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Destination case study:

San Antonio, TX

Raising their international profile
through destination marketing



- Destination typically attracting second-time visitors
- 9th largest city in the US
- Mostly domestic and Latin American visitors
- Activity profiles: Attractions, sport, tours, activities
- Airport: 45 domestic + 8 international destinations

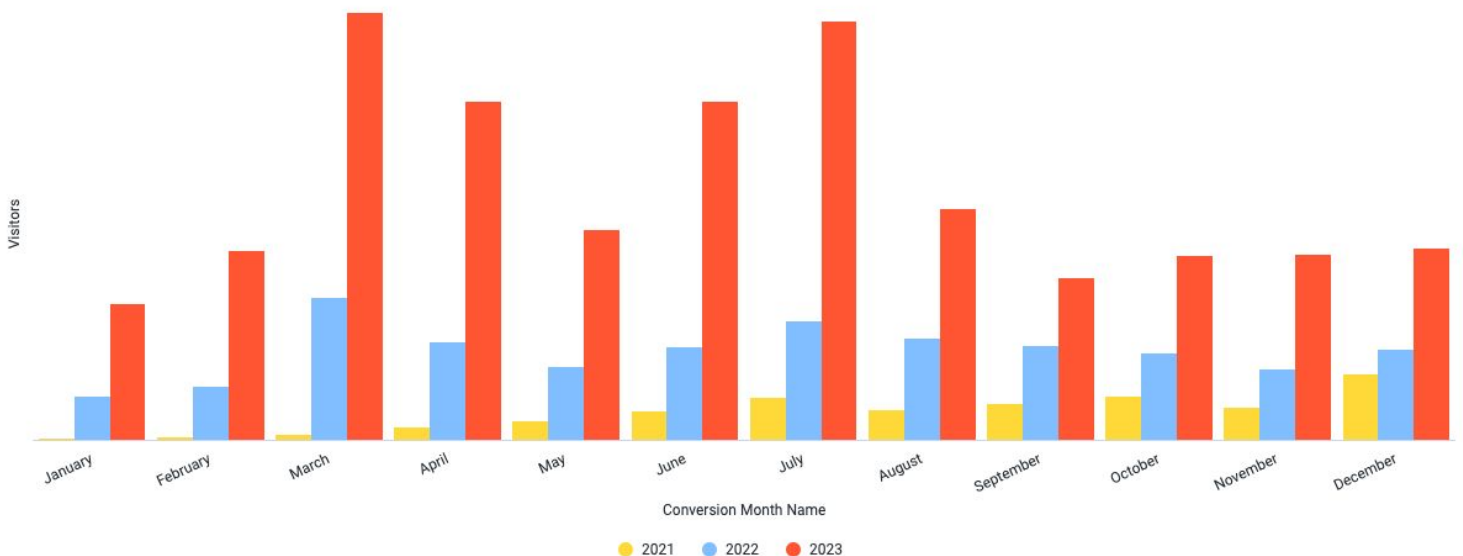


FIGURE 1

In March and June 2023, we ran a campaign for San Antonio

The campaign aimed to drive consideration for the city amongst German and American audiences. During the campaign periods, we saw an increase of up to 300% vs. 2022.

No. visitors to San Antonio landing pages 2021-2023





INSIGHT 1

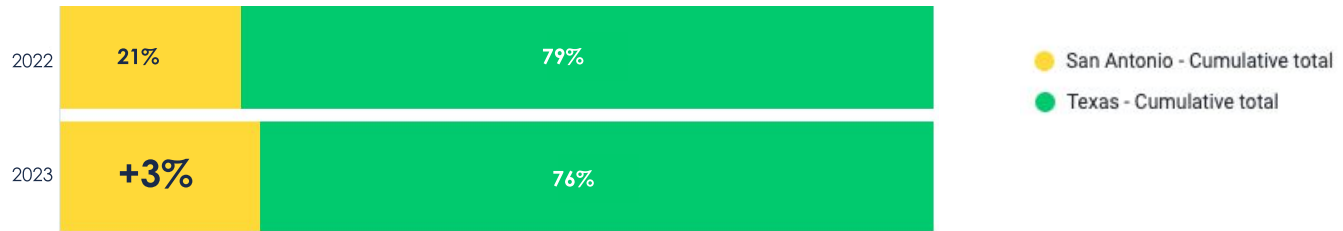
Increasing options drove exponential spend

Part of the campaign was to ensure that we had a sufficient amount of inventory to 'sell' the destination. As we increased the number of tours, activities and attractions, the performance of the destination as a whole improved.

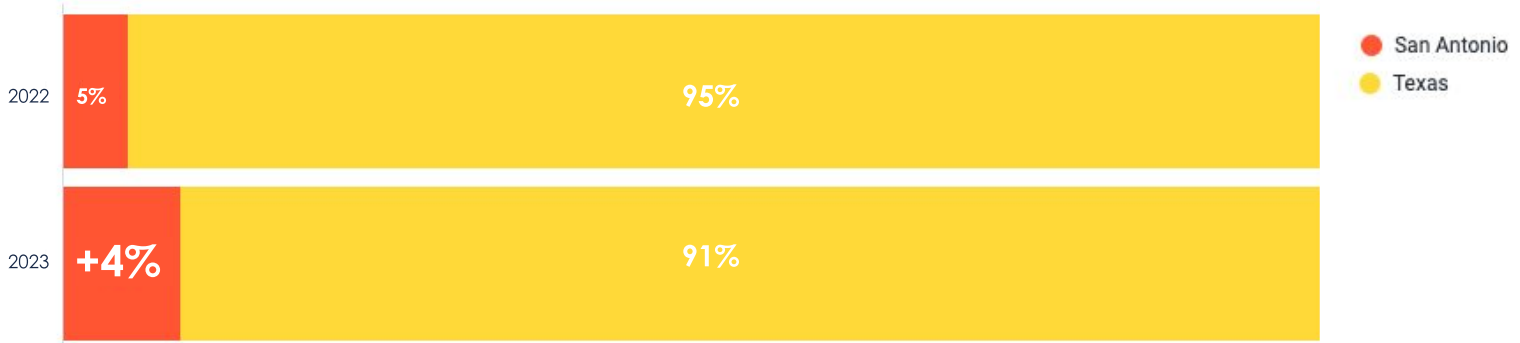
Net revenue growth, YoY
(%, San Antonio sales 2019 to 2023)
No. active San Antonio tours



Inventory share YoY: San Antonio vs. Texas



Booking share YoY: San Antonio vs. Texas



INSIGHT 2

San Antonio increased their proportion of overall TX spend

By increasing online visibility and thru smart destination marketing, San Antonio increased their share of regional spend from travelers.



INSIGHT 3

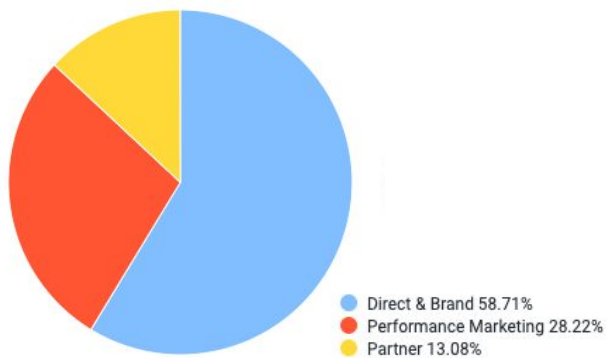
Traffic activates more free marketing

Despite increasing spend on brand content and links, direct and brand bookings went down relative to paid search. That's because, as the city landing page received more traffic, our paid search algorithm increased spend enormously to retarget interested audiences, helping drive tangible impact for the city.



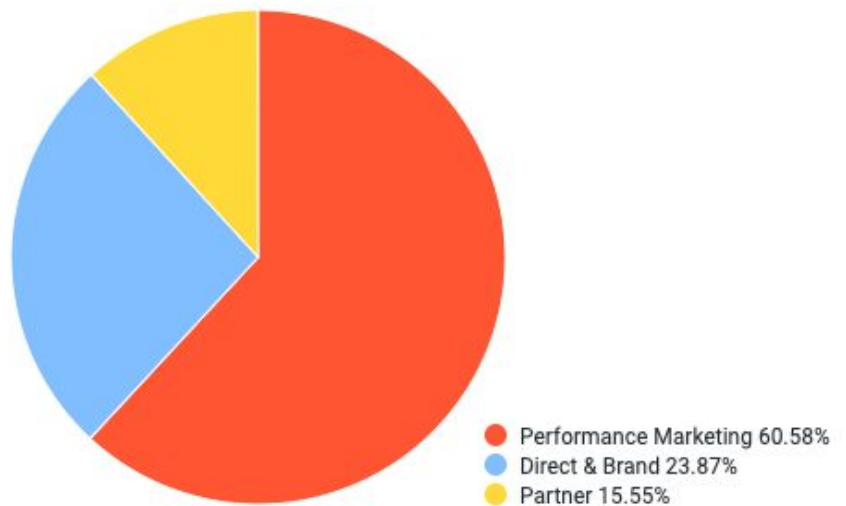
Booking sources

2018

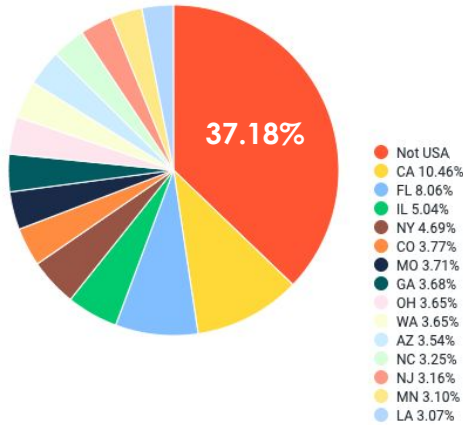


Booking sources

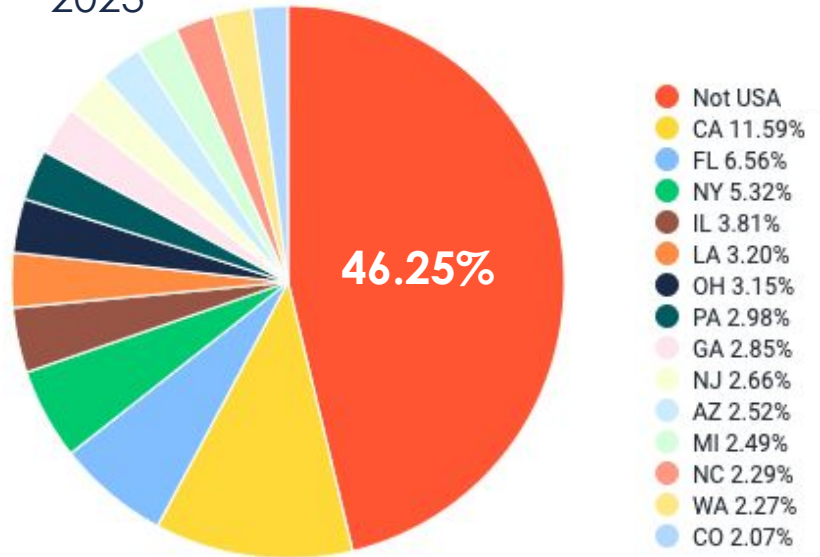
2023



Top source markets
2022



Top source markets
2023



INSIGHT 4

We diversified source markets

By launching an international campaign, we increased the total share of bookings by non-domestic customers by almost 10%, and to Germans in particular (49% of all bookings). This aligned with the city's goal to drive more European visitors.

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We're on a mission to help tour operators and attractions provide unforgettable experiences to engaged travelers all over the world.



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Since 2009, we've helped our supply partners provide unforgettable experiences to **engaged travelers all over the world.**

By providing access to **intuitive tools and data-driven insights**, we empower our supply partners to elevate their business while unlocking new sources of growth and innovation.

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