



# REACH TRAVELERS

During Every Stage of  
Their Travel Journey



DREAMING



PLANNING



BUYING



EXPERIENCING



SHARING



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## Stage One **DREAMING**

When it comes to brightening our daily lives, travel is the stuff that daydreams are made of. In fact, **37% OF TRAVELERS IN THE UNITED STATES THINK ABOUT PLANNING A VACATION AT LEAST ONCE A MONTH, AND 17% DO SO EACH WEEK.** This is your opportunity to inspire them, focus those dreams squarely on you, and begin to guide them from “what if...?” to an actual trip.

That requires more than facts about room rates and amenities. You need to tell an inspiring, fully conceived story relating who you are and what makes your destination like no other.

### **DATA SIGNALS**

- Dreaming about vacation
- Looking at friends vacation pictures on social media
- Reading content tagged as travel-related
- Watching travel and destination videos
- Loves the Travel Channel

### **ENGAGEMENT TACTICS**

- Targeted display/rich media
- Native Advertising
- Content Marketing
- Travel videos



## Stage Two **PLANNING**

You're on their radar. You've told a great story and moved them from dreaming of a trip somewhere to focusing on your destination. Now, they'll consider logistics—when to travel, how long to spend, how to get there, and whether the experience will match or exceed expectations.

**THE KEY HERE IS TO UNDERSTAND WHO YOUR POTENTIAL VISITORS REALLY ARE, AND THE TYPES OF EXPERIENCES THEY SEEK.**

### **DATA SIGNALS**

- Researching destinations
- Checking flight pricing and availability
- Sharing destination images on social media
- Searching for travel deals

### **ENGAGEMENT TACTICS**

- Targeted display advertising
- Content Marketing targeting
- Targeted email with offers
- Search Engine Marketing



## Stage Three **BUYING**

Travelers at this stage of the journey are more than just interested and motivated—they're ready to make the leap. But you don't have them yet. They can still pull out or go with that other option they've been toying with.

**THE KEY AT THIS POINT IS TO MAKE THE TRANSACTION AS SMOOTH AND SEAMLESS AS POSSIBLE.** That means removing unnecessary hassles and obstacles, and adding any sweeteners that may help push them to action. Make sure your website offers clear information on pricing options and scheduling and does whatever possible to help them put together all the elements of their journey. Offer season-specific content so they can look forward to special events taking place around the time they plan to visit.

### **DATA SIGNALS**

- Comparing pricing on travel aggregator sites
- Shopping hotel, airline and car rental
- Search queries around pricing

### **ENGAGEMENT TACTICS**

- Targeted display advertising
- Search Engine Marketing
- Email Marketing



## Stage Four **EXPERIENCING**

Your efforts have paid off. The traveler has considered hundreds or thousands of alternatives, chosen your destination and made the ultimate commitment by putting money down. Congratulations! Now's your opportunity to reward that faith.

The single most important part of the journey is, naturally, the journey itself. For one thing, it's what all the other stages of travel revolve around. It's the stage for which each traveler will forever judge you. **THEIR EXPERIENCE WILL DETERMINE WHETHER THEY COME AGAIN AND ENCOURAGE OTHERS TO DO SO.**

### **DATA SIGNALS**

- Device location
- "What to do, where to eat, where to drink" searches
- Social postings

### **ENGAGEMENT TACTICS**

- Search Engine Marketing
- Location based mobile targeted display advertising
- Social advertising



## Stage Five **SHARING**

Now that their trip is over, they're dying to tell the world what they did. Where once that meant showing photos or a carousel of slides to a small group in their living room, these days a photo or video can be shared around the world. **TREAT THEM RIGHT AND YOUR VISITORS CAN BECOME YOUR DESTINATION'S BEST AMBASSADORS.**

### **DATA SIGNALS**

- Recent travel intent
- Social media posting

### **ENGAGEMENT TACTICS**

- Social targeting
- Mobile location targeting

# Retired Couple TRAVEL JOURNEY

Here's a deeper dive into  
how a B&B gets booked.



DREAMING



Collects wine labels  
on Pinterest &  
follows wine blogs



PLANNING



Searches best  
B&B/Wineries  
in area



BUYING



Reads reviews and  
books B&B



EXPERIENCING



Mobile ads delivered  
during stay based on  
device location



SHARING



Social Media sharing,  
posts reviews of B&B  
to TripAdvisor



## KEY TAKEAWAYS

- ▶ Many of the engagement tactics are constant for all 5 stages of tourism.
- ▶ What changes from phase to phase are the signals given off by those who are in moment and the data used to reach them at the right time and place and on the right device.



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