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Hi there,

Thanks for taking the time to join me.

Data plays an important part in identifying buyer intent. And it's these insightful nuggets that teach us how best to convert lookers into bookers.

Let's get started.

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Here's this week's roundup:

[Moving Beyond Demographics: Data Drives the Future of Travel Advertising](#) - Tour operators should **go beyond analysing customer demographic data and instead use deep data sets** to create a dynamic understanding of individuals and their changing motivations. **In essence, the key is to understand buyer intent.** If you have concerns about data collection, then this article contains advice on the best approach.

[More of Over-50s Market Seek Advice and Services of Travel Agents](#) - According to this article, **tour operators should be targeting the over 50s for adventure holidays** since data shows that a quarter of those surveyed said this type of holiday was their favourite. So how do you find this segment in order to turn them from lookers into bookers? Head to Facebook. **85% of over 50s are using Facebook**, with 82% of them doing so daily.

[EaseMyTrip Brings Flight Bookings to WhatsApp](#) - EaseMyTrip are an example of a travel company who have studied their buyer's behaviour and **used that data to make their inquiry and bookings process even easier.** If you know what your customer's preferred method of contact is, **could you take EaseMyTrip's strategy and use it for your tour operator business?** How possible would it be to send tour and booking information via Whatsapp, Instagram direct messaging or even on a Skype call?

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Here's my top tip articles:

[The Strength in Numbers: 7 Tips From Industry Experts on How to Sell Groups](#) - I enjoyed this article because it encourages travel companies to be proactive in taking **an extremely targeted approach to lead generation**. With specialty groups such as sports, schools and hobbyists, the key is to contact them directly and see if they travel regionally or internationally, **then use that data to see how your tours might fit into their schedule**. For example, gardeners who travel around the world for tulip festivals might wish to tag a nature tour onto their trip if they are already in the region, or if the tour matches their secondary interests.

[17 Simple Daily Habits That Separate High Achievers From Everyone Else](#) - I found habit no.1 a great reminder that there is always another perspective and I already implement habit no. 9 so my time doesn't get sucked by the little things. **It's interesting that the more I read articles from successful people, the more I notice how visualisation and meditation plays an important part in their daily routines**. Do you already adopt any of these habits? If so, hit reply and let me know which works best for you.

[How to Skyrocket Your Organic Reach on Facebook](#) - Expert Mari Smith shares how she's boosted her organic Facebook reach to 65% in this YouTube video. She discusses the 4 best formats to use and gives 4 top tips. A **good ratio to work by in terms of content format is 70% video, 20% photos and 10% links**. Also try asking simple short questions without any visual aids at all.

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A statistic I found interesting:

About three in four consumers (73%) said they'd be willing to share more personal information if brands are transparent about how it is used. ([Skift](#))

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A question for you:

What customer data would you find most helpful in order to improve your sales strategy?

Hit reply or drop me an email at frida.kops@10x.travel, I'd love to hear your thoughts.

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That's all from me this week. It's a friend's birthday today so we are celebrating tonight

and with a picnic in the park tomorrow.

Enjoy your weekend!

Frida



Frida Kops

Get More Bookings™ Specialist

10x Travel • More bookings, less hassle

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