

Strategies In Semantic Marketing

in the Online Travel and Tourism Industry

Dr. Lars Göhler

Semantic Marketing in context

- **Web 1.0:** one-way-presentation of (chaotic) data, understandable only by users
- **Web 2.0:** interactive, community based data, using collective intelligence, semi-structured, as present in social media
- **Web 3.0:** structured data, linked data, machine understandable, enabling machines to present results according to relevance, context, relation, interaction, inference and other criteria

Web 3.0: content elements need a reference point (schema.org)

schema.org

Home

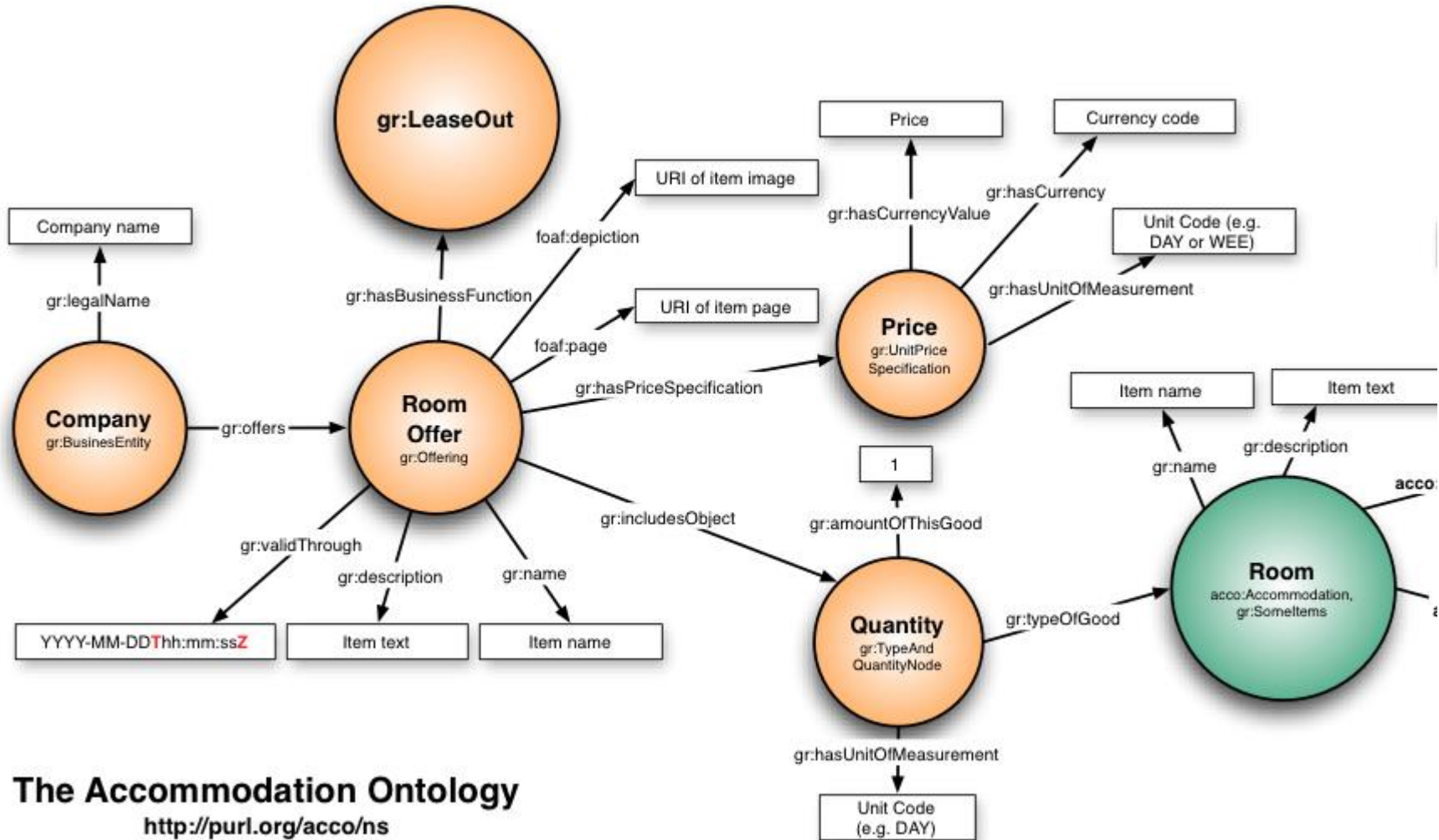
Schemas

[Thing](#) > [Organization](#) > [LocalBusiness](#) > [LodgingBusiness](#) > [Hotel](#)

A hotel.

Property	Expected Type	Description
Properties from LocalBusiness		
branchOf	Organization	The larger organization that this local business is a branch of, if any.
currenciesAccepted	Text	The currency accepted (in ISO 4217 currency format).
openingHours	Duration	<p>The opening hours for a business. Opening hours can be specified as a weekly time range with days, then times per day. Multiple days can be listed with commas ',' separating or time ranges are specified using a hyphen '-'. - Days are specified using the following two-letter combinations: Mo, Tu, We, Th, Fr, Sa - Times are specified using 24:00 time. For example, 3pm is specified as 15:00. - Here is an example: <code><time itemprop="openingHours" datetime="Tu,Th 16:00-20:00">Tuesdays and Thursdays 4-8pm</time></code>. - If a business is open 7 days a week, then it can be specified as <code><time itemprop="openingHours" datetime="Mo-Su">Monday through Sunday, all day</time></code>.</p>
paymentAccepted	Text	Cash, credit card, etc.
priceRange	Text	The price range of the business, for example \$\$\$.

Web 3.0: content elements need a reference point: Ontology



The Accommodation Ontology
<http://purl.org/acco/ns>

Semantics opens new fields of marketing activities

- Search relevance to the users
- Search for marketing purposes
- Monitoring of heterogenous sources
- Destination marketing
- Publishing of Geodata
- Monitoring of marketing data:
analysis across channels, frequency,
interaction, sentiment

The future of online marketing



Daniel Newman
Contributor

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I write about digital influence and the science of marketing ROI
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CMO NETWORK 8/12/2014 @ 9:28AM | 3,624 views

The Future of Marketing Is Semantic: Search Predicts The Future

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This post is the third and final of a [multi-part series](#) about the future of marketing and the role that semantic, context and intent will have on how we experience the internet.

It's becoming eerily apparent that the Internet knows a lot about us. Due to our lust for free applications and our complete oversight of the privacy we relinquish for access, there are cookies and bots that have endless insights about what we are interested in.




Share

Semantic content marketing (SEO)

- Markup in Websites with semantic code (Microdata, RDFa, JSON)
- Gives search engines the chance to understand and classify the information
- Supported by all major search engines (Google, Bing, Yandex, DuckDuckGo, Qwant etc.)
- Strongly encouraged by Google
- Can emphasize the „hard facts“ in content management

Scenario: Structured Linked Data within Websites

FIND A HOTEL | HOTEL COLLECTIONS | HONEYMOONS | DESTINATIONS | OFFERS | MEMBERSHIP | GIFT VOUCHERS |



```
<section itemscope itemtype="http://schema.org/Hotel">
<meta itemprop="name" content="Son Mas" />
<div itemprop="address" itemscope itemtype="schema.org/PostalAddress">
<span itemprop="name">Son Mas</span>
<span itemprop="streetAddress">SON MAS to Cristo - Porta Colom (Cami de Son Mas)
Apdo de Correos 346</span>
<span itemprop="addressLocality">Mallorca, Spain</span>
<span itemprop="postalCode">07680</span>
<span itemprop="addressRegion">Mallorca</span> <span itemprop="addressCountry">Spain</span>
<span itemprop="geo" itemscope itemtype="http://schema.org/GeoCoordinates">
<meta itemprop="latitude" content="39.5283" /> <meta itemprop="longitude" content="3.27983" />
<meta itemprop="telephone" content="+34 971 55 87 55" />
<meta itemprop="map" content="http://www.mrandmrsmith.com/luxury-hotels/son-mas/hotel-location" />
```

SERENE 17TH-CENTURY FINCA

Mallorca, Spain • Rates from €295.00 • Best rates guaranteed

Photos Overview Food & drink Local guide Location Reviews Get a room!

TUDOR
WATCH YOUR STYLE

< Return to search results

HOTEL
highlights

Peace and quiet
Luxuriant green grounds
Scenic pool setting

Rates from
€295.00
per night (inc tax)

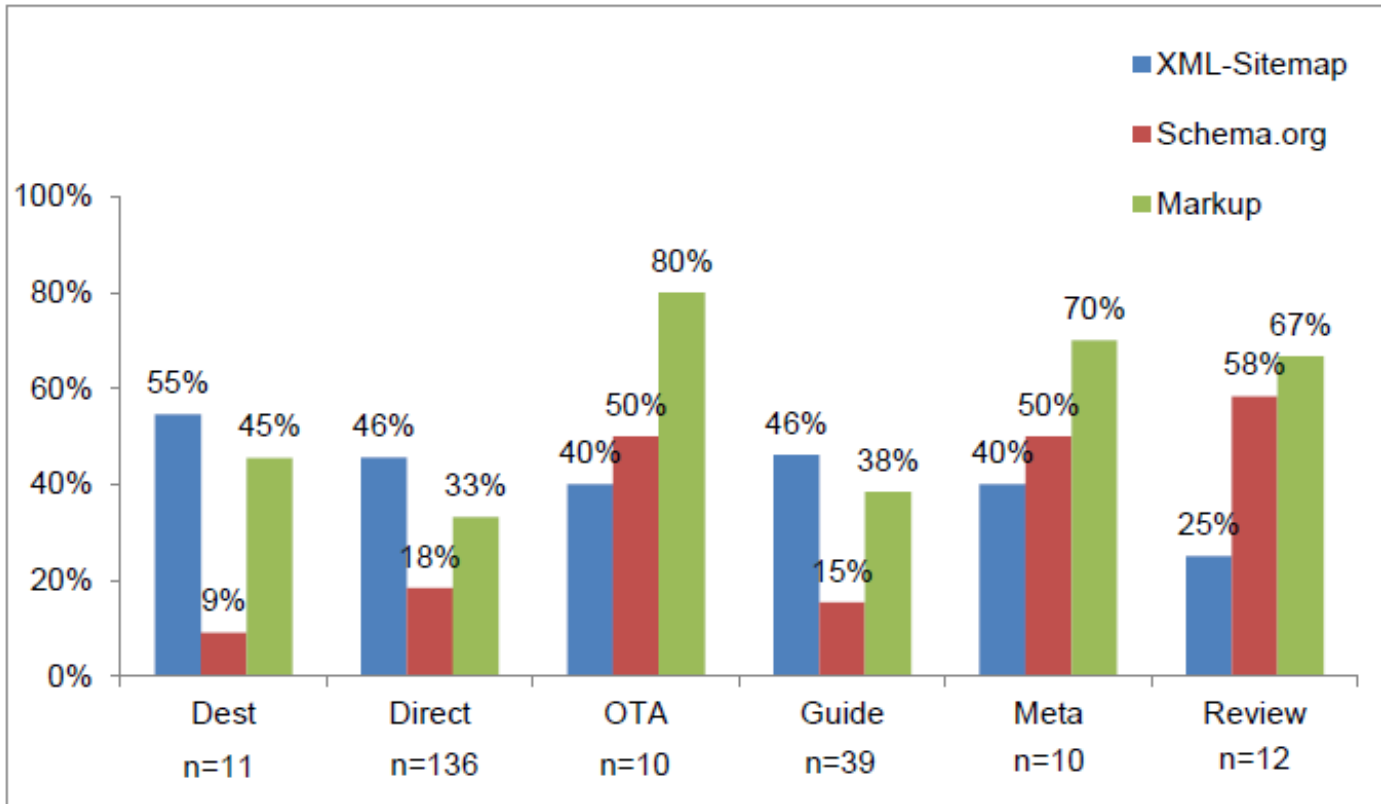
In Add date ✕
to
Out Add date ✕

Check rates & availability

OVERVIEW

Son Mas is a 17th-century finca turned boutique hotel just inland from Mallorca's east coast, set among acres of fruit groves and farmland. Palma's pulse-racing nightlife is a 40-minute drive away, but this rustic honey-and-cream-hued stay feels cloistered from

Semantic SEO in Tourism



Source: Christian Reinthaler, The Usage of Semantic Web Technologies for Search Engine Optimization of Travel Web-sites at the Example of Five Major Cities in Germany, Master thesis, IMC University of Applied Sciences Krems 2014

Semantic Markup Solutions: Linked Open Data - Wikipedia

The screenshot shows a WordPress editor interface. On the left is a sidebar with navigation options like 'Dashboard', 'Beiträge', 'Medien', etc. The main content area shows a 'Travel guide for New York' with a highlighted 'New York' link. A 'Recognized entities' panel is open, displaying a list of entities with 'New York' highlighted in a red box. Below this, an 'Image' section shows the flag of New York with its URL. A tooltip window is overlaid on the image, providing semantic information: Resource (http://en.wikipedia.org/wiki/New_York), Context (... Travel guide for New York and surroundings ...), Confidence (100 %), Entity Type (Place), and Comment (New York is a state in the Northeastern region of the United States...).

Resource http://en.wikipedia.org/wiki/New_York

Context ... Travel guide for New York and surroundings ...

Confidence 100 %

Entity Type Place

Comment
New York is a state in the Northeastern region of the United States. New York is the 27th most extensive, the 3rd most populous, and the 7th most densely populated of the 50 United States. New York is bordered by New Jersey and Pennsylvania to the south, and by Connecticut, Massachusetts and Vermont to the east.
— Taken from Wikipedia

Image http://upload.wikimedia.org/wikipedia/commons/1/1a/Flag_of_New_York.svg

New York

Overview about places mentioned

Kategorien

Semantic Markup Solutions: Geodata

Wortanzahl: / Zuletzt geande

Beiträge

Alle Beiträge

Erstellen

Kategorien

Schlagworte

Medien

Seiten

Kommentare

Design

Plugins

Benutzer

Werkzeuge

Einstellungen


Menü einklappen

Recognized entities

Select entities to create a link for, then click "Enhance with selected entities":

New York

Overview about places mentioned



A map of the New York City metropolitan area, including parts of New Jersey and Connecticut. The map shows major highways, city names, and a red pin marker located in the center of Manhattan, New York. The map is titled "Overview about places mentioned" and includes a legend for "Karte" and "Satellit".

Google „honours“ semantic markup by *rich snippets*

travel-
semantics.com

Hotel Salzburg - Zu Gast in der Mozartstadt - HRS.com

www.hrs.de › [Hotel](#) › [Hotels in Österreich](#) ▼

HRS Preisgarantie: 85 **Hotels** in **Salzburg** beim Testsieger - 41 Hotelvideos ✓ Geprüfte Hotelbewertungen ✓ Kostenlose Stornierung.

7. März - 21. Juni [Kunstaussstellung](#) ...

28. März - 6. Apr. [Salzburger Osterfestspiele](#)

22. Mai - 25. Mai [Salzburger Pfingstfestspiele](#)

MEININGER Hotel Salzburg City Center - Das Beste von ...

www.meininger-hotels.com › ... › [Hotels](#) › [Destinationen](#) ▼

★★★★★ Bewertung: 4 - 4.131 Abstimmungsergebnisse

Servus in Salzburg Das MEININGER **Hotel Salzburg City Center** liegt im historischen Zentrum der „Kleinstadt von Weltformat“ am Kapuzinerberg im ...

Even more, if you have receipes

Chili con Carne - Rezept | DasKochrezept.de



www.daskochrezept.de/rezepte/chili-con-carne_154031.html ▼

★★★★★ Bewertung: 4 - 3.013 Abstimmungsergebnisse - 1 Std. 15 Min.

Chili con Carne von Anonymus aus Kategorie Hackfleisch. Jetzt in 30 (min.) kochen und genießen.

Chili con carne - [ESSEN & TRINKEN] - Essen und Trinken

www.essen-und-trinken.de/chili-con-carne ▼

Für die Zubereitung eines Chili con carne wird häufig Hackfleisch verwendet. Denn krümelig angebraten hat es die optimale Konsistenz für das sämige Gericht.

Chili con Carne, ein feuriger Klassiker! Pepperworld®



pepperworld.com/chili-con-carne-mehr-als-nur-ein-gericht/ ▼

★★★★★ Bewertung: 5 - 14 Bewertungen - Kalorien: 445

12.01.2015 - Mehr als 10 Chili con Carne Rezepte, Zutaten, Beilagen, Kaufmöglichkeiten, Geschichte. Tolle Videos von Jamie Oliver und Co.

User-Search

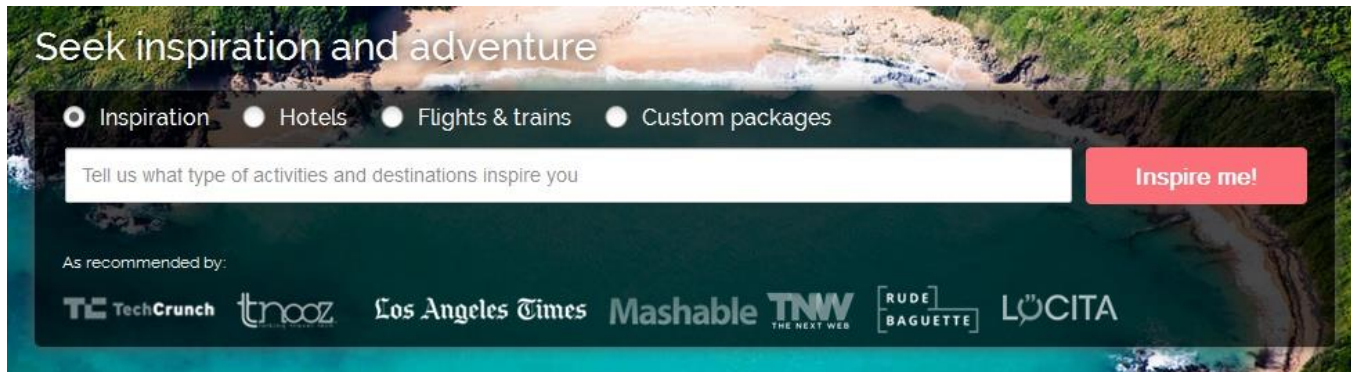
- Search is a **powerful marketing tool**
- Customized Search on a website can give the user **more relevant results** in a defined area
- The more relevant the results the **more conversions** it will drive
- Search is a good tool to offer the user a clear cut set of results for a defined topic or area

User search: there is more!

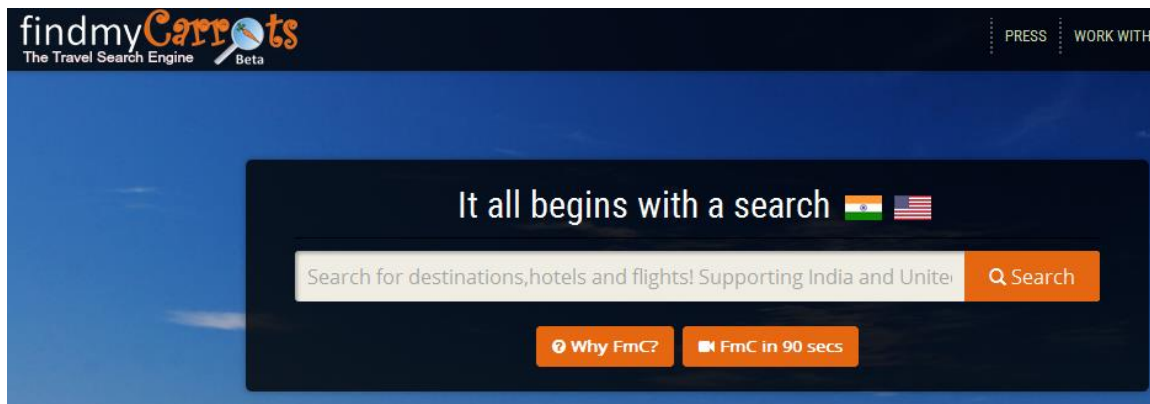
- Understanding of search queries, even in **everyday language/voice recognition**
- Awareness of **context** (identity, place, history)
- Understanding the **intent** of the user (users do not always write what they mean)
- **Predict** what he is doing next
- **Infer or reason** to produce results that are not contained in the premises

Examples of semantic search in natural Language

travel-
semantics.com



zaptravel.com



findmycarrots.com

Semantic search: Topic Server of IP Sharemedia

travel-
semantics.com

TOURISMUSVERBAND SCHLIERSEE - SPITZINGSEE

IP-ShareMedia UG

Tourismusverband

SUCHEN

<<

13 Suchergebnisse gefunden.

Seite 1 von 2.

>>

[Tollwood Winterfestival 2014, 31.12.2014 - München Ticket](#)

Festivals für eine artgerechte Tierhaltung ein. Bis zum 23. Dezember lockt der internationale »Markt der Ideen« mit Kunsthandwerk, Bio-Gastronomie – und, ganz neu, einem rein vegetarisch-**veganen** Zelt. Im

<http://www.muenchenticket.de/guide/event/6146/Tollwood+Winterfestival+2014.html>

00:21:56 am 30 Jan 2015

[Auch Veganer verwelken | KULTUR im Oberbräu Holzkirchen](#)

Auch **Veganer** verwelken | KULTUR im Oberbräu Holzkirchen KULTUR im Oberbräu HolzKirchen Menu START PROGRAMM TICKETS ÜBER UNS KULTURKARTE INFO Auch **Veganer** verwelken Ein Leben ohne Fleisch? Geht das

<http://www.kultur-im-oberbraeu.de/auch-veganer-verwelken/>

00:38:27 am 26 Sep 2014

[Tollwood Winterfestival 2014, 31.12.2014 - München Ticket](#)

Festivals für eine artgerechte Tierhaltung ein. Bis zum 23. Dezember lockt der internationale »Markt der Ideen« mit Kunsthandwerk, Bio-Gastronomie – und, ganz neu, einem rein vegetarisch-**veganen** Zelt. Im

<https://www.muenchenticket.de/guide/event/6146/Tollwood+Winterfestival+2014.html>

00:03:51 am 30 Jan 2015

[ticket](#)

2014

[paetz](#)

[holger](#)

[auch](#)

Anbieter Navigator

- muenchenticket.de (8)
- arabella-alpenhotel.com (3)
- kultur-im-oberbraeu.de (2)

www.schliersee-touristik.de

Monitoring for marketing purposes

- Supply and demand mapping and forecasting
- Fast and profitable **reaction to market changes** by identifying niches and filling gaps, avoiding unprofitable market situations
- **Monitor competitors** and their price-policy, market patterns used
- Multiply market leads
- **Pattern recognition:** monitoring of packaging, detecting new opportunities from non established players, microtendencies, subinstitutional offers.

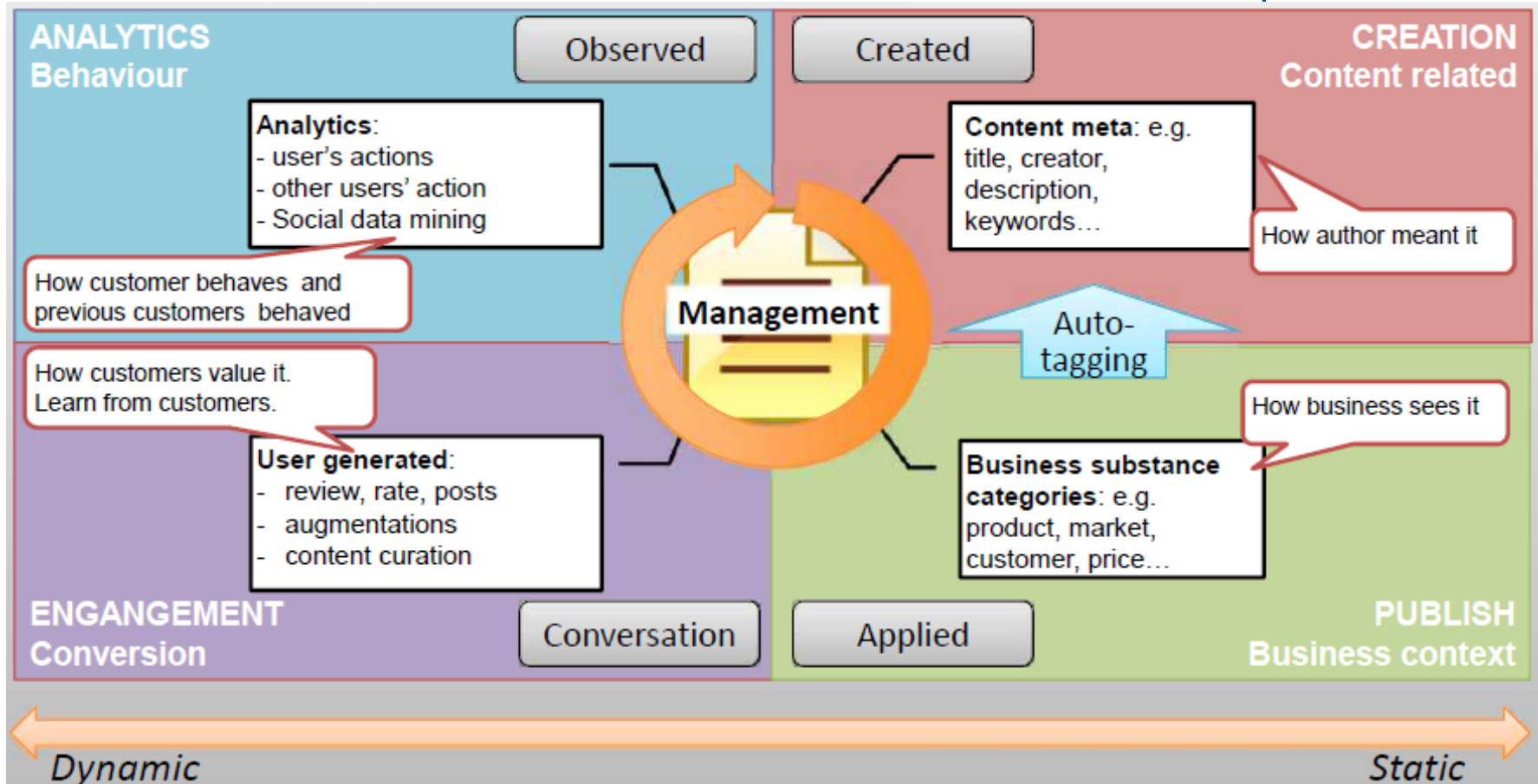
Optimizing the Marketing Circle itself with Metadata



Source: Heimo Hänninen, talentbase.fi

Adding/recycling metadata in every step of the marketing cycle

travel-
semantics.com



Source: Heimo Hänninen, talentbase.fi

Quality management

- **Monitor discussions** in social media, intranet, internet on the quality of your products and services
- **Monitor the behaviour** of users of your website, ratings, surveys, polls
- **Evaluate commentaries** of customers and partners by natural language processing. Find out about sentiment and online reputation
- **Crisis management:** detect signs of a crisis soon and try to counter and prevent it
- Organize **quality management with metadata** to guarantee competent strategies and tactics
- Organize **internal competencies** and knowledge in order to improve quality

Strategic Conclusions

Since the time for „seo-tricks“ is over, we are back to „meaningful“ content communication focussed on the user:

- Create a **clear cut image/USP** for your products, services, company, destination that you can communicate authentically
- Produce a **concept for content communication/content marketing**, including all channels
- Discover **new opportunities** for **content production** and **content syndication** within our organization/company
- **Define priorities** and find out how you can organize and communicate them by semantic means
- Find out, **how and by which channels** you can supply the user with relevant information
- **Monitor your activities**, how the user interacts with your content across channels
- Search for **contextual factors, alliances, linking to external (open) resources** (LOD, ontologies) and find out how you can include them into your communication

Semantic technologies for SMEs

Companies, Destinations

- Destination marketing by (linked) geodata
- SEO by a product-specific semantic markup (hotel, event, region, service, product)
- Hosted search of own products and services
- Market monitoring by a hosted solution (statistics, sentiment, social engagement)
- Propagation of special events etc. by semantic technologies
- Content creation, -curation, -syndication by semantic means

Thank you!
Questions welcome!

*travel-
semantics.com*

eastpress media

content management, content strategy

www.eastpress.de

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competence site and blog on semantics in travel and tourism

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IP-ShareMedia.de

experts in semantic search technology

www.ip-sharemedia.de

Georg von Nessler