

# Travel and Tourism Marketing

## The Digital Guide



# Introduction

The travel industry is rebounding. Stir-crazy leisure travelers, vacationing families and business travelers alike are eager to explore new places and experiences.

How can your travel or tourism brand use strategic marketing to be incorporated in those travel plans?

## Learn How To...



Leverage the latest trends impacting travel brands



Create the optimal media mix for your travel or tourism brand



Implement cookieless targeting solutions



Measure the results of omnichannel travel marketing campaigns



Booking.com is the **highest visited travel & tourism website**, followed by Trip Advisor and Airbnb.

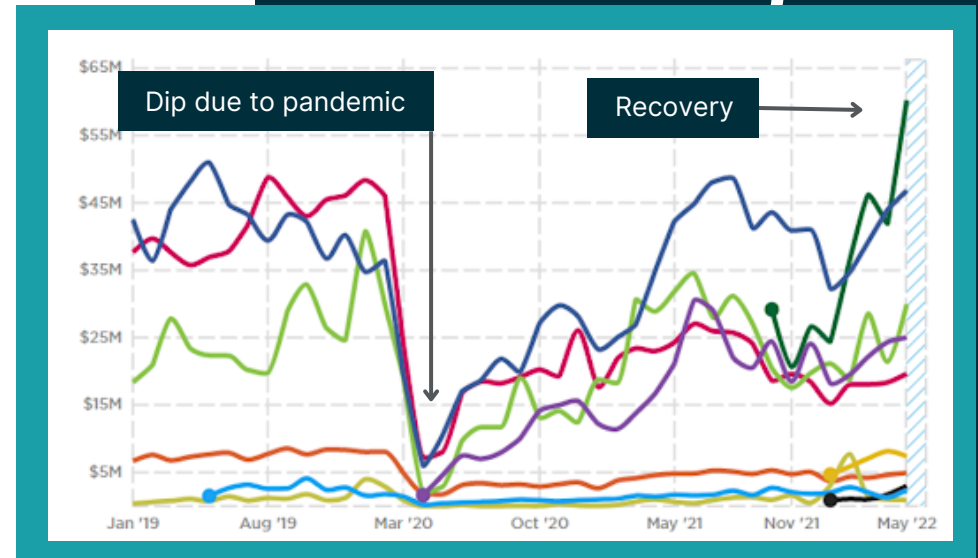
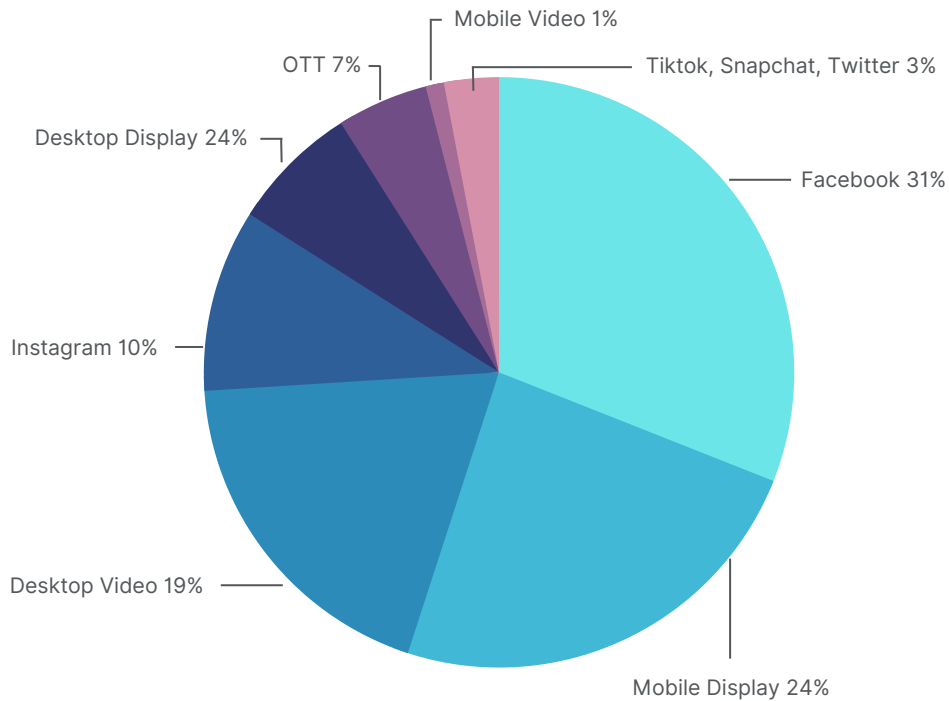


# The Return of Travel

After the tumultuous years of the pandemic, travel and tourism is experiencing a surge in demand. In fact, the 2022 Global Travel Trends Report by AmEx found 72% of respondents plan to spend more on domestic travel in 2022 and 62% plan to take 2-4 trips in 2022. Digital ad spend by travel brands follows a similar trajectory.



## January 2019-June 2022 Pathmatics Travel/Tourism Spend



Total digital spend dipped 51% in 2021 but is now growing by 14.2% in 2022, which is further evidenced by this report from Pathmatics. An additional 12.1% increase is expected in 2023, according to eMarketer.





## Lead With Digital Tactics

What do marketers responsible for travel and tourism brands need to do to prepare for growth opportunities?

Travel books and printed pamphlets are a thing of the past. Today's travelers are finding inspiration for trips on digital channels. Younger travelers, in particular, are taking this a step further by shifting to mobile devices over desktop, and looking to the brand's website or Instagram to get a sense of what they can expect.

As the saying goes, "not all who wander are lost." Allow yourself to experiment, becoming smarter by letting continuous learning guide your marketing strategy. The best way to do that is to start with digital, where flexibility and agility allow for quick learnings and pivots.

Digital marketing is the perfect petri dish to test tactics and creatives before making substantial investments. For example, you can run a short-form video ad on social media and identify which creative is performing best. Then, use those creative learnings to build a layer of confidence when investing in a premium CTV placement or cable TV buy.



# Book Your Stay in the Metaverse

It's no secret that the rise of Web3 and the metaverse are capturing marketers' attention. Both can be confusing concepts, but what they really signal is just an ongoing change in how consumers choose to interact with technology. Travel and tourism brands should be exploring ways to lean into this trend to create immersive experiences that blend physical and digital worlds.

## Virtual Reality Tactics

### 3D tours:

This highly visual and interactive experience will pique consumer interest as well as establish trust. They now know exactly what to expect because they have seen it, resulting in a higher likelihood to book.

### Immersive VR:

Create virtual experiences that place the user in the scene - either from home or with a VR headset at an interactive event. Let people hear the ocean waves, see the Northern Lights, and so on, to compel them to visit.

## Artificial Intelligence Tactics

### Customer support/booking chatbots:

Explore how using chatbots and AI assistants on your site can provide a better customer experience and more seamless booking process.

### Marketing campaign optimizations:

Let AI do the heavy lifting by dynamically swapping and testing creatives to deliver the most relevant ad to your target audiences.

### Advanced targeting:

Use data modeling to create lookalike audiences based on individuals who have visited your site and/or previous customers.



# Knock, Knock: Housekeeping

Is your brand ready for a digital-first strategy? Let's make sure you're covering the basics.

Here's your housekeeping checklist to prime your digital marketing for success:

## Digital Housekeeping Checklist



- Mobile-friendly website
- Updated business listings on Google, Bing, Yahoo & other sites
- SEO optimized and informative website content
- Seamless booking process
- Cohesive messaging and style across website and ad creative
- Touch points to prompt responses to questions, comments, and reviews





# Building a High Impact Marketing Ecosystem

When selecting travel marketing channels, consider:

## **Budget:**

If budget is limited, maximize spend on a few key channels. If you have more dollars, consider diversifying, testing something new or incorporating premium placements.

## **Audience:**

Identify where your audience is most active and receptive to advertising.

## **Customer Journey:**

Understand how your customers engage and behave, and shape your advertising around their decision making process.

## **Storytelling:**

Include highly visual channels that allow storytelling to tap into their emotions.

To keep pace with digital-first users, look to these key channels to inform your marketing mix:

- Facebook
- Endemic Travel Sites
- User-Generated Content
- Paid Search
- Dynamic Display Retargeting
- Twitter
- Online Video
- Connected TV
- Influencer
- Instagram
- Pinterest
- TikTok
- Retail Media
- Digital Out of Home
- Local Partnerships





Booking.com

Stays

Flights

Flight + Hotel

Find deals for any season  
from cozy bed & breakfasts to luxury hotels

Where are you going?

Traveling for work

Get the advice you need. Check the latest travel tips.

Save 13% on more  
than 100,000 hotels, flights & more

## Facebook

According to Pathmatics data, Facebook is the leading social media channel for Travel/Tourism ad spend.

Explore various ad formats to help lead your traveler down the funnel, such as FB Lead Ads. Tailor educational resources to unique audience groups to establish trust and consideration.

Facebook Chatbots can be activated to create interactive experiences with potential customers. This tactic was extremely successful for Air France who created a chatbot named Louis to respond in real-time to customer questions.

## Endemic Travel Sites

Endemic content, such as travel blogs and sites, are highly valuable channels for travel brands.

- Direct display, native, or video buys on these sites, as well as influencer-led content, establish brand awareness and trustworthiness among potential travelers.



59% of families use travel websites to plan vacations and 13.5% of leisure travelers use travel blogs to plan trips.



## User-Generated Content

Word of mouth is, and always will be, among the most impactful forms of marketing for travel and tourism brands. Encourage customers to leave quality reviews on your site or other travel pages to boost your brand status. In addition, encourage users to create content for *you*. Hashtag challenges on social media are a great way to do this. You can even create a follow up paid campaign using the UGC content created using that hashtag.

**58%** of travelers use UGC to plan leisure travel

## Paid Search

Speed and agility are critical for travel brands. You need to appear as a top option for your audiences during the research and discovery process. Optimize a combination of branded, unbranded, and competitive search terms to show up for relevant, high value queries.

*Dynamic Search: Use dynamic search ads to create relevant headlines when users search for words/phrases similar to your website content.*

*Voice Search: Enable voice search to reach the growing number of users activating tools like Siri or Amazon Alexa to find information. See how Expedia used this function [here](#).*





### Online Video

While a picture is worth a thousand words, a good video is priceless. Online video placements across programmatic and social allow brands to tell a rich story outside the confines of static images.

### YouTube Video Ads

YouTube offers various travel category targeting options such as Business Travel, Family Travel, and Frequent Travel, which can also be layered with geo targeting to narrow in on your target audience.

### Dynamic Display Retargeting

Search retargeting across display and social keeps brands top of mind as the customer moves from the research phase to planning and booking. Use dynamic display to optimize the ideal headline and content combinations to best suit the viewer.

### Twitter

Twitter is especially effective for targeting luxury and business travelers due to users being highly engaged, especially surrounding news and business. To expand your targeting pool, use the platform's AI to find follower lookalikes from competitor brands.

To make a splash with your display advertising campaigns, test out high impact units such as in-read units, site takeovers, site anchors, in-banner videos, and interactive units.





**89%** of Millennials plan trips based on peer-content seen on social media

### Connected TV

Connected TV (CTV) amplifies the impact of video by placing it on the largest screen in the home. It's one of the most visual mediums travel brands can use, while offering more flexibility and addressability than linear TV.

CTV ads often play in front of the entire household, making them a great option for companies looking to reach family travelers or promote kid-friendly destinations.

### Instagram

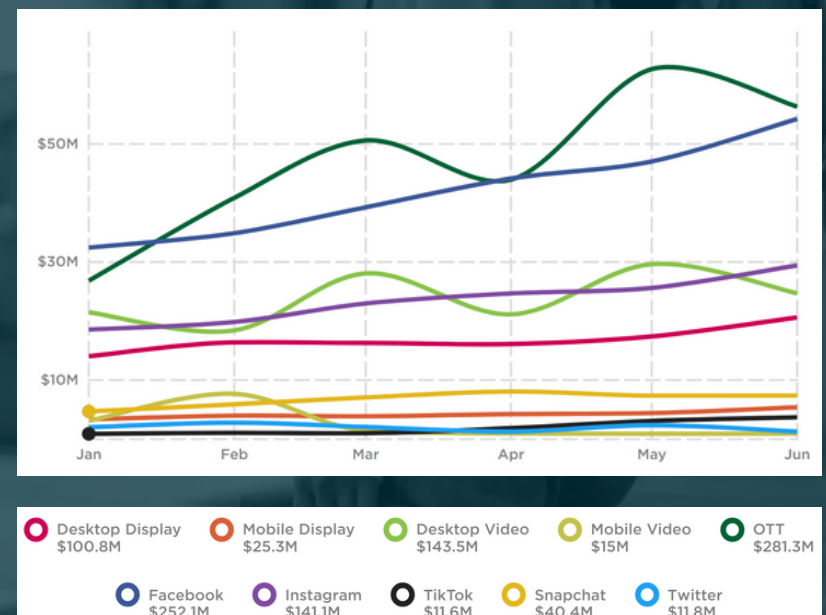
Instagram is a go-to source of information and inspiration for Millennial and Gen Z travelers. 30% of families use social media as a travel planning resource.

Brands can build community on Instagram by interacting with users through various formats - reels, stories, and posts. Use post comments, story polls, and Q&As to answer customer questions and start a conversation with interested travelers.

### Travel Tip:

Avoid being overly curated - keep it real with authentic images and don't be afraid to use trending phrases, sounds or hashtags.

*Pathmatics ad spend data shows the rise of Over The Top TV spend in the travel and tourism category in 2022.*



## **Pinterest**

“Vacation” searches on Pinterest spiked 3x higher than pre-pandemic levels in 2021 and travel terms continue to over-index, especially among Gen-Z consumers.

Travel engagement on Pinterest is at an all time high with travel-related searches increasing by over 60%. Pinterest is known for priming audiences for planning and purchasing, and can facilitate real bookings. This platform is a great place to hone in on ‘Travel’ and ‘Foodie’ audiences.

## **Marriott Media Network**

First party audiences activated through retail media networks are a great way to not only reach CPG shoppers, but also travelers. For example, the Marriott Media Network in partnership with Yahoo uses prior search and reservation data from Marriott’s digital channels to serve relevant ads to consumers.



### **Travel Tip:**

Using “how-to” style Pinterest posts have a higher likelihood of being saved, and people will refer to them later. This ultimately drives site traffic and brand awareness.

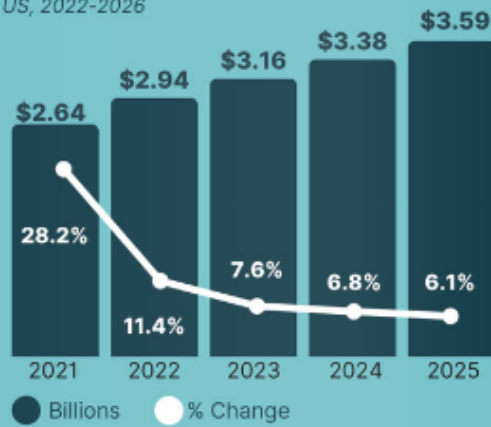


## DOOH

Digital out of home spend is soaring as people are traveling again. Digital screens in places like airport terminals, inflight video, taxi cabs, bus stations, billboards near airports or attractions, hotels, and offices can place your brand in front of audiences on-the-go. This can be a great tactic to educate users about your offering as they navigate their day-to-day lives.

### Digital Out-of-Home Ad Spending

US, 2022-2026



Source: eMarketer, March 2022

## Local Partnerships

78% of survey respondents want to support local small businesses when they travel. State and city tourism brands can leverage this trend by partnering with local artists, chefs or businesses to drive travel consideration and boost awareness for both parties. Consider unique creative options like how-to videos, downloadable guides, or co-branded social posts about the partnership.

See how Coegi used local partnerships to drive travel consideration for a tourism client in this case study.

## case study

# Combining Influencer and Video to Boost Consideration

## The Challenge

A tourism client had a goal of boosting website traffic and increasing awareness. We collaborated with a local Thai restaurant owner and chef. The client provided well crafted how-to video creative from the chef to present to our audience in mid-funnel campaigns and drive travel consideration among key audience groups.

## The Strategy

We used a multi-channel paid social strategy to target each platform's specific audiences. Pinterest was used to encapsulate the 'foodie' audience, while Facebook and Instagram's goal was selected to drive the large travel audience to their site. Success was based on key website actions such as landing page views and post engagement.

## The Solution

This multifaceted strategy provided strong results. Both social platforms exceeded our 2021 CTR, CPC, and CPLPV internal benchmarks.

- 126 guide downloads
- 1365 pin saves
- 1,700,000 Pinterest impressions
- 2.47% Facebook CTR
- \$0.67 Facebook CPLPV vs \$1.83 benchmark





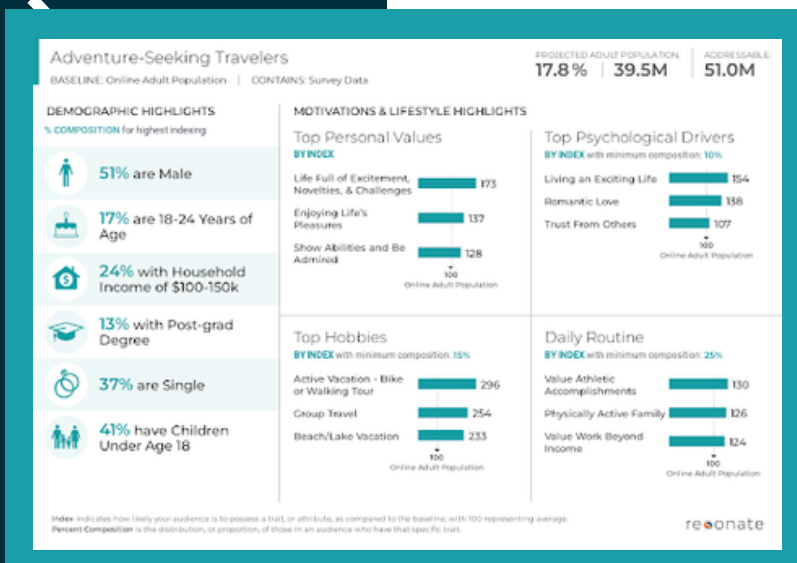
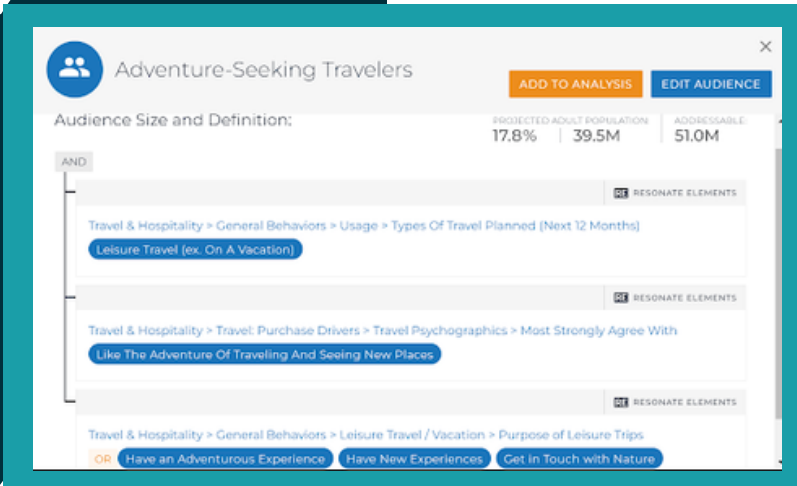


# Speaking to Your Next Travelers

It's important that you don't create a one-size-fits-all approach when marketing to future travelers. Consider who your existing traveler base is, and identify attributes that would qualify other individuals in your prospecting audience. From there, tailor messaging to drive education and consideration.

Are they solo travelers seeking adventure? Young families looking for a cost effective, kid-friendly trip? Foodies wanting luxurious and avant garde dining experiences? Create profiles to understand these individuals from a 360 degree perspective. Build as many of these individual personas based on what makes sense for your brand from an efficiency and effectiveness perspective.

At Coegi, we often use a tool called Resonate to understand audiences, gaining insights into our target's demographic makeup, media consumption habits, motivations & purchase drivers, habits and lifestyle of individuals that will inform who we reach and how we will reach them. This is especially impactful for clients that do not have a wealth of first-party data to work with. On the left are snapshots of what these profiles can look like.





### Personalize Messaging

Once your personas are created, personalize your messaging to meet their unique motivations, behaviors and interests. Speak to each group differently and adjust visuals to resonate with their interests. If you're a tourism brand looking to reach the adventure seeker, show fun activities like zip lining, hiking, concerts, etc., and help them understand how your state or service will help them have a fulfilling vacation. If you're speaking to the budget-friendly family, showcase the value of the activities and experiences you have to offer, allowing them to envision their kids having fun without the stress of a major bill.

Visually showcasing your offering is an excellent way to establish trust, inspire travel ideas, and make a lasting impression. Find a way to strike emotional responses from carefully targeted audiences. Visual mediums, especially video, offer high storytelling potential.

**81%** of consumers say personalized experiences are very important when vetting travel and hospitality brands.



# Reach Your Travelers Throughout Their Journey

To reach today's consumers, brands need to create a seamless experience across digital channels from awareness to check out/visit.

An omnichannel strategy is vital to keep a loyalty loop and encompass all phases of the customer journey. Use your marketing mix to show up at key moments in the consumer journey from planning to experiencing. ThinkWithGoogle identified four core micro-moments in the travel process: Dream, Plan, Book, and Experience.



## Dream

Spark inspiration and educate during the dreaming phase.



## Plan

Provide helpful information and build trust.



## Book

Offer a compelling value proposition and enable seamless transaction



## Experience

Ensure the visit is positive and meets expectations. Follow up with post-visit marketing to keep customers engaged. Encourage reviews and social media posts during and after.

## TRAVEL TRENDS: The Planning Cycle is Shrinking

**59%** of travel research takes place within 1-3 months before the trip

**65%** of hotel bookings were made the same day as researching hotels on mobile

**51%** of travelers spend less than 1 week researching a trip

## How Far in Advance of Travel US Adults Do Select Planning Activities, Feb 2022

% of respondents

[Source](#)

Arrange transportation to get there



Book activities at your destination



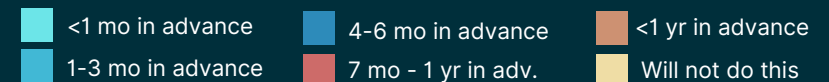
Arrange housing accommodations



Select the destination



Research potential destinations





# Measuring the Impact of Travel Marketing

## Create a data terminal

It's easy to get absorbed in the performance of individual channels. However, this causes campaigns to quickly turn from strategic to tactical. Instead, manage your advertising holistically within one dashboard. Doing so allows for performance trends and learnings to be shared across tactics so they can be optimized to improve overall performance. Looking at the data from this macro lens allows marketers to identify important signals and helps weave a cohesive story.

## Check your unnecessary baggage

Marketers need to ensure they are looking beyond vanity metrics to identify trends that signal success. It is especially important to synchronize these data sets as we prepare for the deprecation of the third-party cookie. Instead of solely looking for direct attribution, explore a variety of business and media metrics over time to unveil unique learnings and better understand the incremental impact of advertising on your brand.

## Explore non-media data

In a 2020 report, Google analysts stated that traditional data and analytics for travel patterns "do not account for more immediate upper funnel demand drivers." Using more advanced, macro-level data can help brands gauge the travel climate from an industry-wide perspective.

Travel and tourism brands must be nimble to meet fluctuating consumer demands and expectations. By looking holistically at non-media and media data, you can offer strategic pivots that look beyond basic engagement metrics and instead focus on real-time behavior indicators.

**Thomas O'Malley**

Sr. Account Manager, Coegi

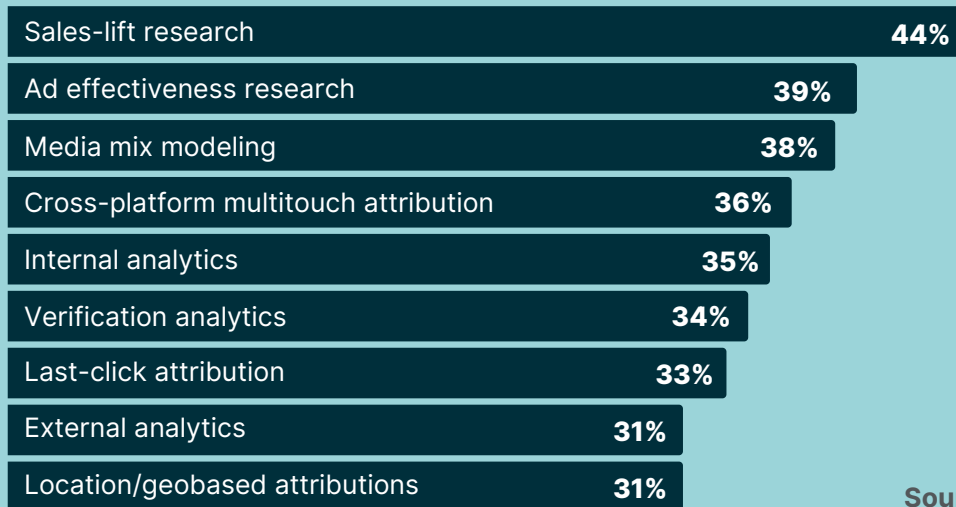


## Onboard advanced measurement

When media metrics do not answer your business questions, layer advanced measurement tactics, such as brand lift, foot traffic lift and sales lift, on top of traditional media efficiency metrics. These data points will provide a more robust view of marketing's impact on business goals.

## Types of Ad Measurement and/or Research that Will Become More Important in a Cookieless World According to US Marketers and Agencies

Sep 2020, % of respondents



[Source](#)

For tourism brands, foot traffic lift is especially impactful in providing a clear view of how advertising drove incremental increases in visitors.

## case study

# Leveraging CDC Data to Promote Safe Travel

## The Challenge

A state tourism client's ongoing objective is to support the travel and tourism industry throughout their state; however, in 2020-21 they had to walk a delicate line to avoid promoting unsafe travel that could contribute to the spread of COVID-19.

## The Strategy

We created a proprietary tool that responded in real-time to CDC-level data as well as travel interest indicators. This allowed us to flexibly adjust and create a responsible and innovative targeting strategy, such as reaching dog lover audiences who were more likely to take small-scale outdoor trips.

## The Solution

Using this tool, we had a unique data set to inform decisions regarding geotargeting, messaging, and frequency to ensure the proposed strategy aligned with likelihood of travel as well as safety.

### The results:

124MM impressions, 61% higher than projected  
20% lift in time spent on site.  
3% lift in new website visitors



# Oh, The Places You'll Go!

The travel industry is booming with opportunity. Brands that adopt high impact digital tactics now to reach today's travelers will be ahead of the curve. But, travel is also very volatile and susceptible to changes in macroenvironmental factors. Keep this guide onhand to use as a roadmap to craft a nimble digital media plan for your travel or tourism brand.

## Remember:

- ✓ Lead with digital tactics to reach the growing audience of travelers
- ✓ Lean into highly visual channels such as social media and online video
- ✓ Understand your unique audiences and tailor ads to their consumer journey across channels
- ✓ Apply a comprehensive measurement strategy to see the impact of your campaigns

For more strategic insights and campaign activation, contact Coegi to set up a meeting with our travel marketing experts.







# / Performance Marketing Agency

Connecting Brands to the Audiences That Matter Most

## About Coegi

Coegi is a performance marketing partner for brands and agencies that is enabled with a best-in-class technology stack to deliver custom digital solutions to meet your goals. Our team is made up of practitioners that strive for innovation and progression while treating brand dollars with the accountability of performance media.

Using data-backed personas, we create an audience targeting channel strategy brought to life with a continual “test & learn” approach toward optimization. This is all supported with a strong measurement strategy to ensure each and every channel contributes back to the established business goals.

**For more information, visit:**

[www.coegipartners.com](http://www.coegipartners.com)

**For General Inquiries contact:**

[info@coegipartners.com](mailto:info@coegipartners.com)

**To Schedule a Discovery Call contact:**

Elise Stieferman, Director of Marketing and New Business  
[estieferman@coegipartners.com](mailto:estieferman@coegipartners.com)

## Capabilities

### Programmatic

- Display
- Online Video
- Native
- CTV/OTT
- Streaming Audio
- DOOH
- Paid Search

### Paid Social

- Facebook
- Instagram
- Twitter
- LinkedIn
- Snapchat
- Pinterest
- TikTok

### Strategic Services

- Research
- Planning
- Strategy
- Audits
- Technology Vetting

### Influencer

- Facebook
- Instagram
- Twitter
- LinkedIn
- Snapchat
- Pinterest
- TikTok