

Digital Strategy for Tourism in 2021



TED

Tourism
Enterprise Development
Programme



tourism
northernireland



PROFILETREE

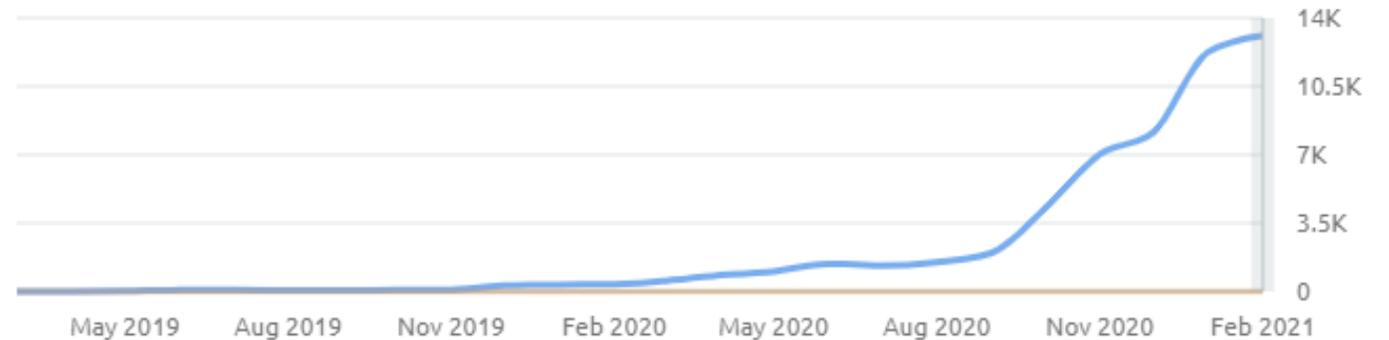
Why do you need a Digital Strategy?

- Consistent
- Know your Audience
- Where?
- Trends?
- Clear Tasks
- Limited Resources

Organic traffic 13,107/month

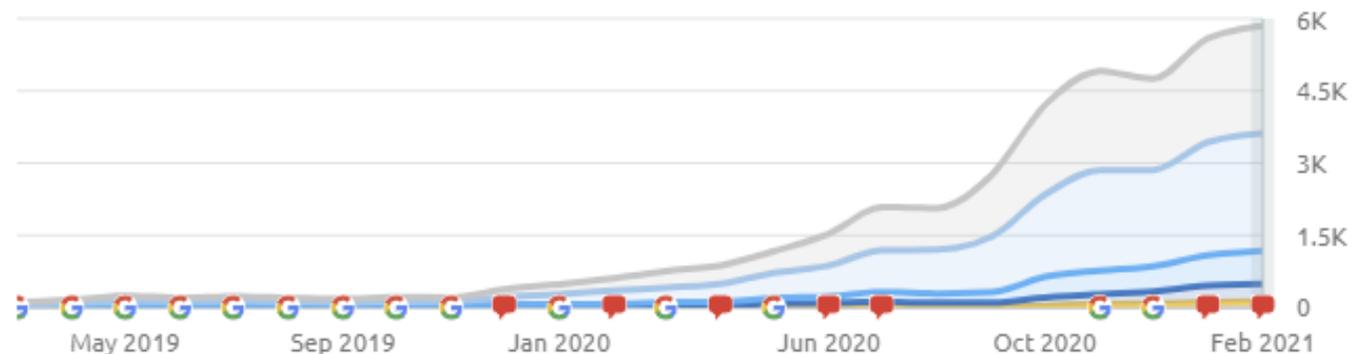
Organic Traffic Paid Traffic

Notes ▾ | 1M 6M 1Y 2Y All time



Organic keywords 5,847

Top 3 4-10 11-20 21-50 51-100



Buying Stages

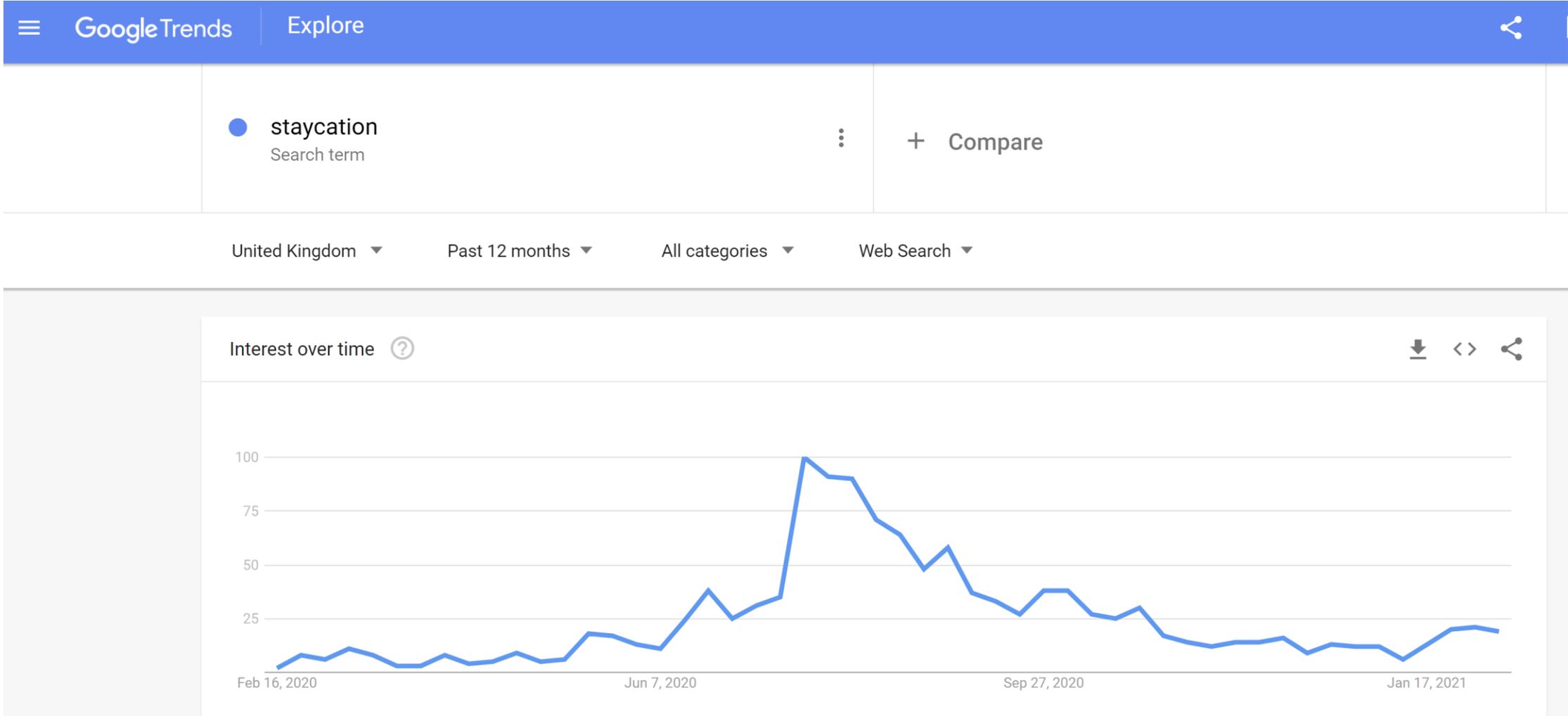
Dreaming

Planning

Booking

Experiencing

Research Opportunities



New Opportunities

● staycation

United Kingdom, Past 12 months



1	Northern Ireland	100	<div style="width: 100%;"></div>
2	Scotland	80	<div style="width: 80%;"></div>
3	England	73	<div style="width: 73%;"></div>
4	Wales	59	<div style="width: 59%;"></div>

14 Holiday camp - Topic Breakout

15 Holiday Cottage - Accommodation type +450%

Related topics ?

Rising ▼ ⬇ ⏪ ⏩

1	Lodging - Topic	Breakout
2	Lake - Lake type	Breakout

Related queries ?

Rising ▼ ⬇ ⏪ ⏩

6	staycation ideas	+250%
7	uk staycation ideas	+140%

Possibilities?

Google Trends

Explore

● local holiday
Search term



+ Compare

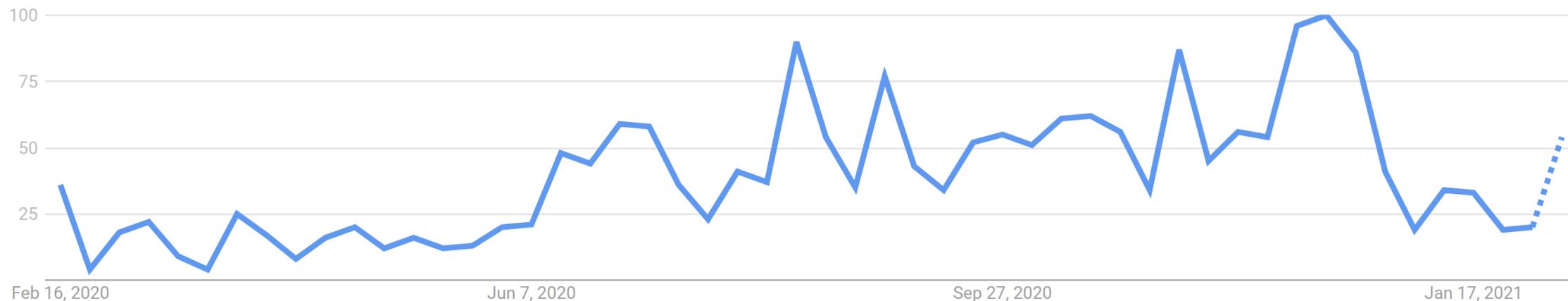
United States ▼

Past 12 months ▼

All categories ▼

Web Search ▼

Interest over time



Google Maps – Local SEO

Restaurants in Lisburn

Price Rating Cuisine Hours

More filters

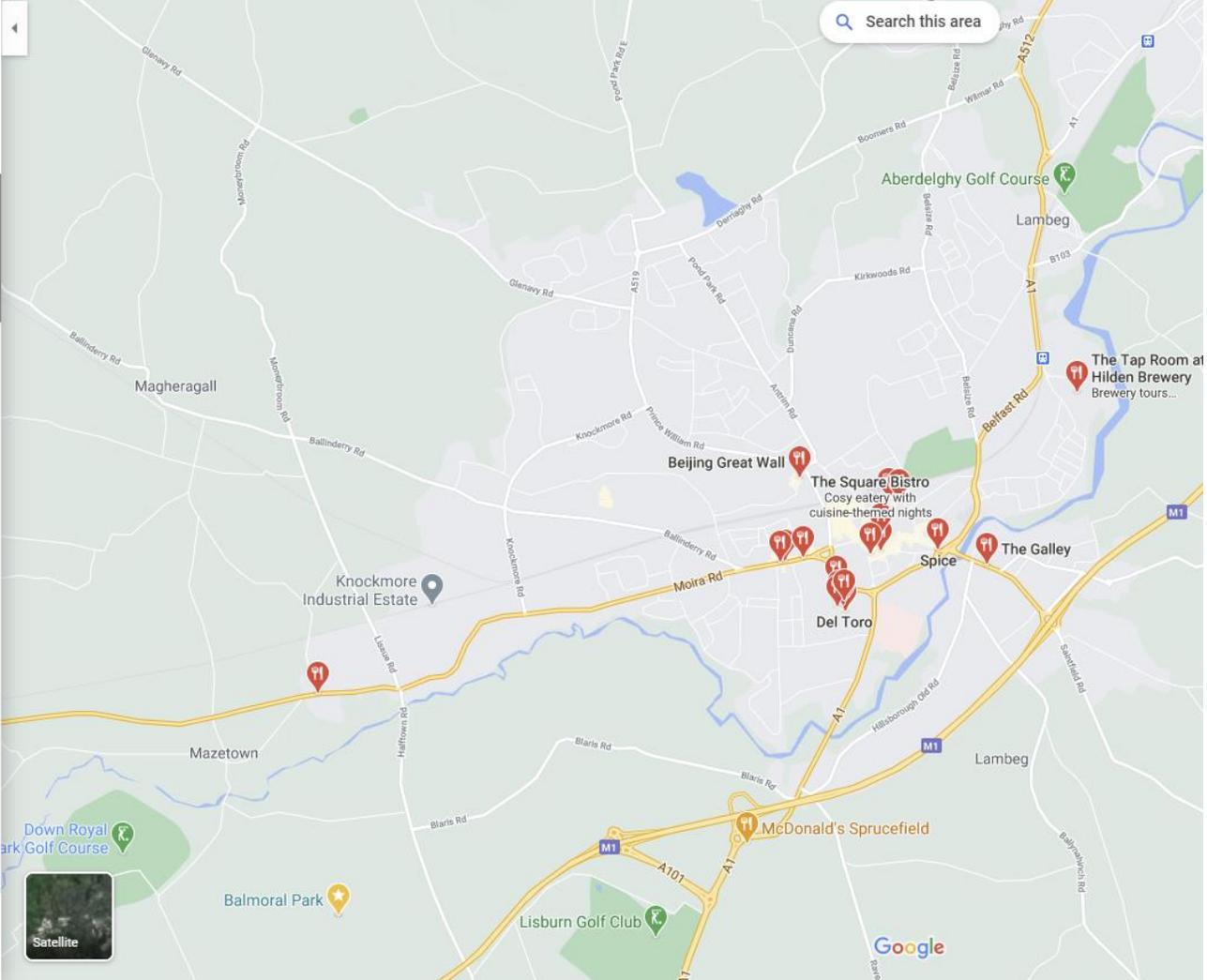
The Square Bistro
4.7 ★★★★★ (426)
££ · Bistro · 18 Lisburn Square
Cosy eatery with cuisine-themed nights
Closed · Opens at 11:30
Dine-in · Takeaway

Jersey Street Grill
4.5 ★★★★★ (808)
££ · Grill · 6 Lisburn Leisure Park
Closed · Opens at 09:00
Dine-in · Takeaway · Delivery

Bodenes Diner
4.4 ★★★★★ (1,135)
££ · Diner · Co. Antrim, 15 Lisburn Leisure Park
Closed · Opens at 10:00
Dine-in · Takeaway · Delivery

Spice
4.6 ★★★★★ (316)
££ · Indian · Linenhall St
Closed · Opens at 17:00
Dine-in · Takeaway · Delivery

Del Toro
Showing results 1 - 20
Update results when map moves



 **PROFILETREE**

Omnichannel



Image Source: <https://www.x-cart.com/>

Video Still King!

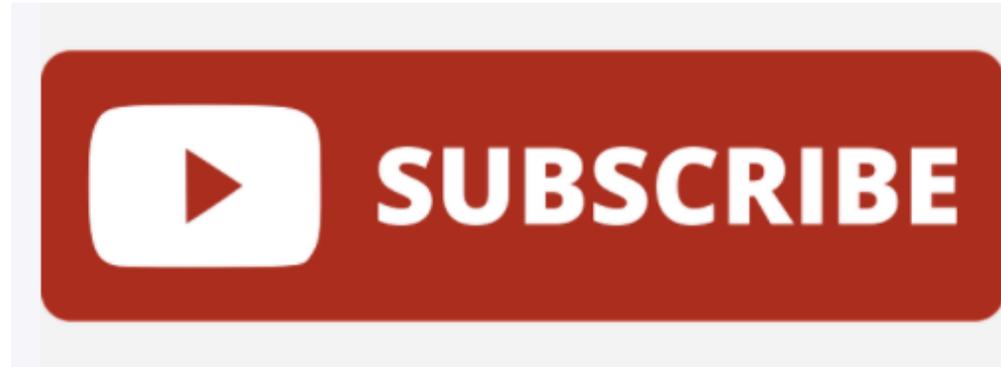
DIGITAL 360
COMMERCE

RETAIL

B2B

**Online videos help build
confidence in purchases**

Subscriptions for EVERYTHING!!



New Features



About 3,360,000,000 results (0.63 seconds)



- **Instagram** Feature #1: Facebook Shops.
- **Instagram** Feature #2: **Instagram** Shop.
- **Instagram** Feature #3: IGTV Ads.
- **Instagram** Feature #4: Badges in **Instagram** Live.
- **Instagram** Feature #5: Live Shopping.
- **Instagram** Feature #6: Green Screen in **Instagram** Stories Filters.

[More items...](#) • 29 May 2020

Influencers → Micro → You!!!

Examples of high performing influencer ads in 2020

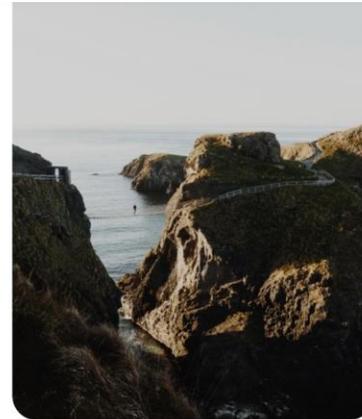
Pinterest



19 Memorable Things to Do in Northern Ireland



15 Best Places In Northern Ireland To Visit



10 Magical Places in Northern Ireland (Straight Out of a...



AD | 20 Fun Things To Do In Belfast and Northern Ireland



15 Epic Things to do in Northern Ireland



Top Tips for Visiting The Giant's Causeway - Northern...



19 Memorable Things to Do Northern Ireland ?

New Platforms

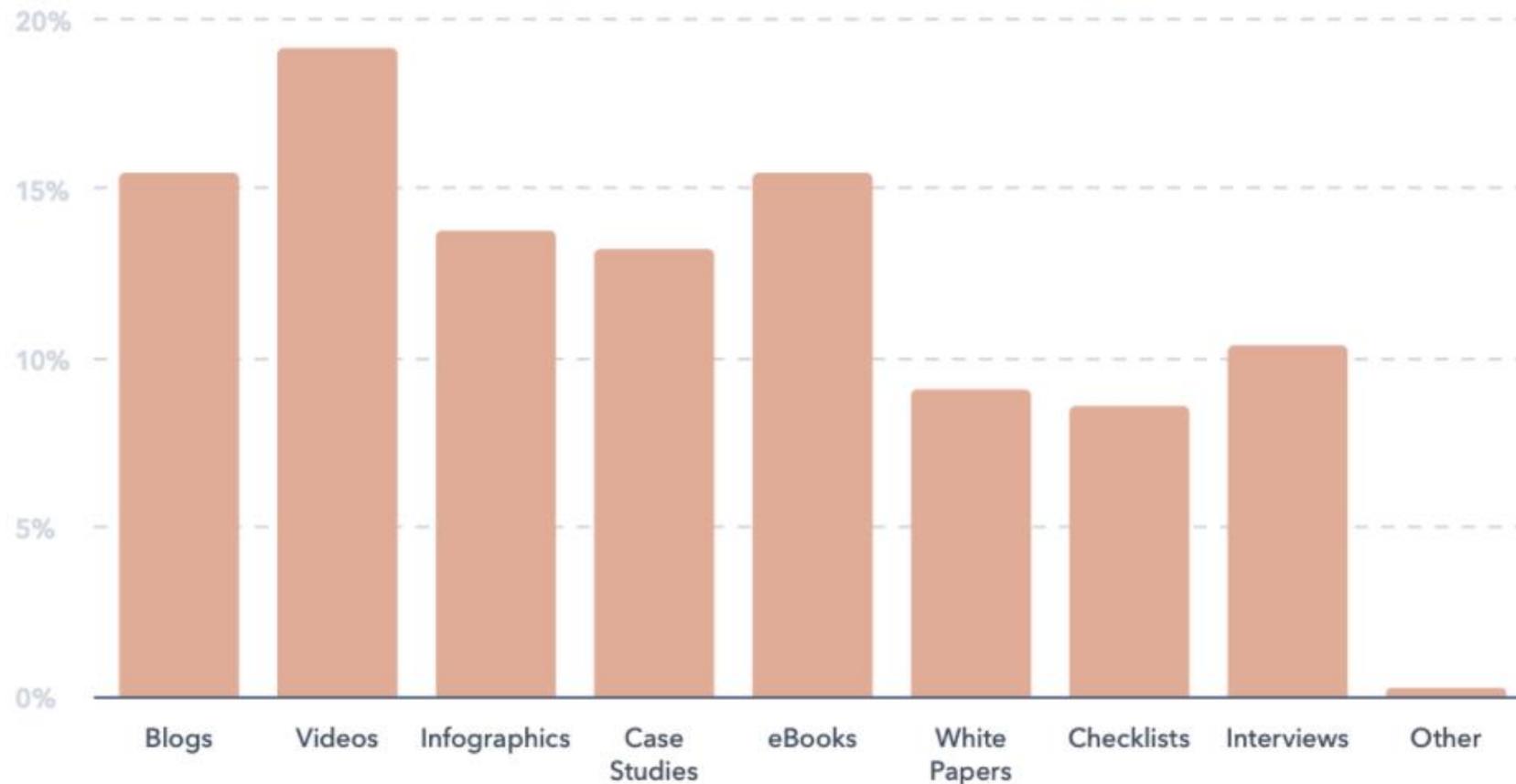


Shoppable Posts

SHOPPING

Content Marketing

What are the primary forms of media used within your content strategy?



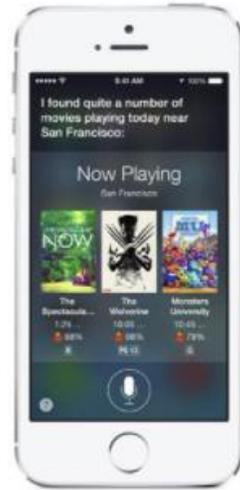
Source: <https://www.hubspot.com/marketing-statistics>

Email - Leads

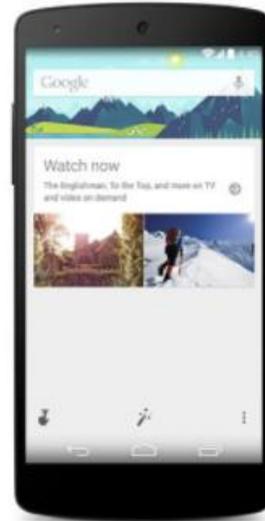


Voice Search

Apple Siri



Google Now



Windows Cortana



Deals on devices with Alexa



fire tv stick
~~£39.99~~ £32.99



fire tv stick 4K
~~£49.99~~ £34.99

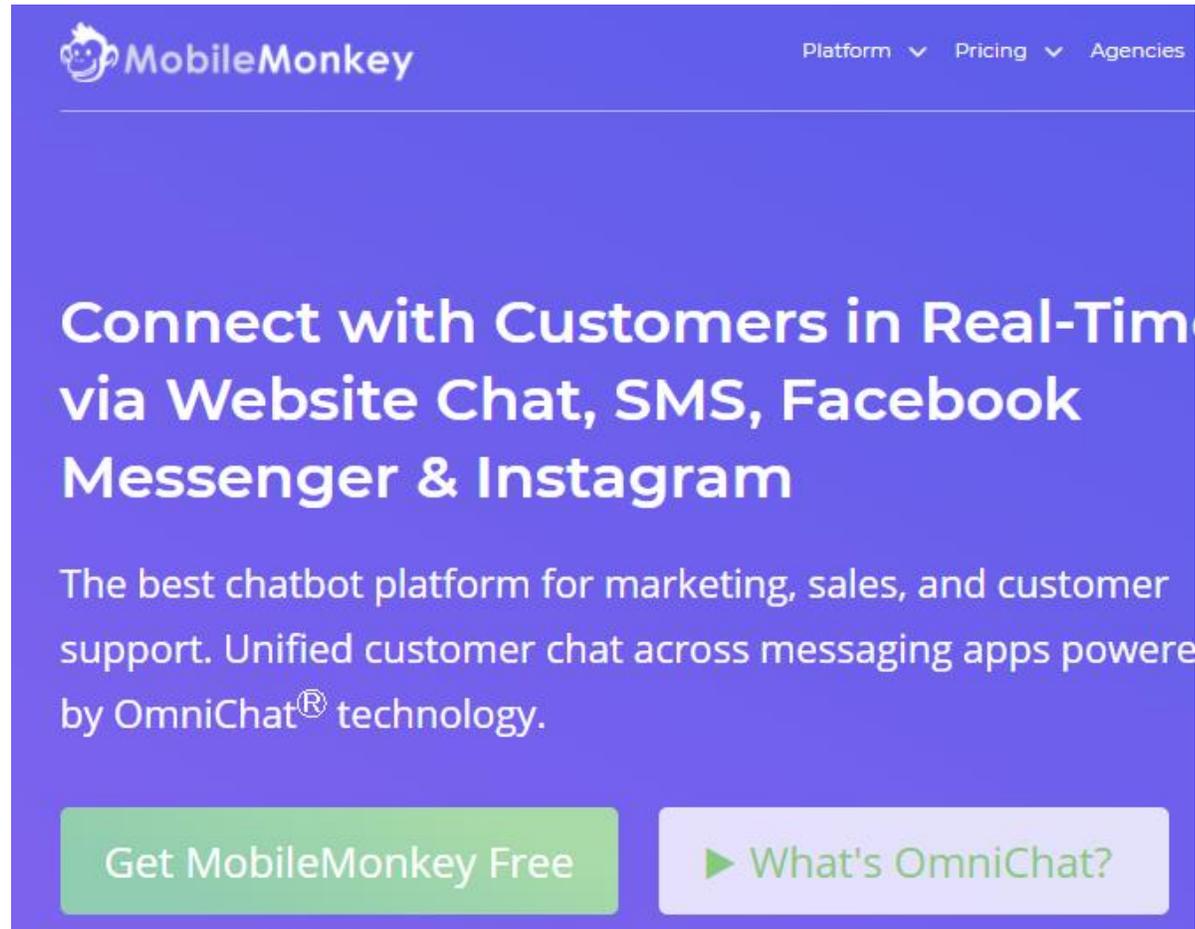


echo show
~~£79.99~~ £49.99



echo dot
~~£49.99~~ £34.99

Messaging Apps



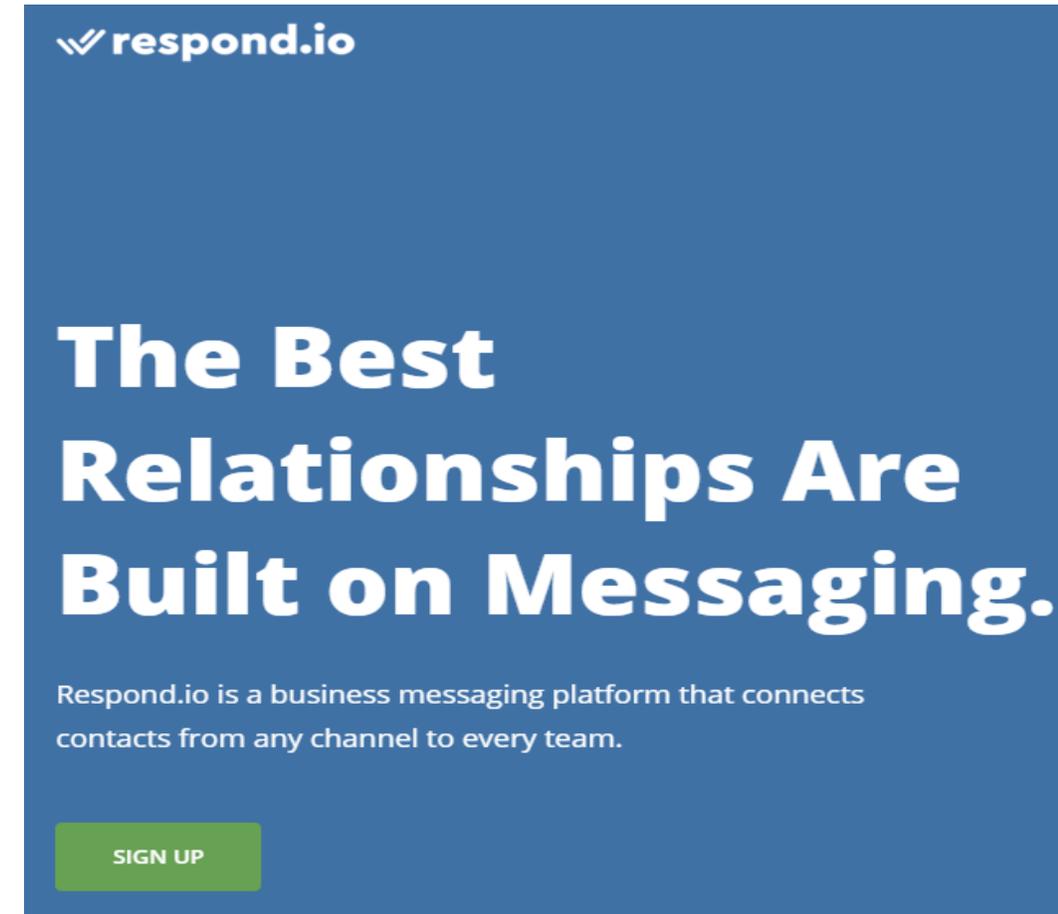
MobileMonkey

Platform ▾ Pricing ▾ Agencies

Connect with Customers in Real-Time via Website Chat, SMS, Facebook Messenger & Instagram

The best chatbot platform for marketing, sales, and customer support. Unified customer chat across messaging apps powered by OmniChat[®] technology.

[Get MobileMonkey Free](#) [▶ What's OmniChat?](#)



respond.io

The Best Relationships Are Built on Messaging.

Respond.io is a business messaging platform that connects contacts from any channel to every team.

[SIGN UP](#)

3rd Party Platforms



Become a host



All Online Experiences

Share



Save



ONLINE EXPERIENCE

Pasta with the Grandmas

★ 4.97 (1182) · Palombara Sabina, Italy · Part of [Airbnb Online Experiences](#)

Online experience hosted by Chiara & Nonna



From £31 / person

[Show all prices](#)

DATES

Add dates



GUESTS

1 guest



Book for a private group



Online Experiences

 ONLINE EXPERIENCE

An Irishman's Guide to Irish Whiskey

★ 4.98 (191) · [Galway, Ireland](#) · Part of [Airbnb Online Experiences](#)



 Show all 8 photos

Experiences

Cavehill By Night with Big Dave

★ 5.0 (1) · [Belfast, United Kingdom](#)



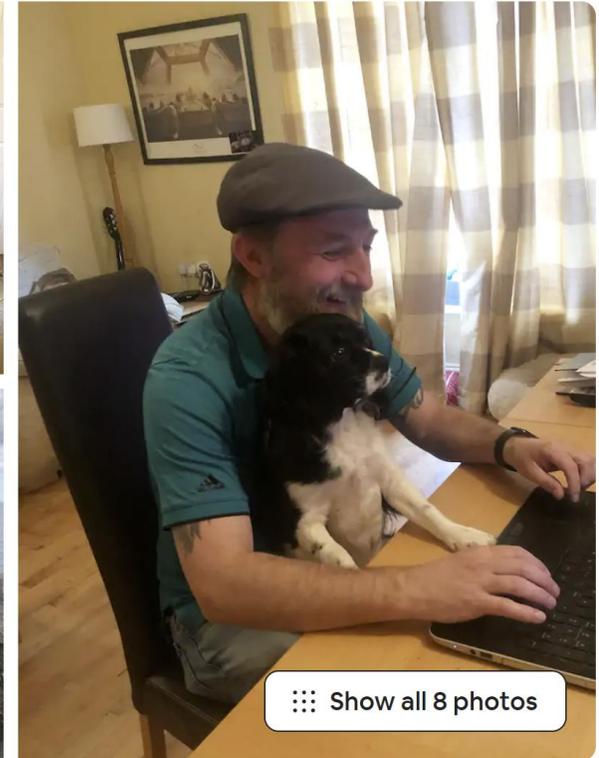
⋮ Show all 7 photos

Online Experiences

 ONLINE EXPERIENCE

Irish Village, History, Culture & Craic

[Dublin, Ireland](#) · Part of [Airbnb Online Experiences](#)



Online Experiences

Choose from available dates

Book for a private group
463 available



1 / 2



Mon, 15 Feb
01:00 - 02:00 (GMT)

£15 / person

Sold out

Mon, 15 Feb
02:30 - 03:30 (GMT)
Private groups only

From £141 /group

Choose

Mon, 15 Feb
20:30 - 21:30 (GMT)
Private groups only

From £114 /group

Choose

Mon, 15 Feb
22:00 - 23:00 (GMT)

£13 / person

Sold out

Mon, 15 Feb
23:30 - 00:30 (GMT)

£13 / person

Sold out

Show more dates

Online Collaboration



Causeway Speciality Market

Causeway Speciality Market is held in Coleraine Town Centre on the 2nd Saturday each month.



Corndale Farm

Corndale Farm was established in 2012 and produce a range of charcuterie products.



Craignamara B&B

Craignamara is a family run B&B overlooking Portrush Peninsula.



Dalriada Kingdom Tours

Dalriada Kingdom Tours have a range of exclusive tours including Bushmills Distillery.



Dundarave Estate

Dundarave Estate produce their own range of farm produce.



Fairley's Wines

Fairley's Wines in Coleraine sell a range of wines, craft beers and spirits.

Conclusion

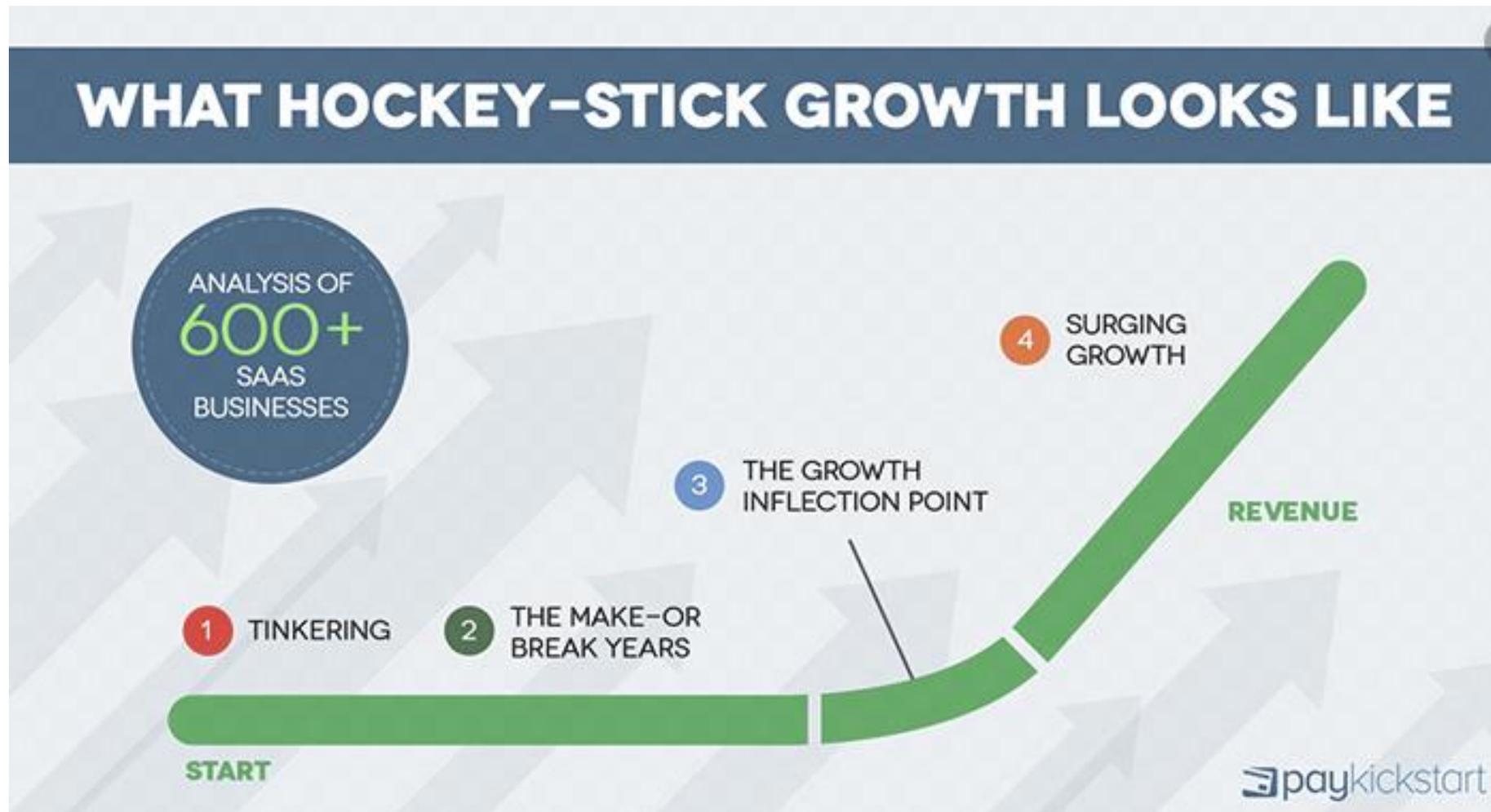


Image Source: PayKickstart

Questions?

