

# 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

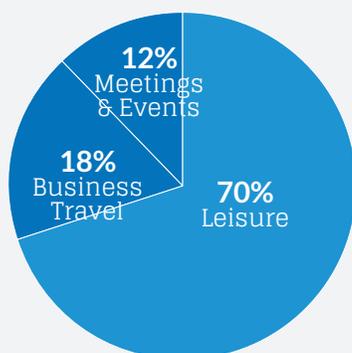
### Domestic Tourism

Direct Visitor Spending  
**\$1,036 billion**

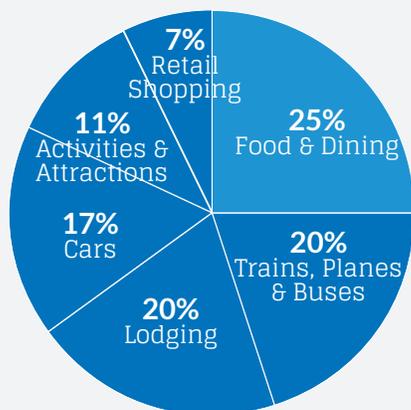
↑ **2.1%**

(YOY increase from 2016 to 2017)

#### Type of Travel



#### Share of Leisure Spending



(see back page for research sources)



**\$1,287 billion**

Total Direct Visitor Spending

### International Tourism

Direct Visitor Spending  
**\$251 billion**

↑ **1%**

(average growth from 2012 to 2017)

#### TOP 5 INTERNATIONAL MARKETS TO USA BY:

Size:	Growth:
Canada	China
Mexico	India
United Kingdom	Taiwan
Japan	Korea
China	Australia/NZ

## 5 Important Visitor Segments

#### Couples

Includes older empty nesters and younger couples

#### Family

"Family" means all sorts of familial groupings including multi-generational travel.

#### 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. Connect with event organizers and your CVB.

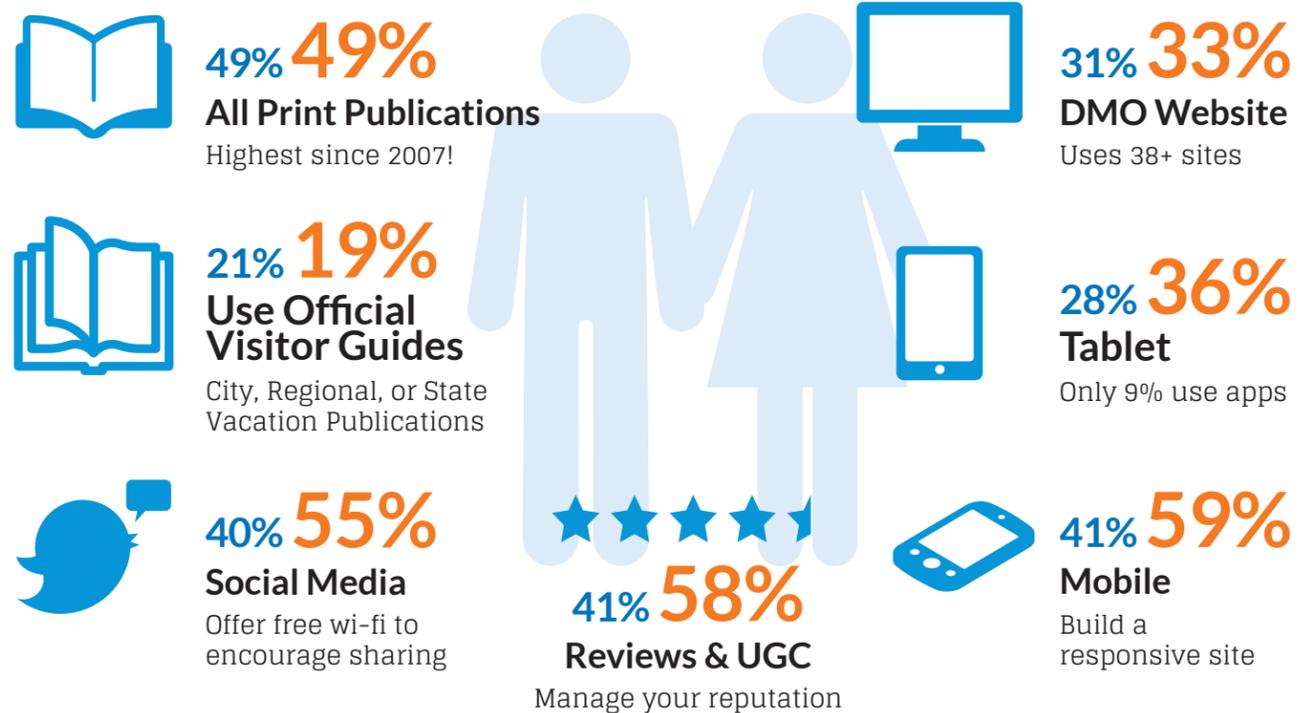
US travelers are becoming more diverse – ethnically and by age and income. Closely define the characteristics of the visitors you want to market to and understand the mix of your current customers. Do they match?

# the hyper-informed traveler

The 2019 US traveler is more informed and uses more media and sources of information (40+) than ever before in the history of travel.

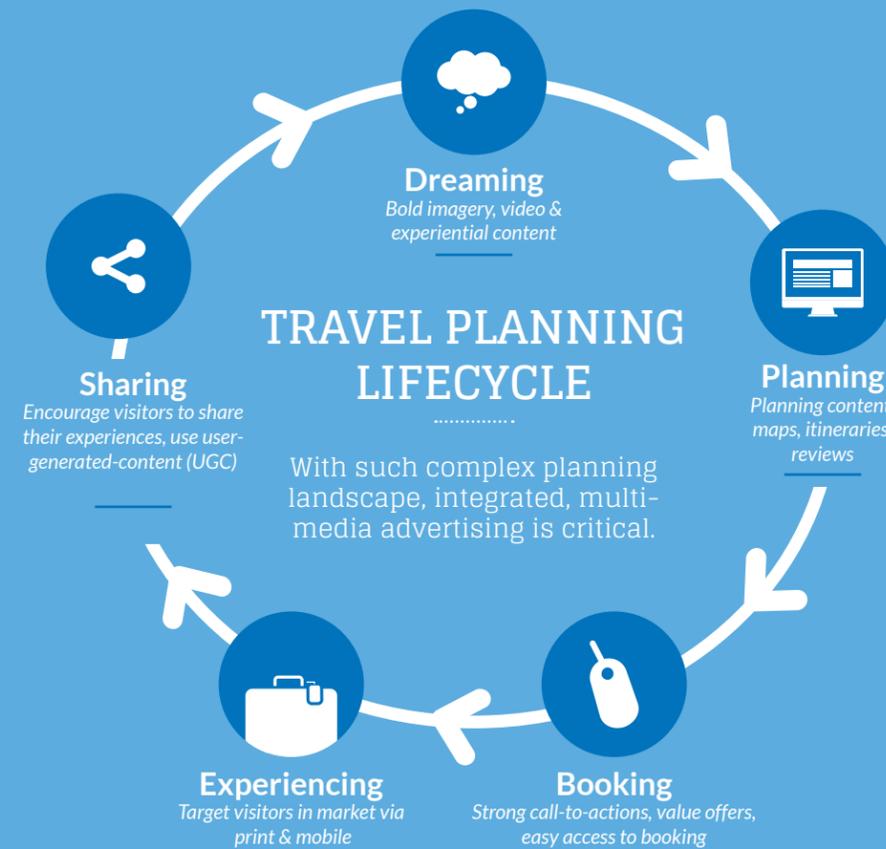
## THE STATE OF THE AMERICAN TRAVELER

Research Highlights: Media Usage comparing 2013 to 2018



# still DREAMS, PLANS, THEN BOOKS

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



## Did You KNOW?

- » **Mobile:** Mobile users are 58% more likely to use print.
- » **Print:** Print usage is the highest since 2007.
- » **Millennials:** This generation is more likely to use both DMO websites and magazines during trip-planning over any other age group.

Source: The State of the American Traveler Quarterly Research Report 2018

## 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](http://www.milespartnership.com/SAT) for more research.

Conducted by Destination Analysts  
[www.destinationanalysts.com](http://www.destinationanalysts.com)



## 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](http://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 - 2018), US Travel Association (The Economic Review of Travel in America 2017, Travel and Tourism Overview 2017, Domestic Tourism Fact Sheet 2017, International Inbound Travel to the US Fact Sheet, Top 20 Inbound Markets 2017)

→ **MORE:** For a full list of research and other resources, visit [www.MilesPartnership.com](http://www.MilesPartnership.com).