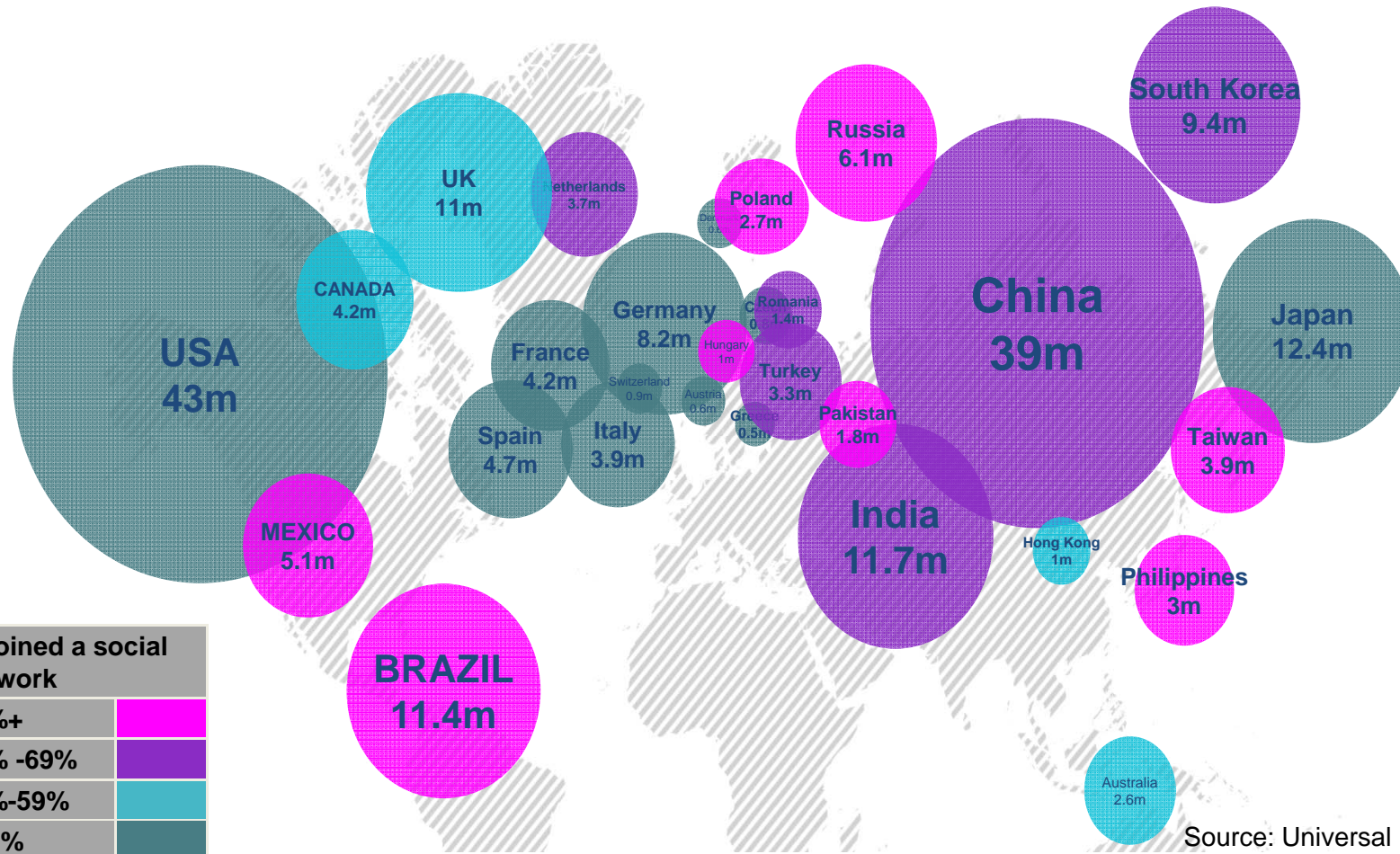
Out of every
4 Facebook
users

1 browses using
mobile



THE POWER OF THE CROWDS

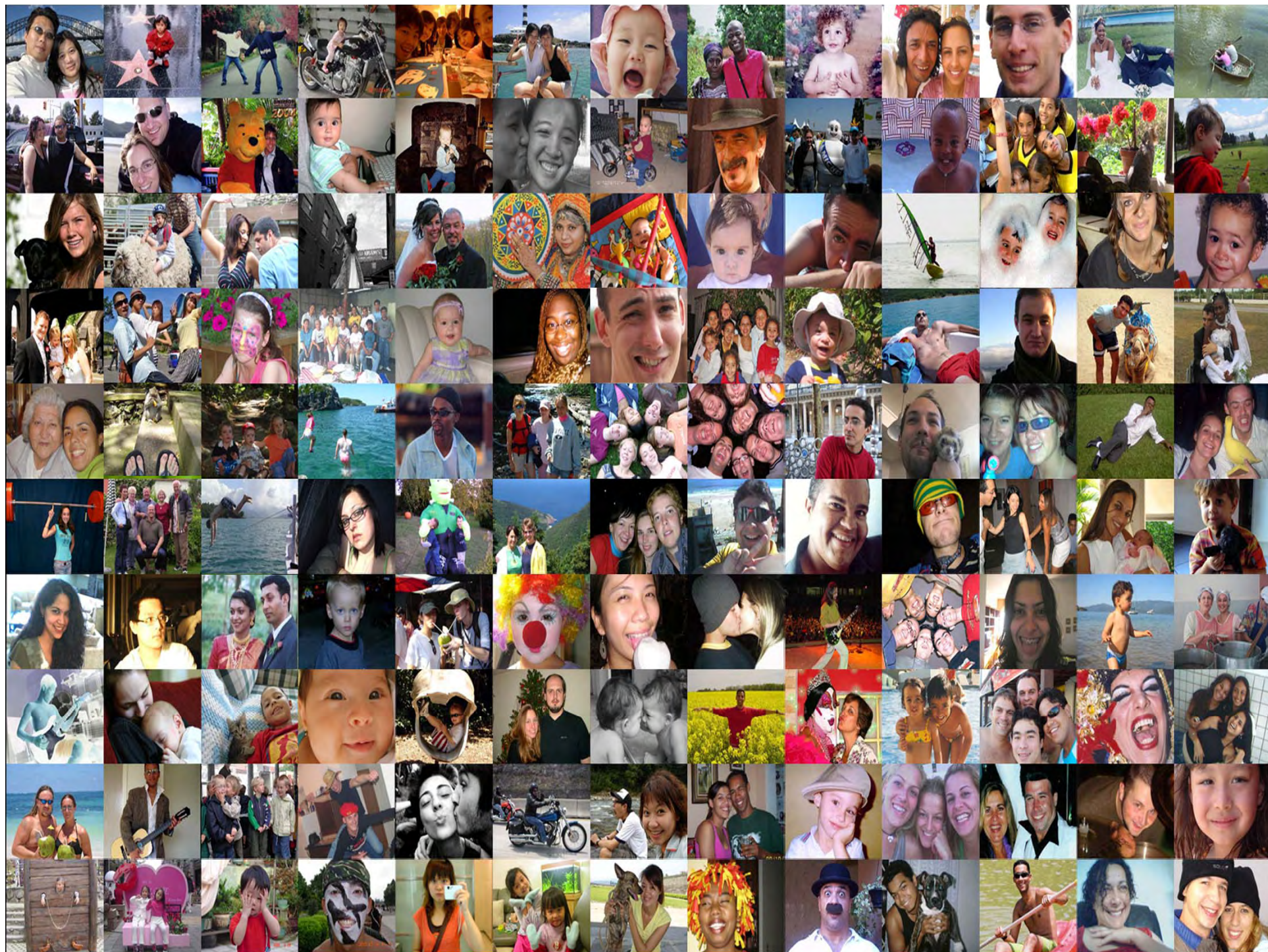
Social Networking: everywhere



Source: Universal McCann, 2009



**CAN SOCIAL MEDIA
DRIVE SUSTAINABLE
TOURISM SUCCESS?**



JOIN THE NEW MOVEMENT:

POWER TO THE PEOPLE

Photo: Waxy Poetic

<http://www.flickr.com/photos/waxypoetic/274724321/>





SO, HOW DOES IT WORK?

The Crowds are Active!

Laptops for £200



Free broadband

Free broadband
...forever

When you join our Talk3 international plan

- Up to 8 Megabits per second download speed
- Unlimited calls to UK landlines
- Unlimited international calls to 28 countries
- Available to 70% of the UK

HD Video camera for £200



Video on Mobile phones



And the Wisdom of the Crowds lives Here...



and the conversation is powered by...

- Social Networks
- News & Bookmarking
- Blogs
- Microblogging
- Video Sharing
- Photo Sharing
- Message boards
- Wikis
- Virtual Reality
- Social Gaming
- Related:
 - Podcasts
 - Real Simple Syndication (RSS)
 - Social Media Press Release



The Social Media Conversation

The conversation is **not**:

- **controlled**
- **organized**
- **“on message”**

The conversation is:

- **organic**
- **complex**
- speaks in a **human voice**

Social media is **not a strategy**
or a **tactic** –
it's simply a **channel**.



Leverage the CROWDS



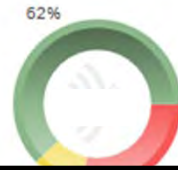
RESEARCH

Wisdom of the CROWDS

How do people feel?



2%



Who's talking the most?

1	Robert Farago	↑
2	Unknown Author	+ New
3	Dave K.	+ New
4	DaytonaYellow69ss396	+ New
5	OverAnxious	+ New
6	Dahcredyns	↑
7	Elmo187	+ New

Where are people talking?

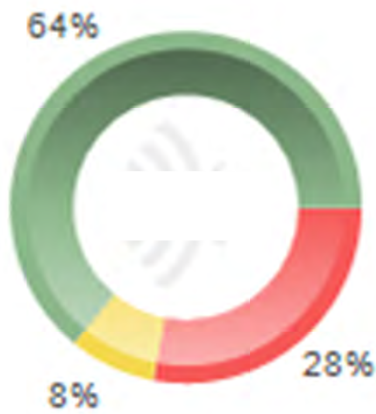
1	gm-volt.com	—
2	gminsidenews.com	—
3	camaro5.com	+ New
4	5thgen.org	↓
5	autoblog.com	↑
6	thetruthaboutcars.com	—
7	motortrend.com	↓

How do people feel?

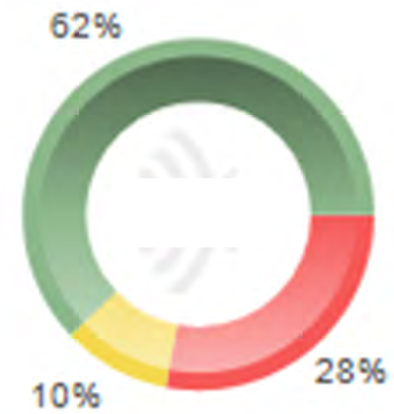


2%

less positive



Previous 30 Days



11/01/08 - 11/30/08

PRODUCT DEVELOPMENT

Ask the CROWDS

The screenshot displays the 'my Starbucks Idea' website interface. At the top, there is a navigation bar with links for 'Share Your Idea', 'View All Ideas', 'Ideas In Action', and 'About This Site'. A secondary bar includes 'Popular Ideas', 'Recent Ideas', 'Top All-Time', and 'Comments'. The Starbucks logo is positioned on the right side of the header.

The main content area features a 'Welcome, Guest' message with a 'Sign In to share, vote & discuss' button. Below this is a search bar. A 'CATEGORIES' section lists various product and experience ideas with their respective point counts:

- PRODUCTS**
 - Coffee & Espresso Drinks: 15,850
 - Tea & Other Drinks: 4,863
 - Food: 6,716
 - Merchandise & Music: 2,895
 - Starbucks Card: 3,729
 - Other Product Ideas: 4,679
- EXPERIENCE**
 - Ordering, Payment & Pick-Up: 4,100
 - Atmosphere & Locations: 4,907
 - Our Partners (Employees): 1,515
 - Other Experience Ideas: 4,311
- INVOLVEMENT**
 - Building Community: 2,046
 - Social Responsibility: 4,176
 - Other Involvement Ideas: 3,284

The main content area displays three featured ideas, each with a 'vote' button, a point count, and a 'Comments' link:

- NO STRINGS WI-FI!**
Posted by **brewmusic** to Atmosphere & Locations, 12/15/2008 3:37 AM
3450 points
no registering cards, no purchase, no two hour sessions. true fee wi-fi is what the people want. you will never make as much money selling wi-fi, as you lose for not having free wi-fi.
Comments [56]
- It's the coffee ...**
Posted by **skijcm** to Coffee & Espresso Drinks, 1/28/2009 3:42 PM
1240 points
All the current polices to increase profits ... no china cups, serving only Pikes Place (which is not very good), cutting out decaf, making push-button espressos are driving people away. Turn yourself back into a coffee shop (and away from being a fast food restaurant) and Starbucks will be successful again.
Comments [22]
- Give an incentive to reload your card.**
Posted by **wide eyed** to Starbucks Card, 1/27/2009 6:25 PM
480 points
You can buy 5 - \$20.00 dollar cards for 80.00 dollars at Costco. Why reload your card when you can get a twenty percent discount buy buying 5 new cards. I would definitely reload a hundred dollars if i got an extra twenty percent on my card from Starbucks...
Comments [4]
- Brew more bold coffees**
Posted by **cc53** to Coffee & Espresso Drinks, 2/11/2009 3:35 PM

FINANCING

Activate the CROWDS

KIVA loans that change lives

LEND ABOUT

What is Kiva?
Kiva lets you lend to a specific entrepreneur or business - empowering them to get out...

Featured Business

The New York Times

You, Too, Can Be a Success for the Poor

Download our latest article: [More About Our Loans & How to Lend](#)

Over \$7 million in loans

Submit a Proposal Login | Sign Up | Help

GiveMeaning

Home | About | Browse | Gifts | Map

Find Something by: or

Location

Cause

Wenchuan Xian

children **China** earthquake family-reunion health migrant-workers Panda poverty spring-festival

Cause:

China

nt Linkage villages, schools and hs. The 2008... read

MicroPlace Invest wisely. End poverty.

Hello, Guest! A PayPal Company

Find Investments Gifts My MicroPlace Community Learn More

\$100 Invested

Investors like you invest to alleviate poverty and earn a return.

Help people help themselves out of poverty

Invest Now! Give a Gift!

\$106 Returned

Number of people helped: 0,370,585

How does MicroPlace work

The World of MicroLoans | 2:58
As seen on the CBS EVENING NEWS with Katie Couric

How it Works
Your investments can earn a return while helping the poor lift themselves from poverty.
[Learn More](#)

Gifts That Keep on Giving

Free \$20 Gift! Give now and you'll get a free \$20 gift certificate to give someone else!
Act now before we run out!
[Learn more >>](#)

Find investments that matter to you

Where I Invest

- Africa
- Latin America
- North America
- South Asia
- Eurasia
- Middle East
- Pacific
- Southeast Asia


My Financial Return

1% - 2% | > 2%

When I Get Repaid

Anytime | < 1 yr | 1 - 3 yrs | > 3 yrs

FINANCING



loans that change lives

LEND
ABOUT
COMMUNITY
JOURNALS
MY PORTFOLIO

Shokirdjon Sodirov ✉ 📄 ⭐ 📱 🌐 🗺️ | [More](#)

👍 Like 📌 Be the first of your friends to like this.



Make a Loan [How Kiva Works](#)

\$2,000 Loan Request
Pre-Disbursed: Apr 22, 2010
 Your funds will be used to backfill this loan.
 Repayments on this loan will go to you.

\$425 Raised So Far
Listed: Apr 27, 2010

\$1,575 Still Needed

LEND NOW

About the Loan

Location: Istaravshan, Tajikistan	Repayment Term: 14 months (more info)	
Activity: Cafe	Repayment Schedule: Monthly	
Loan Use: To buy meat and coal for his shish kebab café	Currency Exchange Loss: N/A	
	Default Protection: Not Covered	

About the Field Partner

IMON International administers this loan. [Learn more](#)



imon
international

Field Partner: [IMON International](#)

Field Partner Risk Rating: ★★★★★ [\(Learn more\)](#)

Fundraising: Active

FINANCING

Activate the CROWDS

Internet Lender



Online marketplace

Kiva - Microsoft Internet Explorer

loans that change lives

HOME ABOUT

Entrepreneur: Mercy Njoki Kinyi
Business Name: Njoki Grocery
Location: Muranga, Kenya
Activity: Grocery Store
Start Date: June 1, 2006
Loan Amount: \$225.00
Status: Raising funds

Entrepreneur: Purity Mbeere M
Business Name: Pure Smart
Location: Muranga, Kenya
Activity: Textiles
Start Date: June 1, 2006
Loan Amount: \$225.00
Status: Raising funds

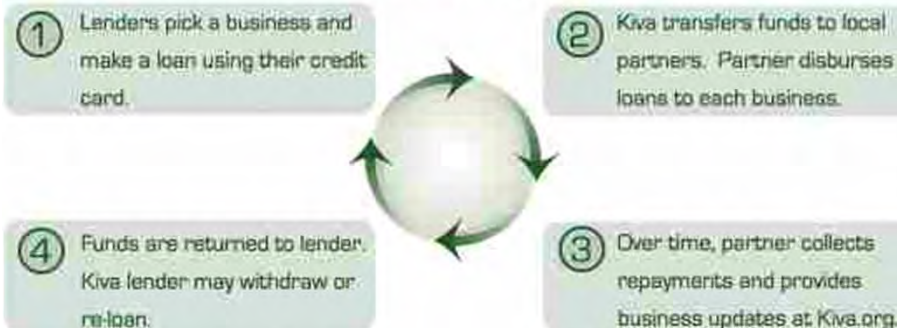
Local Field Partner
(Microfinance Institution)



Developing World Entrepreneur



The Loan Cycle



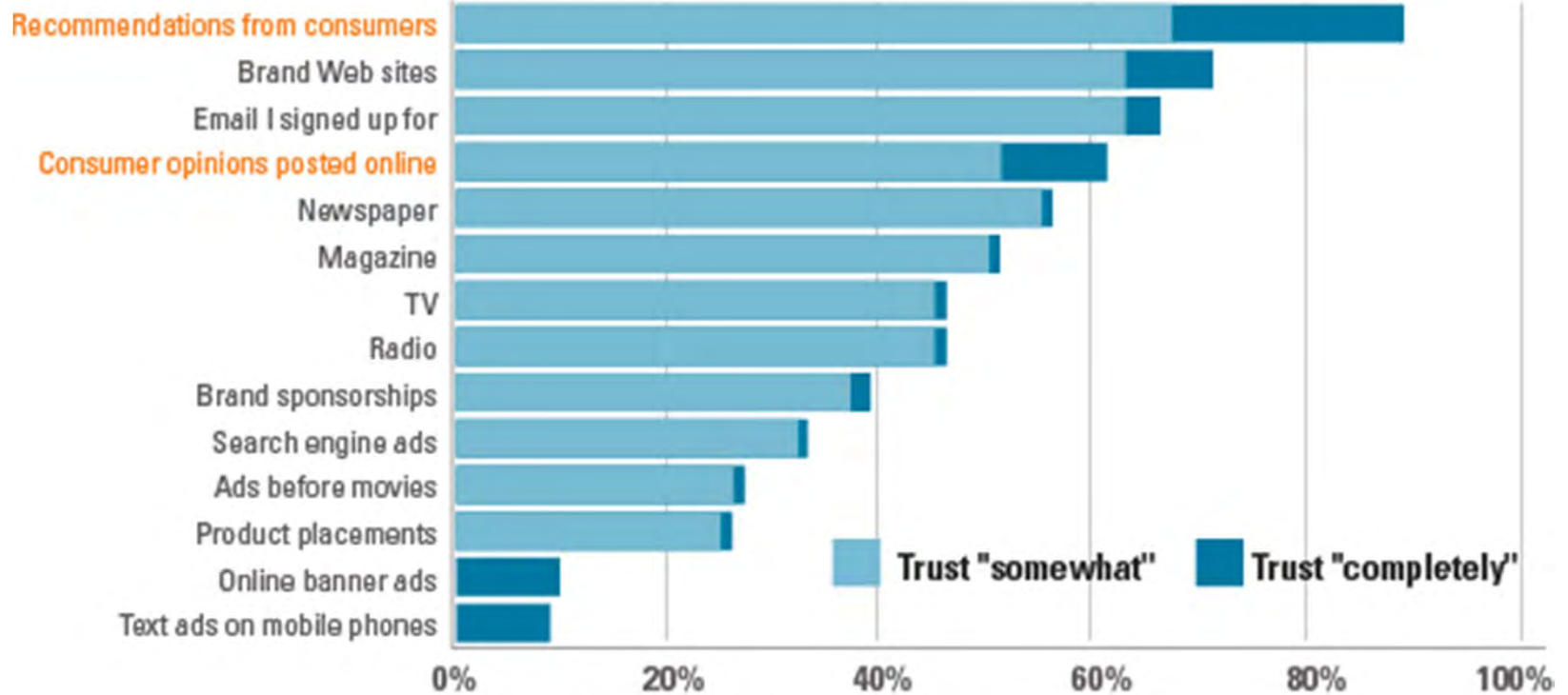
Video:

http://www.pbs.org/frontline_world/stories/uganda601/uganda-601.html?c=3qt



Influence the CROWDS

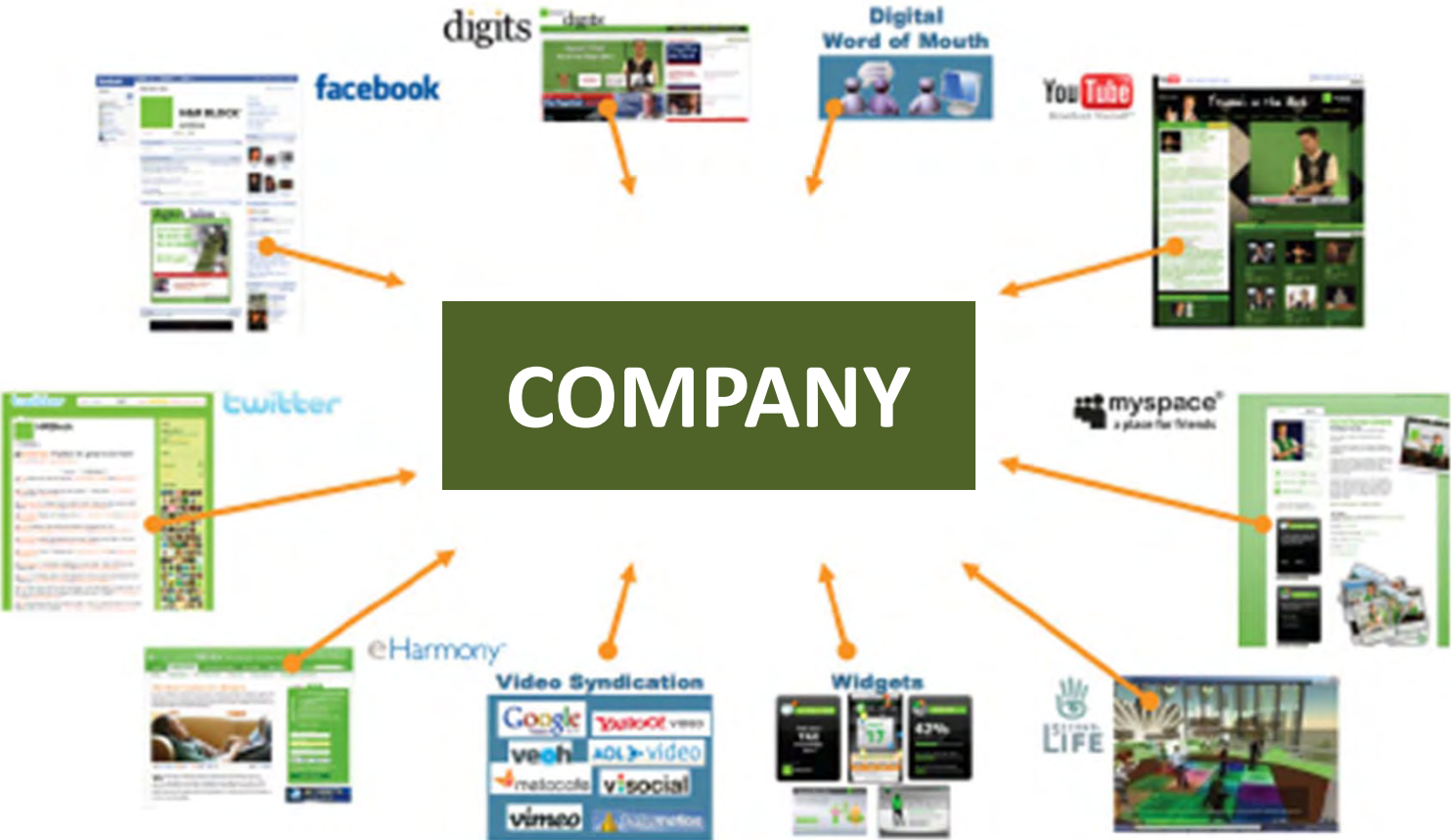
"Indicate your overall level of trust in the following forms of advertising."



Base: 470 responses recruited from PlanetFeedback.com members.
Source: Forrester Research, Inc. and Intelliseek.

MARKETING

Message the CROWDS



WHAT DOES IT ALL MEAN?

HOW TO BUILD A **WEB**
CONTENT & SOCIAL MEDIA
STRATEGY...TO BE RELEVANT
TO YOUR **CUSTOMERS**

SHOWCASE THE EXPERIENCES

HAWAII!
THE ISLANDS OF ALOHA

日本語 | 简体中文 | 繁体中文 | 한국어 | UK | DEUTSCH | OCEANIA

ABOUT
HAWAII

KAUAI

OAHU

MOLOKAI

LANAI

MAUI

HAWAII'S
BIG ISLAND

EXPLORE HAWAII

LEARN ABOUT HAWAII

PLAN YOUR VISIT

search the site



FIND VACATION IDEAS



WHAT TO DO

ISLAND

All Islands

CATEGORY

TYPE

- Select a Category -

KEYWORDS

optional

SEARCH



Stories of HAWAII



Click to see the *Stories of Hawaii*

YOU COULD BE ENJOYING

82°

OAHU

H: 86°
L: 75°



THE PEOPLE OF HAWAII WOULD LIKE TO SHARE THEIR ISLANDS WITH YOU

The fresh, floral air energizes you. The warm, tranquil waters refresh you. The breathtaking, natural beauty renews you.

LEARN MORE

INTRODUCTION ▶
CHOOSE AN ISLAND ▶
HISTORY ▶
TRAVEL TIPS ▶
FAQS ▶

Foggy mornings in San Francisco
- Driving down Route 1
- Monterey Bay Aquarium
- Point Reyes National Seashore
- The Getty Museum
- Redwoods!
- Russian River Wine Tasting
- Calistoga Hot Springs



your
California

EXPERIENCE PLANNER

NEIGHBORHOODS

THINGS TO DO

LOCALS TALK

JOY OF LIFE GUIDES

CALIFORNIA CONNECT

EVENTS CALENDAR



LOCALS TALK

The best way to get California tips and travel advice is to ask the people in the know... the locals. To make your travel planning easier, we asked around and compiled a collection of favorite restaurants, activities and California's hidden treasures. Find someone with similar interests to your own, and plan a trip that is sure to please.

▶ [VIEW ALL CALIFORNIA](#)

▶ [SAN FRANCISCO](#)

▶ [SAN FRANCISCO EAST BAY](#)

▶ [MARIN](#)

▶ [WINE COUNTRY](#)

▶ [CENTRAL COAST](#)

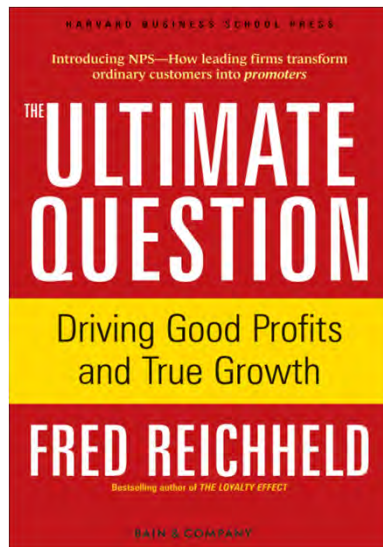
▶ [SILICON VALLEY](#)

▶ [LOS ANGELES](#)

PROFIT

Please the CROWDS

**“The clear and away
strongest predictor of a
company’s growth rate is:
“would you recommend
this to a colleague or
friend?”**



Fred Reichheld, Bain Fellow and Author, The Ultimate Question – Driving Good Profits & True Growth



Leverage the CROWDS

Social Media Strategy Basics





Leverage the CROWDS

Social Media as a Business Tool

Research & Insight

Product Development

Sales & Marketing



Thank You!