

Online Marketing Strategies for Tourism

How to succeed online

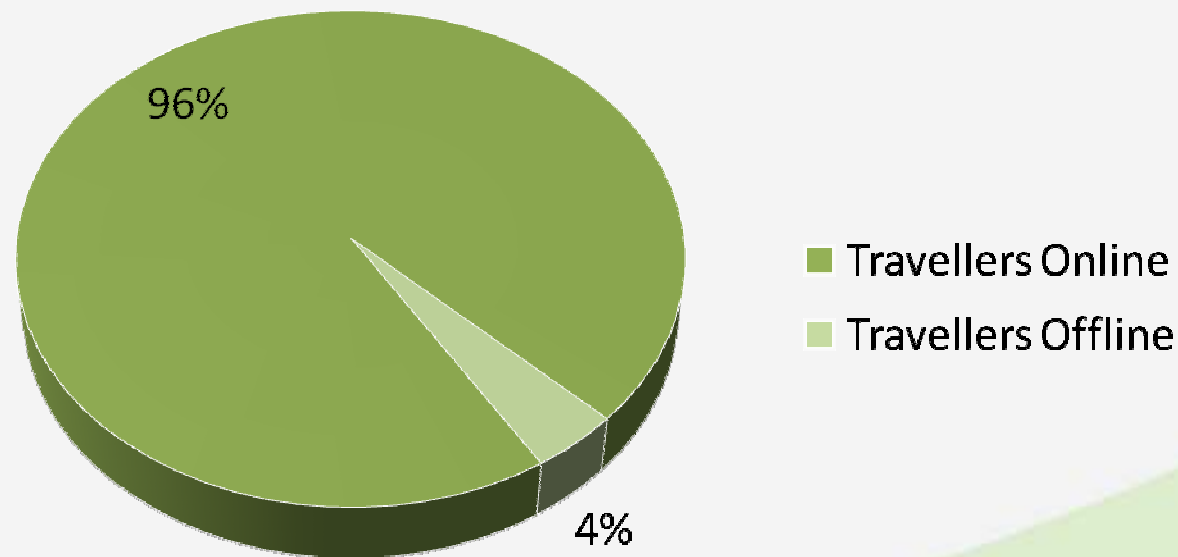


*Presented by: Robert Bernatzeder
CEO & Co-Founder*

Trends in Online Tourism

Tourism has moved online

- 96% of travellers start their research on the internet
- In 2011 over 50% of all travel is researched and booked online



Why are Travellers using the Web?

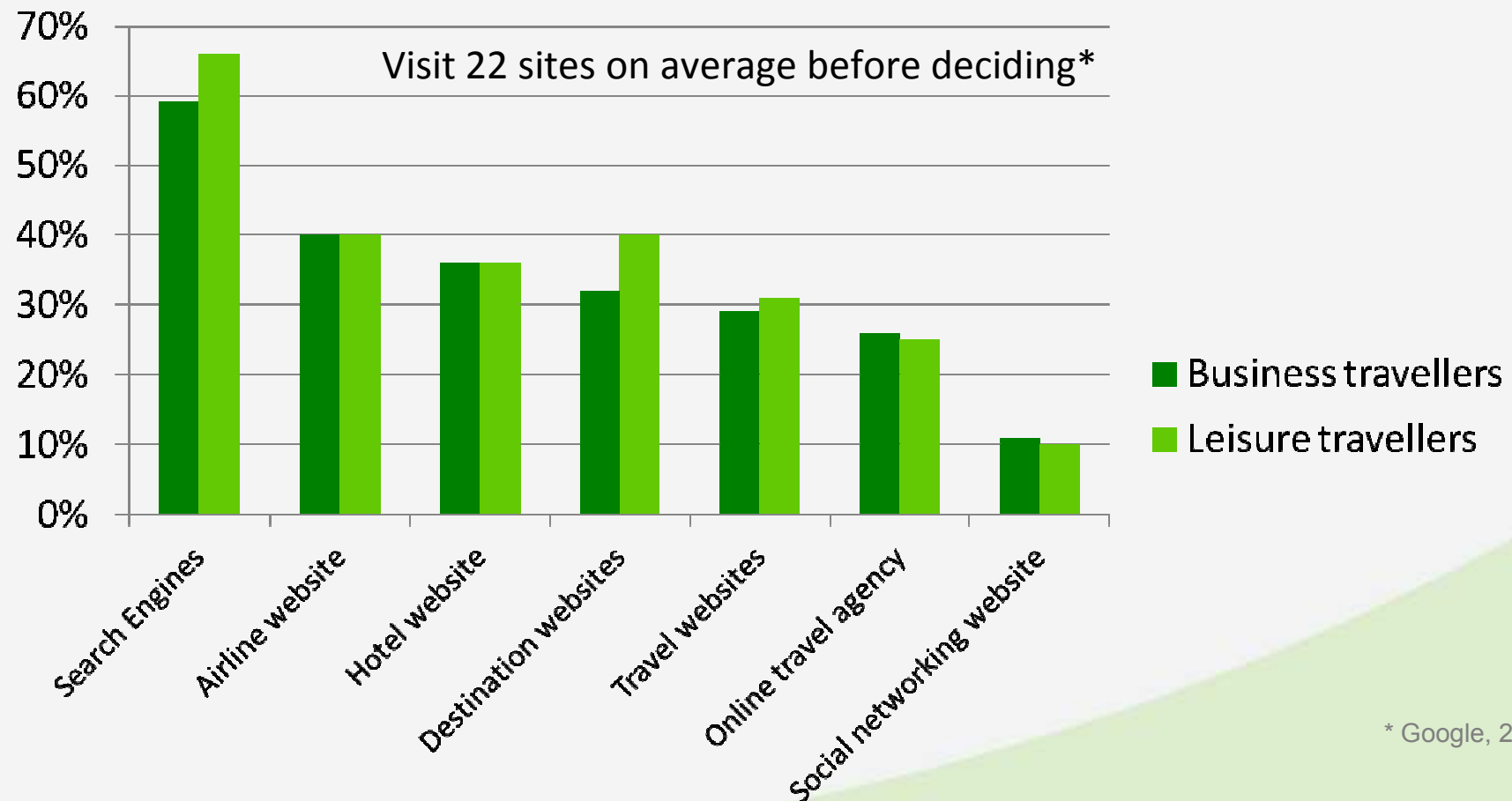
- Ease
- Choice
- Compare
- Customize



**Design Your Dream
Custom Holiday**



Travellers Research Online



* Google, 2010

Online Volume Trends

Worldwide, 2004 - present

Categories: [Local](#), [Travel](#)

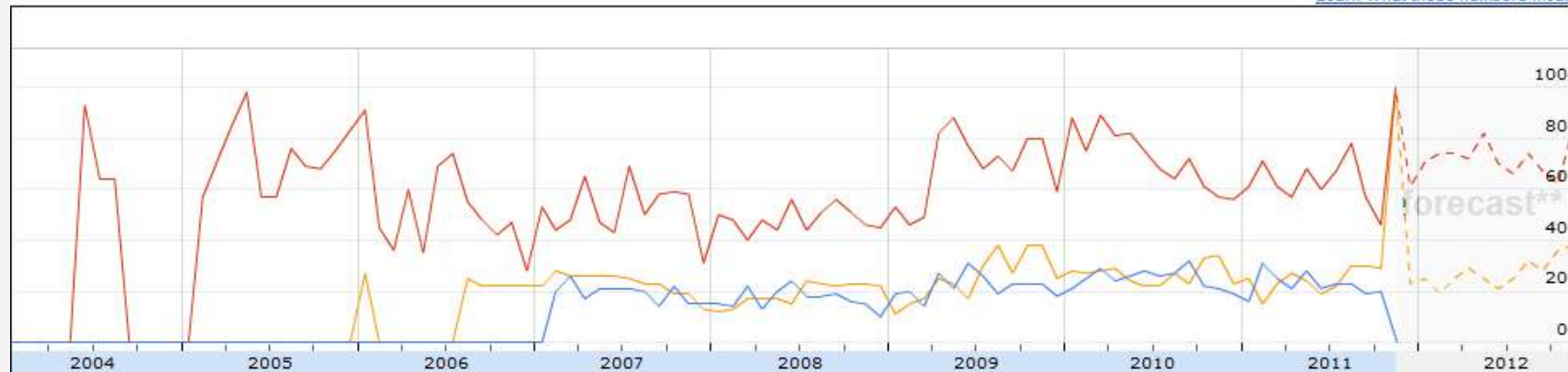
⚠ An improvement to our geographical assignment was applied retroactively from 1/1/2011. [Learn more](#)

windhoek accommoda... 13
namibia accommodat... 57
swakopmund accommo... 18

Interest over time

☒ Forecast [?](#) ☐ News headlines [?](#)




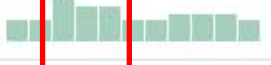







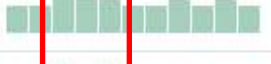

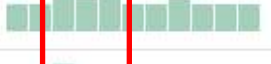

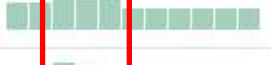


[Learn what these numbers mean](#)



* The last value prior to the forecast is based on partial data and may change. [Learn more](#)

** Forecast values are based exclusively on the extrapolation of past values. [Learn more](#)

Search Volume on Google

<input type="button" value="+ Add keywords"/> <input type="button" value="Download"/> <input type="button" value="Estimate search traffic"/> <input type="button" value="View as text"/> <input type="button" value="More like these"/>		
[-] Search terms (9)		
<input type="checkbox"/> Keyword	Global Monthly Searches ?	Local Search Trends
<input type="checkbox"/>  air namibia	49,500	
<input type="checkbox"/>  namibia lodges	18,100	
<input type="checkbox"/>  namibia safari	14,800	
<input type="checkbox"/>  namibia accommodation	12,100	
<input type="checkbox"/>  reisen namibia	12,100	
<input type="checkbox"/>  hotels namibia	12,100	
<input type="checkbox"/>  travel namibia	12,100	
<input type="checkbox"/>  namibia safaris	9,900	
<input type="checkbox"/>  unterkunft namibia	590	

The Today Show - NBC



The Today Show did an Expose on Namibia on the 7th of November 2011


The Today Show has 5.3 million viewers

The Result on Google in the USA!

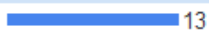
Web Search Interest: namibia

United States, Last 30 days


Categories: [Local \(50-75%\)](#), [Travel \(0-10%\)](#), [Computers & Electronics \(0-10%\)](#)

 An improvement to our geographical assignment was applied retroactively from 1/1/2011. [Learn more](#)

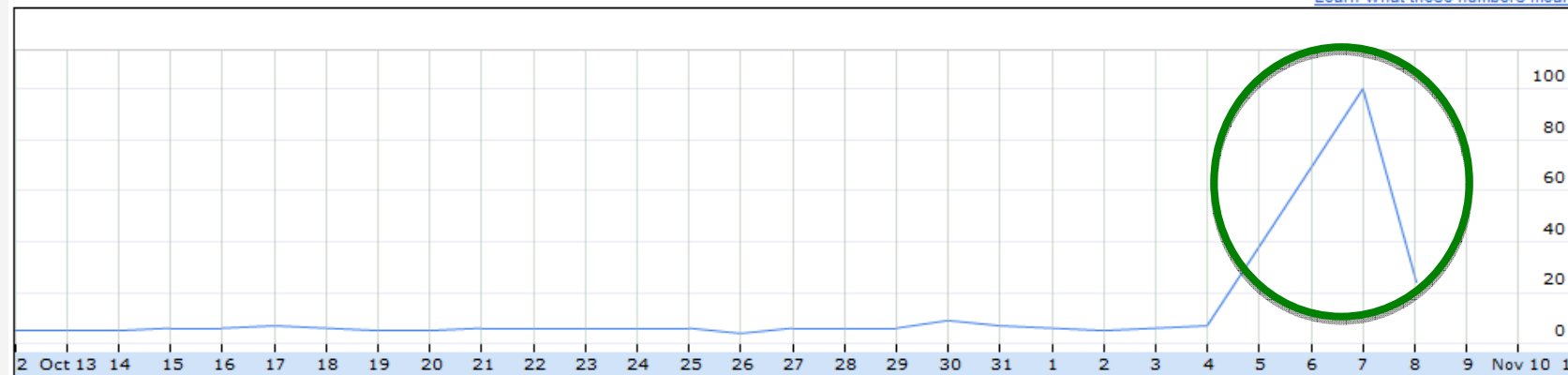
Totals 


namibia  13

Interest over time

☐ Forecast  ☐ News headlines

[Learn what these numbers mean](#)



 [Embed this chart](#)

Regional interest

Online Revenue

- 120,500 Bed nights sold monthly in Namibia Jan – June 2011
- Average price per night N\$ 500
- $120,500 \times 500 = \text{N\$ } 6.25\text{mil}$
- N\$ 3.125mil revenue is booked online each month!

How can you access this market?

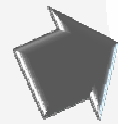
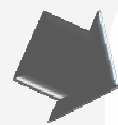
Accessing this Market – Your Website



Direct Leads



Client Reviews



Stay Informed



Viral Marketing



Online Travel Agents



Increase Brand Awareness



Your Website

WHY YOUR WEBSITE?

- Control
- Selling takes place
- All the information
- Open 24 hrs a day
- Things are measurable

THINGS TO REMEMBER

- Content is King
- Digital media sells
- Tracking visitors
- Dynamic website
- CMS

Your Website is Your Shop Front!

Content is King

- Content is important to visitors
- Content is what Search Engine require to find you.
- Don't forget Content structure
- Content needs to be original!!!!
- Content must be focused





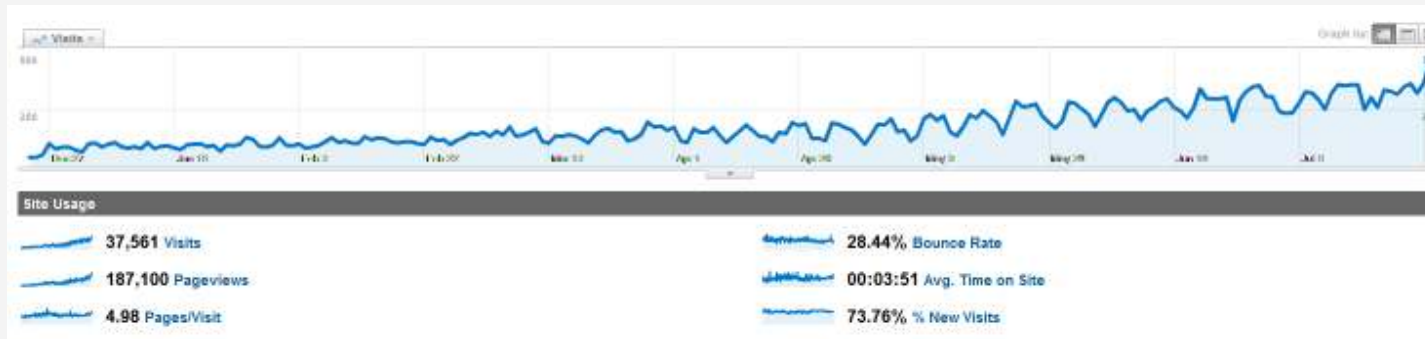
biggestleaf.com
"Growing Tourism Online"

Digital Media Sells - Virtual Tour



Digital Media Sells - Virtual Tour

Measurable - Tracking Visitors



Dynamic Website



The screenshot shows the homepage of biggestleaf.com, which features a navigation menu, a blog section, and a contact form. The blog section highlights a post about a marketing campaign for Table Mountain.

biggestleaf.com
"Trusted Internet Marketing"

Home Services Clients Testimonials Resources Blog About Contact

Blog

[Contact Us Now](#)

Vote for Table Mountain – Lessons from a Wonderful Marketing Campaign

Posted on 18th November, by Robert Fothe in [Marketing](#). Be the first to comment and React to this post



The New 7 Wonders of Nature was a contest between unusual and fascinating natural features of this world. Because the winners were elected in an international poll, the road to victory ran through a well-planned marketing campaign. Cape Town and South Africa got it right again, but how did they top candidates such as the Grand Canyon and the Great Barrier Reef?

A wave of support by South Africans and Cape Town lovers from around the world enabled Table Mountain's victory in the New 7 Wonders of Nature Campaign. The Vote for Table Mountain Campaign created a positive hype around the voting campaign that gave the Cape Town landmark a strong finish to put it among the New 7 Wonders of Nature. The exposure generated by the campaign has an estimated value of R35.2 million and led to considerable increases in ...

7 0

share +1

Internet Marketing VMEI

View the latest in Virtual Tours

SIGNUP FOR MORE INFORMATION

Email Address :

POSTS BY CATEGORY

- [Adverts](#)
- [Be Careless](#)
- [Biggestleaf](#)



Content Management System (CMS)

A screenshot of the WordPress.com VIP website banner. The banner has a dark background with white text and logos. At the top left is the WordPress logo (a 'W' inside a circle) followed by "WORDPRESS.COM" and "VIP" in large, bold, white letters. To the right of this are navigation links: "Our Services", "Why VIP?", "Our Clients", "VIP News", and a "Contact Us" button. Below the navigation links is a large white text block that reads: "Some of the world's biggest brands and industries rely on WordPress.com VIP." At the bottom of the banner is a row of logos for various brands and industries: NBC Sports, TED, TE (The Economist), CNN, TIME, DOW JONES, and UPS.

WORDPRESS.COM
VIP

[Our Services](#) [Why VIP?](#) [Our Clients](#) [VIP News](#) [Contact Us](#)

Some of the world's biggest brands and industries
rely on WordPress.com VIP.

Getting Exposure



Search Engine Optimisation (SEO)



Google AdWords
“Pay Per Click” (PPC)

Search Engine Optimisation
(SEO)
Organically Ranked Results

Aspects of SEO

TALK ABOUT YOURSELF

- Brand your website
- Original Content
- Correct Structure
- Error free website











GET OTHERS TO TALK ABOUT YOU

- Link building
- Article Submission
- Active on Forums
- Active on Social Media










Google AdWords - PPC

<div> + Add keywords Download Estimate search traffic View as text More like these </div> <div> Group by None Sorted by Approximate CPC Columns </div>			
[-] Search terms (8)			
<input type="checkbox"/> Keyword	Global Monthly Searches ?	Approximate CPC ?	Local Search Trends
<input type="checkbox"/> ★ south african safaris	18,100	ZAR38.92	
<input type="checkbox"/> ★ namibian holidays	5,400	ZAR29.44	
<input type="checkbox"/> ★ safaris namibia	9,900	ZAR22.72	
<input type="checkbox"/> ★ reisen namibia	12,100	ZAR18.53	
<input type="checkbox"/> ★ travel namibia	12,100	ZAR12.80	
<input type="checkbox"/> ★ namibia accommodation	12,100	ZAR6.29	
<input type="checkbox"/> ★ windhoek accommodation	8,100	ZAR6.13	
<input type="checkbox"/> ★ hotels namibia	12,100	ZAR6.01	

Adwords Equation: Price x Content = Ranking

SEO vs AdWords

SEO	ADWORDS
 Sustainable rankings	 Length of exposure reliant on budget
 Trusted more by visitors - Better conversion	 Conversion optimization key
 Long-term strategy	 Great for short term exposure – more targeted keywords
 Higher ROI	 Lower ROI
 Takes time to get results	 Instant results

Google Places

Google

backpackers cape town

Search

About 2,270,000 results (0.18 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

Show search tools

Cape Town Backpackers | HostelWorld.com

www.hostelworld.com/CapeTown - ★★★★★ 41 seller reviews
Check Out Customer Reviews Before You Book - More Beds & Great Prices
Berlin - Rome - Best Hostels in the World - Bookings 100% Guaranteed

Cape Town Backpackers | hostels.com

www.hostels.com/CapeTown
Great Rates & Reviews - Hostels.com Book Now & Pay No Booking Fees

Hotels in Cape Town | Agoda.co.za

www.agoda.co.za/Hotel_Deals
Special rates in **Cape Town** Don't miss out, book now!
Hotels Durban - Hotels Cape Town - Hotels Johannesburg - Hotels Port Elizabeth

BACKPACKERS Cape Town Hostel | Cape Town Backpackers ...

www.backpackersincapetown.co.za/ - Report spam
Best LOW SEASON PRICES! Backpackers hostel in Cape Town. African Heart
Backpackers ph 021 447 3125 offers a refreshing Cape Town backpacker hostel ...

A list of the best Backpackers in Cape Town | South Africa

www.capeintam.com/accommodation/backpackers-in-cape-town/ - Report spam
11 Feb 2011 - Cape Town is a popular tourist destination and has many Backpackers
to choose from. Long Street has the highest density of Backpackers but ...

Cape Town Backpackers

www.capetownbackpackers.com/ - Report spam
Located in the City Bowl, close to all the main
attractions, Cape Town Backpackers offers ...
Accommodation - Contact us - Bookings - About us
4 Google reviews

Backpackers Hostel Cape Town - Long

www.longstreetbackpackers.co.za/ - Report spam
Long Street Backpackers is one of the original
backpackers in Cape Town. It is famous for its ...
2 Google reviews

A 81 New Church Street
Cape Town
021 426 0200

B 209 Long Street
Cape Town
021 423 0615



Ads - Why these ads?

A Sunflower Stop

www.booking.com/A-Sunflower-Stop
booking.com is rated ★★★★★
Book A Sunflower Stop, Cape Town
No reservation costs. Great rates

Cape Town Accommodation

www.hotelscombined.com/Cape_Town
This advertiser is rated ★★★★★
Cape Town - Book Now!
Amazing Discounts - Up To 80% Off

Cape Town Hostel Reviews

www.hostelz.com/Cape-Town
Reviews and price comparison for
all 61 Cape Town hostels.

Cheap Cape Town Hostels

www.hostelbookers.com/CapeTown
hostelbookers.com is rated ★★★★★
Lowest Price Guaranteed On Hostels!
Book Online Now. No Booking Fee

Cape Town Accommodation

www.randakul.co.za
224 and 226, 100m Durban Rd

Google Places





Cape Town Backpackers ☆

81 New Church Street, Cape Town 8001, South Africa

+27 21 426 0200

+27 21 426 0201 (Fax)

capetownbackpackers.com

[Directions](#) [Search nearby](#) [Save to map](#) [more ▼](#)

WRITE A REVIEW

Upload a photo

Categories: Guest House, Backpackers, Youth Hostel, ...

4 reviews 1 Your rating: ☆☆☆☆

Close to all the main attractions, Cape Town Backpackers offers affordable accommodation, from dorms to deluxe double en suite rooms & a fun, friendly atmosphere. - From the owner



[Edit this place](#) - ✓ Owner-verified listing



Photos

Upload a photo



From the owner



From the owner



From the owner



Panoramio



hostelworld.com

[More photos »](#)

[Report inappropriate photo](#)



Sedgefield Accommodation


Ads

Find the right accommodation in Sedgefield. Easy online enquiry!
www.travelground.com/sedgefield

Book Backpackers Hostels

Reviews, Ratings & Great Prices -
Over 25,000 Hostels Worldwide
www.hostelworld.com/Backpackers

Managing Your Reputation: The Good



TRAVELERS' CHOICE
2011
THE BEST HOTELS

Choose a Category


- » Top 25
 - » World
 - » United States
 - » more »
 - » Bargain
 - » All Inclusive
 - » Romance
 - » B&Bs and Inns
 - » Luxury
 - » Relaxation & Spa
 - » Trendiest
 - » Best Service
 - » Europeans' Favorite Hotels

Top 25 Hotels in the World

1 Golden Well (U Zlate Studne)
Prague, Czech Republic


“ Everything was impeccable: the cleanliness of the rooms, the location of the hotel, the wonderful views. ”

— Christian004, Brussels, Belgium




2 Anastasis Apartments
Imerovigli, Greece

“ Best place I've ever stayed ”






3 Riad Le Calife
Fes, Morocco

“ Excellent staff & great location! ”




Check out these other great categories >



Top 25 - United States >>

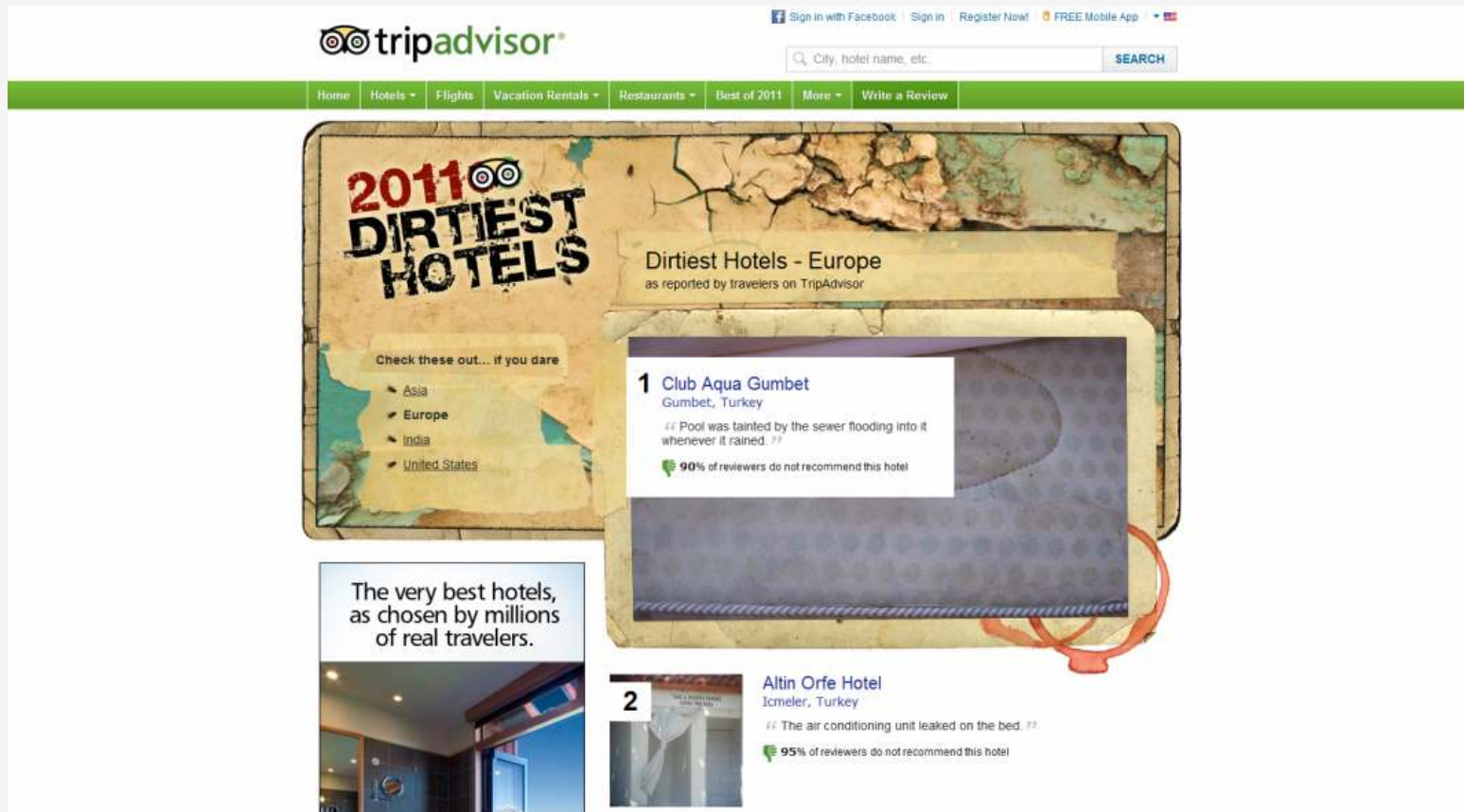
Top 25 - Europe >>

Top 25 - Japan >>



Al Ponte Antico Hotel

Managing Your Reputation: The Bad



The screenshot shows the TripAdvisor website interface. At the top, there's a navigation bar with links for Home, Hotels, Flights, Vacation Rentals, Restaurants, Best of 2011, More, and Write a Review. A search bar is also present. The main content area features a large banner for "2011 DIRTIEST HOTELS" with a cracked, aged paper background. Below the banner, there's a section titled "Dirtiest Hotels - Europe as reported by travelers on TripAdvisor". A sidebar on the left lists regions: Asia, Europe, India, and United States. The main list shows two hotels:

- 1 Club Aqua Gumbet**
Gumbet, Turkey
"Pool was tainted by the sewer flooding into it whenever it rained."
90% of reviewers do not recommend this hotel
- 2 Altin Orfe Hotel**
Icmeler, Turkey
"The air conditioning unit leaked on the bed."
95% of reviewers do not recommend this hotel

At the bottom left, there's a small image of a hotel interior with the text: "The very best hotels, as chosen by millions of real travelers."



Social Media: Facebook

Benefits

- Great place to do market research
- Improve brand awareness
- Stay in touch with your clients

Steps

1. Develop a strategy
2. Communicate with your Fans and SHARE content
3. Create a community around your brand
4. Allow other travellers to share their content
5. Look at Facebook Ads to help with marketing your brand

Social Media: Twitter

Benefits

- Direct contact between you and your clients
- Keep your client updated on current situations
- Keep yourself updated on current news and events
- Get your news out to the world.

Steps

1. Develop a strategy
2. Follow your clients, your competition & industry
3. Tweet and re-tweet interesting topics



Shamwari

@ShamwariSafari Eastern Cape, South Africa
Shamwari Game Reserve is home to Africa's Big 5 is malaria free & situated in the Eastern Cape South Africa: Worlds Leading Game Reserve 2010 World Travel Awards
<http://www.shamwari.com>

✓ Following

Tweet to @ShamwariSafari

Tweets Favorites Following Followers Lists



ShamwariSafari Shamwari
Weekend update on Tanner 2 on fb.me/g8vKMp
14 Nov



ShamwariSafari Shamwari
Image of Tanner 2, white rhino bull who survived poaching incident at Shamwari with Dr Joubert yfrog.com/nx3gletj
10 Nov



ShamwariSafari Shamwari
This mornings update on Tanner 2, the young white rhino bull who survived the poaching incident at Shamwari on fb.me/g8vKMp
10 Nov



ShamwariSafari Shamwari
Update on young rhino bull who survived rhino poaching incident at Shamwari Game Reserve facebook.com/shamwarisafari
9 Nov



ShamwariSafari Shamwari
Update on rhino bull calf who survived rhino poaching incident at Shamwari Game Reserve facebook.com/shamwarisafari
9 Nov



Air France US

@AirFranceUS New York City, USA
Welcome to the wonderful world of AF in the US. Follow us as Sophie and Marc update live with news, fares, and everything exciting about AF.
<http://www.airfrance.us>

+ Follow

Tweet to @AirFranceUS

Tweets Favorites Following Followers Lists



AirFranceUS Air France US
Another update on the flight attendant strike; operations are mostly restored and normalcy should return Thursday: bit.ly/rF70js
15 hours ago



AirFranceUS Air France US
Update on the ongoing flight attendant strike situation: ow.ly/7el6w
31 Oct



AirFranceUS Air France US
[@mirjamjaeger](#) Hi Mirjam, we apologize for the inconvenience. Have them check here to find out what they're entitled to: bit.ly/kmul2k
31 Oct



AirFranceUS Air France US
...because of this, you may be permitted to make certain changes in your itinerary, details can be found here: bit.ly/kmul2k
28 Oct



AirFranceUS Air France US
Important notice to passengers travelling from 10/29 to 11/02 - Due to the impending cabin crew strike, schedule changes are planned...
28 Oct



AirFranceUS Air France US
[@weston_drew](#) Hi Drew, would you mind sending us a private message outlining what's happened? Thanks.
27 Oct

Viral Marketing

Battle at Kruger

Jason275 2 videos ▾ [Subscribe](#)



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Uploaded by Jason275 on May 3, 2007

63,982,856 



Online Travel Agents





Contact Us Now



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M: +27 (0)72 488 9411

E: robert@biggestleaf.com



www.facebook.com/Biggestleaf



www.twitter.com/#!/bernatzeder



WIN

Online Marketing Report Worth

R15 000

Step 1:

 Like our Page.

Step 2:

Tell us what makes your operation unique & post your tourism/travel website link on our wall.

Step 3:

Get your friends to Like your entry.

The Top 5 most liked entries will go into a random draw.

Competition ends 15 December 2011
T&C's Apply