



Understanding how to...

Turn your site into communities - and let your community build content

Casestudy: STA Travel



This academy covers

- **The STA Travel website functions and creative**
- **Travel journal: set up steps and functions**
- **Travel planning tool: overview**
- **Travel tips community**
- **Search for similar travellers/ products**



After this lesson you'll be able to

- **Describe the STA Travel website functions and creative**
- **Harness the usefulness of the blogging community and the traveling community for business**
- **Understand how an integrated travel planning tool and search tool can lead to immediate conversions**
- **Uncover the successful mechanics for building out a strong website using online creative, community and integrated tools**



cheap Student Travel, Flights, Hotels, Hostels, Insurance, Bus & Rail | STA TRAVEL | STA Travel - Microsoft Internet Explorer

Edit View Favorites Tools Help

Back Search Favorites

http://www.statravel.co.uk/cps/rde/xchg/uk_division_web_live/ Go

STA TRAVEL
EXPERIENCE IS EVERYTHING
UNITED KINGDOM

Get A Quote | Find A Branch | Change My Ticket | Worldwide

0871 2 300 040

PLAN YOUR TRIP | BOOK AND BUY | DESTINATIONS | DEALS AND DISCOUNTS | GAP YEAR | COMMUNITY | TRAVEL HELP | BLUE

Make An Appointment | Newsletter | Your Cart

SEARCH AND BOOK

☒ FLIGHTS
 ☐ HOTELS & HOSTELS
☐ BUS & RAIL
 [ADVENTURE TRIPS](#)
[INSURANCE](#)
[DISCOUNT CARDS](#)

From London (all) To

Departure 28 Nov 06

Return 05 Dec 06

No. of Travellers 1

Traveller 1 Date of Birth 23 Nov 1981

Eligibility Student

SEARCH

[Advanced Search](#)
Find more options for flights (e.g. open jaw flight).

[Why do we ask for Date of Birth?](#)

TRAVEL JOURNALS

"We have been waiting anxiously for snow here in Whistler... the sooner it comes the sooner we can get up on the mountain to ski and also the sooner we will start work. The other morning we woke up to a girl screaming 'Wake up

AUSTRALIA
save over £275 on tours
Fly to Australia fr £569
Create your ideal trip online
BRITISH AIRWAYS Specialist Partner QANTAS

NEW YORK £239
SAN FRANCISCO £269
LOS ANGELES £269
+ ACCOMMODATION fr £8 pppn

THAI
BANGKOK £389
FLY ONWARDS IN THAILAND fr £20
ACCOMMODATION fr £6 pppn

Rio fr £519
Buenos Aires fr £529
Havana fr £419
Beach it up in Brazil fr £45 per day
Accommodation fr Alghero

contiki SAVE UP TO £275 ON TOURS

TOP OFFERS

FLIGHTS

- > Cape Town fr £419
- > Bangkok fr £359
- > Mexico fr £399
- > Los Angeles fr £239
- > More Flights

HOTELS & HOSTELS

- > Bangkok fr £6 pppn
- > Sydney fr £7 pppn
- > Paris fr £16 pppn
- > Barcelona fr £18 pppn
- > More Hotel & Hostel Deals

ADVENTURE TRIPS

- > 20% OFF 'Cairns Sunshine Trail' 11 days fr £455
- > 10% OFF 'California Cruisin' tour fr £449
- > More Adventure Trips

➡ *Travel journal tool*

And the steps for set up

STA TRAVEL

EXPERIENCE IS EVERYTHING
UNITED KINGDOM



[Get A Quote](#) | [Find A Branch](#) | [Change My Ticket](#) | [Worldwide](#)

0871 2 300 040

SEARCH

[PLAN YOUR TRIP](#) | [BOOK AND BUY](#) | [DESTINATIONS](#) | [DEALS AND DISCOUNTS](#) | [GAP YEAR](#) | [COMMUNITY](#) | [TRAVEL HELP](#) | [BLUE](#)

[STA Travel Home](#) > [People Like You](#) > [Travel Journals](#)

[Make An Appointment](#) | [Newsletter](#) | [Your Cart](#)

TRAVEL JOURNALS



YOUR FREE TRAVEL JOURNAL

It's the best way to keep the ultimate travel journal. Not only can your friends and family check out your trip as it happens, but you can include photos, get your own interactive message board and store personal details. And it's difficult to lose, or spill beer on.

- > [Create your journal](#)
- > [Login to update](#)
- > [More info](#)

LATEST JOURNALS



[Wanaka, New Zea...](#)

27 mins ago

BROWSE OTHER TRAVELLERS' JOURNALS



Want to take a look at what other people have been getting up to? Just type the location you're heading off to in the first box below, and see for yourself what types of experiences those who've gone before you have had. Looking for someone in particular? Type their name in the second box and find out what they're up to!

FIND BY LOCATION

FIND BY TRAVELLER NAME

FIND

> [Just Browse...](#)

LATEST JOURNALS



[Sculpture By Th...](#)

6 mins ago



[New Zealand](#)

36 mins ago

Steps to create your journal

STA TRAVEL

[Find a Store](#) | [Join Now](#) | [Travel Help](#) | [Worldwide](#)

STA TRAVEL

THE STUDENT EXPERIENCE
UNITED STATES



CALL US: (800) 781-4040

SEARCH

[Home](#) > [People Like You](#) > [Travel Journals](#)

[My Profile](#) | [eNews Sign Up](#) | [Cart](#)

CREATE YOUR TRAVEL JOURNAL

Where are you travelling to?

Asia

▲ How far will you be going on your trip? This determines the maps and photos that will be shown on your site. If you're going everywhere, choose Whole World!

Your welcome message:

The text you enter here will appear as a welcome message on the front page of your site. You will be able to change this later.

NEXT

Refer to a username:

▲ If referred by an existing user please let us know their username or web address.

NEXT

... choosing pictures...

STA TRAVEL

THE STUDENT EXPERIENCE

UNITED STATES

Find a Store | Join Now | Travel Help | Worldwide

Find a Store | Join Now | Travel Help | Worldwide

CALL US: (800) 781-4040

SEARCH

Home > People Like You > Travel Journals

My Profile | eNews Sign Up | Cart


CREATE YOUR TRAVEL JOURNAL

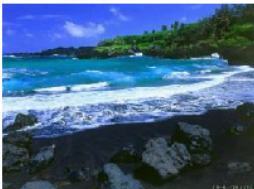
Select an image for your front page:

Select an image for your contact page:

These photos will appear on the first page and contact page of your web site, and as such should be images that sum up your whole trip. Choose a description from the box, and the photos will appear on the right.

NEXT






And your finished journal!


DON'T PET THE COWS HERE

MY STA TRAVEL JOURNAL HOMEPAGE



Hello, welcome to my travel journal

WHERE I AM NOW



Map data ©2006 MapData Sciences Pty Ltd, PSMA - Terms of Use
[View full map](#)

WHERE I'VE BEEN

SINGAPORE

MORE FROM ME

> My Journal Entries

> My Photo Albums

> My Message Board

> E-mail Me

TRY IT YOURSELF

> Create Your Journal

> Login to Update


> Travel Journals home

GET HELP


RSS

Add to Google

MY YAHOO!



THE STUDENT EXPERIENCE
UNITED STATES



Find a Store | Join Now | Travel Help | Worldwide

CALL US: (800) 781-4040

[Home](#) > [People Like You](#) > [Travel Journals](#)
[My Profile](#) | [eNews Sign Up](#) | [Cart](#)

GEORGIE'S WORLD!

MY MESSAGE BOARD

Manda
22 Oct 5:53 pm

Hey Baby!!

You sound like you are having such a wicked time!! Its not the same without you around honey, but lovely to hear all about your goings on and new adventures, did you find Nemo??.... Take care princess, hope to hear from you soon..

Loadsa "lovin" Manda and Nick..x

Michelle Ambroggio
17 Oct 6:16 pm

Hey little cousin!

Sounds as if you are having the time of your life. While you're roasting, we here in Michigan have already had our first SNOW! Only just flurries , but snow just the same!

No more jet skiing this season :(Ian is quite dejected!

Continue having a great time! Be careful.

Michelle

Clare Harding
14 Sep 12:31 pm

Hiya,

Sounds as if you are having an awesome time. You have beautiful scenery and skydiving, skiing and partying to keep you busy... I have work on a very grey and wet day with the winter months drawing in.. This week I have been going to work in half light and returning in the dark!! Never mind, I am sure you are missing the rain!!

Clare x :-)

Emz
11 Sep 7:19 pm

Hey Sweet!!

Here your havin a whale of a time! Seems im the last to write on your message board but here goes.....!! Skydivin....WOW!! Am so jealous!! We've had not bad weather here mind u over the last few days but so not lookin forward to the winter months!

WHERE I'VE BEEN

- SINGAPORE
- QUEENSLAND
- NEW SOUTH WALES
- AUSTRALIAN CAPITAL TERRITORY
- FIJI
- NEW ZEALAND
- CALIFORNIA
- MICHIGAN
- UK


MORE FROM ME

- > [My Journal Entries](#)
- > [My Photo Albums](#)
- > [My Message Board](#)
- > [E-mail Me](#)


TRY IT YOURSELF

- > [Create Your Journal](#)
- > [Login to Update](#)
- > [Travel Journals home](#)

GET HELP



DIGITAL TRAINING ACADEMY
The knowledge transfer business




idemy
is reserved.

Journals

- Gives customers a voice
- Excites customers' passions
- Harnesses the viral effect of email; strong agent for social networking
- STA builds its reach
- Thousands of bloggers, hundreds of thousands of emails

➡ Travellers' community

STA TRAVEL
THE STUDENT EXPERIENCE
UNITED STATES



Find a Store | Join Now | Travel Help | Worldwide

CALL US: (800) 781-4040

SEARCH


Home > People Like You > Travel Journals


My Profile | eNews Sign Up | Cart


SEARCH TRAVELLER PROFILES

Sort results by: Latest Update Language: All GO

STA TRAVEL ADVISOR JOURNALS MATCHING YOUR SEARCH

**STA TRAVEL**
TRAVEL ADVISOR
Matt's travels
Updated: 25th Sep 06

**STA TRAVEL**
TRAVEL ADVISOR
Jessica's travels
Updated: 25th Sep 06

**STA TRAVEL**
TRAVEL ADVISOR
Tom's travels
Updated: 14th Sep 06

TRAVEL JOURNALS

INTRODUCTION

WHAT DESTINATIONS?

SHOW OFF YOUR PHOTOS

EXAMPLE JOURNALS

START NOW - FREE!

TRY IT YOURSELF


> Create Your Journal


> Login to Update


> Travel Journals home

GET HELP


TOP RATED MATCHING JOURNALS


**Alice's Adventures**
Journal rating: ★★★★★
Updated: Today


**Emily's Gone to China!**
Journal rating: ★★★★★
Updated: Today

**Eddy's World**
Journal rating: ★★★★★
Updated: Today

SEARCH RESULTS 1 - 12 OF 5,437

**Joanna's Travels**

**Beck's travels**

**Don't pet the cows here**

STA

THE STUDENT EXPERIENCE

S

THE STUDENT EXPERIENCE

STA TRAVEL

THE STUDENT EXPERIENCE

UNITED STATES

[Get a Quote by Email](#) | [Find a Store](#) | [Contact Us](#) | [Worldwide](#)

CALL US: (800) 781-4040

[BOOK NOW](#)
[BOOK NOW](#)
[BOOK NOW](#)
[PLAN YOUR TRIP](#)
[DEALS AND DISCOUNTS](#)
[TRAVEL HELP](#)
[COMMUNITY](#)
[WORK AND LEARN](#)
[DESTINATIONS](#)

[Home > Community](#)
[Home > What's New](#)
[Home > Action Seeker](#)

[My STA](#) | [eNews Sign Up](#) | [Cart](#)

COMMUNITY

WHAT'S NEW

ACTION SEEKER

WHAT'S NEW

WIN STUFF

TRAVEL

EURO

DO YOU DIFFER

DO YOU LAUGH AT THE FACE OF DANGER?

Are you an adrenaline running, thrill seeker? Are you into impulse adventures? Maybe you're an action seeker.

A good time for you might include trekking through India, Egypt, or Thailand. At night you like to hang with the locals and soak up their culture, whether it includes eating unusual food or sleeping in a Maori home.

ACTION SEEKER - G.A.P. ADVENTURES

TOUR/PRICE	DESCRIPTION
South Africa Discoverer 10 days from \$750	Explorer South Africa's fascinating cultural diversity on this exciting journey through the Rainbow Nation. This trip takes in so much of the African experience, from the Addo Elephant Park to the vibe of Cape Town and everything along the way.
Inca Discovery 8 days from \$595	Spend a week retracing the steps of the ancient Inca civilization, highlighted by the spectacular Inca Trail hike to Machu Picchu.
Ecuador Hike, Bike & Raft 15 days from \$1150	Hike it. Bike it. Raft it. Ecuador is an oasis of adventure, and after you've worked yourself to exhaustion, you can soak in some natural hot springs to ease your aching muscles on this 15-day action-packed trip!
Voyage Galapagos 6 days from \$1150	The isolation of the Galapagos from the rest of the world has created a wildlife playground where birds, sea and land animals are more curious and approachable than anywhere else on earth. Snorkel with the sea lions or commune with the iguanas - it's up to you!

TOP OFFERS

DOMESTIC FLIGHTS

- Boston to New York \$101 rt
- Madison to Seattle \$221 rt
- Denver to Miami \$220 rt
- Los Angeles to Tampa \$186 rt
- All Flight Offers

INTERNATIONAL FLIGHTS

- Boston to London \$153 rt
- San Francisco to Nice \$357 rt
- New York to Paris \$176 rt
- Minneapolis to Stockholm \$422 rt
- All Flight Offers

TRIPS

- Mexico - \$1 Accommodation for Language Students
- Russia - \$263 off Language Courses
- Last Minute Tour Discounts
- All Package Specials

SLEEPS

- London fr \$19/night
- Buenos Aires fr

English abroad.

[Home](#) | [What's New](#) | [Action Seeker](#) | [G.A.P. Adventures](#)

DIGITAL TRAINING ACADEMY

The knowledge transfer business

Digital Creative Academy

© 2007 Digital Strategy Consulting & Partners. All rights reserved.

Community

- Connecting like-minded people together
- STA architecting the debate
- STA building a hierarchy of trip advisors and posters
- Builds brand recognition of STA and brand image
- Creates an STA-owned media property

Reflection

Is this a travel shop or a travel guidebook? What is the customer experience?

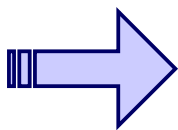


Digital action plans

Any reflections? Anything you could use?

Digital Creative Academy

© 2007 Digital Strategy Consulting & Partners. All rights reserved.



Travel planner tool

Overview of the integrated route planner and steps in travel planning

London >> Bermuda >> Miami

Then call or email STA Travel



Digital Creative Academy

© 2007 Digital Strategy Consulting & Partners. All rights reserved.



PLANNING & PACKING

Preparing properly for a trip is unbelievably important, not only when and where to go, but also what you take with you (and who you take with you)!

Start by getting a world map and decide which countries interest you. A good guidebook like a Lonely Planet or a Rough Guide will help in your planning...but if you don't want to buy one just yet - click here for our online destination information - it won't cost you a penny! When finalising your itinerary build in flexibility. Make sure you can alter tickets if necessary. Many of our tickets are flexible and dates / routes can often be changed for little cost - and because we have over 450 branches worldwide - it makes it very easy for you to change your tickets

Check the weather and climate
it's too wet or cold and
during the monsoon.

Route Planner

WHAT SHOULD YOU TAKE?

Take out adequate travel insurance and check that the cover is appropriate. Check out our insurance section and buy online. Have a valid passport and the necessary visas - check with the relevant embassy or visit www.fco.gov.uk/knowbeforeyougo

Take photocopies of your passport, insurance policy and ticket details and keep a copy with you and leave another with someone reliable at home. Also - you can store details of important documents in your online Travel Safe available with your ISIConnect account.

GAP YEAR ESSENTIALS

PLANNING & PACKING

KEEPING HEALTHY

BUDGETING

STAYING SAFE

DO YOUR BIT

[Back to Gap Essentials](#)

SEARCH AND BOOK

Flights

From

London (all)

To

Departure

30 Nov 06

☐ One way flight

Return

07 Dec 06

No. of Travellers

1

Traveller 1

Date of Birth

23 Nov 1981

Eligibility

Student



ITINERARY

To begin your journey, please
choose a departure location.

OK

START OVER

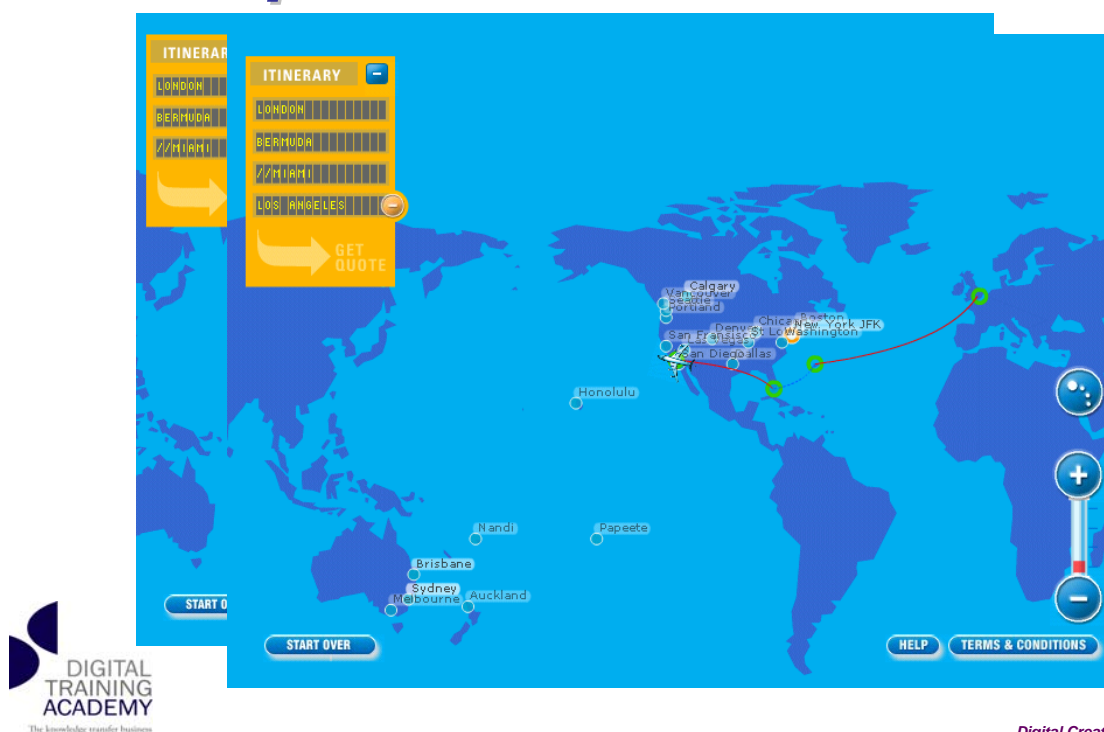
HELP

TERMS & CONDITIONS

Route planner



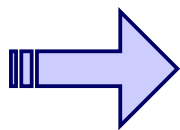
Route planner



Planning tools

- **Good example of Web 2.0; applications on the network rather than local, users in control**
- **Most products have the scope for some configuration; this gives prospective customers the chance to take the lead**

...and of course builds sale by taking customers closer to purchase



Travelling tips

Eg. For Gap year students

Cheap Student Travel, Flights, Hotels, Hostels, Insurance, Bus & Rail | STA TRAVEL | STA Travel - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Home Mail Print Address Bar

Address http://www.statravel.co.uk/cps/rde/xchg/uk_division_web_live/

STA TRAVEL
EXPERIENCE IS EVERYTHING
UNITED KINGDOM

Get A Quote | Find A Branch | Change My Ticket | Worldwide

0871 2 300 040

PLAN YOUR TRIP | BOOK AND BUY | DESTINATIONS | DEALS AND DISCOUNTS | GAP YEAR | COMMUNITY | TRAVEL HELP | BLUE

STA Travel Home > Gap Year > Gap Essentials

Make An Appointment | Newsletter | Your Cart

PLANNING & PACKING

Preparing properly for a trip is unbelievably important, not only when and where to go, but also what you take with you.

> [More](#)

It is the last thing while travelling, to take precautions.

trip research will easier to work to a realistic budget.

> [More](#)

travelling in a foreign country.

> [More](#)

DO YOUR BIT

Think about where your money goes - be fair and realistic about how cheaply you travel.

> [More](#)

KEEP IN TOUCH

Home is never more than a phone call away, and with 'Connect' you'll find it easier than ever to keep in touch.

> [More](#)

GAP YEAR

WHERE TO GO
TRAVEL & LEARN
ADVENTURE TRAVEL
VOLUNTEER HOLIDAYS
TEACH ENGLISH ABROAD
LEARN A LANGUAGE

GAP ESSENTIALS

VICTORIA - AUSTRALIA'S OFFICIAL GAP YEAR STATE
FLY ROUND THE WORLD WITH QANTAS
THE GAP YEAR SHOW
Back to Gap Year

TOP OFFERS

FLIGHTS
> Cape Town fr £419
> Bangkok fr £359

AUSTRALIA'S OFFICIAL GAP YEAR STATE - VICTORIA

MORE >

girai Creative Academy
Consulting & Partners. All rights reserved.

 **Travel tips tool**

Cheap Student Travel, Flights, Hotels, Hostels, Insurance, Bus & Rail | STA TRAVEL | STA Travel - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Print Mail News RSS Feeds

Address http://www.statravel.co.uk/cps/rde/xchg/uk_division_web_live/ Go Links

STA TRAVEL
 EXPERIENCE IS EVERYTHING
 UNITED KINGDOM

Get A Quote | Find A Branch | Change My Ticket | Worldwide

0871 2 300 040

SEARCH

PLAN YOUR TRIP | BOOK AND BUY | DESTINATIONS | DEALS AND DISCOUNTS | GAP YEAR | COMMUNITY | TRAVEL HELP | BLUE

[STA Travel Home](#) > [People Like You](#) > [Share your Top Tips](#)
[Make An Appointment](#) | [Newsletter](#) | [Your Cart](#)

GIVE US YOUR TOP TIPS!

Tell us where to go, what to do, and what to see.

We'll share your news and views with other STA Travellers via The Source, so people like you can visit the places you love!

If you know of a cheap and cheerful Vietnamese restaurant in San Fran, an amazing movie that will get you in the mood for India, a blogger who has the low down on life in Birmingham, an unlikely hip hotel, a homemade video tour of Cairns, where to find the friendliest fisherman in Koh Phi Phi, great virals, podcasts or some such local happenings that you'd like to share with The Source community - do it here.

When it's relevant, provide a web link to the video or photo library or show us on a Google map.

Name
 Category*
 Country*
 City*
 Tip (250 characters)*
 If you would like to add a link insert it here

TOP OFFERS

- FLIGHTS**
 - > Cape Town fr £419
 - > Bangkok fr £359
 - > Mexico fr £399
 - > Los Angeles fr £239
 - > More Flights
- HOTELS & HOSTELS**
 - > Bangkok fr £6 pppn
 - > Sydney fr £7 pppn
 - > Paris fr £16 pppn
 - > Barcelona fr £18 pppn
 - > More Hotel & Hostel Deals
- ADVENTURE TRIPS**
 - > 20% OFF 'Cairns Sunshine Trail' 11 days fr £456
 - > 10% OFF 'California Cruisin' tour fr £449
 - > More Adventure Trips
- INSURANCE**
 - > 10 Days Europe fr £12
 - > Annual Multi-Trip fr £55
 - > 3 Months Worldwide fr £6 per week

Reflection

What else could my site do? How could I harness my community?



Digital action plans

Highlight the five biggest things you'll now do differently...

Key points

This academy explained

- **The STA Travel website functions and creative**
- **Travel journal: set up steps and functions**
- **Travel planning tool: overview**
- **Travel tips community**
- **Search for similar travellers/ products**

So now you can

- Describe the STA Travel website functions and creative
- Harness the usefulness of the blogging community and the traveling community for business
- Understand how an integrated travel planning tool and search tool can lead to immediate conversions
- Uncover the successful mechanics for building out a strong website using online creative, community and integrated tools



Understanding how to...

***Turn your site into communities -
and let your community build content***

Casestudy: STA Travel



More information? Contact: TheTeam@DigitalStrategyConsulting.com +44 (0) 20 7244 9661

© 2000-2007 Digital Strategy Consulting Ltd & Partners

**Remember that the use of these materials is subject to our terms and conditions,
they are client confidential and are not to be distributed to other parties.**



Making sense of a digital world

The Digital Training Academy



Making sense of a digital world

Digital Creative Academy Creative case study – STA Travel

Digital Training Academy

Learn how to get closer to your clients. As consumers are more exposed to different forms of advertising and in increasing amounts, it's time to listen to what they want and provide a strong customer experience that is valuable. This casestudy from STA Travel shows how to harness the power of creative and the web to do just that.



Next steps for this deck

- **Note builds are set on click (for any pages with a graphic)**