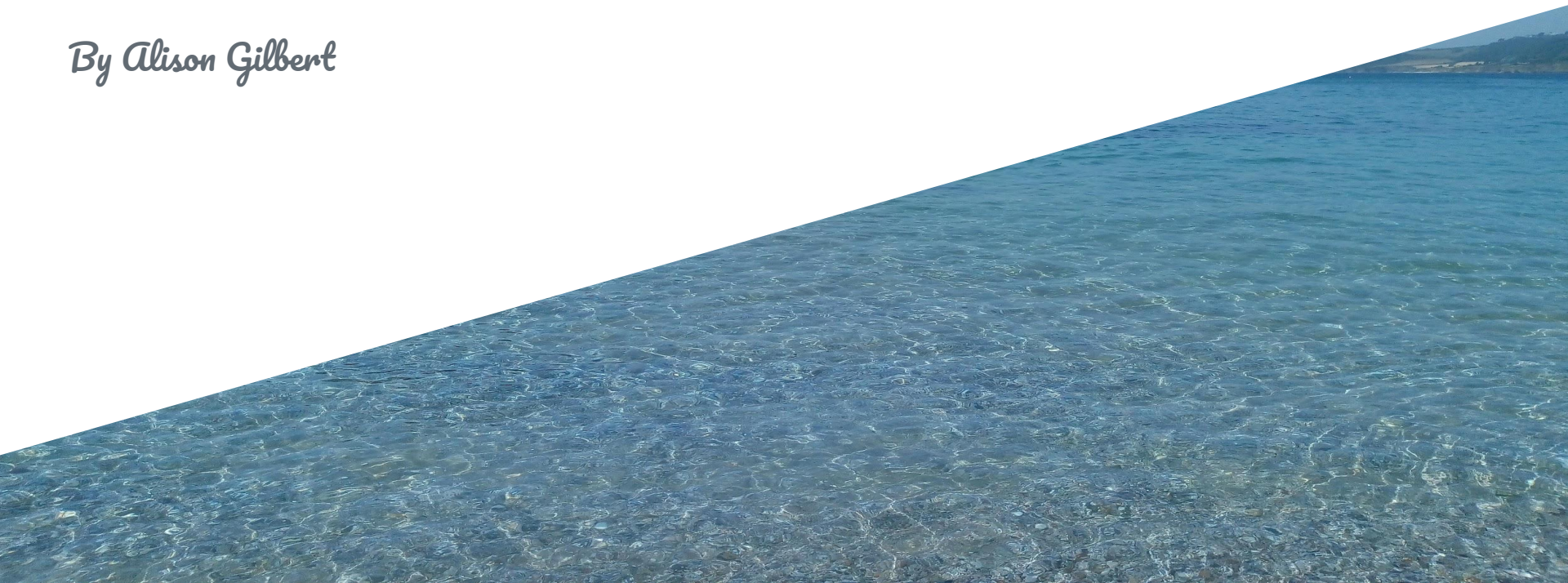


Content marketing for the travel industry

By Alison Gilbert



What is content marketing?

Content marketing is the process of consistently publishing relevant content that audiences want to consume in order to reach, engage, and convert new customers.

(Brenner, 2021)



What are the different types of content marketing?



podcasts

webinars

pictures

infographics

video

blogs

Here is an example of a good quality blog

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Travel Trends For 2021

BY: LUCIA NOVARA ⌚ 7 min

Our travel experts weigh in on the top travel trends for 2021. Get the inside scoop on the best way to plan your next journey.

READ POST

Novara, L. (2021)
Travel Trends for 2021
[Screenshot]

Up-to-date information helps the customer, call to actions to other blogs, more information and booking which follows the buyer's journey, videos included as part of the blog, testimonies, attractive and large images, guest blogs using experts in their field, topical blog on sustainable holidays, the blog is advertised on Facebook, Instagram and Twitter.

Here is an example of a good quality blog

New to the blog?

Start with the **most popular articles**.



The Best Places to Travel According to Your Zodiac Sign

You might get surprised, but Astrology and travel have a lot in common. You would get even more surprised knowing...

Leo (July 23 – August 22)



Leo people are highly creative, a bit vain, and like to enjoy the best things in life. They can certainly thrive on an inspiring travel destination filled with art, culture, and a hint of luxury. Leo also likes to eat well, and visit regal cultural attractions, like beautiful palaces, churches, and castles.

Best destinations for Leo? If you're a Leo, a perfect destination for you is a [European South](#) city, such as Florence, or Milan. These travel destinations are super photogenic, which Leo people appreciate, and are home to plenty of cultural activities.



Cuddly Nest (2021) The Best Places to Travel According to Your Zodiac Sign [Screenshots]

Interesting and unique content to attract the audience, topics audiences are interested in, call to actions throughout linking to booking, lots of attractive images, Top 10 blogs, fun facts and entertaining to read, guest blogs by travellers and promoted on Facebook.

Here is an example of a good quality podcast



The UK's best travel podcast

Bringing you the very best destination experts, the must visit places from around the world, and moments of fun, joy and wanderlust.

In each episode

- Get the low-down on what's new in travel
- Feel inspired for your next trip away
- Get ahead with insight into holiday deals
- Discover the latest trends and topics

The Travel Podcast



THE TRAVEL PODCAST - THE TRAVEL PODCAST • EPISODE 68, THURSDAY, JUNE 3, 2021

Seacations!



00:00:00

00:47:42

1x SHARE NOTES SUBSCRIBE

Witt, S. and Pope, D. (2021) Seacations
[Screenshots]

Follows current trends, up to date on current restrictions and shares information audiences want to know (seacations - cruises around the UK coast so don't have to quarantine), helps customers, shows how products solve challenges, interviews clients, subject experts, entertaining though not advertised on social media.

Here is an example of a good quality podcast



*Fletcher, G. and Merrygold, A. (2021) Series 1, Episode 3
[Screenshots]*

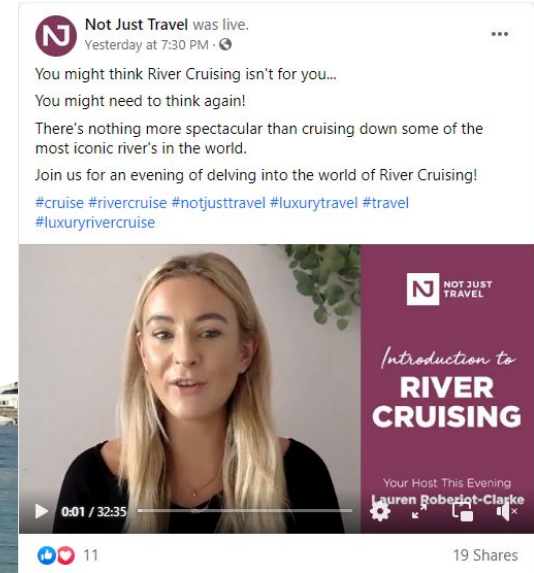


Based around interviews with celebrities to draw the audience, celebrities talk about their experiences of Disney and their dream day at the resort, entertaining, informative, insights into other people's experiences, top tips and promoted across all the Disney holiday's social media.

Here is an example of a good quality video



*Roberjot-Clarke, L. (2021) Introduction to river cruising
[Screenshots]*



Current affairs and up-to-date information, guest people, a conversation with staff sharing information, presentations and video adverts as part of the video, attractive footage and images showcasing the products, celebrity chefs on board to attract the customer, call to actions throughout, pre-register interest to hopefully convert customers using the buyer's journey and videos promoted on Facebook.

Here are examples of good quality videos



to do everything
we can to protect them.

Cuddly Nest (2020) Celebrate World Ocean Day [Screenshot]

Cuddly Nest (2020) Wonders of the World [Screenshot]



**The Great Wall
of China.**

China



Cuddly Nest (2020) Happy National Park Week [Screenshot]

Short well created videos based on images/footage of holidays with a music background and words over the top, attractive to draw audiences in to find out more, promoted on Facebook, asks questions to engage with the audience and topical messages about climate change.

Here is an example of a good quality webinar

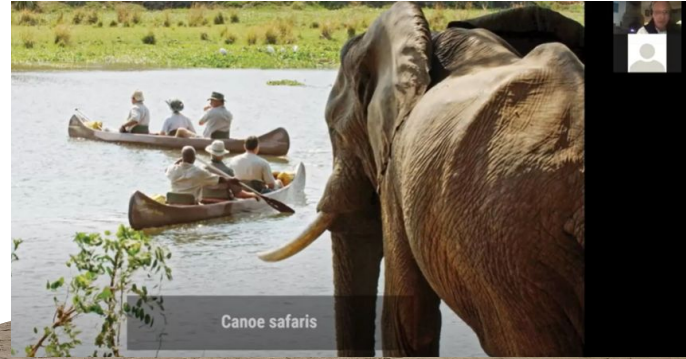
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Exploring Kenya on the Trail of 'Out of Africa'

Wednesday, September 29, 2021 | 3 PM EST

Take an unforgettable trip down memory lane with Co-Founder Florian Keller while revisiting the locations from the Oscar-winning 1985 film 'Out of Africa'. Follow in the footsteps of protagonists Karen Blixen and Denys Finch Hatton, played by Meryl Streep and Robert Redford. You will journey across vast African wildernesses with Florian, who has spent over a decade living in and exploring the region. Learn more about safaris in the Masai Mara, and enjoy a virtual flight over spectacular landscapes such as Lake Natron, Menengai Crater and the Aberdare Waterfalls. The highlight is Nairobi's Ngong Dairy—depicted as Karen Blixen's home in the film—where Florian has been living for more than 15 years and welcoming our guests!

REGISTER



Keller, F. (2021)
Meander Through Africa
[Screenshots]

Interactive and uses polls to engage with the customer, presentations led by a member of staff, attractive footage and images showcasing the products, informative with clear visuals, persuasive language, famous locations to attract the customer, call to action, pre-register interest to hopefully convert customers following the buyer's journey and promoted on Facebook.

Here are examples of good quality pictures



Enchanting Travels (2019) Salt flats [photo]



Enchanting Travels (2018) Inca ruins [photo]

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Enchanting Travels (2019) Hobbit house [photo]

Good use of pictures on Twitter, links to blogs, unique, eye catching, draws the audience to learn more, start of the buyer's journey, famous locations that are familiar to the audience draw them in and gets attention.

Here are examples of good quality pictures



Cuddly Nest (2021) Switzerland [photo]



Cuddly Nest (2021) Dubai [photo]

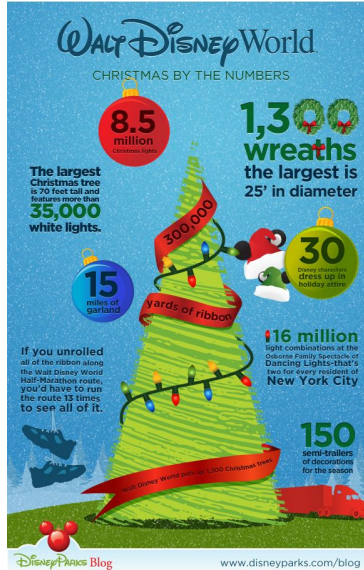
Cuddly Nest (2021) Adventure [photo]



Cuddly Nest (2021) Northern Lights [photo]

Pictures used on Instagram, they are exciting and different to draw in the audience, links to other travellers' instagrams as some are guest images, ask questions to engage in a conversation with the customer, start of the buyer's journey and similar content used on Twitter and Facebook.

Here are examples of good quality infographics



Walt Disney Travel (2020) Christmas by the numbers [infographic]

Walt Disney Travel (2020) Christmas by the numbers [infographic]



Walt Disney Travel (2020) Explore the World [infographic]



Fun facts to sway the audience, attractive visuals, full of information, convey the company's brand, topical and seasonal.

How could you use content marketing to engage with the customers of your travel business?



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