



In the dynamic world of travel marketing, mastering the language of the industry is vital to crafting the perfect campaign, optimizing your website and understanding your consumer behaviour. Whether you're a seasoned marketing professional or just starting out, understanding essential terminology can significantly enhance your effectiveness in engaging with customers and optimizing your online presence.

In this blog post, we'll define 20 essential words every travel marketer should know, shedding light on how these terms influence the way customers discover, interact with, and ultimately choose your offerings.

1. Engagement - It's all about how your audience interacts with your content, usually done as a % of visitors or viewers.
2. E-Commerce Conversion Rate - The rate at which user sessions turn into buyers. *Tourism averages about 2%.*
3. SEO (Search Engine Optimization) - Essential for boosting your *FREE* visibility online within Google.

4. Average Order Value - The amount of money a customer spends on a single booking.
5. Bounce Rate - The percentage of visitors who navigate away after viewing only one page.
Every site is different, *but the lower, the better*.
6. CTA (Call to Action) - Directing your audience on what to do next, i.e. *Buy Now*.
7. Evergreen - Content that's relevant all year.
8. Persona - The 'profile' of your customer, beyond demographics, but what *motivates and inspires them*.
9. Viral - Content that spreads rapidly online and is popular.
10. Travel Influencer - Someone who uses their online presence to help others make decisions on what to do, where to go and where to spend time and money.
11. Optimization - Fine-tuning your website for maximum *USER* performance.
12. Lead Magnet - An incentive that drives email subscriptions.
13. Native Advertising - Ads that blend in with the platform (think *Google Things To Do* or *Meta Ads in the feed*).
14. User-Generated Content - Content created by your audience that you can (and should) re-use on your social media.
15. Keyword - A focus word for SEO or ad purposes - often related to *how people search for your business*.
16. A/B Testing - Comparing two versions of an ad or webpage to see which performs better.
17. Backlink - A link from another site boosting your site's SEO and visibility and credibility.
18. Demographics - Statistical data relating to the population and particular groups within it.
19. Editorial Calendar - Schedule for planning out when and what content will be published.
20. Hashtag - A tool used on social media to link articles to a topic.

Understanding these terms is not just about jargon; it's about unlocking the key to connecting with your audience, effectively promoting your offerings, and ultimately driving conversions.

About David Kunze & Tour Marketing Suite

David Kunze, with 30 years of experience in tour marketing, is the former owner of Reztech and currently serves as the President of Tour Marketing Suite and TourMagic.ai. He and his team expertly combine technology, creativity, and business analytics to drive growth for tour and activity businesses in the America's. [Reach out to David here](#).