Web 3.0: Emerging Insights for Travel Marketers
Dear Colleagues:

The HSMAI Travel Internet Marketing Special Interest Group is pleased to present this report, the third in its complimentary series, as part of its 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.

Marketing on the Web has evolved in both its significance and complexity over the past decade and a half. The next generation Web – Web 3.0 – will transform the digital marketing landscape through a powerful combination of new technologies and consumer interaction.

Published by the HSMAI Foundation, this report, “Web 3.0: Emerging Insights for Travel Marketers,” is a resource for hospitality marketers grappling with the emerging technologies that are making up the next generation of the Web. From semantic technologies and real-time data to artificial agents and 3D, they will all ultimately play a role in our ability to fuel sales by reaching current and potential customers.

This white paper will help you get prepared for the Web 3.0 world by discussing several insights that are fundamental to marketing within the Web’s evolving third generation.

We wish you the very best of success.

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Marcus Hotels & Resorts
Co-Chair, HSMAI Travel
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Table of Contents

5 Membership Application
6 What Is Web 3.0?
6 Mobility
7 Leveraging Geography
8 Real-Time Data
9 Dynamic Content Delivery
9 Web 3.0 and 3D
10 Intelligent Agents and AI
11 Identity, Privacy and Security
11 Smarter Searches
12 Linked and Open Data
13 Useful Links & Resources
13 Websites, Articles & References
18 Contributors
19 Hospitality Sales & Marketing Association International
19 HSMAI Foundation
19 TIG Global

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Industry Classifications

<table>
<thead>
<tr>
<th>Code</th>
<th>Industry Classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD</td>
<td>Advertising</td>
</tr>
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<td>AI</td>
<td>Airlines</td>
</tr>
<tr>
<td>AS</td>
<td>Associations</td>
</tr>
<tr>
<td>AT</td>
<td>Area Attraction</td>
</tr>
<tr>
<td>CA</td>
<td>Casino</td>
</tr>
<tr>
<td>CB</td>
<td>CVB/Tourism</td>
</tr>
<tr>
<td>CC</td>
<td>Convention/Conference Centers</td>
</tr>
<tr>
<td>CL</td>
<td>Cruise Line or Passenger Ship</td>
</tr>
<tr>
<td>CM</td>
<td>Public Relations Agency</td>
</tr>
<tr>
<td>H1</td>
<td>Hotel &amp; Conference Centers – DOM &amp; DOS</td>
</tr>
<tr>
<td>H2</td>
<td>Hotel &amp; Conference Centers, all other mrs</td>
</tr>
<tr>
<td>H3</td>
<td>Hotel, Corporate, Regional, National Sales</td>
</tr>
<tr>
<td>HH</td>
<td>Recruiters/Head Hunters</td>
</tr>
<tr>
<td>HM</td>
<td>Hotel Management Company</td>
</tr>
<tr>
<td>MP</td>
<td>Meeting Planner/Event Mgr</td>
</tr>
<tr>
<td>PR</td>
<td>Press</td>
</tr>
<tr>
<td>PU</td>
<td>Publishing</td>
</tr>
<tr>
<td>RE</td>
<td>Restaurant/Dinner Theater/ Catering</td>
</tr>
<tr>
<td>RS</td>
<td>Hotel Representative Firms</td>
</tr>
<tr>
<td>R1</td>
<td>Revenue Manager at an individual property</td>
</tr>
<tr>
<td>R2</td>
<td>Revenue Manager at a corporate/ national/regional office</td>
</tr>
<tr>
<td>R3</td>
<td>Revenue Manager at a management company</td>
</tr>
<tr>
<td>SM</td>
<td>Other Sales &amp; Marketing Individuals</td>
</tr>
<tr>
<td>SP</td>
<td>Service Providers</td>
</tr>
<tr>
<td>TP</td>
<td>Transportation</td>
</tr>
<tr>
<td>TT</td>
<td>Tour/Travel Agent/Destination Offices</td>
</tr>
</tbody>
</table>

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Marketing on the Web has evolved in both its significance and complexity over the past decade and a half. The next generation Web – Web 3.0 – will transform the digital marketing landscape through a powerful combination of new technologies and consumer interaction. Key features of the third generation Web include enhanced “semantic” technologies, access to open data, the use of expanded mobile services, location-based services, enhanced access to real-time information and a more ubiquitous and robust Web environment. This document discusses ten emerging insights that are fundamental to marketing within the evolving third generation of the Web.

What is Web 3.0?

Following on the heels of Web 2.0, Web 3.0 is the next-generation of the World Wide Web. Web 3.0 represents both an evolutionary trend, through the expansion of present Web 2.0 activities, and a revolutionary trend, as it introduces transformational activities such as the increasing use of semantic technologies. To better understand Web 3.0, it is useful to briefly consider the evolution of the Web.

The World Wide Web grew into a powerful tool for marketing during the mid-1990s. The first generation of the Web was largely PC-based and enabled marketers to create static online brochures that later evolved into increasingly dynamic, multimedia resources. A key benefit of the first generation Web was that consumers could make their purchases, or reservations in the case of the hospitality sector, directly online without having to go through intermediary organizations.

Arriving in 2005, the second-generation Web is popularly known as Web 2.0, which transformed the digital world. With more Internet users accessing broadband and surfing the web at higher speeds, social networking, user-generated content, social bookmarking, the sharing of information, videos, images and opinions exponentially increased the amount of content on the Web. Web 2.0 also witnessed a dramatically increased use of the Web by consumers using handheld devices including mobile phones and PDAs.

Web 3.0, frequently referred to as the Semantic Web, represents the evolution of Web 2.0 in key areas such as social networking and mobility, and introduces potentially revolutionary concepts including the use of intelligent agents, open data and semantic searches. What many of the semantic Web notions involve is greater categorization of data, basically creating more “tags” that indicate the nature of the data contained in a Web page or site. The tags make the data more comprehensible to other computers and applications which can then better access and interpret the data for users.

When will the Web 3.0 era begin? With the growing use of mobile web, semantic searching, and other real-time data, it can be argued that the Web 3.0 era has already begun. Marketers will need to adjust their approaches in order to benefit from the changes that are expected to come in this latest iteration of the Web.

Mobility

Web access by consumers using mobile devices is likely to increase dramatically within the Web 3.0 environment. According to a recent report from Information Week, mobile use of the Web grew by an astonishing 463% during 2008 for users of the Opera Mini browser. Hospitality, travel and tourism organizations will need to consider how the evolving mobile
Web 3.0: Emerging Insights for Travel Marketers

Web can be used to deliver greater value and convenience to travelers. [See the HSMAI white paper, "Mobile Marketing: The New Frontier," published September 2009 covering the mobile issue in-depth.]

Growth of the mobile Web is being driven by several interrelated factors including: greater and more reliable access to high-speed wireless services that enable users to seamlessly connect to networks; enhanced and increasingly powerful and multi-functional smart phones, PDAs and other portable devices; browser and software innovations; and, a growing range of convenient and highly popular mobile applications.

Use of social media over the mobile Web has increased dramatically. According to a report from Visiongain, “the number of unique visitors to the Facebook mobile site increased fivefold from 5 million per month in January 2008 to 25 million in February 2009.”

GPS and location-based services are already used by a substantial and growing number of consumers. More locality-based Web searches, increased GPS-based information retrieval from the Web, and mobile GPS-based social networking are among the many factors that will make the mobile channel in Web 3.0 increasingly attractive for travel marketers.

The growing popularity of sophisticated mobile phones and PDAs suggests that more travelers will want to use these devices for more purposes during their travel experiences. In order to maximize their potential for success, travel marketers need to examine their customers’ unique requirements in order to develop innovative, practical and engaging Web-based features and content optimized for mobile devices.

Some first steps for hotels outlined in the previous white paper in this series included:

» Creating mobile-friendly versions of their websites to allow travelers to access information and book reservations via their mobile devices.

» Building an opt-in database so that you have permission to send messages to customers’ mobile devices.

» Engaging in text message marketing, the foundation of mobile marketing. One use of it can be to create time sensitive offers to fill need periods.

Leveraging Geography

The potential for developing and deploying new and creative services that combine mobile devices, GPS and Web-based data are only beginning to be realized. Today’s popular map and local search applications are likely to be more widely used in the next-generation Web. Location-based social networking applications are adding new levels of interaction and user involvement to the mobile Web environment.

One recent and highly impressive development in this area is Wikitude, a mobile travel guide built around augmented reality. Travelers with a GPS-equipped smart phone can point their camera at a building or landmark to retrieve Web-based information via geo-tagged entries from the popular Wikipedia. Wikitude is very likely only the beginning of many new and creative ways that geography can be combined with Web-based information or services to deliver richer, more valuable travel experiences.

Augmented Reality

A live direct or indirect view of a physical real-world environment whose elements are merged with (or augmented by) virtual computer-generated imagery - creating a mixed reality. (Wikipedia 11-11-09)

Location-Based Service

An information and entertainment service, accessible via mobile devices that is able to make use of the geographical position of the mobile device. LBS services can identify the location of a person or object, such as discovering the nearest banking cash machine or the whereabouts of a friend or employee. LBS can include mobile commerce when taking the form of coupons or advertising directed at customers based on their current location. (Wikipedia 11-11-09)
Increasing use of mobile devices should spur additional innovation in this area offering enhanced value to travelers and opening up new avenues for digital marketing.

Maps have been an essential part of the travel experience for centuries. Twenty-first century travel marketers should examine all available options for incorporating map-centric features into their PC- and mobile-optimized digital content. They should examine what other companies and organizations within the hospitality, travel and tourism sectors are doing, and consider how unique proprietary maps, as well as creative mashups, can be leveraged to give them competitive advantages.

Real-Time Data

Access to real-time data will become more prevalent on the next-generation Web. This trend toward increased real-time information on the Web has been highlighted in recent months through the popular social networking service, Twitter. In addition to its social networking role, Twitter has also gained considerable fame for being the first source to cover some noteworthy live news stories from around the world before they have been reported elsewhere.

Real-time search has been made popular by Twitter Search, and Facebook recently added this capability. Recently both Bing and Google started incorporating Twitter and Facebook into their searches. It is a growing field also offered by TweetMeme, FriendFeed, Scoopler, OneRiot and the forthcoming Collecta. Enhanced real-time search features are likely to evolve over the next few years.

Access to real-time information on the Web isn’t limited to search features. Location-based social networking applications such as Google Latitude, Glympse and GypSii are permitting users to share their geographic locations in real-time. Users can typically share their locations via smartphones and view them on smartphones or PCs.

Real-time search capabilities provide customers with additional, up-to-the-minute information that can help them make superior travel plans. Marketers can test-drive existing real-time search features by establishing RSS feeds to capture mentions of their property’s name and city or location to see what is being said about them, and engage if the opportunity presents itself. There are many free tool available online, and others that charge fees.

Suggested places to start include:

- TweetBeep – tracks conversations about you on Twitter
- Google Alerts – tracks mentions of your keywords in news, web, blogs, video and groups
- MonitorThis – searches up to 26 search engine feeds
- Social Mention – tracks mentions like Google Alerts does, but for social media (blogs, bookmarks, images, videos, and more)

Watch for new and potentially significant developments from major search companies in the near-term future and beyond as real-time search continues to grow and evolve.
Dynamic Content Delivery

Offering consumers a more relevant and personalized experience has always been a goal of online marketers. New technologies can be expected to make it possible to deliver more relevant Web site content to consumers as Web 3.0 evolves.

Techniques for delivering a more relevant selection of digital content to individual consumers are already in use today. One company, Autonomy Interwoven, offers a “Meaning Based Marketing” solution (the term is derived from the more generic concept of Meaning Based Computing) that, according to its Web site “automatically identifies new segments of customers, recommends the most compelling content, and launches new offers and campaigns, all powered by a unique meaning-based approach.”

The company’s Optimost Adaptive Targeting solution “mines all major types of customer attributes to create customer segments, including context (how the visitor arrives at the Website, e.g. search keyword), geography, time of day, and demographic, behavior, and account profile information. Once customer segments are created, multivariate tests are conducted on an unlimited number of copy ideas, offers, and layouts to determine the best solution for each audience segment.”

Amazon.com presents a familiar example of delivering dynamic content to shoppers. Based on a user’s browsing, searching and buying patterns, Amazon presents special offers, promotions, and product recommendations.

Meaning Based Computing provides marketers with superior and actionable customer insights by analyzing otherwise hidden relationships among different types of information including textual information, audio, video and rich media formats. The continued evolution of technologies that enable computers to extract meaning from data, and to act upon that information, automatically, can be expected to continue as the next-generation Web evolves.

Providing a more relevant user experience is a key to building and enhancing relationships with customers. Marketers should leverage new digital technologies that can enable them to provide customers with improved, more personalized and more relevant online experiences.

Web 3.0 and 3D

3D technologies are likely to play a greater role within Web 3.0. The concept of 3D environments on the Web is hardly new. Virtual Reality Modeling Language (VRML) was introduced during the late 1990s. However, it has not been widely utilized within the travel sector. That situation may be changing as Google recently released a new open source web API (application programming interface) called O3D. New accelerated 3D graphics software, to be supplied as a browser plug-in, would enable the creation of rich 3D environments on the Web. The potentials for creating enhanced, rich Web-based 3D environments appear to be considerable, particularly for marketing within hospitality, travel and tourism where they could be used to model actual locations and facilities.

Recently, Microsoft integrated its 3D photo tool, Photosynth, with its popular Live Maps feature enabling users to view and share 3D travel experiences. Google’s popular 3D Street View maps have been enhanced and are also available on mobile devices. Online retailer Amazon.com sponsors a 3D shopping experience via its Windowshop site, while another company, ExitReality, enables users to create “an instant 3D world from any web page.” Another 3D Web interface initiative is being undertaken by Mozilla and the Khronos Group. Eventually such plug-ins might become standard features of future Web browser releases in Web 3.0 where they could add an additional dimension to digital marketing.

Marketers should examine how diverse companies and organizations are utilizing the ever-growing collection of 3D technologies to enhance their marketing and determine what
Web 3.0: Emerging Insights for Travel Marketers

Approaches are the most relevant for their organizations. Excellent examples include the Walter E. Washington Convention Center’s 3D interactive map and Kings Hotels’ 3D virtual tours of its hotels in Munich. EveryScape.com offers consumers 3D tours of hotels, inside and out, much like Google Maps’ Street View.

As disparate 3D technologies continue to evolve, travel marketers should look for new and potentially profitable ways of using them to present their destinations, hotels, and meeting facilities to potential customers.

Intelligent Agents and AI

In the few short years that the Web 2.0 paradigm has existed, the volume of content and communications on the Web, and the digital avenues over which they are delivered, have grown significantly. Consumers must sift through a growing mountain of disorganized data, in a variety of formats and venues, in order to locate the information they are seeking.

A number of intelligent agents are at work in popular web tools and social networking sites. For example, Google’s popular Gmail recently added a new feature that analyzes previous e-mails and makes recommendations about who you should e-mail. LinkedIn identifies people you may know based on your current network of links. Facebook does the same in order to help users identify your useful contacts in a huge sea of information.

Some recent surveys suggest that travelers find searching for information to be “time consuming and frustrating.” A June 2008 survey from Uptake indicated that “the average consumer makes 12 searches and visits 22 sites before they book.” Techniques that leverage individual consumer preferences to bring more relevant results are likely to become a feature of Web 3.0.

Artificial Intelligence has already begun to make its presence known within the evolving Web 3.0 environment in the form of Intelligent Agents. An intelligent agent oriented to providing travel advice or information could review information about an individual consumer’s travel preferences. It could then seek out relevant information on the Web, independently, and provide the results to the consumer.

In this way, intelligent agents could make the process of seeking information in the Web 3.0 environment easier and faster, by essentially doing most of the work for the user, automatically, “behind the scenes.” Simplifying the travel research process is increasingly important considering the volume of user-generated content and social networking sites on the Web today.

UpTake.com describes itself as “a travel search and discovery” site. The Website acts as an intelligent agent, using semantic search technology to deliver its results. UpTake’s users supply information about their travel goals and with whom they are traveling. This site then provides information based on some 5,000 Web sites and the collected opinions of over 20-million U.S. travelers to help them make the best possible decision. To provide a “seamless” service, a Web 3.0 characteristic, users can also make their reservations at the site of their choice.

Artificial Intelligence is a growing field with many potential benefits for digital marketing. Travel marketers should examine current efforts in this area and creatively consider how intelligent agents might be used to provide superior online experiences for their customers. See Joie de Vivre’s Hotel Matchmaker service, for Destination Hotels & Resorts’ Destination Delivers for examples of how hotel companies are using intelligent agents to assist customers with finding the best hotel based on a number of criteria.

Intelligent Agent

Intelligent agents are a member of the bot family—software programs that operate unattended, usually on the Internet. Therefore, agents are sometimes referred to as bots. Individuals or organizations use intelligent agents to perform functions or tasks that otherwise would involve human interaction or repetition. Operating independently on behalf of their users, some intelligent agents mimic human behavior and thought processes and are able to make decisions, learn, and interact with other intelligent agents. (Free Encyclopedia of Ecommerce)
Identity, Privacy and Security

If personalization and a more relevant user experience are dependent on having access to more personal information, consumer privacy and security are likely to become even more significant in the future.

OpenID is a Web 3.0-style concept for providing a single digital identity for users that can be used all across the Web. The concept is appealing from a marketing perspective as it makes it more convenient for consumers to visit a variety of password-protected sites, because they have fewer passwords to remember, while reducing the costs to businesses of managing consumer accounts and related passwords. Approximately 40,000 Web sites – including Google, Microsoft, Yahoo!, MySpace and Facebook – permit users to sign in using OpenID.

Ideally, a digital identity would enable users to access all Web-based resources using a single identity. A key issue of online identity and authentication is security. If the same levels of security that apply to, for example, the best online banking initiatives can be incorporated into a single digital identity for consumers, this would help to bring about a more convenient and seamless Web-based experience. The evolution of Web 3.0 is certain to incorporate significant developments in this area.

In order to provide their customers with the most relevant and rewarding online experiences, travel marketers need to deploy the most effective technologies and policies involving online identity, privacy and security. Ongoing developments in the area of digital identity (or “identity 2.0”) such as OpenID that seek to provide superior online credentials for online consumers should be observed and considered for potential use in the future.

A good example of progress in this area is Amazon.com’s PayPhrase express check-out service which allows consumers to quickly and easily check out online through a number of different retailers. Potential application of this technology in the hospitality industry could come in the opportunity to streamline booking processes and link reservations within and across companies.

Smarter Searches

Traditional Web searches have been based on searching the Web for keywords. The next generation Web will move well beyond simple keyword searches by increasingly adopting “semantic” technologies. The new, smarter search environment of Web 3.0 will make the process of searching faster and more rewarding for consumers by returning results based on the meanings of their search terms as opposed to the ranking of pages that include their search terms. It will require adjustments to how organizations work to improve their search rankings.

The concept of the semantic search is based on searching not just for keywords, but on determining the meaning of those words, by analyzing their context. The movement toward true semantic searching is already well underway. New techniques for incorporating structured and linked data into Web searches have already been deployed by major companies including Google, Yahoo! and Microsoft.

Yahoo! deployed its SearchMonkey technology during 2008. This semantic technology uses structured data to return more useful and relevant results.

Semantic Search

Process used to improve online searching by using data from semantic networks to disambiguate queries and web text in order to generate more relevant results. Semantic Search uses semantics, or the science of meaning in language to produce highly relevant search results. In most cases, the goal is to deliver the information queried by a user rather than have a user sort through a list of loosely related keyword results (Wikipedia 11-11-09)

Structured Data

Data that resides in fixed fields within a record or file. As opposed to unstructured data which does not reside in fixed locations. A good analogy is that structured data is like data contained in a spreadsheet, as opposed to unstructured data contained in a plain, unindexed word processing document. In the latter instance, it’s hard to find something. In the former, it’s easier because it is organized into columns and rows, and the nature of the information is clear. That is what “structured data” is all about, at a very basic level.
Google incorporates semantic notions into its traditional keyword search algorithms to help disambiguate keywords and produce superior search results. The company also recently began offering “rich snippets,” longer text excerpts displayed on its search results pages that allow Google to highlight structured data in Web pages, to help users determine the value of the displayed resources.

Microsoft’s new Bing “decision engine” offers semantic-style searches and is designed to organize its search results based on relevance to the individual user. It provides more substantial information directly on its search results page so that users do not have to navigate through a variety of external sites to obtain the information they are seeking. A recent test of the new system for “airline tickets to Denver” displayed results for “available fares, pricing trends, a buy or wait recommendation, and a link to purchase.”

One reason that organizations have not invested more widely in semantic markup, besides the newness of the technology, has been the lack of a revenue-based model for doing so. However, if semantic searches can be shown to produce superior search results, and to help enhance consumer awareness and drive increased qualified site traffic, this trend is likely to lead to increased adoption of semantic markup and help pave the way to tomorrow’s more fully-realized semantic Web.

The deployment of smarter “semantic” search capabilities will make it easier for customers to locate the type of travel-related information and resources they require with greater ease and precision. Marketers need to watch key developments in this area in order to be prepared to reap the potential benefits of smarter Web searches.

Linked Data
Linked Data is about using best practices to connect related data on the Web that wasn’t previously linked, or using the Web to lower the barriers to linking data currently linked using other methods. (www.linkeddata.org)

Open Data
Open Data is a philosophy and practice requiring that certain data are freely available to everyone, without restrictions from copyright, patents or other mechanisms of control. It has a similar ethos to a number of other “Open” movements and communities such as open source and open access. (Wikipedia 11-11-09)

Linked and Open Data
As its name implies, Linked Data is a technique for linking or connecting Web-based data. Just as the World Wide Web was first used to link together documents, Linked Data aspires to connect and share Web-based resources at a still more useful level, the level of data.

Linked Data is an official project of the World Wide Web Consortium (W3C). By linking together Web-based resources that were not previously linked or which were otherwise inaccessible, the technique is considered to be a significant part of the movement to making Web-based data more open and accessible.

A related movement, the Open Data movement, aims to make Web-based data open and freely available to everyone. A good example of open data on the Web is the popular, collaboratively-authored Wikipedia.

The potential implications of Linked Data for travel marketers are likely to be considerable as data about consumers becomes more available in linked data format. By opening up previously closed silos of information and making the data they contain searchable, marketers will gain access to additional information to help them make better decisions about when, where and how to deploy their marketing campaigns.
### Useful Links & Resources

<table>
<thead>
<tr>
<th>Subgroup</th>
<th>Website/Link</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>HSMAI Travel Internet Marketing Special Interest Group</td>
<td><a href="http://www.travelinternetmarketing.org">www.travelinternetmarketing.org</a></td>
<td>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.</td>
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<td>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” columns, new research, and much more.</td>
</tr>
<tr>
<td>HSMAI Foundation</td>
<td><a href="http://www.hsmai.org/foundation.cfm">http://www.hsmai.org/foundation.cfm</a></td>
<td>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.</td>
</tr>
</tbody>
</table>

### Websites, Articles & References

**WEB 3.0**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Website/Link</th>
<th>Description</th>
</tr>
</thead>
</table>
### Websites, Articles & References cont.

<table>
<thead>
<tr>
<th>Web 2.5/3.0: Implications for Hotel Sales in Life after Web 2.0</th>
<th><a href="http://www.hospitalityupgrade.com/_files/File_Articles/HUSum09_Verret_Web2.5.pdf">http://www.hospitalityupgrade.com/_files/File_Articles/HUSum09_Verret_Web2.5.pdf</a></th>
<th>An article from Hospitality Upgrade magazine</th>
</tr>
</thead>
</table>

**MOBILITY**

|-----------------------------------|----------------------------------------------------|------------------------------------------------------------------------------------------|

**LEVERAGING GEOGRAPHY**

<table>
<thead>
<tr>
<th>Google Latitude</th>
<th><a href="http://www.google.com/latitude/intro.html">http://www.google.com/latitude/intro.html</a></th>
<th>Let’s your friends see you on a map. Usable from a phone or computer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glympse</td>
<td><a href="http://www.glympse.com/">http://www.glympse.com/</a></td>
<td>A way to share your location with anyone for a specified period of time</td>
</tr>
<tr>
<td>GyPSii</td>
<td><a href="http://www.gypsii.com/">http://www.gypsii.com/</a></td>
<td>Connects people, places and communities across networks and devices</td>
</tr>
<tr>
<td>Wikitude</td>
<td><a href="http://www.wikitude.org/">http://www.wikitude.org/</a></td>
<td>A mobile Augmented Reality (AR) platform</td>
</tr>
</tbody>
</table>

**REAL-TIME DATA**

<table>
<thead>
<tr>
<th>Collecta</th>
<th><a href="http://collecta.com/">http://collecta.com/</a></th>
<th>Monitors the update streams of news sites, popular blogs and social media, and shows results as they happen</th>
</tr>
</thead>
<tbody>
<tr>
<td>OneRiot</td>
<td><a href="http://www.oneriot.com/">http://www.oneriot.com/</a></td>
<td>Crawls the links people share on Twitter, Digg and other social sharing services, then indexes the content on those pages</td>
</tr>
</tbody>
</table>
**Websites, Articles & References cont.**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Website/Resource</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scooper</td>
<td><a href="http://www.scoopler.com/">http://www.scoopler.com/</a></td>
<td>A real-time search engine that aggregates and organizes content being shared on the Internet as it happens by constantly indexing live updates from services including Twitter, Flickr, Digg, Delicious, etc.</td>
</tr>
<tr>
<td>FriendFeed</td>
<td><a href="http://friendfeed.com/">http://friendfeed.com/</a></td>
<td>A service which, instead of layering a meta-network on top of all your other social networks, will create a news feed incorporating them all. Users tell the feed which networks they belong to and FriendFeed personalizes a data feed with info from each of the sites.</td>
</tr>
<tr>
<td>TweetMeme</td>
<td><a href="http://tweetmeme.com">http://tweetmeme.com</a></td>
<td>A service which aggregates all the popular links on Twitter to determine which links are popular</td>
</tr>
</tbody>
</table>

**DYNAMIC CONTENT DELIVERY**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Website/Resource</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Reality Modeling</td>
<td><a href="http://www.w3.org/MarkUp/VRML/">http://www.w3.org/MarkUp/VRML/</a></td>
<td>VRML allows you to create “virtual worlds” networked via the Internet and hyperlinked with the World Wide Web</td>
</tr>
<tr>
<td>Language</td>
<td></td>
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**WEB 3.0 AND 3D**

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<td>VRML allows you to create “virtual worlds” networked via the Internet and hyperlinked with the World Wide Web</td>
</tr>
</tbody>
</table>
Websites, Articles & References cont.

| Photosynth | http://photosynth.net/ | From Microsoft, this free service “allows you to take a bunch of photos of the same scene or object and automagically stitch them all together into one big interactive 3D viewing experience that you can share with anyone on the web” |

INTELLIGENT AGENTS AND AI

| The marketing implications of artificial intelligence | http://www.imediaconnection.com/content/22336.asp | An article positing that the future of marketing will demand greater automation and covering steps marketers can take to manage inevitable privacy concerns |
| Where Artificial Intelligence and Marketing Collide | http://www.theladders.com/career-advice/Industry-Experts/Where-Artificial-Intelligence-and-Marketing-Collide | An article from The Ladders |

IDENTITY, PRIVACY AND SECURITY

| OpenID Providers | http://openid.net/get-an-openid/ | A decentralized repository committed to enabling, promoting and protecting OpenID technologies |
| Identity 2.0 | http://identity20.com/ | A collaborative blog examining issues around Identity 2.0 |
| OSCON 2005 Keynote - Identity 2.0 | http://identity20.com/media/OSCON2005/ | A video presentation of by Dick Hardt, Founder & CEO, Sxip Identity, providing an introduction on Identity 2.0 and how the concept of digital identity is evolving |
### LINKED AND OPEN DATA

<table>
<thead>
<tr>
<th>Resource</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linked Data is Blooming: Why You Should Care</td>
<td><a href="http://www.readwriteweb.com/archives/linked_data_is_blooming_why_you_should_care.php">http://www.readwriteweb.com/archives/linked_data_is_blooming_why_you_should_care.php</a></td>
</tr>
<tr>
<td>Linked Data</td>
<td><a href="http://linkeddata.org/">http://linkeddata.org/</a></td>
</tr>
<tr>
<td>World Wide Web Consortium (W3C)</td>
<td><a href="http://www.w3.org/">http://www.w3.org/</a></td>
</tr>
</tbody>
</table>

### SMARTER SEARCHES

<table>
<thead>
<tr>
<th>Resource</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>RDFa Primer</td>
<td><a href="http://www.w3.org/TR/xhtml-rdfa-primer/">http://www.w3.org/TR/xhtml-rdfa-primer/</a></td>
</tr>
</tbody>
</table>
Web 3.0: 
Emerging Insights for Travel Marketers

Contributors

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» Co-Chair: Trevor Stuart-Hill, CRME, President, Revenue Matters
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» Loren Gray, Director of E-commerce, Ocean Properties Ltd.
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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 Marketing Review (October issue) – www.hsmaimarketingreview.com
» Adrian Awards Gala – February 1, 2010 – New York, NY
» HSMAI University Webinars – Ongoing & Archived – www.hsmaiuniversity.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. With nearly ten years of experience, TIG Global has developed a proven set of eMarketing strategies to successfully deliver 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 of its clients to create a custom marketing strategy and provide ongoing support and consultation.

Our extensive service offering provides the benefits that include:
» Award-winning, multi-language Website Design streamlines the conversion process and clearly communicates with visitors.
» Search engine optimization prominently places clients at the top of the search engines for direct visibility.
» Paid search marketing captures and delivers traffic to landing pages for increased conversion.
» Digital media and online advertising delivers pre-qualified leads from our established network of over 2,000 media partners.
» E-mail marketing strengthens customer loyalty and establishes relationships with interested travelers.
» Custom social media programs, ranging from Facebook, Twitter and Flickr promotions to blogs and travel review monitoring, push your brand to the forefront and establish direct communication with customers.
» Mobile marketing encourages customers to book anytime and anyplace.

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.