

# travel and tourism marketing essentials

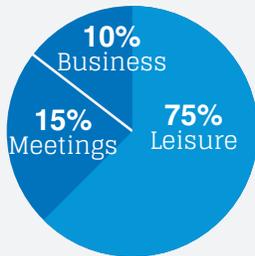
A summary of critical travel stats, trends and best practices every tourism marketer should have in their tool kit

Version 1.1 2015

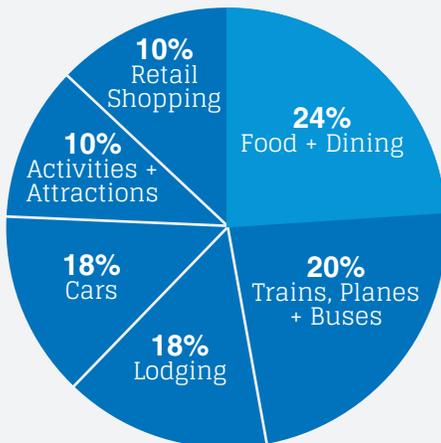
## Domestic Tourism

**Direct Visitor Spending**  
**\$727 billion**  
↑ **4%**  
(2012-2013)

### Type of Travel



### Share of Spending



## International Tourism

**Direct Visitor Spending**  
**\$129 billion**  
↑ **11%**  
(2012-2013)

### TOP 5 INTERNATIONAL MARKETS TO USA BY:

Size:	Growth:
Canada	China
Mexico	Brazil
United Kingdom	Argentina
Japan	Korea
Brazil	Australia

## 5 Important Visitor Segments

### Couples

Includes older empty nesters and younger couples

### Family

“Family” means all sorts of family groupings in 2015

### Business Traveler

Rebounding with a stronger economy, great repeat business

### Small Leisure Groups

From sports groups to reunions the size is often unrecognized

### Meetings Delegates

Meetings/events come in all sizes and types

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?

# US Leisure Domestic the hyper-informed traveler

The trip planning process for American travelers has never been more information rich, complex and covering more media – all before booking. **The average US traveler uses 40+ sources of information, including dozens of digital and print sources, over an average 3-6 week trip planning process.**

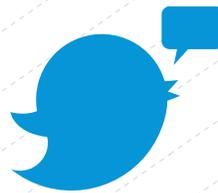
The decision to visit, stay or experience your business is likely to have been made using sources of information well before the point of booking.



49%

**Use Print Publications:  
Visitor Guides,  
Brochures, Magazines**

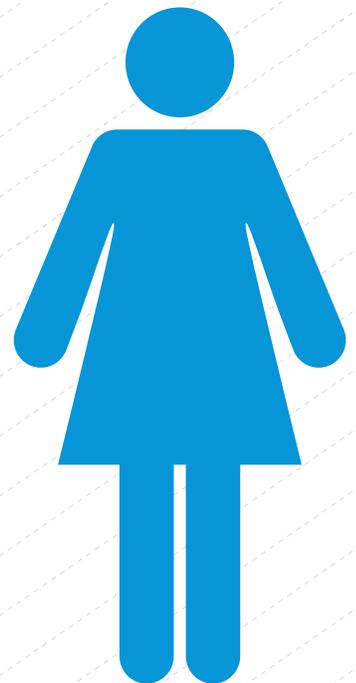
*This percentage has actually increased since 2007*



40%

**Use Social Media in  
Trip Planning**

*Most travelers use social media  
to see or share trip photos;  
encourage your guests to  
share their experience through  
services like free Wi-Fi*



60%

**of Travel Decision  
Makers Are Female**



41%

**Seek Out Reviews, Ratings and User-Generated Content for  
Ideas and to Validate Their Selection**

*Recent research from Cornell's School of Hospitality (2014) highlights that properties  
with better reviews are able to command a higher ADR – against properties of  
similar location and facilities*

**about DMOs**  
(Destination Marketing  
Organizations; CVBs, State and  
Regional Tourism Organizations)

Destination Marketing Organizations (DMOs) have been a major part of travel in the US since the late 1800s. They reach and influence around one third of all US travelers – and are funded by the visitors themselves, usually via a hotel bed tax and/or fees at airports, rental cars, etc. They spend billions in marketing – convincing consumers to travel – and to come to your destination.



21%

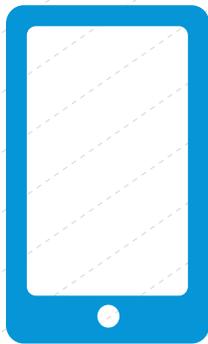
**Use Official Visitor Guides:  
City, Regional or State  
Vacation Publications**

*From a CVB or other DMO*

31%

**Use Official Destination  
Websites**

*From a CVB or other DMO*



28%

**Use Tablets To Access  
Travel Information\***

*\*Travelers use them almost equally both  
before and during travel*



41%

**Use Smartphones To  
Access Travel Information\***

## 5 Trends to Watch



### MOBILE

*Mobile is moving beyond the mainstream to become a central device invaluable to many travelers. Apps are hugely popular but dominated by big brands (airlines, OTAs, etc). Most travelers will simply visit your website, make sure yours is Mobile Friendly – specifically, responsive.*



### CONTENT MARKETING

*“Content is King” has long been a buzzword in online marketing but is now a dominant form of advertising. Sponsored content (short editorial, suggested itinerary, sponsored video) can tell the story of your destination, property or activity in new and compelling ways.*



### TARGETING

*Content and advertising can therefore be personalized and targeted in ever more precise ways for consumers. This means your creative (photos, call to action, etc) needs to be customized for each target audience and situation.*



### DATA DRIVEN

*Even more detailed information on online behavior and consumers is being leveraged to analyze and predict the interest and needs of consumers. How well your organization can harness this data and analytics – and act on it – will be a major driver of marketing success in the future. Start by leveraging Google Analytics on your website and in your advertising.*



### DIVERSE

*The Baby Boomers and Generation Y (Millennials) form the two largest generations in US history at 80 million strong each. Each have different and specific needs. Younger Americans in particular are the most ethnically diverse in history.*

119 Years Old

\$10 Billion in  
Marketing Funds

2,500 Globally

38% Increase  
in Bookings

800+ in the USA

DMOs reach and influence many travelers – but most book with the business or an OTA. A major study in 2013 by Expedia showed that **visitors who had been to a DMO website in their trip planning were 38% more likely to book** when reaching the Expedia website than the average site visitor (Millward Brown and Compete.com for Expedia).

# smart advertising tool kit

Plan and execute a smart advertising program that generates results by ensuring you include these 6 best practices:



- 1 Have a Plan.** Develop a quick, simple campaign brief that includes all the elements below of smart advertising. A Campaign brief can be short and simple but make sure it is **Specific, Measurable, Attainable** and has clear **Resources** (\$\$ & 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 Clear and Compelling Creative.** Your advertising should be targeted to specific visitors – with creative; images, keywords and a call to action that will directly appeal to their interests. Think of A.I.D.A in planning your creative. Good advertising needs to create **Awareness**, raise **Interest**, develop **Desire** and have a clear call to **Action**.
- 4 Integrated Media.** Develop a media plan that reaches travelers across the full range of digital and print media that they use in their trip planning. Some media options and advertising will be more about branding and awareness, others about specific promotions and calls to action. Focus on multimedia solutions.
- 5 Measure What Matters.** Measure a range of success event or “Signals of Intent to Travel” – not just bookings. Most travelers influenced by your advertising won't book on the DMO site or even your site. Make sure you are tracking advertising referrals against a range of other online goals in your analytics, for example, viewing pricing and availability, checking out deals, watching a video or other Signals of Intent.
- 6 Review & Refine.** Measure, monitor and manage – change 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 Signals of Intent to Travel. Reconnect with your advertising rep to update your advertising creative, placement and type.

*MORE: For a list of resources to help in your campaign planning, tips on advertising creative, how to set up Campaign Tracking Codes and a summary of 10 Free Online Marketing Tools visit [budurl.com/MilesEssentials](http://budurl.com/MilesEssentials)*

*Sources of Research: US Travel Association (Impact of Travel on State Economies 2013, Domestic Travel Market Report 2013, International Top 20 Report 2008 – 2013), Destination Analysts (State of the American Traveler 2006 - 2014), Brand USA & PhocusWright (International Market Profiles 2014)*

*MORE: For a full list of research and other resources visit [budurl.com/MilesEssentials](http://budurl.com/MilesEssentials)*