



Win bookings throughout the 5 Stages of Travel



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In the beginning...



Tourism Marketing used to be easy...

Radio

Newspaper

Brochures

Website

Relationships with Agents

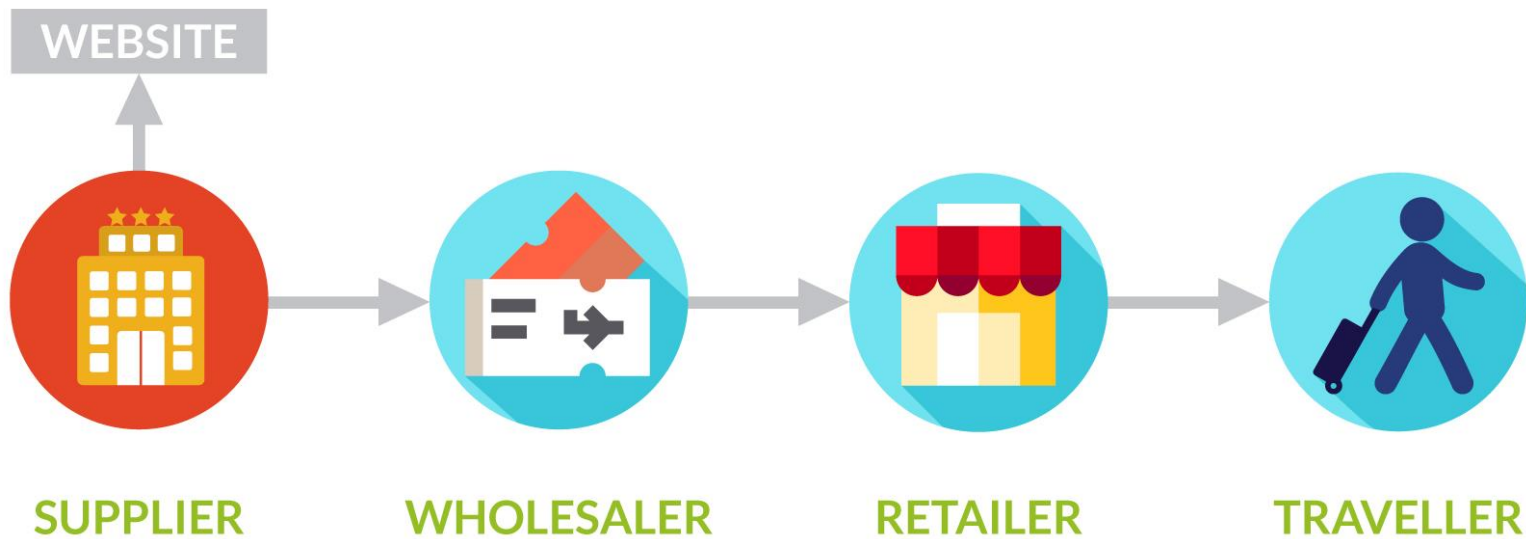


All is
good!

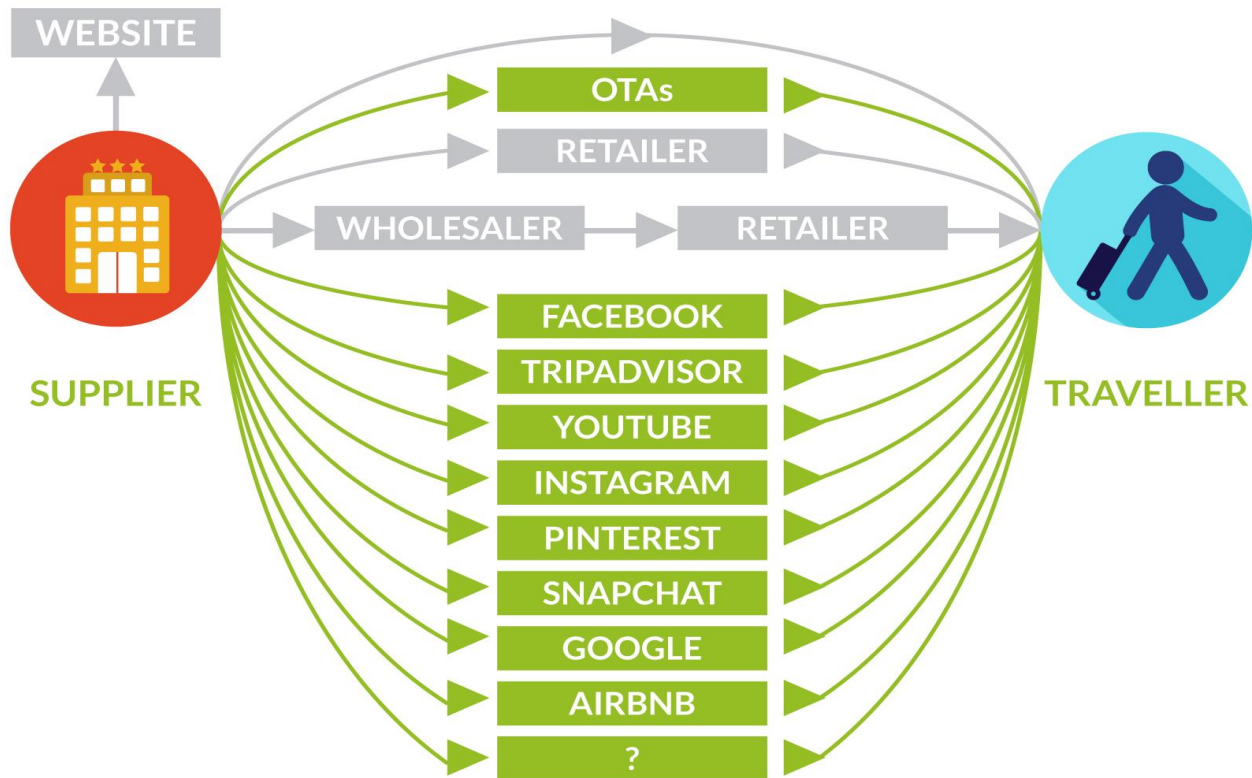


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Traditional Distribution Channel



Distribution Channels Today



+ multiple online tactics



+ Five Stages of Travel





My
Precious
bookings!

The Five Stages of Travel

1.Dream

2.Research

3.Book

4.Experience

5.Share



1. DREAM Stage



Every holiday starts with a dream.

The dream is what propels the potential customer through the buying cycle.

Plant the seed.

KEY TAKEAWAY: This is the stage that is emotionally driven so any tactics or tools that can generate emotion will magnetise travellers to your tourism business

Tactics & Channels for the DREAM stage:

- **Social Media #1**
 - Facebook
 - Carousel or slideshows
 - Video
 - Weather Ad
 - Facebook Live
 - Custom & Mirror Audiences
 - Instagram
 - Stories
 - Slideshows
 - Video
 - YouTube
 - Video
 - Pinterest
 - Create boards
- **Blogs**
- **Email Marketing (newsletters)**
- **Your Website**

TOOLS

- **Platograph** – animate an image
<https://plotaverse.com/>
- **Canva** – create great images with text
<https://www.canva.com/>



Solomon Airlines

Published by Tasha Lacock [?] · 12 October 2017 ·

Discover beauty above and below the water 🌴🏠👤 #SolomonIslands



Discover Solomon Islands

00:16

Discover Solomon Islands

FLYSOLOMONS.COM

Learn More

Performance for your post

7,161 People Reached

2,327 Video Views

232 Reactions, comments & shares ⓘ

EXAMPLE

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DREAM STAGE



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2. RESEARCH Stage



The Research/Planning Stage is when a traveller decides to purchase from your tourism business....**or not!**

The average traveller visits over 20 different travel websites before making a booking.

You need to be seen where your target market is researching.

 **KEY TAKEAWAY:** Diversify your online presence.

Tactics & Channels for the RESEARCH stage:

- **SEO, SEO, SEO**
Keyword research
Meta Tags / Alt Tags
- **Blogs**
Distribute your blogs via tools or directories
- **Google My Business**
Ensure all is up to date
- **Google AdWords (SEM) & remarketing**
- **Social Media**
Facebook
Informative Carousels
Informative Video
YouTube
Informative Video
TripAdvisor
Fresh images
Acknowledge reviews
- **OTA**
Fresh images & content
Compare against your competitor listing
- **Google Alerts -**
For your business, industry, region



Method:

- Keyword research
- Google Display Ads
- Remarketing Ads

For every \$1.00
spend on
Google Ads the
client had an
ROI of \$216.00

EXAMPLE — RESEARCH STAGE




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3. Booking Stage



You have hooked them with the dream,
given them the confidence to book with all
of your informative content now.....

Do not make people think!

 **TAKE AWAY:** Usability of your
website and your booking engine
is crucial.

Tactics & Channels for the BOOKING stage:

- **Website**

Use commonly used terms in your
navigation

Book Now/ Call to Action buttons (CTAs)
clear and actionable through out the
purchase path

Strong Branding

- **Social Media**

Facebook Booking widget
TripAdvisor booking

OTA

Fresh images & content

TOOLS

Booking Engine

Mobile friendly
Quick and easy to book on
Options to upsell



Manea Beach Villas , Rarotonga , Cook Islands

Website but no booking engine

Pre 2015 Occupancy: Average 28%

2016 Occupancy Average : 71%

Implementing a booking engine reduced the commissions paid to OTA's and Agents

Produced transparency for owners
Reduced conflict internal and externally as everything is recorded.

EXAMPLE — BOOKING STAGE




4. Experience Stage



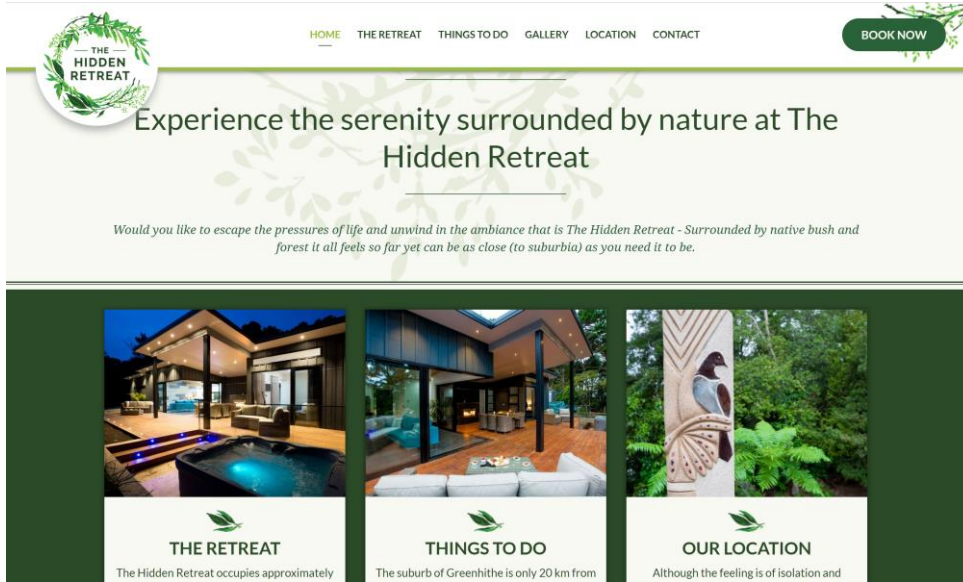
This is all about you and your staff and your product!

Ensure every person leaves with a fabulous experience and smile on their face.

 **TAKE AWAY:** The experience you create for your customers then creates your online marketing – good or bad

Tactics & Channels for the Experience stage:

- **Product Presentation**
You have a great tourism product, ensure it is always shiny
- **Encourage photo taking during the experience**
- **Promote social media channels and post shares during experience**
- **Send “Post Stay” communications**
Include share options in the post experience email



No marketing budget

Tactic – provide best customer service and personally ask for a review for their Booking.com and AirBnB listing

Result: within two months of opening they have enjoyed a 78% occupancy rate for their first year in business.

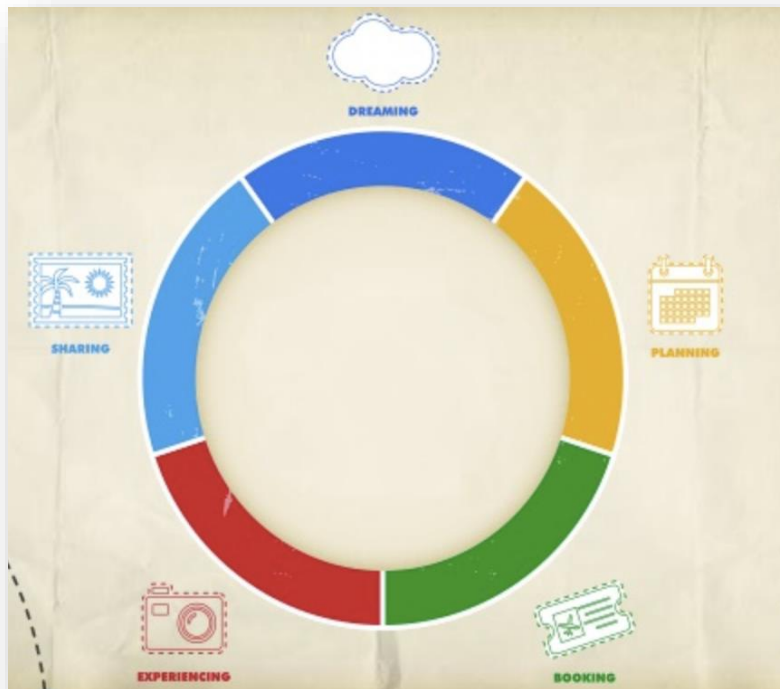
EXAMPLE — EXPERIENCE STAGE



5. Share Stage



2013



2018



5. Share Stage



Sharing isn't the last step – it is part of the entire cycle.

52 percent of Facebook users surveyed said their friend's photos inspired travel plans

There are over 6,500 reviews per hour or 165,600 a day on Trip Advisor



TAKE AWAY: Be sharable

Tactics & Channels for the SHARING stage:

- **Website**
promote your hashtags
links to your social media & Trip Advisor
- **Encourage Sharing & Following**
Take photos of guest for them
Provide in room prompts to follow or share
- **Ask**
Use the word "help" for photo and review requests

Social Contest

Create User Generated Content contest

Collect Contact Details

Post-stay emails

Hamilton Island

"Instameet" - November 2012

- 8,000,000 people were reached
 - 640+ photos in one weekend
 - 50+ images made 'Popular' page,
- 850,000 'likes', 17,500+ comments and 4,280+ shares

3.2 million in direct revenue



EXAMPLE
—
SHARING
STAGE



KEY TAKE AWAYS



Generate emotion to magnetise travellers to your tourism business



Diversify your online presence.



Usability of your website and your booking engine is crucial



The experience you create for your customers then creates your online marketing – good or bad



Be sharable

Properly targeting potential guests at each of the 5 stages is crucial to ensuring that they not only book with your business, but perpetuate that buying cycle for the next vacationer too!

Ah, the circle of life....





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**THANK
YOU**
