

Leveraging Websites and Social Media for Your Tourism Business

By Rachael Kenny (Kenny Lamothe Strategy & Design)

A strong online presence is essential for attracting visitors, inspiring trip planning, and driving bookings in today's tourism landscape. By combining a clear digital strategy with an effective website and targeted social media activity, tourism businesses can reach the right

audiences at the right moments in their travel journey. Leveraging these tools thoughtfully helps operators build trust, showcase their experiences, and convert interest into real economic impact for their community.

Start With Strategy

- **Define your goals:** more bookings, ticket sales, off-season traffic, etc.
- **Know your target audience:** demographics (age, gender, location) and psychographics (adventure seekers, culture lovers, business travelers)
- **Match strategy to goals:**
 - Awareness - storytelling & boosting reach
 - Conversions - paid ads, retargeting, simple booking flows

The Traveler's Digital Journey

1. **Inspiration** – Social Media & Word of Mouth
2. **Research & Discovery** – Google, social platforms, blogs, AI tools
3. **Website Visit** – clear visuals, easy navigation, mobile-first
4. **Consideration & Trust** – reviews & user-generated content (UGC)
5. **Conversion** – direct booking or in-person visit

Website Essentials

- **Mobile-first design** – responsive on all devices
- **Fast loading speed** – optimize images/code
- **Clear calls-to-action (CTAs)** – guide users to book or contact
- **Simple booking process** – reduce steps and drop-offs

- **Stunning visuals** – high-quality photos/videos of the experience
- **Trust builders** – testimonials, certifications, security badges
- **Accessibility** – meet accessibility standards

Be Discoverable: SEO & Reviews

- Use **traveler-friendly keywords** (e.g., "fishing lodge in La Ronge" vs. just "Sunset Lodge")
- Keep content fresh: update hours, pricing, and blog posts
- Earn **links from partners, blogs & tourism sites**
- Ask guests for reviews and **respond** to build trust & SEO
- Prioritize **Google and TripAdvisor** for visibility

Choose the Right Social Platforms

- **Facebook** – Gen X, Boomers, community building & groups
- **Instagram** – Millennials, visual storytelling, Reels
- **TikTok** – younger travelers, short engaging video
- **Pinterest** – women 25-45, travel inspiration & trip planning boards
- **YouTube** – in-depth tours & guides
- **LinkedIn** – professional networking & B2B travel

Tell Stories to Build Your Brand

- Goal: awareness & emotional connection
- Post photos, short videos, Reels/TikToks to help travelers feel the experience
- Focus on moments: “kayak under the northern lights,” not just “kayak rentals”
- Share UGC (guest photos/videos) and reviews on your site or socials
- Partner with micro-influencers for authentic reach
- Pay to boost your best stories

Video Tips

- Hook fast (first 2–3 seconds)
- Keep it short (7–15 sec performs best)
- Add captions & keywords
- Use trending/relevant audio

Photo Tips

- Natural light wins
- Mix wide + close: landscapes for wow; close-ups for detail (food, gear, textures)
- Keep it clean: remove clutter, trash

General Tips

- Show the experience: real scenery, food, people enjoying themselves
- Film vertical for Insta/TikTok, horizontal for FB,

YouTube

- Strong CTA: “Plan your trip,” “Book now,” “Visit this weekend”

AI: The New Travel Agent

- Travelers ask ChatGPT & other AI tools for trip ideas - make your site AI-friendly
- Add Q&A schema / FAQs so AI can quote you directly
- Keep profiles updated on Google, TripAdvisor, Destination Marketing Org sites
- Earn blog & media mentions to build authority

Smarter Content Planning

- Plan your content calendar in advance with scheduling tools (Meta Business Suite, Metricool, Hootsuite, Sprout)
- Plan once, post everywhere (adapt for each platform)
- Leverage AI (ChatGPT) for ideas and quick copywriting; Canva for on-brand visuals

Measure & Refine

- Track website traffic & conversions (Google Analytics, Social Media Analytics)
- Test new formats or targeting if results stall: Keep what works, drop what doesn't



ABOUT THE AUTHOR

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Marketing is Rachael's passion. As Co-Founder and Chief Marketing Officer of Kenny Lamothe Strategy + Design, the agency she launched two years ago, she brings over twenty years of experience leading complex marketing and communications initiatives from concept to completion. Her portfolio spans global organizations such as Hitachi and the United Nations, as well as cultural institutions closer to home, including Remai Modern and TCU Place.

With a bachelor's degree in marketing and a master's in marketing communications, Rachael combines strategic analysis with hands-on execution. She specializes in digital communications, helping businesses and organizations build strong online presences that inspire audiences and drive measurable results.