

TRAVEL INSIGHTS



SEPTEMBER 2022

IMPACTFUL TRAVEL ADVERTISING

Tourism and travel brands have an opportunity to connect more meaningfully with audiences and increase wanderlust in potential travelers. Brands that do this effectively build emotional connections and establish equality. From strategic location targeting and encouraging curiosity to human-centric inclusive representation, resident features, and personalized appeals, this deck reflects impactful themes across the travel industry's marketing efforts and celebrates notable creative examples to provide inspiration for future work.

1. Highlighting Strengths in Contrasting Markets
2. Encouraging Curiosity
3. Offering Inclusivity
4. Celebrating People vs. Attractions
5. Personalized Messaging

HIGHLIGHTING STRENGTHS IN CONTRASTING MARKETS

People want what they don't have, and travel brands can strategically leverage this longing by marketing the features that their destination offers in markets that lack those very appeals. Experiential initiatives and tactfully placed media can create visitation craving among those for whom the destination is a welcome contrast to their norm.

79% 73%

In a January 2022 survey of American travelers, when many areas of the country are experiencing cold weather, the travel activities with the most interest were enjoying scenic beauty (**79%**) and enjoying outdoor activities / warm weather (**73%**).

- **DESTINATION ANALYSTS**

Based on its 200 days of sunshine a year, Visit Idaho employed an "Are You Having Sun Yet?" campaign in rainy Seattle by offering free uber rides with code "Vitamin ID" that included free Visit Idaho branded umbrellas.

- **YOUTUBE**

Visit Seattle set up faux rain booths in cities experiencing droughts to remind people of everything that is better in the rain (such as kissing, dancing, etc.) and inspire visitation to the notoriously rainy city.

- **ADWEEK**

Taking full advantage of cold, dreary, brutal winters, Visit St. Pete/Clearwater launched multi-media campaigns in some of its coldest feeder markets showing the contrast of the warmth and fun that their destination offers. To enhance the dichotomy of experiences, the campaign reached commuters where they were most captive and the tedium of their chilly daily routine most evident using OOH takeovers and themed snow sculptures.

- **BVK**



ENCOURAGING CURIOSITY

Curiosity and adventure are driving forces for many travelers to embark on a vacation. Travel brands can tap into these cravings to encourage open-minded audiences to seek out-of-the-box transportation and destination options.

53%

Over half of American travelers prefer visiting new places (**53%**).

- [DESTINATION ANALYSTS](#)

Following previously strict travel restrictions, New Zealand tourism is actively inviting people to the relatively remote country through its global “If You Seek” campaign, designed to welcome all visitors who are willing to embrace the country’s distinctive values and culture.

- [AGENCY SPY](#)

Visit Sweden’s “Discover the Originals” campaign calls out how IKEA has named basic products after their beautiful destinations and encourages people to visit the origin locations themselves.

- [THE TRAVEL VERTICAL](#)

Lufthansa’s “Say Yes to the World” campaign celebrates the benefits from chasing new horizons, breaking outside of digital boxes, and having in-person experiences through travel.

- [LUFTHANSA CHANNEL ON YOUTUBE](#)

West Virginia Tourism put an invite out to adventurous travelers in the D.C. area to sign up to win a road trip to an unnamed destination featuring fall foliage viewing. The “Destination Unknown” initiative ended with travelers being pleasantly surprised in West Virginia.

- [WEST VIRGINIA TOURISM CHANNEL ON YOUTUBE](#)



OFFERING INCLUSIVITY

Consumers are increasingly expecting brands to be inclusive and welcoming to all audiences, and the same is true within travel. Tourism brands including representation within their ads, paired with tangible action, can align with travelers more significantly and have a positive impact on their experiences.

United celebrated its partnership with the PGA Tour by showcasing their support of Black golfers as a part of their “Good Leads the Way” campaign including representative ads as well as financial contributions and free flights for HBCU golf teams.

- [ADS OF THE WORLD](#)

Visit Panamá’s “The Next Turn” video series features a blind adventurer to showcase how travelers with different abilities can immerse themselves in the experiences Panamá offers.

- [EXPEDIA GROUP](#)

8/10

8 out of 10 consumers make their travel plans based on representation and accessible efforts seen in related ads.

- [EXPEDIA GROUP](#)

The Greater Boston Convention & Visitors Bureau’s “All Inclusive Boston” efforts demonstrate the destination’s commitment to welcome all people and includes a “Boston Accent” spot featuring a mix of residents speaking not just in a Boston accent, but in different languages, including sign language.

- [ALL INCLUSIVE BOSTON](#)

Ways brands can be more inclusive:

Closed captions, subtitles, audio descriptions and clear, easy-to-read fonts show consideration for viewers with various reading and hearing abilities.

Ads that avoid stereotypes and are mindful of diverse body types, religious expression, age groups and identities better reflect today’s diverse traveling community.

- [ADWEEK](#)



CELEBRATING PEOPLE VS. ATTRACTIONS

The opportunity to live like a local in a different destination is an emotive appeal for many travelers beyond a list of attractions. Whether visiting briefly or for an extended stay, travelers are drawn to destinations that support their residents and provide opportunities for visitors and locals to interact.

64%

64% of consumers are interested in learning more about travel options that support local cultures and communities. **42%** are interested in recommendations that support indigenous cultures and heritages.

- ADWEEK

34%

For **34%** of travelers, information on how to volunteer with (or directly support, if communities choose not to accept outside volunteers) local organizations is a major point of interest.

- ADWEEK

Tourism Malaysia promotes local culture through its Travel Spotlight landing page that shows travelers how they can experience Malaysian culture by visiting historical sites, observing a different way of life in Sarawak with its traditional longhouses, or by visiting the indigenous communities where visitors can shop an array of traditional handicrafts.

- EXPEDIA GROUP

NYC & Company launched their tourism campaign extension, “Get Local NYC” encouraging travelers to explore neighborhoods across the five boroughs—particularly those that may be lesser known – and support small businesses, including BIPOC- and women-owned enterprises.

- ESTO

Travel WY’s recent campaigns have prominently highlighted the locals who have paved the way and define Wyoming’s rugged culture.

- [TRAVEL WY CHANNEL ON YOUTUBE](#)



PERSONALIZED MESSAGING

Consumers enjoy seeing themselves reflected in advertising, increasing the relatability of the brand. Travel and tourism brands can leverage playful ways to highlight various personalities in their creative messaging to broaden their likeability among potential travelers.

The Four Seasons launched its brand refresh with their “Luxury is Our Love Language” campaign that showcases artful interpretations of real guest experiences presented as quirky yet appealing “based on true stay” displays of the brand’s exceptional luxury hospitality.

- [FOUR SEASONS](#)



78% 84%

78% of survey respondents (and up to **84%** among Millennials) have made travel choices based on promotions or advertisements that they felt represented them through messaging or visuals.

- [EXPEDIA GROUP](#)

Hotels.com used their “Find Your Perfect Somewhere” campaign to personify various hotels as if they were individuals on a dating app including a business hotel highlighting their preference for efficiency and a boutique hotel expressing their love for vinyl.

- [HOTELS.COM CHANNEL ON YOUTUBE](#)

In response to feedback that staff seemed “impersonal” Virgin Atlantic released an “I Am What I Am” spot aimed to highlight the various personalities of flight crew members, which goes on to also include passengers.

- [THE DRUM](#)

IHG created a “Guest How You Guest” campaign to highlight its rewards that reach across its variety of properties and fit the needs and personalities of its many guests.

- [IHG HOTELS & RESORTS CHANNEL ON YOUTUBE](#)



If you found these insights valuable, or would like to discuss them further, we'd welcome the opportunity to speak with you. Feel free to reach out to matt.stiker@bvk.com or victoria.simmons@bvk.com

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