

Marketing strategies for startups in the touristic sector

Liceo Linguistico Ugo Foscolo

27 aprile - Canicatti' (AG)

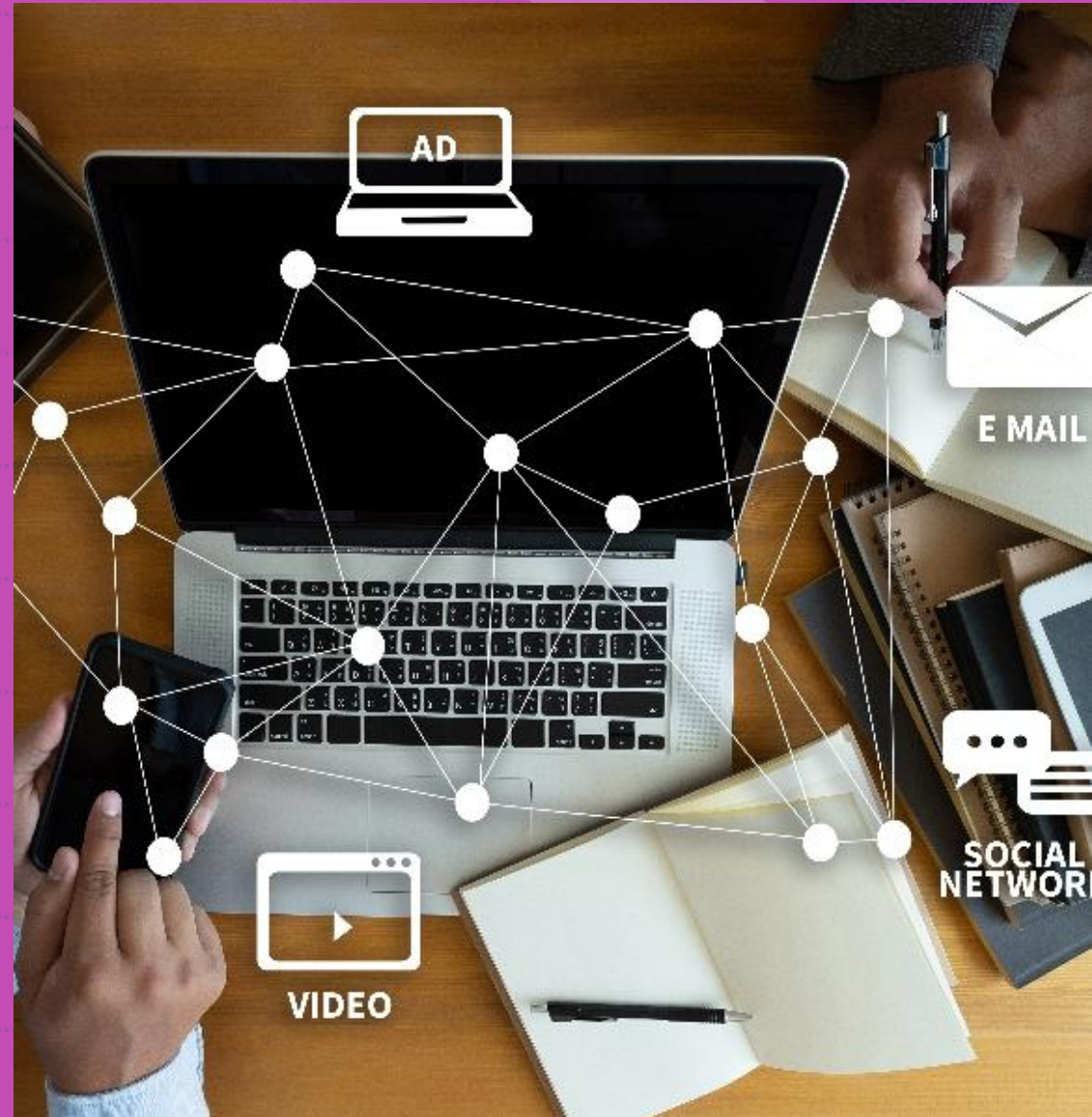


What are the messages that work the most to attract travelers to our tours, hotels and experiences?

What are the most effective channels?

Is it enough to invest in Digital Marketing to advertise?

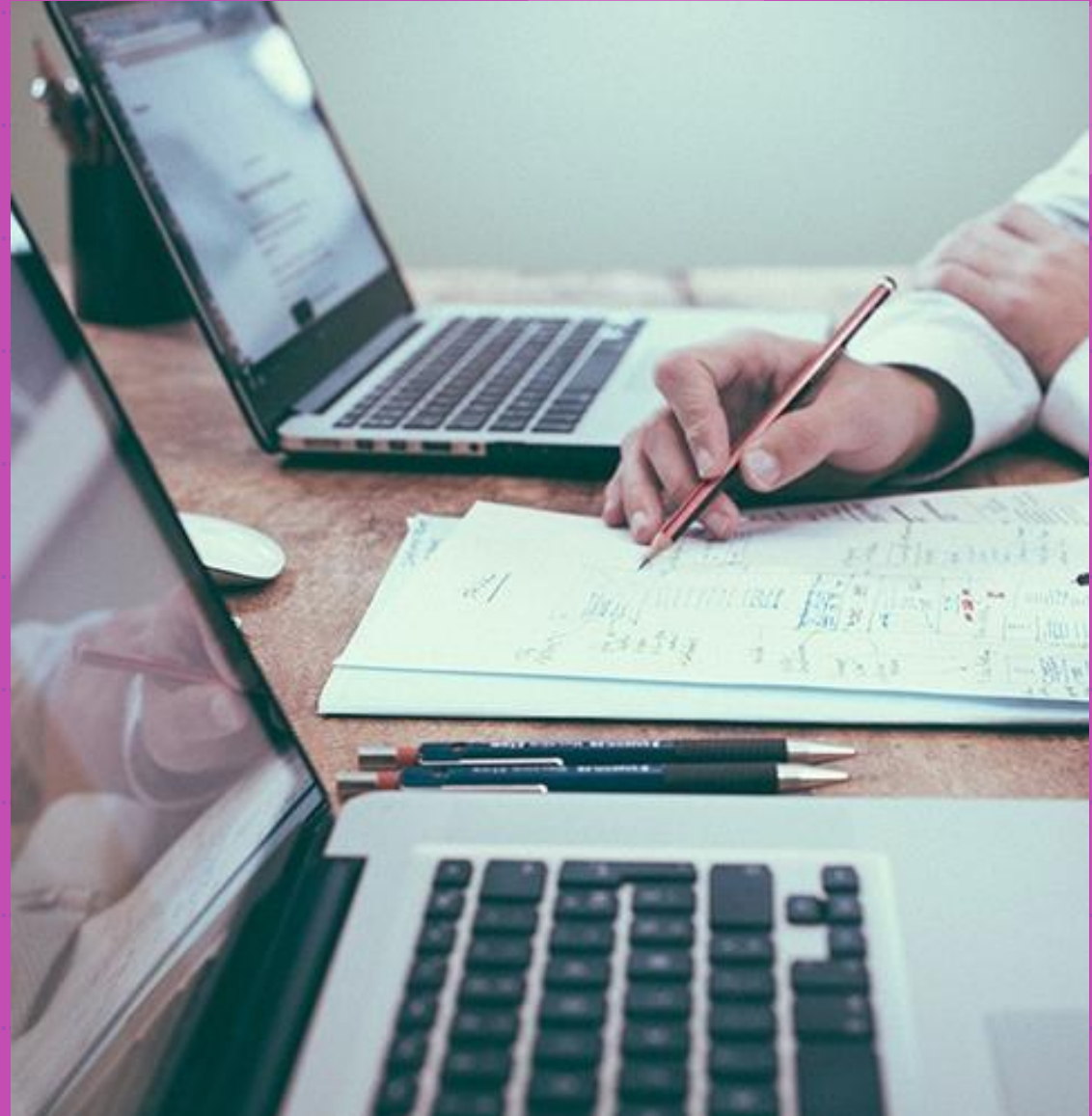
Branding, traffic and positive reputation are the goals you will need to achieve in the traffic acquisition phase.



Collaborate with other local businesses

Partnering with other businesses (accommodation providers or other tour and activity providers) in the same destination could be a great way to better promote the destination itself.

When tourists visit the area, they organize their entire stay, (activities, excursions and accommodation) as one experience. You can offer a great overall experience for visitors to pack with your products and those of your partners. This saves customers a lot of time; instead of searching and comparing between different single elements that make up an entire trip, they find everything ready in a single solution. Practical and convenient for everyone!



Collaborate with your local DMO

Many locations have a **Destination Marketing Organization** (* The Destination Management Organization is the coordinated management of all the elements that make up a destination, attractions, access, marketing, human resources, image and prices, that focuses on promoting the specific destination). TrekkSoft has had the pleasure of working with some DMOs such as Fjord Norway and Visit Cornwall by transforming their websites into OTAs, allowing local suppliers to promote and sell their services on their website.

If this possibility is not available on your local DMO's site, I suggest you ask for a chance to be listed in their directory. To get more exposure, why not writing a post on their blog? You could also have them use images from your tour to promote the destination.

Also read a little bit about Visit Meteora, a tour operator that turned into a DMO when the founders realized the destination hadn't been effectively promoted to the world.



TOP ATTRACTIONS

PLACES TO GO

THINGS TO DO

PL

You are here

Things To Do

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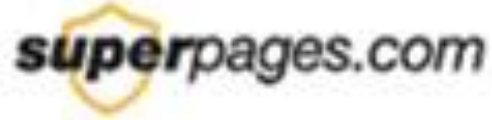
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Appear in the most important directories

People often turn to Google, the largest directory, when they start planning for an upcoming trip. From there, they then move to TripAdvisor, Expedia, Kayak.com, and so on to book and pay for different travel products, such as accommodation, transportation, excursions, and activities.

This means that you need to be present where your customers are looking for information. This includes listing your business on Google, TripAdvisor, and Yelp (the latter being especially important if you're operating in America). If you have more time, create your account on social media like Facebook and Instagram and update them regularly with a simple photo or video

Give discount codes to customers to share with their friends

To do this, you first need to build your mailing list. Once you've built a good list, put an extra effort into staying in touch with your customers by sending them updates every month or so. You can also send them discount codes to share with their friends. (DEM: Direct Email Marketing)

Nothing is better than word of mouth marketing. Having a good number of happy customers sharing their experience with friends will absolutely be a key factor in your business and will help you to get more bookings.



Focus on your content

If you have a website, be sure to include a blog and take the time to fill it with great articles. Nothing beats good quality content. It is great for SEO (Search Engine Optimization) and can generate traffic to your website. You can also show your insider knowledge about the destination and build your credibility among potential customers.

According to Mitch Meyerson, to create good content you need these four things:

Extremely targeted content for a very specific group of readers.

Content with high quality graphics, such as images, screenshots, infographics or videos.

Inspiring content that triggers the desire to travel in your readers.

Content on a site with a clean and professional design. TrekkSoft can help you with this!



Try PPC advertising on Google

Pay-per-click is a great strategy that small businesses like tour operators can experiment to get more bookings. The idea is to bid on a keyword (i.e. those words that people type into the Google search bar when they are looking for something) and your company website will turn into the search results page. . When someone clicks to go to your website, you pay for that click. If they don't click, you pay nothing.

It's actually not as complicated as it sounds and can be a very effective way to increase bookings on your website.

The website: your booking generation machine



It allows you to manage, in full autonomy, all the management and advertising phases of your product, in addition to the fundamental pricing strategies.



Having a website is like buying a car: without petrol and a driver you certainly won't be able to drive it to your destination.



The first thing to worry about is that the site **is optimized** for search engines and that there are no technical errors in it. To make sure of this, the quickest way is to use a SEO tool that scans all the pages of the site, or at least the more strategic ones that are needed to be found by potential customers.

The tools to attract bookings on your website



Keywords. Those most in line with the tourism sector, the tours and experiences you offer and which at the same time are also the keywords most used after by your potential customer.

Blog. The Blog is the part of the website that you can update most frequently, adding fresh and quality content that will bring more traffic to your website.

Social Media. the best social channel is, in fact, the one on which your potential customers are. "Tendency", if you're trying to attract the generation of:

- *Millennials:* Instagram and Facebook are all the rage
- *Boomers* (the generation before the Millennials): use Facebook
- *Generation Z* (those born after 2005): you can rate Instagram and TikTok

How to convert visits into bookings for your tour operator



Do you want to increase direct bookings? So once you have developed the traffic to your website you will necessarily have to offer users the possibility to book with you. Such as? Through tools that make up and integrate your tour operator's Digital Marketing plan.



Booking Engine. A booking engine integrated into your website is very useful for generating online bookings, especially valid for products that you can sell in large quantities, such as tours for which you already have great demand.



Form. A booking engine is very useful but does not "solve" the case of customizable tours, unless there are large investments in a highly customized booking engine solution. In this case, you can opt for the use of contact forms: requests will be automatically sent to the person designated to handle them.



CTA. Don't forget to create a perception of process in the contents of your website thanks to the Call-To-Action. The classic "Book now" or "Download Guide" or "Find out more" buttons are CTA. Ideally, in every piece of content, from blog articles to pages on your website, there should be a clear call for next action to take.

- **Landing Page.** Especially useful in the case of targeted campaigns, landing pages differ from the other pages of your website precisely for the specific utility they can have. For example, a website page can be your tour product page; a landing page is the page you created to promote that tour or that accommodation facility to be booked within 48h to access a 30% discount on booking for activities in the spring.
- **Email Marketing.** Newsletters, direct emails and automated emails are all Digital Marketing practices that leverage direct email contact to increase bookings. Don't forget to include them in your tour operator's marketing plan.
- **Reputation Management.** You can't think of closing a booking without giving your potential customers a sense of security: this is why managing your online reputation is essential. TripAdvisor but also Facebook and Google My Business are online places where you can collect and manage reviews of your tours.

The screenshot shows the Waynabox website landing page. At the top, the Waynabox logo is on the left, and navigation links for 'COMMENT ÇA MARCHE', 'AIDE', 'HÔTELS', 'WAYNAGIFT', and 'MA RÉSERVATION' are on the right. The main heading is 'TRAVEL TO SURPRISE!' in large white letters. Below it, the text reads: 'TESTEZ LE WEEKEND SURPRISE ET EXPLOREZ UNE DESTINATION QUI VOUS SERA DÉVOILÉE 48H AVANT DE DÉCOLLER ! VOLS + 2 NUITS D'HÔTEL À PARTIR DE 200€ PAR PERSONNE'. The background image shows a smiling woman wearing a white knit hat. A red handwritten note 'voir plus' with an arrow points to the woman's face. At the bottom, there are three filter boxes: 'NOUS SOMMES' with a person icon and '2 voyageurs', 'NOUS PARTONS DEPUIS' with a location pin icon and 'Paris (dès 200€)', and 'DURÉE' with a clock icon and '3 jours'. A red '→ RÉSERVER' button is on the right.

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