

TOP 4 TOURISM MARKETING TRENDS



In the digitalized world tourist boards, businesses, venues cannot afford to ignore the social networks as well as other marketing tools. Social media are part of the most important tourism marketing trends of this year, according to Nick Hall, CEO in Digital Tourism Think Thank.

Inspire customers is the first trend. Nick Hall commented: "We need to be ready to engage people in real time, because the new generation of travelers is looking for experiences."

The second trend and tip is to **put the tourist in the center of attention, focusing on the user's experience**. In order to do that (and here comes the third trend) we need to ensure them to always stay connected. Today, traveling means sharing what people are experiencing in real time. Last [tourism marketing](#) trend, in the words of the manger: "Take advantage of data; in order to develop long terms strategies, social networks are a mine of information."

Social networks, one of the most covered topics in recent years, is an important topic discussed by travel technology experts. Facebook has a special place, being currently the most popular social platform of commercial promotion.

Mark Zuckerberg's social website is giving more and more space to local businesses and proximity marketing, implementing tools which can stimulate positive word of mouth and, consequently, generate more sales. Outcomes are both measurable and concrete.

From iBeacon, tools which can be downloaded and installed for free, whose function is to track users passing near a shop and send them direct messages, to the possibility of selecting custom messages via smartphone - the possibilities are endless.

"Imagine you can have the numbers of all users who clicked a page like 'offers for families' on your website," explained Veronica Gentili, expert and teacher of Social Media Community Management. "And be able to send them a real time custom proposal... it is a powerful tourism marketing tool."

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