TAG – YOU'RE IT

Why digital tagging is imperative to creating a competitive advantage for British Columbia's Tourism Industry

October 2017

Kootenay National Park

What We'll Cover Today

Digital Disruption

A Closer Look at Data

Collecting Data

How Destination BC Uses Tags

Common Tagging

Tag – You're It: How You Can Help

DIGITAL DISRUPTION

Fernie

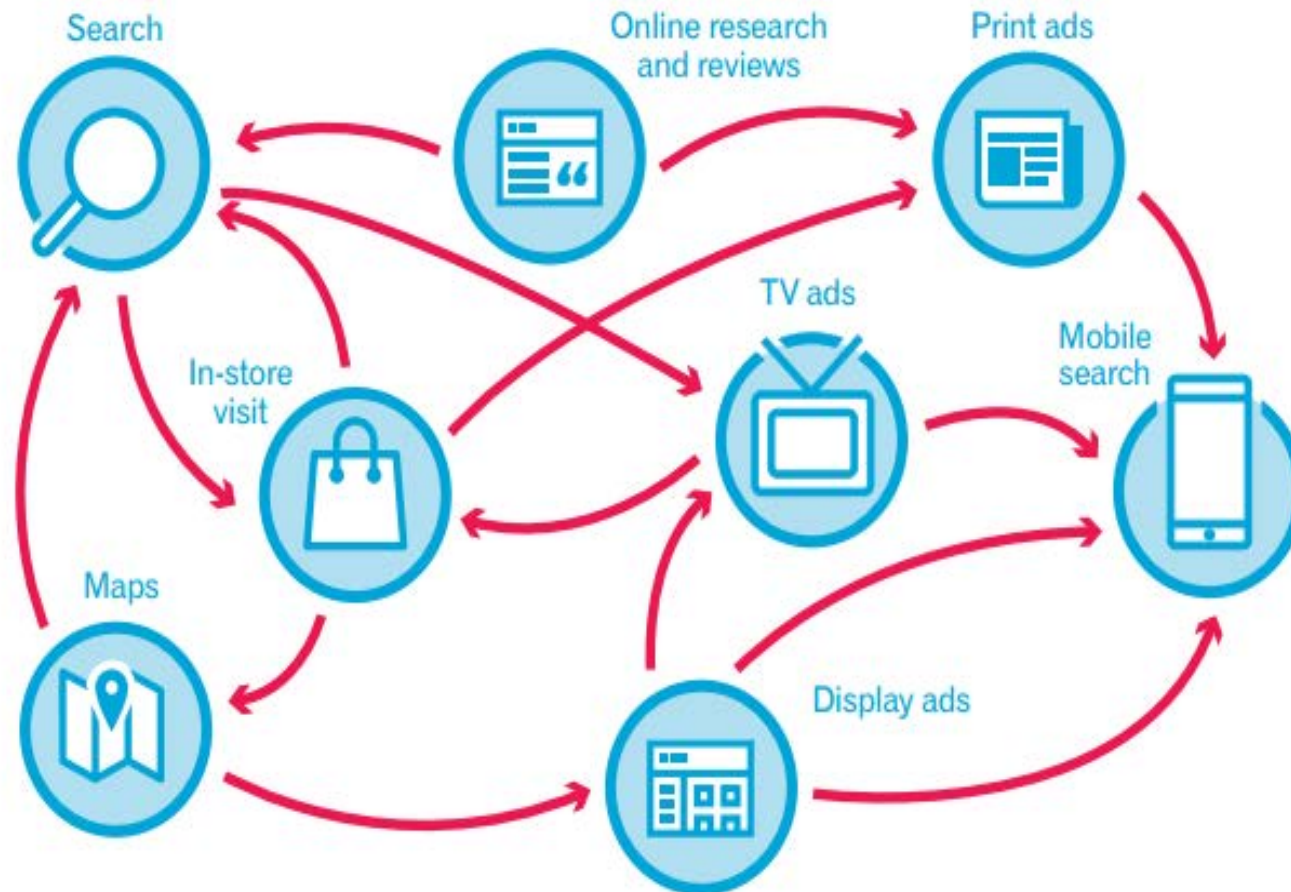# Digital Disruption

The New Competitive Landscape

The new giants of industry, influencing travel decisions

- o Google Destinations
- o WeChat
- o Amazon Travel
- o Facebook Instant Articles
- o Trip Advisor
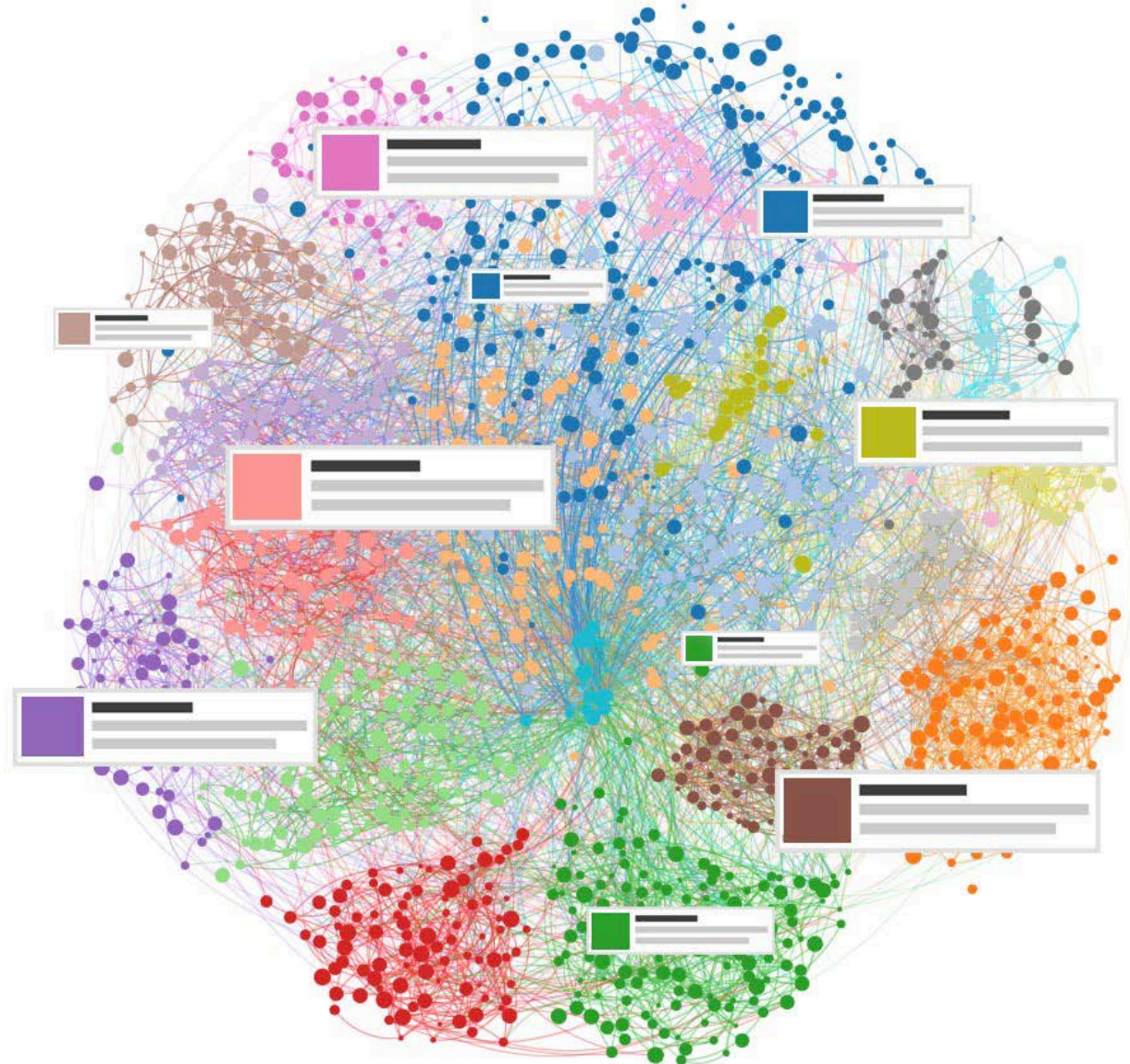- o YouTube live video
- o Airbnb Guidebooks

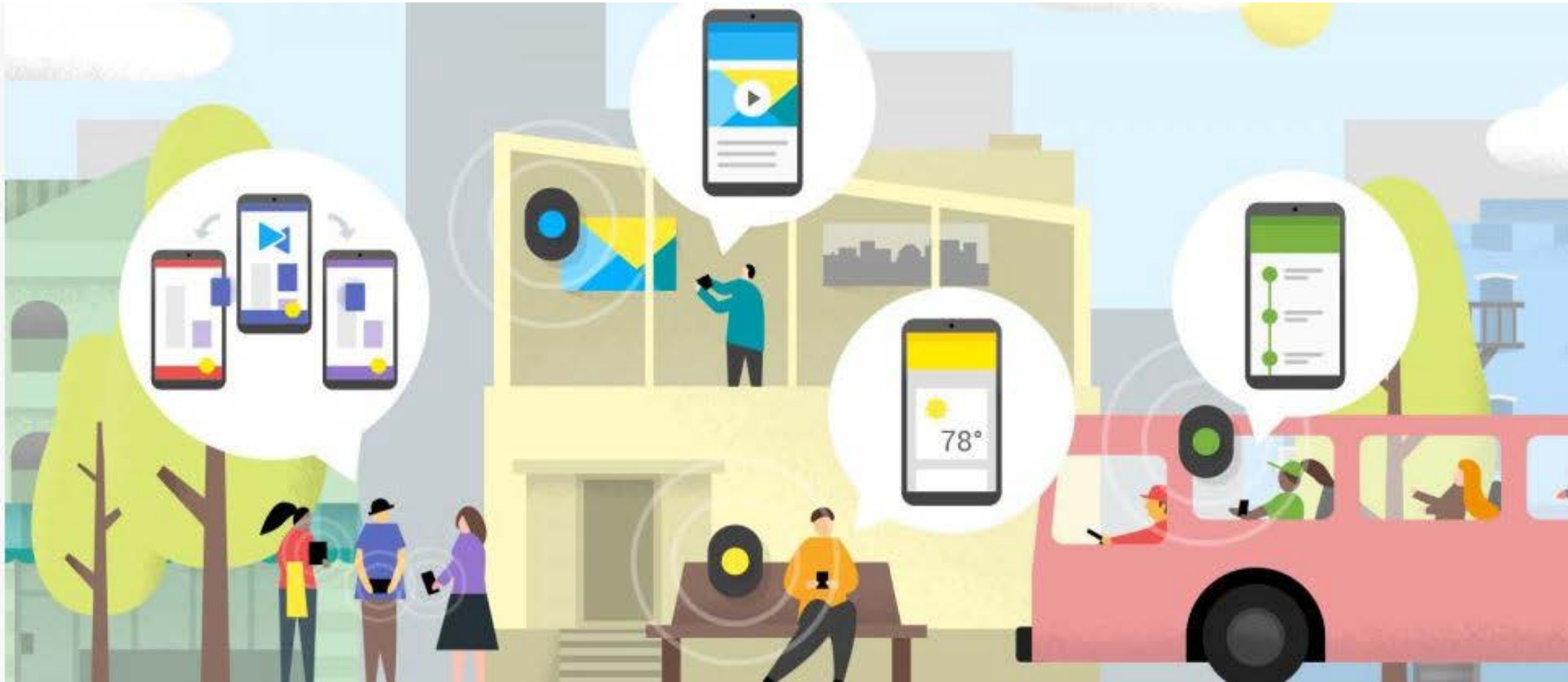# Consumer Behaviour

The path to purchase is not linear

Making Order Out of Chaos

Making Order Out of Chaos

Collaboration + Data
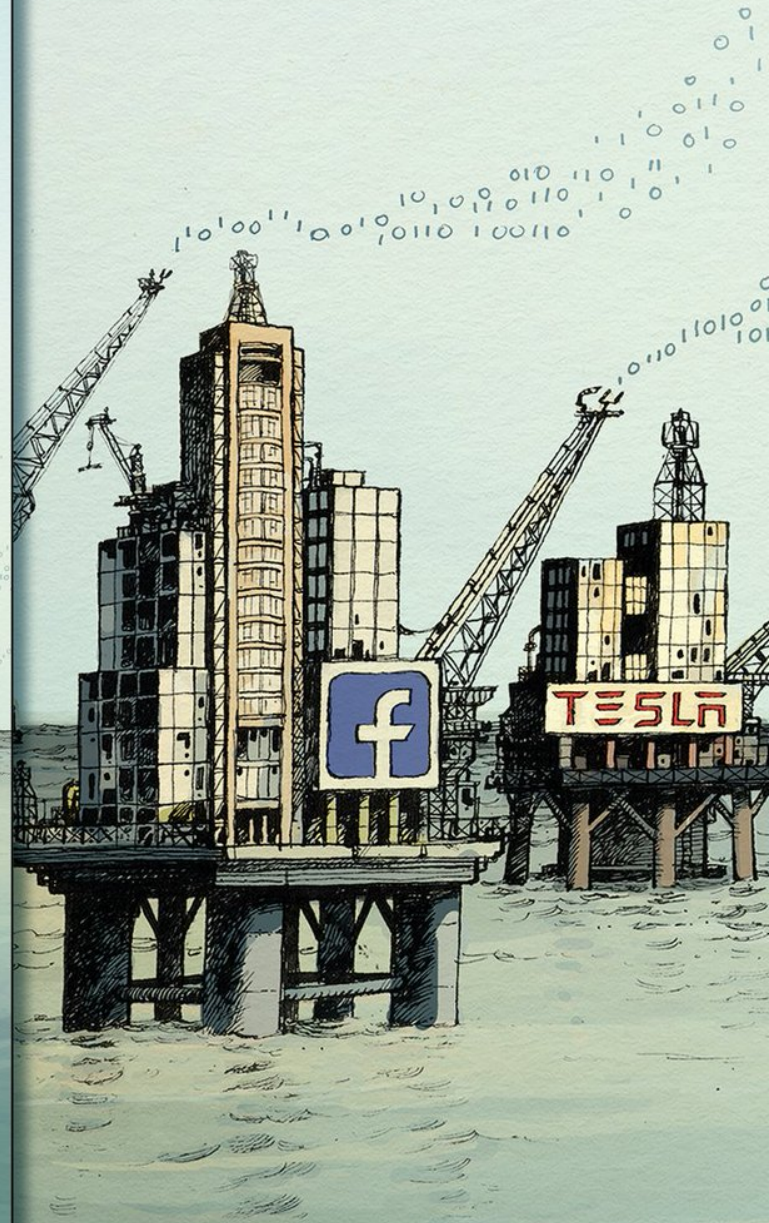
A CLOSER LOOK AT DATA

What Do We Mean by Data

Let's start by looking at basic website browsing

URL Request

Website Response

Data Exchange

Some of the data exchanged between the website and the browser includes:

- Device type
- Browser
- Language
- Cookies
- Plus much more

- Display resolution
- Operating software
- IP address
- Time zone

Connecting Data to People

Browser information

- Vancouver, BC
- Android, Google Pixel
- Display resolution 1080x1920
- English
- Google Chrome
- ISP: Province of British Columbia

Pinterest.com
Searched for vegan dinner recipes

Minimalistbaker.com
Looked at the 'Mixed Vegetable Buddha Bowls' recipe

Boredpanda.com
Looked at 'Dramatic Cats Who Deserve an Oscar' article

Creating Audience Segments

Categorizing user data

Data analysis tools

+

- Vancouver, BC
- Android, Google Pixel
- Display resolution 1080x1920
- English
- Google Chrome
- ISP: Province of British Columbia

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Female, 25-34 years old; interested in American football, cooking & recipes, folk & traditional music, running, travel, marketing & advertising, and cats
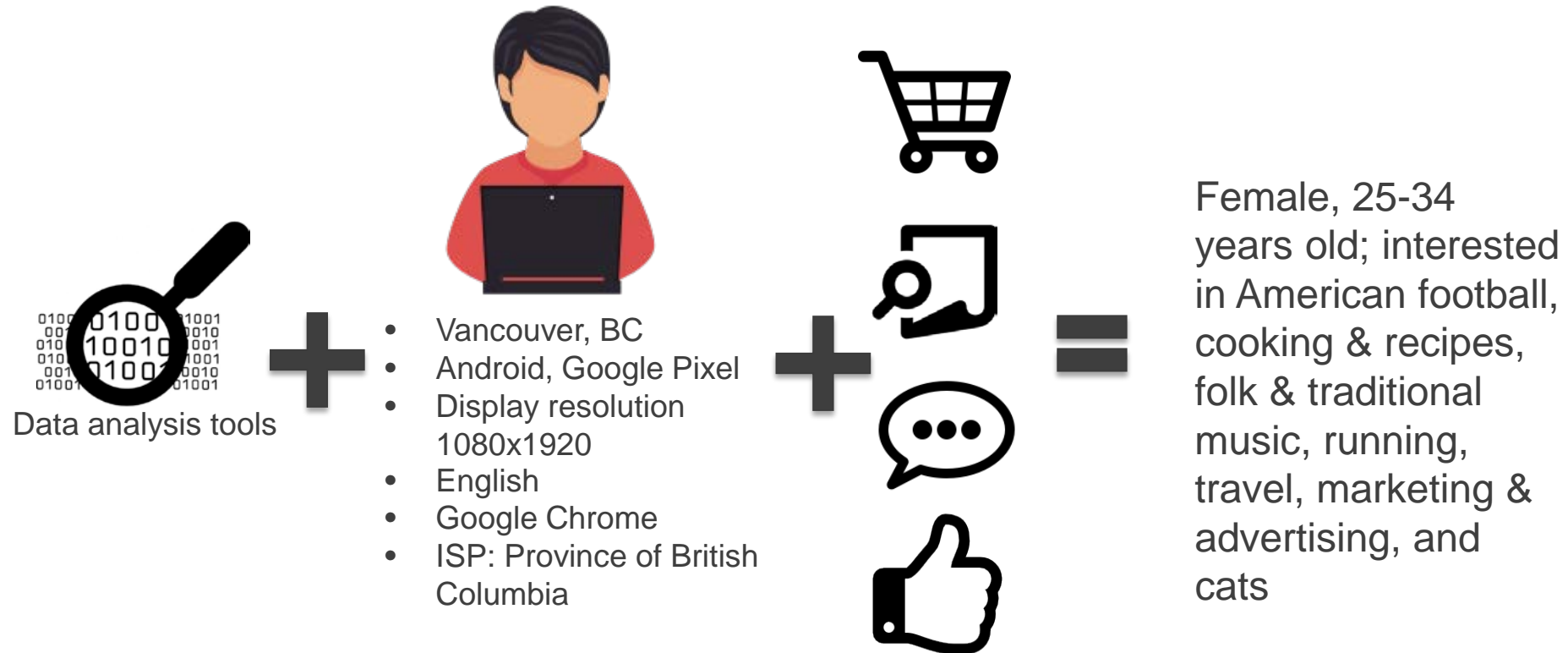
Categorizing Audience Segments

Categorizing user data

ID:1234567890

Female, 25-34 years old; interested in American football, cooking & recipes, folk & traditional music, running, travel, marketing & advertising, and cats

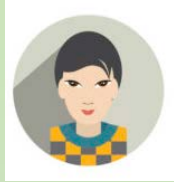|			
ID#1234567890	ID#1234567910	ID#1234567930	ID#1234567950
ID#1234567891	ID#1234567911	ID#1234567931	ID#1234567951
ID#1234567892	ID#1234567912	ID#1234567932	ID#1234567952
ID#1234567893	ID#1234567913	ID#1234567933	ID#1234567953
ID#1234567894	ID#1234567914	ID#1234567934	ID#1234567954
ID#1234567895	ID#1234567915	ID#1234567935	ID#1234567955
ID#1234567896	ID#1234567916	ID#1234567936	ID#1234567956
ID#1234567897	ID#1234567917	ID#1234567937	ID#1234567957
ID#1234567898	ID#1234567918	ID:1234567938	ID#1234567958
ID#1234567899	ID#1234567919	ID#1234567939	ID#1234567959
ID#1234567900	ID#1234567920	ID#1234567940	ID#1234567960
ID#1234567901	ID#1234567921	ID#1234567941	ID#1234567961
ID#1234567902	ID#1234567922	ID#1234567942	ID#1234567962
ID#1234567903	ID#1234567923	ID#1234567943	ID#1234567963
ID#1234567904	ID#1234567924	ID#1234567944	ID#1234567964
ID#1234567905	ID#1234567925	ID#1234567945	ID#1234567965
ID#1234567906	ID#1234567926	ID#1234567946	ID#1234567966
ID#1234567907	ID#1234567927	ID#1234567947	ID#1234567967
ID#1234567908	ID#1234567928	ID#1234567948	ID#1234567968
ID#1234567909	ID#1234567929	ID#1234567949	ID#1234567969

A Look at BC Traveler Data

ID:1

HelloBC
HelloBC blog
2 travel research sites
4 local BC hotel sites
5 BC travel blogs
3 BC restaurants

ID:2

BC Ferries schedules
3 BC hiking websites
4 Vancouver hotels pages

ID:3

4 travel research sites
4 local BC hotel sites
1 BC travel blog
7 different BC travel social media accounts

ID:4

1 BC tour planning site, visited 5x

ID:5

HelloBC
HelloBC blog
WildWithin.ca

WHY ARE WE HERE TODAY?
COLLECTING DATA

Fairmont Hot Springs

Collecting Data

"Known" Data	• Data given to us by visitors • Names, emails, phone numbers, etc.
"Unknown" or Anonymous Data	• Data gathered anonymously • Browser profile and cookies used to match to online actions • Done using tags

What Is a Tag?

```
<!--
Start of DoubleClick Floodlight Tag: Please do not remove
Activity name of this tag: Partner-Winter-Ski_Blackcomb-ALL
URL of the webpage where the tag is expected to be placed: https://www.whistlerblackcomb.com/
This tag must be placed between the <body> and </body> tags, as close as possible to the opening tag.
Creation Date: 08/22/2016
-->
<script type="text/javascript">
var axel = Math.random() + "";
var a = axel * 10000000000000;
document.write('<iframe src="https://5972802.fls.doubleclick.net/activityi;src=5972802;type=partner;cat=partn009;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;ord=1;num=' + a + '?" width="1" height="1" frameborder="0" style="display:none"></iframe>');
</script>
<noscript>
<iframe src="https://5972802.fls.doubleclick.net/activityi;src=5972802;type=partner;cat=partn009;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;ord=1;num=1?" width="1" height="1" frameborder="0" style="display:none"></iframe>
</noscript>
<!-- End of DoubleClick Floodlight Tag: Please do not remove -->
```

How a Tag Collects Data
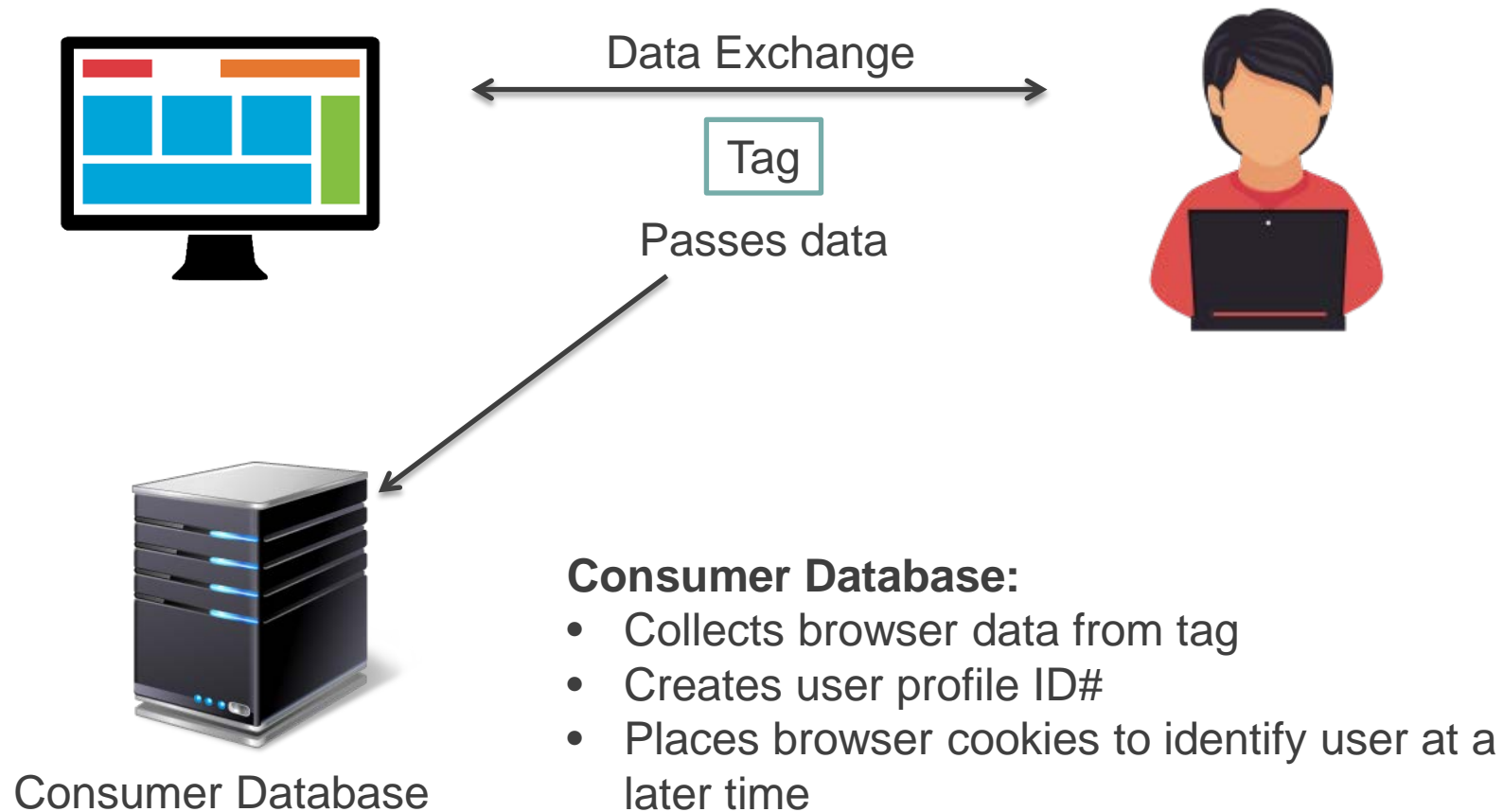
Let's look back at our website visitor

URL Request

Website Response

Data Exchange

Some of the information exchanged between the website and the browser includes:

- Device type
- Browser
- Language
- Cookies
- Plus much more

- Display resolution
- Operating software
- IP address
- Time zone

How a Tag Collects Data

Data Exchange

Tag

Passes data

Consumer Database

Consumer Database:
- Collects browser data from tag
- Creates user profile ID#
- Places browser cookies to identify user at a later time

WHY DESTINATION BC USES TAGS

St. Eugene Golf Resort and Casino

WHY DBC USES TAGS

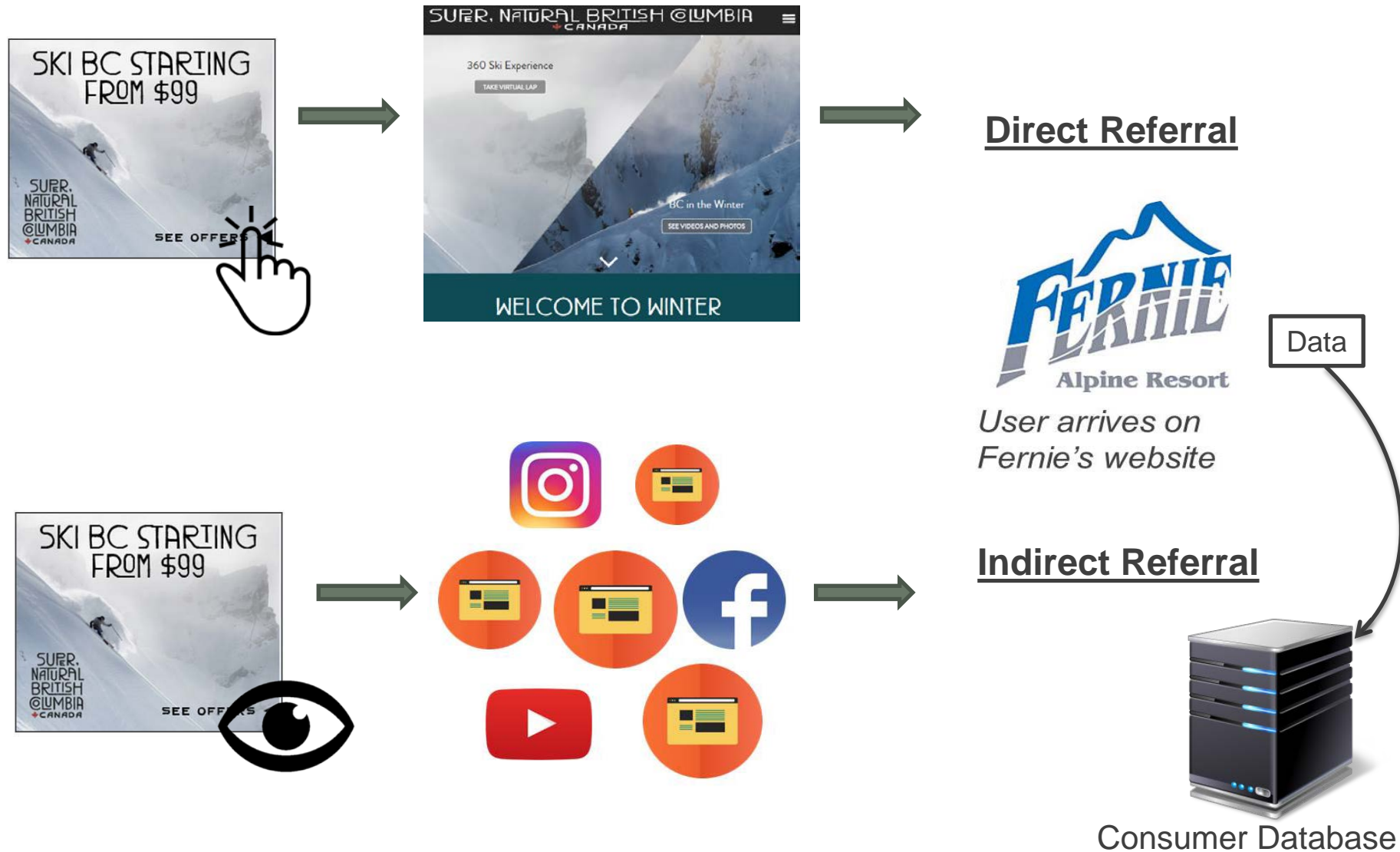IMPROVE ADVERTISING PERFORMANCE

GENERATE REFERRALS

CONVERSION

ATTRIBUTION

DEVELOP AUDIENCE PROFILES

FIND SIMILAR LOOKING AUDIENCES

UNCOVER ACTIONABLE INSIGHTS AND SIGNALS OF INTENT

SMARTER MARKETING DECISIONS

CHESTERMAN BEACH VANCOUVER ISLAND

Whitewater Ski Resort

DBC Tagging Case Study: SKI

SKI Tagging
Case Study Results

2015-2016 – No Tag

23,400 direct referrals

No indirect referrals

Modest audience insights

- Demographics
- Geography
- Interests

2016-2017 – Tag Placed
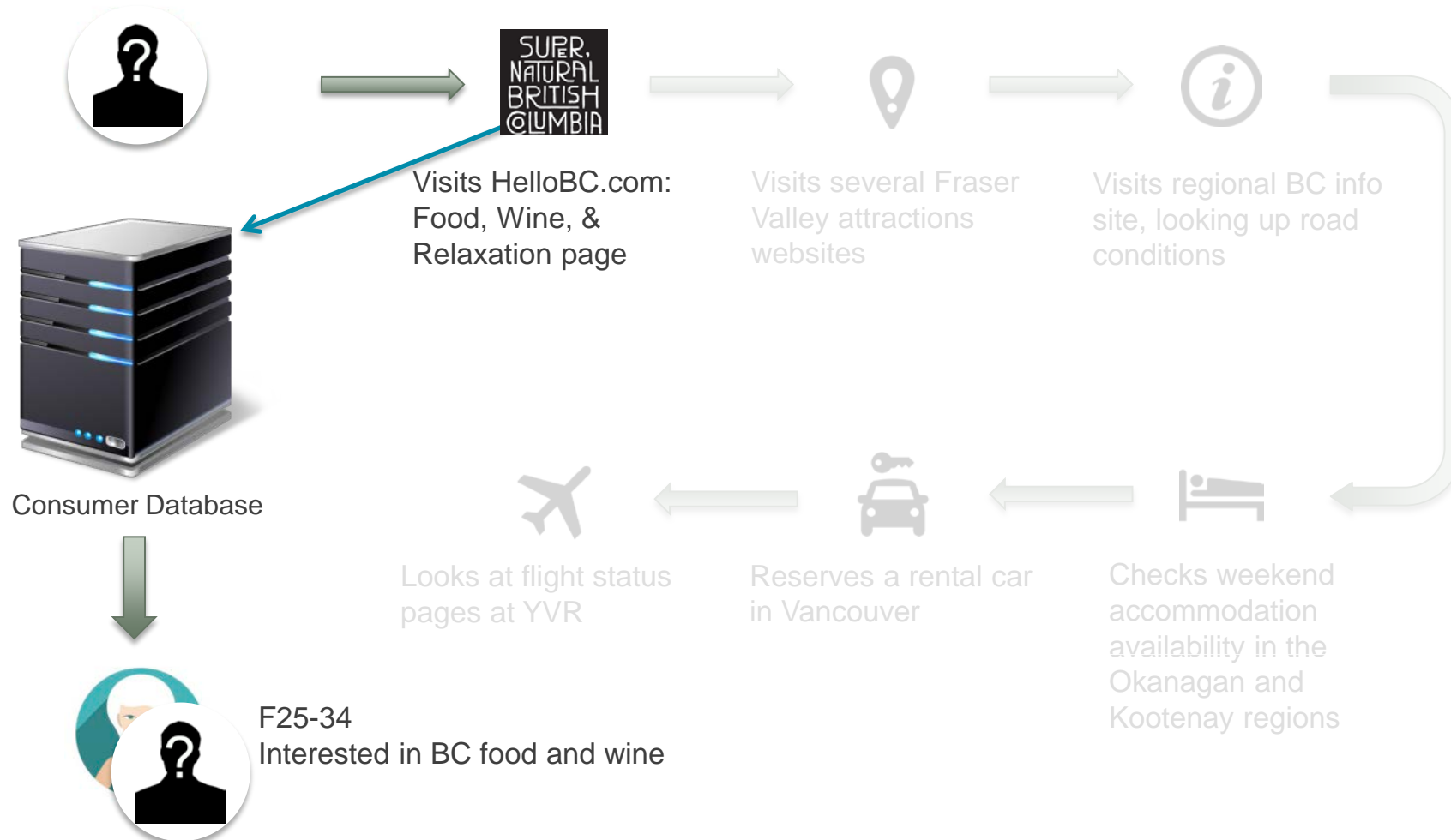
27,500 direct referrals

397,500 indirect referrals

Increased audience insights

- Websites frequented
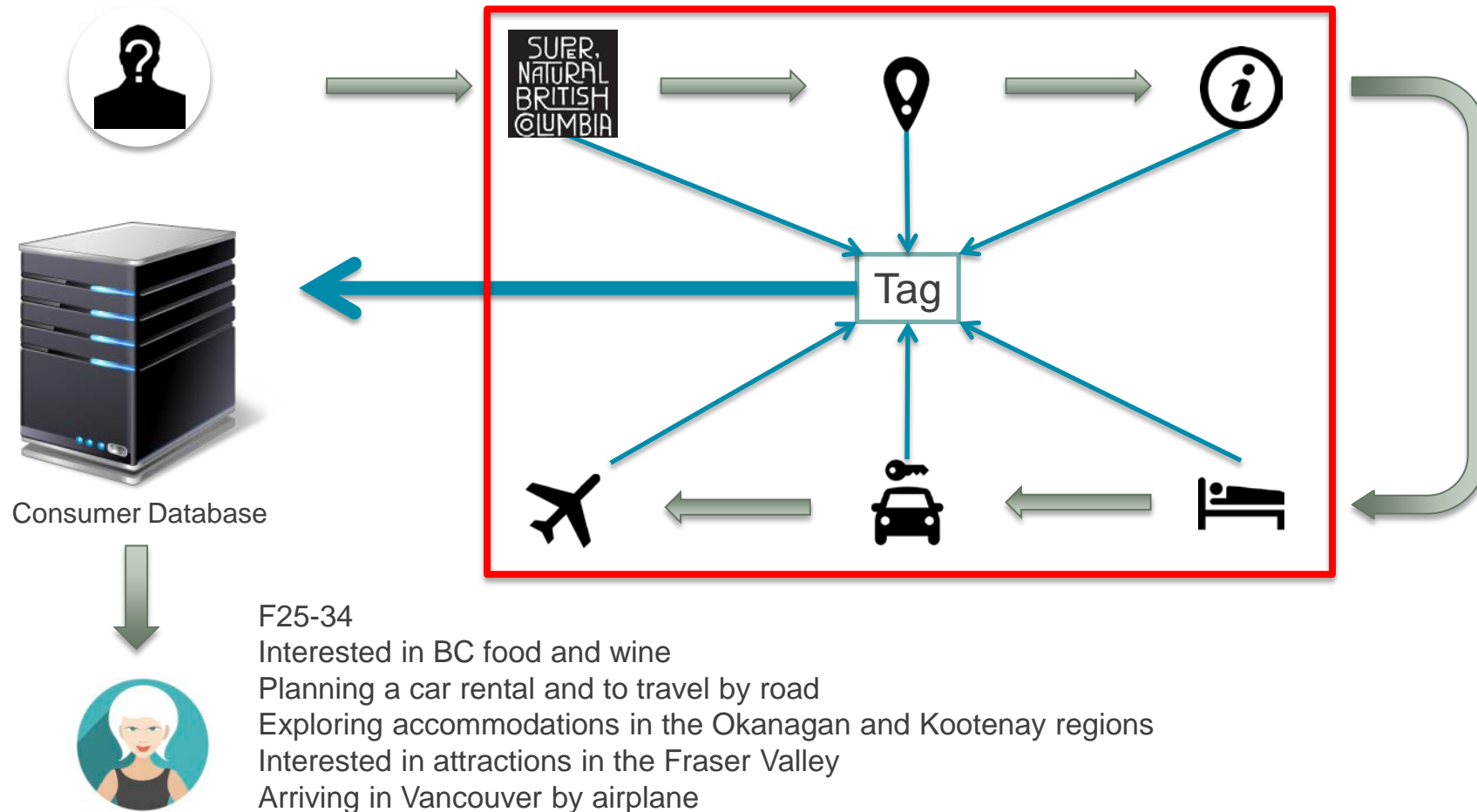- Impact on Bookings
- Household Income
- Education

Fernie

COMMON TAGGING

Visualizing How a Tag Works

Potential BC Traveller

Visits HelloBC.com: Food, Wine, & Relaxation page

Visits several Fraser Valley attractions websites

Visits regional BC info site, looking up road conditions

Consumer Database

Looks at flight status pages at YVR

Reserves a rental car in Vancouver

Checks weekend accommodation availability in the Okanagan and Kootenay regions

F25-34
Interested in BC food and wine

Visualizing How a Tag Works

Potential BC Traveller

Consumer Database

F25-34
Interested in BC food and wine
Planning a car rental and to travel by road
Exploring accommodations in the Okanagan and Kootenay regions
Interested in attractions in the Fraser Valley
Arriving in Vancouver by airplane

WORKING TOGETHER IN A NEW WORLD

Glacier National Park

TAG – YOU'RE IT
HOW YOU CAN HELP

Rogers Pass

Getting Started: Placing Tags

1. Let us know you're ready to start tagging!

Getting Started: Placing Tags

2. DBC will provide you with the tag code for your site.

Getting Started: Placing Tags

3. We are here to help.

If you need any assistance,
please contact **Sean McDonald**
Sean.McDonald@DestinationBC.ca
(604) 660-1267

Potential Challenges

❖ It takes too long to place a tag.

❖ I don't know how to place them / it's too technically challenging.

❖ Won't adding tags cause website performance issues?

❖ What value do I gain by placing this tag on my site?

Potential Challenges

It takes too long to place a tag.

- Tag placement can be done in less than 30 minutes, and potentially as few as 5 minutes*

*Time depends on factors such as your website setup, CMS, or if Google Tag Manager is being used

Potential Challenges

I don't know how to place them / it's too technically challenging.

- We can help with that. If you're strapped for resources and need assistance to place tags, our tagging team at DBC, led by Sean McDonald, is happy to help.

Potential Challenges

Won't adding tags cause website performance issues?

- These tags are small files, will have no impact on site speed, and as long as they are placed correctly, will not impact a visitors experience on your site.

Potential Challenges

What benefit do I see from placing this tag on my site?

- Tagging helps DBC generate more referrals and visitors to BC tourism business websites.
- DBC will gain greater insight into audiences researching BC tourism online.

Tagging Benefits

Increased referral traffic

- Improved insights on who is interested in BC businesses to make better targeting decisions.
- Better measuring capabilities for DBC to understand impact online marketing campaigns have on driving referral traffic and optimizing to generate more referrals in the future.

Tagging Benefits

Consumer Insights Reporting

- Aggregating data allows for a province-wide view of consumers engaged with BC tourism content.

- Audience data can be collected, analyzed and reported back to businesses taking part in the tagging project.

- As more data is collected, trends for provincial and regional visitors, plus activity-seekers can be identified and reported back.
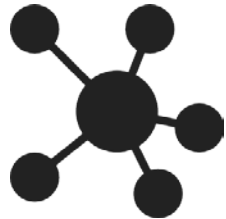
"Success will not be based on
the leadership of one,
but the leadership of many."

Panorama Mountain Resort

Our Competitive Advantage

Culture of Collaboration

Common Tagging Framework

Benefits to Industry

THANK YOU!

YOUR DESTINATION BC TAG TEAM:

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