



Livefyre for Travel and Hospitality



Travel has always been an experience business, and companies compete across this in acquisition, booking, experience, and retention. Throughout the booking process, consumers on average conduct 50 searches, make 38 site visits, and read 12 reviews over a 15-week research period. Travel-related experiences evoke positive emotions, so what better way to highlight that than through the eyes of your customers.

Livefyre is a user-generated content (UGC) platform that allows travel marketers to easily find, manage, and publish user-generated travel content throughout the digital experience. Livefyre turns your travelers into your always-growing content team. Livefyre is fully integrated into Adobe Experience Manager, giving you instant access to UGC and engagement applications within other authoring environments. From one interface:

- Search and secure rights to UGC, managed and tagged with your existing brand assets, increasing content velocity
- Turn UGC into shoppable media, adding destination and service hotspots to authentic content with the Experience Manager Dynamic Media capability
- Connect UGC to your location and service catalogs with Experience Manager Commerce capability for more relevant assets in the booking process
- Drag and drop content and engaging applications (media wall, comments, live blog, and so on) on to any page in Experience Manager

The Value Livefyre Provides Travel & Hospitality Marketers

Save time on content creation and website updates

- Travel brands have not moved quickly to visual and short-form content, often because it's a challenge on the production side to manage across so many destinations
- Livefyre makes it easy to find and publish content from the 72% people that post UGC while on vacation (97% of millennials)

Use authentic content to drive bookings, increasing purchase intent and conversion

- 79% of bookers like to scroll through pictures of destinations and 92% of consumers trust UGC more than other forms of content
- Livefyre makes it easy to aggregate, filter, and secure rights to content for use throughout your customer experience, with automated moderation and rights management
- Surfacing UGC, such as photos, videos, reviews, and Q&A, on destination or service pages to provide inspiring, trusted content at the point of booking

Increase engagement and add authenticity by bringing UGC to screens throughout your venues

- Use UGC to cross-sell local activities and to promote sharing of content

Increase user registrations, and retention, and reduce churn

- Increase loyalty and leverage brand advocates by incentivizing community participation through posting content, answering questions, and participating in content marketing campaigns
- Make top loyalty members feel more connected to the brand, and increase engagement of newcomers

Discovery Questions

- Tell me about your content strategy related to content marketing and for all your destination and services pages.
- Which content challenges are your teams experiencing? How difficult is it to update content on your website or mobile app?
- How do you work with your social team? How do you collaborate on content?
- How do you leverage content found on social media?
- How do you engage with your most loyal customers? In what ways would you like to get more value from your brand advocates?
- Which vendors are you using for UGC and community activities? How well do they connect with your current tech stack?

How T&H Brands Are Using Livefyre

- Content marketing—"Top Beaches" articles populated with UGC
- Destination page content
- Hashtag campaigns for contests or at events
- Conversation around evergreen content
- Large screen display—in venue or in room
- Brand advocate activation—curate content, post through mobile app or website
- UGC for destination and service pages (photos, reviews, Q&A)
- Employee advocacy and engagement
- Event sponsorships and philanthropy
- Surfacing personalized UGC in email and mobile app communications

Objection Handling

This sounds very time consuming, and we don't have the resources to start using UGC.

- Livefyre's industry-leading moderation capabilities save you time sorting through the bad content. The automated SAFE filter removes spam, profanity, hate speech, PII, and more in text and removes images with nudity.
- With Streams, you can automatically capture content with specific keywords, hashtags, locations, and so on and save it into folders in Experience Manager Assets for organizing and capturing metadata for use alongside brand assets.
- You can tag content with destinations and package SKUs to easily access content related to specific products.

UGC is scary for our legal team. How do you manage the rights to the content?

- Livefyre has rights management built right into the platform, and it is accessible directly from Experience Manager Assets.
- You can send automated tweets and comments from your brand account to the content creator with a link to your terms and conditions. The creator only needs to respond with the specified hashtag to change the rights in Livefyre and Experience Manager Assets.

We already do UGC with Olapic. Why should we look at Livefyre?

- Livefyre helps you build an engaged audience across the entire customer experience, leveraging all types of content.
- Olapic was acquired by Monotype, a company in a very different market and has not integrated at all. Livefyre was acquired by Adobe, a perfect fit in terms of leaders in content and data, and already has integrated into several products.
- As part of the Adobe Experience Cloud, Livefyre brings UGC to your CMS, commerce platform, DAM, emails, advertisements, and more. Get the power of content and data by using a unified platform.
- Olapic is only image and video content. Livefyre allows people to submit content in the form of reviews, comments, videos, and photos and curates all types of content from networks, like Twitter, Instagram, Facebook, YouTube, RSS feeds, and more.

Customer Examples

Company	Challenge	Solution	Results
Tourism Australia	Australia's story was getting lost in a competitive travel market, and they needed a way to capitalize on their beautiful continent loved by many. With over 1,000 pieces of UGC posted every day tagged #seeaustralia, they needed an easy way to manage and use the best content, all within Experience Manager..	Using Livefyre, Tourism Australia easily collects, manages rights, and delivers relevant UGC to their home page and destination pages. They save time and money on content creation, sourcing over 50% of their content from UGC. Activating "the largest social media team in the world" has turned into a goldmine of content.	<ul style="list-style-type: none">• 66% increase in time on site• 77% increase in new visitor leads• 30% increase in site engagement• Decrease in time spent managing photo rights requests• Outperform every other national tourism board globally

