65TH UNWTO REGIONAL COMMISSION FOR AFRICA

SYMPOSIUM ON INNOVATION AND DIGITAL MARKETING
Arusha, United Republic of Tanzania
5 to 7 October 2022
Social Media Users In Africa

SOCIAL MEDIA USERS WORLDWIDE
4.6bn

SOCIAL MEDIA USERS IN AFRICA
384m

INTERNET USERS IN AFRICA
566m
Digital transformation

- Artificial intelligence
- Recognition Technology
- Chatbots
- Mobile Integration
- Chatbots & Artificial Intelligence (AI)
- Personalisation
- Internet of Things (IoT)
- Virtual Reality (VR) & Augmented Reality (AR)
- Contactless payment
- Metaverse Marketing
Digital Marketing Vs Traditional Marketing: Why Not Both!
TIME SPENT WITH SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM'S ANDROID APP, RANKED BY CUMULATIVE TIME ACROSS ALL ANDROID USERS

01: YOUTUBE
23.7 HOURS / MONTH

02: FACEBOOK
19.6 HOURS / MONTH

03: WHATSAPP
18.6 HOURS / MONTH

04: INSTAGRAM
11.2 HOURS / MONTH

05: TIKTOK
19.6 HOURS / MONTH

06: FACEBOOK MESSENGER
3.0 HOURS / MONTH

07: TWITTER
5.1 HOURS / MONTH

08: TELEGRAM
3.0 HOURS / MONTH

09: LINE
11.6 HOURS / MONTH

10: SNAPCHAT
3.0 HOURS / MONTH

SOURCE: APP AWARE. SEE STATETOPMOBILE2022.COM FOR MORE DETAILS. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES THROUGHOUT 2021. DOES NOT INCLUDE DATA FOR CHINA. FIGURE FOR TIKTOK DOES NOT INCLUDE DOWNV.
• The bounce back in travel means it is time to help tourists choose YOUR destination for one of their three trips.

• Statista found that in 2019 travel and tourism marketers spent 6.09 billion USD on digital advertising.

• That dropped down to 2.99 billion USD in 2020. However, for 2022, it is estimated that spending will increase to 4.05 billion USD.

• While still not at the rate of 2019, digital marketing for the travel and tourism industry is making a comeback.

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<th>Digital Marketing Strategy Pathway</th>
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<td>Define goal and specific objective</td>
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<td>SWOT Analysis</td>
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<td>Value Propositions</td>
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<td>Guest Persona</td>
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Defining company profile

• Your mission and vision statements.
• Values and principles
• Brief descriptions of your products and services.
• A brief history of the company and your growth expectations.
• Details of core team
• Any awards or media recognition received.
Conversion/sales: That is commercial success.

Consideration: That is evaluating if the product or brand meets your needs.

Awareness: This is about audience reach

Retention: This enables you to establish customer engagement.
GROUP DISCUSSIONS
STRENGTHS

Internal factors that you can control, like your team, resources, and location.

WEAKNESSES

Uncontrollable external factors that come and go randomly, leaving you with no other choice but to react and adapt — such as travel trends, economic downturns, and your competitor landscape.

SWOT analysis

OPPORTUNITIES

THREAT
Identify your value proposition

Features
- Distinctiveness
- Desirable attributes

Benefits
- What’s in it for the client?

Value
- Value for money
GROUP DISCUSSIONS
Don’t try to appeal to everyone, you’ll wind up appealing to no one, if you. That’s probably one of the biggest tourism branding mistakes.

Instead, go after 20-35% of people most likely to enjoy your experiences. That way, you can be more effective with your targeting because you’ll understand what makes them tick, or better yet, what makes them book.

How do you go about doing that? Create a guest persona!
What’s a guest persona?

A guest persona is a detailed description of a fictional character that represents your ideal guest.

It answers who they are, where they’re from, what matters to them, and where they hang out online.

Thinking of them as a real person before check-in will make it so much easier to craft personalized marketing messages, they won’t be able to resist. Plus, you’ll know the best way to reach them. No more unanswered ads!

To create a guest persona using common demographics like age, gender, geolocation, and language, interests and hobbies, lifestyle, and online spending behaviour.
GROUP DISCUSSIONS
### Persona #1

**Name:** Solo Travel Sarah  
**Age:** 28  
**Gender:** Female  
**Location:** Canada  
**Family/marital status:** Single  
**Income level:** $35,000 - $50,000  

**Bio:** Sarah is a digital nomad who loves to explore the world, slowly. She settles in a place for a month or two before moving on so that she can get a sense of what it’s like to be a local while making genuine connections. She also has a small travel blog.

**Interests and hobbies:** Travel, vegan food, surfing, yoga, free diving, sailing, marine conservation, salsa dancing  

**Where they spend most of their time online:** Instagram, Facebook, Pinterest  

**What they want out of an experience:** An outdoor experience where they can relax, enjoy the scenery, and possibly meet someone new  

**Biggest fears and objections:** Looking like a tourist and being the only single person in a tour group full of families  

**Overall motivation for booking:** The opportunity to take Instagram-worthy shots on a beautifully-designed board and come back to a free pina colada at the tiki bar where she can hopefully meet another solo traveler or better yet, a cute surfer  

**How they prefer to book:** Online, over the phone, in-person  

**Mobile booking or in-person:**
Create a competitor profile

Know who your rivals are
• Create a profile for your top three competitors
• Know their value proposition
• Know the experiences they offer and what they charge
• Know who their target audience appears to be
• Know their unique features and benefits they highlight
• Know their overall rating on review sites, along with what their guests say about them
• Know the social media channels they dominate and the type of content they post
• Know what distribution channels they rely on
5. Develop a tourism marketing mix

- **Product** - The experiences you offer and what’s included.
- **Place** - Where people can book your experiences.
- **Price** - The price guests will pay based on the perceived value.
- **Promotion** - How you’re going to get the word out.
- **People and distribution** - The people who facilitate the experience.
- **Planning** - The measures, you take to keep guests in the loop.
- **Processes** - The processes you have in place to guarantee guests get the experience they expect.
- **Proof** - The physical evidence that proves your guests had the best time.
- **Aftercare**
## Pinpoint goals, metrics and activities

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<tr>
<th>Goal</th>
<th>Metrics</th>
<th>Activities</th>
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<tr>
<td>Increase website traffic 40% by the end of the year from getting 1000 visitors per month.</td>
<td>Number of users</td>
<td>Start a blog</td>
</tr>
<tr>
<td>Get 2,000 real, targeted Instagram followers leading up to the start of peak season in June</td>
<td>Number of Instagram followers</td>
<td>Run an Instagram contest</td>
</tr>
<tr>
<td>Double our mailing list by the end of Q1 from offering an irresistible lead magnet</td>
<td>Number of subscribers</td>
<td>Launch a destination guide</td>
</tr>
<tr>
<td>Generate 500 qualified leads from targeted Facebook lead ads by the end of Q2.</td>
<td>Number of leads</td>
<td>Offer an incentive</td>
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GROUP DISCUSSIONS
The roadmap

1. Set up the blog on your website
2. Develop a content strategy
3. Research topic and keyword opportunities (SEO/SEM)
4. Create an editorial calendar
KPIs

• **PPC and SEO** - when used as conversion channels, can be measured in sales or leads delivered

• **Email and Mobile Apps** - when used as customer retention channels can be measured in customer retention, repeat use, engagement, leads and sales

• **Display and Social media** - when used as awareness channels can be measured in reach and engagement

• **Conversion** - CPA and CPL for conversion channels

• **CPA** - New versus returning users and increased sales or conversions for customer retention channels
The metaverse incorporates technology like augmented reality (AR), virtual reality (VR), Internet of Things (IoT), 5G, artificial intelligence (AI), and blockchain.

Source: https://www.bloomberg.com/professional/blog/
• Essentially, the defining trait of the metaverse is the creation of an interactive virtual world, so while virtual reality plays a role, it is not a necessity.

• For example, interactive virtual worlds can also be created and explored through video games, interactive video content, augmented reality and other similar technology.

• A good way to understand this distinction is to think of virtual reality as just one possible technology that can facilitate metaverse tourism offerings.

• Virtual Reality, and the Tourism and Hospitality Metaverse - Although the two technologies are not entirely synonymous, the metaverse goes hand-in-hand with the idea of virtual reality, and metaverse tourism opportunities are largely expected to focus on virtual experiences. However, VR is impacting other areas too, including virtual booking engines or interfaces.

https://youtu.be/U9MsTzMwRpo
• The concept of the metaverse refers to the creation of virtual worlds, which are centred around social connections.

• This can take many forms, from virtual reality experiences, where users are placed in a digitally transformed environment, to augmented reality overlays of the real world, or even through video games.

• The concept of the metaverse is also associated with users having control over a digital avatar, which is then used to communicate with others who are active in the metaverse. Aside from its social component, businesses are.

• Metaverse tourism opportunities continue to emerge, and as user adoption increases, it is likely that the metaverse will play a larger role in the tourism industry, enhancing communication and the customer or guest experience.
Key Success Factors to digital transformation
Where to go from here?

• Just remember that your marketing strategy isn’t set in stone since anything can happen to derail your plans — as we learned the hard way in 2020.

• So check in with your marketing strategy from time to time to make any necessary adjustments.
I thank you

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