

# THE IMPORTANCE OF CONTENT MARKETING FOR TOURISM INDUSTRY



Content marketing is increasingly added to the marketing mix of advertising companies in the tourism industry. A content coordinated media presentation of a company or a region forms the basis for a successful campaign. Customized content creation is indispensable for each channel. An optimal combination of print, online and TV is crucial

for a widespread distribution and market penetration.

Content production, publishing and promotion form the triangle for a successful campaign. **The better the three building blocks are, the more promising the campaign.** The Tourism Review Media has set itself the task of providing the best possible and individual support to its both established and brand-new tourism industry customers. With Tourism Review, travel and hospitality enterprises have succeeded in building new customer base across targeted source markets.

Tourism Review Media offers the tourism industry customers an exceptional range of promotion channels, such as news, video, directories and more, all in ten language editions. The local Tourism Review Language Editions are quite important for penetration and introduction of travel and hospitality services over specific travel markets, specifically in terms of in-language search engines ranking and in-market brand development. Together with the customer, this can be used to plan and implement individual content marketing strategies from text, to images, videos or social media across a number of targeted travel markets, such as Germany, France, China, Russia and some others.

**Depending on the concept, the Tourism Review distribution of the content marketing is based on the company's own long-term marketing strategy.** Moreover, Tourism Review multilingual portfolio could be extended by engaging third parties content publishing and distribution services such as travel blogs or social influencers if such additional services are requested.

“Successful content marketing for the tourism sector requires the ability to prepare, publish and distribute the right content so that it is viewed, read and heard. Content marketing is therefore a digital or cross-platform publishing mode. It is a classic marketing or PR discipline. In the service of our customers, we will continue to expand our market leadership in this area in the future,” said Martin Heger, Customer Relations Manager of the Tourism Review Media.

Date: 2017-08-28

Article link: <http://www.tourism-review.com/content-marketing-is-growing-in-importance-news10268>