



ATTRACT MORE GUESTS & GENERATE MORE REVENUE

**HOW TO MAXIMIZE CONVERSIONS ACROSS
YOUR MARKETING**

**Untethered
Media**

WE'RE SO GLAD YOU'RE HERE!

You didn't start your tourism business to learn WordPress, monitor impression share, or awkwardly dance to trending TikTok songs in the hopes of going viral.

You're here because you care about creating unforgettable experiences — the kind travelers talk about, share with friends, and remember for years.

But turning those great experiences into reliable, repeatable revenue requires more than doing “a little bit of everything.” It requires knowing exactly where your bookings are coming from, which efforts are actually converting, and where you're unintentionally wasting time or budget.

We're Dan and Casey, and we've spent more than a decade helping tourism businesses around the world increase bookings, attract better-quality guests, and build marketing systems that stop relying on guesswork.

And for operators at your level, the biggest unlock is conversion optimization — understanding what drives results so you can double down on what's working and eliminate what's not.

When you can clearly see your strongest revenue drivers, everything becomes easier to scale. You get more bookings, better margins, and far more confidence in every dollar and every hour you invest.

Let's dive in.



WHAT IS CONVERSION OPTIMIZATION?

Conversion optimization is about turning more of your existing traffic and interest into paid bookings — without doing extra work.

Instead of posting everywhere, running ads blindly, or tweaking your website at random, conversion optimization helps you:

- See which channels are actually bringing in bookings
- Understand where potential guests are dropping off
- Spend more on what drives revenue
- Cut what doesn't
- Increase the percentage of people who visit → inquire → book

When you optimize for conversions, even small improvements (5–10%) can create a big lift in bookings and revenue — without adding more work.

While there is a lot that goes into advanced conversion optimization, what follows is a beginner-friendly checklist that will help you start getting more out of your tourism marketing right now:

CONVERSION OPTIMIZATION CHECKLIST

✓ KNOW WHAT'S ACTUALLY WORKING

- I know which channels bring in the most bookings
- I can see where travelers drop off in the booking process
- I'm tracking which marketing efforts lead to revenue (not just clicks)

✓ TRACK THE NUMBERS THAT MATTER

- I know my Customer Acquisition Cost (CAC)
- I know my Return on Ad Spend (ROAS)
- I know my website and booking page conversion rates
- I check these numbers regularly to guide decisions

✓ MAKE BOOKING EASY

- My website loads quickly
- My "Book Now" button is obvious on desktop + mobile
- My tour pages are clear, simple, and answer key questions
- My checkout flow is fast, clean, and friction-free

CONVERSION OPTIMIZATION CHECKLIST

✓ BUILD TRUST EVERYWHERE

- I showcase recent reviews and testimonials
- I use real guest photos + videos
- My social proof is visible on high-traffic pages
- I highlight awards, badges, or “top-rated” recognitions

✓ IMPROVE ONE THING AT A TIME

- I test small tweaks to headlines, images, or CTAs
- I update descriptions to be clearer and easier to scan
- I add FAQs to reduce confusion and increase confidence
- I test different versions of key pages for better results

✓ DOUBLE DOWN ON WHAT DRIVES REVENUE

- I invest more in high-performing channels
- I reduce time and budget spent on low-performing ones
- I focus on the strategies with the strongest ROI
- I make decisions based on data, not guesswork

READY TO ATTRACT MORE GUESTS AND GENERATE MORE REVENUE?

If you could increase your bookings by even 5–10%, what would that mean for your bottom line?

How much additional revenue — and stability — would that create for your business?

On a **1:1 Tourism Marketing Strategy Call**, you'll get personalized, expert guidance specific to your unique situation — directly from our founder, Dan Moore, who brings over a decade of experience helping hundreds of tourism businesses grow around the world.

This call isn't generic advice. It's a focused problem-solving session where you'll learn which action steps will make the biggest difference based on your score, your business, and your goals.

Only five strategy call slots are available each month to ensure every business gets high-level attention.

Grab yours now while there's still availability!

[claim your free strategy session](#)

THANK YOU



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