

Turn on your Four Seasons

Florence Driessens
November 2021





Each section's three movements are organized into a tempo pattern of fast-slow-fast



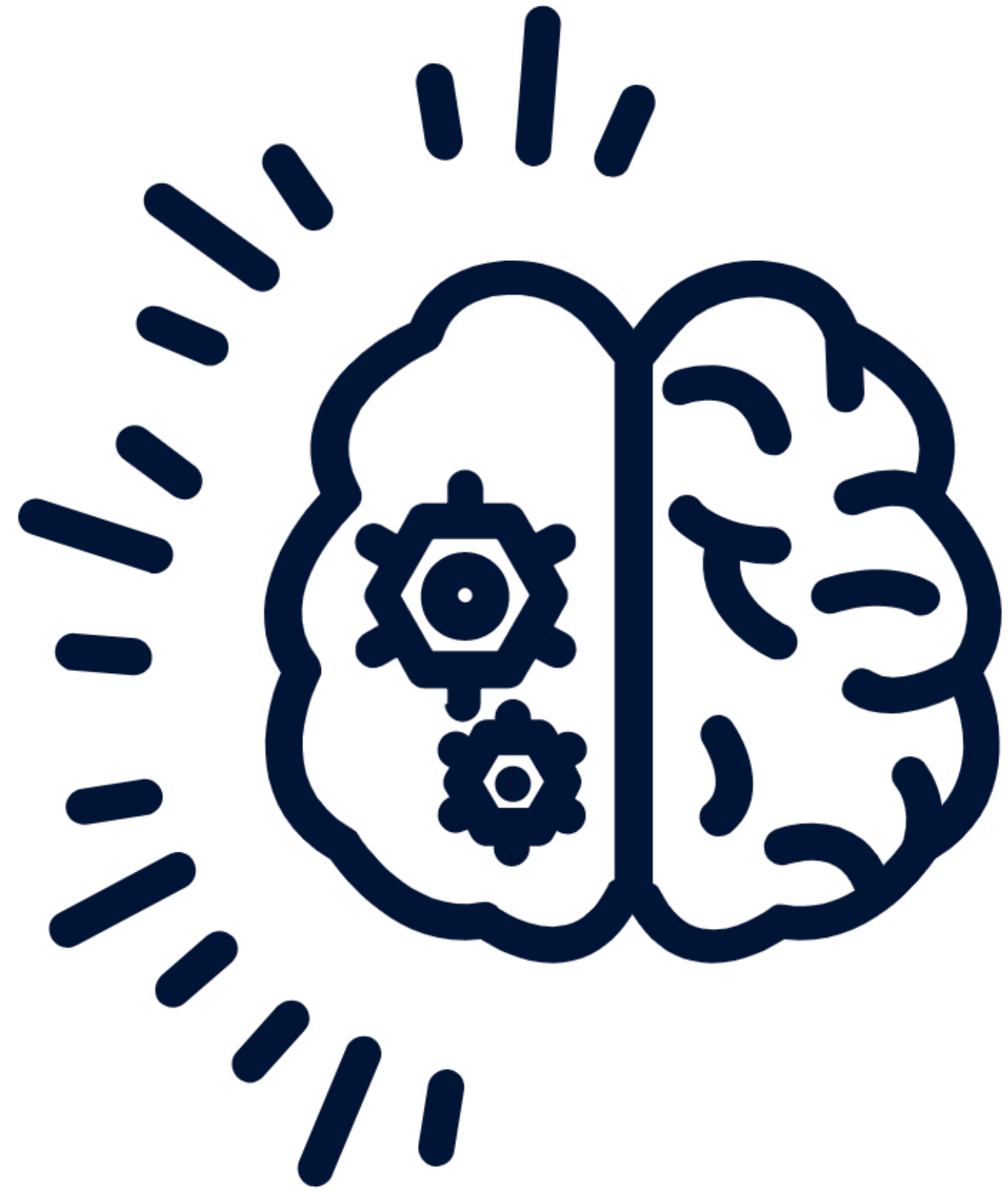
What makes exceptional music?



Pattern



Element of surprise



Humans have patterns too...

This type of
traveler needs a
Couples Vacation

Searched
“how long
to train a
dog”

Searched
“best dance
lessons in
italy”

Read an
article titled
**Best Hotels
for Couples
2019**

Searched
“when is feast
of santa
rosalia”

Visited
**local library
website**

Viewed photos
of the
Amalfi Coast

Booked
**October
flight
to Sicily**

Browsed
**hotels in
Palermo**

Watched
videos about
**homemade
dog food**

...and data can help
you discover them

...and exploit them

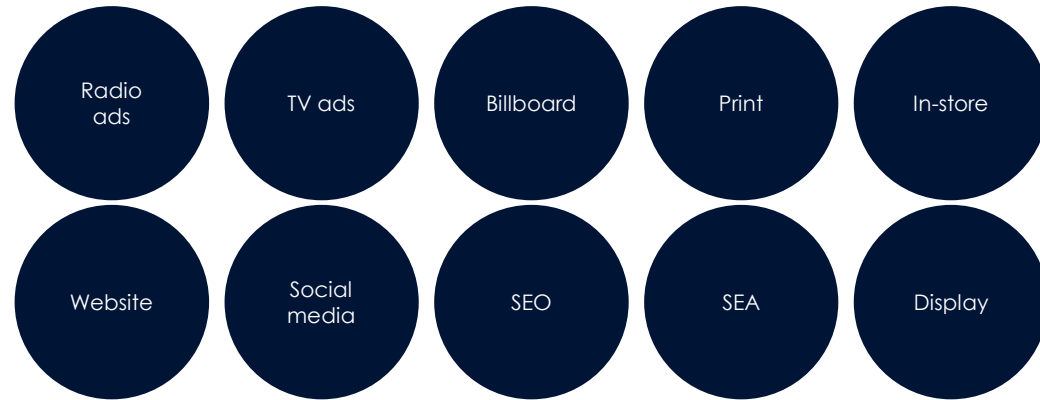
A case study.



MESSAGE

COMMUNICATION ECOSYSTEM

MEANS OF COMMUNICATION




Brand platform
 Identify USPs
 Define brand positioning

Content strategy
 Big Idea: Connects to brand positioning
 Allows to create dialogue with customers

Communication strategy
 The ecosystem is a communication roadmap
 Unifying objectives, means and timeline

Customer journey
 Communication means are linked to the customer
 360°

Customer empathy
 A deep understanding of customers and their behaviour



Arizona, USA



Rhineland, Germany



Visit Arizona
Book now: 1'156 EUR



Visit Rheinland
Book now: 19 EUR



Price



Emotion



Price

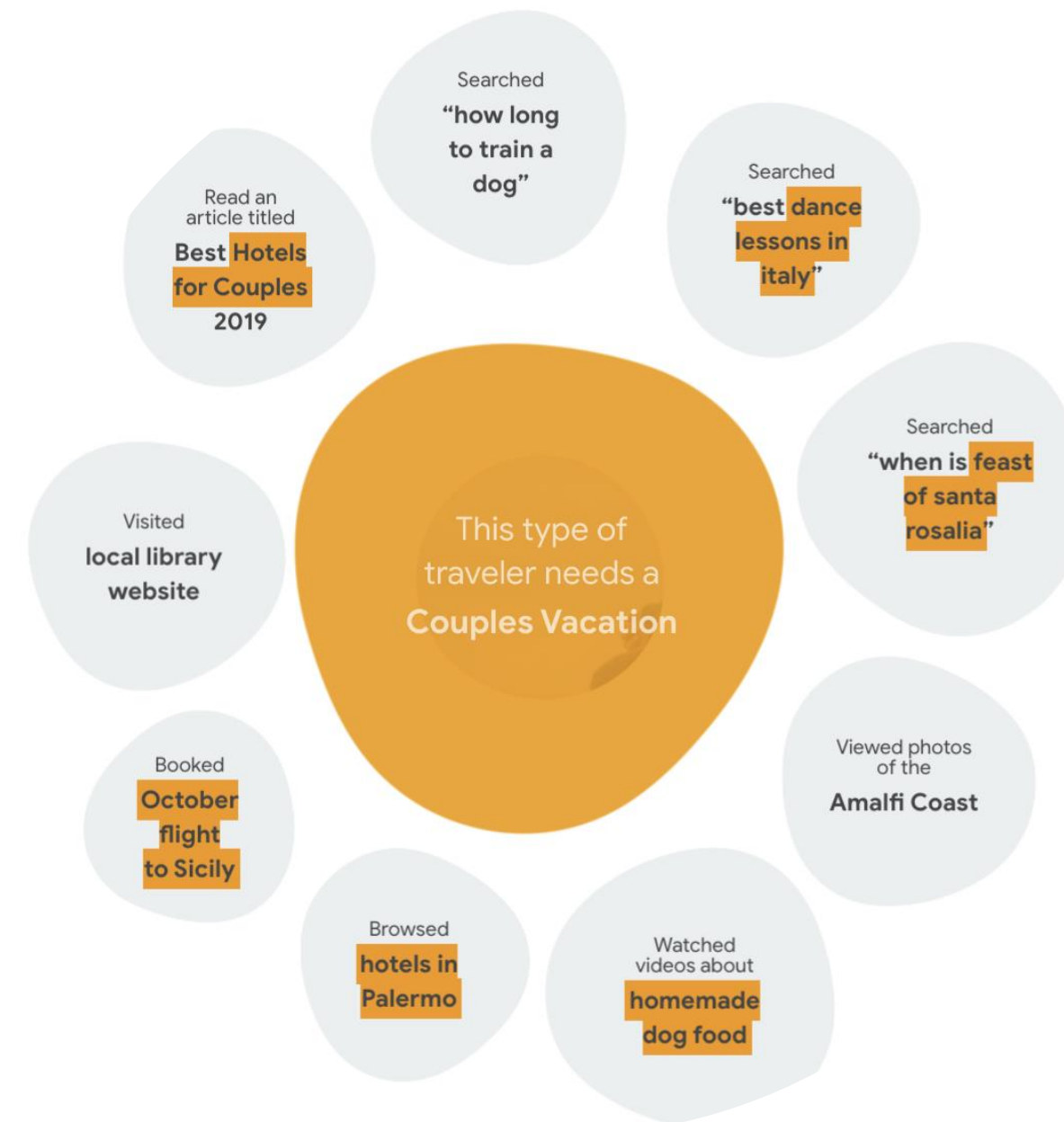


Emotion

Price alone is not determinant



Emotion



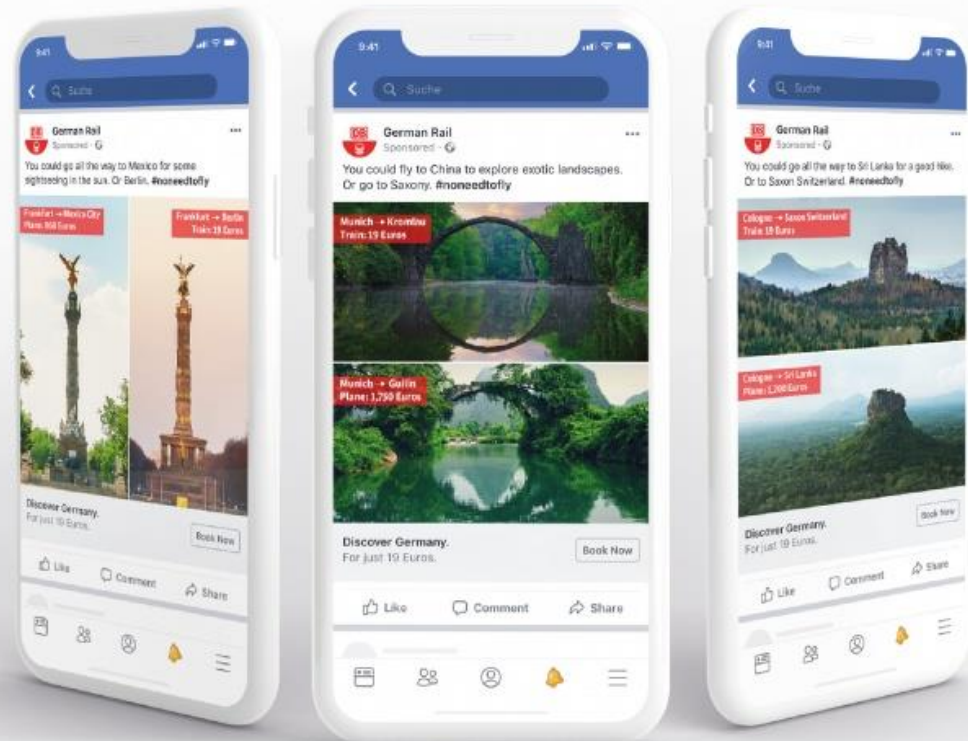
Tactics

Data are great for tactical advertising

NO NEED TO FLY

The campaign

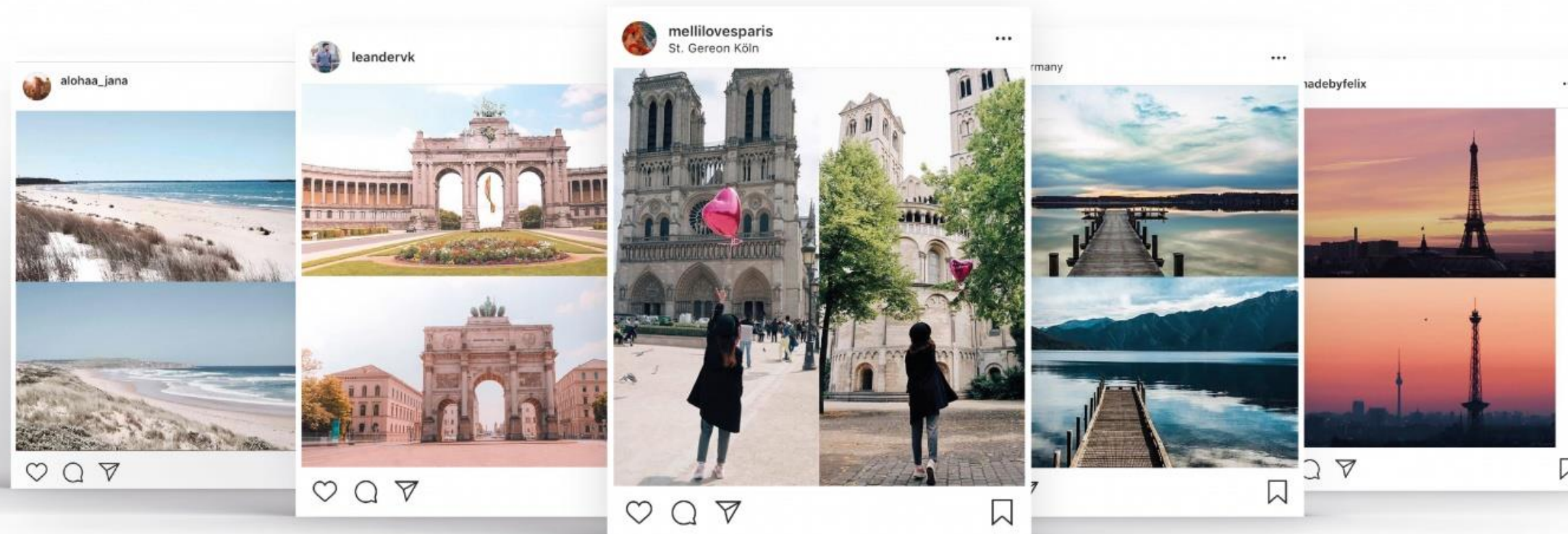
Facebook campaign



Instagram campaign



Influencer marketing

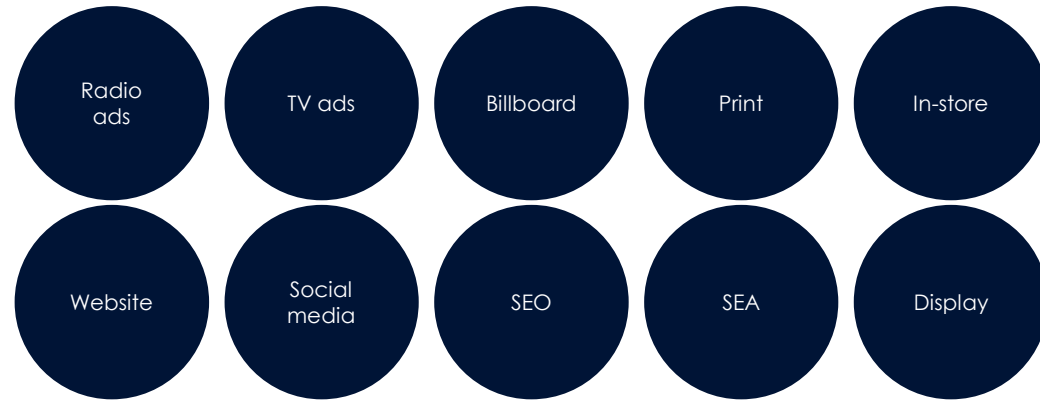




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Find the same at home for cheaper

Comparing worldwide destinations you wanted to visit
(and can share on social media)

3-month period just around Summer holiday planning

Instagram, Facebook
& Influencers for multiplication effect

A customer who seeks sharable experiences

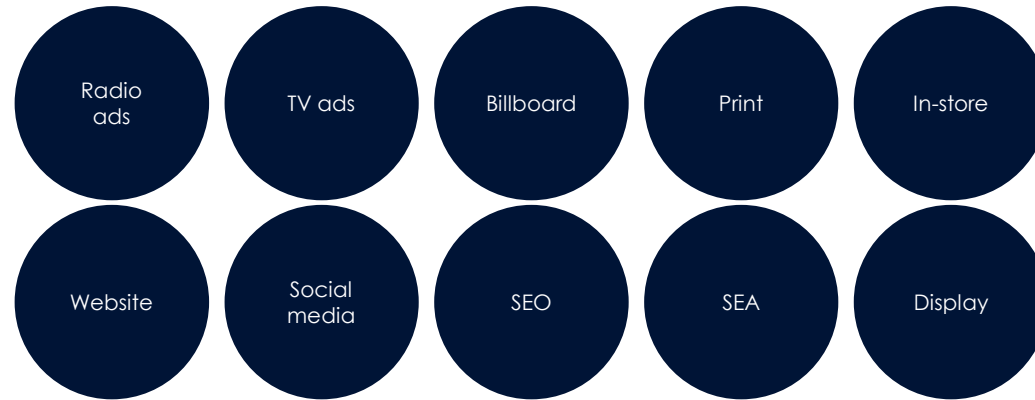
...and so what?



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Schweiz, ganz natürlich
Suisse, tout naturellement

● Ecotourism
Topic

● Medical tourism
Topic

● Adventure travel
Topic

● retreat
Search term

+

Worldwide

1/1/12 - 1/1/20

Specialty Travel

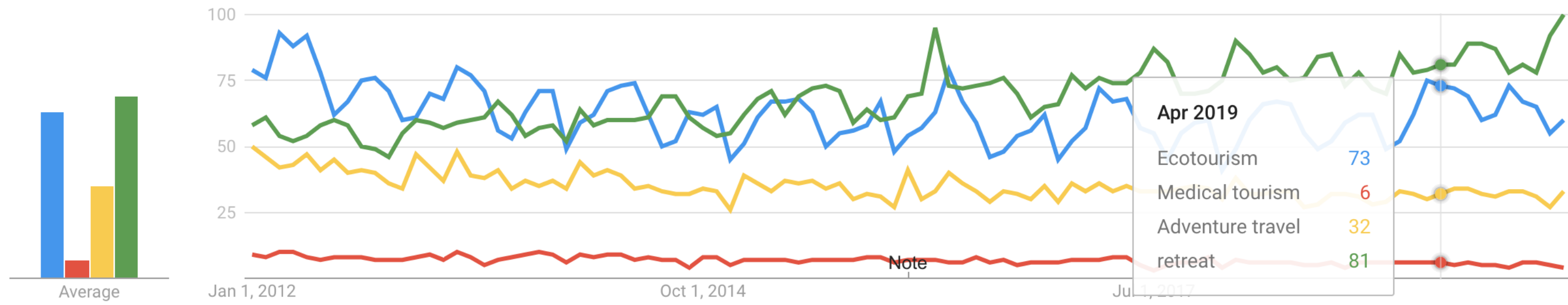
Web Search

Note: This comparison contains both Search terms and Topics, which are measured differently.

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Interest over time

Download, Zoom, and Share icons





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Suisse, tout naturellement

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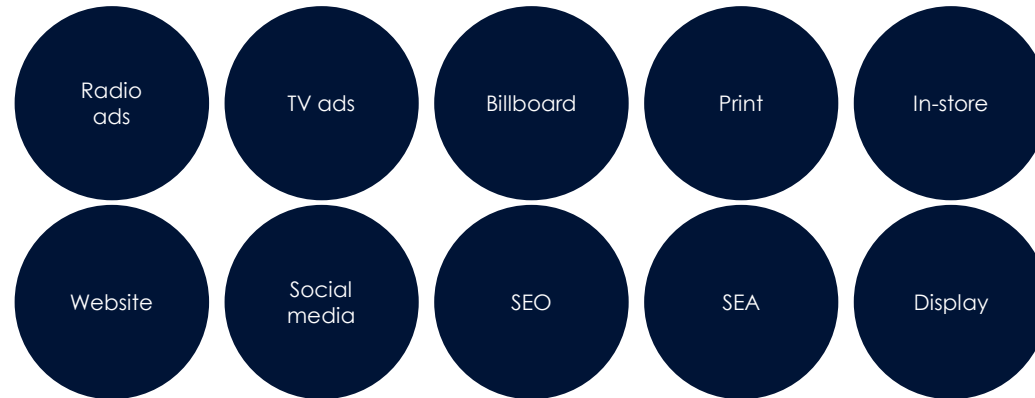
Switzerland, a destination closeby for all 4 seasons

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Visit Everest
6'716km



Visit Switzerland
212km

✓ Emotion



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Suisse, tout naturellement

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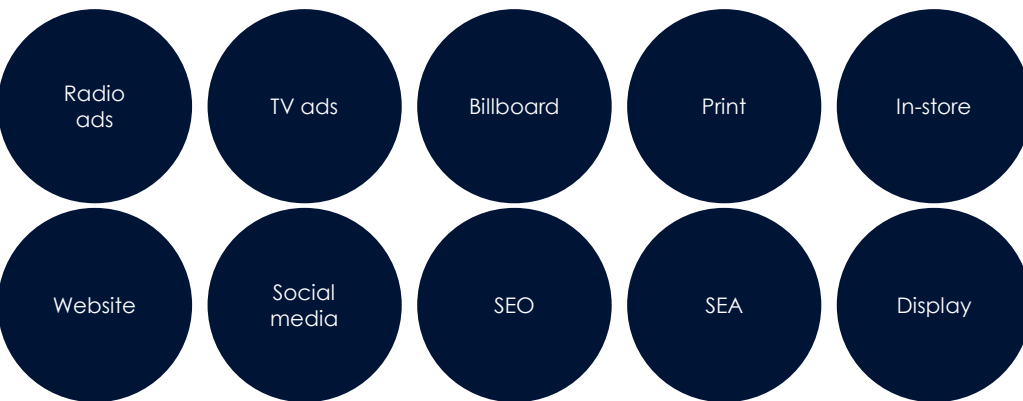
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Activities for every season, communicated when planned

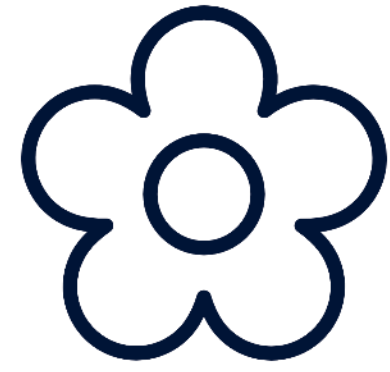
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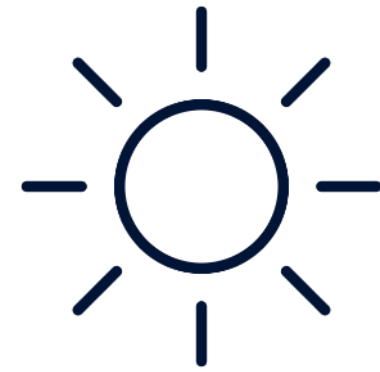
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Medical tourism



Adventure travel



Ecotourism



Retreat



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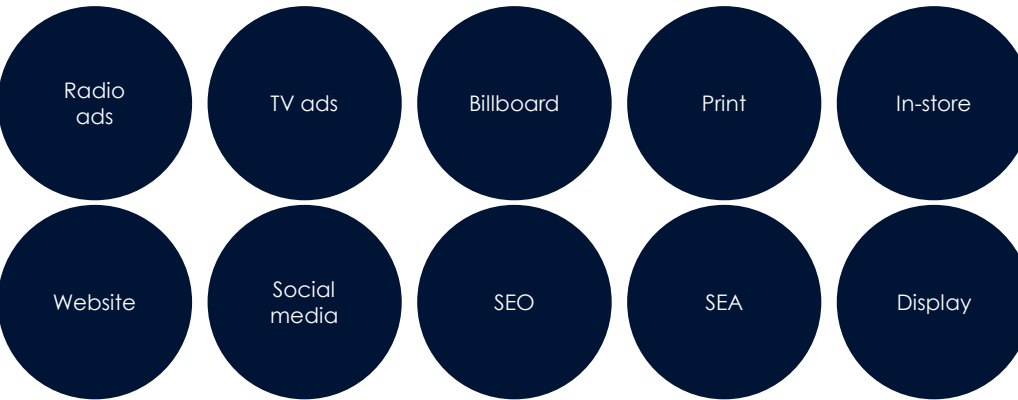
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Suisse, tout naturellement

Switzerland, a destination closeby for all 4 seasons

Activities for every season, communicated when planned
EXAMPLE: Retreat for individuals in January

A busy professional who seeks alone-time



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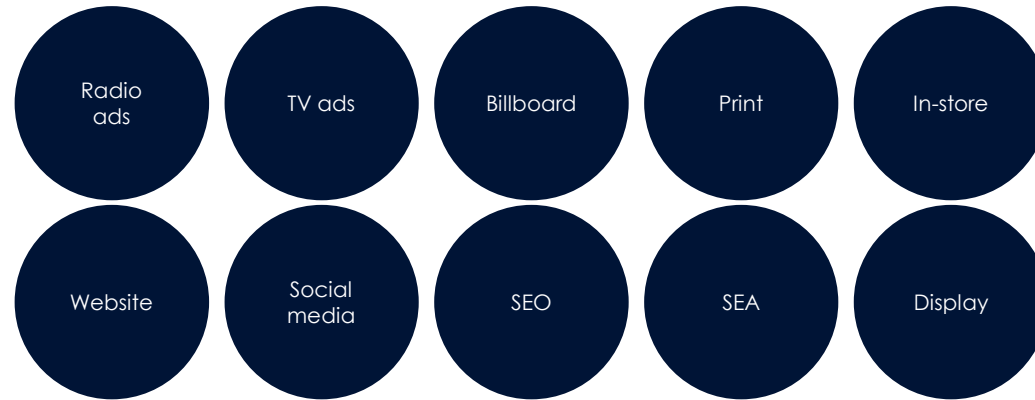
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 (and can share on social media)

Activities for every season, communicated when planned
 EXAMPLE: Retreat for individuals in January

Social media to give a taste
Google search for conversion (focus on feeder markets)
 Newsletter for customers who are in your database

A busy professional who seeks alone-time



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Price

Need



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Focus on the need to generate the emotion

Price



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You can compete, just focus on the need

SEA

Google

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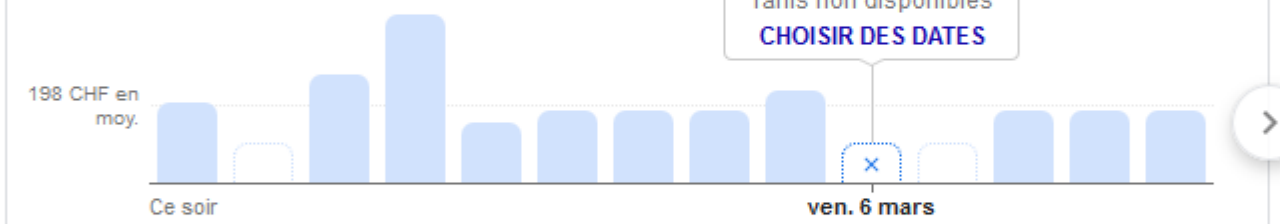
www.myswitzerland.com > Découvrir > Manifestations

[Yoga Retreat Laax | Suisse Tourisme - mySwitzerland](#)

Package: 3 sleeps Riders Hotel 2 Yoga Sessions daily (Asana, Meditation, Pranayama) Brunch & Dinner Activities: Three hour hike with guide / 1.5 hour ...

Riders Palace | Consultez les prix pour vos dates

Prix sur Google pour un séjour d'une nuit



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[Zukunft-Kauz Retreat in Laax! - Riders Hotel](#)

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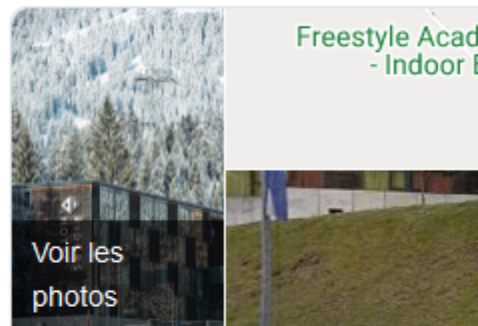
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[Yoga Retreat Laax - Facebook](#)

Yoga **Retreat Laax**. LAAX is a unique playground with a wide variety of activities mainly taking place in the beauty of the natural setting of LAAX by mountains, meadows, lakes to bathe and amazing views across the Graubünden mountainscape.

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[Zukunft + Kauz Retreat in Laax \(Mini-Festival\) at Riders ... - RA](#)



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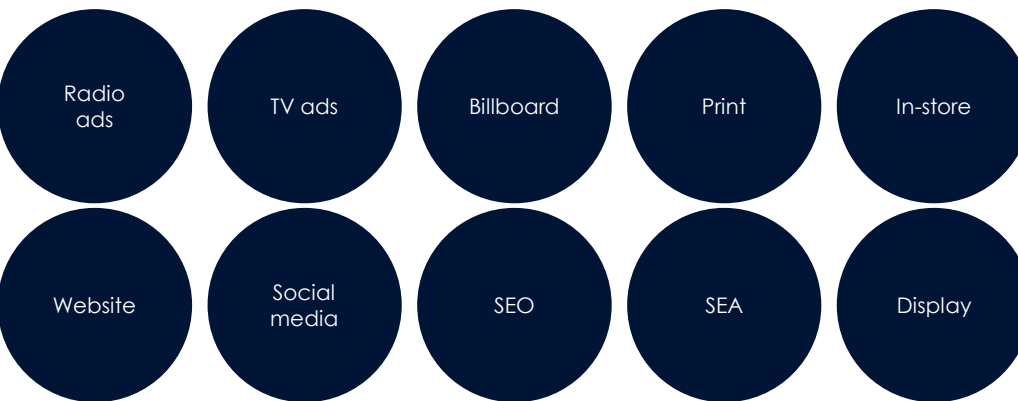
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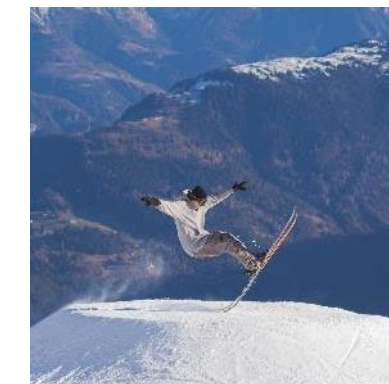
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Newsletter for customers who are in your database



A busy professional who seeks alone-time



Use data as a tactical support ...to communicate why you are special

