



What's next?

Post Social Media

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The Evolution of Social Media



Reaching
50 Million
users

JAN
2019

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.676

BILLION

URBANISATION:

56%

UNIQUE
MOBILE USERS



5.112

BILLION

PENETRATION:

67%

INTERNET
USERS



4.388

BILLION

PENETRATION:

57%

ACTIVE SOCIAL
MEDIA USERS



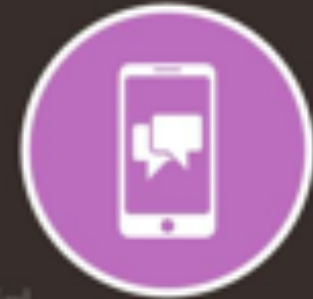
3.484

BILLION

PENETRATION:

45%

MOBILE SOCIAL
MEDIA USERS



3.256



BILLION

PENETRATION:

42%

7

SOURCES: POPULATION: UNITED NATIONS, U.S. CENSUS BUREAU; MOBILE: GSMA INTELLIGENCE; INTERNET: INTERNETWORLDSTATS, IFLA, WORLD BANK, CIA WORLD FACTBOOK, EUROSTAT, SOCIAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES, MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA; SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAH SOCIAL MEDIA REPORT; TECHRASA, NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA BY JANUARY 2019).

 **Hootsuite**™ 

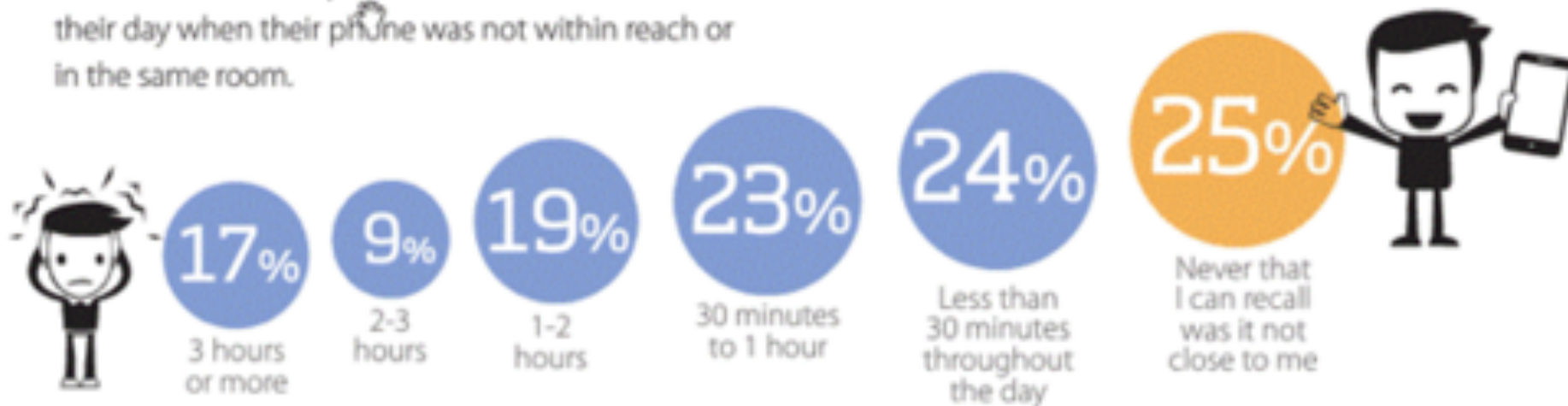
Source: We Are Social,
2019

Can You Recall The Last Time Your Phone Was *Not* Within Ear Shot?

63% of smartphone owners keep their phone with them *for all but an hour of their waking day*. 79% keep it with them for all but two hours of their day.

1 out of 4 of all respondents didn't recall a time in their day when their phone was not within reach or in the same room.

Whether it is a weekday or weekend, the amount of time away from one's phone didn't vary—it is a *critical tool* for connecting with friends, family and colleagues *every day*.



Source: Cooper, 2016

JAN
2019

EVOLUTION OF TIME PER DAY SPENT USING SOCIAL

AVERAGE AMOUNT OF TIME SPENT PER DAY USING SOCIAL MEDIA (IN HOURS AND MINUTES), WITH YEAR-ON-YEAR CHANGE



78

SOURCE: GLOBALWEBINDEX. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64

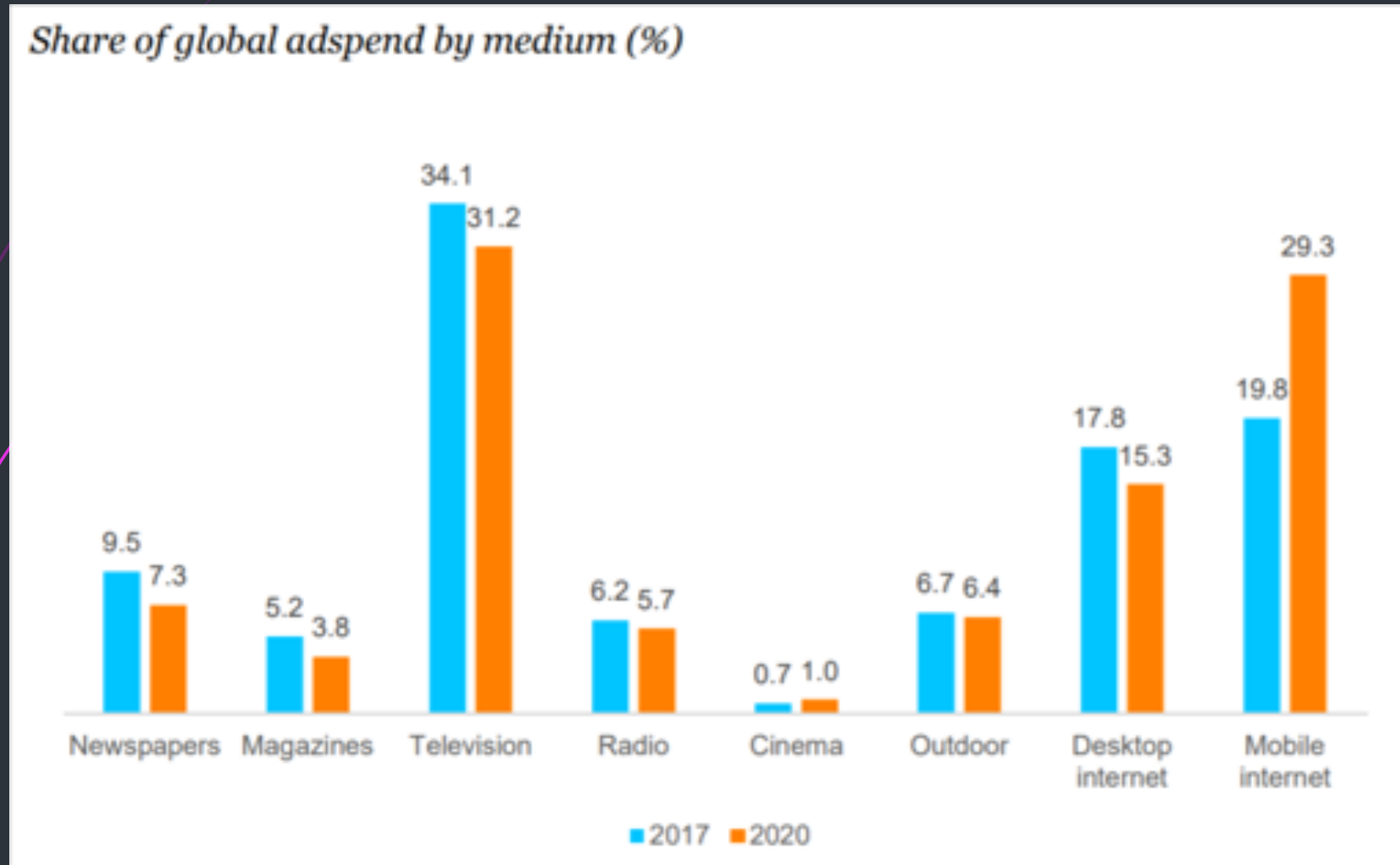
Hootsuite™ we are social

Source: We Are Social,
2019



Social media has shifted the power from businesses
to consumers

Marketing people spending advertising money differently





SM growth rate is going down

Survey from Edison Research found Facebook's usage overall has dropped from 67% to 61% during the last two years.




SM growth rate is going down

Mary Meeker's annual Internet Trends Report showed the number of people logging into social networks on a daily basis is decelerating, with social media usage up only 1% since last year

(compared to 6% growth that happened between 2016 and 2017).

A dark blue background with a pink arrow pointing right at the top left. Below the arrow are several thin, curved pink lines that sweep across the left side of the slide.

But I am not here to talk about Social
Media Marketing

A dark blue background with a pink arrow pointing right at the top left. Below the arrow are several thin, curved pink lines that sweep across the left side of the frame.

I am here to talk about post Social
Media.



What is next?



Short term



Messaging

Ad opportunities on apps like

- Messenger,
- WhatsApp
- and Snapchat.

Facebook is trying to integrate WhatsApp, Instagram and Messenger




Social commerce

- Social platforms are building out new e-commerce features, aiming to keep consumers in the app throughout the entire customer journey from product discovery to purchase.



Social commerce

- ▶ Customer experience will be the differentiator. Social commerce strategies of companies will have to help customers convert discovery into purchases and purchases into loyalty.

- 
- ▶ Instagram allows users to make purchases without leaving the app making it possible for advertisers to dramatically shorten the journey from product discovery to purchase.
 - ▶ “The new technology gives Adidas’ audience the power to go from inspiration to purchase in an instant” says Adidas SVP of digital Scott Zalaznik.



Video

- ▶ Customers are attracted and follow passionately video that connect them with their brands.
- ▶ Video contents range from product testimonials, behind-the-scenes content to thought leadership interviews

Ephemeral content

- www.searchenginejournal.com describes ephemeral content as:

Rich media, primarily images and videos, that are only accessible for a brief period.

- Users can distribute short-lived content via Stories and Livestream that vanishes within 24 hours.



Facebook CEO Mark Zuckerberg :

- We expect Stories to overtake posts in feeds as the most common way that people share across all social apps.
- That's because Stories is a better format for sharing multiple quick video clips throughout your day.



Facebook CEO Mark Zuckerberg :

- The growth of Stories will have an impact on how we build products and think about our businesses



Taco Bell ✓
@tacobell

Follow



Today only: turn yourself into a taco using our [@Snapchat](#) lens. Because Cinco de Mayo.



3:00 pm - 5 May 2016

277 Retweets 1,439 Likes



69

277



1.4K

Everlane hired millennial filmmakers to go to an ice cave in Canada to test out the new puffer jacket.

The content influencers created Instagram Stories to share how they're still warm despite being in frigid temperatures.






Influencer marketing

By 2020 influencer marketing is on target to become a 10 billion dollar industry.

The rise in influencers across all social networks, but especially YouTube, Instagram, and Snapchat

- 
- Influencers use social media storytelling to create communities.
 - Influencers are incredibly skilled in content creation and understand the platforms thoroughly.



Mid to Long Term



Augmented Reality

- An interactive experience of a real-world environment where the objects that reside in the real world are enhanced by computer-generated perceptual information.
- Source: Wikipedia

Augmented Reality in tourism

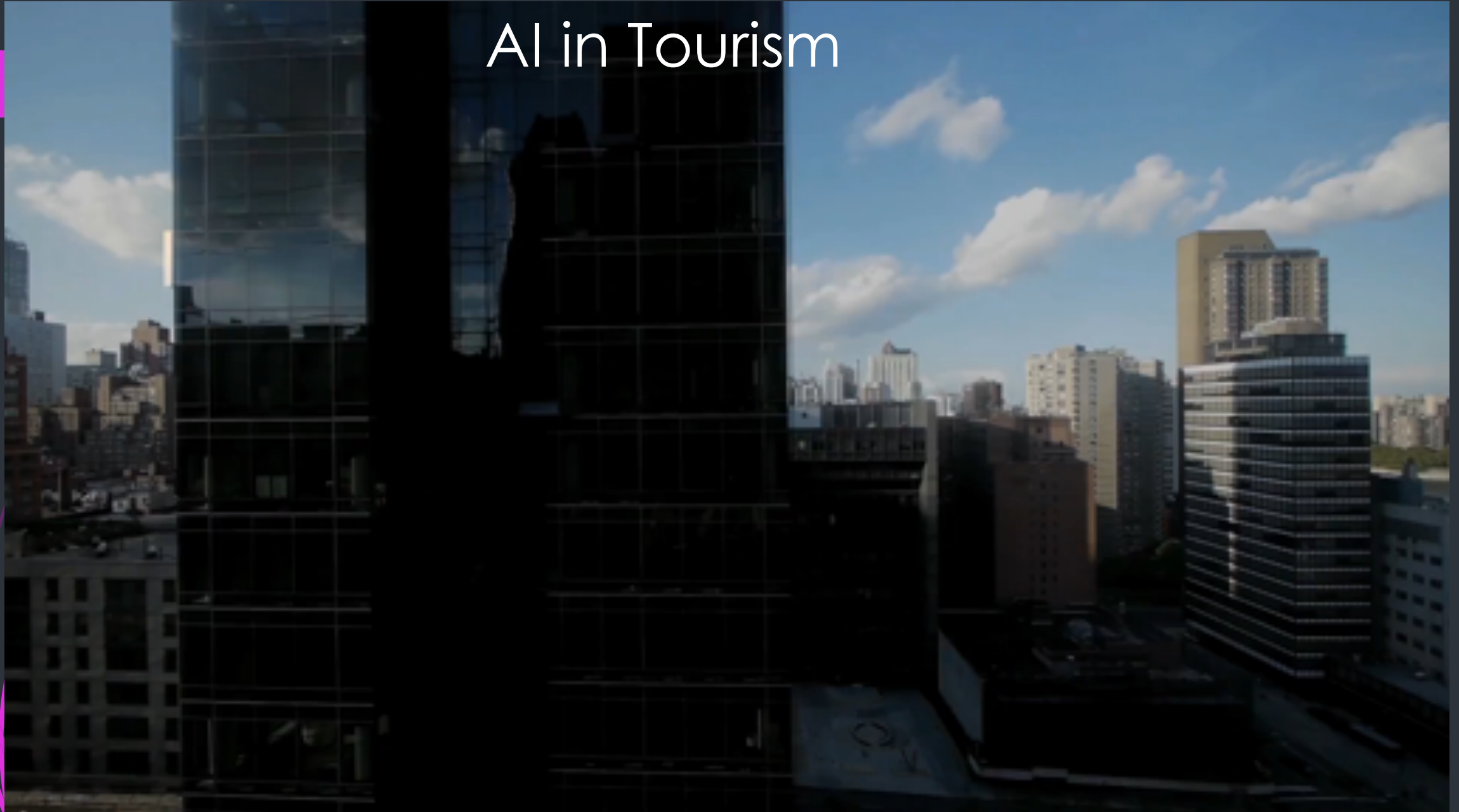
Interactive City Maps

Artificial Intelligence

- ▶ According to the [McKinsey 2016](#) report, travel companies (and airlines, in particular) if they use Data Science well, have a probability of multiplying their total customers retention and profitability significantly

Source: www.onlinetraveltechnology.com/

AI in Tourism





IoT(Internet of Things)

- The term Internet of Things generally refers to scenarios where network connectivity and computing capability extends to objects, sensors and everyday items
- The IoT is an emerging topic of technical, social, and economic significance.

Source: (www.internetsociety.org)



Hyperconnected World



Impact on tourism



How Can the Travel Industry Benefit From the IoT?

- Internet of Things can enable further automation,
- more personalisation,
- and a greater customer experience.

Source: <https://www.revfine.com/>

Blockchain Technology

- Wikipedia defines BT as a decentralized, distributed, and oftentimes public, digital ledger that is used to record transactions across many computers so that any involved record cannot be altered retroactively, without the alteration of all subsequent blocks.

Block Chain technology

CGI



Benefits for the Travel Industry

The travel industry relies upon different companies passing information between one another.

Blockchain can make accessing and storing important information easier and more reliable, because responsibility for storing it is shared across the whole network.

Applications in Tourism



An ordinary hotel room in 2033





Recap

- ▶ Monitor and Listen to the Consumer
- ▶ Engage and allow UGC through Social Media
- ▶ Utilize ephemeral story telling
- ▶ Keep an eye on new tech developments and invest



**AI, AR, Block Chain are
next.**

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Thank you!