

PRODUCT & ENTERPRISE MARKETING

Central Asia Regional Economic
Cooperation (CAREC) Program

Sarah Mathews

Sarah Mathews

Sarah Mathews, aka Insight-Cyclopedia, is a celebrated digital marketing expert with 30 years of experience. She has collaborated with prominent brands and honed her big data skills at Tripadvisor, creating Destination Academy.

An accomplished speaker and strategist, Sarah has appeared on BBC and CNN, and has extensive experience in public-private partnerships. Recognized for her expertise, she's a thought leader in the digital marketing industry.



01 THE CHANGING LANDSCAPE OF
GLOBAL TRAVEL

02 IMPACT OF DATA ON
MARKETING

03 DEFINING & UNDERSTANDING
YOUR AUDIENCE

04 DISTRIBUTION & ORM (ONLINE
REPUTATION MANAGEMENT)



The Changing Landscape of Global Travel

- Evolution of travel trends over the years
- Post pandemic changes
- Impact of globalization on travel preferences
- Shift towards experiential and immersive travel experiences



KEY INVENTIONS THAT HAVE IMPACTED CONSUMER BEHAVIOR



**24/7
TELEVISION**

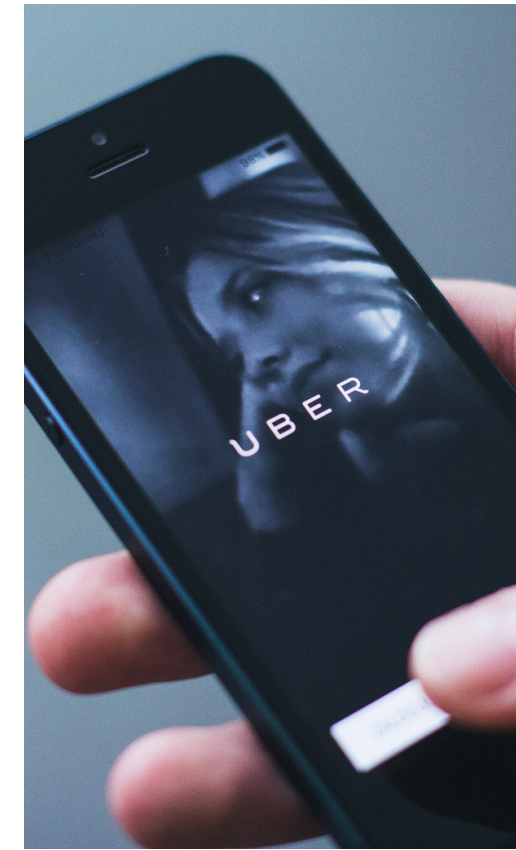


**SMART
PHONE
&
WEARABLES**



**ONLINE
PAYMENT

AMAZON**



**SHARING
ECONOMY

UBER
AIRBNB**



**AI
EXPEDIA
TRIPADVISOR**

EVOLUTION OF TRAVEL

1970s

The 1970s saw a rise in package holidays as well as an increase in international tourism. This was due to the introduction of low-cost airlines

2000s

In the 2000s, there was an explosion of mobile apps that allowed travelers to book flights and hotels on their phones. This made it even easier for people to plan their trips without having to leave their homes or offices.

1990s

The 1990s saw a shift towards OTAs, which led to the demise of the traditional travel agent. This led to an increase in competition between airlines and hotels, resulting in lower prices for consumers.

2010s

Saw a rise of companies like Airbnb, Uber have revolutionised how people experience travel. The Sharing Economy has changed how people travel.

NOW

AI will revolutionise travel planning and booking by offering personalised recommendations, automating complex itinerary creation, and streamlining the booking process, making it more efficient and tailored to individual preferences.

TYPES OF TRAVELERS



FIT

FREE & INDEPENDENT TRAVELER
PLANS AND BOOKS ON THEIR
OWN



LUXURY FIT

GROWTH IN HIGH END
AGENCIES WHO HELP FIT PLAN,
BOOK THEIR TRAVEL. HYATT
BOUGHT MR AND MRS SMITH IN
2023



GROUP

MORE TRADITIONAL TOUR
GROUPS. EVOLVING BASED ON
THEMATIC TOURS, WOMEN
ONLY TRAVEL, WELLNESS
RETREATS



48%

OF TRAVELLERS NOW TRUST AI TO PLAN THEIR TRIPS

- Expedia
- Tripadvisor
- Booking.com
- Trip.com
- Kayak

Source: Booking.com 2024





POWER OF DATA IN MARKETING

BIG DATA IS VITAL IN THE TRAVEL INDUSTRY



Offers insights into:

- Customer Location
- Duration of trip
- Days to plan (look to book)
- Services and budget utilized
- Travel behaviour & Interests
- Likes and Dislikes
- Seasonality

enabling companies to optimize marketing, personalize experiences, and make informed decisions, ultimately enhancing customer satisfaction and business growth.

TRAVEL TRENDS

SEAMLESS

Travelers expect seamless travel. From booking, cashless, digital passes

LUXURY

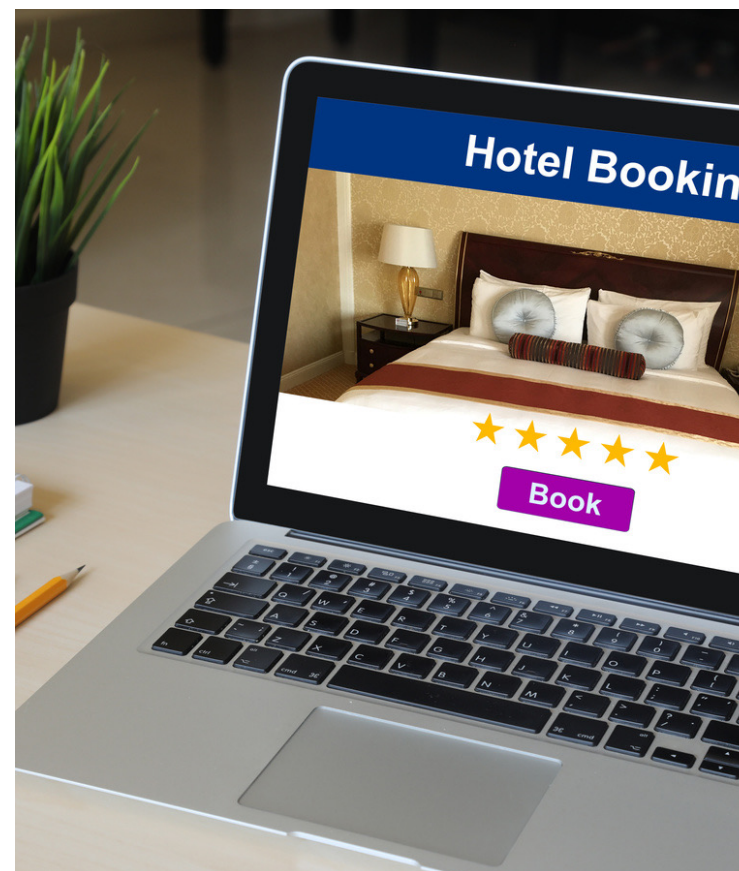
Luxury has been redefined, with travelers looking for more “luxury” travel. This includes the need for personalised and private experiences

IMMERSIVE

Tourism is a dirty word! Travelers want to explore and experience authentic, individual experiences. Must fit to their cultural needs

ONLINE PURCHASING POWER

GETTING YOUR SHARE OF WALLET



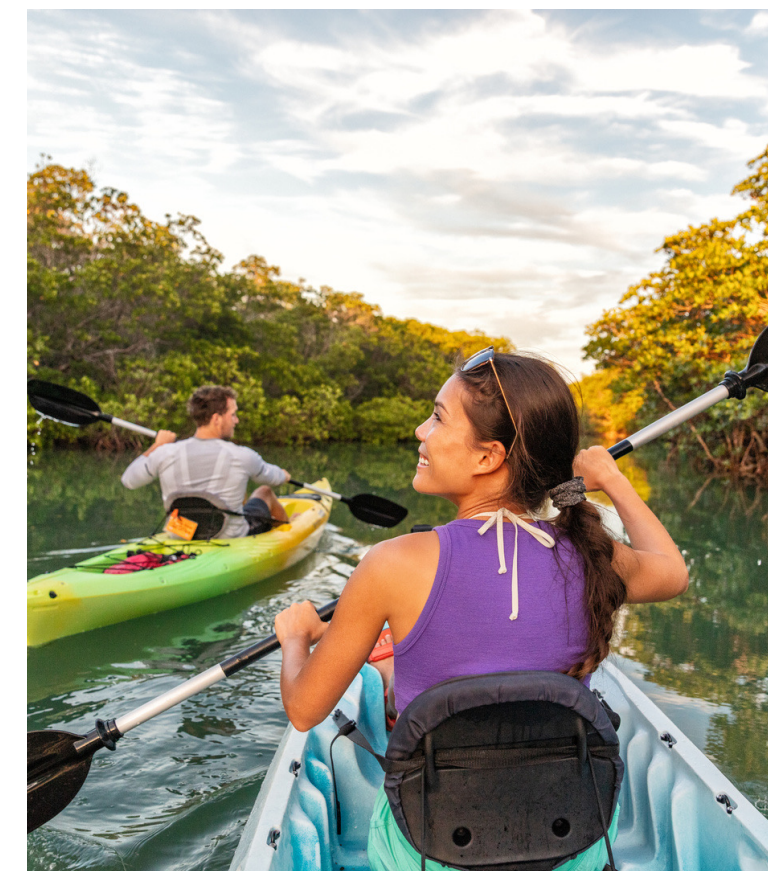
84%

Booked their on trip
activity online



73%

of travelers surveyed
booked activities in
advance of their trip



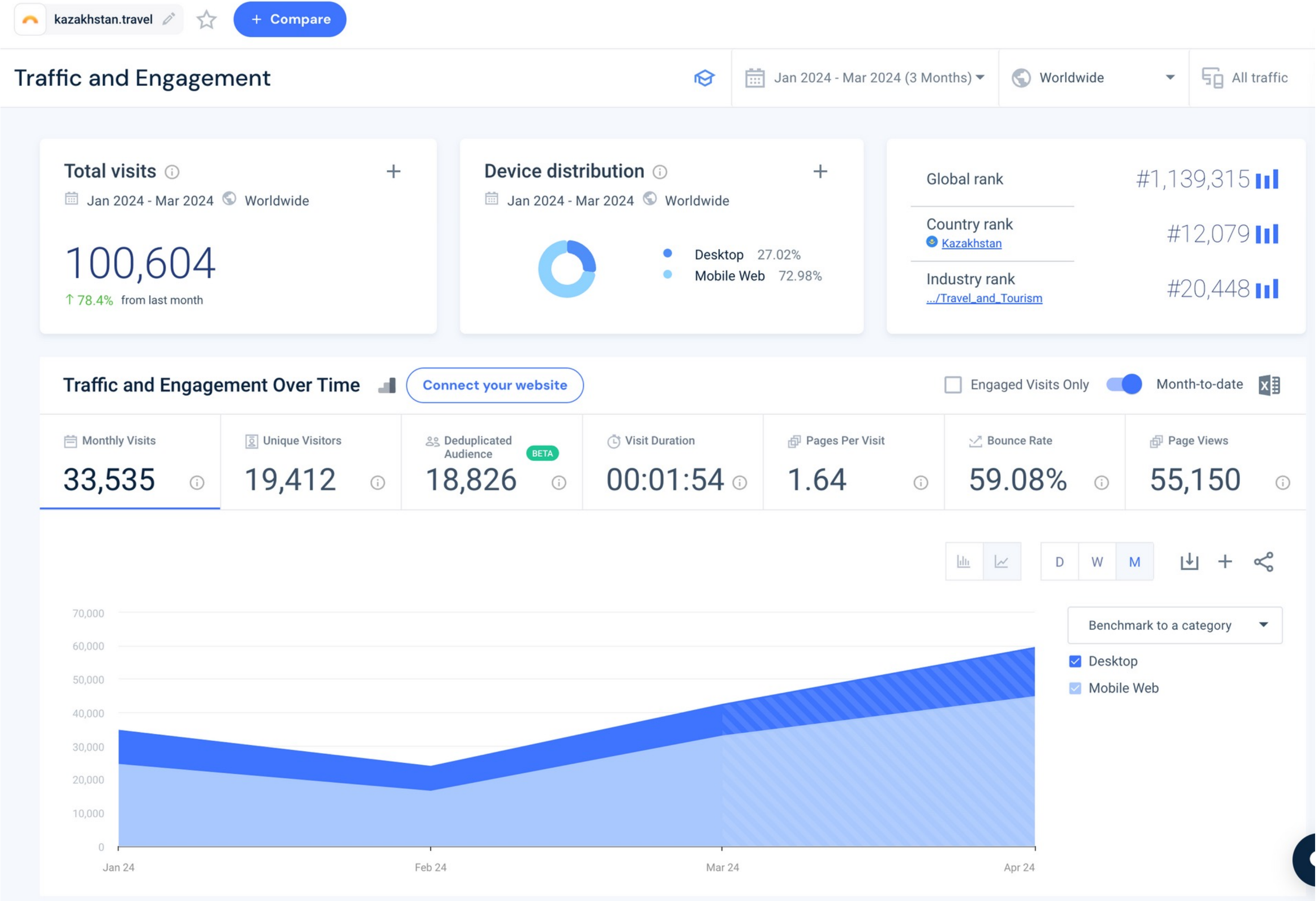
79%

among Gen Z
travelers.

Source: Tripadvisor 2024 Experiences Report

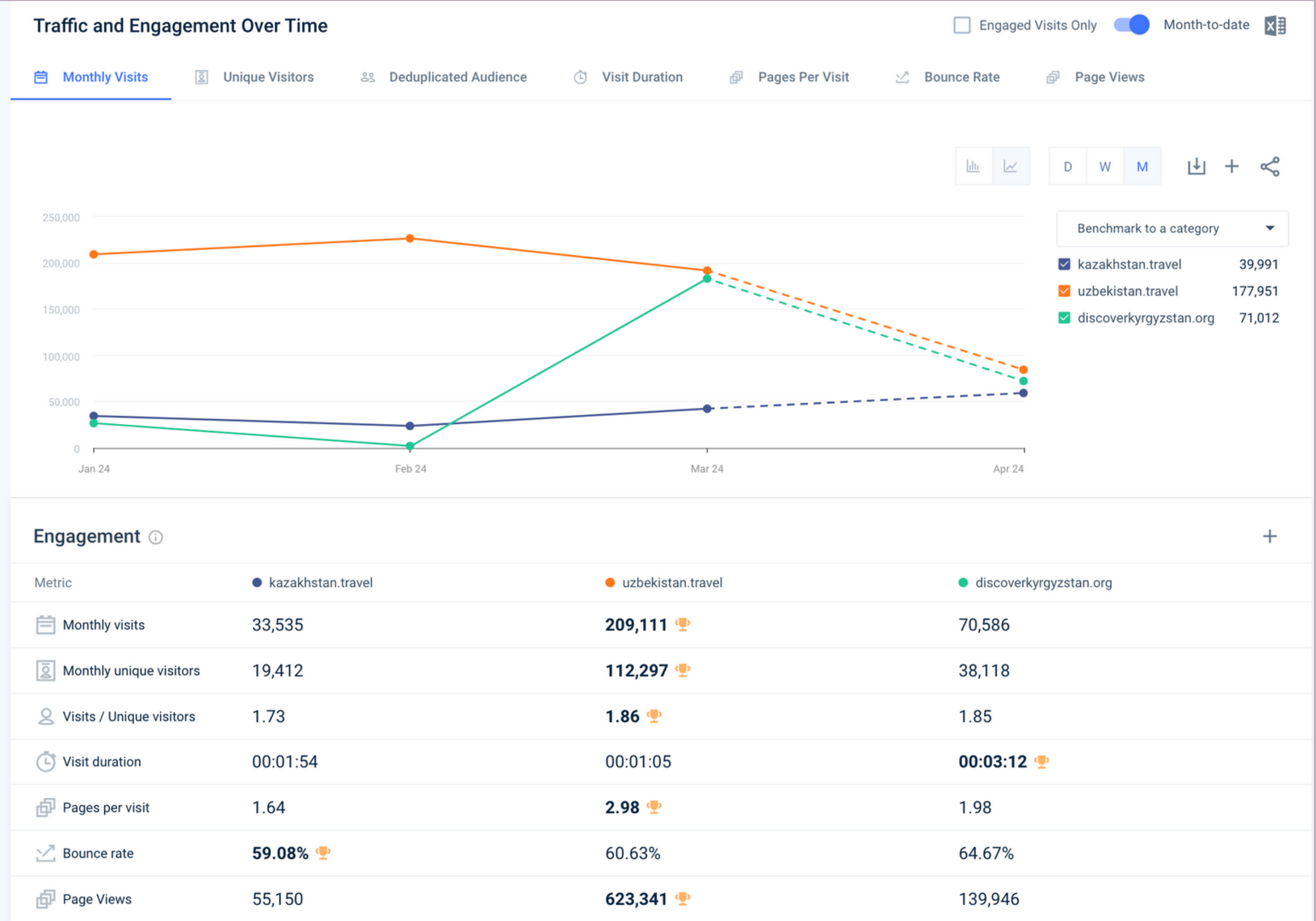
POWER OF DATA

- 1. How is your business performing?
- 2. Visit duration?
- 3. Pages per visit
- 4. Bounce Rate
- 5. Device



working
collaboratively
through
shared insights

- <https://kazakhstan.travel/en>
- <https://uzbekistan.travel/en/>
- <https://www.discoverkyrgyzstan.org/en>





Traffic share by country ⓘ

Jan 2024 - Mar 2024 All traffic

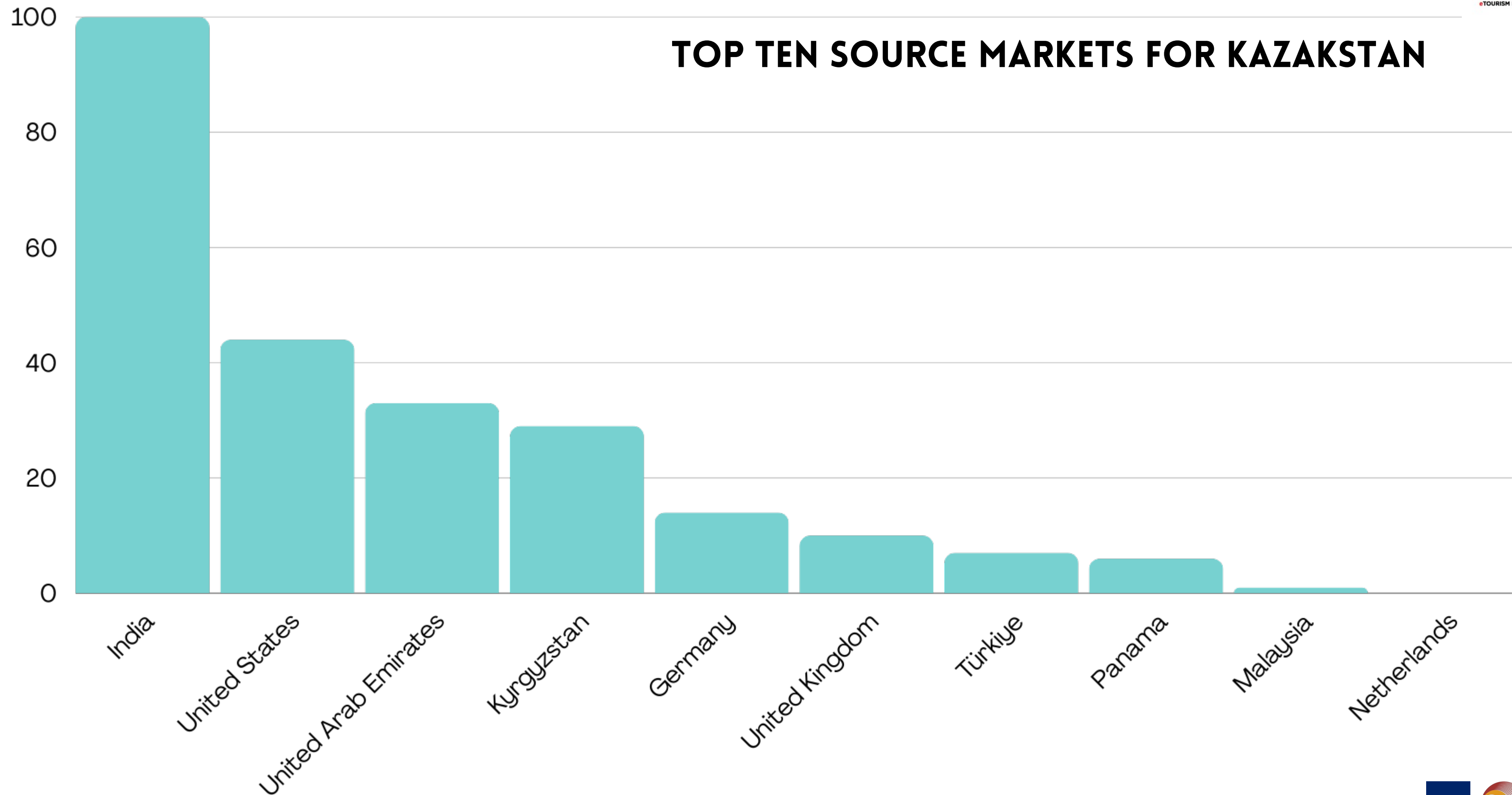


Search...

	Country (32)	↓ Traffic Share	Change	Country rank	Visit Duration	Pages / Visit	Bounce Rate
1	Kazakhstan	46.49% <div><div></div></div>	↑ 68.37%	#12,079	00:02:19	1.72	59.87%
2	Uzbekistan	21.55% <div><div></div></div>	↑ 20.53%	#14,276	00:01:32	2.00	0%
3	Taiwan	5.52% <div><div></div></div>	-	-	-	1.00	100%
4	China	5.03% <div><div></div></div>	-	#255,494	00:00:09	1.03	97.42%
5	Poland	3.29% <div><div></div></div>	-	#774,286	00:00:01	1.08	97.06%
6	United States	2.37% <div><div></div></div>	↓ 100.00%	-	00:00:02	1.17	91.87%
7	Russia	2.36% <div><div></div></div>	↑ 38.25%	#564,311	-	1.00	100%
8	Portugal	1.88% <div><div></div></div>	↓ 100.00%	-	00:01:17	2.13	66.67%
9	Germany	1.58% <div><div></div></div>	↑ 38.29%	#914,298	00:00:06	1.12	85.09%
10	Canada	1.06% <div><div></div></div>	↑ 42.26%	#691,129	00:02:06	1.93	43.37%
11	Turkey	0.88% <div><div></div></div>	-	-	00:01:46	1.49	50.00%
12	Belgium	0.85% <div><div></div></div>	-	#215,613	00:04:31	2.71	50.00%
13	Singapore	0.84% <div><div></div></div>	↑ 1,069.25%	#126,679	-	1.00	100%
14	France	0.73% <div><div></div></div>	↑ 45.35%	#851,650	00:12:26	4.76	40.00%

WHO IS VISITING

- Who is visiting?
What are your key geo markets?
- Helps develop routes
- Product investment
- Is your content resonating with your audience?



Source: Google Destination Trends 2023 April - 2024 April

YEAR ON YEAR CHANGE

KAZAKHSTAN GLOBAL INTERNATIONAL TRAFFIC FOR AIR & ACCOMODATION

Destination Insights with

Origin country
Worldwide

Destination country
Kazakhstan

Trip type
International

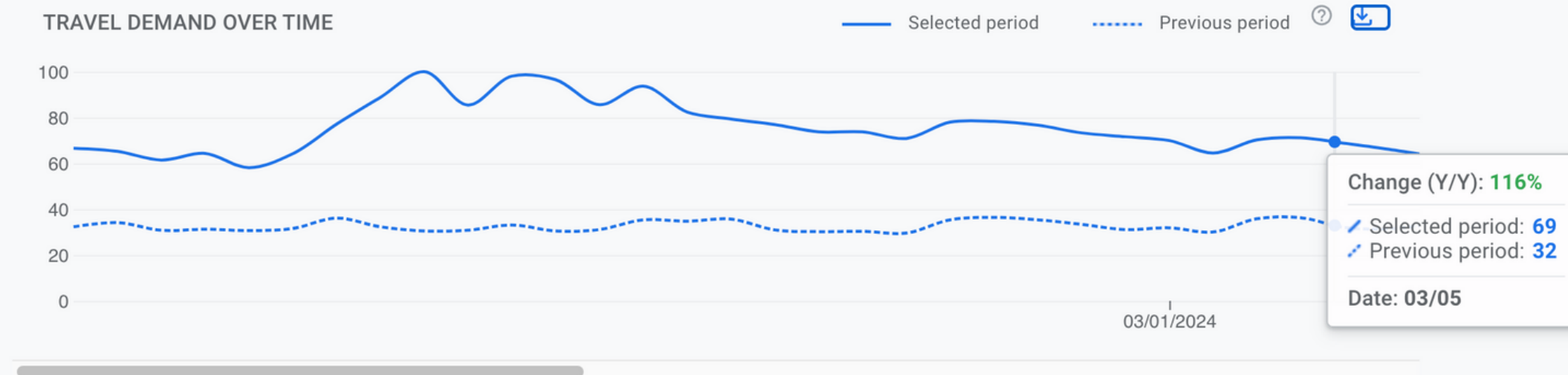
Category
Air, Accommodati...

From
02/05/2024

To
04/24/2024

Submit

View the demand trend for travel from a selected origin to a selected destination.



Visit Google Trends to [learn more.](#)

DATA SOURCES

OWN DATA

- Simple Excel to collect relevant data points
- Website data
- Google Trends
- Social Media data
 - Crowdriff

INDUSTRY DATA

- National, regional and city tourism boards should have data on latest travel trends
- Relevant government departments
- UNWTO, WTTC

PAID INDUSTRY DATA

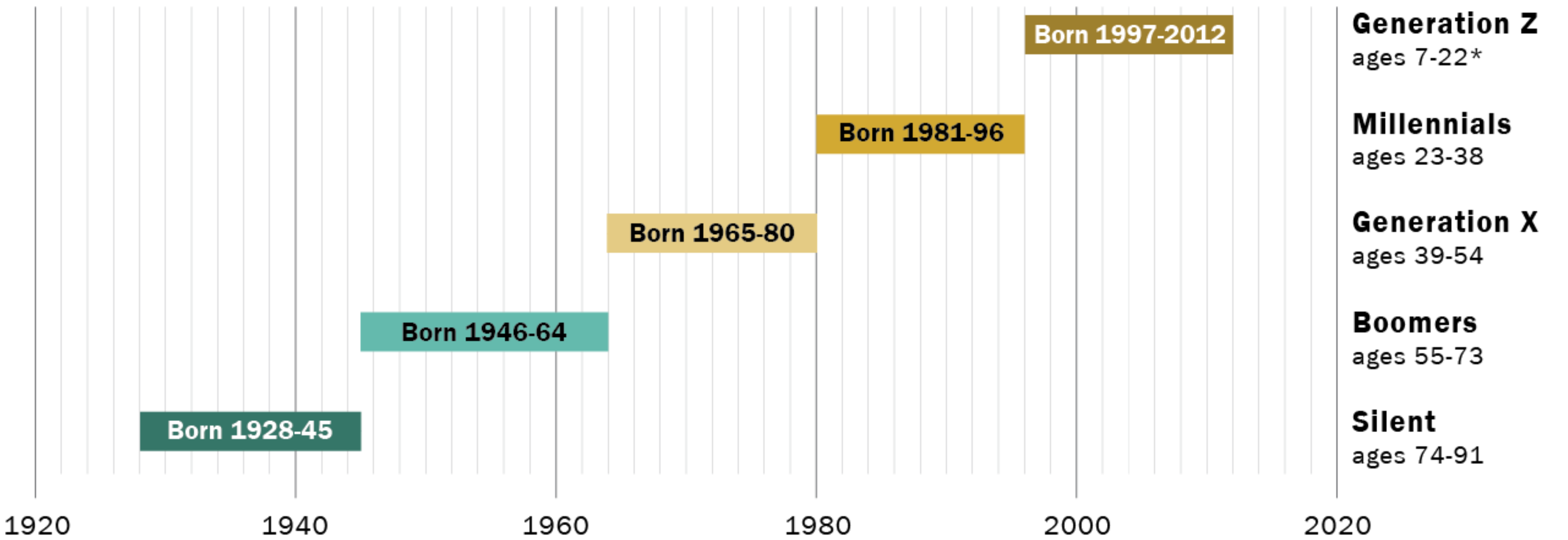
- Tripadvisor
- Adara
- Forward Keys
- Destination Think



DEFINE YOUR AUDIENCE

The generations defined

GENERATION AGE
IN 2019



*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

TRAVEL STAGES

INSPIRATION DREAMING STAGE

- Seeding stage
- Referrals from final stage - people sharing in destination and post destination

DISCOVERY STAGE

- Narrow down based on interest, intent and people on the trip
- Tends to search on Google, then moves to multiple locations

PLANNING & EVALUATION

- Budget defined.
- Search for relevant experiences - experiences drive the decision process
- Transportation
- Hotel options are researched

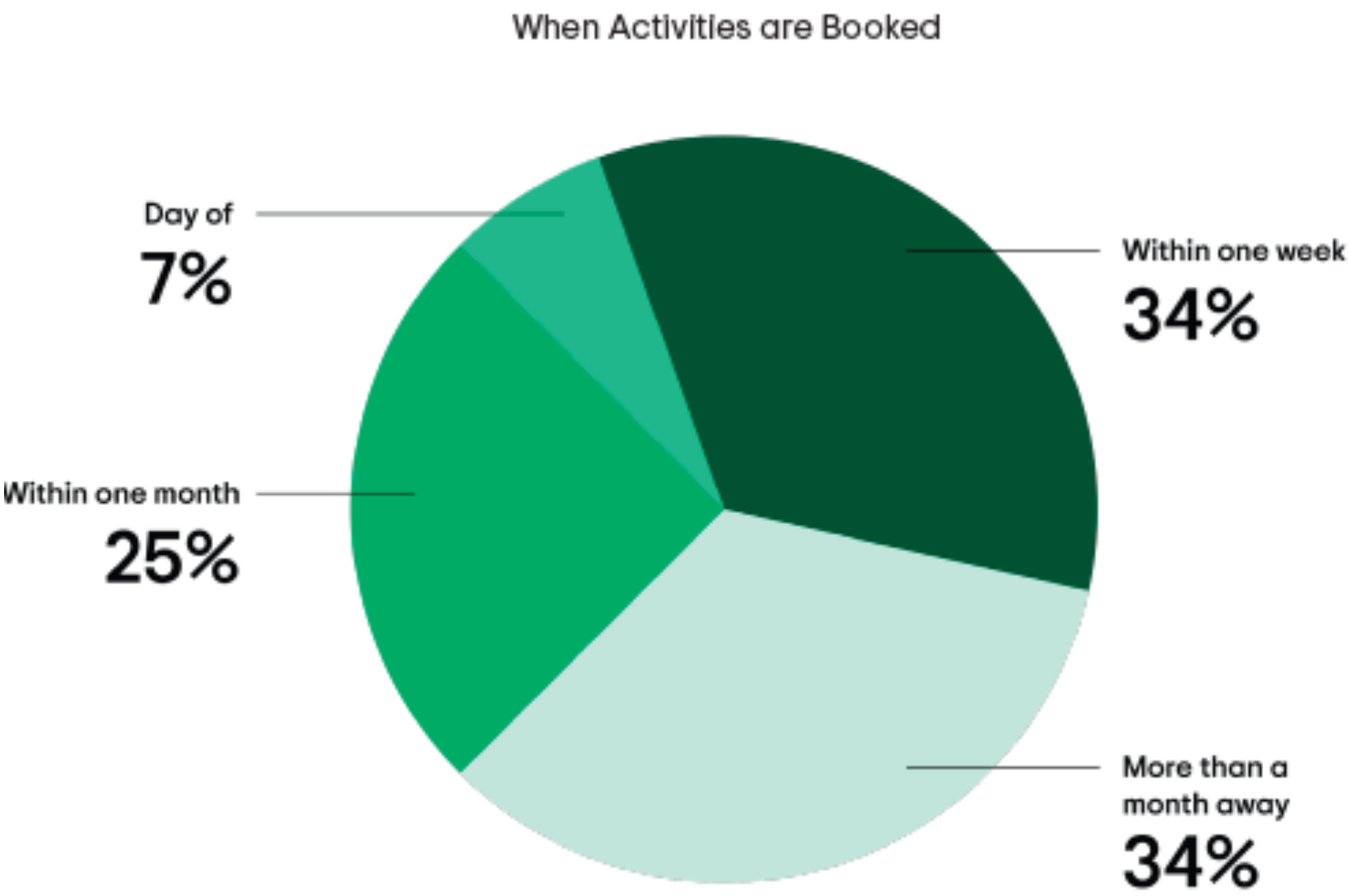
BOOKING

- Loyalty and points plays a role in this space. Hence the growing focus on Brand Loyalty - Booking on OTA that rewards, Hotels that offer deals
- Booking takes place majority online

REVIEW & SHARING

- In Destination sharing is a key marketing component - wifi is essential
- Post trip reviews drives more awareness

WHEN ARE ACTIVITIES BOOKED - MAPPING OUT PATH TO PURCHASE



8 IN 10

HAVE BOOKED THEIR
ON-TRIP ACTIVITIES
ONLINE

CHALLENGES OF AN UNDEFINED AUDIENCE

Impacts destination
branding and impacts
local businesses

- Can require more marketing budget “Spray and Pray”
- Dilutes your marketing message
- Digital has provided a more level playing field, however in order to have success you need to have a clear defined strategy to seek out **your** customers
- Undefined audience may contribute to wrong consumers
- Low yield
- Impact to environment and lead to over tourism
- Impacts quality of travel products
- Negative impact to the Destination Brand

KNOWING YOUR AUDIENCE

Adventure Travellers -
what is the average
age?



ADVENTURE TRAVELLERS



27%
51-60



24%
45 - 50



20%
29-40



16%
61-70

28 and under 8%
70+ 6%



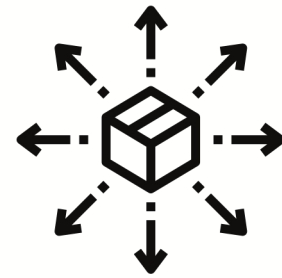
DIGITAL STRATEGY

BRAND INFLUENCE

Branding is more than your website, logo. In fact getting your website and logo seen and amplified is one of the hardest to reach critical mass. So work your Brand where it counts.

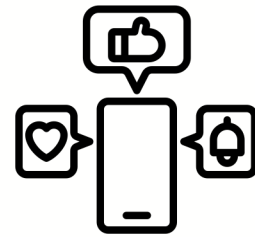


MARKETING INGREDIENTS



DISTRIBUTION

Getting your products seen is more vital than getting your logo recognized



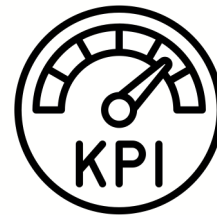
SHARING IS CARING

Stop gating your content! Make sure you welcome sharing. Tour operators should ensure that wifi is available for immediate sharing. It's Free Marketing



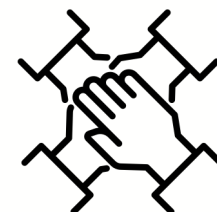
KEEP IT REAL

Think about what videos and images you are developing. They should represent you. Food, Hotel Rooms, Tours – what is the story you are selling?



MEASURE IT

If you can't measure it then you don't know if you have achieved the results you want.



WORK COLLABORATIVELY

Together means you can amplify the measure more rigorously.

DIGITAL MARKETING

CONTENT & CREATIVE DEVELOPMENT

- Content repository
- Digital Asset Management
- Creative Development
- Content Calendar
- Localise products for key markets

AUDIENCE DEVELOPMENT

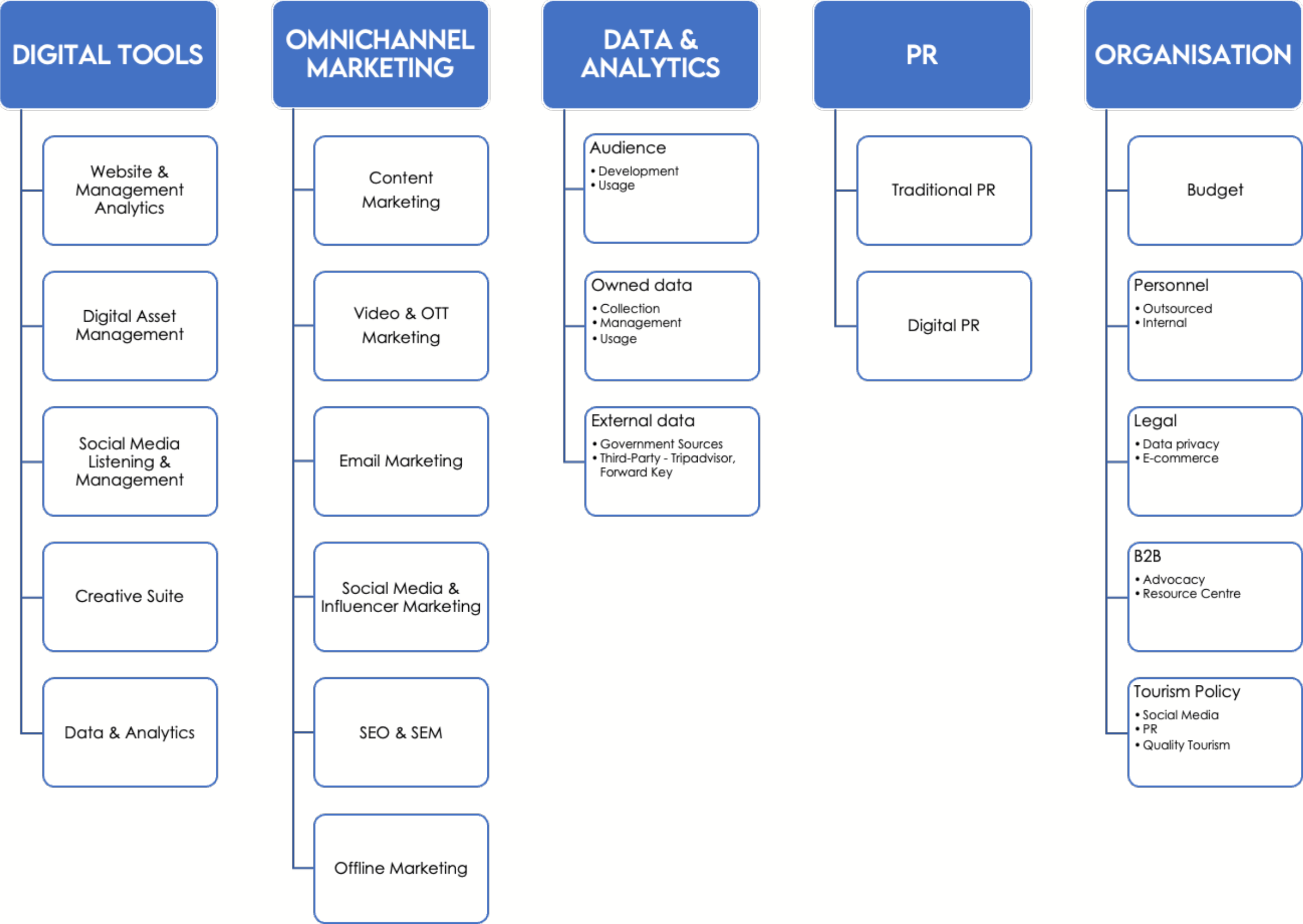
- Collect data to define customers
- Research key markets to destination and competitors
- Research behaviors of desired audience

DIGITAL MARKETING

- Social Media Channels
 - Based on Audience
 - Line, WeChat, Weibo, Facebook, Instagram, Youtube
 - Social Media Calendar
 - Community Manager
- Content Audit on Search
 - Google, Yahoo, Bing, Safari
 - Image audit
- Business Audit on key OTA sites
 - Tripadvisor, Booking.com, Viator, Google
 - Make sure information is updated
- Target Ads to specific users
- Invest in Influencer Marketing
 - Define KPI and expectations
- Amplify content online



DESTINATION DIGITAL SUITE



THE IMPACT OF SOCIAL MEDIA ON TRAVEL CHOICES

- The Impact of Social Media on Travel Choices
- Influence of social media platforms and influencers on destination selection
- User-generated content and its role in trip planning
- Managing online reputation and harnessing positive reviews



INSTAGRAM

As of January 2021, it is estimated that about **32.3%** of the global population uses Instagram.

Gen Z vacationers are **44%** more likely than everyone else to say they're influenced by social media posts





POWER OF YOUR STORY

Some key points in story-telling:

1. Audit your business
2. Define your business/brand
3. Be real - Authentic
4. Image development
5. Social media posts
6. Snackable video content

KEEPING IT REAL













STORYTELLING

to create memorable connections

1

Focus on the
hero or heroes

2

Capture
authentic
moments

3

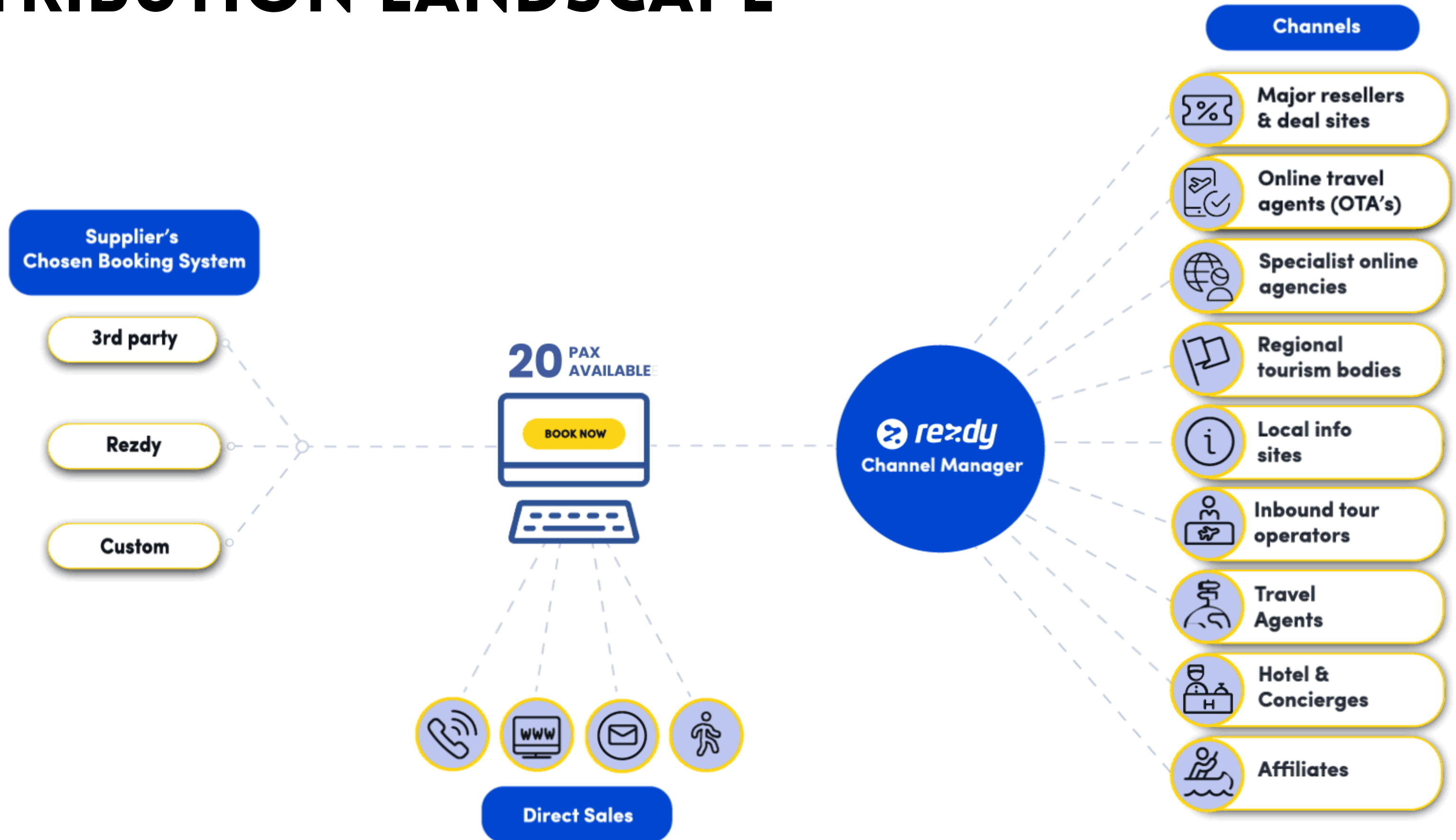
Don't assume
all content is
relevant for
everyone



TOOLS THAT HELP

- Befunky, Photoleap
- Canva - creative resource
- Fivver - Freelance Search
- Hootsuite
- Google Analytics
- Google Ads
- Semrush
- Bokun, Rezdy

DISTRIBUTION LANDSCAPE



THE NETWORK EFFECT

The network effect refers to the concept that the value of a product or service increases when the number of people who use that product or service increases.

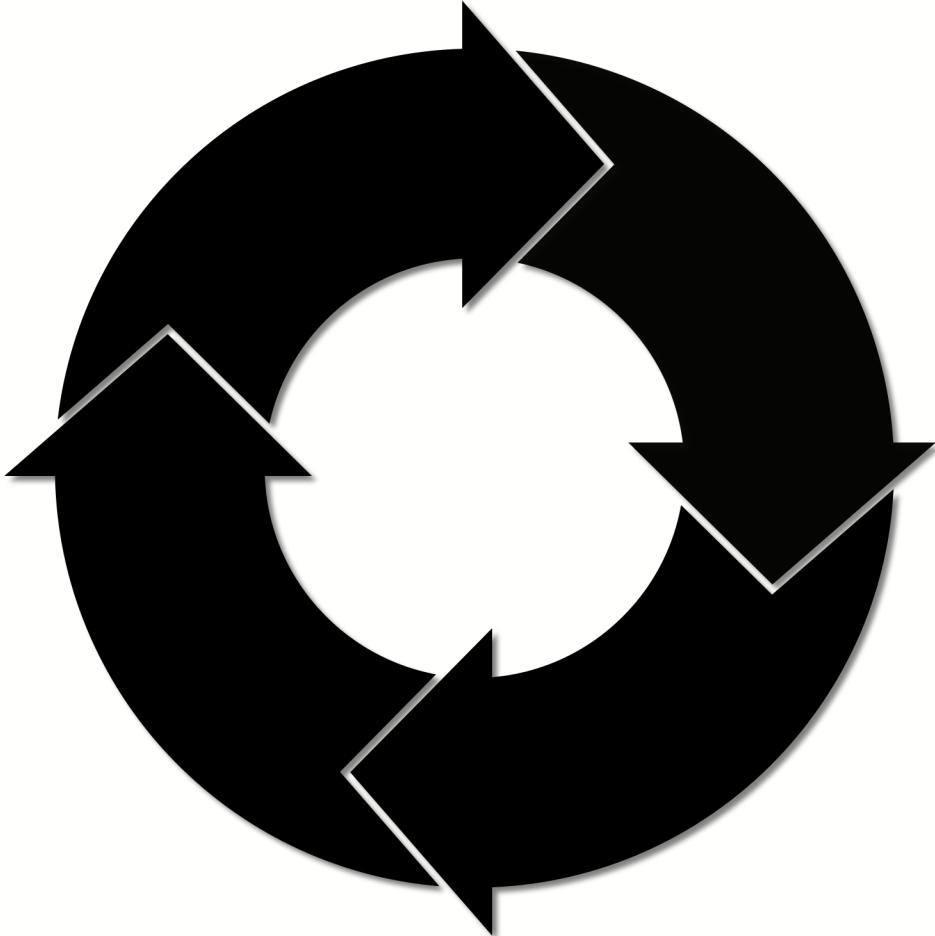




Travelers add content (reviews, businesses, etc.)



Travelers are inspired to book



Reviews influence more traveler decisions

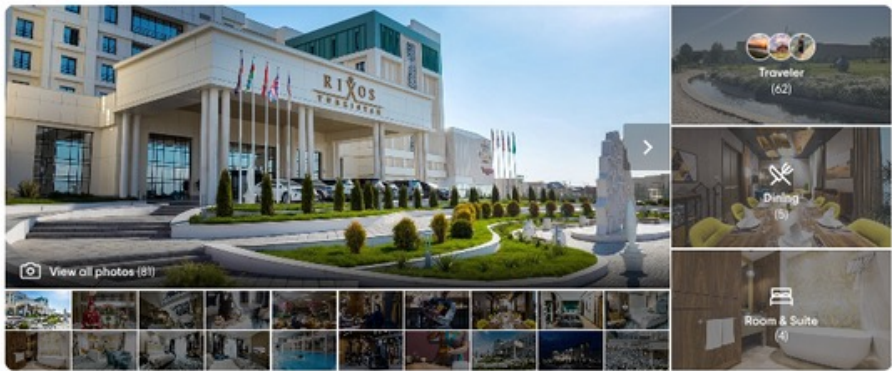


Your business gains value & visibility

Rixos Turkistan

34 reviews | #3 of 8 hotels in Turkistan
 St., Bekzat Sattarkhanov 25 Turkistan, Turkistan 16200 Kazakhstan
[Write a review](#)

[Check availability](#)



View prices for your travel dates

Check In: Sun, May 12 | Check Out: Mon, May 13 | Guests: 1 room, 2 adults, 0 children

Booking.com ✓ Fully refundable before Fri, May 10 ✓ Breakfast included ✓ No prepayment needed	\$100 View deal
agoda ✓ Fully refundable before Fri, May 10 ✓ Breakfast included ✓ Multiple ways to pay	\$102 View deal

Prices are the average nightly price provided by our partners and may not include all taxes and fees. Taxes and fees that are shown are estimates only. Please see our partners for more details.



About

4.5 **Excellent** 34 reviews
 #3 of 8 hotels in Turkistan

Location	5.0
Cleanliness	5.0
Service	5.0
Value	5.0

Located on the main road of Turkistan, Rixos Turkistan offers the city's finest accommodations in 121 rooms and suites, two restaurants and bars including the high-style Irish bar, The Voice karaoke, the exclusive Rixos Spa, lavish meeting spaces, and the signature service of The Rixos hotels and resorts worldwide.

Suggest edits to improve what we show.
[Improve this listing](#)

Property amenities

- Free parking
- Pool
- Bar / lounge
- Indoor play area for children
- Free High Speed Internet (WiFi)
- Fitness Center with Gym / Workout Room
- Children's television networks
- Airport transportation

[Show more](#)

Room features

- Blackout curtains
- Air conditioning
- Housekeeping
- Flat-screen TV
- Bathrobes
- Desk
- Coffee / tea maker
- Bidet

[Show more](#)

Room types

- Mountain view
- Landmark view
- Suites
- City view
- Non-smoking rooms
- Family rooms

Good to know

HOTEL CLASS

★★★★★

LANGUAGES SPOKEN
 English, French, Russian, Turkish

You may also like

Popular Nearby

Karavansaray Turkistan ...
 62 reviews
 2 reviews
0.3 mi

Boutique Hotel Silk Way
 62 reviews
 #1 of 19 hotels in Turkistan
0.3 mi

Hampton by Hilton Turkis...
 28 reviews
 #2 of 19 hotels in Turkistan
1.8 mi

Hotel Khanaka
 24 reviews
 #1 of 9 hotels in Turkistan
1.9 mi

[See all](#)

HOW TO MANAGE ORM

ONLINE REPUTATION MANAGEMENT



COLLECT REVIEWS

The more opportunity to get to ask traveler to share their experience the more awareness is created



RESPOND TO REVIEWS

Every negative and pick a good one, 1 in 4 reviews. Be authentic. Think of it as a love letter



ONLINE AUDIT

Make sure you share your content as broadly as possible. Address, locations tags are all updated. Update images and make use of relevant hashtags



PROMOTE

Utilize the tools out there to drive awareness. If I can't find you across multiple apps you miss the share of wallet

KEY TAKEAWAYS



Get Online
NOW



Manage
your
digital
business



Be Real
with your
content



Harness
your data



Amplify

THANK YOU



SARAH MATHEWS

MANAGING DIRECTOR

SARAH@E-TOURISMFRONTIERS.COM
WWW.E-TOURISMFRONTIERS.COM

