

THE VIRTUAL
NATIONAL BIDS
CONFERENCE

10 DIGITAL TRENDS

WHAT HAS CHANGED THIS YEAR?

WHAT WAS CHANGING ALREADY?

HOW DO WE ADAPT?

WILL WRIGHT - DESTINATIONCORE

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POWER
10

THINK
'DIGITAL DESTINATION'



COVID-19 THE GREAT ACCELERATOR



VIRTUAL EVENTS



- **Hybrid Events;** physical events with social distancing and the event shown 'live' online
- **Virtual + Merch!;** provide consumers with 'added value' to compensate for not being able to attend live
- Over 60% of arts organisations considering virtual events next year

#TOPTIP – Embrace them. Find added value.

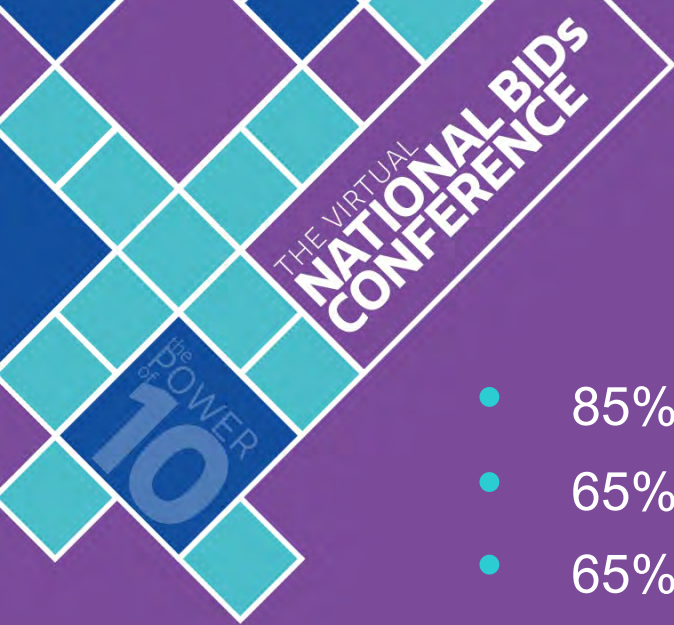
BOOK ONLINE



- 2021 is set to be the year of the **‘pre-booked itinerary’**
- Destination websites which provide the opportunity to book an entire itinerary from a single location will have a competitive advantage
- Gives the impression that all the businesses are working together, and is the location is well-organised

#TOPTIP – Research/contact TXGB


VOICE SEARCH



- 85% increase in mobile searches starting with “**can I**”
- 65% increase in mobile searches for “**do I need**”
- 65% increase in mobile searches for “**should I**”

#TOPTIP - Content that answers questions

PODCASTS & VODCASTS

- 
- 30 million podcast episodes available today vs 18.5 million in 2018
 - Pre-recorded long-form content
 - Topical and 'of the moment'

#TOOPTIP – Have a go!

TRANSPARANCY & AUTHENTICITY

- Engage in real conversations with your customers
- Talk openly about your commitment to privacy and data protection
- Own up to mistakes and correct them
- Be transparent with pricing and your processes

#TOPTIP – Be authentic

AUTOMATION



- More accessible than ever
- Linking of two, or more technologies
- Improve the user experience
- Save you valuable time, money and resource

#TOPTIP – Investigate ways to link technology

CHATBOTS



- A sub-set of automation
- It will improve the user experience
- Think FAQs – but automated
- Can provide insight not available through other methods

#TOPTIP – Hello Lamp Post



SHORT-FORM VIDEO

- Tiktok & Reels
- Short & focussed
- Very low cost
- #dreamschallenge

#TOPTIP – Get creative

INCREASED PERSONALISATION



- 80% of customers are more likely to purchase from brands that offer personalised experience
- Collect preference information
- One on one communication channels – like WhatsApp
- Can provide personalisation through asking questions

#TOPTIP – Trial Facebook Messenger (for something specific)



THE DIGITAL HIGH STREET

- Merging of 'Digital Destination' and 'Physical Destination'
- Achieved through content and data hubs
- Opportunity for mass data collection

#TOPTIP – Watch with interest, and start thinking about it.



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THANK YOU

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