



Tourism Northern Ireland

Four Steps to Digital Success

Nick Hall, Founder & CEO

Digital Tourism Think Tank

Telling your story

Here's what social can do for your brand in 60 seconds, even if your audience only have 8.

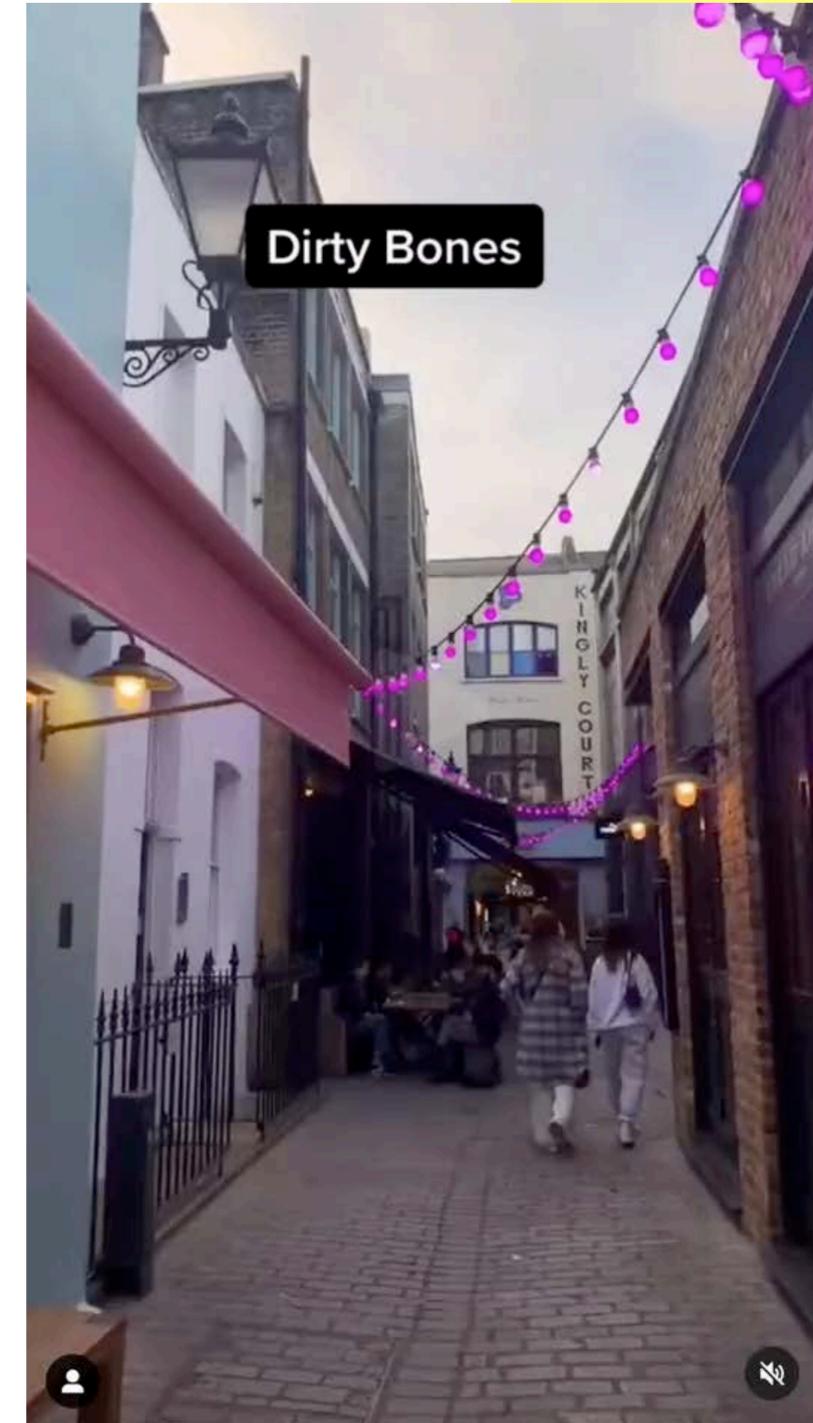
Social audience attention span is widely regarded to be 8 seconds - unless you stop them scrolling.

Sparking Interest through Social

Real Experiences

Let others be your storytellers. **Micro-influencers carry an authentic voice** when telling your story to their audience in a style which is **convincing** and **more trusted than a brand's message**.

@thefoodguidelondon_ Content created by a London-based micro-influencer, who tries the best restaurants and pubs in the city. The videos are punchy, fun and genuine and they work perfectly within TikTok and Reels, where there are just a few seconds to get the attention of people.



Sparking Interest through Social

Raw Ingredients

Be playful with social to **put a lens on what lies at the core** of your business.

At Noma hand-picked ingredients are multi-sensory, raw, textured messy and beautiful.



Sparkling Interest through Social

Pro Tips & Tricks

Providing life hacks with **pro hacks**, using reels to offer **quick explainers, tips and tricks**.

@wastefreeplanet is one of the numerous profiles that encourage people to be more sustainable by providing eco-friendly alternatives and solutions to everyday life. In the short videos, they manage to educate the audience; this works with consumers, who feel enriched by something new they learnt in a few seconds spent on social media.



Sparkling Interest through Social

Craft

The lockdown **#withme movement** speaks to a generation of social creators and crafters.

Share the love and your skills your business for extra engagement.

@linebaughstudios is a micro business in Utah. During the pandemic, artists and artisans had to build a digital presence for themselves if they wanted to survive through the lockdowns. By showing skills and creativity on camera, simple content can bring consumers behind the scenes, and capture the attention by showing how beautiful and unique pieces are made. This can work for any type of creator and artist.



Sparkling Interest through Social

Short. Sharp. Sweet.

Quick video cuts, **step-by-step tutorials**, and **amazingly tantalising results** provide a successful ingredient every time.

@poppy_cooks is a young chef. Social media are also the place for young new talents to showcase their work. Quick and easy recipe videos are such a blessing for the new generations of watchers and this way of putting together an “how-to” video works amazingly because it’s quick, punchy, fun, usually with pop music as an ad-on.



Sparking Interest through Social

On Point.

The key to being a strong digital brand is **absolute consistency** in matching content with **brand tone of voice** every time.

AirFrance reinforces its brand identity through each piece of content as the flag bearer which 'Symbolises France'.

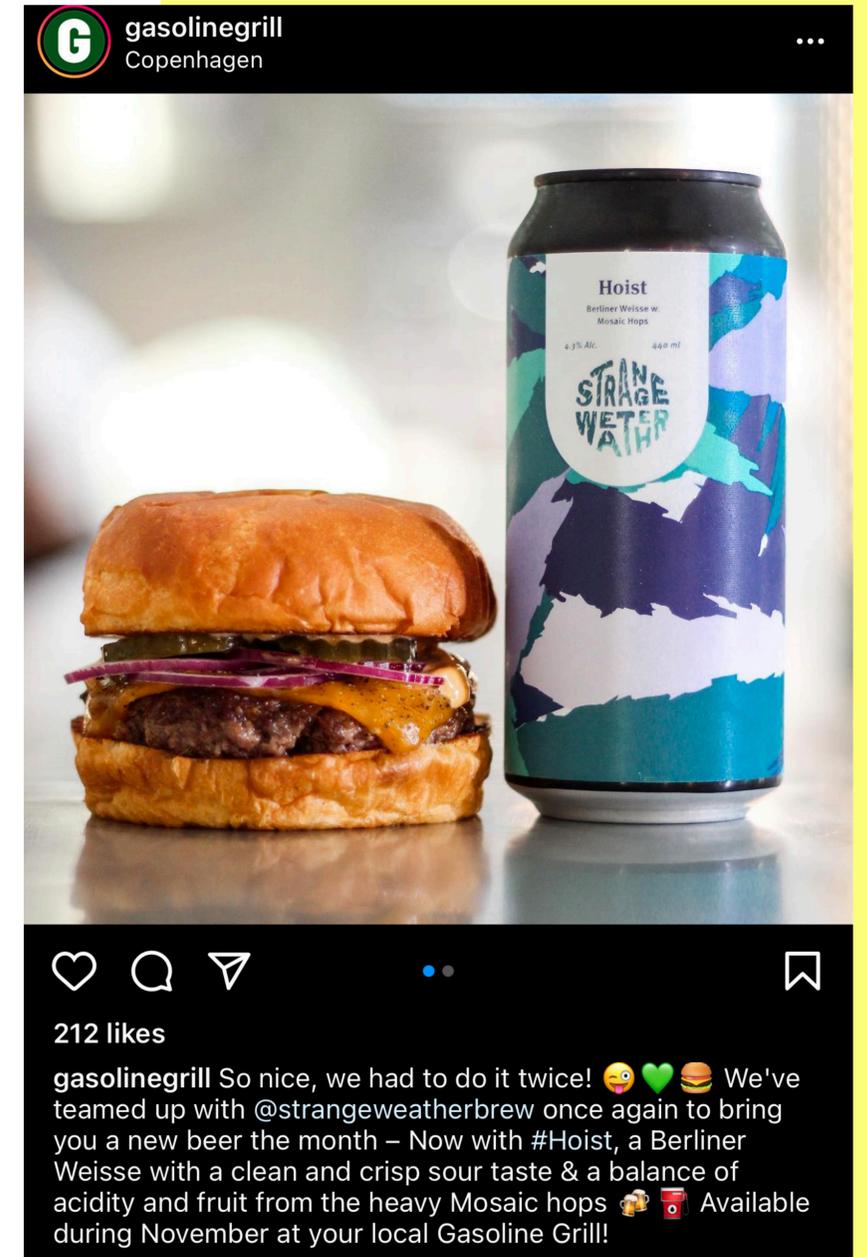


Sparking Interest through Social

Co-Create

A **living brand** is one which is real. **Involving customers, partners and followers** is an amazing way to **build a community**.

Gasoline Grill in Copenhagen offers a meal for every repost to incentivise social sharing, whilst collaborations widen their reach and social clout.



Sparkling Interest through Social

Collaborate

Can **tourism** really be put in a box? Brand collaborations take you to **new markets**, **widen your reach** and **diversify your offer**.

Simpson Wine Estate and Noble Isle find the perfect brand match for a wine inspired cosmetics range.



simpsonswine

SIMPSONS' X NOBLE ISLE
GIVEAWAY COLLABORATION

SIMPSONS ENGLISH WINE ESTATE NOBLE ISLE THE NEW TRADITION

47 likes

simpsonswine To celebrate the launch of White Cliffs Blanc de Blancs 2017 we are delighted to be partnering with @nobleisle, the fine fragrance, bath and body brand, for a luxurious giveaway.

WIN a bottle of this exquisite English sparkling wine plus a trio of Noble Isle Wild Samphire hand-care products.

Visit our latest blog post bit.ly/SWE_NI21 to read more and to submit your entry. Good luck!



nobleisle

Noble Isle Golden Harvest Body Hyd... >

Noble Isle Golden Harvest Hand Loti... >

Noble Isle Golden Harvest Liquid Ha... >

Noble Golden Harvest Bubble Bath & Sh... >

View products

View shop >

82 likes

nobleisle Chardonnay, Pinot Meunier and Pinot Noir Grapes are one of the most powerful anti-oxidants in the plant world.

They help support clean and healthy skin – especially appreciated as the Autumn chill begins to set in.

#GrapeHarvest #GrapeVines #VineyardHaven #vegangifts #bathandbody #britishbrand #selfcare #bodycare #bodycareroutine #kent #gardenofengland

Starting a relationship

Swipe right - you've made a connection. Pass 60 seconds and anything goes. Here's how long-form content can take your relationship to the next level. Maybe even 30 minutes.

Long-form content is on the rise, with changes in how we consume media there's plenty of space to compete with on-demand digital content.

Meaningful Digital Engagement

Multi-Sensory Content

ASMR offers you the opportunity to create **an intimate connection** with your guests, creating **intrigue, curiosity** and **engagement**.



BBC

Soundscapes for Wellbeing

Soundscapes for Wellbeing is a collaboration involving teams right across the BBC, offering imaginative ways for audiences at home to immerse themselves in the natural world - something we all need right now.

— Rebecca Sandiford

City break to Northern Italy

Hike through Yellowstone National Park

Explore the culture and history of Iran

Swim the English Channel

ASMR
FROM GREENLAND
CULTURE

Preview

Meaningful Digital Engagement

Serialised Content

Serialised content allows you to build interest, depth and perspective.

Every business, experience and destination has many nuances. A series can tell a particular story, such as **'how we came through COVID'** or **'how we're pivoting to become more sustainable'** whilst engaging others around the business.



Meaningful Digital Engagement

Subject Matter Authority

Changing media habits allow **any brand to establish subject matter authority** and build audience numbers simply by offering **a relevant voice**.

Visit Philadelphia launched the Love + Grit Podcast to tell an authentic story about the city's diversity and support the city's black owned businesses in the wake of the murder of George Floyd and the black lives matter movement.



LOVE +
GRIT

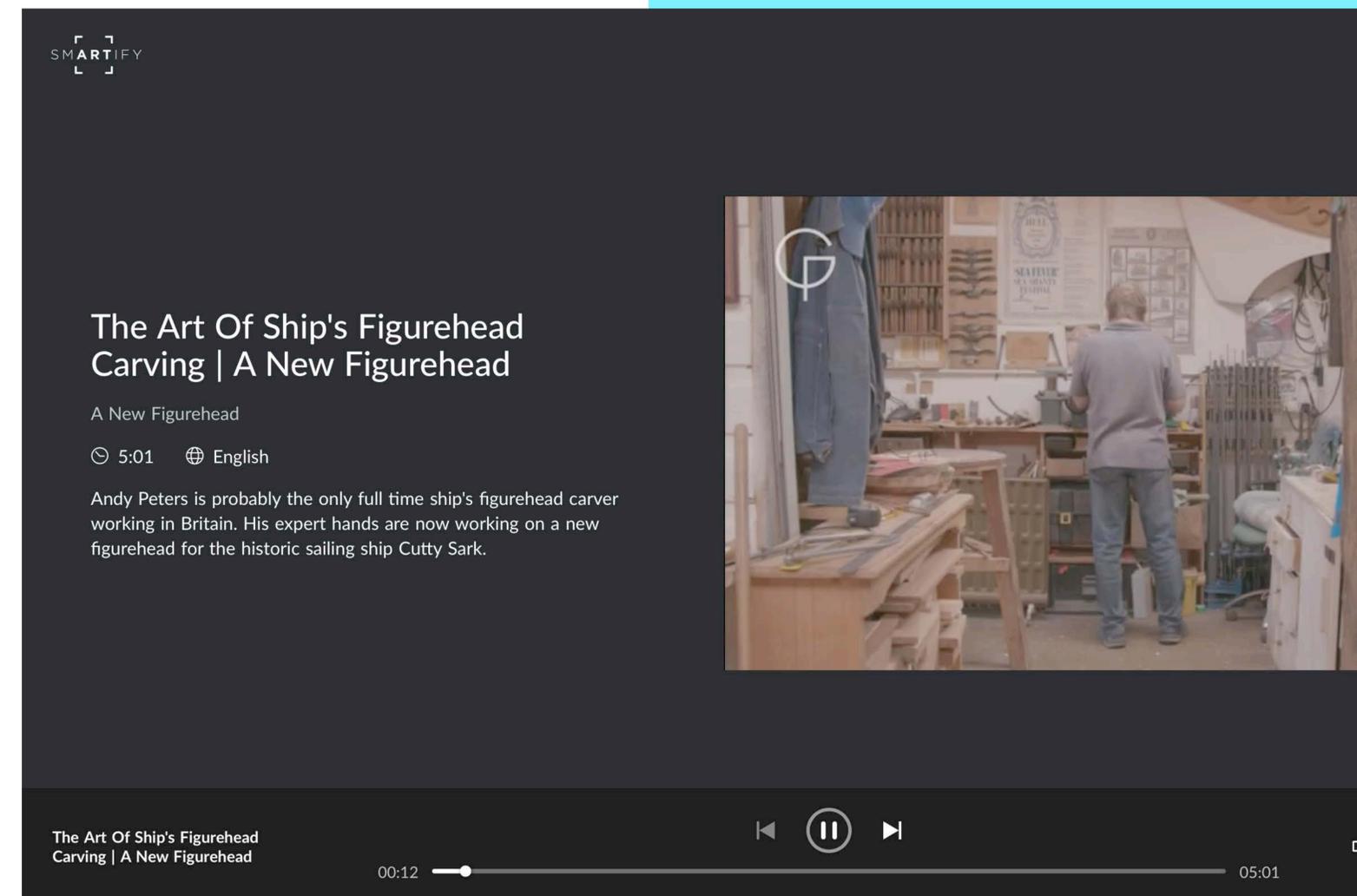
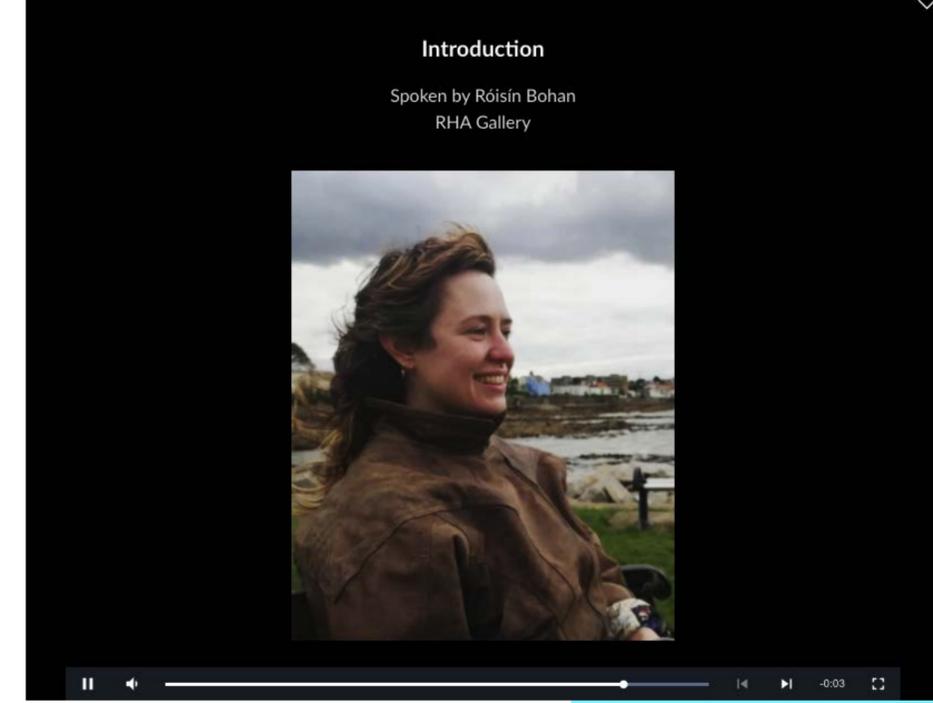
Love + Grit, Visit Philadelphia's Podcast

Authentic and diverse stories of the city told to inspire all people — visitors and locals alike.

Meaningful Digital Engagement

Augmenting Real Experiences

Content, digital and geo-located content can **transition audiences from digital discovery to digitally augmented visitor experiences.**



Now things are getting real

18 months locked-up online has undoubtedly changed us. Digital, virtual, remote and hybrid - these are buzzwords but some are real trends. Is the pandemic over yet? Are some of these habits likely to stick?

In truth, nobody can accurately predict the 'post pandemic consumer' but a good guess based on trends, consumer behaviour and booking demand suggests the digital transformation we all underwent will stick with us - at least the bits we like.

Getting Real with Digital

Remote Experiences

Did you pay £5 for a video call with this Goat? *(be honest...)*

An **absurd pandemic idea** which might just stick. What a great **opportunity for content, brand engagement and even digital PR.**

Virtual pandemic 'ideas' might represent new business revenue models or perhaps just amazing PR.



Getting Real with Digital

Augmented Experiences

When artist Gordon Cheung turned the terrace at A. Wong in Pimlico into an **AR immersive experience** they created an **new reasons to visit** and transformed the restaurant facade into an augmented reality experience.

Ideas and investment can come from anywhere, in this case an artist and sponsor, Rémy Martin.

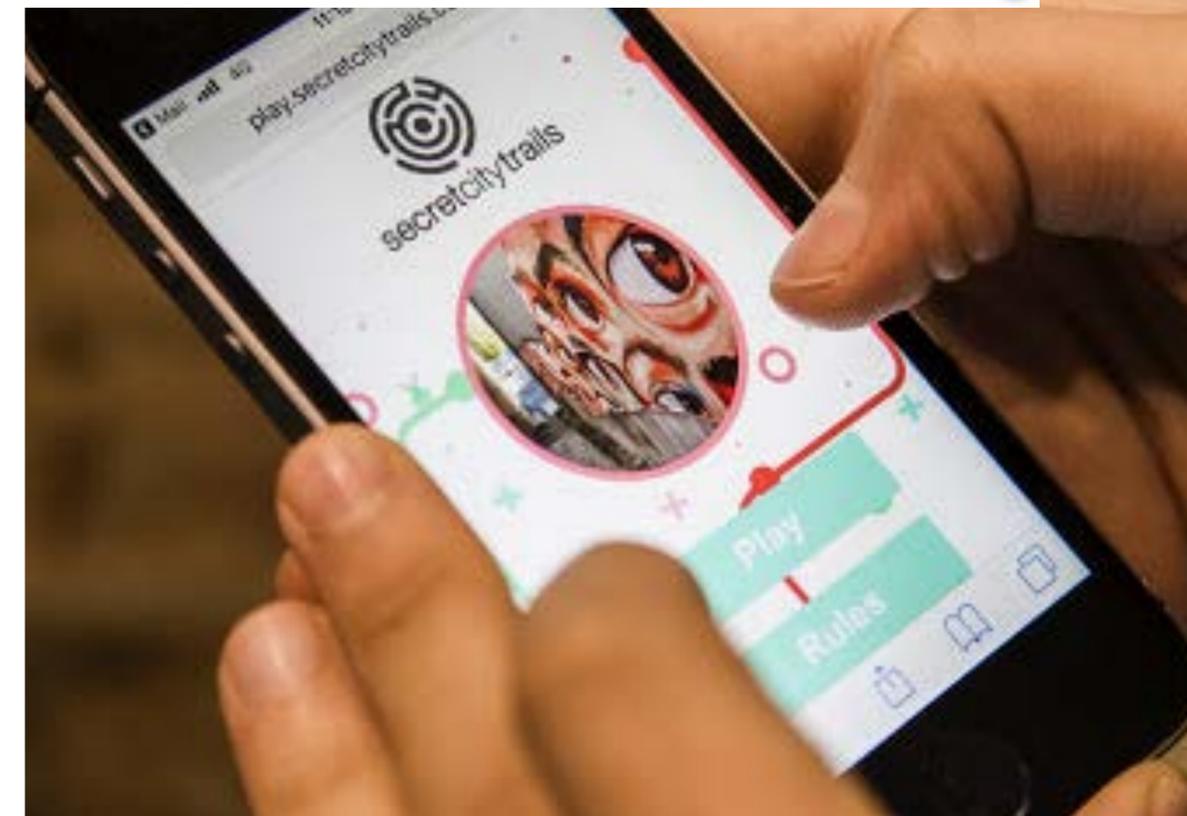
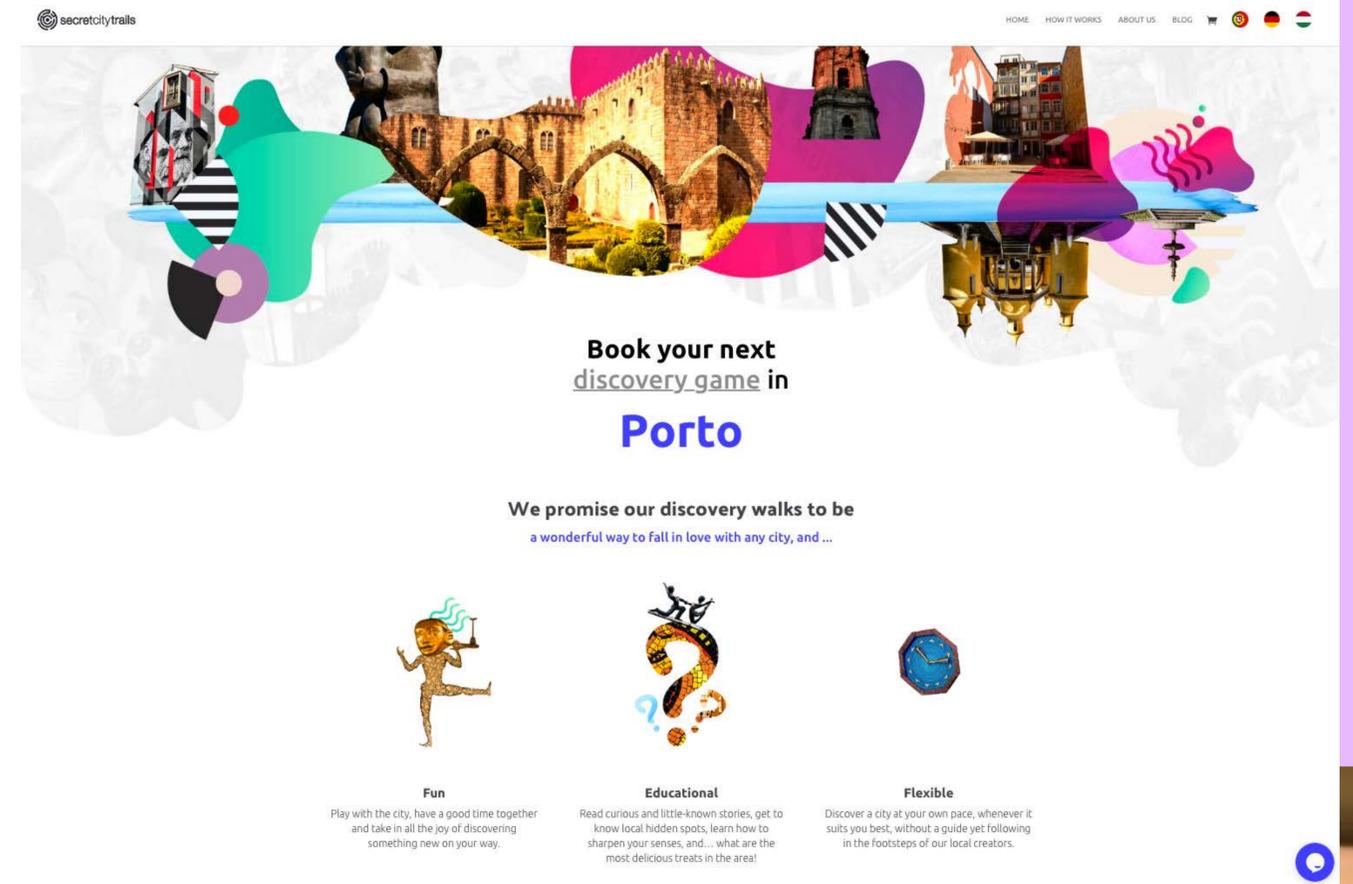


Getting Real with Digital

Playful Experiences

Secret City Trails have for many years created **'gamified' digital escape room style trivia games** in cityscapes.

These turned remote in the pandemic and now represent **an incredible tool for businesses and destinations** to leverage to **create playful discovery as part of an augmented digital visitor** experience.



Getting Real with Digital

Participatory Experiences

Immersive technology offers **infinite possibilities** to **create playful interactions** in the environment around our business.

Here an **interactive audio-visual installation** monitors sound types and levels, playing them onto a zebra crossing as **illuminated displays** as part of **Eindhoven's Glow Festival**.



Finding our forever home

If commitment is on the cards then we need to know where this is headed. At the moment, forecasts for the planet are pretty bad. Maybe we can commit to doing something about it. By becoming more sustainable and using 'the power of digital'. Maybe we can create a tribe of empowered citizens and purpose-driven guests.

Did you know? Whilst a digital presence might have been your competitive edge in the last twenty years, purpose and sustainability will set you apart in the next twenty years.

Combine the two and you have your magic mix.

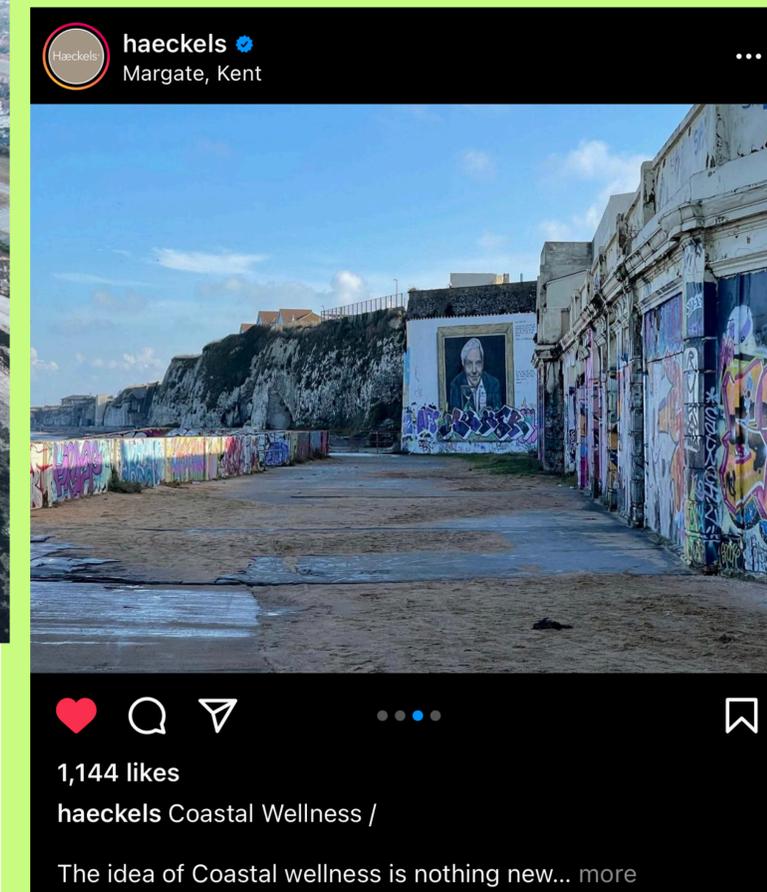
Digital Purpose & Transparency

Sense of Place

Hæckels is based in Margate, Kent. They're a cosmetic businesses which sources everything from the coastline and ocean. They're not a tourism business but **they are inherently linked to the landscape.**

Their success and story is about a sense of place, belonging and community. Incredible storytellers, from **inspirationally rich content** about the landscape to **a relevant voice on social** sharing ideas on everything from **urban regeneration** to **COP26 and climate.**

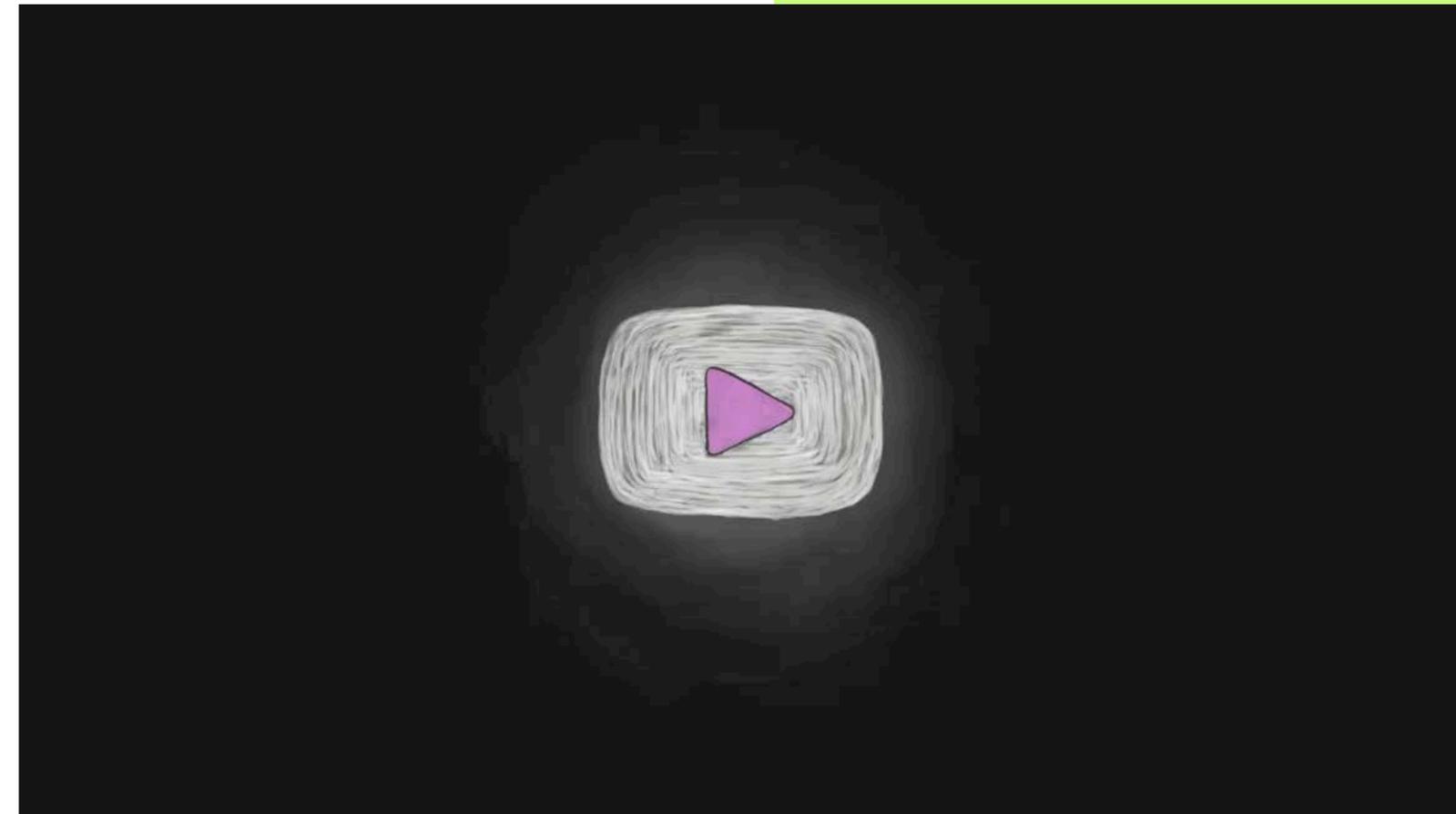
Oh, they also make bold commitments to regenerative practices, such as 1% for the planet.



Digital Purpose & Transparency

Sense of Purpose

Process transformation can go as far as **service reinvention**. Digital word of mouth can be your friend when you stand for something or set yourself apart.



Digital Purpose & Transparency

Sense of Empowerment

Digital gives us a platform to go much further than 'brand values'. **Digitally competitive brands use their platform for commercial activism.**

OWN PART OF OUR BREWERY

Beer for the people and the planet. Through our fundraising scheme, Equity For Punks, we are investing every single penny directly to high impact sustainability projects.

[Find Out More](#)



WE BELIEVE IN WORLD-CLASS CRAFT BEER

And we are on a mission to make other people as passionate about great craft beer as we are. To put the taste, the passion and the craftsmanship back into people's beer glasses. This is our true north.

WE BELIEVE IN COMMUNITY OWNERSHIP

We are proud that our business is part-owned by a community of over 96,000 beer lovers from all over the planet. Our Equity Punks are the heart and soul of BrewDog and are with us every step of the way.

WE BELIEVE IN INDEPENDENCE

In an industry dominated by multi-national conglomerates controlled by faceless accountants and balance sheets, we are making a stand for independence. Authenticity is everything. We are drawing a line in the sand for craft.

WE BELIEVE THAT BUSINESS CAN BE A FORCE FOR GOOD

Giving back is everything. Via our groundbreaking Unicorn Fund, we give away 20% of our annual profits. 10% is shared equally between our teams and 10% is donated to charities chosen by our team and community.

WE BELIEVE IN RADICAL TRANSPARENCY

All 326 beer recipes, given away for free to the global home brewing community. Our accounts and financial results freely available. Our profits and future plans shared. The future of business is to hide nothing. Involve everyone.

WE BELIEVE IN BEING A GREAT EMPLOYER

We completely believe that our long term destiny will be dependent on how well we look after our amazing people. We care about great craft beer and incredible people. Without us we are nothing.

WE BELIEVE IN TAKING A STAND

Most companies are scared to take a stand for the things they believe in. WE. ARE. NOT. SCARED. We are passionate advocates for doing things the right way and being true to ourselves.

WE BELIEVE THAT GOOD PEOPLE DRINK GOOD BEER

People like you.

BREWDOG IS NOW CARBON NEGATIVE

THIS MEANS WE REMOVE TWICE AS MUCH CARBON FROM THE AIR AS WE EMIT. OUR CARBON IS OUR PROBLEM, SO WE'RE GOING TO TAKE CARE OF OURSELVES.

It all starts with the way we make our beer. We're transforming our site in Ellon into a state-of-the-art eco brewery. We're already brewing our beer using amazing renewable energy like wind power, but brewing still emits carbon, so we have committed to removing as much carbon as we can from our production process. What we can't remove ourselves, we offset through the very best planting schemes with trusted partners around the world.

So for every tonne of carbon we emit we now take two tonnes out of the atmosphere. And we're not stopping there.

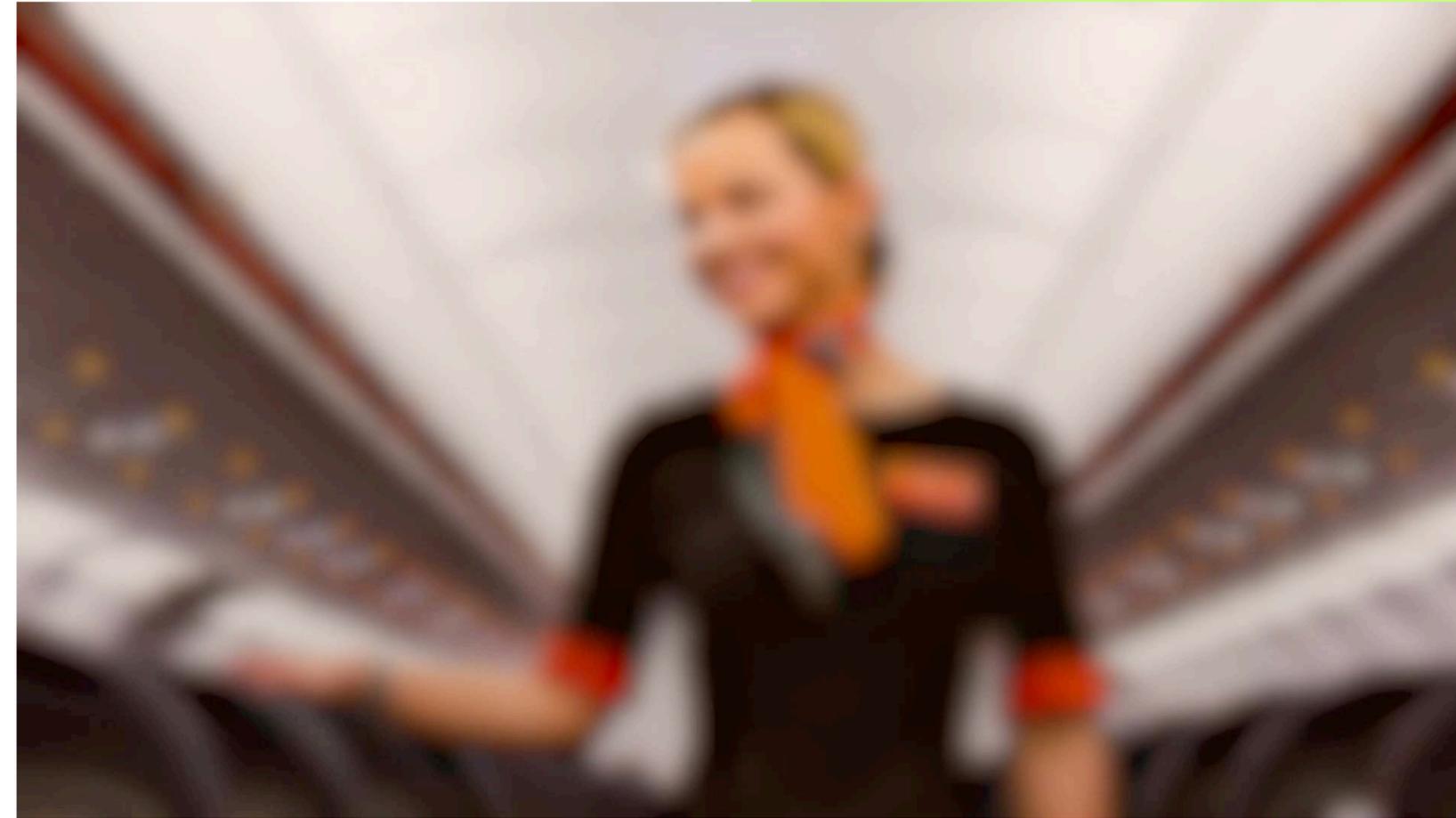
In 2020, we purchased a 9,308 acre plot of land in the Scottish Highlands. In 2023 we begin planting our own trees on this land, embarking on one of the largest reforestation projects the UK has ever seen. We'll also be restoring acres of peatland which are extremely effective in sequestering carbon.

For more information on the plan we built with Professor Mike Berners Lee download our Make Earth Great Again sustainability report.

Digital Purpose & Transparency

Sense of Transformation

Increasingly **socially engaged digital consumers** expect and seek brands which align with their values. Use this platform to tell a story about the process transformation behind the business.



IKEA x MUD Jeans: The KLIPPAN goes circular.

In collaboration with IKEA, we are dressing their iconic KLIPPAN sofa in a circular denim cover. This new cover is made with our denim fabric: a combination of organic cotton and post-consumer recycled cotton, coming from old jeans. New life through circularity. The KLIPPAN sofa is an iconic IKEA

Mudjeans

MUD JEANS Women Men | Our mission Lease A Jeans Our stores

EN SIGN IN

Is leasing for me?

Want to know if leasing is for you? We are here to help you out!

Recycling becomes easy

After 12 months paying your monthly fee, you can keep your jeans, swap them for a new pair or send them back. You can request a free return label via info@mudjeans.eu

Owning less is fun

We're entering a new world where succes is no longer defined by how much stuff you own. Your experiences in life, the connection with others, that is what matters!

Quality becomes affordable

High quality is achieved through great materials and fair wages for all our jean makers. Through leasing, you pay a low monthly price for an ethical pair of jeans.

40% Of our customers have been leasers in 2020.	One tree Is restored by Justdiggit, for every jeans that is returned to us for recycle.	8900 Were sent to be recycled in 2020.
---	---	--

Sense of Responsibility

It's easy to hit 'post'.

It can be harder to retract.

Greenwashing, empty commitments or unresisting claims can also harm a brand.

4.

Though we deleted the post, it continued to spread through people's stories, and through the power of the internet is now at over 4 million shares.



plantatreeco · Follow



plantatreeco Thank you for sharing your pets, they're adorable 🐾

We posted the new "Add Yours" story as a fun tree planting campaign where we can show off our awesome pets on Nov. 2nd! We immediately realized the post would grow too big and that we didn't have the resources to plant that many trees, so we deleted it 10 minutes later. Even though we deleted it, a week later out of no where the stories continued to spread out of our control, reaching millions of reposts. Our credit for the post was also removed, because of what seems like an @instagram bug. We want to use this awareness for lasting impact, so we created this fundraiser. It is raising money towards @treesforthe future



539,251 likes

1 DAY AGO



Add a comment...

Post

The Changing Consumer

Sense of Commitment

Digital means transparency. Leverage data within your business to measure impact, monitor change, communicate value creation and offer absolute transparency.

Being resolutely digitally transparent offers you a competitive edge.

TOTAL IMPACT

\$ 51,801,787

Key

Bars represent the scale of our impact

Green represents a positive contribution

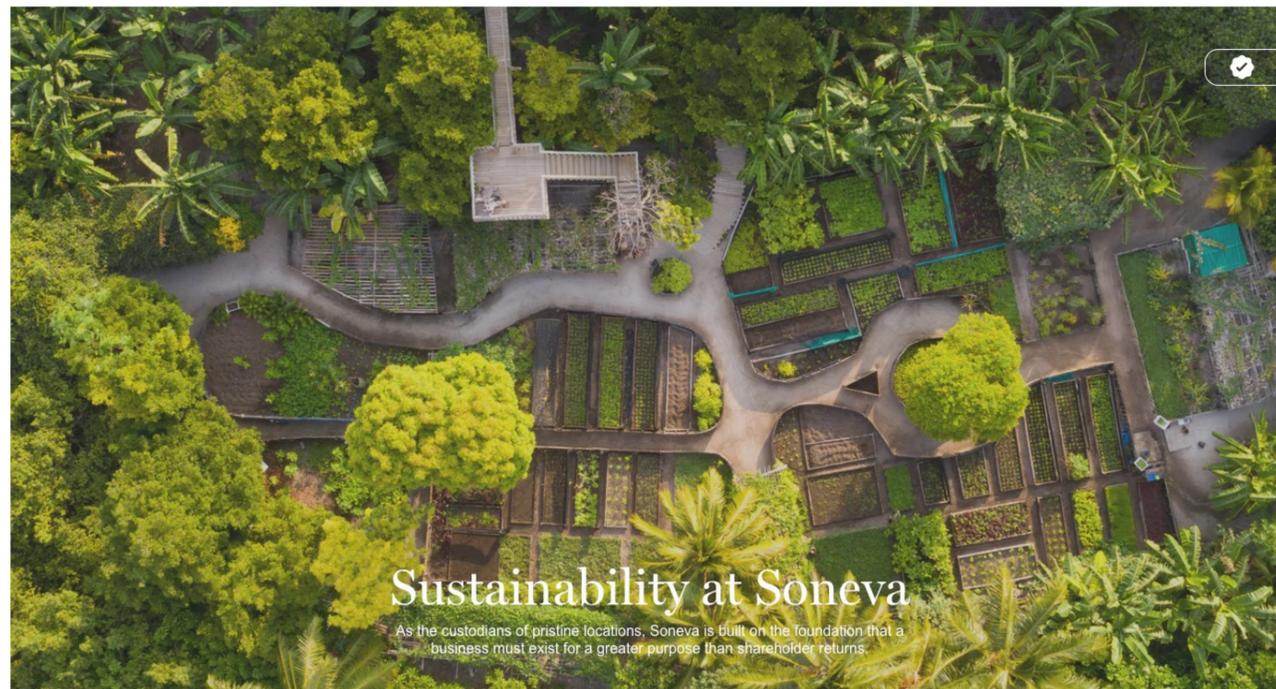
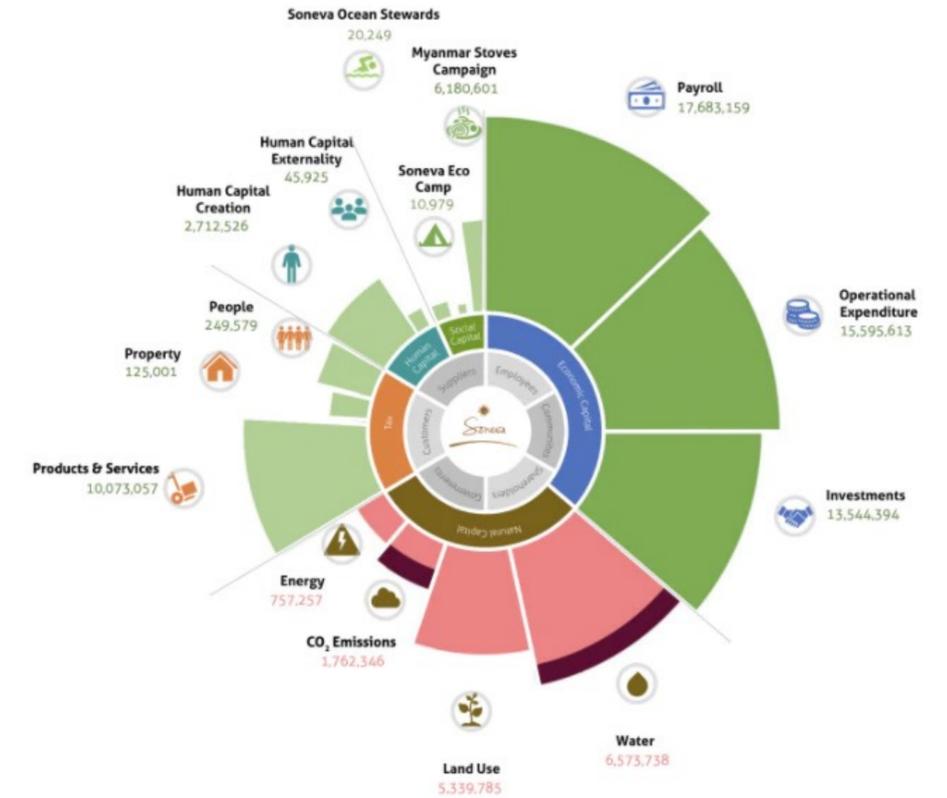
- Direct
- Indirect

Red represents a negative contribution

- Direct
- Indirect

Definitions

Direct: Impacts from Soneva business operations.
Indirect: Impacts via our supply chain; human development improvements in social wellbeing; indirect CO₂ emissions such as guest air travel.



A bun in the oven

If you're a tourism business which has mastered the art of digital, why not try your hand at becoming a digital business and mastering the art of tourism? Disruption is always on the horizon. Who says we can't be the ones to disrupt, by giving birth to new ideas?

The best way to remain competitive is to keep on evolving. Innovation methods can be integrated into any business, the key is to remain curious, don't be afraid to take risks and test ideas through pilots, where you can test, learn and iterate (screw up).

Reborn Digital

Testing Concepts

Social platforms offer us the opportunity to **try new concepts, put ideas out there, do something daring** or different and respond to demand for different - not competing for sameness.



Where you'll be

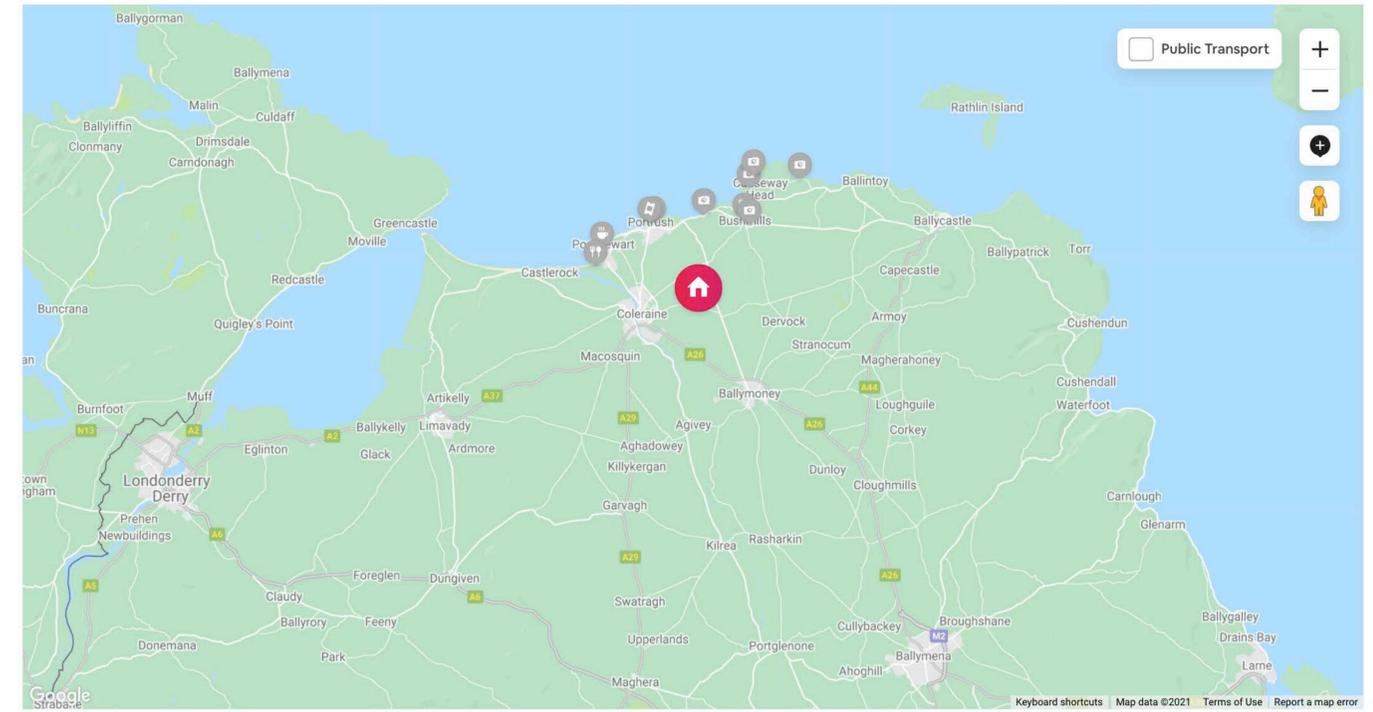
Causeway Coast and Glens, Northern Ireland, United Kingdom

The Oat Box is very conveniently located near to all of the Tourist Attractions that the North Coast area has to offer. It is just 4 miles from Whiterocks... [read more >](#)

Getting around

We recommend coming to the Oat Box by car and there is private parking onsite. The nearest bus stop is around 2 miles away.

[Show host guidebook >](#)



Start your search



Become a host



The Oat Box Converted Horsebox North Coast Ireland

★ 4.99 (113 reviews) · Superhost · Causeway Coast and Glens, Northern Ireland, United Kingdom

[Share](#) [Save](#)



Tiny house hosted by Olive

2 guests · 1 bed · 1 bathroom



Add dates for prices

★ 4.99 (113 reviews)



Don't follow society's conventions.

We make it easy to access nature's benefits, so you can start getting them when you need them most.



Reborn Digital

Shifting Needs

Are we offering rooms or experiences?
Our digital identity allows us to re-imagine the fundamentals of our business.

Your Cabins

Noosa Hinterland, QLD
Gili
Location: 2.5hrs north of Brisbane on the traditional land of the Kabi Kabi people.
Guests: Sleeps 2 people
Beds: 1

Lower Hunter, NSW
Heike
Location: 1.5hrs North-ish, on the traditional land of the Darkinjung people.
Guests: Sleeps 2 people
Beds: 1

Avoca, VIC
Jude
Location: 2hrs West-ish, on Djadjawurrung country.
Guests: Sleeps 2 people
Beds: 1

Pokolbin, NSW
Lila
Location: 2hrs North-ish, on the traditional land of the Woonarua people.
Guests: Sleeps 2 people
Beds: 1

Kyneton Region, VIC
Micah
Location: 1.5hrs North-ish, on Djadjawurrung country.
Guests: Sleeps 2 people
Beds: 1

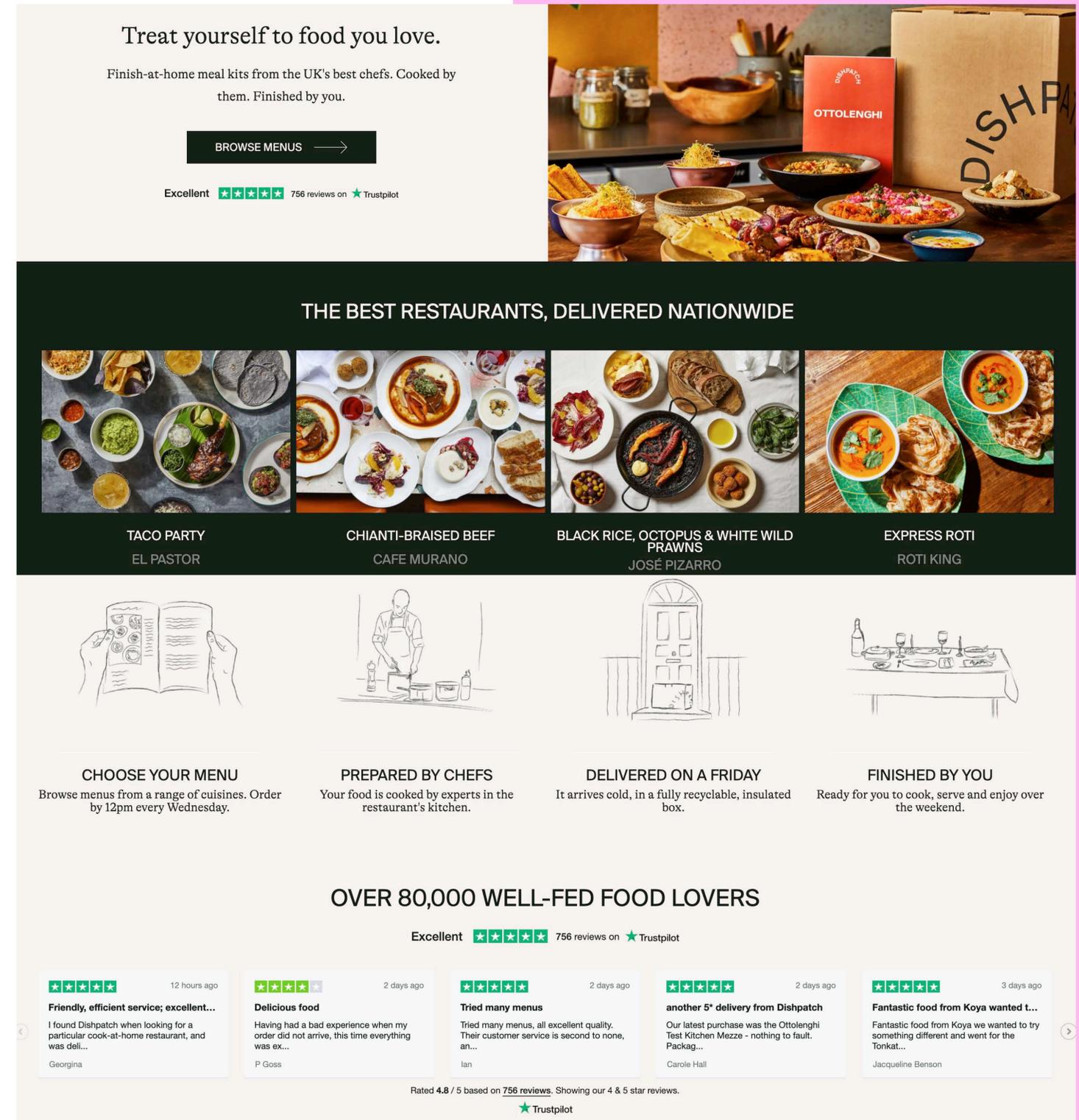
Pyrenees Mountains, VIC
Neada
Location: 2hrs West-ish, on Djadjawurrung country.
Guests: Sleeps 2 people
Beds: 1

Location	Dates	Guests	Filter >
All	Dec 14 - Dec 16	2	

Reborn Digital

Reborn Digital

When times are tough, never forget the value of 'restless reinvention'. At dishpatch, when restaurants closed a new digital food commerce business was born. The rest, is history.



Reborn Digital

Digital Commerciality

Digital gives opportunities to go beyond 'footfall' and establish **long-term revenue streams** building resilience and a business model built on **digital experiences and loyalty**.

cuvée privée ADOPT VINES GIFT VINES NOS CUVÉES ADOPTER UN OLIVIER CALENDRIER DE L'AVENT EN - € | Q Cart

1 GET ACCESS TO THE CUVÉE PRIVÉE WINE CLUB PRIVILEGES

Take advantage of our exceptional prices all year long on our shop: every wine of our selection discounted to production price. Participate in events organised by the Club at a special cost ("wine adopter"): tastings and practical workshops at the estate (harvest, trimming, etc...)

2 SPECIAL INVITATION TO THE WINEMAKER'S DOMAIN

During the year, you will be invited to go to the property to meet the winemaker, discover the adopted vines bearing your name and taste the property's other products. This invitation is available for two people.

3 FOLLOW-UP OF YOUR VINES ALL YEAR LONG

Find out all the secrets of how your cuvée is made and follow the evolution of your vines. Each month, find news about your vines in your inbox and your personal space on our site.



The Natural Wine Subscription

£110.00

Tax included. [Shipping](#) calculated at checkout.

Subscription

6 Bottles

ADD TO CART

We know you're busy, we know you love drinking wine. Shop Cuvée are here to improve your life, to free you from the shackles of the weekly shop. Leave the selections to us and simply receive a big box of natural wine delivered to your doorstep each month.

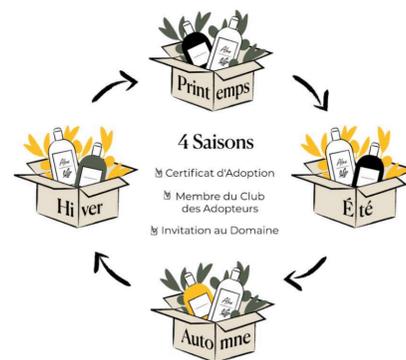
Curated by our team in the shop, restaurant and on occasion by special guests the Shop Cuvée wine subscription really is the best way to buy wine in 2020. No fussing, no choosing just an excellent way to discover a constantly rotating selection of new and exciting natural wines.

3 BOTTLES - £55 inc. shipping

A selection of three unique natural wines, chosen by experts and delivered with care to your door each month.

Adopter un olivier

Pour consommer au quotidien sa propre huile d'olive.



L'offre découverte

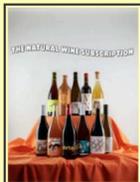
Pour tester l'expérience pendant 6 mois.



WELCOME PACKAGE



FINAL PACKAGE



Reborn Digital

Digital Product

There's a lot to be said for **digital collaboration**. Another pandemic born digital business, Chuffed Gifts pivoted from tour operator to the experience business, pulling **together competitors to offer a new experience marketplace online**.



EXPERIENCES FOR HIM - DISCOVER
\$99.00



EXPERIENCES FOR HIM - EXPLORE
\$199.00



EXPERIENCES FOR HIM - INSPIRE
\$299.00



Reborn Digital Digital Loyalty

Lastly, whilst reinvention is for the taking, there's a lot to be said for simply leveraging each opportunity in digital to enhance your brand, customer relationships, loyalty, experiences and appeal.

This is simply about taking a digitally holistic approach.

The screenshot shows the GUSBOURNE website header with navigation links: ABOUT US, VINEYARDS, WINEMAKING, CHRISTMAS, WINES, TOURS & TASTINGS, RESERVED, TIME WELL SPENT, and BUY TOURS. The main content area features a dark background with a glowing circular frame containing a bottle of wine. The text reads: 'JOIN GUSBOURNE RESERVED', 'Confirm your preferential membership prices and secure your allocation before our next delivery in November 2021.', and '£500'. Below this is a 'SUBSCRIBE +' button.

The image shows a grey envelope with gold embossed coordinates '47° 49' N' and '51° E'. A white gift voucher with a circular logo is placed in front of it. The text on the left reads: 'GIFT VOUCHERS', 'Give your loved ones the gift of Gusbourne this Christmas with one of our gift vouchers.', and 'PURCHASE >'.

The screenshot shows the GUSBOURNE website header with navigation links: ABOUT US, VINEYARDS, WINEMAKING, CHRISTMAS, WINES, TOURS & TASTINGS, RESERVED, TIME WELL SPENT, and BUY TOURS. The main content area features three featured experiences:

- 6 NOVEMBER 2021**
WINEMAKER'S HARVEST LUNCH
Join Head Winemaker Charlie Holland for a behind-the-scenes preview of the 2021 vintage followed by an in-depth tasting and lunch.
[FIND OUT MORE](#)
- GIFTS**
GIFT A VISIT
Just an hour from London, our vineyards are closer than you may think. Gift the perfect day away to friends and family with one of our tour and tasting experiences this summer.
[FIND OUT MORE](#)
- 15 OCTOBER 2021**
RESTAURANT STORY AT GUSBOURNE
Restaurant Story, Tom Sellers' two Michelin star flagship restaurant in central London, comes to Gusbourne on Friday 15th October 2021 for two exclusive dining experiences.
[FIND OUT MORE](#)

Thanks for your attention.

Nick Hall, Founder & CEO
Digital Tourism Think Tank

nick.hall@thinkdigital.travel
www.thinkdigital.travel

