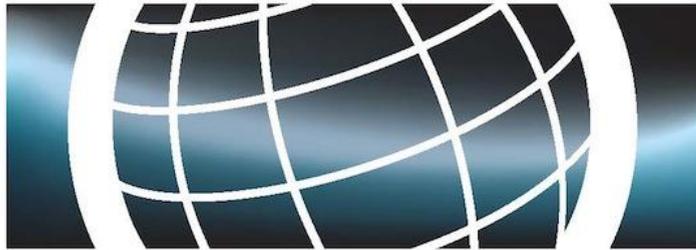




Prepared for New Hampshire Division of Travel of Tourism Development

## MARKETING OUTLOOK FORUM



Presented by the Travel and Tourism Research Association

TTRA's annual event took place in October in Baltimore. Here are highlights from two sessions.

### TOURISM UNDER ATTACK?

**Presented at the 2017 Marketing Outlook Forum by SMARInsights**

Attacks on tourism budgets across the country have DMO leaders worried.

Texas Tourism has had a substantial

budget reduction, and VISIT FLORIDA faced a large cut until Gov. Rick Scott intervened.

But what do the public and local leaders really think about the

**Continued on page 2**

**Consumers believe tourism improves the community**



### Bag check fees are raising ire among airline passengers

Record airline revenue from fees is being matched by rising customer irritation with them.

Recent studies show that passengers feel increasingly deceived by fare quotes which do not include fees for basic amenities such as checking a bag.

UserTesting completed a competitive benchmarking study comparing the desktop website

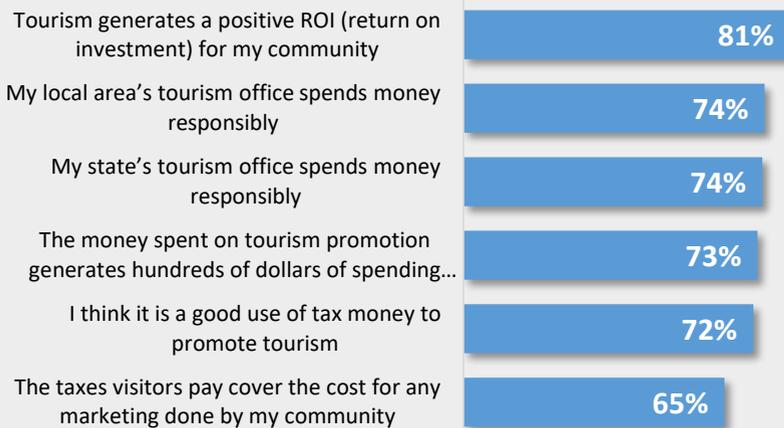
user experiences of the top 10 airlines in the United States: Alaska, American, Delta, Frontier, Hawaiian, JetBlue, Southwest, Spirit, United, and Virgin America.

Travelers evaluated the websites based on five factors—Ease of Use, Speed, Credibility, Aesthetics, and Delight—which UserTesting has identified as the key user experience attributes.

While no airline scored highly on satisfaction for this issue, Southwest was rated as the most transparent carrier, while Spirit was rated as the least trustworthy. The lack of a comprehensive resource to see how much airlines charge for each service was also cited as a reason for consumer frustration.

**Sources:** UserTesting, Brian London

## There is support for tourism promotion



## People – and legislators – like tourism!

### Continued from Page 1

benefits of tourism? Strategic Marketing & Research Insights (SMARInsights) decided to find out through a nationwide survey of 1,500 people. The research also included ongoing qualitative discussions with decision makers and lawmakers.

### Among the findings:

- People like tourism
- So do legislators
- Only a handful see tourism as a downside
- And they strongly support promotional efforts
- Some just don't think advertising works

Legislators aren't sure of the need for promotion, and get skeptical when budgets get too big, and want transparency.

The segments of consumers who most strongly feel that money spend on tourism promotion should be spend for other purposes tend to be the disadvantaged and politically voiceless.

Community and state budgets are pressured, so lawmakers are constantly tempted to take revenue that comes from outside their constituent base and use it within the community.

When dealing with those who feel tourism promotion doesn't work because they don't think their city is attractive, engage them because this view can be addressed.

This also suggests we should promote the destination within the community, as well as to other markets.

## Valuable lessons in paid social media

### Presented at the 2017 Marketing Outlook Forum by Visit Savannah

Mastering paid social media often takes trial and error for destination marketing organizations.

Early efforts by Visit Savannah focused on the wrong things, which included posts about unmotivating activities or posts about the organization itself.

The organization refined its efforts by promoting appealing events using more attractive photos. The DMO was no longer the focus.

Content was the most essential element, Visit Savannah was the storyteller, and social media was how to tell the story.

### Visit Savannah's "most important lessons" are:

- Don't put social media advertising in a silo
- Tailor, customize and hyper-target
- Test, test, test!
- Use the right measurement tools
- If you think you have mastered it, it's time to change it up.