



## Why should DMOs offer user-generated-content (UGC) as part of their web-presence?

- Research shows that consumers trust other consumers more than companies or organizations
- Travel is ideally suited for user-generated-content (UGC) as travelers like to share their experiences
- DMOs should offer a platform through which satisfied consumers can easily share their experiences and memories
- Through such a platform consumers can become evangelists for the destination
- UGC can complement and strengthen the marketing message of a DMO

## What are the problems and solutions for DMOs when offering UGC?

- The challenge of UGC: the content cannot be predicted and controlled completely
- Content created by users can create conflicts with the brand image of a DMO
- The question is: "to censor or not to censor" and - if content is censored - how to censor it
- But censoring content will lead to users regarding the content as not credible
- Solution: separate brand message and UGC by managing UGC at "arm's length"

## What is GoSeeTell Network?

GoSeeTell Network is a Portland (OR) based internet company that builds customized social networking sites for the travel space. These **social networking** sites, that are all inter-connected, allow users to get customized travel recommendations that are based on input and **user-generated-content** from other users with similar travel preferences.

## What is unique about GoSeeTell Network?

GoSeeTell is unique in several ways:

- GoSeeTell is the first web-tool to offer a **recommendation engine** for travel
- GoSeeTell is not just one website but a network of **multiple websites** that each serve a unique user group
- GoSeeTell **partners** with DMOs, associations and companies
- GoSeeTell offers a new, unique **marketing platform** for travel suppliers
- GoSeeTell is a **true 2.0** concept offering e.g mash-ups, maps, photo and video integration

## How does GoSeeTell work with DMOs?

GoSeeTell has developed a successful model to work with DMOs:

- GoSeeTell builds a customized web-portal for the DMO that is based on the GoSeeTell platform
- GoSeeTell can upload supplier data provided by DMO via a data-feed
- GoSeeTell operates the dedicated portal for the DMO
- DMO becomes sponsor of dedicated portal and can manage content at arm's length
- GoSeeTell handles all technical and operational aspects, DMO handles marketing and PR

## Contact information:

Martin Stoll

[martin@goseetell.com](mailto:martin@goseetell.com)

+1 516 476 9238



## Key Features

Over 90,000 destinations worldwide

Navigation through Google map

Find out what to expect by looking at the satellite view

See how users describe a place; which users like a place and what comparable places are nearby

Read reviews written by other users

Share your tips and interests

Interact with other users

Micro-targeted advertising for travel products

Stream of geo-tagged Flickr photos

Rate countries, cities and places

Rate tips created by other users

Tools that help determine trustworthiness of each user

Fun tools to track past travel

