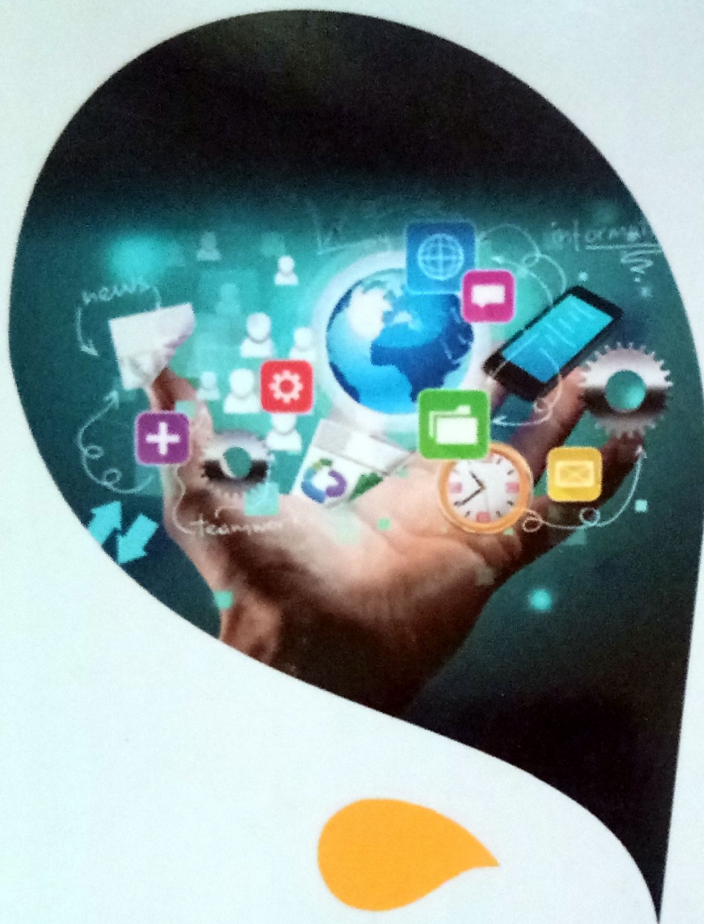
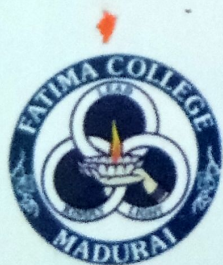


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**DIGITAL MARKETING**  
— A GLOBAL  
PERSPECTIVE



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# **DIGITAL MARKETING – A GLOBAL PERSPECTIVE**

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## **DIGITAL MARKETING: A BOON FOR THE TRAVEL AND TOURISM INDUSTRY**

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### **Introduction**

The travel and tourism sector was one of the very first industries to adopt digital marketing strategies. This early adoption has also allowed the industry to stay on top of the latest digital marketing trends. Mainly owing to the reason that this industry primarily sells experiences. The increasing number of mobile users, lowering prices of digital marketing services and rising effectiveness of social media strategies are a few of the multitude of reasons which has led to the widespread adoption of digital marketing strategies by the travel and tourism industry.

Earlier, most consumers of the travel and tourism sectors browsed destinations and booked their itineraries through online mediums using desktops and personal computers. But now, the industry has gradually but rapidly witnessed a shift from desktops to mobile devices. Not just the hospitality industry, but digital consumption as a whole has experienced this transition. Digital consumption today is startlingly different than how it was even just a few years ago. As such, there are modern-world start-ups coming up in the already highly saturated travel and tourism sector which are mobile-only. The entire industry is going mobile, quite literally.

### **The Shift from Marketing to Digital Marketing**

The tourism industry is not anymore limited to fliers and posters like the old days. Different kinds of businesses have been established based on the types of marketing used by different companies in the tours and travels businesses. The good old photos never lost their charm - only instead of on fliers, these days they appear on computer screens. You can send users these images of ludicrous locations via email or via different pop-up ads. There are thousands of ways one can use digital marketing to boost the success of tours and travels business. At first, it is important to acknowledge the importance of keeping up with the changes that came with the digital age and then it is required to develop a clear understanding of the way digital marketing works. During the course of this article, we will be discussing different ways to achieve success using digital marketing in your tours and travels business.

### **Understanding Digital Marketing**

However, a large percentage of bookings today are still carried out traditionally using physical means despite all the research and the resulting final decision being made using online channels. Surely, the ability to book online could significantly boost sales. The biggest benefit of online booking would perhaps be bookings made by last-minute travellers who book a hotel for the same day. This subset accounts for roughly 60 per cent of all travellers.

Even though most of the travel and tourism sector has moved online, it's important to note that the transition has been direct and bland with nothing new or different being offered by