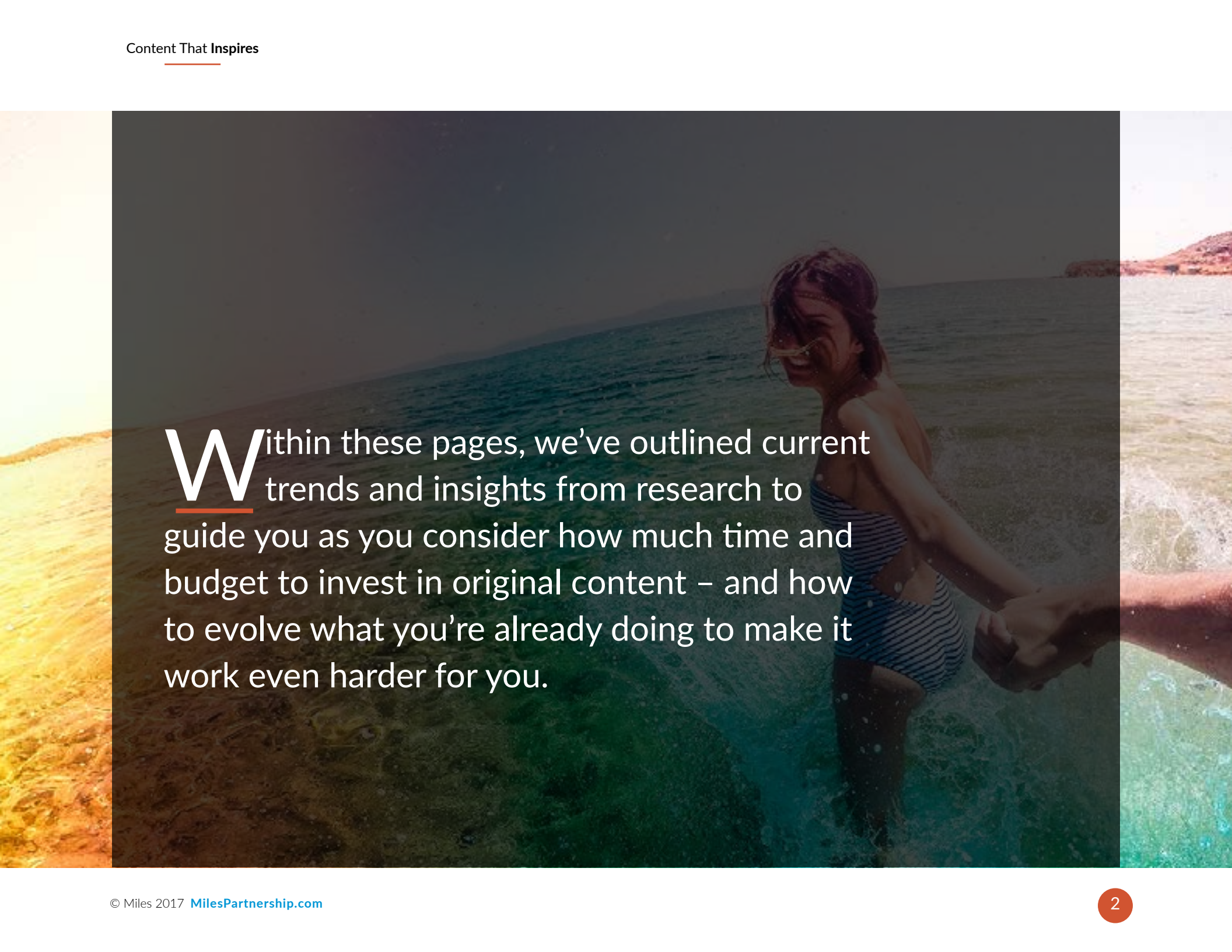


# content that inspires

Creating Stand-out  
Content for Your Destination

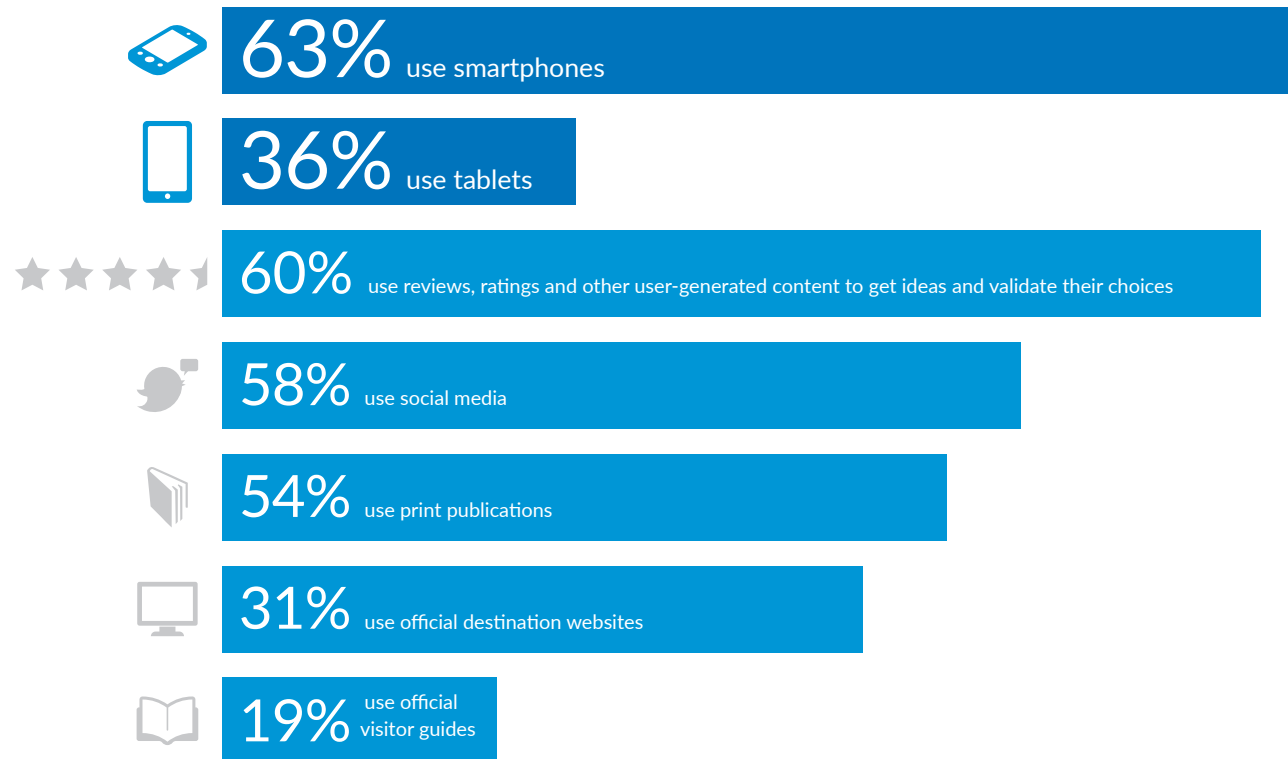
## Includes

- Connecting with your audience
- Promoting your original content
- Measuring & improving your content's reach

A woman in a striped swimsuit is smiling and holding hands with someone whose arm is visible on the right. They are standing in shallow ocean waves. The background shows a vast expanse of water meeting a dark, overcast sky. The overall mood is joyful and serene.

**W**ithin these pages, we've outlined current trends and insights from research to guide you as you consider how much time and budget to invest in original content – and how to evolve what you're already doing to make it work even harder for you.

Today's travelers are more informed than ever, using print as well as digital content to inform their decisions. Of travelers accessing digital content, 63% are doing so on their smartphones and 36% on their tablets.



In a 2016 conversion study of 13 DMO websites...

80% of users who were influenced to visit a destination researched things to do, attractions and activities.

80%



SFTravel.com

43% of users who were influenced to visit a destination researched dining, cuisine and food & drinks.

43%



SonomaCounty.com



Women made up more than 65% of those users. Types of content which caught their eyes were lists, family activities, content on neighborhoods, and deals. Their top images showed couples and families – and included user-generated content.

Now that you know what most users are looking for, how do you keep your content top-of-mind with consumers and competitive in search results?

65%

## Create & Curate Exceptional Content

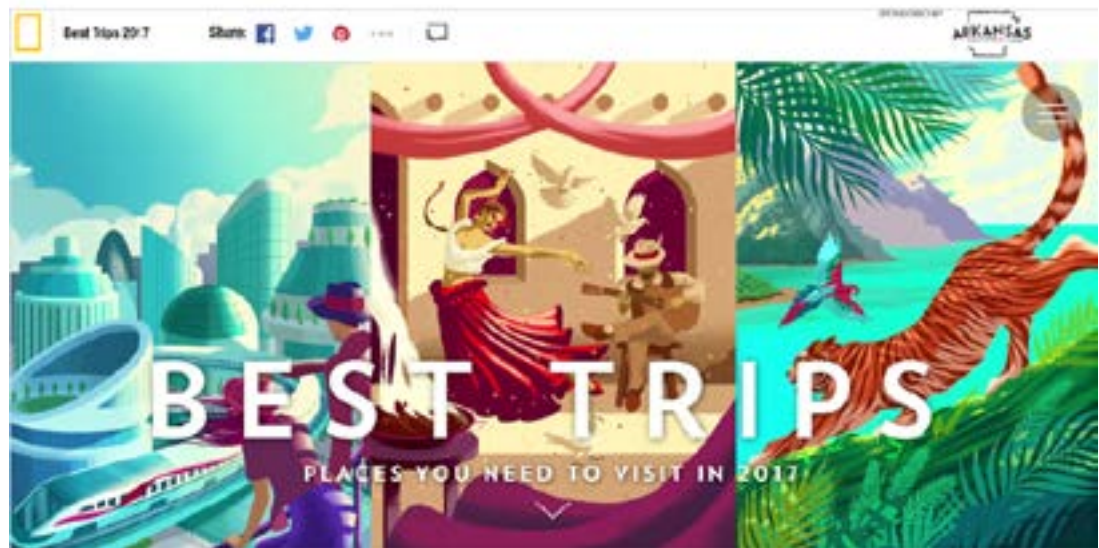
Content is at the core of every marketing channel or product that you develop. Focus on quality content rather than sheer volume, starting with connecting with your audience. To do this:

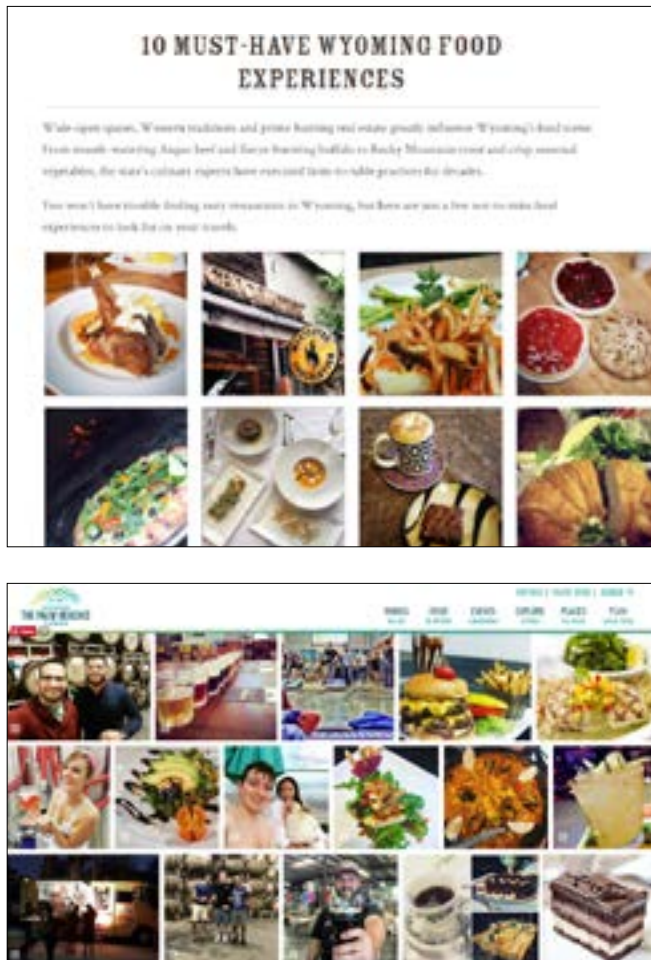
**Hone your brand voice.** Take the time to research your audience and develop a personality that speaks to them. The goal here is to make it seem as though you're having a conversation – and to make that conversation stick in consumers' minds.

**Did you know?** Most travelers describe the places they're excited about as fun, relaxing, awesome and scenic. Yet these same travelers describe travel-planning websites as well-organized, detailed and comprehensive – in other words, devoid of what they're looking for in a destination.

**Evoke emotions.** In addition to your brand voice, use rich media – large, immersive photos and moving videos – in your content to strike a chord with consumers.

Articles that contain images get **94% more views** than articles without





**Be real.** User-generated content (think social media) also resonates with today's travelers, and it's a win-win for everyone. Travelers get to see real people experiencing a destination, and you get to curate authentic images for your site.

Pro tip: Instead of simply displaying images from social media on your site, create content around a theme, as **TravelWyoming.com** did below. You can even put it into print like **West Virginia** did!





# Distribute & Promote

Now that your original, engaging, exceptional content is ready to go, it's time to publish it on your site and promote, promote, promote! Make a plan in advance (during the content creation process) for distributing your content. **We recommend a combination of paid, earned, shared and owned media.**

PRINT GUIDE



OFFICIAL WEBSITE



SOCIAL MEDIA CHANNELS



## Track & Evolve

Creating content is one thing – making sure it’s successful is another. Don’t “set it and forget it.” Instead, monitor your content’s performance and continually optimize it. Use tools like BrightEdge to guide its SEO and Visual Website Optimizer to help determine which images users prefer.

Typical metrics to monitor include:

### Traffic

- » Visits & repeat visits
- » Visits by device type
- » Visits by audience (e.g., geography)

### Engagement

- » Bounce rate
- » Time on page/ time on site
- » Scroll depth

### Signals of intent to travel

- » Enewsletter sign-ups
- » Guide orders & views
- » Partner referrals



## The Wrap-up: 5 Takeaways

1. Leverage visual content.
2. Create rich content experiences.
3. Think distribution first.
4. Create content specifically for your target audience.
5. Focus on conversions.

# stay in touch with us



## ↗ Website

[MilesPartnership.com](https://MilesPartnership.com)

This is the place to meet our team, learn more about the services we offer, peruse our in-depth research library and check out our latest blog post.



## ↗ Blog

[MilesPartnership.com/blog](https://MilesPartnership.com/blog)

More than two dozen Miles employees post regularly about new trends, industry insights and best practices in online, mobile, print and integrated content marketing.



## ↗ Research

[MilesPartnership.com/library](https://MilesPartnership.com/library)

We stay at the forefront of tourism trends, conducting independent studies on leisure travel and publishing our semiannual findings in a variety of outlets.



## ↗ Email

Miles Forward We believe that proactive communication is a key to continuous engagement, so we send out monthly emails to keep our clients and industry partners in the loop.

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