



# ATTRACT MORE GUESTS & GENERATE MORE REVENUE

**HOW TO MARKET EFFECTIVELY ACROSS THE  
CUSTOMER JOURNEY**

**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 consistent bookings requires something most tourism businesses never get: a clear understanding of how travelers actually make decisions.

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 that finally feels strategic instead of scattered.

**And it all starts with the Customer Journey.**

When you understand what your traveler is thinking at each stage — from daydreaming to comparing to booking — you can show up with the right message at the right time... and turn casual interest into revenue.

Let's dive in.



# CUSTOMER JOURNEY STAGES

## 1 DISCOVERY

This is the moment travelers first notice you. They're not ready to book yet — they're just **becoming aware you exist**. Your goal here is simple: show up where they're looking and spark curiosity.

## 2 RESEARCH

Now they're **digging deeper**. They're reading reviews, looking at photos, watching videos, and comparing options. They're trying to see if you're the right fit. Your job is to **build trust** and make it easy for them to picture themselves choosing you.

## 3 CONSIDERATION

By this point, you're on their shortlist. They're checking availability, reading FAQs, looking for offers, and paying closer attention to your content. **This is where you need to show you're the best choice for what they want.**

## 4 DECISION

They're ready to book — they just need a final push. A smooth booking page, a reminder email, or a clear "Book Now" message can be the last nudge. Your goal here is simple: **remove friction** and **make the decision feel obvious**.

# HOW TO ATTRACT TRAVELERS IN THE DISCOVERY PHASE

## **Organic Search (SEO)**

Travelers discover your business through helpful, search-friendly content. High-ranking landing pages for keywords like “tours in [destination]” or “things to do in [destination]” capture travelers at the very start of their planning.

## **Paid Search (Google Ads)**

Non-branded keywords (like “best tours in [destination]” or “activities in [destination]”) introduce your business to travelers who are actively searching for experiences or hotels — making this one of the most intent-driven discovery channels.

## **Organic Social (Instagram/Facebook/YouTube)**

Short, curiosity-driven content — for example, “5 Hidden Spots to See the [Landmark]” — grabs attention and creates instant interest, especially among travelers who are daydreaming or gathering ideas.

## **Paid Social (Meta Ads)**

Lead ads offering high-value resources (such as “Top Things to Do in [Destination]” or a curated local guide) help you build an audience of warm, interested travelers long before they’re ready to book.

# HOW TO ATTRACT TRAVELERS IN THE RESEARCH PHASE

## **Paid Search (Google Ads)**

Search and Performance Max campaigns keep your business visible to travelers who've already shown interest, guiding them back to your site.

## **Organic Social (Instagram/Facebook/YouTube)**

Travelers scroll through comments, reviews, and real guest photos to get a sense of your credibility, authenticity, and overall experience quality.

## **Paid Social (Meta Ads)**

Mid-funnel ads highlight social proof — top reviews, awards, customer testimonials — all reinforcing that you're a trusted, reliable choice.

## **Email Nurture Sequences**

For travelers who joined your list during the Discovery phase, send helpful, value-packed emails that answer questions, offer tips, share guest stories, and build trust.

## **Review Platforms**

Google Reviews, TripAdvisor, and Yelp naturally support the research phase. Ensuring your profiles are updated, current, and full of recent reviews helps travelers validate their decision.

# HOW TO ATTRACT TRAVELERS IN THE CONSIDERATION PHASE

## **Organic Search (SEO)**

Travelers search branded and comparison terms (“[Your Business] reviews,” “[Your Tour] vs [Competitor]”) as they evaluate which option is the best fit. Your optimized pages, reviews, and comparison content help them feel confident choosing you.

## **Paid Search (Google Ads)**

High-intent search ads appear when travelers look for your brand specifically or search terms closely related to your exact offering — helping you stay top-of-mind while they compare details, pricing, and availability. These ads reinforce trust and remind travelers why your experience is the best choice.

## **Organic Social (Instagram/Facebook/YouTube)**

Travelers dig deeper into your content: saved guides, Story Highlights (FAQs, routes, packing tips, weather, meeting spots), guest photos, and behind-the-scenes clips. This helps them visualize the experience and remove uncertainty.

## **Paid Social (Meta Ads)**

Retargeting ads feature dynamic creative — available time slots, strong reviews, seasonal promotions, or “limited availability” reminders — nudging travelers closer to booking.

# HOW TO ATTRACT TRAVELERS IN THE DECISION PHASE

## **Organic Search (SEO)**

Branded searches (your business name, your tour names) bring travelers straight back to your site — bypassing OTAs and keeping more revenue in your pocket.

## **Paid Search (Google Ads)**

High-intent campaigns send travelers directly to your booking engine with sitelinks for specific tours, availability, and pricing. At this stage, they're ready to book — your ads simply guide them to the fastest path.

## **Organic Social (Instagram/Facebook/YouTube)**

Clear, easy-to-find conversion points — link-in-bio, Story Highlights with “Book Now,” pinned posts, and direct booking instructions — help travelers take the final step without hunting for the right link.

## **Paid Social (Meta Ads)**

Remarketing ads target travelers who viewed availability but didn't book. Messaging focuses on urgency and reassurance: reminders about open time slots, checkout abandonment prompts, or “Only a few seats left” scarcity cues.

# 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



[www.untethered.media](http://www.untethered.media)

*All material is copyright to  
@untetheredmedia*