
Mastering the Trinity of Digital Travel Marketing: Making the Most of Social & Mobile

Agenda

1. The decision-making process in 2015
2. The Trinity of Digital Marketing in Travel
3. Social Media in Travel
4. Examples in tourism

The 6 Steps of the Travel Decision-Making Process



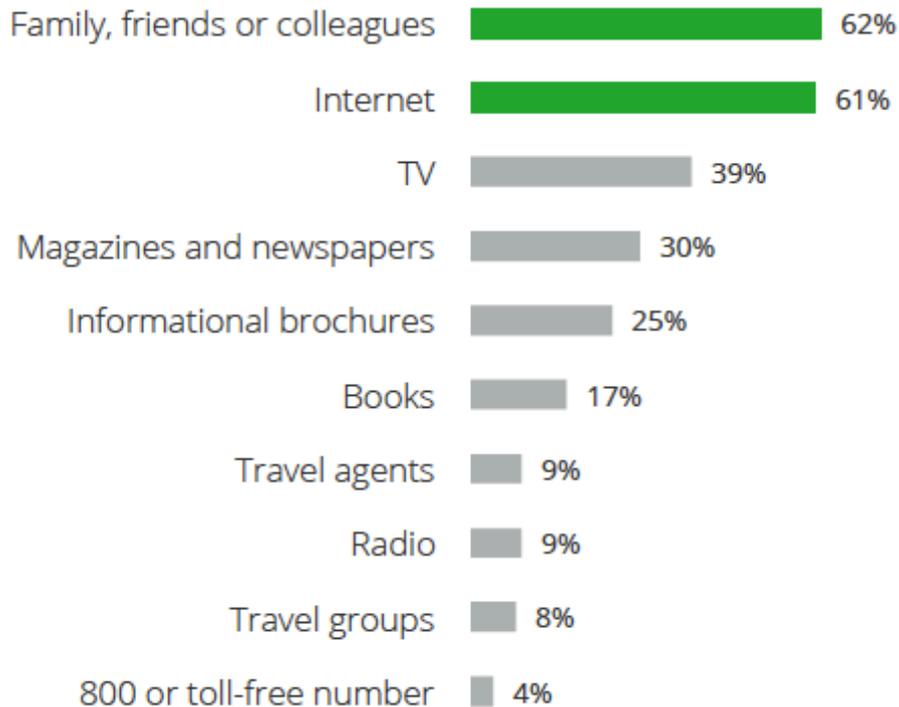
The decision-making process

87% of travel-related searches being online.

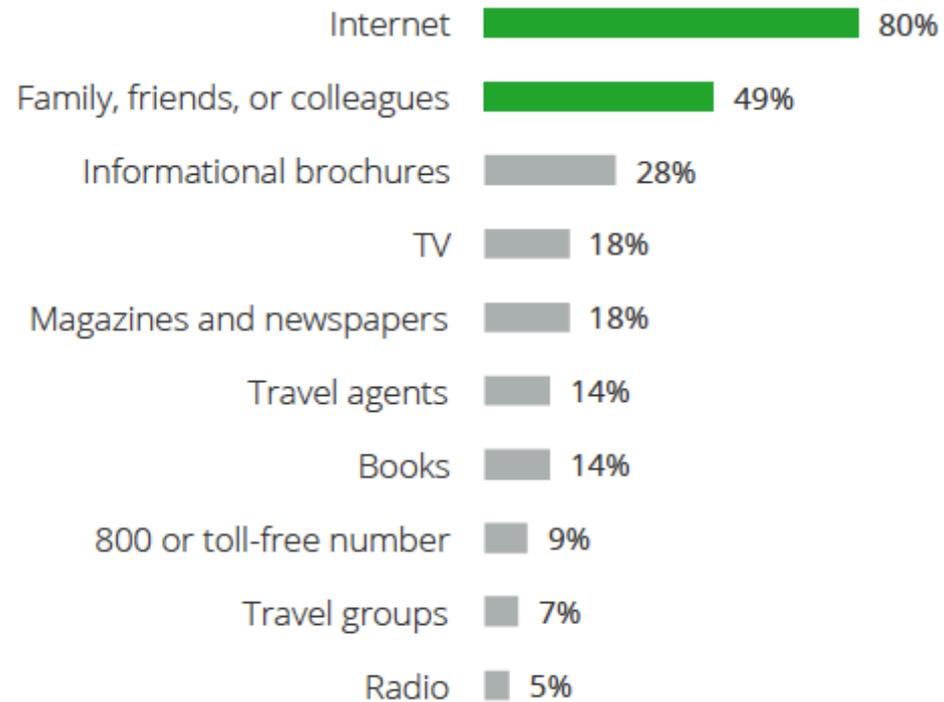
65% of leisure travelers and 70% of affluent travelers start their online search with no specific destination in mind!

The decision-making process

SOURCES OF INSPIRATION



TRAVEL PLANNING SOURCES

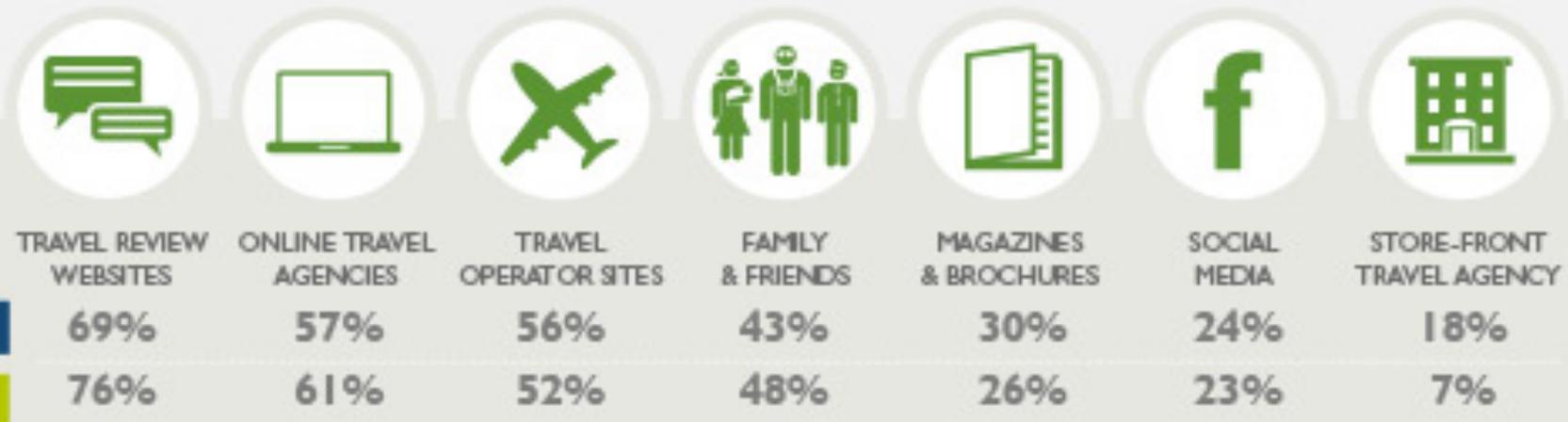


Source: Google Think, Ipsos MediaCT

The decision-making process

TRAVEL PLANNING IS DOMINATED BY ONLINE RESOURCES

WORD-OF-MOUTH BECOMES EVEN MORE POWERFUL ONLINE

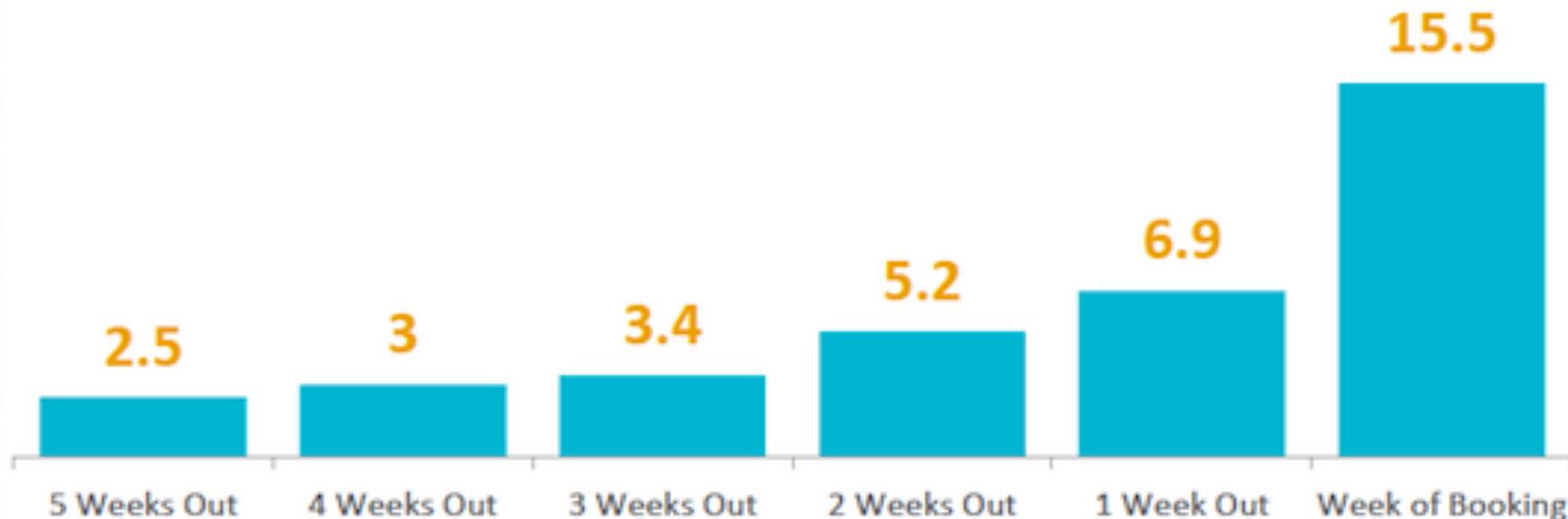


Source: TripAdvisor, TripBarometer, March 2013

The decision-making process

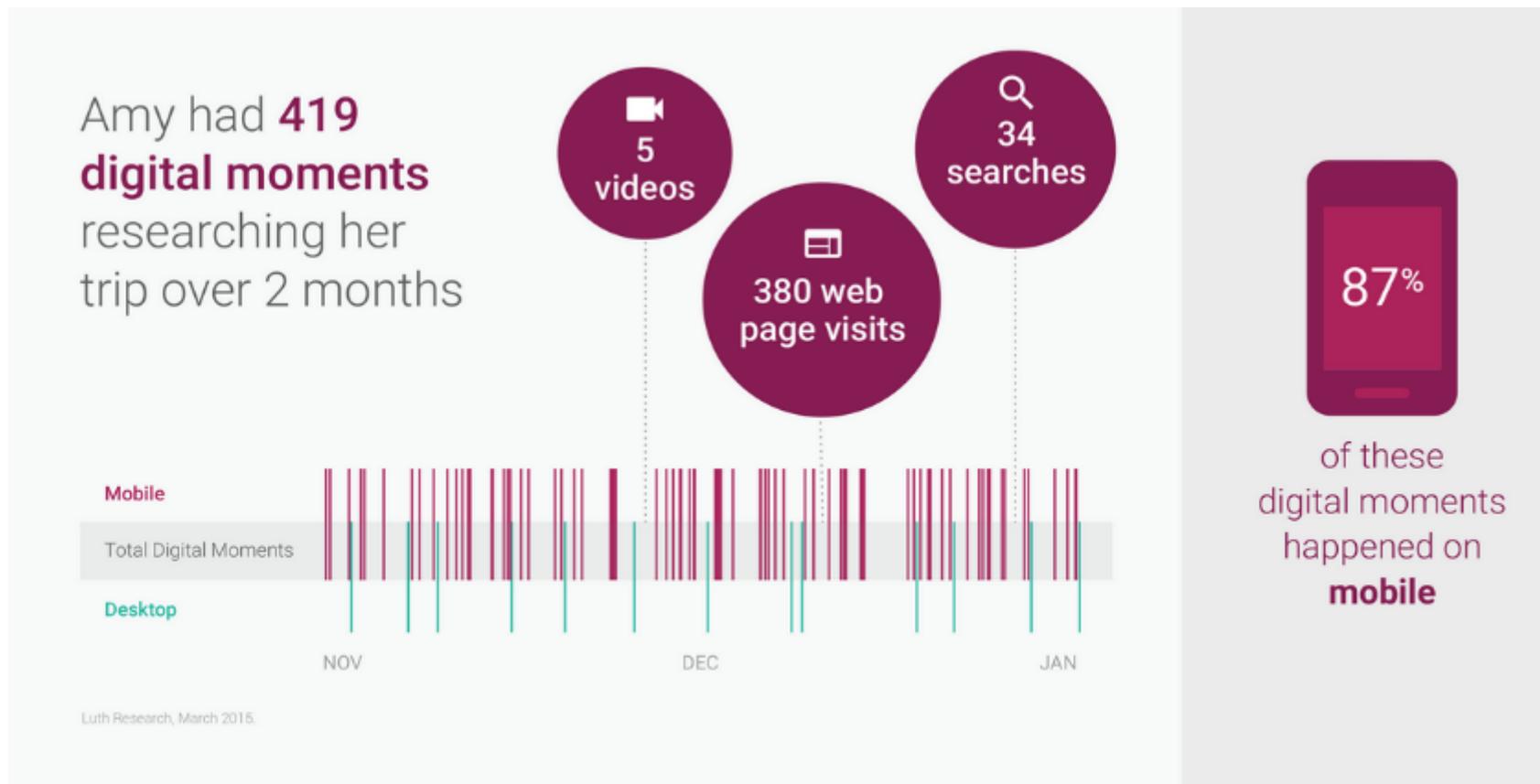
Average Travel Site Visits per Week

(Number of travel sites visited per week by the average segment member, Oct'12-Mar'13 aggregate)



Source: Expedia Media Solutions

Going mobile...



Source: Luth Research ZQ Intelligence™ - Cross Platform Digital Behavior Measurement, Nov-Dec 2014.

The decision-making process

35%

Leisure Travelers



56%

Business Travelers



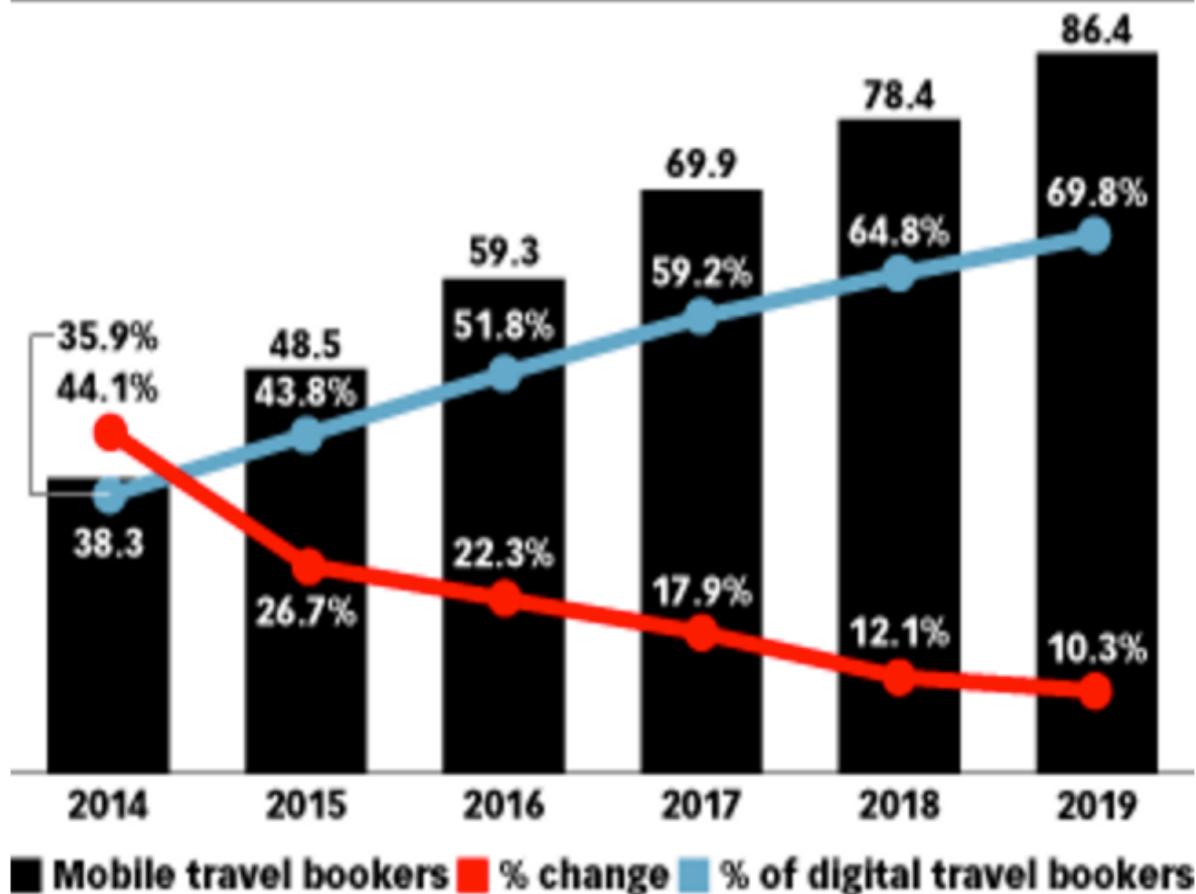
Engaged in travel-related video activities
within the past six months

Source: Google Think

Going mobile...

US Mobile Travel Bookers, 2014-2019

millions, % change and % of digital travel bookers



The decision-making process

Tourism video ads boost hotel bookings

25 September 2015



REDWOOD CITY, CA: Travellers who watch a tourism video ad to completion are 23 times more likely to book a hotel in the destination city advertised, new research claims.

Rocket Fuel, a programmatic marketing platform provider, reached this conclusion after analysing data from a recent US regional tourism ad campaign and from a hotel advertiser that had partnered with Rocket Fuel at the same time.

The likelihood to book **increased with the video completion rate** and was highest for consumers who were both exposed to display ads and watched to completion one or more video ads.

While the above figures are impressive, even being exposed to tourism display or video ads – without viewing to completion – meant that travellers were six times more likely to book a hotel in the destination city those who hadn't seen them.

The brand ecosystem

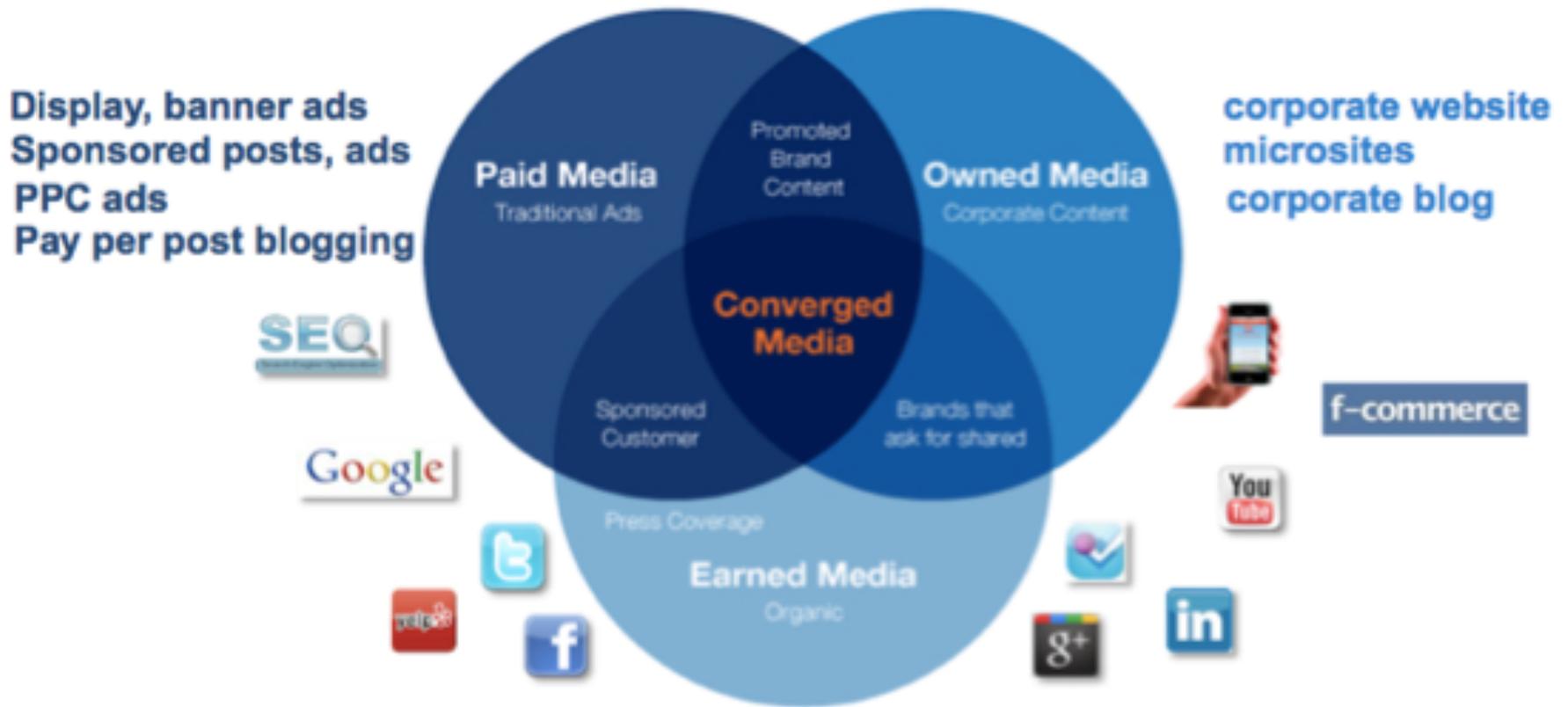
YESTERDAY'S BRAND'S VIRTUAL ECOSYSTEM



www.fredericgonzalo.com

Digital Paid, Owned, and Earned media

Figure I: The Convergence of Paid, Owned & Earned Media



Source: "The Converged Media Imperative: How Brands Must Combine Paid, Owned & Earned Media" Altimeter Group (July 19, 2012)

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The Holy Trinity 2.0

DIGITAL MARKETING HOLY TRINITY



www.fredericgonzalo.com

Your website

The screenshot shows a mobile search interface. At the top, the Google logo is on the left, and the search query 'bruce county tourism' is in the center. Below the search bar are tabs for 'Web', 'News', 'Maps', and 'Images'. The search results are displayed in a list format. The first result is for 'Blue Mountain Resort, Official Site : Ontario's Only 4 Season ...' with the URL 'www.bluemountain.ca'. The second result is for 'Blue Mountain Village' with the URL 'bluemountainvillage.ca'. A red box highlights the text 'Site mobile' in the second result. Below the search results are two image thumbnails showing winter scenes at a resort. On the right side of the screen, there is a map showing the location of Maynard Lake and a list of nearby locations including Manitowlin Island, Toronto, Mississauga, and Kingston.

Google
bruce county tourism

Web News Maps Images

Bruce County / Points of Interest

Saugeen River

Sauble Falls Provincial Park

MacGregor Point Provincial Park

Blue Mountain Resort, Official Site : Ontario's Only 4 Season ...
www.bluemountain.ca

Official website for **Blue Mountain**, which includes lodging, ski resort, golf club, and a waterpark in addition to other ...
[Lift Ticket Prices and Rates - Hot Deals](#)

Blue Mountain Village
bluemountainvillage.ca > blue-mountain-...

Site mobile - **Blue Mountain Village.** ... Tis the time for Jingles & Joy in **Ontario's** largest pedestrian Village. Join us throughout ...
[Where To Stay - BMVA Members - Activity Central](#)

Bruce County, Ontario Vacati
www.explorethebruce.com/ ▾
Official site from Bruce County Tourism to the county.
[Adventure Passport - Things to Do in Br](#)

Tourism - Bruce County, Onta
www.brucecounty.on.ca > [Governmer](#)
Explore the Bruce provides a one-stop know; attractions and events, accommo

Bruce County Welcomes You
www.brucecounty.on.ca/ ▾
County services, businesses, tourism, county and maps.

Bruce County Tourism - TripA
www.tripadvisor.ca > [Canada](#) > [Ontari](#)
Bruce County Tourism: TripAdvisor ha Attractions, and Restaurants making it y

Grey County Tourism Official
<http://www.visitgrey.ca/> ▾

Maynard Lake

Manitowlin Island
Toronto
Mississauga
Kingston
Map data ©2015 Google

Images

TOUT AFFICHER

Feedback

Email Marketing

1. Sending emails at the right time
2. Clean up your database
3. Test
4. Segmentation
5. Crossing networks
6. Automate processes
7. Think mobile
8. Explain benefits & frequency
9. Offer an incentive
10. Give options to read newsletter online

Express consent versus implied consent

WHAT YOU NEED TO KNOW BEFORE SENDING OUT YOUR COMMERCIAL ELECTRONIC MESSAGE

IMPLIED CONSENT

Existing business relationship

The recipient has made, or enquired about, a purchase or lease of goods, services, land or interest in land, a written contract or the acceptance of a business, investment or gaming opportunity from you.

Existing non-business relationship

You are a registered charity, a political party or a candidate, and the recipient has provided you a gift, a donation or volunteer work.

You are a club, association or voluntary organization and the recipient is one of your members.

Recipient's e-mail address was conspicuously published or sent to you

The address was disclosed without any restrictions and your message relates to the recipient's functions or activities in a business or official capacity.



KEEP RECORDS

Keep records of how you obtained implied or express consent, since in both cases you have the **onus to prove consent**.



Specific conditions apply. Please refer to the Legislation and its Regulations.

EXPRESS CONSENT

Valid consent given in writing or orally

The recipient gave you a positive or explicit indication of consent to receive commercial electronic messages.

Your request for consent set out clearly and simply the prescribed information.



Express consent is not time-limited

Unless the recipient withdraws his or her consent.

Implied consent is generally time-limited

It is typically a period of 2 years after the event that starts the relationship (e.g. purchase of a good). For subscriptions or memberships, the period starts on the day the relationship ends.

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Key social networks in travel

facebook®



LinkedIn

Pinterest



And let's not forget...



**JAN
2015**

DIGITAL IN CANADA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**35.7M
MILLION**

URBANISATION: 81%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**33.0M
MILLION**

PENETRATION: 93%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**20.0M
MILLION**

PENETRATION: 56%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



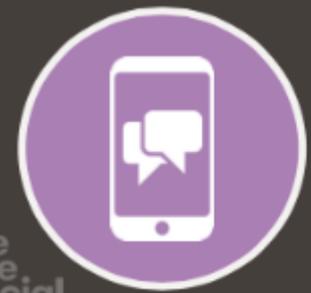
we
are
social

**29.0M
MILLION**

vs. POPULATION: 81%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**16.2M
MILLION**

PENETRATION: 45%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



70%

YEAR-ON-YEAR:
-10%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



17%

YEAR-ON-YEAR:
+41%

SHARE OF WEB
PAGE VIEWS:
TABLETS



12%

YEAR-ON-YEAR:
+33%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



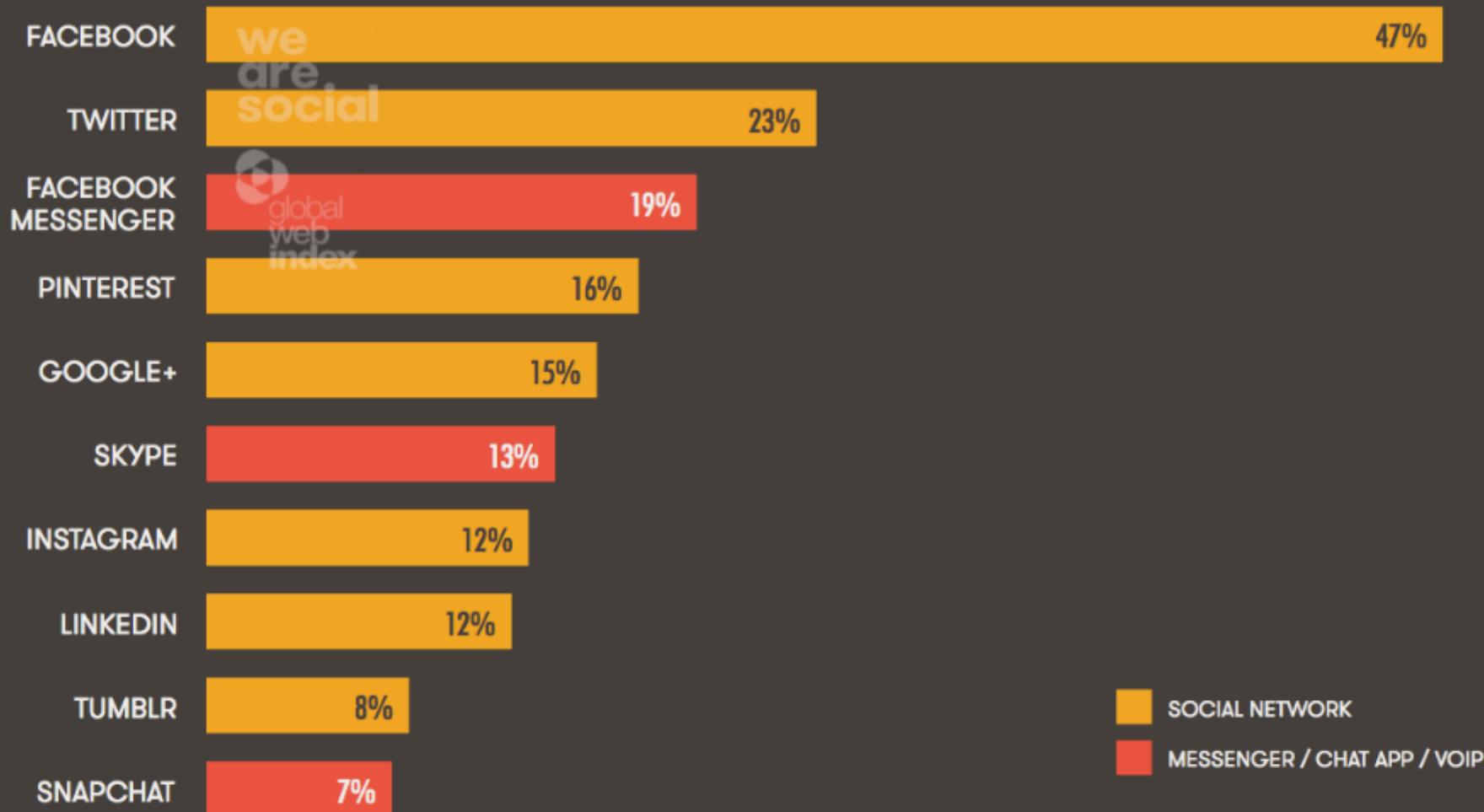
0.3%

YEAR-ON-YEAR:
+18%

JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



facebook Community Update



1.55 Billion

people on Facebook each month



900 Million

people on WhatsApp each month



700 Million

people on Messenger each month



400 Million

people on Instagram each month



1+ Billion

people on Facebook each day



925+ Million

people using Groups



8+ Billion

video views each day



15+ Million

people online due to Internet.org



45+ Million

small & medium businesses using Pages



Flying Monkeys Craft Brewery

November 5 · 🌐

Just bottled Monday! Cadillac Graveyard Oatmeal Stout. Drop on by the Brewery and take the smooth dark Caddy for a ride.

Like · Comment · Share



👍 41 people like this.

Top Comments ▾

↪ 1 share



Jeff Long I wish I didn't have to drive 5 hours to buy your beers.

Like · Reply · 👍 1 · November 5 at 1:49pm



Flying Monkeys Craft Brewery But look at that sweet ride! Come on, Jeff. . . it's not snowing yet!

Like · Reply · 👍 1 · November 5 at 9:38pm



Jordan David Please tell me the lcbo will be selling this

Like · Reply · 👍 1 · November 6 at 3:42pm



Flying Monkeys Craft Brewery Brewery only, man. But we submitted Cadillac to the list for the Grocery Stores --so maybe soon you'll be able to pick it up at Foodland or somewhere!

Like · Reply · 👍 1 · November 9 at 2:42pm · Edited



Jonny's Home Brew Adventures lol I'm in BC



REGIONAL TOURISM ORGANIZATION 7

TWEETS **1 292** ABONNEMENTS **1 303** ABONNÉS **953** AIMÉS **492**

 **Abonné**

RTO7 Connection
@RTO7Connection VOUS SUITE
RTO7 is a non-profit organization whose mandate is to work with the BruceGreySimcoe tourism industry and organizations.
Bruce, Grey & Simcoe Counties
rto7.ca
Inscrit en août 2012

Tweets Tweets & réponses Photos & vidéos

RTO7 Connection a Retweeté
 **Will Baird** @willbaird · 9 nov.
Stats on #pumpkinfernoDH @discoveryharbr +6200 visitors +\$500,000 in economic impact #team @RTO7Connection @simcoecounty @penetanguishere

RTO7 Connection @RTO7Connection · 4 h
Note date change to Nov 25th. In Southampton 12:30-3:30 @ParksRecSS @explorethebruce @GreyTourism @Saugeen_Shores

County of Simcoe EDO @simcoecountyEDO
@RTO7Connection is hosting a Special Event Planners Workshop on Nov.

Suggestions · Actualiser · Tout afficher

-  **Amadeus IT Group** @Amad...
[Suivre](#)
-  **Andrew Morgan** @Goals_C...
[Suivre](#)
-  **Bille Baty** @B...
[Suivre](#)

Trouver des amis

- Tendances · Modifier
- #StillFacebookBecause
 - TVA Publications
 - #BizChats
 - Jonah Lomu
 - #ISUM15



Blue Mountain Resort
Hospitality
501-1000 employees
1,609 followers [Follow](#)

Home

Blue Mountain, Ontario's largest mountain resort is nestled on the shores of Georgian Bay, located 90 minutes north of Toronto. Spanning over 700 acres, Blue Mountain has become the four-season destination of the North, visited by more than 1.5 million guests a year. Winter at the resort boasts 42 ski and snowboard trails enhanced by a world-class snowmaking system. Summer months offer a myriad of exciting summer attractions and the largest downhill mountain biking facility in Ontario, Monterra Golf course and a private beach property among other seasonal attractions. Year-round the resort attracts visitors to over 1000 luxury accommodation units and 40 unique concept restaurants, bars and retail stores in our pedestrian village, more 37,500 square feet of state-of-the-art conference space caters year-round to corporate meeting groups. Blue Mountain Resort is owned by Intrawest ULC. Visit www.bluemountain.ca for more information.

Specialties
Skiing and Snowboarding, Conferences, Weddings, Golf, Lodging, Mountain Biking, Tennis, Rides and Amusements

Website http://www.bluemountain.ca	Industry Hospitality	Type Public Company
Headquarters 110 Jozo Weider Blvd Blue Mountains, Ontario L9Y3Z2 Canada	Company Size 501-1000 employees	Founded 1941

How You're Connected

9 second-degree connections
347 Employees on LinkedIn
[See all](#)

NO JOB IS TOO SMALL, MEDIUM, OR LARGE.
THE RIGHT TOOLS FOR EVERY SIZED JOB.

Legal **BUILT TOUGH COMMERCIAL VEHICLES**
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People Also Viewed

YouTube Uploads: > 300 Hours of Video per Minute



sceniccaves S'abonner 20

Accueil Vidéos Listes de lecture Chaînes Discussion À propos

Adventure Video

- 300 Foot Forest Zip Line**
par sceniccaves
13 332 visionnements • il y a 5 ans
- 1000 Foot Escarpment Zip Line**
par sceniccaves
11 773 visionnements • il y a 5 ans
- 420ft Suspension Bridge**
par sceniccaves
21 781 visionnements • il y a 5 ans
- Adventure Playground**
par sceniccaves
5 467 visionnements • il y a 5 ans
- Gemstone Mining Adventure**
par sceniccaves
9 358 visionnements • il y a 5 ans

Mises en ligne

- thunderbird zipline 1280x720**
9 623 visionnements • il y a 2 ans
- Scenic Caves 18 Hole Mini Golf Course**
174 visionnements • il y a 3 ans
- Scenic Caves Nature Adventures**
871 visionnements • il y a 3 ans
- Thunderbird Twin Zip Line Construction #12**
146 visionnements • il y a 3 ans
- Thunderbird Twin Zip Line Construction #11**
165 visionnements • il y a 3 ans

Close to 120,000 total views for a variety of videos uploaded since 2010

Photo-sharing platforms



Pinterest

flickr



Photo-sharing platforms

The screenshot shows a Pinterest interface with a search bar at the top containing 'simcoe' and 'ontario'. Below the search bar is a navigation menu with categories: Canada, Lakes, Cottages, Toronto, Sunsets, Wedding, Home, Cabin, and Ice Fishing. The main content area displays a grid of pins:

- Pin 1:** A wooden cabin by a lake. Description: "Sunset Cabin," Lake Simcoe, Ontario Taylor Smyth Architects, Toronto www.taylor Smyth.c... (3 repins, 2 likes). Pinned by Michelle Bovey Architecture.
- Pin 2:** A religious quote: "LORD JESUS HELP ME TO LOVE THE WAY THAT YOU LOVE." (392 repins, 90 likes). Pinned by Word of Life Church Simcoe Faith Works By Love.
- Pin 3:** A sunset over a snowy landscape. Description: "Simcoe Ontario" (2 repins). Pinned by Patty Diamond.
- Pin 4:** A purple chair planter with flowers. Description: "purple chair planter...I LOVE this" (2 repins). Pinned by Patti Rodgers Carlson.
- Pin 5:** A Target store at night. Description: "4 Girls Ice Fishing on Lake Simcoe".

Photo-sharing platforms

The screenshot shows a Pinterest board with the following content:

- Board Title:** simcoe ontario cottages
- User:** Frederic Gonzalo
- Navigation:** All Pins, Your Pins, Pinners, Boards
- Pin 1:**
 - Image:** A wooden dock extending into a lake with autumn foliage in the background.
 - Text:** My old home, nothing more beautiful than autumn in cottage country Ontario, Canada we lived in Barrie Ontario on the shores of Lake Simcoe and many Torontonians travelled north and bypassed us to Cottage Country to vacation!!
 - Stats:** 4 retweets, 1 like
 - User:** Hanna Lloyd (My idea of paradise)
- Pin 2:**
 - Image:** A modern wooden cabin on a lake shore.
 - Text:** Sunset Cabin, Lake Simcoe, Ontario / Canada by Taylor Smyth Architects
 - Stats:** 1 retweet, 1 like
 - User:** gimjim 建築
- Pin 3:**
 - Image:** A large wooden house with a snowy driveway.
 - Text:** Lake Simcoe Ontario cottage property rentals/ next summer
 - User:** Tracy Buchanan (Travel: Other)
- Pin 4:**
 - Image:** A small wooden cabin on a lake shore.
 - Text:** gentlemen:muse: Sunset Cabin, Lake Simcoe, Ontario, Canada
 - Stats:** 2 retweets
 - User:** Logan M Cabins
- Pin 5:**
 - Image:** A colorful kite flying over a lake.
 - Text:** 13 Breathtaking Beaches You Wouldn't Believe Are In Ontario
 - Source:** from BuzzFeed
 - User:** Pamela Perovic (Party Ideas)
- Pin 6:**
 - Image:** A wooden cabin on a lake shore.
 - Text:** Weekend Cabin: Sunset Cabin, Lake Simcoe, Ontario, Canada
 - Stats:** 1 retweet
 - User:** Bodies By Clayton (Clayton's Cabins)
- Pin 7:**
 - Image:** A large wooden house on a lake shore.
 - Text:** The owner couple of this beautiful pre-fabricated cabin on the shores of Lake Simcoe in Ontario, Canada, has been coming to their large recreational property for a quarter-century. But the big property in a great recreational location translated into lots of overnight guests and no privacy for the owners. Taylor Smith Architects
 - User:** Klaartje Hinten (Hotel accommodations)
- Pin 8:**
 - Image:** A large house with a green lawn.
 - Text:** Kempenfelt Bay Cottage Lake Simcoe Ontario
 - Stats:** 1 retweet
 - User:** MaryJane Omand (Lotto Max Dreams)

Photo-sharing platforms

Result for kincardine

 kincardine9g	 Kincardine 12280 medias
 kincardinedivlocker	 kincardinebeach 353 medias
 kincardinereocky	 kincardineontario 188 medias
 kincardine_photography	 kincardinescottishfestival 156 medias
 kincardinedorn7	 kincardineshire 93 medias
 kincardineganoy	 kincardinebridge 124 medias
 kincardine	 kincardinefitness 90 medias
 kincardinekeyfw	 kincardinebbc 163 medias
 kincardineoldg5	 kincardineon 73 medias
 kincardinegarbex	 kincardinetralls 81 medias
 kincardinebia	 kincardinefashion 59 medias
	 kincardinesunset 63 medias
	 kincardineonell 53 medias
	 kincardinecastle 50 medias
	 kincardinelife 35 medias
	 kincardine2014 26 medias
	 kincardine2015 30 medias
	 kincardineharbour 34 medias
	 kincardinesurf 21 medias
	 kincardinesunsets 26 medias

Photo-sharing platforms

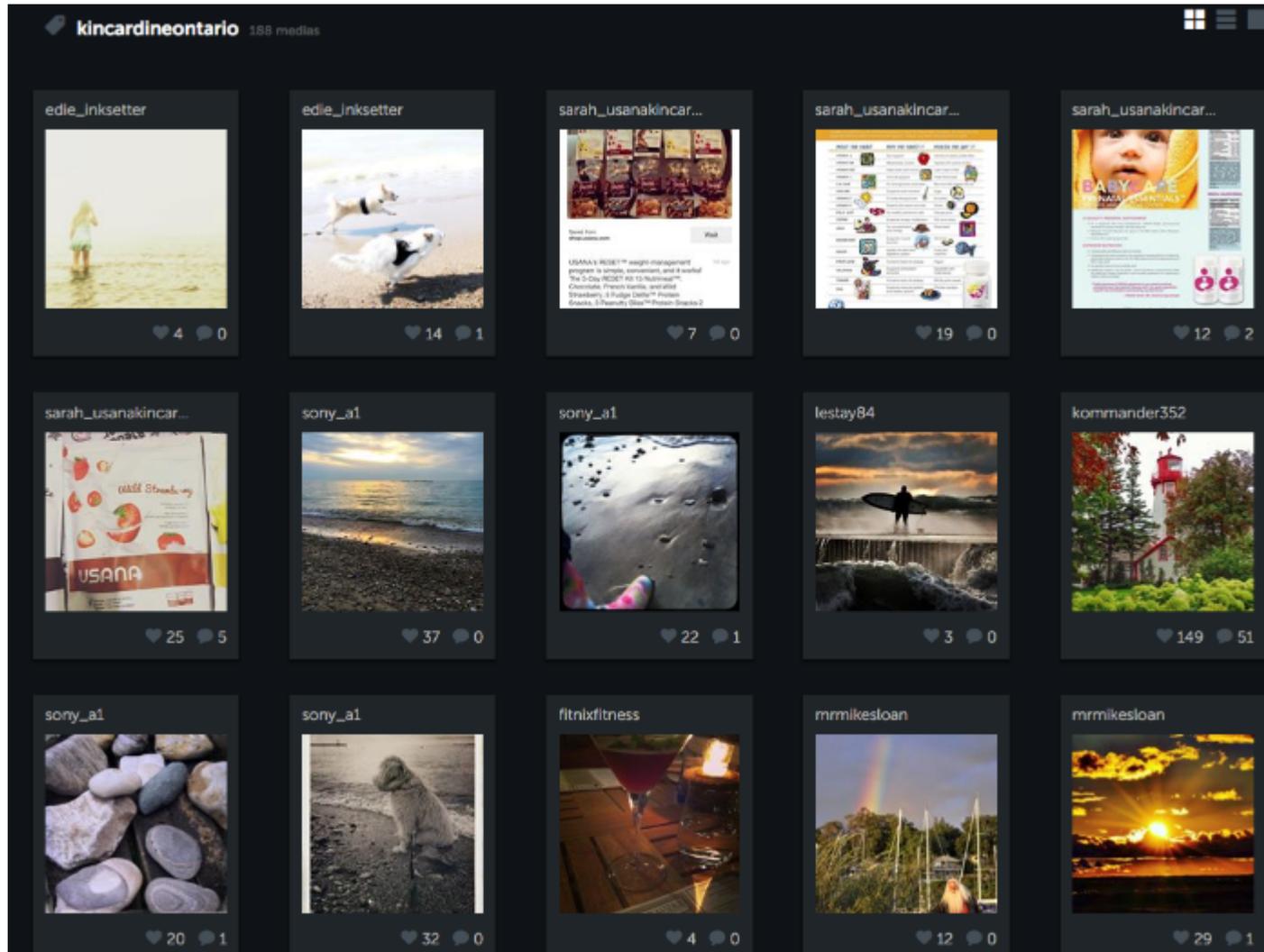
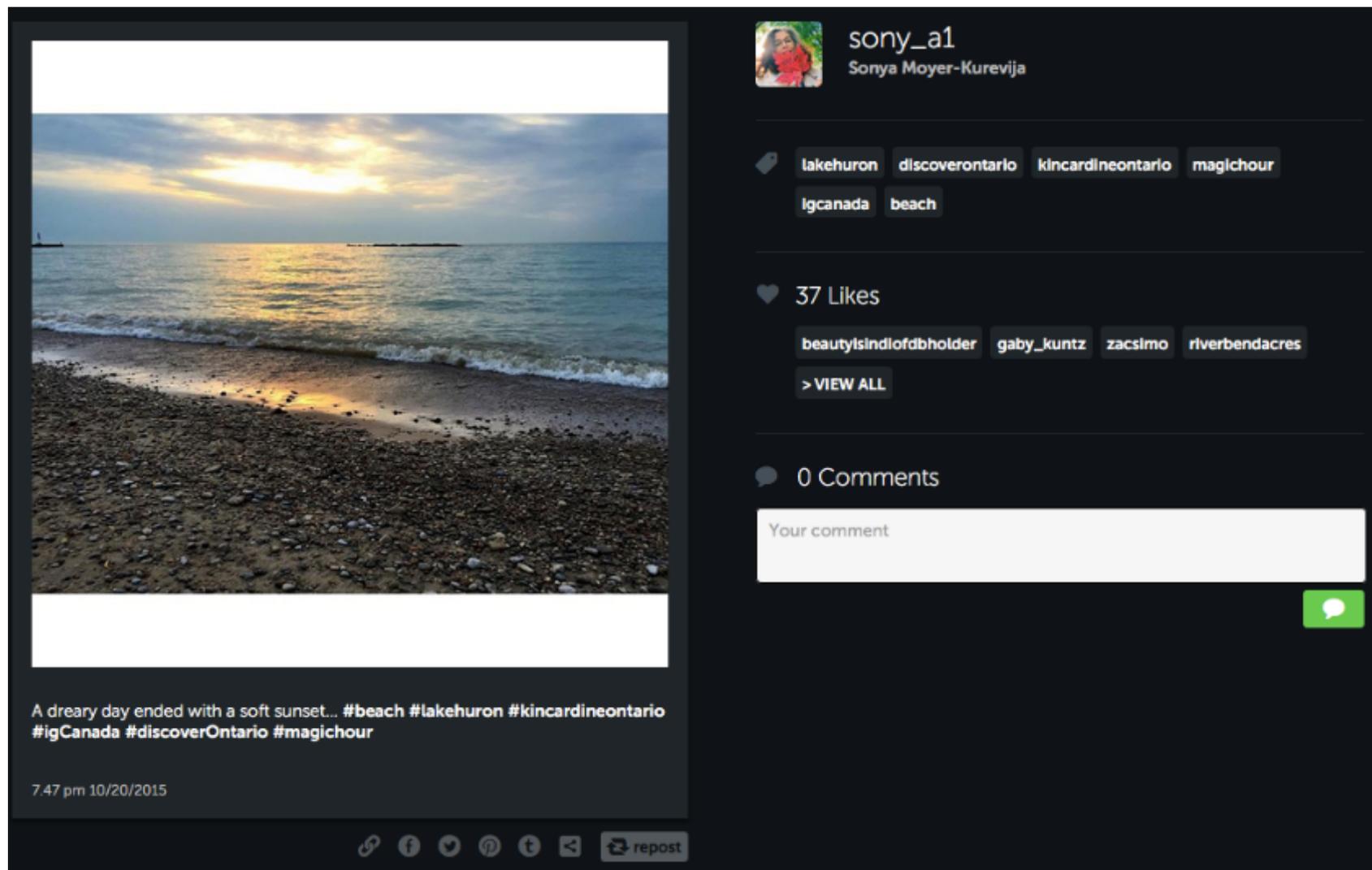


Photo-sharing platforms



The image is a screenshot of an Instagram post. On the left, there is a large photograph of a sunset over a beach. The sun is low on the horizon, casting a golden glow across the sky and reflecting on the water. The beach in the foreground is covered in dark pebbles. To the right of the photo is the user's profile information: a small circular profile picture of a woman, the username 'sony_a1', and the name 'Sonya Moyer-Kurevija'. Below this are several hashtag tags: #lakehuron, #discoverontario, #kincardineontario, #magichour, #igcanada, and #beach. Further down, it shows '37 Likes' and a list of users who liked the post: beautytsindiofholder, gaby_kuntz, zacslimo, and riverbendacres. Below the likes is a button that says '> VIEW ALL'. Underneath that, it says '0 Comments' and there is a text input field with the placeholder text 'Your comment' and a green speech bubble icon to the right. At the bottom of the post, there are icons for sharing to various social media platforms (Facebook, Twitter, Pinterest, Tumblr, Email) and a 'repost' button.

Corporate blog



Ontario Travel
BLOG

- WEB
- FACEBOOK
- TWITTER
- YOUTUBE
- FLICKR

SEARCH ...

HOME | ABOUT

LATEST ENTRIES



#DISCOVERON / VIBRANT CITIES & CHARMING TOWNS

4 Reasons to Getaway for a Girls Weekend in Blue Mountain

Posted on November 16, 2015 - Leave a comment

Before the hustle and bustle of the holiday season sets in, plan some time to for a girl's weekend at Blue Mountain Resort. Here are four reasons to get away: The Views No matter the season, Blue Mountain is picture perfect. Late fall is a great chance to admire the final fall colours, and take in the mirror-like Mill ... [Continue reading →](#)



#DISCOVERON / RELAXING AND RECHARGING

6 Reasons to Treat Yourself to a Spa Day at Ste. Anne's

CATEGORIES

Select Category

SUBSCRIBE

Stay up-to-date on all the latest to do and see in Ontario.

Sign me up!

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Follow ...

A couple of interesting stats about TripAdvisor and how travelers make use of this popular review site...



50% of travellers say that TripAdvisor's hotel price comparison feature has helped them:

Save time during planning	51%
Find the right hotel at the right price	52%

73% of travellers use photos from other travellers to help them make decisions.

67% of travellers check TripAdvisor a few times a month or more.

"We won't go unless we know..."

53% of travellers won't commit to booking until they read reviews.

83% of travellers say TripAdvisor reviews make them more confident in their travel decisions.

 <p>77% usually or always reference reviews before choosing a hotel.</p>	 <p>50% usually or always reference reviews before choosing a restaurant.</p>	 <p>44% usually or always reference reviews before choosing an attraction.</p>
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Must-know review findings

80% of travellers are most interested in recent reviews that provide the freshest feedback.

Travellers who say management responses to reviews make them more likely to book:

2013		62%
2012		84%

Why? TripAdvisor users who read reviews because it helps them:

83%	80%	68%	64%
Pick the right hotel	Have a better trip	Know about attractions	Find better restaurants

66% of travellers ignore extreme comments when reading reviews.

Local fast facts

Hungry for restaurant reviews?
Always or usually read TripAdvisor reviews before choosing a restaurant:

- Italian travellers - 75%
- Spanish travellers - 60%
- British travellers - 53%
- American travellers - 46%

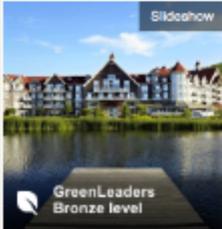
No reviews? No bookings.
Indian travellers are most likely to avoid hotels without any reviews.

5+ hotel reviews on TripAdvisor in the last year?

- Italian travellers - 30%
- Indian travellers - 29%
- French travellers - 24%
- British travellers - 24%

A little pre-trip reading.
1 in 3 Spanish travellers read 11+ reviews before choosing a hotel.

Looking for more?

PriceFinder		Check In	Check Out	Show Prices
<ul style="list-style-type: none"> Hotels (24) B&B and Inns (34) Specialty Lodging (20) Vacation Rentals (88) ↗ Hotels with Special Offers (6) ↗ 		<p>SPONSORED</p> <p>Knights Inn Flesherton</p> <p>★★★★☆ Very Good 18 Reviews</p> <p>#16 of 24 hotels in Grey County</p> <p>Special Offer: Fall Sale Save 20%</p> <p>Book 2 Days Ahead & Save 20% Off Our Best Available Rate... Read more</p>	<p>Check In <input type="text"/></p> <p>Check Out <input type="text"/></p> <p>Show Prices</p>	
<p>Price per night</p> <p>Enter dates & see best prices</p>		<p>BEST WESTERN Inn On The Bay 🏆</p> <p>★★★★★ Great 349 Reviews</p> <p>#1 of 24 hotels in Grey County</p> <p>"Would stay here again for business or vac... 04/11/2015</p> <p>"Always a happy customer" 04/11/2015</p>	<p>Check In <input type="text"/></p> <p>Check Out <input type="text"/></p> <p>Show Prices</p>	
<p>Hotel class</p> <ul style="list-style-type: none"> ★★★★★ ★★★ ★★ ★ 		<p>Westin Trillium House Blue Mountain 🏆</p> <p>★★★★☆ Very Good 882 Reviews</p> <p>#2 of 24 hotels in Grey County</p> <p>"Comfortable room, good amenities" 17/11/2015</p> <p>"Awesome stay overall ~" 16/11/2015</p>	<p>Check In <input type="text"/></p> <p>Check Out <input type="text"/></p> <p>Show Prices</p>	
<p>Style</p> <ul style="list-style-type: none"> Budget Luxury Romantic Best Value More 		<p>Knights Inn Owen Sound 🏆</p> <p>★★★★☆ Very Good 117 Reviews</p> <p>#3 of 24 hotels in Grey County</p> <p>"Pleasantly surprised" 05/10/2015</p> <p>"Very clean hotel !!" 27/09/2015</p>	<p>Check In <input type="text"/></p> <p>Check Out <input type="text"/></p> <p>Show Prices</p>	

The Highland Manor

●●●●● 176 Reviews | #1 of 6 B&Bs / Inns in Owen Sound | 🏆 Certificate of Excellence

📞 1 (877) 372-2699 | 🌐 [Hotel website](#) | ✉ [E-mail hotel](#) | 📍 867 4th Avenue A West, Owen Sound, Ontario N4K 6L5, Canada

Prices from our online travel partners are not available



Our online travel partners don't provide prices for this accommodation, but we can **search other options in Owen Sound**

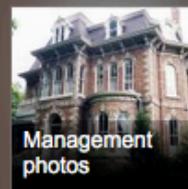
Check In



Check Out



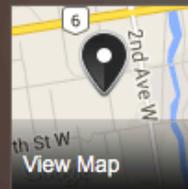
Show Prices



Management photos



Traveller photos (63)



View Map

✔ Free Parking

✔ Free Breakfast

[Overview](#)

[Reviews \(176\)](#)

[Photos \(65\)](#)

[Location](#)

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[Q&A \(2\)](#)

[Room Tips \(44\)](#)

❤ Save



Find **tacos, cheap dinner, Max's**

Near **Meaford, Ontario**



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1. Eggcitement Bistro

★★★★★ 2 reviews

Breakfast & Brunch, Gluten-Free, Sandwiches

16 Nelson Street W
Meaford, ON N4L 1R1
(519) 538-1968

Great pancakes! You can get half order bennies. Quality breakfast. Thank you! Cheesy name! Haha



2. Ted's Range Road Diner

★★★★☆ 9 reviews

\$\$\$ - Diners

Grey Rd. 112 RR1
Meaford, ON N4L 1W5
(519) 538-1788

If you're ever in the Blue Mountains area you have to visit Ted's! If you love weekly specials, a variety of new meats & the opportunity of trying local beer to wash it all down with you...



3. George's on Main Brasserie

★★★★☆ 4 reviews

\$\$\$ - French

82-84 Sykes Street N
Meaford, ON N4L 1N6
(519) 538-3880

Inviting restaurant with nice interior decoration, welcoming. Service staff was extremely friendly, we had a great time. Food menu was nothing special, however products used are local and...



4. Sign of the Kiwi

★★★★☆ 3 reviews

\$\$ - Restaurants

Meaford, ON

We were visiting from Toronto, happened to drive by and decided to go in. My boyfriend had the chicken bacon flatbread with a Cesar salad, and I had the chicken and goat cheese flat bread with...



5. The Leeky Canoe Pub & Eatery

★★★★★ 1 review

Pubs

94 Sykes Street N
Meaford, ON N4L 1N6
(519) 538-1377



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meaford-employment.jobinga.ca

Meaford Employment (New)

3 Open Positions Left : Now Hiring! **Meaford** Employment - Apply

Agenda

1. The decision-making process in 2015
2. The Trinity of Digital Marketing in Travel
3. Social Media in Travel
4. **Examples in tourism**

The 5 Golden Rules of an Effective Content Strategy

1. Situation analysis & Defining a Strategy
2. Having an Editorial Calendar
3. Frequency
4. Consistency
5. Being Original



Storytelling examples

 **Tremblant**  added 4 new photos.
21 hrs · 

Équipe au boulot. On profite de toutes nos fenêtres d'enneigement!
Our snow team is working hard to take advantage of those cold winds



 **Stratford Festival**
November 12 at 8:45am · 

Tickets go on sale to members starting November 15! Not a member?
Donate today to get exclusive advance access to our 2016 season! Learn
more at: <http://bit.ly/1WyWFHO>





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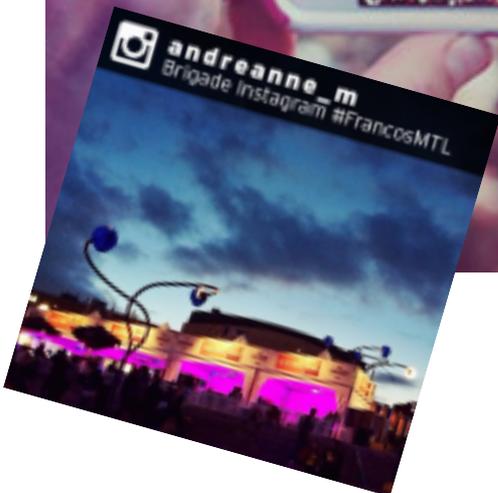
1 share

Storytelling examples



Brigade
INSTAGRAM

#FrancosMTL



8 KEY ELEMENTS FOR AN EFFECTIVE HASHTAG



Storytelling examples





Questions? Comments?



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www.fredericgonzalo.com