

TRAVEL BRANDS NEED TO USE EFFECTIVE TOURISM ADVERTISING STRATEGY



The pandemic has changed the way people travel. Tourists developed new habits and are concerned about economic uncertainty, inflation, and sustainability. They also want unique and personalized experiences. These changes in behavior have impacted how travel brands should adjust their digital tourism advertising strategies to adapt to the current context.

In 2023, travelers prioritize savings, sustainability, and personalized experiences. In addition, **travelers increasingly choose local or nearby destinations.**

Technology is crucial to travel planning. It is not limited to when customers search for itineraries or compare prices. Instead, it starts even before the customer decides to travel. Experts say personalized ads based on a user's browsing history and preferences can determine their travel choices.

Travel brands must consider these key factors when developing an online tourism advertising strategy:

Enhancing the Attributes of the Products/Services

Naturally, travelers have become more budget-conscious. Therefore, travel brands should focus on retargeting strategies that highlight the value of their offers to users who have shown interest. Brands can attract consumers with tight budgets by launching promotions that offer discounts or additional services at no cost.

These promotions increase direct sales, which can help boost the Average Daily Rate (ADR) and allow us to analyze user behavior and quickly detect their needs and preferences. Technology can help identify specific segments interested in travel offers, providing the opportunity to impact audiences that value savings and last-minute offers.

DCO Personalized Ads

Dynamic Creative Optimization, or DCO, is the technology that allows advertisers to create multiple versions of an ad based on a single creative. It achieves this by tailoring different parts of the ad to specific audiences, contexts, and past performance.

This approach provides the travel brands more flexibility and spontaneity when making travel decisions. Real-time advertising on digital platforms can impact the right consumer at the right time, even with last-minute offers. Additionally, using DCOs and retargeting strategies, advertisers can tailor their ads to each customer's preferences.

Travel brands that meet the increasing demand for greater flexibility and personalization will be better positioned to engage travelers and maintain relevance in the marketplace.

Identifying New Audiences

Segmentation based on demographics and behavior is crucial for travel businesses to attract

potential customers when researching travel destinations, transport costs, and itineraries. This approach targets only those interested in traveling to a particular place and sends specific messages to groups of travelers with similar interests. Another effective strategy is to use contextual ads to protect the brand and products, which will reach the user while they plan their trip.

It is important to constantly measure the performance of these strategies to make necessary adjustments and optimizations. Maintaining a price parity policy is essential to positioning your website as the best customer option.

All Seasonal Ad Approach

Traveling throughout the year has become more prevalent, and digital campaigns should be designed to follow this trend. During periods of low demand, campaigns should be created to capture interest and convert flexible needs. **To achieve this, a calendar of actions should be developed that highlights the values of each season.** This calendar provides specific campaigns for local events, festivities, and holidays. It is also essential to adapt the visual content and message for each year's season. In addition, it is essential to segment geographical regions where climatic conditions can influence travel decisions.

Date: 2023-10-02

Article link:

<https://www.tourism-review.com/successful-travel-brands-embrace-tourism-advertising-news13745>