

5 IDEAS FOR DESTINATION MARKETING ORGANISATIONS TO TAKE ADVANTAGE OF THE RETURNING TRAVEL MARKET

The travel market opened up. R you ready to:

**01**

Rethink your approach.

The markets moved on, and so must your marketing. You have to shift from being a destination marketing organisation and become a destination *management* organisation.

**02**

Replenish your first-party data.

Use your channels to build up this critical data so you can target effective visitor marketing campaigns and prosper when cookies die.

**03**

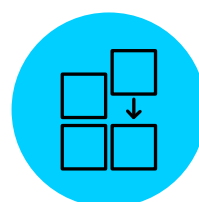
Revise your customer understanding.

Travellers have changed, so update your insights by gaining a holistic view of your customers across channels, devices, and spending habits. Connecting all their behaviours then allows you to understand and market to them as individuals.

**04**

Revamp your measurement approach.

Adopt a more comprehensive way of measuring activity, so it reflects the full impact of visitor spend across your destination and the difference your marketing is making.

**05**

Rebuild your technology.

Adopt technologies such as Customer Data Platforms and Data Clean Rooms to gain control of your data and activate it so you can deliver more impactful and valuable marketing activities.

LOOKING FOR INSPIRATION?

Then download our [Future of Tourism ebook](#) and gain new information, insights, and ideas on how to shift your marketing to embrace the new travel reality.



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