

The Rise of the **HYPER INFORMED TRAVELER** & 7 Essential Marketing Tips

MARCH 15 2018

South Dakota

miles
PARTNERSHIP

Greetings !



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A person in a red kayak is seen from behind, paddling on vibrant turquoise water. They are wearing a red shirt, a red cap, and a backpack. The water is choppy with small waves. On the right, a massive, dark, craggy cliff face rises steeply from the water, with some greenery visible on its upper slopes. On the left, another cliff face is visible, with a small cluster of buildings at its base. The sky is filled with soft, white clouds. The overall scene is one of adventure and outdoor recreation.

Meet Miles

Inspired by
travel



A few of our clients



[REGISTER](#)

ON THE MOVE

2018 SOUTH DAKOTA GOVERNOR'S CONFERENCE ON TOURISM

PIERRE • JANUARY 16-18



Thanks to everyone who helped to make the 2018 South Dakota Governor's
Conference on Tourism a tremendous success!

The Hyper Informed Traveler

7 Essential Marketing Tips

1. Multi Media Ready
2. Mobile Ready
3. The Right Content
4. Advertising with Impact
5. Manage your Presence on Google
6. Quality is Job #1
7. Review, Report & Report

Takeaways & Resources

*What We Will
Cover Today:*

Resources: <https://budurl.me/SDTravel>

11 ESSENTIAL & free online marketing tools

Consider utilizing some of these marketing tools to enhance online marketing for your destination, travel business or organization.

1) WEBSITE ANALYTICS

Google Analytics to Monitor Website Traffic

Monitor your website, campaign activity and online business goals. See where your website users are visiting from, their demographic profiles and their user patterns through your website. Google Analytics and a wide range of related tools and trainings are available at <https://www.google.com/analytics>

For more on Google Analytics, see our "11 Essential Google Analytics Reports" resource.

2) CAMPAIGN TRACKING CODES

Measure Your Online Activity and Advertising Efforts

Track and compare the performance of all your marketing activity online advertising links, email, etc by easily adding campaign tracking codes to the web address of your landing page. Google's [Google Analytics URL Builder](https://www.google.com/analytics) allows you to add campaign parameters to URLs to track in Campaigns using Google Analytics.

3) SHORT URLS

Create Short Web Addresses with URL Shortener Tools

6) RESPONSIVE SITE TESTING

Mobile Site Review and Testing Tools

Test how your site looks on mobile devices using <https://www.google.com/mobile> online tool. Google's <https://www.google.com/mobile> is a handy tool to use to check a site's speed and usability on mobile devices.

7) AUDIENCE & COMPETITOR REVIEW

Online Audience Measurement and Competitor Review Tools

Competitor Google audience reporting with specialized online audience measurement from [Comscore](https://www.comscore.com). Review your site reach, engagement and audience against its competitors using online intelligence tools such as [Similarweb](https://www.similarweb.com) or [Similarweb](https://www.similarweb.com).

8) ONLINE SURVEYS

Use Survey Tools to Gain Insights

Online surveys online, through email or even in person to gain free online survey insights. [SurveyMonkey](https://www.surveymonkey.com) or [SurveyMonkey](https://www.surveymonkey.com).

9) SEO KEYWORDS

Research Keywords that People Use to Search

Free with a Google AdWords account. [Google AdWords](https://www.google.com/adwords) keyword tool related to your business to help build campaigns. Google also has [Google AdWords](https://www.google.com/adwords) and Google Search, available at <https://www.google.com/adwords>.

10) TRAVEL WEBSITE REVIEWS

12 ESSENTIAL google analytics reports

A supplement to the Miles White Papers: "The Power of Travel - Travel & Tourism Marketing Essentials", "Measure What Matters" and "Data Driven Destinations".

To get started, visit support.google.com/analytics, where you can access the entire Google Analytics library. For more information and resources from Miles, check out our online library at partnership.com/library.

Tag Assistant (by Google)

Not sure if your site is tagged for Google Analytics? You can use a simple, free tool called Tag Assistant from Google - which is a simple plug-in to your Chrome Browser. It quickly validates if Google Analytics is running and if the site has Google online advertising tags.

Apr 1, 2016 - Mar 31, 2017
Compare to Apr 1, 2015 - Mar 31, 2016

Download Google Tag Assistant

Not sure if your site is tagged for Google Analytics? You can use a simple, free tool called Tag Assistant from Google - which is a simple plug-in to your Chrome Browser. It quickly validates if Google Analytics is running and if the site has Google online advertising tags.

Be sure to select the right date range

SEE TOP RIGHT OF SCREEN FOR DATE RANGE - USE THE FULL-DOWN OPTIONS

- Make sure to select the right Analytics account
- Select a date range for a relevant period
- A year-on-year comparison looks at longer-term trends

Evaluate your audience

AUDIENCE - OVERVIEW & HISTORY - DEMOGRAPHICS

- Look at the site, seasonal trends and year-on-year performance of their audience (website visits)
- Is there year-on-year growth in audience and seasonal trends that match their website and/or campaign spend?
- Demographics (if enabled) will show gender, age, etc.

Look at where your audience is located

AUDIENCE - GEO - LOCATION

- The website audience should broadly match the key markets you are trying to reach
- Locals only or region (travellers should be balanced against out-of-state visitors (depending on local and in-market use)
- Are you reaching key domestic and international markets?

What is the importance of mobile vs. desktop?

AUDIENCE - MOBILE - OVERVIEW

- Is the site responsive or is there a separate mobile site? (Check your website on your smartphones or use Google's Mobile-Friendly Test)
- What is the share of usage on desktop, mobile (smartphone) and tablet?

REMARKABLE: MOBILE TABLET 55-60%, DESKTOP 45-60%

measure what matters

not all clicks are created equal: measure quality over quantity

COMPLEX TRAVEL-PLANNING LANDSCAPE COMPLICATES MEASUREMENT

The average American Traveler uses **140 websites** in the researching and booking phase, making the **path to conversion incredibly complex**. In order to truly understand which campaigns are worthy of your marketing budget, you have to look beyond the click, measuring engagement and goal completions for each campaign (quality over quantity).

How Marketers Think I PLAN MY VACATION



How I Really PLAN MY VACATION



STEP 1 IDENTIFY CAMPAIGN TRAFFIC

First, you have to be able to see the traffic in your analytics system. Digital advertising is easy to track when you use campaign tracking codes. Without a free code, you won't even be able to see the traffic from paid campaigns (let alone measure the quality of it). Visit <https://bit.ly/1ES9GDS> to set one up.

STEP 2 LOCATE AND TRACK CAMPAIGN TRAFFIC

When you use a campaign tracking code, your analytics system will capture this traffic under the Campaigns section (not under Referrals). Once you set up all of your paid marketing campaigns with campaign tracking codes, you'll be able to evaluate the quality of each program all in one place.

miles
marketing destinations

Miles is one of the world's leading marketing agencies helping organizations reach and engage with visitors. From 45+ Destination Marketing Organizations (DMOs, states and countries) to 20+ airports and independent hotels, Miles works with leading tourism organizations and their partners across the US and around the world.

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The Rise of the HYPER INFORMED TRAVELER & 7 Essential Marketing Tips

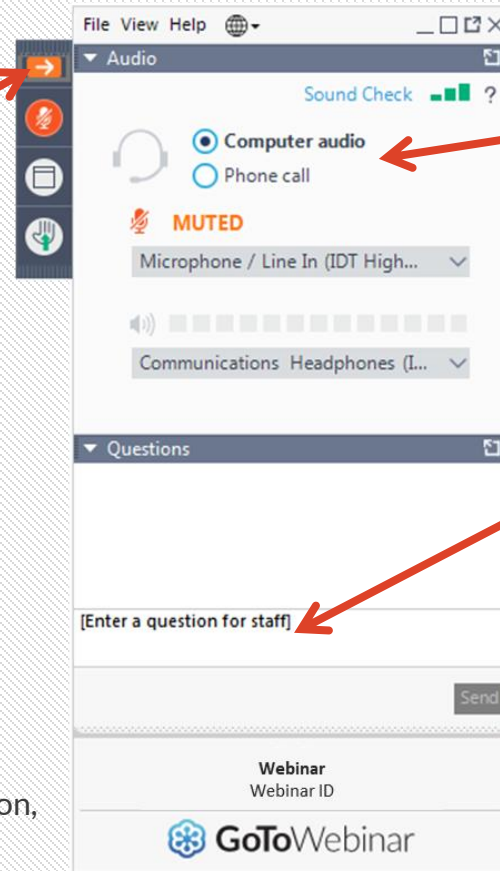
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How to participate

- In case of “drop-off”, use your link to rejoin the webinar.
- A Q&A session will be held at the end of today’s presentation,
- Today’s webinar is being recorded and will be made available for viewing later.



Open or close the control panel with the orange button.

Choose to use computer audio or dial in by phone.

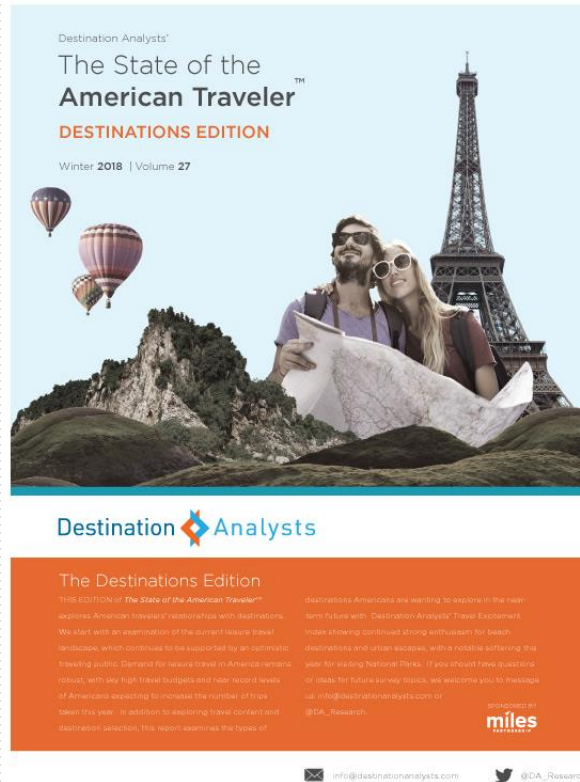
Have a question? Ask it here.



INTRODUCING THE

Hyper Informed Traveler

The State of the American Traveler



- Online survey conducted since 2006
- Survey invitation sent to a nationally representative sample of US adults
- Total sample of 2,000+ American leisure travelers
- Examines traveler sentiment, motivations & behaviors
- Today: January 2018 Results

Right Content Multi Media

2014-2017: Hyper Informed Traveler



49% **53%**
Use Print Publications:
Visitor Guides,
Brochures, Magazines

This percentage has actually increased since 2007



40% **57%**
Use Social Media in
Trip Planning

*Most travelers use social media
to see or share trip photos;
encourage your guests to
share their experience through
services like free Wi-Fi*



60%
of Travel Decision
Makers Are Female



41% **57%**
Seek Out Reviews, Ratings and User-Generated Content for
Ideas and to Validate Their Selection

*Recent research from Cornell's School of Hospitality (2014) highlights that properties
with better reviews are able to command a higher ADR – against properties of
similar location and facilities*



23%
21%
Use Official Visitor Guides:
City, Regional or State
Vacation Publications
From a CVB or other DMO

33%
31%

Use Official Destination
Websites
From a CVB or other DMO



36% 28%
Use Tablets To Access
Travel Information*

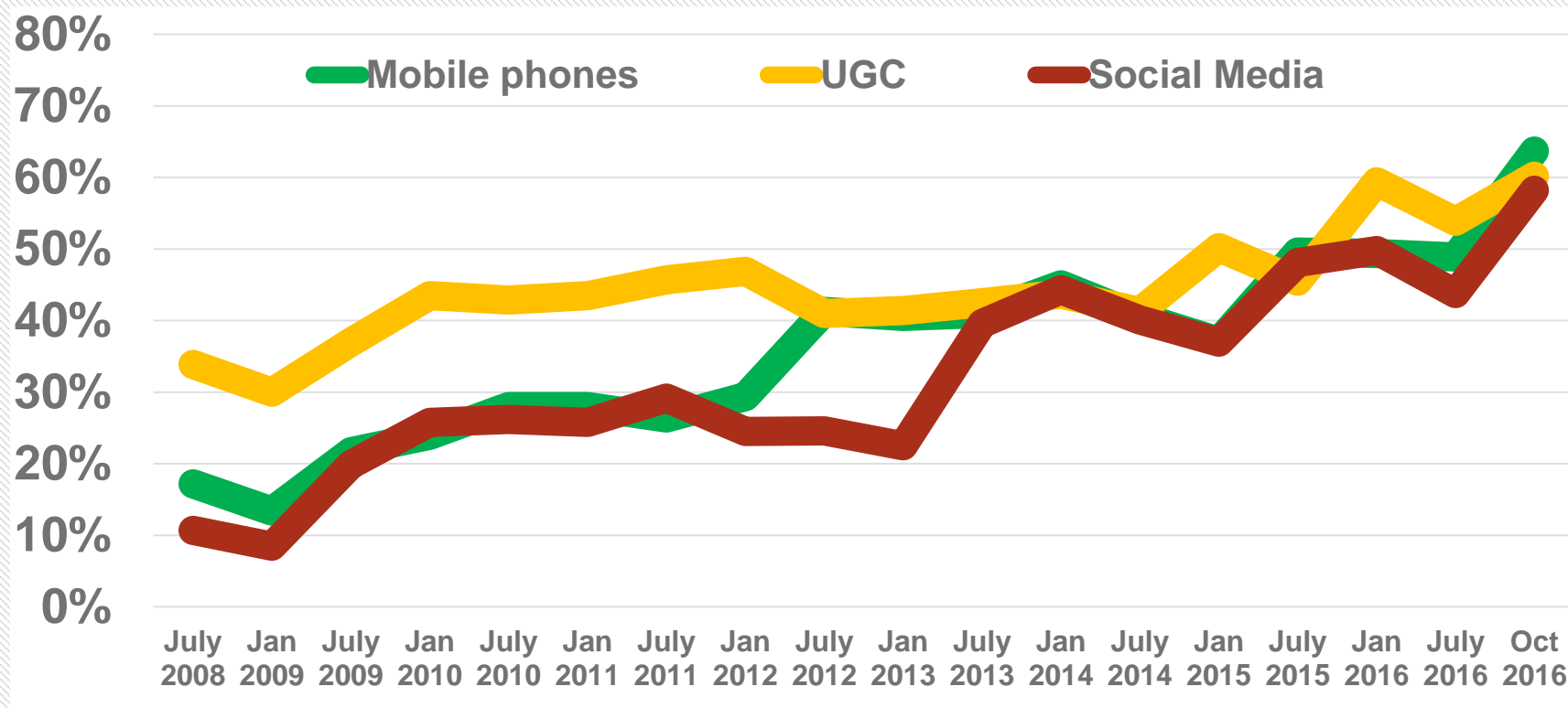


41% **62%**
Use Smartphones To
Access Travel Information*

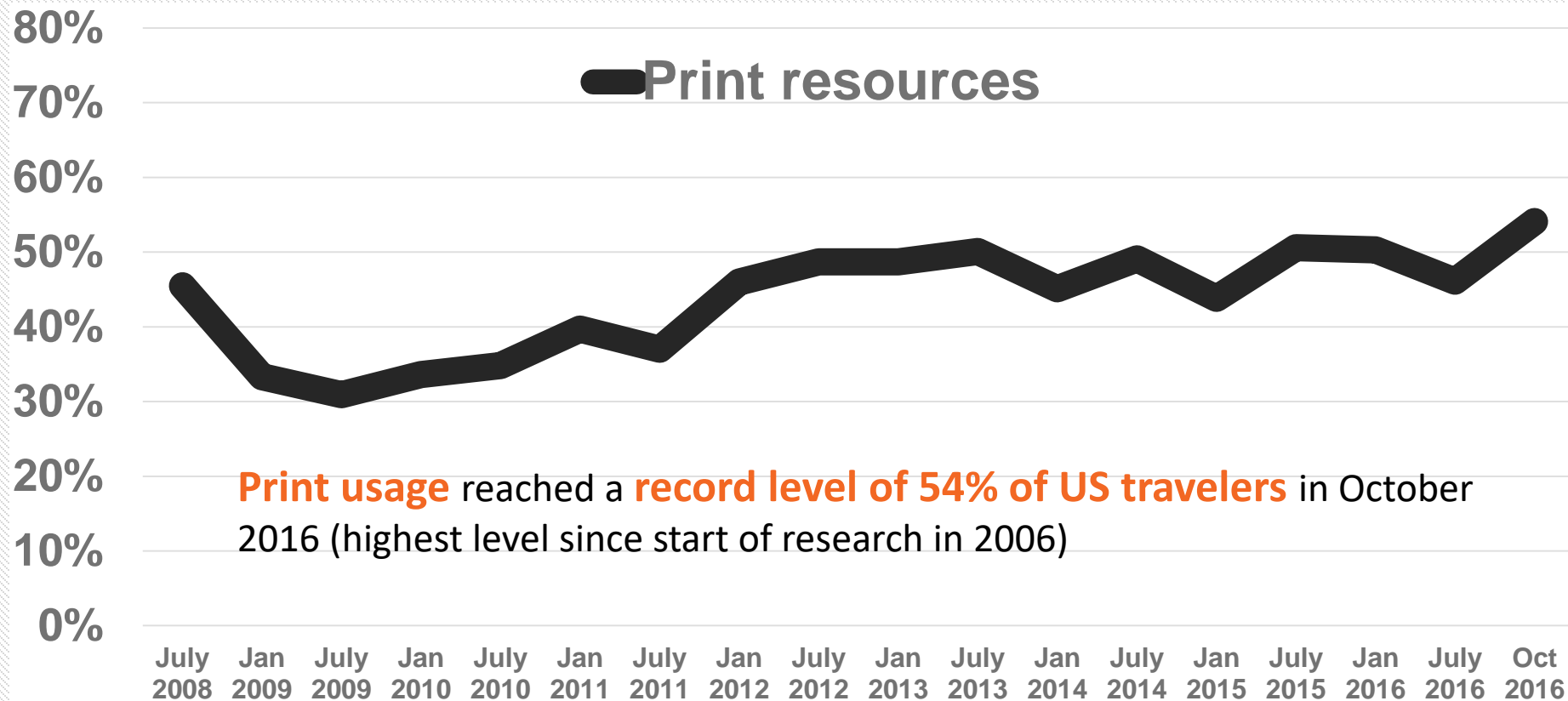
**Travelers use them almost equally both
before and during travel*

Source: State of the American Traveler, 2017 Winter, Spring & Summer Editions. Destination Analysts.

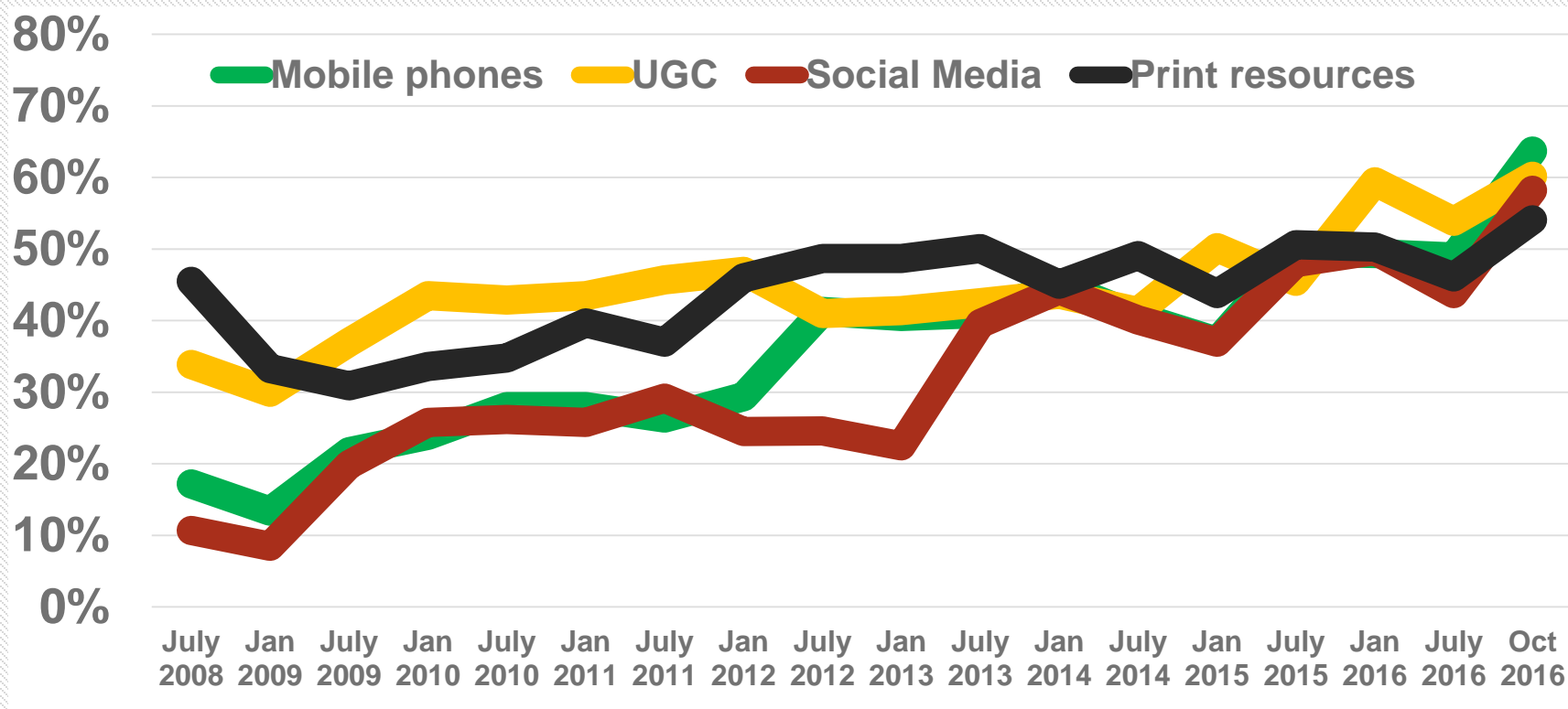
Growth Digital Resources in Travel Planning: 2008 - 2016



Print Used in Travel Planning: 2008 - 2016



Print Resources vs. Digital Resources: 2008 - 2016



7 ESSENTIAL

Marketing Tips

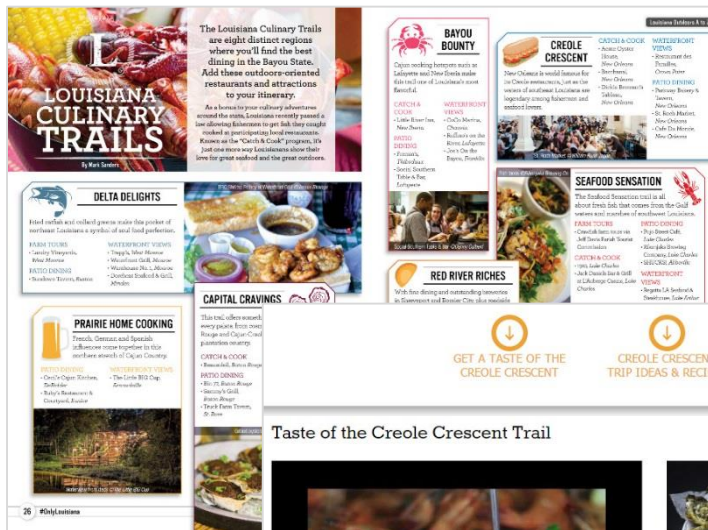
For Reaching the Hyper Informed Traveler

#1 MULTI MEDIA READY

What Media Do Travelers Use to Plan & Book Their Travel?



MULTI MEDIA CONTENT

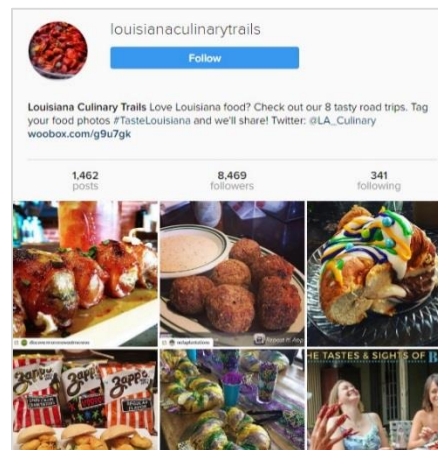


OFFICIAL WEBSITE

PRINT GUIDE



SOCIAL MEDIA CHANNELS



MULTI MEDIA ADVERTISING



#2 MOBILE READY

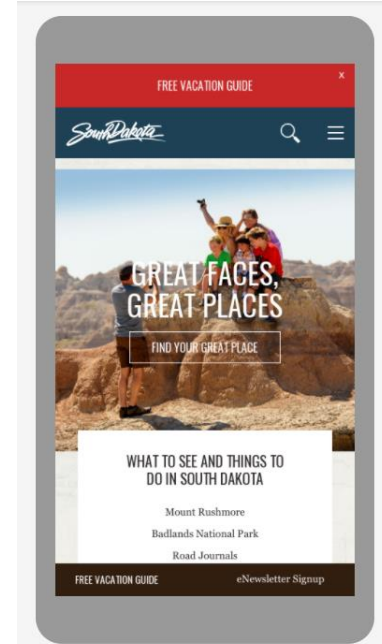
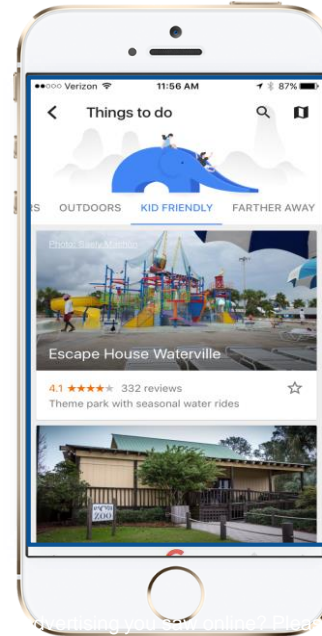
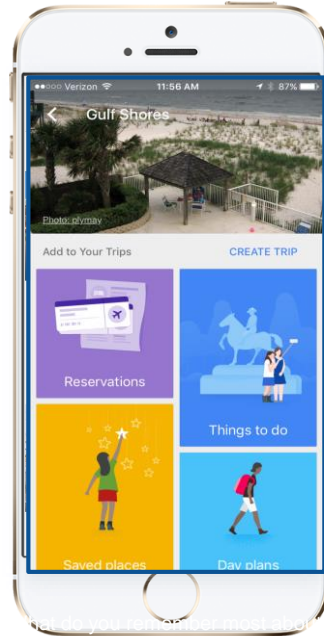
Reach travelers seamlessly on their mobile devices



**66% of
travel
related
searches
are on
mobile**



South Dakota Vacation

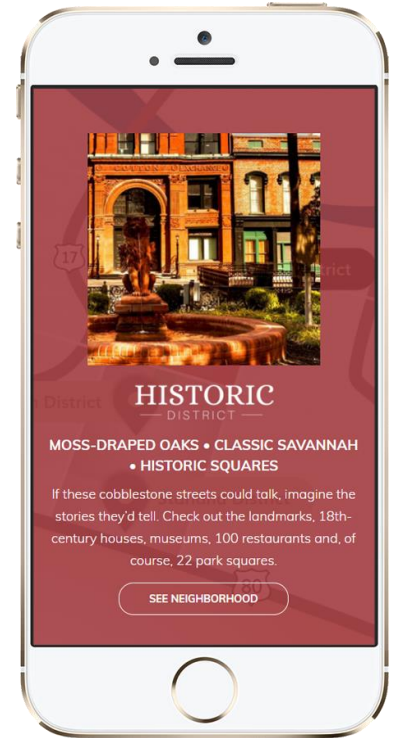
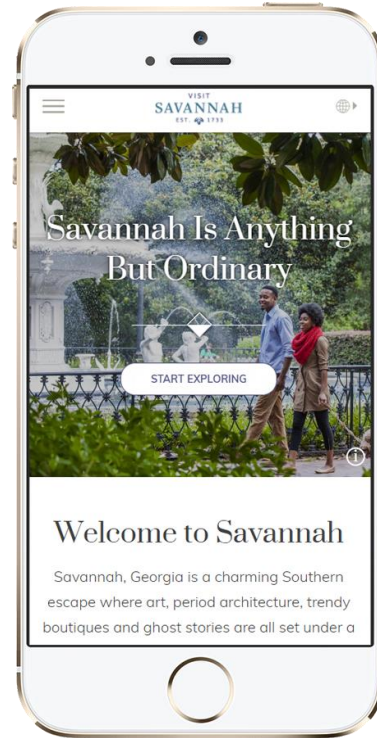


Source: Think with Google 'Micro Moments' Research 2017

66% of Online Travel Use on Mobile

Right Content **Mobile Ready**

Develop a responsive website with the content & features that tells your story seamlessly across mobile (& desktop) devices



Is your web page mobile-friendly?



RUN TEST

About this tool

Test how easily a visitor can use your page on a mobile device. Just enter a page URL to see how your page scores.

Why mobile?

The web is being accessed more and more on mobile devices. Designing your websites to be mobile friendly ensures that your


About Search Console

Search Console alerts you about critical site errors such as detection of hacked content, and helps you manage how your content

Tested on: 15 Mar 2018 at 09:22




Page is mobile-friendly

This page is easy to use on a mobile device

 SUBMIT TO GOOGLE



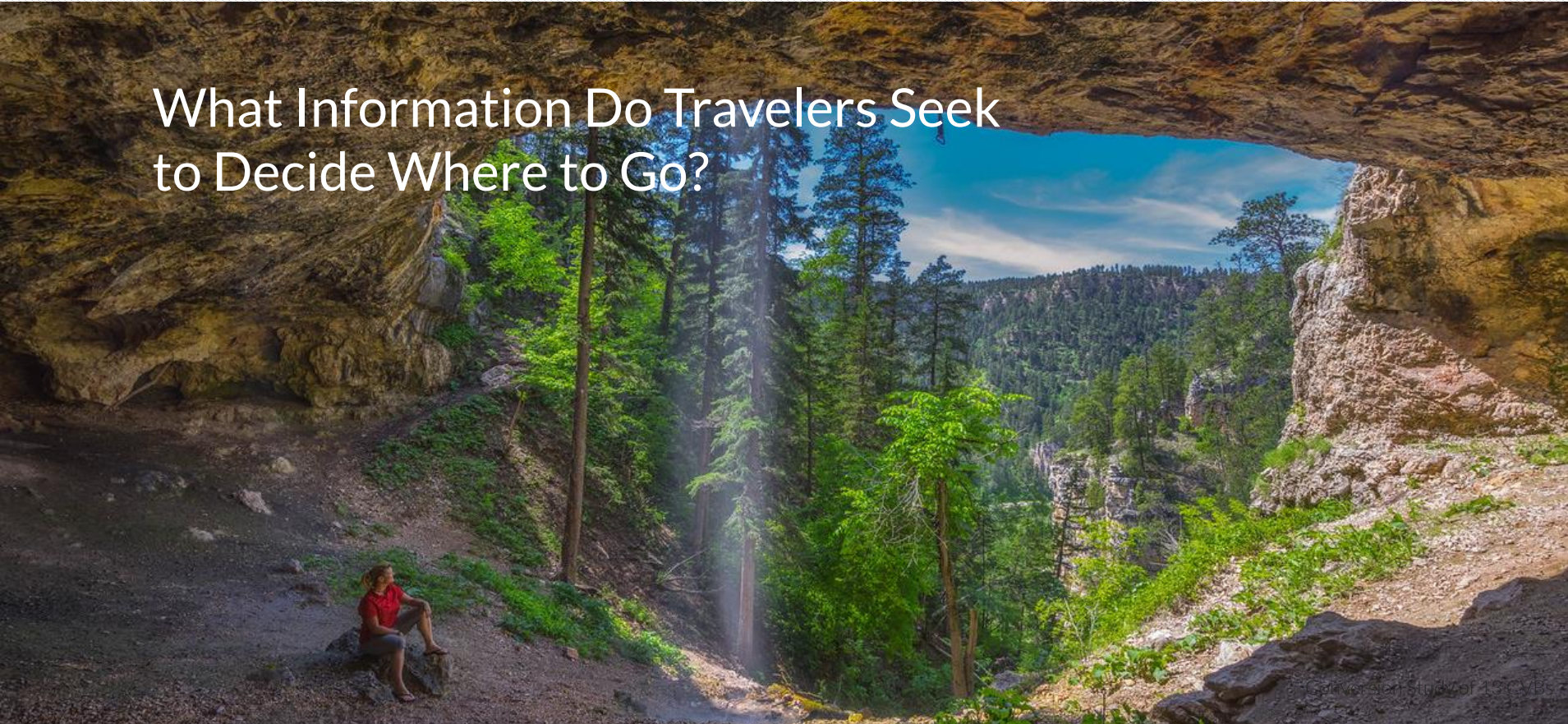
Additional resources

-  [Open site-wide mobile usability report](#)
-  [Find out more about mobile-friendly pages](#)
-  [Post comments or questions to our discussion group](#)



#3 THE RIGHT CONTENT

What Information Do Travelers Seek
to Decide Where to Go?



THE STATE OF THE AMERICAN TRAVELER

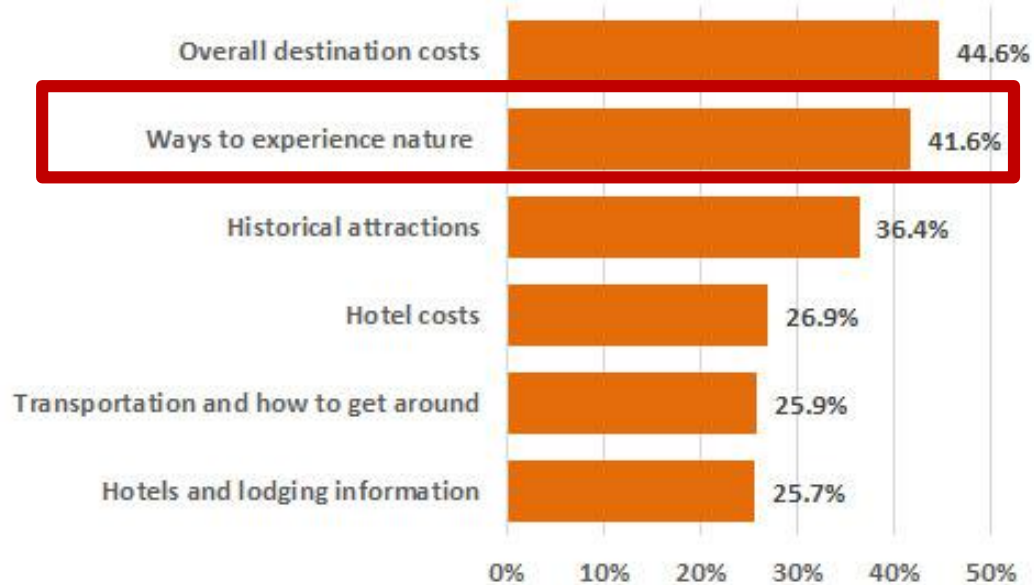
DESTINATIONS EDITION



Question: Which of the following types of travel information are **MOST IMPORTANT** in helping you decide to visit a (beach destination/resort)? (Select the **FIVE (5)** most important)



National or State Park



National & State Parks (visited by around 40% of all US leisure travelers each year) The top 5 consideration factors for travelers.

ISLANDS

EXPERIENCES

CULTURE



PLANNING

SOCIAL

LANGUAGES 



Kauai

The "Garden Island"

Photo by Max Seigal

SCROLL
TO
CONTINUE



Welcome to Kauai

Kauai is Hawaii's fourth largest island and is sometimes called the "Garden Island," which is an entirely accurate description.

The oldest and northernmost island in the Hawaiian chain is draped in emerald valleys, sharp mountain spires and jagged cliffs aged by time and the elements. Centuries of growth have formed tropical rainforests, forking rivers and cascading waterfalls. Some parts of Kauai are only accessible by sea or air, revealing views beyond your imagination. More than just dramatic beauty, the island is home to a variety of outdoor activities. You can kayak the [Wailua River](#), snorkel on [Poipu Beach](#), hike the trails of [Kokee State Park](#), or go ziplining above Kauai's lush valleys. But, it is the island's laid-back atmosphere and rich culture found in its small towns that make it truly timeless. Make your escape to Kauai and discover the undeniable allure of the island.

Regions of Kauai



North Shore

Home to dramatic natural beauty like the cliffs of the Napali Coast, this area is an outdoor lovers paradise.

MORE >



East Side (Coconut Coast)

Kauai's East Side is sometimes called the Coconut Coast for the groves of coconut palms that grow there.

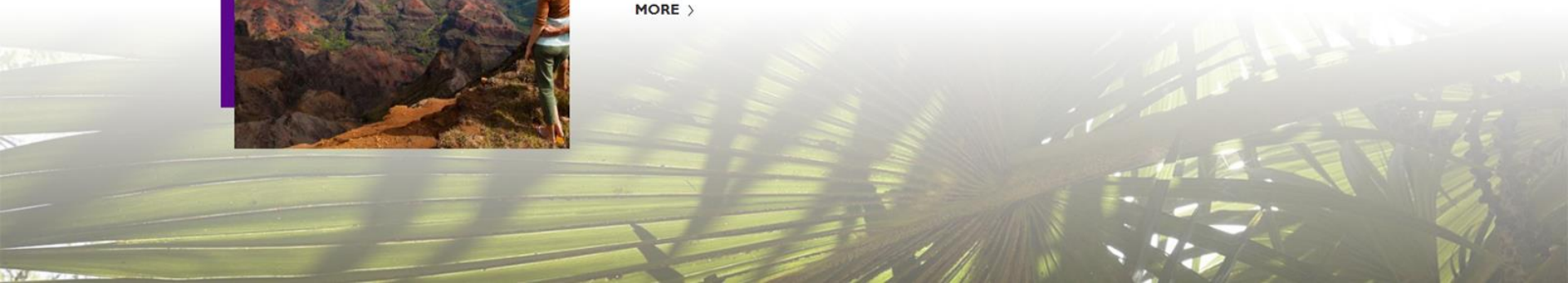
MORE >



West Side

Discover the charming, art-filled Hanapepe Town, the scenic vistas of Kokee State Park, and much more.

MORE >

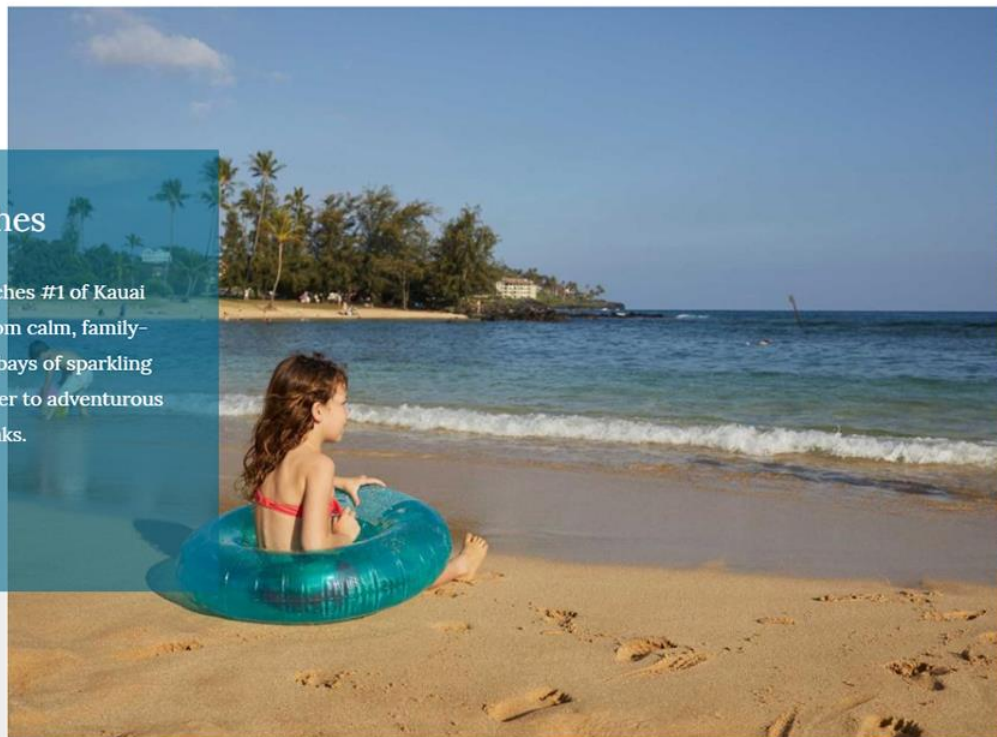


Things to Do on Kauai

Beaches

The beaches #1 of Kauai range from calm, family-friendly bays of sparkling blue water to adventurous surf breaks.

[MORE >](#)



[Find More Kauai Activities >](#)

[GO TO THE KAUAI THINGS TO DO PAGE >](#)



Kalehua a o Kekaha



#4 ADVERTISING WITH IMPACT

What Elements of Advertising Work the Best?



Visual – Call to Action - Personalized

Right Content **Advertising**

49%
recalled a
visual or picture

41%
recalled a
price or deal

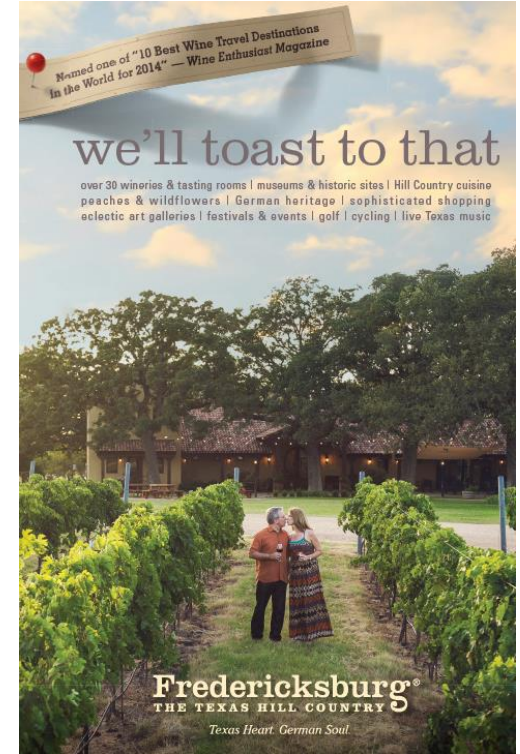
37%
recalled a
personalized
ad

Phocuswright
Powering great decisions.

Source: Phocuswright and Microsoft, *The Travel Marketer's Guide to the U.S. Digital Travel Landscape*, 2017

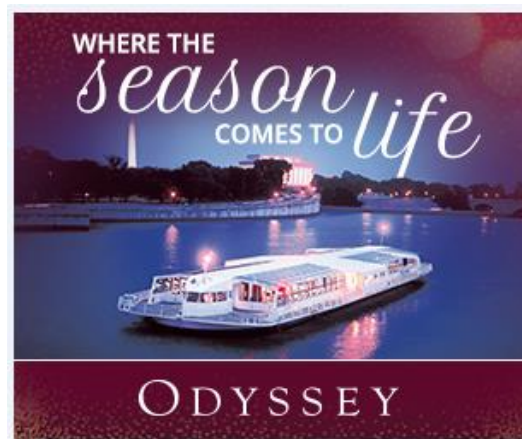
Right Content Advertising

Example: **Visual** - Personalized – Call to Action



Right Content Advertising


Example: Visual - **Personalized** – Call to Action




Still planning a trip to this destination?

Key West

94 properties



Prices in Key West have decreased for your dates since yesterday. Book now to lock in a great price!


 Key West was highly rated for nightlife by 1,652 guests from the United States!

[Find the perfect property in Key West »](#)


Try Miami Beach for your next trip

Miami Beach

431 properties



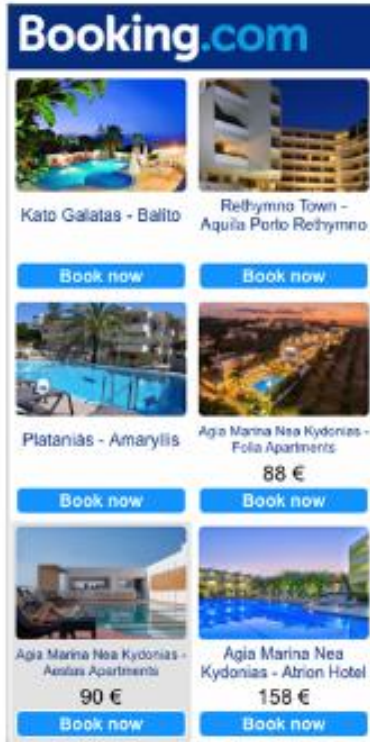
Prices in Miami Beach have increased for your dates since yesterday. Book now to get today's best offer!

 Miami Beach was highly rated for beach by 3,801 guests from the United States!

[Find the perfect property in Miami Beach »](#)

Example: Visual –Personalized - **Call to Action**

Right Content **Advertising**



#5 EXPAND YOUR DIGITAL PRESENCE FOR FREE

Grow your Referrals
from Google & South
Dakota Tourism for Free



The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) against a dark grey background.A screenshot of the Google search interface. The search bar is highlighted with a blue background, and the number "63,218" is displayed in white text. Below the search bar are two buttons: "Google Search" and "I'm Feeling Lucky".

63,218

Google searches every second. That's 3.8 million per minute. By the time this lunch is over, that number will be over 227 million searches.

internetlivestats.com

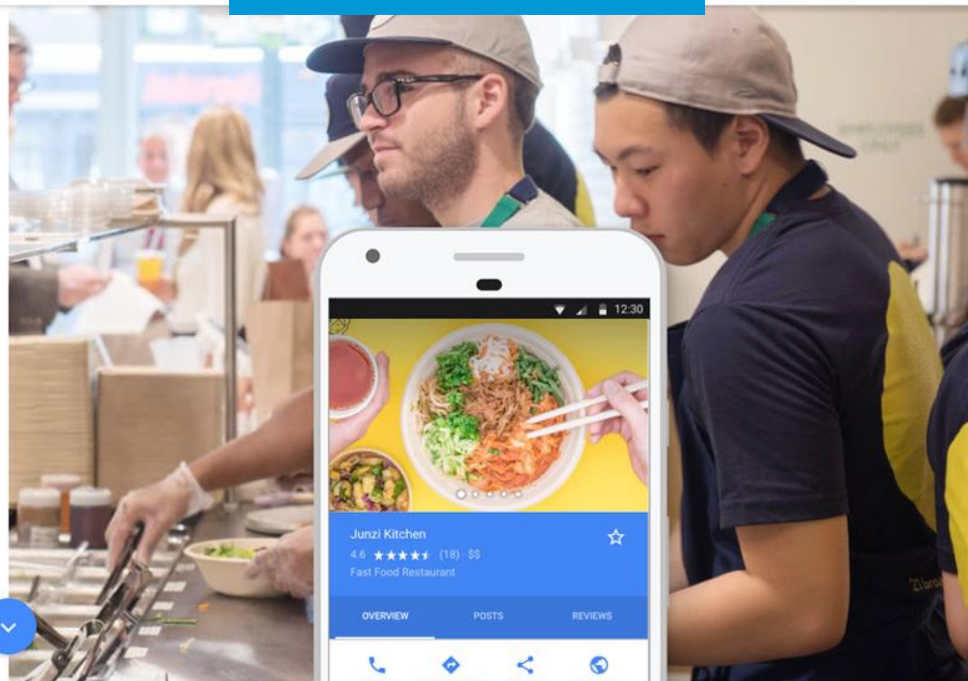
[Sign In](#)[SIGN IN](#)[START NOW](#)

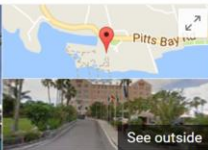

Show you're open for business.

Your listing appears right when people are searching for your business or businesses like yours on Google Search and Maps. Google My Business makes it easy to create and update your listing—so you can stand out, and bring customers in.

[START NOW](#)

Call to get started: **1-844-491-9665***





See photos

See outside

Hamilton Princess & Beach Club

4.5 ★★★★★ 168 Google reviews
4-star hotel

Website Directions

Address: 76 Pitts Bay Rd, HM08, Bermuda
Phone: +1 441-295-3000

Check availability

Check in: Fri, Nov 24 Check out: Tue, Nov 28

Expedia.com \$269 >
Hotels.com \$269 >

SEARCH

Know this place? Answer quick questions

Hotel details

Set on Hamilton Harbour, this refined hotel surrounded by lush greenery is 14 minutes' walk from the Bermuda National Gallery and 6 km from lively Elbow Beach. ... MORE >

Send to your phone Send

Review summary

Write a review Add a photo

Rooms - 3.0 ★★★★★
Rooms had views - Some guests commented the rooms were small & dated, and that maintenance could be improved - Some guests said the bathrooms were small

Location - 4.6 ★★★★★
Near the city center; shopping, sightseeing, restaurants & bars nearby - Near public transit - Easily accessible by car

Service & facilities - 4.0 ★★★★★
Guests appreciated the friendly, professional staff - Guests enjoyed the pool - Guests enjoy a highly of management

Hamilton Princess & Beach Club

4.5 ★★★★★ 168 Google reviews
4-star hotel

Website Directions

Address: 76 Pitts Bay Rd, HM08, Bermuda
Phone: +1 441-295-3000

You have an upcoming stay here View email

Check availability

Check in: Fri, Nov 24 Check out: Tue, Nov 28

Expedia.com \$269 >
Hotels.com \$269 >
Fairmont.com Official site \$269 >
Booking.com \$269 >

View more rates

HOTELS

Hotel details

Set on Hamilton Harbour, this refined hotel surrounded by lush greenery is 14 minutes' walk from the Bermuda National Gallery and 6 km from lively Elbow Beach. ... MORE >

Send to your phone Send

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Hamilton Princess & Beach Club

4.5 ★★★★★ · 168 reviews · 4-star hotel

Directions

SAVE NEARBY SEND TO YOUR PHONE SHARE

Your reservation

MAPS

VIEW EMAIL

Visible only to you

Check availability

Check in: Fri, Nov 24 Check out: Tue, Nov 28

Expedia.com \$269 >
Fairmont.com Official site \$269 >
Hotels.com \$269 >
Booking.com \$269 >

More rates

Polished lodging on the harbor offering 3 restaurants, 2 bars, an infinity pool & a spa.

Hamilton Princess & Beach Club

4.5 ★★★★★ (168)
4-star hotel

OVERVIEW RATES REVIEWS

MOBILE

Polished lodging on the harbor offering 3 restaurants, 2 bars, an infinity pool & a spa.

Bermuda

+1 441-295-3000

Check availability

Check in: Fri, Nov 24 Check out: Tue, Nov 28

DEAL 24% less than usual

Expedia.com \$269 >

Read Real Guest Reviews
Get Instant Confirmation

About 244,000 results (0.79 seconds)

Davenport House

www.davenporthousemuseum.org/

Event: Best is yet to Come: Celebrating the Future with the Davenport House Museum. Location: Brockington Hall, 213 E. Hall Street, Savannah, GA. Date: Sunday, February 25, 2018. Time: 3 to 6 p.m.. Tickets: \$95 each with sponsorship and patron options. Featuring performances by Savannah's own baritone Roger Moss.

[To Tour](#) · [Admission](#) · [Garden Rental](#) · [FAQ's](#)

To Tour < Davenport House

www.davenporthousemuseum.org/tour/

Davenport House Museum 324 E. State Street Savannah, GA 31401 912/236-8097 912/233-7938 FAX info@davenporthousemuseum.org. Museum location: The Museum is at the corner of East State and Habersham Streets in Savannah, GA. It is located on Columbia Square in Savannah's Historic Landmark District.

Admission < Davenport House

www.davenporthousemuseum.org · [To Tour](#)

Friends of the Davenport House: Free. Friends of Historic Savannah Foundation: Free. Coastal Museums Association Reciprocal Admission Partners: Free. Pioneers in Preservation multi-site pass: \$21 [Available on August 1, 2015.] Includes admission to Andrew Low House, Davenport House Museum and Ships of the Sea ...

Isaiah Davenport House - Wikipedia

https://en.wikipedia.org/wiki/Isaiah_Davenport_House

The Isaiah Davenport house is a historic home in Savannah, Georgia, United States, built in 1820. It has been operated as a historic house museum by the Historic Savannah Foundation since 1963. The house is located at 324 East State Street, on the northwest corner of Columbia Square.

Davenport House Museum (Savannah) - All You Need to Know Before ...

<https://www.tripadvisor.com> > ... > Savannah > Things to Do in Savannah

★★★★★ Rating: 4.5 - 587 reviews

Book your tickets online for Davenport House Museum, Savannah: See 587 reviews, articles, and 162 photos of Davenport House Museum, ranked No.21 on TripAdvisor among ... 324 E State St, Savannah, GA 31401-3411 ... Federal-style home of master builder Isaiah Davenport restored to its early 19th century beauty.



Isaiah Davenport House ★

4.5 ★★★★★ 131 Google reviews

Museum in Savannah, Georgia

[Website](#)
[Directions](#)

Ad Save up to 44% at Davenport House Museum with Group

Deal \$10 | Originally \$18VIEW DEAL · groupon.com

The Isaiah Davenport house is a historic home in Savannah, Georgia, United States, built in 1820. It has been operated as a historic house museum by the Historic Savannah Foundation since 1963. Wikipedia

Address: 324 E State St, Savannah, GA 31401**Opened:** 1820**Hours:** **Closes soon:** 4PM · Opens 10AM Fri**Phone:** (912) 236-8097**Architectural styles:** Georgian architecture, Federal architecture

Did you know: Threatened with demolition in 1955, a group of community-spirited citizens joined forces to purchase the Davenport House. davenporthousemuseum.org

[Suggest an edit](#)
[Own this business?](#)
Know this place? Answer quick questions

Not Verified

About 189,000 results (0.91 seconds)

Your business on Google
 Branson Ferris Wheel

21,619 views
 Past 28 days

Edit info

Create post

Add photo

Reviews

Top things to do

Are you open on Veterans Day (Observed)?

Save your customers the trouble of checking your holiday hours

YES

NO

Are you open on Veterans Day?

Save your customers the trouble of checking your holiday hours

YES

NO

New review

David Jackson
 in the last week

★★★★☆ Great views of the Branson area, prices are pretty high for

READ AND REPLY

Visible only to you

Feedback

The Branson Ferris Wheel Is A Top Branson Missouri Attraction

<https://www.branstracks.com/rides/ferris-wheel/>

Looking for the best view in Branson? Take a spin of a different kind on the Branson Ferris Wheel at The Track in Branson, Missouri! Plan your visit now.

The Branson Ferris Wheel - Branson, MO

<https://www.branson.com/attractions/the-branson-ferris-wheel/>

From your seat 150 feet in the air, witness the beauty of the Ozarks on "The Branson Ferris Wheel," what was once Chicago's iconic Navy Pier Ferris Wheel.

Navy Pier Ferris Wheel Moving to Branson 2016 | ExploreBranson.com

www.explorebranson.com/blog/iconic-navy-pier-ferris-wheel-moving-branson-2016

The iconic Navy Pier Ferris wheel is making its new home in Branson in 2016. The Track Family Fun Parks will add a new, yet familiar, attraction to Branson's Highway 76 in 2016—the iconic, 15-story-high Ferris wheel which stood on Chicago's Navy Pier for the past two decades.



Branson Ferris Wheel ★

3.7 ★★★★★ 80 Google reviews

Amusement park ride in Branson, Missouri

Website

Directions

Address: 3335 W 76 Country Blvd, Branson, MO 65616

Hours: Open today · 10AM–10:30PM

Veterans Day (Observed) might affect these hours

Phone: (417) 334-1612

Edit your business information

Know this place? Answer quick questions

Reviews from the web

4.5/5 Facebook · 342 votes

Popular times

Fridays

2 PM: Usually not busy

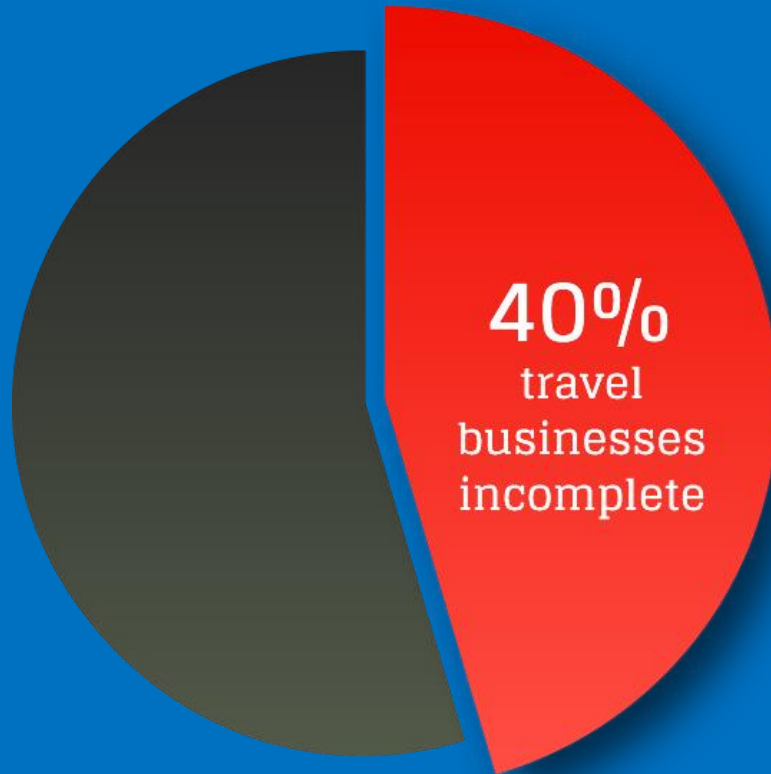


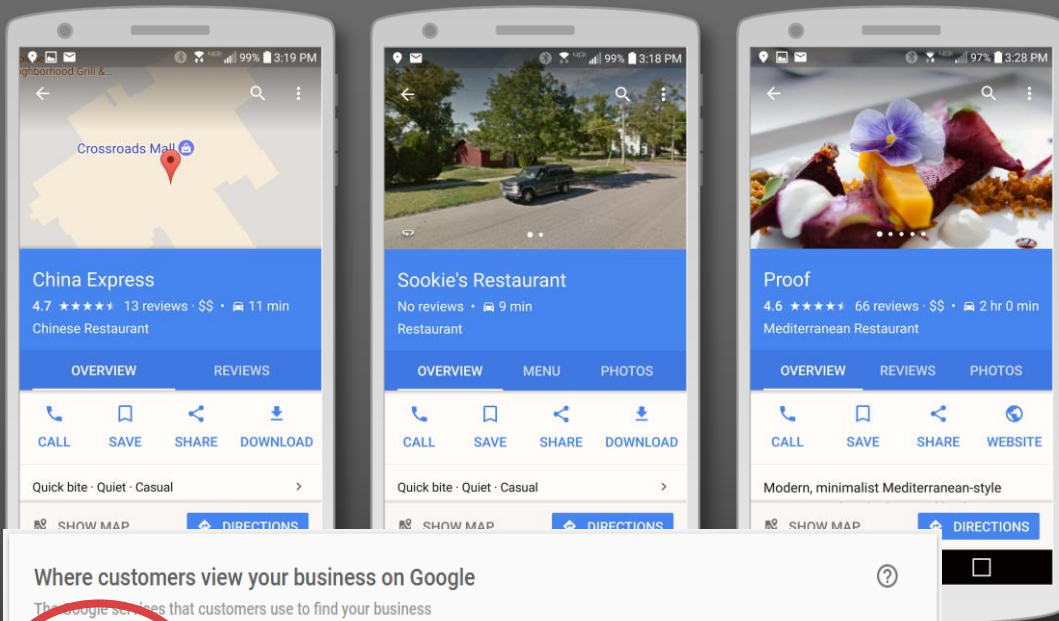
Plan your visit

People typically spend 20 min here

Verified

UPDATING GOOGLE MY BUSINESS





Consumers are

2X

More likely to
interact with
listings
featuring
compelling
photography.

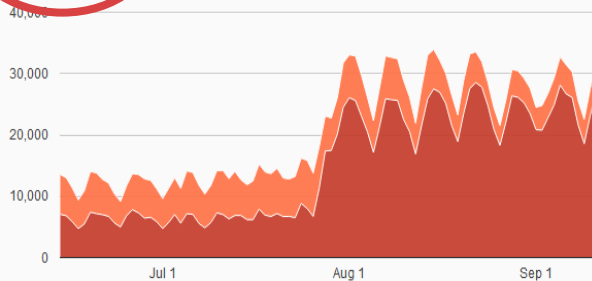


Where customers view your business on Google

The Google services that customers use to find your business

1 quarter ▼

Total views 1.88M





Capture & Load Great Images,
Street View & Video

Things to Do & Places to Stay Listings

Event Listings


TravelSouthDakota.com



Update Your Listing

[EXPLORE](#)[THINGS TO DO](#)[PLACES TO STAY](#)[BEFORE YOU GO](#)

[More Places To Stay Results](#)[SHARE](#)


ARROWWOOD CEDAR SHORE RESORT



[EXPLORE](#)[THINGS TO DO](#)[PLACES TO STAY](#)[BEFORE YOU GO](#)

[More Events](#)[SHARE](#)

60TH ANNUAL SCHMECKFEST



DETAILS




March 16, 2018 - March 17, 2018
3:45pm - 10:00pm

Address:
748 S Main Street
Freeman, SD 57029
[Get Directions](#)

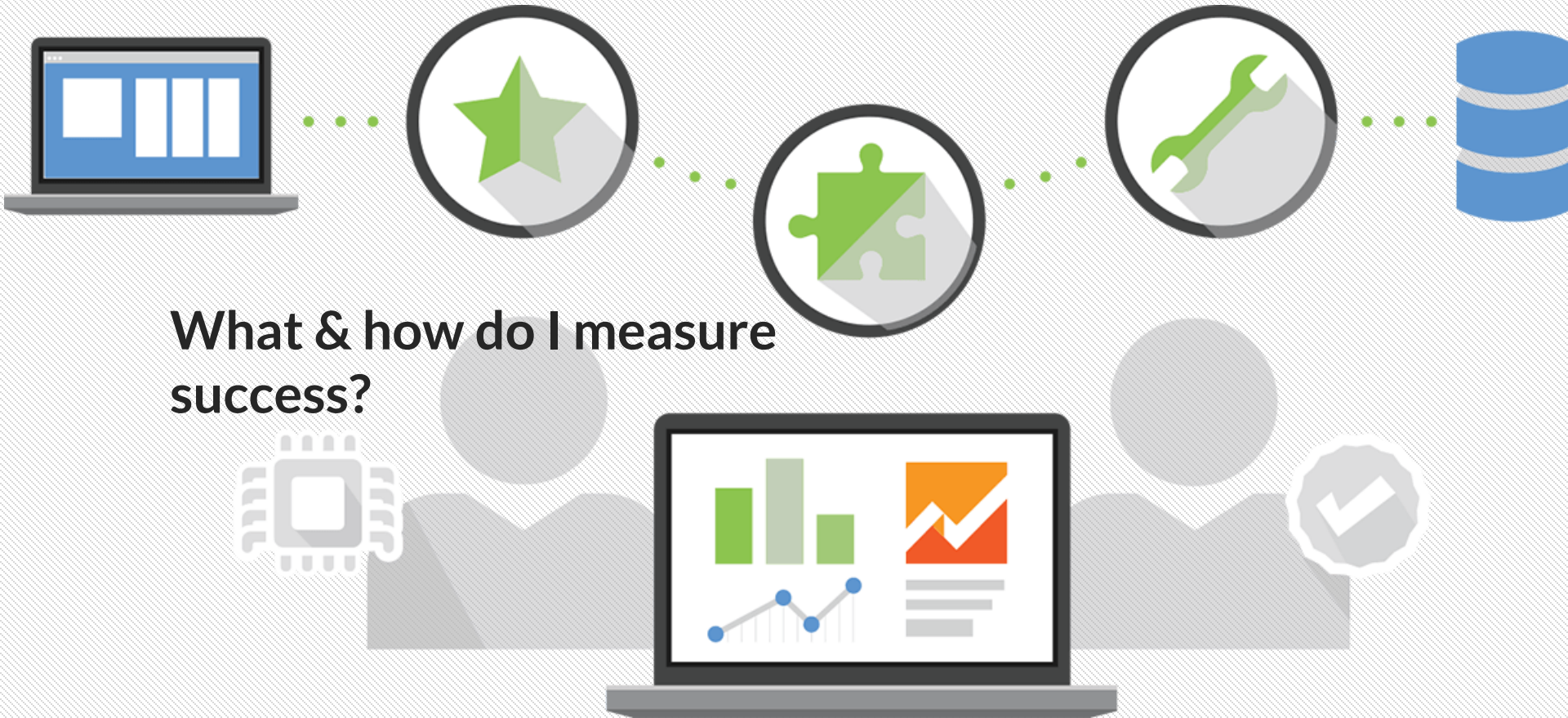
Phone:
(605) 925-4237
Email

[VISIT WEBSITE](#)

Schmeckfest is an annual festival in the southeastern South Dakota town of Freeman. The gathering uses food, art and a celebration of community to honor the history of Germans that emigrated from Russia. Held on the campus of the Freeman Academy, it's been a

[FREE VACATION GUIDE](#)[eNewsletter Signup](#)

#6 REVIEW & REFINE



Analytics
**Review &
Refine**

Essential Measurement Tool Kit

Google Analytics



1. **Set Up & Use Google Analytics on your Web Site**

Trackable Links



2. **Use Campaign Tracking Codes for All Online Ads & Links (*incl. email & social media*)**

Trackable Phone Numbers



3. **Have unique Trackable Phone numbers for your web site & all Major Online/Offline Advertising.**

Google My Business Insights

Facebook Insights

Analytics

Review & Refine



White Papers: ANALYTICS HOW TO SHEETS

www.MilesPartnership.com

12 ESSENTIAL google analytics reports



A supplement to the Miles White Papers: "The Power of Travel - Travel & Tourism Marketing Essentials", "Measure What Matters" and "Data Driven Destinations"

To get started, visit support.google.com/analytics, where you can access the entire Google Analytics help center. For more information and resources from Miles, check out our online library at www.milespartnership.com/library

1 CHECK IF A SITE HAS GOOGLE ANALYTICS



Tag Assistant (by Google)

Download Google Tag Assistant

Not sure if your site is tagged for Google Analytics? You can use simple, free tool called Tag Assistant from Google – which is a plug-in to your Chrome Browser. It quickly validates if Google Analytics is running and if the site has Google online advertising tags.

2 DATE RANGE

Apr 1, 2016 - Mar 31, 2017
Compare to: Apr 1, 2015 - Mar 31, 2016

Be sure to select the right date range

SEE TOP RIGHT OF SCREEN FOR DATE RANGE – USE THE PULL-DOWN OPTION

- Make sure to select the right Analytics account
- Select a date range for a relevant period
- A year-on-year comparison looks at longer-term trends

3 AUDIENCE OVERVIEW

Apr 1, 2016 - Mar 31, 2017
Apr 1, 2015 - Mar 31, 2016



Evaluate your audience

AUDIENCE - OVERVIEW & AUDIENCE - DEMOGRAPHICS

- Look at the site, seasonal trends and year-on-year performance their audience (website visits)
- Is there year-on-year growth in audience and seasonal trends match their visitation and/or campaign spend?
- Demographics (if enabled) will show gender, age, etc.

4 GEOGRAPHIC MARKETS



Look at where your audience is located

AUDIENCE - GEO - LOCATION

- The website audience should broadly match the key markets trying to reach
- Locate (city or region) traffic should be balanced against out-visitation (depending on local and in-market use)
- Are you reaching key domestic and international markets?

5 MOBILE USAGE

1. desktop	130,547 (41.02%)
2. mobile	115,732 (34.27%)
3. tablet	31,727 (9.44%)

What is the importance of mobile vs. desktop?

AUDIENCE - MOBILE - OVERVIEW

- Is the site responsive or is there a separate mobile site? (Check website on your smartphone or use Google's Mobile-Friendly)
- What is the share of usage on desktop, mobile (smartphone)

BENCHMARK: MOBILE/TABLET 35-55%, DESKTOP 45-65%

measure what matters

not all clicks are created equal: measure quality over quantity

COMPLEX TRAVEL-PLANNING LANDSCAPE COMPLICATES MEASUREMENT

The average American Traveler uses **140 websites** in the research and booking phase, making the **path to conversion incredibly complex**. In order to truly understand which campaigns are worthy of your marketing budget, you have to look beyond the click, measuring engagement and goal completions for each campaign (quality over quantity).

How Marketers Think I PLAN MY VACATION



How I Really PLAN MY VACATION



STEP 1 IDENTIFY CAMPAIGN TRAFFIC

First, you have to be able to see the traffic in your analytics system. Digital advertising is easy to track when you use campaign tracking codes. Without a free code, you won't even be able to see the traffic from paid campaigns (let alone measure the quality of it). Visit Here (<http://bit.ly/1F9td0S>) to set one up.

STEP 2 LOCATE AND TRACK CAMPAIGN TRAFFIC

When you use a campaign tracking code, analytics system will capture this traffic in Campaigns section (not under Referrals). you set up all of your paid marketing campaign with campaign tracking codes, you'll be able to evaluate the quality of each program at one place.

miles
marketing destinations

Miles is one of the world's leading marketing agencies helping organizations reach and engage with 65+ Destination Marketing Organizations (cities, states and countries) to 20+ airports and independent sorts. Miles works with leading tourism organizations and their partners across the US and around the world.

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CAMPAIGN TRACKING CODE STEP-BY-STEP GUIDE

For Background on Advertising & Campaign Management, see our "Marketing & Advertising 360" white paper

1. Website Analytics: Google Analytics

Make sure Google Analytics is set up on your website—and is able to track campaign activity and your site's goals.

- Check Your Code is Set up Correctly
- Get the Google Tag Assistant (a Chrome Plug In) and check your or your competitor's website

2. Set Up Campaign Tracking Codes to Measure Your Online Activity and Advertising

Track the performance of all your marketing activity (online advertising, links, email) as campaigns in Google Analytics. Use the simple step-by-step form Google has developed to quickly create campaign tracking codes in a minute or two.

- Search for "URL Builder" in Google or visit [this page](#)

3. Shorten Long Web Addresses with a URL Shortener

Shorten long web addresses including those with Campaign Tracking Codes for social media posts and emails. More advanced tools enable you to customize the link so it is easier to share and remember.

- Google's free tool is [goo.gl](#); others include [bitly](#) and [BudURL](#)

4. Set Up and Share a Campaign Tracking Code Spreadsheet Online

Create, share, update and collaborate on a spreadsheet of your various campaign tracking codes "in the cloud."

- Examples with spreadsheet functionality and free starter storage include [Google Drive](#), [OneDrive](#) and [iCloud](#)

5. Go Into Google Analytics and Assess the Performance of Campaigns

Use Google Analytics' Campaign Tracking to assess and compare the results of campaigns—including critical "Beyond the Click" metrics such as Bounce Rate and Goal Completions, which should cover other critical success events beyond just bookings (eg: checking pricing and availability, reviewing offers).

- View Google Analytics' Campaign Reporting features
- Find other free Google Analytics online resources including help, tools and training

Connect with your Miles Account Executive for additional support and advice on setting up, managing and measuring campaigns.

More at Miles: White Papers, Research Library, Blogs and Emails can be found at [MilesPartnership.com](#)

#7 QUALITY IS JOB #1

How important is traditional word of mouth in travel decisions?



Research on Trust (& Use) of Media

Travel Media Trust



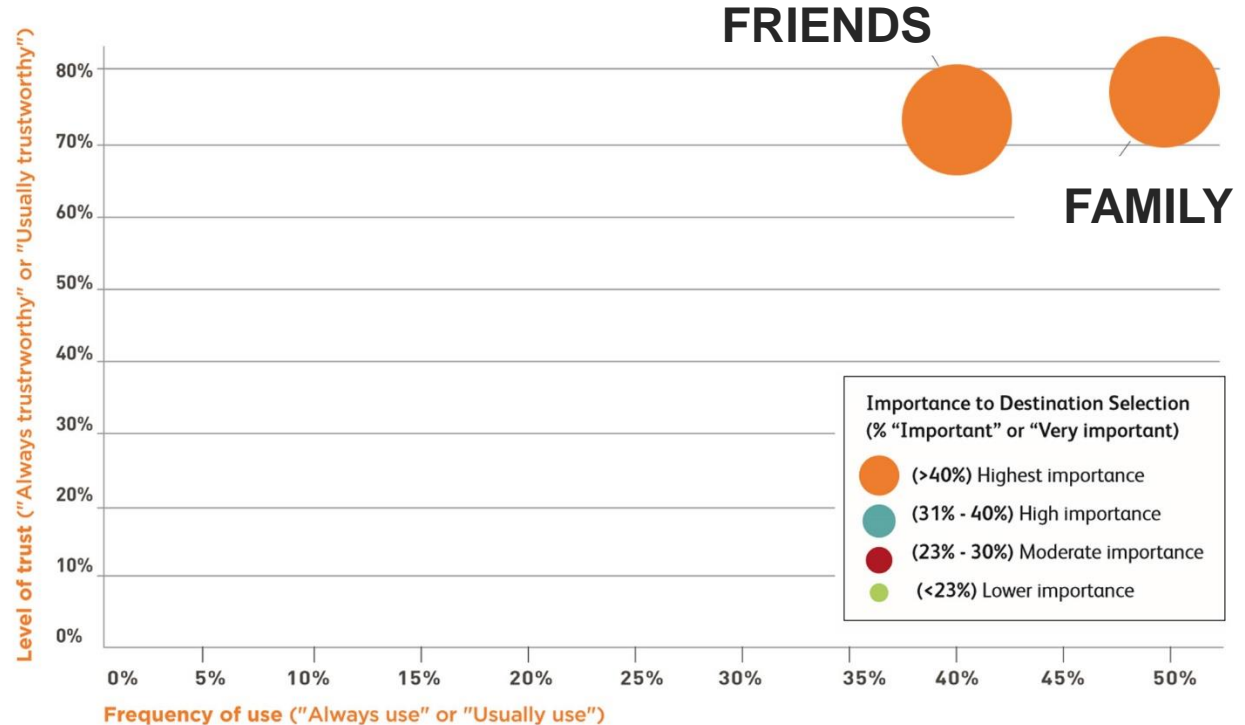
- State of the American Traveler research January 2017 – April 2018
- Sample of 2,000 US leisure travelers
- **Asks travelers to rank the media & sources of information they access by use & trust**

Travel Media Trust & Use

Traditional Word of Mouth Still Rules

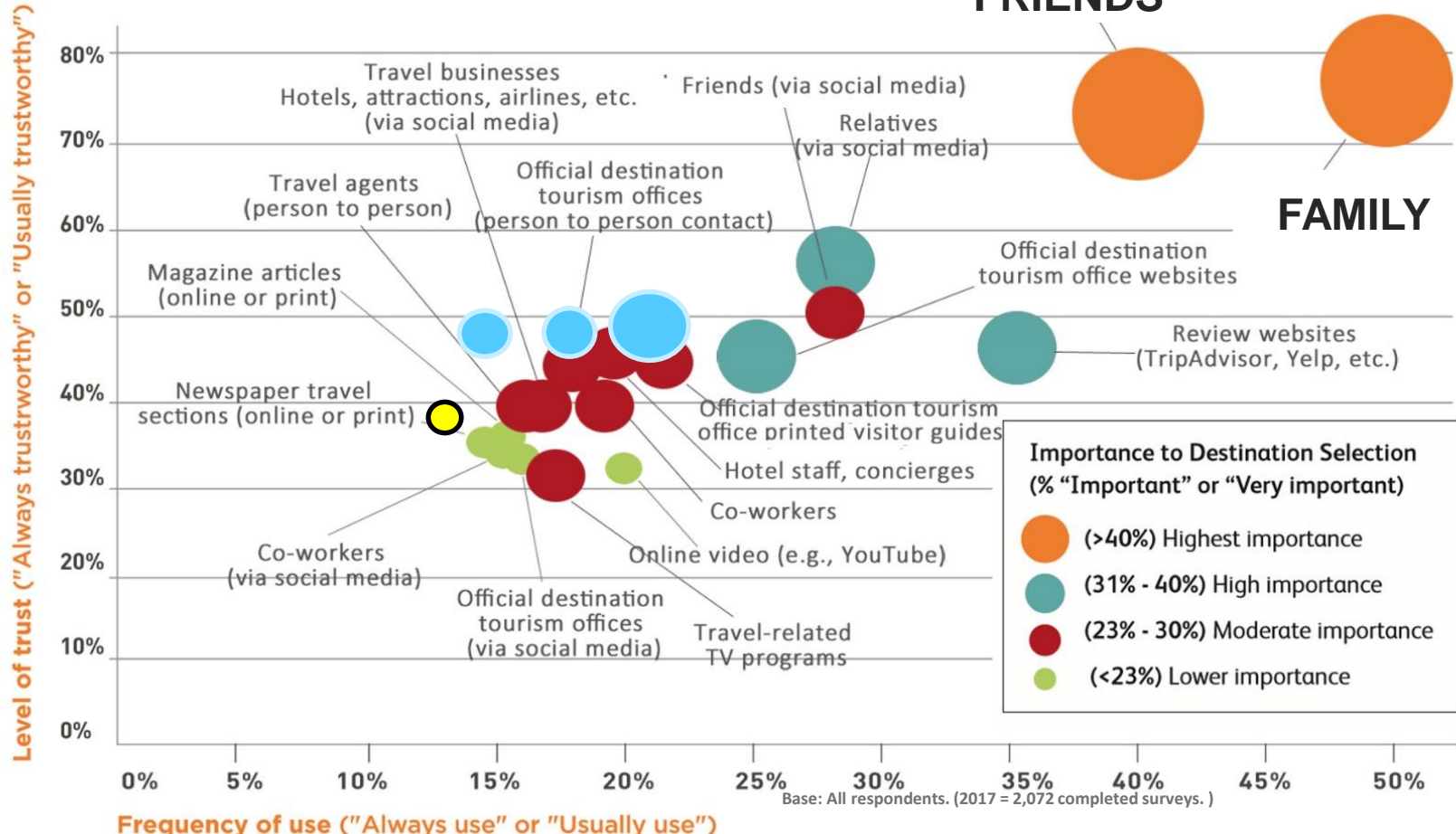
Trust Me, Use Me, Value Me

A visualization of the trust levels, usage rates and importance of the key resources used in travel research



Trust Me, Use Me, Value Me

A visualization of the trust levels, usage rates and importance of the key resources used in travel research



10% lift in online ratings & reviews will see a **5-12%** rise in ADR

EG: Increase from 3 to 4 in TripAdvisor could see a mid level property able to increase room rates **\$25 or more per night**

<http://budurl.com/CornellReputation>



The Influence Of Reputation Analytics On Hotel Revenue and Financial Performance



Chris Anderson



RJ Friedlander

Join **Chris Anderson**, Associate Professor at Cornell University's School of Hotel Administration and **RJ Friedlander**, CEO of ReviewPro, to learn how hoteliers across all segments of the industry are leveraging online

CASE STUDY

The Modern Honolulu

A 4 Star Boutique Hotel which had fallen on hard times

Reinventing the service and customer experience was job one.....



Honolulu Hotels

[Open map](#)

Hotels(82)

B&B and Inns(6)

Specialty Lodging(47)

Vacation Rentals 588

Special Offers(69)

Check In



Check Out

**Show Prices**

Enter dates for best prices

Special offers in Honolulu

[View all](#)

The Royal Hawaiian...
2,149 Reviews
Book Early and Save



Marina Tower Waikiki
127 Reviews
10% off room rate



DoubleTree by Hilton...
868 Reviews
\$169 (USD)

[Hide filters](#)

Price

Enter dates & see
best prices

Hotel class

- ☐ ★★★★★
☐ ★★★★☆
☐ ★★★☆☆
☐ ★★☆☆☆

Style

- ☐ Best Value
☐ Quiet
☐ Family-friendly
☐ Mid-range

[See All](#)

Hotel brand

- ☐ Independent Hotels
☐ Aston
☐ Hilton Hotels
☐ Sheraton

[See All](#)

Location

- ☐ City Center
☐ Diamond Head
☐ Waikiki
☐ Waikiki Beach

[See All](#)

Amenities

- ☐ Internet
☐ Wheelchair access
☐ Pool
☐ Business services

[See All](#)

Sort by:

[Just for You](#)[Ranking](#)[Price \(low to high\)](#)[Price \(high to low\)](#)[Distance](#)[Sideshow](#)

Trump International Hotel Waikiki Beach Walk

1,712 reviews | #1 of 82 hotels in Honolulu

"Awesome property" 04/04/2015

"Trump Waikiki" 03/31/2015

Check In



Check Out

**Show Prices**[Sideshow](#)

The Modern Honolulu

2,123 reviews | #2 of 82 hotels in Honolulu

"Favorite hotel" 04/10/2015

"Best hotel for adults" 04/09/2015

Check In



Check Out

**Show Prices**

5 ESSENTIAL TAKEAWAYS:

1. YOUR MARKETING IS MULTI MEDIA & MOBILE READY

1. DELIVER CONTENT & ADVERTISING WITH REAL IMPACT

3. MANAGE YOUR WIDER DIGITAL FOOTPRINT – GOOGLE & SD TRAVEL

4. REVIEW – REFINE BY MEASURING WHAT MATTERS

5. NEVER FORGET - PROVIDING A GREAT EXPERIENCE IS JOB #1

New White Papers: 11 Essential & Free Online Tools

www.MilesPartnership.com

11 ESSENTIAL & free online marketing tools

Consider utilizing some of these marketing tools to enhance online marketing for your destination, travel business or organization.

1 WEBSITE ANALYTICS

Google Analytics to Monitor Website Traffic

Monitor your website, campaign activity and online business goals. See where your website users are visiting from, their demographic profile and their user journey through your website. Google Analytics and a wide range of related tools and trainings are available at www.google.com/analytics.

→ For more on Google Analytics, see our "12 Essential Google Analytics Reports" resource.



2 CAMPAIGN TRACKING CODES

Measure Your Online Activity and Advertising Efforts

Track and compare the performance of all your marketing activity (online advertising, links, email, etc.) by easily adding campaign tracking codes to the web address of your landing page. Google's [Campaign URL Builder](#) allows you to add campaign parameters to URLs to track in Campaigns using Google Analytics.



3 SHORT URLS

Create Short Web Addresses with URL Shortener Tools

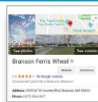
Shorten long web addresses for social media posts and emails. You can also use short web addresses when using Campaign Tracking Codes. [Google URL Shortener](#) and [TinyURL](#) are free tools to use. [BudURL](#) is paid option that comes with additional features.



4 GOOGLE MY BUSINESS

Utilize Google Maps and Google's Travel Platforms

Make sure to claim, optimize and enhance your business listing on Google My Business. Focus on uploading great imagery and adding immersive video and 360 content. New features for Google My Business and Google Posts are available at <https://www.google.com/business>.



5 ONLINE FILE HOSTING

Share and Store Documents Online

Store, share and collaborate in documents online or "in the cloud." Services with free storage options include [Google Drive](#), [Dropbox](#), [Microsoft OneDrive](#) and [Apple iCloud](#).



Note: Some of these tools are completely free but many have paid or subscriber options for enhanced features. All have free and valuable information, functionality or reports available.

6 RESPONSIVE SITE TESTING

Mobile Site Review and Testing Tools

Test how your site looks on mobile devices using [Am I Responsive?](#) online tool. Google's [Mobile-Friendly Test](#) is another tool to use to check a site's speed and usability on mobile devices.



7 AUDIENCE & COMPETITOR REVIEW

Online Audience Measurement and Competitor Review Tools

Complement Google audience reporting with specialized online audience measurement from [Quantcast](#), review your site's reach, engagement and audience against its competitors using online intelligence tools such as [Alexa](#) or [SimilarWeb](#).



8 ONLINE SURVEYS

Use Survey Tools to Gain Insights

Utilize surveys online, through email or even in person for guest arriving at your business. Free online surveys include [SurveyMonkey](#), [ZoomSurvey](#) or [Google Forms](#).



9 SEO KEYWORDS

Research Keywords that People Use to Search Online

Free with a Google AdWords Account, [Keyword Planner](#) works to find keywords related to your business to help build campaigns. Google also offers information on SEO and Google Search, available at [http://helpful.com/300guidebygoogleandhttp://budurl.com/GoogleSEOPage](http://helpful.com/300guidebygoogleandhttp://budurl.com/300guidebygoogleandhttp://budurl.com/GoogleSEOPage).



10 THINK WITH GOOGLE

Google Research, Resources and Best Practice Examples

[Think with Google](#) provides the latest research and resources on the marketing topics, including insights on digital trends and the travel industry.



11 FREE RESEARCH

Access Research to Better Understand Travelers

Some of our most used research resources include the options listed below. All have free research options with a few offering additional paid options.

- [Destination Analyst](#): A tourism research and marketing company that conducts a quarterly research report on U.S. leisure travelers, [The State of the American Traveler](#)
- [Jahia](#): A source for news, research and insights on marketing trends and the travel industry
- [U.S. Travel Research](#): Provides research and analysis on travel and economic trends as well as insight into the industry
- [Brand USA](#): Provides research and analysis on international inbound visitor research & analysis



Additional Resources

Visit our online library of resources featuring our latest white papers, research summaries, blog posts and webinar recordings. These resources cover the latest topics and trends in the industry. Visit www.MilesPartnership.com/How-We-Think for more information.

Miles Partnership markets destinations and hospitality businesses by working with state tourism offices, convention and visitors bureaus, hotels and other organizations in the tourism industry to create forward-thinking digital and print content marketing solutions.

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White Paper: VALUE OF PRINT

www.MilesPartnership.com

the value of print

a summary of travel and tourism research

A summary of independent research on the reach, influence and impact of printed guides and printed advertising on US leisure travelers

Version 1.0 2017

AT A GLANCE

Print use by US leisure travelers

Sources of research: See pages 2 and 4.

53% of US travelers report using a printed resource in planning their travel in the previous 12 months

896 million trips were taken in the last 12 months by this group of US travelers

24% of US travelers indicated they used an official destination visitor guide in the past 12 months to plan a trip

400 million leisure trips were taken by this group of US travelers in the past year – spending an estimated **\$161 billion**



67% of readers of official visitor guides indicate that they visited the destination after receiving the guide

88% of readers who were undecided indicated that the official visitor guide influenced their decision to visit

Official visitor guides are used by up of visitors to make specific planning and booking decisions on their trip. Visitors use the official visitor guides to make decisions on the following:

- 79% activities and attractions to enjoy
- 54% places to eat or enjoy
- 21% places to stay



PROFILE OF VISITOR GUIDE READERS

- Slightly older
- Skewed Female
- Significantly more Affluent

56% are female
53 years old (avg)



\$93,000 household income
73% are married

Myths About Print

Print is at record or near-record levels being used in trip planning is changing.

54%

of US leisure travelers use a printed publication in their trip planning

US Travelers

Print is used in conjunction with other media and ideas to complement their

54%

Gen Y, Gen X and Baby Boomers use print publications in travel decisions at broadly similar levels

Can Save Money

Print is the most trusted type of media solution as the most trusted type of media solution in the travel market. Major travel brands have heavily committed to advertising in print more tactical advertising, including digital.

54%

Print advertising in US magazines is expected to stay stable in the period to 2020 (4)

Print is the most trusted advertising medium used by 82% of consumers

Sources: 2016-17, (2) Shift "Top-Spending Travel Brands for U.S. TV Advertising (So Far This Year)" 2016, (3) PWC Media & Entertainment, 2016-20, MarketingSherpa/Customer Satisfaction Research Study 2016

Advertising

Fact:

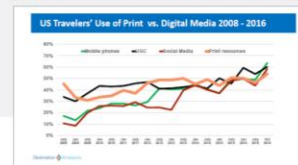
In the 10-year history of the State of the American Traveler, print usage has set new records over the last 12 months with over half of all US leisure travelers using it during 2016-17

Fact:

Gen Y travelers' usage of Official Visitor Guides is only slightly less than that of Gen X and Baby Boomers. In other areas of print usage, Gen Y travelers actually use print more in travel decisions (e.g., lifestyle magazines)

Fact:

The average US leisure traveler uses a small number of print publications in trip planning but visits more than 120 websites before and during their travel. Print advertising is trusted by more consumers (82%) than any other type of advertising.



Resources

Detailed citations, references and copies of the independent research used in this summary are available at <http://budurl.com/MilesValueofPrint>



4 Tips for Measuring Print ADVERTISING

Print advertising is, by nature, more challenging to measure than digital advertising – in which every part of the user and online interactions can be tracked. Here are tips for measuring your print advertising. Remember, these methods are only as effective as your ability to track, report and review these results.



1 Trackable Phone Numbers

can be a simple, low-cost way to understand response – for businesses where phone calls are an important way travelers contact you. Options start at just a few dollars per dedicated line – which offers reporting on the number, duration and origin of callers responding to the ad.



2 Deals or Offers

A specific offer or deal such as "Ask for Our Family Fun Special" can also be a simple way to assess response – however recognize that only a proportion of travelers will remember to ask, and that recording such requests can be challenging in a busy office setting.



3 Vanity URLs or QR Code

The majority of visitor guide readers also go online for additional information. You can use a specific web address (e.g., www.mywebsite.com/familyfun) or a QR code and use your online analytics to measure response.



4 Conduct Research

Finally, consider conducting

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Resources: <https://budurl.me/SDTravel>

11 ESSENTIAL & free online marketing tools

Consider utilizing some of these marketing tools to enhance online marketing for your destination, travel business or organization.

1) WEBSITE ANALYTICS

Google Analytics to Monitor Website Traffic

Monitor your website, campaign activity and online business goals. See where your website users are visiting from, their demographic profiles and their user patterns through your website. Google Analytics and a wide range of related tools and trainings are available at support.google.com/analytics

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Create Short Web Addresses with URL Shortener Tools

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Competitor Google audience reporting with specialized online audience measurement from [Competitor](https://support.google.com/analytics). Review your data reach, engagement and audience against its competitors using online intelligence tools such as [Scoop](https://support.google.com/analytics) or [Jungle Scout](https://support.google.com/analytics).



8) ONLINE SURVEYS

Use Survey Tools to Gain Insights

Online surveys online, through email or even in person to gain free online survey insights. [SurveyMonkey](https://support.google.com/analytics) or [SurveyMonkey](https://support.google.com/analytics).

9) SEO KEYWORDS

Research Keywords that People Use to Search

Free with a Google AdWords account. [Keyword Planner](https://support.google.com/analytics) tools related to your business to help build campaigns. Google also has Google Search, available at <https://support.google.com/analytics>.

10) TRAVEL WEBSITE ANALYTICS

12 ESSENTIAL google analytics reports



A supplement to the Miles White Papers: "The Power of Travel - Travel & Tourism Marketing Essentials", "Measure What Matters" and "Data Driven Destinations".

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AUDIENCE - OVERVIEW & HISTORY - DEMOGRAPHICS

Look at the site, seasonal trends and year-over-year performance of their audience (website visits)

Is there year-over-year growth in audience and seasonal trends that match their website and/or campaign reports?

Demographics (if enabled) will show gender, age, etc.

Look at where your audience is located

AUDIENCE - GEO - LOCATION

The website audience should broadly match the key markets you are trying to reach

Locals (city or region) trends should be balanced against out-of-state visitors (depending on local and in-market use)

Are you reaching key domestic and international markets?

What is the importance of mobile vs. desktop?

AUDIENCE - MOBILE - OVERVIEW

Is the site responsive or is there a separate mobile site? (Check your website on your smartphones or use Google's Mobile-Friendly Test)

What is the share of usage on desktop, mobile (smartphone) and tablet?

RECOMMENDATION: MOBILE TABLET 55-60%, DESKTOP 40-45%

278,406

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The Rise of the HYPER INFORMED TRAVELER & 7 Essential Marketing Tips

MARCH 15 2018

South Dakota

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www.MilesPartnership.com

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How Marketers Think I PLAN MY VACATION



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miles marketing destinations

Miles is one of the world's leading marketing agencies helping organizations reach and engage with visitors. From 45+ Destination Marketing Organizations (DMOs), states and countries to 20+ airports and independent hotels, Miles works with leading tourism organizations and their partners across the US and around the world.

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QUESTIONS & ANSWER

HYPER INFORMED TRAVELER & 7 Essential Marketing Tips

South Dakota

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