

Online visibility as the driver of growth for tourism businesses

The essential tools for survival in the post-Covid climate:

Real-time availability, Content Marketing, Social Media, Aggregators and Marketplaces (Tripadvisor, Expedia, Winerist, etc.), Easy Payment Systems



The coronavirus (COVID-19) pandemic is, first and foremost, a humanitarian crisis affecting people's lives, and has triggered a global economic crisis. This has a very tangible impact for the tourism sector, which is critical for many people, places and businesses, with the impact particularly felt in countries where tourism is an important part of the economy.

The tourism economy has been heavily hit by COVID-19, and measures are being introduced to contain its spread. Depending on the duration of the crisis, revised scenarios indicate that the potential shock could range between a 60-80% decline in the international tourism economy in 2020 with its impact being felt for the next 2 years with full recovery being vague – most optimistic assumptions expect 30% recovery from April next year. Beyond immediate measures to support the tourism sector, countries are also shifting to develop recovery measures. These include considerations on lifting travel restrictions, restoring traveller confidence and rethinking the tourism sector for the future. A lot of these are linked to the Digitisation and Online Credibility of the products that we sell, primarily:

1. Restoring traveller confidence on the online platform
2. Encourage innovation on its security measures
3. Consider implementing touchless solutions, where practical, to limit the opportunity for virus transmission while also enabling a positive travel experience.
4. Remedy consumer concerns and fear in particular as the pandemic is seeing a second wave
5. Tighter measures and regulations for selling experiences
4. Adapting to new expectations

One thing is certain. Domestic tourism and building the confidence at home is step 1 in the recovery process. And we all know that domestic tourists are the best platform to test, assess and develop new products and trends. While the local market is equally unforgiving, local tourists are more restricted now than ever before in terms of travel. We must take it as an opportunity to:

1. Encourage
2. Facilitate
3. Monetise

On Stacations

And use these as the foundation for developing international travel also.

Moldova is one of Europe's most hidden gems, but it is also one of Europe's least digitised destinations



Lack of Real time availability



Limited number of strategic partners



Limited financial investment



A low volume of sales and limited growth



Why Real-Time Availability?



Previously experiences were booked 12 weeks in advance. Now they are booked last minute



Near Me searches and Google Data is important for those last minute searches



Customers spend more if they book last minute



Automation is key: easy payment, fast checkout, basket features



Why More Strategic Partners?

4 REASONS!

Companies like Tripadvisor, Airbnb and GetYourGuide spend most of the money on Google Advertising in hospitality

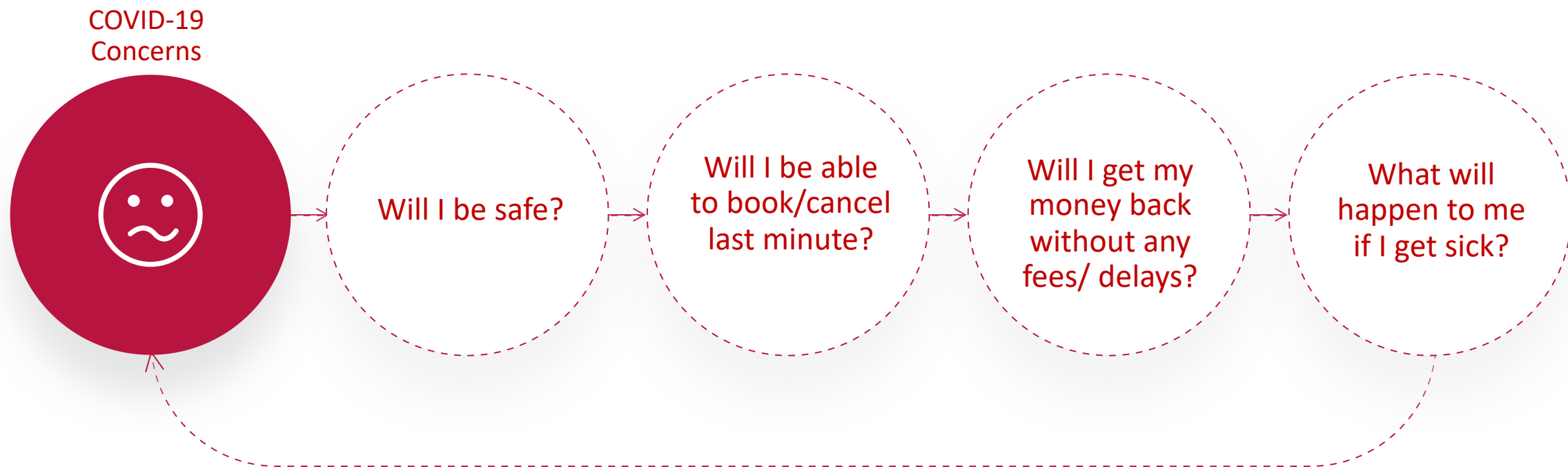
More targeted consumers and better repeat customer rate

Better user experience and customer support (especially suitable for small players)

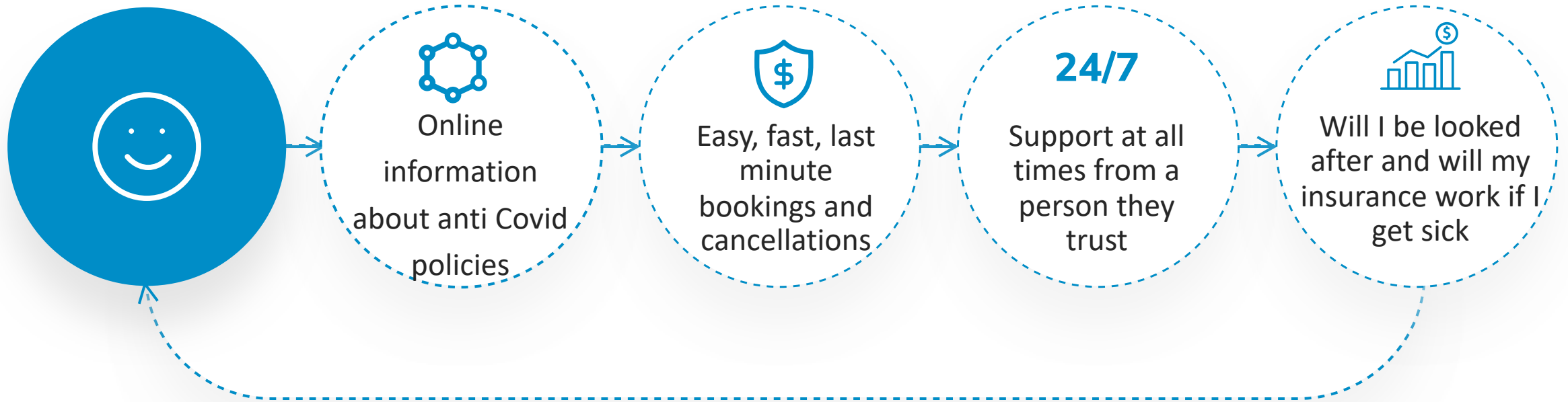
Better partner support due to better resources



Where do we start? *Better client communication*



The REMEDY: *Holding your customer's hand throughout*



Thank you!

For more information please visit my detailed presentation
on Travel Trends:

<https://spark.adobe.com/page/aBczRQGZZHgXT/>

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