

fonemedia

DRIVING GROWTH THROUGH MOBILE

PRECISION MOBILE MARKETING
THAT TURNS INSIGHT INTO IMPACT



THE INDUSTRY LANDSCAPE THE UK TRAVEL & TOURISM REALITY

The travel and tourism sector is operating in a new environment shaped by behavioural change, digital acceleration, and rising accountability.



MOBILE-FIRST DISCOVERY

Travel inspiration, comparison, and decision-making now happen primarily on mobile devices.

83% OF LEISURE TRAVELLERS
USE THEIR SMARTPHONE
WHILE PLANNING TRIPS.¹

TRAVELLERS VISIT **38** SITES
AN AVERAGE OF **BEFORE**
BOOKING.²

FRAGMENTED JOURNEYS

Travellers move between search, social, maps, reviews, and booking platforms before committing.

KEY INDUSTRY



SEASONAL IMBALANCE

Destinations face peak overcrowding and off-peak underperformance.

DEMAND FOR MEASURABLE ROI

Stakeholders increasingly require proof of visitation and economic contribution — with impressions and clicks forming part of a broader, outcome-led measurement framework.

UK TOURISM

WAS ESTIMATED TO CONTRIBUTE
£58 BILLION
DIRECTLY TO ECONOMIC OUTPUT.[†]

INDUSTRY SHIFTS

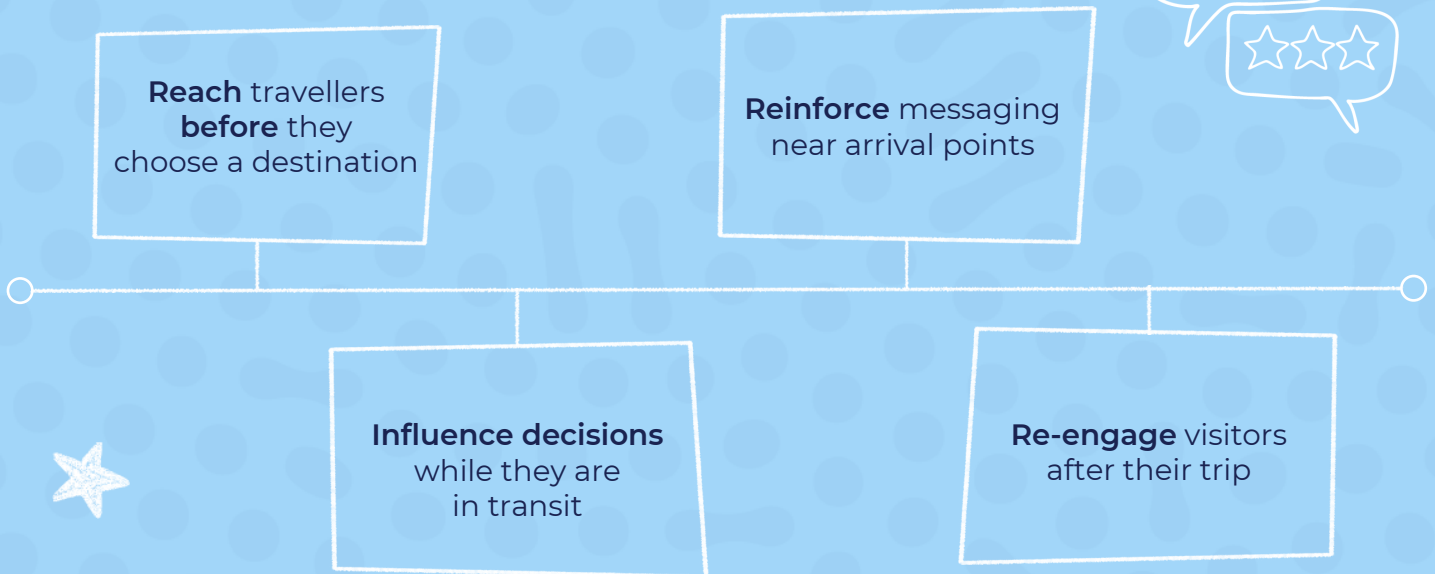
WHY MOBILE IS THE GROWTH ENGINE



THE ONLY CHANNEL THAT CONNECTS DIGITAL TO PHYSICAL

Mobile devices travel with consumers everywhere. This creates a unique opportunity to align digital engagement with real-world movement.

Mobile enables you to:



Most importantly, mobile allows real-world visitation measurement using location-based intelligence.

OUR APPROACH

MOBILE-LED. DATA-DRIVEN. PRIVACY-SAFE.

We combine hyper-targeted audience data with contextual and location-based activation to drive measurable travel growth.

AUDIENCE INTELLIGENCE

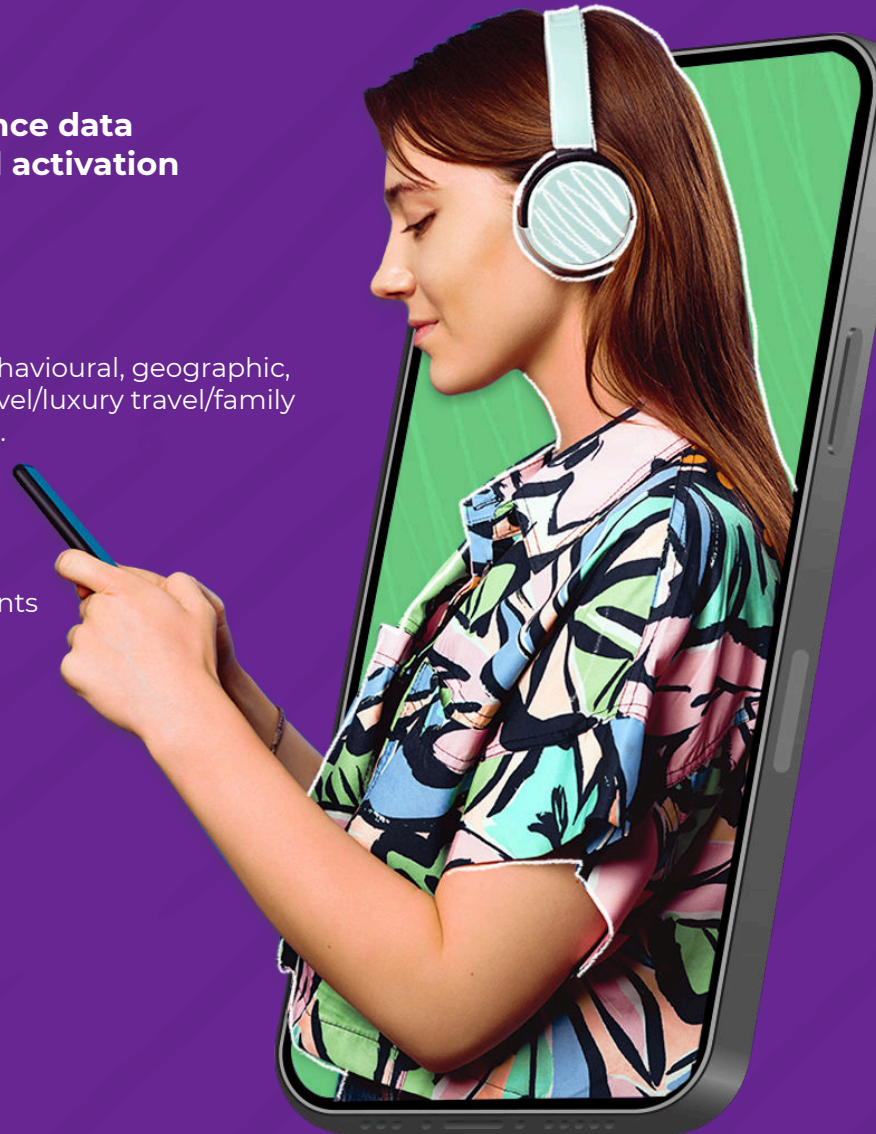
We identify high-intent travellers using behavioural, geographic, income level, family status (e.g. budget travel/luxury travel/family friendly attractions) and contextual signals.

SMART ACTIVATION

We activate across mobile environments using precision targeting aligned to location, timing, and travel patterns.

BRAND SAFETY

Every campaign is designed with governance, compliance, and accountability at its core.



INDUSTRY INSIGHTS IN ACTION

TURNING INSIGHT INTO IMPACT

Mobile data enables precision targeting that connects digital engagement to real-world travel behaviour. Examples include:



INTEREST-BASED TARGETING

Reach users in key international markets based on cultural interests both during trip planning and in-destination.

(e.g., historical museums, art galleries, or educational sites)



LOCATION-BASED TARGETING

Target users based on real-world locations, such as specific hotels, nearby restaurants, or tourist hotspots, influencing visitors during their stay or shortly after arrival.

(Holiday Inn, Hilton, Hotel Indigo)



AIRPORT & HOTEL TARGETING

Engage travellers in airports or specific hotel properties. Best used as a supplementary layer due to smaller audience pools.



STRATEGIC ADVANTAGE

Layering interests, location, and in-destination targeting delivers measurable visitation and economic impact. These insights allow destinations to allocate budget strategically and optimise throughout the year.



INTERNATIONAL VISITOR TARGETING

Geo-target visitors in major UK airports, transport hubs, and cities.

Example segment:

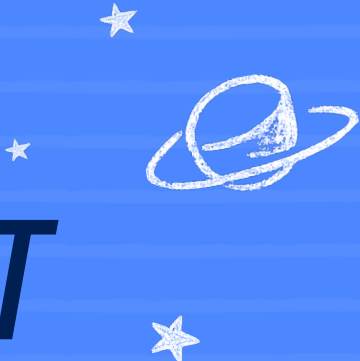
3RD PARTY
AUDIENCE

BEHAVIOURAL
INTENT

HOTELS

HILTON
INTERNATIONAL
VISITORS

MEASUREMENT & PROVEN IMPACT



TRANSPARENT, ACTIONABLE MEASUREMENT

We focus on metrics that are tangible, measurable, and directly linked to campaign reach and engagement.

WHAT WE MEASURE

Impressions:

Total number of people who see your message

Audience Reach & Segmentation:

Highly granular targeting to reach in-market tourists

Web conversions:

on site actions monitored with the implementation of Pixels

Clicks & Click-Through Rate (CTR):

Engagement with campaigns

Engagement Trends:

Patterns over time to inform strategy and optimise targeting

HOW WE START

Discovery & Opportunity Mapping

Delivering strategic audience targeting to maximise campaign engagement

Pilot Campaign

Test messaging and targeting with low risk, quick insights

Scale & Optimise

Expand across regions, seasons, or priority audience segments



GET IN TOUCH

Ready to drive measurable growth?

Whether your priority is destination awareness, off-peak recovery, transport conversion, or repeat visitation, we can design a mobile strategy built around real-world impact.



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