

the power of tourism:

travel and tourism marketing essentials

A summary of critical travel stats, trends and best practices every tourism marketer should have in their tool kit.

Domestic Tourism

Direct Visitor Spending
\$869 billion

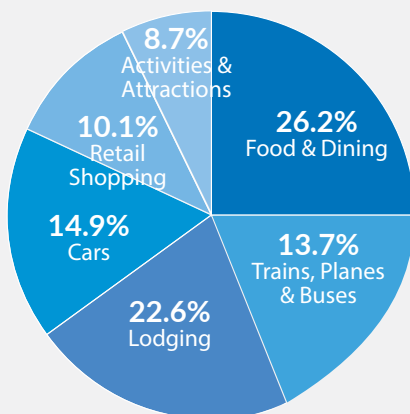
↑ **104%**

(Domestic Leisure Travel spending continues to rise past 2019 levels)

Type of Travel Recovery

- Domestic Leisure
104% of 2019
- Domestic Business
56% Remains Lost
- International Inbound
78% Remains lost

Share of Leisure Spending



**All data is up to the 2022.*



\$910 billion

Total Direct Visitor Spending

International Tourism



Direct Visitor Spending
\$40 billion

(78% below 2019 levels, \$181 billion dollars)

TOP INTERNATIONAL MARKETS TO USA BY PROJECTED RECOVERY:

2024:	2026:	2025:
Canada	China	Japan
Mexico	South Korea	Germany
United Kingdom		France
		India

5 Important Visitor Segments

Couples

Includes older empty nesters and younger couples

Visiting Friends & Relatives (VFR)

Travelers are highly motivated by visiting friends and relatives, makeup 40% of US travelers.

Business Traveler

2023 will see a slow but continued growth, full recovery is projected for 2026. 56% remains lost from 2019.

Values-Based Travelers

Travelers looking for new experiences, relaxation and connection with people and nature

Meetings Delegates

Meetings/events come in all sizes and types. Connect with event organizers and your CVB.

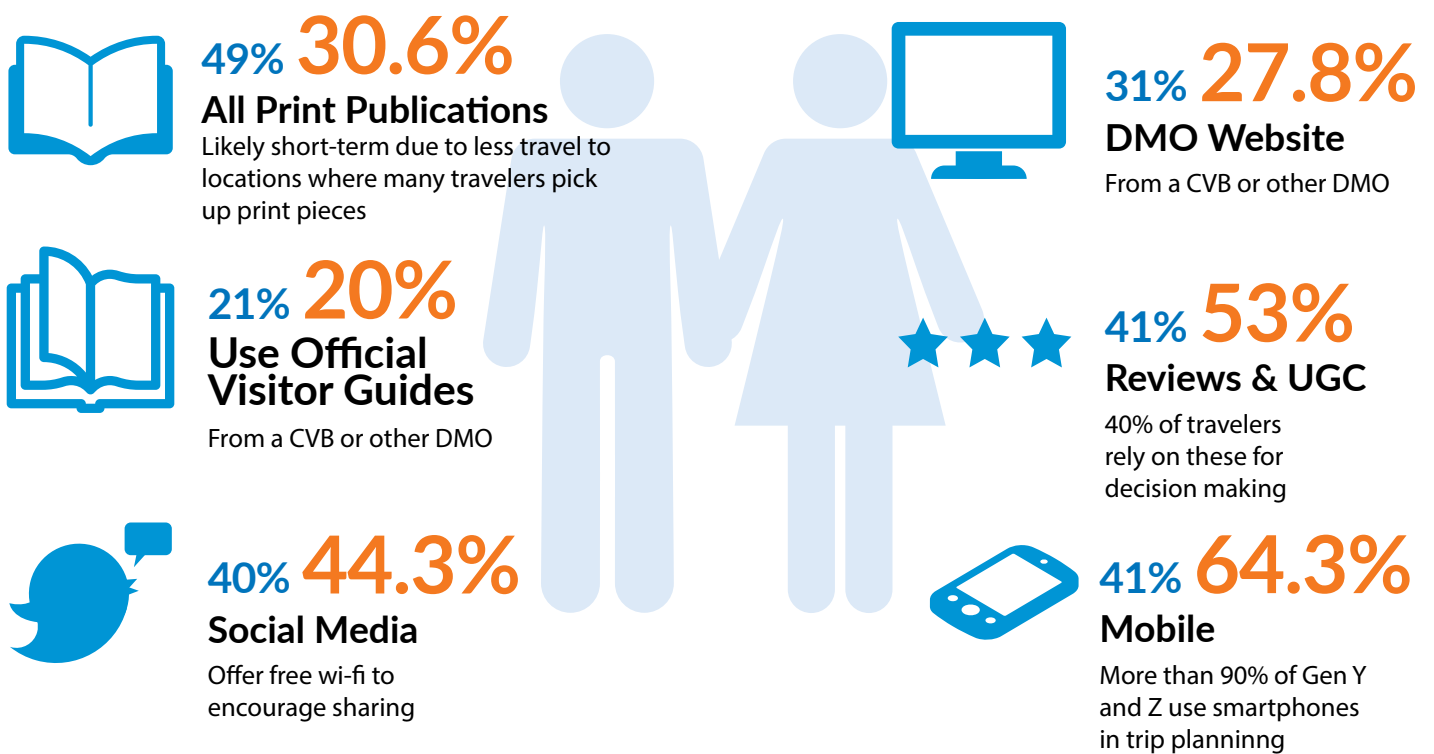
US travelers are becoming more diverse – ethnically and by age and income. Closely define the characteristics of the visitors you want to market to and understand the mix of your current customers. Do they match?

the hyper-informed traveler

Today's U.S. traveler is more informed and uses more media and sources of information (40+) than ever before in the history of travel.

THE STATE OF THE AMERICAN TRAVELER

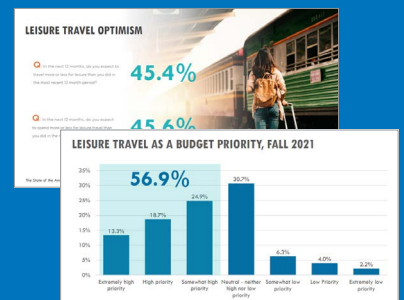
Research Highlights: Media Usage comparing 2014 to **2022**



The State of the American Traveler

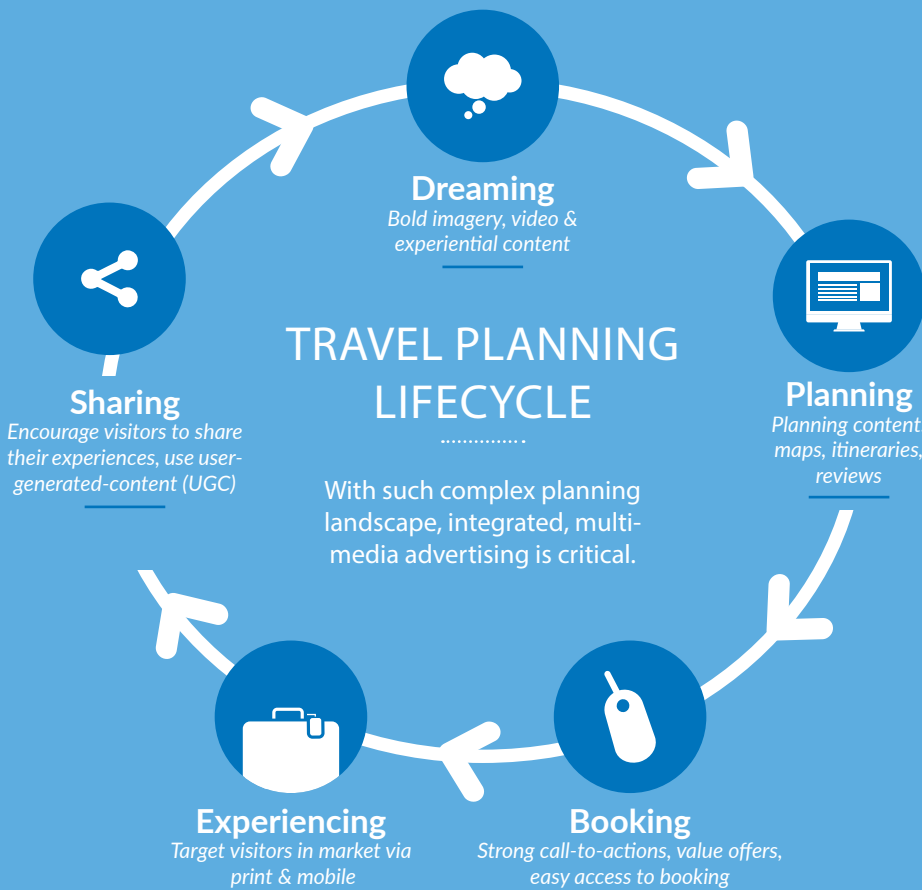
The State of the American Traveler quarterly research covers trends in mobile, content, technology and traveler segments. Visit www.milespartnership.com/SAT for more research.

Conducted by Destination Analysts
www.destinationanalysts.com



still DREAMS, PLANS, THEN BOOKS

MULTI-MEDIA: With such a complex planning landscape, integrated, multi-media advertising is critical.



Generational Differences in 2022

RATINGS & USER-GENERATED CONTENT

- » Millennials/Gen Y 26.7%
- » Generation X 25.1%
- » Baby Boomers 20.1%

SOCIAL MEDIA

- » Millennials/Gen Y 67.6%
- » Generation X 47.6%
- » Baby Boomers 24.1%

MOBILE

- » Millennials/Gen Y 86.1%
- » Generation X 74.6%
- » Baby Boomers 57.1%

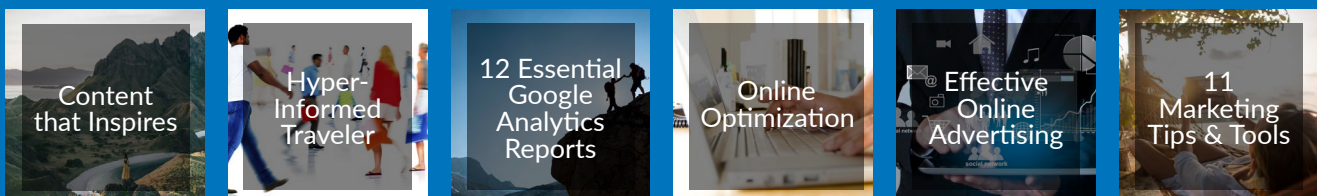
PRINT

- » Millennials/Gen Y 36.8%
- » Generation X 28.6%
- » Baby Boomers 24.3%

Source:

The State of the American Traveler, 2022

White Paper Snapshot



Miles creates an array of free tourism-marketing whitepapers, all geared toward helping you to create and track effective tourism-marketing campaigns. (Read and download our latest white papers at www.milespartnership.com)

smart advertising tool kit

Plan and execute a smart advertising program that generates results by including these six best practices:



- 1 Have a S.M.A.R.T. Plan.** Develop a quick, simple campaign brief that includes all the elements of S.M.A.R.T. advertising. A campaign brief can be short and simple but make sure it is **Specific, Measurable and Attainable**, has clear **Resources** (budget and staff) and **Timelines** assigned (S.M.A.R.T).
- 2 Define Your Target Audience.** Identify the specific travelers and their interests that you want to target. Don't try to be all things to all visitors. Make sure you clearly define who you want to reach.
- 3 Develop Clear and Compelling Creative.** Your advertising should be targeted to specific visitors using engaging images, relevant keywords and a call to action that will directly appeal to their interests. Good advertising needs to grab **Attention**, raise **Interest**, develop **Desire** and have a clear **Action** (A.I.D.A.).
- 4 Utilize Integrated Media.** Develop a media plan that reaches travelers across the full range of digital and print media they use in their trip planning. While some media and advertising will be more about branding and awareness, others will be about specific promotions and calls to action. Focus on multimedia solutions.
- 5 Measure What Matters.** Measure success with a range of events or "Signals of Intent to Travel" (SITs) – not just bookings. Most travelers influenced by your advertising won't book on the destination's official site or even your site but they will give other SITs. Make sure you are tracking advertising referrals against a range of other online goals in your analytics such as checking rate and availability, finding deals, watching a video or utilizing the click to call function on their phone.
- 6 Review and Refine.** Measure, monitor and manage your advertising to focus on what works and to change what doesn't. Assess the performance of your advertising on a regular basis, looking "beyond the click" at key measurements like bounce rate, time on site and SITs. Work with your advertising team to review your advertising creative, placement and type and make necessary updates.

Sources of Research: Destination Analysts (The State of the American Traveler 2006 - 2022), US Travel Association (The Economic Review of Travel in America 2022, U.S. Travel Forecast Fall 2022, U.S. Travel Forecast Volume Sheet 2022, International Inbound Travel to the US Fact Sheet 2022)

→ **MORE:** For a full list of research and other resources, visit www.MilesPartnership.com.