



Travel Trade Gazette

Journey to building a youth blog

Content

ONE

The brief

TWO

Research

THREE

Blog Creation

FOUR

Content Creation

FIVE

Reader Engagement



What you said

DESIGN

Create a blog that is relevant and appealing to youths, catching their attention at first glance.

ENGAGE

Ignite conversations via social media and drive active participation in the discussions of travels to Singapore.

INSPIRE

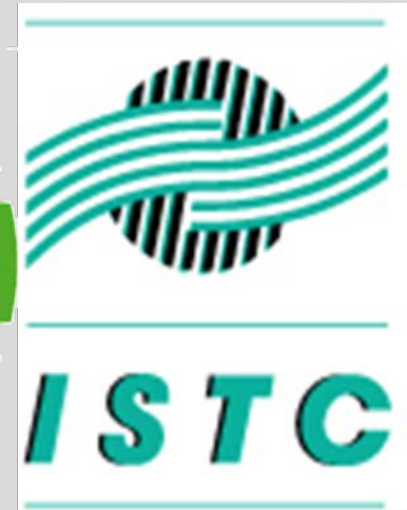
Through unique story angles, instill a sense of wanderlust into the hearts of youth, inspiring them to travel to and within Singapore.





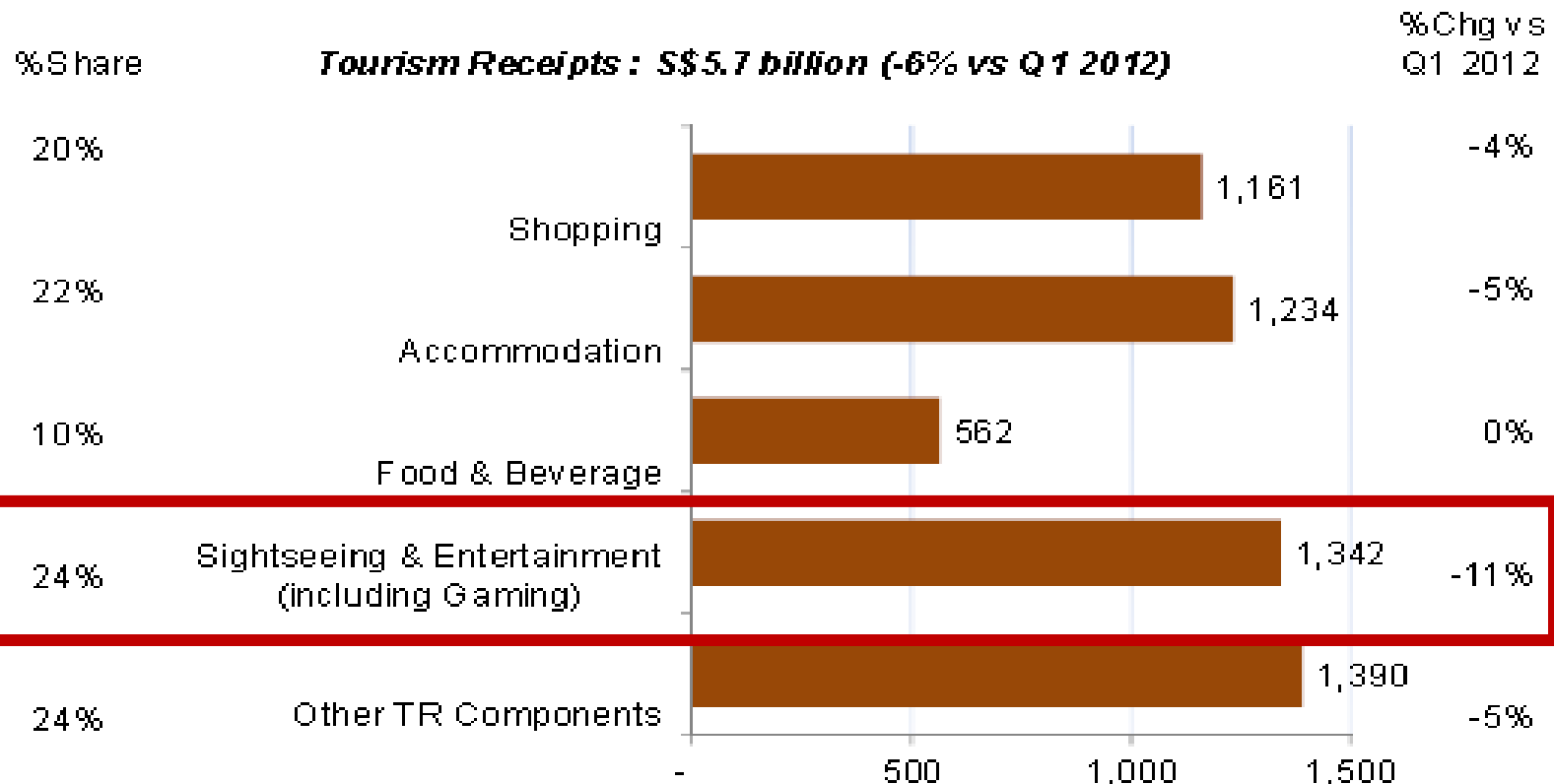
What the market says

What the market says



Why do people travel to Singapore?

Chart 1: Tourism Receipts by Major Components, Q1 2013



Notes:

- Sightseeing & Entertainment includes entrance fees to attractions and nightspots, expenditure on day-tours, leisure events and entertainment at the Integrated Resorts.

- Other TR components include expenditure on airfares, port taxes, local transportation, business, medical, education and transit visitors.

- Source: Disembarkation/Embarkation Cards and Overseas Visitor Survey.



International Student Travel Confederation



Serving student travellers for over 50 years, the ISTC has grown from a concept formulated by student leaders to increase international understanding into a global network of the world's leading student travel organisations. **Today's specialist student travel organisations in 106 countries** serve the 21st century's sophisticated student traveller with special flight ticket arrangements on more than 80 airlines, their own globally accepted student identity card and a full range of surface travel, study and work abroad, adventure and cultural experience programmes – providing educational experiences through travel to over **10 million students and youth travellers** each year.

Association of Tourism and Leisure Education

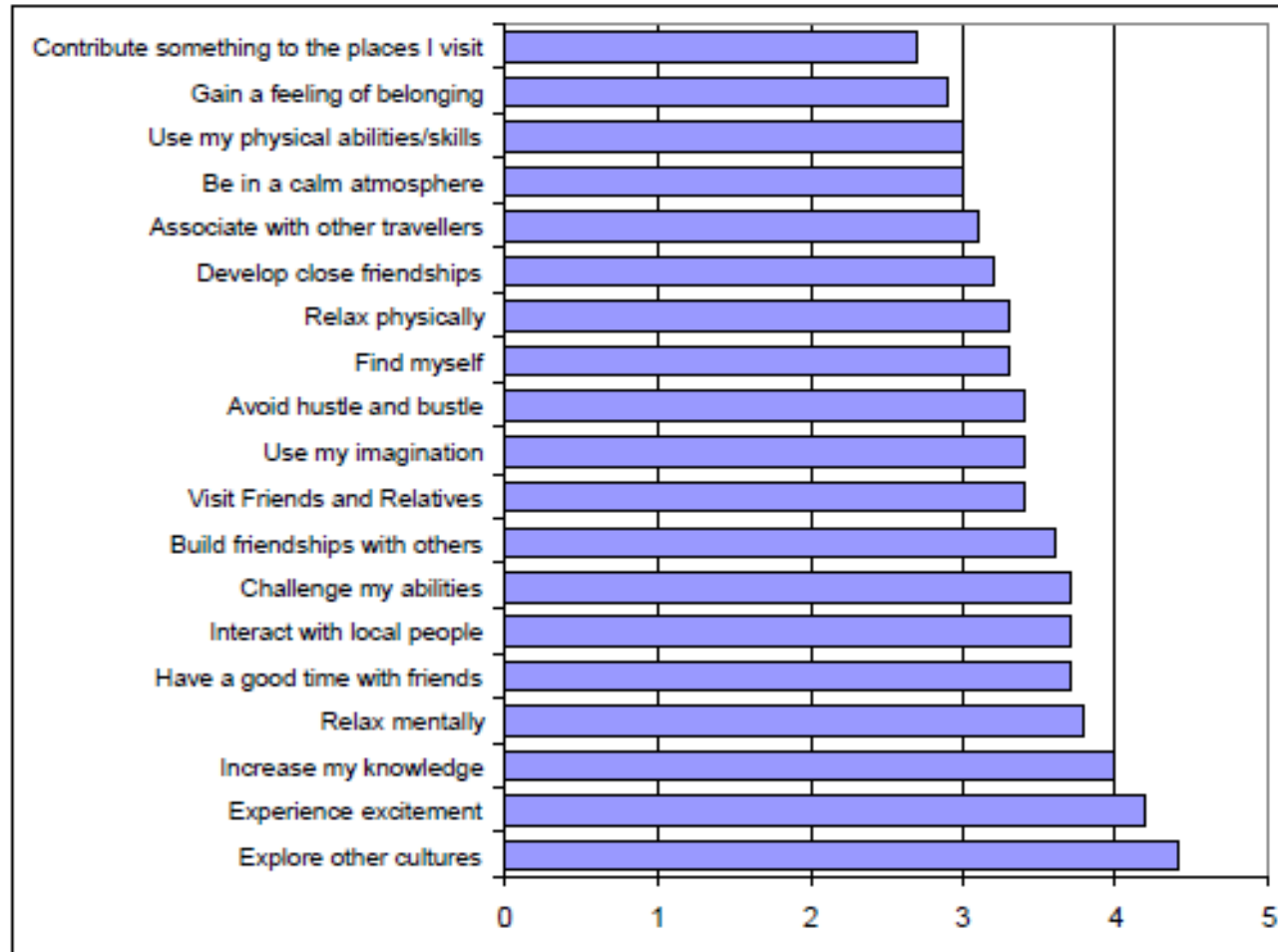


The Association for Tourism and Leisure Education (ATLAS) was established in 1991 to develop transnational educational initiatives in tourism and leisure. ATLAS provides a forum to **promote staff and student exchange**, transnational research and to facilitate curriculum and professional development. ATLAS currently has members in **more than 50 countries**.



Why do youths travel?

Figure 2: Main motivation for last big trip (scale 1 = of no importance, 5 = very important)



Why do youths travel?

Explore other cultures

Experience excitement

Increase knowledge





Excitement

Exploration

Increasing knowledge

**Motivated by experience
seeking factors**

Relaxation





TRAVELS OF ADAM

Travels of Adam is a top-rated travel website and blog featuring unique stories from around the world. The site receives over 50,000 page views per month from 100+ countries. Readers are modern, open-minded and socially responsible individuals with a very strong interest in traveling and city destinations.

— AS SEEN IN —

VANITY FAIR

THE
HUFFINGTON
POST

AFAR
WHERE TRAVEL CAN TAKE YOU

 intelligent travel
CULTURAL. ADVENTURE. & INSPIRATION.

globalpost

MAN ABOUT
WORLD

USA
TODAY
TRAVEL



#	Top 100 Travel Blogs	Score
1	Nomadic Matt	728
2	Everything Everywhere	712
3	The Planet D	688
4	Nomadic Samuel	687
5	Wandering Earl	681
6	Legal Nomads	678.5
7	The Everywhereist	675
8	Y Travel Blog	671
9	Go Backpacking	668.5
10	Travel Dudes	668
11	Adventurous Kate	665.5
12	Twenty Something Travel	664.5
24	Travels of Adam	599.5





Stress Relief

**Motivated to take risks
and face their fears**

Like to meet new people

Sense of Freedom

Snap Culture



Earth Porn

3,389,975 likes · 1,511,473 talking about this



Earth Porn
5 hours ago

Prague, Czech Republic



Like · Comment · Share

2,166

30,794 people like this.

Top Comments ▾



Write a comment...



True Hawaii Black sand beach in Waianapanapa State Park, Maui,



Earth Porn

about an hour ago

Tara Mountain, Dinaric Alps, Serbia



Like · Comment · Share

1,184



14,890 people like this.

Top Comments ▾



Write a comment...



Shehan Fernando photo taken @ Hervey Bay yesterday afternoon.





Earth Porn

3,389,975 likes · 1,511,473 talking about this

People Talking About This

2,094,387

Total Likes

3,222,559

Page Insights

November 24, 2013

Most Popular Week [?]

London, England, United Kingdom

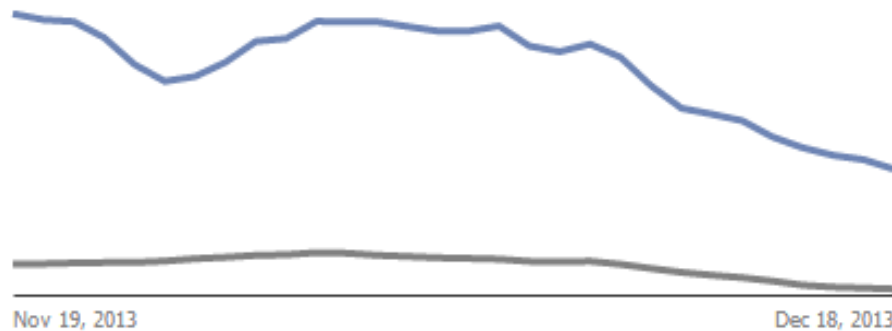
Most Popular City [?]

18-34 years old

Most Popular Age Group [?]

● People Talking About This

● New Likes Per Week





Inspiration to travel

Scenic Photographs

Visual heavy

Enjoy discussion

YAC

Young. Adventurous. Curious

*Your Inspiration
To Travel*



Design



Visually heavy content

Colours: Black, white & orange

Logo with the diamond

Hover

TOP STORY



T
A
B
S



**Discover
Me**

**Sight-See
Me**

Y A C

Young. Adventurous. Curious

*Your Inspiration
To Travel*

Selfie Me

Thrill Me

**T
A
B
S**

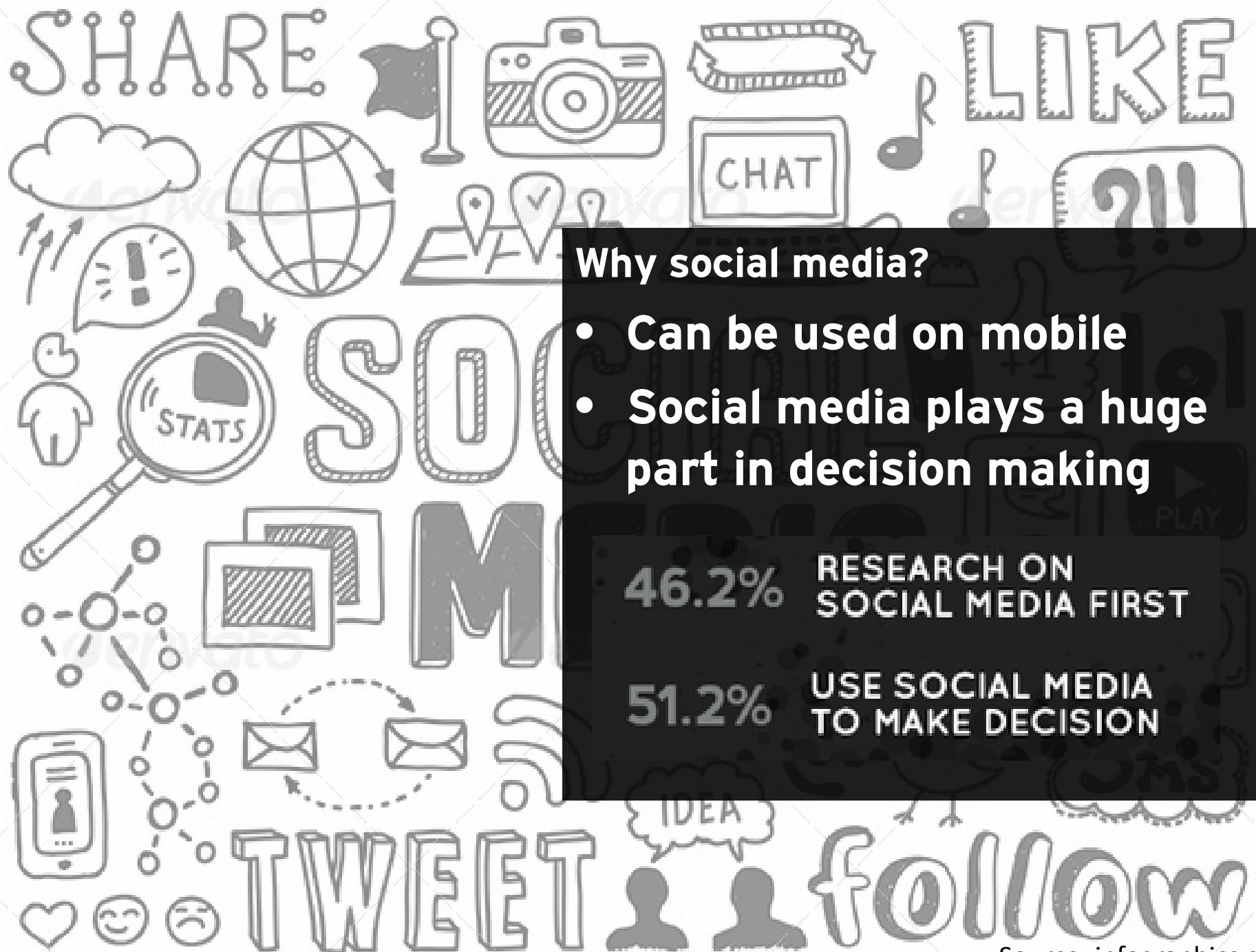


Tone:

- ✓ **Friendly**
- ✓ **Enthusiastic**
- ✓ **Descriptive**
- ✓ **Conversational**



Engage



Why social media?

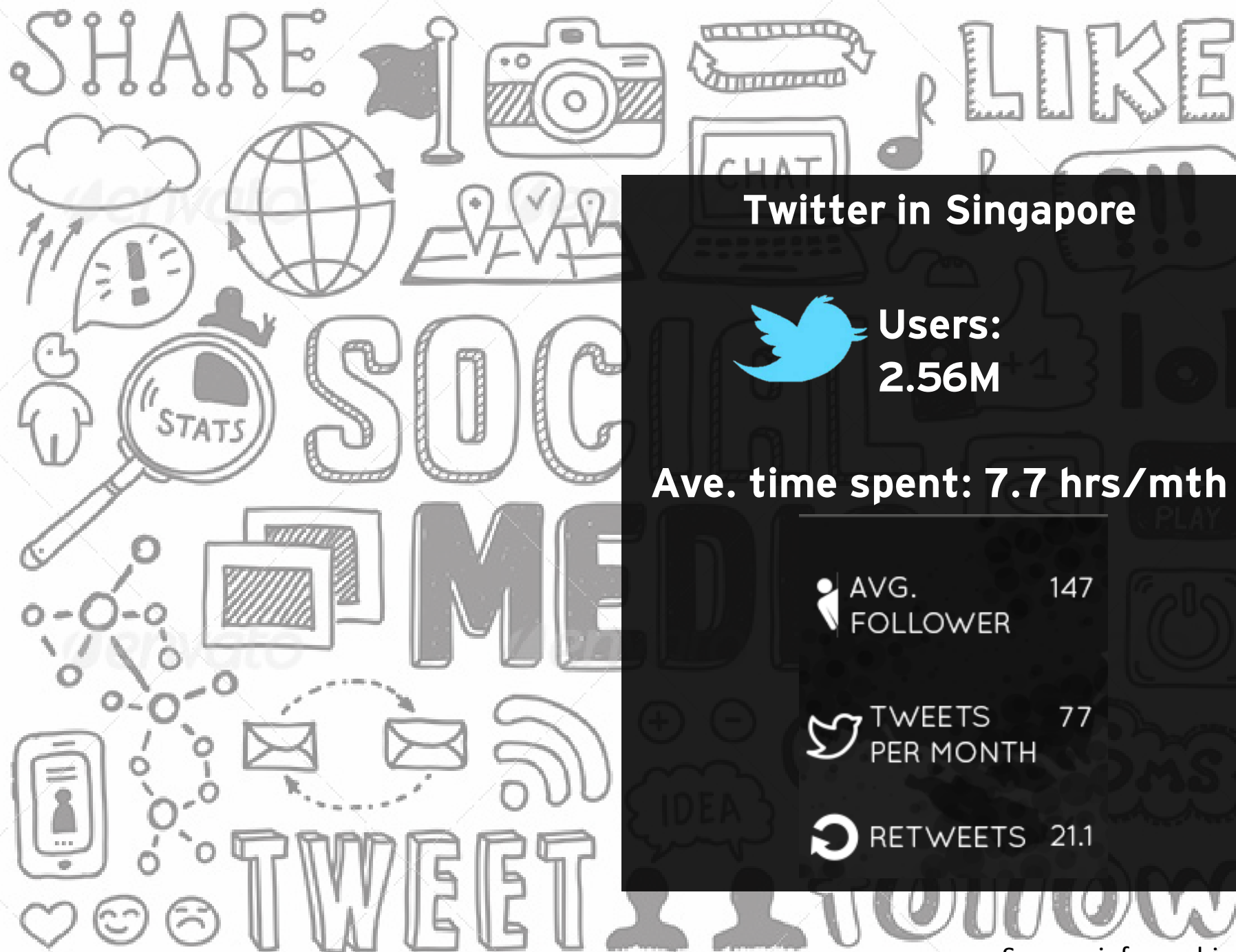
- Can be used on mobile
- Social media plays a huge part in decision making

46.2%

RESEARCH ON
SOCIAL MEDIA FIRST

51.2%

USE SOCIAL MEDIA
TO MAKE DECISION



Twitter in Singapore



Users:
2.56M

Ave. time spent: 7.7 hrs/mth



AVG.
FOLLOWER

147



TWEETS
PER MONTH

77



RETWEETS **21.1**

Insert link to out blog post ↓

Retweet and Hashtag ↓

Trending

-  **#getmatthewto200k**
97.6K Tweets about this trend
-  **Singapore**
27.7K Tweets about this trend
-  **#AmericansvsBritish**
307K Tweets about this trend



The Straits Times @STcom

14m

Trickeye: New museum at @rwsentosa to play 'tricks' on your eyes
bit.ly/19Rlx0s #Singapore pic.twitter.com/e3aDQ8axxc



 Expand

 Reply  Retweet  Favorite  More


Advertise as “Promoted Accounts” ↓



Starbucks Another day in the cupping room ... Our coffee quality team tastes thousands of cups a year to ensure quality.

<http://yfrog.com/2gbb6xj>

3:01 PM Apr 9th via Tweetie from Industrial District East, Seattle 

Promoted by Starbucks Coffee  14 Retweets

SHARE LIKE

Facebook in Singapore



Users: 3.22M

**Ave. Time Spent:
19.6 hrs/mth**

PENETRATION LEVEL (%)



62.2



So why must the Facebook page be more visually heavy?

Like · Reply · 12 · December 27 at 1:41am

3 Replies

View more comments

2 of 262



Earth Porn
5 hours ago

Prague, Czech Republic



Like · Comment · Share

2,166

30,794 people like this.

Top Comments ▾



Write a comment...



True Hawaii Black sand beach in Waianapanapa State Park, Maui,



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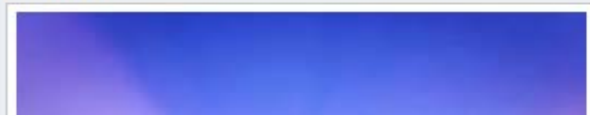
Top Comments ▾



Write a comment...



Shehan Fernando photo taken @ Hervey Bay yesterday afternoon.





Intsagram in Singapore

**Users: Up by 8121% between
2011 – 2012**

**Third most used social media
platform amongst youths**

**Applicable and relevant to our
target audience – fun, quirky,
easy to use**

**Easy to curate and track because
of #hashtag system**

**Source:
1 CIO ASIA**

2 Business Insider

User Generated Content: Instagram Content

How Instagram creates user engagement

The different features play different roles in engaging users

Being able to switch on the "add location map" is another way how users are able to identify where or what is going on at the different venues, hence, showing a form of interaction as well

The explore function enables different users from all over the world to form interactions as well. In terms of gaining knowledge through the photographs that are posted

Uploading photographs will allow the users to communicate via the comments that they post for the individual photographs posted

As we all know, most individual's attention is easily captured using photographs as compared to words

User Generated Content: Instagram Content

How does "hashtag-ing" photos and videos create user generated content in Instagram

"Hashtaging" photographs is one of the most common function found on Instagram.

By hashtagging a photograph or a video, the particular photograph/video can then be found when searched. Thus, by doing so, users can be exposed to more and the different types of photographs/ videos under the same theme or rather the same hashtag.

#Selfie ME

What is it about?

Participants take selfies while they are out and about around Singapore.

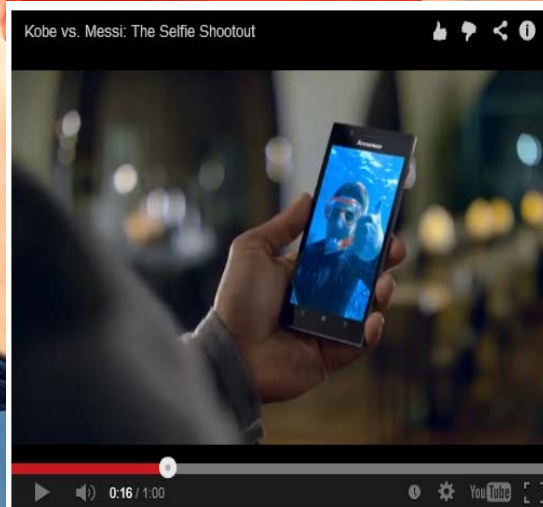
How it works?

- 1. Participants hashtag #SelfieMe on Twitter and Instagram when their picture is uploaded.**
- 2. Y.A.C will pick 5 best photos and it will appear on the blog daily and will feature the winners on Facebook as well.**

Why do this idea?

- Bragging rights for participants**
- User-generated content**

EXAMPLE:





Inspire

Story Idea #1:

Illumi Run

Angle:

Friends we meet along the way

Selling point:

- **Socializing**
- **Meeting new friends**
- **Novelty**



Story Idea 2:

Old School Delights

Angle:

A Trip to the Past: Memories Relieved

Selling Point:

- **Human Interest**
- **Nostalgia**
- **Novelty**
- **Entertainment**

Real-Life Room Escape Game

Within the limited time Find the clue
Escape the locked chamber Discover the truth

THE PAINTER'S MURDER



4-6 people 45 mins

A famous painter was found dead by the river. The police found a paintbrush and a palette in the room. Unfortunately, the painter had suffered a heart attack and died. The police suspect that the painter was murdered. You are the detective. You have to find the clues and solve the mystery.

Address: Bugis 201 Victoria Street
Singapore 188067 407-04-07
Opening hour: Mon - Sun (11am - 1am)
<http://freeing.sg/>



Real-Life Room Escape Game

Within the limited time Find the clue
Escape the locked chamber Discover the truth



6-8 people 45 mins

Your friend was disappeared during his research in the decided to explore the mysterious tomb and enter pyramid. You found that there was hidden danger ready to unveil the truth of disappearing mystery...

Address: Bugis 201 Victoria Street
Singapore 188067 407-04-07
Opening hour: Mon - Sun (11am - 1am)
<http://freeing.sg/>



FREEING SG 逃出蘇城

REALITY ROOM ESCAPE GAME

BEST SELLING



THE PAINTER'S MURDER



Story Idea #3:

5D-Escape Zone

Angle:

RL RPG (Real life Role Playing Game)
Escape in 45 Mins.

Selling Point:

- Appeal to Youth's (gaming, thirst for thrill) interest,
- Interesting experience,
- Novelty

FREEING SG 逃出蘇城
REALITY ROOM ESCAPE GAME

ADVENTURE

★ SINGAPORE ★

LARGEST 5D

REALITY ROOM ESCAPE GAME

6-8 people 45 mins

As a detective, you are going to investigate a mysterious case. 5 days ago, a famous painter was found dead by the river. The police found a paintbrush and a palette in the room. Unfortunately, the painter had suffered a heart attack and died. The police suspect that the painter was murdered. You are the detective. You have to find the clues and solve the mystery.

Address: Bugis 201 Victoria Street
Singapore 188067 407-04-07
Opening hour: Mon - Sun (11am - 1am)
<http://freeing.sg/>

FREEING SG 逃出蘇城

QR code



Story Idea #4:

Galloping Stable

Angle: Katniss on Horseback

Unique Selling Point:

- **Uncommon Experience**
- **Play up on youths interest in Hunger Games**



Story Idea #5:

Sight-See Me

Angle:

Memorable Scenic Places

Selling Point:

Inspirational and Human Interest

Social Media:

Usage of Instagram to upload the photograph – #hashtag keywords included in the story.

Piecing it Up

A Blog catered to youths

- Utilizing tools they already use
- With visuals they help produce
- And content made specially for them

