

## Travel marketing checklist: Tips for influencing high-value, frequent travelers

- Target countries where travel search is growing.** Bing searches originating from France, Mexico, Italy, Spain, Indonesia, Netherlands, Argentina, Philippines, Vietnam, Belgium, Switzerland, Thailand, Romania, South Africa increased by an average of 89% in the last year.
- [Build remarketing pools.](#)** Entice travelers researching destinations with deals or itinerary recommendations.
- [Leverage Broad Match.](#)** Appear in query combinations relevant to your terms.
- [Expand non-brand keywords.](#)** Incorporate new flight routes or movie launches featuring destinations key to your business.
- Refresh your offers on a regular basis** to meet the needs of frequent searchers.
- Test international campaigns.** Reach untapped Bing Network audiences in new markets.
- Tailor your ad copy** to address the consideration barrier.
- [Use Image Extensions.](#)** Increase the likelihood of travel searchers recalling your ad.
- Test Hotel Ads.** This beta eases the booking experience by showcasing offerings in the SERP.
- [Implement Social Extensions.](#)** Feature links driving to your Social Media pages.
- [Take advantage of In-market Audiences.](#)** Reach travelers from curated lists who are ready to purchase.
- Reward inactive loyalty program members.** Use free incentives or points to re-engage them in the program.
- Customize rewards** based on travelers' previous booking history or pages visited.
- Expand point redemption beyond bookings** based on customer interest. Think discounted dining, tours or free Wi-Fi.
- Segment audiences and messaging by type of traveler.** Family, business, couples, frugal or likes to splurge.
- [Leverage Dynamic Search Ads.](#)** This beta automatically creates targeted ads for search queries that match to activities web content.
- [Remarket to users near your location.](#)** Re-target travelers within the vicinity of your property searching for things to do.
- [Use Sitelink Extensions.](#)** Feature links to itinerary-based content or tours.
- Target audiences at their destinations.** Bid up on those in-market for tourist attractions.