

The Future of Visitor Acquisition

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Constant Change

Today's Presentation

- **Digital Marketing Fundamentals**
- **Our Results**
- **Mini-Campaigns**
- **How will Customers find you in 2025?**
- **Social Commerce**
- **Key Trends Moving Forward**
- **What Should you Do**
- **Our Strategies**

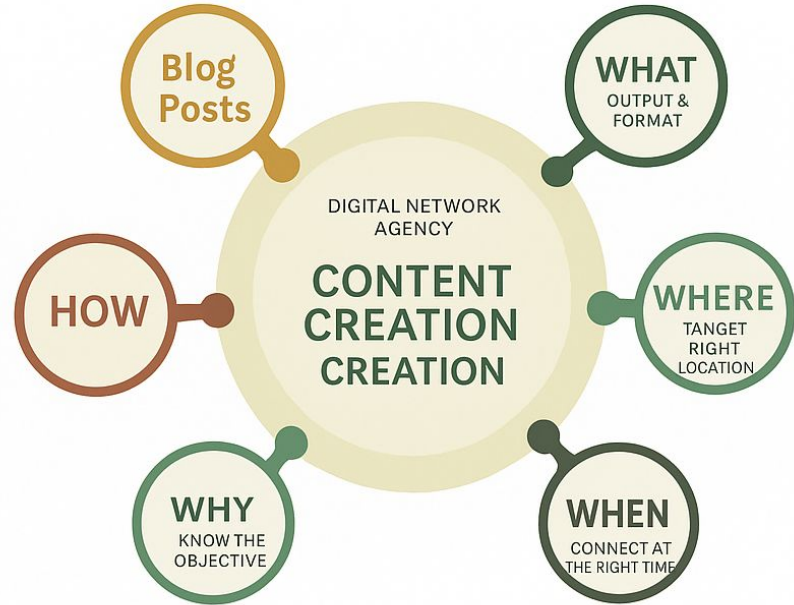
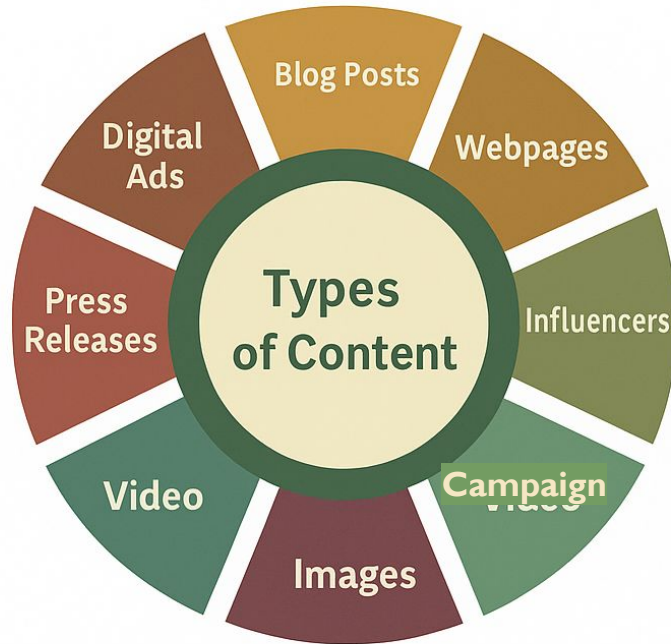




Don't find customers for your
products, find products for your
customers.

— *Seth Godin* —

AZ QUOTES



Digital Marketing

2024/25 Performance

- **Unique Users: 770K**
- **Page Views: 2.6M**
- **Emails Sent: 3.2M**
- **Email Subscribers: 42K**
- **Google Ad Impressions: 12M**
- **Social Impressions: 12M**
- **Clicks to Partners: 212K**
- **Most benefits ever used**



2024/25 Performance

*Marketing Impressions
24 Million to 27 Million
12.5% Increase*

Mini-Campaigns



Mini-Campaigns



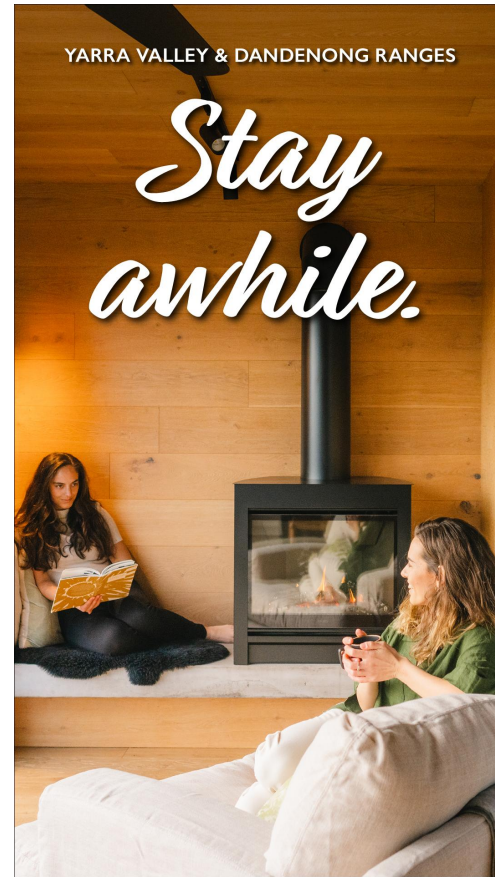
Mini-Campaigns



Mini-Campaigns



Mini-Campaigns



Future of Visitor Acquisition?

- **Search Engines/Content (fresh)**
- **AI Search & Chatbots**
- **Direct Booking Channels (has to be easy)**
- **Online Travel Agencies (OTAs)**
- **Don't Forget Locals / Visiting Friends & Relatives**
- **Influencer / Ambassador Marketing**
- **Social Media - Ads & Content**



Used to learn new skills (daily)



Gen Z
18 - 28



Gen Y
29 - 43



Gen X
44 - 58



Boomers
59 - 77

TikTok (48%)	Websites (42%)	Websites (35%)	Websites (22%)
Instagram (46%)	YouTube (41%)	YouTube (27%)	Books (18%)
YouTube (42%)	Instagram (38%)	Instagram (16%)	YouTube (14%)

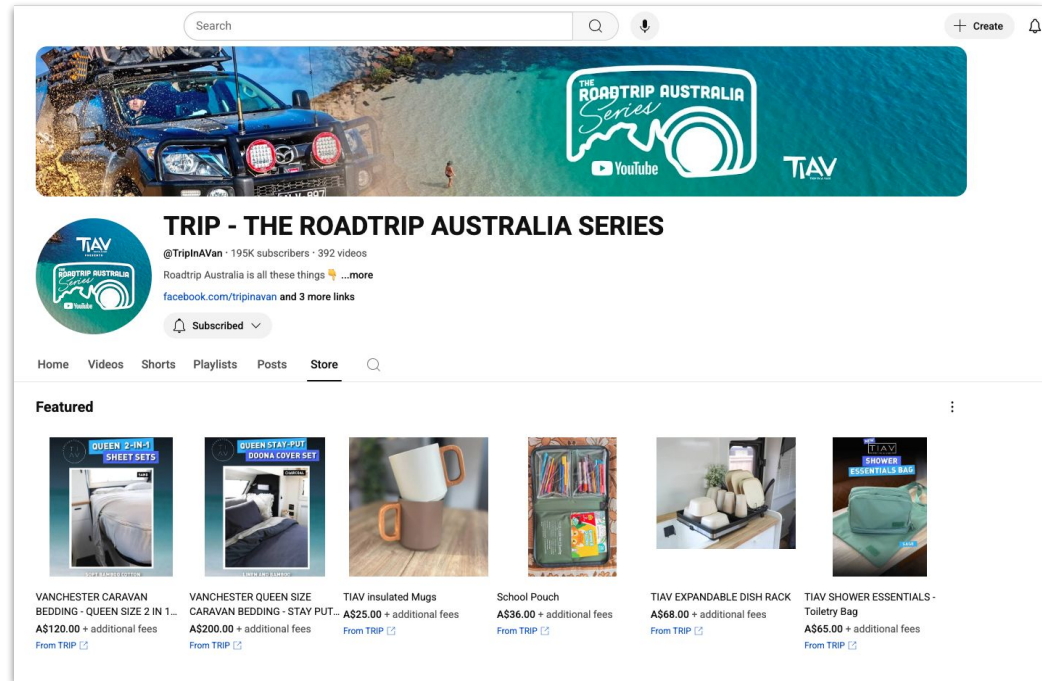
Source: McCrindle, Generations Defined Report, 2023

Social Commerce

Integrating:

- Product Lines
- Referral Discount Codes
- In Video Promos

They know their customers, and spend their time developing and finding products for them.



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DISCOUNTS ON THE GEAR WE USE : <https://www.tripinavan.com.au/store-d...>

All our gear here: <https://navigatorgear.net.au/collecti...>

You can catch up with our travels on social media:

Instagram - [@tripinavan](#)

• [/justins_roadtrip](#)

Facebook - [/tripinavan](#)

Our most watched Episode - z [• BEACH CAMPS ON THE NINGALOO COAST ARE INSA...](#)

LOTUS CARAVANS - <https://lotuscaravans.com.au>

Big Dog Builds - <https://bigdogbuilds.com>

Norweld canopy's - <https://norweld.com.au/tiav>

15% OFF ALL ORICOM GEAR WITH CODE TIAV15
<https://oricom.com.au>

REDARC battery systems - <https://www.redarcelectronics.com/au/>

It all started when...

In December 2015 we packed up and hit the road for what we thought would be a 12 month Lap of Oz. Fast forward 7 years and we decided to create a video series of like to live life on the road!!

Cheers everyone, safe travels.

🎵 Music licensed from Lickd. The biggest mainstream and stock music platform for content creators.

Heat Waves by Glass Animals, <https://lickd.lnk.to/53b1UID> License ID: OWK6M6arZ0k

I'm Gonna Be (500 Miles) by The Proclaimers, <https://lickd.lnk.to/7jkAvwID> License ID: eKZGOQK7Zp5

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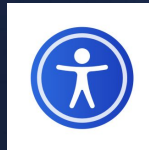


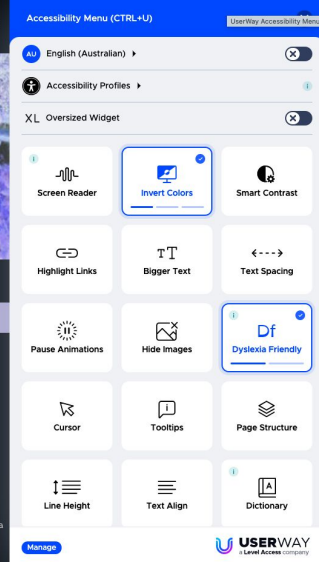
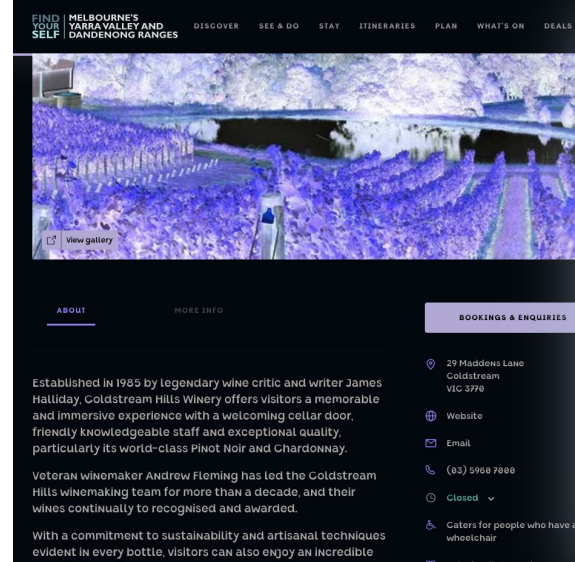
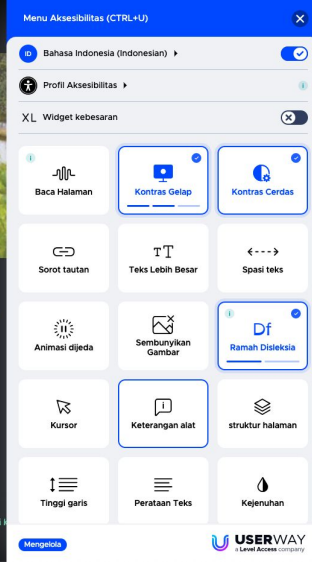
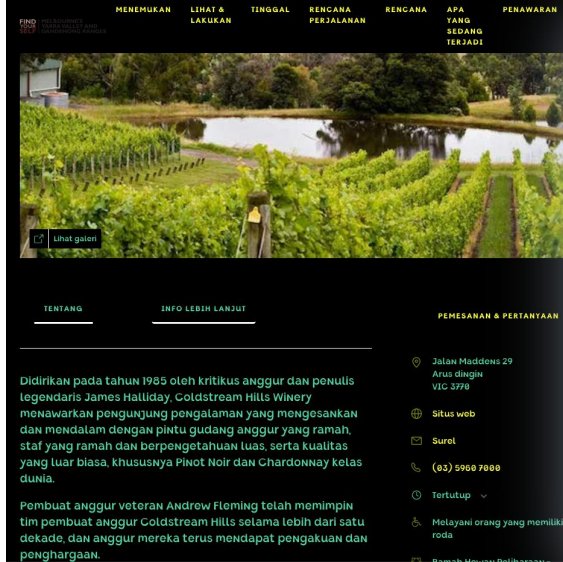


Key Trends

Digital Transformation and AI:

- **AI Powered Personalisation**
- **AI Chatbots**
- **Where will AI get information?**
 - **Websites**
 - **Google Business Profile**
 - **Other Listings**
- **Tailored Itineraries - Learn Consumer's Preferences**
- **Dynamic Pricing**
- **Language and Accessibility features**





What Should You Do?

1. **Embrace Digital Transformation**
2. **Digital Platforms are Consistent**
3. **Offer Products for Diverse Needs / Immersive Experiences**
4. **Assess Your Business Against Others**
5. **Optimise for Mobile**

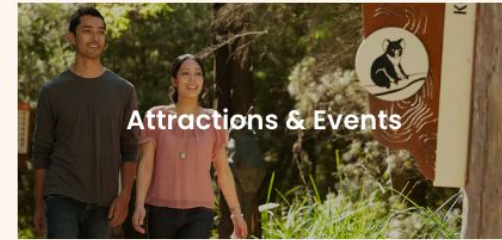
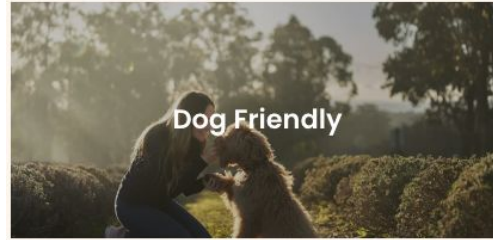
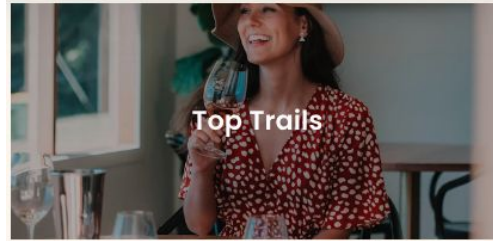
Remember - People live in the last minute lifestyle now.



Working With Us

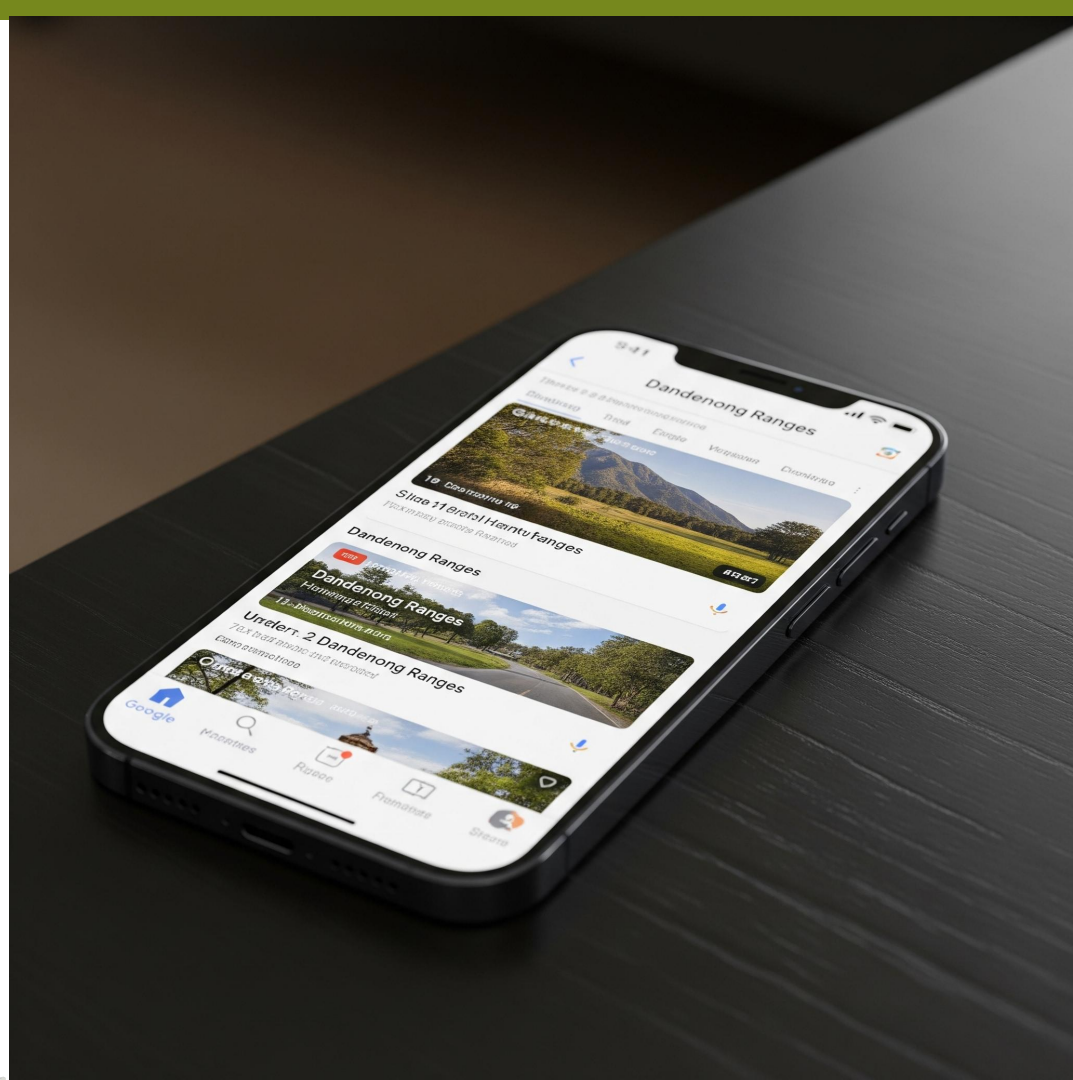
1. **Use Your Marketing Benefits**
2. **Images and Wording on Web Listing**
3. **Content for Socials**
4. **Upload Events and Deals**
5. **Your Partnership - 10% of your Marketing Budget**

When in doubt see number 1.

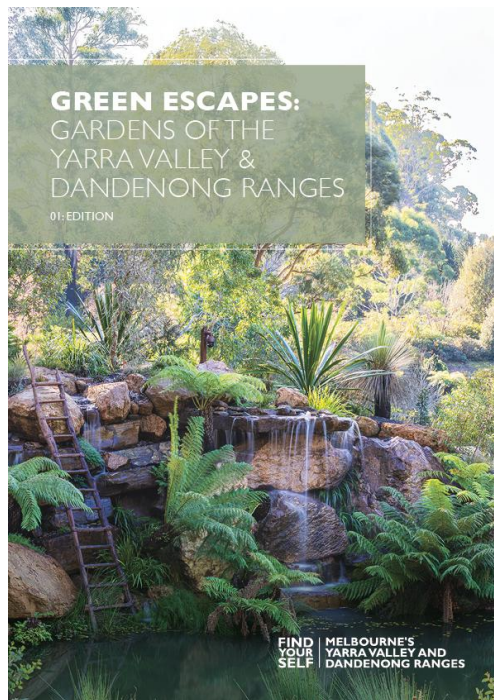


Our Strategies 2025

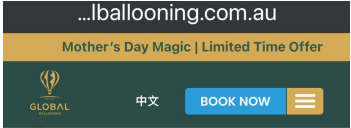
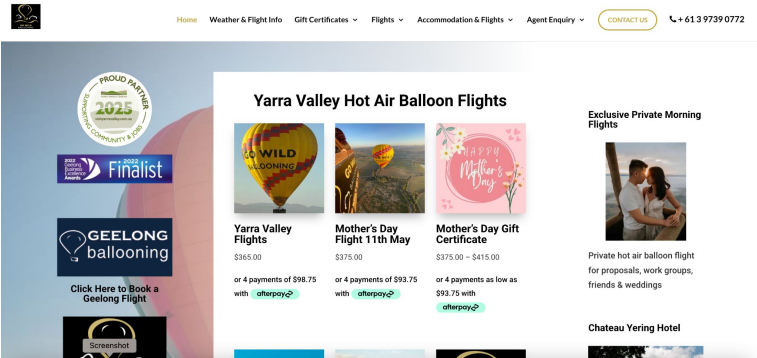
- **A.I. Piloting**
- **Content**
 - **Web**
 - **Socials**
 - **Influencers**
 - **Media**
- **Video and Imagery**
- **Digital Advertising**
- **Mini-campaigns 2.0**
 - **Competitions**
 - **Collective Partners**
 - **Experience Segments**



Visitor Guides

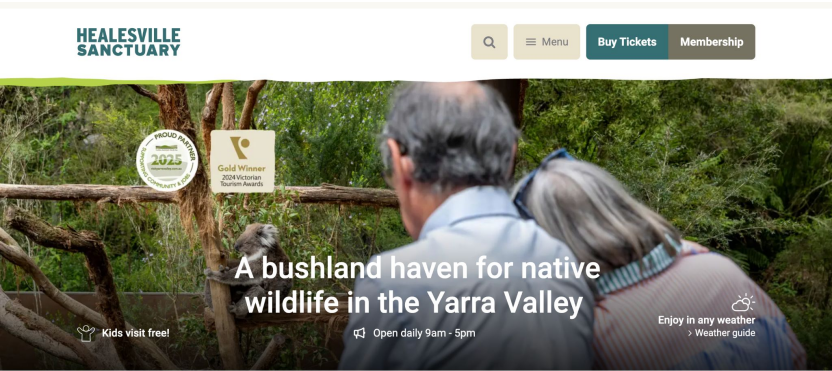


Partnership



- Saturday - Sunday: Closed (urgent emails responded to prior to 4pm)
- Public Holidays: Closed (urgent emails responded to prior to 4pm)

If you wish to visit our office, please book an appointment.



MARKETING IS
A **CONTEST** FOR
PEOPLE'S
ATTENTION.

SETH GODIN

