Nicholas Hall
CEO & Founder

SE1 Media
Digital Tourism Think Tank

Friday 24th April 2015

WORLD TOURISM FORUM LUCERNE

DIGITAL TOURISM THINK TANK
WWW.THINKDIGITAL.TRAVEL

Hello, I'm Nick!

@nickhalltravel

DIGITAL TOURISM THINK TANK

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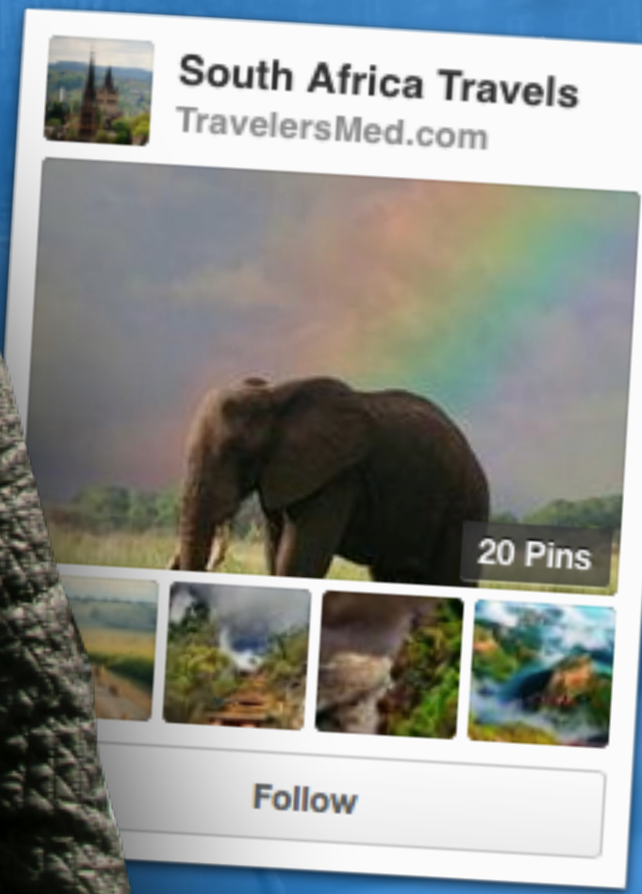
inspiration
tips
immediacy
videos
share moments
excitement
stories
experience
reviews
amaze
opinions
recommendations
engage
relationships

dreaming
planning
booking
sharing

#hashtag


South Africa Travels
TravelersMed.com
20 Pins
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tripadvisor
Rating summary
Location
Sleep Quality
Rooms
Service
Value
Cleanliness

seeking experiences online

thinking about content perspectives

the art of storytelling

storytelling is about enriching the brand
conveying an angle around experiences
being the authority as a curator of perspectives

Traveling Fashionably

Leah

Traveling Fashionably

Follow board

what to pack: europe edition

What to Pack for Europe

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kandeverydaycom

Travel Light...

travel light/minimal

Pinned from
theberry.com

bureau of chic | uncomplicated style for the 9 to 5: get lost: san francisco (part 1)

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bureauofchic.com

bureau of chic | uncomplicated style for the 9 to 5: get lost: san francisco (part 1)

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12 Pieces, 14 Outfits

12 Pieces, 14 Outfits - Fall Packing 2014

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feedproxy.google.com

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eBags Packing Accessories - Slim Packing Cube - eBags Packing Cube

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a guide to what not to pack

What Not To Pack | Summer Abroad

eBags Mother Lode TLS Junior 25" Wheeled Duffel - eBags.com

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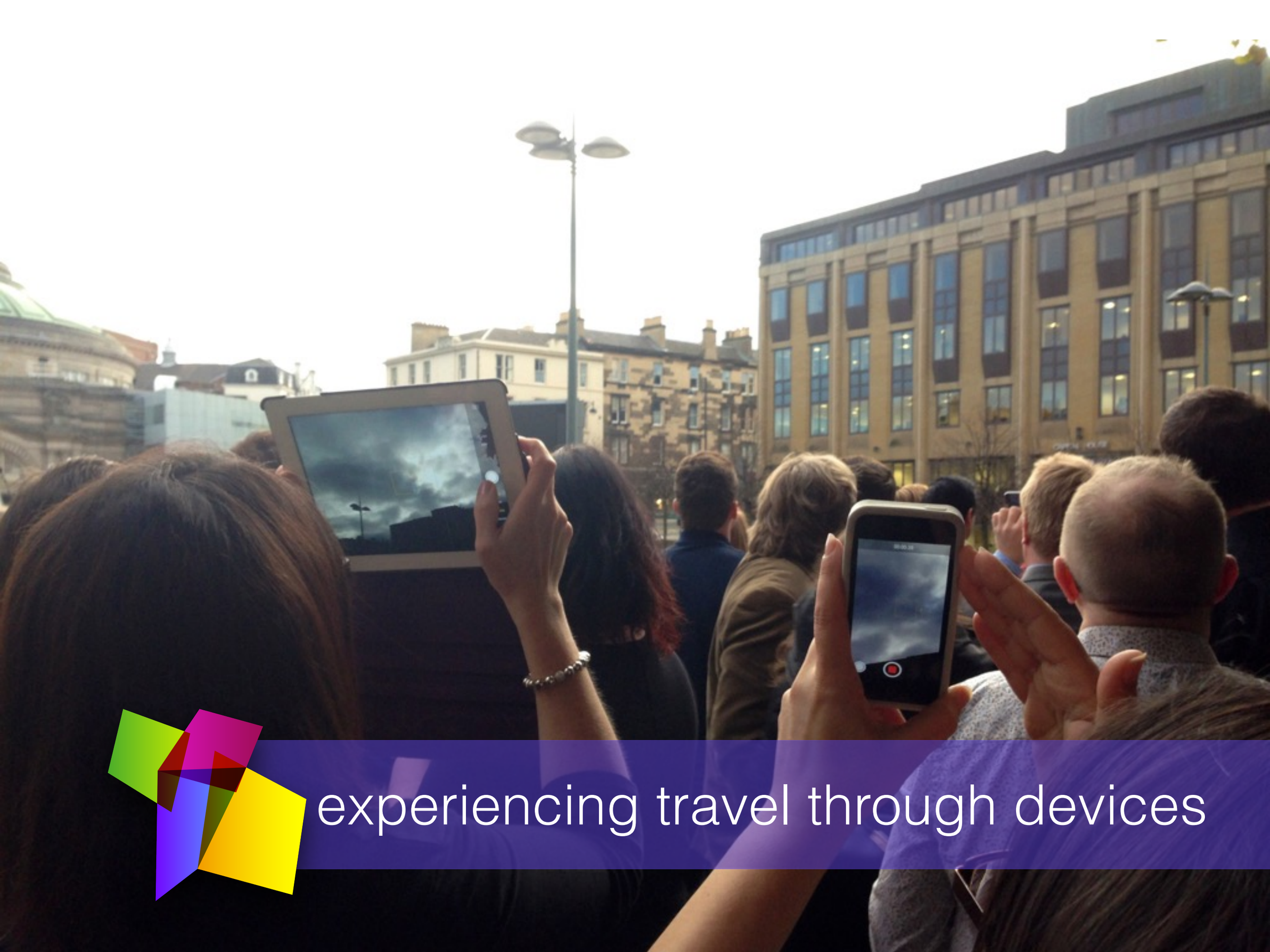
advanced peer led research



experiencing travel through devices

AT&T
9:57 PM
Brit Morin
Brit: Doing what he does best. —
with Dave.
1 week ago from Grand Canyon Vill...
Laura: Fuel band!
1 week ago from Helena

ADD MUSIC

Carrier
18:00
1 Night
Cities
London
LONDON - CENTRAL/EAST - IMPULSE DEALS
Haymarket Hotel
£196
£143
TOTAL
Thistle Marble Arch
93% 27 HT Ratings
£146
£99
TOTAL
Flemings Mayfair
100% 10 HT Ratings
£276
£179
TOTAL
LUXE
HOTELS
PHOTOS
BOOKINGS
ACCOUNT

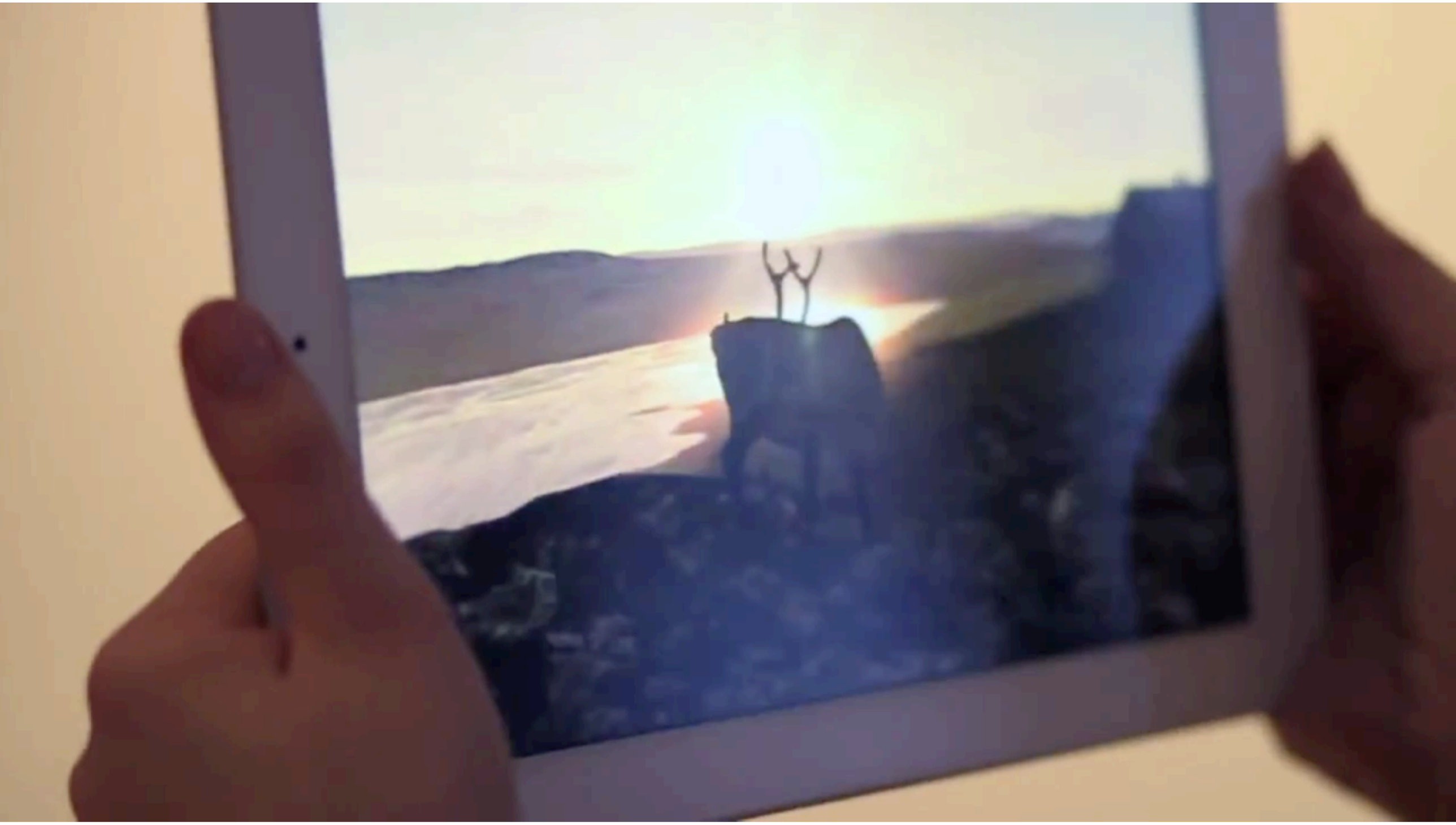
Carrier
NorthKoreaTravel
LOGIN
Guide of North Korea
Build or Book a Tour
Map Mode
Travel Credits

social sharing & discovery

“ Great staff and incredible tasting cappuccinos as well as filter coffee.
Anders T. at The Coffee Collective
9 Aug 2014

THE COFFEE COLLECTIVE

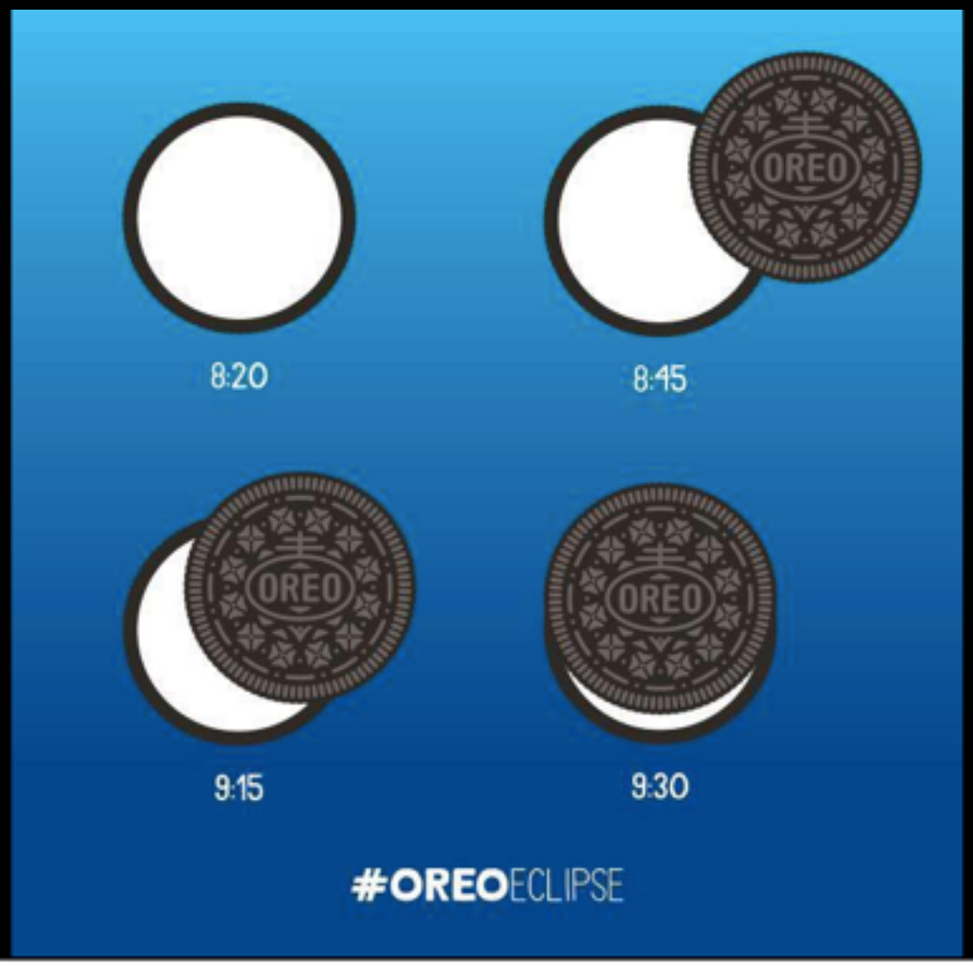
#moments #memories



creating & owning
#**Shareable**Moments

TAKE A PHOTO
AND SHARE YOUR
MASTERPIECE
WITH THE WORLD.
#FOPG

FRIENDS



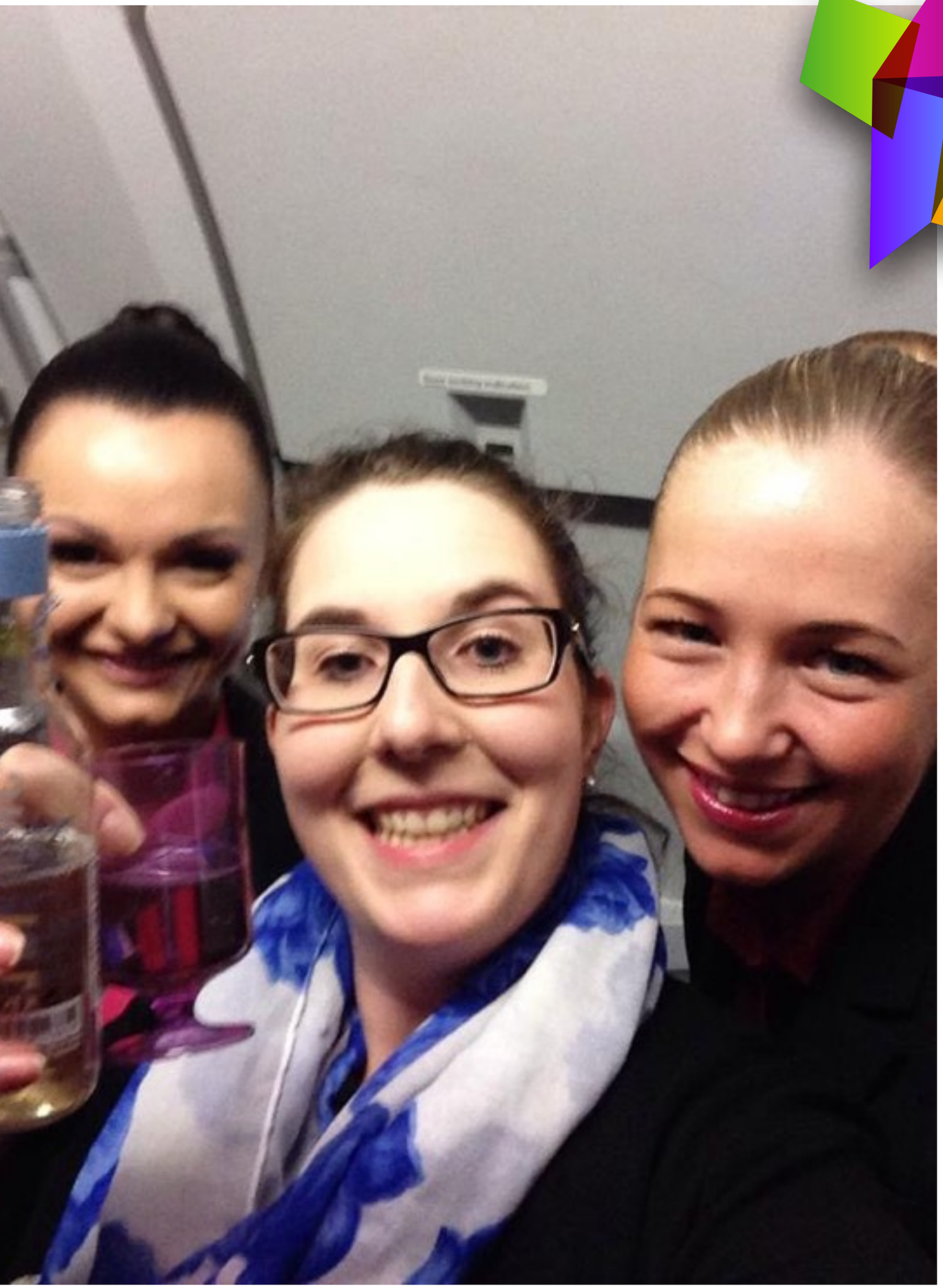
Benjamin Brassett @bbrassett · Mar 20
So excited for our stunt on Friday. I've had a rather busy week! "@Oreo: The countdown has begun... #oreoeclipse "
3 2

Adly @TheAdly · Mar 22
Once again @Oreo wins "Reactvertising". #oreoeclipse
24 16

Realtime Engagement

Realtime Engagement

engagement & experiences



Nick Hall
@nickhalltravel

Follow

@FlyingBrussels @PanosBelgium love the new menu quality & fresh but publish the calories people will appreciate that!

2:36 PM - 20 Apr 2015 - Vilnius, Lietuva, Lietuva

★ 2

Nick Hall
@nickhalltravel

Follow

Thank you SOOO much @FlyingBrussels for finding my wallet and retuning it to me in @VilniusAirport you saved me a desperate 24 hours!!!

2:29 PM - 20 Apr 2015 - Vilnius, Lietuva, Lietuva

1 ★ 3

Thank you!

Nicholas Hall
CEO & Founder

SE1 Media
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Friday 24th April 2015

@nickhalltravel
Linkedin.com/in/**NickHallTravel**
nick.hall@se1media.com

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