



# **Kia ora and Welcome**

## **Lunch & Learn**

# **Social Media & Email Marketing**

**10 June 2025**

**Presented by Ryan Wilmshurst**

# Today we'll cover

- The Role of Social Media in Tourism Today
- How visitors are using social media to plan, research and share their travels – and engage with brands
- What makes a great content strategy – how to make educational & entertaining content consistently & creatively
- Email marketing in 2025 – Using Automation and Rich Data to stay connected to loyal/repeat guests
- Takeaways and things to try

# The changing nature of social media in tourism

NEW ZEALAND - What a beautiful part of the world, I can highly recommend 🇳🇿 🏞️ 🌊 🏔️

Although 3 years later than planned, I am very lucky to have spent 11 days travelling around the South Island with my bestie. Memories to cherish for a life time [redacted] and FYI I am never doing bungee again 🙅

Queenstown 📍 Te Anau 📍 Wanaka 📍 Mount Cook Village 📍 Queenstown and many stops along the way. We drove over 1,500 kilometres. I have far too many photos from our trip but here's a few of my favs. The photos don't do NZ justice.



facebook

New Zealand 100% Pure  
Travel/Leisure

Wall  
New Zealand 100% Pure · Top Posts

Share: Post Photo Video

Write something...

New Zealand photo | Fotografie Nového Zélandu  
Bluff Harbour - enjoy large photos on [www.newzealandphoto.info](http://www.newzealandphoto.info)

9 hours ago · Like · Comment

2 people like this.

Write a comment...

100% PURE  
newzealand.com



< best canterbury activities

All Posts People Groups Events Videos

Meta AI

Canterbury, a region in New Zealand's South Island, offers a diverse range of activities for all interests. For nature lovers, exploring Aoraki/Mount Cook National Park, hiking the Hooker Valley Track, and visiting the stunning Lake Tekapo are must-do experiences <sup>1</sup>. Adventure seekers can enjoy skiing and snowboarding at Mount Hutt, go rafting on the Rangitata River, or take a scenic flight over Mount Cook. Meanwhile, wildlife enthusiasts can go whale watching in Kaikoura, swim with dolphins in Akaroa, or visit the Willowbank Wildlife Reserve in Christchurch <sup>1</sup>.

Walking trails in Canterbury region Best beaches

best canterbury activities Sources

# What's the role of social media in tourism today?

A place for users to share content, reviews and recommendations

For discovery and inspiration (via posts from brands & UGC)

As a planning tool for holiday research, and a search engine

Groups + events to connect with like-minded travellers

A storytelling tool for brands, and an always-on virtual shopfront

As a customer communication tool replacing calls and emails

To share important comms updates during times of crisis

For brands to work with content creators and collaborators

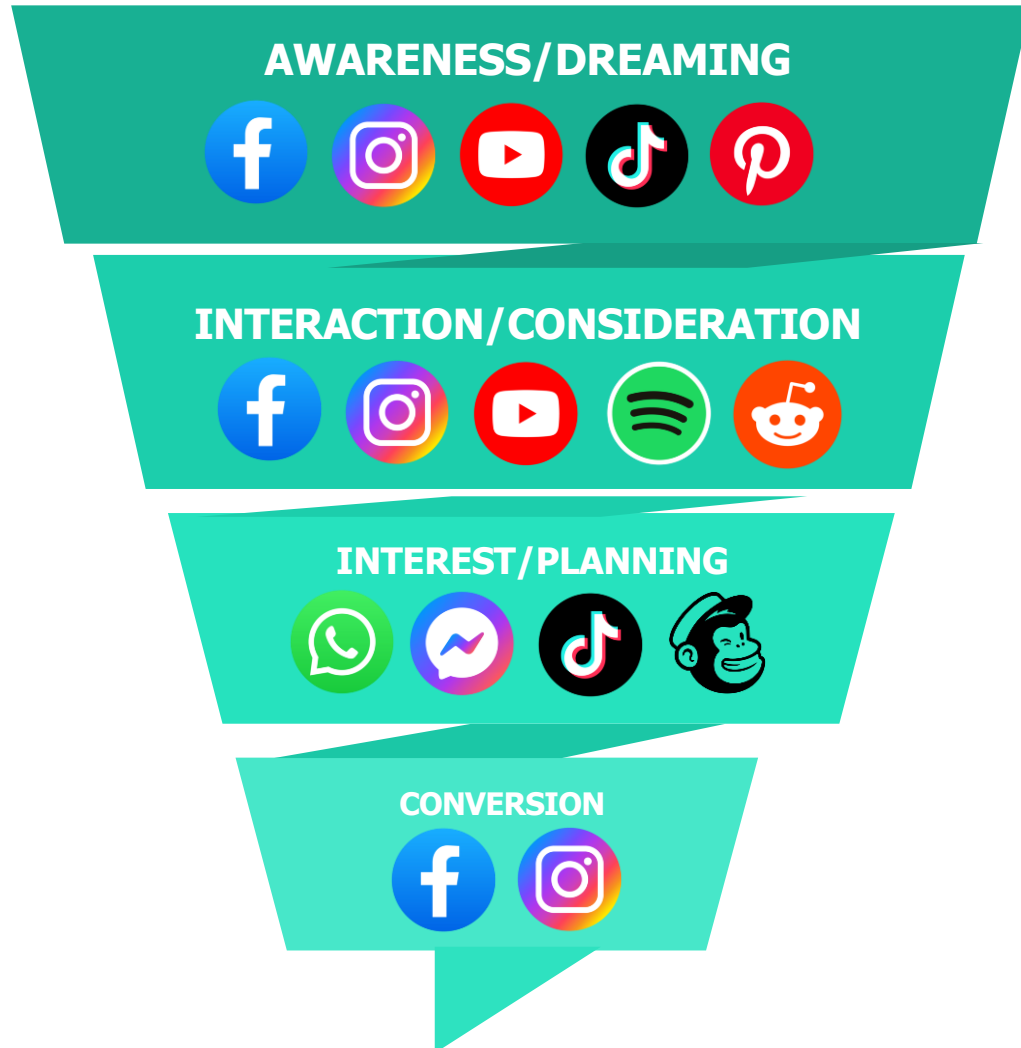
**37%** of social media travel planners get inspiration from photos and videos, **32%** through recommendations and **24%** via branded travel ads

**72%** of travellers share their holidays on social media

**48%** of travellers have booked a trip based on a social media post and **52%** of travellers changed their travel plans based on social media posts









# So many platforms... they all have their role



Different levers work in different ways (and help you achieve different marketing goals). It's not just content you publish either – it's also what's shared as UGC from previous visitors, the work of influencers/content creators, and even your profile itself.

From the early stages of searching, saving and sharing – to more in-depth research and decision making – to engaging with brands and like-minded travellers – to asking questions and booking – to then sharing experiences with friends: in today's era, social media is embedded throughout the entire travel planning journey.

# And it's not just for Gen Z's...

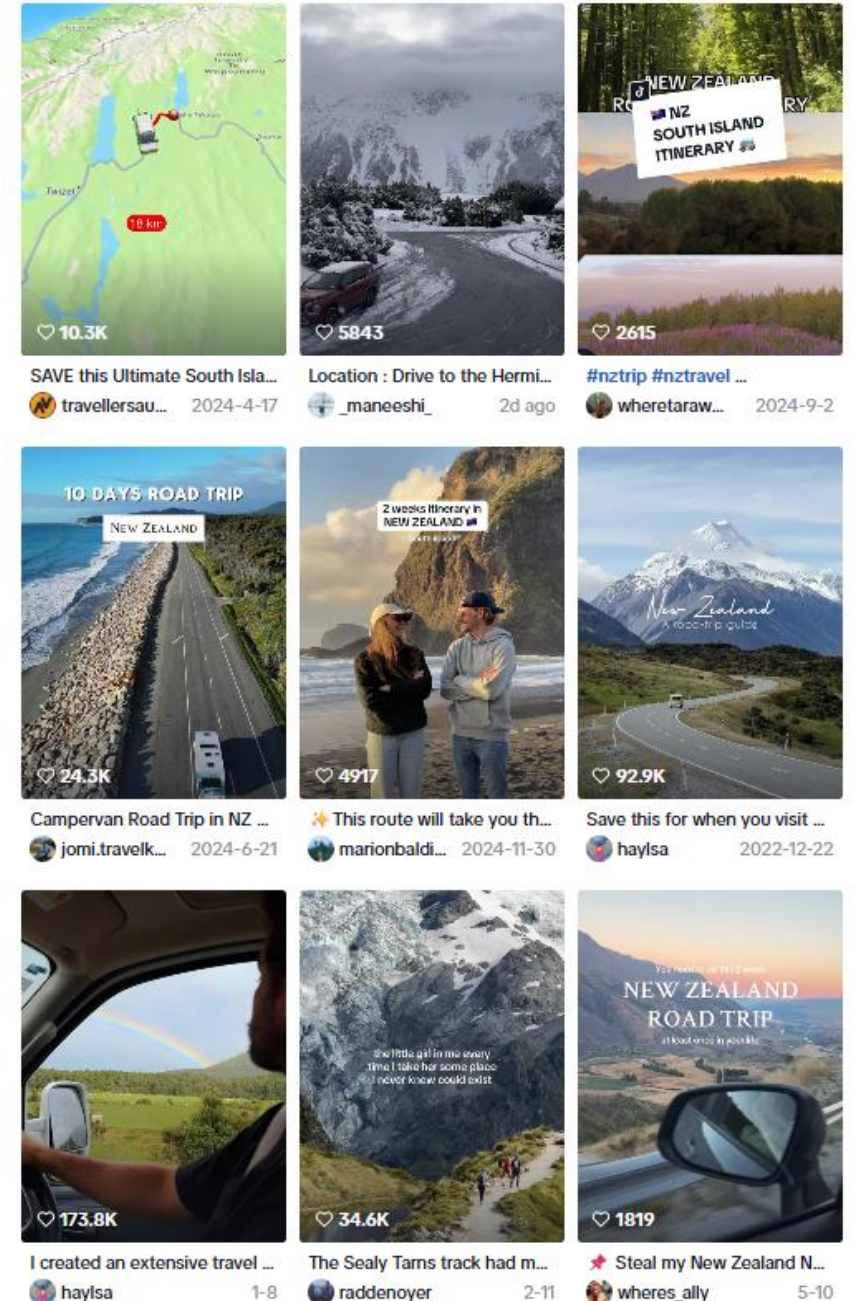
|   |  | GEN Z | MILLENNIALS | GEN X | BABY BOOMERS |
|---|--|-------|-------------|-------|--------------|
|    | Instagram                                    | 48%   | 38%         | 29%   | 21%          |
|    | TikTok %                                     | 39%   | 40%         | 33%   | 22%          |
|    | Facebook                                     | 36%   | 44%         | 43%   | 44%          |
|    | Snap   | 18%   | 11%         | 6%    | 3%           |
|   | Twitter                                      | 21%   | 18%         | 16%   | 13%          |
|  | Average number of social media services used | 4     | 4           | 3     | 2            |

# How are users researching?

A picture is worth a thousand words...

So how about a short form video?

Are these the new blogs?





# How are users researching?

## **Searches for travel content**

Destination + "travel", "itinerary", or "best things to do"

## **Exploring #PlanMyTrip videos**

Guidance on the best apps and travel planners, as well as tips from frequent travellers and influencers

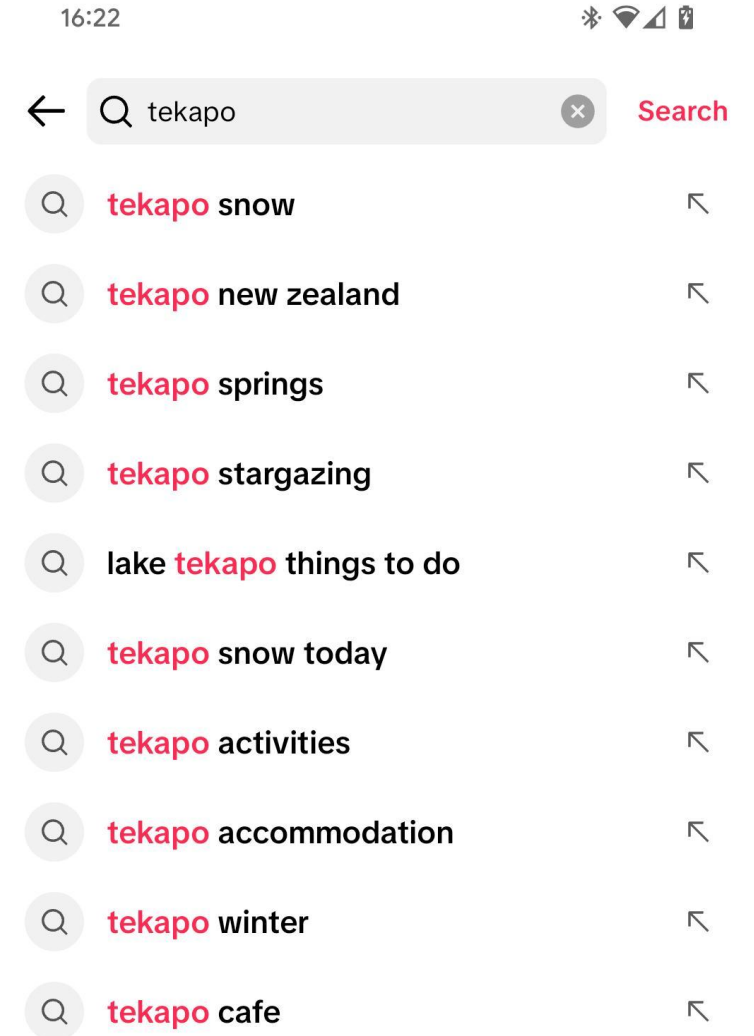
## **Finding travel influencers**

getting specific and detailed advice.

# How are users researching?

**So – create content based on the top searches!**

- How to spend a day in Tekapo
- Best stargazing spots in Tekapo
- Exploring Tekapo in Winter



**Time to turn all this  
knowledge into a  
smashing social  
media strategy**

# Plan on a page

Analyse old posts –  
what's worked well  
previously?

Analyse your  
competitor's posts –  
what are they doing  
well?

What's your audience  
saying about you  
online? What's their  
main questions?



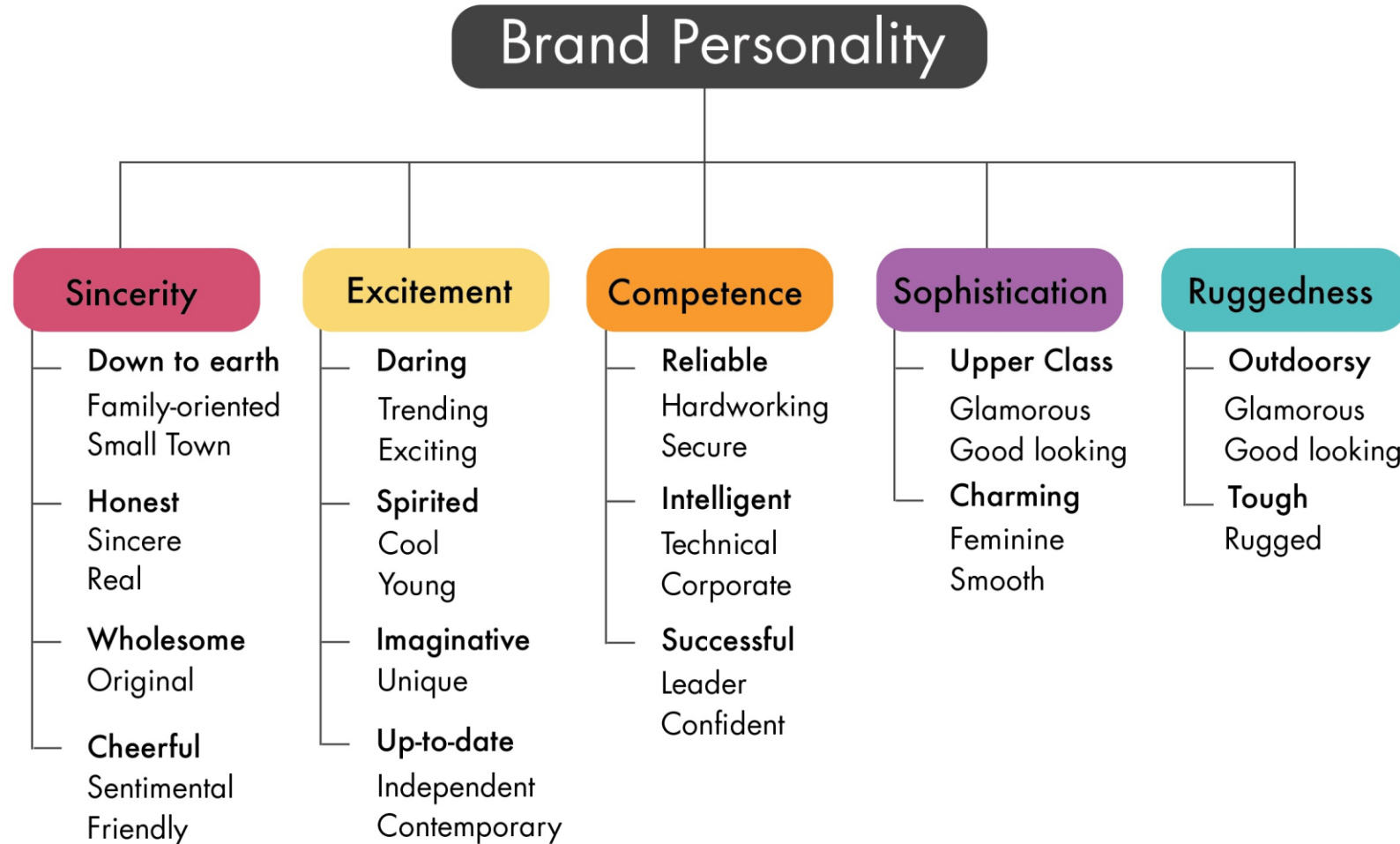
What's your brand  
personality? How  
can you reflect  
this on socials?

What will your  
content pillars be?

What's some  
winning content  
types you can  
regularly create?

# What's your brand personality?

Think of your brand and products as a personality. What's your traits and characteristics? Channel that into your social media voice and posting style.





# Then this translates into your **Content Pillars**

3-5 topics that are authentically you – which you'll hero and create content around



**Entertaining**

**Trustworthy**

**Relatable**


**Educational**


**Authentic**


**Promotional**


**Inspirational**





 **airnz** • Follow


 **airnz** • Tis the pōhutukawa season 🌿  
24w

 **na\_na\_na424** 行きたい！  
もう一度この赤い花を付けた大きな木を見たい！  
24w 1 like Reply See translation


 **taupo\_is\_my\_second\_home\_** Beautiful day to fly  
24w 1 like Reply


 **lkcncz** About to board in Narita!  
Can't wait to be back!  
24w Reply


 **w\_b\_nala** Stunning photo Airnz.  
24w 1 like Reply


 **urukaio** Been living overseas for over 20 years. Still miss driving around #wellingtonnz during Christmas / Summer under the spreading Pohutukawa ❤️❤️  
24w 2 likes Reply





 **emirates** • Follow  
Original audio


 **emirates** • The sounds of flying Emirates First Class: ASMR Edition. 🎧👂  
#Emirates #FlyBetter  
10w


 **althahealing** 🙌🙌🙌  
10w 4 likes Reply


 **malvikasitaniofficial** • Aaaahhhh 🙌  
10w 4 likes Reply


 **angeliqqodess** 🙌🙌🙌🙌🙌🙌  
10w 4 likes Reply


 **mohamedelsherifofficial** 🙌🙌🙌🙌  
10w 4 likes Reply

 **livin.mivida.ale** • It would be a dream to fly on this airline and share it with my audience 🙌🙌  
10w 31 likes Reply


 **mysashaofficial** 🙌🙌🙌  
10w 4 likes Reply


 **djmonicabergmark** 🙌🙌  
10w 3 likes Reply


 **marienkaeferli1** ❤️  
10w 4 likes Reply


 **chefjayps** • Nicely done 🙌  
10w 1 like Reply





 **airnz** • Follow


 **airnz** • Te Whanganui-a-Tara Wellington from above 🇳🇿  
#AirNZShareMe IG: @moodliftingquote  
9w


 **jordan.kahu** 🙌🙌🙌  
9w 4 likes Reply


 **vitaliyfik** 🙌🙌🙌  
9w 2 likes Reply

 **manuelmai3** ❤️❤️❤️  
8w 2 likes Reply

 **sariferrieri** Maravilloso Air New Zealand 🙌🙌🙌  
9w 4 likes Reply See translation

 **ben\_flying1** Favourite place to fly into! ❤️  
9w 2 likes Reply

 **renn\_reyno** Air New Zealand is the best airline i love flying on it the crew are always nice the planes are mazing the rides are smooth and enjoyable  
9w 5 likes Reply

 **viralnation** • Wellington from above is pure magic! 🇳🇿  
7w 1 like Reply



Ryanair  
@Ryanair

great, we will

Fabo @Fabo80s · May 24

Hey @Ryanair not one but two windows in my flight to Marseille! You should charge me more

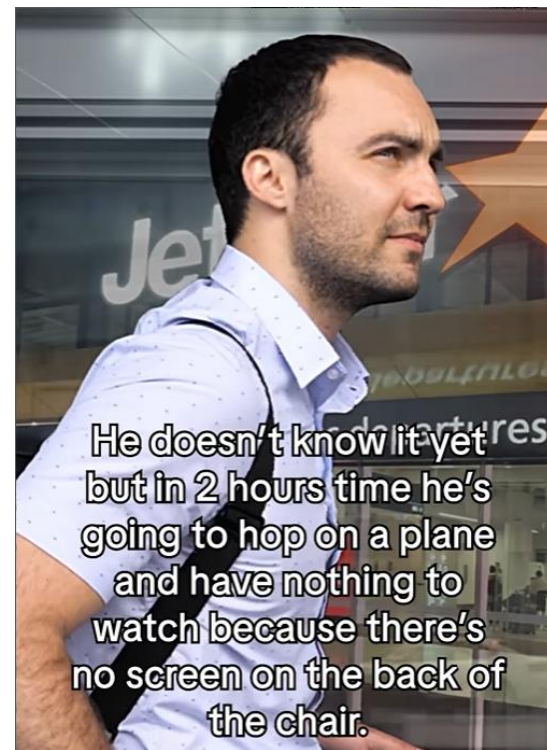


Ryanair  
@Ryanair

coming soon

Kaya @yuzevli · May 18

Fly anywhere with @Ryanair for just €6



jetstarnz · Follow  
Yes · DIM

jetstarnz His world is about to change  
#JetstarNZ  
6w

jasonsaviation I'm a bit different, as long as I can see some flaps and hear some IAE V2500 engine music, I'm happy.  
6w 8 likes Reply

View replies (2)

reikihealingnewzealand love it  
6w Reply

staceybanfield\_ Classic  
6w Reply

stonie9  
6w Reply

sammichristie  
6w Reply

carolynii  
6w Reply

princesskathnz  
6w Reply

nastishka89  
6w Reply



Jetstar NZ

1h ·

I literally am single handedly responsible for us now flying Christchurch to Cairns and when I say single handedly I mean I once thought wouldn't it be nice if we flew there anyways here's a sale^



# Now this leads into individual content pieces

- Showcasing your activity or destination **through unique angles**
- Give users a taster and a teaser – **spark their curiosity**
- Spotlighting your customers **and their reactions and experiences**
- Going behind the scenes **and offering an inside scoop**
- Answering FAQ's creatively **and busting myths**
- Jumping on popular trends **and viral moments** (when relevant)

Bit stuck? Create a Content Series! A cluster of posts around one concept or idea:

- '30 seconds with...'
- '10 sides of....'
- '10 reasons why...'
- '10 places you can...'

# Mix up your content formats

- Reels
- Vlogs
- Live
- Carousels
- Single Image posts
- Text only
- Stories



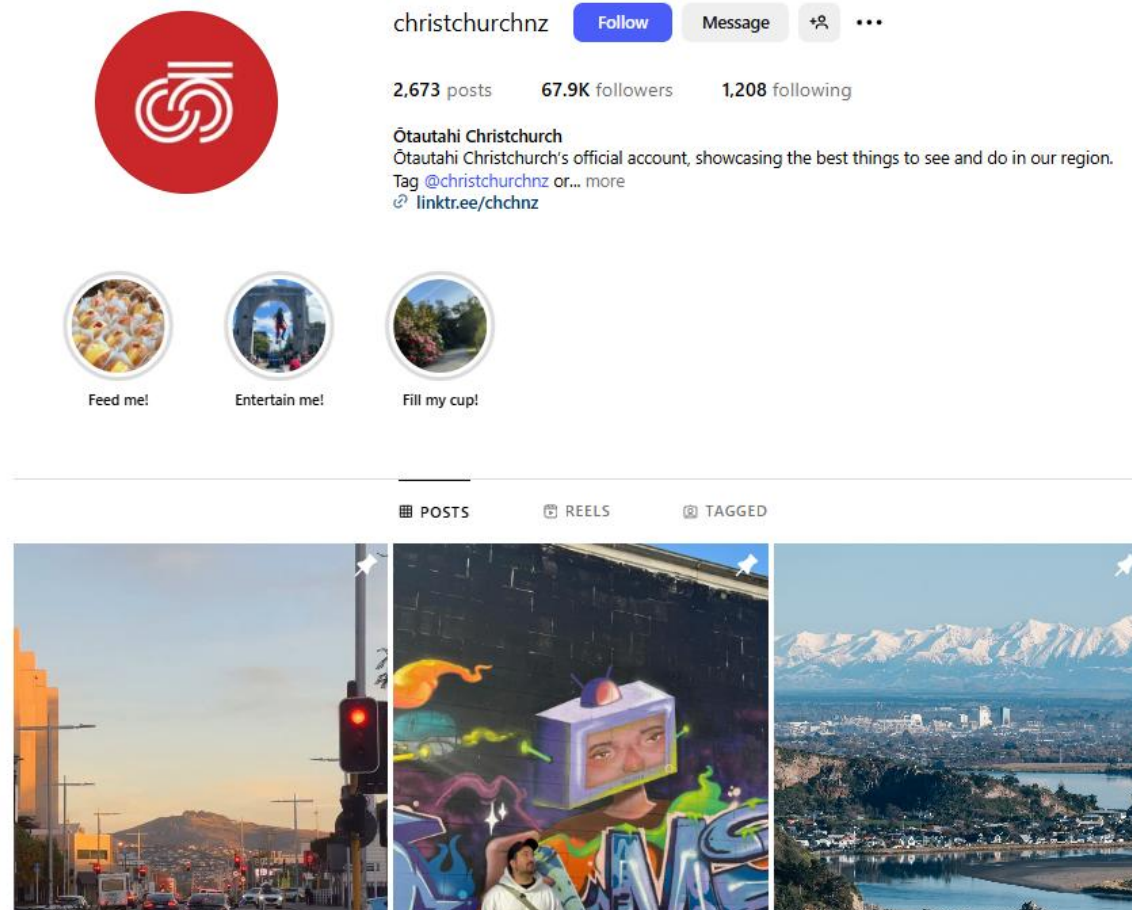
👉 Be purposeful with each platform's features and benefits



# And a bit of hygiene to finish off

Check your profiles and give them a fine-tune – are they best optimised for discovery?

- Use keywords in your username and bio
- Pin key posts



- Link in bio for users to continue their journey
- Feature Story Highlights

# **Before you hit that post button, ask yourself:**

Would someone share this piece  
of content with their friends?

Does it give them a laugh,  
convey a piece of information, or  
pop your name into their mind?

## ***HALF-TIME: LET'S BUST SOME MYTHS***

- I need to be on every social media platform
- Page following is the most important metric
- Social media is primarily about community building
- I need to post on every social media holiday
- If I post enough on social media, I don't need to run ads
- There's no way to be truly authentic on social media
- Creating short form videos takes up too much time



## **In short...**

- **Be present**
- **Be participative**
- **Be prepared to try  
new things**



# **E-Newsletters:**

**Connecting with your audience  
and telling your stories**



# What's the purpose of EDM's?

**Build loyalty, encourage repeat visitors, and share the latest & greatest news.**

- EDM's are another place to deepen your manuhiri's experience (especially for domestic audiences)
- Allow you to share 'exclusive' content and bring customers closer to your brand
- Previous guests: Refer a friend, visit again, engage on social or send in travel pics, stay a part of the brand story after the experience
- Potential guests (maybe they enquired but didn't convert): Stay top of mind and offer reasons to convert
- It's first party data, they're already warm (not a cold audience), and you've worked hard to capture that data legally so use it! Of course, be sure that your audience have opted-in to receive marketing comms
- As a wider tool, EDM's also reach across enquiries, booking confirmations and post-experience follow-ups

# Where do EDM's fit in the funnel?

## AWARENESS

Itinerary planning, top 10 list blogs, destination awareness

## INTERACTION

General brand blogs & company news, re-share reviews

## INTEREST

Re-share reviews and UGC, comparison between itineraries/tour options

## ACTION

Driving sales with tactical offers, promos and seasonal pushes to create urgency and FOMO

Think of EDM's as another piece of the organic content puzzle – with the warmest audience you have.

Use them to amplify your product offering, share fresh content, direct traffic to your website/social pages, and kickstart booking enquiries.

# Start with your audience

- Previous guests
- Potential guests
- People who enter your giveaways
- People who follow your social channels
- Those who download your brochures
- People who interact with sister brands/partners – audience sharing opportunities

💡 Tidy up your audience every 3-6 months to remove undelivered or disengaged subscribers. List hygiene helps to sift out the disinterested parties so you can properly reach those who are subscribing with intent

# Look at how you can attract new subscribers

- Be sure to feature a strong call-to-action button on your website – perhaps in the footer or on your Contact page
- Add a sign-up button on your booking engine and/or risk disclaimer or waiver form
- Feature a sign-up form and button on your social media and/or in paid social ads
- Provide a sign-up option after first-time guests have completed their tour
- Keep the database safe and secure in your email platform or in the back-end of your website

# Flesh it out with content, here's some ideas for starters

- ★ **Behind-the-Scenes and Exclusive News**  
EDMs are a great place to share updates on new tours or products, sale extensions, special events or offers. Promote new reasons to visit and make the audience feel valued/part of the club, that they've received this news
- ★ **Sharing dreamy travel imagery to evoke FOMO**; create a sense of fondness and urgency to travel (international travellers especially). Show off your stunning landscapes to inspire and get the nostalgia going.
- ★ **Share Stories that are on-brand**, like warm memories shared by your guests, anniversaries of a traveller who's visited you 5 times, anyone that celebrated a special birthday on their travels. Maybe you've won an award?
- ★ **Engage with the World Around You: Staying current.** Posting about relevant news within the context of your business, like media articles featuring you, major events or seasonal openings, perhaps connecting to a special occasion or time of year
- ★ **Re-share reviews.** We know word of mouth is king – use a section of your EDM's to post your most heartwarming feedback.

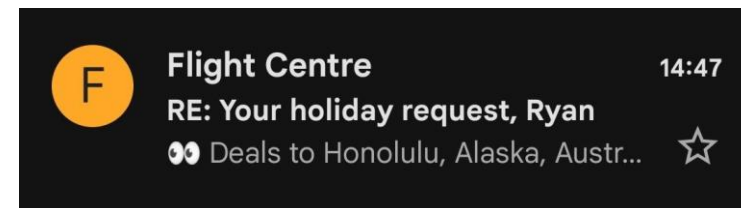


# Levelling up: Automations and welcome emails

- Automated emails are a great way to elevate and strengthen your customer journey, minimising your admin time – you can set it up once and it's all done.
- Ideas include:
  - A warm and inviting welcome email saying thanks for signing up, could include a preference centre where users can indicate what they want to hear about
  - An anniversary email of subscribing or visiting, perhaps with a 'refer a friend' or 'anniversary discount' offering a value-add and incentive to return
  - A birthday email, again with a small gift attached
  - Auto-responses when an event attendee RSVPs

# What makes a good EDM in 2025?

- Mobile-first design and UX, that's easy to scroll and skim
  - it's estimated 80-85% of edms are opened on phones
- Entice click-throughs rather than just open rates
- A banging subject line AND pre-header text
- Dynamic content and personalisation
- Timely and relevant content
- Using gifs or movement



# Extra for experts

- Consider your cadence – how frequently you send out edm's. Most of our clients are monthly, but this depends on your messaging.
  - It's better to send quality over quantity
- Think about your sending times – will you capture readers on their morning commute, evening scroll on the couch, or during their lunch break?
- Segmenting your audience – this helps create more relevant and trusted content. Add tags by location, gender, age, interests, behaviour and interactions to help get savvier with your comms.
- Use 'merge tags' to personalise your subject line and/or opening paragraph

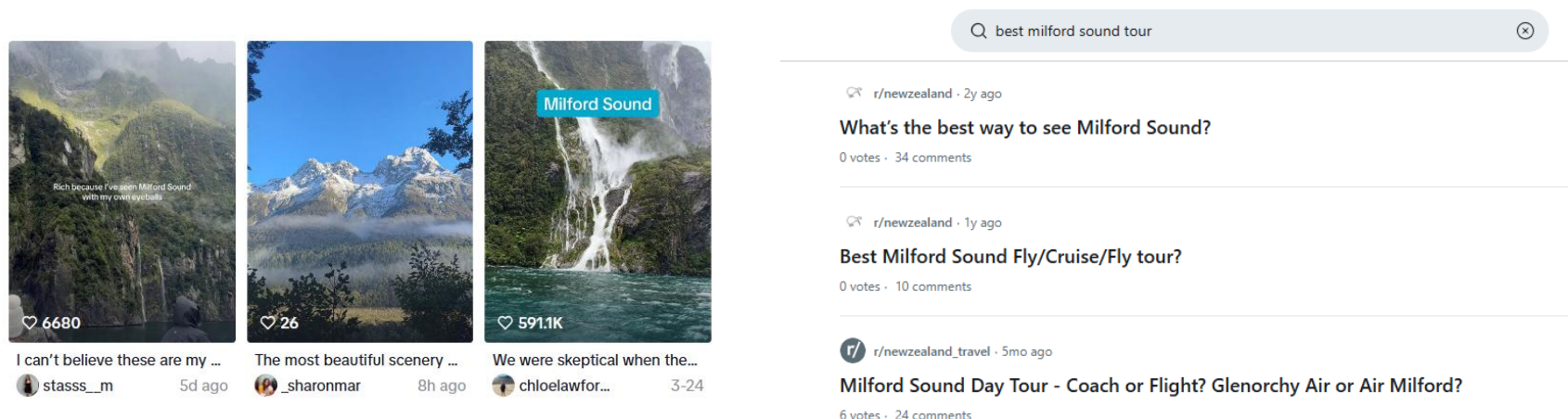


**Wrapping up**

# Three things to try this week:

Find out how people are finding you on social – get to know your audience

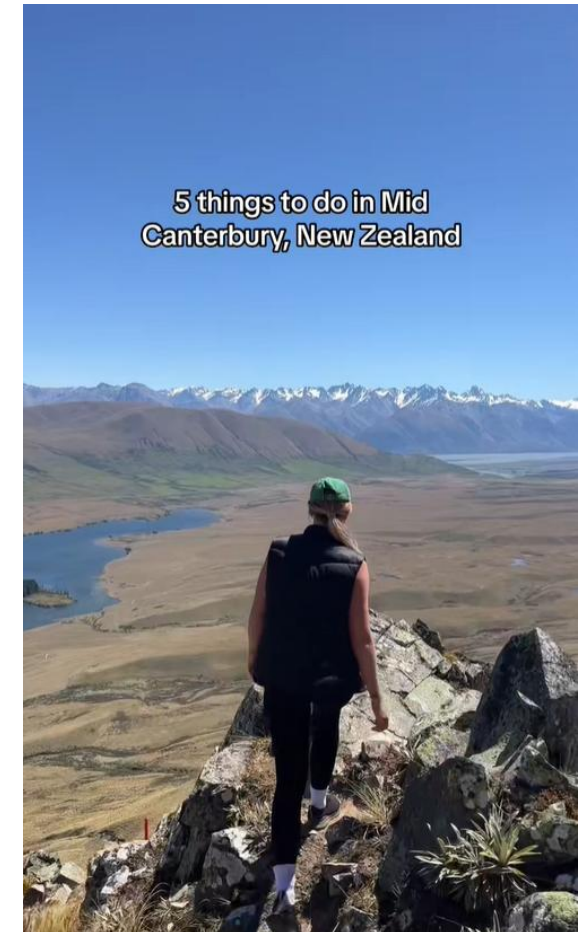
- Search for your business name and location hashtags to see what people are posting and what they're saying – what's their angle?
- Your comments section is gold – react, comment, engage back!
- Check your insights to see which posts get the most views, shares and saves – and use this as a baseline to create similar content.
- Ask guests at check-in or in follow-up emails how they heard about you.



# Three things to try this week:

Create a Content Series that's save-able and share-able

- Set a realistic posting schedule and stick to it, even if it means batch-filming content in advance. Posting regularly helps to build a loyal audience and keep them coming back for more.
- Make regular themed posts that followers look forward to.
- Create simple guides like "5 Top Selfie Spots" or "3 Best Pitstops Along The Drive" that travellers will save for later.
- Share practical tips like "What to Pack" or "Winter vs Summer" that provide real value.



# Three things to try this week:

Use your Staff and Customers to create content

- Show your human side and embrace your authentic self! Show your audience the behind-the-scenes chaos, the occasional blooper, and empower your guides to share content ideas and star in the show.
  - Honesty and relatability are your keys for building trust and connection.
- Have staff share their stories and recommendations.
- Encourage guests to tag you in their photos & reels and repost the best ones.
- Feature customer reviews as social proof of your 5-star experience.





# What's our crystal ball saying?

- Short-form video continues to dominate – especially the authentic and unpolished. Algorithms will continue to promote video over imagery, giving us more storytelling opportunity
- Success metrics have changed from Likes/Follows into Reach, Shares, Sends, Saves and Comments
- More and more travellers will use TikTok rather than Google as a search engine
- As conscious travellers demand more interactive and immersive experiences, social media allows us to promote these in a natural way
- Using big-name influencers will give way to more genuine, local content creators
- Social media rewards the brave and experimentative – so try new things, be fluid, agile and less structured, jump on opportunities and trends with your own unique touch



# What's our crystal ball saying?

Using AI will make our jobs easier:

- Chat tools to help with character counts, quick thesaurus results and for general idea creation
- In-built platform tools to recommended posting times to maximise reach and engagement, streamline your scheduling, comment management and social listening
- Auto-reply features to help manage your messenger inboxes and answer FAQ's
- AI design features like background removers, resizers, animators, and video cutting





**Any questions?**



# Ngā mihi, thanks for coming along

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