

# Why personalisation matters and how technology can help

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No Vacancy  
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# Agenda

## Personalisation:

- What is it
- Why it matters
- How technology helps

# What is personalisation?

Personalisation is presenting the customer with a product or offer, that matches their behaviour, needs, wants and/or preferences.



Data is key to successful personalisation.



# Why personalisation matters

62% of Australians are willing to share personal data for more relevant offers and personalised experiences.

- Builds loyalty
- Increases repeat business and referrals
- Increases conversion rates
- Provides travel agent and/or traveller with enriched content and hotel offers
- Maximises revenues
- Improves the end-to-end purchasing lifecycle



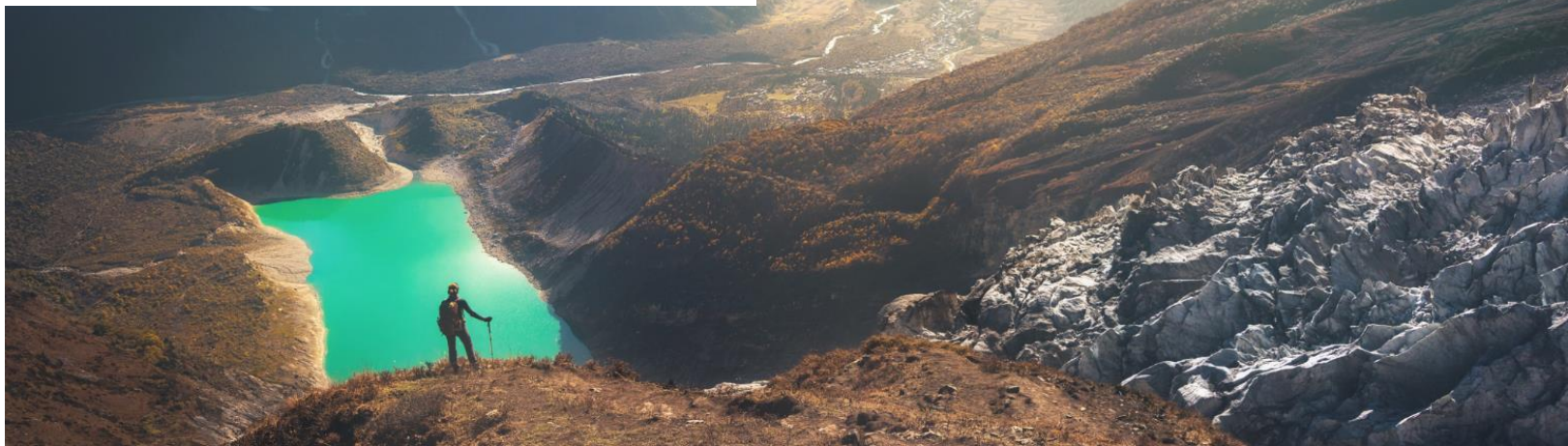
# How technology can help





TRAILR

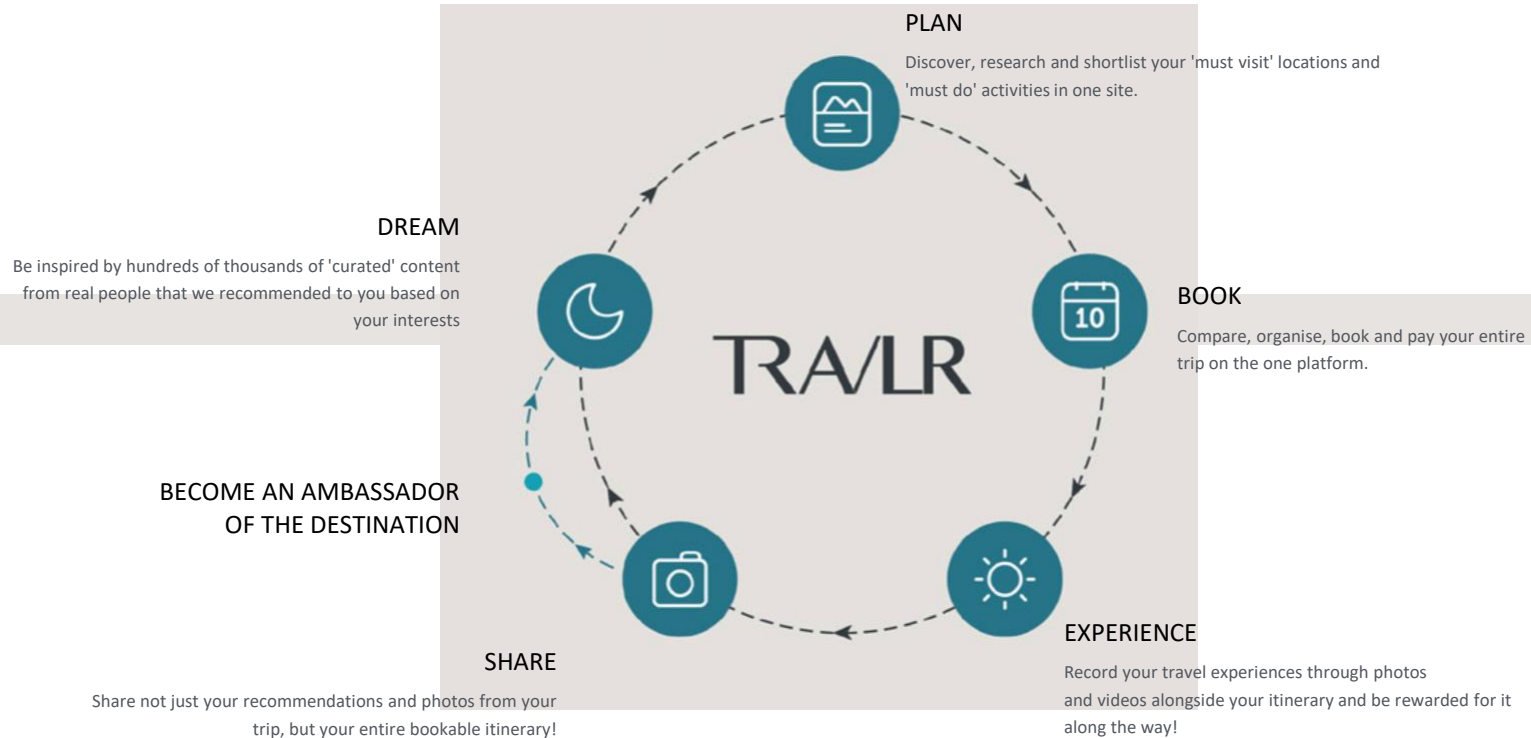
THE  
BALI BIBLE







# The five stages of travel





# A 'cult-like' following

The Bali Bible & TRAVLR has grown to be the 'go to guide' for Bali and has generated an enormous audience rivalling the biggest travel companies in the world.



**#thebalibible**

1,089,329 posts



**#tripadvisor**

1,658,677 posts



**#balibible**

677,898 posts



**#tripadvisorbali**

12,594 posts

Total: 1,767,227  
hashtags

Total: 1,671,271  
hashtags

Working with good  
partners got us  
here...





# HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL

# Who is HSMAI?

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We are the largest & most active hospitality  
marketing association in the world

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Volunteers and members have a global footprint:

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Indonesia, Australia and China

Funded by membership fees and partnership funds

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Volunteer on your local Board

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Speak at an event

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Go to the events and workshops

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Get certified

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Thank you