

An aerial photograph of a tropical bay with limestone cliffs. The water is a vibrant turquoise color, and the sandy beach is crowded with many people. Several boats are anchored in the water. The sky is blue with some light clouds.

\_ Luxury Travel

# Leading the way in reducing overtourism

StrategiQ x MINTEL

Produced by our strategy team, powered by Mintel



**Fueled by pent up demand left from the COVID-19 pandemic, overtourism has become a real cause for concern across the globe.**

From the introduction of entry fees for Venice, to the ban of short-term holiday rentals in Penang, and visitor limits for Thailand's idyllic Maya Beach, our desire to visit the 'Insta-worthy' destinations of the world is having a detrimental impact on locals and the environment.

But with the demand for travel growing, how do travel agencies balance the ethical responsibilities of overtourism with satisfying customer demand? And **why are luxury travel providers best placed to spearhead the revolution needed in tourism?**



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\_ Location, location, location

# The importance of the destination

**80% OF LUXURY TRAVELLERS  
ARE MOTIVATED TO FIND  
A SENSE OF ADVENTURE**

*(Mintel, 2023)*

**FOMO at its finest: overtourism is largely fueled by our growing desire to visit places that everyone else seems to be going to. Whether it's wish-making at the Trevi Fountain in Rome or swimming amongst the coral reefs of Hawaii, we are continually being driven by social media to not only visit these places but also make sure we show off to our friends and family about it too.**

But luxury travellers are bucking this trend. The main motivator for 80% of luxury consumers when they book a trip is “*to discover a sense of adventure*”, meaning their desire to travel to unheard of destinations is much stronger than your average traveller. High-net-worth individuals are actively trying to escape the crowds and visit places that few people have ventured to before.





Here lies the opportunity for luxury travel agencies: help travellers to seek out and research new locations, as well as arranging to take them there. **Do you offer a “route less travelled” option for every itinerary you advertise?**

By truly getting to know your clients and listening to what they're looking to get out of their trip, you have the necessary expertise to provide truly unique location recommendations. Promoting these destinations as secret, untouched areas of the world instils an air of exclusivity that your competitors may not be able to compete with.

Whilst luxury travellers are increasingly wanting to explore new places, there is still a nervousness that can come with doing so. To truly get buy-in on the less popular destinations, it's important to give them confidence - and evidence - that travel arrangements will be up to scratch. Create both a sense of adventure and reliability with your marketing messaging (especially with the older generation, which we'll explore more later...)



\_ What consumers really want

# The balance of relaxing experiences

**It doesn't matter who you speak to: everyone travels with the intention of making memories that can be treasured for life.**

But memories mean different things to different people. Research shows consumers care about “*having plenty of time to relax*” and “*packing in as many experiences as possible*” in near-equal measure:

**Four fifths of luxury travellers are eager to pack in as many experiences as possible whilst on holiday**

‘Do the following statements about holidays apply to you?’

**YES**

**NO**

**Having plenty of time to relax is a priority for me**

**86**

**14**

**I would be interested in travelling to multiple destinations**

**85**

**15**

**I like to pack in as many experiences as possible**

**81**

**19**

**Family-friendly options are important to me**

**58**

**42**

*UK: luxury holiday behaviours, 2023*



To truly speak the language of what consumers want and showcase your expertise as a luxury travel agency, **consider how you're currently structuring your website journey for users.**

Are you thinking of experience first, or is the navigation completely dominated by destination pages? Does your website ask people to navigate by literal selections like “beach” and “city”, or by emotive suggestions like “adventure” and “relaxation” which reflect the groupings above?

By promoting unique opportunities for travel, in a seamless navigation, you have the opportunity to steer your audience away from the more common travel hotspots and towards what they really want.

“The concept of luxury is being redefined and flashy luxury is a thing of the past. It’s now all about meditative luxury, which is motivated by having unique and memorable experiences.”

**Neal Jones**

Chief Sales and Marketing Officer  
British Airways



\_ What matters and to who?

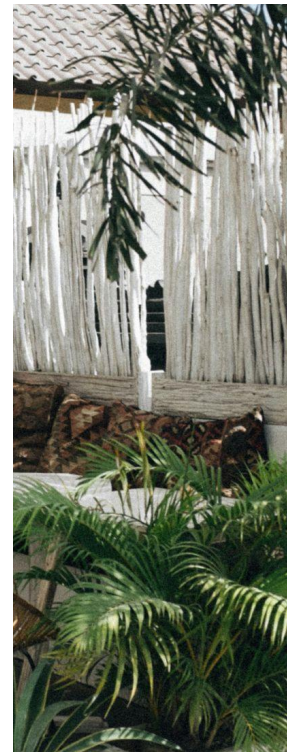
# Sustainability and the generation gap

**75% OF YOUNG LUXURY  
HOLIDAY MAKERS ARE  
WILLING TO PAY MORE TO  
TRAVEL SUSTAINABLY**

*(Mintel, 2023)*

**There is no hiding from the fact that our increased demand for travel is putting a strain on our environment and local communities. The measures that countries are putting in place in order to combat overtourism ultimately come down to protecting natural habitats and minimising local economical impacts.**

Whilst there is still work to do to grow the population's awareness of travel sustainability, luxury brands are on the front foot in playing their part. Eco-resorts have grown in popularity over the last few years, from the likes of Panama's Boca Bali to Camp Kipwe in Namibia, who are not only built on the foundations of being sustainable but also offer visitors a luxurious and off-grid experience. Visiting these more sustainable accommodation types, gives visitors the sense of 'giving back' to local communities whilst minimising their travel impact.







The good news for luxury travel providers is that the trend for sustainable travel has and will continue to grow - in fact,  $\frac{3}{4}$  of young luxury holiday makers are willing to pay more to travel sustainably (Mintel, 2023).

The generation gap creeps in when we consider more mature holiday makers. Older audiences take slightly more encouragement to consider sustainable accommodation options, in fear that they won't provide comfortable enough living arrangements. When servicing these demographics, luxury travel agencies need to ensure that they promote the sustainable benefits of the hotels alongside providing reassurance that the quality of your stay isn't impacted.

**If an older traveller doesn't see themselves reflected in photos, videos, testimonials and reviews on your site, you erode trust - and therefore ultimately impact bookings.**



\_ The luxury travel agency

# What can you do to minimise the impact of overtourism?

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**It's safe to say that if our tourism habits don't change drastically, we're at risk of destroying the reputation of the travel industry.**

If we carry on fulfilling the demands of customers wanting to visit the crowded tourist hotspots of the world, without educating on often-better alternatives, we will be held responsible for destroying these destinations for future generations. Plus, we compromise the experience of our customers who are calling out for undiscovered adventure.



**Luxury travel providers can be the advocates for change. Your target audience is actively wanting to seek out new experiences and be guided away from core travel destinations in order to reduce the burden on local communities around the world. We need to listen, and be the change. Because as word spreads within the luxury subset of the travel industry, broader types of travellers will naturally want to follow suit.**

If you're curious about the next steps to take to drive this change, ask yourselves:

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### **Are you thinking experience over destination?**

Does your website do enough to showcase experiences, or is it structured based on destinations? Could you do more to promote the more unique, alternative experiences of the world?

Explore how we support with:  
[Web Experience & SEO](#)

?

### **Do you understand what your clients want?**

Within the initial enquiry stages, are you getting to know enough about your clients? Are there elements that you can improve within your customer journey in order to give your audience the best experience possible?

Explore how we support with:  
[Customer Journey Mapping](#)

?

### **Are you showcasing the sustainable impact of trips?**

Could you make sustainability a feature that's more visible within core pages across your website? Can you test this as a content theme within your ad messaging, especially to a younger demographic?

Explore how we support with:  
[Content Marketing & Writing](#)

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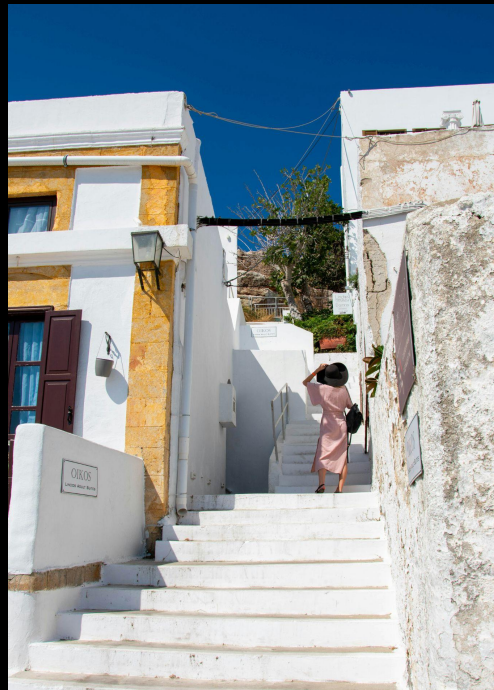
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And if you need a team of expert strategists, thinkers and marketers to help add value to your organisation and solve these challenges - you know where we are.

**Get in touch at [strategiq.co/contact](https://strategiq.co/contact)**





\_ In action

## A case study with Jacada

How a data-driven paid media strategy  
enabled high-end travel provider Jacada to  
scale in an unpredictable market

# 3075.3%

ROAS FROM 'WON DEALS'

# 15%

ABOVE TARGET IN DEALS GENERATED IN 12 MONTHS

# 47%

BELOW TARGET COST-PER DEAL



## Overview

Jacada is a high-end travel brand focused on luxury travel. Based in London but focused on the North American market, it works with a team of travel experts to create authentic, responsible travel experiences. If you've ever wanted to undertake a remote expedition to the frozen Antarctic tundra, relax in ultimate luxury in French Polynesia, or enjoy a private safari – Jacada creates unforgettable adventures for discerning travellers.

## The value of our partnership together

**All targets exceeded, including stretch targets** – The campaign surpassed its initial targets by 15%, as well as the stretch targets that were revised at the midpoint. This led to significant company growth, and a new appreciation internally for the impact of paid media, customer experience and CRO.

**Improved deal quality** – Delivering the deal numbers was the key objective, but deal value was also incredibly important. Through our custom-built Data Studio report, which aggregates Google Ads data with information from Jacada's CRM system, we have complete visibility over which keywords/campaigns are the most valuable to push.



**Greater insights into deals** – Google Data Studio receives a complete data set where we join up Google Analytics with data using a custom dimension. This allows us to attribute deals back to a channel/campaign/source/landing page and the point in the buyer journey that this touchpoint occurred.

**Maximising the investment without impacting performance** – Rather than pushing bids in a knee jerk response to increasing competition in the ad space, we continually track Jacada's performance vs their competitors, and review opportunities to reduce bids when the competition drops.

“Thanks to the hard work of StrategiQ, we now have a variety and depth of information that gives us much greater insight and the ability to make quicker decisions that should make us more agile and give us an edge in an unpredictable market.”

**Alex Malcolm**

Founder, Jacada



\_ About us

# Exceptional experts. Good people. **Big energy.**

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**We were born in Suffolk, in 2013.**

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**We're a team of over 55 thinkers, strategists, creatives and marketers.**

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**We've got a huge amount of big agency and big brand experience.**

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**We work globally with offices in London, Manchester, Suffolk and the Midlands.**

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**We've won numerous accolades, from Dev to Search to Social Awards.**





\_ Our awards

# Attitude is everything.

Expertise alone is irrelevant. True excellence comes from attitude. From genuine passion and unwavering tenacity. From a culture of collaboration. From ambition, endurance and accountability.

**Our attitude defines what it means to be StrategiQ.**  
That just so happens to make us award-winning too.

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THE DRUM ELITE AGENCY

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CAMPAIGN BEST PLACE TO WORK

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UK DEV AWARD WINNER

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UK PAID MEDIA AWARDS WINNER

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UK SEARCH AWARDS WINNER

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THE DRUM RECOMMENDED





\_ Our belief

# It's always strategy

## **The strategic difference.**

We're not here to tick boxes. We're here to be a critical factor in clients' success. Helping shape their trajectory through expert insights and skilled execution.

Shoulder-to-shoulder. Getting there together.



\_ Our accountability

**One agency that delivers meaningful insights, finds opportunities, sets clear targets and executes under one strategy.**



\_ What we do

# Integrated digital marketing

From people, platforms, approaches and processes to challenges, risks and opportunities. We share the insights and guidance to help you achieve your growth aspirations.

## Strategy

Strategy

Consultancy

Data & Measurement

Insights

## Creative

Brand Identity

UX/UI Design

Video

Animation

AI Campaigns

## Marketing

SEO

Paid Media

Social Media

Email

Content

CRM & Automation

PR

## Tech

Web Development

Digital Transformation

Website Support



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