3rd International Conference on Tourism & the Media: How new media is shaping the news

Estoril, Portugal, 2-3 December 2013

Global Conclusion

The new media world

João Adelino Faria, (RTP, Rádio e Televisão de Portugal) in a conversation with Nina dos Santos

Stories used to be provided only by media outlets. Today, the readers have irrupted as ad-hoc reporters. Content generation has become more challenging.

Conclusions

1. Link your story with the bigger picture (economic, social, environmental)
2. Show real life examples and build a story
3. People follow bloggers and so does the media (and so should you)
4. Less is more and media looks for tailor-made content
5. Travellers do more to promote your country than yourself – Destination Management Organization’s (DMOs) need to become content aggregators and platforms for user generated content
6. The barriers between various media are becoming blurry so you need to become a multi-channel
7. To pitch your story to the major media outlets you need to understand how they operate
8. Build a new job profile in your communication departments – “gems mining specialist” and a “story telling specialist”

Session I: Bloggers – the breed of the new media context

Moderated by Mark Kaigwa (Online strategist, Nairobi, Kenya) Mark’s Presentation

New technology and communication channels are constantly influencing the media landscape. Bloggers have emerged as new powerful and influential players. Are users taking over the generation of news? Who are the new players and what motivates them? How have traditional media adapted?

1. Ana Torres Pereira, Journalist, Jornal de negocios, Portugal
2. Dinda Elliott, Global Affairs Editor, Condé Nast, USA
3. Gabriel González, Project Mananger, Deutsche Welle The Bobs Awards, Germany
4. Ricardo Silva, Founder Webaround, Portugal Ricardo’s Presentation
5. Rosana Hermann, Blogger, Brazil Rosana’s Presentation
Conclusions

1. Risk, try, fail and try again (and do not be afraid to do so)
2. Make sure that while on that path you get professional guidance on how to use Social Media
3. Social Media shows the variety of views and it is that variety that consumers are looking for (as it caters for them)
4. Do not try to control everything (the value of Social Media lies in diversity) and be fast
5. Set measurement mechanisms (return on investment and adjust your strategy)
6. Put yourself in the shoes of the viewer – create empathy with your target group
7. Credibility (and the backup by traditional media) is still very relevant
8. Create different content, for different aims and formats
9. It is a dialogue: to make a blogger interested in you, get interested in the blogger

Session II: How it’s done today and what tomorrow will bring

Introduced and moderated by Sara Palacios Goerger (International Project Director, apple tree communications, Spain) Sara’s Presentation

Technology has a transversal impact on all communication formats and tourism is one of the leading protagonists in the evolving new media environment. Increasing bandwidth and faster microprocessors are enabling new platforms for audio-visual contents. What future does this imply for both tourism reporting and promotion?

1. Anita Escurín Nieto, Social Media Manager, NH Hoteles, Spain Anita’s Presentation
2. Carlos Paulo, Industry Head Travel, Google, Portugal
3. Martin Fontaina, Founder & President, Box Multimedia, Uruguay/USA Martin’s Video

Conclusions

1. It is all about going mobile and visual (videos) yet make sure your content is relevant
2. Explore technology to foster late booking trends
3. We need smart cities but also smart hotels (free Wi-Fi) and smart destinations
4. Go multi-device and multi-channel
5. Motivate local citizens and employees to create content, they will be your brand ambassadors
6. Do more research on consumer trends based on new media behaviour and propose added value, tailor made content
7. New skills and investment are necessary in new media by destinations and companies to cater for all these changes

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