A special report from

the HSMAI Travel

Internet Marketing

Special Interest Group

*A Travel Professional's Guide
to Leveraging Location -
Based Marketing*

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Dear Colleagues:

The HSMAI Travel Internet Marketing Special Interest Group is pleased to present this report as part of our mission to increase members' awareness and understanding of emerging issues, opportunities and trends; and, TIG Global is proud to sponsor the report as part of its commitment to helping travel professionals drive revenue and profit online by making smart, strategic marketing decisions.

Social networking is one of the fastest-growing activities among mobile users, and the big buzz in social media today is on location-based marketing. Mobile is redefining how, where and why people connect with one another, and location is becoming one of the most powerful digital trends affecting the mobile stratosphere.

Published by the HSMAI Foundation, this report aims to provide a roadmap for you to navigate this developing landscape of location-based marketing. We hope it will help you identify how the technology and techniques can best factor into your overall marketing strategy in order to achieve the best results for your property or properties.
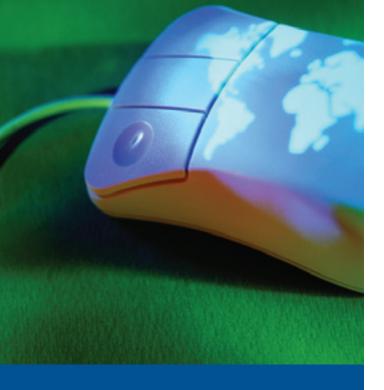
We wish you the very best of success!

Christine Beuchert
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Information & Instructions

The on-line membership application is available at www.hsmai.org. *To apply off-line, complete & return this form.* Membership in HSMAI gives you access to the resources, knowledge and networks you need to make a critical connection with your customers. Examples of some of the benefits you will receive as an HSMAI member include:

- » Local chapter membership
- » *HSMAI Marketing Review* subscription
- » Web site resources in "members only" section
- » Membership in up to five Special Interest Groups. Sign up on www.hsmai.org under " Update your Record."
- » FOR FACULTY ONLY: Faculty members receive a 50% discount off the member price of most HSMAI publications and conference registration fees, including webinars.

For additional information, please contact HSMAI Headquarters:
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Location-based media: (Wikipedia) Location-based media delivers multimedia and other content directly to the user of a mobile device dependent upon their location. Location information determined by means such as mobile phone tracking and other emerging real-time locating system technologies like Wi-Fi can be used to customize media content presented on the device. As the location-aware device enters the selected area, centralized services trigger the assigned media, designed to be of optimal relevance to the user and their surroundings.

More people are using the mobile web to socialize (91%) compared to the 79% of desktop users who do the same *(ReadWriteWeb)*

In the US, mobile social networkers will total 56.2 million by 2013, accounting for 45 % of the mobile internet population *(eMarketer)*

The areas of greatest growth will be mobile (44%) and social (31%) *(Forrester)*

CASE STUDY:

InterContinental Hotels Group (IHG) partnered with Gowalla to get the word out about its "Hit it Big" loyalty promotion. When checking-in at an IHG property on Gowalla, users were sent a message enticing them to sign up for a second weekend stay to earn double rewards points or up to $500 in prepaid gift cards for national retailers.

CASE STUDY:

For opening weekend of their Men's Store in NYC, Coach gave away free cologne valued at $85 to the first 200 customers who checked into the store on Foursquare, resulting in 10% of the traffic that weekend coming from Foursquare check-ins. And in a one day event called "The BlackMagic Event," the Gap offered a 25% discount off all clothes in its retail stores for customers who check-in on Foursquare.

OVERVIEW

Social networking is one of the fastest-growing activities among mobile users, and the big buzz in social media today is on location-based marketing. Mobile is redefining how, where and why people connect with one another, and location is becoming one of the most powerful digital trends affecting the mobile stratosphere.

The stats are staggering. Hitwise reports U.S. web traffic to geo-social networking sites has skyrocketed 350% in the past year. Borrell predicts location-based mobile spending will reach $4 billion in 2015, more than 11 times the $34 million spent in 2009. And echoing that sentiment, research firm Gartner notes the number of users of location-based services (LBS) will double to 95.7 million this year, up from 41 million one year ago.

As GPS-aware mobile devices (smartphones, PDAs, tablets, iPads and the like) become increasingly commonplace, the mobile landscape is where more and more customers are residing. Through location-based social networks, services and applications, they are interacting, sharing, meeting up and recommending places based on where they're going and what they're doing. With that comes the opportunity to push toward deeper engagement with consumers.

Location-based marketing is where the physical and virtual worlds collide – the convergence of online and bricks and mortar. It is a new way to deliver a targeted marketing message to users in a specific geographic location – touching and influencing customers in the moment with the right message at the right time in the right *place.* Where location-based marketing becomes really potent is when you can take a person's location and couple that with their likes, interest, personal data and purpose to deliver real world information and offers at any given moment. For marketers, that real-world connection to social media can ultimately mean more traffic, increased sales and brand recognition.

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This can be achieved by leveraging location a number of ways: offering incentives for visiting a venue multiple times via LBS as well as organizing events, meet-ups and social opportunities based on a physical location; delivering targeted messages or coupons to a mobile phone when a consumer is in range, or transmitting detailed product information and offers via Quick Response (QR) codes (more information on QR codes can be found on page 10).

The good news is that mobile and web users are becoming increasingly interested in sharing their locations. According to the Mobile Marketing Association, one in four U.S. adults use mobile location-based services, and nearly half of those users responded in some fashion to location-based ads, while a Harris Interactive survey revealed that 42 % of adults ages 18-34 and 33 % of 35-to-44-year-olds have interest in getting opt-in mobile alerts from their favorite places.

Early adaption of location-based solutions will not only give you a powerful presence and brand control, but getting in now will give you a head start on getting the word out and hooking the early adopters.

LOCATION-BASED SERVICES: HOW IT WORKS & THE PLATFORMS

There's a new breed of social sites that are built around geo-location – a world where users "check-in" on their mobile phone from a location to share, recommend, meet up, tweet and tag their whereabouts to their network of friends and users nearby, as well as share it on sites like Facebook and Twitter.

These LBS use a mobile phone's location via GPS to pinpoint a user's location. Once they "check-in" to one of these services and choose a location, they can leave tips, feedback, reviews and recommendations, as well as take part in competitions and challenges. By having a presence on these services, hospitality and travel marketers can engage users and drive business with deals and promotions.

Often having a "game" element to them, the majority of "play" on LBS has been to earn points and unlock digital badges and prizes as users visit places. People are flocking to these services, yet the thrill of check-ins for badges and make-believe money will wear off. That's where the value proposition evolves – real, tangible offers that will keep people interested, loyal and coming back for more.

While there are a growing number of location-based social networks sites, the ones to watch and engage are Foursquare, Gowalla, Brightkite, MyTown, Whrrl and SCVNGR. As for the big guns of social networking, Facebook rolled out their long-awaited geo-location service called Facebook Places in August 2010, which lets the 150 million users of Facebook's mobile application virtually "check-in" their location at places of business and alert their friends to where they are. Google is expected to launch Google Me, while Google Maps has added location apps and Google's Buzz and Latitude leverage GPS to add location to updates. Twitter has added location to tweets, Yelp added a "check-in" feature to their iPhone app, and Apple filed patents outlining how location may be built into the iPhone platform. (See sidebar for more details on the above.)

A new player in the geo-location game but with a travel twist, Topguest is a travel rewards service that partners with rewards programs and ties in to geo-location services. Consumers accumulate points by synching existing travel rewards programs with mobile check-in apps such as Foursquare, Gowalla and Loopt. The points are stored in one place regardless of where you check in, and rewards vary by program. A check in for a hotel service or activity, such as

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See the Glossary on page 11 to understand the strategy and differences between:

Foursquare • Gowalla • MyTown Brightkite • SCVNGR • Whrrl • Loopt • Facebook Places • Google • Twitter

CASE STUDY:

To get consumers out on the road, the Pennsylvania Tourism Board (Visit PA) teamed up with Foursquare to stage scavenger hunts, featuring 100 tips placed at locations across the state. When a Foursquare user checked-in at one of the locations, they found fun tidbits and action provoking advice, as well as the chance to earn one of three badges, such as the "PA Shooflyer" for those who visited restaurants a specified number of times. Furthermore, six locations carried posters with QR codes to directly check in on Foursquare, and a link was offered to corporate sponsors and local vendors that chose to join in on the 'virtual manhunt.' When deciphered, the codes relayed information pertinent to the advertiser's message.

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golf, spa or a dinner may earn 50 points. Free night stays can be awarded by reaching a plateau of points, or number of check-ins. Some programs involve discounts, such as Standard Hotels, which gives 25% off a subsequent stay after 10 check-ins. Other hotel companies partnering with Topguest are InterContinental Hotel Group and Soho and Tribeca Grand hotels.

WHAT IT CAN DO FOR YOU

Location-based marketing, also known as geo-location, taps into a captured target when a consumer is already at or near your place of business and creates experiences for consumers in the "here and now." By knowing where someone is in real time you can deliver meaningful, call to action interactions when and where consumers want them. It is brand on demand.

To make a move into the space, determine first what you are looking to accomplish and who you want to attract, influence and engage. Is it increasing foot traffic, marketing and promoting specific items or services, filling need periods (certain hours or days), acquiring new customers, reaching out to repeat customers, increasing brand engagement or rewarding loyalists? As for brand equity, the opportunities to "spread the word" are limitless as comments and reviews left by previous consumers can be found when another user "checks in." Think viral marketing. Users in the social location space are influencers who want to share and connect, and they often have wide reach. Once at a location, they may tell their friends where they are and what they think of the place. And most of the location-based apps integrate with Twitter and Facebook, so users can automatically send their location updates to their entire network.

Also keep in mind that searches and check-ins reveal not only where people are but what they're doing and what they're searching for, so all that information-rich history can be examined and evaluated to craft future marketing messages and strategies.

GETTING STARTED WITH LOCATION-BASED SERVICES

At the top of the to-do list is to check to make sure your business is already discoverable on geo-location apps, and if not be sure to add it. You can do that by becoming a user on each site and check in at your place of business to make sure it shows up on the map with the right information.

While much of the buzz in LBS is fashioned after gaming for points and fake money, the real potential is to deliver value through offers and promotions. Once you've established a presence, engage customers with loyalty programs around the gaming and social networking aspects of location tagging apps and create compelling promotions and incentives for customers to check-in. Reward users with check-in offers such as get 50% off your meal between 2pm and 4pm; 25% discount off a spa treatment, or come in within the next 30 minutes and receive 30% off your meal. Consider raffles, a reward for the first to check-in or create a competition or challenge.

Foursquare has gained popularity with its "mayor" specials, which gives discounts and freebies to the one person who has checked in to a location more than anyone else over multiple days. The initiative is so popular that Foursquare includes mayor offers inside its app,

CASE STUDY:

The city of Chicago partnered with Foursquare to get people into their neighborhoods and offer an authentic sense of what real people in Chicago do. Users who check-in at sites across the country could earn Chicago-themed badges, like the on-location "Bueller Badge" for visiting sites from Ferris Bueller's Day Off, or the "High Fidelity Badge" for cruising the record shops featured in the film. Badges were also available for visiting the city's blues clubs and for sampling its hot dog stands. To unlock the "official" Chicago badges, Foursquare users had to follow Explore Chicago, which created over 60 check-in locations and over 200 tips throughout the city. As they checked-in at spots around town, they found **Foursquare tips** left at each location, ranging from historical facts to movie trivia. Users were also able to read tips left behind by other users and leave tips of their own.

CASE STUDY:

W New York held a challenge to coincide with its Summer DJ Series, giving users a chance to win a two-night weekend stay at the hotel by checking in on Foursquare when they arrive. The hotel also ran "The Mayor Drinks for free" promotion each Tuesday and Thursday.

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so if someone nearby is logged into Foursquare, they can see that you have a mayor offer and may be persuaded to come by.

After you've accumulated users on an app, you can host a meet-up exclusively for them, such as happy hour on a Friday night or when it tends to be slower in a food and beverage outlet. On Foursquare, a gathering of 50 or more people is considered a "flash mob" which earns each participant a "Swarm" badge. Consider this for a special event or launch of a new restaurant or bar.

Once you commit to location-based services, you'll want to spread the word. Send out tweets about offers, such as anyone who checks in using Gowalla over the next three hours gets a free dessert or discount in the spa. Send e-mails to your database and tell them to "check in on Foursquare" and include a call to action offer. Remind people to check in while on property with signage and stickers in your outlets announcing "We're on Brightkite" or "Find us on MyTown." Integrate all your social networking efforts and cross promote by posting a link on your website and Facebook to all your location-tagged sites. Also explore the customization different networks allow. Gowalla offers custom icons for your location; explore custom badges with Foursquare.

PROXIMITY MARKETING & MOBILE COUPONING

One of the hot new areas of mobile marketing is proximity marketing. Predicated on the concept of "geo-fencing," it's about tracking people via mobile based on proximity to a particular location, and then sending out one-to-one tailored messages and promotional campaigns to consumers wherever they roam. In essence, it allows marketers to construct a virtual perimeter around a location and send text messages if customers have opted in to receive them.

As consumers are becoming more comfortable with sharing their whereabouts via mobile devices, findings from JiWire's Mobile Audience Insights Report prove that they're also becoming more open to receiving ads and mobile coupons relevant to where they are. More than 50% of respondents indicated that they wanted to receive location-specific advertising, with mobile coupons a more appealing incentive than check-ins. Furthermore, the Mobile Marketing Association revealed that 63 % of iPhone owners use location-based mobile services at least once a week, and that consumers are interested in allowing their phone to automatically share their location in exchange for perks such as mobile coupons.

And according to a November 2009 Juniper Research study, the availability and convenience of digital coupons are attracting a newer and younger base of consumers, many of whom use Twitter, Facebook and other forms of social media. These trends are expected to contribute to a projected 300 million global coupon users, who will generate close to $6 billion globally in retail redemption value by 2014.

Proximity based interaction involves engaging past guests and prospects who have opted in by tapping into core messaging services such as SMS and MMS and sending offers and discounts via mobile when they are within walking or driving distance. You can also leverage social networking websites like FourSquare, Gowalla and Yelp to push

CASE STUDY:

Starbucks launched the first ever nationwide mayor special on Foursquare, whereby mayors of individual Starbucks stores received a discount for having the most check-ins. Valid for a limited time, the mayors were greeted with a message saying: "As mayor of this store, enjoy $1 off a NEW however-you-want-it Frappuccino blended beverage. Any size, any flavor. Offer valid until 6/28."

CASE STUDY:

AJ Bombers, a popular burger restaurant in Milwaukee, WI, created a Foursquare event and invited a "flash mob" to the restaurant. The event attracted 161 Foursquare users on a Sunday afternoon and increased Sunday sales 110%.

CASE STUDY:

To promote its summer Toyota Concert Series, The Today Show created a Foursquare campaign that rallied users to check-in, earn badges and compete for mayorships. Visitors had the chance to earn three custom badges: the Newbie badge for first time check-ins, a "Roker" badge for three check-ins and a "10 to 10" badge for those that check-in at the concert series 10 times or more.

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targeted coupons to users. It becomes the new point-of-purchase.

The medium also allows you to locate guests prior to arrival and send a text message to start the check in process, as well as during their stay. Knowing a guest's interests enables you to customize their stay by pushing activities and services of interest, such as daily restaurant specials, spa deals, information on local events and attractions and more.

In the mobile couponing arena, also becoming popular are location-based coupon sites that deliver local coupons to the user based on where they live. Yowza offers iPhone users deals and coupons pushed to them based on their immediate location; Groupon gives incentive-based deals and special offers that are localized for a specific city, and LivingSocial.com offers daily deals with up to 90% off at local venues and users can share the deal with friends by email, Facebook or Twitter. Among other apps now using location-based coupons are valpak.com, qponomics.com and placecast.net. In fact, Placecast and Location Labs partnered to target consumers with opt-in, location-based marketing SMS messages. Via geo-fencing mobile technology, alerts are sent when consumers enter digitally zoned areas so brands can send promotional alerts to customers based on their location. For example, The North Face created geo-fences around stores, hiking areas, parks and locales that are frequented by its customers. When a consumer who has double-opted in to the company's SMS alerts enters a geo-fenced area, a message specific to their location and interests is sent. If they're near a store, they may receive a message about a new item. But if they're in a recreation area and they have noted that they are a hiker, they could get a message about a great hiking trail.

Mobile applications with coupon content also have the advantage of being able to track when and where offers are searched for, viewed and redeemed. With that, you can learn more about your customers to develop loyalty programs based on customer-generated information.

Keep in mind that real-time location data is extremely personal, and if you embark on a mobile messaging campaign that will interrupt consumers as they are "passing by," getting users to opt in is rule number one and you will likely need to create a permission-based strategy. Use all of your marketing channels such as direct mail, print ads, email messages, etc. to generate your mobile opt in list.

CASE STUDY:

To promote a "Mom's Escape" via email to its guest database, Ocean Properties' Jupiter Beach Resort and Spa featured a "Check-in with Foursquare" call to action that rewarded potential spa goers with free items.

Partnering with Gowalla, the National Geographic Society created a Gowalla Passport of 15 city walking tours, each with eight to 15 spots to check-in. By visiting each spot on the tour, users get a National Geographic virtual pin.

QR CODES & AUGMENTED REALITY

Another hot trend is the use of Quick Response (QR) codes for promotions, couponing, and on-site/on-the-go product information. A QR code is a two-dimensional, information bar code that can be scanned by smartphone cameras to pull up websites, display text and photos or play videos and music. They can be used to provide information or create redemption and coupon use via deals and discounts. Consider placing QR codes in a window, at restaurants, the spa, in hotel elevators, by the pool, lounge and any point

QR code

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of purchase so that guests can access digital promotions, menus, services or get information of interest. If you have a QR code in one of your outlets, consider rewarding those who scan it with an incentive such as a discount off their purchase or a complementary dessert.

By downloading and deciphering a QR code, users can also check-in at their location on Foursquare, or pull the location up on Google's Favorite Places site to read reviews, see menus, see photos, specials and more. You can use these codes to encourage Foursquare check-ins, direct people to your Yelp profile or invite customers to share photos, videos or text via Stickybits, which lets you "assign" a specific use for a QR code so you can "tag" things for others to redeem or find. There are a number of sites that can help create QR codes, such as Kaywa, iCandy, Zxing Project, delivr, QR Stuff and Maestro.

Another application to keep an eye on is augmented reality (AR). Still in its infancy, AR is "a live direct or indirect view of a physical real-world environment whose elements are augmented by virtual computer-generated imagery." In other words, AR overcomes a real image you obtain over your mobile phone camera and overlays it with an information layer that adds contents to what you are seeing. That can mean anything from hotel and room details and pricing to restaurant profiles, menus and recipes information on facilities and services, staff profiles, photos and much more.

For all of your location-based marketing initiatives and campaigns, monitor and measure their effectiveness. Mobile offers a number of measurement capabilities and analytics which allow you to gauge response to any given campaign. This gives you the ability to modify your message for maximum results. All of the networks have metrics and analytics you can use to track your stats and report participation and demographics in response to a particular campaign. Also note that while increased sales, filling rooms and packing restaurants may be the end game, also at play here is increased awareness and brand equity.

Travel and hospitality marketers have only begun to see the potential that location-based experiences can unlock, and those that invest early will be poised to reap the rewards of the geo-location revolution. Rather than watch from the sidelines, now is the time to begin formulating your strategy to increase your ROI and establish deeper bonds with customers and influencers. The sooner you get involved and embrace the concepts of moving people digitally, the quicker your influential fan network can go to work for you. The day of mobile reckoning and becoming part of the location tagging world of social media is now.

Glossary

Foursquare www.foursquare.com
3 million users (iPhone, Android, Blackberry, Palm and Web app)

A leader in the field providing game-like experiences, users on Foursquare earn points and badges such as "Jetsetter" or "Explorer" for checking in to a place frequently or at specific times, or for completing tasks. Those who check in to a place most often on different days become "mayor." Facebook and Twitter are integrated so users can broadcast to their networks where they are, and Foursquare for Business lets marketers provide offers to their users and track the success of location-based campaigns. You can monitor who has checked in, when they checked in, who the top customers are, where they are on other networks (Facebook, Twitter) the male-female ratio of customers, what times of day certain customers tend to arrive, etc. Business partnerships with major brands include Bravo, The History Channel, Starbucks, MTV, PepsiCo, Domino's and Jimmy Choo.

Gowalla www.gowalla.com
350,000+ users (iPhone, Android, Blackberry, Palm and Web app)

Also predicated on checking in and choosing a location, Gowalla "stamps" the user's passport and provides them with rewards when they arrive at a business or location. Gowalla awards "spots" – a location where users check in, which can be featured for added visibility. A collection of spots that are organized into an experience for other users to follow is called a "Trip." And "Items" are electronic goodies that can be found and left at certain places by users for other users. Users can also add photos to their check-ins and leave comments. Gowalla's brand outreach is more travel driven, partnering with The Travel Channel, National Geographic and The Washington Post to deliver walking tours and traveler advice, and the Austin Statesman newspaper, which offers eight trips with descriptions, maps, insider info and photographs.

MyTown www.booyah.com
2.5+ million users (iPhone)

MyTown is a Monopoly-like GPS game that lets users check in to locations to buy and own their favorite places. To unlock virtual rewards, users can "purchase" properties and "collect rent" from others. To "own," users buy locations with points and charge "rent" to others. In the MyTown store, which is both real and virtual, users can purchase items with real money or purchase in-game items with points.

MyTown also offers product check-in which uses bar codes to check-in to a product at a store. Using the camera option, a user scans a barcode on a retail product. MyTown recognizes the code and unlocks any points, virtual goods or promotions associated with the product.

Businesses can interact with consumers by crafting challenges such as scavenger hunts, and offer real promotions or discounts through the service. On the analytics end, a business can learn about the interests of its consumers, which products they find attractive and how they interact with your competitors. MyTown's partnerships take the form of branded items or sponsored games and include The Travel Channel and H&M.

Brightkite www.brightkite.com
2+ million users (any mobile device)

Brightkite users "check-in" at a place and post notes and photos, and other users can comment on those posts. You can become friends with people who go to the same places, vote on recommendations/reviews, share with other social networking sites and control what friends are able to see. Users can choose to share them with their Twitter and Facebook accounts, and also have the option to share their geo-tagged photo posts to Flickr. "Group text" is a service that allows users to text up to 25 people at once and allows the entire group to receive replies.

Brightkite has also introduced Check.in, a syndication service for all of those location-based applications which essentially allows users to update their location from one centralized place and send it out to all of their favorite location-based apps. One noteworthy partnership is Starbucks, who teamed up with Brightkite to offer a special badge and half-price Frappacinos when checking in to a location.

www.hsmaifoundation.org

www.tigglobal.com

SCVNGR www.scvngr.com
(iPhone, Android)

Backed by Google Ventures, SCVNGR has established its presence in the university and museum communities and focuses heavily on challenges over check-ins. Check in to a location and then earn points by completing a challenge, such as taking a photo, solving a riddle, scanning a QR code or doing an activity, and then earn points to unlock badges and rewards.

Marketers can create their own custom-designed challenges for users to accrue points for discounts and free offerings. Players can see a list of nearby businesses offering rewards and can use the app to target which reward to go after at a particular venue.

SCVNGR recently launched a program that lets businesses purchase a rewards pack of marketing materials including QR code business stickers, table tents, coasters, coffee-sleeves, signs, etc. Brands can use this to give users discounts or free offerings for completing custom-designed challenges at their venues. For example, shoe retailer Journeys, offered $10 off to shoppers at stores nationwide. Customers were given six-second challenges inside stores, such as snapping a photo of their favorite skater shoes, to accrue the 35 points required to earn the $10 off coupon.

Whrrl www.whrrl.com
400,000 users (iPhone, Android, plans for Blackberry launch)

A social networking service that focuses more on "discovering things you are passionate about" as opposed to check-ins, users can join Whrrl Societies based on their real-world interests and get updates and information relating to those interests, as well as rewards and coupons. A great feature for marketers is the ability to build a "society" for free as opposed to a custom badge on Foursquare that can be costly.

Loopt www.loopt.com
4+ million users (iPhone, BlackBerry, Android)

This mobile social mapping service lets users find friends, events and places around them. They can message friends to get updates on where they are, check-in and share where they are with friends and get coupons and exclusive deals from local retailers. Using Facebook Connect lets users share these incentives as well as their whereabouts to friends.

Earlier this year Loopt launched a new mobile loyalty card mobile app called Loopt Star where users can redeem check-ins for rewards with its brand partners. A system that puts punch hole card right on the phone, big brands like the Gap and Burger King are partnering with Loopt Star to offer incentives for frequent check-ins. As a partner, you have the ability to customize your campaigns based on time of day or week, location, number of visits, etc. Once data is collected through the app, you can use that to personalize incentives and customize them to the user.

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Facebook Places
(iPhone, Web app at touch.facebook.com for devices that support HTML 5 and geo-location)

The long-awaited launch of Facebook Places is all about checking in and sharing locations with Facebook friends. When someone checks-in, it appears on that location's Place Page, on the user's profile and their friend's News Feeds. Places also offers the ability to check-in friends that are with you, but users can't add a photo or share a tip, and there are no opportunities win badges, mayoral status or discounts. Unlike Foursquare, Facebook users don't have to sign up for the check-in feature but can find their friends who are posting their location. Depending on the privacy setting you choose, a user can let others see where they are or keep their location to themselves.

Google

Location services include Google Latitude, which lets users see a friend's location on a map as opposed to being place specific and there is no "checking in" or earning prizes. Google's social media platform *Buzz* is tied to a user's Gmail account and has location-tagging options. The Buzz nearby mobile feature serves up a list about places, and users can read Buzz info about those places from others who are both in and outside their networks. Google also launched What's Nearby, a location-based search that's part of Google Maps which lets consumers access a list of the 10 closest places of interest near their physical location via mobile.

Twitter

Twitter launched geo-location for tweets with opt-in settings enabling users to tag their tweets with their location, create new Twitter Places, as well as click a Twitter Place within a Tweet to see recent Tweets from a particular location. Tweetie and Tweetdeck can display the location from where a tweet was posted, and users can see locations of individual tweet pages, or on tweets in the mainstream. Many Foursquare and Gowalla users publish check-ins to Twitter so that by clicking on a Twitter Place you can see standard Tweets and check-ins from Foursquare and Gowalla.

Useful Links & Resources

HSMAI Travel Internet Marketing Special Interest Group	www.travelinternetmarketing.org	This subgroup of the HSMAI membership connect travel marketers in a way that leverages interactive customer engagement as a marketing medium while increasing the awareness of emerging issues, opportunities and trends.
TIG Global	http://blog.tigglobal.com/	The TIG Global Blog is the premier source for online marketing strategy and scoop. Written by marketing gurus and designed for hotel and travel professionals, this educational resource is constantly updated with e-marketing tips, case studies, breaking industry news, "Ask the Expert" videos, new research, and much more.
HSMAI Foundation	http://www.hsmai.org/foundation.cfm	As the research and educational arm of the Hospitality Sales and Marketing Association International, HSMAI Foundation expands and enhances the educational opportunities available to hospitality sales and marketing executives and increases the amount of in-depth research conducted on behalf of this fast-paced, increasingly demanding profession.

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Hospitality Sales & Marketing Association International

HSMAI is the hospitality industry source for knowledge, community, and recognition for leaders committed to professional development, sales growth, revenue optimization, marketing, and branding.

With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMAI's Affordable Meetings®.

New and upcoming resources and events include:
» HSMAI Adrian Awards Gala – January 31, 2011, New York - www.adrianawards.com

HSMAI Foundation

As the research and educational arm of the Hospitality Sales and Marketing Association International, HSMAI Foundation's mission is to expand and enhance the educational opportunities available to hospitality sales and marketing executives and to increase the amount of in-depth research conducted on behalf of the profession. Today, and in the years ahead, the HSMAI Foundation plans to accelerate its research and publishing activities to contribute even more to the continuing education of those engaged in this fast-paced, increasingly demanding profession. For more information, contact the HSMAI Foundation: 1760 Old Meadow Road, Suite 500, McLean, VA 22102; (703) 506-3280; www.hsmaifoundation.org.

TIG Global

As the leader in online marketing for the travel industry, TIG Global (www.tigglobal.com) remains steadfast in its mission to assist hotels and destinations in exceeding their online marketing goals. During this time of decreased travel demand, we realize the unique opportunity that exists for our clients to gain market share.

TIG Global has developed a proven set of strategies to successfully leverage the marketing efforts of hotels and destinations worldwide, delivering unrivaled incremental revenue and visitors online.

Serving an extensive portfolio of clients worldwide, TIG Global combines its e-business expertise and industry knowledge to maximize client exposure in the online channel. TIG Global works closely with each client to create a custom marketing strategy and provide ongoing support and consultation. Our extensive service offering provides the benefits that include:

» Multi-language website design that increases conversion and pushes customers through to reservations.
» Search engine marketing that prominently places you at the top of the search engines.
» Digital media and online advertising that delivers pre-qualified leads from a network of over 2,000 media partners.
» E-mail marketing that strengthens customer loyalty and establishes relationships.
» Social media and mobile marketing that encourages direct communication with customers and enables booking anytime/anyplace.
» Custom strategy and ongoing, proactive support that helps you analyze results and tweak your online marketing plan to maximize results.

Should you have any questions about the information in this report, or comments about how TIG Global can assist your company in gaining market share, please feel free to contact us at info@tigglobal.com or 301.841.4700. **We also invite you to visit our blog for additional eMarketing tips and advice from our marketing experts – blog.tigglobal.com.**