Artificial Intelligence

Client: Artificial Intelligence & Tourism: How to translate the theory into visitors
Prepared by: MyTravelResearch.com
Date: June 2018
You haven’t completely got conference brain...
What today may feel like for you

Image sources: The Memory Foundation, Boise University
In yesterday’s presentation, Esra and Michael noted that 20,000 of the businesses who are her stakeholders are small businesses*

According to Industry Canada, 99.9% of Canada’s Tourism Businesses are SMEs

But many SMEs are either uninterested in or frankly terrified of new technologies

* Esra Calvert and Michael Rodenburgh Behavioral Data in a Survey World, TTRA 2018
** https://www.ic.gc.ca/eic/site/061.nsf/eng/h_02951.html
“Over time, the computer itself – whatever its form factor – will be an intelligent assistant helping you through your day. We will move from mobile first to an AI first world”.

Google’s CEO Sundar Pichai
What happened to marketing?

Nerd Speak

- Machine learning
- Artificial intelligence (AI)
- Semantic Search
What happened to marketing in the last 4 years?

We saw THE biggest change in the Internet, since it begun.

This is the industrial revolution of our time.

What is so exciting, is that we are just at the beginning!

2018 is the new 1760.

We will NEVER be here again.
### The AI Revolution – Semantic Search

<table>
<thead>
<tr>
<th>Threat</th>
<th>Action</th>
<th>Outcome</th>
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<tbody>
<tr>
<td>Industrial revolution of our time, and <strong>we are still at the beginning of it.</strong></td>
<td>We are in a time where you have the opportunity to strengthen your business brand in a way <strong>that you will never be able to do again.</strong></td>
<td>How strong and tight your brand is will determine your success.</td>
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<td>Think of it as like the mid 19th Century – a time of wonder and opportunity.</td>
<td>We are on a level playing field for the first time in years and years. So let’s do this!</td>
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Because we are at the beginning, opportunities are high for big and small business.
What You Need To Know

The AI Revolution – Semantic Search

When Google switched over to semantic search (contextual search) a couple of years ago, it changed everything.

These are the greatest evidenced-based opportunities you are likely to see for 2018 and in fact...for a very long time.

We are on the cusp of big things. Never will we be here again.
Semantic Search – driven by AI

Biggest change since the Internet begun

The algorithm uses **true meaning, intent and context**, to identify and prioritise **pages** with **relevant content**.

Draws on the personal information it has collected from the user.

And provides real answers to search queries rather than returning keyword stuffed pages.

**Examples could include:**
Past search history, likes, shares comments on social media, geographic location, IP address.
What appears on Page 1 of a Google search result is different for every search query (incl voice), every mobile device and every desktop.
Example

Search term “hotels”

• Context and semantics are critical in search

• If I started a fresh search for hotels, it will return the result to the right – assuming I want hotels near me

• If had been searching for information on Paris before my ‘hotels’ search, it will return search results for hotels in Paris
What is the weather like in Khao lak when I am there?
what will the weather be like in Khao Lak when I am there

Khao Lak
Sun.
Thunderstorm

31°C | 89°F
Precipitation: 80%
Humidity: 78%
Wind: 10 km/h

More on weather.com
Why should we Care?

The consumer decision Journey

The Internet is used at every stage of the path to purchase. Especially at a local level.

Google has changed the way our potential customers find us and what information they will receive, and in doing so, has profoundly changed how we need to market our businesses and manage our online presence.

Trust Reputation & Authority

You goal in the next 12 months should be to build TRA

So Google can trust your web pages enough to present to a user / searcher
The role of content marketing in semantic search

- If you don’t have content, the search engines can’t find you or figure you out
- It’s now time to think about yourself as publishers of compelling content
  - Become trusted authorities of sound reputation in the eyes of the search engines
  - Recognised as influencers
  - Recognised as speaking with authority on your topic

“Content marketing has become so vital to all of search engine optimization in the semantic web that it underpins many activities that a business or brand needs to engage in”.

-David Amerland
Quality content has 3 attributes

1. It is **useful** to the user, reader or viewer:
   1. They receive some sort of enjoyment out of it
   2. It answers questions
   3. Interesting

“Bare bones websites with descriptions doesn’t cut it. If you do nothing more, improve your content.” Eric Inge
Quality content has 3 attributes

2. It has **alignment**
   1. With your company/destination business goals and the needs and wants of your potential customers
   2. Content deemed useless if you can’t show me how you can solve my problem – the number of features will not matter
   3. Create content that is relevant to your business but also useful to readers

**Alignment fails when you talk so much about YOUR company/destination that you fail to connect with the needs of the people**
Quality content has 3 attributes

3. **Unique.**
   1. Not entirely original but brings fresh approach or new ideas
   2. Be MEMORABLE. So people remember it and they remember you
   3. **As quality goes up, your chances of ranking better goes up.**
You customers

“The gap between the online and offline world is getting smaller”.

-David Amerland

You have 2 customers – Google and your human customers

Give context

It’s OK to branch out, but make sure you show the relevance

So that it can understand what you are about

Be consistent and tight with your online presence

In fact, branching out a little can give context

And, be helpful to customers along the path to purchase
Key Assumptions before you start

You are clear about who your customers are

😊 Your customer is central to every decision you make.

😊 Be very clear, this is really important. You will do more damage if you try to be all things to all people.

😊 So have a think about who it is you will be talking to – families, couples, seniors etc.

😊 Can you imagine talking to them as a person?
Key Assumptions before you start

You are clear about your Branding

- If Google is confused and the algorithms can’t work out what your business does, it will not present you when customers are searching. It is that simple.
- You are clear about what your business is and represents, as well as your competitive positioning.
- Every way we touch our customer on their path to purchase including the experience/service.
- Consistency in words, tone of voice, language images, videos and visual identity (colours, shapes, logos).

By remaining consistent in your communications, you will strengthen your position and give clarity to the brand as well as a strong competitive position.

You will be more resilient in the face of changing circumstances as new competitors enter the market.
How to Connect Your Business in The World of Semantic Search

Your business

- Mobile optimised
- **Clear and distinct brand position**
- Create compelling and authentic content (**veracity**)
- Post often (**volume**)
- **Variety** of output
- Link online activities
- Quality and legitimate links that relate to the travel industry
- Natural language
- Geo-coding / make it local
- Social media engagement and interaction (**velocity**)

Potential customer search query

- Previous search history and interests
- Geographic location (at the time of search)

Social media interactions

![Match with MyTravelResearch.com](https://www.mytravelresearch.com)
Activity
Let’s get to work

• Create relevant content
• What are your top FAQ’s
  – Top 5 now
  – 50 when you get back to the office 😊
• Then, create useful content that aligns to your brand.
A Word on Mobile

Client:  MyTravelResearch.com members and friends
Prepared by:  Bronwyn White
Date:  June 2018
Mobile revolution has just begun

• More searches / traffic on mobile now than desktop

• Google is now working on the mobile-first algorithm to prioritise mobile

• You are being penalised for not prioritising mobile

• Many sites are poorly optimised for mobile search and mobile usage (user experience)
There are some differences in the way people search

**Mobile**
- Want to find content as quickly as possible
- As concise as possible
- If not, they will leave quickly and head to your competitors
- Consider ‘in destination’, they WILL use mobile

**Desktop**
- Spend more time on desktop
- Still most conversions are happening on desktop
Voice and digital personal assistants

Client: MyTravelResearch.com clients and friends
Prepared by: Bronwyn White
Date: June 2018
Voice applications
Digital personal assistants and mobile phones

“Hey Siri, call Mum”
You can activate Siri and make your request all at once — without using the Home button.*

Apple Siri

Google Now

Windows Cortana
What is a digital personal assistant (DPA)?

- Software-based service that resides in the cloud
- Helps end users complete tasks online
- These tasks include answering questions, managing their schedules, home control, playing music, and much more
- The leading examples in the market are:
  - Google Assistant
  - Amazon Alexa
  - Siri (from Apple)
  - Microsoft’s Cortana

https://www.stonetemple.com/digital-personal-assistants-study/
Booking hotels on Kayak (not yet able to do in Australia)

- Kayak actively considers AI a broad part of its strategy

- The first to offer the ability to book a hotel with Amazon Alexa

- “Hey Alexa, book me a hotel in New York”

- Combining what it knows about you via AI and what’s available, you will be presented options
Planning for voice search

• **Search without typing**
  You can ask anything, anywhere

• **You’ve got questions. Voice search has answers**
  – How is the weather this weekend?
  – How much is $100 in Euros?

https://www.google.com/intl/es419/insidesearch/features/voicerecord/
What do we use voice DPA search for?

**Top Use Cases for Smart Speakers**

*among households owning the device, based on a comScore Custom Survey of US households conducted in Q1 2017

**May 2017**

<table>
<thead>
<tr>
<th>Use Case</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>General questions</td>
<td>60%</td>
</tr>
<tr>
<td>Weather</td>
<td>57%</td>
</tr>
<tr>
<td>Stream music</td>
<td>54%</td>
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<tr>
<td>Timers / Alarms</td>
<td>41%</td>
</tr>
<tr>
<td>Reminders / To do</td>
<td>39%</td>
</tr>
<tr>
<td>Calendar</td>
<td>27%</td>
</tr>
<tr>
<td>Home automation</td>
<td>27%</td>
</tr>
<tr>
<td>Stream news</td>
<td>22%</td>
</tr>
<tr>
<td>Find local businesses</td>
<td>16%</td>
</tr>
<tr>
<td>Playing games</td>
<td>14%</td>
</tr>
<tr>
<td>Bluetooth audio</td>
<td>12%</td>
</tr>
<tr>
<td>Audiobooks</td>
<td>11%</td>
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<tr>
<td>Order products</td>
<td>11%</td>
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<tr>
<td>Order food / Services</td>
<td>8%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>3%</td>
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*MarketingCharts.com | Data Source: comScore*
In what environments do people use voice search?

20% of smartphone users feel comfortable using voice commands in a public restroom.

Adjusting your travel marketing for voice search should be a priority

• Voice queries are longer and more conversational:
  – businesses and destinations will need to tailor content accordingly
  – Think about your FAQ’s

• Not just voice recognition, but voice understanding—search that responds to natural phrases by interpreting the meaning and context behind the words used
  – AI picks up information about the user preferences
  – Geographical location
  – Previous search history

• Google’s aim is to transform voice search into “an ultimate mobile assistant”

Are there any half day reef tours today ex Cairns?

https://www.forbes.com/sites/forbesagencycouncil/2017/01/03/2017-will-be-the-year-of-voice-search/#1bfebec612c5
Adjusting your travel marketing for voice search should be a priority

• Optimise your location data
  – Contextual
  – ‘near me’ searches
  – Particularly important in destination

• Fill out all relevant business categories for Google My Business
  – Make it as complete as possible

• Cultivate reviews
  – As users rely more on reviews for verifying the quality of a business or product, so, too, will search engines

• Ensure your branding is tight and target markets clear
  – Otherwise you will confuse the algorithms

Chatbots in Travel and Tourism

Client: Tourism Marketing Plan Blueprint
Prepared by: Bronwyn White
Date: June 2018
What is a chatbot?

• Artificial intelligence programs that conduct conversations with humans through chat interfaces

• Consider a chatbot as a personal assistant who can respond to enquiries or give recommendations on a certain topic in a real-time manner

• Transforming the ways brands interact with customers

• Chatbots simplify tasks for your customers

http://www.mindshareworld.com/uk/about/ai-report
Welcome on board Cheapflights Chat, I'm here to help you search flights. Oh, and you can win flights when you search. To start, tell me where you want to fly to.

Cf

One of my favourite places! Now I need to know which city you're flying from.

London

Send

is and on

q w e r t y u i o p

as d f g h j k l

z x c v b n m

123 space return

Winter is coming. I suggest you book a flight somewhere warm, south of the Wall.

You're funny, what's your name?

Well, the Cheapflights guys call me awesome.

Cf

Message Cheapflights...
Why should we care?

- Messaging apps are now even more popular than social networks
- The combined global monthly active users of Facebook, Instagram, Twitter, and LinkedIn are between 3 and 3.5 billion
- Which lags compared to the combined active users of messenger apps including WhatsApp, Messenger, WeChat, and Viber at around 3.7 billion
Big 4 Messaging Apps
Big 4 Social Networking Apps

Note: Big 4 messaging apps are WhatsApp, Messenger, WeChat, Viber.
Big 4 social networks are Facebook, Instagram, Twitter, LinkedIn
Source: Companies, Apptopia, TechCrunch, BI Intelligence estimates, 2017
2 types of chatbots

1. The most complex chatbot is driven by machine learning and artificial intelligence
   – This type of chatbot understands language and commands, and learns as it goes along
2. The second is driven by a set of pre-determined answers that are pre-programmed and driven by a set of rules
   – These need to be manually programmed and tend to represent a large set of frequently asked questions
How Chatbots will Change the Travel Industry

• Chatbots offer **scalable, instantaneous, 24x7 interaction** that is difficult to achieve with human agents

• Chatbots are capable of totally **transforming visitor servicing** in destinations after hours

• **FAQ’s can be answered any time of the day or night,**
  – when travellers are arriving at a destination and the visitor information centre / welcome centre is closed.
How Chatbots will Change the Travel Industry

- **Responses can be automated** using intelligent chatbots that can efficiently carry out basic requests for information.

- **Customers can be served quickly** as time spent on hold waiting for enquiries to be answered is reduced / removed.

- Chatbots drastically **reduce overheads** (particularly for contact centres).
How Chatbots will Change the Travel Industry

- Chatbots promote relationship management.
  - With thoughtful pre-programming, chatbots can supplement the entire travel experience along the traveller path to purchase
How Chatbots will Change the Travel Industry

• Market research as you go
  – rich qualitative
  – Assist with product development and refinement
  – Post trip research
  – Survey links delivered

• Chatbots are multilingual

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<th>Español</th>
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<td>deutsch</td>
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<td>chinese</td>
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<td>dutch</td>
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What do they cost?

• Anything from $1500
  – Don’t require coding
  – Driven by Facebook messenger
  – Simple and accessible solution

• Up to millions for custom AI in a large organisation
  – Totally custom
Disclaimer: Please note that the information and data contained in this update has been prepared for the specific purpose of the Tourism Marketing Rockstar Event. It may not be suitable for other applications. The use of this data for any other purpose should be discussed with the lead author. MyTravelResearch.com accepts no responsibility for unauthorised use of this data by a third party.