

hello

ATTA Global Forum

23rd September 2021

wilddogdesign.co.uk

Wild Dog is a unique creative animal

A design agency with a passion for beautiful and effective design, from branding, print collateral, through to sophisticated digital development projects.

Creative / Technology / Strategy



Loyalty from discerning travellers

amazing trips friendly professional perfect
africa safari time
great excellent holiday company
service wonderful helpful
booked experience trip staff
good travel
efficient knowledgeable organised knowledge

“I’m sure of the product”

“Because of past experience
and satisfaction”

“Great experience with
professional staff”

“Our luxury provider of choice”

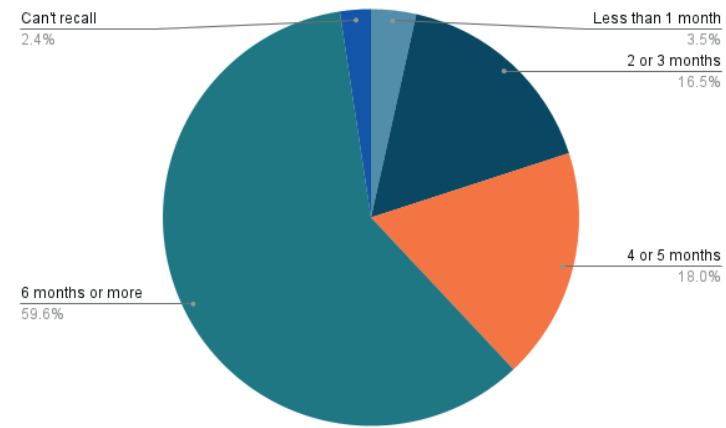


10 years of digital transformation in 6 months in 2020

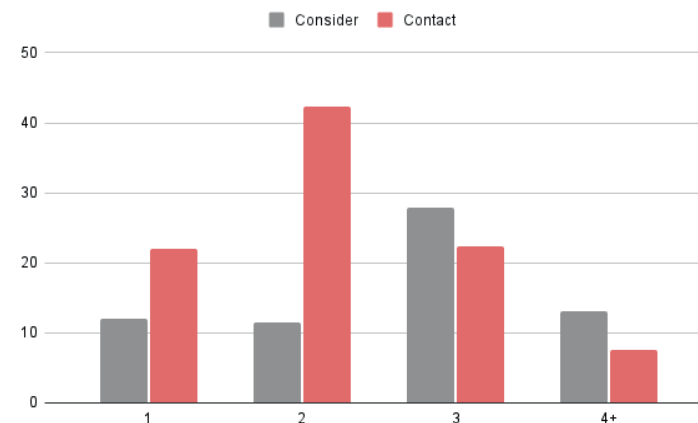
Global internet users grew,
but time spent online grew

2.5x as fast

- More research and validation
- More consideration of secondary factors in the purchase journey
- More considered choice










Research and consideration phase is many months








Digital has created a longer longlist:
How to get from consideration to contact

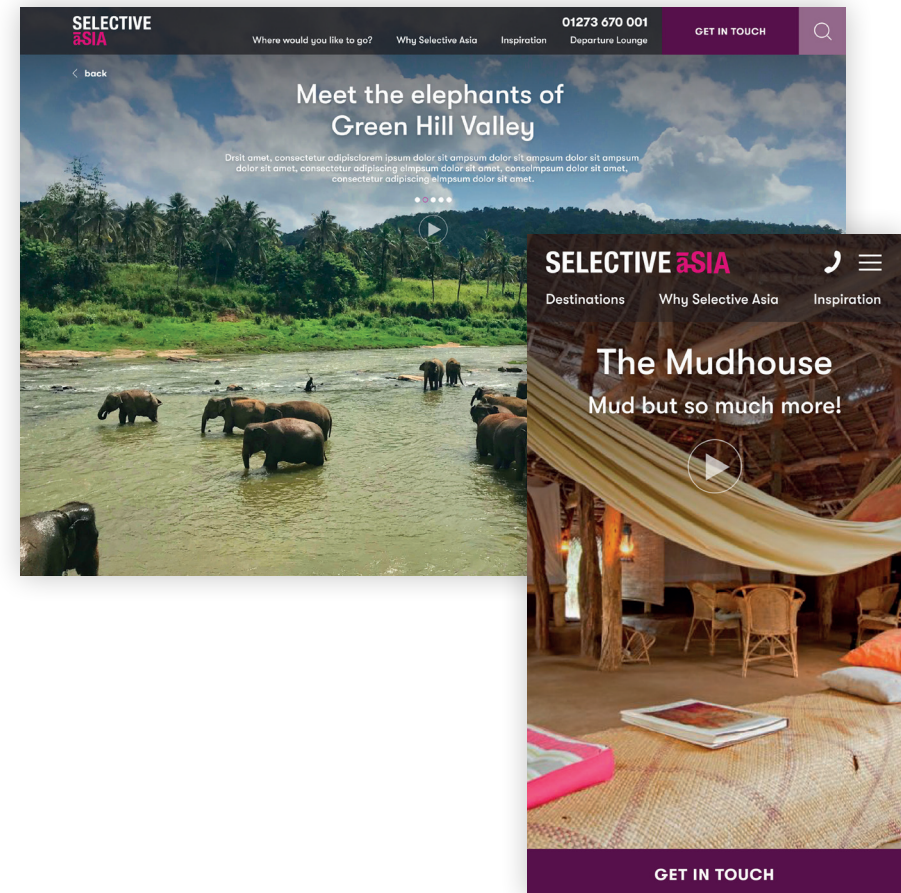
Using digital to give users what they are looking for

21. Please order the following factors in terms of their importance in helping you choose your vacation organiser?

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Knowledge and experience	1		11,156	1,810
Tailored offering to my needs	2		8,210	1,766
Personal service	3		7,317	1,756
Ease of finding information	4		6,513	1,718
Financial protection	5		5,661	1,743
Breadth of offering	6		5,511	1,687
Personal reviews from travellers	7		5,382	1,726

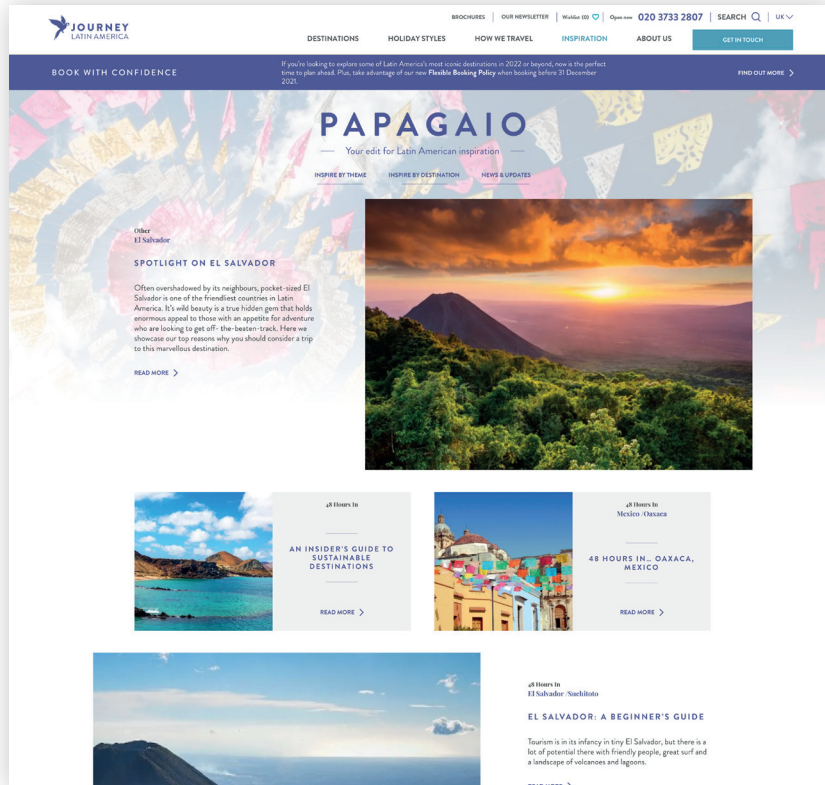
Lowest Rank      Highest Rank

- Knowledge & Experience
- Personal service
- Clear offering
- Security of booking

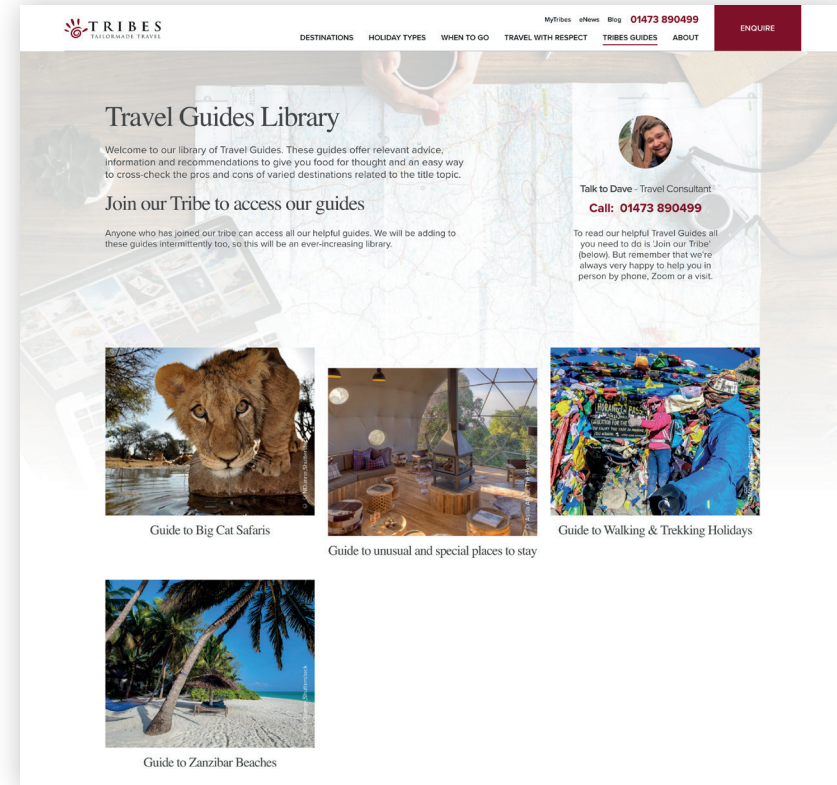


Selective Asia

Personality and expertise

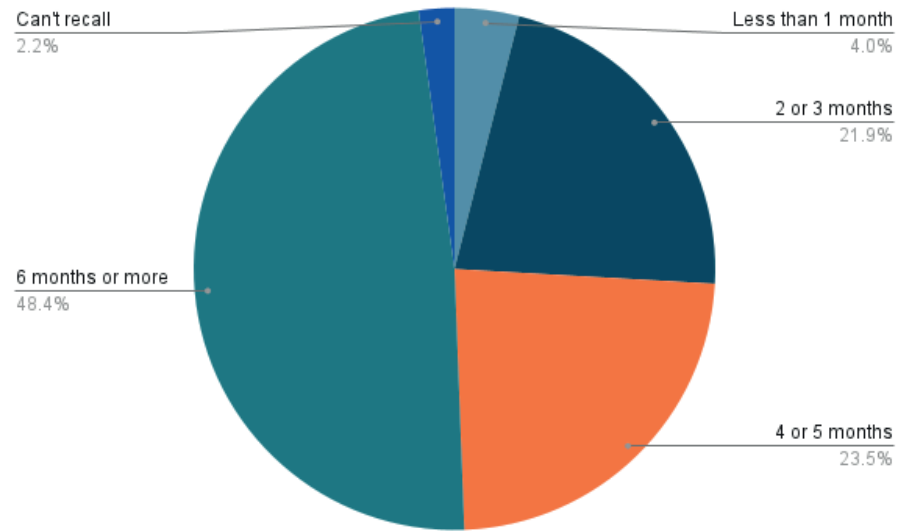


Journey Latin America



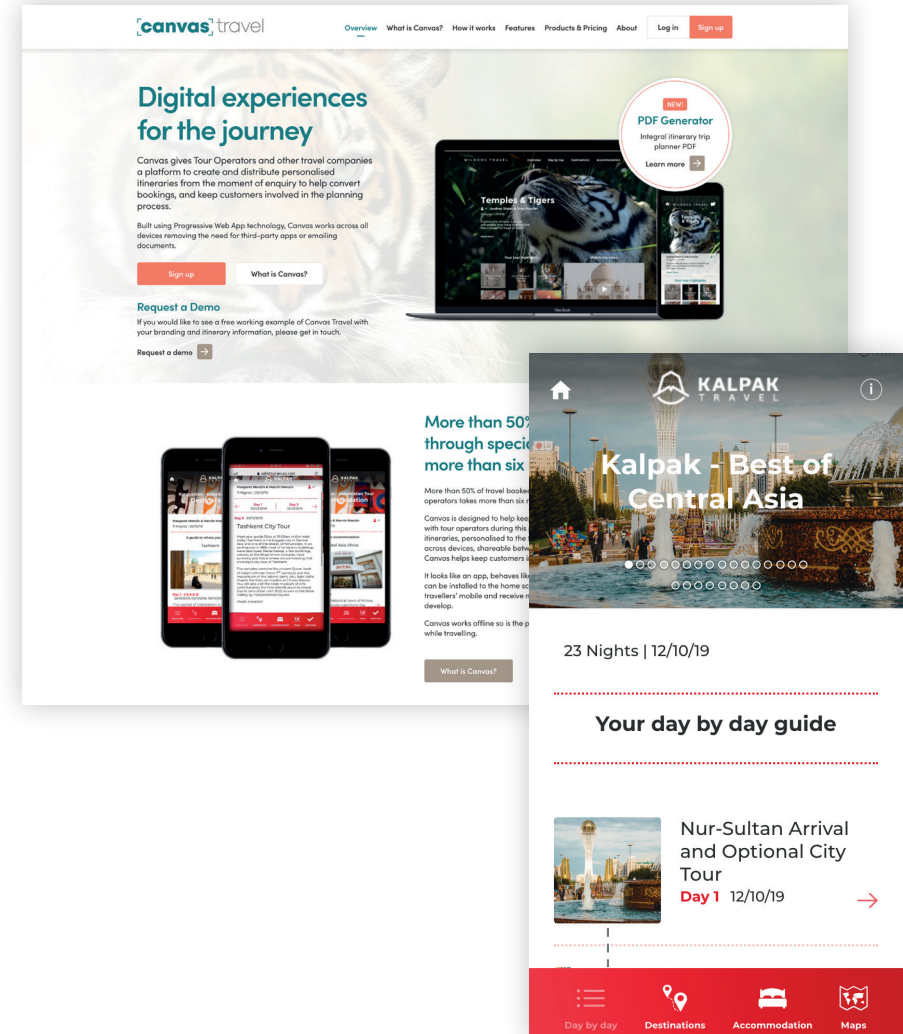
Tribes Travel

Engage during the travel lag



75% of all 1 star reviews
happen in this period

Disruption or change is expected



As the world reopens

- Digital behaviour change is here to stay
- Appeal to loyal and new customers in the the long booking window through expertise and unique approach
- Engage during the lag between booking and travelling



thank you

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