



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

CASE STUDIES



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VISITBRITAIN'S "I TRAVEL FOR..." CAMPAIGN

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Overview

Name: VisitBritain

Location: United Kingdom (National Tourism Agency)

Type: Destination Marketing Organization (DMO)

Campaign: "I Travel For..."

Introduction

This case study examines VisitBritain's "I Travel For..." campaign, a prime example of using content marketing to connect with potential tourists on an emotional level. The campaign aimed to shift perceptions of Britain from a purely historical destination to a vibrant, modern, and experience-rich country. By focusing on the personal motivations behind travel, VisitBritain successfully showcased the diverse range of experiences available, attracting a wider audience and driving significant engagement.

Implementation

The problem: Research indicated that while Britain was well-regarded for its history and heritage, it was not as strongly associated with the fun, modern, and dynamic experiences that many international travelers seek. Perceptions were often narrow, focusing on London and historical landmarks, which limited the appeal to younger, experience-seeking demographics. The challenge was to broaden this perception and showcase the full breadth of what Britain has to offer.

Adopting content marketing: VisitBritain moved away from a one-size-fits-all marketing approach. They adopted a content-driven strategy centered on storytelling and personalization. The core of the "I Travel For..." campaign was a series of high-quality videos and social media content featuring real people and influencers sharing their personal travel passions. The campaign was built around different "passion points" like food, adventure, music, and relaxation.

The content was primarily distributed through digital channels, including YouTube, Instagram, and Facebook, targeting specific audiences based on their interests. A central element was an interactive quiz on the VisitBritain website where users could discover their own travel "passion" and receive a personalized itinerary and tailored content.



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This created a two-way conversation, making the user an active participant rather than a passive observer.

Key Insights

- **Success factors:** The campaign's success was rooted in its focus on emotional connection and authenticity. By using the "I Travel For..." framing, it tapped into the universal human desire for experiences that align with personal values and interests. Instead of just showing places, it showed why people should go there. The use of user-generated content and influencer collaborations added a layer of trust and relatability that traditional advertising often lacks. The interactive element was crucial for engagement, turning a marketing campaign into a personalized travel discovery tool.
- **Tangible results:** The "I Travel For..." campaign delivered impressive and measurable results.
 - It generated over £500 million in additional visitor spending in its target markets.
 - The campaign films were viewed more than 80 million times.
 - For every £1 invested, visitors spent £25 in Britain.
 - The campaign significantly improved perceptions of Britain as a "cool" and "welcoming" destination, particularly in the valuable US market.

Recommendations

- **Focus on 'Why,' not just 'What':** Businesses should identify the emotional drivers behind their customers' decisions. Instead of just listing features, create content that tells a story about the experience and the feeling it evokes.
- **Embrace personalization:** Utilize interactive tools like quizzes or polls to provide personalized recommendations. This makes the user feel understood and valued, increasing the likelihood of conversion.
- **Leverage influencers and user-generated content (UGC):** Partner with influencers who align with your brand values and encourage customers to share their own experiences. This builds social proof and creates a more authentic brand image.
- **Multi-channel distribution:** Distribute content across various platforms where your target audience is active. Tailor the format and message to the specific platform (e.g., short-form video for Instagram Reels/TikTok, longer-form for YouTube).



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