

DESTINATION DISRUPTION

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MENTS



**It is not the strongest
or the most intelligent
that will survive but
those that can best
manage change.”**

- Charles Darwin

PROBLEM

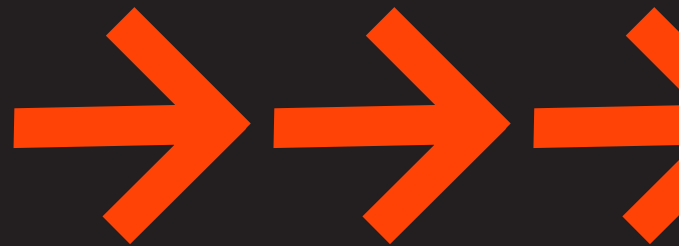
Travel brands need innovative business strategies to be able to navigate shifting markets and changing consumer demands.



SOLUTION

Listen. Learn. Innovate.

HOW



Read on...

WHY

DESTINATION DISRUPTION?



A pandemic casualty, the travel industry **lost 75% of its value in 2020.**

2024 marked the year of recovery. With annual growth projected at a rate of **3.99% per annum**, a worldwide market volume of **\$1,114bn is expected by 2029** ([Statista](#)).

Far from a return to business as usual, the industry is being disrupted on all fronts. Consumer behaviours, preferences and expectations have changed and will continue to evolve. Added to that, AI driven technologies are transforming a formerly formulaic market. This means that travel brands need to be **more agile in adapting dynamically to data-driven change.**

This report provides industry insights into markets and demographics based on a wide pool of research resources, including Mintel data. It includes examples of tactical excellence to inspire you to **optimise, accelerate** and **innovate** your way towards achieving new future value for your business.

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[#NewFutureValue](#) to join the conversation.



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PRIORITISING P/LEISURE

With the United States (US), Germany, United Kingdom (UK), China and France the world's largest sources of travellers, **'The Big 5' accounted for 38% of annual travel spending in 2023** and are expected to remain 'top of the tourists' through 2030.

In the face of the increasing cost of living, **holidays remain a non-negotiable for many Brits**, even with prices sitting 30% higher than in 2019. Despite economic conditions challenging budgets, travel continues to be one of the fastest-growing consumer spending areas. **In the US it's risen 6%, in a recent 12-month period.**

The February 2024 McKinsey ConsumerWise Global Sentiment Survey revealed that **only 15% of those surveyed were trying to save money by reducing the amount of trips they take.** 33% planned to splurge on travel, ranking it the third-most-popular splurge category—falling just behind eating at home and out at restaurants. On average holidaymakers spend 7 months saving for their trip and spending money.

Where travel brands don't already offer low or **no-deposit** options, **payment plans** and **flexible cancellation policies**, these can all help to secure spend from the economically squeezed.



Things people are prepared to **sacrifice**
to go on holiday:

61%

Nights Out

48%

Gym Membership

69%

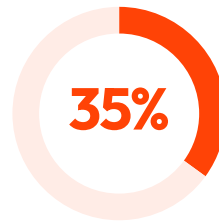
Takeaways

HOLIDAYS



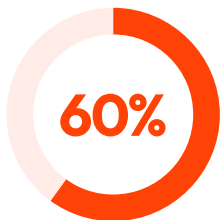
HOME &

Whilst the UK remains attractive for outdoor adventurers, **Brits intent to holiday at home dropped 6%** from the 2023-2024 to 2024-2025 season (perhaps in part due to the cooler, wetter and stormier than average 2024).

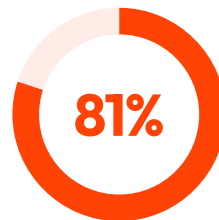


intend to holiday in the UK in '24-'25

Households planning to holiday domestically between October 2024 and March 2025:



with children over 25



with children under 4

PROMOTING TOURISM CLOSER TO HOME CAN LOOK TO LEVERAGE:

- Rediscovery of **local gems**
- The environmental credentials of a **reduced carbon footprint**
- **Discounts, loyalty programs** and **special events** for local residents
- **Co-promotion** and **partnerships** with local businesses

AWAY

With **87% of Brits likely to take a holiday in the next three years**, clearly the opportunities for the travel industry are there for the taking.

During the **July - September 2024** summer peak season:

70%

of Brits headed away



48%

took a holiday in the UK



33%

travelled overseas



9%

headed to Spain



LIFE'S A B***CH (BEACH)

37% of UK consumers opted for a beach holiday in the April-September 2024 season, a 1% increase on 2023.

There are clear demographic differences in travel trends with:

45%

of 16-24s preferring beach holidays, compared to only

29%

Of those over-65

THE REIGN OF SPAIN...

Spain attracts 18% of Europe's Intraregional travel, with Italy following on with 10% and France at 8%. These preferences are not expected to vary before 2030.

European beach holidays continue as a firm family favourite. Between July and August 2024, Spain saw a record-breaking 7.3% increase YoY, of 21.8 million international visitors.

77%

took to the beach

25%

chose a city break

8%

visited on a cruise



WINTER MIGRATIONS

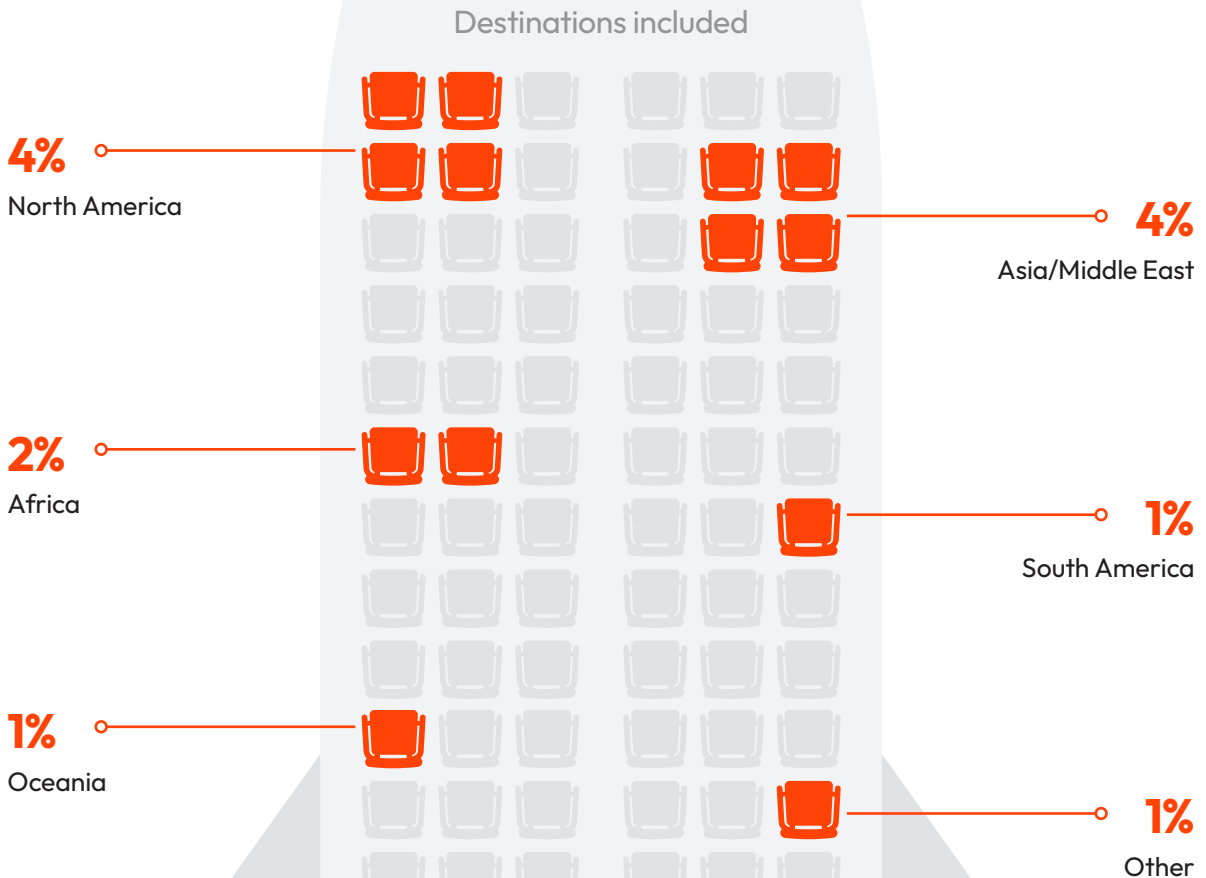
Those with healthy finances are nearly twice as likely to head to Europe over winter, compared to those who are struggling. **62% of Brits expect to holiday** between October 2024 and March 2025.



IN IT FOR THE LOOONG HAUL

For those looking to back a surer thing in terms of marketing spend, promoting non-European destinations seems to be it. With the lowest decline of just 1% (in the face of a 5% decrease YoY in people going anywhere), **non-European destinations are winning more visitors.**

HOUSEHOLDS EARNING OVER £75,000 CHOSE TO TAKE MORE LONG-HAUL HOLIDAYS BETWEEN APRIL AND SEPTEMBER 2024.





TOP OF THE SPOTS

The **top ten tourist destinations** receiving 45% of all travel spending are:

01	UNITED STATES	D08
02	SPAIN	A01
03	CHINA	C18
04	FRANCE	E02
05	SAUDI ARABIA	B09
06	TURKEY	A23
07	ITALY	B15
08	THAILAND*	C27
09	JAPAN	E09
10	INDIA	D03

* Expected to be promoted to **5th place by 2030**

GET ON BOARD

Emerging destinations include the **Philippines, Vietnam, Peru** and **Rwanda**, all of which have adopted thoughtful demand generation strategies aided by initiatives such as:

- Waiving visa requirements (Vietnam)
- Making marketing messaging more sophisticated (Phillipines)
- Marketing lesser-known archeological sites and culinary delights (Peru)
- Implementing infrastructure improvements and sustainable tourism initiatives such as \$1,500 gorilla trekking permits (Rwanda).

Data from our clients reflects these trends, with one client seeing a **27% increase in enquiries for Vietnam in 2024.**

TRENDING TRIPS

Evolving consumer values, behaviours and lifestyles are reflected in the rise and fall of certain holiday types. **Cultural and historical sightseeing holidays, cruises and coach tours have held steady.**

THE APRIL - SEPTEMBER 2024 SEASON SAW RISING INTEREST IN HEALTH, WELLNESS AND SELF-CARE HOLIDAYS:

46%

are more interested in health, wellness and self-care holidays than they were pre-pandemic.

56%

seek escape from urban environments.

73%

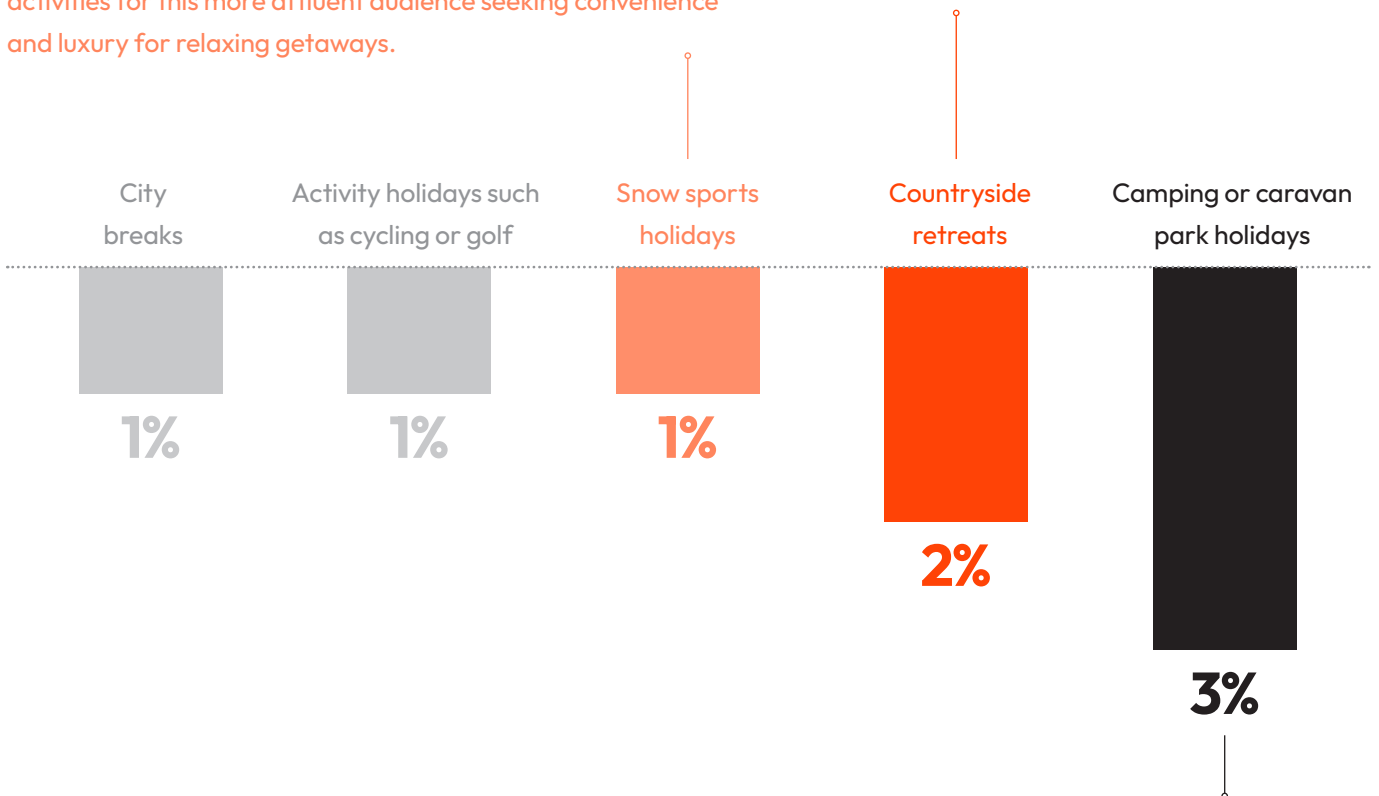
of dual parent families (aged under 45) seek this kind of disconnection break from their work/home life, likely due to the increase in home working.



FALLING INTEREST FROM 2023

Although snow sports saw a slight fall in interest, **demand amongst travellers aged 16-34 is growing**, with them being twice as likely to select a holiday like this than those aged 35-54 and eleven times more likely than those over 55. Destinations like **France** and **Canada** are winning for value and diversity of activities for this more affluent audience seeking convenience and luxury for relaxing getaways.

27% of over-65's plan countryside retreats between October and March, but this figure has dropped 9% YoY with only 18% planning these breaks between October 2024 - March 2025.



The work we've done with [Lovat Holiday Parks](#) has bucked this trend and won the **UK Search Award for Best Use of Search Best use of search – Travel / Leisure (PPC): Large** in December 2024.

Work included conversion attribution, deeper campaign segmentation and restructure and a program of geo-fenced audience targeting where holiday home target personas were more likely present.

This strategy has seen:

71.94%

increase in holiday bookings YoY

1,940.57%

increase in ownership conversions YoY

39.2%

reduction in CPA for ownership



SIZING UP SUSTAINABILITY



By 2028, the majority of travellers will expect travel companies to be sustainable in all aspects. However, at the moment **73% of UK adults are sceptical of sustainability claims that travel providers make.**

With **46% of holidaymakers perceiving sustainable travel to be exciting**, but **45% not knowing what makes a holiday sustainable**, there is a great opportunity for agencies to play into this by inspiring and educating travellers.

A variety of brands are already making great strides to make sure that the industry plays its part in operating sustainably.

UK travel platform **Byway** is 100% dedicated to making flight-free holidays the mainstream, while **Experience Travel Group** enables guests to enjoy true immersive experiences to support local communities.

22%

of travellers perceive sustainable holidays as **luxurious**

60%

prioritise sustainability as a **significant factor** in their decision making process

54%

of consumers have noticed travel companies **making an effort to be sustainable**

45%

of UK adults believe that their behaviour can make a **positive difference to the environment**

DROWNING DESTINATIONS

The increased demand for travel is **putting a strain on popular tourist destinations** being able to facilitate increased visitor numbers. Places such as Penang are banning short term holiday rentals and Venice has introduced additional entry fees for visitors.

As holiday providers, there is an increasing responsibility to protect tourist hotspots for future generations. With 66% of UK holidaymakers expressing an interest in being offered **quieter holiday alternatives**, play into this by showcasing your expertise and promoting lesser known parts of the world these areas through your content. Offering packages to lesser-known destinations with offers, discounts and bonus excursions can incentivise exploration.

Additional insights on how travel providers can buck the trend of overtourism can be found in another one of our recent reports - [How Can Luxury Travel Lead The Way In Reducing Overtourism?](#)



The luxury travel market (defined by cost and accommodation rating) is seeing a boost from falling inflation and rising wages which is expected to increase into 2025-26 and be sustained through to at least 2029.

While the cost of living crisis maintains price sensitivity, more affluent demographics have an improved sense of financial wellbeing, increased disposable income and an appetite for uniquely valuable experiences. This audience appreciates quality, comfort, eco-friendly, exceptional adventures and they're not unhappy to put a price on that.

With 79% of consumers preferring to purchase from established luxury tourism brands, it's not an easy market to disrupt, however **unique experiences (71%)** and **special offers (78%)** provide significant motivation, particularly for 95% of families with primary school aged children, and younger Gen Z (82%) and Millennial solo travellers (55%) who are strongly **motivated by special offers (87-89%)**.

The
Luxe Life

KNOW YOUR NICHE

28%

of all UK adults fall into the 'luxury travellers' category (14% of UK adults only take luxury holidays)

38%

of dual parent families select accommodation with private luxury amenities

50%

of 25-34s are classed as luxury holidaymakers (likely in their pre-child/house commitment years)

84%

of 20-24 year olds aspire to luxury solo travel (91% of these also enjoy sporting activity holidays featuring renowned instructors, hiking and climbing, yoga and surf retreats in exclusive locations)

48%

of luxury travellers over 55 select a **European destination** for its convenience, appreciating private airport transfers, fast-track airport security, concierge services and health focused benefits

83%

of luxury travellers expect new **authentic, immersive experiences**, preferring those that connect them with cultures and communities

68%

of travellers in the luxury category are happy to **pay more for a uniquely curated personalised itinerary**. This might include a private shopping event, tour, cruise, or customised exclusive experience

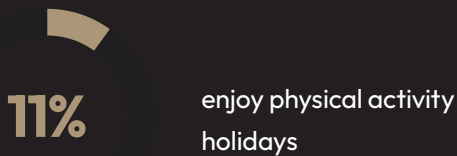
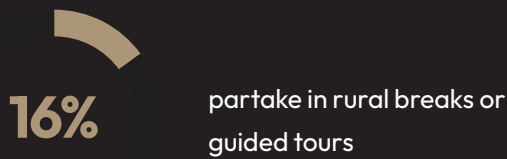
41%

of Brits prioritise their physical health more now than a year ago, with 35% placing more importance on their mental wellbeing. As a result, 31% are interested in attending a **luxury health and wellness retreat**

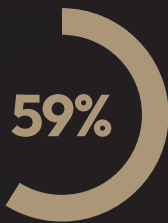
With increased prioritisation of health and wellbeing, incorporating relaxation and rejuvenation experiences into luxury travel offerings can further boost appeal. Partnerships with fitness brands wellbeing apps can help to extend your audience and encourage community growth through shared experiences.

TRENDING TREATS

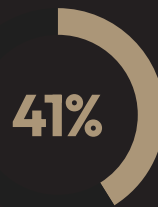
Within the luxury travel category customers have their distinct preferences and priorities:



PREMIUM PRIORITIES



of luxury travellers
choose to stay in 5-star
accommodation



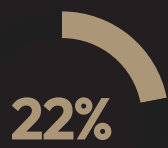
expect luxury amenities
such as private swimming
pools or jacuzzis



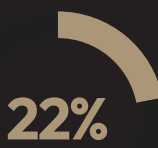
enjoy a spa treatment



dine in gourmet Michelin
starred restaurants
(a third of men under 35
aspire to this)



participate in
environmentally-friendly
activities such as
cycling tours



opt for private guides



travel first class



use a private concierge
or butler

Upgrades for the affluent such as private airport transfers, a variety of children's activities and exclusive access to amenities and facilities drive luxury travellers.

HOW IT'S



DO

S

ONE...



NEW LUXE

Consumers are increasingly seeking memorable experiences from their holidays. Novelty, adventure, culture and exclusivity all contribute to exciting a demographic of visitors who are looking to stand-out on social media. So the opportunity for travel brands is to highlight more unusual accommodation and destinations.

ABERCROMBIE & KENT

[Abercrombie & Kent](#) have collaborated with its sustainability specialist expedition yacht brand Ecoventura to launch a Peruvian riverboat experience. The floating boutique hotel with a 1:1 staff to guest ratio, is a haven of relaxation and reflection with just twelve cabins with floor to ceiling windows to take in breathtaking views of the ever-changing scenery.

On-board, guests can enjoy wellness experiences in the outdoor swimming pool, massage room and gym. This extraordinary 3-4 night experience will explore the secluded wonders of Pacaya-Samiria National Reserve, providing opportunities for guests to connect with indigenous communities and enjoy adventurous excursions.

The Peruvian riverboat is the latest in the company's commitment to 'deeply enriching and sustainable' experiences and is set to take its maiden voyage in April 2025.



The Kenyan award-winning Finch Hattons Luxury Safari Camp became part of the [Virgin Limited Edition](#) Portfolio of unique retreats in July 2024. Located in the Tsavo National Park, it features 17 luxury tented suites in a 35-acre wilderness with natural water springs, glorious views, and rich safari experiences.

Finch Hattons boasts three decades of safari experience and is distinguished for its family values and a deep connection to community and sustainability. The partnership is an alignment of brand values and a shared dedication to providing incredible individual experiences that will touch hearts.

Visits to Finch Hatton cost from \$796 per person per night and include transfers, accommodation, meals, drinks and activities such as game drives, an excursion of Shtani lava flow, a hike to Oldonyo Larami volcano, yoga and nature walks.

HANDS UP HOLIDAYS

[Hands Up Holidays](#) vision is to support parents in inspiring their children to become world-changers through their eco luxury family volunteering holidays. The holidays enable families to bond, learn and make a positive impact together all while enjoying sustainable eco-luxury accommodation. Destinations range from Costa Rica, to Kenya, to Thailand with volunteering initiatives that include wildlife conservation, teaching, medical care, community and building projects.

'Recharge yourself in luxury while also making a difference.'

Hands Up Holidays boasts a team of specialists (experienced in travelling with their children) to tailor and guide you through a safe special holiday designed specifically to your families requirements. Ten day trips start at \$5,175pp.



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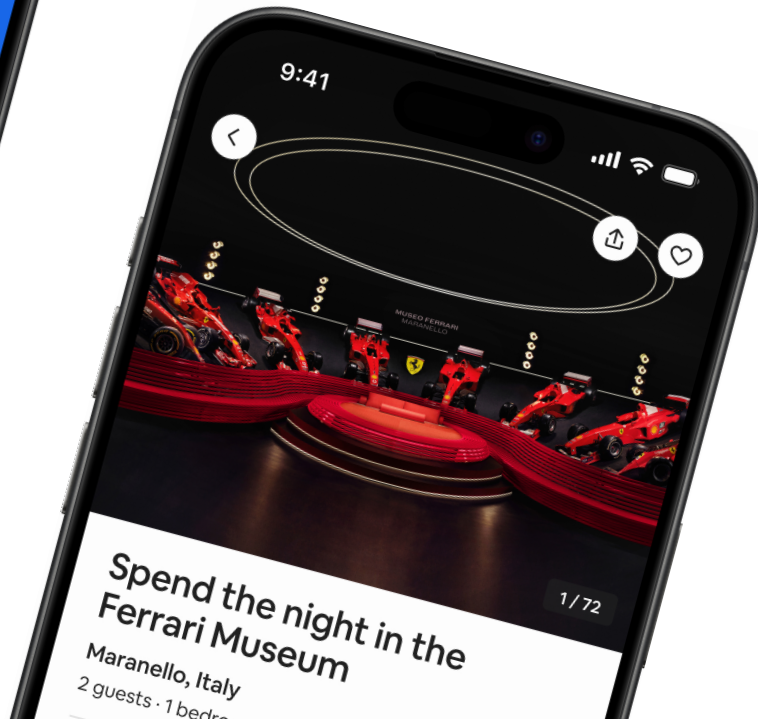
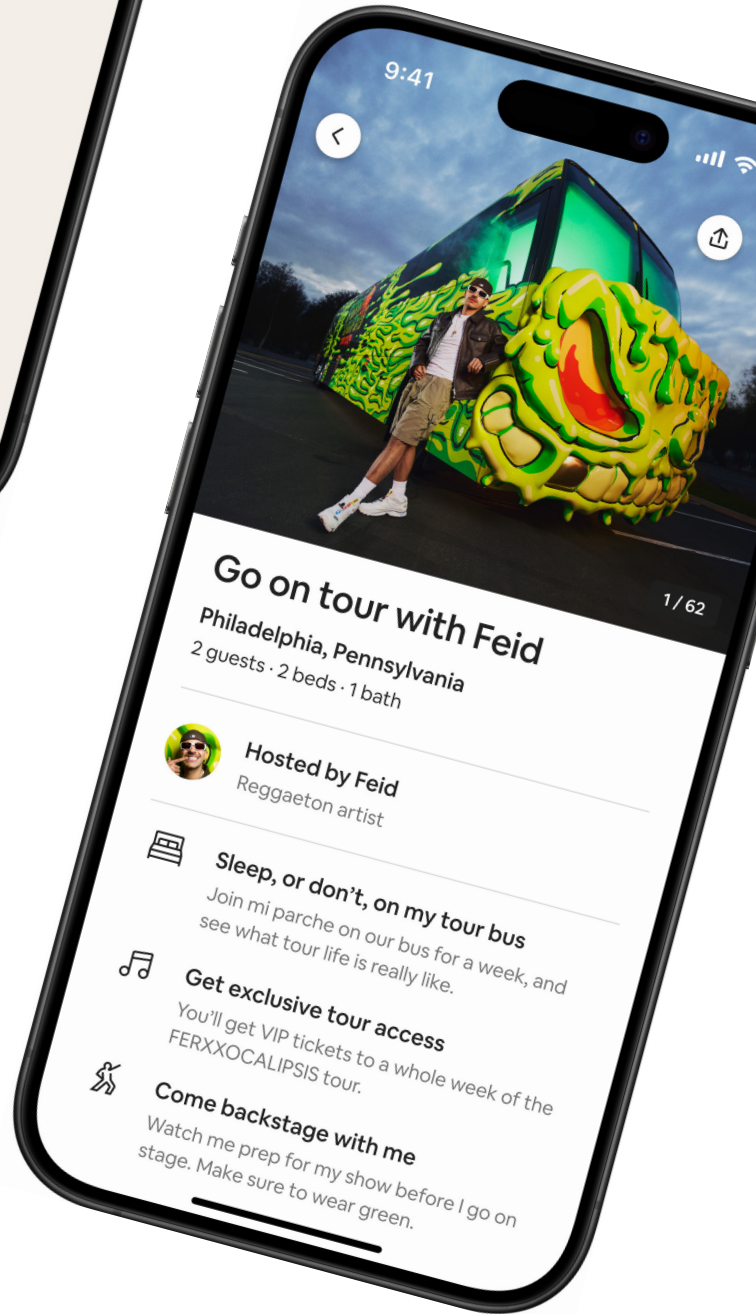
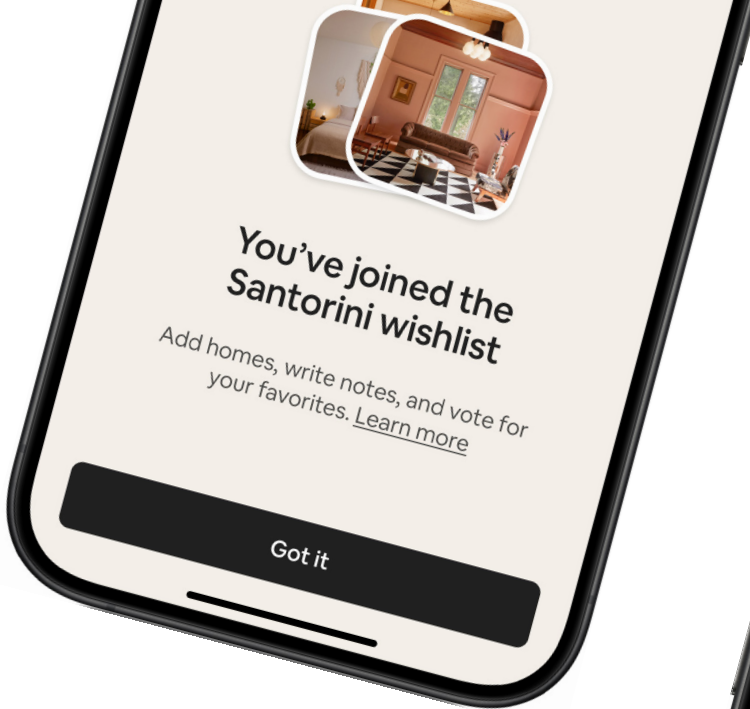
Airbnb 'understood the assignment' (i.e. what their customers want). In addition to providing unique places to stay, they now offer around 50,000 [Experiences](#) 'hosted by locals', supporting the trend for once-in-a-lifetime opportunities.

They've also recently launched 'Icons' (a VIP version of Experiences) where travellers can engage in unique experiences hosted by some of the greatest names in music, film, television, art, sports and more. One such experience listed was spending an evening with comedian Kevin Hart.

Their offering is uniquely positioned for special events. A great example of this was the 500,000 guest stays during the solar eclipse in North America, when twice as many stays were booked along the path of the eclipse than during the same period in 2023. The Summer Olympic Games in Paris was another great example, with Paris bookings five times higher than the previous year and active listings increasing by 40%.

Airbnb's results really speak for themselves. Amongst a selection of accommodation providers including Premier Inn, Booking.com, Marriott, Travelodge, Hilton and Best Western, Airbnb secured the highest percentage of 2024 repeat customers at 59% (12% higher than their closest competitor). They've addressed early issues of quality control by removing listings that fail to meet guests' expectations and launched Guest Favourite listings to make it easier for guests to find high-quality affordable stays.

Their [2024 Q1 revenue](#) was up 18% YoY to \$2.1 billion, mostly driven by an increase of 9.5% in Nights and Experiences booked YoY. USA app downloads increased 60% YoY in Q1.



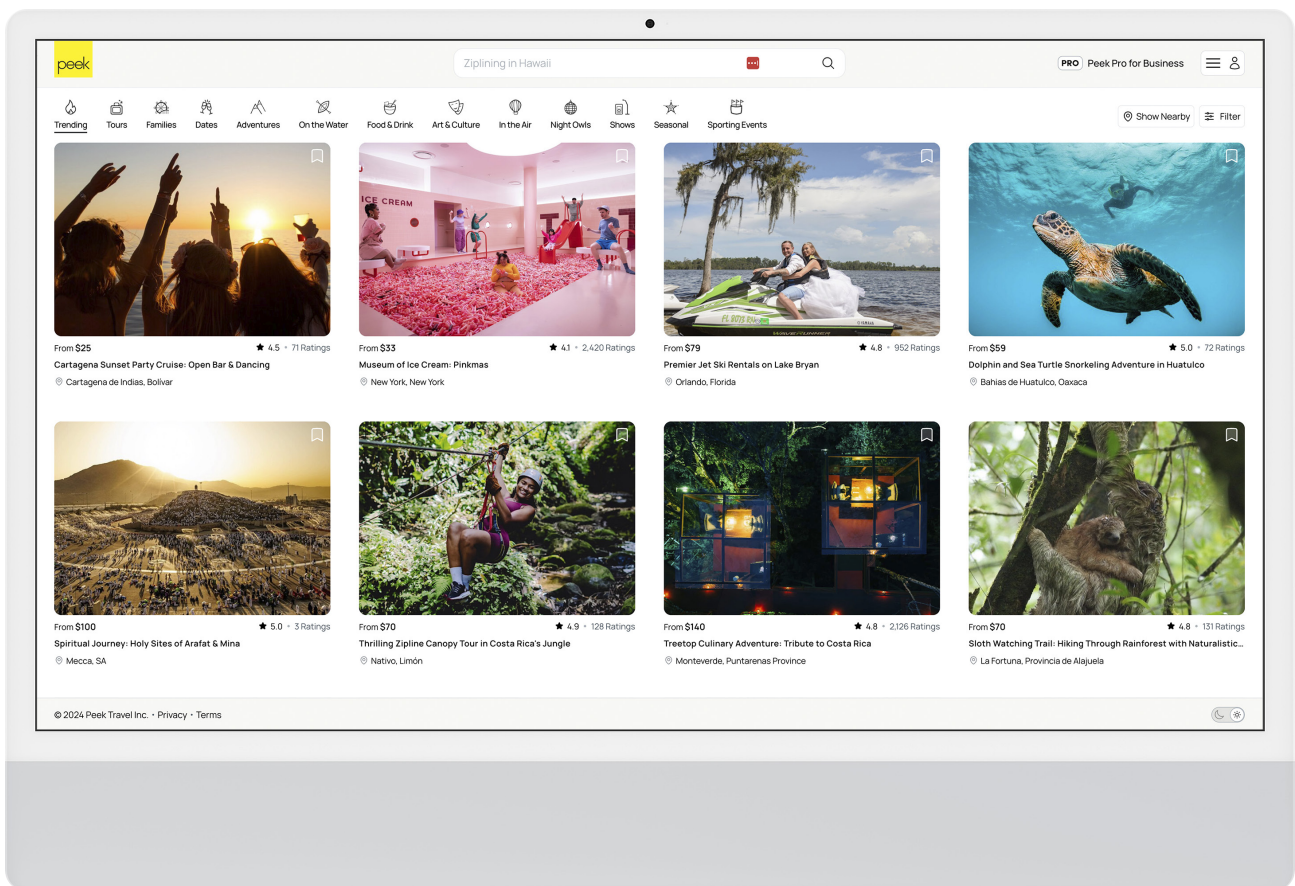
PEEK



British-American entrepreneur, Ruzwana Bashir is the founder and CEO of San Francisco based [Peek](#). The Peek platform (app and website), boasts over 25 million happy customers who use it to discover and book activities and attractions from a central location.

You can use an open search, check out what’s trending, find the perfect tour or adventure. Identify an outing suitable for your family or date night. Indulge in some cultural pursuits, see a show or sporting event, enjoy food and drink. Things to do are searchable by type, location or destination.

PeekPro is their business platform that enables operators to manage all ticket sales and guest engagement/admin from a single system. Operators are saving time and making money (achieving average growth of 30%) through use of PeekPro’s powerful automation. The platform’s success lies in its enhanced User Experience, delivering users intelligent upsells in less clicks and recapturing an average of 16% of lost sales for vendors.



IBEROSTAR



Iberostar is taking a real stand on sustainability. In 2020 it became the first hotel chain to be free of single-use plastics with refillable dispensers and glass containers in all 38,100 Iberostar rooms and common areas.

They've made a commitment for their operations to be carbon neutral by 2030 and to utilise food from responsible sources and generate no waste by 2025. This involves:

- **Cultivating energy efficiencies**
- **Using renewable energy wherever possible**
- **Adopting the reduce, reuse and recycle approach on all physical products and**
- **Increasing use of non-virgin materials in the construction and cleaning of its facilities.**

If any carbon footprint remains, they've committed to offset at least 75% of emissions by working on the health of the ecosystems where their hotels are located.



BRITISH AIRWAYS



The airline tapped into the superpower of story in its '[Everywhere we go](#)' collaboration with Uncommon Creative Studio. The minute long video ad takes viewers on a baby's first flight and her dreams of future experiences. The emotive ad may even have the knock-on effect of guilting some parents into feeling like they owe it to their children's future happiness to ensure that they have these experiences. Perhaps this emotive connection contributes to their impressive retention stats, with 71% of BA customers flying multiple times with them in 2024.

The message and sentiment of the ads future world aligns seamlessly with their [BA Better World](#) sustainability programme, dubbed its 'most important journey yet'. The programme is underlined by their pledge to achieve net-zero carbon emissions by 2050 through a series of initiatives including:

- **Fleet modernisation and operational efficiency**
- **Increasing use of Sustainable Aviation Fuels (SAF) derived from waste**
- **Investing in hydrogen-powered aircraft and carbon capture technologies.**

“BA Better World embodies that principle of sustainability which has been ingrained as part of our [corporate] strategy. It really sets a landmark to show our commitment and to set out what we meant by sustainability, and how we're going to engage our people in that,”

Carrie Harris, Director of Sustainability, British Airways



EXPEDIA

Expedia

Travel booking platform Expedia provides a user-friendly interface to search, filter and compare flights and hotels by price and rating, offering last-minute deals and the power of choice in the palm of your hand.

Expedia brought out a visual storytelling masterpiece in the form of its [Northern Lights](#) marketing campaign. With a shoppable landing page, out-of-home, travel guide and 30 second video ad, the campaign centred around a family realising a bucket list ambition to visit the Northern lights.

Featuring a working mother and grandmother caring for her granddaughter, the video conveys a sense of shared joy in making dreams a reality. With the tagline “You were made to dream about it for years. We were made to help you book it in minutes.” Expedia seals the deal with identifying audiences.



AND NOW

SOMETHING

DIE

V FOR

NG

SLIGHTLY

DIFFERENT...

UNIQUE & AUTHENTIC

What consumers really want is something different, somewhere different. Experiential tourism is on the rise with consumers seeking out the unique and authentic, so brands need to prioritise keeping things fresh to remain competitive.

70% of Brits are more interested in exploring new holiday destinations than revisiting familiar ones. 83% of 25-34 year olds feel this way, compared to 51% of those over 65.

Check out [Saudi Arabia's #WhereInTheWorld](#) campaign promoting less familiar tourist spots with images paralleling better known destinations

53% of holidaymakers would pay more to stay somewhere unique. 23% of luxury travellers are attracted to micro-hotels and tiny accommodation (mostly Gen Z and Millennials who are avid social media sharers, providing organic marketing for travel brands).

Check out [Airbnbs stays in disused airplanes, windmills and famous film locations](#)

Destinations like **Scotland's Glenapp Castle** have been offering a '[Regal Elegance: Downton Abbey-Inspired Escape](#)' package where guests can experience the Edwardian era of the series, with period activities such as etiquette lessons and croquet alongside seven course luxury dining.

39% would try a VR travel experience (59% of 16-19s).

Check out [Atlantis The Palm Dubai's virtual tour](#)

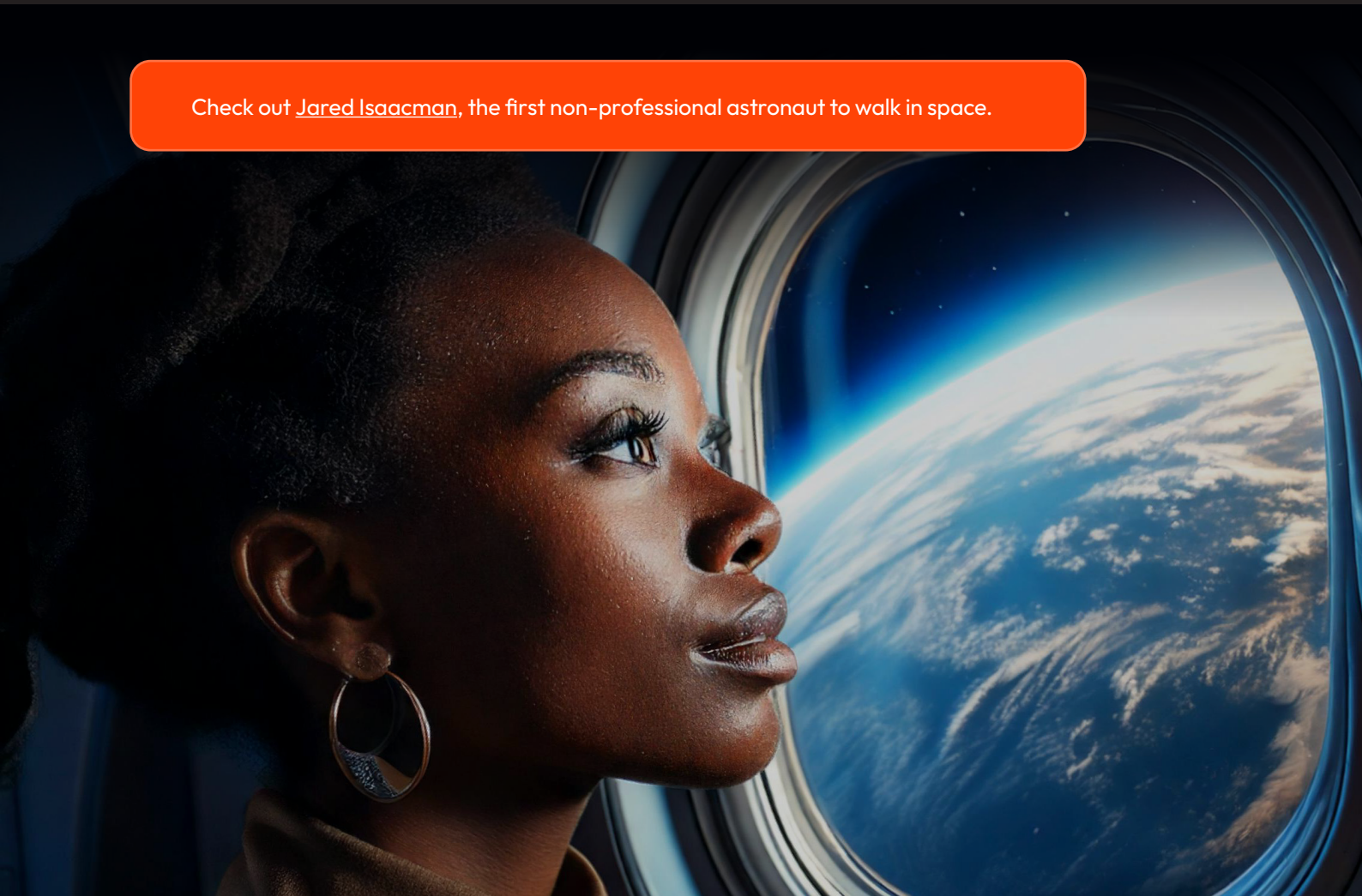
OUT OF THIS WORLD

31% of 16-19 year olds would like to visit space.

With a passenger list of 4, taking an hour-long 'journey into space' might take some time! The waiting list for [Virgin Galactic space tourism](#) flights sits at around 700 people. With a ticket price of \$600,000 it's no wonder that they're launching a new Delta series of spaceships to accommodate 6 passengers up to 8 times a month.

There's also the exclusive billionaire community eager to push beyond the 'final-frontier' to explore space tourism. While the UK only has 165 billionaires, their combined wealth is larger than the entire GDP of Poland (£965 billion).

Check out [Jared Isaacman](#), the first non-professional astronaut to walk in space.



MAKING AI PLAN

AI is increasingly impacting the travel industry's search landscape. Tools like ChatGPT, Perplexity.ai and Claude.ai are all seeing **significant growth in search traffic** and searches specific to travel/holidays like recommending destinations, accommodation, providing options of things to do and suggesting itineraries.

46%

of consumers are comfortable communicating with an AI chatbot about travel customer service issues. (71% in the 16-34 age bracket compared to 19% of over 55's).

44%

of consumers believe that use of AI could improve their holiday planning experience (this rises to 68% of 25-34s).

This is particularly true for those looking to make more complex bookings such as those for groups or that include multiple stops.

Whilst **leveraging AI technology to create personalised experiences** is increasing in mainstream travel, luxury travel companies need to retain a balance between automated tools and human connection to ensure they continue to offer the authentic and premium service that customers expect from start to finish.



Several travel companies have released AI enabled holiday planner tools including Booking.com, TUI and Marriott Bonvoy:

- **Booking.com's** AI Trip Planner (2023) is powered by ChatGPT, to provide a conversational trip planning experience. Users can describe their needs, ask questions and refine their search while exploring destinations before creating itineraries and booking accommodations all through the tool.
- **TUI** integrated ChatGPT into its UK mobile app in 2023 to provide a more convenient experience. It answers users' questions about holiday destinations and provides personalised recommendations on excursions, activities, and attractions.
- The holiday rental platform Homes & Villas by **Marriott Bonvoy**, launched a Gen AI search tool in March 2024. Users can describe their ideal holiday for the platform to search its catalogue of 140,000 accommodations, to serve back a list tailored to the users requirements.
- The complexities of planning a trip have been mitigated with new AI powered apps such as **Wanderlog**. Powered by ChatGPT, users can seamlessly create detailed itineraries and manage booking all in one central place.



SUCCESS STRATEGIES

Here are some of the things we're seeing and doing to realise new future value for clients in the travel industry.

CHANGING BEHAVIOURS

Competition is growing at an exponential rate with the number of worldwide travel agencies standing at 588k in 2024, an **increase of +6% in 2023** and an **increase of +32% from pre-pandemic levels** ([Statista](#)). With more opportunity for travellers to shop around, it is becoming increasingly important for travel agencies to consider customer value over customer volume.

This mindset is a client approach we have taken forward recently with the team focussing on ways to **increase average booking value**. For one client, the result of this motivation has seen average booking value increase by +12% in just one quarter. The move has allowed us to become less restricted in cost per enquiry and gives us the **autonomy to reach higher value customers**.

IT'S STILL ALL ABOUT CONTENT

Content remains key to optimising visibility and discoverability, even more so now with **AI Overviews** where having a breadth of accessible, deep, diverse content yields greater coverage. Travel related AI Overviews (AIO) experienced 700% growth between September and October 2024.

AIO's currently appear more commonly for destination guide content such as when to visit, what to do, things to see, weather and culinary experiences. [Audleytravel.com](#) are clearly investing in their strategy for tapping into this achieving 26% of total ranking AIO keywords amongst 10 benchmarked competitors.

'Best' is a key AIO keyword search term, so use it where you can! Having destination pages focused on key search terms like 'best time to visit' is a no brainer. This theme features in 65% of ranked AIO keyword searches for companies like **AudleyTravel.com** and 29% for **Intrepid**.

Another AIO ranking winner comes in the form of **detailed FAQ pages** which aim to answer practical questions or focus on elements such as key destinations, trip planning or cultural insights. **Zicasso** is a good example of this, currently yielding 14% of their AIO rankings from detailed FAQ pages.

BROADENING REACH

It is easy to get stuck on just focussing on bottom of funnel tactics due to the day to day pressures of needing to fulfill sales pipelines. However, planning and booking a holiday is one of the most extensive buyer journeys that a user will go on. The average traveller starts their **initial research 4 months before departure** ([Yieldify](#)).

With this in mind, making sure your brand is visible across all stages of the buyer journey is essential, from the initial research stages all the way through to confirming the final booking.

The introduction of programmatic advertising is paying dividends to the overall growth strategy for one of our clients. Not only is it attracting new users to the site, but through extensive attribution reporting, we can demonstrate how influential these top of funnel tactics are on the bottom line.

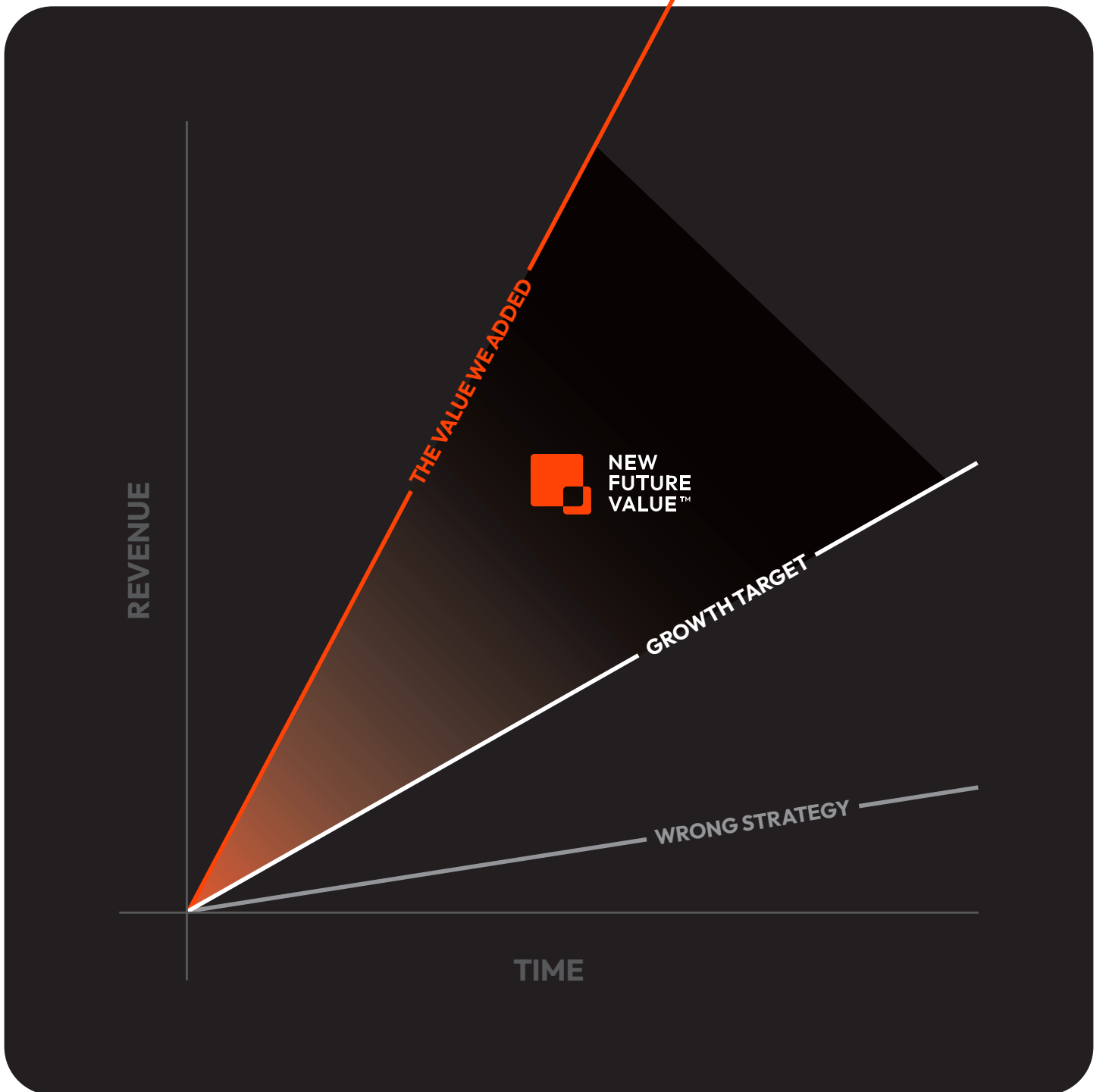
Activities like this are yielding results for clients in the travel industry with one seeing a **209% uplift in attributed revenue YoY** and a **29% uplift in conversion rates**.

CREATING NEW FUTURE VALUE

It's clear that opportunities in the travel industry are there for the taking. So how do progressive brands optimise, accelerate and innovate their marketing efforts to realise new future value?

**WE'VE PUT A FEW IDEAS
TOGETHER THAT WE'D
LOVE TO REFINE WITH
BRANDS THAT ARE
PURSUING GROWTH AND
FUTURE VALUE.**





OPTIMISE ⁷⁰

ACCELERATE

INNOVATE

OPTIMISATION

IDEAS:

- 01** 29% of travellers mention inspiring content as an important purchase driver (Google). Addressing key questions such as 'Best Places to Visit?' through your content will help to grow organic visibility in traditional search results and capitalise on the growing emergence of AIO.
- 02** Consider all opportunities to leverage 1st party data to better target your audience segments at a granular level. Use of targeted promotions through email marketing and remarketing based on search history are all solid ways to optimise performance.
- 03** With so many touchpoints across a user's journey to booking, building robust custom attribution reporting is essential. It provides tangible results on the value of channel performance and identifies opportunities to optimise areas of your customer journey.

OPTIMISE

ACCELERATE

20

INNOVATE

ACCELERATION

IDEAS:

- 01 With holidays increasingly being seen as a form of self care, showcase the more emotive benefits of your product offering by creating an immersive experience across your website and marketing materials.
- 02 Consider your ability to accelerate activity in emerging markets to capitalise ahead of the competition. There are clear opportunities emerging with Chinese travellers and in South East Asia destinations, particularly Thailand and Vietnam.
- 03 Collaborating with social media influencers can help to highlight unusual travel experiences to the 75% of Gen Z (under 26) and 79% of Younger Millennials (27-33) for whom social media shapes their travel preferences.
(Check out [@live.adventure.travel](#) and [@interrailingpackages](#) on Instagram and [erin likes to travel](#) on TikTok.)

OPTIMISE

ACCELERATE

INNOVATE **10**

INNOVATION

IDEAS:

- 01 Play your part in combatting overtourism by developing systems that recommend alternative destinations to tourist hotspots. This may present an opportunity to utilise AI in your operations and marketing strategy, empowering you to support tourism distribution and aid travellers in discovery.
- 02 Bleisure travel is a growing trend with 89% of people planning to add holiday to business trips. You could set your system to display a pop-up in the booking process suggesting they flex their dates to capitalise on the opportunity to explore places of interest. Enabling them to split invoicing and payment between their business and personal accounts may be a helpful mechanic.
- 03 In the game of customer loyalty, retail is winning with 80% of UK consumers belonging to loyalty schemes (as opposed to 35% subscribed to travel ones). Profile your customers to understand the best retail brands to partner with in offering consumers travel rewards for everyday activities. Avios do this well, partnering with 1,500+ everyday use shopping and takeaway brands.

ABOUT STRATEGIQ

StrategiQ partner with travel brands to realise New Future Value.

We do this through our **70.20.10** program to **Optimise, Accelerate** and **Innovate** strategic omni-channel marketing campaigns that deliver increased sales at an accelerated pace.

We focus 70% of our attention to **Optimise** what you do, 20% to **Accelerate** growth through insight and 10% to identify areas for **innovation** that will elevate your business.

If you'd like to explore what we could do for your business please email sales@strategiq.co or call Tyler on [+44 1473 947983](tel:+441473947983).

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