

**DATA STORY.**

# Tourism Marketing Data Masterclass

what every tourism business should measure and how  
to make actionable changes from your data

# Around the room

- Your Name.
- One word Open.
- Business.
- What you want to learn from this session.

# Agenda

1. The framework
2. The Sheet
3. Workshop through your business
4. Hypothesis and execution

Questions as we go please!

Chatham house rules

Craig



**Part 1.**  
**Your Buyers Decision Journey**  
**–Data for Strategy–**

# There are only 3 ways to improve your marketing

1. Do more of what you're doing
2. Do a better job of what you're doing
3. Do new things

**Align your marketing to how your  
customers buy.  
–Think like your customers–**



**What must a successful business  
do?**

# What must a successful business do?

1. Attract a market
2. Close a sale
3. Deliver a product or service/experience
4. Measure and make profit

**What are the 4 ways to grow a business?**

# What are the 4 ways to grow a business (leverage)?

1. Lower Customer Acquisition Cost > Get more customers
2. Increase Average Order Value > Get them to spend more
3. Increase Repeat Purchase > Get them to buy again
4. Lower your cost to serve > Automate & scale



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**What steps someone must go through to become a customer?**

**Are you measuring these steps?**

Buying Journey	Leverage	Quant Metric	Qual Metric
Attract	Get more customers	Customer Acquisition Cost	Conversion Rate
Convert	Increase prices	Average Order Value	Customer satisfaction
Deliver	Improve your experience and lower cost to serve	Revenue	Margin
Advocate	Get customers to buy again and refer	Repeat purchase rate	Employee Satisfaction

**Data for Strategy**  
**Vs**  
**Data for Optimisation** 🧐



# What's your path to becoming a customer?

DREAM > PLAN > BOOK > EXPERIENCE > SHARE

Vs

Dream via WOM and social > plan and decide on destination > book flights, accom & transport, key things to do > plan places to eat > arrive > plan down time in destination & experience key things to do > leave > rebook & share

## Strategy

```
graph TD; Strategy --> Awareness; Awareness --> Consideration; Consideration --> Conversion; Conversion --> Nurture; Nurture --> Optimisation; Optimisation --> Strategy;
```

### Awareness

**Metrics:** brand sentiment, impressions, engagement

### Consideration

**Metrics:** web engagement, lead gen, return users

### Conversion

**Metrics:** ROI, Conversion Rate, Rev, AOV

### Nurture

**Metrics:** LTV, email engagement, repeat purchase rev & rate

## Optimisation

Awareness / Create Demand		Consideration / Capture Demand		Conversion / Delivery		Scale
Market Entry	Passive Looking	Active Looking	Lead Generation & Education	Conversion	Deliver Value Pre & Experience	Repeat & share
Your customer becomes problem-aware through a circumstance. Every purchase starts with a trigger event.	Customers would like to solve their problem but are not actively searching. Create content that highlights their needs & desires.	Customers are talking to people about their problems & are searching for information & solutions. Be found here.	Create lead magnets and content worth subscribing to. People are looking for a guide to help them achieve their dreams.	Optimise your offer by, removing time, effort and sacrifice involved. Increase the likelihood of achievement.	Create an offer so good people find it hard to say no. Add delight quickly and frequently.	Get repeat purchases. Testimonials, reviews and referrals.
QUAL METRIC QUANT METRIC	QUAL METRIC QUANT METRIC	QUAL METRIC QUANT METRIC	QUAL METRIC QUANT METRIC	QUAL METRIC QUANT METRIC	QUAL METRIC QUANT METRIC	QUAL METRIC QUANT METRIC
5. Build your brand and be found when the time is right			4. Capture cold traffic	3. Convert Well	1. Start Here	2. Build advocacy

# Get Your Free Scorecard Template

Email me now [dave@datastory.nz](mailto:dave@datastory.nz). The scorecard highlights performance in each area of your business. YoY. Set targets. Task people to own performance.

Event Name / Activity Details		01/01/25	02/01/25	03/01/25	04/01/25	05/01/25	06/01/25	07/01/25	08/01/25	09/01/25	10/01/25	11/01/25	12/01/25	01/02/26	02/02/26	03/02/26	04/02/26	05/02/26	06/02/26	07/02/26	08/02/26	09/02/26	10/02/26	11/02/26	12/02/26
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**Part 3.**  
**Measure & build backwards**

# What are the 6 ways to get more customers

1. Paid advertising
2. Cold outreach
3. Warm outreach
4. Post content
5. Partnerships
6. Resellers & Affiliates



# Deliver a world class experience

What metrics prove a world class experience in your industry?



# Have a killer conversion rate / irresistible offer

What metrics prove a strong and persuasive offer?



# Why don't people buy?

1. They don't know you exist, or remember you when the need is present.
2. They don't understand what you do.
3. They know what you do, but they don't know why they need what you offer.
4. They aren't convinced that you deliver on your claim.
5. They don't know whether you're compatible with their existing technology/stuff/life.
6. They think you're too expensive.
7. They don't trust your company.
8. They are going to think about it.

# Capture demand for your offering / Where are people looking for things do / Plan & Book

Where do people look for what you offer?



**Create demand and  
awareness. Build your brand.  
Dream.**

# Run your numbers

What steps must someone go through to become a customer?

How do you get repeat purchases or referrals/reviews?

How do you close sales?

How do you capture and nurture demand?

How do you create awareness?

# Part 3. Analysis & Hypothesis

# Gaps

What do you need to start measuring?

Get specific? How can you measure this?

Tool recommendations, allocating resource and budget

# Thinking time

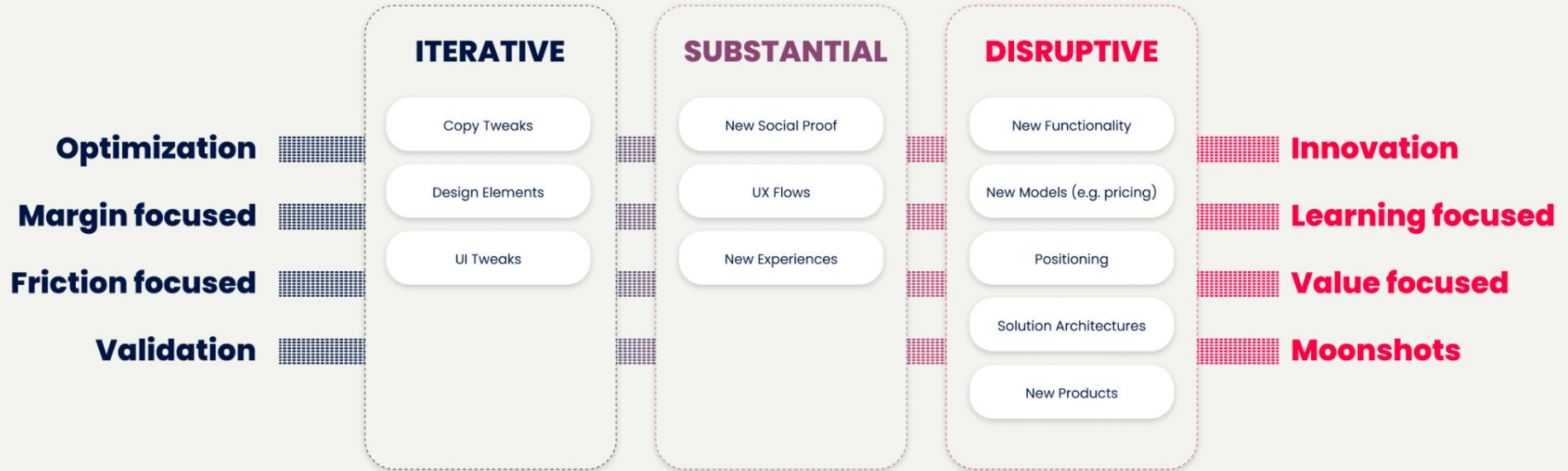
- Where is the biggest drop off?
- What is the easiest area to improve?
- Why might performance be down in a specific area?

# Prioritising where to focus

Hypothesise and sort by expected impact and ease, speed and cost of testing.



# Solution Spectrum



# Your 1 Take Away Action

If you implement just one thing from this workshop what would it be?

What is the domino — the one action that can have a flow on affect?

What are the barriers to making your organisation more data driven?

Take action now— block out your calendar, send the email, start the doc etc.

# DATA STORY.

Thank you! // [dave@datastory.nz](mailto:dave@datastory.nz)

**Part 2.**

**The value exchange**

Dream  
outcome 

**X**

Perceived  
likelihood  
of success 



**=**

**Value**

Time  
delay 

**X**

Effort and  
sacrifice 

# Why do people travel?

The reset dynamic. All leisure based travel is underpinned by the desire to be reset. People reset in 2 ways.

Wind Up   Capture Energy 📶   Place	Wind Down   Release Energy 📶   People
Social Connection: Reset by embracing vibrant, fun experiences	Reconnection: Reset by experiencing new things with friends or family. Creating memories and special moments together
Adventure: Reset through exciting and personally challenging experiences	Bonding: Reset by experiences that nurture and strengthen relationships
Exploration: Reset by exploring new or unfamiliar places and cultural activities	Time out: Reset by escaping the routine through passive experiences

**Reset  
Level**



**X**

**Likelihood to  
experience  
reset**



**=**

**Value**

**Time  
delay**



**X**

**Effort and  
sacrifice**



# The dream outcome of travel

But why do we desire to reset (to wind up or wind down)?

To be reset is to be connected with people or a place.

We seek connection that resets us as a form of status. Without being connected we die and we have no reason to live.

Status is the deepest human longing.

So what are you *really* selling? Solve a problem worth solving.



# The perceived likelihood of experience

Travel guarantees we get a reset because we are out of our familiar world.

How do you guarantee that someone will have their desired experience?

- Reviews (if this many other people did, so will I)
- Guarantee
- Uniqueness & Scarcity / Only one of its kind
- Your content provides a taster

# Time delay in Tourism

Travel takes time. Airports. Queues. Planes. Buses. This both guarantees an experience and a form of status. But remains a big factor in where people travel.

How can you make your experience shorten the time to value? What can you do from the moment someone books?

# Effort & Sacrifice in Tourism

Travel takes effort and work. Decisions. Wayfinding.

How can you make your experience remove as much effort and sacrifice? How can you preempt what people want and need?