

Product Development Desk Research

Best Practices: Itineraries/Packages Online



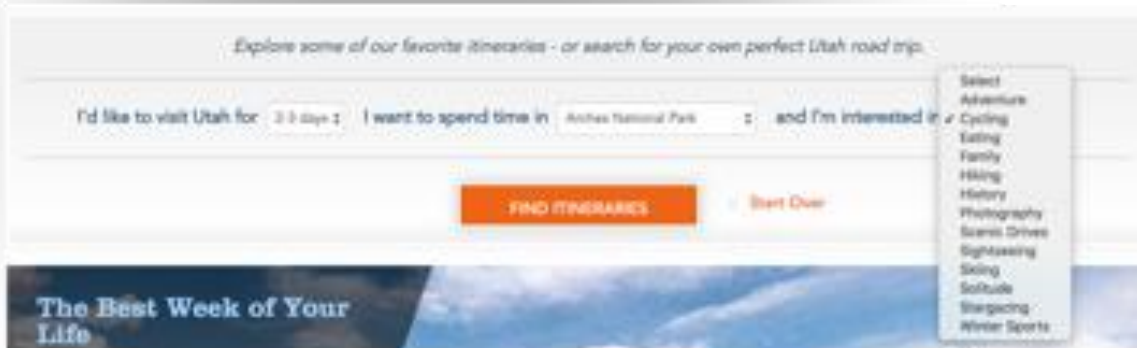
KURATION™

Summary of Findings

- ✦ The objective of this desk research was to identify best practices for the online presentation of itineraries and packages
 - ✦ We reviewed 20+ websites for a variety of tourism marketing organizations - mostly governmental, but also some private sector
- ✦ We were struck by the fact that, overall, itineraries are poorly presented. We must conclude that the web designers for these organizations do not take a client-centric approach to user experience - rather the sites are built around what the organization has to offer, as opposed to what the site user is looking for
- ✦ We were most impressed by the way in which Newfoundland presents itineraries. They are simple to follow and provide easy access to the resources needed by the user to fully plan their trip. That said, the site falls short as the itineraries can't be found based on the potential visitor's needs

Summary of Findings

- ✦ For that reason we recommend that EE present its itineraries and packages around three user-defined variables. These variables would be searchable:
 - ✦ Trip duration
 - ✦ Traveler type – single, couple, family
 - ✦ Interests - canoeing, cycling, etc.
- ✦ Visit Utah's site is perhaps the best example of this functionality (though only uses 2 of the 3 variables above)



Choose an itinerary
Sort itineraries by: Longest Duration ↓

Colourful Places and Colourful People

Whales, Bergs & Birds

12 Days of Adventure, Coast to Coast

Geology

1 Find and personalize
Find an itinerary to customize by selecting your preferences in these three steps. Don't be shy, pick as many categories.

2 Things To Do
3 Places To Go
4 Days To Go

Colourful Places and Colourful People

Where else would you find colourful places like Jerrys Nose, Joe Batt's Arm, and equally colourful people, only too willing to tell you how the towns got their names. As you'll see, sometimes the stories are even more colourful than the names themselves.

This itinerary includes:

Things To Do

- Living Heritage
- Hiking & Walking
- Historic Sites
- + 1 more

Places To Go

- Red Bay
- Gros Morne National Park
- Logg & Change Islands
- + 2 more

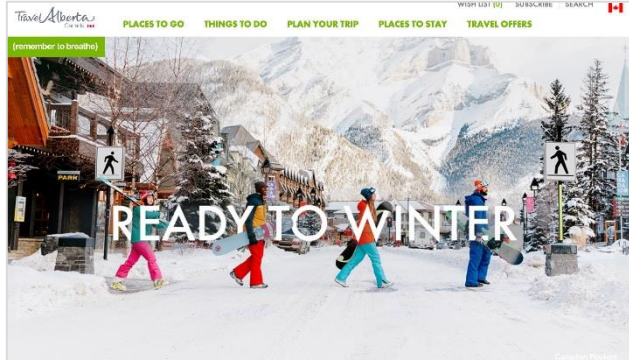
Choose your entry point
Nearest option to the beginning of this itinerary has been selected for you.

Port aux Basques

Travel Distances
3,423 KM + 0 KM

Newfoundland Labrador: Customizable Itineraries [See it here](#)

- Perhaps the best of all tourism websites when it comes to itinerary presentation. The site presents 26 itineraries mostly built around locations, and a few around interests such as birding, whale-watching and geology
- Each itinerary is presented with an astonishing level of detail, and provides resources to plan accommodations and dining for each day
- What sets this site further apart from the others is the user can customize any one of the itineraries



Travel Alberta: Official Alberta Travel Planner [See it here](#)

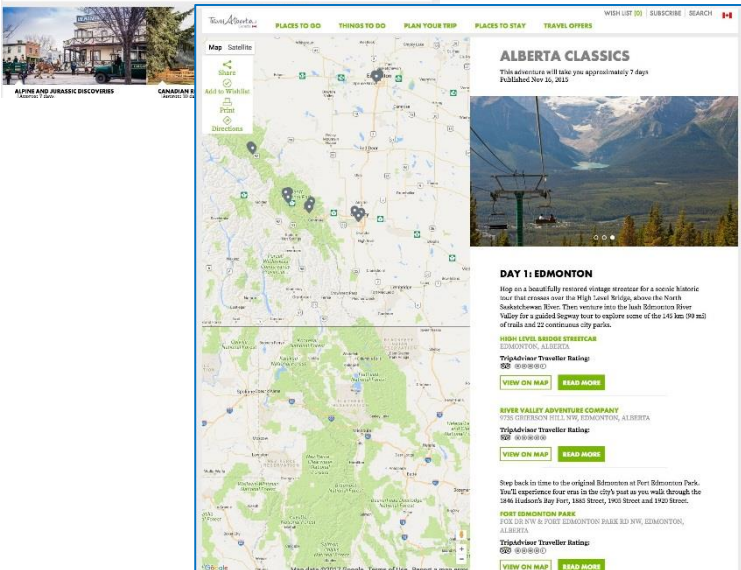
- ✦ We like the logical presentation of the content in the Official Alberta Travel Planner e-pub:
 - ✦ Divides province into six destinations
 - ✦ Highlights destinations where the visitor earns “bragging rights”
 - ✦ Each regional section is described with compelling photos and copy, highlights must-see attractions with a checklist and concludes with suggested road trips
- ✦ That said we are baffled by the use of a PDF (or Flipping Book). These provide a lousy user experience, especially on mobile, which reduces the likelihood of ending up on page one in search. This same content can be presented on a fully responsive website

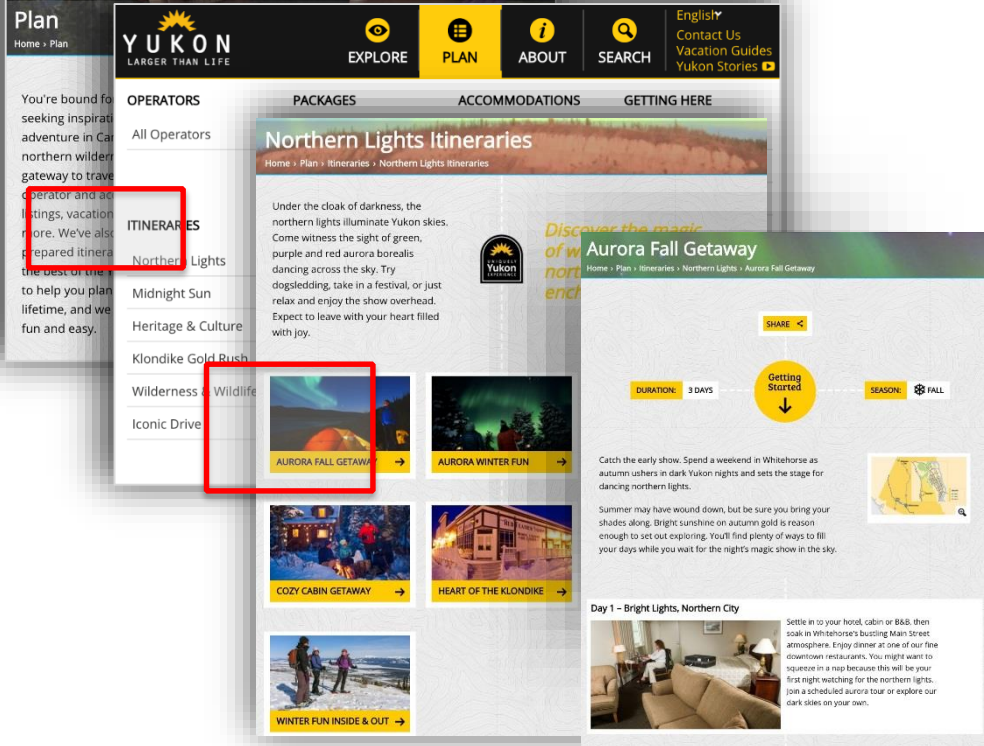
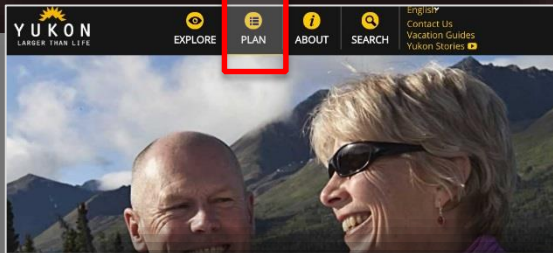


Travel Alberta: Itineraries

[See it here](#)

- ✦ We like this presentations of the “greatest hits” of Alberta:
 - ✦ 12 different proposed itineraries for Alberta’s most popular destinations and attractions
 - ✦ Itineraries include TripAdvisor ratings for destinations, increasing the credibility of the recommendations
 - ✦ A variety of trip durations are presented
- ✦ That said, the presentation is a little haphazard and not organized along the lines of geography, interests or trip duration

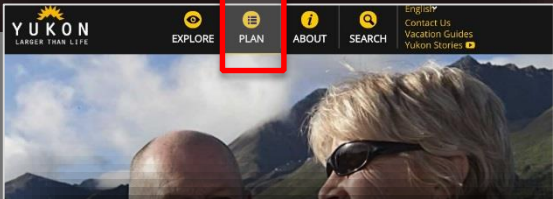




Travel Yukon: Planning Tools

[See it here](#)

- ✦ Strong visuals and a clear focus on the outdoors dominate the TY website – you can practically smell the fresh air from your browser!
- ✦ The website contains a comprehensive set of planning tools:
 - ✦ Six different categories of experiences are presented
 - ✦ Each category has suggest multiples itineraries with different themes tuned to different seasons
 - ✦ Each itinerary presents day-by-day must-sees as well resources for planning the trip



Travel Yukon: Planning Tools

[See it here](#)

✦ Another feature we like is the Packages presentation on the Plan page of the site:

- ✦ Users can display packages according to their interests, or the season
- ✦ 96 different travel packages and tours on offer

A screenshot of the Yukon website's 'Plan' page. The page is divided into several sections: 'OPERATORS', 'PACKAGES', 'ACCOMMODATIONS', and 'GETTING HERE'. The 'PACKAGES' section is highlighted with a red box and contains a dropdown menu with options for 'All Seasons', 'Summer', and 'Winter'. Below this, there are filters for 'ACTIVITY' and 'SEASONS', both with dropdown menus and a 'FILTER' button. The main content area displays a grid of travel packages, each with a thumbnail image, a title, dates, and a price tag. The 'ACTIVITY' dropdown menu is also highlighted with a red box and shows a list of activities including 'All Activities', 'Attractions', 'Canoing', 'Day Trips', 'Dogsledding', 'Fishing', 'Hiking', and 'Historic Sites'. The packages include 'Guided Yukon River Tour', 'Experience Whitehorse', 'The Klondiker | Paddling Big Salmon River', 'Carcross / Southern Lakes Tour - Half Day', 'Wilderness Cabin, Husky Hiking, Canoeing, Boating', and 'Discover our Yukon - Aurora Sightseeing Packages'.

LIVING > VISITING > DOING BUSINESS > CITY GOVERNMENT >

October 5-8; 12-15; 19-22; 26 - 29

HAUNTED FORT NIGHT

Fort William Historical Park



- About Thunder Bay
- Exploring & Adventure
- Outdoor Adventures
- Accessible Adventure
- Attractions
- Culture & History
- Entertainment
- Shopping
- In the Region
- Dining
- Traveller Information
- Accommodations
- Visitor Guide
- Events
- Group Travel
- Meetings & Conventions
- Tourism Industry
- Travel Media

> Home > Visiting > Exploring & Adventure

EXPLORING & ADVENTURE

- [Outdoor Adventure](#)
- [Accessible Adventure](#)
- [Attractions](#)
- [Cultural Experiences](#)
- [Entertainment](#)
- [Shopping](#)
- [In the Region](#)

porter

Days Inn & Suites



BOOK DIRECT & SAVE

OUTDOOR ADVENTURES


There's a reason more and more avid outdoor enthusiasts choose to start and end their trophy outdoor experience in Thunder Bay. Let's just say, it's in our Nature.

Located on the shore of the world's largest freshwater lake and nestled among Canada's boreal forests and Canadian Shield, the city has everything you need to get outfitted properly for your adventure and all the urban culinary and cultural attractions to complete your memorable epic adventure.

We're home to the world-renowned Sleeping Giant Provincial Park, one of Canada's great natural wonders, a gateway to the Lake Superior National Marine Conservation Area, Quetico Park and tens of thousands of great angling lakes and thousands of kilometers of wilderness trails. Experience wildlife up close like never before, canoe and kayak endless rivers and lakes and experience iconic floatplane travel to remote lodges.

Being a gateway to some of the most exotic experiences on earth, it's easy to see why we're becoming known as one of Canada's great outdoor cities.

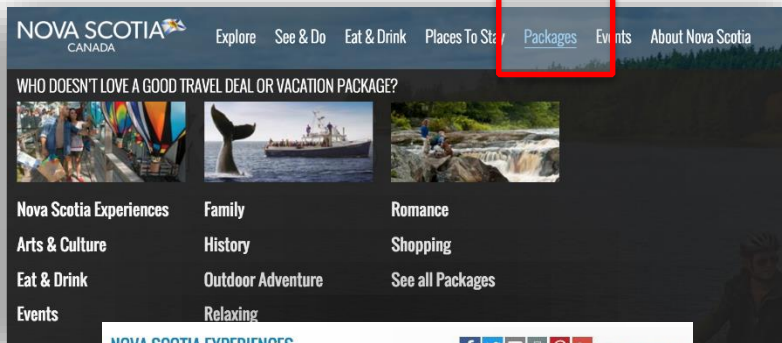
- [On the Water](#)
- [On the Greens](#)
- [On the Trails](#)
- [On the Ice](#)
- [On the Snow](#)
- [On the Roads](#)
- [On the Cliffs](#)
- [On the Land](#)



Tourism Thunder Bay: Exploring & Adventure

[See it here](#)

- ✦ Positions TB as the gateway to the Canada's great outdoors
- ✦ While the site is badly in need of a redesign, we like the organization of the "Exploring & Adventure", which presents options appealing to a broad range of interests
- ✦ Outdoor adventures is organized around where the activity happens – water, greens, trails, etc.
- ✦ Ultimately though, the section disappoints – instead of presenting itineraries, clicking on on of the selections reveals operators who offer related experiences



Tourism Nova Scotia: Business First

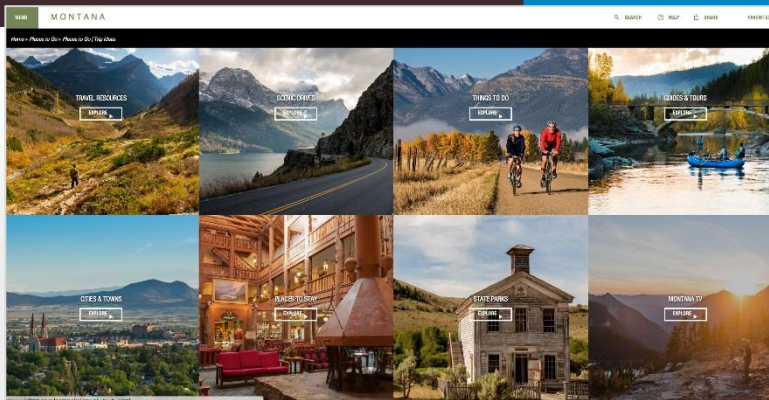
[See it here](#)

✦ Instead of pushing itineraries, this section of the TNS website is exclusively dedicated to pushing the offerings of individual operators:

✦ Operators are organized around 11 different package categories

✦ Categories like “Nova Scotia Experiences” contain dozens of experiences and can be further refined by interest

✦ Packages can also be selected by region or town



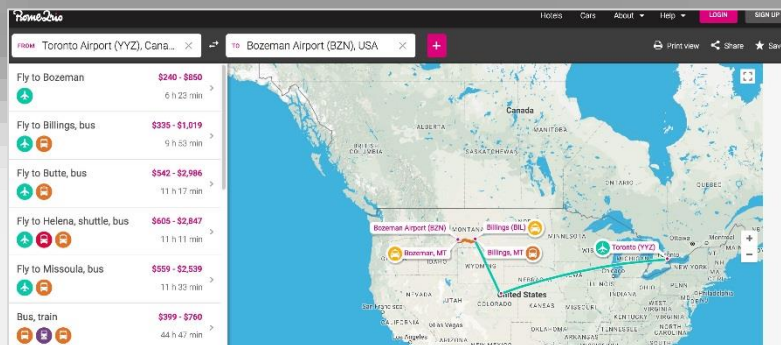
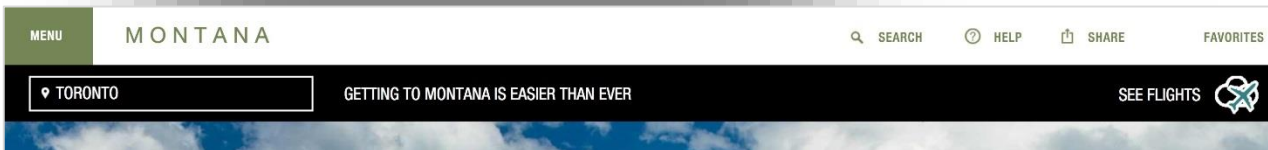
Visit Montana: Photos, photos

[See it here](#)

✦ There are two things we like about the Visit Montana website:

✦ Photos do all the heavy lifting – there's very little copy on the top level pages

✦ Clearly they have identified that getting to Montana is a major impediment for potential travelers. So they show you how to get there by reading your IP address and presenting transportation options by air and land from your location





Visit Utah: Customized Itineraries [See it here](#)

- ✦ There are two things we like about the Visit Utah website:
 - ✦ Visitors can find itineraries based by inputting three variables – trip duration, destination and interest
 - ✦ Unlike most other sites we've seen, the website presents options for specific types of visitors – travelers with children, Boomers and multigenerational travelers and international travelers

Explore some of our favorite itineraries - or search for your own perfect Utah road trip.

I'd like to visit Utah for I want to spend time in and I'm interested in

[Start Over](#)

- Select
- Adventure
- Cycling
- Eating
- Family
- Hiking
- History
- Photography
- Scenic Drives
- Sightseeing
- Skiing
- Solitude
- Stargazing
- Winter Sports

Iconic Classics
2 DAYS

Only two days in Southwest Utah? Get the most out of your trip. With world-class hiking and the trails, you'll have perfect weather and nothing else you'd need more.

HIGHLIGHTS

- Arches National Park
- Glen Canyon State Park
- Capitol Reef National Park
- Moab

[READ MORE](#)

High Outrage
7 DAYS

Three days of the most exhilarating whitewater rafting experience in the state. Enjoy mind-blowing rapids, scenic views, scenic views, high take and raft riding.

HIGHLIGHTS

- Colorado River White Water
- White Run Trail
- Moab Mountain Biking
- Flaming Furnace of Arches National Park

[READ MORE](#)

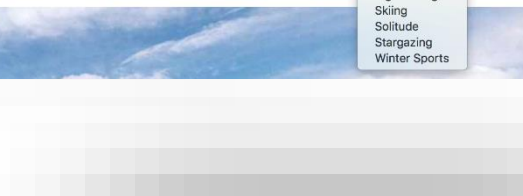
Blackrock Adventure
3 DAYS

Discover how close Salt Lake City is to Arches and Capitol Reef National Parks in this three day weekend filled with adventure activities.

HIGHLIGHTS

- Arches National Park
- Capitol Reef National Park
- Moab Area Adventure
- White Run Trail or Colorado River

[READ MORE](#)



Plan Your Trip

LIFE UTAH ELEVATED

PLACES TO GO THINGS TO DO **PLAN YOUR TRIP** INSPIRATION

MAPS
TRAVELING INTO UTAH
GETTING AROUND UTAH
NEWSLETTER SIGN-UP

ITINERARIES
PLACES TO STAY
WEATHER & CLIMATE
TRAVELING WITH CHILDREN

BOOMER TRAVEL
ACCESSIBLE UTAH
INTERNATIONAL VISITORS
TRAVEL GUIDES

Already know what you're looking for?



Chile Travel: “Suitcase”

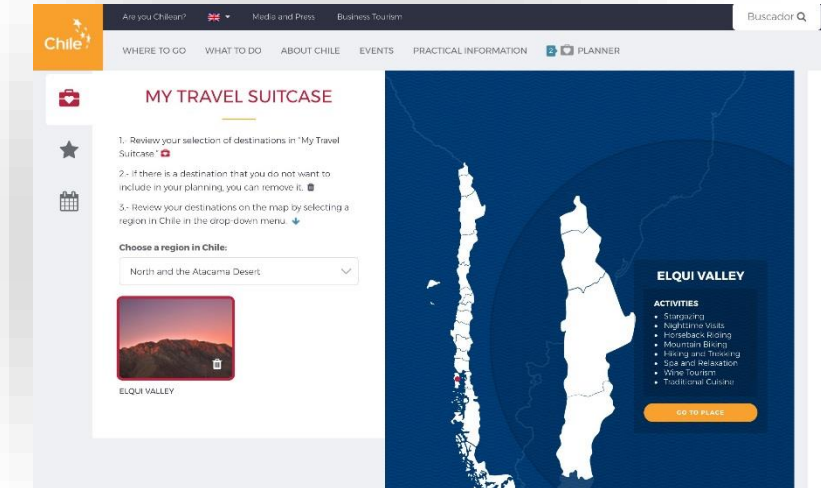
[See it here](#)

✦ There are two features we like about the Chile tourism website:

✦ The website presents exhaustive guides to major regions

✦ Visitors can save destinations, attractions, etc. to a “suitcase”. The feature fails to deliver on its promise,

into an



SEE ALL HOLIDAYS

SEE ALL >

Accessible holidays	City breaks	Farm stays	Romantic
Activity holidays	Eco-friendly	Luxury breaks	Seasonal breaks
Cheap breaks	Family holidays	Pet friendly holidays	Short & weekend breaks



Visit Scotland: "Holidays"

[See it here](#)

- ✦ While the Scottish Tourism website is well-organized and information dense, it contains no distinguishing functionality
- ✦ We do, however, like the "Holidays" section of the site <https://www.visitscotland.com/which> organizes destinations and attractions around themes which reflect the way visitors likely plan their holidays – for example, Cheap breaks, City breaks, Eco-friendly, Farm stays, Luxury breaks, Pet friendly holidays, etc.



OAXACA
MEZCAL + MOLE
DEC 7 - 11, 2017
5 DAYS + 4 NIGHTS
[TRIP DETAILS](#)



OAXACA
NATURAL DYES + WEAVING
OCT 24 - 29, 2017 - SOLD OUT
MAR 17 - 22, 2018
6 DAYS + 5 NIGHTS
[TRIP DETAILS](#)



GUATEMALA
BACKSTRAP WEAVING
NOVEMBER 5 - 11
7 DAYS + 6 NIGHTS
[TRIP DETAILS](#)



PANAMA
SAILING + EMBROIDERY
CHOOSE YOUR GROUP
CHOOSE YOUR DATES
[TRIP DETAILS](#)

Thread Caravan: Artisan Workshops

[See it
here](#)

- ✦ We present this private tour operator due to the interesting concept around which it packages vacations – artisans:
 - ✦ This plays directly to the Millennial traveler's quest for unique, and "real" experiences
 - ✦ Similar to Airbnb's "Experiences" feature launched in 2016, which allows travelers to book tours and classes with local experts to facilitate a more "immersive" experience.
- ✦ Travelers are able to learn about traditional craft production in communities where the craft originated or has been practiced for generations. In addition to the arts, Thread Caravan trips offer adventures unique to each destination.



Summary Tables

DESTINATION MARKETING COMPANY	COUNTRY	Overview		CUSTOMIZABLE	EXPERIENTIAL TRAVEL	Design Score
Newfoundland & Labrador	CANADA	Comprehensive trip planning tools.	Itinerary presentation best of all sites reviewed. Easy to follow. Includes resources to customize trip as well as find lodging and food.	YES	YES	STRONG
Travel Alberta	CANADA	Interactive trip planner e-pub contains info on outdoor travel activities and routes in a dozen or so regions throughout the province. Strong focus on road trips with destinations for stops, eg., lookouts, hikes, etc, along the way. E-pub is difficult to navigate.	Must-do activities checklist in each region which allows for some customization planning if users are up for it. Extensive amount of additional links to help users find tour companies or accommodations. The road trip planner contains detailed information on where to stop for scenic trails. Distances logged to help users plan routes and times.	YES	NO	STRONG IMAGES USED IN EPUB.
Travel Yukon	CANADA	Yearly brochure outlines a rough guide for itineraries and accommodations in the different regions throughout the territory and details on several roadtrips.	Itinerary guide builders on their website, nice platform that links to more info. Video series is strong. Strong outdoor focus.	NO	YES	STRONG. Simple platform. Easy to use.
Tourism Thunder Bay	CANADA	Cross-promotional efforts for outdoor itineraries with local outfitters e.g. Wilderness North.	Itineraries create quintessentially Canadian outdoor experiences. Canoe. Fish. Cook and Eat lunch in the woods. Float plane home.	NO	Ontario good example of highlighting ex	Poor
Nova Scotia	CANADA	Highlights tour companies offering unique experiences in Nova Scotia, e.g. kayaking to dinner, served on the ocean floor at low tide.	Listed experiences offer a blend of outdoor adventure mixed with gourmet eating and luxury accommodations.	YES. Interactive an tailored site to help find the specific actives the user may be looking to build their days around.	YES. Focus on 'Must Do Experiences' rather than tour package inclusions.	AVERAGE
Canada Keep Exploring	CANADA	Host for other tour companies but with additional info on flights and what to pack.	Host for other tour companies but with additional info on flights and what to pack.	YES. User can search by region and activities to find elements to build their trip	YES. Unique offers focus on experiences exclusive to each region in their own way.	AVERAGE
Destination B.C.	CANADA	Not fully packaged itinerary but provide some great info on what to see and what tours to take a look at. Each location destination has a video, interactive map to a trail hike or scenic view and a "What To Do" guide.	Most effective multimedia platforms of all these sites.	N/A	YES HAIDA GWAIL is a great example. Effectively links partaking in these activities in this destination, instead of another part of the world.	STRONG
Visit Newfoundland & Labrador	CANADA	Their guides cover a diverse area of outdoor adventures from more scenic oriented experiences like whale and bird watching to hiking and kayaking adventures that are more strenuous.	Their offerings start with a general outline containing a location guide for each day with a suggested activity or two and allow you to add in info on other tours or restaurants and hotels (with their proximity to where you would already be).	YES. Interactive trip builder on website.	NO	AVERAGE

DESTINATION MARKETING COMPANY	COUNTRY	Overview		CUSTOMIZABLE	EXPERIENTIAL TRAVEL	Design Score
Montana Tourism	USA	Well rounded outdoor adventure offerings. Experiences seem as though they would appealing to numerous age groups as well, as they include a variety of endurance levels and activity types.	The format is bulky,(a lot of pdf downloads for info) but the information is great. Includes options for winter, making each trip suggestion applicable in all seasons.	NO	YES	BULKY
Travel Wyoming	USA	log like articles featuring some of the unique guides that offer tourism experiences. A great way of selling an experience rather than a day by day guide.	Connects with local culture and encourages audience to feel they will be ganging an authentic experience if they travel here. Articles spur new interest for a destination with exploring Wyoming.	NO	YES.	STRONG
Utah Office of Tourism	USA	Dozens of hiking and cultural experience itineraries packaged into these tourism experiences.	Trip planning guides mix a variety of outdoor activities, eg., hiking, offloading, whitewater rafting.	YES. Effective tool to help filter their guides to show you suggestions that best fit your trip length and interest.	NO	BUSY. TEXT HEAVY.
Travel Nevada	USA	Blog like travel diaries offer great insight to the experience gained with certain trips. e.g. rock climbing.	These 'adventure' articles are each told from the perspectives of very different people, creating a wide range of suggested trips. Interactive mapping feature effectively lets users visually search activities by proximity to plan out there own itineraries.	NO	YES	BULKY
Travel Oregon	USA	Strong outdoor focus with an wide range of activities highlighted in their offerings. Guides to each place but not itinerary suggestions.	Travel opportunities can be searched by activity, trip suggestions or even by mood. Simple platform is easy to use.	YES	NO	AVERAGE
Chile Travel	CHILE	This site allows users to thoroughly explore each region and save interested locations to a sort of cart or suitcase to come back to and map out.	Easy to use site and contains a lot of info on each destination. It does create a day by day planner with your selection but it's not very effective as it doesn't let users plan out activities for the day and platform is missing any information on actual tours to book. I can read about kayaking but I can plan any tours.	YES	NO	STRONG
Visit Scotland	SCOTLAND	Offers an array of tour packages including city and outdoor routes.	Unique offerings for tourism packages. e.g. exploring Scotlands distilleries by sailboat, cycling Hebridean Way across 10 islands in the archipelago.	NO	YES. In videos though not as apparent in packaged offerings.	AVERAGE BUT EFFECTIVE.
Inspired By Iceland	ICELAND	No trip itinerary suggestions but a nice guide to what the main attractions are in exploring the island. Links to tour companies.	Easy search functions allow users to look for info and tours on specific outdoor activities of interest to them.	YES	NO	STRONG. Beautiful platform. Crisp layout and nice imagery that suits the perceived identity and style of Iceland.
Thread Caravan	INTERNATIONAL	Tours in multiple destinations centre around artistry (though highly millennial focused). Not outdoor focused but showcases a strong example of experiential travel.	Firm hold on the experiential travel trends. Specific niche to set them apart. A well rooted focus that shapes their offering and a cohesive brand image.	NO	YES	STRONG



Market Sizing: Based on Activities/Interests

Market Sizing

- ✦ Using Facebook's Ad Manager, we estimated the number of users interested in specific activities on offer in the EE region
- ✦ The counts on the following pages are based on English-speaking users over the age of 25, for Canada, the USA and the UK. They are ranked based on the USA.

Activity	Alternate search term (if applicable)	Count: 25+ English-Speaking ALL genders		
		Canada	USA	UK
Arts, culture & entertainment	Arts and music	9,000,000	95,000,000	23,000,000
Art -painting, photography, sculpture		7,500,000	75,500,000	16,000,000
Live music concerts/festivals	Live events	6,750,000	75,000,000	15,500,000
Food, fine dining, foodies		6,000,000	70,000,000	15,000,000
Outdoor Adventure	Outdoor recreation	6,600,000	64,000,000	11,000,000
Live theatre	Theatre	3,000,000	37,500,000	6,500,000
Wine, winery tours		2,000,000	25,000,000	5,000,000
Yoga		2,750,000	23,000,000	4,300,000
Spas		2,000,000	22,000,000	6,500,000
Camping		1,750,000	18,000,000	3,250,000
Hunting		1,750,000	18,000,000	3,250,000
Shopping for gourmet/local foods in retail stores	Gourmet, Organic Food	1,500,000	17,500,000	2,300,000
Fishing		2,000,000	15,000,000	2,500,000
Hiking		1,750,000	13,000,000	2,300,000
Amusement parks	Theme parks	875,000	13,000,000	2,250,000
Resorts		1,250,000	13,000,000	2,000,000
Health and wellness getaways	Health club	1,000,000	12,000,000	3,750,000
Crafts		1,300,000	11,500,000	3,250,000
Golfing		1,500,000	10,000,000	3,500,000
Farmers' markets	Farmers' market	800,000	9,000,000	250,000
Swimming		750,000	8,000,000	2,250,000
Museums		450,000	7,000,000	1,000,000
Horseback riding		500,000	5,000,000	1,500,000
Mountain biking		950,000	4,750,000	1,350,000
Sailing		375,000	4,250,000	1,300,000
Parks	Parks and Recreation	100,000	4,000,000	80,000
RV Touring	RVs	375,000	3,600,000	850,000

Activity	Alternate search term (if applicable)	Count: 25+ English-Speaking ALL genders		
		Canada	USA	UK
ATVing	All-terrain vehicle	400,000	3,500,000	550,000
Cruising		175,000	2,250,000	650,000
Garden touring	Gardenscapes	160,000	2,000,000	600,000
Canoeing		225,000	1,750,000	125,000
Snowmobiling		300,000	1,000,000	30,000
Indigenous culture	Native American music, Native American	30,000	1,000,000	15,000
Trail running		125,000	950,000	250,000
Triathlon		100,000	900,000	350,000
Motor boating	Motorboat	22,000	785,000	54,000
Stand up paddle boarding		125,000	750,000	135,000
Sea-dooing (personal watercraft)	Personal water craft	124,000	580,000	65,000
Glamping		130,000	575,000	900,000
Ice skating		100,000	500,000	100,000
Downhill skiing		150,000	450,000	100,000
Wildlife viewing	Wildlife photography	90,000	450,000	200,000
Food & drink festivals		54,000	350,000	150,000
Ice fishing		50,000	250,000	6,000
Local history tours	Tour guide, Self-guided tour	35,000	250,000	65,000
Cycling (on road)	Road cycling	37,000	225,000	180,000
Waterskiing/wakeboarding		15,000	225,000	35,000
Living history attractions	Living history	10,000	175,000	65,000
Dog sledding	Sled dog	30,000	150,000	35,000
Foraging		10,000	150,000	50,000
Snowshoeing		35,000	125,000	9,000
Historic sites, towns and villages	Historic site	22,000	125,000	6,500
Agri-touring (visiting farms like Johnston's Cranberry Marsh)	Agritourism	2,000	62,000	9,500
Kayaking	Whitewater kayaking	4,200	42,000	6,000
Pond hockey		7,000	40,000	1,000
Craft breweries	Craft Beer and Brewing	1,000	30,000	1,000
Motorcycle touring		5,500	28,000	5,500
Flying	Flying club	5,000	20,000	8,000
Cookouts		1,000	15,000	1,000
Bird watching		1,000	8,000	1,000
Nordic skiing		10,000	7,000	2,000
Culinary Tourism		10,000	3,000	2,000