

**CORE**  
OPTIMISATION  
THE RESULTS AGENCY

# THE DIGITAL LANDSCAPE

TOURISM & HOSPITALITY  
EDITION

INDUSTRY ANALYSIS  
JANUARY 2025

# The Digital Landscape

## Tourism & Hospitality Edition

Navigating the digital marketing landscape can be overwhelming, with constant changes making it a daunting space. With this in mind, we introduce the Digital Landscape, your bi-monthly guide crafted by Core Optimisation's digital experts.

Our goal is to simplify the complexities of digital marketing and provide you with the insights needed to enhance your online presence, engage prospective customers, and stay ahead of the competition.

This report covers actionable insights on current trends, challenges, and opportunities shaping the Tourism & Hospitality. Key topics include detailed analysis and trends around Digital Strategy, PPC, Paid Social and SEO.

# Digital Strategy

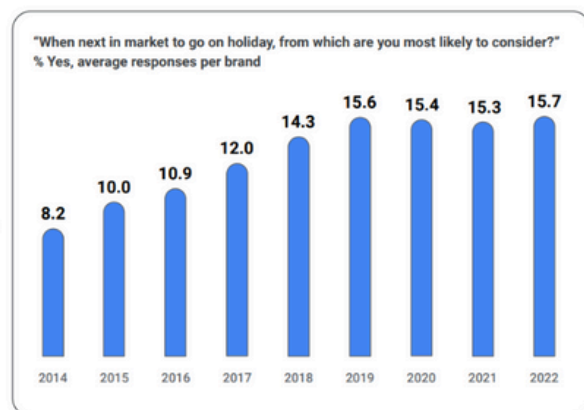
The tourism and hospitality sector is increasingly driven by value-rich, immersive experiences like conferences and concerts. Consumers are now spending 70% more time researching purchases, with 2 in 3 finding decisions more complex than before. Brand loyalty is fleeting, as 75% of consumers would switch to competitors with better-aligned messaging.

**Here is a tip from our Digital Strategist, Mairead Hallahan:**

*“Enhance your search visibility and create content centered on experiences to resonate with consumer priorities. Align your messaging closely with audience preferences to build loyalty and stand out in the fragmented tourism marketplace.”*



**The reality is that travellers are considering 15+ options when in their exploration phase**



Source: YouGov Brand Index, Consideration score (% Yes), aware brands only, average response per brand, 2014 - 2022 (incomplete year), UK

## Pay Per Click/Paid Search

Crafting effective Google Ads for hospitality requires a full-funnel approach, blending display, awareness, and search campaigns. Focus on geo-targeting, OTA competitiveness, and hotel-based bidding via platforms like Google Hotel Ads and Trivago. Leverage first-party data for retargeting, as privacy changes heighten its importance. Align campaigns with annual targets and adjust for external factors.

**Here's a tip from our PPC Specialist, Simon Geoghegan:**

*"Monitor brand bidding closely to ensure optimal spending on your brand keywords. While large OTAs may compete in your auction, if you're the sole bidder, focus on maintaining low CPCs since users already have strong brand awareness, reducing unnecessary costs. For awareness campaigns, prioritise low-competition keywords over highly contested location-based terms, especially in expensive urban markets."*



### 2025 Search Advertising Benchmarks:

Click-Through Rate

**4-5%**

Cost Per Click

**€0.50-€1.50**

Cost Per Conversion

**€30-€40**

Conversion Rate

**2-3%**



## Paid Social

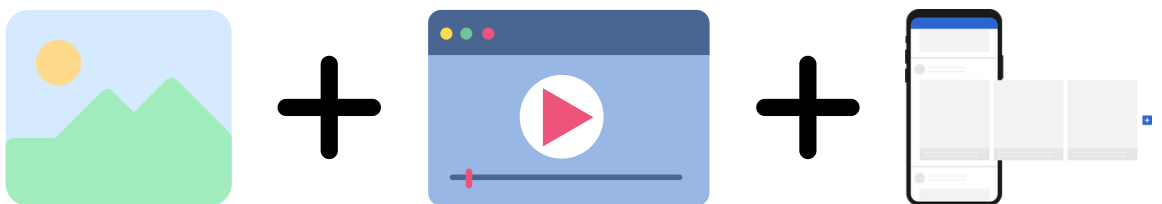
Meta platforms like Facebook and Instagram are crucial for reaching broad audiences in the travel and hospitality sector. Ads showcasing special offers, exclusive packages, and last-minute deals effectively drive awareness and bookings. With Facebook's advanced targeting options, diverse ad formats, and performance metrics, businesses can connect with the right audience, optimise campaigns, and measure success through compelling visual content.

### Here's a tip from our Paid Social Specialist, Roisin Ryan:

*"Leverage Meta's visual storytelling capabilities to highlight the customer experience. Use high-quality photos and videos that showcase unique moments and experiences, creating an emotional connection with the customer. To further enhance this, experiment with Meta's various ad formats such as single image, video, carousel, and instant experience ads, to identify what resonates best with your audience and supports your campaign objectives, ultimately driving bookings."*



### Experiment with various ad formats:



# Search Engine Optimisation

To boost direct bookings in 2025, hotels must embrace these top SEO trends. AI-driven optimisation enables personalised search results - use structured data, conversational content, and trending queries to stand out. Local and hyper-local SEO is critical, so ensure your Google Business Profile is optimised and focus on niche keywords like "boutique hotels near [landmark]". Finally, capitalise on visual and video search by showcasing 360-degree tours and AR/VR experiences, optimising for tools like Google Lens.

**Here is a tip from our Senior SEO Specialist, David Monaghan:** *"Act on these 2025 SEO trends by creating conversational content using AI tools, optimising for local keywords, and enhancing your Google Business Profile. Use visuals like video tours and AR to engage users and improve visibility in visual search. Collaborate with local attractions for backlinks, and tie efforts to clear goals like boosting direct bookings."*



## Top 3 SEO Trends for Hotels in 2025:

- 1.** AI Driven Optimisation
- 2.** Local & Hyper Local SEO
- 3.** Visual & Video Search

# What is happening in the world of Digital Marketing?

## AI Travel Agent

AI travel agents will provide hyper-personalised trip planning, 24/7 customer support, and real-time guidance. This will disrupt traditional booking processes, enhance customer experiences, and require businesses to adapt their digital marketing strategies to engage both travellers and AI systems effectively.



## AI Personalisation

AI-powered personalisation is transforming hospitality marketing, enabling hotels to create hyper-targeted campaigns that anticipate guest needs. By leveraging data-driven insights and advanced algorithms, businesses can deliver tailored experiences that increase engagement, boost bookings, and foster customer loyalty.



## Digital Experiences

Immersive digital experiences are revolutionising travel marketing through virtual tours and augmented reality allowing potential guests to explore destinations before booking. These tools help showcase unique offerings, build emotional connections, and stand out in a competitive digital landscape.



## Hope You Enjoyed the Read!

The digital landscape is constantly evolving, making it increasingly difficult to navigate. At Core Optimisation, we bridge the gap between Business Strategy and Digital Strategy, ensuring your campaigns deliver performance-driven results. Whether you need support in enhancing your online presence or driving growth, our Digital Performance and Digital Strategy offerings are designed to help your business succeed in the digital space.

### Connect with Mike Flynn

Want to talk Digital Marketing? Get in touch with our Business Development Manager, Mike, to discover how we can help you thrive in today's digital landscape.



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