

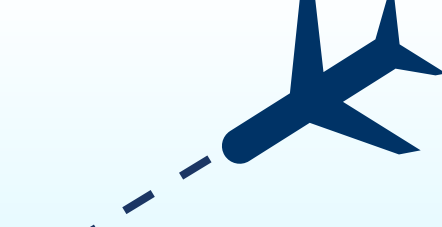


# Online Engagement Tips for the Travel Marketer

Travel marketers are constantly competing for the wandering eye of curious customers looking to book the trip of a lifetime. Even though it's tough to be everywhere, it's absolutely necessary to have your brand felt on various digital channels. From websites to social pages, it's important to give your customers a digital experience that is almost as good as their trip!

## 4 Steps to Win the Booking:

Own the customer journey from their first thought about the trip to clicking "confirm trip".



We surveyed 500 digital travelers about their personal customer journey.

Do you know what motivates them? The more you know - the better you can predict and act on customer behavior!

### 1 DREAMING:



# 80%

of respondents have a specific destination in mind when booking travel

Most travelers have already answered the question "where should I go" before they look to book their trip. So it's really important to capture the traveler's attention and to keep it!

How do you win the booking?

### 2 RESEARCH & PLANNING:



# 40%

say customer reviews impact their booking decisions

# 80%

say that travel marketing impacts their decision ONLY when they are truly ready to buy

Digital travelers are smarter than ever! Typical promotions are no longer enough in the quest to win the booking. Marketers have to focus on **content, design, analytics** and **timeliness** to tell effective stories that customers will remember when they are ready to buy.

How well do you tell your story?

# 36%

of travelers use both a computer and smartphone to conduct travel research. However, 3 out of 4 travelers ultimately book their trips while on personal computers.

Even though people are glued to their smartphones for communication and information - they tend to return to their personal computers when finalizing the sale. It's important for travel marketers to have their brand optimized for both mobile and desktop booking.

Are you making the most out of your mobile platform?

### 3 BOOKING:



# 47%

book travel 2-3 months in advance

Booking a trip is something travelers carefully consider. One of the best ways to differentiate from your competitors is by providing a valuable experience.

What do you do for your customers that your competition doesn't?

# 35%

of travelers use an OTA (Online Travel Agency) to book travel

Consumer choice is important! From OTAs like Expedia and Priceline, to hotel website and apps - it's important to make sure the customer experience is supported across the board.

### 4 EXPERIENCE & LOYALTY

# 44%

are not loyal to a particular brand of hotel/airline

Make sure your travelers have a positive experience with your brand; otherwise they will be quick to choose another. Not only will happy travelers be likely to choose your brand for their next trip, but they could become brand cheerleaders.

# 70%

of travelers think customer service is very important when booking a trip.

Happy travelers are more likely to be repeat customers. A positive travel experience will go a long way!

What can you do to improve customer loyalty?



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