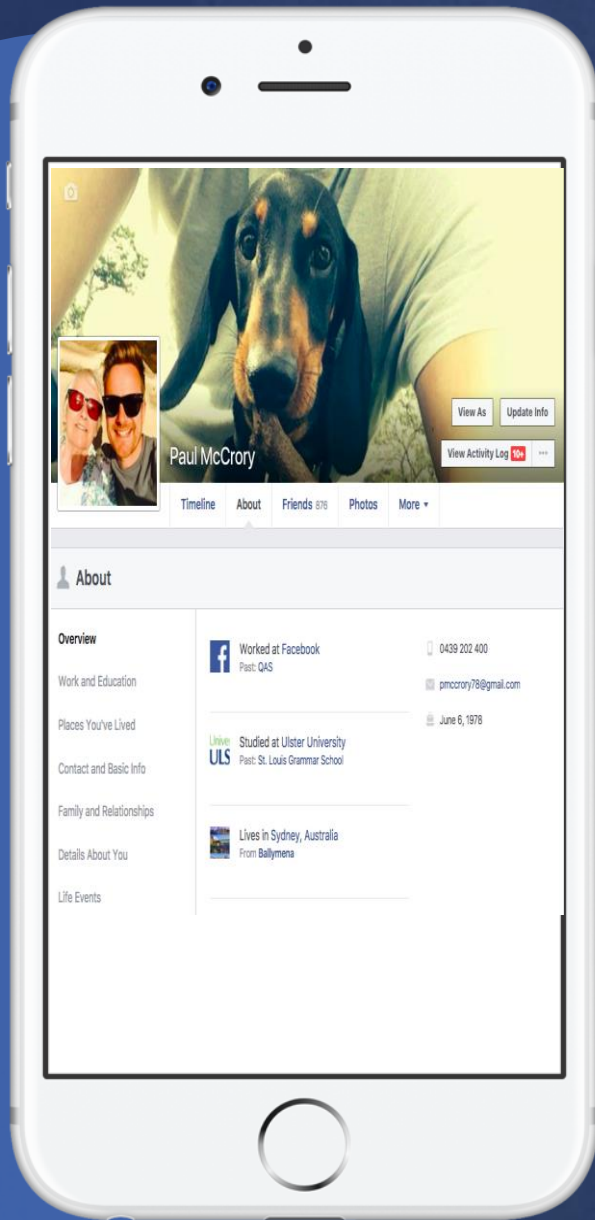




Driving the tourism
economy



Paul McCrory

Group Director

Australia now makes more money
from the tourism than it makes
from exporting coal

**Tourism is the No. 1
economic driver for New
Zealand**



1

Mobile fuels
travel
planning

The path to purchase is more complex and mobile


Vacation rental

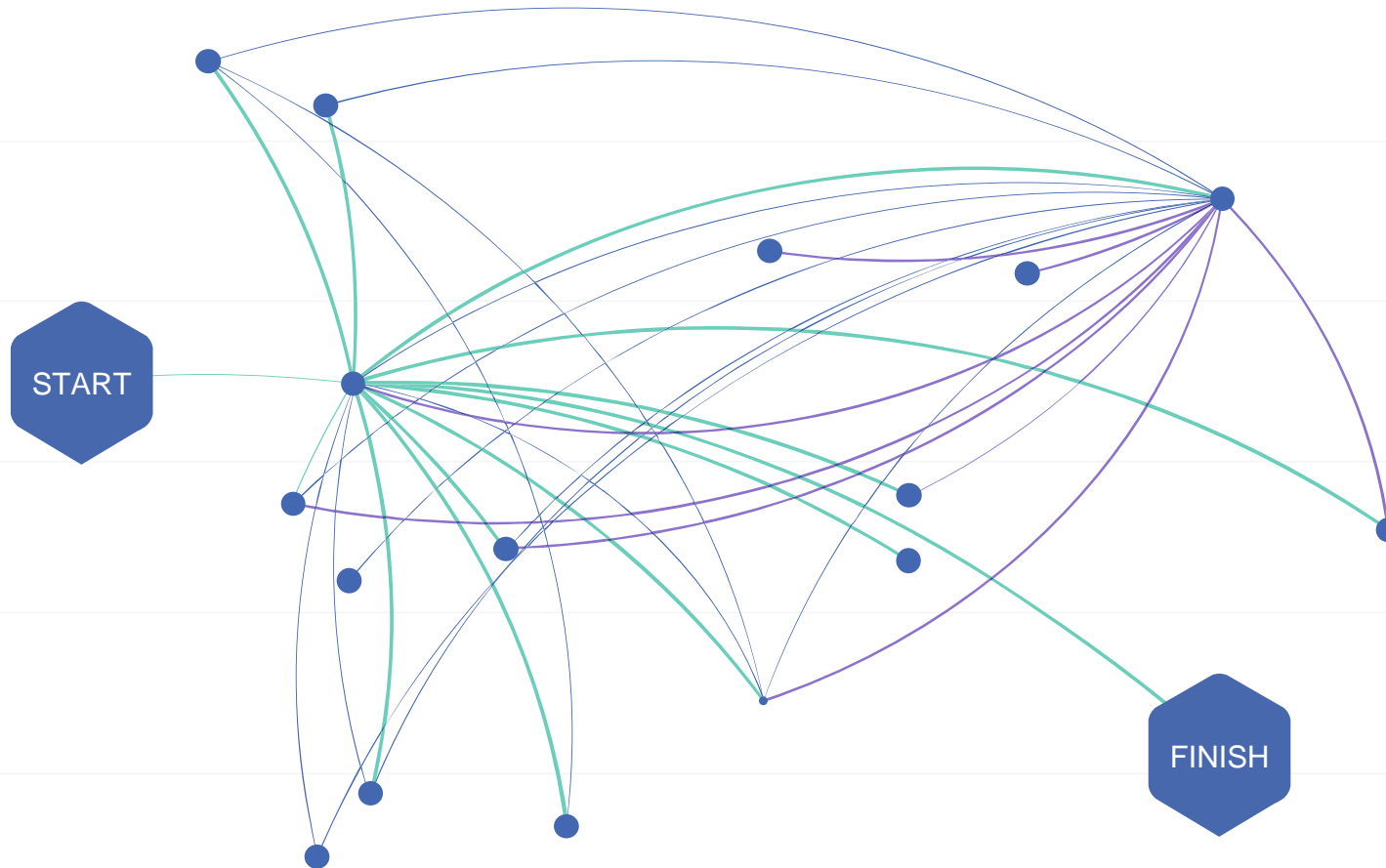

Transportation


Search


OTA/Aggregator


Information


Hotel



On average,
travelers visit

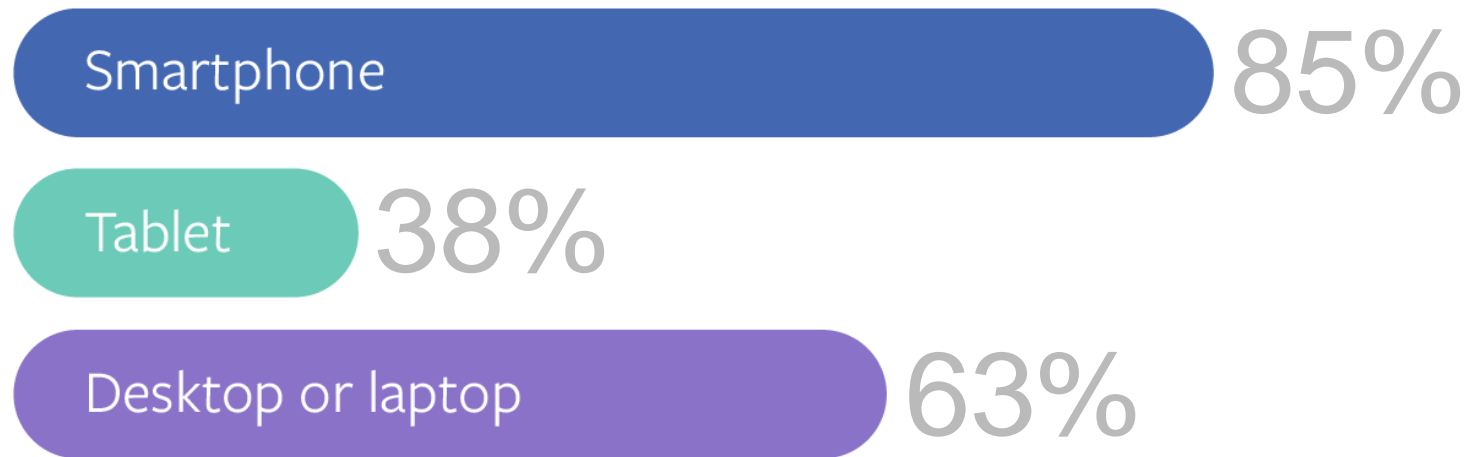
56

travel-related
digital touchpoints
over 1–2 months

Source: "Passive Digital Travel Research Journey" by GfK (Facebook-commissioned passive observation of digital browsing, search and app behavior of 97 people in the US ages 18–64 during the three-month period before they booked a trip), Nov 2015–May 2016. A trip was defined as leisure travel involving a flight, hotel or cruise.

And their travel plans...

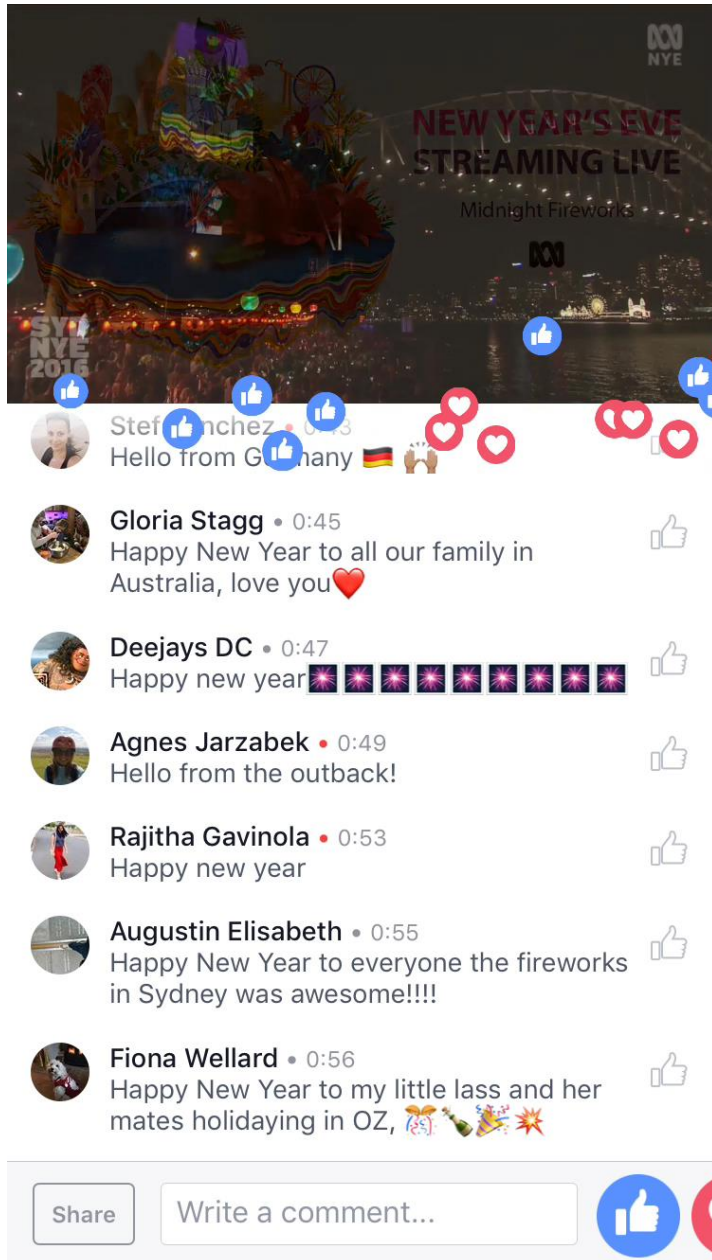
When planning their last trip, more travelers used a mobile device than a desktop or laptop



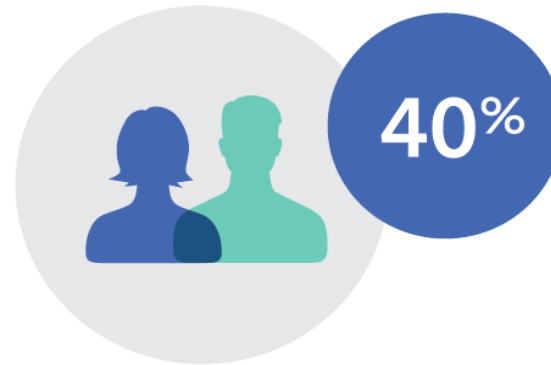
A man with short dark hair, wearing an orange t-shirt and a ring, is lying in a hammock. He is smiling and looking at a black smartphone he is holding with both hands. The background is a blurred green landscape. A blue circular graphic is overlaid on the right side of the image, containing the number 2 and some text.

2

Peers, providers
and Visual Language
(Videos!)
spark ideas



Because video leads to greater travel Inspiration



are inspired by hearing travel stories from others



say watching an online video can inspire them to visit a new place

“Wow, Italy is
so beautiful!”



Text



Photos



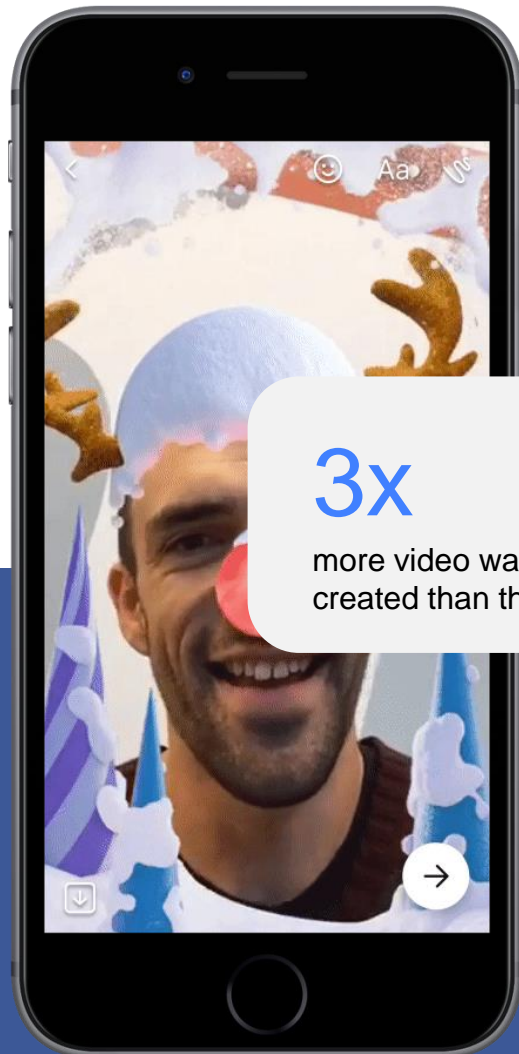
Videos



VR/AR

Visual Language is continuing to accelerate on our platforms, lead by focusing on new ways to **Create,**

edit and share.

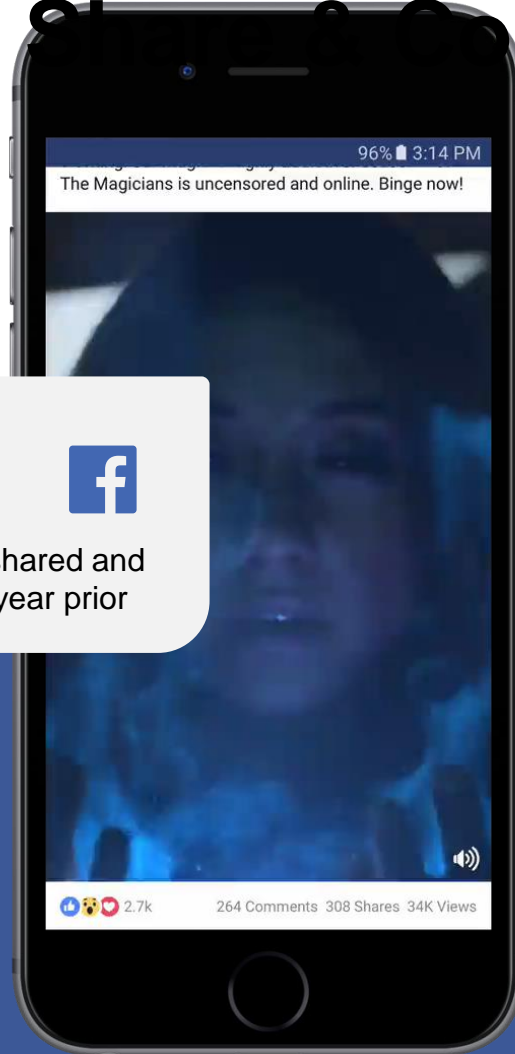


3x



more video was shared and created than the year prior

Ephemeral Messaging



Feed Video



200M+



Instagrammers using stories everyday

Stories



1 in 5



Facebook Videos is a Live Broadcast

Live Broadcasting

SO AS MARKETERS,

How do we connect with
high yield travellers?



facebook



1.86B

on Facebook
each month

1.74B

Mobile



1B

on Whatsapp
each month



1B

on Messenger
each month



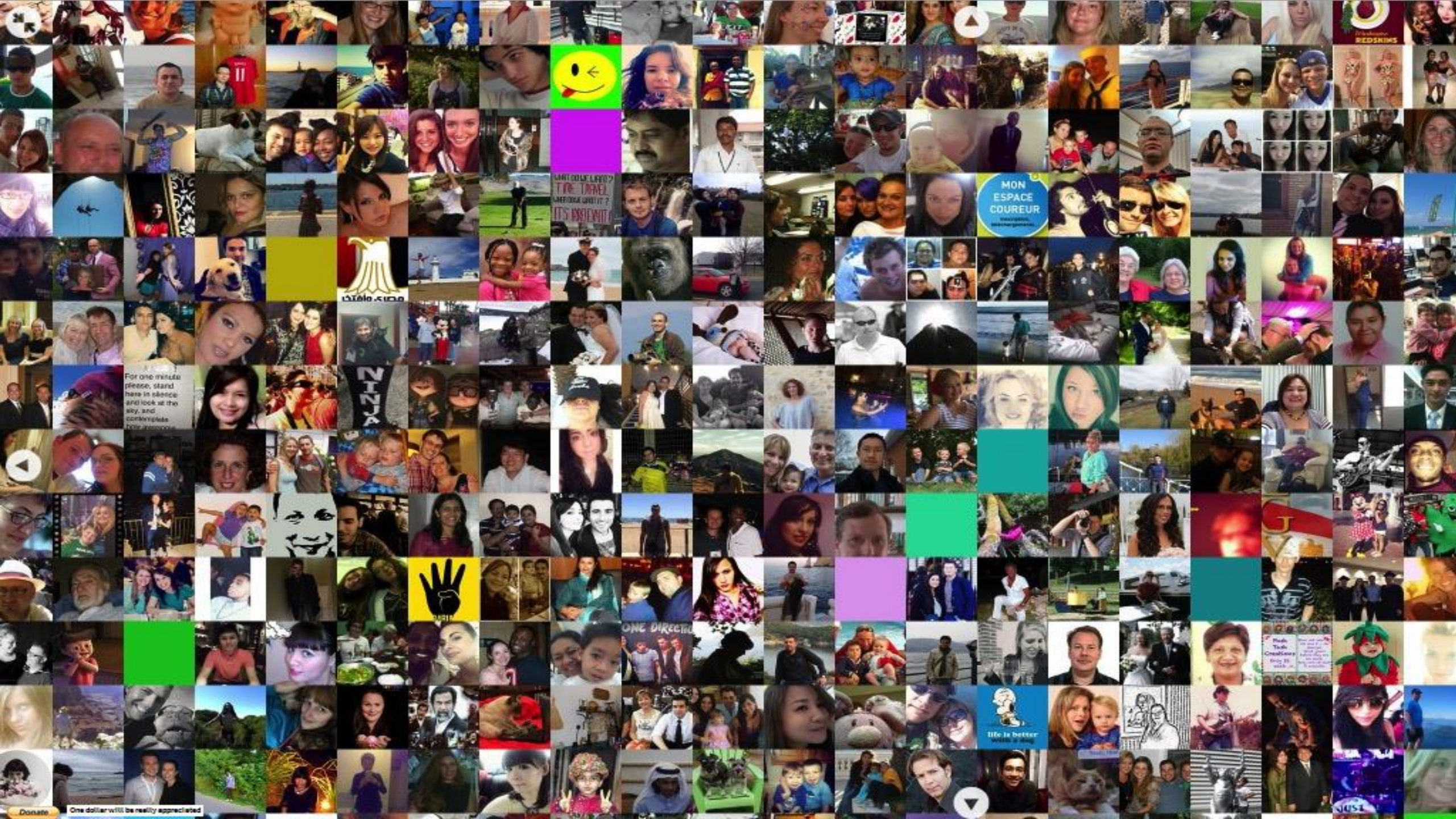
600M

on Instagram
each month

Population of the United States of America



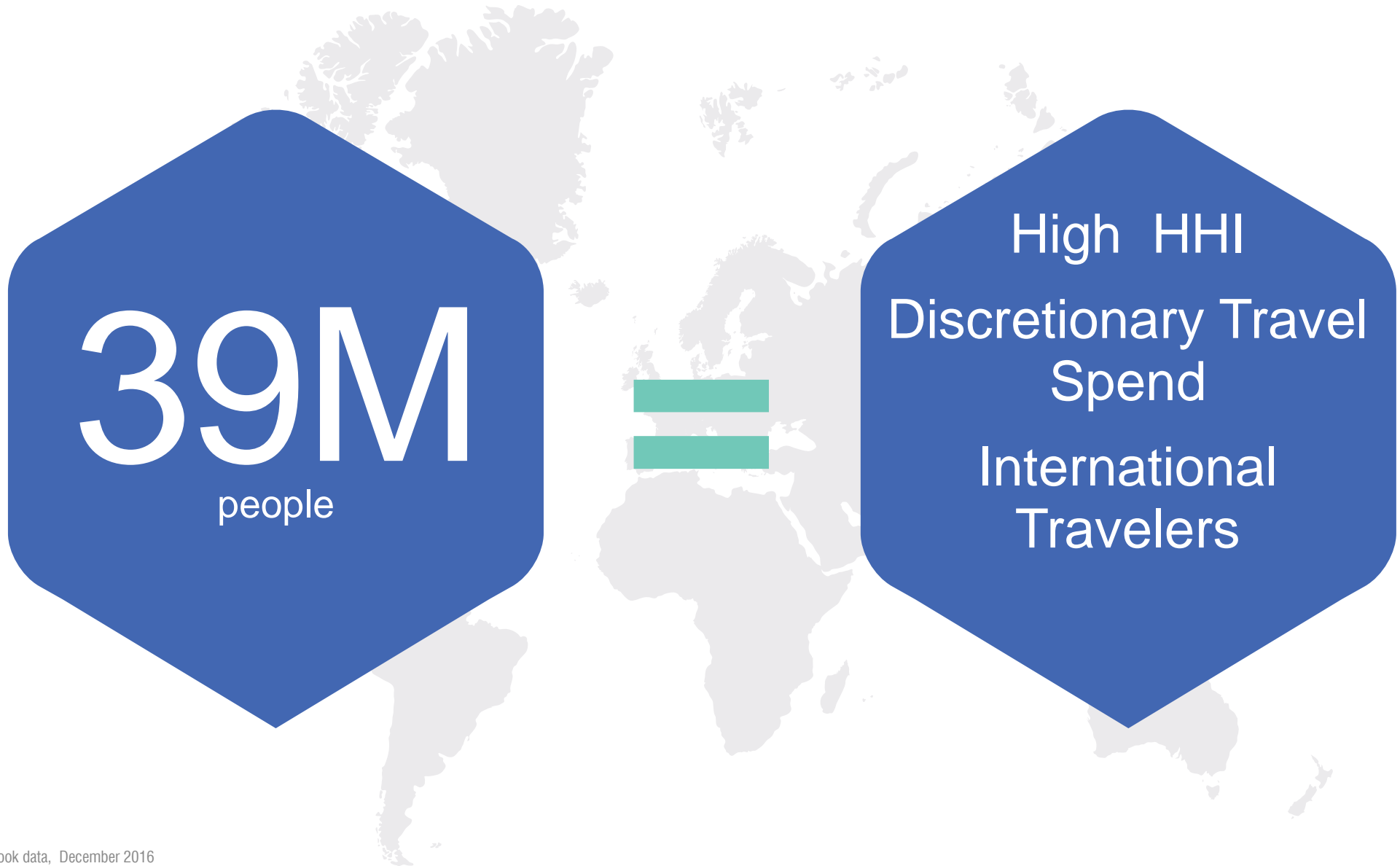




Donnerstag

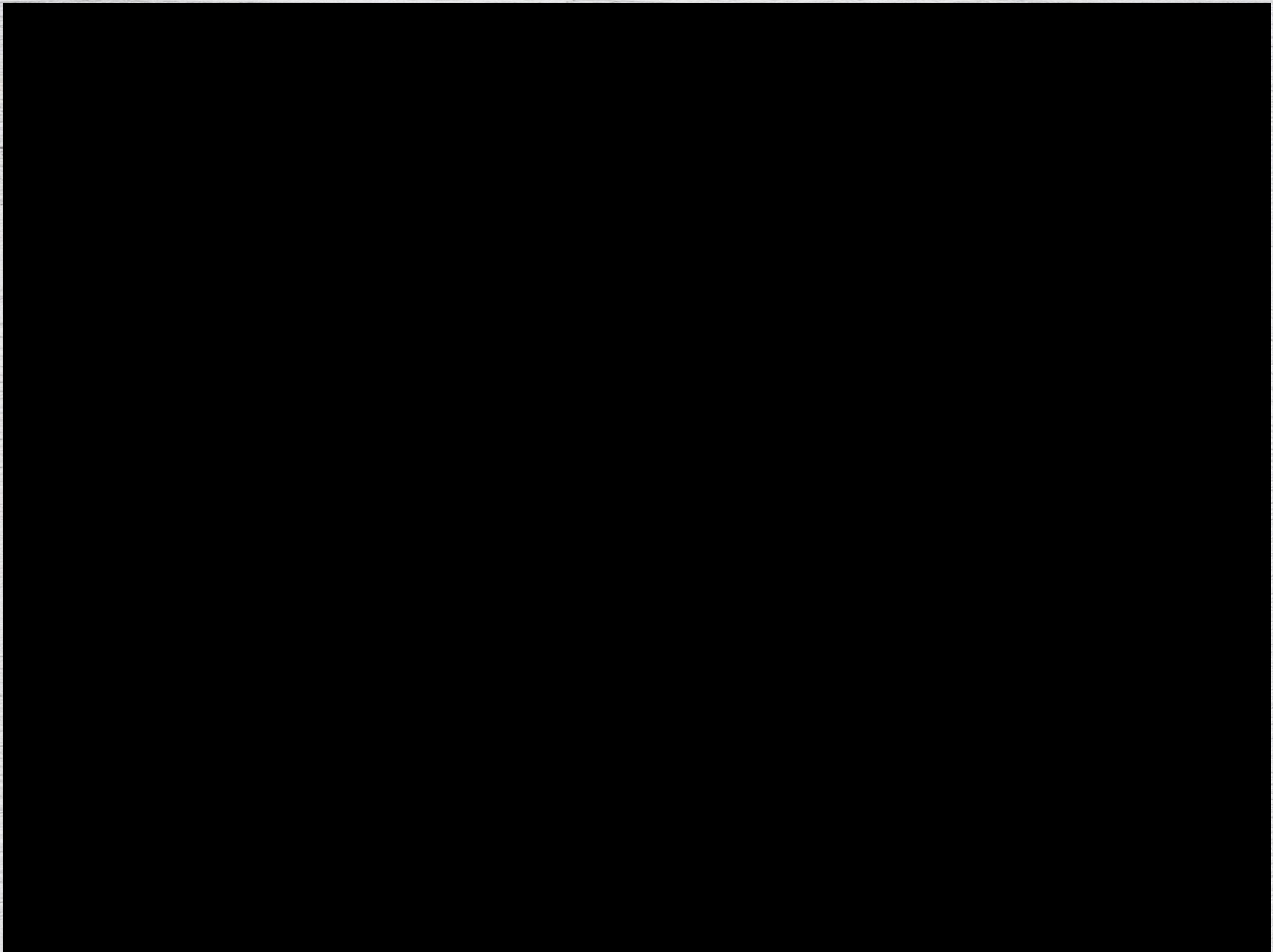
One dollar will be really appreciated

Facebook in the US: High Yield Visitors



Source: Based on Facebook data, December 2016

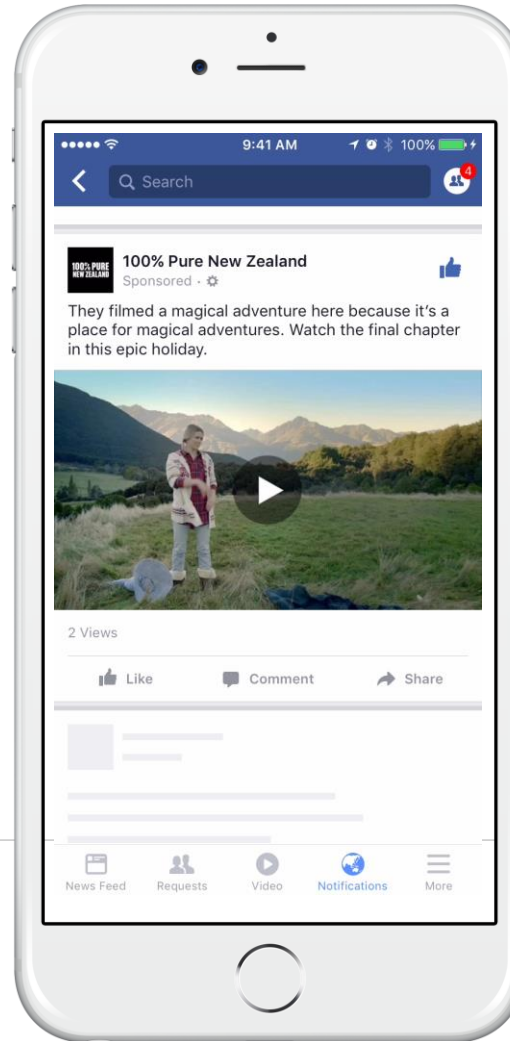
* Percentage of Internet users calculated with data from eMarketer, December 2016.



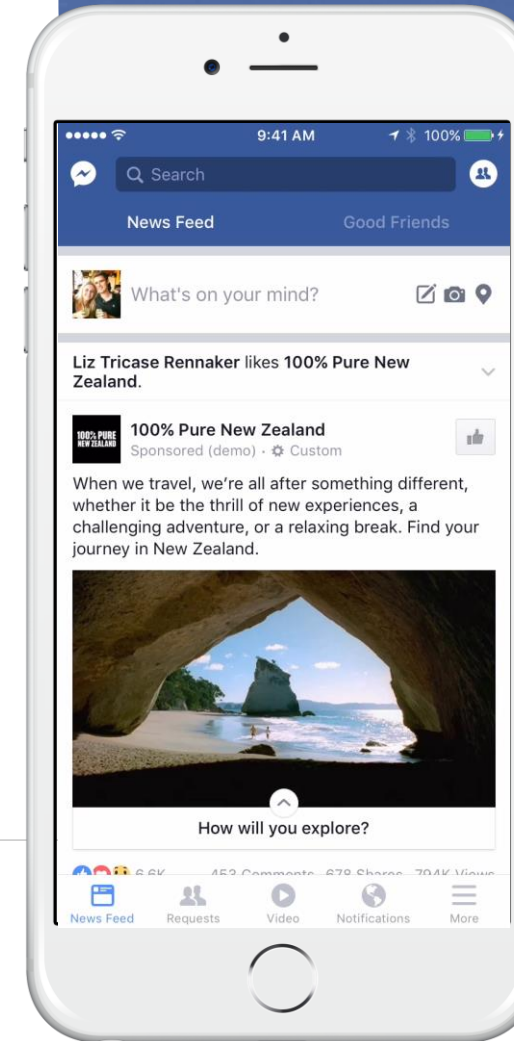
Driving Travelers Through the Funnel



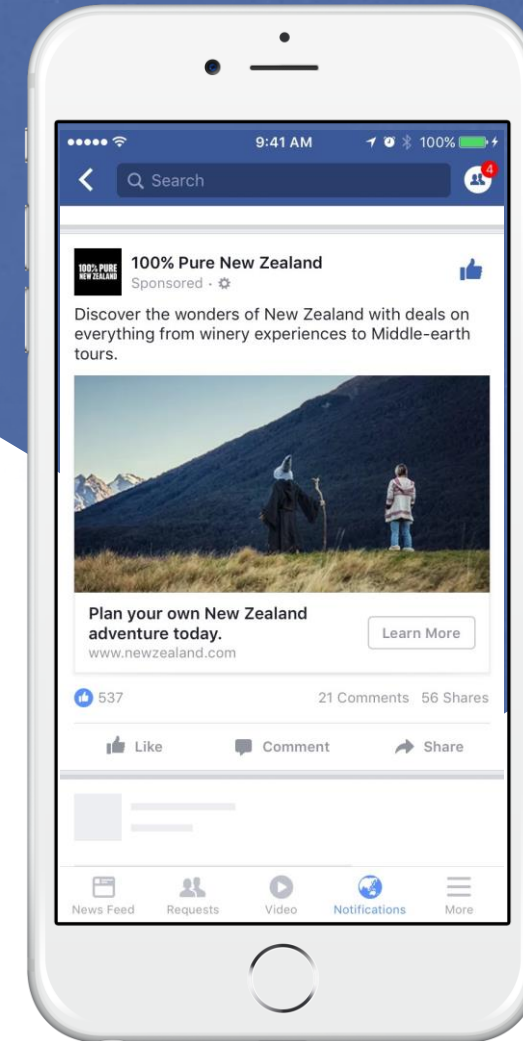
Every **\$1** Spent on campaign
Returned **\$22** For the economy



Dreaming - Video



Planning - Canvas



Booking Link Offer



OUR MISSION

To give people the power
to share and make the
world more open and
connected



OUR NEW MISSION

Give people the power to
build community and bring
the world closer together.

Our success isn't just based on whether we can capture videos and share them with friends. It's about whether we're building a community that helps keep us safe -- that prevents harm, helps during crises, and rebuilds afterwards.

Mark Zuckerberg
FACEBOOK CEO

”

Thank you

