Social Listening and Monitoring

To Transform Lookers to Bookers

Understand **travellers' online behaviour** to unleash your brand's potential

LEADERS
INTERNATIONAL

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Project Description

Curated Experiences: Developing Innovative and Diversified Touristic Products across Jordan

This project aims at reviving the once-flourishing tourism industry within Jordan, in light of COVID-19 devastations to the sector. The project seeks to improve on pre-existing weaknesses in the Jordanian tourism sector; namely the dependence on the 'Golden Triangle' consisting of Petra, Wadi Rum, and Aqaba, which hinders the sector's resilience to unforeseen events. In doing so, Leaders International will enhance the competitiveness of the industry through diversifying touristic offerings and adapting to recent travelling trends, such as solo travelling.

Moreover, the project will build the capacity of travel-experience operators through different support mechanisms, business linkages, and training programmes; to enable them to provide curated experiences to inbound and local travellers. At the industry level, the project will cooperate with Jordanian tourism associations to promote Jordan's cultural, historical, and natural diversity.

Local authorities will also be involved in expanding Jordan's current tourist base, mitigate risks associated with limited product offerings, and lastly, enhance local tourism through increased quantity and quality of products and offerings.

Accordingly, Leaders International will not merely focus on the innovation and product development side but will market the new travel experiences and leverage its outreach channels to speak to the needs of the modern traveller, in Jordan and abroad.

This social listening and monitoring study was conducted to support the project and its partners and beneficiaries in understanding the online behaviour of modern travellers in line with emerging trends, needs, and expectations. The following results and insights are to be utilised by LI and all stakeholders of the Jordanian tourism sector to better create and promote new travel experiences along the project lifecycle and beyond.

Introduction

It is no longer easy to stand out

With every passing day, the internet is becoming a more and more integral part of our lives. It is where we turn to for entertainment, education, networking, and more importantly, decision-making.

But with so many choices, we are constantly scramming for the best possible option. Too many choices make it harder for people to make decisions and even harder for brands and businesses to stand out.

Like all sectors, tourism is no exception here. With users having access to a huge amount of content about destinations and experiences, providers must really make their brand shine.

A study conducted by Frontiers Psychology indicates that perceptions of tourist destination online content (TDOC) directly influence behavioural intentions. As a result, travel businesses must leverage this opportunity to generate and nurture leads that convert to clients.

To do that, we must first explore and understand travellers' online behaviour in order to attract them into buying your product or service – or in internet terms, making the conversion. This is where data-informed strategic marketing and content creation comes in.

Specifically, we will explore who travellers are, what they like to see, what topics are trending, and how they go about making a decision.

For the purposes of this study, we will use social listening tools from platforms like BuzzSumo, SEOZoom, and Google Trends for the best-performing content in a given niche. We will also incorporate secondary data for a more harmonized approach.

Together, the insights will feed into content strategies that are able to **transform lookers to bookers.**

Part 1: Traveller Persona

What the traveller persona looks like

In order to know how to sell travel products and services, you must understand who your target audience is: where they come from, how old they are, what their gender is, annual income, attitudes, why they travel, and who they like to follow.

Where are they searching from? ✈

A quick search for 'Wadi Rum' on BuzzSumo's web content analyzer yielded a Romanian and two Italian results as the top 3 in terms of engagement. With the recent introduction of Ryanair routes from/to Europe (including Romania and Italy), demand for Jordan is skyrocketing. Therefore, it might be useful to consider reaching out to Italian and Romanian travel writers, bloggers, and influencers to generate more Italian/ Romanian content and attract more visitors from these countries.
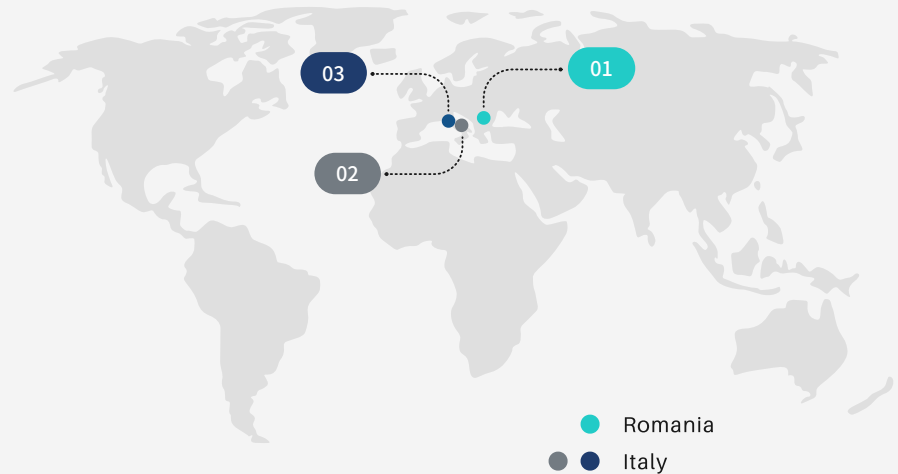
Disclaimer: we use the keyword 'Wadi Rum' because it's relevant to 'travel in Jordan', which otherwise yields 'Micheal Jordan' or Nike's Jordan shoe-related results. Wadi Rum itself is not that significant to the project as we try to diversify offerings and introduce alternative destinations to complement the popular 'Golden Triangle' of Aqaba, Wadi Rum, and Petra.
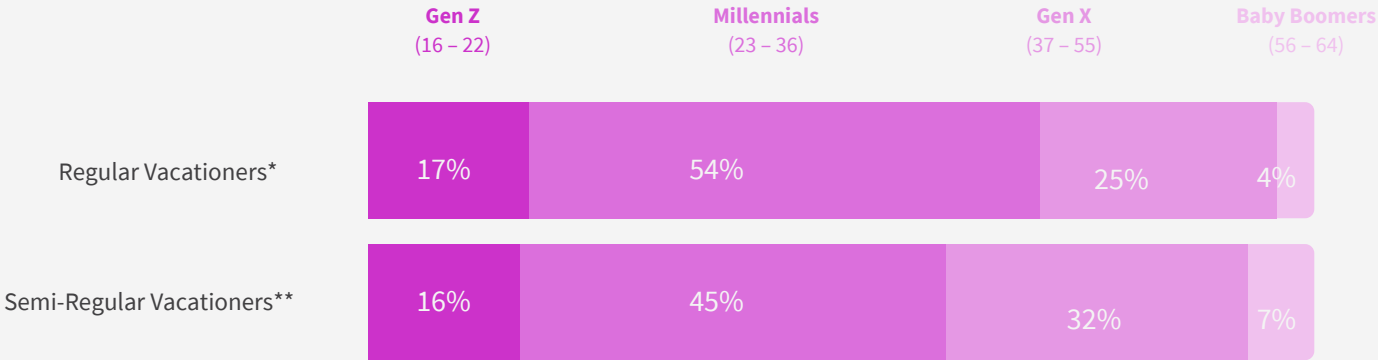
03   01   02

● Romania
● ● Italy

Wadi Rum | 1,600 | 592 | 567 |

0   1,000   2,000   3,000
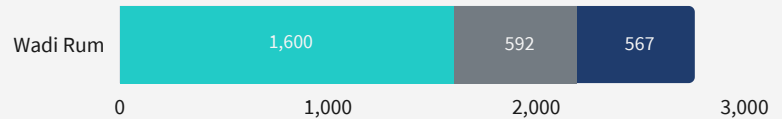
**Other European destinations
with low cost flight
connections to Jordan**

Germany
France
Cyprus
Bulgaria
Spain
Austria
Hungary
Malta
Belgium
England
Switzerland
Czech Republic
Poland

How old are they?

|	Gen Z (16 – 22)	Millennials (23 – 36)	Gen X (37 – 55)	Baby Boomers (56 – 64)
Regular Vacationers*	17%	54%	25%	4%
Semi-Regular Vacationers**	16%	45%	32%	7%

* Regular vacationers take short-haul (<3 hour flight) or medium/long-haul (>3 hour flight) vacations abroad every 2-3 months
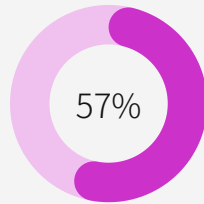
** Semi-regular vacationers take short-haul or medium/ long-haul vacations abroad every year

Source: GWI Vacationers Report, 2019

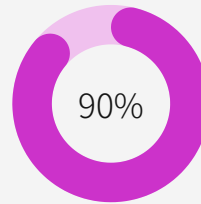**81% of Gen Z say budget is a factor for their booking decisions, compared to only 57% of baby boomers.**

81%
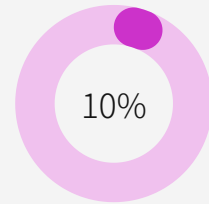Generation Z
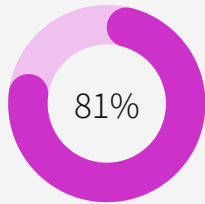
57%
Baby Boomers

90% of Gen Z make travel decisions based on inspiration from social media, compared to only 10% of baby boomers.

90%
Generation Z

10%
Baby Boomers

Source: Condor | Travel Statistics by Age Group 2020 – 2021

Millennials and Gen X are more likely to be having a vacation abroad, both regularly (at least every 2-3 months) and semi-regularly (at least yearly) than Gen Zs – which is clearly down to levels of disposable income and life stage.

Disclaimer: this data is from 2019, so each generation segment is 2 years older as of the publishing date in 2021.

Also, this is pre-COVID data, which doesn't accurately reflect the present situation, where baby boomers are likely more reluctant to travel as much. However, travel businesses should still pay close attention to this group who have more purchasing power and will likely resume their pre-COVID travel patterns soon enough.

Source: GWI Vacationers Report, 2019

What's their gender?

	Males	**Females**
Regular Vacationers	58%	42%
Semi-Regular Vacationers	53%	47%
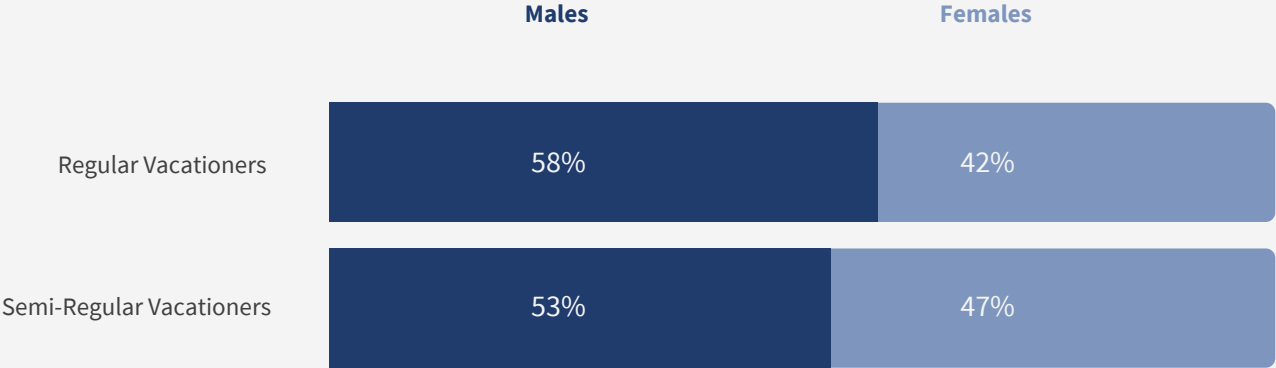
Source: GWI Vacationers Report, 2019

Males are more likely to be taking a vacation abroad, both regularly and semi-regularly than females.

Source: GWI Vacationers Report, 2019

However, an increasingly growing trend is 'solo female travel', so travel businesses should pay special attention to understanding their interests, behaviours, and concerns, to adequately accommodate to their needs.

See part 2 'Themes and Trends' for more details.

What's their annual income?

	Bottom 25%	Mid 50%	Top 25%	Prefer not to say
Regular Vacationers	20%	41%	37%	2%
Semi-Regular Vacationers	18%	46%	31%	5%
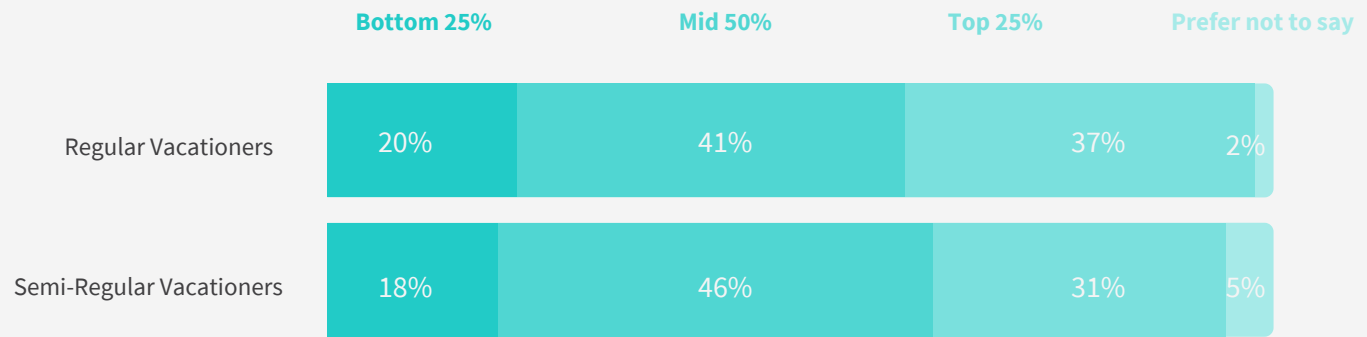
Source: GWI Vacationers Report, 2019

Travel frequency notably increases with income. In the top 25% of income earners, 37% travel at least once every 2–3 months.

Source: GWI Vacationers Report, 2019

It's good to focus on high earners obviously, but note the existence of a growing community of 'backpackers'. These are usually Gen Z or millennial slow travellers who may not have a high income but travel for much longer, extended periods. Backpackers are usually interested in real, authentic, off-the-beaten path experiences – much like the ones in this project –and are willing to spend on activities they deem worth it.

What are their attitudes?

6 in 10 regular vacationers say they would buy a product/service simply for the experience.

Regular travellers are almost twice the global average to say they don't understand computers and new technology.

Both groups (regular and semi-regular travellers) are brand-aware, who tend to value brand name over price.

Source: GWI Vacationers Report, 2019

Why do they travel?

To gain unforgettable experiences	33% — 40%		To go to a specific event (e.g. music festival, wedding)	10% — 23%
To see friends/family/partner	26% — 37%		To check off something on my bucket list	14% — 22%
To explore new cultures (e.g. learn a new language)	23% — 34%		To make new friends	6% — 15%
To escape the patterns of everyday life	32% — 41%		To have some alone time	9% — 13%
To de-stress/take my mind off of work	32% — 42%		I go there every year	9% — 12%
To see particular sights	27% — 31%		To go on a gap year	2% — 9%

Source: GWI Vacationers Report, 2019

Who do they follow?

@izkiz
2.8m followers

@thebucketlistfamily
2.8m followers

@doyoutravel
2.5m followers

@tuulavintage
2.1m followers

@muradosmann
3.7m followers

@chrisburkard
3.6m followers

@danielkordan
1.8m followers

@taramilktea
1.4m followers

@kyrenian
1.3m followers

@alexstrohl
2m followers

@gypsea_lust
1.9m followers

@chelseakauai
1.1m followers

@louiscole
1.1m followers

@jonolsson1
1m followers

@natalyosmann
1m followers

Source: trendHERO, 2021

Part 2:
Themes and Trends

Up-and-coming themes and trends in travel

Technology, COVID-19, environmental concerns, and other social and behaviour changes induced new, up-and-coming themes and trends in travel. Businesses and marketers must take note of these and highlight their ability to accommodate for or otherwise provide what's needed.
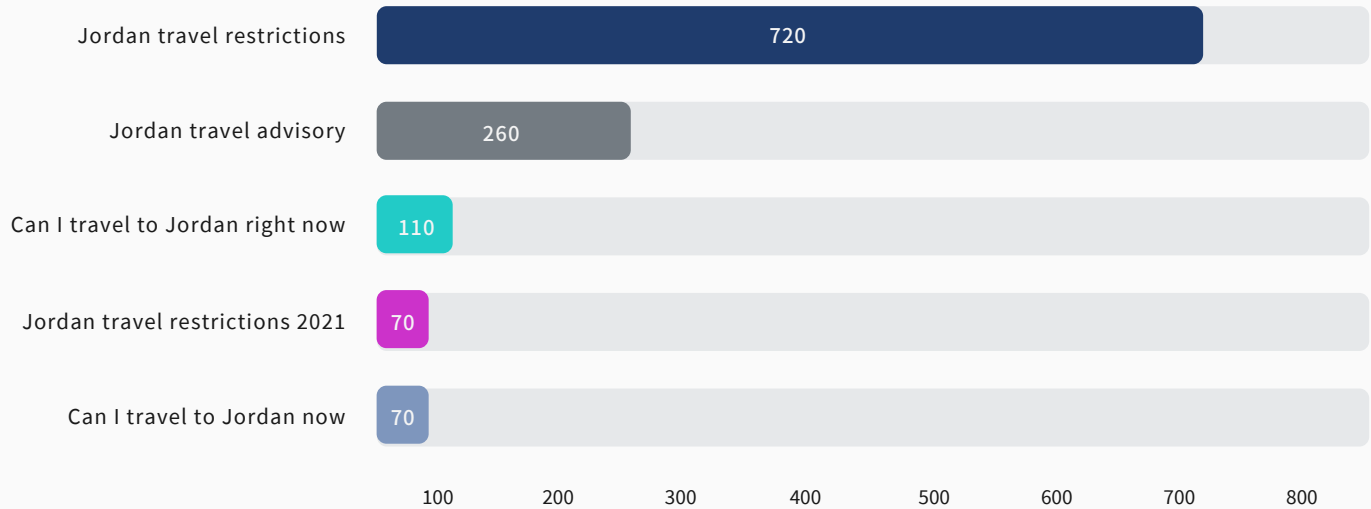
COVID-19

Not surprisingly, these days, COVID-19 is the biggest concern and most important factor for travellers everywhere. Border closures, infection and transmission anxiety, as well as constantly changing figures and restrictions are seriously hindering global demand.

Likewise, unclear travel updates and guidelines confuse would-be travellers and hamper tourism recovery.

According to BuzzSumo, the top 5 Jordan travel-related keywords by search volume are all about restrictions, entry requirements, and dangers.

Jordan travel-related keywords by search volume

Data from October 2020 – September 2021 from Buzzsumo

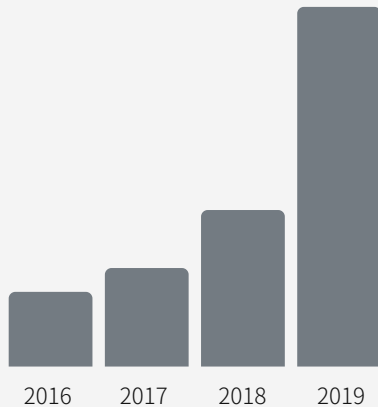| Keyword	Search volume
Jordan travel restrictions	720
Jordan travel advisory	260
Can I travel to Jordan right now	110
Jordan travel restrictions 2021	70
Can I travel to Jordan now	70

Solo Travel

> **"**
>
> **Solo travellers are by nature independent and bold, and that's reflected in their need to get back out into the world**
>
> **"**

– Brian FitzGerald, CEO and President of Overseas Adventure Travel

Google searches for 'solo women travel' increased by 32% in 2017 and 59% in 2018. The search grew to a jaw-dropping 230% increase in 2019.

As of October 2021, a search for 'solo female travel' on Google yields a whooping 88.5 million results.

The number one concern and most searched for questions are about safety. Here are the most recent questions using Buzzsumo's Discover tool for the keyword solo female travel and solo female travel Jordan.

Data source: Overseas Adventure Travel Report

2016   2017   2018   2019

- Are ubers safe for solo female travelers?

- But I was wondering if they are safe for a solo female traveler to ride, especially at night time

- Are hostels safe for solo female travellers?

- Is it safe for a female solo traveler to rent a car and drive around in Jordan?

- Overnight camping for solo female traveler - is there a lot of teasing and catcalls from locals?

- Solo female travel: is it safe?

The Solo Female Traveler Network

A Facebook group The Solo Female Traveler Network has over 460 thousand members from across the world sharing travel photos and stories, supporting, inspiring, and empowering each other.

Alyson Woleslagle
26 September at 02:21

I'm wrapping up a solo trip to Jordan and Iraqi Kurdistan and I'm here to say, both have been MAGICAL. In Jordan, I rented a car and had an wasy time driving throughout the country (I was very nervous about driving!).

In Iraq, I had a local guide for a few days of my trip, and it really is a must. No one speaks English, Google maps doesn't work here, and driving is very difficult. I felt safe the entire time and I found the people to be the most genuine, kind people. Finding info to plan for my trip to Iraqi Kurdistan was difficult, so if anyone is considering a trip, please don't hesitate to reach out. I'm happy to answer questions based on my experience!

You and 1.1K others   111 comments

Marissa Ibarra
Absolutely my dream destination... thank you for sharing!

Like · Reply · 1 y

Sabrina Rodriguez
This is like the 5 or 6th post I've seen on many female travel pages. I believe Jordan is calling out to me!!

Like · Reply · 1 y

Tara Kleineschay
14 March 2019 · 🌐

Just got back from Jordan 🇯🇴, the country and people stole my ❤️❤️❤️❤️ I've never been stopped and thanked for visiting a place so many times! I'll be back one day 😍 completely safe for us solo ladies, they just haven't seen many blondes so they'll ask for a selfie with you 😆 if you're thinking about it GOOOOO

+17

👍❤️ 1K

Holly Cassidy
Thanks for sharing. I just got back myself and hit most of those destinations as well.

Like · Reply · 1 y   ❤️👍 14

Maureen Jennings
Thanks for sharing. I want to visit Jordan!

Like · Reply · 2 w

Kelly-Ann Ee
Wow thanks for the tips!

Like · Reply · 2 w

Himra Mursil
I traveled alone

Like · Reply · 2 w

Gina Sentell
Wow! You should be a travel agent

Like · Reply · 2 w

Laura Schutter Weiss
Wow!!

Like · Reply · 2 w

Nicole Grant
Wow!

Like · Reply · 2 w

Vea Martin
Off to Jordan in November 😊

Like · Reply · 2 w

Rowena Ferguson
Vea Martin enjoy! ❤️1

Like · Reply · 2 w

Digital Nomad

The rise of remote work opportunities and the concept of social media influencers gave birth to the 'digital nomad'.

Those identifying as such work remotely and travel and make up tens of millions of the world population. This figure is on the rise.

Amman

Jordan

Learn to work remotely from Amman

Cost of Living » Middle East » Jordan » Amman

3.36/5
236 reviews

Scores   Digital Nomad Guide   People   Cost of Living   Pros and Cons   Photos   Reviews   Weather   Trends   Demographics   Chat   N   >

⭐ Total score	3.36/5 (Rank #266)	👍 Quality of life score	Okay
🐣 Family score	Bad	🏙️ Cost	😲 Affordable: $1,331 / mo
🐱 Internet	😊 Good: 8Mbps (avg)	😛 Fun	Okay
☁️ Temperature (now)	😎 Perfect: 27°C (feels 28°C)	💧 Humidity (now)	😊 Comfy: 46%
🌍 Air quality (now)	🔫 Great: 48 US AQI	🌍 Air quality (annual)	🔫 Great: 31 US AQI
👍 Safety	Good	🏆 Lack of crime*	Good
🎓 Education level*	Mediocre	💰 Income level*	Very low: $341 / mo
🐵 English speaking*	Okay	👵 People density	🚶 Low density: 6k ppl/km² (13.13m...)

29

🧍 Walkability	**Bad**		✌️ Peace (no pol. conflict)	**Okay**
🚦 Traffic safety*	**Bad**		🏥 Hospitals*	**Good**
😀 Happiness*	**Okay**		🍸 Nightlife	**Okay**
📶 Free WiFi in city	**Good**		🖥️ Places to work from	**Great**
❄️ A/C or heating	**Okay**		😊 Friendly to foreigners	**Okay**
💭 Freedom of speech*	**Okay**		👩 Female friendly	**Bad**
🌈 LGBTQ+ friendly	**Bad**		👨‍💼 Startup Score	**Bad**

Source: Nomadlist

Who are they?
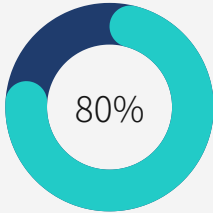
80% are not religious
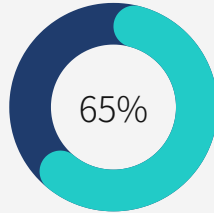
65% are single
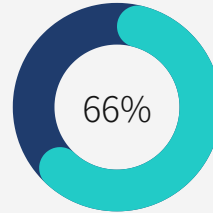
66% earn between $50,000 and $250,000
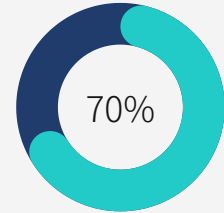
70% work 40 hours or less
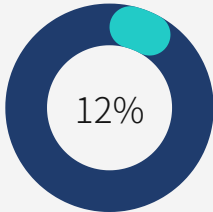
12% are vegetarian
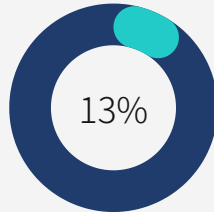
13% are vegan
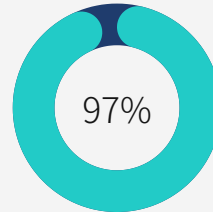
97% are vaccinated
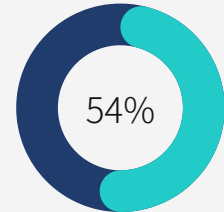
54% are older than 38

Favourite activities are hiking, fitness, and running

52%
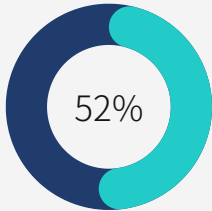
rate finding reliable wifi as the main challenge

16%
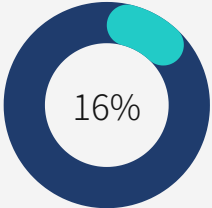
live in hostels

17 million people aspire to be a digital nomad in the future.

The movement is on the rise.

They travel slow. Only 17% travel to 5 or more countries per year.

51%
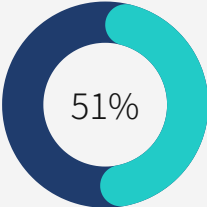
live in hotels

Average age is 32

Average stay in a country is 69 days

Sources: Nomadlist; Total Croatia News; Forbes

Yoga & Meditation

Yoga and meditation are drastically increasing in popularity worldwide. They attract many travellers interested in retreats or itineraries incorporating yoga and meditation activities.

Both have been proven to reduce stress and anxiety, which is also one of the main reasons people travel.

Those looking to build their strength, resilience, presence, and connection also build income and livelihoods of local communities working in tourism.

Using Buzzsumo's topic explorer for the topic 'yoga retreats' yielded the following keywords, which you can use to expand your thinking and help you uncover new ways to build your content and connect with your audience:

the united states of america   uttarakhand   transcendental meditation   yoga classes   anxiety   ibiza   enlightenment

philosophy of everyday life   mindfulness   vacations   experiences in life

sri lanka   yoga and fitness   yoga and health   ashtanga yoga   yoga teachers   bali   detox   happiness life advice

san francisco bay area   peru   buddhism

religion   buddhist   ayahuasca   vipassana   meditation and yoga retreats   ashrams   kundalini yoga   costa rica   psychology of everyday life

bengaluru   pilates   kerala   nepal   southeast asia   karnataka

mental health   books   visiting and travel

spirituality of everyday life   spas and retreats   goa   insight meditation   silence   meditation techniques

indonesia   psychedelic drugs   tourism   maharashtra

life and living   spiritual awakening   thailand   himachal pradesh   recommendations

Top Twitter Influencer ⓘ

Queen of Retreats

🐦 queenofretreats
📷 queenofretreats

queenofretreats.com

Page Authority	47
Domain Authority	39
Followers	4.2K
Retweet Ratio	4%
Reply Ratio	11%
Avg Retweets	0.2

Top YouTube Influencer ⓘ

anandayoga

🐦 anandayoga

Subscribers	116K
Videos	402
Views	26.4M

Interest by country:

1. Australia
2. St. Helena
3. United Kingdom
4. New Zealand
5. Singapore
6. United States
7. Ireland
8. Canada
9. United Arab Emirates
10. Vietnam

The data is gathered based on country interest of the search term 'yoga retreats' over the past 12 months using Google Trends.
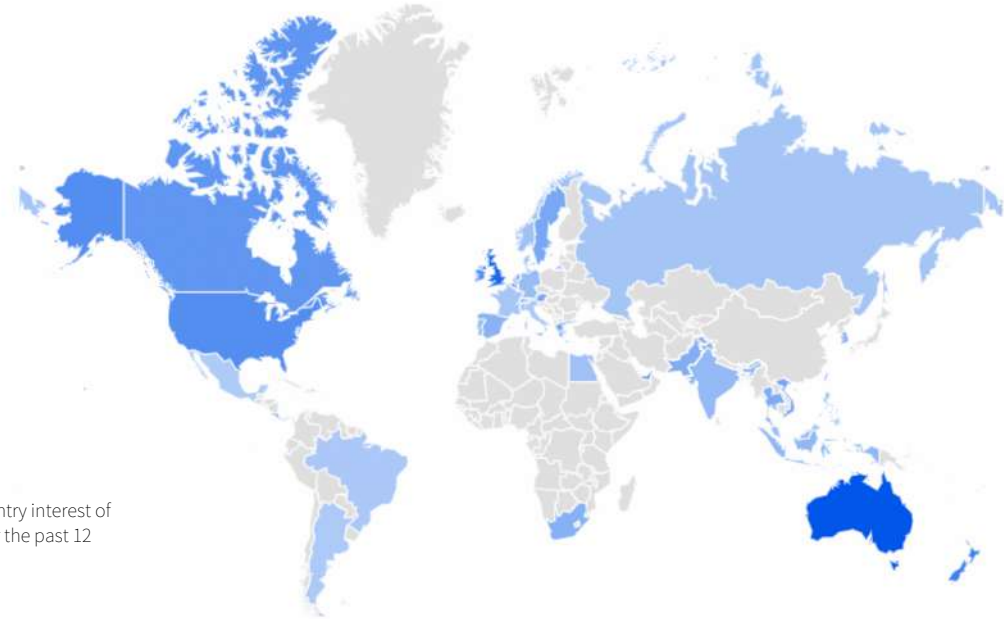
Ecotourism

Ecotourism is responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education.

Ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement, participate in, and market ecotourism should adopt the following values: respect, consideration, empowerment, and sensitivity to the natural environment and those who inhabit it – whether they be plants, animals, or humans.

Using Buzzsumo's content analyser for the topic 'ecotourism' yielded the following results for the best-performing content by type and the corresponding sentiments, which as you can see, are extremely positive.

Average engagement by content types ⓘ

Reactions ⓘ   •••

😡 Angry		
🤣 Haha		
😍 Love		
😢 Sad		
😮 Wow		

0　10　20　30　40　50　60　70　80　90
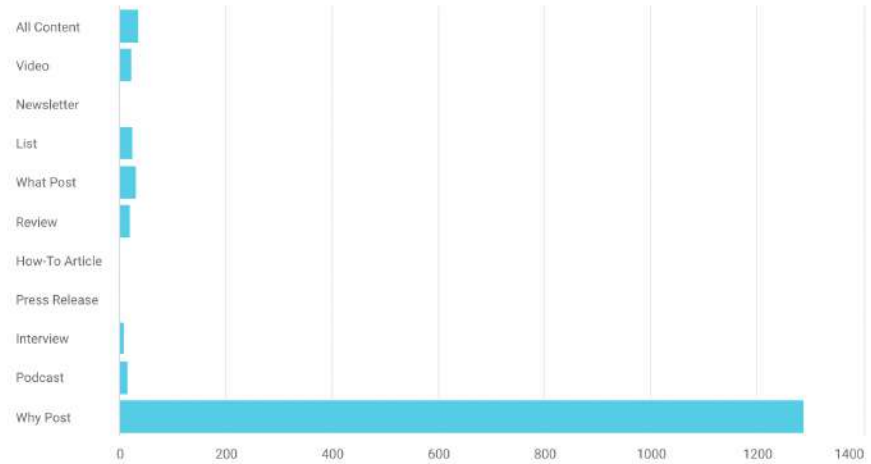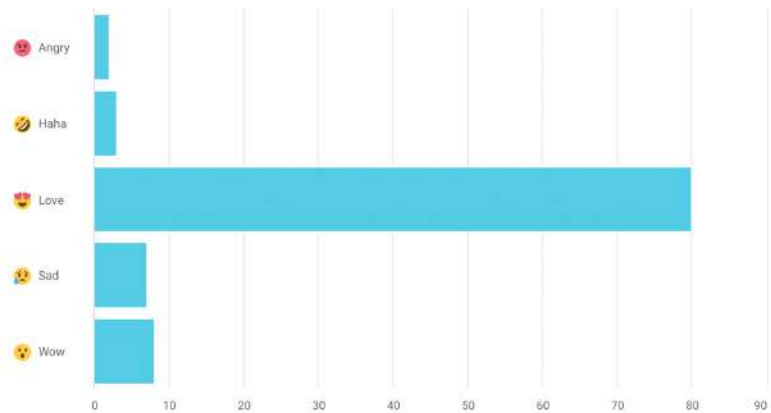
Insights

😍

Top Reaction

Love

4.7K reactions were collected, of that amount **80% was Love**

Using Buzzsumo's topic explorer for the topic 'ecotourism' yielded the following keywords, which you can use to expand your thinking and help you uncover new ways to build your content and connect with your audience:

visiting and travel   kolkata costa rica   adventure travel   theses and dissertations   culture

environmental friendliness   hospitality industry   tourism management   spain forests   international travel

learning

the future farming   nature conservation   rental   sustainable tourism tourism marketing   public transport

economics   bicycles writing

animals vacations   ecology   the outdoors impact   tourists startup strategy
wildlife
the environment   resorts   honduras   intentional community   europe
central america   west bengal
pros and cons   camping
business   backpacking   academic research

Interest by country:

1. Mauritious
2. Bhutan
3. Ethiopia
4. Brunei
5. Malawi
6. Rwanda
7. Guyana
8. Zimbabwe
9. Tanzania
10. Philippines

The data is gathered based on country interest of the search term 'ecotourism' over the past 12 months using Google Trends.
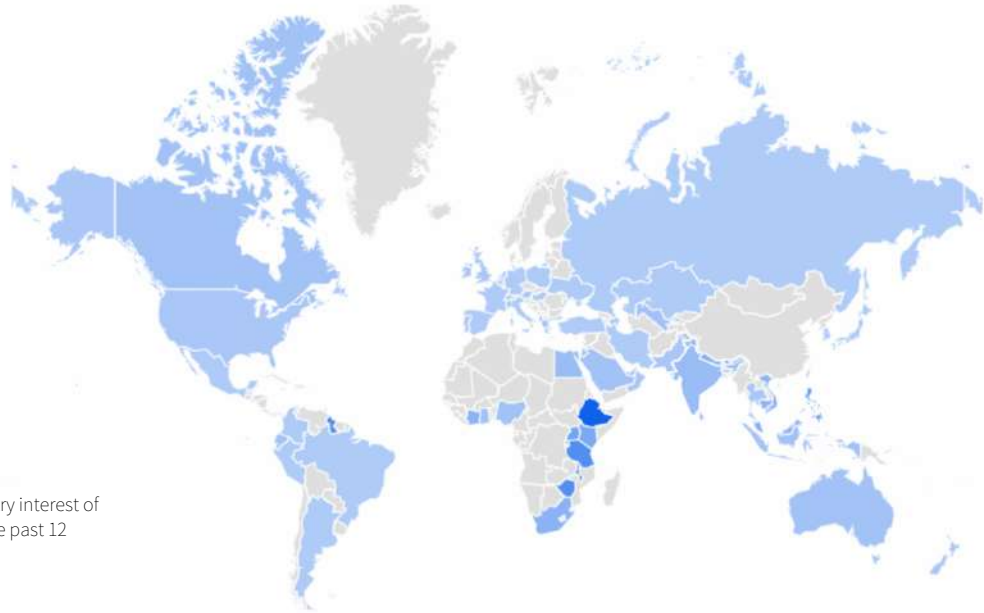
Birdwatching

Birdwatching is another increasingly popular trend in travel with so much potential in Jordan. The country has so much to offer birders (those interested in birdwatching). In fact, Jordan hosts the second most important flyway for migrating birds in the world.

Interest by country:

1. United Kingdom
2. Italy
3. Ireland
4. Portugal
5. Poland
6. Austria
7. Australia
8. Canada
9. United States
10. Switzerland

The data is gathered based on country interest of the search term 'birdwatching' over the past 12 months using Google Trends.

Birder personas
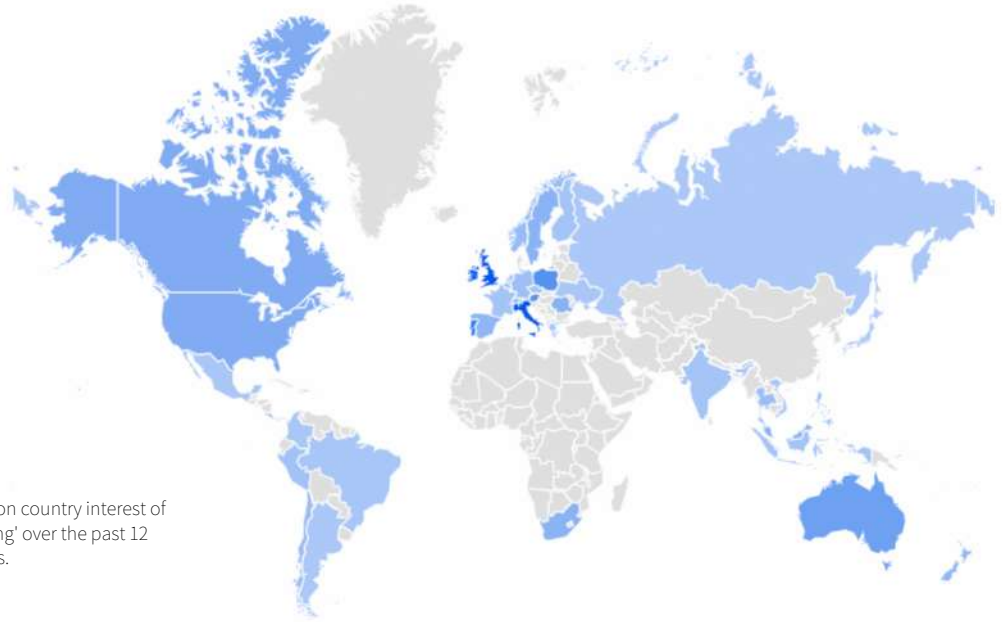
Hard Core Birders

- Highly dedicated birders
- Impatient with less-skilled birders & crowds
- Seek to increase "life list" of species
- Competitive
- Bring their own equipment
- Not interested in other activities
- Satisfaction comes from nature observations
- Predominantly men
- Will travel long distances to see new or rare birds
- Represent about 10% of birding tourists

Enthusiastic Birders

- Broad-based and knowledgable nature lovers
- Slower, more relaxed travellers
- Tolerate birders of all skill levels
- Satisfied as long as birds are seen
- Comfortable in larger groups
- Interested in other nature & cultural activities
- Satisfaction comes partly from socializing with others
- Slightly more women than men
- Represent about 50% of birding tourists

Casual Birders/ Ecotourists

- Non-specialist tourists
- Combine birding with other nature-based activities
- Birding may be an add-on to other activities
- Interested in seeking something different from home
- Prefer nature destinations accessible by road
- Satisfaction comes from superficial interaction with nature
- Represent about 30% of birding tourists

Source: Center for Responsible Travel

Religious Tourism

Religious, spiritual, or faith-based tourism is an increasingly popular form of travel, attracting more than 300 million travellers globally.

Many of these travellers flock to Jordan, being part of the 'holy land' and home to many significant religious sites in Islam and Christianity such as Mount Nebo and the Jordan River Baptism Site.

✝

Interest by country:

1. Moldova
2. Ukraine
3. Trinidad & Tobago
4. Belarus
5. Peru
6. Kenya
7. Bolivia
8. Ghana
9. El Salvador
10. Russia

The data is gathered based on country interest of the search topic 'baptism of Jesus' over the past 12 months using Google Trends.
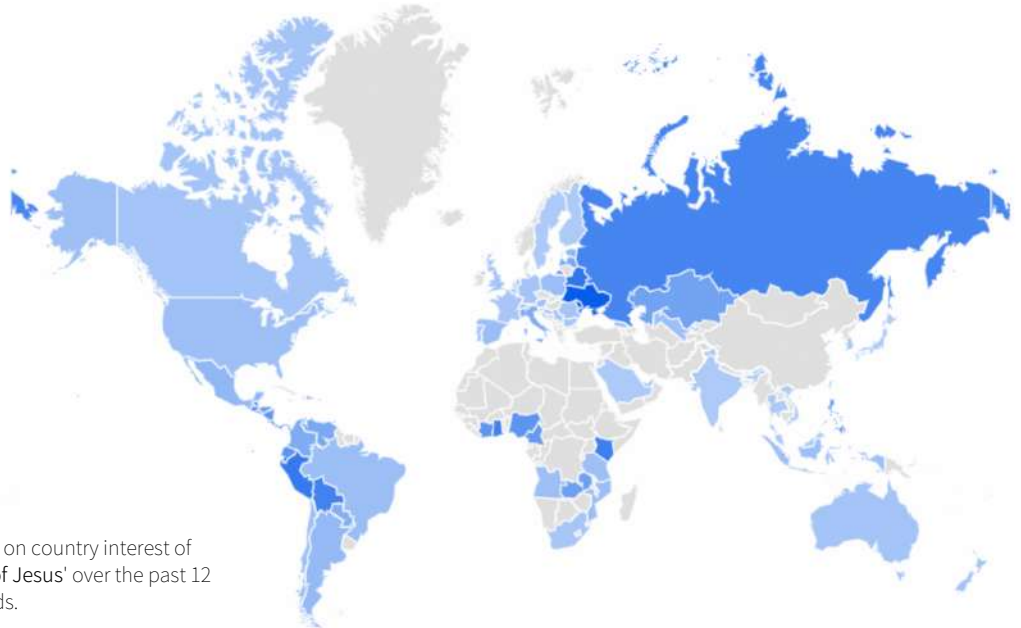
Interest by country:

1. Saudi Arabia
2. Kuwait
3. Yemen
4. Jordan
5. Oman
6. Libya
7. Sudan
8. Qatar
9. Egypt
10. Bahrain

The data is gathered based on country interest of the search topic 'Umrah' over the past 12 months using Google Trends.
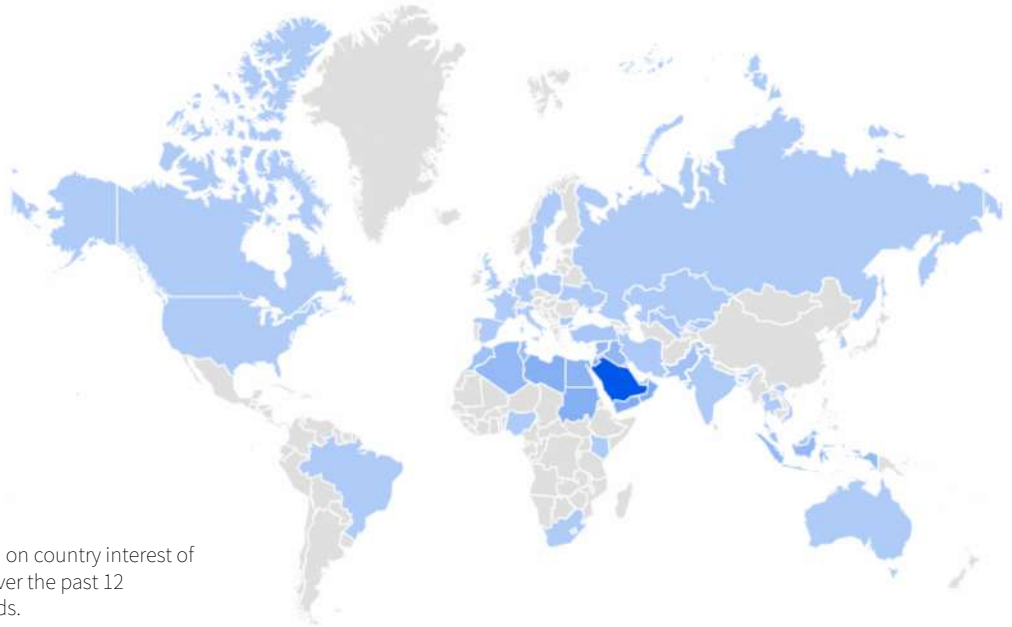
Cultural Immersion

In this type of tourism, visitors learn, discover, and experience attractions and products relating to arts, design, architecture, literature, music, history, culture, lifestyle, traditions, and beliefs. Every year, cultural tourism grows at a quicker rate than tourism in general.

Jordan boasts a rich cultural heritage, harbouring music, cuisine, archeological ruins, and the arts.

Interest by country:

1. Madagascar
2. Albania
3. Lesotho
4. Tanzania
5. China
6. Panama
7. Mozambique
8. Ethiopia
9. Dominican Republic
10. Ecuador

The data is gathered based on country interest of the search topic 'cultural tourism' over the past 12 months using Google Trends.

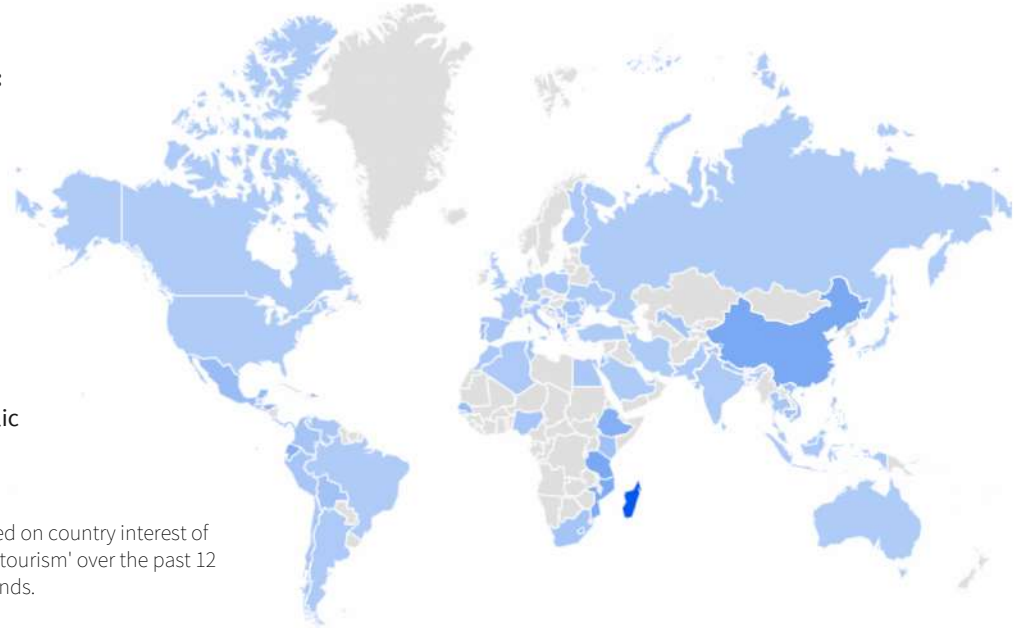Using Buzzsumo's content analyser for the topic 'local culture' yielded the following results for the sentiments, which as you can see, are positive but also extremely sensitive. Special care must be taken with regards to this.
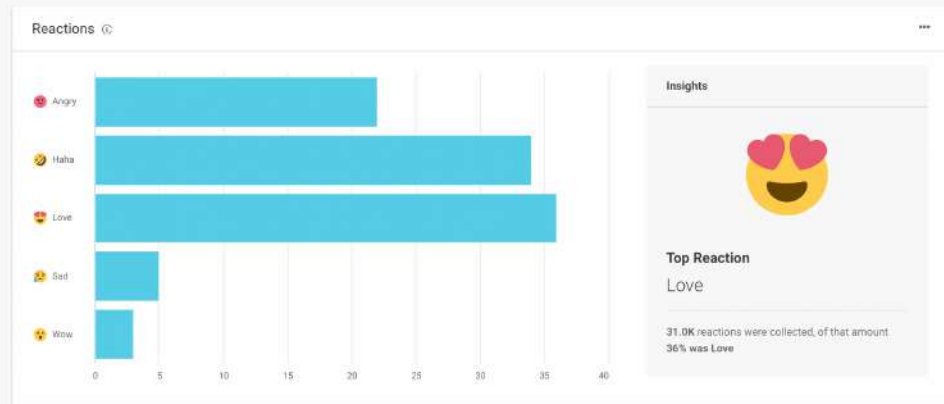
Part 3:
Traveller Journey

What stages the traveller goes through

As with any other product or service, travellers go through a buyer's journey – more accurately described as a cycle – from awareness and consideration to decision-making, action, and advocacy.
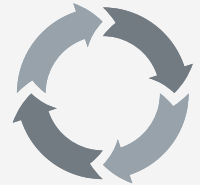
Inspiration – Awareness

Information – Consideration

Booking – Decision-making

Experience – Action

Peer-to-Peer Influence

Inspiration – Awareness

Before any action or decision is taken, the traveller is 'inspired'. This inspiration, or dreaming part of the travel journey is where it all begins. In this phase, travellers are drawn to a place and consider the destination as their next trip.

Information – Consideration

This is the planning phase of the travel journey, where travellers collect all the needed information. Here, they are looking to learn more and explore whether the travel experiences align with their interests and needs.
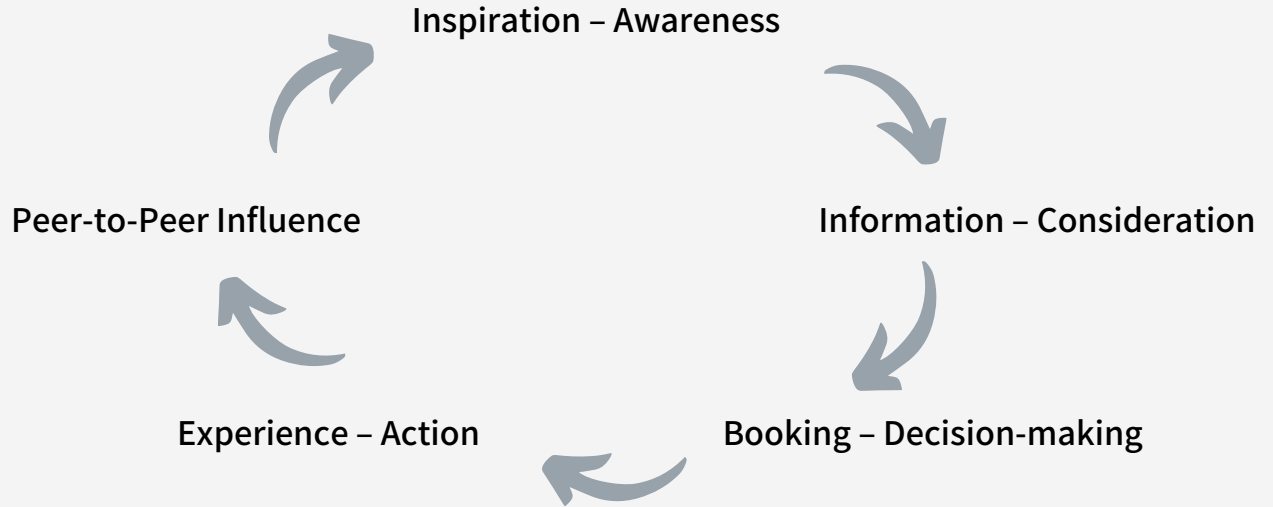
Booking – Decision-making

Here, you've succeeded in convincing the traveller to make the purchase decision. However, the journey doesn't end here.

Experience – Action

This phase has nothing to do with online behaviour, but everything to do with how you translate your content and promises into actionable, tangible results.

Peer-to-Peer Influence

This stage is considered the most valuable marketing tactic of all, where customers engage in word of mouth (both electronic and in-person). Here, many reviews, recommendations, and social media posts inspire new travellers, bringing us back to the first phase once again.

Inspiration – Awareness

Before any action or decision is taken, the traveller is 'inspired'. This inspiration, or dreaming part of the travel journey is where it all begins. In this phase, travellers are drawn to a place and consider the destination as their next trip.

Due to the overwhelmingly large amount of available content, competing to capture attention and interest is actually the hardest part of the cycle.

Experiential marketing theory postulates that customers are reached through sensory, affective, intellectual, behavioural, interactive, or social experiences.

Here, operators and service providers can inspire potential customers with attractive destination photos, videos, blog posts, or emails.

Specifically, social media has an unrivalled power in driving travel intent.

With everyone buried in their smartphones, there is no better way to capture attention.

They see a photo of friends or bloggers in a beautiful, serene, or exotic place, and the FOMO (fear of missing out) immediately sets in.

76%
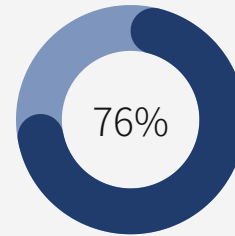
of social media users publish posts related to vacations and travel

Source: Social Time

For millennials and gen Z, who are now accumulating more spending power, there is no easier and more cost-effective way to reach them than through social media.

How are they inspired?

|						
36%	**30%**	**30%**	**28%**	**27%**	**24%**	**23%**
Word of mouth recommendations from friends/family	Recommendations from friends/family on private messaging apps	Photos/videos on social media from friends/family	I just know where I want to travel	Previous experience traveling in that location	Review sites (e.g. Tripadvisor)	TV shows/films
22%	**21%**	**19%**	**18%**	**18%**	**17%**	**16%**
Photos, videos or recommendations from celebrities on social media	Price comparison websites (e.g. Skyscanner)	Ads seen on social media	Travel blogs	Travel booking aggregators (e.g. Expedia)	Travel brands' websites	Travel accounts on social media

Source: GWI Vacationers Report, 2019

Information – Consideration

This is the planning phase of the travel journey, where travellers collect all the needed information. Here, they are looking to learn more and explore whether the travel experiences align with their interests and needs.

59%
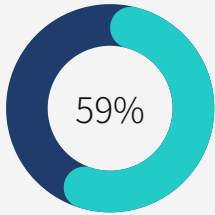
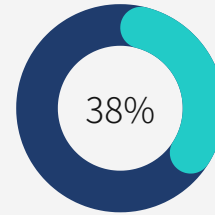reference user-generated visuals on social review sites as part of their planning

54%
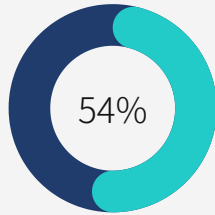
reference social networks as part of their planning

12%
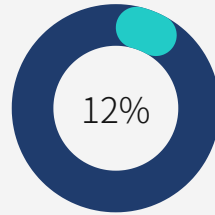
reference celebrity or influencer content as part of their planning

38%

say that influencer content never impacts which hotel or resort they choose to stay at

Source: Stackla Consumer and Marketer Perspectives on Content in the Digital Age, 2019

How do they research?

|												
44%	43%	42%	39%	32%	30%	29%	27%	24%	22%	17%	15%	4%
First-hand experience from friends and family	Travel websites	Search engines	Review sites (e.g. Tripadvisor)	Social networks	Consumer reviews	Price comparison websites (e.g. Skyscanner)	Travel booking aggregators (e.g. Expedia)	Travel blogs	Brochures/ catalogs	Travel vlogs	Online pinboards (e.g. Pinterest)	I do minimal research before a vacation

Source: GWI Vacationers Report, 2019
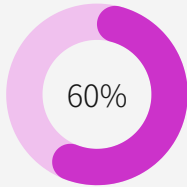
Booking – Decision-making

This is the conversion part of the cycle, where customers make the desired booking. Here is the main action marketing efforts strive to reach.

FOMO (Fear of Missing Out)

69%
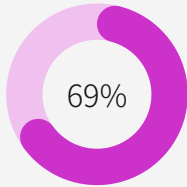
of millennials experience FOMO

60%

of millennials make reactive purchases because of it

Source: Eventbrite

This doesn't just apply to millennials.

More than half of social networkers experience the fear of missing out.

What FOMO marketing tactics are used in the tourism industry?

Show that people are buying

Show that other customers are making a purchase with a pop-up that features the buyer's name and product or service purchased.

Show sold out opportunities

Booking.com is a perfect example for this. They show sold out opportunities in big red letters and also include options for when they are available next.

Tick-tock, add a clock

The goal here is to nudge potential customers to make a reactive purchase or reservation. Amazon does this using a countdown clock for the offer.

Trigger competitiveness

This means highlighting how many other potential customers are looking at the same offer, which creates a sense of scarcity and thus, urgency.

Make it exclusive

Offering exclusive deals is a great way to trigger FOMO and build social following, email list, and brand awareness.

Social proof & user content

This means encouraging customers to share their experience, which is more credible than any marketing efforts from the business's end.

Let it expire

Post expiring stories on platforms like Snapchat, Instagram, or Facebook. Viewers will be pushed to make a purchase before the 24 hours are up.

Promote experiences not products

Here, the focus is on storytelling, and giving potential customers a glimpse of what they're in for. Options include videos, photos, blogs & testimonials

Phrasing

Using phrases that create a sense of urgency like "limited space available" or "book now and don't miss out on this offer!"

Source: AAMP Agency

Don't forget that you're not done once they've made the booking. You still need to keep them engaged and reminded of your product or service offering.

Many modern users would rather input their credit card details online than speak to someone over the phone.

As a result:

User-friendliness and an easy booking process are extremely important.

This entails displaying prices clearly; Using buttons to advertise/ encourage bookings; add any discounts, coupon codes or add ons to the system; and send confirmation emails.

Businesses must be very transparent when it comes to pricing, amenities, experiences, and overall expectations.

Experience – Action

This phase has nothing to do with online behaviour, but everything to do with how you translate your content and promises into actionable, tangible results.

Once you've succeeded in attracting the traveller and having them make that booking, you are now at the most critical phase of the journey. Here, you must ensure that the quality you deliver is in line with expectations set out in online content and advertisements.

Customer relations, friendliness, cleanliness, helpfulness, personalization, and all the traits sought by travellers these days must be met. This is very critical because it feeds into the most important phase and marketing tactic of all, that is influence – or advocacy.

Happy guests = potential repeat customers, who engage with the brand and follow its pages on social media. They generate positive reviews through both in-person and electronic word of mouth – thereby supporting your marketing efforts.

Peer-to-Peer Influence
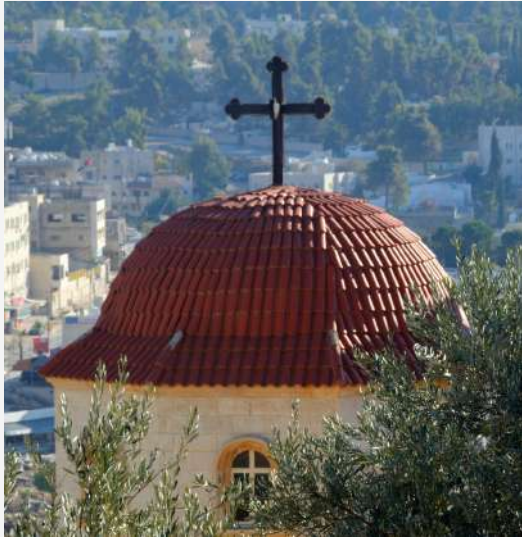
This stage is multi-layered and ranges from word of mouth, to online reviews, recommendations, and social media posts.

This is where guests become brand ambassadors.

Authentic & personalized content is all the rage.

To put this into numbers:

86% of people (and 92%

of Gen Z) said they've become interested in a specific location after seeing user-generated content. (Stackla, 2019)

However, the content that is driving this inspiration isn't the one from branded travel or hospitality brands. It is the real, authentic, and genuine content they see on their friends or family's socials. The kind they know is not sponsored, and is therefore, credible. Businesses must therefore take note of the power of organic, user-generated content, and find ways to encourage visitors to generate this influential kind of electronic word of mouth (eWOM).

With so many sponsorships and ads, consumers' trust concerns are on the rise, and authenticity is becoming ever more important. A recent Stackla report found that:

90% of consumers

say authenticity is most important when deciding which brands they like and support.
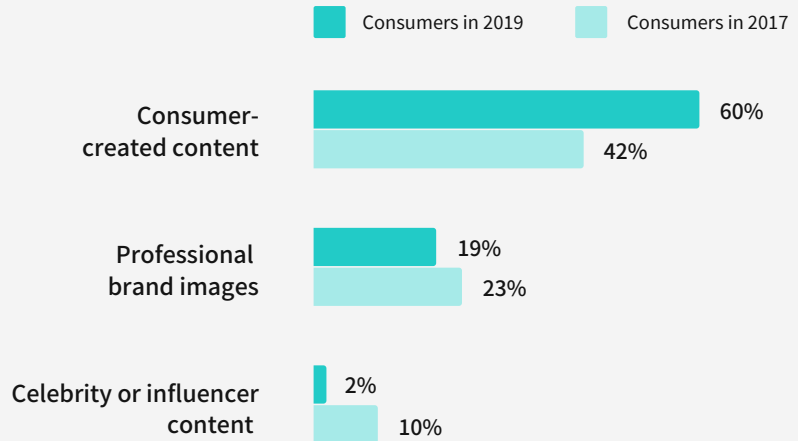
These days, getting real drives monetary results.

# What is the most influential content to drive travel intent?

Sixty percent of people said user-generated content is the most influential — up from 42 percent in 2017.

Consumers in 2019   **Consumers in 2017**

Consumer-created content
- 60%
- 42%

Professional brand images
- 19%
- 23%

Celebrity or influencer content
- 2%
- 10%

Source: Stackla, 2019

Still, that is not to say that celebrities and influencers are irrelevant. Although not as credible, they do have a much higher reach and are therefore able to influence a much bigger audience. According to the data, 48% of travellers said their trips were influenced by celebrities or influencers on social media.

48%
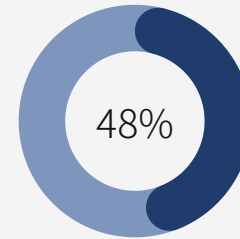
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Source: Stackla, 2019

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of the Kingdom of the Netherlands

Brussels - 1190
Rue des Anciens Etangs 40

Ramallah
8 Parliament Square

Amman
Zina Commercial Center, 44 Queen Nour Street

info@leadersinternational.org
www.leadersinternational.org