



TRAVEL & TOURISM

Digital Marketing Guide

— Insights from Industry Experts —






Participants	3
Introduction	4
Marketing in Travel & Tourism	8
What Should a Brand Look for in a Travel & Tourism Marketing Agency?	17
Expert Opinions	20
Tom Berne Managing Director at Crowd	21
Andrea Klauber Senior Manager Digital Products, Brand & Partnerships at Yellow Pages Canada	24
Seth Geoffrion Founder & Managing Director at Vrrb	26
Matthew Goulart Founder at Ignite Digital	29
Isabella Smith Digital Strategy Consultant at Impression	31
Aurelie Brunet Director of Growth at Propeller	34
The Future of Travel & Tourism Marketing	37









Participants




Tom Berne
Managing Director
at Crowd


Andrea Klauber
Senior Manager Digital Products, Brand
& Partnerships at Yellow Pages Canada


Seth Geoffrion
Founder & Managing Director
at Vrrb





Matthew Goulart
Founder
at Ignite Digital

Isabella Smith
Digital Strategy Consultant
at Impression

Aurelie Brunet
Director of Growth
at Propeller



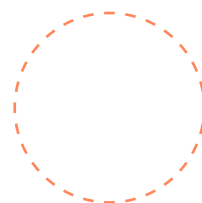

Introduction



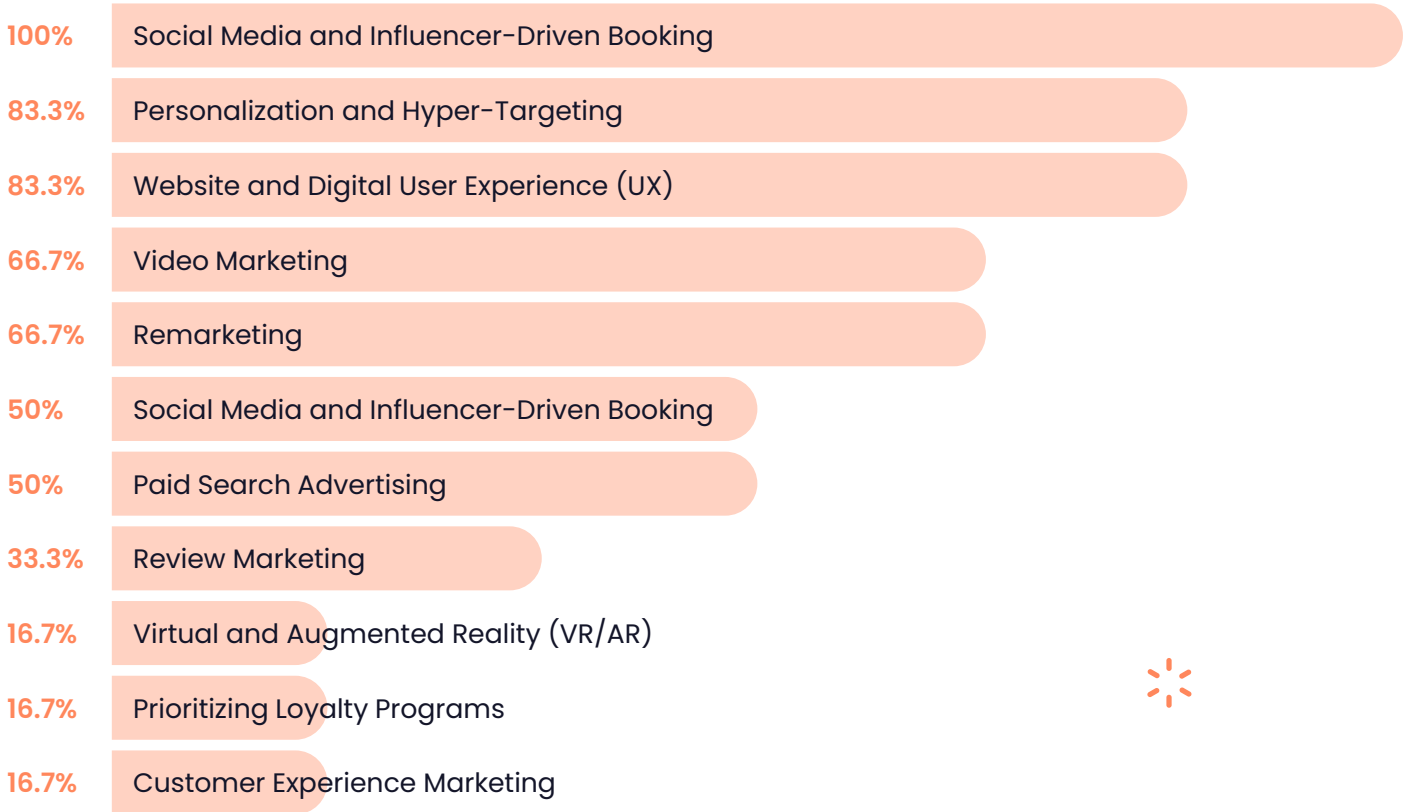
As a digital marketing agency platform with over 3,300 member agencies operating in 126 cities worldwide, DAN is a meeting point for many marketing professionals with in-depth expertise in working with different industries. For this reason, we initiated a series of industry studies that will gather the insights of our top member agencies on the industries we are focusing on.

Our **Travel & Tourism Industry Study** aims to share insights into the experiences of our member agencies working with travel and tourism brands and businesses in the industry. In this study, we asked six experts from our top member agencies for their take on travel and tourism marketing trends, applications, methods, channels, and predictions, as well as our tips on choosing and working with a digital marketing agency as a travel and tourism brand.

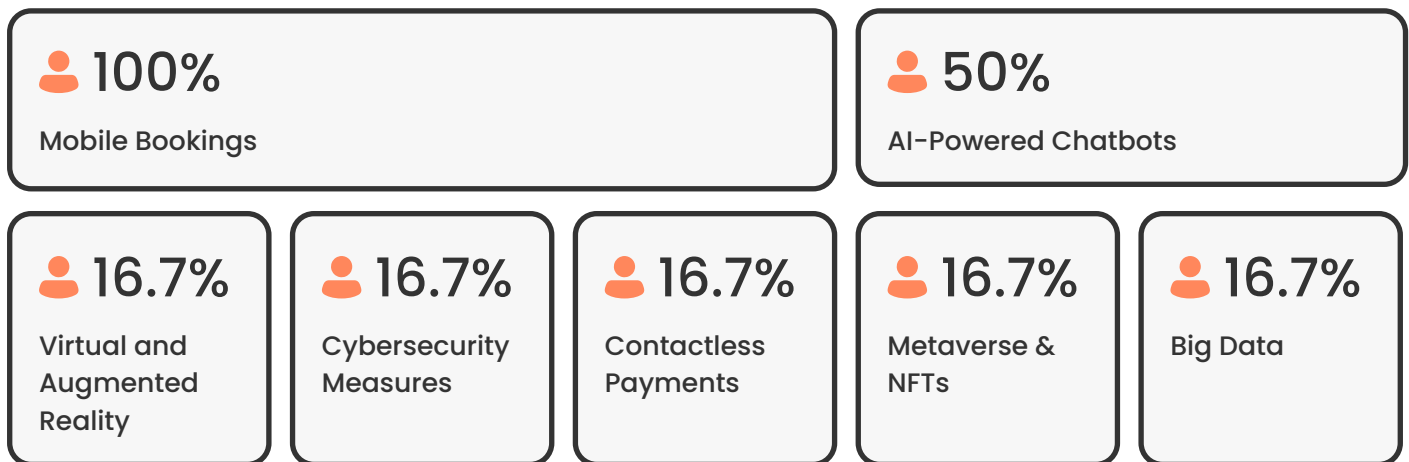
Our guide starts with some brief information on travel and tourism marketing, followed by opinions from **our participating experts from different member agencies** from all around the world. We believe their insights will be infinitely valuable to any professional working for a travel and tourism brand or business to clarify their perception of marketing in this field.



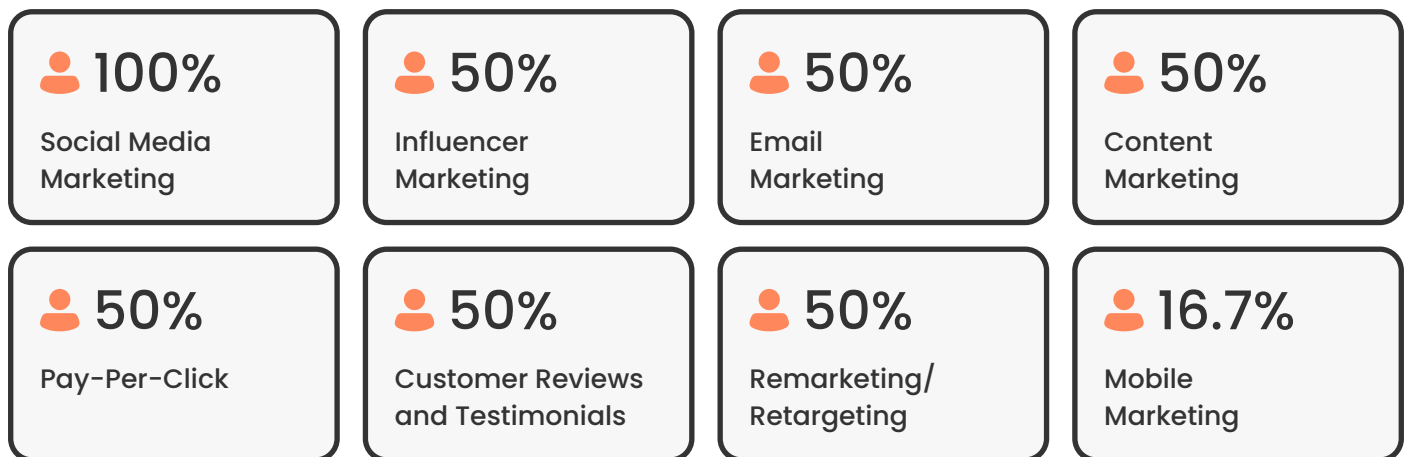
What are the most popular trends in travel and tourism marketing?



What are the most popular tech trends in travel and tourism marketing?



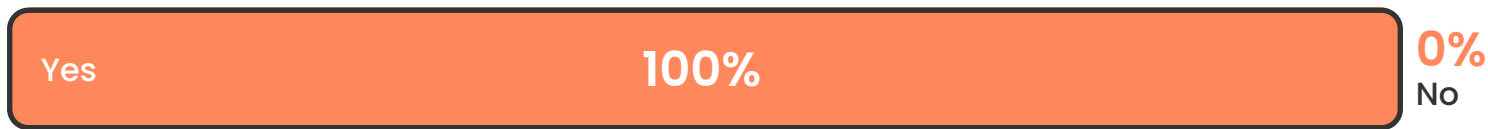
Which marketing methods or channels are the most effective for travel and tourism companies?



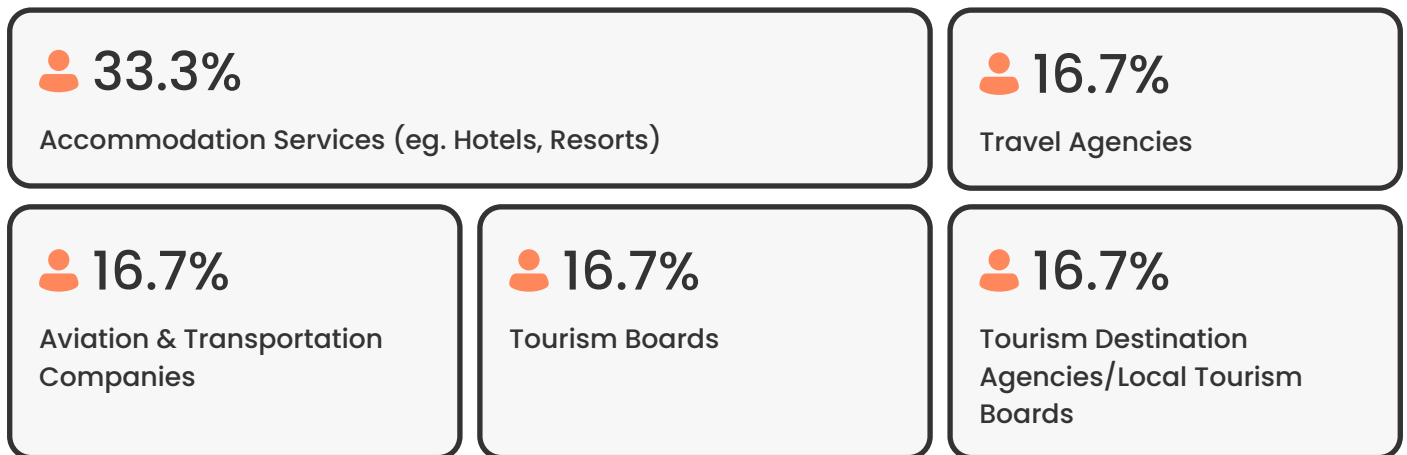
What are the top services or methods that travel businesses request?



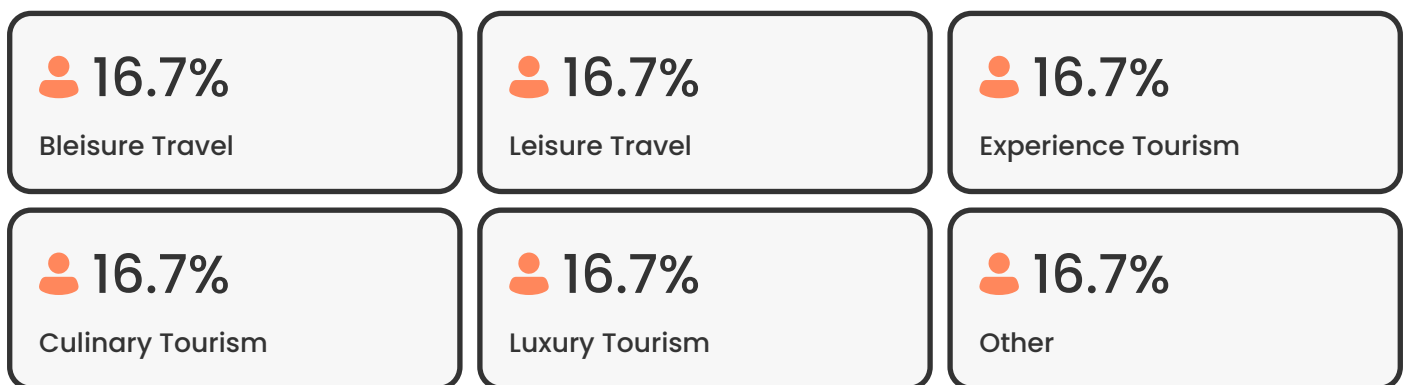
Are there high and low seasons for travel and tourism marketing?



From which sub-category do they have the most clients?



From which niches of the travel and tourism industry do their clients belong?



Marketing in Travel & Tourism Industry

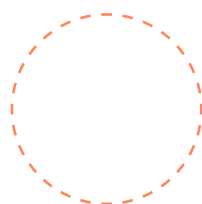


The international travel and tourism industry brings in billions of dollars annually. In this highly competitive landscape, businesses are in a race to grab the attention of potential travelers non-stop. Plus, emerging trends and technologies reshape the industry at all times. To break a leg in this industry, having a well-tailored, comprehensive, and up-to-date marketing strategy is a must.

Key Marketing Strategies of the Travel and Tourism Industry

Establishing a successful digital marketing campaign in the travel and tourism industry requires careful consideration of various aspects. A **unique and relevant travel experience** that sets your business apart from competitors is essential. On top of that, understanding the needs and preferences of your target audience ensures your offerings align with their desires.

Creating a strong **online presence** is vital. Developing a user-friendly website that effectively presents your travel offerings, destinations, and itineraries is key. Optimizing your website for search engines and leveraging social media platforms to **engage with your audience** play pivotal roles. Additionally, providing convenient booking options and sharing captivating content add value to the overall experience. An expert digital marketing agency could assist you with reimagining and leveraging your online presence.



Promotion is the code for success in creating awareness and attracting new customers. Crafting **engaging content** that highlights the unique aspects of the travel experiences and resonates with travelers' goals is one way to promote. Collaborations with relevant **social media influencers** is also helpful in expanding your business' audience. Some other efficient digital marketing strategies for promoting your travel and tourism business include search engine optimization, social media marketing, content marketing, and email marketing.

Here we dive deeper into the **digital marketing methods** most effective for the travel & tourism industry.

Marketing in the Travel and Tourism Industry

Marketing plays a vital role in the travel and tourism industry, helping businesses attract and engage potential customers, build brand awareness, and ultimately drive bookings and revenue. Here are some key marketing methods used in the travel and tourism industry:

1 Social Media Marketing

According to a published study in [Economics journal](#), a massive 91.35% answered that their decision-making process of choosing a travel destination is impacted by photos or content they saw on social media platforms.

This indicates the immense potential for your businesses to connect with your target audience through platforms Youtube, Instagram, Twitter, TikTok and others. By sharing visually appealing content and engaging in conversations, your travel & tourism business can build a loyal follower base and increase customer engagement.

2 Influencer Marketing

Influencer marketing has gained significant traction in the industry. In fact, [Influencer Marketing Hub's statistics](#) found that 93% of marketers consider influencer marketing effective for their travel campaigns. Collaborating with influencers who have a strong following in the travel niche allows businesses to tap into their credibility and influence to reach a wider audience.

3 Email Marketing

According to a study by [Mailchimp](#), the average open rate for travel-related emails is around 20.44%, with a click-through rate of approximately 2.25%. These figures indicate the effectiveness of email marketing in the travel and tourism industry. By leveraging personalized recommendations, exclusive deals, and updates on new destinations, businesses can nurture relationships and drive conversions.

4 Content Marketing

Content marketing is a powerful tool for travel and tourism businesses to establish themselves as trusted authorities. [Research by Demand Metric](#) shows that content marketing generates approximately three times as many leads as traditional outbound marketing, highlighting its effectiveness. By providing personalized and tangible travel-related content, you can attract and engage your target audience while building brand awareness.



5

PPC Advertising



The travel industry has a highly competitive landscape, making PPC advertising crucial for businesses to capture the attention of potential customers. Data from [Wordstream reveals](#) that the average click-through rate for travel-related PPC ads is around 8.54%, demonstrating the potential to drive qualified traffic. By implementing well-targeted PPC campaigns based on relevant keywords and demographics, you can maximize your conversions.

6

Search Engine Optimization (SEO)

Search engine optimization (SEO) is crucial for travel and tourism businesses. It improves visibility and organic traffic by optimizing website content, meta tags, and relevant keywords. A shocking majority of 98% of travelers search for their destinations online according to a survey conducted by [Think with Google](#). Effective SEO practices boost visibility and attract customers by incorporating relevant keywords, driving targeted organic traffic.



Key Factors Affecting Marketing in the Travel and Tourism Industry

In the travel and tourism industry, understanding and leveraging key factors is crucial for successful marketing. By adapting to seasonal variations, special occasions, currency exchange rates, regional growth, government support, and travel trends, marketers can effectively position destinations and cater to the evolving demands of travelers.

> Seasons

Travel destinations have **high and low activity** seasons.

During the low season, rates are lower, costs of travel are also diminished and interest declines. But in anticipation of the high season, costs rise, and marketing intensifies. Thus, marketing activities may vary during each period.

> Occasions & Affairs

Special occasions like festivals, the Olympics or major conferences garner media attention and global focus. Travel marketing **leverages these events for publicity**, aligning paid marketing efforts with event schedules. Collaborations between organizers of the occasions and destinations strengthen the association between the event and the destination.



› Rates of Exchange

Fluctuating currency rates affect international travel. **Changes impact travel demand** to specific destinations. Marketing may respond by increasing efforts to revive the market or adjusting spending until rates stabilize.

› Regional Growth

When places undergo development projects, marketing campaigns announce their transformation. This **creates awareness and generates interest** among potential travelers.

› Government Support

Tourism boards often fund travel marketing. Governments invest in marketing initiatives to **attract visitors and boost local businesses**. Economic conditions influence government support.

› Travel Trends

Trends shape travel preferences and experiences. Monitoring trends enables marketers to develop **targeted campaigns aligned with evolving demands**.

Considering these factors helps travel marketers position destinations, attract tourists, and create memorable experiences.



Adjusting to Emerging Trends & Technologies in Travel and Tourism Industry

The digital marketing landscape is constantly evolving, and travel and tourism digital marketing is no exception. The world has seen numerous trends and technologies that have changed the way travel and tourism businesses market themselves. Here we will dive deeper into **how sustainability and AI technologies are paving the way for change** for travel and tourism marketers.



Sustainable Tourism

As many experts and leaders suggest, the greatest challenge that humanity faces is the **global climate** crisis. The internationally suggested approach to success is **sustainability**. This not-so-new approach has affected the way businesses function, and people decide how to spend their money.

The emphasis on sustainability is one of the most prominent trends in travel and tourism marketing. More and more visitors are looking for **environmentally friendly** ways to travel, and businesses are reacting by providing more **eco-conscious** options. This means that travel and tourism companies must be able to communicate their sustainability efforts to potential clients.

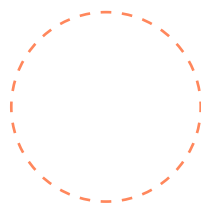
There are a number of ways that businesses can communicate their sustainability credentials.

- **Use eco-friendly experiences:** Try to **reduce their carbon footprints** by switching to renewable energy use, and transforming their locations and services in a way that resonates with their environment.
- **Offset their carbon emissions:** Businesses can also communicate their sustainability credentials by **supporting local businesses and communities**. No matter how eco-conscious, these efforts will not yield fruits unless well communicated. Agencies can assist you with successfully delivering your message to your target audience and disclose your sustainability efforts.

Making Use of AI

The use of artificial intelligence (AI) is an additional significant advancement in travel and tourism marketing. AI is being applied in the travel and tourism business in a variety of ways, including **tailored suggestions, chatbots, and virtual assistants**. AI can assist organizations in improving customer service, increasing efficiency, and reaching a larger audience.

Personalized recommendations constitute one way AI is being used in travel and tourism marketing. Customer data can be analyzed using AI to determine their **interests and preferences**. This data can then be utilized to provide **customized suggestions** for trip destinations, activities, and lodging.





The Impact of Web3

Web3, the decentralized web built on blockchain and decentralized technologies, is transforming travel and tourism marketing by **integrating aspects of a decentralized Internet**. Recent developments in the industry demonstrate how Web3 technologies, including the **Metaverse** and **NFTs**, are adding convenience and delight to the travel journey. Here are a couple of innovative Web3 campaigns run by travel & tourism brands.

“**airBaltic** has introduced an **NFT-based loyalty program** called ‘airBaltic Club,’ offering a collection of digital collectibles called ‘Planies’ that can be used to acquire travel benefits.”

“Additionally, **CitizenM** is pioneering the concept of **metaverse hotels**, enabling visitors to create self-contained environments in the virtual world using **NFT-backed digital real estate**. These innovative campaigns showcase how **Web3** is reshaping the industry, offering unique experiences and opportunities for travelers.”



What Should a Brand Look for in a Travel & Tourism Marketing Agency?

The travel and tourism industry is unique and requires specialized knowledge and strategies to effectively **reach and engage** with the target audience. When searching for a travel and tourism marketing agency, brands should consider several points to enhance their **marketing efforts**, effectively reach their **target audience**, and ultimately achieve their **business goals** in the competitive travel and tourism industry.

We have gathered our top four tips on choosing the right travel and tourism marketing agency for your brand.

Tip 1

A brand should look for an agency that possesses a **deep understanding** of the travel and tourism industry. This includes familiarity with industry trends, consumer behavior, and the competitive landscape.

Tip 2

A **strong online presence** is crucial for travel and tourism brands. It would be better to look for agencies that have a proven track record in SEO, PPC advertising, social media marketing, content creation, and website optimization.



Tip 3

Travel and tourism marketing requires a **creative touch** to capture the essence and appeal of destinations and experiences. The agency should possess the ability to develop engaging content, eye-catching visuals, and innovative marketing strategies to differentiate the brand in a competitive market.

Tip 4

A successful marketing agency in the travel and tourism sector should utilize a **data-driven approach**. By leveraging data, agencies can identify trends, target specific customer segments, and make data-backed decisions to drive the brand's success.

As a follow-up to our top tips, brands should take into account these unique **industry-specific criteria** as defined below to ensure that the travel and tourism marketing agency is capable of delivering tailored marketing strategies that resonate with travelers, drive bookings, and support the brand's growth in the competitive travel and tourism market.

- ✓ **Destination Knowledge:** Travel and tourism marketing agencies should be well-versed in a variety of places and their unique attractions. They should **analyze tourists' interests and behaviors** in order to build tailored advertisements that showcase the unique experiences and appeal of various locations. They also must be acquainted with **travel trends, popular destinations, and emerging markets**.



- ✓ **Tourism Channels:** Travel and tourism marketing agencies should have a solid understanding of the **most effective channels** for reaching out to potential travelers. This includes expertise in **travel-specific platforms** such as booking websites, review platforms, and online travel agencies. The agency should be skilled at utilizing various channels to market locations, accommodations, and activities, boosting visibility and driving bookings.
- ✓ **Visual Storytelling:** Travel and tourism is a visually-oriented industry, and agencies rely significantly on intriguing graphics to inspire and attract travelers. An ideal travel and tourism marketing agency should be talented at **visual storytelling**, utilizing **captivating pictures, films, and immersive material** to express the unique experiences and beauty of various destinations. They should be capable of producing **compelling travel material** that arouses wanderlust and encourages travelers to explore.
- ✓ **Tourism Partnerships:** Collaborating with tourism partners and stakeholders is essential for travel and tourism brands. The agency should have an **established network and expertise** creating connections with airlines, hotels, local tour operators, and other relevant organizations. Such partnerships can expand the **brand's reach**, generate **advertising initiatives**, and improve the **whole travel experience** for customers.
- ✓ **Crisis Management:** Natural disasters, turmoil in politics, and pandemics are all potential threats to the travel and tourism industry. A reliable travel and tourism marketing agency should be **well-prepared to deal with crisis** scenarios. This includes creating crisis communication strategies, altering marketing efforts, and assisting the brand in managing customer expectations and safety concerns during difficult circumstances.



6




Expert Opinions





Tom Berne

Managing Director at Crowd


Dubai, UAE



Which marketing methods or channels do you think are most effective for travel and tourism companies?

Social Media Marketing

Influencer Marketing

Content Marketing

Why do you think these marketing methods work better than the others in travel and tourism marketing?

Travel is all about first-hand experiences waiting to be explored by other people. Using visual media streams allows us to tell these stories to inspire others to visit a destination.

What are your tips for better understanding and working with travel and tourism companies?

Use research tools and resources to get a good understanding of demographics, behaviours and interests. Marry this up with what competitors are doing to gather learnings and define growth strategies.

What's your formula for a successful travel and tourism digital marketing campaign?

Video completions inform when users are fully engaged with the content. Meaning our approach to re-marketing performs much higher when we use these data pools to deploy traffic and conversion ads to websites.



How do you always keep up-to-date with such a fast-changing industry? Where do you get inspiration from?

Insight tools and ad tech partners usually provide frequent trends across the industry. We also work with various tourism boards, tour operators, and also government entities (FDI agencies) so we have access to business reports to understand specific market GDPs and how this influences the destination and tourism sectors.

What are some outside-the-box ways you use to maximize the clients' ROI?

Leverage partners that own first-party travel data to feed into our targeting strategies. This ensures ad budgets are well spent to reach the right audiences.

Could you tell us about applications or restrictions particular to the travel and tourism industry that pose a challenge for you?

None that I can think of.

Can you give an example of a successful digital marketing case study you've created for a travel and tourism company?

In 2019, we were appointed as the Lead Marketing agency for Ras Al Khaimah Tourism Department Authority, where we were responsible for promoting the destination to 10+ international markets in 4 languages. Our summer campaign (#IFoundRAK) resulted in 4x global awards and hit a record number of visitors in August 2019, resulting in 5% tourist growth.

Here's a link to the case study:

<https://thisiscrowd.com/our-work/ifoundrak>



What SaaS tools do you use to optimize your efforts in travel and tourism marketing?

Depends on scope; it varies but anything from HubSpot, Marketo, Pardot, etc. for marketing automation, Google Analytics for data reporting, and a mix of social management tools for content scheduling, listening, and brand health monitoring etc.

Since there is a high season for travel and tourism marketing, what international events do you think determine the travel and tourism trends throughout the year?

Depends on the location... The Middle East, for example, it's much quieter during the summer seasons. Trade shows like ATM and WTM are good to meet up with clients and learn more about upcoming travel and martech.

What marketing activities has your agency carried out specifically for these events?

Event marketing, social media marketing, and influencer marketing.





Andrea Klauber

Senior Manager Digital Products,
Brand & Partnerships at Yellow Pages Canada

Montreal, CA



Which marketing methods or channels do you think are most effective for travel and tourism companies?

Social Media Marketing

Pay-Per-Click

SEO

Mobile Marketing

Customer Reviews and Testimonials

Remarketing/Retargeting

Why do you think these marketing methods work better than the others in travel and tourism marketing?

You need to be found & inspire people throughout their entire journey, wherever they are be it social, Google, Bing, mobile/desktop, etc. You also need to ensure your customer reviews are above average and up-to-date as a lot of people highly value other's reviews.

What are your tips for better understanding and working with travel and tourism companies?

Ensure you understand desired target audiences to best pitch a solution that will meet them.

What's your formula for a successful travel and tourism digital marketing campaign?

Ensure you have a robust website with engaging content, ensure your Google Business profile is updated regularly with positive customer reviews and ensure you can be found on search engines (PPC & SEO) as well as on social channels.

How do you always keep up-to-date with such a fast-changing industry? Where do you get inspiration from?

Our strategic partnerships allow us to stay up-to-date on industry innovations. Often we take inspiration from our relationships with our clients.

What are some outside-the-box ways you use to maximize the clients' ROI?

Segmenting audiences and retargeting them with customized messaging.

Could you tell us about applications or restrictions particular to the travel and tourism industry that pose a challenge for you?

We deal with small, local businesses in Canada and don't encounter restrictions that limit us..

Can you give an example of a successful digital marketing case study you've created for a travel and tourism company?

We require the company to allow us to share their results.

What SaaS tools do you use to optimize your efforts in travel and tourism marketing?

Skai, TapClicks, and Marchex.

Since there is a high season for travel and tourism marketing, what international events do you think determine the travel and tourism trends throughout the year?

Depending on geographic region, certain events rank higher (ex: seasonality including sporting events like skiing).

What marketing activities has your agency carried out specifically for these events?

Promotional ads.





Seth Geoffrion

Founder & Managing Director at Vrrb



Los Angeles, USA

vrrb

Which marketing methods or channels do you think are most effective for travel and tourism companies?

Social Media Marketing

Search Engine Optimization

Email Marketing

Content Marketing

Why do you think these marketing methods work better than the others in travel and tourism marketing?

Travelers typically begin their planning process by searching the internet for ideas. For this reason, SEO is a great way to drive organic traffic to your site. In order for this to work, tourism destination websites need to be filled with relevant, timely content that helps travelers plan a trip.

What are your tips for better understanding and working with travel and tourism companies?

A robust content strategy is key.

What's your formula for a successful travel and tourism digital marketing campaign?

Users have a lot of resources available to them when planning a trip. Differentiate your offering by curating content and adding your own special twist. Whether it is reviewing restaurants and activities or helping consumers find the best deals, you need to offer insights that mainstream sources like TripAdvisor simply cannot compete with.

How do you always keep up-to-date with such a fast-changing industry? Where do you get inspiration from?

The best way to understand what's missing in the travel space is to utilize the existing tools when planning your own trips. You'll quickly find where other sites fall short. There are plenty of opportunities to offer users a better experience.

What are some outside-the-box ways you use to maximize the clients' ROI?

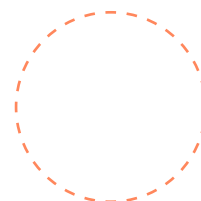
For one client (a destination website for a major US city) we developed a Trip Planner feature on their website. The Trip Planner allows users to compose their own custom itinerary, pulling from the restaurants, events, and activities listed on the site. This keeps users returning to the site.

Could you tell us about applications or restrictions particular to the travel and tourism industry that pose a challenge for you?

Many advertising platforms such as Meta disallow PPC ads for vacation rentals. We have developed a strategy to get around this limitation.

Can you give an example of a successful digital marketing case study you've created for a travel and tourism company?

We mainly focus on website design and development. www.visitpalmsprings.com is an example of a website we built for the tourism board of Palm Springs, California.



What SaaS tools do you use to optimize your efforts in travel and tourism marketing?

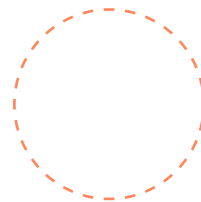
Google Analytics, Google Docs.

Since there is a high season for travel and tourism marketing, what international events do you think determine the travel and tourism trends throughout the year?

Major music festivals, conferences, holidays, and local cultural events all have an impact on visitors' interest in a particular destination.

What marketing activities has your agency carried out specifically for these events?

Email campaigns, online/virtual event production, and event-focused microsites.





Matthew Goulart

Founder at Ignite Digital

Toronto, CA



Which marketing methods or channels do you think are most effective for travel and tourism companies?

Social Media Marketing

Search Engine Optimization

Pay-Per-Click

Email Marketing

Influencer Marketing

Why do you think these marketing methods work better than the others in travel and tourism marketing?

SEO is the #1 driver. This is due to it being the main traffic generator.

Putting your brand in front of a competitive but purchase-related keyword helps drive positive ROI.

What are your tips for better understanding and working with travel and tourism companies?

For brands looking to improve their performance and achieve measurable results, implementing GA4 is crucial. Upgrading to UA enables you to not only track but also compare where your leads are coming from. By utilizing event tracking, you can easily determine your ROI and boost your overall revenue.

What's your formula for a successful travel and tourism digital marketing campaign?

ROI - If you are not tracking your leads you are just gambling with your digital marketing budget.

How do you always keep up-to-date with such a fast-changing industry? Where do you get inspiration from?

Staying ahead of the competition requires regular measurement, testing, and experimentation. By embracing these practices, brands can gain a crucial competitive advantage in their industry.

What are some outside-the-box ways you use to maximize the clients' ROI?

Achieve client success without stretching their budget. Optimize conversion rates through effective strategies to produce more results at the same cost – a key ingredient for a happy client.

Could you tell us about applications or restrictions particular to the travel and tourism industry that pose a challenge for you?

Meta and Google's internal policies on how to advertise impact clients. Google hasn't changed this since June 2nd 2022 but any changes in the future could impact the industry.

Can you give an example of a successful digital marketing case study you've created for a travel and tourism company?

Please visit here: <https://ignitedigital.com/resources/case-study>

What SaaS tools do you use to optimize your efforts in travel and tourism marketing?

Semrush, Moz, GA4, Hotjar, and Looker.

Since there is a high season for travel and tourism marketing, what international events do you think determine the travel and tourism trends throughout the year?

Each client is unique. Hotel chains in the South typically do extremely well when kids aren't in school. Long weekends always have been and always will be a great time period.

What marketing activities has your agency carried out specifically for these events?

SEO, Google Ads.



Isabella Smith

Digital Strategy Consultant at Impression

London, UK



Which marketing methods or channels do you think are most effective for travel and tourism companies?

Social Media Marketing

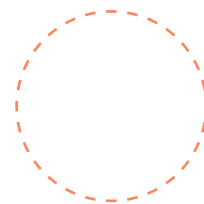
Customer Reviews and Testimonials

Why do you think these marketing methods work better than the others in travel and tourism marketing?

Customers are increasingly concerned about the credibility of their airlines due to experiences with poor customer experience, which reviews and social media lend themselves to overcome.

What are your tips for better understanding and working with travel and tourism companies?

The key to working successfully with travel and tourism companies is an in-depth understanding of how the business works, what their key priorities are and what metrics matter most for them and then overlaying this with your own research into the market landscape and competitor environment.



DIGITAL AGENCY
NETWORK

What's your formula for a successful travel and tourism digital marketing campaign?

It is important to understand the full customer journey and then ensure your marketing activity is present across key decision moments. Playing a part in both demand generation alongside harvesting that demand is vital in order to drive sustainable growth. Without this, you risk losing the long-term potential whilst your competitors will be looking to steal share.

How do you always keep up-to-date with such a fast-changing industry? Where do you get inspiration from?

Using 3rd party insight tools, such as Similarweb, is a great way of staying on top of competitor movements and activities, enabling you to be reactive if needed. Building strong relationships with established travel partners, such as Skyscanner and Expedia who help us to stay on top of the latest industry trends through sharing insight into what is happening.

What are some outside-the-box ways you use to maximize the clients' ROI?

Testing "offline" channels such as Connected TV and DOOH has shown strong results for us, as we are able to reach customers in new environments whilst utilising the benefits of digital by being targeted and measurable.



Could you tell us about applications or restrictions particular to the travel and tourism industry that pose a challenge for you?

Still recovering from the global pandemic, it is evident that many consumers are still anxious about travelling and have lost trust in many travel providers, suggesting ensuring your brand is seen as credible and trustworthy is increasingly important.

What SaaS tools do you use to optimize your efforts in travel and tourism marketing?

We use Similarweb to understand what competitors are doing within the digital marketing space, both from an activity and creative perspective. This helps us spot opportunities, keep on top of trends and be reactive if needed.

Since there is a high season for travel and tourism marketing, what international events do you think determine the travel and tourism trends throughout the year?

Seasons play a bigger part in air travel than events from my experience.





Aurelie Brunet

Director of Growth at Propeller

London, UK



Which marketing methods or channels do you think are most effective for travel and tourism companies?

Social Media Marketing

Search Engine Optimization

Pay-Per-Click

Email Marketing

Content Marketing

Customer Reviews and Testimonials

Remarketing/Retargeting

Influencer Marketing

Why do you think these marketing methods work better than the others in travel and tourism marketing?

All channels need to be considered but inspirational content is a good way to trigger conversions.

What are your tips for better understanding and working with travel and tourism companies?

Be an expert and be truly inspired by the industry.

What's your formula for a successful travel and tourism digital marketing campaign?

Holistic and creative approach.



DIGITAL AGENCY
NETWORK

How do you always keep up-to-date with such a fast-changing industry? Where do you get inspiration from?

Newsletters from travel and tourism companies, group chats, digital trends and news.

What are some outside-the-box ways you use to maximize the clients' ROI?

Put ourselves in the consumers' shoes, identify the pain points, fix the pain points.

Could you tell us about applications or restrictions particular to the travel and tourism industry that pose a challenge for you?

One of the restrictions lies in the client's digital transformation progress. From a Media approach perspective, a customer-centric culture needs to replace the one size fits all "siloes" channel planning approach. This implies moving from broad media to personalised audience targeting. Moving into a model with differentiated campaigns and a strong focus on 'Always-On' Marketing. Finally, using a data-driven personalisation approach.



Can you give an example of a successful digital marketing case study you've created for a travel and tourism company?

Freestream:

- We created a stunning digital identity for the ultimate luxury brand.
- Connected a HNWI audience with private jet sales, charters and design services.
- Converted site visitors into enquirers in the sales funnel.
- We delivered full discovery; UX & UI design; site build on WordPress including product upload, search and filter; and ongoing hosting & support.

Results:

- Website traffic increased by over 400%.
- 4 times more mobile traffic and 3 times more reach from Google.
- In a 6 month period, Freestream began to rank for more general search terms and climbed positions for more niche terms.

What SaaS tools do you use to optimize your efforts in travel and tourism marketing?

Zendesk, Yext, etc.

Since there is a high season for travel and tourism marketing, what international events do you think determine the travel and tourism trends throughout the year?

Your business focus will dictate which events matter and influence your activity.

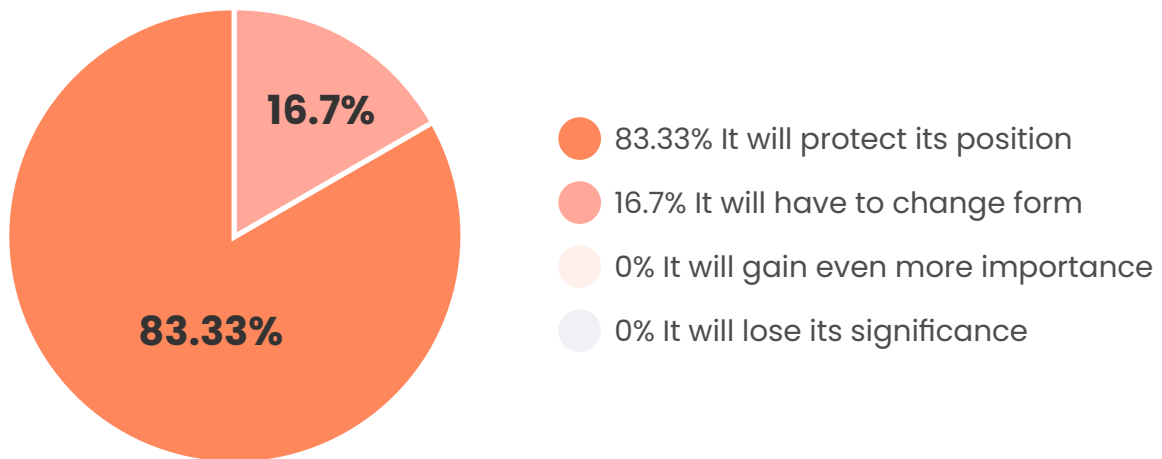
What marketing activities has your agency carried out specifically for these events?

Paid Media.

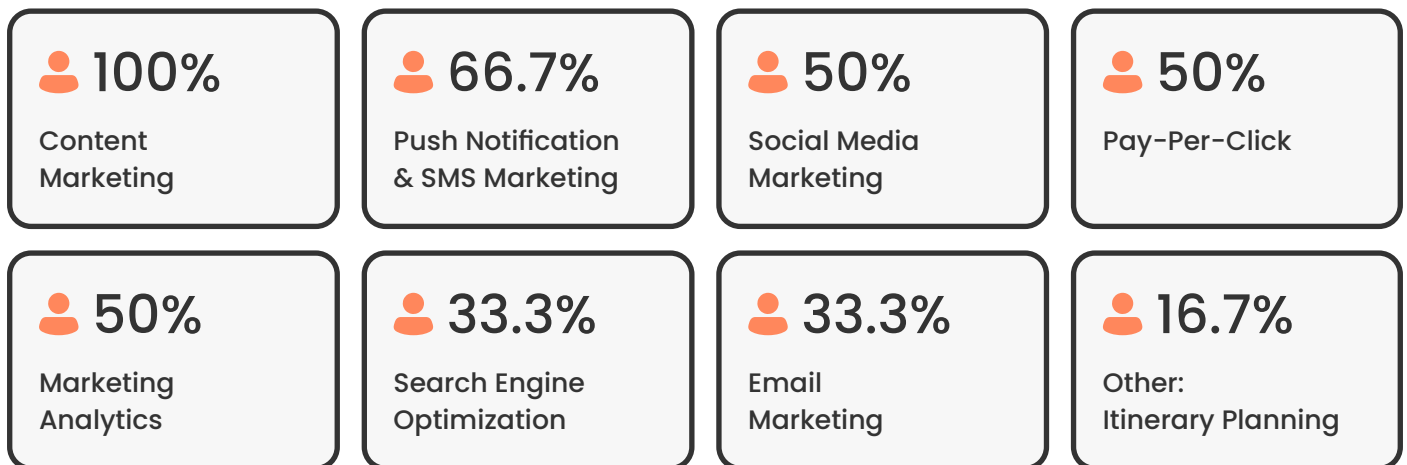


Future of Travel & Tourism Marketing

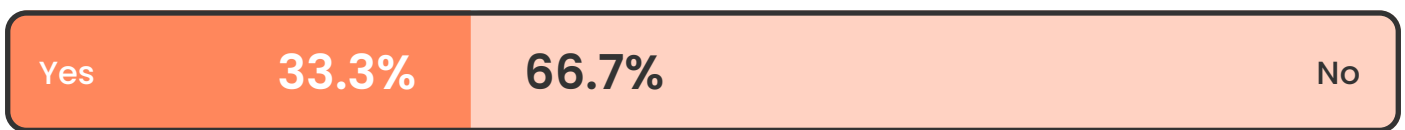
Do you think influencer marketing will maintain its importance in the travel and tourism industry in the future?



Which methods of travel and tourism marketing do you think will be automated or done by AI in the future?



Do you think VR or Metaverse will disrupt travel and tourism marketing?



If yes, how?

“Technology allows users to get closer and experience specific destinations they may not be able to. This could be due to visas or financial constraints. On the flip side, no tech can beat a real experience, so seeing and experiencing something in the flesh is what makes something so treasurable.”

— **Tom Berne**

“The way we consume content and experience our environment.”

— **Aurelie Brunet**

What developments would you like to see in travel and tourism marketing in the future?

“I think it would be very interesting to develop sustainable travel practices that would further support our local businesses.”

— **Andrea Klauber**

“Leveraging AI to help visitors plan the perfect trip based on their profile, preferences, schedule and budget.”

— **Seth Geoffrion**

“VR technology has been around for some time, augmented reality was highly promoted a few years ago, but it didn’t gain much popularity. Despite Meta investing billions in Metaverse, it has not received much traction yet. As a result, it may take several years before we see any significant progress.”

— **Matthew Goulart**

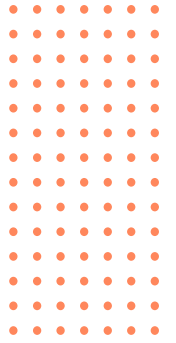
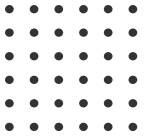
“A move to more sustainable solutions for travel, with this being more of a priority in our marketing.”

— **Isabella Smith**

“I’d like to see even more innovations in the way we do marketing and the way we produce and consume content.”

— **Aurelie Brunet**





www.digitalagencynetwork.com

