



EyeForTravel.com
December 12th, 2012

32,000 Unique Visitors Per Month

The Weekly Eye Dec 5 – Dec 11

**Winter delays, Seoul style, Webjet's Asian moves,
Boost for India, CheapOair's flying ranking,
American's social skills and more....our pick of the
week's travel news**

Weather wreaks travel havoc

Winter weather caused disruptions across Europe this week. Heathrow Airport announced that 70 flights due to take off today had been scrapped and further cancellations were likely due to freezing fog in the morning. Railways were also affected. Last week also saw heavy snowfall across several European cities leading to flight. Amsterdam was one of the worst affected cities leading Dutch carrier KLM to cancel all flights until midday on December 7. No doubt affected passengers were using social media to keep up to date.

Gangnam style tourism

On EyeForTravel.com we have written about [music-styled tourism](#) and it seems the South Korean capital Seoul has taken note. The Seoul Tourism Organisation has launched a [promotional clip](#) to tap the success of the Gangnam Style song. This has already had over 300,000 views on the video-sharing website YouTube. Gangnam is in fact an upmarket neighbourhood in the capital city, and is the backdrop to the record-breaking video by the South Korean musician, known as PSY. The low-budget promo video by the Korean tourism agency has some way to go catch up with PSY's video, which has been viewed over 800 million times. Not previously on the tourist map, tourism officials are no doubt hoping that people will be flooding to Seoul for a bit of Gangnam style.

Webjet expands Asian footprint

Online travel business Webjet will pay \$25 million for the Zuji travel website. Webjet's MD John Guscic has said that the move will substantially expand its marketing footprint in Asia's growth markets and help fast-track its hotel contracting and online distribution business. In 2012 Zuji, a subsidiary of Travelocity.com, generated \$US31 in sales. Post acquisition, expected to complete in the first quarter of 2013, Zuji, the biggest online travel agency for air ticket sales in Hong Kong and Singapore, will continue to function under the same brand name. Webjet will raise \$25 million to fund the purchase of Zuji by a placement of around 6.9 million new shares.

India moves

India Today Travel Plus magazine in collaboration with WAYN.com (Where Are You Now) has launched a travel and social networking portal. The new travel portal was launched by the newly appointed tourism minister K. Chiranjeevi and will showcase the exclusive stories, pictures and videos of Travel Plus and let users share them on their WAYN network. WAYN users can expect to see more targeted deals and content for Indian domestic travel which is growing rapidly as incomes and internet use rise. Ang Lee's film *Life of Pi* recently won two tourism awards for promoting the Indian destinations, Pondicherry and Munnar.

VisitEngland and Paralympic legacy

The UK's domestic tourist board is to develop a range of itineraries aimed at visitors with disabilities. VisitEngland will work with five destinations in the UK on a campaign that is being described as the first of its kind. The body will be identifying accommodation and attractions that provide an excellent service for those with access needs. Paralympic medallist and TV presenter Ade Adepitan has said this is a fantastic example of Paralympic legacy. Accessible tourism is worth an estimated £2bn and these new itineraries will no doubt benefit VisitEngland as it aims to make England the leading destination for people with access needs.

[Skilling up for social](#)

This week on EyeforTravel.com we talk to Jonathan Pierce, Director of Social Communications at American Airlines. He explains how important it is to employ the right social media staff. That is easier said than done when you consider that customer response have to be done speedily, with the right tone and without spelling mistakes. The job, he says, requires a very different skillset to what might be required for a traditional telephone role and not everybody can do it. Read more [here](#) to find out what American looks for when employing for its social team.

Rising up the ranks

CheapOair says it is now ranked third in site traffic among top online travel agencies. This is according to the latest data from Experian Hitwise. The OTA comes out ahead of Travelocity, Orbitz, Hotwire and Kayak, among others which is the result of enhancements to mobile applications, as well as brand campaigns and an increase in airline and hotel partners. With travelers increasingly turning to mobile technologies to research and book travel, CheapOair has award-winning iPhone and Android apps and became the first OTA to release an app for Windows 8. This year, CheapOair also launched its '[Travel the World for Less](#)' campaign to show its customers how aspirational trips and vacations are actually attainable via the website's deals and vacation packages.