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Subject: [The 10xpress] Travel marketing strategies you'll want to copy

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Hi Frida,

Thanks for taking the time to join me.

It's at the forefront of every tour operator's mind...

*"Which marketing strategy will work for me?"*

..and rightly so with the sheer volume of claims and promises. That's why this week I explore current marketing tactics that hold merit specifically for the travel industry.

Let's get started.

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**Here's this week's roundup:**

[Travel Advisors Work to Make Once Elusive Round-the-World Trips a Reality](#) - Travel marketing can be broken down not only to niches, but to *niches within niches*. **Family sabbatical trips** is a fairly new example of this. If you already have a tour operator business that targets families, do you have the capacity to drill down even further and plan a month-long, summer-long or even a one year trip for them? Similarly, if your niche is once-in-a-lifetime experiences, **could you adapt your business model** to cater for families and for varying duration?

[Top Reasons Why Travellers Choose Certain Tours](#) - At a top line level, the data from this survey taken of 1,000 US travellers suggests that **tour operators should focus on their tour schedule and content to increase lead generation**. This includes **writing captivating tour descriptions** which play an essential role in a traveller's decision-making process. To gain an in-depth understanding, I highly recommend downloading the full report.

[New Research from Fresh Relevance Reveals Consumer Frustrations with Travel Marketing](#) - Turning to a different demographic market to the previous article, Fresh Relevance survey 2,000 UK travellers. And yet similar results can be drawn from this report to that of the US traveller report above. **Only 34% of holidaymakers state they feel well informed when researching or booking a holiday**. This clearly points to a gap (and opportunity) for tour operator businesses to scrutinise their content. **What**

information is your customer looking for, and does your website or email campaign clearly provide them with that information?

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Here's my top tip articles:

[3 Tips to Get the Most Out of Your Testimonials](#) - **Social proof is a powerful travel marketing tool.** One tip that I plan to experiment with is pulling out a single word or short snippet from a quote for maximum impact. **Do you utilise customer testimonials to their full potential? What formats do you repurpose them in?** Hit reply and let me know.

[7 Smart Tips to Repurposing Content for Maximum Reach](#) - If you don't have the time or resources to create fresh content, BuzzSumo provide 7 insightful ways to repurpose your published content that will **give your engagement a boost.** I know I've said it before, but Tip 1 has real merit for lead generation too.

[The Latest Tourism Marketing Tips to Boost Your Results](#) - There are 11 tourism marketing tactics contained in this article that tour operator businesses can adopt. What's particularly useful is watching how each tactic would work in practice from the video examples of successful companies doing just that. **Which marketing tactic grabs your attention the most?**

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**A statistic I found interesting:**

A quarter of consumers (24%) are frustrated by irrelevant marketing tactics, such as receiving offers for a season in which they never go away or for a type of holiday they've never booked. ([Travel Daily News](#))

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**A question for you:**

What's the first thought that comes to mind when you hear marketing strategy? Fear, confidence, excitement, wariness?

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

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That's all from me this week. I'm travelling north for a long weekend in one of Argentina's

most famous wine regions.

Speak soon,

**Frida**



Frida Kops

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