



From likes to loyalty: How to get Gen Z to travel to the ends of the earth for your brand.

Simon Llanos – CMO Contiki

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TRAVEL. TOGETHER.

#SMWLDN

WHO IS CONTIKI?





From likes to loyalty:

How to get Gen Z to travel to the ends of the earth for your brand.



**Come time travelling with me.
2019... it's pretty good.**



2020,
started pretty well.

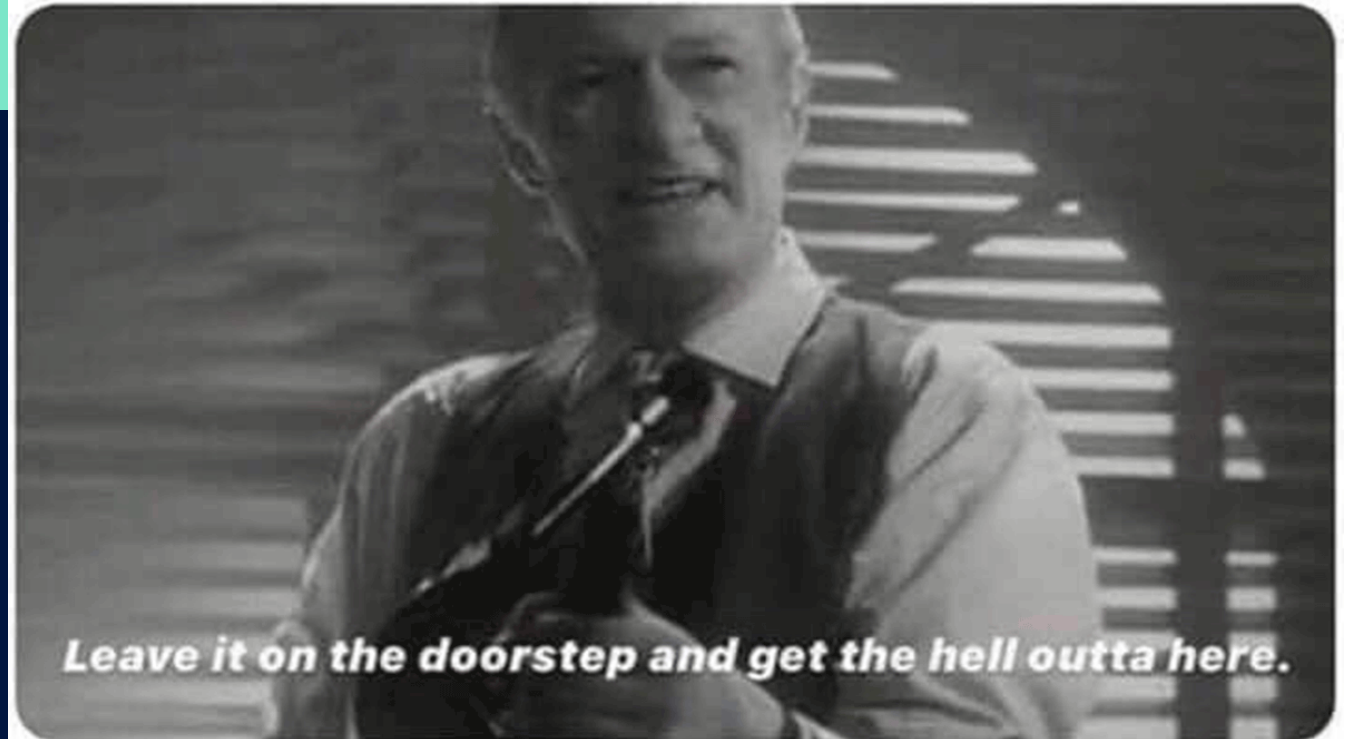




2020,
Then the **** hit the fan.

2021,
Now what...?

Ordering pizza during a pandemic.

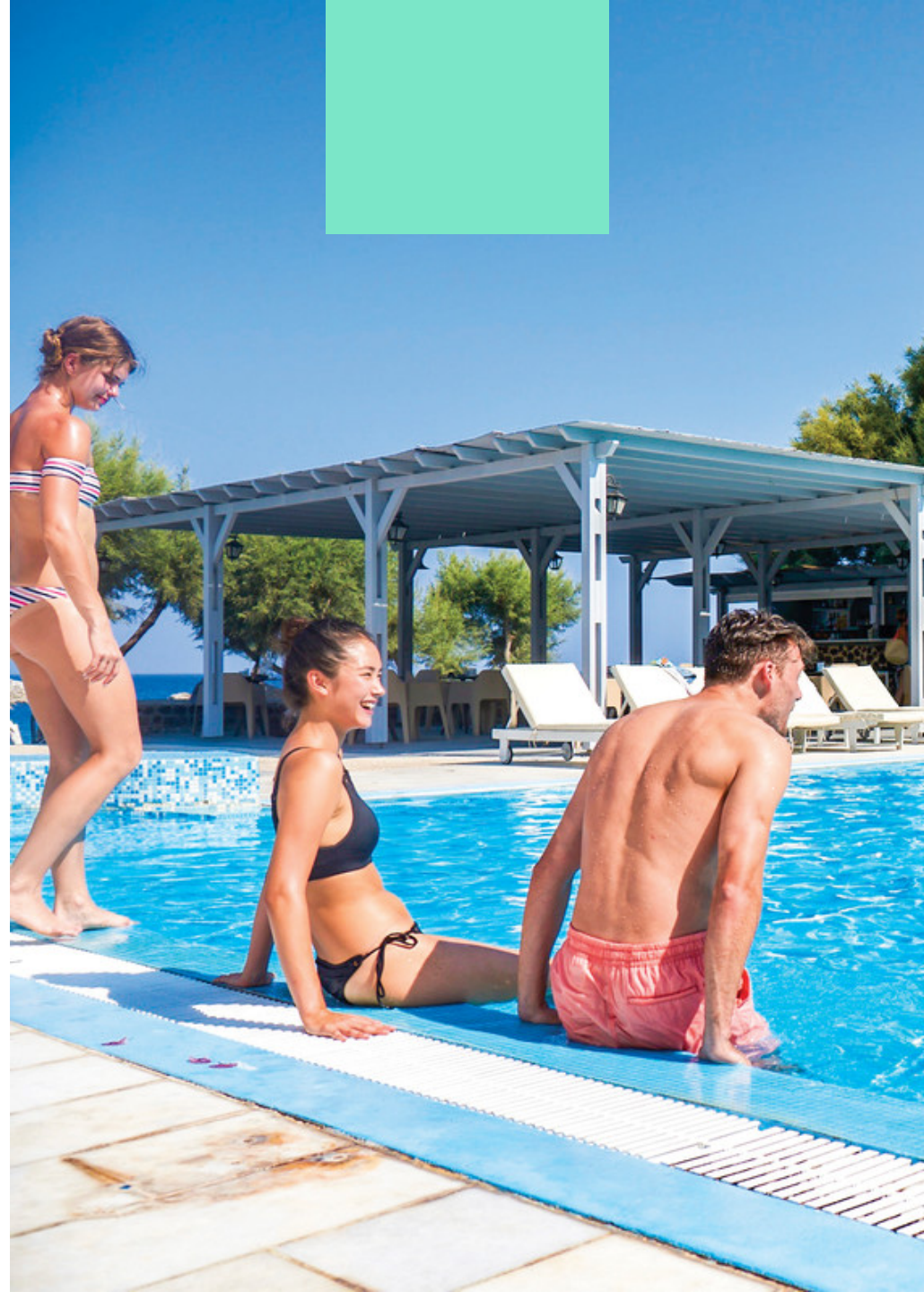




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**WHO'D BE A TRAVEL
COMPANY IN A
WORLD THAT COULD
NOT TRAVEL?**

**OPPORTUNITIES
EXIST IN THE MOST
UNLIKELY OF PLACES.**





**CAN WE BUILD FOR A
'GEN Z' FUTURE?**



**STUDENTS TAKE 2-4
HOLIDAYS PER YEAR**

**53% USE SOCIAL MEDIA
TO SELECT THEIR NEXT
TRAVEL DESTINATION**

**GEN Z DON'T BUY BRANDS,
THEY JOIN THEM**

3 BIG 'COMMUNITY GROWING' QUESTIONS WERE ASKED





WHAT UNIFIES US?
WHAT DO WE CARE ABOUT?



WHAT UNIFIES US?

HOPE

GEN Z BELIEVE IN A BETTER FUTURE

78%

**MORE LOYAL TO PURPOSE
DRIVEN BRANDS THAN
TRADITIONAL ONES.**

93%

**CONSIDER IT IMPORTANT
BRANDS CARE ABOUT
SUSTAINABILITY AND
PROTECTING THE
ENVIRONMENT.**

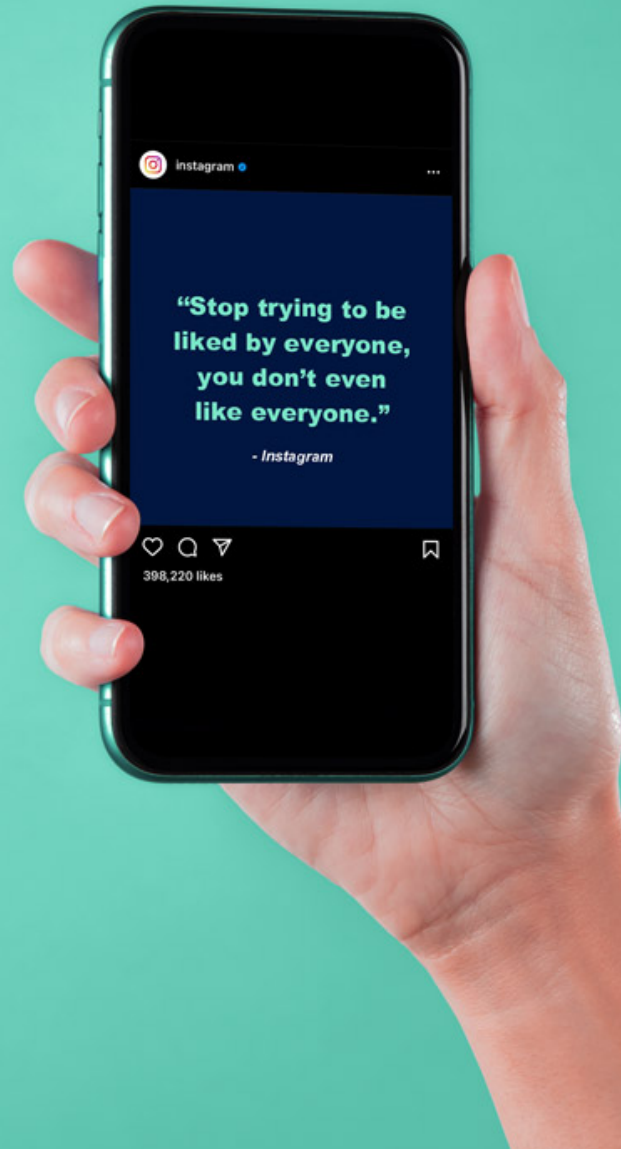




**HOW WILL WE BUILD
THIS COMMUNITY
*AND HOW WILL WE DO IT NOW?***

“STOP TRYING TO BE
LIKED BY EVERYONE,

YOU DON'T EVEN LIKE
EVERYONE”





THE VALUE OF THE EXPERIENCE.

AN AVERAGE OF **60%** OF OUR GEN Z SEGMENT WOULD COMPROMISE COMFORTS FOR RICHER EXPERIENCES.

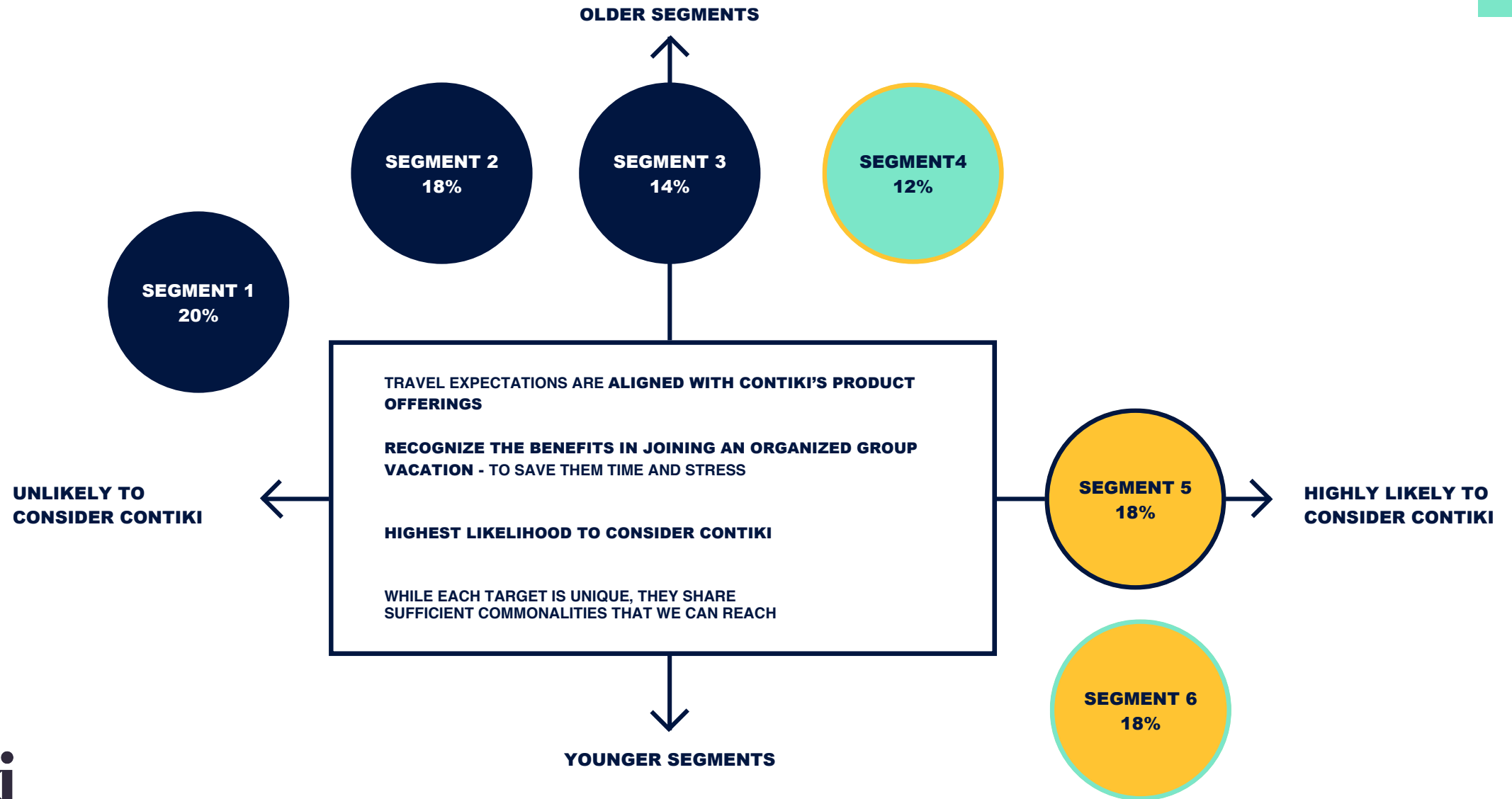
Hello.



Is It Me You're
Looking For?

SHALLOW TO GO DEEP
LAYERING THE FUN

WE FOCUSED RESOURCES ON WHERE WE CAN WIN.



WE FOCUSED RESOURCES ON WHERE WE CAN WIN.

HALF OF STUDENTS WOULD SAY THEY'VE BEEN "TRAVELLING" - I.E. TAKING A SUMMER ABROAD, GAP YEAR, OR OTHERWISE SPENDING MORE THAN 3 CONSECUTIVE WEEKS ON A TRIP.

81% TRAVEL WITH FAMILY

Contiki x StudentBeans

A UNITED APPROACH

GLOBAL VIEW OF WHAT'S HAPPENING ACROSS ALL CHANNELS

ENSURE BRAND CONSISTENCY ACROSS ALL TOUCHPOINTS

BESPOKE REPORTS BY CHANNEL

ONE CONSOLIDATED PLACE FOR COMMUNITY MANAGEMENT

INTERNAL COMMS AND WORKFLOW FOR SOCIAL TEAMS





HOW WILL WE BEHAVE TO THRIVE?



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HOW DO WE BEHAVE TO SURVIVE AND THRIVE?

- SPEED IS KING
- EMBRACE THE UNEXPECTED
- BE EASY TO TALK ABOUT

StudentBeans

4 Available Discounts



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**Save up to 20% + £50
student discount on all**

Including green list countries Portu...

Online at Contiki

PART 1 OF A TWO WAY PLAN.

FISH WHERE THERE
ARE GEN Z FISH.

PART 2 OF A TWO WAY PLAN.
MAKING COMMUNITY
FLAVOURED FISH FOOD.





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LISTEN

A GROUP WANTING TO SHARE, NOT LISTENING IS AN ACTIVE TURN OFF



COLLABORATE

OFFER 2 WAY ENGAGEMENT AND
CREATIVE WAYS TO PARTICIPATE



VALUES OVER INTERESTS

VALUES AND PURPOSE MATTER MORE THAN COMMON INTERESTS ALONE



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OPENNESS OVER ENGAGEMENT

OPENNESS AND HONESTY MATTER
MORE THAN AGREEMENT



ESCAPISM

CONTRAST REALITY WITH MOMENTS
OF ESCAPISM AND PERFORMANCE



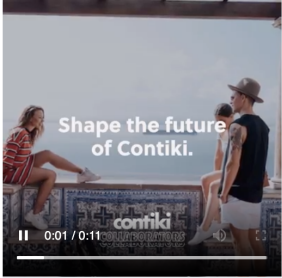
**SO WHAT DOES
THIS LOOK LIKE?**

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Sponsored · 4

We're looking for dreamers, creators and future-shapers to be our exclusive Contiki Collaborators.



0:01 / 0:11

CONTIKI.COM
Collaborate. Create. Shape the future of Contiki. [LEARN MORE](#)


Resources · 6d

MUTED.

Now is the time to listen, to learn, to engage with the Black Lives Matter movement & provide a platform for the voices that need to be heard. For now, we urge our community to engage. We will be using our platform to share relevant resources over the coming days.

Contiki
Published by Sprout Social · 171 · 2 May · 6

We know where we're going when the world opens up 🇮🇹




CONTIKI.COM
13 Killing Eve filming locations you can visit IRL
From Barcelona's gothic quarter to East London cool, we've found the...

52,261 People reached · 893 Engagements · [Boost Post](#)

👍👍👍 You and 34 others · 27 comments 6 shares

ALONE, TOGETHER



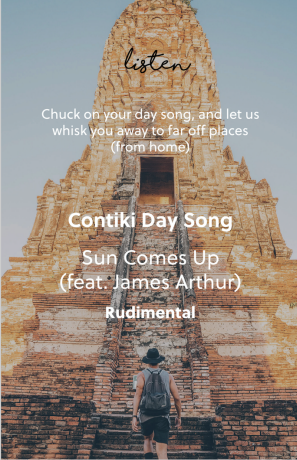
Living through Covid-19 in Italy

six-two

listen

Chuck on your day song, and let us whisk you away to far-off places (from home)

Contiki Day Song
Sun Comes Up (feat. James Arthur)
Rudimental



VIRTUAL

MACHU PICCHU



CONTIKI

VIRTUAL

USA



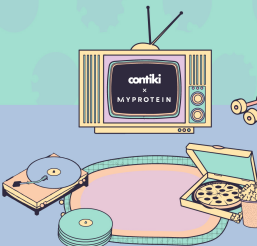
CONTIKI

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Hangouts

#BringingTheWorldToYou

Contiki
Movie Club

PRESENTS



HAPPY EARTH DAY



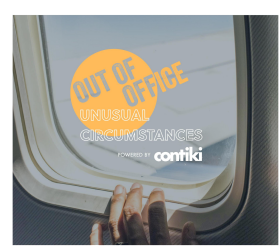
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Contiki Quiz Night

01. From 1 to 10, which European city is the most visited?
02. In which country is the 'Pray Love' festival?
03. The Guggenheim Museum belongs to which country?
04. Which country has the most UNESCO World Heritage Sites?
05. Which country did Madonna's first album 'Madonna' come from?

OUT OF OFFICE
UNUSUAL CIRCUMSTANCES
POWERED BY **contiki**

LISTEN NOW



Thank you to the all the frontline workers around the world



Nominate your local hero
In the comments below to win them some sustainable t-shirts

GET TO KNOW ME IN GIFS
TRAVEL EDITION

My dream destination
My top 5 cities
My favorite food
My favorite travel tip
My favorite travel destination
My favorite travel destination

I nominate: _____
#BringingTheWorldToYou
TEMPLATE BY contiki

Choose your quarantine house

@contiki

HOUSE 1 Air kisses Red wine French cheese Cabaret every day Always golden hour	HOUSE 2 Tapa nights Flamenco dancing Sangria post-flavor Churros for breakfast 'Bathhouse' is empty password	HOUSE 3 Cuban coffee Colombian coffee Bañeros for backyard Fresh tropical fruit 24/7 Shakes concerts every Friday
HOUSE 4 Lazy river in house Parties on full moon Hammocks for beds Pine the pool that day Palm trees everywhere	HOUSE 5 Barber Cajun fries Fish & chips Fanciest of men Every room different century	HOUSE 6 Only flat whites Beach in backyard Barbecues everyday Kebab on housemates Entry password is Tim Tam

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VIBES

Where will you zoom from?




11 May 2:32 pm

contiki's

QUARANTINES PLAYLIST

Add your sounds to our mix 🎧

Type something...





@martcreative @DrunkAnimal

Nothing else matters,
now holidays are back.



@martcreative @DrunkAnimal

Nothing else matters,
now holidays are back.



@martcreative @DrunkAnimal

Nothing else matters,
now holidays are back.

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#ContikiTravelTogether



A **#MAKETRAVELMATTER** EXPERIENCE

WE SUPPORT THE SUSTAINABLE
DEVELOPMENT GOALS

Forbes

The World's Leading Youth
Travel Company Pledges
Carbon Neutrality

SO HOW ARE WE DOING?



96
MILLION AVG.

MONTHLY IMPRESSIONS

1/2
MILLION AVG.

MONTHLY ENGAGEMENTS

1.7
MILLION

CROSS CHANNEL AUDIENCE

7000+

**PIECES OF UGC CREATED
BY OUR COMMUNITY**



AND ONE ACTUAL ENGAGEMENT





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AND NOW?



THANK YOU

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**FOR SURVEY DATA USED IN THIS PRESENTATION
PLEASE REACH OUT TO STUDENT BEANS.**

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PARTNER.STUDENTBEANS.COM

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