



Tips from the T-List

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Stephen Joyce

Publisher

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The world of online travel has changed dramatically over the years. Suppliers have moved away from traditional distribution in order to sell directly to consumers. Distribution companies have purchased online travel agencies in order to control sales and distribution. Traditional travel agencies have lost out to consolidation and the seemingly endless marketing budgets of the large OTAs. But now we have begun to see some new phenomena appear. Travelers are asking more questions, doing more research, and taking their time as they find products and destinations that meet their specific needs. One of the largest and most influential spheres of online research is the blogging community. As a travel technologist and a proponent of non-traditional product distribution, I am intrigued by the power of user generated content. Recent research shows that peer reviews have a dramatic effect on how travelers make travel buying decisions. More than ever, travelers are relying on the opinions of peers, non-commercial writers, and the average passenger rather than relying on the recommendations of agents, commercial writers, or corporate marketers. By examining these travel & tourism technology trends we can better understand how user generated content, social media, and peer reviews impact e-tourism globally and how to use these emerging trends to the benefit of our organizations.

Tips from the T-List brings together the collective intelligence of dozens of influential travel industry bloggers from around the World. The blogs and the authors that are represented in this book are recognized online resources; they are the people the industry turns to for advice, recommendations, tips, and insider knowledge. By sharing their experience with you, these authors are providing you with an opportunity to embrace e-tourism in a new way. My hope is that this book will provide you with inspiration and insights that help your e-tourism efforts flourish.

Letter From the Editors

Why a book comprising of the best travel blogs?

Well, quite frankly, there is lots of information about Internet marketing and e-strategies in travel and tourism online, however it is very hard to find, especially when it comes to evaluating the source. Lots of great information however is published by practitioners that write about their experiences on their own blogs - instead of academics writing about Internet marketing concepts in textbooks that are very quickly outdated. And not to discount the value of textbooks and white-papers, we felt a compilation of the best travel blogs and their best marketing-related posts would bring another dimension to this fast moving subject. In the end, we want this book to add some value to the global hotel and travel industry, but it should also be just a little bit of fun. Bottom line: it's an experiment, and with Anthony Williams, the author of the bestselling book "Wikinomics" (<http://www.wikinomics.com/>) that preaches the concept of mass collaboration, being the opening keynote speaker at Canada-e-Connect, we thought, let's put this concept into action and leverage the T-List community to collaborate on this exciting project.

What is the T-List?

The T-List (T standing for Travel) is basically just a collection of travel blogs on the Internet that was first compiled by Mathieu Oullet in March 2006 (<http://www.radaron.com/>) with just a handful of blogs. It was born out of the desire to see what other travel blogs are out there, and the list grew very rapidly as it was a way for bloggers to get exposure and increase traffic, but also a first step to get connected with each other. In July 2006, Jens Thraenhart decided to leverage Facebook as a potential platform to build a community of travel-related bloggers (<http://jensthraenhart.com/cblog/>). The list grew and become almost too big. Then Kevin May finally decided to publish the Recommended T-List (<http://travolution.blogspot.com/>), travel blogs that seemed to consistently output valuable content.

How did this idea get born?

The mandate of the first Canadian e-Tourism Strategy Conference, Canada-e-Connect is to create a platform for the Canadian travel and tourism industry to embrace and leverage emerging technologies and new media channels. It is not enough for the Canadian Tourism Commission, progressive Provincial and Destination Marketing Organizations, strong travel, hotel, and airline brands to build engaging websites and execute innovative campaigns, but for the entire industry to leverage this new medium and understand changing consumer research and purchasing behaviors. So basically taking the concept of the power of the weakest link into consideration when it comes to the success of marketing an entire country such as Canada as a tourism destination.

When Stephen Joyce contacted Jens Thraenhart to show his excitement of having Canada-e-Connect in Vancouver (<http://tourismtechnology.rezgo.com/>), and wanted to show his appreciation in supporting the conference, he proposed the idea of giving something back to the attendees that leveraged all of the communities voices and provided value. These discussions led to the birth of the "[Tips from the T-List Book](#)".

Just in Canada?

Being a global tourism industry, and having T-List bloggers from all over the world, we quickly decided to make the book a "global blogger collaboration project" as well. Wired-in-Travel (November 29-30 in Singapore), and Travolution (November 1 in London, UK), joined forces with Canada-e-Connect (November 7-9 in Vancouver, Canada), to launch this innovative initiative. Phocuswright (November 12-15 in Orlando, Florida) also decided to join the group, recognizing the value and the timeliness of the project. Every event will launch the book slightly differently, but one thing is for sure: We are not just talking Web 2.0, Mass Collaboration, and Convergence - we are actually putting it into action and living it!

Please enjoy the book, and have fun with it. When you flip through the pages, remember the medium this content was published in originally, and that blogs are conversations, anecdotes, and come alive through links and reader comments. So this is not designed to be an Internet Marketing Textbook, but a collection of self-submitted posts by travel bloggers. Yes, we did not take content from blogs

without permission - only bloggers are included that saw the value and had fun with the book concept and collaborated with us on very short notice. So if you are missing a blog, or if you think there are better posts on certain blogs than what was submitted, don't blame us, but thank all the authors for contributing and generously submitted their posts for this book. :)

"Tips from the T-List" Editorial Team:

Editor in Chief: Jens Thraenhart

Chair, Canada-e-Connect (Vancouver, Canada) : <http://tourisminternetmarketing.com>

Editor, North America: Mathieu Ouellet

Creator, First T-List (Quebec City, Canada) : <http://radaron.com>

Editor, Europe: Kevin May

Publisher, Travolution (London, UK) : <http://travolution.blogspot.com>

Editor, Asia Pacific: Yeoh Siew Hoon

Producer, Wired-in-Travel (Singapore) : <http://thetransitcafe.com>

Distributed at the following international conferences:

Canada-e-Connect Conference

www.canadaeconnect.com and www.canadaeconnectblog.com : Vancouver, November 7-9, 2007

Canadian e-Tourism Awards

www.canadianetourismawards.com : Vancouver, November 8, 2007

Wired-In-Travel Conference

www.wiredintravel.com : Singapore, November 29-30, 2007

Travolution Conference

www.travolutionconference.co.uk : London, November 1, 2007

Phocuswright

www.Phocuswright.com : Orlando, November 12-15, 2007



Marketing

Small businesses are some of the most creative marketers in the world. Celebrate being small by focusing on the inherent advantages of small business—such as quick decision making, grassroots marketing and a personal sales approach. By using these attributes to your advantage, your business can thrive when competing with a much larger organization.

Here are a few recommendations that small businesses should follow to make their marketing efforts more effective:

1. Know what you do and do it well.

The days of the general store have long since gone. Even large travel agencies have learned that you cannot be everything to everyone. Every business has a

that targets cruise ship passengers might consider hiring someone to wait outside the cruise ship port with brochures, handing them out to passengers as they disembark. A small retailer that sells vitamins and other supplements might offer a discount to members of the community center. Guerrilla marketing—as it is often called—is one of the most effective grassroots marketing techniques and can have a positive impact on a small business' bottom line.

3. Give your customers an experience to remember.

The common conception is that the larger businesses don't really care about their customers. Big banks, big retailers and airlines are often viewed as profit driven entities that only care about their bottom line. Small businesses can use this to their advantage by providing exceptional customer service and focusing on providing personal service. Take the time to learn your customers' names and make them feel welcome whenever they do business with you. For tour operators, this personal focus needs to extend beyond the delivery of the service. Follow up with customers, solicit their feedback, and get a testimonial.

4. Keep customers happy and they'll come back for more.

Once you have attracted your customer to your tour business, consider the costs of keeping them versus the cost of attracting a new customer. In most cases attracting a new customer can cost three times more than the cost of keeping an existing one. Communicate with your customers through a newsletter or regular mailing. If you have the ability to target your customer's particular needs, then a personalized message can be even more effective. Recent studies have show that 70% of online travelers use recommendations from friends as a key decision making tool. Consider each of your customers as a potential advocate for your business.

5. Mixing businesses is a recipe for success.

Look for other local businesses that offer complimentary but non-competing products or services. A tour company that provides city tours, for example, might consider partnering with some select local restaurants to provide a meal option to their daily tours. The restaurant may negotiate a commission in exchange for the regular business and the tour company can provide a service that is different from their competitors.



Marketing 1

10 Ways Small Tourism Businesses Can Succeed in a Competitive Market

Stephen Joyce

specialty, the challenge is finding that specialty or unique aspect and building your business around it.

When a large travel retailer moves into town, small agencies often quiver at the thought of having to compete with these large companies. The reality is that smaller tour operators can thrive by offering goods and services that these companies simply do not provide.

2. When it comes to marketing, think outside the box.

Look for different ways to reach your target audience. Larger businesses often have the budget to market themselves using traditional means like TV, radio and print. Smaller businesses often don't have the budget to advertise in these media so they have to find other ways to reach their target audience. A tour company

6. Will that be cash or plastic?

Are you a cash only business? If you are, you may want to consider accepting credit cards or debit cards. Many small businesses believe that the process of accepting credit and debit cards is a difficult and expensive proposition. In most cases this is not true. There are many providers now who can provide solutions that are relatively inexpensive.

7. When it comes to business, first impressions count.

Your brand and identity are your customers' first impression of you. Encourage a high level of professionalism and deportment in your business. Set standards of dress and encourage a tidy, well organized work environment. A tour bus that is clean, comfortable, and inviting will give a passenger a sense of calm and comfort knowing that the business is well managed and professional.

8. Business relationships are based on trust.

It seems that everywhere you turn there is a news story about corporate corruption, scandal, or fraud. Small companies are just as likely to fall victim to these types of ethical issues as large companies. The reason why we don't hear about it is because small businesses generally don't make the news the way large business does. Consider creating a code of ethics for your company and promote it both internally and externally. Put your ethical beliefs in writing and post them on the wall. Remember that ethical business is good business.

9. Everyone loves a party.

Like you, your company is unique. If your company provides a unique experience or product, you have the opportunity to provide your customers with a sense of community. Consider setting up a program where your customers can learn more about your industry or products. If possible, hold an open house or an information session. The more your customers identify you as a source of truthful information, the more trust they will have for you and the products you sell.

10. Be good to your community and the community will be good to you.

All small businesses are an important part of their community. Small businesses hire, buy, and sell locally. In many cases, especially in smaller communities, family owned businesses are the life blood and economic drivers in their towns and villages. As more and more people move to urban centres, the convenience of local shopping is becoming more important. This shift from suburban to urban living

is revitalizing the growth of specialty small businesses. Look to your community for inspiration and growth opportunities. As your community grows, its needs will change and so to will your business.

In many regions small businesses, especially those that drive tourism make up a large majority—in some cases over 90 percent of the total number of businesses. Small businesses have a huge impact on the economy and employ more people than big businesses. Take a moment to celebrate the impact your business has on the economy and keep working on making your small business the best business it can be.

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Alicia Whalen is the co-founder of A Couple of Chicks e-Marketing which evolved out of a need for a fresh and non-intimidating approach to Internet Marketing, Search Engine Optimization, e-Distribution and Campaign Measurement. The "Chicks" specialize in using Creative, Distribution and Technology together to bring clarity to marketing online. The "Chicks", Patricia and Alicia, have published over 30 articles, launched the first ever Canadian Online Marketing Conference, Online Revealed Canada, presented over 20 e-marketing workshops for such notable organizations as Travel Alberta, SYTA (Student Youth Travel Association), Ontario Tourism (OTMP), and TIANS (Travel Industry Association of Nova Scotia), and has continued to evolve with their clients and partners to produce successful online marketing case studies. Most recently, the "Chicks" launched a new social media website www.chicksaway.com for women to connect about travel. The www.ideahatching.com blog evolved out of Alicia's passion for providing easy to read and practical online marketing tips to the tourism industry and beyond. www.acoupleofchicks.com.

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Internet Marketing Professional Amelia Painter, and the Iowa Bed & Breakfast Innkeepers Association, have joined forces and compiled a comprehensive guidebook full of the information needed to fill an inn with guests titled "Opening and Operating a Bed & Breakfast in the 21st Century." It can be purchased online at Amazon.com.

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Annalisa Ballaira is the founder and CEO of Relations. Before founding Relations, she provided strategic consultancy to several travel operators: as the Italian Marketing Manager for Travelprice.com, one of the first European online travel agencies, she specialized in web marketing for the travel sector. Annalisa then worked as a web marketing manager for lastminute.com and the Boscolo Group. Relations offers travel & hospitality operators expert consulting in the field of web marketing and online distribution for planning and implementing successful sales and visibility strategies on the Internet. On Relations Blog you will find our views on some travel online distribution topics, a selection of news and hopefully some out-of-the-box web marketing thoughts. We welcome you to share your thoughts on online travel marketing with us. For more info, visit www.relations.com.

**Bill Geist**

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Consultant, author and marketing expert Bill Geist watches consumer trends like some people watch reality shows (which is, of course, no longer a trend but an expectation). After hosting a rock dj show, Bill migrated to the marketing of destinations, eventually being named the President of the Greater Madison Convention & Visitors Bureau. During his tenure, he was the lead spokesperson and co-strategist for the successful public referendum fight to build the Frank Lloyd Wright-designed Monona Terrace Convention Center. He also succeeded in doubling the Bureau's sales and marketing budget and oversaw the launch of one of the Top 25 Marathons in the nation. For the past decade, he has headed up his own consulting firm called, appropriately, Zeitgeist...which specializes in strategic planning, governance, convention center development and legislative issues for destination marketing organizations, tourism-focused chambers of commerce, economic development organizations and communities. Bill is also the author of the recently released book, *Destination Leadership for Boards*. He also hosts the innovative teleseminar series DMOU, designed for destination marketing and management professionals.

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Mr. Offutt brings over 20 years of experience in information technology, IT management and travel industry dynamics to PhoCusWright. He was most recently the chief architect and senior vice president for Sabre Holdings where he defined the strategy and plan to migrate from a monolithic Mainframe environment to Distributed Open Systems and a Service Oriented Architecture. Prior to being Sabre's chief architect, Mr. Offutt founded and led Sabre Labs, a technology incubator that made Sabre the industry leader in new online products and services. Before Sabre, Offutt spent 26 years in the U.S. Coast Guard, where he led the agency's information technology unit. Mr. Offutt has also served on the faculty of the University of Puget Sound, George Washington University and the University of Southern California. His education includes a Bachelor of Science in Engineering from the U.S. Coast Guard Academy and a Masters Degree in Management Science from the U. S. Navy Postgraduate School.

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Chelsea Bell is the Business Development Manager at Rezgo.com (Sentias Software Corp.), and brings over 15 years of experience in assisting small and medium sized business to implement Business Software Solutions and Custom Application Solutions. Her experience with cutting edge technologies, including online booking solutions, e-commerce for tourism and retail, internet telephony, single sign on, and online security solutions, ensures that Chelsea provides her clients with unique business process development opportunities to increase their ROI.

**Chris Clarke**

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Chris Clarke is the founder and editor of www.VacantReady.com, a Vancouver based online hotel industry community. Chris is a professional blogger, online community evangelist and social media developer for the hospitality industry.

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Claude started his career in tourism as a tour operator, he then spent 6 years as sales executive at the Envergure / Louvre Hotels. He then became the sales and marketing manager for a regional booking engine for the Marseille Chamber of Commerce, and has been consulting and training the hotel and tourism industry ever since. He has managed his blog "Les Explorers" for 2 years.

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Darren is the editor of the UK's only travel consumer blog, [Travel-Rants.com](http://www.travel-rants.com). He has been blogging since April 2005, and was featured as an Essential Travel site in February 2007, by the Guardian Newspaper, along with Lonely Planet and Trip Advisor.

**Edu William**

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Edu is currently writing his PhD and researching Web 2.0 technology and its uses for organizations to implement social networks to evolve them into a Information and Knowledge based Society. His focus is on Web 2.0 networks and how SMEs can use these networks to manage their destinations and tourist models. He is a co-founder and manager of two startups based on his research: [destinum.com](http://www.destinum.com) and [innwise.com](http://www.innwise.com).

**Fabienne Rabbiosi**

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Fabienne has a passion for the online world and feeds on information. She slightly suffers from the GW syndrome (Google Withdrawal) but lives on the planet Earth and speaks your language. Fabienne set up the Market Intelligence division at Gold Coast Tourism where she gained a deep understanding of tourism analytics & demographics. She used her knowledge to educate the local tourism industry on how to maximise their return on investment by setting up strategies that are based on facts and research. After 2 years working for one of Australia's leading destination management organisation, Fabienne put 2 and 2 together and created [Untanglemyweb.com](http://www.untanglemyweb.com), an Australian Pty Ltd company with a simple but solid mission: e-growing businesses.

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As Executive Director of Marketing Strategy & Customer Relationship Management for the Canadian Tourism Commission, Jens Thraenhart oversees e-marketing, campaign management, customer relationship management, and application development initiatives aimed at increasing the penetration of Canadian tourism in targeted global markets. Most recently, Thraenhart headed up Internet Strategy for Fairmont Hotels & Resorts as well as Marketing and CRM for Fairmont's Vacation Ownership division. Under his direction, Fairmont.com has won multiple prestigious awards in website design and online marketing. Prior, he was the co-founder of a couple revolutionary internet start-up concepts in the luxury travel space. Thraenhart holds an MBA-accredited Masters of Management in Hospitality from the School of Hotel Administration at Cornell University, and a joint Bachelor of Science in International Hospitality Management from the University of Massachusetts, Amherst, and the University Center 'Cesar Ritz' at Brig, Switzerland. He was recognized as one of the 'travel industry's top 100 rising stars' by Travel Agent Magazine in 2003, and was listed as one of the '25 Most Extraordinary Sales and Marketing Minds in Hospitality and Travel' in 2004 and 2005. Originally from Germany, and regarded as a thought-leader by his peers, Thraenhart was the founding chair of the HSMIA Travel Internet Marketing Organization and the HSMIA Hotel Internet Marketing Committee, co-founded and co-chaired the first Online Revealed Canada conference in May 2006, founded and chairs the Canadian E-Tourism Strategy Conference, Canada-e-Connect, which is held in conjunction with the first ever Canadian E-Tourism Awards, which he created. He also established and chairs the Canadian E-Tourism Council, consisting of the "who's who" in travel and tourism marketing and e-commerce in Canada, spanning through all industry sectors and all over Canada. In addition, he is quoted and has contributed to numerous articles, white papers, and text books, and is a speaker at many industry conferences and events. Thraenhart has served on various industry boards, including both the Global Board and the Americas Board of Directors of the Hospitality Sales & Marketing Association International (HSMIA).



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Joe runs Buhlerworks, a consulting firm for travel & tourism with a focus on strategy, marketing and eCommerce for destination marketing organizations (DMO). He is also a Partner and Executive Vice President of Level 9; a web development and software application company providing innovative solutions to the financial services industry. He also works as a Senior Destination Marketing Analyst for PhoCusWright a travel, tourism and hospitality research firm specializing in consumer, business and competitive intelligence and producer of high-profile executive conferences. He was previously part of the management team at EuroVacations.com, the online tour operator unit of Rail Europe Group, as EVP Business Development, Strategic Alliances & Industry Relations. He contributed to the successful establishment of this company, the first to offer fully custom-designed vacation packages for independent travelers. Prior to that he worked for Switzerland Tourism, the DMO for one of the top 15 global tourism destinations. During his career he was responsible for operations in North America, the United Kingdom & Ireland, Canada and Asia, where he opened the first office in Japan. Joe was twice elected as Chairman of the European Travel Commission (ETC) in Japan and in the United States and served as Vice Chairman of the Alliance of Canadian Travel Agencies (ACTA). In the past years he has appeared as a speaker and moderator at the online travel industry conferences Hostelworld, PhoCusWright Executive Conference, Travel Commerce Conference & Expo and EyeForTravel Conference on Travel Distribution.



John McDonald

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John McDonald provides solutions for a range of Tourism & Travel technology needs. As Project Manager for Sentias Software he leads the development team in creating Web 2.0 solutions for the Tourism market. His expertise is in HTML and PHP web based applications, and currently oversees the enhancement of the Rezgo Online Reservation System. John received his official certification from the University of British Columbia and has over 10 years of development experience.



Karin Schmollgruber

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Karin Schmollgruber has been in online-marketing and communications since 1997. As an independent communications consultant she specialises in Web 2.0 with a strong focus on its implications for the tourism industry. Her clients include tourism boards, hotels and large hospitality companies in Austria, Germany and Italy. She is also a lecturer at the new course "Innovation & Management in Tourism" at the Salzburg University of Applied Sciences. Karin started her tourism industry blog FastenYourSeatbelts.at in September 2006. She writes in German mostly but has an English category. She started her first blog in 2003.



Kevin May

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Kevin May, is the editor of Travolution, a new magazine and website for the online travel industry. Former web editor of Media Week, Mr. May commenced his journalism career as a sub-editor and subsequently a writer on the Police Gazette newspaper, a 'police-eyes-only publication' after studying Criminology at Middlesex University.



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Kurt Ackermann writes, researches and consults on strategy, business models and brands for African organisations adapting to globalisation and technological change. He drafted the current responsible tourism guidelines for Cape Town Tourism, has written on the information society and development as well as the links between open source software policy and development, and is the proprietor of the Afrikatourism blog for responsible travel at <http://afrikatourism.blogspot.com>.



Mathieu Ouellet

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Mathieu has been working in the Internet Technology industry for over 7 years. His career has ranged from programmer to project manager and is currently the Business Development Director & Strategist with Radaron. His goal is to bring tourism & travel related companies to take full advantage of the possibilities that the Internet offers. He is particularly interested in Travel 2.0, Internet marketing and web development. In March 2006, Mathieu started the T-List, an exponential list of travel & tourism related blogs that helped this community to connect together.



Michael Cannizzaro

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Mr. Cannizzaro oversees The PhoCusWright Subscription: Global Edition and European Edition and is editor, author and co-author of numerous PhoCusWright publications including the Online Travel Overview (Fifth and Sixth editions), European Online Marketplace: Focus on the U.K., and Metasearch: A Metaphor for Travel. He joined PhoCusWright in 2004, facilitating the expansion and deepening of PhoCusWright's research efforts. He brings to the company nearly two decades of experience in newspaper and magazine journalism, graphic and editorial direction and management beginning with the Washington Post and continuing as communications director for several national trade associations. He earned a BA in English and Classical Studies in Latin at Kenyon College.



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As head of Tourism Solutions at Sentias Software Corp., Philip is currently focused on Web 2.0 solutions for Travel and Tourism SMEs, primarily in the online sales vertical. One such solution, www.Rezgo.com has empowered numerous companies to sell their travel and tourism products through their existing website as well as adding distribution capabilities through a number of partner portals. His previous work includes working with an award winning DMO, Tourism Vancouver, with the focus on improving the Visitor Services department. You can find his Tourism Industry blog at <http://tourismtide.blogspot.com>.



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As senior analyst, Ram Badrinathan's focus will be on PhoCusWright's custom research projects as well as being currently focused on the rapidly changing travel distribution markets in India and ANZ. He will also be developing regular market updates on key markets (i.e. United Kingdom). Ram has authored several PhoCusWright reports: Asia Pacific Online Travel Marketplace: Tapping a Complex Market and Asia Pacific Online Travel Marketplace Second Edition (two reports on travel distribution trends in the APAC region), European Online Travel Marketplace: Focus on the United Kingdom, The Emerging Online Travel Marketplace in India, India Offshoring and the Virtual Business Offering and co-authored Corporate Travel Distribution: Key Markets. Ram has participated in strategic consulting engagements for global travel management companies, GDS market leaders and transaction services companies in Europe, North America and Asia. Several conferences have invited Ram Badrinathan to address their audiences such as the Foresee Forum in Beijing, Wired Asia Travel Matrix in Singapore, Worldspan and Amadeus' conferences, and he has moderated the APAC panel at PhoCusWright conferences for the past three years. Well-known publications often quote Ram (including The Wall Street Journal, Straits Times Singapore, and Time). Mr. Badrinathan holds a BS in Civil Engineering from India and an MBA from Hong Kong University of Science and Technology.



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As Director of Marketing and Client Services, Scott brings over seven years of Interactive Marketing experience to the Search Intelligence team as well as more than five years in sales, marketing and event management. His skillsets include marketing and business management, copy writing, strategic plan development and account management. Scott is a graduate of the University of British Columbia's Internet Marketing program and is a Certified Internet Marketing Business Specialist. Scott is thrilled to be able apply his highly specialized knowledge and experience to work building online success for Search Intelligence's growing roster of clients.



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Stephen Joyce
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Mr. Joyce has been working as a travel & tourism technology consultant since 1995. In 2005 Mr. Joyce and his company, Sentias Software Corp., began development on Rezgo.com, a next generation Web 2.0 tour and activity booking engine for small and medium sized tour operators. In June of 2007, Rezgo.com was officially released and now boasts a user base of 500+ companies. Mr. Joyce is also very active in fostering tourism technology and is the founding President of the North American Chapter of the International Federation for IT and Travel & Tourism (IFITT North America). He is also on the judging committee for the first Canadian E-Tourism Awards and is the publisher of the Tips from the T-List book. In addition to his tourism initiatives, Mr. Joyce is also on the Board of Directors of the North Vancouver Chamber of Commerce.



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Steve Wright is a destination branding and tourism marketing specialist based in Toronto, Canada. He is Chief Strategist at Radar DDB, the social media arm of DDB Canada, CEO of Carousel Content, a content creation company specializing in branded content and digital storytelling, and operates his own destination branding and tourism marketing consultancy. Steve was formerly Director of Strategic Planning at TBWA\Toronto, Co-founder and Managing Director of Cossette Interactive, and spent more than 15 years in general advertising, public relations and convergent communications before specializing in the tourism industry. Steve has worked with tourism organizations across Canada and internationally. He is an experienced workshop facilitator and occasional speaker at industry events.

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Tatsuya Nakagawa is President and CEO of Atomica Creative Group, a specialized strategic product marketing firm based in Vancouver, Canada. He has assisted Bridgestone, Hitachi and other global companies in their early stage deployments and has been involved in many successful product launches in North America, Europe and Asia in several industries. He is a Director of the British Columbia Supply Chain Network and a member of the British Columbia Export Awards committee. He is also a Director of the Board of Trade for the City of Burnaby, British Columbia and has recently co-authored *Overcoming Inventionitis: The Silent Killer of Innovation*.

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Tim specializes in increasing profits & arrivals, reducing expenses, and creating effective action plans for travel & hospitality professionals. Tim has helped hundreds of tourism companies and agencies globally promote tourism through his consulting, live and tele-training, executive coaching, group coaching, online radio podcast and tourism professional development and educational information products. His expertise is in sales, marketing, E-marketing, publicity, management, operations and strategic planning for tourism professionals and the tourism industry. Tim is an adventurer, outdoor writer, tourism workshop trainer and author of *Tourism Marketing Success*. An International business major in college, Tim lives in Wine country, Northern California, is fun to work with, a problem solver and can assemble the resources and road map to increase your arrivals and profits.

**Todd Lucier**

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Todd Lucier describes himself as a geek who lives in the woods. Co-founder of Northern Edge Algonquin, a solar powered nature retreat near Ontario's Algonquin Provincial Park, Todd and his wife Martha design, co-ordinate and deliver experiences that combine adventure, creativity and dream time in providing their guests with healing experiences in nature which they market exclusively online. A keen partnership proponent, Todd inspires clusters of like-minded businesses and communities to develop a shared approach to on-line marketing success. In his Tourism Keys Workshops, he focuses on helping tourism business owners and operators get inside the head of their ideal guests. Todd inspires and informs hundreds of tourism businesses each year on how to use the Internet to reach their ideal guests and grow their bottom line.

**Vicky Brock**

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Vicky Brock, co-founder of Highland Business Research, is passionate about using the web to gain customer insight through web analytics, social network analysis and broader online research. From search trends, to site traffic, she believes the online data that is out there has the power to turbo-charge even the smallest tourism business. She works particularly with the tourism and public sectors, with clients including the Scottish Government and VisitScotland. Vicky is co-chair of the Web Analytics Association International committee, a WAA analytics trainer and has recently developed e-marketing and web analytics courses for the University of the Highlands and Islands.

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As Director of e-Business for Tourism BC, William Bakker is responsible for the development of strategies to help the BC tourism industry compete in the increasingly important and ever-evolving world of online marketing. Originally joining Tourism British Columbia in 1999, he has held a variety positions within the organization all related to the implementation of marketing technologies and online marketing strategies. Among his key projects includes the development of a consumer web platform that serves as a foundation for a variety of market-specific websites. Before moving to Canada, William lived and worked in the Netherlands.

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Library and Archives Canada Cataloguing in Publication Data

ISBN 978-0-9784651-0-0

Production managed by June Ohashi, Rezgo.com

Cover Design by Hizuru Miyagawa, Rezgo.com

Managing Editor by Phil Caines, Rezgo.com

Assistant Editor by Kaori Yamano, Rezgo.com

Cover Photo from iStockPhoto

Publisher: Stephen Joyce

Editor-in-chief: Jens Thraenhart

Editor, North America: Mathieu Ouellet

Editor, Europe & Middle East: Kevin May

Editor, Asia Pacific: Yeoh Siew Hoon
