

The Future of Social for Travel

@AndrewGrill

Global Managing Partner, IBM Social Consulting



Travel stats

	2015	Total
Trips	14	242
Days	114	1062
Distance	153,279 km	2,944,210 km
Cities	22	116
Countries	8	34

#FunFacts

world's largest taxi company owns no vehicles



world's most popular travel review site creates no content



world's largest accommodation provider owns no real estate



#SocialSerendipity



Andrew Grill @AndrewGrill · 15 Jan 2011



Arrived San Francisco

[View translation](#)

FAVORITES

5



3:50 AM - 15 Jan 2011 · [Details](#)





Antony McGregor Dey @antonymd · 15 Jan 2011

@AndrewGrill I didn't know you were in SF we should all grab diner with @Miker & @jamespearce you're here till Mon?



Andrew Grill @AndrewGrill · 15 Jan 2011

@antonymd Yes staying at the Mark Hopkins



FAVORITE

1



10:02 PM - 15 Jan 2011 · Details



JP Rangaswami
@jobsworth



Following

Monday morning 615 in late August and the approach to Heathrow is as clogged as ever





JP Rangaswami

10 hrs · West Bedfont · 🌐

Gently working my way through a pot of Darjeeling prior to boarding my JFK flight. Good tea well brewed, while rare, remains a delight.



Like



Comment



Share

You and 33 others like this.



Dushy Goon Safe travels JP

Like · Reply · 👍 1 · 9 hrs



Andrew Grill Re you on BA117 by any chance? I am in 36H

Like · Reply · 👍 1 · 9 hrs



JP Rangaswami Yup. About 20 rows ahead of you on the same corridor

Like · Reply · 👍 2 · 9 hrs



Andrew Grill Great to see you JP and I wrote a post on the plane about the power of #socialserendipity will publish soon

Like · Reply · 2 hrs

#SocialLoyalty



Andrew Grill @AndrewGrill · Aug 16

I like these kinds of messages when I log in to check my flight - thank you
@British_Airways! #upgrade #longhaul



British Airways @British_Airways · Aug 16

@AndrewGrill Hi Andrew, great to see you've been upgraded. We hope you enjoy your time in Club World. See you on board tomorrow! ^L



1



1





Andrew Grill

@AndrewGrill

[@ICMarkHopkins](#) First time in SF so can you give me a room that shows off your wonderful city?

FAVORITE

1



7:43 PM - 14 Jan 2011





InterCon MarkHopkins

@ICMarkHopkins

14 Jan 11

[@AndrewGrill](#) We'll see what we can do, you'll love it here!



Andrew Grill

@AndrewGrill



[@ICMarkHopkins](#) Nice welcome to your city and the Mark Hopkins hotel. Upgraded to suite and free internet as a result of a tweet. Thankyou!

8:50 PM - 14 Jan 2011 · Downtown, San Francisco, United States





Dear Mr. Grill,

Welcome to the InterContinental Mark Hopkins!

Thank you for following us on Twitter! Please enjoy complimentary internet access on us.

If there is anything we can do to make your visit more enjoyable, please do not hesitate to contact Guest Relations or the Manager on Duty through our hotel operator.

Sincerely,

*Ana Atienza
Guest Relations*

**Social media is the best piece
of market research you
NEVER commissioned**

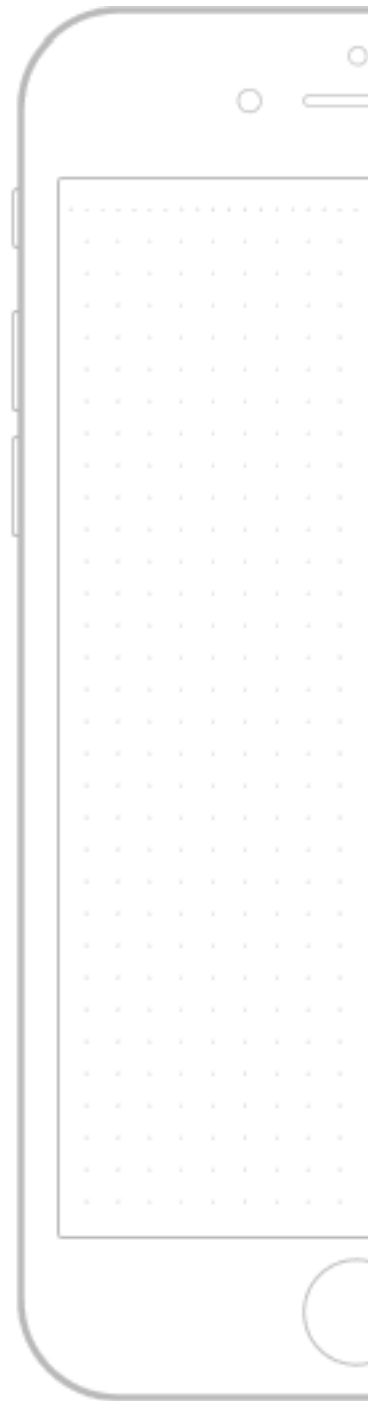
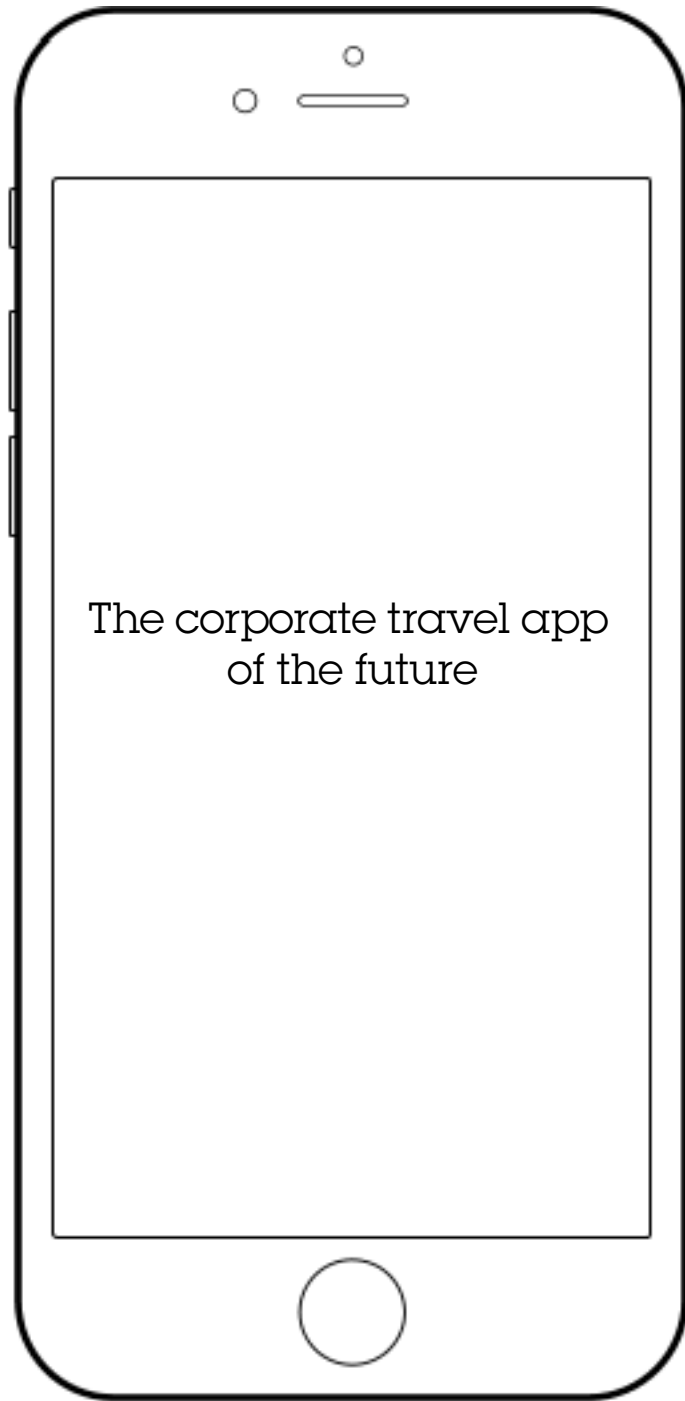
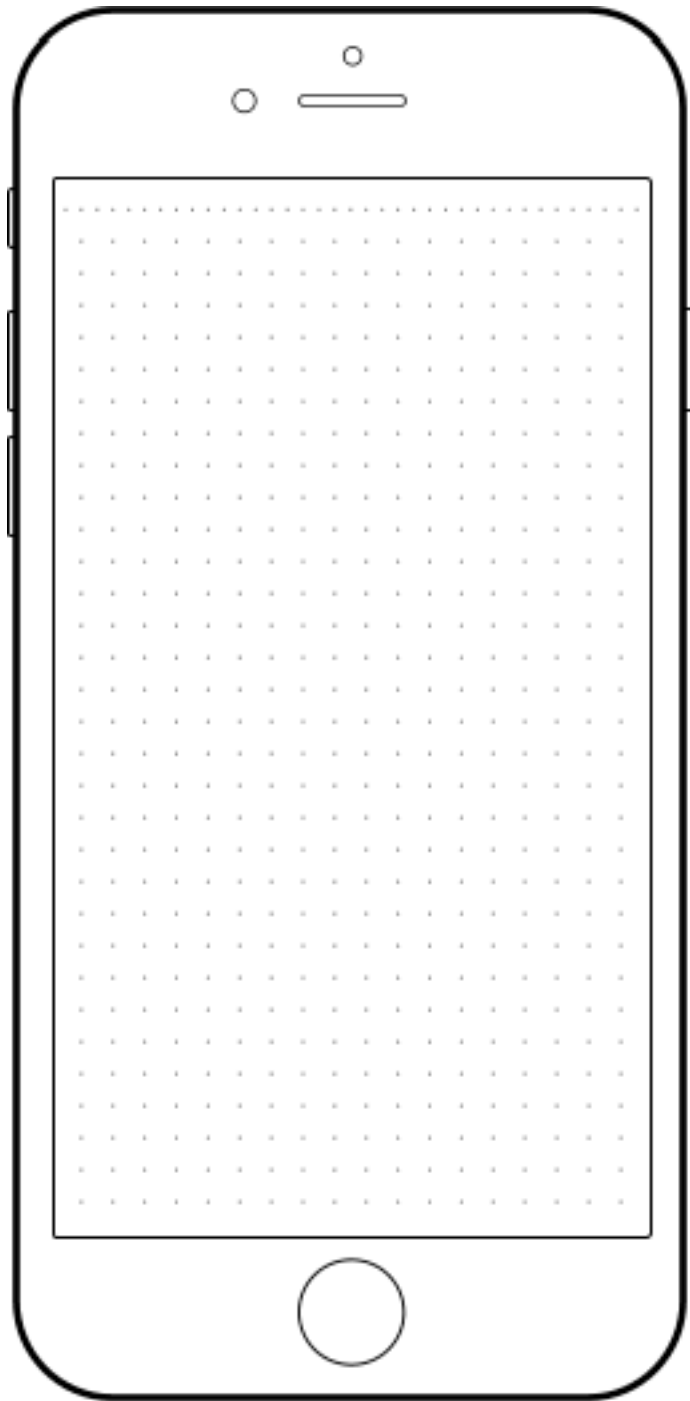
Social media > Social Insights

Social + Travel
NOW

#DataLoyalty

But who gets all the data?

Data is the new natural resource
Bringing it all together



@AndrewGrill