

contiki

TRAVEL FOR 18 - 35 YEAR OLDS



TRAFALGAR

Simply the Best

COSTSAVER
VALUE TOURS WITHOUT COMPROMISE

BRENDAN VACATIONS
Taking You Personally

LUXURY GOLD

BRINGING BACK THE GOLDEN ERA OF TRAVEL

INSIGHT VACATIONS

The Art of Traveling in Style

UNIWORLD

BOUTIQUE RIVER CRUISE COLLECTION®

You deserve the best



BY UNIWORLD
RIVER CRUISES FOR 21-45 YEAR OLDS

AATKings
Bringing Australia & New Zealand to life

Guided
Holidays

Short
Breaks

Day
Tours

Inspiring
Journeys

Aussie
Adventures

down under
tours



XIGERA
SAFARI LODGE • BOTSWANA

AFRICAN TRAVEL
WE KNOW AFRICA



A FAMILY OF BRANDS
DRIVEN BY SERVICE

TTC.COM

GET
GRAND EUROPEAN TRAVEL

EE
Evan Evans
BRITAIN'S FINEST SIGHTSEEING

THE
RED CARNATION
HOTEL COLLECTION

BUSABOUT



TREADRIGHT
FOUNDATION

TreadRight.org

SHAMROCKER
IRISH ADVENTURES

HAGGIS
ADVENTURES



**ADVENTURE
WORLD
TRAVEL**

Destination
AMERICA

North, Central & South America Tour Experts

TRACON

ATLAS
☆☆☆ REIZEN b.v.

SIVA
TRAVEL SERVICES

HYLTON ROSS
EXCLUSIVE TOURING

GROSVENOR TOURS

pentravel

CULLINAN HOLDINGS LTD
TOURISM, LEISURE & FINANCIAL SERVICES

CULLINAN FINANCIAL SERVICES



A FAMILY OF BRANDS
DRIVEN BY SERVICE



DRIVEN BY SERVICE



A FAMILY OF BRANDS
DRIVEN BY SERVICE



iKapa
Tours & Events

edusport
TRAVEL
EVENTS • SPORTS • INCENTIVES • CONFERENCES

SPRINGBOK ATLAS
TOURS AND SAFARI

Thompsons
Travel
Business made easy



PEAK INCENTIVES





WE ARE CURATORS OF SOCIAL TRAVEL EXPERIENCES FOR MILLENNIALS



**YOU ONLY GET TO LIVE IT ONCE.
BUT IF YOU DO IT RIGHT,
ONCE IS ENOUGH.
#NOREGRET**

WHAT IS CONTIKI'S SINGLE, BIGGEST CHALLENGE?

**COMMUNICATING THE VALUE
PROPOSITION OF OUR PRODUCT**

**STAND FOR
SOMETHING**



CONTENT BUILDS BRAND CONNECTION

STORYTELLING PLATFORM

six-
two

The ———
Travel ———
Project ———
Powered by **contiki**





THE CHANGING DISTRIBUTION LANDSCAPE

INFLUENCERS ARE NOT A MEDIA CHANNEL

MICRO-INFLUENCERS

The _____
Travel _____
Project _____

MORE PASSION, MORE AUTHENTICITY

PUBLISHERS

Tastemade


culture trip

UNILAD

GUARANTEED REACH

PROVEN SUCCESS



**YES SCOTLAND IS
BEAUTIFUL.....**

**BUT THAT'S ONLY HALF
THE STORY!**

The _____
Travel _____
Project _____
Powered by **contiki**



INSIGHT LED CONCEPT

76%

Would like to
incorporate music
experiences into their
travel



A photograph of the V&A Dundee building at dusk. The building is a modern structure with a facade made of horizontal wooden slats, illuminated from within, creating a warm glow. It is situated on a waterfront, with its reflection visible in the water. The sky is a mix of blue and purple hues. In the foreground, there is a paved area with some low concrete blocks.

#SCOTLANDISNOW



The V&A Dundee

**WE INSPIRE LIFELONG
LOVE AFFAIRS WITH
SCOTLAND.**

#SCOTLANDISNOW



year of young people
bliadhna na h-òigridh
2018



#SCOTLANDISNOW



YEAR OF YOUNG PEOPLE

The Year of Young People 2018 aims to inspire Scotland and beyond through its young people, celebrating their achievements, valuing their contribution to communities and creating new opportunities for them to shine locally, nationally and globally.



**“CO-DESIGN AND CO-
PRODUCTION WITH
YOUNG PEOPLE IS AT
THE HEART OF THE
YEAR OF YOUNG
PEOPLE 2018”**

#SCOTLANDISNOW



REACHING NEW AUDIENCES

- Redefining target demographics
- Capitalising on previously untapped audiences for VisitScotland
- Exploring new partnership opportunities
- Identifying new channels
- Re-framing Scotland's offering



VisitScotland / Peter Dibdin

New Audiences

#SCOTLAND|SNOW

TRAD MUSIC

- Way to engage younger Scot/diaspora Scots who may be less responsive to traditional Scottish culture
- Uniquely Scottish
- A growing scene in Scotland
- Young musicians connecting with their heritage and being inspired by Scotland
- A blend of authentic Scottish traditions with a modern sound/approach





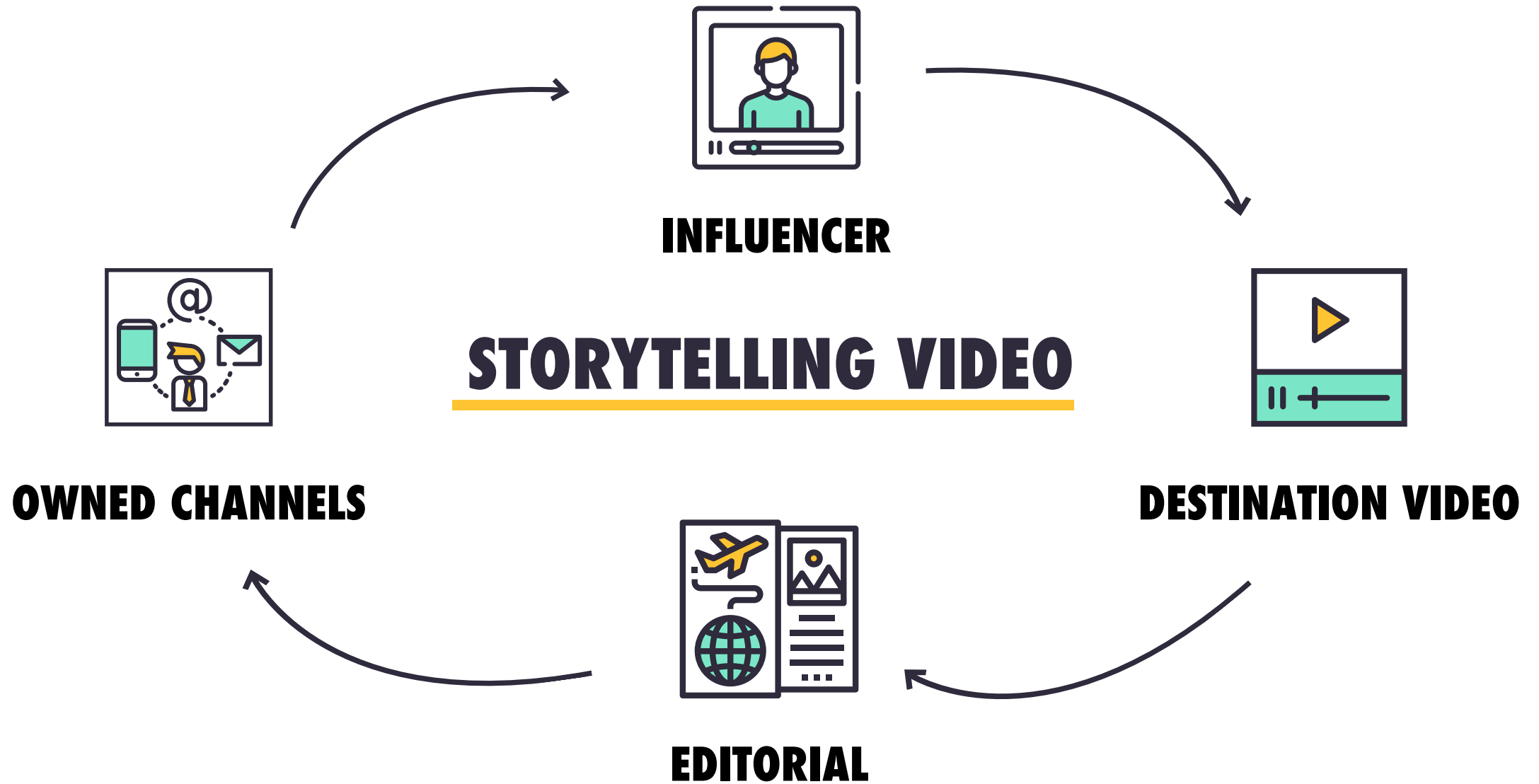
THE PERFECT PARTNERSHIP

#SCOTLAND|SNOW

CONTENT PARTNERSHIP TIMELINE



CONTENT STRATEGY



STORYTELLING VIDEO



ORGANIC REACH



Reach - 870,000
Engagement – 37,000



Reach - 220,000
Engagement – 7,000



Reach - 250,000
Engagement – 10,000



Reach - 400,000
Engagement – 20,000

DESTINATION VIDEO

UNILAD
ADVENTURE



PAID REACH

6.2m

People
reached

850k

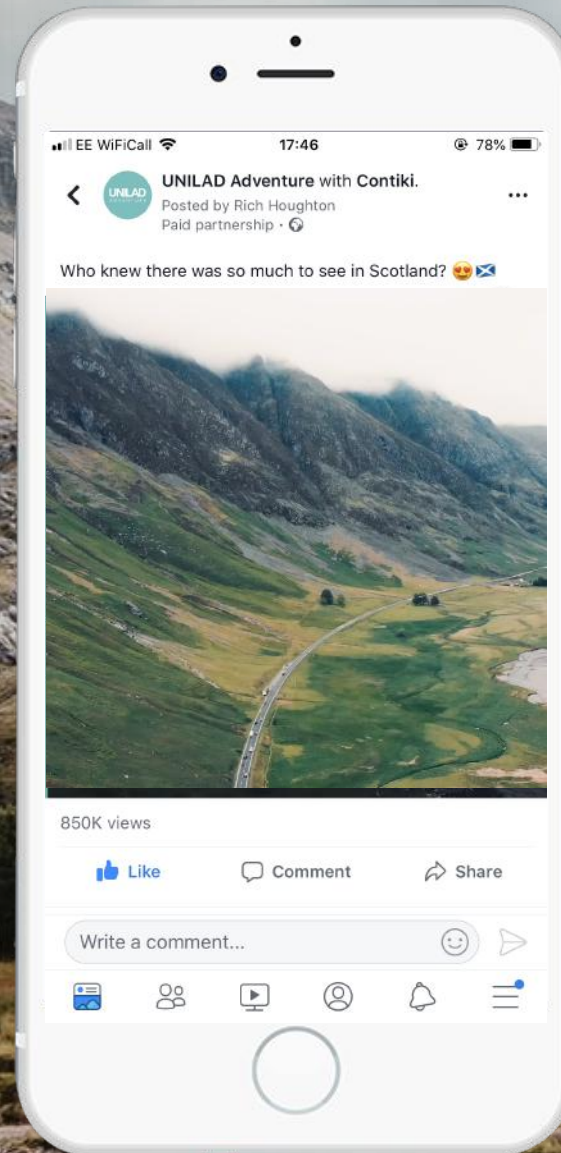
Views

90%

Positive
sentiment

17k

Engagements



COMMERICAL RESULTS

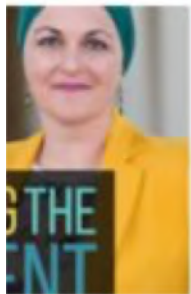


8% YEAR ON YEAR INCREASE IN SCOTLAND TRIP SALES



**Short Term
Tactical**

**Long Term
Strategic**



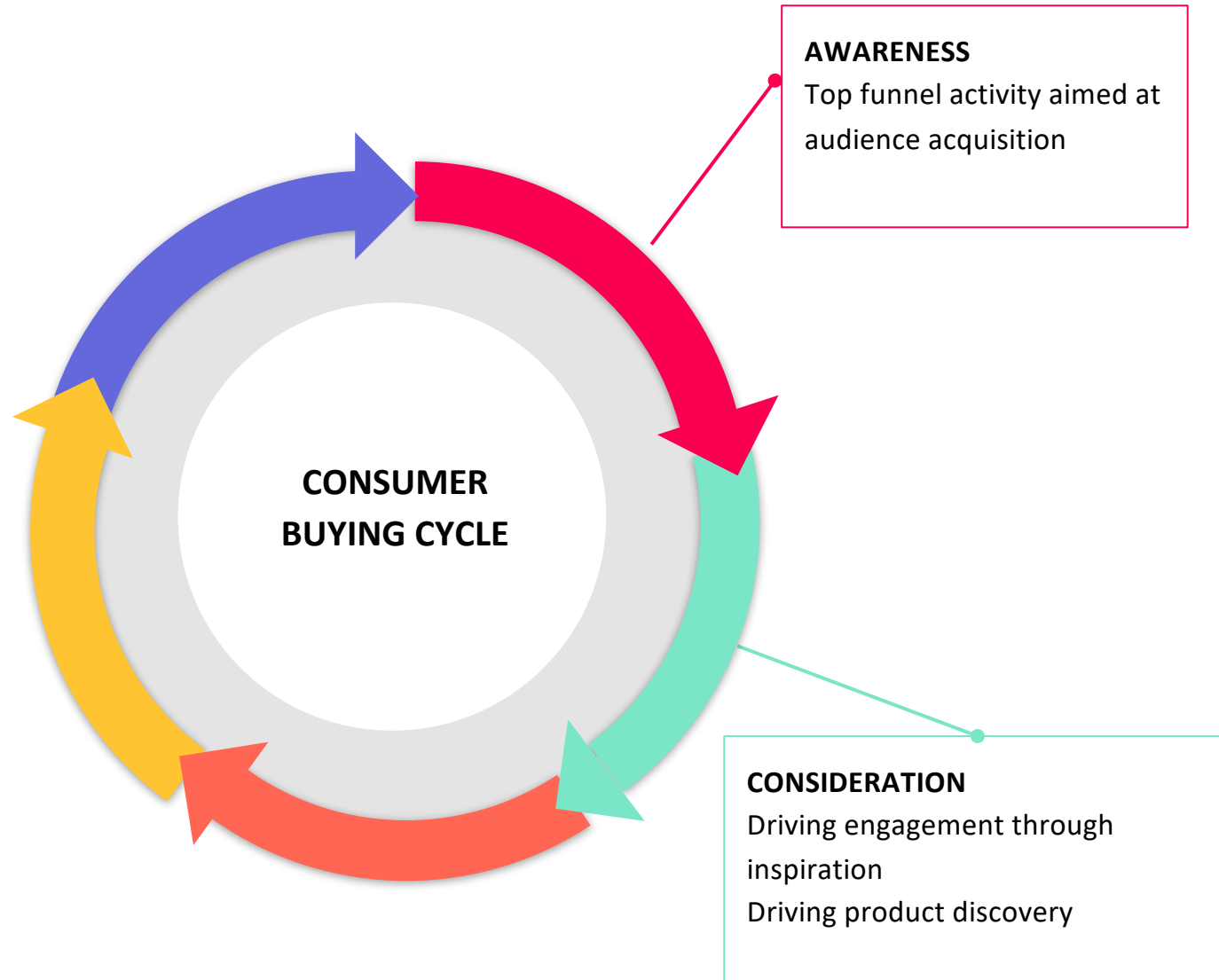
THE PODCAST OPPORTUNITY

46% of 18-34 year old young Americans currently listen to podcasts

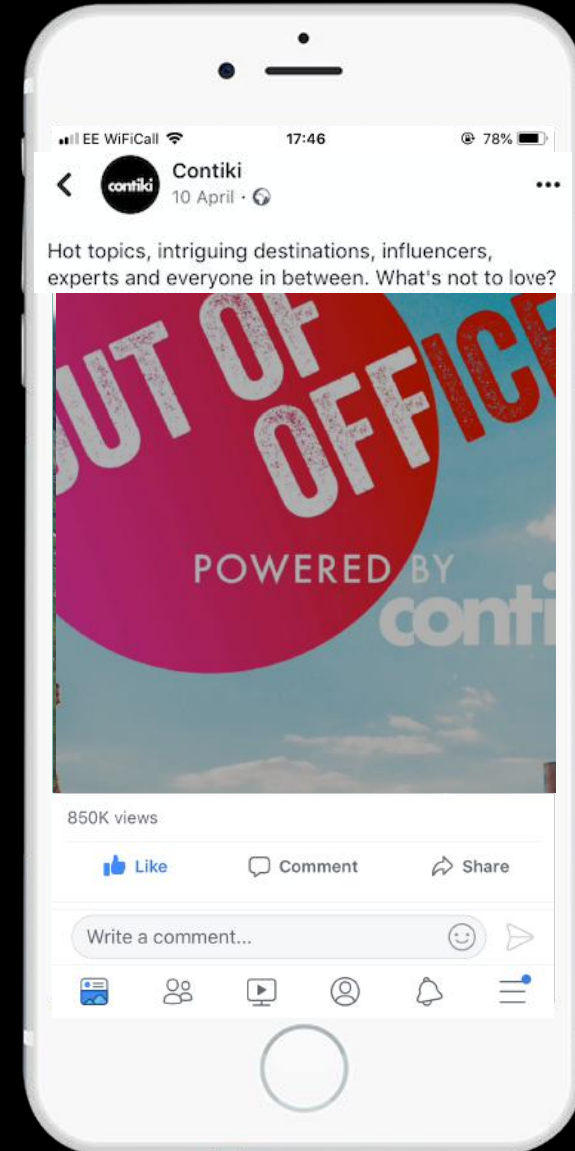
6 hours per week listening to podcasts.

49% of podcast listeners have a higher spend retail, travel and entertainment.

PODCAST OBJECTIVES



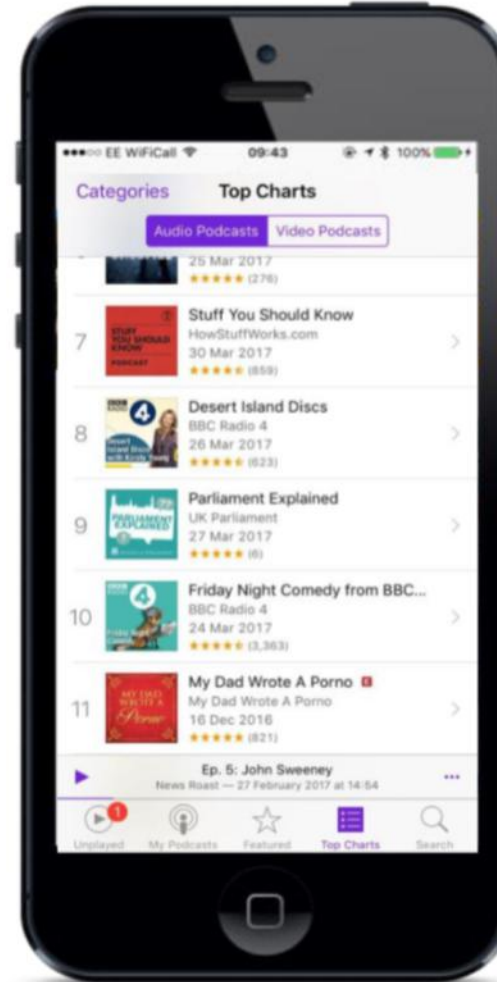
INTRODUCING.....



PRODUCTION



HOSTING & DISTRIBUTION



EPISODIC CONTENT BREAKDOWN

EPISODE ONE

Real Talk:

How are young people breathing new life into traditional Scottish music?

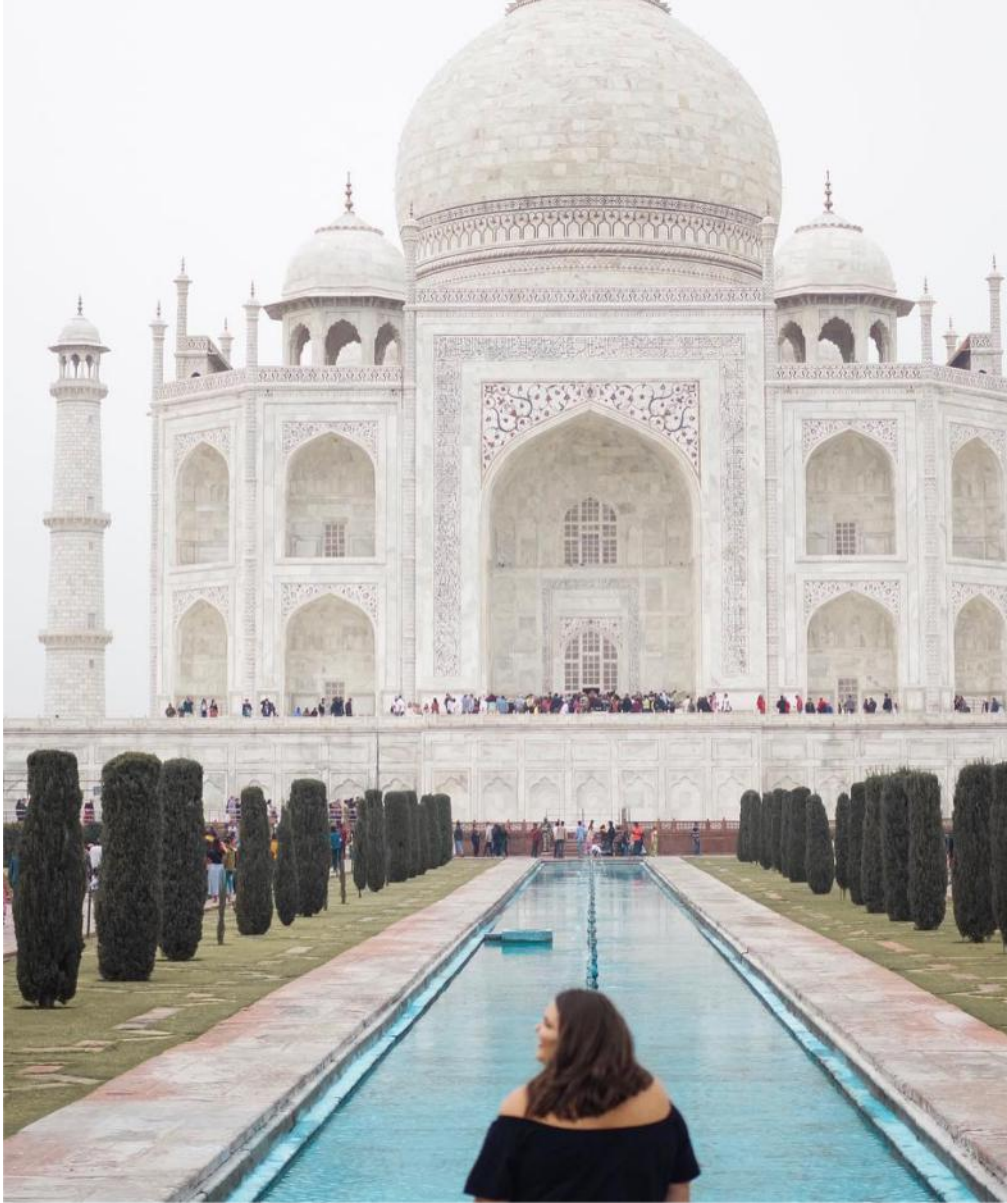
Travel Inspo:

30 things to do before you're 30

Munch

*Japan focus - weird and wonderful foods:
What to eat after sushi and ramen*





MEASUREMENT & SUCCESS

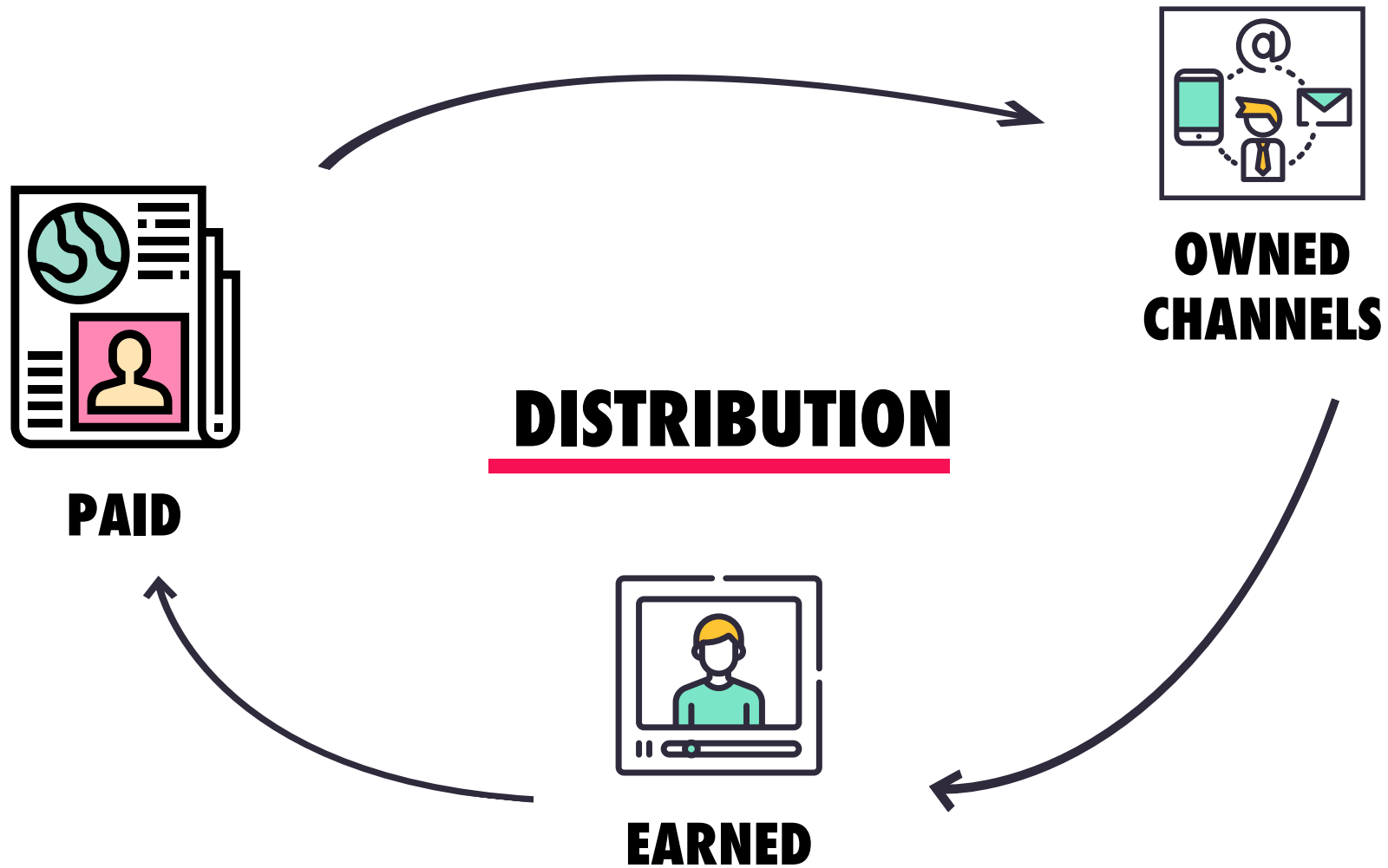
Primary Metrics

- Unique downloads
- Subscribers

Secondary Metrics

- Promo content engagement
- Podcast landing page traffic
- PR

PROMOTION & DISTRIBUTION



PAID DISTRIBUTION

acast®



**POWERFUL
TARGETTING**



**MEASUREABLE
RESULTS**

SO FAR... 5* RATING AND ALREADY EPIC REVIEWS

April 2019



Awesome podcast! by Eivind O 🇳🇴 on 06 April 2019

Great insights, keep them coming!



Energetic Host and Wanderlust Inspiring Podcast by TiolasA 🇬🇧 on 05 April 2019

This was such a great find! I've always loved traveling and this podcast just gives me that travel bug again! David the host is entertaining - you can hear the excitement in his voice! Cannot wait for more episodes! Please do a podcast on the best beaches around the world!!!



Love it! by Uh1181 🇩🇪 on 04 April 2019

Nice podcast! Super nice to listen to! 👍👍



A must listen for any travel enthusiasts by Nicki1404 🇬🇧 on 04 April 2019

So many insights! How to experience places and travel in the best way possible- advice from locals and past visitors! David the host is fab - like you are sat having a chat with friends about travel adventures 😊



Trad not Trap by brdayy 🇬🇧 on 03 April 2019

You learn something new everyday, I thought I knew my music genres and that there was only trap not trad. Can't wait to listen to more episodes!

PODCAST TIMELINE



PARTNERSHIP LEARNINGS



**PARTNERSHIP
OBJECTIVES**



INSIGHTS



LONG TERM

“it is not the strongest of the species
that survive, nor the most intelligent,
but the most responsive to change”

- Charles Darwin

LOOKING AHEAD

The _____
Travel _____
Project _____
Powered by **contiki**



DAVID MEANY
THE TRAVEL CORPORATION
david.meany@ttc.com

contiki

TRAVEL FOR 18 - 35 YEAR OLDS

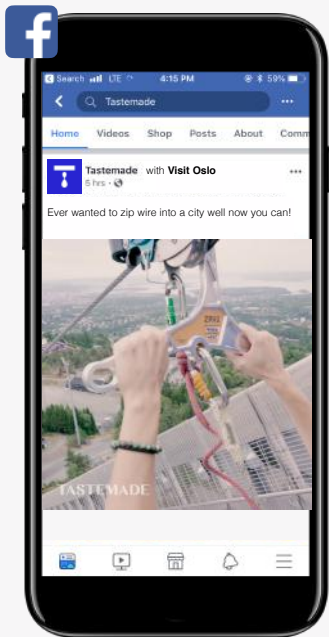




A woman with blonde hair tied in a bun, wearing a black one-piece swimsuit, is standing on a white and orange surfboard. She is holding a black paddle and is in the middle of a stroke, with the paddle blade in the water. The surfboard has the word 'TASTEMADE' printed on its side. The background shows a calm ocean with a sandy beach and some buildings in the distance under a blue sky with scattered clouds. The word 'TASTEMADE' is overlaid in large, white, serif capital letters across the center of the image.

TASTEMADE

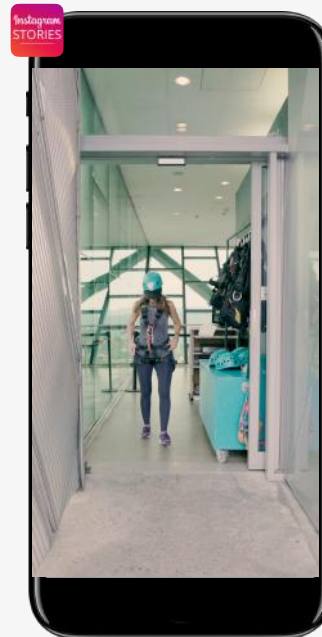
Mobile First Audience



21M+ MONTHLY VIEWS



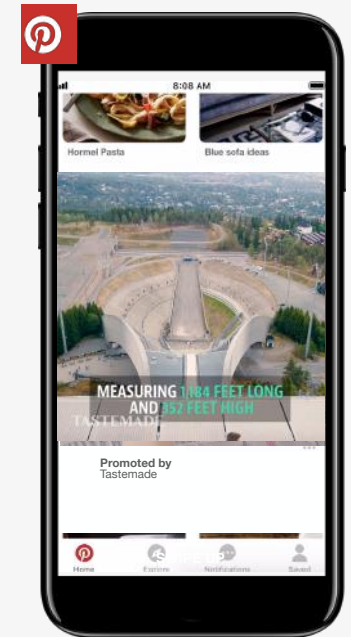
45M+ MONTHLY VIEWS



20M+ MONTHLY VIEWS



22M+ MONTHLY VIEWS



48M+ MONTHLY VIEWS



TASTEMADE

A MODERN MEDIA BRAND FOR
MILLENNIAL CONSUMERS

f i s t p y b w l i n e TikTok y TV y a tv



2.5B+
MONTHLY VIEWS

280M+
MONTHLY GLOBAL VIEWERS

200M+
MONTHLY UK VIEWS

300M+
MONTHLY ENGAGEMENTS

Inspiring Tastes



Food

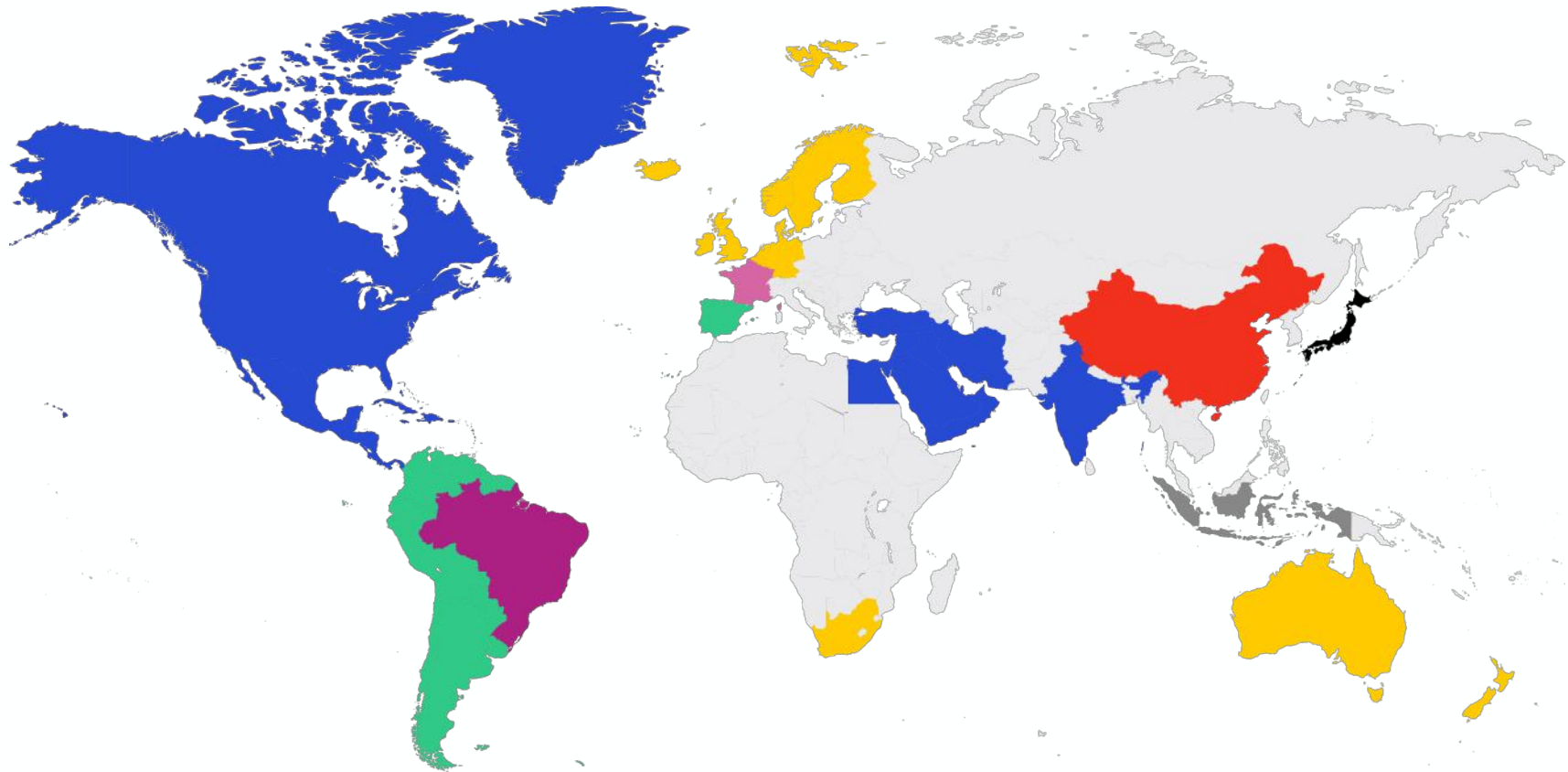


Travel



Home & Design

Everywhere



Everywhere



Los Angeles



London



Buenos Aires



São Paulo



Paris



Beijing

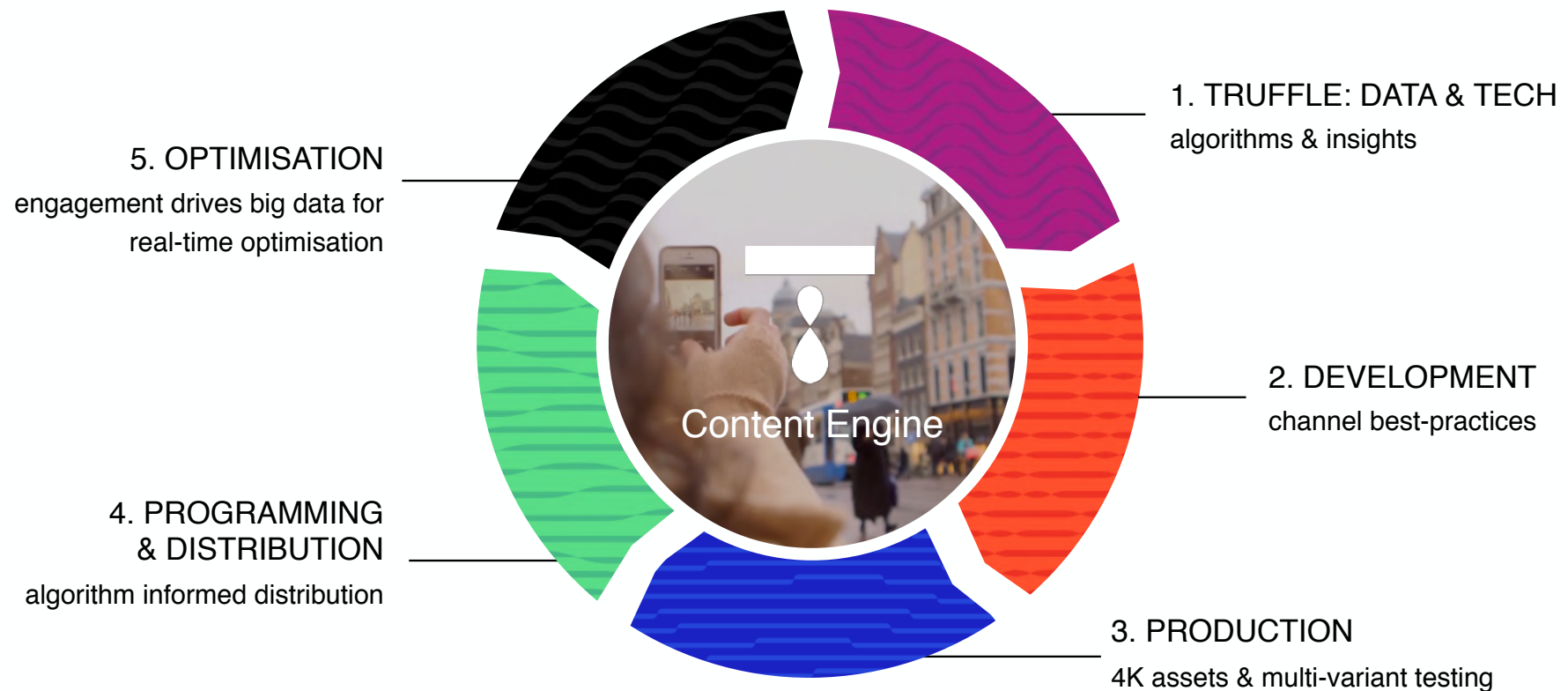


Tokyo



Jakarta

Insights-Driven Development



Cultural Trends - Travel



Old Is New

tour groups + cruises are cool again

BOOKINGS UP 51% YOY for food tours & cooking classes

OVER 1/3 of Millennials are cruising



Riding Solo

30% INCREASE in searches for solo travel on Google

Audience Trends - Travel

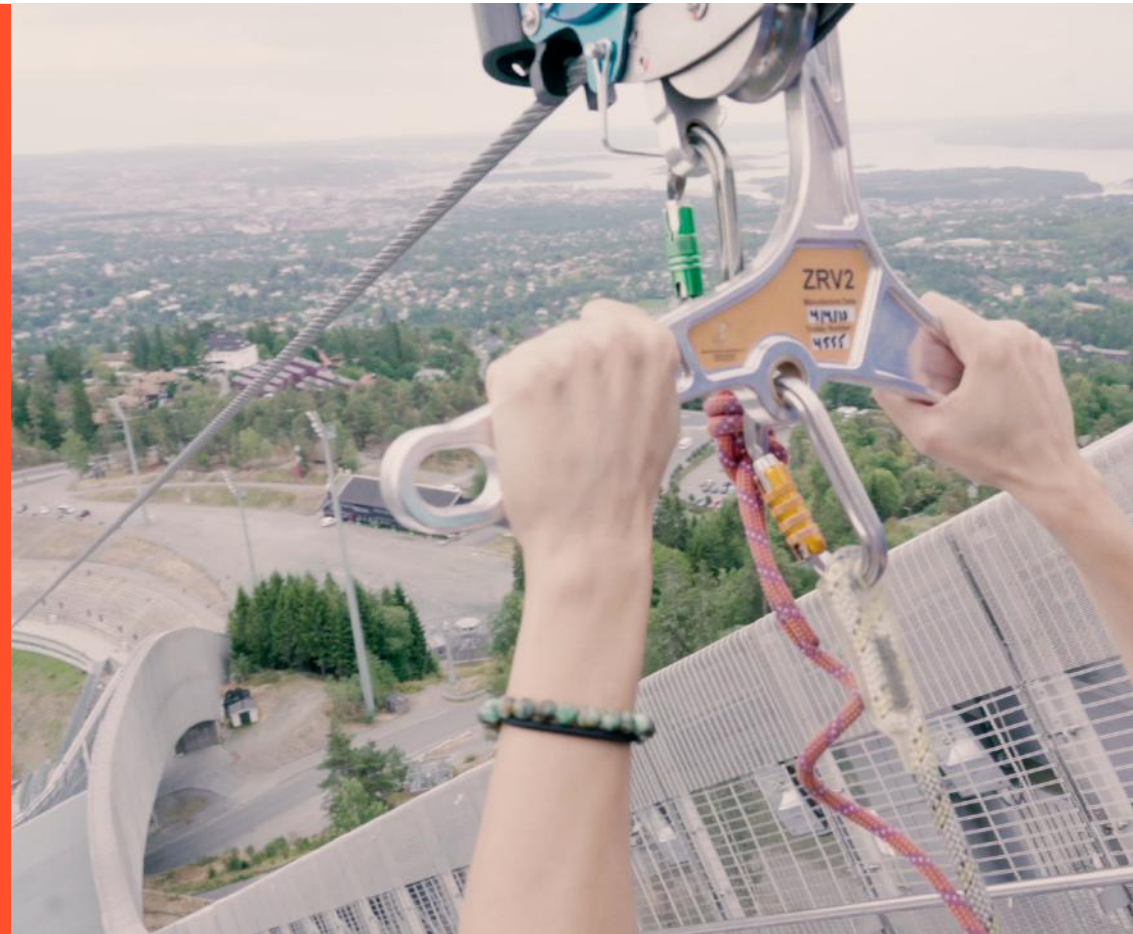
Budget Conscious

308% INCREASE in amount of users opting into budget friendly travel options such as AirBnB, 2014-2019

Video Plays a Big Role

PLAN 3-6 MONTHS OUT

Nearly half & the majority are watching travel video when thinking about places to go, as well as when they're planning their itinerary





BASIC *VERSUS* **BALLER**

TRAVEL AT ANY COST

3M+

Minutes of watch time across FB Watch
& Tastemade TV

1.7M+

Views on social (IG & IG stories)

17 MIN

Average watch time

Live +1 episode premiere viewership

Accessible

Sparks interest

Aspirational


Comedic

Addictive



TASTEMADE


 Naomi Mungovin “Please do a Tennessee Iced Tea next 🍷”

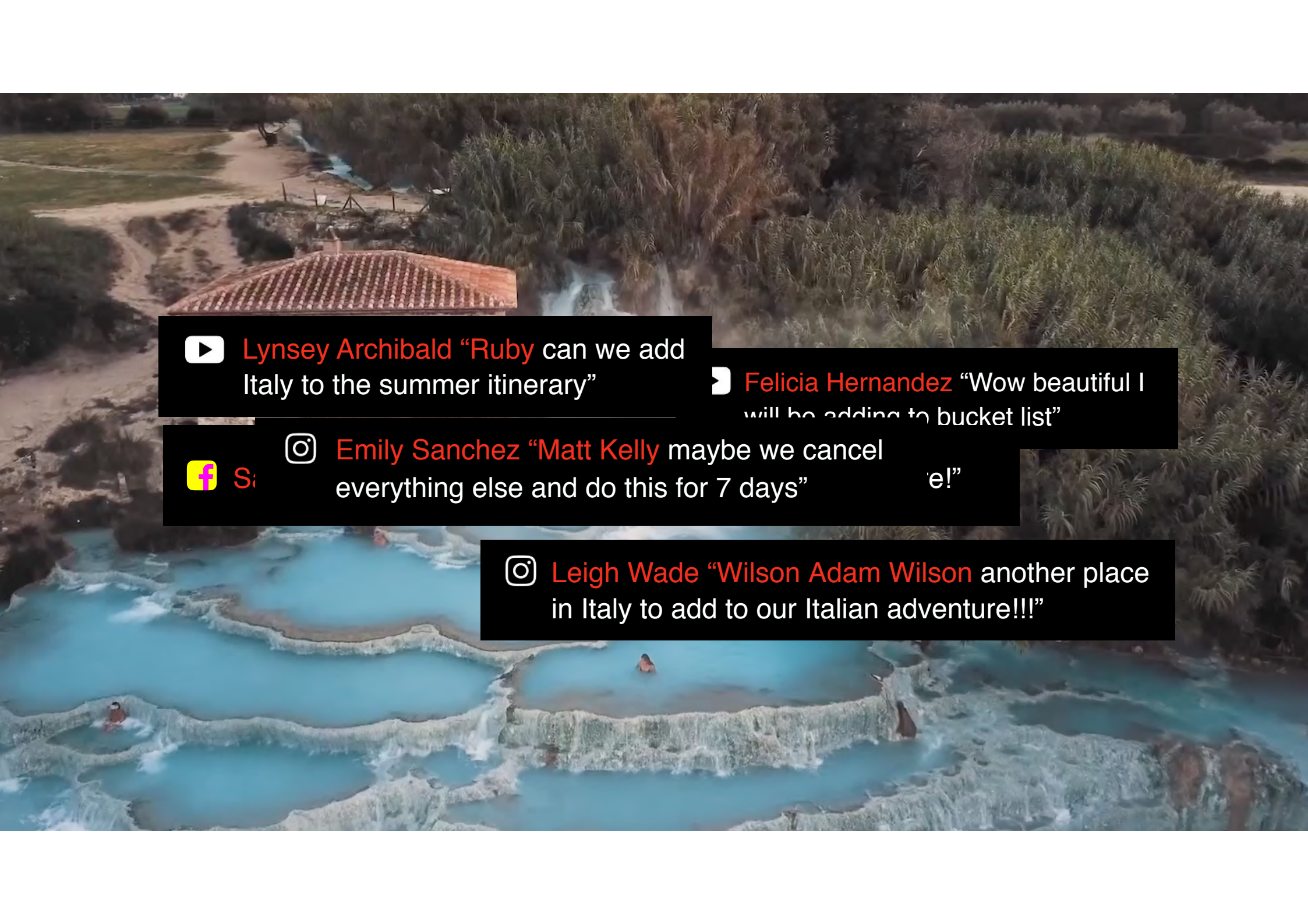
 Ronak Dav
a slow moti

 Jayne Johnsc

Empowering People To Take Action

video”

 Marcus Alexander “Simple drink but not damn
did y'all get a new cameraman and editor?”



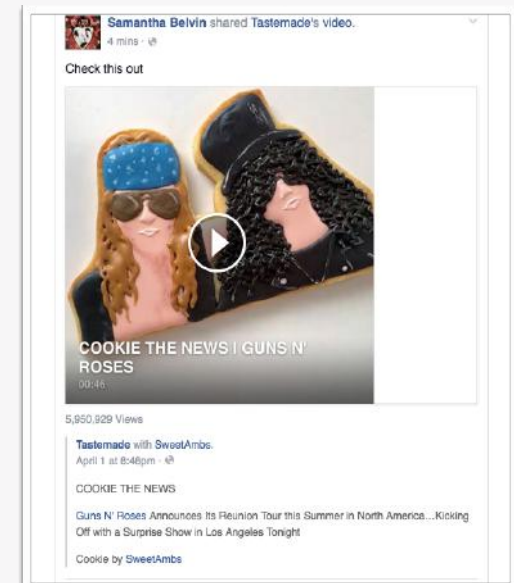
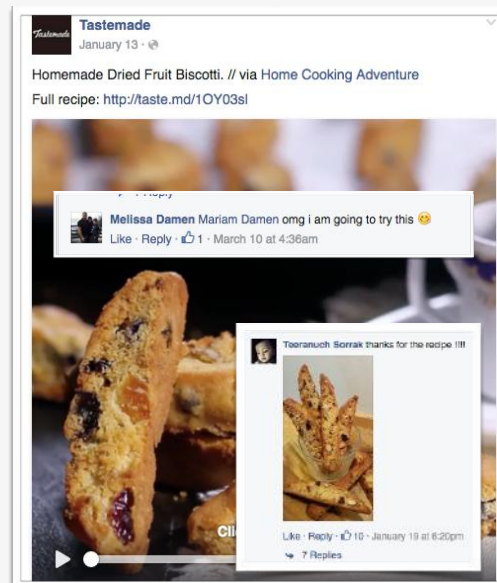
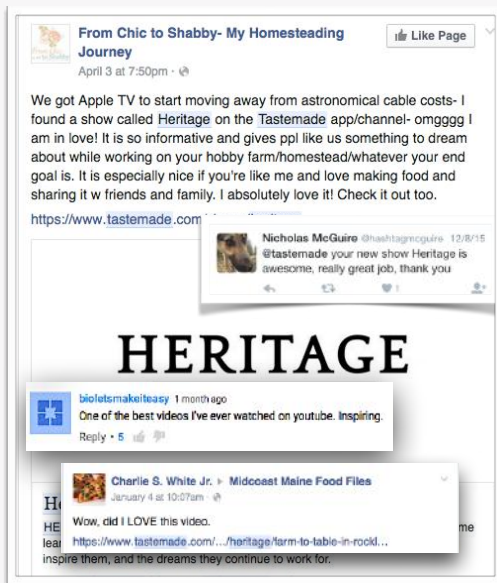
▶ **Lynsey Archibald** “**Ruby** can we add Italy to the summer itinerary”

▶ **Felicia Hernandez** “Wow beautiful I will be adding to bucket list”

f **Sa**  **Emily Sanchez** “**Matt Kelly** maybe we cancel everything else and do this for 7 days” e!”

 **Leigh Wade** “**Wilson Adam Wilson** another place in Italy to add to our Italian adventure!!!”

Creating Content with Meaning



EMOTIONAL

ASPIRATIONAL

"I didn't know that"

"I have to read that"

Storytelling In Travel



Hotels.com
Custom Mural
Social Rally



Vist Seattle
Original series
Podcast



Visit Las Vegas
Original series
Snapchat Discover



TASTEMADE contiki

134

6.5M

People reached

1M

Views

58%

Instagram Stories
Competition rate

12,000

Engagements



Our Learnings

IDEA FIRST

PRACTICE WHAT YOU PREACH

BE SMART WITH DATA AND INSIGHTS

FOLLOW YOUR AUDIENCE

CREATE LOCAL AUTHENTICITY

COLLABORATE

