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Destination case study:

Destin, Florida

How an increase in products
exploded online sales



Quick facts:

- Destination type: Coastal
- Located on the Florida Panhandle; Pop: ~14,000
- Tertiary destination, mainly domestic visitors
- Main activity profiles: Outdoor, water, adventure
- Airport servicing 40+ domestic routes

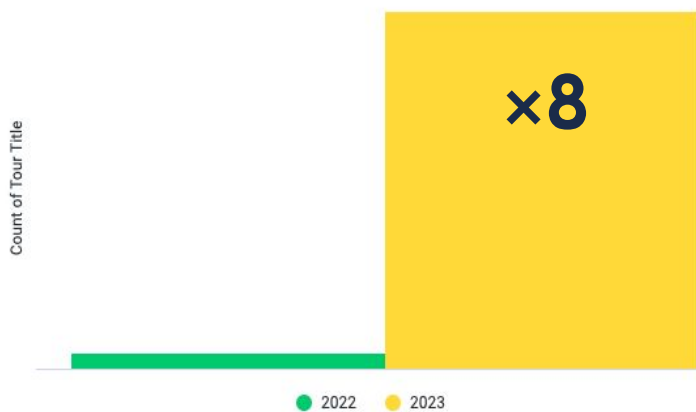


INSIGHT 1

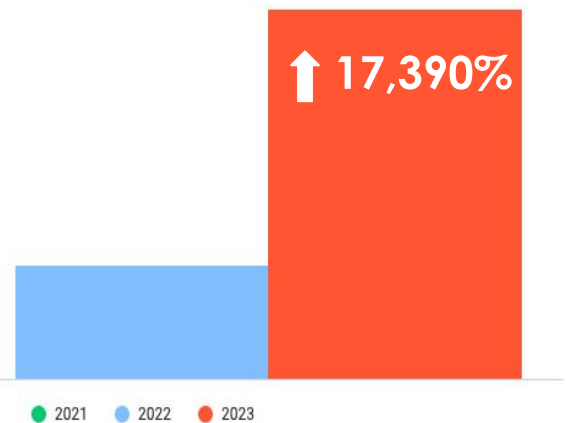
More products results in an exponential bookings

An 8x increase in inventory instigated a 17x booking increase in one year. All suppliers — not only the newly listed products — benefited from the increase.

Listed products, YoY
(2022 → 2023)



Booking evolution, YoY
(2021 → 2023)



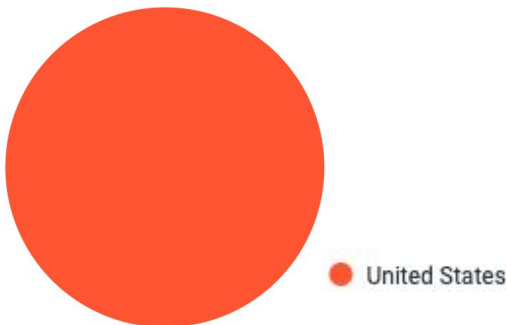


INSIGHT 2

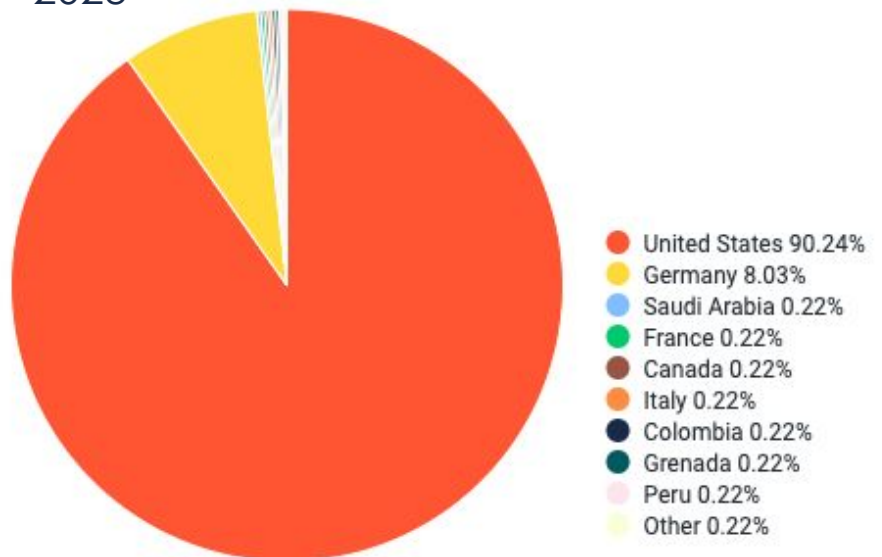
Online visibility drove international spending

Two years ago, the only sales Destin saw were from domestic travelers. In 12 months, local suppliers saw bookings from nine brand new markets — customers they may not have seen otherwise.

Top source markets
2022



Top source markets
2023



INSIGHT 3

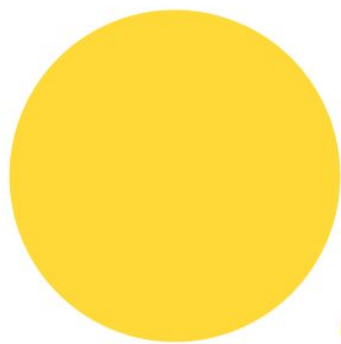
More products = more free marketing

The more products on a landing page, the better the page converts — so the more marketing spend the destination captures. In 2023, Destin activated both paid marketing and brand... at no cost to the suppliers, or the destination.



Booking sources

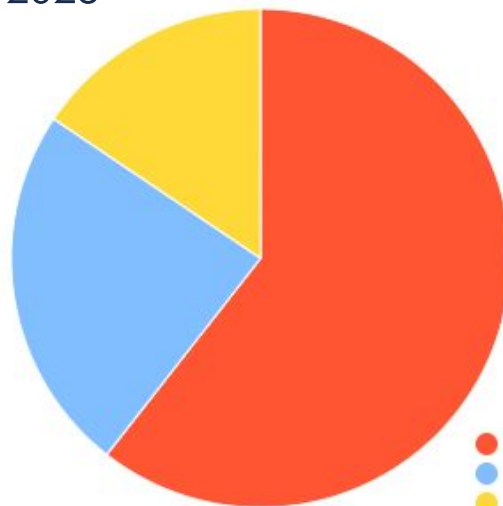
2022



● Partner

Booking sources

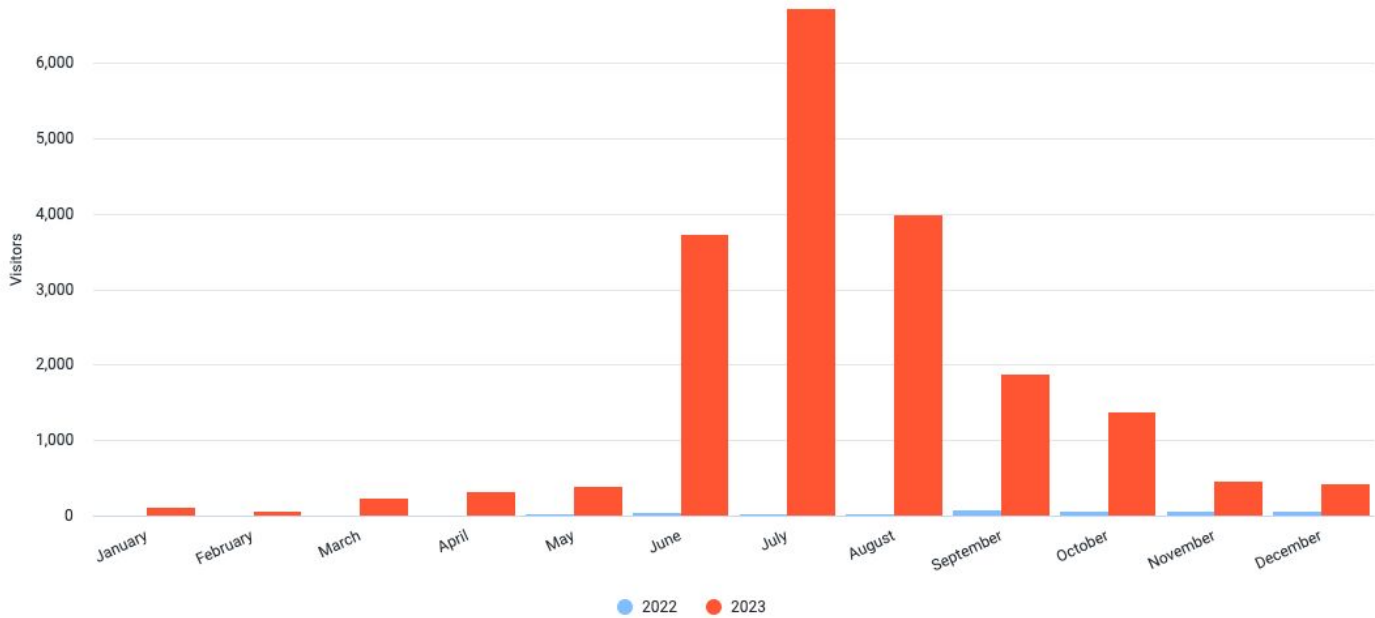
2023



● Performance Marketing 60.58%
 ● Direct & Brand 23.87%
 ● Partner 15.55%

No. visitors to Destin landing page / Destin products

2022 vs. 2023



INSIGHT 4

The chance to influence travelers' choices increases

Because marketing channels diversified, the Destin landing page received far more visitors than the year prior. That's significant: the more exposure pre- and on-trip, the more likely a customer is to choose you.

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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.



Why we're the world's leading Online Travel Agency

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.

Join us.

