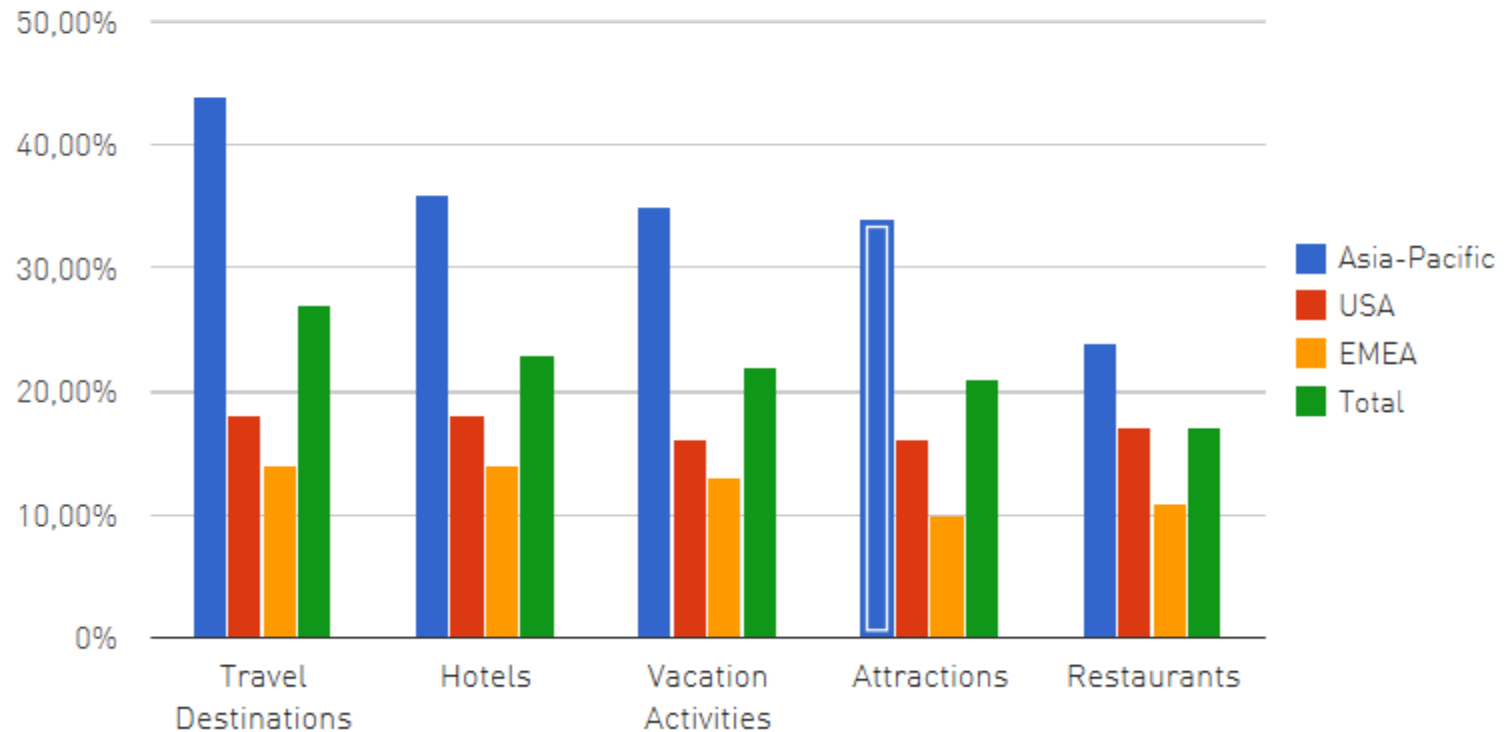


# Utilizing Social Media and other Communication Instruments for Sharing Marketing Messages

**Karin Elgin-Nijhuis**  
**karinnijhuis@team-tourism.com**

OIC/COMCEC  
Private Sector Tourism Forum  
Istanbul, 16 December 2013

## Leisure Travellers Who Have Used Social Media Platforms for Travel Inspiration / Ideas



Source | eMarketer, 2013 | <http://www.emarketer.com/Article/Asia-Pacific-Social-Media-Inspires-Travelers/1009605>

Source | ETC-digital.org, 2013 | <http://etc-digital.org/digital-trends/social-networking-and-ugc/travellers-and-social-media/>

**Leisure Travelers\* Worldwide Who Have Used Social Media Platforms for Travel Inspiration/Ideas, by Region and Category, Oct 2012**

% of respondents

	Asia-Pacific**	US	EMEA***	Total
Travel destinations	44%	18%	14%	27%
Hotels	36%	18%	14%	23%
Vacation activities	35%	16%	13%	22%
Attractions	34%	16%	10%	21%
Restaurants	24%	17%	11%	17%

Note: e.g., Facebook and Twitter; \*traveled for leisure purposes in the past 12 months or intend to do so in the next 12 months; \*\*Australia, China, Hong Kong, India, Malaysia and Singapore; \*\*\*Denmark, France, South Africa, Spain, Sweden and UK

Source: Text100, "Digital Index: Travel & Tourism Study" conducted by Redshift Research, Nov 28, 2012

149911

www.eMarketer.com

**Social Media Used to Choose a Travel Destination According to Leisure Travelers\* Worldwide, by Region, Oct 2012**

% of respondents

	Asia-Pacific**	US	EMEA***
Internet reviews	57%	38%	33%
Online travel forums	51%	30%	28%
Facebook	42%	19%	15%

Note: \*traveled for leisure purposes in the past 12 months or intend to do so in the next 12 months; \*\*Australia, China, Hong Kong, India, Malaysia and Singapore; \*\*\*Denmark, France, South Africa, Spain, Sweden and UK

Source: Text100, "Digital Index: Travel & Tourism Study" conducted by Redshift Research, Nov 28, 2012

149910

www.eMarketer.com

Source | eMarketer, 2013 | <http://www.emarketer.com/Article/Asia-Pacific-Social-Media-Inspires-Travelers/1009605>



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(Online) Branding and  
Marketing Activities  
Powerful?**



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## Home

Making sure that destination web sites work well need not be left to chance. The difference between success and failure can generally be attributed to measurable criteria and the objective of Destination Web Watch is to help destination management organisations evaluate and benchmark the quality and effectiveness of their websites against best practice.

Destination Web Watch is the world's only official destination website evaluation and benchmarking scheme. The scheme is endorsed by the World Tourism Organization (UNWTO) and based on global research and best practice criteria. The complementary evaluation methodologies enable a greater understanding of how well a website works and why.

Methods include an initial non-sector specific Website Audit, an in depth Strategic Website Evaluation, Online User Surveys, a Newsletter Audit and Laboratory Testing.

### [Website Audit](#)

The initial non-sector specific

### [Strategic Website Evaluation](#)

In depth Strategic Website

### [Online User Survey](#)

Learn more about the visitors

### [Newsletter Audit](#)

Email Newsletter Audit,

### [Laboratory Testing](#)

Laboratory Testing is a

# Quality Criteria & Critical Success Factors

UNWTO Destination Web Watch Website Audit:  
ca. 150 quality criteria and critical successfactors  
in the following categories:

- Accessibility & Readability
- Identity & Trust
- Customisation & Interactivity
- Navigation
- Findability & Search Engine Optimisation
- Technical Performance

**DESTINATION  
WEBWATCH**

## How your site scored

Scores in the following chart are represented as a 'percentage of perfection', perfection being the maximum possible score in each category, comparing the score of your site with an average of all sites with the lowest and highest scoring site.

	Your website Score	–Other websites checked–		
		Average score	Highest score	Lowest score
Accessibility & Readability	59%	59%	88%	4%
Identity & Trust	41%	65%	98%	13%
Customisation & Interactivity	61%	51%	95%	14%
Navigation	40%	63%	88%	26%
Findability & SEO	55%	44%	79%	16%
Technical Performance	60%	69%	88%	50%
E – commerce	0%	30%	89%	1%


# Quality Criteria & Critical Success Factors

The UNWTO Destination Web Watch Strategic Website Evaluation defines the quality of a website defined in terms of the quality of the services offered via that website


- Information Services
- Contact Services
- Transaction Services
- Entertainment Services
- Relationship Services

**DESTINATION  
WEBWATCH**







MENU




Vind ik leuk 76






Contact







Kaart




Delen

106





**Wicklow Mountains**  
Rust, ruimte, ruige natuur op een steenworp afstand van Dublin...



**Ierland's culinaire route**  
Ontdek de moderne Ierse 'food scene'; reis langs de lekkerste restaurants en gastropubs


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**Bekijk alle aanbiedingen**  
**Bekijk alle touroperators en reisagenten**






Meld je aan voor onze nieuwsbrief.






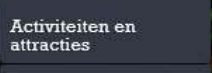
Aanbiedingen zoeken




Vluchten & Ferries




Bestemmingen




Activiteiten en attracties



Evenementen

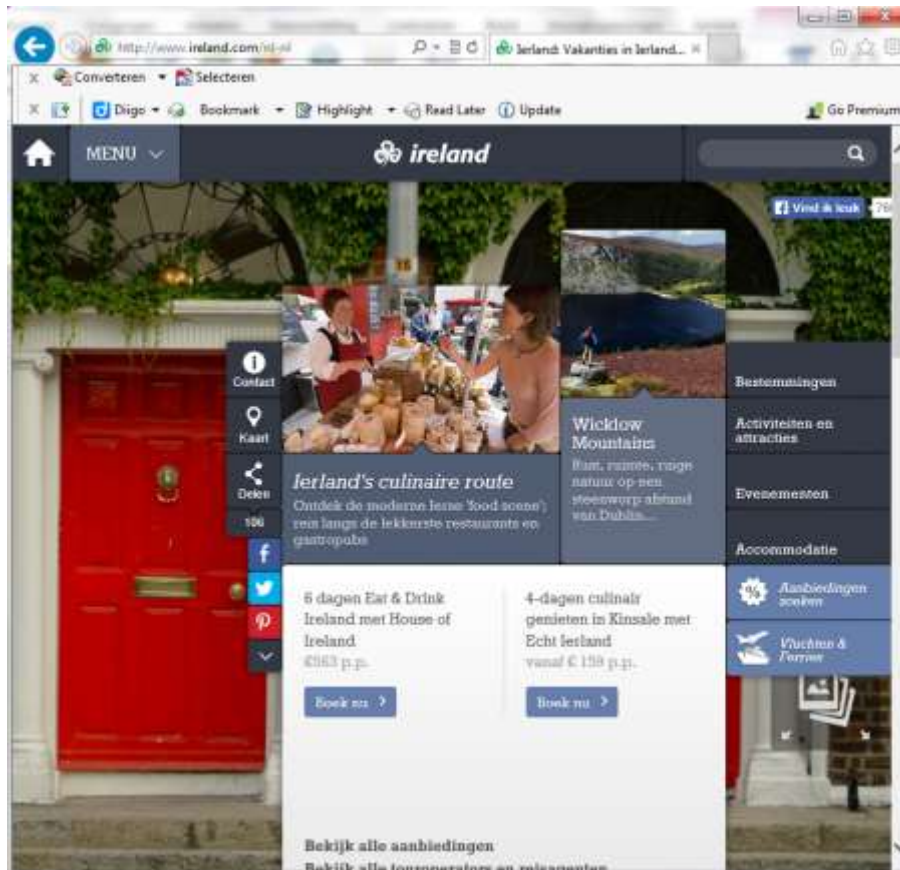


Accommodatie



woensdag 4 december 2013

Windows taskbar with icons for Internet Explorer, File Explorer, Skype, Word, PowerPoint, and other applications. System clock shows 15:54 on 4-12-2013.



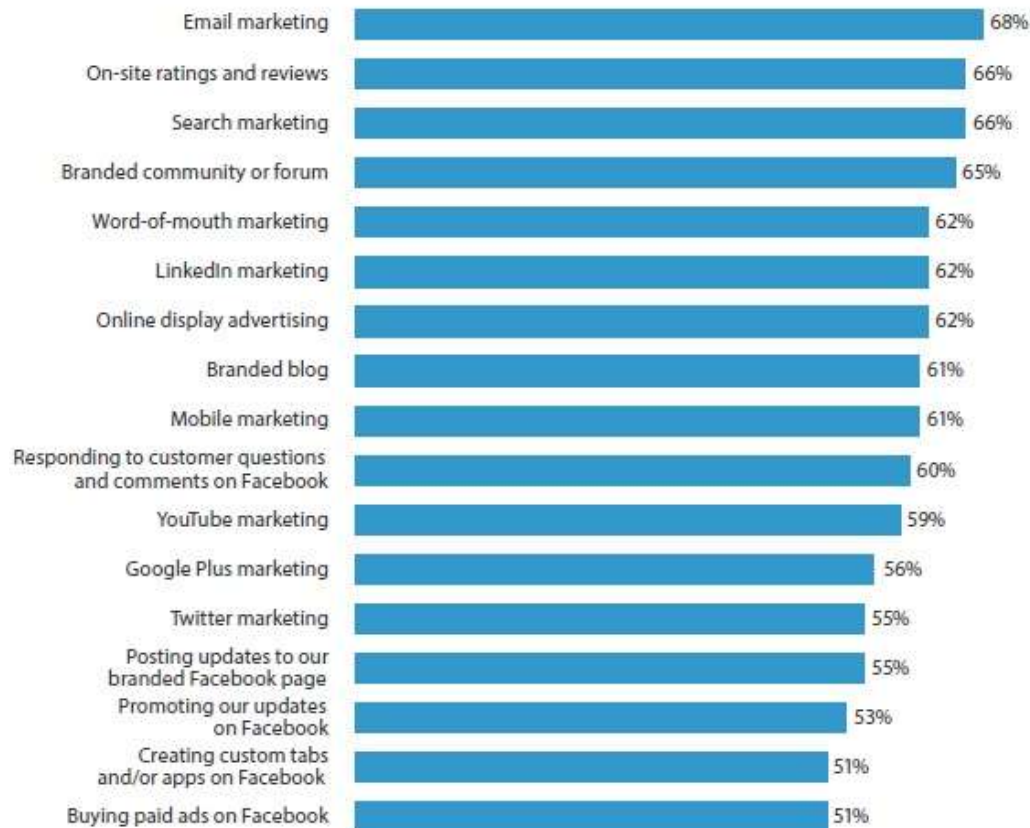


# The Power of E-mail Marketing



# The Power of Email Marketing

"How satisfied are you with the business value your company has achieved by using each of the following marketing channels?"  
(4 or 5 on a scale of 1 [very dissatisfied] to 5 [very satisfied])



Base: 395 marketers in US, UK, and Canada

Source: Q3 2013 North America And UK Digital Maturity Online Survey

107001

Source: Forrester Research, Inc.

# The Power of Content: Owned, Earned and Paid



# E-marketing & Content Marketing

E-marketing is very much about the marketing of **content** :

“getting the right content  
in front of the right person  
at the right device  
at the right point in their decision-making process  
to drive the right action”.

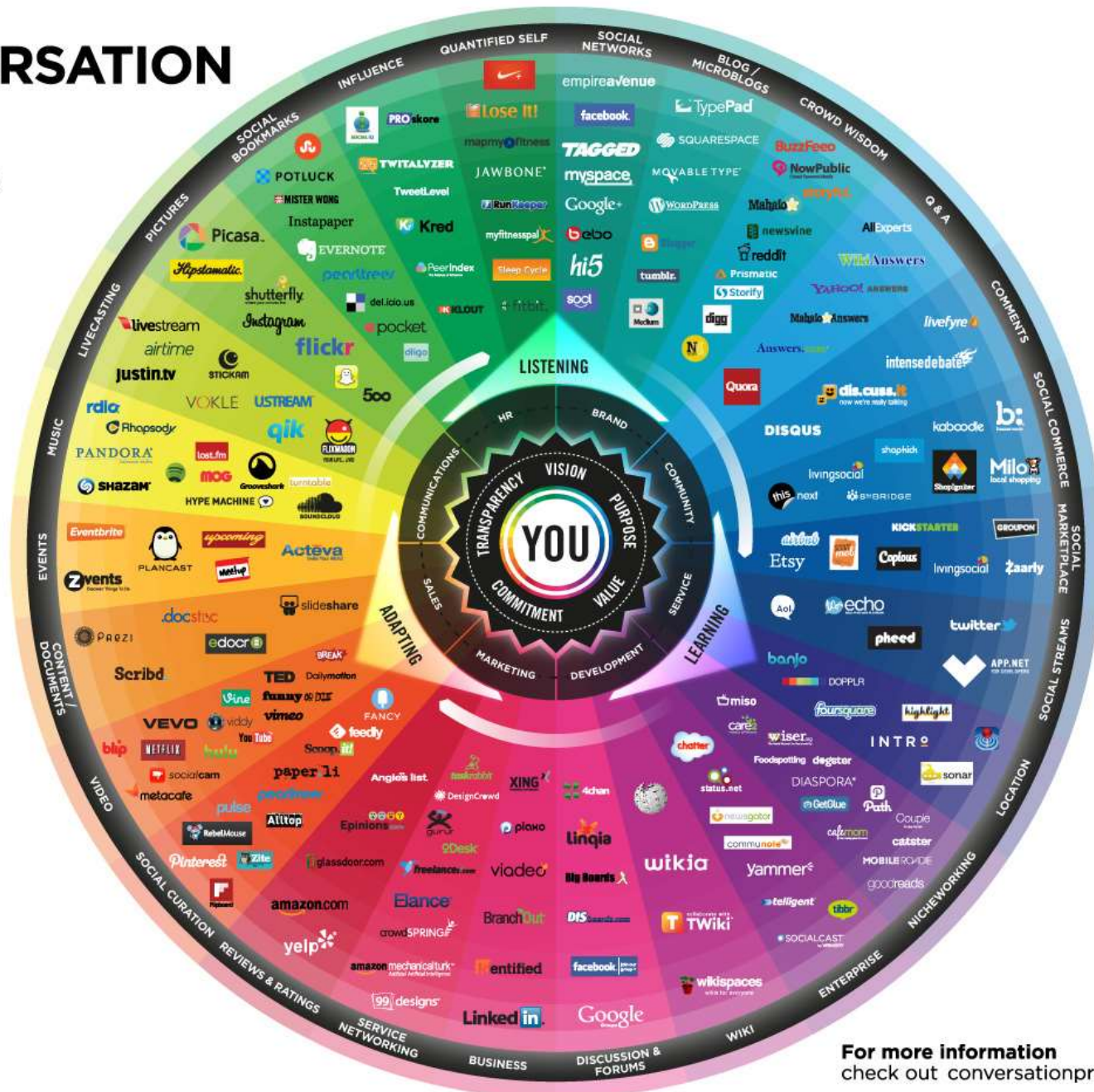


# A New Role for Websites



# THE CONVERSATION PRISM

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Brian Solis & JESS3



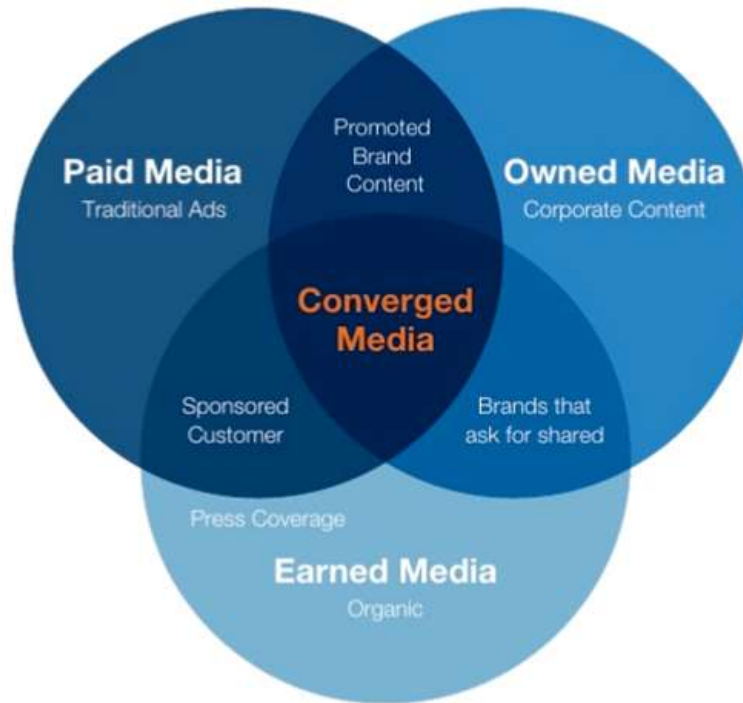
For more information  
check out [conversationprism.com](http://conversationprism.com)



# Owned, Paid, Earned Media

Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	<ul style="list-style-type: none"><li>• Web site</li><li>• Mobile site</li><li>• Blog</li><li>• Twitter account</li></ul>	Build for longer-term relationships with existing potential customers and earn media	<ul style="list-style-type: none"><li>• Control</li><li>• Cost efficiency</li><li>• Longevity</li><li>• Versatility</li><li>• Niche audiences</li></ul>	<ul style="list-style-type: none"><li>• No guarantees</li><li>• Company communication not trusted</li><li>• Takes time to scale</li></ul>
Paid media	Brand pays to leverage a channel	<ul style="list-style-type: none"><li>• Display ads</li><li>• Paid search</li><li>• Sponsorships</li></ul>	Shift from foundation to a catalyst that feeds owned and creates earned media	<ul style="list-style-type: none"><li>• In demand</li><li>• Immediacy</li><li>• Scale</li><li>• Control</li></ul>	<ul style="list-style-type: none"><li>• Clutter</li><li>• Declining response rates</li><li>• Poor credibility</li></ul>
Earned media	When customers become the channel	<ul style="list-style-type: none"><li>• WOM</li><li>• Buzz</li><li>• "Viral"</li></ul>	Listen and respond — earned media is often the result of well-executed and well-coordinated owned and paid media	<ul style="list-style-type: none"><li>• Most credible</li><li>• Key role in most sales</li><li>• Transparent and lives on</li></ul>	<ul style="list-style-type: none"><li>• No control</li><li>• Can be negative</li><li>• Scale</li><li>• Hard to measure</li></ul>

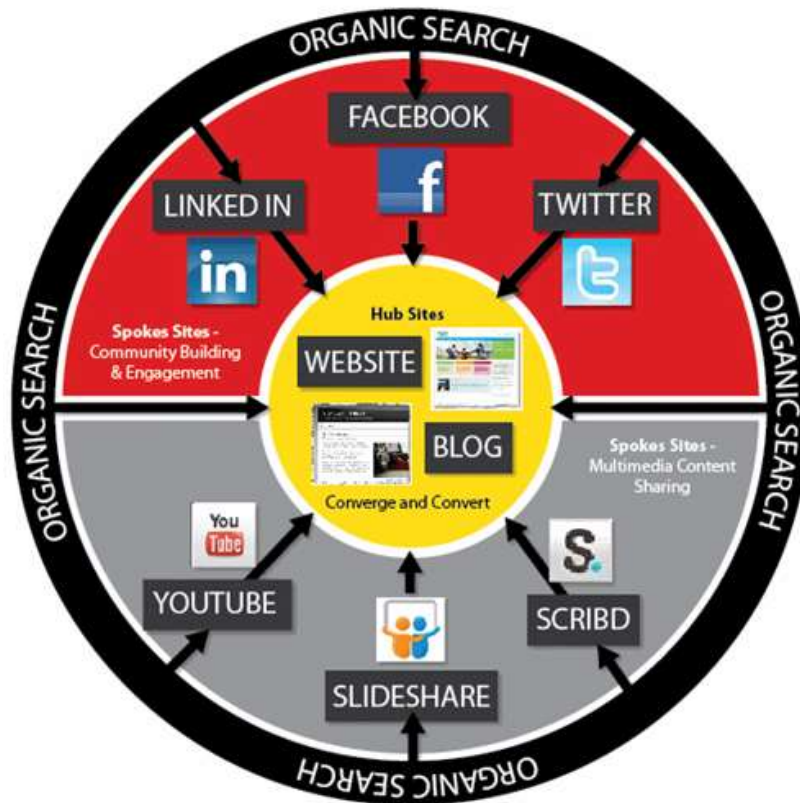
# Owned, Paid, Earned Media



## The convergence of paid, owned and earned media

Source | Altimeter | The converged media imperative: how brands must combine paid, owned and earned Media (2012)

# Owned, Paid, Earned Media



## Example of a hub-and-spoke inbound marketing architecture

Source | MarketingSherpa and Melba | Inbound Marketing Handbook. Synchronize search, social, and content to get found more often, more effectively, by more customers (2012)

# E-marketing & Content Marketing

E-marketing is very much about the marketing of **content** :

“getting the right content  
in front of the right person  
at the right device  
at the right point in their decision-making process  
to drive the right action”.

# Augmented Reality - Layar



Source | Layar | [www.layar.com](http://www.layar.com)



## Skydiving

You are here [Home](#) › [Things to do](#) › [Adventure](#) › [Skydiving](#)

**Skydiving** in New Zealand is a popular adventure activity. What better way is there to take in the amazing views than from thousands of feet above it all?

Welcome to the rush of skydiving. There is nothing like skydiving for sheer heart-stopping adrenalin and adventure and there is no place like New Zealand to do it.

### See also

[Top 10 Adventure Experiences](#)



[Articles \(58\)](#)[Activities \(17\)](#)

REGION

All regions

PLACE

All places

TOPIC

Skydiving

## Skydiving articles by travellers and travel businesses

*Must Read*

### skydiving in new zealand

Skydiving in New Zealand has earned itself royal status. Where ever you jump, do it with style and remember, life is short so...

[Add to  
Your Trip](#)[View on  
map](#)

Article by  
[Nick Reekie](#)

*Must Read*

### Skydive Paradise offers an adventure near Queenstown, not just adrenaline

Skydive Paradise's Glenorchy Dropzone (near Queenstown...

[Add to  
Your Trip](#)[View on  
map](#)

Article by  
[Skydive Paradise](#)

[Email](#)[Phone](#)[Website](#)*Must Read*

### Skydiving New Zealand

Dare to do it!! A tandem skydive is a fantastic way to experience the thrill of skydiving without having to learn how.

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[Sara Essig Webb](#)

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## NZONE Skydive - Young & Old

Many people think Tandem Skydive is only for thrill-seeking adrenaline junkies, here's evidence its more than that, it's for...



Article by  
[NZONE Skydive Queenstown](#)

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## Top 5 Adrenaline Activities in Queenstown

Did you know that Queenstown is the adrenaline capital of...



Article by  
[7 Day Guided Skiing & Snowboarding Tour of the South Island...](#)

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## 5 Ways to Explore Kaikoura

If you planning to visit New Zealand and want to get 'up close and personal' with nature, ensure a few days are spent exploring...



Article by  
[Debi Hazelden](#)

1 2 3 4 5 6 7 8 9 10 >

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# NZONE Skydive - Young & Old

By Ann-Louise Riddell, NZONE Skydive Queenstown

Many people think Tandem Skydive is only for thrill-seeking adrenaline junkies, here's evidence its more than that, it's for Young and Old too.



2



6




0

Ann-Louise Riddell  
[NZONE Skydive](#)  
[Queenstown](#)

Written: [9 articles](#)

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JANUARY - MARCH 2013



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21 June 2013



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## Updates from Africa

Here's a selection of the best stories from our blogs.



**Elephants face extinction if Beijing does not ban ivory trade**  
China needs to act now on the country's illegal ivory trade to stop elephants becoming extinct.

[Read this post from Africa Geographic](#) —



**The sky-diving leopard**  
An amazing sequence of stills shows a very brave sky-diving leopard trying to catch some dinner.

[Read this post from Africa Geographic](#) —



**Why You Should Visit Franschoek**  
Exploring what's on offer in this picturesque Western Cape town.

[Read this post from Safari](#) —

## Safari interactive magazine goes into redevelopment phase



Safari has been bringing you travel stories from all over Africa, packaged into our interactive online magazine and blog. And now it's time to get the interactive magazine into the workshop for a bit of great looking. In essence, it's a more visually magazine – for all screen sizes and platforms. This redevelopment phase should last 6-8 months – we will keep you posted.

In the meantime, the [Safari](#) will of course continue to bring you great travel content. In addition to the natural history content from [Africa Geographic](#), you can sign up to receive the best blog posts every two weeks. By going to either of the blogs and providing your email address where indicated.

For our tablet app subscribers, please email us for any enquiries – [Africa@SafariMag.com](#)

Paul Steyn  
Editor of Safari

## Top 4 Editor's Picks



**Survival of the Quickest** – Ben Coombes tells the thrilling story of his journey from the UK to Cape Town.



**Wild Encounters** – Crocodile takes on a pride of lions in Zambia's South Luangwa National Park.



**Ocean Adventure** – Paul Steyn's best ocean activities in South Africa.



**Madagascar** – Christian Boix explores one of the most exotic and radically different destinations in Africa.

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# **The Power of Collaboration: Product Market Partner Combinations**





# Product Market Partner Combinations (PMPC)

**It is the role of every DMO to build and operate partnerships with:**

- tourism suppliers in the destination in order to take potential customers to, or go through, the point of sale; and
- tour operators and agents, to give sales support and leverage additional business by encouraging them to sell the DMO's destination rather than a competitor.

**It is also vital to find strategic partners to:**

- share e-marketing tasks and to spread the costs and risks;
- help to avoid fragmented budgets and propositions in all media;
- meet trends in lifestyle and offer strong brand experiences by working with a group of complementary product and service providers;
- reach the maximum potential customers;
- leverage brand equity; and
- share research and market intelligence.

# Product Market Partner Combinations (PMPC)

**The internet allows you to collaborate on an unprecedented scale with others in developing and sharing the destination brand.**

However, a destination cannot be all things to all people.  
A strong focus is required, for example, by:

- developing a range of specific themes or brand experiences for specific target groups;
- placing offerings in clusters of products, activities and services appropriate to the purpose for which a target group visits the destination and conveying their own particular emotional appeal; and
- developing **PMPCs** by bringing partners together around these clusters.

These include partners from the tourism sector but also from sectors adjacent to tourism to attain the best possible promotional and competitive power.

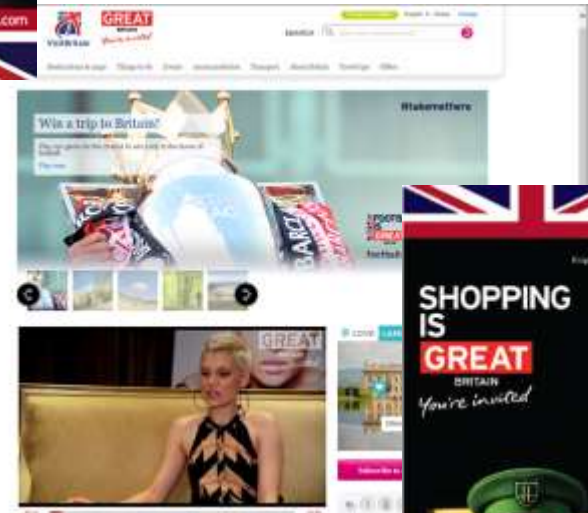


Source | <http://www.visitbritain.org>



Source | <http://www.visitbritain.org>





The **GREAT BRITISH** invasion at bloomingdales



Source | <http://www.visitbritain.org>

# Preparing for the Future

## Cross Media Concepting

- Is defined by **one concept** and **one plot** broadcasted through a multitude of media channels
- Is characterized by **crossfertilisation of media** (internet, film, television, radio, journals, mobile etc. and live events) on behalve of the communication objectives
- Uses media specific meanings and messages form **integrated story**
- Takes into account the **audience participation** and **emotional involvement**
- Should be based on a strategy characterized by: **storytelling, usability, co-creation, medium specificity, relevance**
- Important for **brand building**



The Tourism StoryLAB<sup>®</sup> is dedicated to

- Narratology, the field of study that specializes in storytelling
- The development and exchange of knowledge about cross media storytelling as a branding, marketing, innovation and organisational management strategy and tool,
- Bringing together researchers and practitioners and offering knowledge on best practices, consultancy and training.

More information: [www.tourismstorylab.com](http://www.tourismstorylab.com)

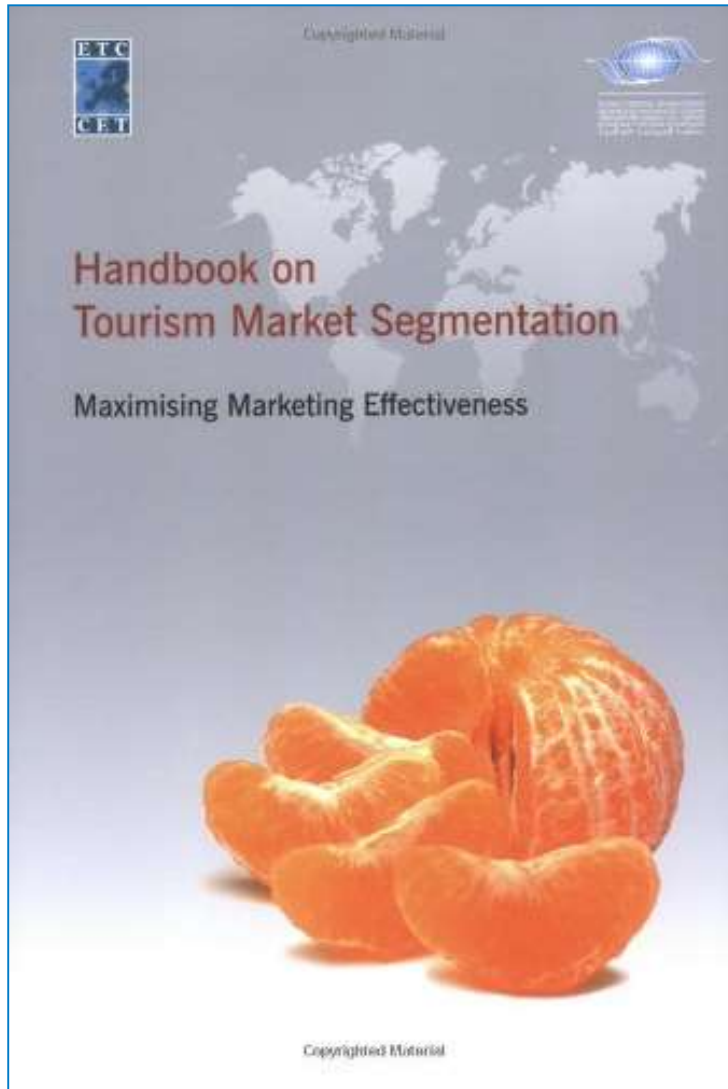




# The Power of Working with Personas



# Marketing Segmentation



UNWTO-ETC Handbook on Tourism Market Segmentation - Maximising Marketing Effectiveness | UNWTO 2007

# Consumers long for Personalisation and Belonging



# Working with personas and scenarios

- **Personas:** create profiles and fictional descriptions of representative customers/users
- **Scenarios:** write short stories about specific visitors with specific goals; also ask focus groups to write scenario's

## Example of a Persona



The following example is only a small portion of a larger persona developed by the U.S. Department of Agriculture's (USDA) Economic Research Service (ERS).

### **USDA Senior Manager Gatekeepers Matthew Johnson**

Program Staff Director, USDA

Matthew is 51-year-old married father of three children and one grandchild. He has a Ph.D. in Agricultural Economics who spends his work time requesting and reviewing research reports, preparing memos and briefs for agency heads, and supervising staff efforts in food safety and inspection. He is focused, goal-oriented within a strong leadership role. One of his concerns is maintaining quality across all output of programs. He is comfortable using a computer and refers to himself as an intermediate Internet user. He is connected via a T1 connection at work and dial-up at home. He uses email extensively and uses the web about 1.5 hours during his work day. He is most likely heard saying: "Can you get me that staff analysis by Tuesday?"

*Persona developed by the U.S. Department of Agriculture's (USDA) Economic Research Service (ERS).*

[http://www.usability.gov/methods/analyze\\_current/personas.html#CreatingaPersona](http://www.usability.gov/methods/analyze_current/personas.html#CreatingaPersona)


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## Nieuws

[Nieuws en persberichten](#)
[Blogs](#)
[Nieuwsbrief](#)

# NBTC ontwikkelt paspoorten voor doelgroep

24 oktober 2013



NBTC Holland Marketing bewerkt consumenten op basis van het MentalitiesInternational-model van Motivaction. Een model dat voldoet aan een belangrijke randvoorwaarde voor Holland-marketing: het is internationaal toepasbaar. Naast socio-demografische kenmerken, is het model gebaseerd op levensstijl, waarden, behoeften, motivaties en de belevingswereld van de consument. NBTC heeft, samen met Motivaction en BSUR, deze doelgroepbewerking uitgewerkt in persona's. Hierdoor kan nog beter worden ingespeeld op de behoeften van de consument. Dit draagt bij aan de doelstelling van NBTC om meer bezoekers en bestedingen naar Nederland te verleiden.

## Consument centraal

NBTC heeft per persona een paspoort gemaakt waarin in één

## Thérèse Ariaans



Thérèse Ariaans is woordvoerder van NBTC. Zij onderhoudt contact met de media en voorziet hen van nieuws en informatie, en handelt verzoeken voor interviews en opnames af. Ze is telefonisch bereikbaar op [070 370 52 83](tel:0703705283) of [06 113 883 74](tel:0611388374).

[Stuur een e-mail](#)

## Nieuwsbrief



Meld u aan voor de NBTC Upd@te en blijf op de hoogte van onze activiteiten.

[Lees verder](#)

## Archief



## Tweets

**Amsterdamize** @amsterdamed  
@BicycleDutch @RingRingFkm ik heb een comment geplaatst op dat #NBTC artikel [nbtcl.nl/nl/homepage/ar...](http://nbtcl.nl/nl/homepage/ar...)  
[Uitvouwen](#)

**Angelique Vermeulen** @AngeliqV  
Bezig met de voorbereiding voor een brainstormsessie morgen. Leuk! #Inspiratie #Hollandmarketing  
[Uitvouwen](#)

**NBTC** @NBTC  
Video van #NBTC Bijeenkomst Toekomstperspectief Destinatie #Holland2025: [youtu.be/2MTUgezdwCQ](https://youtu.be/2MTUgezdwCQ) via @youtube  
[Media weergeven](#)

**Jos Vranken** 27 november @JosVranken  
@peterpotman verdiend compliment. Ook NBTC c.q. #HollandMarketing heeft baat bij de positieve en progressieve  
[Nieuwe tweet opstellen...](#)



# Working with Personas

**A persona is a fictional character created to represent an actual group of customers.**

To develop personas:

- Use your understanding of the visitors to your destination i.e. the research you have done on your target markets and the segmentation profiles you have developed.
- Select the traits that are most characteristic of these visitor/user groups and construct profiles that are as detailed as possible.
- Make the personas come 'alive':
- Give each persona a name (e.g. Sue, Surinder or Sam).
- Find an appropriate photo.
- Use the psychographical information you have and describe values and lifestyle and provide demographical information such as age, gender, ethnicity and marital and family status.

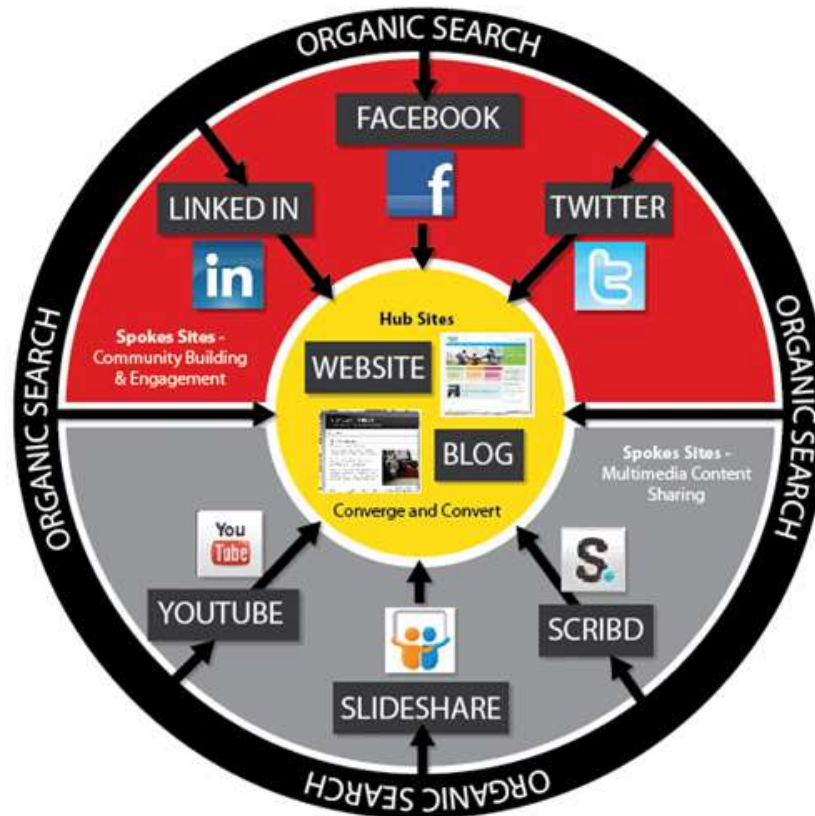
# Working with Personas

- Elaborate on the persona by describing level and type of education, interests, job title, major responsibilities, and a typical day in the life.
- Include a quote: something that he or she might be heard saying (and that ideally relates to what you offer).
- Describe what you know of the media habits of this persona.
- Develop the personas further so that you become well-equipped to develop the best e-marketing strategy for each of them. Ask yourself, for example:
- Which tasks are they trying to perform? What questions do they have? What are their needs, wishes, and expectations?
- What devices and systems do they use, when and where?

# Working with Personas

- What do you know about their online behaviour? How do they find your content? How do they search and which keywords do they use? What social media do they use and how?
- What are their turn-offs? Are they bothered by privacy concerns? Do they disengage when confronted by certain forms of advertising?
- Review the personas regularly. Allow them to 'grow' in terms of your knowledge about them and allow them to grow on you and all they benefit in the organization.
- Maintain them with ongoing analysis and measurement, using the data collected in your CRM system, online engagement monitoring tools, and the knowledge provided in chapters 19 and 20 on Measurement and Evaluation and Web and Social Analytics.

# Strategy & Planning: Useful Frameworks

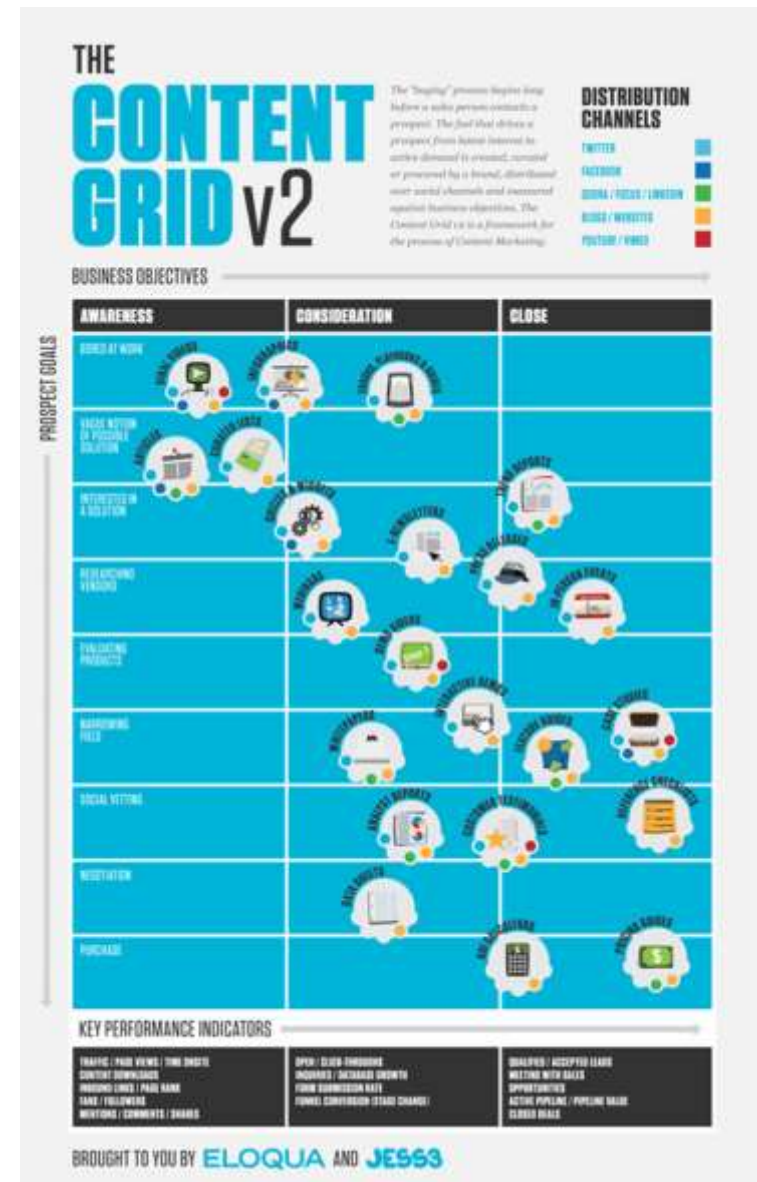


## Example of a hub-and-spoke inbound marketing architecture

Source | MarketingSherpa and Melba | Inbound Marketing Handbook. Synchronize search, social, and content to get found more often, more effectively, by more customers (2012)



# Strategy & Planning: Creating a Content Grid



Source | The content grid v2 infographic by Eloqua and JESS3 | Eloqua and JESS3 (2012), From content to customer, (Electronic), available: <http://www.slideshare.net/Eloqua/from-content-to-customer-by-eloqua-jess3>

# **Thank you for your attention**

**Karin Elgin-Nijhuis  
karinnijhuis@team-tourism.com**



Source | [http://www.haagsetrams.com/reclame/reclamezoek/img/4043\\_Polen.jpg](http://www.haagsetrams.com/reclame/reclamezoek/img/4043_Polen.jpg)





Source | <http://imd.unwto.org/en/poster-competitor/polska-come-and-find-your-story>





# Trends in Technology and Consumer Behaviour

Can you think of a trend  
not mentioned and included yet  
in the Handbook?

quantified self

wearable computing

internet of things

self-tracking

lifelogging

body hacking

self-quantifying

auto-analytics

sousveillance

activity monitoring

human enhancement

quantified mind

cognitive tracking

body media

quantified self

wearable computing

internet of things

self-tracking

lifelogging

self-quantifying

body hacking

personal informatics

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auto-analytics

activity monitoring

human enhancement

body media

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## Make fitness a lifestyle with Flex™.

FLEX™ WIRELESS ACTIVITY & SLEEP WRISTBAND

This slim, stylish device is with you all the time. During the day, it tracks steps, distance, and calories burned. At night, it tracks your sleep quality and wakes you silently in the morning. Just check out the lights to see how you stack up against your personal goal. It's the motivation you need to get out and be more active.

[LEARN MORE ABOUT PINK FLEX](#) [▶](#)

[BUY NOW](#) £79<sup>99</sup>



### HERE'S HOW IT WORKS:

1

TRACK YOUR ACTIVITY  
& YOUR SLEEP



2

SYNC YOUR STATS  
WIRELESSLY



3

SEE REAL-TIME PROGRESS



4

MAKE FITNESS FUN





# Fitbit will help you eat smarter.

Log your food and activity wherever you are, using Fitbit's website and mobile app. You'll know how many calories you've consumed, and how many it'll take to hit your daily target.



The Fitbit Mobile App  
iPhone ▸ Android ▸  
It's free



Get Active



Eat Better



Manage Weight









Sleep Better

The Fitbit family motivates you to stay active, live better, and reach your goals.



Join people around the world in getting fit,  
one milestone at a time.

#### SOME FITBIT BADGES BEING AWARDED NOW

3 MIN AGO	3 MIN AGO	2 MIN AGO	2 MIN AGO	1 MIN AGO	
					
<b>LIFETIME DISTANCE</b> 250 Miles Portland, OR	<b>DAILY CLIMB</b> 200 Floors Los Angeles, CA	<b>DAILY STEPS</b> 30,000 Steps Seattle, WA	<b>DAILY CLIMB</b> 200 Floors Lexington, KY	<b>DAILY CLIMB</b> 600 Floors Spokane, WA	<b>DAILY STEPS</b> 40,000 Steps Toronto, CA

FITBIT  
MEMBERS GET  
BADGES AS  
THEY REACH  
GOALS!

## Products



**Flex™**

Wireless Activity + Sleep Wristband



**Zip™**

Wireless Activity Tracker



**One™**

Wireless Activity + Sleep Tracker



**Aria™**

Wi-Fi Smart Scale

[Shop Devices](#)

## Services

Mobile Apps  
Premium Reports  
App Gallery & Partners  
Developer APIs

## Explore

Where to buy  
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Corporate Wellness  
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## Help

Fitbit Online Help  
Returns & Warranty  
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Devices

## Device Help

Flex Tracker Help  
Zip Tracker Help  
One Tracker Help  
Ultra Tracker Help  
Aria Scale Help



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Fitbit is dedicated to helping people  
lead healthier, more active lives.

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[Privacy Policy](#) · [Terms of Use](#)



United Kingdom ([change](#))

# UP

## KNOW YOURSELF LIVE BETTER™

UP is a wristband and app that tracks how you sleep, move and eat—then helps you use that information to feel your best.

**MotionX®**  
Powered



Life with UP

The UP Story

UP Inside + Out

FAQ »

Buy £99.99

Like 180

Tweet 0

+1 4.1k

Pin it 7

## BAND + APP + YOU = THE UP SYSTEM





Before December 24th



Holiday season: Free Shipping on all orders over 100 €


[See Christmas Offers](#)


# pulse

## Track. Improve.

An 8-gram **smart tracker** to monitor your **activity** 24/7, measure your **heart rate** and improve your **health**.



Watch the **movie**

Activity

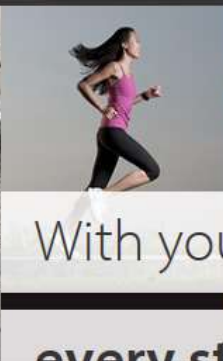
Sleep

Heart Rate

Gallery

Specs

99.95 €



With you,

**every step** of the **way**.

**Moving** through your **day...**



## Enjoy Your Food with HAPIfork by JACQUES LÉPINE



# HAPIfork

powered by Slow Control

Eat slowly.  
Lose weight.  
Feel great!

 USA &  Canada

 International

 Feedback

## HAPIfork: Eat slowly, lose weight, feel great!



Eating too fast leads to poor digestion and poor weight control. The HAPIfork, powered by [Slow Control](#), is an electronic fork that helps you monitor and track your eating habits. It also alerts you with the help of indicator lights and gentle vibrations when you are eating too fast.

Every time you bring food from your plate to your mouth with your fork, this action is called: a "fork serving". The HAPIfork also measures:

- \* How long it took to eat your meal.
- \* The amount of "fork servings" taken per minute.
- \* Intervals between "fork servings".

This information is then uploaded via USB or Bluetooth to your Online Dashboard on HAPI.com to track your progress. The HAPIfork also comes with the HAPIfork and HAPI.com apps plus a coaching program to help improve your eating behavior.

## Why is it important to eat slowly?

Originally developed by Slow Control for clinical or medical use, HAPIfork has today the potential to become a must-have utensil for everyone, available in every

# Destination Branding

- ✓ Philippines. More than the usual
- ✓ Where Else But Queensland
- ✓ Amazing Thailand – Experience Variety
- ✓ Amazing Thailand. Dreams for all seasons
- ✓ Estonia. Positively Transforming
- ✓ Greece. Beyond words
- ✓ Lancaster. It's a real pleasure
- ✓ Cyprus. The Island for All Seasons
- ✓ Cyprus. A whole world on a single island
- ✓ Andalucia. There's only one
- ✓ Latvia. The Heartland of the Baltic
- ✓ Ireland. The Island of Memories
- ✓ Live it. Visit Scotland
- ✓ New South Wales. There's no place like it
- ✓ Kerala. God's own country
- ✓ Montenegro. The pearly of the Mediterranean
- ✓ Haiti, the pearl of the Antilles
- ✓ Sri Lanka, pearl of the Indian Ocean
- ✓ Madeira, pearl of the Atlantic
- ✓ I Feel Slovenia. **Slovenia**
- ✓ Likeable Lithuania