



customer experience.

## 5. Ratings and Review

Over half of travel customers make their bookings based on reviews and ratings of different travel brands. Getting high ratings and good reviews is an advantage in any business operating online and the travel industry is no exception. This tip has been well utilized by luxury hotels who have successfully maintained larger numbers even when they hiked their prices all because they knew at that point in time they had the best ratings and reviews. In any case, reputation is everything in a travel brand image.

## 6. Social Experience

The impact of social media in growing business brands is unbeatable. Social media marketing through the leading networks like Facebook and Twitter has linked users of all markets to any relevant information they require. Travel companies should utilize social media to establish a closer relationship with customers by engaging in daily updates of important information. Social media has a major impact on website traffic and developing a travel brand via social media not only attracts the interested travelers, instead it reaches a whole new group of prospective customers. Use of interactive advertisements and video on social media platforms provides the travel company with more chances of getting good reviews and ratings; another plus in the development of travel brand reputation.

## 7. Mobile

Mobile phones have proved to be the revolutionary technology gadgets that connect the entire universe faster than any other medium. The rise in mobile internet use around the world is outstanding and it is estimated that in 2014, over 80% of travel enquiries will be made via mobile sites and apps. This is where travel companies ought to maximize in by creating mobile compatible websites and applications that update the users on latest offers and continue to link them through social media marketing.

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