

2021: THE YEAR OF TRANSVERSAL DIGITAL CAMPAIGNS

EUROPEAN TRAVELLER INTELLIGENCE MONITOR

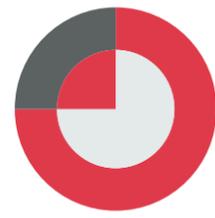
MORE THAN 60% OF SPANISH TRAVELLERS USE VARIOUS ONLINE PLATFORMS TO GET INSPIRATION AND PREPARE FOR THEIR TRIPS.



Integrated digital campaigns have the ability to reach a larger proportion of the target audience.



Travellers seek information through social media, search engines, websites and recommendation sites.



Use is extensive in Generations X, Millennials and Z.

THE IMPORTANCE OF WORD-OF-MOUTH



1 in 5 travellers rely on the opinion of the people around them to make decisions about destinations, offers and tourism products, and in digital environments this is amplified.

IMAGE AND VIDEO QUALITY, KEY IN SOCIAL NETWORKS



1 in 3 Spanish travellers look for inspiration on Instagram, the social network par excellence for tourism.



1 in 5 find content relevant to their travel plans on YouTube.

INTEGRATED MULTI-CHANNEL CAMPAIGNS: TAKING CARE OF CONTENT ACROSS ALL DIGITAL CHANNELS



Websites of agencies and other intermediaries (8%), search engines (11%) and reviews on specialised websites and portals are also relevant sources of inspiration.



Campaigns must be transversal, coherent and integrated across all online channels.



It is important to take care of content strategies, SEO and SEM.

INFLUENCERS, KEY FOR GENERATION Z



Generation X tends to search for information on search engines and travel agency websites, and consult reviews or blogs.



Millennials also place importance on comments and search engine results, but are more inclined towards social media content, especially Instagram photos and videos.



Instagram is Generation Z's favourite network, followed by YouTube and content created by influencers and celebrities.

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The panel analyses and cross-checks data from 20,000 European travellers.

The panel includes diverse information on the habits, trends, perceptions and behaviour of travellers from 13 European countries.



This analysis focuses on the traditional and online inspiration channels of European and Spanish travellers.