

eDestinations Global best practice in tourism technologies and applications

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eDestinations

Global best practice in tourism technologies and applications

Professor Dimitrios Buhalis
Ramona Wagner

Bournemouth University
President IFITT

www.bournemouth.ac.uk/etourismlab
www.buhalis.com

www.bournemouth.ac.uk



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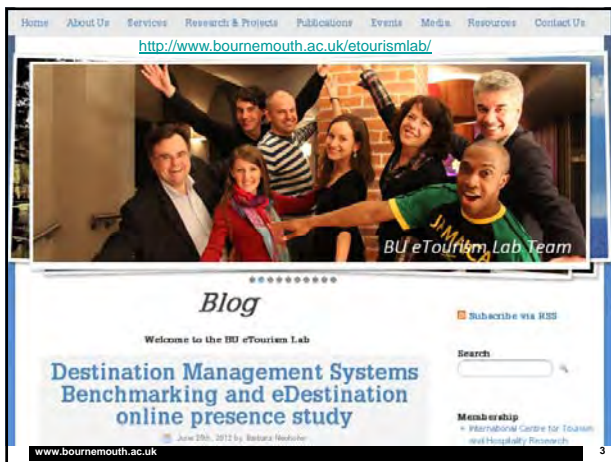
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Destination Management Systems Benchmarking and eDestination online presence study

June 15th, 2012 by Barbara Heuberger

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www.ifitt.org

Welcome to IFITT

SEARCH IFITT

Welcome to the International Federation for Information Technology in Travel and Tourism (IFITT). IFITT is the leading independent global authority for the discovery, exchange and development of knowledge about the use and impact of new information and communication technology (ICT) in the travel and tourism industry.

The IFITT community is highly active at all levels and comprises most of the leading experts in the field - as well as those entering the area for the first time! You will find it a friendly and easily accessible community and I hope you will enjoy being part of it. We look forward to welcoming you to our Federation and to the many events and opportunities we are involved in.

The IFITT mission is to network tourism stakeholders and nurture eTourism innovation, exploration and knowledge

The IFITT vision is to create THE global eTourism knowledge network and community

Read more about IFITT Strategic Objectives

News & Events

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eTourism Opportunities and Challenges for the next 20 years

ENTER2013 eTourism Conference
Innsbruck Austria
22nd to 25th of January 2013

ENTER 2013 celebrates its 20th birthday back home in Innsbruck Austria

REGISTER with SAVE 10% and GET 20% Discount

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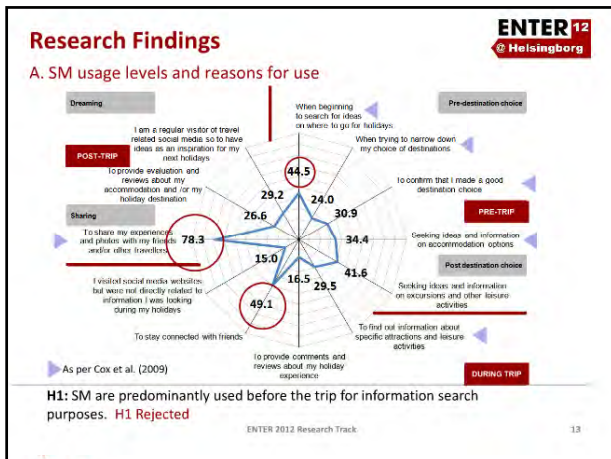
I'M SORRY, CAPTAIN, BUT WE HAVE A BIT OF A PROBLEM WITH ONE OF THE PASSENGERS.

OH, BOY

WELL, HOW MANY TWITTER FOLLOWERS DOES HE HAVE?

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eDestinations
 Global best practice in tourism technologies
 Implications for Australia

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Introduction

- Project in collaboration with ATDW
- Objectives of project:
 - Best practice globally and the benchmark
 - identify Australia’s position within the benchmark
 - Recommendations for Australia’s future implementation of technologies and applications
 - Insights into the future of eTourism and destination marketing

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Research approach

- Benchmark analysis of 30 international destinations
 - Stages of interest for analysis: before, during and after a holiday
 - Identification of website and social media factors
 - creation of factor table for analysis
 - content analysis of destination websites and social media
 - Scores from 1 – 5 (not existent – excellent)
- Identification of best practice destinations
 - Analysis of destination scores and top scores for every factor
 - Identification of Top 5 best practice online destinations
 - Identification of niche factors within the industry

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Destinations in Benchmark

- 10 Australia
 - 5 Australian city destinations:
 - Sydney, Melbourne, Adelaide, Perth, Brisbane
 - 5 Australian States:
 - Queensland, New South Wales, Western Australia, South Australia, Victoria
- 20 Best practice international destinations:
 - Puerto Rico, NYC, California, Las Vegas, Montreal, Sweden, Germany, Vancouver, Hong Kong, British Columbia, New Zealand, Canada, Austria, Cape Town, South Africa, Norway, Singapore, UK, Thailand

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Criteria in benchmark

- **Before holiday:**
 - Inspire
 - Inform
 - Engage
- **During holiday:**
 - Facilitate at destination
- **After holiday**
 - Remember
 - Share and engage

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BEFORE HOLIDAY - INSPIRE

Before holiday – Inspire

Key evaluation factors	Average scores	AU	ME	SY	PE	BR	AD	NSW	QL	WA	SDA	VI
Web 2.0 / Destination website												
Usability of website on search engines	4.83	0.63	-0.33	-0.33	0.67	-0.33	-0.33	0.67	0.67	0.67	0.67	0.67
Feasibility of website	4.57	0.43	0.43	0.43	0.43	-0.43	0.43	0.43	0.43	0.43	0.43	0.43
SEO effective	4.97	-0.97	-0.97	-0.97	-0.97	-0.97	-0.97	-0.97	-0.97	-0.97	-0.97	-0.97
organic or sponsored links	3.97	0.51	-0.67	0.51	0.51	-0.67	0.51	0.51	0.51	0.51	0.51	0.51
language switch	2.19	1.59	1.59	0.51	0.51	0.51	0.51	0.51	0.51	0.51	0.51	0.51
How many languages?	3.19	1.59	0.51	0.51	0.51	0.51	0.51	0.51	0.51	0.51	0.51	0.51
eyes catches on website	3.50	0.50	-0.50	-0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50
video	3.30	0.70	0.70	0.70	-0.30	-0.30	0.70	0.70	0.70	0.70	0.70	0.70
user-rated videos	1.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13
images	3.77	0.23	-0.77	-0.77	0.23	0.23	-0.77	0.23	0.23	0.23	0.23	0.23
diversity of images	3.72	0.23	-0.77	-0.77	0.23	0.23	-0.77	0.23	0.23	0.23	0.23	0.23
interactivity on website	2.42	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92
links to social media?	3.47	0.53	0.47	0.53	0.53	0.53	0.47	0.53	0.47	0.47	0.47	0.47
which social media applications?	2.82	-0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
Destinations blog linked to website	2.90	-0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
live webcam	1.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13
strong first impression	3.53	0.53	-0.53	-0.53	0.53	0.53	-0.53	0.53	0.53	0.53	0.53	0.53
mobile brands	1.90	0.40	-0.40	-0.40	0.40	0.40	-0.40	0.40	0.40	0.40	0.40	0.40
personal impression of actual appearance	3.53	0.53	-0.53	-0.53	0.53	0.53	-0.53	0.53	0.53	0.53	0.53	0.53
information available for different themes (activities, geography, interests, ...)	3.37	0.63	-0.37	-0.37	0.63	0.63	-0.37	0.63	0.63	0.63	0.63	0.63
Can consumers get an understanding of the types of holidays that are available on the destination?	3.73	0.73	-0.23	-0.23	0.73	0.73	-0.23	0.73	0.73	0.73	0.73	0.73
Can consumers get an understanding of the types of activities that are available on the destination?	1.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10
Can consumers get an understanding of the types of interests that are available on the destination?	3.73	0.27	-0.27	-0.27	0.27	0.27	-0.27	0.27	0.27	0.27	0.27	0.27
Can consumers get an understanding of the types of accommodation that are available on the destination?	1.90	0.40	-0.40	-0.40	0.40	0.40	-0.40	0.40	0.40	0.40	0.40	0.40
Can consumers get an understanding of the types of transport that are available on the destination?	1.43	-0.43	-0.43	-0.43	-0.43	-0.43	-0.43	-0.43	-0.43	-0.43	-0.43	-0.43

Before holiday - Inspire

Key evaluation factors	Average scores	AU	ME	SY	PE	BR	AD	NSW	QL	WA	SDA	VI
Web 2.0												
real time social network feed from Facebook	2.00	-1.00	-1.00	-1.00	-1.00	-1.00	-1.00	1.00	-1.00	-1.00	-1.00	2.00
real time social network feed from Twitter	2.03	-1.03	-1.03	-1.03	-1.03	-1.03	-1.03	0.97	0.97	-1.03	-1.03	0.97
are consumers sharing their videos to inspire other travellers?	2.43	0.57	1.57	-1.43	-1.43	-1.43	-1.43	0.57	1.57	0.57	1.57	0.57
regular CDC input	2.90	-0.10	0.10	0.10	-1.90	-1.90	-1.90	0.10	0.10	0.10	0.10	0.10
are other travellers recommending the destination	3.03	-0.03	-0.03	-0.03	-0.03	0.97	-0.03	-0.03	-0.03	-0.03	-0.03	-0.03

- Australia, Melbourne, Sydney, Perth, Brisbane, Adelaide, NSW, Queensland, Western Australia, Victoria

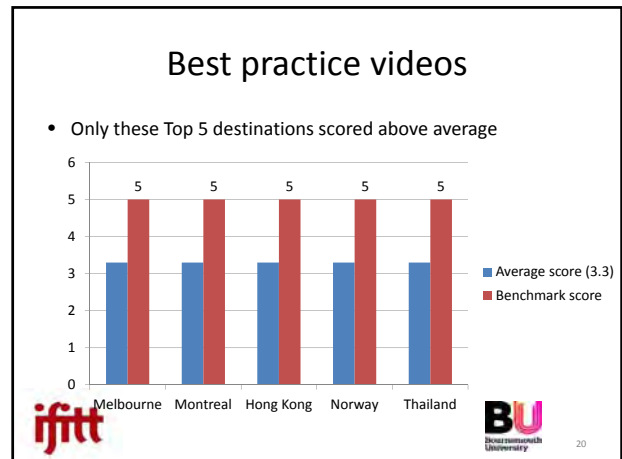
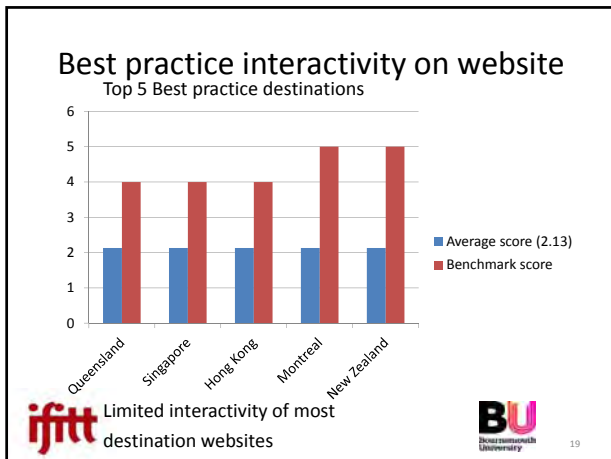
Eye catchers on website

- Australia: visually appealing images

Source: Australia (2012 online)

Montreal: eye catchers on website

- videos and events focal point



Best practice interactive videos

- Montreal: **only** destination offering a interactive tour

Best practice: images

- Best practice countries (scored 5): NYC, Las Vegas, South Africa, Norway and Thailand
- Average score: 3.77
- Australian scores are above average (4) for:
 - Queensland, Australia, Perth, Brisbane
 - Wide range of topic related images on website

Social media applications

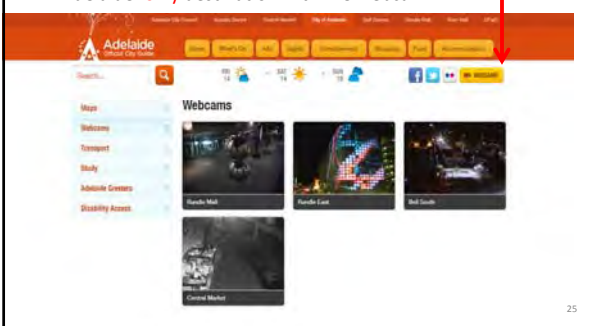
- Facebook, Twitter, YouTube are standard
 - YouTube: Australia and Victoria have highest score of all destinations due to number of videos and quality of channel
- Direct link to Flickr: Brisbane, Adelaide and 6 other destinations
 - Large number of images
- Pinterest: great opportunity for tourism but a lot of destinations missing out
 - Puerto Rico only destination with direct link to Pinterest

Best practice: destination blog

- Montreal, Vancouver, Las Vegas, British Columbia and Puerto Rico all scored 5

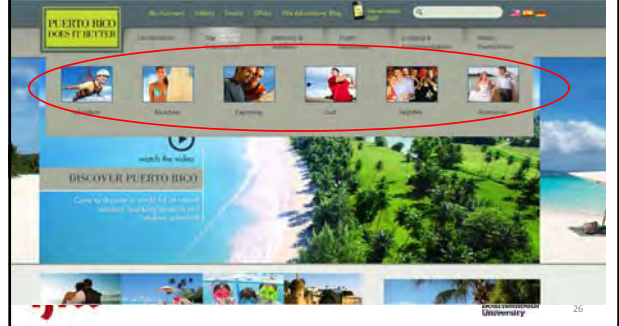
Best practice live webcam

- Adelaide: **only** destination with live webcam



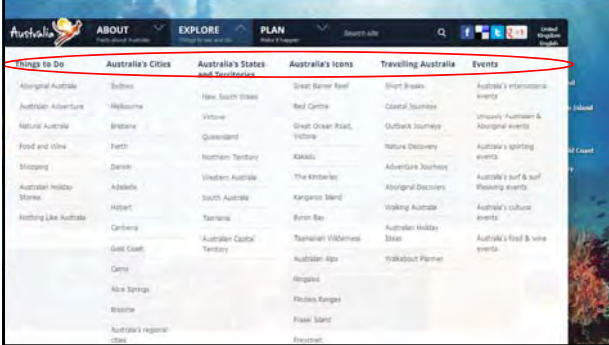
Best practice: Types of holidays

- Puerto Rico: list of experiences and activities



Best practice: Types of holidays

- Australia: choice for users to explore different holiday opportunities



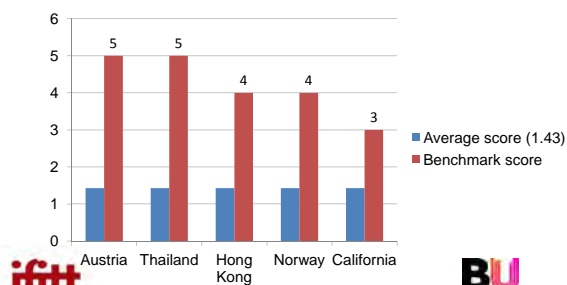
Virtual reality application

- New Zealand: only destination with virtual reality
- Users can follow the couple through different experiences



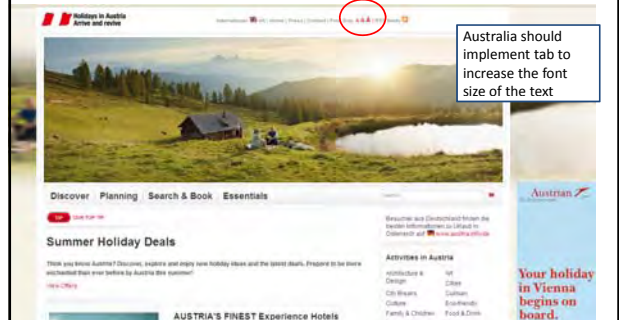
Visual impairment features

- Only 5 destination websites offer an increase of font size



Best practice: Visual impairment feature

- Austria: increase of font size by clicking on symbol



Social network feeds

- 9 destinations have a Facebook feed on website
- 11 destinations have a Twitter Feed on website
- Some destinations show YouTube and Flickr feed
- Integrated Facebook feed: Melbourne, Brisbane, New South Wales and Victoria
- Integrated Twitter feed: Adelaide, Brisbane, Sydney, Victoria, South Australia, New South Wales

➔ important for users to see UGC through feeds and opportunity for destinations to promote their presence in social media channels



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BEFORE HOLIDAY - INFORM



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Before holiday - Inform

Key evaluation factors	Average scores	AU	ME	SY	PE	BR	AD	NSW	QI	WA	SQL	VI
Web 1.0 / Destination website												
Range of information services	3.50	1.80	-0.50	-0.50	-0.50	-0.50	-0.50	0.50	0.50	0.50	-0.50	-0.50
Interactive information	2.87	1.50	-0.47	-0.47	-0.47	-0.47	-0.47	0.53	-0.47	-0.47	-0.47	-0.47
Interactive information	1.46	1.60	-0.40	-0.40	-0.40	-0.40	-0.40	1.00	-0.40	-0.40	-0.40	-0.40
Have lead about destination	1.77	-0.77	-0.77	-0.77	-0.77	-0.77	-0.77	-0.77	-0.77	-0.77	-0.77	-0.77
Are special events pointed out to travellers	3.23	0.77	0.77	0.77	0.77	0.77	0.77	0.77	0.77	0.77	0.77	0.77
Events calendar	3.20	1.00	-0.20	0.00	-0.20	0.00	0.00	1.00	-0.20	-0.20	-0.20	-0.20
Maps about destination	3.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	0.77	0.77	0.77	-0.23	-0.23
Wall of interactivity of maps	2.87	0.43	-0.43	-0.43	-0.43	-0.43	-0.43	1.43	-0.43	-0.43	-0.43	-0.43
Topic related images	3.47	-0.43	-0.43	-0.43	-0.43	-0.43	-0.43	0.43	-0.43	-0.43	-0.43	-0.43
Photo gallery	2.50	0.50	-1.50	1.10	-1.50	0.50	1.10	-1.50	1.10	-1.50	1.10	-1.50
Access about specific information	3.30	0.70	-0.30	-0.30	-0.30	-0.30	-0.30	0.70	1.00	-0.30	0.70	1.00
Different topics	3.20	-0.20	-0.20	-0.20	-0.20	-0.20	-0.20	0.70	-0.20	-0.20	-0.20	-0.20
Online audio about destination	1.97	-0.97	-0.97	-0.97	-0.97	-0.97	-0.97	-0.97	-0.97	-0.97	-0.97	-0.97
Accessibility information	2.20	-1.20	-1.20	-1.20	-1.20	-1.20	-1.20	1.20	-1.20	-1.20	-1.20	-1.20
Accessibility guides	2.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Stability of website	3.93	1.07	-1.07	-1.07	-1.07	-1.07	-1.07	0.07	-0.93	0.07	-0.93	0.07
Are all links working	3.07	-0.93	-1.11	-1.11	-1.11	-1.11	-1.11	0.13	0.13	0.13	0.13	0.13
Easy navigation within the website	3.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Clear structure	3.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Personalisation of website possible	1.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	1.07	-0.13	-0.13	-0.13	-0.13
Interaction with destination possible	3.17	-0.17	-0.17	-0.17	-0.17	-0.17	-0.17	0.17	0.17	0.17	0.17	0.17
Virtual tours	1.00	-0.00	-0.00	-0.00	-0.00	-0.00	-0.00	1.00	-0.00	-0.00	-0.00	-0.00
Customisation possible	1.17	-0.17	-0.17	-0.17	-0.17	-0.17	-0.17	0.17	-0.17	-0.17	-0.17	-0.17
Special sections on website for special interest	2.13	0.13	0.13	0.13	0.13	0.13	0.13	0.13	0.13	0.13	0.13	0.13
Does the destination have a blog	2.1	-1.40	-1.00	-0.60	-1.40	-1.40	-1.40	1.00	-1.40	-1.40	-1.40	-1.40
Route planner	1.00	1.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20	0.20
Public transport tool	1.17	-0.17	-0.17	-0.17	-0.17	-0.17	-0.17	0.17	-0.17	-0.17	-0.17	-0.17
Emergency planning tool	2.03	-0.97	-1.03	-1.03	-1.03	-1.03	-1.03	1.03	-0.97	-0.97	-0.97	-0.97

Australia, Melbourne, Sydney, Perth, Brisbane, Adelaide, NSW, Queensland, Western Australia, Victoria

Before holiday - Inform

Key evaluation factors	Average scores	AU	ME	SY	PE	BR	AD	NSW	QI	WA	SQL	VI
Interactive idea generator	1.40	1.40	-0.40	-0.40	-0.40	-0.40	0.40	0.00	-0.40	-0.40	-0.40	-0.40
Recommendations by other travellers	1.27	0.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27
Online audio guide about attractions	1.20	-0.20	-0.20	-0.20	-0.20	-0.20	-0.20	-0.20	-0.20	-0.20	-0.20	-0.20
Links to industry	1.97	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03
Links to hotels	3.27	0.73	-0.27	0.73	0.73	-0.27	-0.27	-0.27	1.73	0.73	0.73	0.73
Links to airlines	2.77	0.23	0.23	0.23	1.77	0.23	-1.77	0.23	0.23	1.23	0.23	0.23
Links to transport providers	2.97	0.97	0.97	0.97	1.97	0.97	-0.97	-0.97	0.97	0.97	0.97	0.97
Plug in of other applications on website	1.47	-0.47	-0.47	-0.47	-0.47	-0.47	-0.47	-0.47	-0.47	-0.47	-0.47	-0.47
Plug in weather application	2.67	-1.67	-1.33	-1.67	-1.33	-1.67	-1.33	-1.67	1.33	1.33	-1.67	1.33
Plug in transport application	1.17	1.03	-0.17	-0.17	-0.17	-0.17	-0.17	-0.17	-0.17	-0.17	-0.17	-0.17

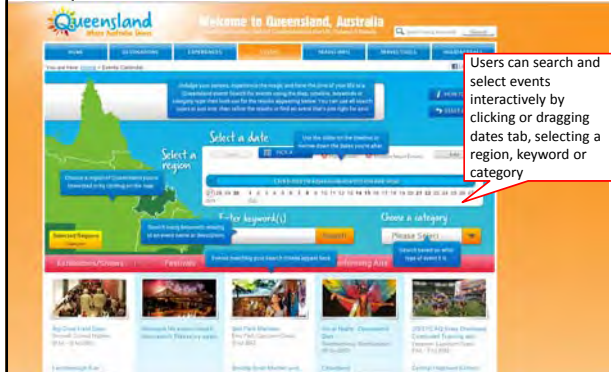
Australia, Melbourne, Sydney, Perth, Brisbane, Adelaide, NSW, Queensland, Western Australia, Victoria



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Events calendar

- Queensland



Users can search and select events interactively by clicking or dragging dates tab, selecting a region, keyword or category

Maps

- South Australia, Western Australia and Queensland score above the average of 3.23
- Best practice Germany: map fully integrated



Interactive maps

- Western Australia

Users can select to see airports, accommodation, attractions or car hire on the map and select any symbol for further information

Most Australian destinations score lower than average – interactivity of maps should be improved

Photo gallery

- Top 5: all scored 5, above average of 2.9
 - Australia: over 64,000 images of experiences on a map
 - Las Vegas: separate photo gallery on website
 - Brisbane: direct links to images on Flickr page
 - Germany: photo gallery “Germany in pictures”
 - Thailand: photo gallery consists of UGC
- No photo gallery: Melbourne, Adelaide, Perth, Victoria, Western Australia

Best practice photo gallery

- Australia: creative way of implementing over 3,000 personal experiences in form of images

Best practice online guide: California

- Guide can be ordered or accessed online

Virtual tours

- Only 7 destinations in total that have virtual tours on websites

Destination	Virtual Tours	Average Score	Benchmark Score
Hong Kong	5	1.8	1.8
Norway	5	1.8	1.8
Queensland	5	1.8	1.8
Thailand	4	1.8	1.8
Cape Town	4	1.8	1.8
Montreal	4	1.8	1.8
New Zealand	4	1.8	1.8

Would be great opportunity for Australia to inspire users and make their tourism product more transparent

Best practice: Virtual tours

- Hong Kong: virtual tours for attractions
- Norway: 360 degree tours of attractions

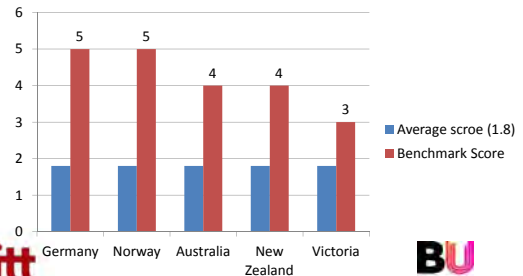
Special interest groups

- Germany: different groups have separate section in website



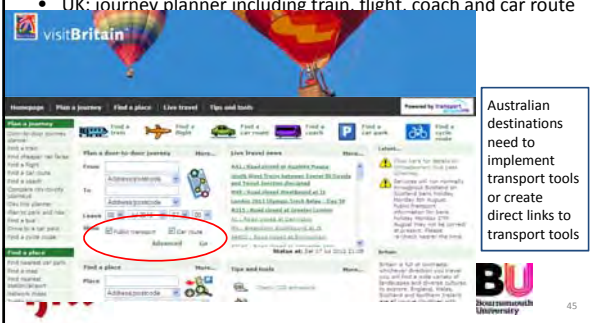
Route planner

- Australia, Sydney, Melbourne, NSW all scored above average
- Route planner can be integrated into destination maps



Public transport tool

- UK and Melbourne only destinations with transport tool
- Melbourne: direct link to public transport journey planner
- UK: journey planner including train, flight, coach and car route



Interactive idea generator

- Australia: users can read different ideas for things to do by selecting images



Online audio guide

- Only Hong Kong and Montreal have audio guides available
- All destinations should think about including audio guides



BEFORE HOLIDAY - ENGAGE

Before holiday - Engage

Key evaluation factors	Average scores	AU	ME	SY	PE	BR	AD	NSW	QI	WA	SDA	VI
Web 1.0 / Destination website												
communities for potential travellers on website?	1.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30
live chat for questions	1.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10
Can travellers read and write reviews on website	1.53	-2.4	-0.53	-0.53	-0.53	-0.53	-0.53	-0.53	-0.53	-0.53	-0.53	-0.53
Accessibility of destination representatives	2.93	0.07	-0.93	0.07	0.07	0.07	0.07	0.07	0.07	0.07	1.07	-0.93
Are there security and privacy policies	4.57	0.43	-1.57	0.43	0.43	0.43	0.43	-0.57	-0.57	-0.57	-0.57	-0.57



Australia, Melbourne, Sydney, Perth, Brisbane, Adelaide, NSW, Queensland, Western Australia, Victoria



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Communities for potential travellers

- Only Sweden, Thailand, British Columbia and Puerto Rico
- Best practice Sweden: users can upload and share stories, images and videos



User reviews

- Only in 7 out of 30: Thailand, Cape Town, Australia, Puerto Rico, Germany, New Zealand and Las Vegas
- Best practice example: Australia users can upload images and write reviews of experiences



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DURING HOLIDAY – FACILITATE AT DESTINATION



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During holiday – Facilitate at destination

Key evaluation factors	Average scores	AU	ME	SY	PE	BR	AD	NSW	QI	WA	SDA	VI
Web 1.0 / Destination website												
Downloadable information	2.07	0.93	-1.07	-1.07	-1.07	-1.07	-1.07	-1.07	-1.07	-1.07	-1.07	-1.07
Brochures	2.63	-0.37	-1.63	-1.63	-1.63	-1.63	-1.63	-1.63	-1.63	-1.63	-1.63	-1.63
Printable version of websites	2.50	-1.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50
Guides for smartphones	1.87	-0.87	-1.13	-0.87	-0.87	-0.87	-0.87	-0.87	-0.87	-0.87	-0.87	-0.87
Downloadable apps for iPad, iPhone, Blackberry, Android	2.97	1.07	-1.07	0.07	-1.07	0.07	-1.07	0.07	0.07	0.07	-1.07	-1.07
events calendar	3.37	0.83	1.63	0.83	0.83	0.83	-0.37	0.83	1.63	-0.37	-0.37	0.83
Booking reservation tools available for accommodation	2.43	-1.43	1.57	1.57	1.57	-1.43	-1.43	-1.43	-1.43	1.57	1.57	-1.43
Reservation tools for attraction tickets	1.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27
Reservation tools for events tickets	1.17	-0.17	-0.17	-0.17	-0.17	-0.17	-0.17	-0.17	-0.17	-0.17	-0.17	-0.17
personalisation of website possible	1.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
help line at destination (phone or Skype)	1.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
last minute or special offers	2.87	-0.13	1.13	1.13	1.13	-1.87	-1.87	0.13	0.13	0.13	-0.13	1.13
RSS feed	1.67	-0.67	-1.33	-1.33	-1.33	-0.67	-0.67	-1.33	-1.33	-0.67	-0.67	-0.67
content related services	1.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
location based services	1.30	-0.33	-0.33	-0.33	-0.33	-0.33	-0.33	-0.33	-0.33	-0.33	-0.33	-0.33



Australia, Melbourne, Sydney, Perth, Brisbane, Adelaide, NSW, Queensland, Western Australia, Victoria



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During holiday – Facilitate at destination

Key evaluation factors	Average scores	AU	ME	SY	PE	BR	AD	NSW	QI	WA	SDA	VI
gamification	1.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13
treasure hunt	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
augmented reality app	1.13	-0.13	0.87	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13	-0.13
map app	1.37	1.63	1.63	-0.37	-0.37	-0.37	-0.37	1.63	-0.37	-0.37	-0.37	-0.37
transportation finder	1.40	1.60	1.60	1.60	-0.40	-0.40	1.00	-0.40	-0.40	-0.40	-0.40	-0.40
downloadable mp3 audio guide	1.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10
personalised itinerary planner	1.83	-1.17	-0.83	-0.83	-0.83	-0.83	-0.83	-0.83	-0.83	-0.83	1.17	-0.83
Are personalised itineraries downloadable?	1.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30
Weather forecast on website	2.60	-1.60	0.40	1.60	1.60	1.60	1.60	1.60	1.60	1.60	1.60	1.60
Experience finder by traveller types?	1.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30
Search by type of experiences possible?	1.97	-0.97	-0.97	-0.97	-0.97	-0.97	-0.97	-0.97	-0.97	-0.97	1.03	-0.97
Search for keywords on website	4.13	-0.13	-0.13	0.87	0.87	0.87	0.87	0.87	-0.13	-1.13	-0.13	-0.13



Australia, Melbourne, Sydney, Perth, Brisbane, Adelaide, NSW, Queensland, Western Australia, Victoria



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Brochures

- Queensland: 29 different online destination brochures



Smartphone Guides and Downloadable apps

- Melbourne, New South Wales and Victoria only Australian destinations with guides for smartphones
- In comparison to average scores, Australian destinations score higher
- Need to create and offer smartphone guides on website
- Australian destinations have wide variety of free downloadable apps about destination and relevant information for travellers
- Only Perth, Adelaide and South Australia need to implement and offer apps



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Reservation or Booking tools

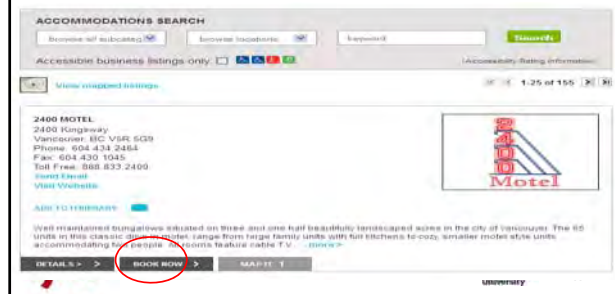
- Only Las Vegas, Vancouver and Sweden have implemented reservation tools
- Only South Australia, Western Australia, Perth, Sydney and Melbourne have integrated booking websites
- Australian destinations need to implement reservation tools into their website to become one-stop shops



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Best practice: Booking tools

- Integrated “book now” tab within results of accommodation search



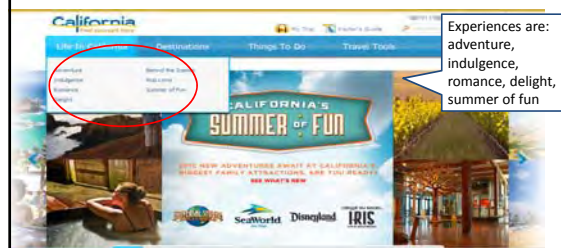
Personalised itinerary planner

- Australia: interactive trip planner where users plan their adventures on Tripadvisor



Search by type of experience

- Only 12 destinations integrate different types of experiences into website
- All Australian destinations need improvement





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After holiday – Remember

Key evaluation factors:	Average scores:	AU	ME	SY	PE	BR	AD	NSW	QLD	WA	SQA	VI
Web 1.0 / Destination website	1.00	-0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Loyalty programs	3.00	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23
Sign-up for a destination newsletter	1.27	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23
Podcasts	1.70	-0.70	-0.70	-0.70	-0.70	-0.70	-0.70	-0.70	-0.70	-0.70	-0.70	-0.70
Personal trip basket for information	1.57	-0.57	-0.57	-0.57	-0.57	-0.57	-0.57	-0.57	-0.57	-0.57	-0.57	-0.57
Storage of personal itineraries	1.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30
Online shop available	1.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27	-0.27
Online competitions on website	1.90	-0.90	-0.90	-0.90	-0.90	-0.90	-0.90	-0.90	-0.90	-0.90	-0.90	-0.90
Sign-up for personal account on website	1.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30
Storage of itineraries and information possible on account?	1.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23
Online campaigns	1.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23	-0.23

ifitt Australia, Melbourne, Sydney, Perth, Brisbane, Adelaide, NSW, Queensland, Western Australia, Victoria **BU** Bournemouth University

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Destination newsletter

- Many destinations do not have a destination newsletter
- sign-up section for a newsletter needs to be visible for users




Australian destinations need to improve and work on newsletter implementation

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Best practice: Vancouver

- Trip basket implemented in website: users can save items in there and use trip builder to make personalised itineraries



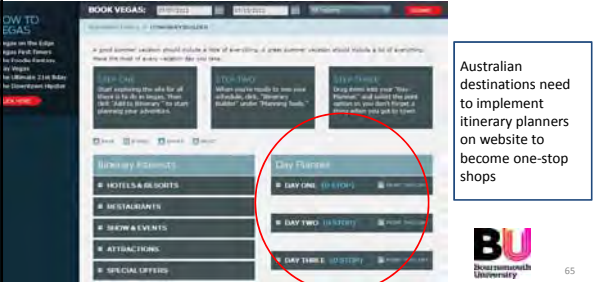
Australian destinations should integrate trip basket in website to facilitate the planning process for users

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Itinerary builders best practice: Las Vegas

- Users can select itineraries and add to itineraries
- In itinerary builder users can drag items into day planner



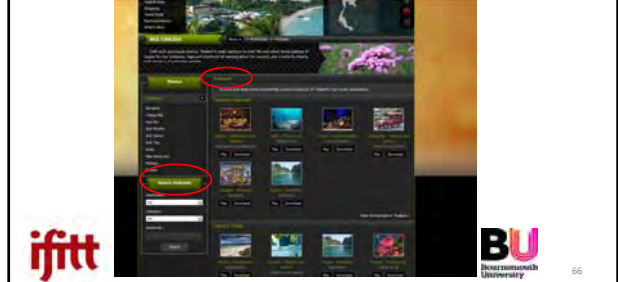
Australian destinations need to implement itinerary planners on website to become one-stop shops

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Thailand only best practice: Podcasts

- Thailand: integrated in website, search by destination/ categories



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Merchandise Online shop

- Only NYC, UK and Norway sell maps or clothes to potential travellers and fans of destination
- NYC: shop sells mugs, T-shirts, hoodies...



AFTER HOLIDAY – SHARE AND ENGAGE



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After holiday share and engage

Key evaluation factors	Average score	AU	ME	SY	FE	BL	AD	FSW	CU	WA	SDA	VY
Web 1.0 / Destination website												
Can pictures be uploaded on website by travellers	1.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30
Can videos be uploaded on website by travellers	1.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30
Can travellers upload personal reviews of experiences	1.47	-0.47	-0.47	-0.47	-0.47	-0.47	-0.47	-0.47	-0.47	-0.47	-0.47	-0.47
Is the destination integrating Tripadvisor in the website	1.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50
Can travellers write personal recommendations for accommodation?	1.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30	-0.30
Can travellers write personal recommendations for attractions?	1.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50	-0.50
Are there communities on website where users can join and discuss with other users?	1.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10	-0.10
Competitions on website?	1.17	-0.17	-0.17	-0.17	1.35	-0.17	-0.17	-0.17	-0.17	-0.17	-0.17	-0.17



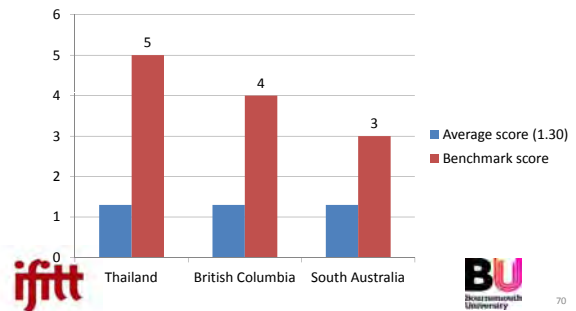
Australia, Melbourne, Sydney, Perth, Brisbane, Adelaide, NSW, Queensland, Western Australia, Victoria



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Pictures uploaded by users

- Only 3 destinations in benchmark:



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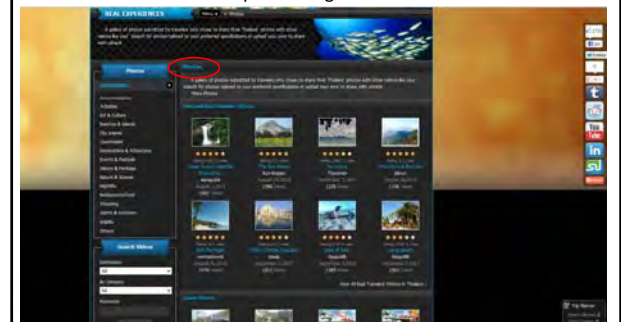
Best practice South Australia

- In media gallery users can upload personal images#



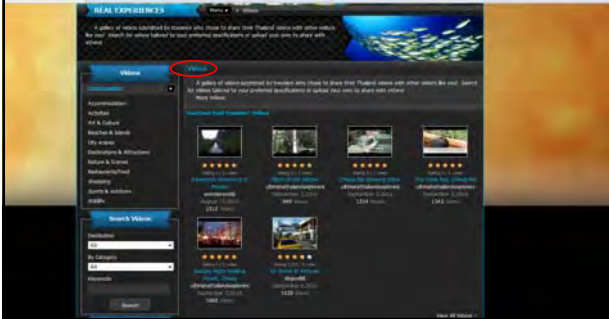
Best practice Thailand

- Thailand: users can upload images within website



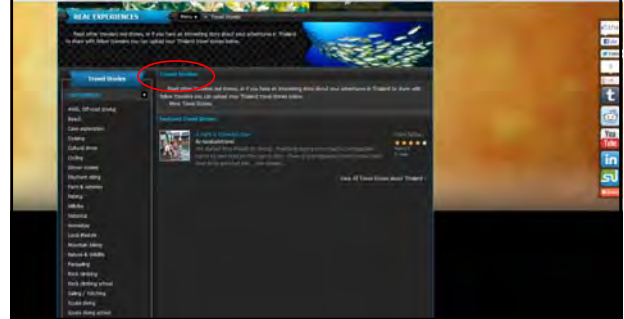
Videos uploaded by users

- Thailand: upload images to "Real experiences" section



Personal reviews of experiences

- Thailand: upload of personal reviews of experiences possible



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ULTIMATE BENCHMARK: RANK AND AVERAGE VARIATION

Average scores		RANK	%
Thailand	0.40	1	7.97
Montreal	0.31	2	6.27
Las Vegas	0.30	3	5.96
Vancouver	0.27	4	5.36
HK	0.25	5	5.09
Puerto Rico	0.21	6	4.38
AUSTRALIA	0.18	7	3.59
Norway	0.17	8	3.39
UK	0.13	9	2.61
MELBOURNE	0.10	10	2.09
Queensland	0.08	11	1.56
NYC	0.05	12	0.91

New Zealand	0.01	13	- 0.14
Cape Town	0.01	14	- 0.14
Western Australia	0.05	15	- 0.92
California	0.05	16	- 0.92
Germany	0.05	17	- 1.05
SYDNEY	0.07	18	- 1.31
BRISBANE	0.09	19	- 1.83
Sweden	0.10	20	- 1.97
Victoria	0.10	21	- 2.10
Singapore	0.11	22	- 2.23
British Columbia	0.12	23	- 2.36
Austria	0.12	24	- 2.49
South Australia	0.13	25	- 2.62
South Africa	0.16	26	- 3.14
Canada	0.16	27	- 3.14
NSW	0.26	28	- 5.23
PERTH	0.39	29	- 7.72
ADELAIDE	0.47	31	- 9.42

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ifitt **EMERGING FACTORS FOR BEST PRACTICE** **BU** Bournemouth University 77

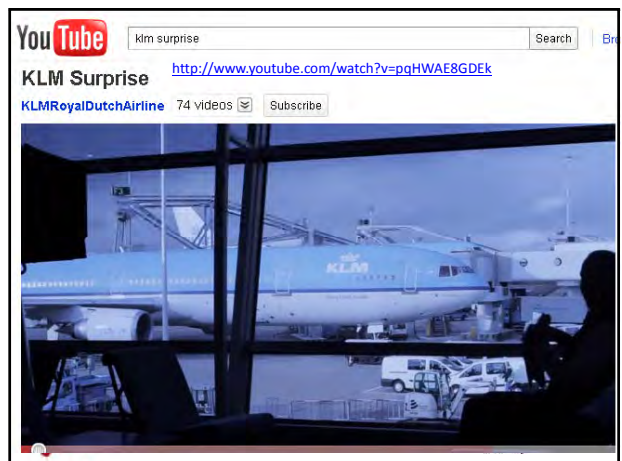
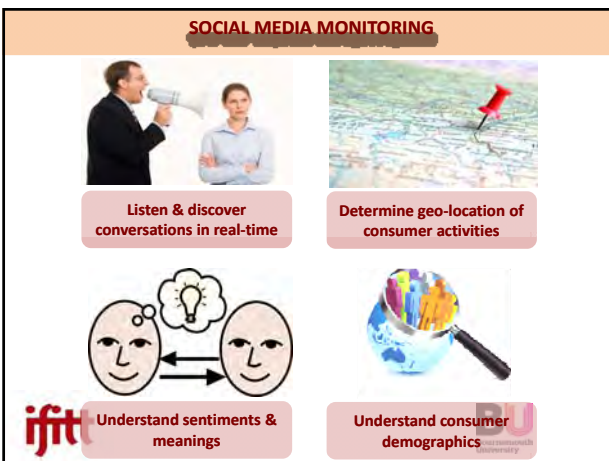
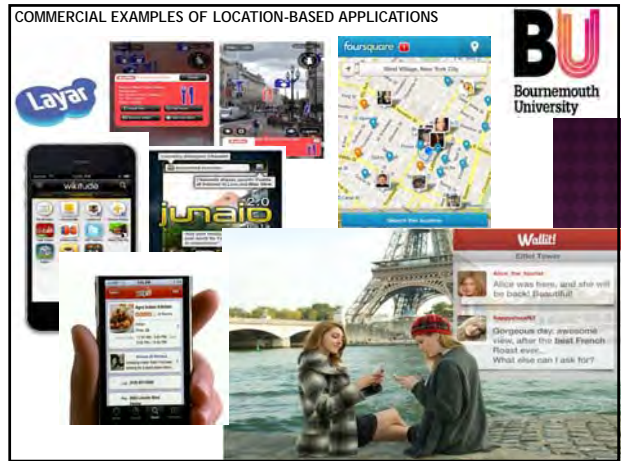
Niche and emerging factors

- Factors that no destination within benchmark has implemented:
 - audio sounds
 - features for people with audio impairment
 - treasure hunt
 - augmented reality app
 - gamification
 - Context/location based services
 - personalisation and customisation of website
 - help line in destination (phone or Skype)
 - loyalty programme

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eDestinations Global best practice in tourism technologies and applications

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A Pretty Life in the

**CONCLUSIONS AND RECOMMENDATIONS
FOR AUSTRALIA**

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Lessons for Australia

- Australia's web presence is well above average
- New ideas could improve it and make it more attractive for users
- Lessons for Australia:
 - Create more interactivity within website
 - Include trip planners and itineraries more visible for users within website
 - Support SMEs and „manage by jealousy“
 - Cluster like minded individuals and theme products-microsites
 - Breast feeding mums/scuba divers/graffiti/chocolate/tram/mushroom lovers....
 - Implement news feed of social media channels
 - Integrate strategic marketing/online marketing/social media/PR
 - Integrate virtual reality applications, 360 degree tours or webcams to increase transparency of tourism product
 - Improve current technologies and applications constantly to maintain standard

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Cutting Edge Developments Recommendations

- Augmented reality / Virtual reality
- Gamification
- Real-time marketing – Service of now
- SoLoMo-marketing
 - Social media based marketing
 - Location / Context based marketing
 - Mobile marketing
- Agile/Clever – networked destinations

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THANK YOU FOR YOUR ATTENTION!

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In touch with Dimitrios

Professor Buhalis Dimitrios [WWW.BUHALIS.COM](http://www.buhalis.com)

Director, eTourismLab
School of Tourism, Bournemouth University, Poole, BH12 5BB, UK

Tel: +44 1202 961517
Email: dbuhalis@bournemouth.ac.uk

<http://www.bournemouth.ac.uk/tourism>
<http://www.bournemouth.ac.uk/etourismlab>

Dimitrios Blog: <http://buhalis.blogspot.com/>
Live spaces: <http://buhalid.spaces.live.com/>
Facebook: <http://www.facebook.com/buhalis>
Twitter: <http://twitter.com/buhalid>
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