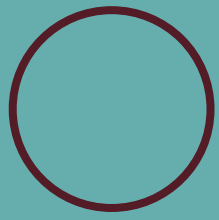


FREE WEBINAR

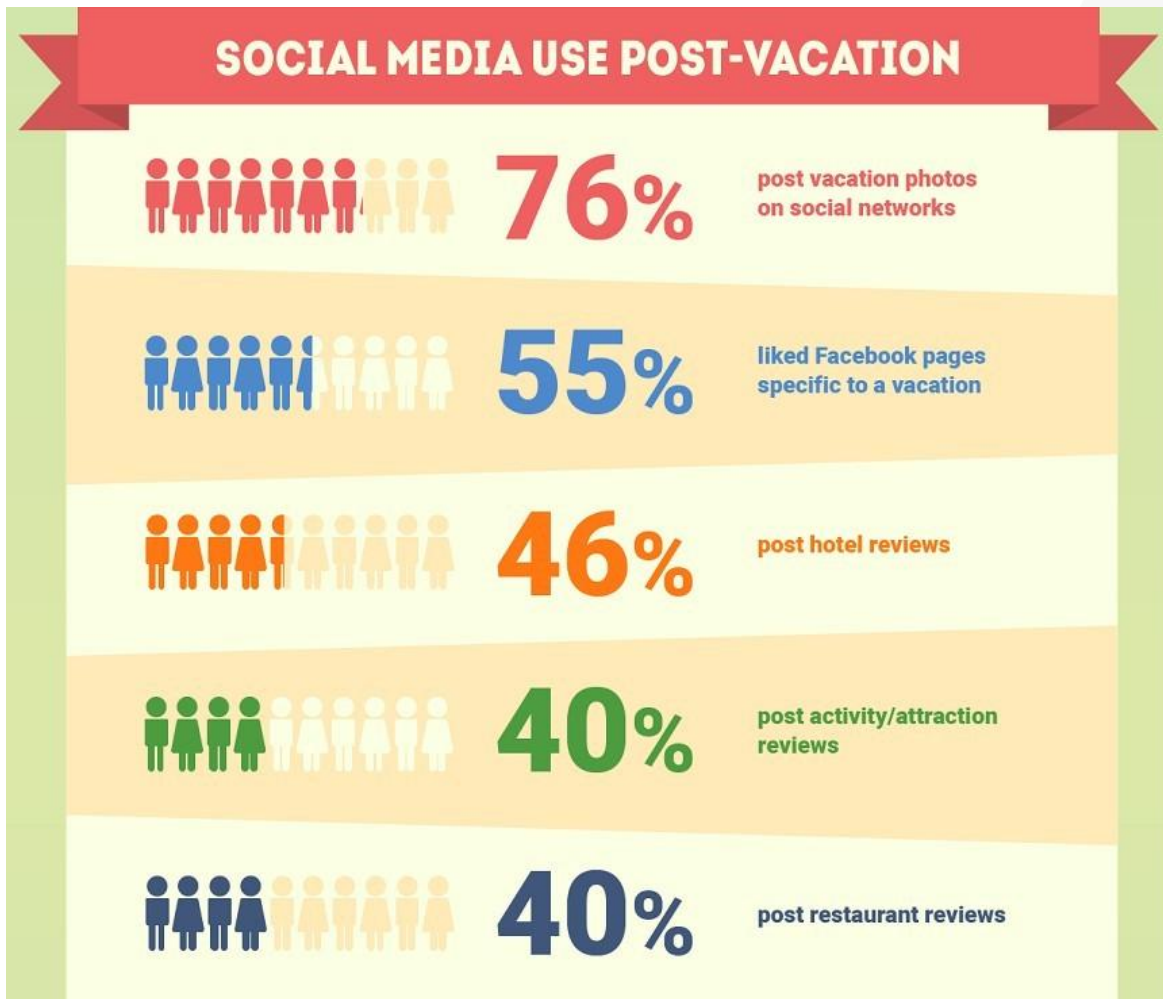
2020 TRENDS

in Travel and Tourism Marketing





Travel and Tourism Stats



The U.S. travel market grew a healthy 5% in 2018, with gains remaining steady in 2019. By 2022, total gross bookings will have increased to \$441 billion. [Phocuswright](#)

74% of travelers use social media, 85% use mobile to book activities, and 60% use navigation apps while traveling. [martech.zone](#)



Travel and Tourism Stats

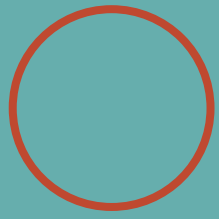


When searching for travel information, one in five travelers use social media to research:

- Destinations: 27%
- Hotels: 23%
- Vacation activities: 22%
- Attractions: 21%
- Restaurants: 17%

When looking for travel inspiration, the most popular vacation inspiration sites are:

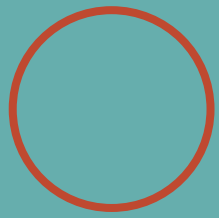
- Facebook: 29%
- TripAdvisor: 14%
- Twitter: 6%
- Pinterest: 4%



Trend #1 Environmental Responsibility

A recent [Booking.com survey](#) shows approximately 70% of travelers are more likely to book lodging if it's [eco-friendly](#). to [Booking.com](#) also reports, 54% of global travelers want to play a part in reducing over-tourism

- ★ Grow organic food on site and use it to feed your guests.
- ★ Conservation and citizen science experiences.
- ★ “Microcations” - simple, domestic getaways.
- ★ Carbon offsetting.
- ★ Single use plastics are becoming a thing of the past.



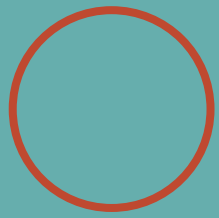
Trend #2 Digital Detox/Mindful Unplugging

According to Economic Times/India Times...

67% of India's working professionals, millennials and solo travellers have opted for a go tech-free vacation.

People in the US opt for detox time periods when travelling. Many Americans can't fully unplug because they:

- ★ Have a high pressure job
- ★ Are caregivers to others at home
- ★ Are involved in causes, passions, and volunteer work online



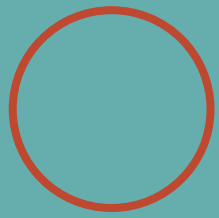
Trend #3 Solo Trips

According to GutsyTraveler.com...

59% of agents polled noting that they've seen more of their clients are traveling by themselves now compared to 10 years ago.

Traveling alone allows people to:

- ★ follow their own schedule (17%)
- ★ have more time to travel than their loved ones (15%)
- ★ pursue a specific interest (14%)



Trend #4 Women Travelling

80% of all travel decisions are made by women, regardless of :

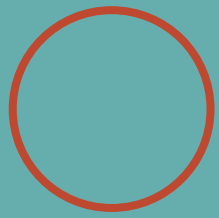
- ★ who travels
- ★ who pays
- ★ or where they go



75% of those who take cultural, adventure or nature trips are women.

There's been a 230% increase in women-only travel companies in past six years.

\$67 million participants = potential is \$19 trillion annually.



Trend #5 Vegan Travel

According to *The Economist*...

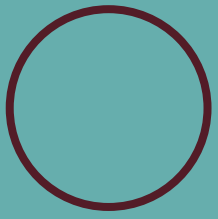
“...a quarter of 25-to 34-year-old Americans now say they are vegan or vegetarian.

Compare that to 2015, when only 3% indicated they were vegetarian, and just 1% were vegan.

And Google Trends reports that in the past five years, searches for the word *vegan* have grown by 500%.



Top Tourism Marketing Strategies for 2020



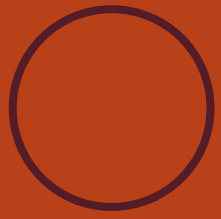
Chatbots and AI

[Revfine.com](https://www.revfine.com)

“Many customers now book their travel and accommodation with the help of internet chatbots, specifically tailored AI who can handle queries and assist customers with useful information when human operators are unavailable.”

“For hotels and other businesses in the tourism industry...there has already been widespread adoption for the purposes of powering chatbots on social media platforms, as well as instant messaging apps...

Used in this way, AI is able to respond to questions and provide valuable information to customers, even when a customer service rep is not available. Customers are demanding faster and faster response times on online platforms, and artificial intelligence allows businesses to deliver times that would be impossible for humans.”



Pro Tip - Check out Mobile Monkey

Mobile Monkey

Create custom chatbot conversation funnels that help get customers in the info they need and makes it easy for them to identify their questions, preferences, and personal feelings and receive a clear, specific response.



Pro Tip - Check out Mobile Monkey

Website chatbots qualify leads and route visitors to the product, team or info they need.

From capturing leads to providing product recommendations, bots do it in an interactive, conversational, on-site chat.

Learn more about these chatbot tools:

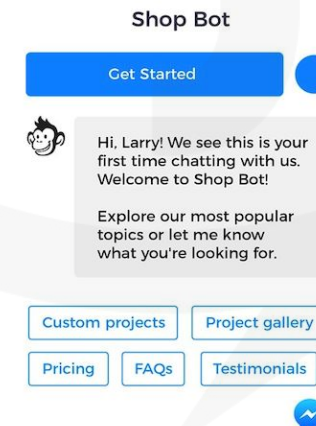
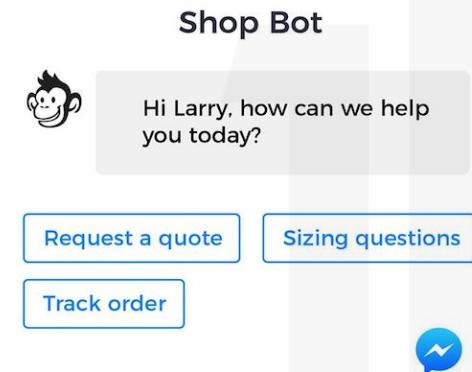
- ✓ Website Chatbots
- ✓ Facebook Messenger Website Chat Widget
- ✓ WordPress Chatbot Plugin
- ✓ Q&A Triggers
- ✓ Chat Forms

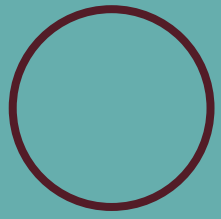
Facebook Messenger chatbots are the only bots that instantly capture lead info on first contact.

Capturing name, location and the ability to send future messages happens before your bot even says "Hi" back.

Learn more about these chatbot tools:

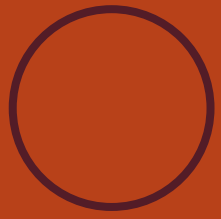
- ✓ Messenger Contacts
- ✓ Audience Segmentation Tools





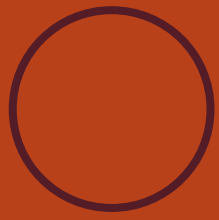
Organic Social Can Still Go Viral

- It's still possible to drive traffic in excess of total audience size via Facebook for tourism pages.
- In late 2019 and early 2020 the team at JB Media had 2 case studies with viral posts resulting in over 120,000 monthly visits from Facebook.
- The key is quality creative (images), great content (blogs), and consistency over time.




Pro Tip - Capture Great Visual Content

- ★ Hire professional photographers for periodic photo shoots
- ★ Create blogs that feature great photography
- ★ Post blog content with great photos regularly, your momentum will build over time!



Case Study: Smoky Mountain Host



Smoky Mountain Host of North Carolina
@SmokyMountainHost


- Home
- About
- Posts
- Photos
- Reviews
- Pinterest
- Videos
- Twitter
- Events
- Notes
- Iconosquare
- Instagram
- Community
- Subscribe to our Mailing ...

Promote

Liked Following Share ...

Smoky Mountain Host of North Carolina
Published by Jb MediaGroup [?] · February 7 at 1:01 PM · 🌐

Bridal Veil Falls is one of our must-see waterfalls, not just because it's beautiful but because you truly can't miss it when driving from Franklin to Highlands! Discover more of our favorite hikes on our website. (📷: @erichaggartimagery via Instagram) <https://www.visitsmokies.org/waterfalls/>



144,216 People Reached **28,477** Engagements Boost Unavailable

👍❤️😄 Jennifer Rose Brooks and 3.3K others 306 Comments 1.4K Shares


👍 Like 💬 Comment ➦ Share 🌐

Learn More

Invite Friends

👍 99,417 people like this
📶 98,754 people follow this
📍 3,813 check-ins

About See All



📍 4437 Georgia Rd (57.19 mi)
Franklin, North Carolina 28734
Get Directions

📞 (828) 369-9606

✉ Send Message

🌐 <http://www.visitsmokies.org/>

📅 Tourist Information Center

🕒 Hours 9:00 AM - 5:00 PM
Open Now


✎ Suggest Edits

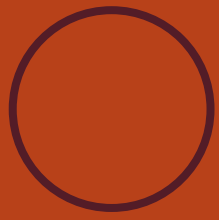
📘 Page Transparency See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

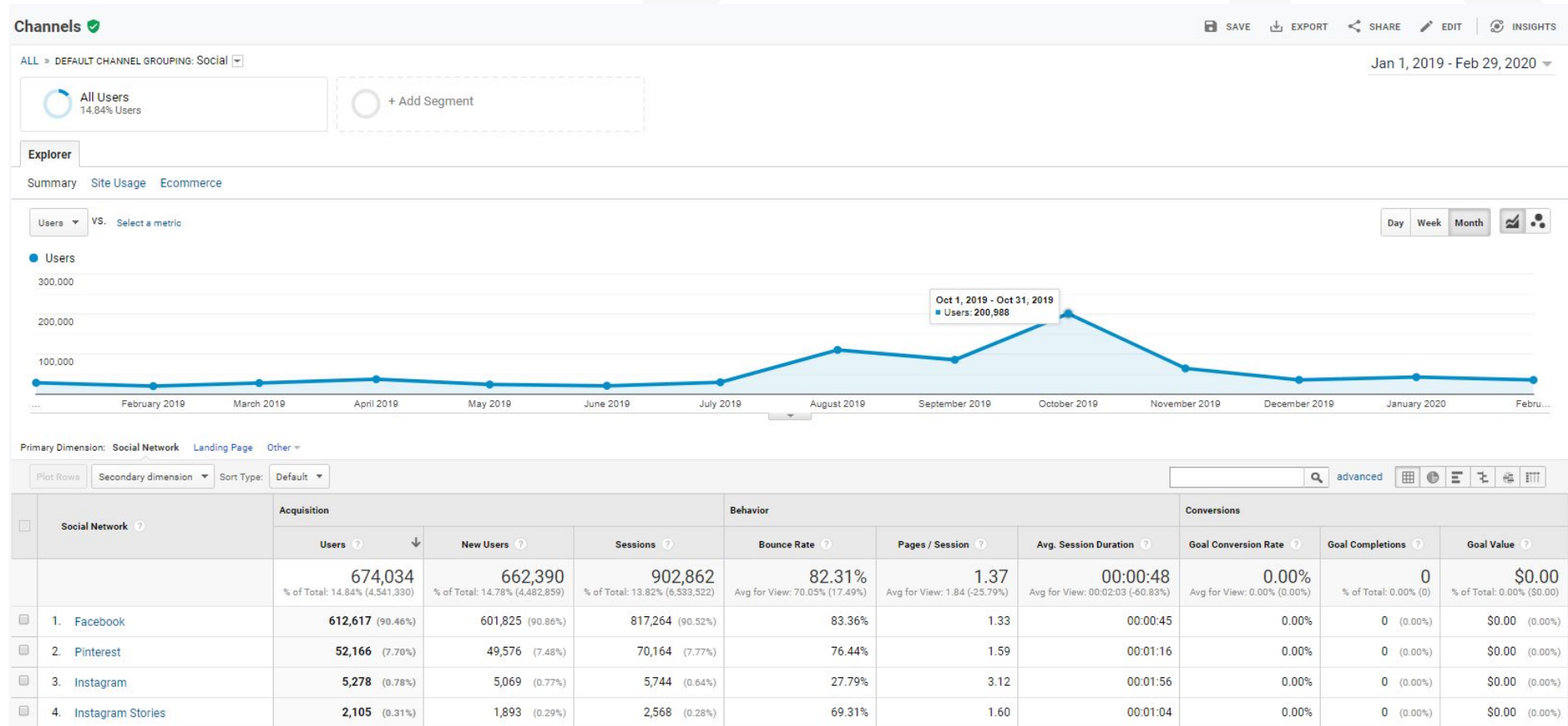
📅 Page created - June 19, 2009

Pages Liked by This Page >

 Visit Cherokee County, North Ca...



Case Study: RomanticAsheville.com





Virtual Reality

Forbes Magazine

Virtual Reality in Travel & Tourism - Thematic Research

- This technology is currently being focused on in the pre-travel stage of the tourist journey - VR tours
- Online travel companies are starting to explore virtual booking interfaces that can be experienced through a headset, so there is no need for a computer mouse or touch screen during the booking process.
- As Gen Z becomes older and increases their spending power they will have a stronger preference for VR technology.



Pro Tip - Experience It

Cnet

What kinds of VR is available and possibly accessible to the public?



Google Travel

Google is an Online Travel Agency

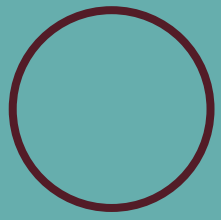
Google Travel

- ★ They now provide more engaging and personalized access to purchasing flights, hotels, and travel packages.
- ★ It is an all in one platform for exploring the options, planning your trip and sharing your experiences.
- ★ All your trip details will be stored in one place and you can continue searching and buying while traveling.
- ★ Integrated with Google Maps.



Pro Tip - Use Google My Business

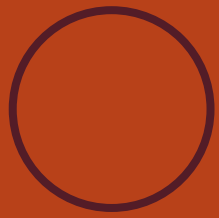
- ★ Post events and articles
- ★ Add photos and videos regularly
- ★ Ask people to review you on Google
- ★ Make sure your maps listings are correct
- ★ Use your Analytics to understand what Google understands about your brand



Sell Experiences

Airbnb offers thousands of Experiences (activities) and now Adventures (multi-day stays and activities). The focus is on locals, small groups and high quality so visitors discover what makes the area unique.

TripAdvisor is inviting tours, activities, and attractions to join Experiences.



Pro Tip - Read the Fine Print

- ★ Meet all of the requirements
- ★ Create packages that include multiple things (½ day, full day, multi-day)
- ★ Clearly outline what people should expect.
- ★ Providers need to be authentic and make a genuine connection with customers
- ★ Tell stories online about the region, the people, and the business or brand

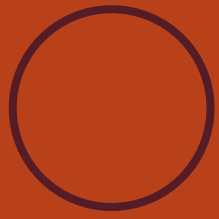


Build Long Term Influencer Relationships

Forbes Magazine

“Why [influencer marketing]? Because it works. Influencer marketing is a modern form of word-of-mouth marketing. Through influencers, your brand has the power to influence people’s purchasing decisions.”

63% of customers aged 18-34 trust influencers more than branded advertising



Pro Tip - Quality over Quantity

- ★ Collaborate on campaigns
- ★ Look for influencers that drive higher percentages of engagement, not just with high fan numbers
- ★ Review their other sponsors and partners
- ★ Choose influencers that speak to your niche audience
- ★ Be authentic

Questions



MEDIA INSTITUTE



Sarah Benoit
Co-founder & Lead Instructor
sarah@jbmediagroupllc.com

Attend Our Next Asheville Bootcamp

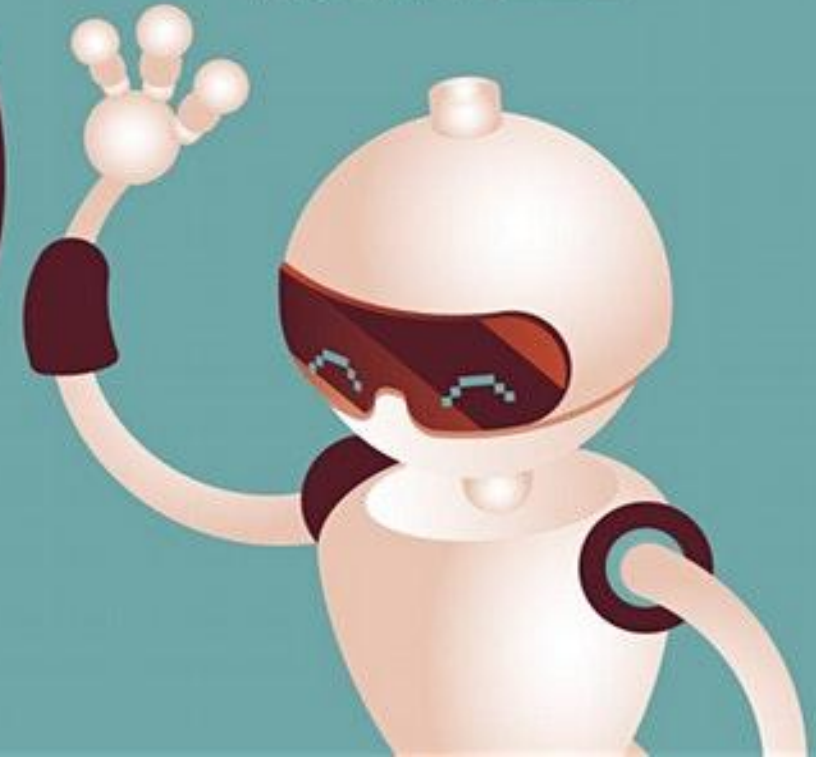
New Social
Media Strategies
to Increase
Engagement

*How to
build personal
relationships with
messaging **apps**
and **chatbots***



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Resources

JB Media Institute

In Person Learning

- Nov. 2020 [DIY Tourism Marketing Workshop](#)

Online Learning [ContentStrategyRoadmap.com](#)

- Content Strategy Roadmap \$69/month
- + Coaching \$99/month limited to 10 seats
- Next Digital Drop-in April 8, 2020

In-person Peer Mentorship and Mastermind Program

- JB Media Institute All Access Cohort: contact sarah at sarah@jbmediagroupllc.com for more info.