The background of the slide is a photograph of a white, wrinkled tent fabric. In the upper right corner, there is a circular ventilation hole with a black ring and a bright blue sky visible through it. In the lower left corner, there is a dark silhouette of a bird, possibly a seagull, standing on the tent. The text is centered in the middle of the image.

**Communication
comes naturally –
or does it?**

- **We can travel further**
- in search of ourselves
- and we like to stay connected, report, share, recommend, be recognized, be outstanding and special, impress and swim on top - just once, for a little while



- We can travel further
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- We can travel further
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***Thinking...* Jelly Impressions**

Code of Conduct

ETHICAL BEHAVIOUR GUIDELINES
FOR THE KUONI GROUP



Accountability



Development and human rights for all

[Our Work](#)

[Convention](#)

[News](#)

[Priority themes](#)

[Disability and the](#)

Article 9 - Accessibility

1. To enable persons with disabilities to live independently and participate fully in all States Parties shall take appropriate measures to ensure to persons with disabilities equal basis with others, to the physical environment, to transportation, to information communications, including information and communications technologies and systems, to other facilities and services open or provided to the public, both in urban and in rural areas, measures, which shall include the identification and elimination of obstacles and barriers to accessibility, shall apply to, inter alia:

Accessibility



Accessibility



Footprinting

What is Local Travel?



Local Travel

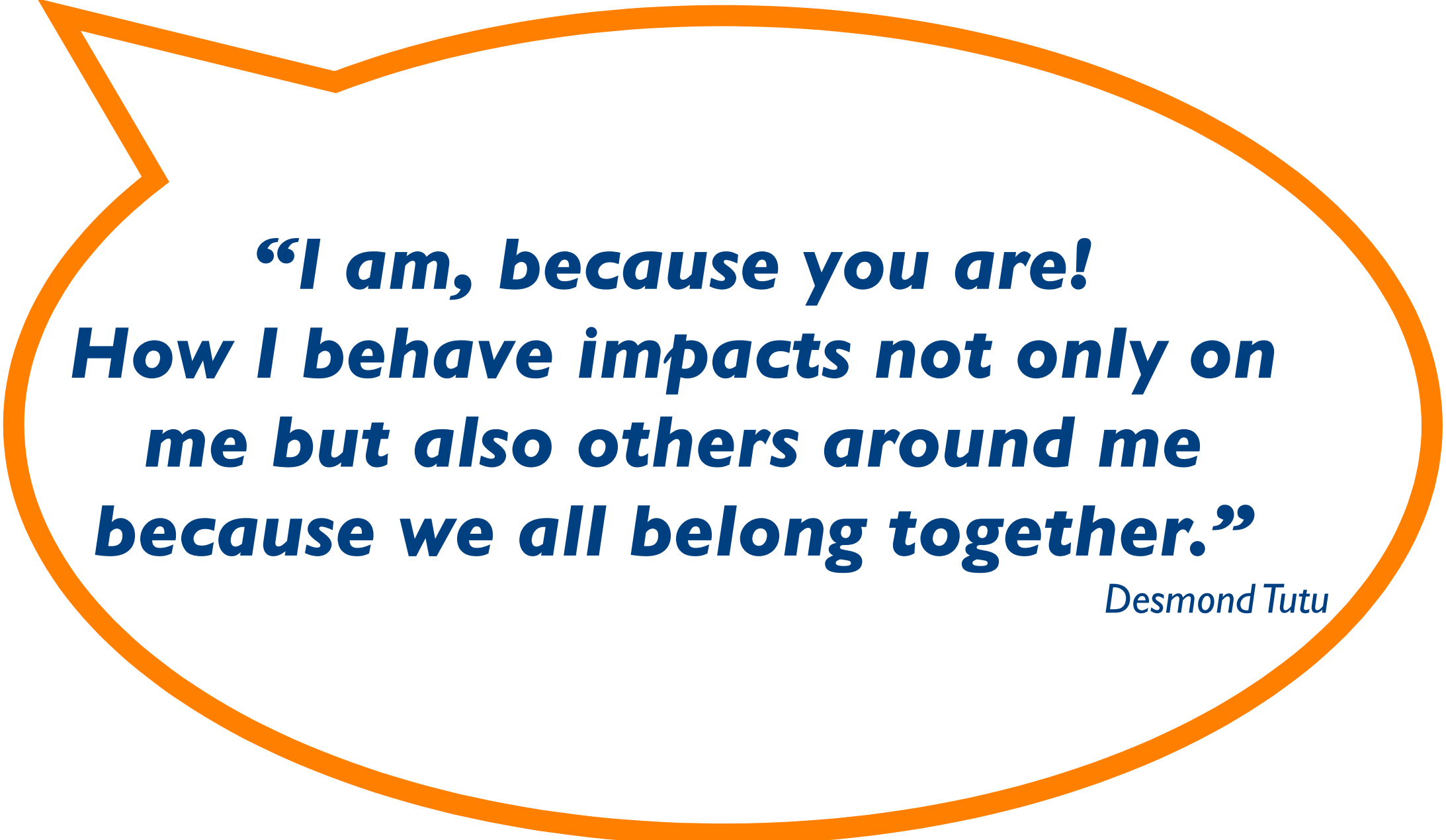


Philanthropy



It's not the typical holiday, and that makes some people concerned. But rest assured that your wilderness adventure will be

Adventure



***“I am, because you are!
How I behave impacts not only on
me but also others around me
because we all belong together.”***

Desmond Tutu

Ubuntu



Individualism



Gameification



Off

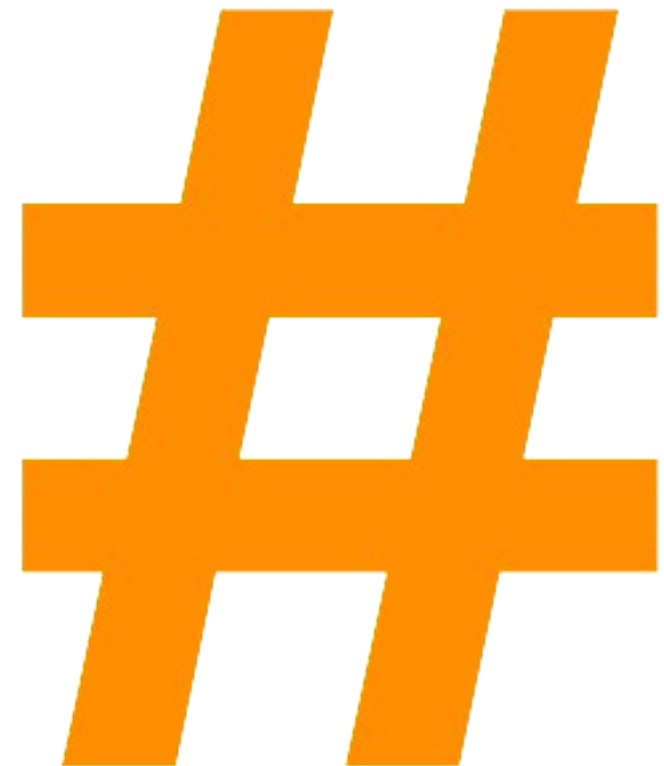
- **I have done that → relating personal experiences and presenting the destination as the stage for outstanding experiences**
- Start broadcasting your (professional) life → share with people what made you smile today, what made you happy or proud, and what makes you worry
- Offer common tags that visitors can use (hashtags, groups), follow up on them and spread them



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- **Network**
- **Spread your message from various sources**
- **Engage / Encourage local „loudspeakers“**



- **Don't be shy**
- **Be a Number 1**
- **PR is not bad if you do good and well**
- **Report proudly but neutral**
- **Add a smile to your message**

Herzlich willkommen bei
OPTICLAND DIE BRILLE,
Ihr größter saarländischer
Optiker der Welt!



Dapinder Singh @Dapinder26

Top Social Media Expert

Folge ich: 924 · Follower: 217



Folgen

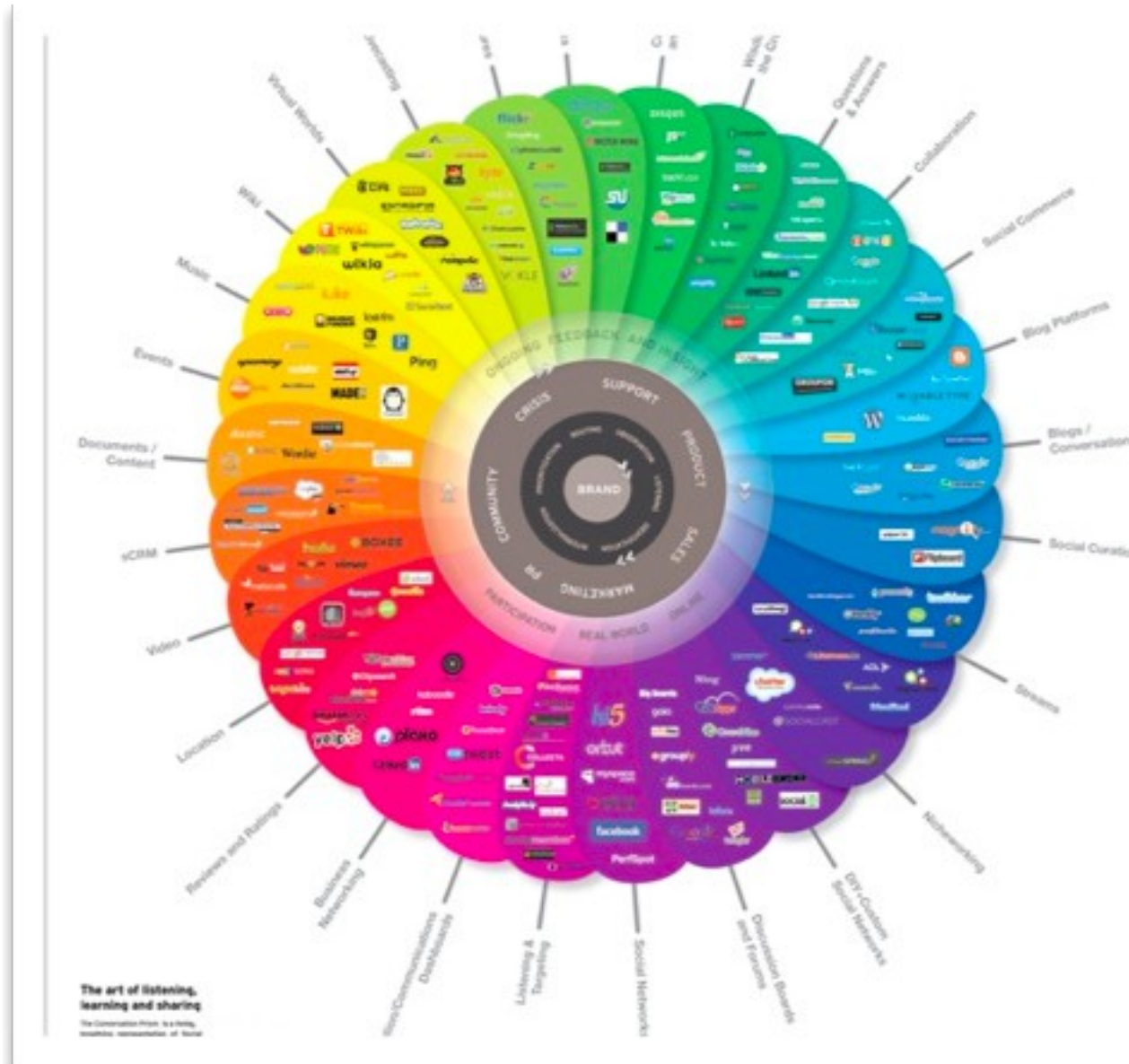
The unknown partner



The long tail

Sharing is caring

- **Are you available?**
- **Screen the web for content you appreciate and tie up with the authors**
- **Be social - say Thank you**
- **Create digital stages**



„Plant a story and foster it“

- **Campaign budget: \$1 million**
- **Job duties primarily publicity-related**
- **+ 35 000 applications from +200 countries**
- **+ \$200 million global publicity value**



Freelance

- **Publishing capacity negotiable**
- **Economies of scale**
 - ➔ **will try to publish to various channels**
 - ➔ **interested in stories that can be milked over a long period**
 - ➔ **receptive to news/updates**
- **High opportunity costs: a week for travel and research is expensive**



Payroll

- **Publishing capacity predictable**
- **Work to rule:**
 - ➡ **will publish once to one channel**
 - ➡ **fix earning**
- **? Allowing further syndication / usage (in translation)**
- **? Royalties with author or publisher**



Truffle pigs

- **Can dig out stories individually (supported by local fixers)**
 - **Get publishing confirmed just based on the destination, because publisher knows he will get a great story**
- ➡ **invite and support with local contacts etc.**
- ➡ **the smaller the group size the better**



Omnivores

- **Have no real idea of the destination and are not pretty good in finding stories individually (just fact finding & Wikipedia writing)**
- **Will get the publishing confirmed just based on the destination**
- ➔ **Have stories prepared for them and some local counterparts at hand**
- ➔ **It is up to you to make these people „prophets“ who go back with real attachment to your place**
- ➔ **Involve all their senses, except you'd know about any real antipathy (e.g. vegetarians won't appreciated meat)**



Press trips: Set up

- **Group size and mix
(consistent and manageable)**
- **Expected outcome
(Publishing confirmation)**
- **? Competition**
- **Briefing and De-Briefing**
- **Documentation of trip
(mostly for yourself)**
- **Translation**
- **Research support**



Press trips: Funds

- **Who's paying?**
 - **sponsored trips**
 - **freeloaders**
 - **pay your way**
- **Sponsor expectations**
- **Fair share for SMEs**
 - ➔ **using synergy without fueling rivalry**

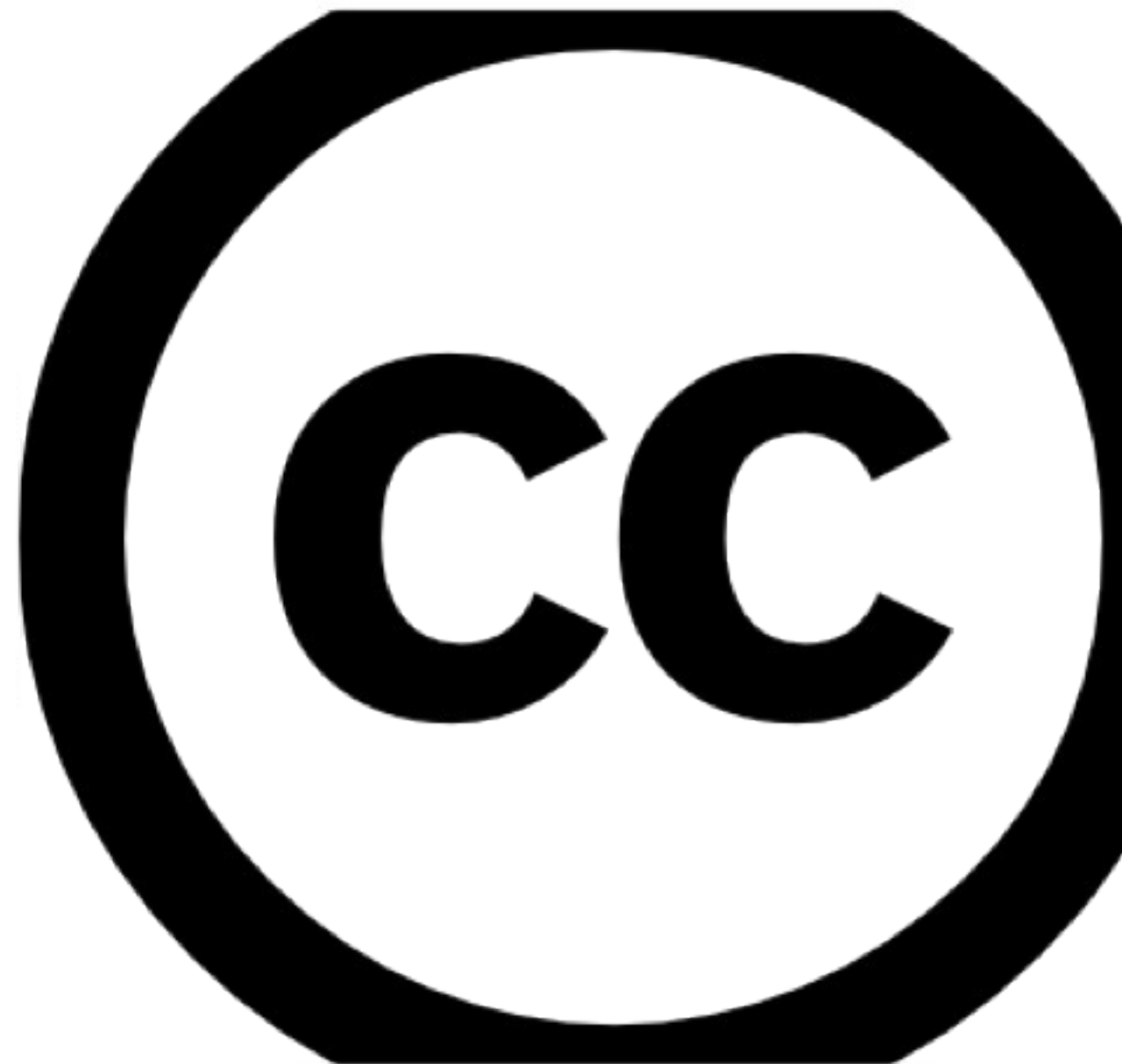
TRUTH
IN TRAVEL ▶▶

WHY YOU CAN TRUST C

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 - **Royalties, Credits, Copyright**
 - **Creative Commons License**
- **Privacy**
 - **Names**
 - **Consent**
- **Content and Composition**
 - **A pic says more than 1000 words ?!**
 - **Tags, Alt Text and Descriptions (SEO)**



Food <> Travel <> Festival



What's the story?!



The radio journalist

Flesh and Blood

- **Names**
 - **Dates**
 - **Backgrounds**
- ➔ **be prepared and take notes**



Marcus Bauer

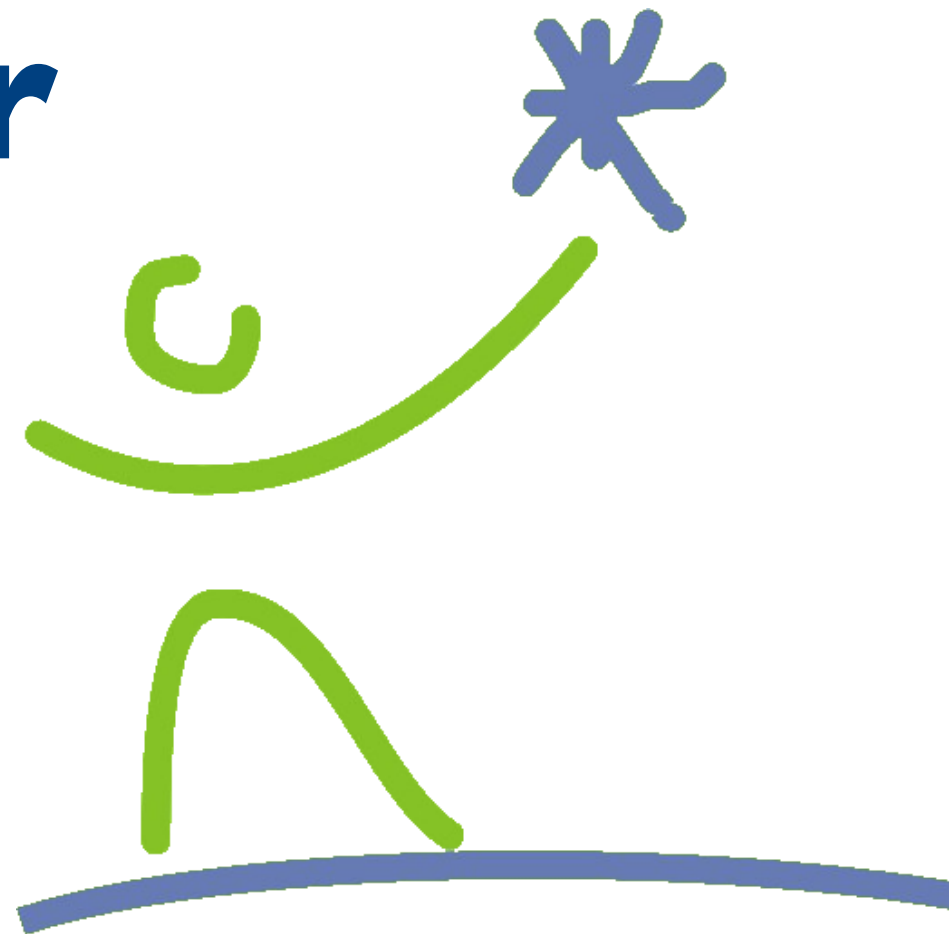
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