



Pafos Region - Digital Marketing Campaign

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Type of best practice

Marketing and Branding

Keywords

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Powered by artificial intelligence and traveller intent data, we have activated multi-channel marketing solutions to drive direct demand. The digital campaign was targeting potential travellers (B2C) with real travel intention, travellers based on interest and travel behaviour as well as travellers based on location.

Organisation in charge of best practice

Pafos Regional Board of Tourism (PRBT)

Location

Pafos region, Republic of Cyprus

Dates

2022-2023

Description

Pafos Regional Board of Tourism (PRBT) having appraised its digital presence in several source tourism markets of Europe has identified a gap which was mainly “light” presence of the destination in the online Travel environment (low destination awareness) thus a need to overcome this problem has arisen. Then the main stakeholders (local hoteliers), the airports operator (HERMES), the Deputy Ministry of Tourism and Hellenic Bank under the coordination of the PRBT have agreed to implement an international digital campaign. An ad hoc committee has been formed and the amount of €280,000 has been secured. Then a provider has been selected which is one of the top 10 global Travel Intent Data Providers and Platforms.

Selection of travel markets have been agreed mainly based on frequency of flights to Pafos and product match. Then KPIs have been set and campaign designs layouts and videos in three languages have been created. The campaign started in May 2021 and completed in Oct 2021.





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Similar digital campaign for the period May-Nov 2022 is currently under implementation to create more awareness about the Pafos regions as a smart cultural tourism destination.

Links

<https://www.visitpafos.org.cy/>

Resources needed

€280,000 has been secured with the contribution of local hoteliers, the airport operator, the Ministry of Tourism a local bank and PRBT. Human resources, office equipment and other resources have also been used in order to plan, setup, run and monitor the campaign. A 5-member committee was formed.

Challenges encountered

n/a

Evidence of success

The digital campaign has not only achieved all KPI's, but managed to reach the maximum with the best possible utilisation of the budget. The results have benefited almost all tourism chain, since a great recovery of tourism after the pandemic was achieved. • 35 million Impressions • 0.14 % Display & Native CTR Vs KPI 0.10% • 159155 Sojern Tracked Searches • 12.5 million Unique Reach • x10 Website Traffic Increase • 70% Video Completion Rate Vs 65% Global Benchmark (3.5 million viewers)

Potential for transfer

The campaign primarily targeting travellers with real Intention to travel to competitive destinations, but also to the ones that has real time intention to visit Cyprus. Moreover, as a secondary targeting the campaign recognise the Travel Interest of the users i.e. Family Vacationers, Beachbound Travelers, Foodies, Cooking Enthusiasts, Outdoor Enthusiasts, Culture/historical sites, Sports &, Fitness / Outdoor, Cycling, Golf, Running or Relaxation. The digital campaign targeted users within a radius of 100 Km from airports in the source markets with direct flights to Pafos International Airport and also retarget foreign users who visited Pafos region website. This digital campaign used Multi-Channel Strategy methods and tools to create awareness and engage the users. For awareness: Video ads reach users in the research phase showing interest in traveling For engagement: Display ads reach users that have already shown interest to travel to our destination or competitors but undecided.

Further Information

<https://www.visitpafos.org.cy/>

