

Destination case study: **Nashville, TN**

A COVID comeback: how Nashville tripled their sales on GetYourGuide in 3 years



QUICK FACTS

- **Destination type: City escape**
- **Known for its significant influence on music history**
- **Activity profiles: Tours, attractions, culinary, workshops**
- **~100 direct flights servicing domestic North American destinations**

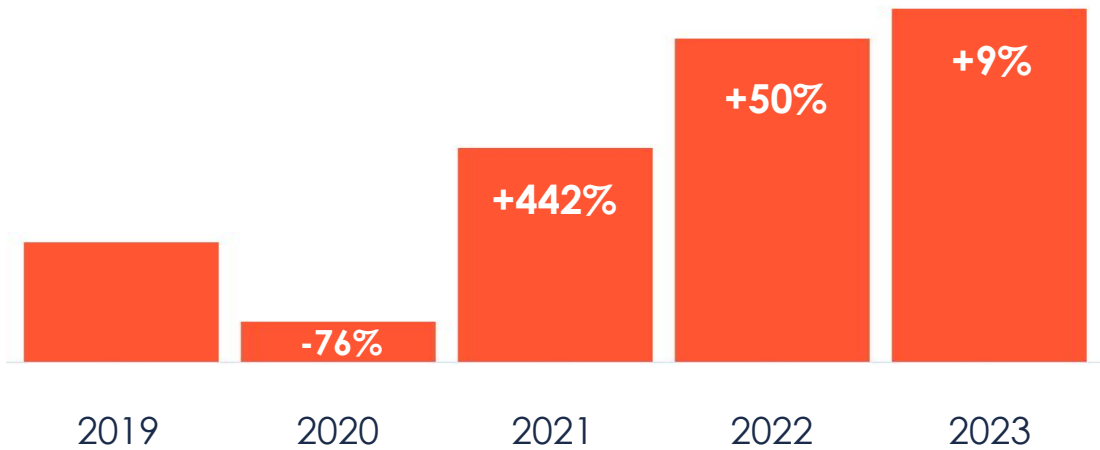


INSIGHT 1

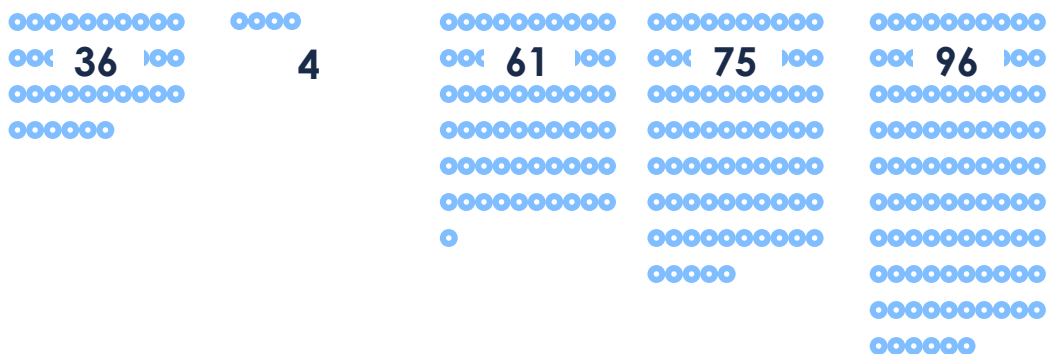
NR grew by 194% from 2019 to 2023

By increasing the number of activities listed, Nashville's overall performance improved dramatically — and all operators benefited: the average NR per listed tour grew +20.81% in the same timespan

NR growth
(Nashville, YoY)



Products listed
(Number, YoY)



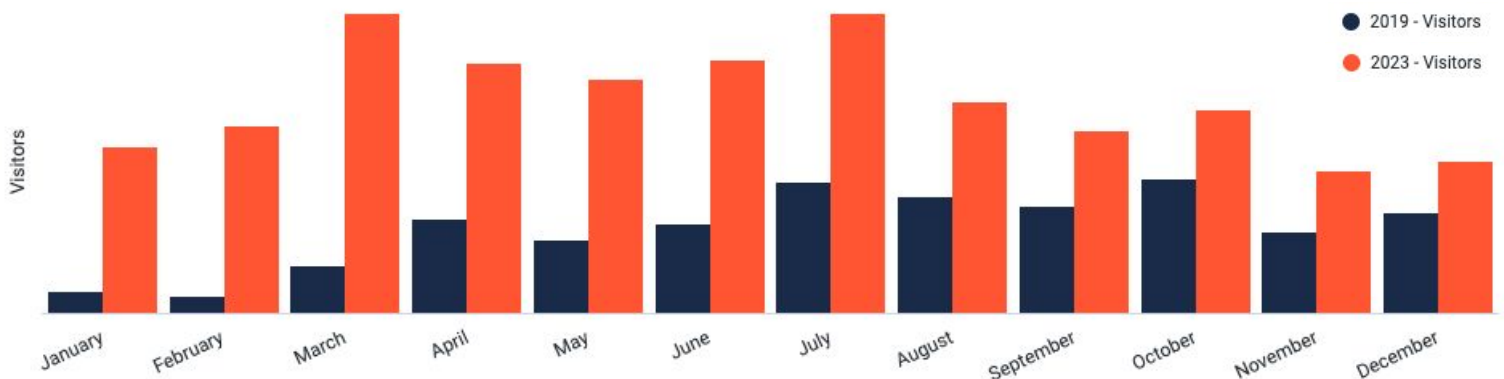


INSIGHT 2

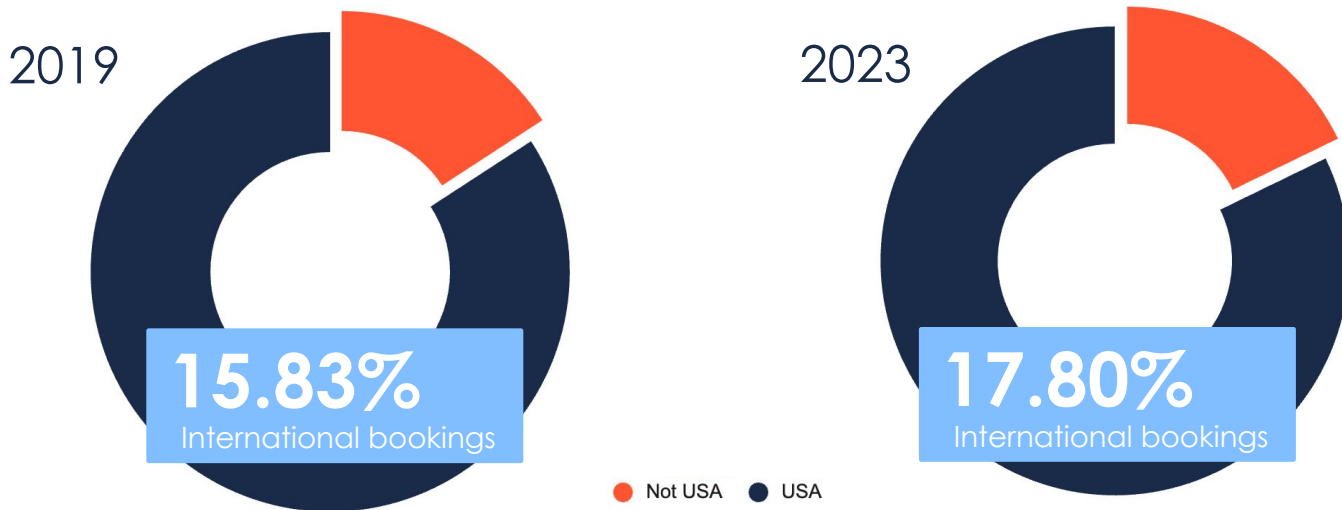
More products kick-started new marketing channels

Given the remoteness of the destination and the increase in international customers, bookings happened well in advance — helping smaller operators plan ahead and better manage resources.

Visitors to Nashville landing pages, by month
(2019 vs 2023)



Source markets, all bookings



INSIGHT 3

NR from non-domestic sales grew by 230%

Nashville has always been a popular domestic destination. But thanks to increased online visibility, the overall share of international bookings grew by 2 pts. Coupled with stronger sales all round, those extra 2 pts represented a 230% increase in real NR for operators.



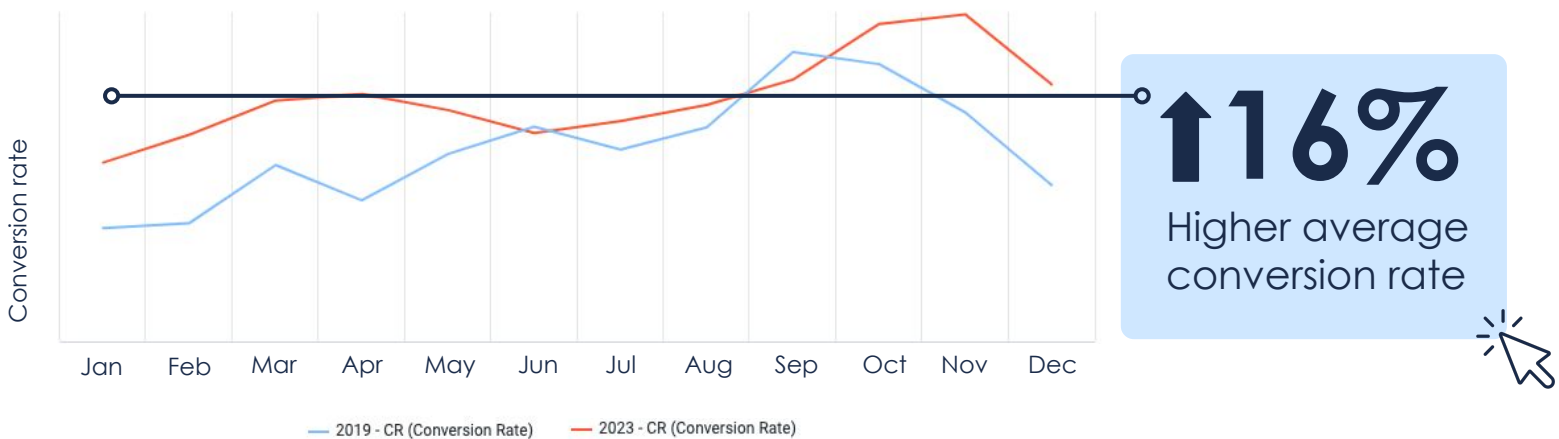
INSIGHT 4

Conversion rate of all products increased by 16%

Data shows that the more “complete” a destination — that is, how faithfully the products listed represent all the things there are to do there — the better it performs, and the more income for all operators

Conversion rate, by month

2019 vs. 2023





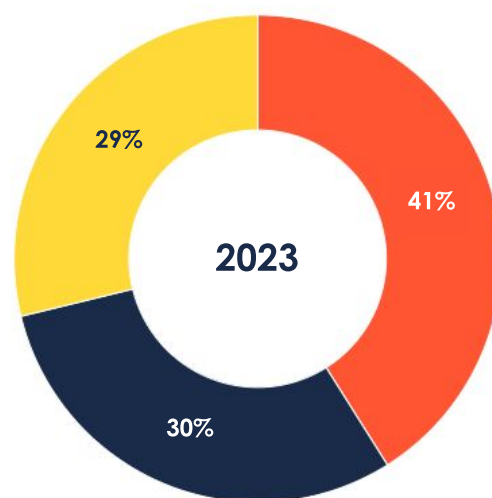
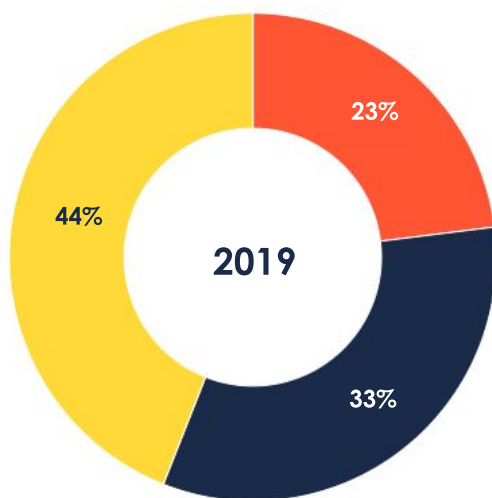
INSIGHT 5

Brand and direct sales increased

For relatively well-known destinations like Nashville, an over-dependence on performance channels suggests room for optimization. As more products were listed, we were able to increase branded marketing (e.g. newsletter & editorial), so the share of that channel increased.

Booking attribution channels

2019 vs. 2023



- Direct & Brand
- Partner
- Performance Marketing

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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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