

## Digital Hot Topics

# Exploring New Digital Marketing Trends for Tourism Businesses

## Customer Experience Analytics in Tourism

### What is 'Customer Experience Analytics'?

Customer Experience Analytics involves the collection and analysis of data related to how customers interact with and experience a business. This includes data from various touchpoints such as website visits, social media engagement, online reviews, booking processes, and post-trip feedback. The aim is to understand customer preferences, behaviours, satisfaction levels, and overall experiences to inform decisions that enhance services and offerings.

**In tourism, where the experience is the primary product, understanding customer needs and expectations is crucial.** Most businesses get some of this data, but few actively use it – others are missing an opportunity to review the metrics around how their business is performing.

### Here's why Customer Experience Analytics is key:

- **Personalisation:** Adapting experiences to match customer preferences.
- **Service Improvement:** Identifying areas for service or offering enhancement.
- **Customer Retention:** Understanding factors that contribute to customer loyalty.
- **Targeted Marketing:** Creating marketing strategies that appeal to specific customer segments.
- **Competitive Advantage:** Staying competitive by evolving based on customer feedback.

## Practical Examples We Should Consider?

### **Website Interaction Analysis:**

Use tools like Google Analytics 4 to observe how visitors interact with your website. Assess the most visited pages, bounce rates, and time spent to gauge visitor interests.

*Example:* A bed and breakfast might find that visitors are particularly interested in their 'local attractions' page and decide to expand that content or offer related packages.

### **Social Media Sentiment Analysis:**

Evaluate comments and reviews on social media platforms to gauge customer sentiment. Tools like Hootsuite or Sprout Social can provide insights into customer experiences. Core tools like Google Reviews will give you excellent data for free.

*Example:* A local tour operator might use these insights to understand which aspects of their tours are most valued and highlight these in their promotions.

### **Online Review Aggregation:**

Gather and analyse reviews from platforms like TripAdvisor or Yelp. Identify common themes in feedback to pinpoint strengths and improvement areas.

*Example:* A boutique hotel might notice frequent mentions of their staff's friendliness in reviews and use this as a key marketing point.

### **Post-Trip Feedback Surveys:**

Send surveys post-visit to collect detailed feedback. Use tools like SurveyMonkey or Google Forms for survey creation and distribution.

*Example:* An adventure tourism business might use survey feedback to refine itineraries, introduce new activities, or enhance safety measures.

### **Booking Process Analysis:**

Review the booking process to identify any difficult points or areas where customers disengage. This can be monitored through website analytics or feedback forms.

*Example:* A travel agency might discover that customers often abandon their booking cart, leading to a simplification of the booking process.

### **Email Campaign Analytics:**

Analyse the performance of email marketing campaigns. Consider open rates, click-through rates, and conversion rates to understand engaging content.

*Example:* A local sightseeing tour operator could use this data to customise their email content, featuring popular tours or special offers.

**By effectively utilising Customer Experience Analytics, even small tourism businesses can gain valuable insights, leading to enhanced customer satisfaction, more effective marketing strategies, and ultimately, business growth.**