



## DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

# CASE STUDIES



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# VISITSCOTLAND – DRIVING TOURISM WITH GOOGLE ANALYTICS 360

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## Overview

Name: VisitScotland – Data-driven tourism promotion

Location: Scotland, United Kingdom

Type of Case Study: Data analytics for visitor engagement, campaign performance, and seasonal strategy

## Introduction:

VisitScotland, the national tourism organization for Scotland, aimed to boost tourist engagement and increase booking conversions via digital channels. Facing seasonal fluctuations and diverse user journeys across its own and partner platforms, they required deeper insights into visitors' behavior to refine promotional strategies effectively.

## Implementation:

While VisitScotland's online traffic increased during peak seasons, the organization faced a consistent challenge in converting browsing activity into actual travel bookings. By deploying Google Analytics 360, VisitScotland created a unified data ecosystem that integrated performance data across its own platforms and external booking engines. The implementation included:

- Enhanced funnel visualization to monitor user behavior between inspiration and booking phases
- Audience segmentation by region, seasonality, and engagement with travel content
- Integration with Google Ads to run geo-targeted and phase-based retargeting campaigns
- Custom dashboards in Google BigQuery for granular analysis of search patterns, location preferences, and trip types



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## Key Insights: *What drove impact*

- User journey optimization: By analysing behavioural flow and exit points, VisitScotland restructured key navigation paths, particularly around itinerary tools and booking referrals, resulting in smoother transitions across planning stages.
- Localized campaign effectiveness: Analytics revealed strong interest from specific regions (e.g., short-haul travellers from Northern Europe in spring), enabling more effective, region-specific ad campaigns.
- Data-driven partnerships: Insights from GA360 helped the organization fine-tune co-branded campaigns with local hotels, events, and attractions, aligning content with seasonal and regional user intent.

## Results:

- **13% increase in tourism-related booking conversions** across partner platforms
- **25% boost in engagement with digital planning tools** (e.g., itinerary builders and destination guides)
- **18% improvement in ROI** for off-peak season campaigns through smarter targeting and content personalization

## Recommendations:

For tourism organizations aiming to optimize digital strategy and improve visitor outcomes:

- Segment user intent by travel phase: Use behavioural data to tailor messaging and experiences from discovery to booking.
- Integrate partner journeys: Track outbound clicks and referral traffic to understand which content and channels drive actual bookings.
- Use big data to model seasonality: Employ tools like BigQuery to anticipate demand patterns and adapt campaign strategies in advance.



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