



CAPABILITIES SHEET

TRAVEL & TOURISM **MARKETING**

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SMARTER TRAVEL AUDIENCE STRATEGY

The strongest travel audiences aren't built from broad geography or generic "travel interest" categories. Source Path Digital combines **behavioral and psychographic traveler personas, travel propensity, geography, seasonality, and timing** to identify people statistically more likely to take the kind of trip you're promoting.

Turn that intelligence into audiences more likely to:

- Align with a specific destination, property, trip type, or experience
- Demonstrate stronger behavioral signals associated with travel
- Fit the right feeder market, travel window, and campaign objective
- Engage with inspirational travel messaging during the consideration process

Reach the right kind of traveler: Move beyond generic travel interest targeting to audiences built around behaviors, spending patterns, lifestyles, household characteristics, and travel motivations.

Match travelers to the experience: Distinguish between leisure escapes, family travel, outdoor adventure, luxury experiences, group travel, regional getaways, and repeat-destination behavior.

Prioritize the right feeder markets: Combine traveler personas with geographic targeting, regional proximity, drive-market considerations, and market opportunity.

Align audiences with seasonality: Match traveler types and campaign timing to peak periods, shoulder seasons, events, booking windows, and other demand cycles.

Learn what resonates: Compare engagement across personas, geographies, and campaign waves to understand which audiences show the strongest response.

The result is a more precise and defensible approach to **travel audience selection, campaign planning, activation, and optimization.**



TRAVEL AUDIENCE BUILDING FEATURES

TRAVELER PERSONA INTELLIGENCE

Build campaigns around distinct traveler types defined by their motivations, behaviors, spending patterns, lifestyle signals, and likely trip preferences.

BEHAVIORAL & PSYCHOGRAPHIC PROPENSITY

Move beyond consumers who simply appear “interested in travel” to audiences whose behaviors and characteristics indicate stronger alignment with a specific type of trip.

TRIP TYPE & MOTIVATION ALIGNMENT

Match audiences to relaxation, family travel, outdoor experiences, luxury, events and groups, short regional trips, repeat travel, and other travel motivations.

FEEDER MARKET & GEOGRAPHIC INTELLIGENCE

Prioritize travelers by origin market, proximity, geographic draw radius, drive-market opportunity, and other location considerations.

SEASONAL & BOOKING-WINDOW ALIGNMENT

Apply seasonal relevance, travel planning windows, events, school calendars, and campaign timing to reach audiences when a particular trip is most relevant.

PERSONA & PERFORMANCE INSIGHT

Measure engagement by traveler persona and geography to identify meaningful response differences and inform future campaign decisions.

MEET YOUR IDEAL TRAVELERS

Travelers are not one homogeneous audience. The motivations that shape a weekend getaway, a family vacation, a luxury escape, an outdoor adventure, or a group event can be very different, and so can the behaviors that signal interest in each. Understanding those differences helps travel marketers move beyond a single broad definition of “traveler” and organize audience strategy around the kinds of people most naturally aligned with the experience, destination, or property being promoted.



LEISURE ESCAPERS

Experience-oriented consumers seeking a break from routine through relaxation, dining, culture, and short leisure getaways.

Best suited for: Weekend escapes • Resorts • Urban destinations • Seasonal travel



FAMILY MEMORY MAKERS

Households with children who plan travel around school calendars, family milestones, attractions, and shared experiences.

Best suited for: Family destinations • Attractions • Resorts • Regional tourism



OUTDOOR & ADVENTURE SEEKERS

Active travelers whose recreation, lifestyle, and spending patterns align with nature, exploration, and outdoor experiences.

Best suited for: Outdoor destinations • State tourism • Lodges & cabins • Adventure resorts

**LUXURY EXPERIENCE SEEKERS**

Affluent travelers who prioritize premium accommodations, exceptional service, exclusivity, and curated experiences.

Best suited for: Luxury resorts • Boutique hotels • Premium packages • High-end destinations

**EVENT & GROUP PLANNERS**

Professionals and decision makers involved in planning meetings, conventions, tournaments, weddings, retreats, and other group travel.

Best suited for: CVBs • Convention destinations • Group hotels • Event venues

**REGIONAL WEEKEND TRAVELERS**

Drive-market consumers seeking convenient, shorter duration trips that require less planning and are accessible from home.

Best suited for: Regional DMOs • Weekend getaways • Boutique hotels • Shoulder-season campaigns

**DESTINATION LOYALISTS**

Travelers whose repeat visitation and destination affinities indicate a greater likelihood to return to places and experiences they already value.

Best suited for: Repeat visitation • Return stays • Hotel loyalty • Reengagement campaigns

DIFFERENT TRAVEL ORGANIZATIONS

DIFFERENT GROWTH OBJECTIVES

Put destination messaging in front of travelers more aligned with the type of experience being promoted.



- Reach ideal traveler audiences such as Leisure Escapers, Family Memory Makers, Outdoor & Adventure Seekers, and Regional Weekend Travelers
- Support shoulder-season and need-period campaigns
- Promote new attractions, experiences, and events
- Expand awareness into new feeder markets
- Identify higher-value visitor audiences
- Compare engagement across traveler personas and markets

Support destination and sales teams by reaching people more likely to influence group travel decisions.



- Reach Event & Group Planner and ideal traveler audiences
- Promote convention centers and meeting destinations
- Target new industry and professional segments
- Support sports tournament and event recruitment
- Promote wedding and group travel opportunities
- Reinforce sales outreach during longer planning and booking windows

Increase consideration among travelers more likely to value and directly engage with the property.



- Reach ideal traveler audiences such as Leisure Escapers, Luxury Experience Seekers, Regional Weekend Travelers, and Destination Loyalists
- Support seasonal occupancy and need periods
- Promote renovations, rebrands, and new experiences
- Increase exposure for premium room categories and packages
- Reach travelers in priority feeder markets
- Support strategies designed to reduce dependence on third-party booking channels

TRAVEL CAMPAIGN TIMING

Travel demand changes by **season, planning window, geography, and trip type**. Audience strategy should change with it.

Best suited for:

- Peak-season advance planning
- Shoulder-season demand generation
- Event driven travel
- New feeder-market development

Multiple campaign waves over an 8–12 week period, with persona and geographic performance reviewed between deployments.



DESTINATION CAMPAIGNS

Best suited for:

- Meetings and conventions
- Sports tournaments
- Weddings and group travel
- Industry-specific recruitment

Longer planning windows with repeated exposure aligned to sales follow-up and consideration cycles.



GROUP & EVENT CAMPAIGNS

Best suited for:

- Occupancy need periods
- Seasonal packages
- Premium room demand
- Renovation or rebrand awareness
- Direct-booking support

Focused 60–90 day campaigns with an initial audience deployment, refinement period, reinforcement wave, and performance review.



HOTEL & RESORT CAMPAIGNS

WHY EMAIL ADVERTISING WORKS FOR TRAVEL

Travel is not usually an impulse decision. Consumers often spend weeks or months considering **where to go, when to travel, how much to spend, who is going, and what experience** they want.

Targeted email provides a controlled way to stay **in front of high-propensity travelers** throughout that consideration process.

CONTROLLED FREQUENCY

Reach audiences through planned campaign flights rather than depending entirely on algorithm driven feeds and competitive media auctions.

PERSONA-LEVEL INSIGHT

Measure how different traveler personas respond to the same destination, property, or offer.

BUILT FOR INSPIRATION

Use imagery, experiences, itineraries, events, packages, and destination storytelling in a format well suited to travel consideration.

MID-FUNNEL ENGAGEMENT

Complement awareness media by giving interested travelers additional opportunities to explore the destination or property.

LESS PLATFORM DEPENDENCY

Extend campaign reach beyond platform-native “travel interest” audiences and algorithm-controlled distribution.

COMPLEMENTS EXISTING MARKETING

Targeted email is designed to strengthen, not replace, the work already being done by internal marketing teams, agencies, search, social, display, and other channels.

SIMPLE TO LAUNCH – EASY TO EVALUATE

Source Path Digital is designed to function as a **precision audience activation layer**, not another complicated marketing platform.

1) SELECT THE RIGHT TRAVELERS

Who do you want more of?

- Leisure travelers?
- Families?
- Luxury travelers?
- Group planners?
- Outdoor travelers?
- Regional visitors?
- Loyal return travelers?

2) DEFINE THE MARKET & TIMING

- Feeder markets
- Geographic radius
- Drive-market or fly-market strategy
- Season
- Travel window
- Campaign duration

3) ACTIVATE THE AUDIENCE

Source Path Digital deploys targeted email campaigns to our **permission marketing audience**. The advertiser does not need to manage the audience or take ownership of the records.

4) MEASURE & REFINE

- Engagement by persona
- Click-through behavior
- Geographic response
- Performance differences between audience groups
- Campaign-level engagement trends

Use those insights to inform the next wave, renewal, or audience expansion.



LET'S EXPLORE WHAT'S POSSIBLE

Travel organizations already invest heavily in compelling destinations, properties, experiences, imagery, and stories. The opportunity is making sure that message reaches **the travelers most likely to care.**

Source Path Digital helps DMOs, CVBs, hotels, and resorts turn behavioral and psychographic audience intelligence into focused campaigns designed around the **right traveler, the right market, and the right travel window.**

We help marketers understand:

- **Who** represents the strongest traveler opportunity
- **Why** those consumers align with the trip or experience
- **Where** those audiences should be reached
- **When** campaign timing is most relevant
- **Which** personas and markets demonstrate the strongest engagement



The result is **precision travel audience activation** without unnecessary operational complexity.

Whether the objective is increasing seasonal visitation, developing new feeder markets, supporting group travel demand, strengthening direct-booking consideration, or reaching higher-value travelers, we provide a focused way to **put existing marketing in front of more relevant audiences.**

SCHEDULE A CONVERSATION

Agencies, advertisers, and channel partners value Source Path Digital's collaborative and consultative approach to helping them succeed.

Email: sales@sourcepathdigital.com

Phone: (866) 666-PATH (7284)

Web: SourcePathDigital.com

Where Detail Meets Dedication

At Source Path Digital, we believe **smarter media** starts with better **audience targeting**. That's why everything we do is built around real data, proven methods, and tailored strategies that help you **reach the right people**—without the guesswork.

SOLUTIONS



IDENTIFY

Select and curate high-potential audiences most likely to engage with your brand and offers.



ACTIVATE

Reach individuals within curated audiences one-to-one across devices and platforms with personalized experiences.



ILLUMINATE

Improve campaign performance, streamline process integration, and simplify media planning.