

TOURISM

INDUSTRY TRENDS

- Consumers [feel they've lost two years' worth of leisure](#) and need to urgently make up for it before something else prevents them from traveling again.
- **Outdoor experiences, local travel, and destinations by the water** will [continue to make up the most bookings](#) into 2023's travel season.
- **65%** report that their plans to go to a [bucket list destination are up](#) - far more plan to spend on luxury goods.
- [Older tourists](#) are still not traveling due to **concerns about health risks**.

Solo travelers have risen in popularity.



SOURCE: [Solo Traveler World](#)

- **81%** of survey respondents agree they want the money they spend while traveling to [return to the local community](#).



There's a new class of traveler:
The Remote Worker



Adaptable traveler, extends business trips for **personal leisure**



Needs **dependable wifi** & a **quiet workspace**



High spender, but requires **flexible amenities**

SOURCE: [Deloitte](#)

UPCOMING TRAVEL EVENTS

Start advertising **early** to stand out amongst competitors.

2022



THANKSGIVING
Nov 25 - 26



CHRISTMAS
Dec 25



HANUKKAH
Dec 18 - 26



KWANZAA
Dec 26 - Jan 1



NEW YEARS
Dec 31 - Jan 1

2023



VALENTINE'S DAY
Feb 14



ST. PATRICK'S DAY
Mar 17



SPRING BREAK
Late Mar - Early Apr

TARGET THE BEST AUDIENCE

Affluent Tourists

- **CONTENT:** Air travel, luxury goods, specialty travel, beaches & islands, mountain & ski resorts
- **BEHAVIORAL:** Luxury vehicles, golf enthusiasts, luxury travel content consumers, ski vacation travelers, resort travelers
- **DEMO:** B2B high income, premium credit card, high net worth individuals, vacation homeowners

Young Travelers

- **CONTENT:** Adventure travel, vacation offers, winter sports, tourist destinations, ecotourism
- **BEHAVIORAL:** Attended college, road trippers, backpackers, travel value shoppers, travel buffs, honeymoon getaways
- **DEMO:** Age 18 to 34, young professionals, mid-to-high household income, travel/entertainment credit card

The Remote Worker

- **CONTENT:** Travel, business, hotel & accommodation, entertainment, health & fitness, restaurants
- **BEHAVIORAL:** Airport visitors, business travelers, working from home, and remote workers likely to book with online vacation platforms
- **DEMO:** Remote workers, high-income professionals, frequent flyers, travel/entertainment credit card

TOURISM

CASE STUDY



VACATION RESORT RECORDS 87 UNIQUE VISITORS FROM DEVICE ID CAMPAIGN

OBJECTIVE

Grow brand, awareness & gain hotel room bookings.

SOLUTION

A competitive conquesting strategy was employed through geofencing similar vacation resorts in the area.

Targeted Display and Streaming TV were also tactics to behaviorally and demographically target retirees, golf enthusiasts, and affluent vacationers.

RESULTS

Nearly 90 unique device IDs were recorded at the vacation resort after the two-month campaign period, which means these individuals were in our geo-fenced target audience and then physically visited our client's resort.

The campaign's Point of Interest (POI) Attribution Report also shows that those 87 unique visitors made a total of 178 visits to the resort.

CUSTOM CAMPAIGN GUIDE

Here are the most effective tactics for accomplishing your advertising goals. Use our field-tested bundles or use our guide to make your own.

PRODUCT	AWARENESS	CONVERSION
Display	✓	
Device ID	★	
Microproximity	★	
Facebook & Instagram	★	
Video	★	
Local SEO	✓	✓
Organic SEO	✓	✓
SEM		✓
Streaming Audio	★	
Email	★	✓

★ = BEST TACTIC

✓ = GOOD TACTIC

TOURISM BUNDLES

GOOD: \$1,500/mo



Est. 135,000 impressions

- Targeted Display (Dominant)
- Device ID

BETTER: \$2,500/mo



Est. 188,333 impressions

- Targeted Display (Dominant)
- Device ID
- Email

Facebook & Instagram can be added to any bundle for \$500 in ad spend/mo minimum.

BEST: \$5,000/mo



Est. 355,000 impressions

- Targeted Display (Dominant)
- Device ID
- Streaming TV (60/40)
- Email

PREMIUM: \$7,500/mo



Est. 525,000 impressions

- Targeted Display (Dominant)
- Device ID
- Streaming TV (60/40)
- Email