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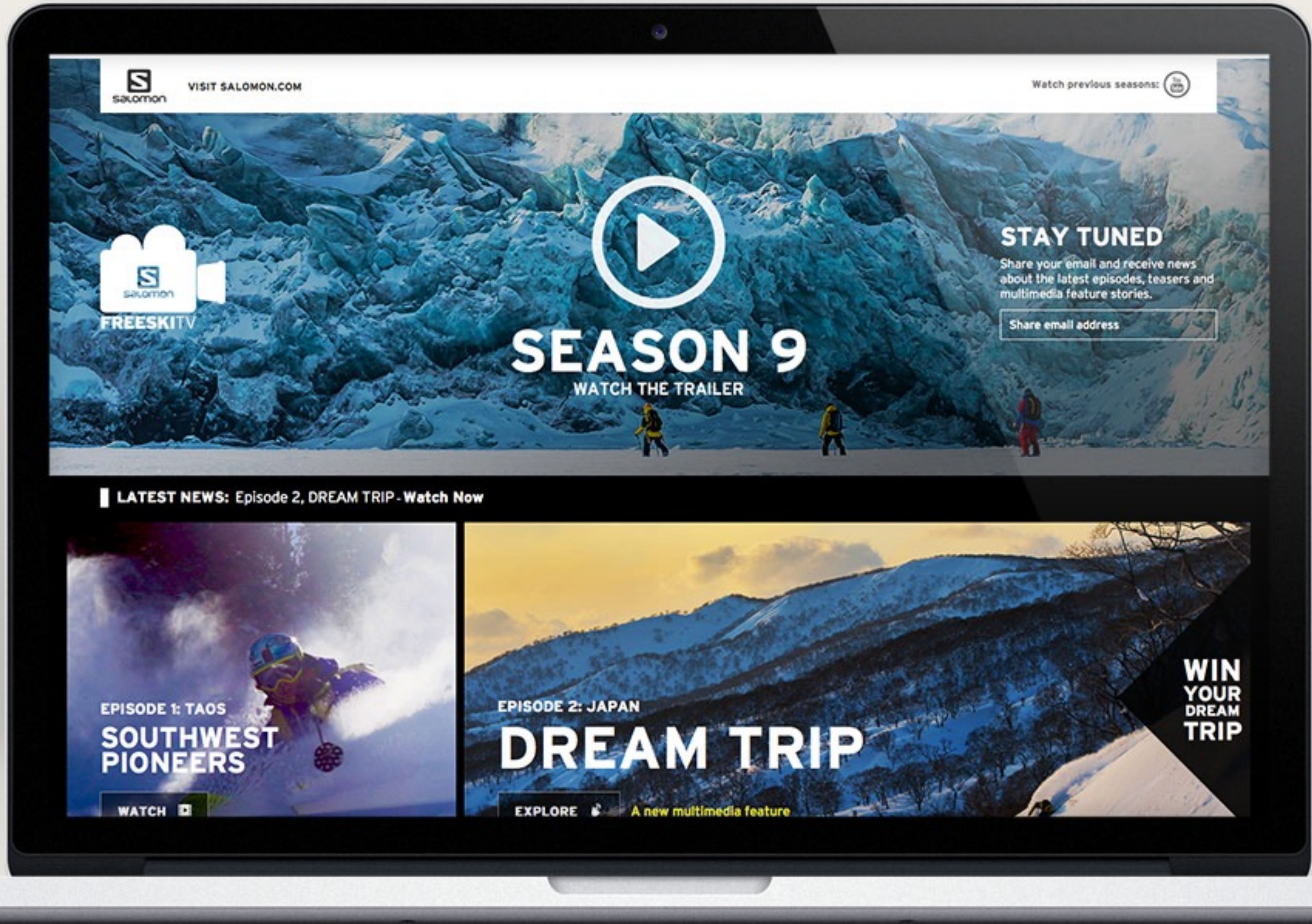


Shaun Aukland

Account Executive, Travel
Google



ORIGIN



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FREESKITV



SEASON 9

WATCH THE TRAILER

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LATEST NEWS: Episode 2, DREAM TRIP - Watch Now

EPISODE 1: TAOS
SOUTHWEST
PIONEERS

WATCH

EPISODE 2: JAPAN

DREAM TRIP

EXPLORE

A new multimedia feature

WIN
YOUR
DREAM
TRIP

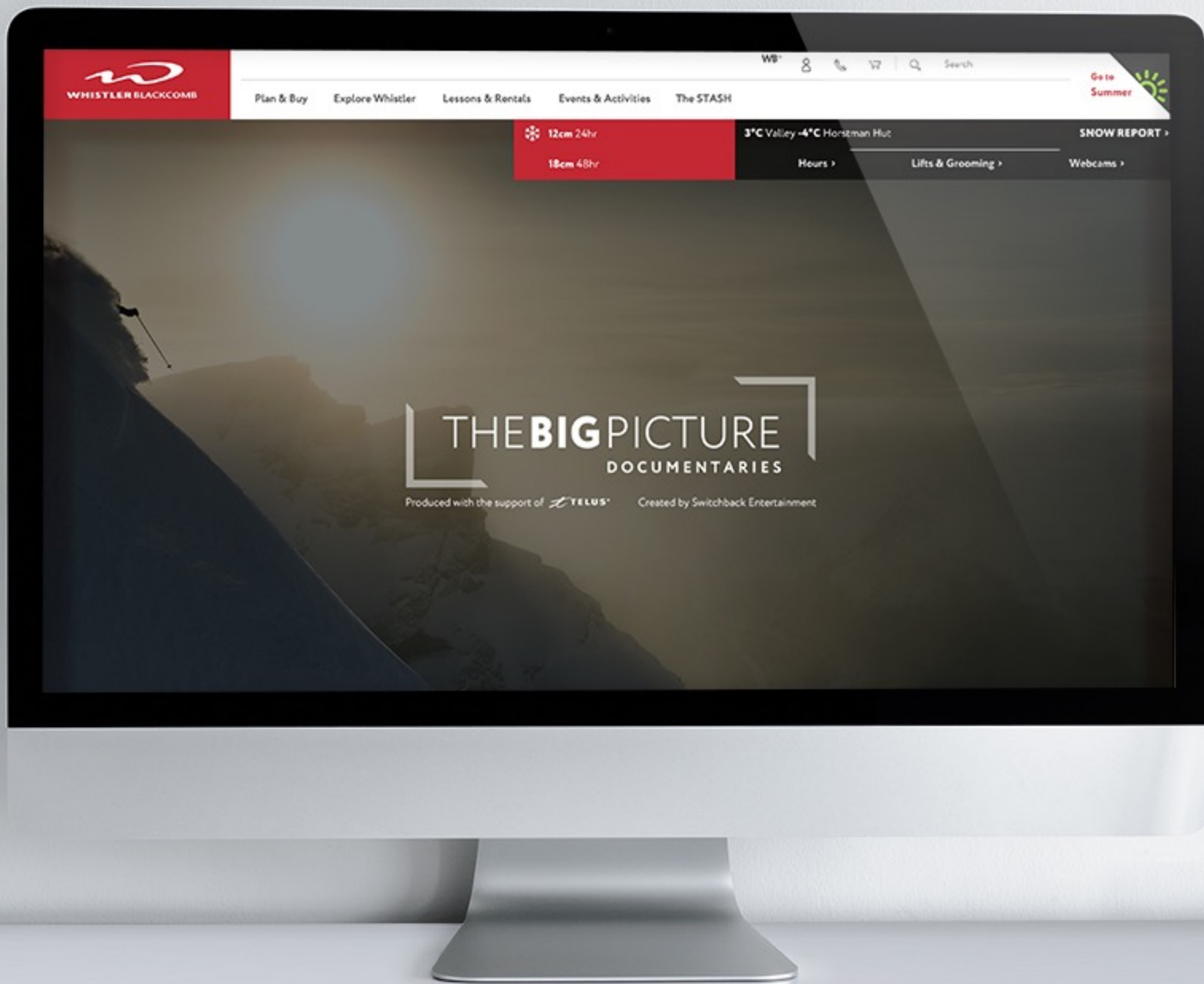
Deux Montréalaises ont décidé
de faire bouger les choses.

ACCOMPAGNEZ-LES

Vanessa Dion-Lirette et Vanessa Shakti, ambassadrices lululemon



WHISTLER BLACKCOMB



Plan & Buy Explore Whistler Lessons & Rentals Events & Activities The STASH

Go to Summer

12cm 24hr
18cm 48hr

3°C Valley -4°C Horstman Hut

SNOW REPORT

Hours Lifts & Grooming Webcams

THE BIG PICTURE DOCUMENTARIES

Produced with the support of TELUS Created by Switchback Entertainment



WHISTLER
BRITISH COLUMBIA

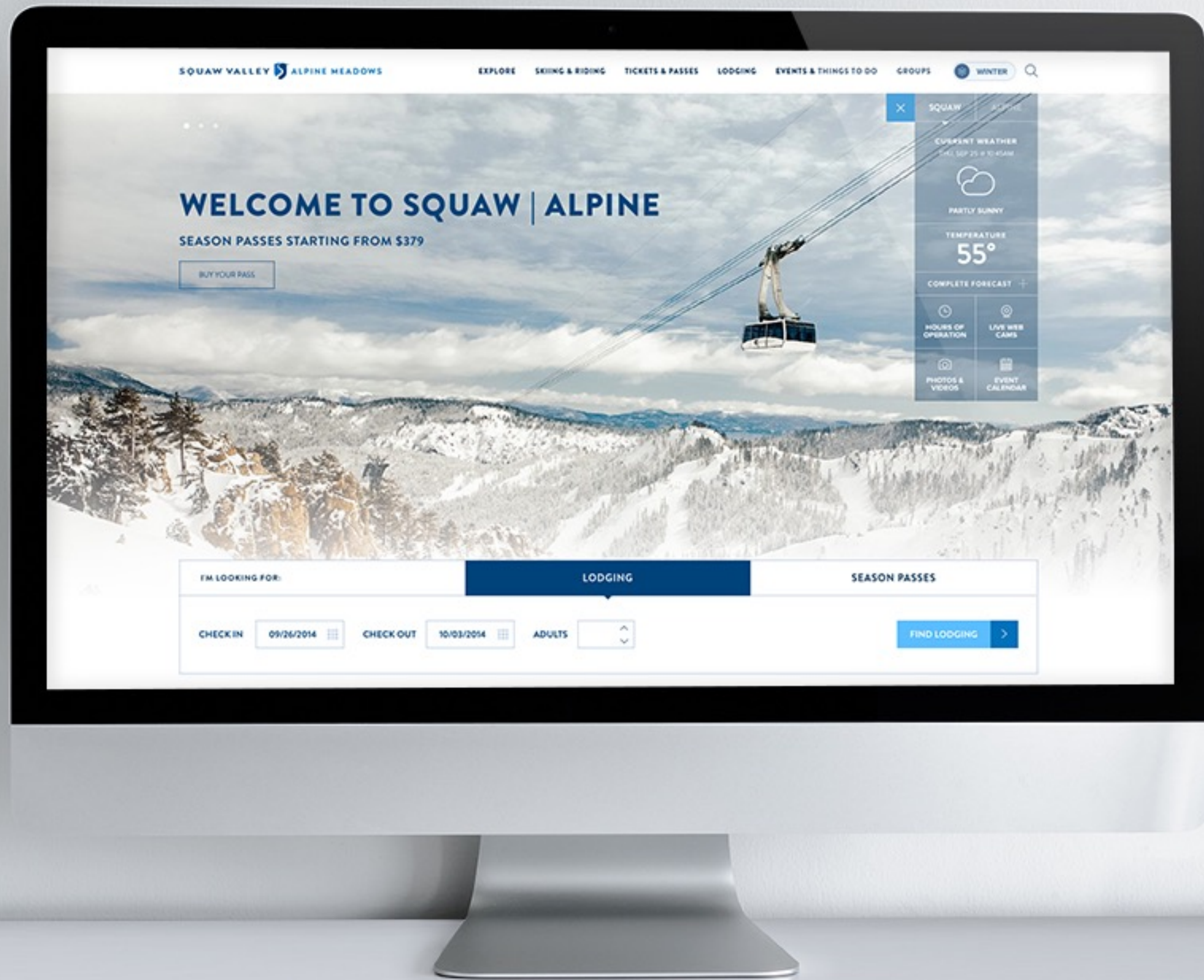
■ WHISTLER.COM / SUMMER







SQUAW VALLEY
ALPINE MEADOWS



SQUAW VALLEY ALPINE MEADOWS

EXPLORE SKIING & RIDING TICKETS & PASSES LODGING EVENTS & THINGS TO DO GROUPS WINTER

WELCOME TO SQUAW | ALPINE

SEASON PASSES STARTING FROM \$379

BUY YOUR PASS

SQUAW ALPINE

CURRENT WEATHER
THU, SEP 25 8:10:45AM

PARTLY SUNNY

TEMPERATURE
55°

COMPLETE FORECAST +

HOURS OF OPERATION LIVE WEB CAMS

PHOTOS & VIDEOS EVENT CALENDAR

I'M LOOKING FOR:

LODGING

SEASON PASSES

CHECK IN

09/26/2014

CHECK OUT

10/03/2014

ADULTS

1

FIND LODGING



SUN PEAKS
RESORT

[Explore](#)

[Ski & Ride](#)

[Bike & Hike](#)

[Golf](#)

[Events & Things To Do](#)

[Places To Stay](#)



-4°C

CANADA'S SECOND LARGEST SKI AREA

IS CALLING YOUR NAME

EXPLORE WINTER



What is a micro-moment?



An intent-rich moment
during which a consumer
acts on a need.

A person is running on a wooden pier during sunset. The person is wearing a red long-sleeved shirt and black leggings. The pier has a metal railing with three horizontal cables. The background shows a body of water and distant mountains under a bright, orange sky. The text "What changed?" is overlaid in blue on the right side of the image.

What changed?

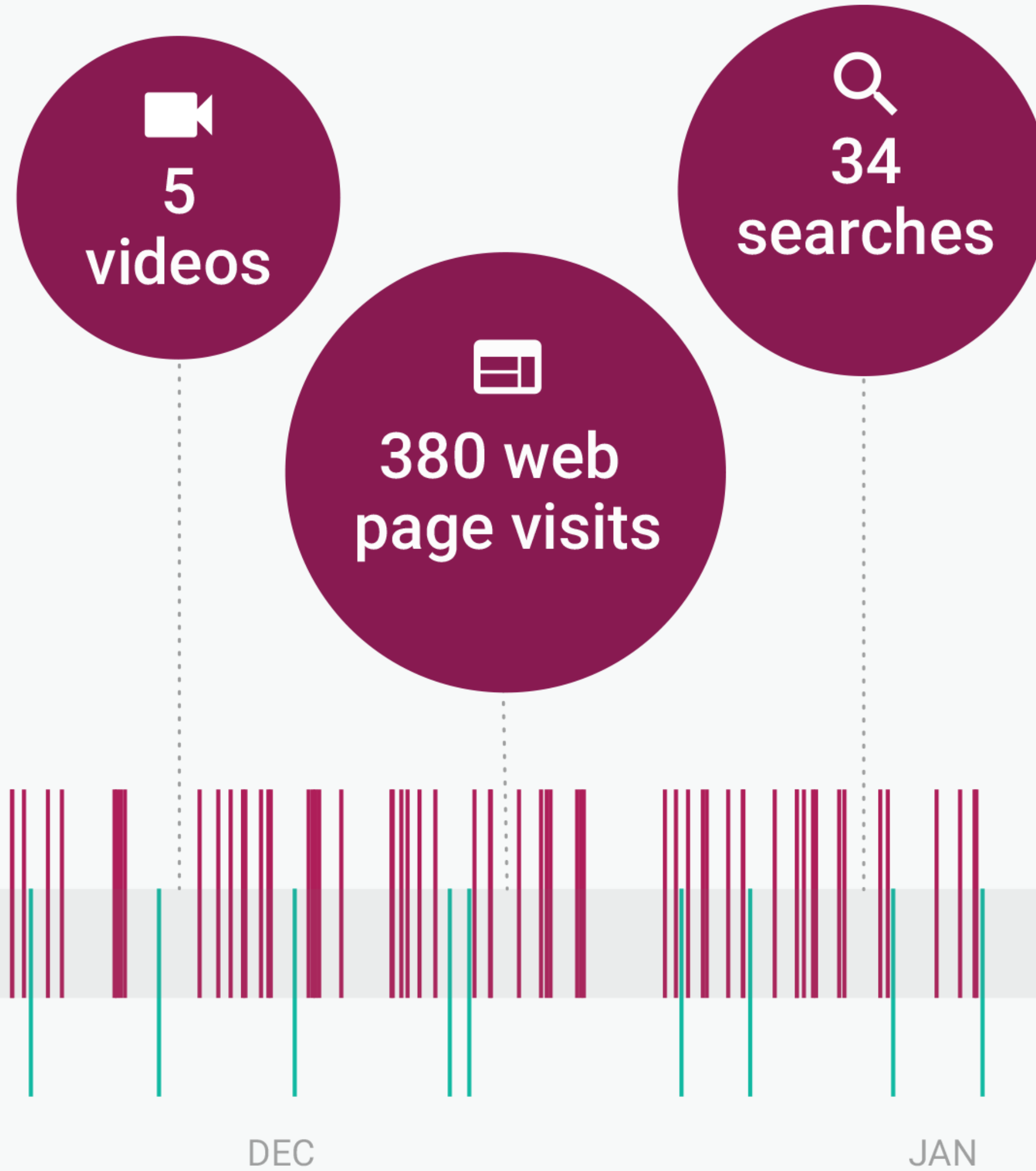
Time spent
per session on
mobile travel sites

-7%

+88%

Mobile web
conversion rates
for travel sites

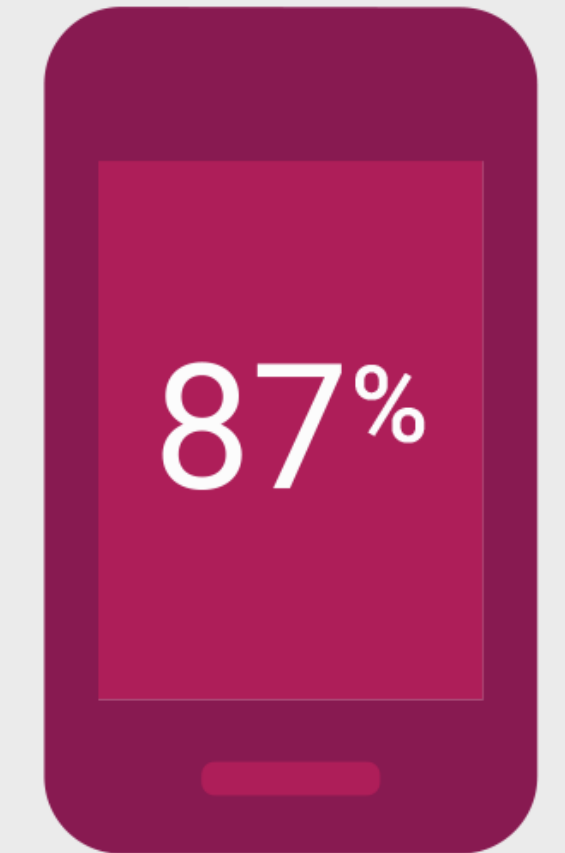
Amy had **419**
digital moments
researching her
trip over 2 months



Mobile

Total Digital Moments

Desktop



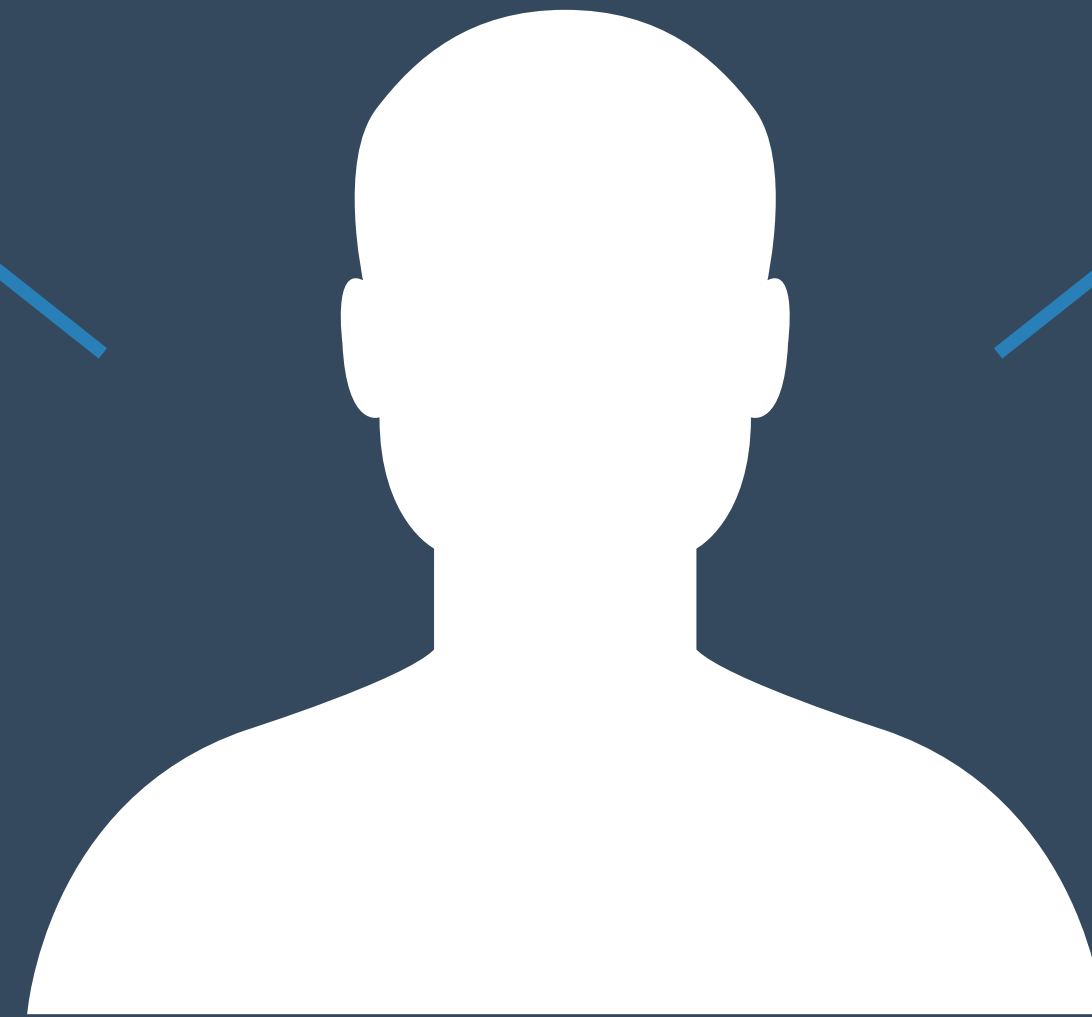
of these
digital moments
happened on
mobile

What do consumers expect?



Be where I am.

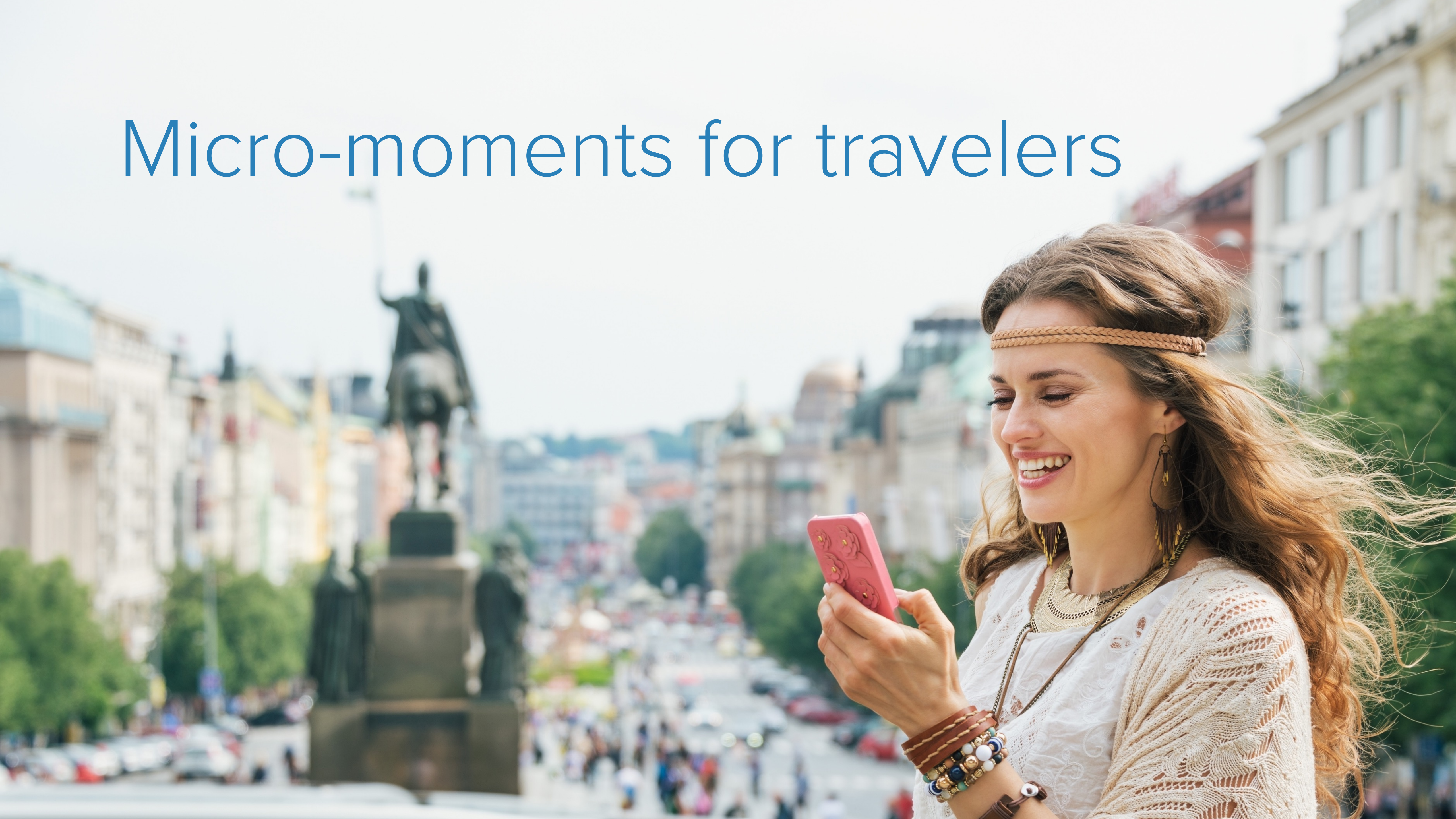
Meet me in
my moment.



Be relevant to **me**.

Let me
take action.

Micro-moments for travelers



1.

I-want-to-get-away.

DREAMING

2.

I-want-this-trip-to-be-perfect.

RESEARCHING & VALIDATING

3.

I-want-to-book-it.

PURCHASING

4.

I-want-to-make-the-most-of-it.

EXPERIENCING

A person is silhouetted on a stand-up paddleboard on a calm lake. The sun is low on the horizon, creating a warm, golden glow and reflecting off the water's surface. The background features a forested hillside and distant mountains under a sky with scattered clouds.

How does this change
our marketing?

1. The consumer decision journey is no longer linear.
2. The moments are shorter and more immediate.
3. Brands must be present at each micro-moment.
4. Content should be customized for those micro-moments.

How to tap **the moments**:

1.

Understand the questions.

2.

Be where they are
when they're asking.

3.

Figure out the best way
to answer them.

A person is shown in silhouette, sitting in a meditative pose (Padmasana) on a grassy field. Their hands are in the Anjali mudra (prayer position) with fingers pointing upwards. The background features a bright sunset or sunrise over a range of hills, with the sun low on the horizon creating a strong lens flare and a warm, golden glow. The overall mood is peaceful and contemplative.

I-want-to-get-away:
Dreaming Moments

37% of travelers

in the U.S. think about vacation
planning once a month.

Understand **the questions:**

“Where are the best places
to ski in the west?”

“Best places to go for
a guys’ ski trip?”

“Where to go for winter family vacation?”

**38% of non-branded searches
came from mobile devices.**

Be where they are
when they're asking:

Search

(GOOGLE & YOUTUBE)

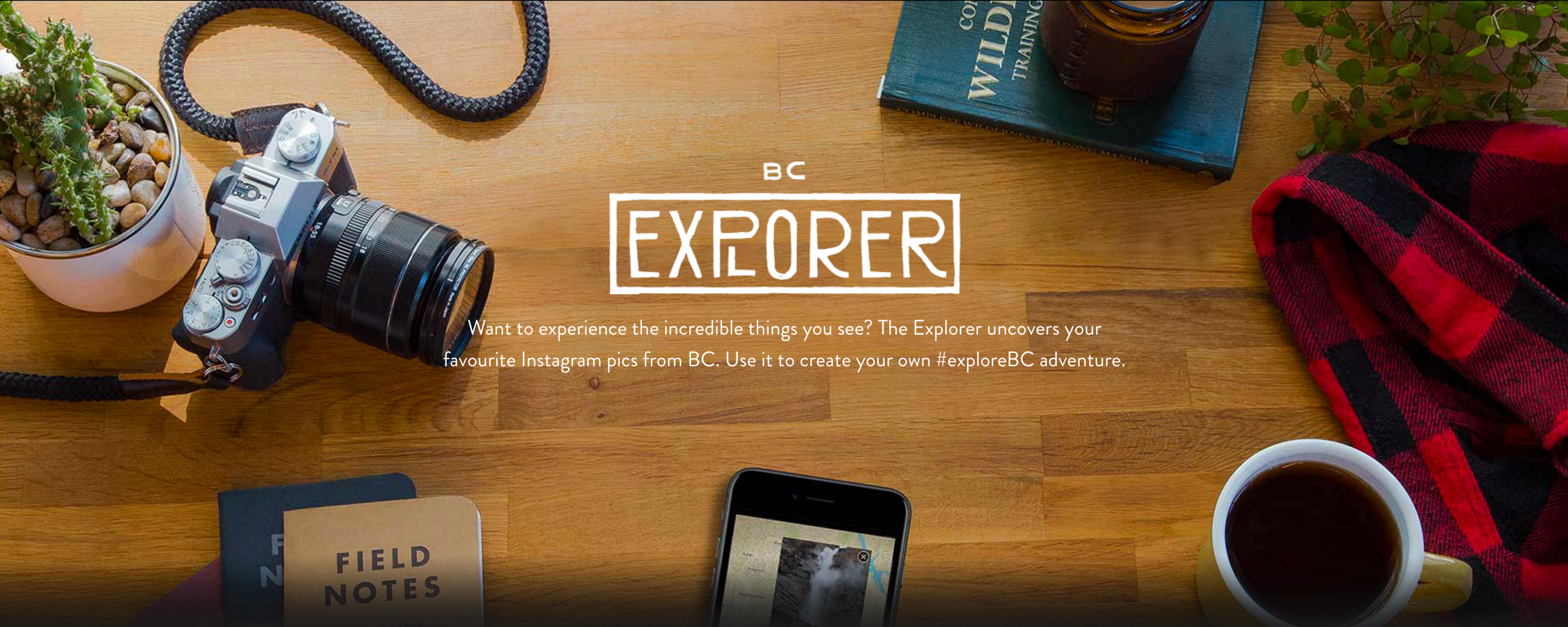
Content optimization

Find the **best way to answer:**

Rich

Highly visual

Inspiring



BC

EXPLORER

Want to experience the incredible things you see? The Explorer uncovers your favourite Instagram pics from BC. Use it to create your own #exploreBC adventure.





G+1 10

Tweet

Share 0

Tahoe South Blog

Plan the Ultimate Guys' Ski Getaway in Tahoe South

Posted in [Nightlife](#), [Winter Recreation](#) | February 21, 2014 | By [Clark Vandeventer](#)

First, USA Today readers named Lake Tahoe "America's Best Lake." Then USA Today Travel readers followed suit by voting [Tahoe South the best ski destination in North America](#). Now, USA Today has listed [Heavenly Mountain](#) in the top spot on its [list of the 10 best guys' ski trip destinations](#).

It's easy to see why. Sure, other destinations may have great snow and great terrain. Lake Tahoe, though, is completely unique. As Sally Gunter of Heavenly Mountain Resort once said to me, "How many other places in the world can you ski and have a view of a gorgeous alpine lake like here?"

Currently



41°

Partly Cloudy



Forecast



Roads



Webcams

Categories

[Attractions](#)

[Hiking](#)

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[Nightlife](#)

[Biking](#)

[Shopping](#)

GET
INSPIRED



From Sea to Shining Sea: 20 Unforgettable U.S. National Park Sights



Sip and Savor at Bangkok's Best Secret Speakeasies



In Good Taste: 7 Florida Food Festivals



Chef Roy Yamaguchi Pays Homage to His Grandfather in Wallea Beach Resort Restaurant



Off-the-Mall Day Trips from Washington, D.C., to Satisfy Your Wacky Side



TIPS + TRENDS

Free in New Orleans: How to Let the Good Times Roll on a Budget

A person wearing a dark hoodie is shown in profile, sitting and looking at a smartphone. The background is a soft, warm sunset or sunrise sky with a gradient of colors from yellow to orange to red. The text is overlaid in white, sans-serif font.

I-want-this-trip-to-be-perfect:
Researching & Validating
Moments

Mobile flight-related
queries on Google.com are
up 33% year over year

Mobile hotel queries
are **up 49%**

Understand **the questions:**

“How far is it from Dallas to
Santa Fe?”

“What does a lift ticket cost at
Keystone?”

“When is the best time
to go to Park City?”

Be where they are
when they're asking:

Search

**Your owned
channels**

**Third-party travel,
ski/snowboard sites**

Review sites

Find the **best way to answer:**

How-to's

FAQ's

Reviews

Testimonials



LOOKING FOR A CHANGE IN THE WEATHER? LOOK HERE.



OREGON'S SEVEN WONDERS

SEE -AND- DO

TRIP IDEAS

CITIES -AND- REGIONS

Sign In / Register

Search Oregon...

search

ASK OREGON

PLACES TO STAY

TRAVEL DEALS

GETTING -AROUND- OREGON

Know the city you're visiting?

Select a City

Central Oregon

Eastern Oregon

Greater Portland

Mt. Hood / The Gorge

Oregon Coast

Southern Oregon

Willamette Valley



ONE OF THE SEVEN WONDERS OF OREGON

MT. HOOD

Find Things to See & Do

- WHAT -

All See & Do

- WHERE -

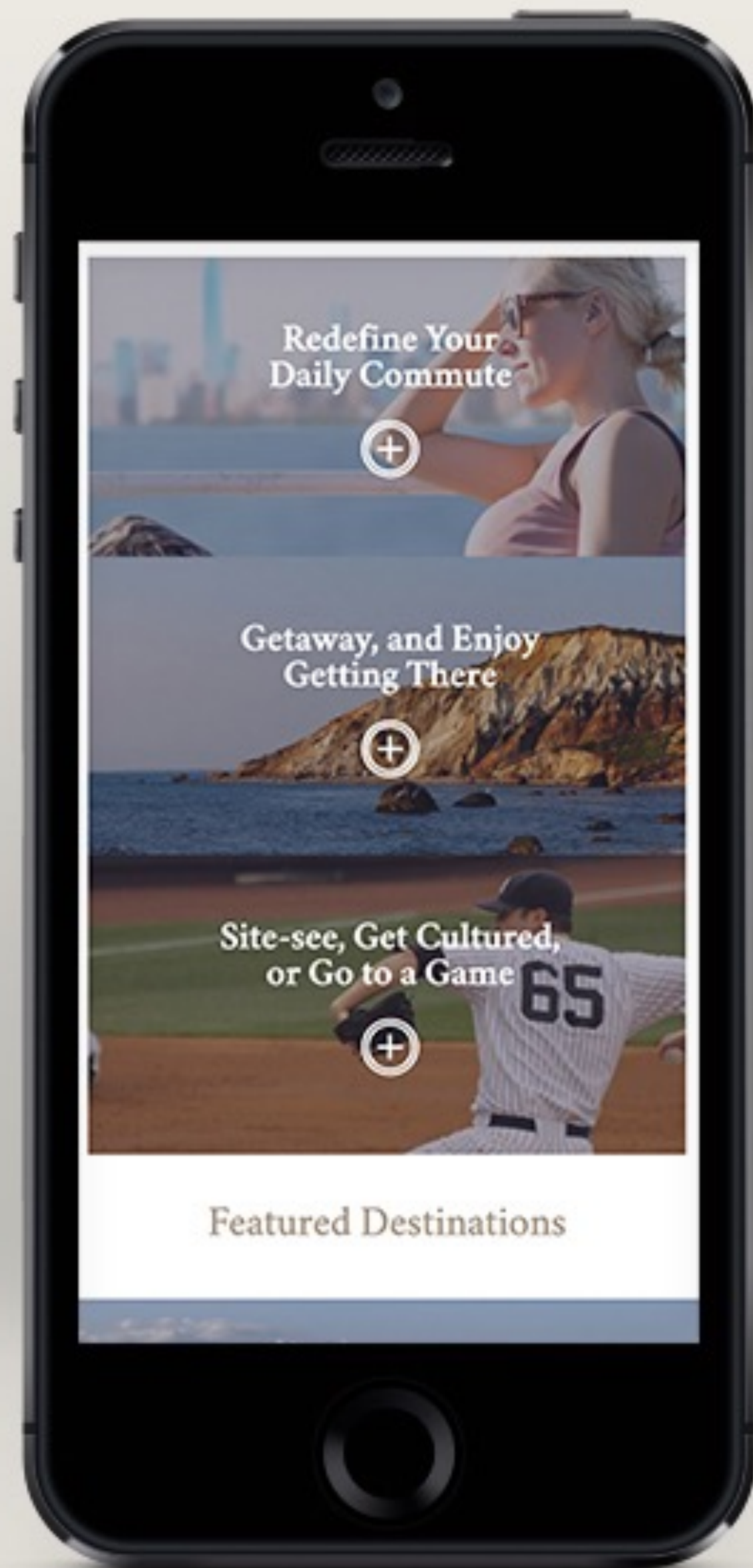
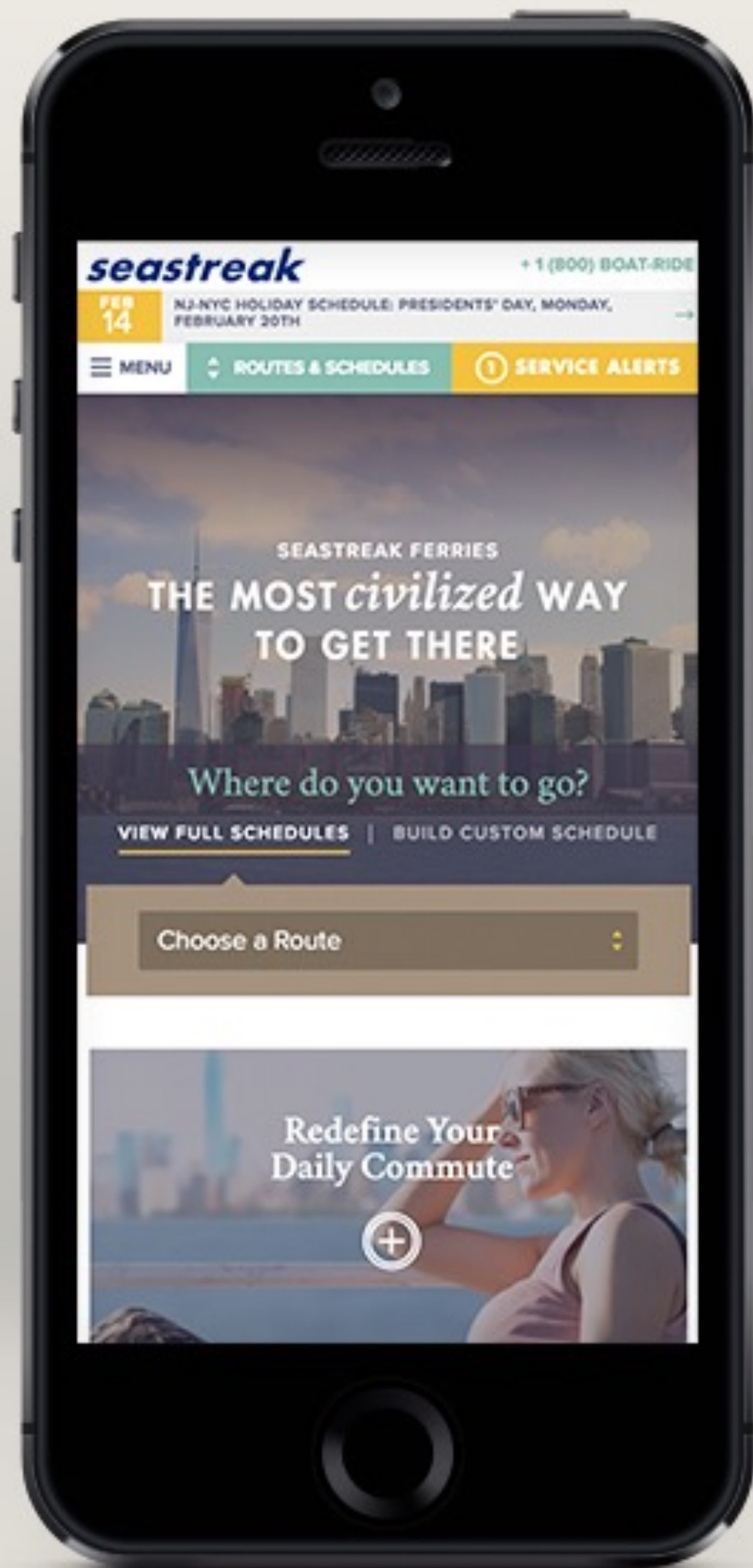
All Mt. Hood

- or - [enter a location](#)

Search

SHARE





I-want-to-book-it:
purchasing moments



46% of travelers who research on a mobile device make their final booking decision on mobile, but move to another device to make the booking.

Understand **the questions:**

Focus group

User test

**Consider other
transactional
channels**

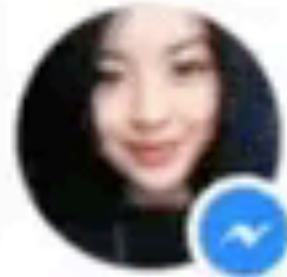
Be where they are
when they're asking:

**Your owned
channels.**

Find the **best way to answer:**

**Reduce
the friction**

I want to buy new sunglasses,
any suggestions?



I like Ray-bans!



Let's see some **Ray-Ban**

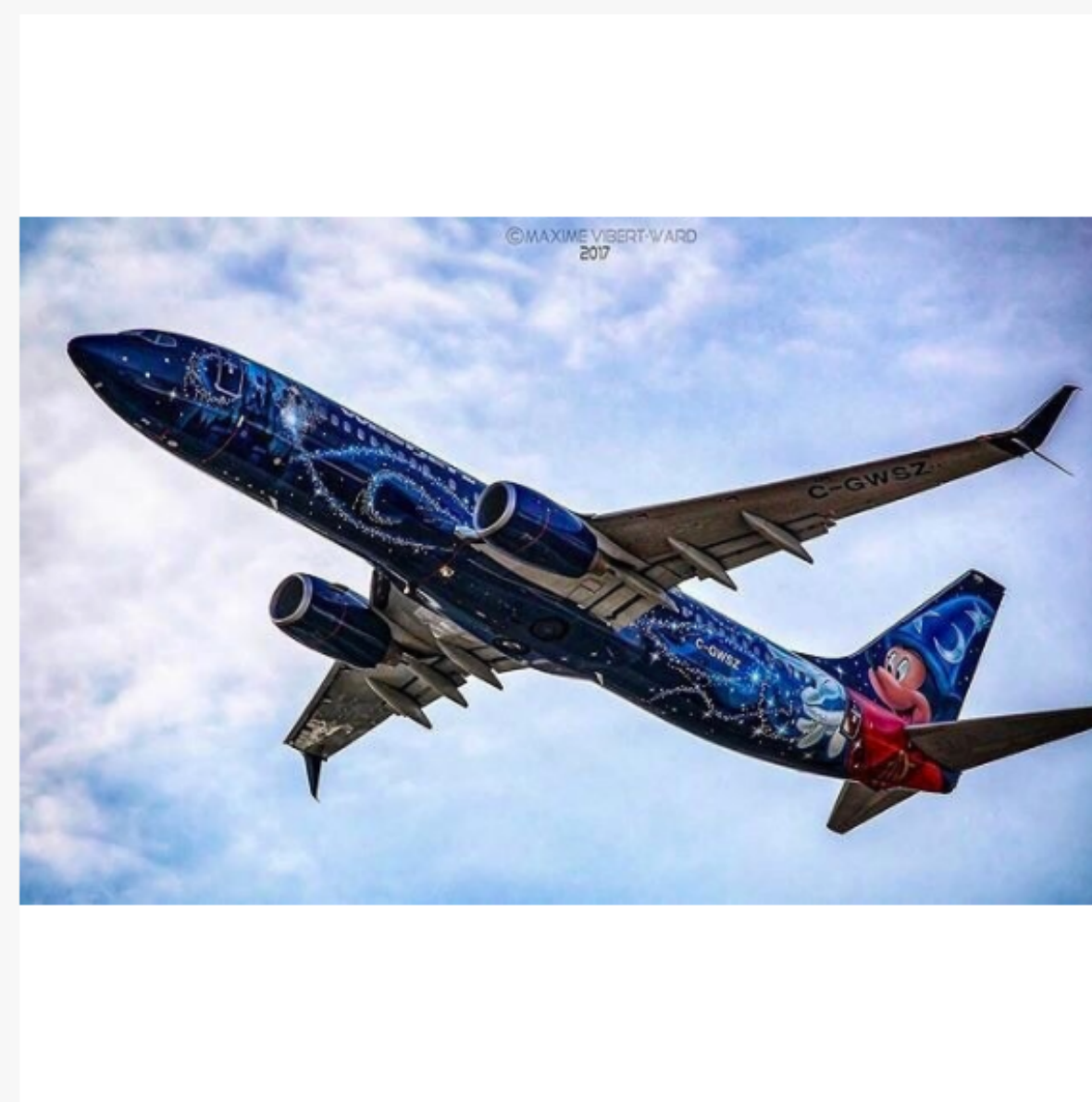
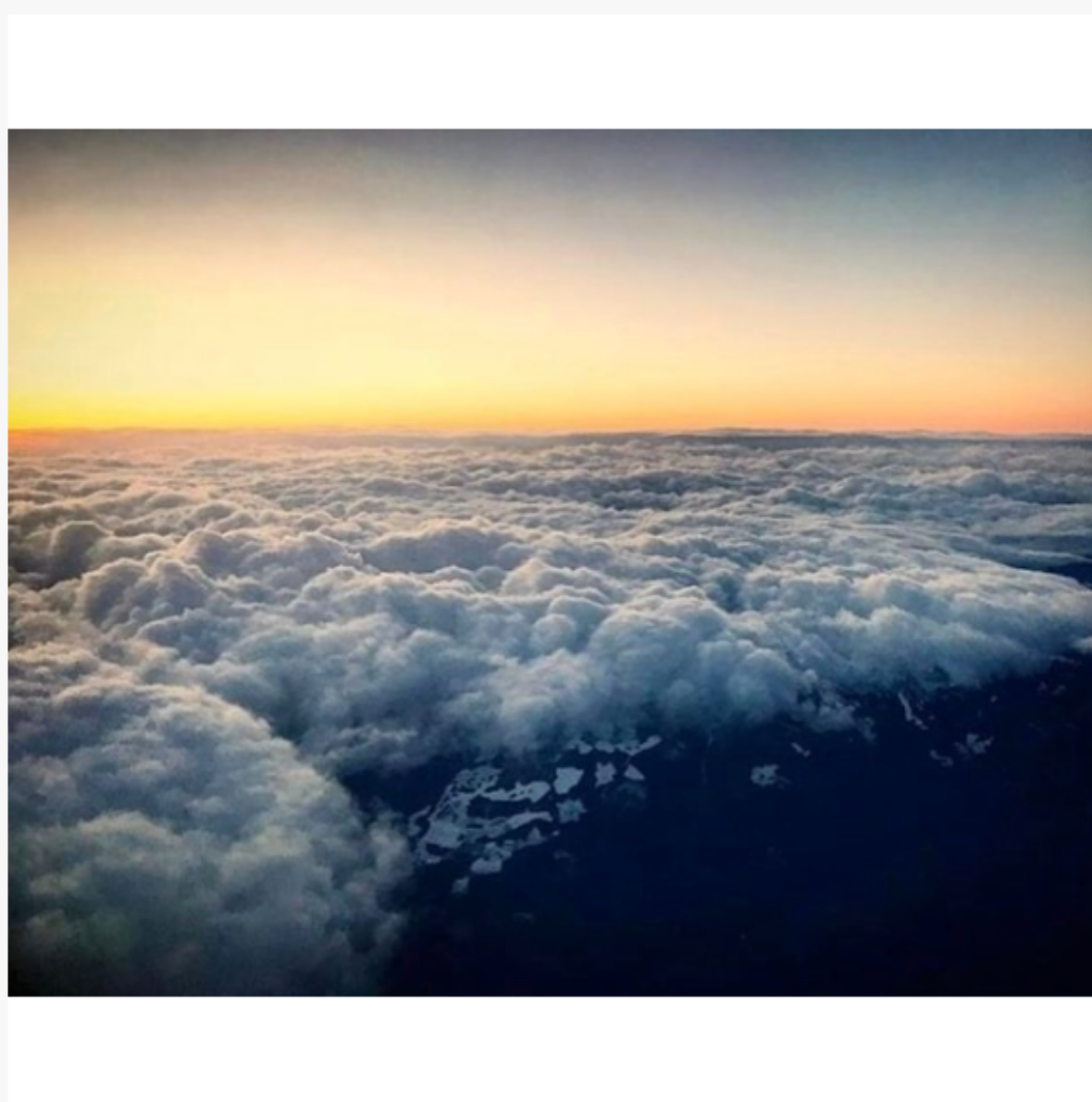
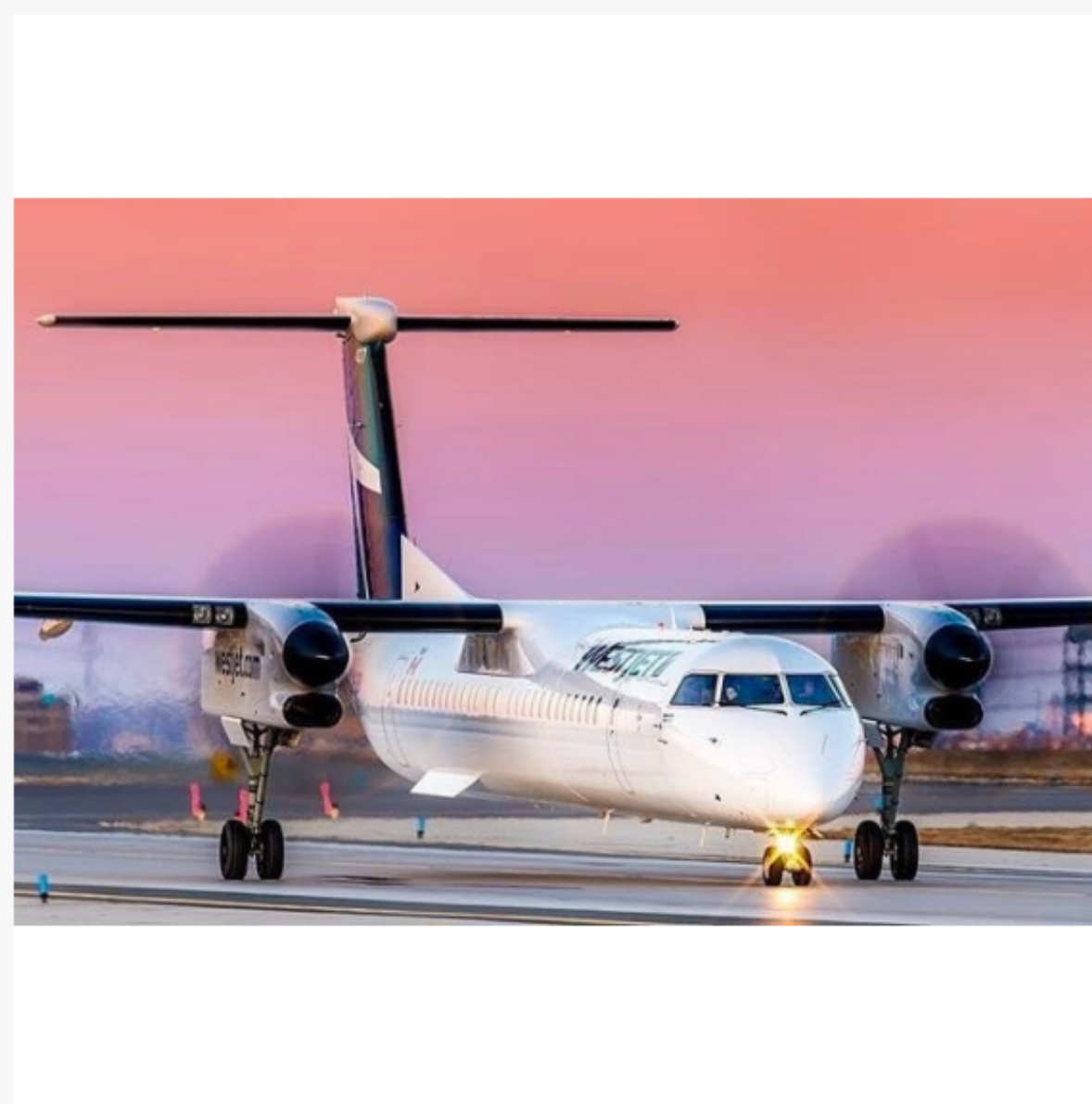
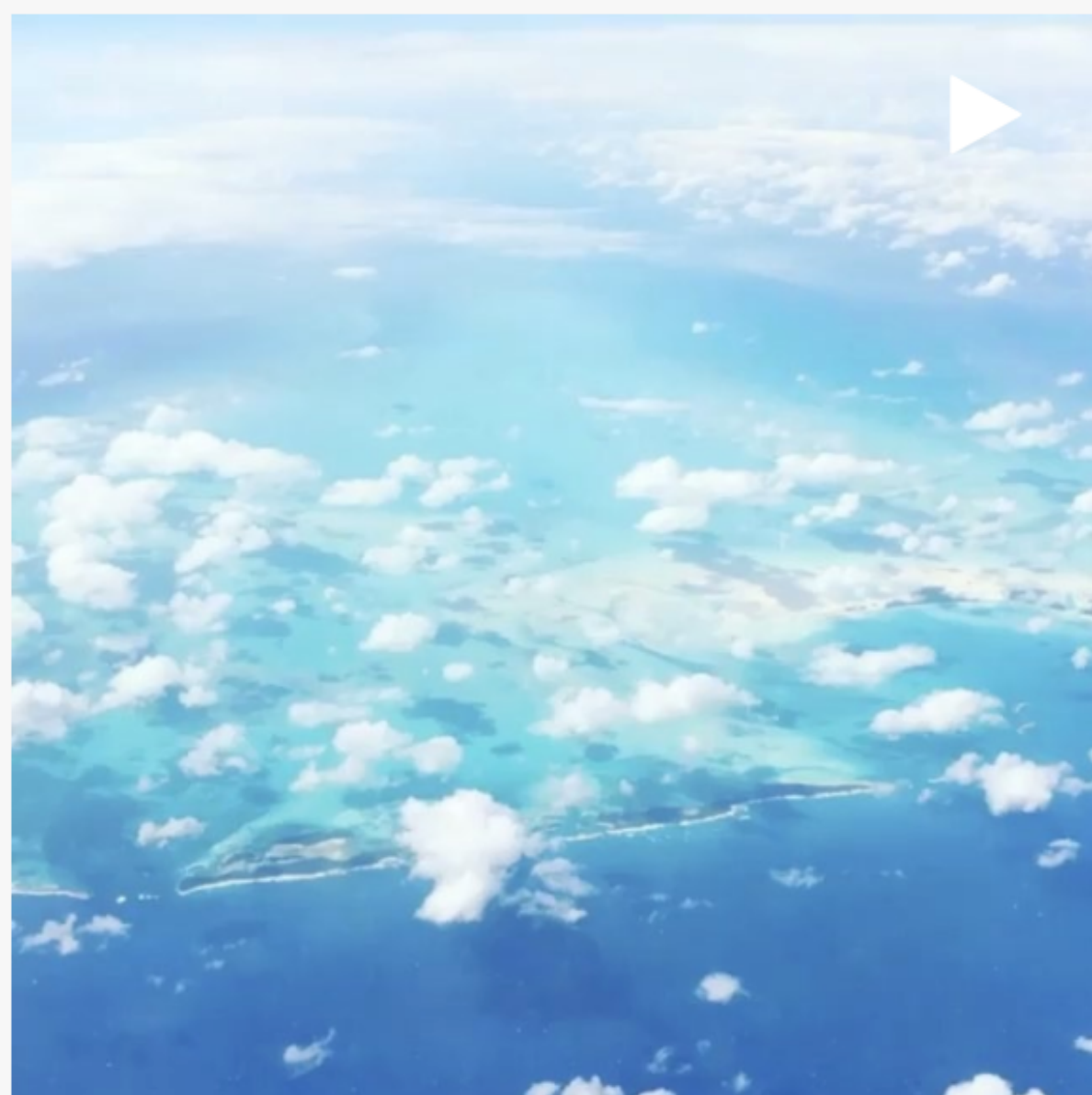
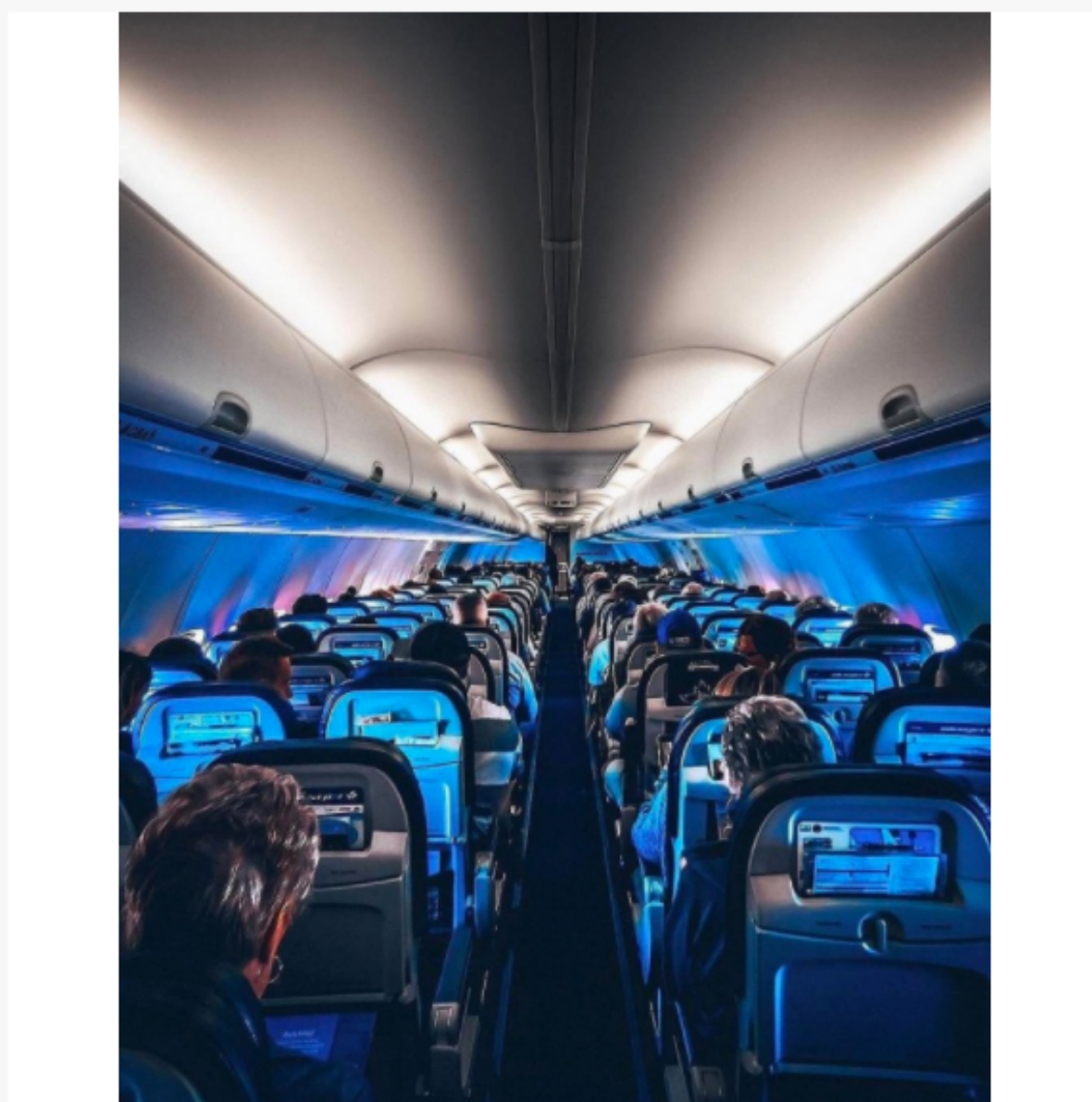
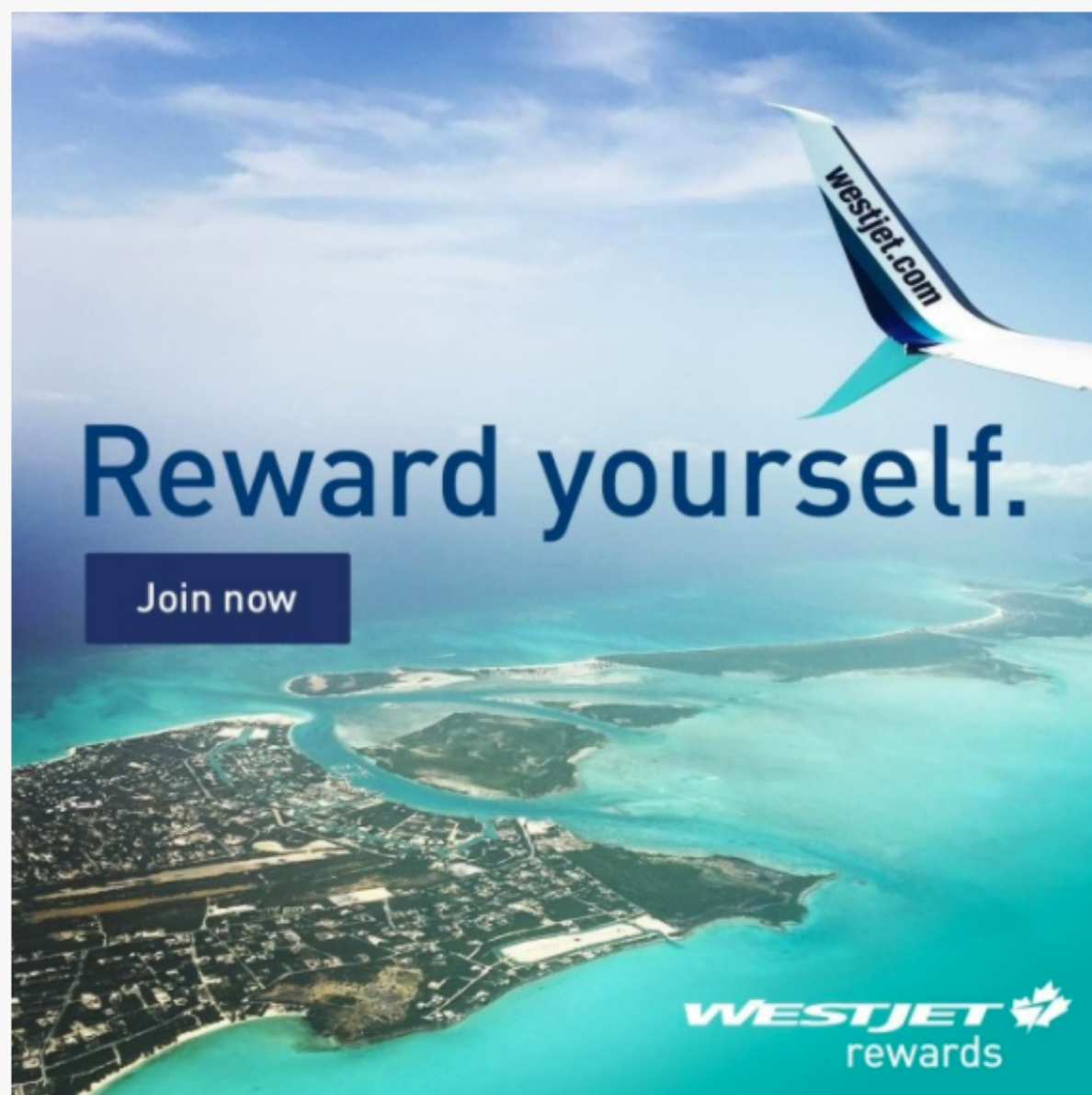
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Earn everywhere. On everything.

Earn up to 2% back with the WestJet RBC® World Elite MasterCard†.

I-want-to-make-
the-most-of-it:
experiencing



Mobile queries per user from
hotels **grew 49% in 2015**

Understand **the questions:**

“Hotels near me?”

“Restaurants open
for breakfast in Sun Valley?”

“Events in Banff tonight?”

Be where they are
when they're asking:

Search

Local information sites

Email / App

Find the **best way to answer:**

Focus on local

**Provide rich and
informative**

**Make it easy
to share**



Experience destinations like an insider, everywhere.

Lufthansa CITYNAVIGATOR

Search City or Region

Pick a tour

Choose your destination and pick one of these outstanding tours.

Send a tour

Send in a tour of your choice to the navigation app provided by our partner "kennort".

Enjoy a tour

Enjoy the speech-guided tours and discover the local hotspots.

MUNICH
Germany

€ 238

More than just beer

Maybe Europe's most traditional metropolis. Bavarian to the bone, wealthy and absolutely unique.

BARCELONA
Spain

€ 731

The city of the 7 hills...

We will help you enjoy Barcelona's colorful history and culture by visiting some of our insider spots!

BRUSSELS
Belgium

€ 490

A cosmopolitan city

Brussels is famous all around the world for its comic strips, strong beer and exquisite chocolate. Enjoy!

PARIS

COPENHAGEN

BERLIN

Lufthansa CITYNAVIGATOR

Experience destinations like an insider, everywhere.

Search City or Region

What is CityTour Navigator?

PARIS
France

LUFTHANSA CITYNAVIGATOR

Experience destinations like an insider, everywhere.



Anywhere

Anytime

1 guest

FOR YOU

HOMES

EXPERIENCES

PLACES

Just booked



\$112 CAD Indulge in local tapas with foodies

★★★★★ 10 reviews



\$15 CAD Listen to live jazz in a cozy flat

★★★★★ 3 reviews



\$73 CAD Cruise old wineries on vintage bike

★★★★★ 15 reviews



\$163 CAD Cooking of the Countryside

★★★★★ 8 reviews



Questions?

origin.design.ca/mts2017
