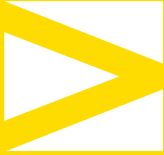
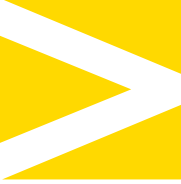


THE 
POWER OF THE
INSPIRATION
FACTOR

PRESENTATION EXECUTIVE SUMMARY

Creating maximum growth and profit for travel and tourism brands

The Uninspiring Situation



Competition in the travel and tourism industry is fierce. Marketing spend is fragmented, and the C-suite demands increased quarterly results and greater accountability. Sound familiar?

You may feel pressured to lower prices, hype features, or offer special deals. But, do these short-term gains really help to distinguish your brand from its competitors? And, more importantly, is your brand engaging and inspiring consumers on an emotional level?

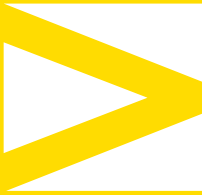
Our research shows that many travel brands have lost sight of the power of inspiring consumers – the primary motivation driving consumer consideration, preference and purchase of travel & tourism products and services.

One-third of consumers actively daydream about travel. Yet, less than 1/4 say that travel brands inspire their desire to travel. And, according to Google, travel suppliers don't take advantage of what they call "Dreaming Moments" nearly enough. Thirty-seven percent of travelers in the U.S. think about vacation planning once a month, and 17% think about it at least once a week. According to Google, marketers must inspire these "I-want-to-get-away" moments.

As a marketing leader in the travel space, BVK was driven to explore this missing, yet critical travel brand dimension via a multi-phase research study. The undeniable findings are in the following presentation:

The Power of the Inspiration Factor – Creating maximum growth and profit for travel and tourism brands

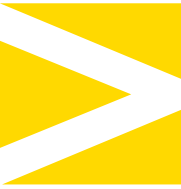
The Opportunity



The Power of the Inspiration Factor is a 90-minute executive presentation being offered to a select group of leaders in the travel and tourism industry. It provides findings and insights on the following:

- + Why inspiration truly impacts consumers' consideration, preference and purchase decisions.
- + The art and neuro-science of leveraging this element.
- + How inspiration works through the consumer decision and purchase cycle.
- + The top and bottom line impact of capitalizing on this missing brand dimension.
- + Insights from travel and tourism experts about the impact of travel brand inspiration.
- + Best Practices of travel brands successfully inspiring consumers.
- + **Finally, an audit of your brand's inspiration factor and opportunities to optimize it**

Research Methodology



Primary Research, Secondary Research Review and Travel Brands Audit

Explored scholarly and publicly available information on the dream stage in consumer purchases, and audited more than 125 well-known travel brands to:

- + Understand what is known about the dream stage in consumer purchase decisions, particularly travel supplier decisions, and how to inspire the dream during any phase of the decision-making process.
- + Determine the established and hypothesized benefits to travel brands of inspiring consumers' travel dreams to create more time on website, greater engagement, more bookings, more satisfied customers, greater brand loyalty, and more command of a "premium" price.
- + Identify travel brands that are effectively engaging customers and inspiring their dreams, positioning on core human values and emotionally engaging consumers. Finally, what they are doing and how— and, to what success.

Primary, Online Survey with Travel Decision-Makers

Conducted an online survey of 625 U.S. travel decision-makers to quantify:

- + Travel brands that succeed in inspiring consumers' vacation dreams—is yours one of them?
- + Travel supplier brands that decision-makers think share their personal values—did yours make the list?

Research Methodology Cont.



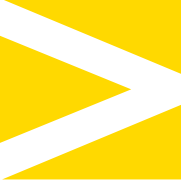
Primary, Qualitative In-Home Consumer Research

BVK completed a series of 15 in-home visits with consumers in the vacation dream phase — prior to making plans with some or all travel suppliers (travel agent or online travel agent, airline, hotel or resort, cruise line, rental car companies, and attractions like casinos, theme parks, water parks, etc.). Interviews, observation, and journaling components were included. In advance, recruits completed a homework assignment to identify travel materials and brands that do a good job providing inspiration for their dream and to collect samples of these marketing materials. Interviews lasted 1.0 to 1.5 hours and delved into their dreaming and decision-making process. Ethnographic observation included sharing photographs or other artifacts from previous dream vacation(s) and what made it so special. Through follow-up journaling exercises, we captured their sources of inspiration and what is inspiring about them, and identified decision points that moved them past the dream phase to choices and planning, and how their initial dream stayed intact/added value/impacted downstream decision-making.

Primary, Subject Matter Expert Interviews

We interviewed 15 recognized subject matter experts in the travel space. Experts include those who specialize in each of the verticals within the travel space, such as hotels/resorts, cruise lines, online travel agents, tourism economics, airlines, academic hospitality schools, etc. Subject matter experts were asked about their views on the value of travel providers inspiring the dream throughout the purchase funnel, the extent to which they have seen travel suppliers inspire consumers, examples of brands that in their opinion are doing it right, how that looks, and their sense of impact on bottom line results.

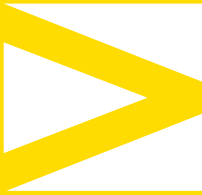
Research Methodology Cont.



An abbreviated list of our world-class travel industry participants includes:

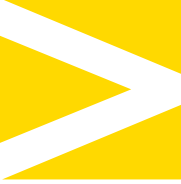
- + **Adam Sacks** – President, Tourism Economics
- + **Tahnee Perry** – VP Marketing, Travel Group, PhocusWright
- + **Vic Walia** – Senior Director, Brand Marketing, Expedia
- + **Peggy Bianco** – Group VP of Global Hotel Services, Orbitz Worldwide
- + **Frank Maduro** – VP of Marketing, Hard Rock Resorts
- + **Dondra Ritzenthaler** – Senior Vice President, Sales, Celebrity Cruises
- + **Roger Dow** – President & CEO, US Travel Association
- + **Henry Harteveltdt** – Founder, Travel Industry Analyst & Advisor, Atmosphere Research Group

Presentation Benefits



- + Learn what consumers find inspiring in the travel purchase process, including the nature of consumers' travel dreams and dreaming-to-decision-making path.
- + Uncover potential game-changing ideas for inspiring consumers in their vacation planning process.
- + View a new strategic framework to reshape your brand's positioning and go-to-market approach.
- + Understand the key benefits for travel suppliers to inspire consumers at every stage of the vacation decision-making process and its impact on your top & bottom line success.
- + Receive an initial audit of your brand's inspiration factor and opportunities to optimize it for maximum growth and profit

BVK Travel & Tourism Credentials



Founded in 1984, BVK has been named one of the Top 25 Independent ad agencies in the country. BVK's first client was in the travel and tourism industry. Today they remain a client and have revenue of nearly \$1 billion annually. BVK travel and tourism experience includes airlines, hotels, resorts, tour operators, international and domestic destination marketing organizations (DMOs), online wholesale companies, travel agents, and travel insurance. BVK's current travel clients generate a total of more than \$25 billion in travel related revenue.

During this time, the industry landscape has changed dramatically with the influx of competitors, the rise of the digital world, and the way in which consumers purchase travel and tourism products and services. Determining the key performance indicators that matter most, and in turn how to move and appropriately measure them has become a marketing quagmire. BVK has solved the consumer marketing matrix equation for its travel and tourism clients, and this proprietary research presentation is the first step in finding the most effective marketing approach for maximum brand and business growth and profit.

Contact Us

For more information or to schedule this no cost presentation, please contact
Kim Kieffer, Program Director at (630) 800-1324 or email at kim.kieffer@bvk.com.