5.0 Google Rating ★★★★★ Over 100 Five Star Reviews

Skift Idea Awards Winner

tma. tourism marketing agency



YOUR MARKETING PARTNER

Gain a full team of marketing experts worth over £400,000 per year, from only £1245 per month.

Contact:
chris@tourismmarketing.agency
Schedule a Discovery Call

Website:
tourismmarketing.agency

“We have been with the Tourism Marketing Agency for a number of years and they have been excellent for our growth and results.

TMA deliver on every occasion, are always there when you need them and can help grow your business to the next level.

Would highly recommend them.”

Reinier Van der Maat - Overland Ireland



Chris Torres, Director of TMA

How we choose which destinations we visit and which products now excite us have changed for good, as has how we physically move between places, and how we purchase products.

How we market to potential customers and persuade them to buy your tours, activities, attractions or accommodation has also changed. Strategies that may have worked during the height of tourism in 2019 may not be as effective in today's climate. As travellers' needs, desires, and lives have changed, tourism companies' sales and marketing must change as well.

The team at TMA understand this, and that's why each of our packages has been designed to give you the best possible outcome for your business.

Even on our entry level package, you are gaining access to a full team of marketing experts, worth over £400k per year and with over 60 combined years of experience.

Let us help you turn your Lookers into Bookers.



OUR PACKAGES

Over 16 years of working with tour operators and within the travel industry more generally has helped us distil TMA's marketing packages into a list of essential practices that prioritise data, honesty, and efficiency. No two clients are the same, and we don't treat them as such, but working with so many businesses in the tours and activities sector has helped us refine our activities into a highly effective list of priorities.

Each of our packages is tailored to resonate with different kinds of tourism business, considering every key phase of the customer's journey, from dreaming and planning to booking, experiencing, and sharing. Our packages are lean and finely tuned, offering as much value as possible for the cost, but there is room for customisation as the campaign develops — things change in marketing very quickly and we operate in such a way that we can respond with agility.

CONSULTATION PACKAGE

Not everyone can afford our marketing services, so we have created a one-off package to guide you along the right path to marketing your own business.

DISCOVERY & COACHING CALL WITH CHRIS
A 1-hour call with Chris to go over your needs, issues and/or brainstorm ideas.

CUSTOMER JOURNEY WORKSHOP & CAMPAIGN CREATION WITH CHRIS
A 1-hour call to go over your customer journey and plot out a 3-month campaign.

FOLLOW-UP SUCCESS CALL
A 1-hour call 3 months later to discuss the campaign and it's success.

One-off fee: £995

ECONOMY CLASS PACKAGE

COMPLIMENTARY WEBSITE (Optional)
The build can take 2-6 months depending on size of site.

DEDICATED ACCOUNT MANAGER
Video calls, ongoing email comms, 48-hour response time during working.

WELCOME CALL
1-hour welcome and discovery call with the TMA team.

KEYWORD RESEARCH
Keyword Research for one destination. Multiple destinations quoted.

SEO & CONTENT AUDIT
Content Audit and Initial SEO Report based on your current situation.

CONTENT EXPLORATION
Report on blog titles and content opportunities.

PAID ADS AUDIT
Paid Ads Audit for up to one platforms.

STRATEGY CREATION
Strategy document & timeline.

TRACKING OPTIMISATION
Tracking optimisation of Google Analytics, Google Ads and the Facebook Pixel.

PROACTIVE AND REACTIVE SEO OPTIMISATION
Optimisation of existing content and/or writing new content, along with quarterly reporting that informs adjustments to your strategy.

CONTENT MARKETING
Additional content planned and created each quarter (see page 31 for details).

PAID ADS MANAGEMENT
The creation of up to x1 tour specific campaign or x1 destination campaign per quarter on x1 platform.

12 months: £995pm

Minimum term is 12 months then a 30 day rolling term.
Excludes VAT if applicable. Any cancellation requires 30 days notice.

NOTE: The package above provides an overview of what you will receive. Please read over the individual services for more details.

BUSINESS CLASS PACKAGE

COMPLIMENTARY WEBSITE (Optional) - with a 12 month term
The build can take 2-6 months depending on size of site.

DEDICATED ACCOUNT MANAGER
Video calls, ongoing email comms, 48-hour response time during working.

WELCOME CALL
1-hour welcome and discovery call with the TMA team.

KEYWORD RESEARCH
Keyword Research for one destination. Multiple destinations quoted.

SEO & CONTENT AUDIT
Content Audit and Initial SEO Report based on your current situation.

CONTENT EXPLORATION
Report on blog titles and content opportunities.

PAID ADS AUDIT
Paid Ads Audit for up to two platforms.

STRATEGY CREATION
Strategy document & timeline.

TRACKING OPTIMISATION
Tracking optimisation of Google Analytics, Google Ads and the Facebook Pixel.

PROACTIVE AND REACTIVE SEO OPTIMISATION
Optimisation of existing content and/or writing new content, along with quarterly reporting that informs adjustments to your strategy.

CONTENT MARKETING
Additional content planned and created each quarter (see page 31 for details).

PAID ADS MANAGEMENT
The creation of up to x4 tour specific campaigns or x2 destination campaigns per quarter on up to x2 platforms.

12 months: £1245pm | 6 months: £1395pm

Minimum term is either 6 or 12 months then a 30 day rolling term.
Excludes VAT if applicable. Any cancellation requires 30 days notice.

NOTE: The package above provides an overview of what you will receive. Please read over the individual services for more details.

FIRST CLASS PACKAGE

COMPLIMENTARY WEBSITE (Optional) - with a 12 month term
With a 12 month term, build can take 2-6 months.

ACCOUNT MANAGER
Video calls, ongoing email comms, 24-hour response time during working hours.

WELCOME CALL
1-hour welcome and discovery call with the TMA team.

DISCOVERY & COACHING CALL WITH CHRIS
1-hour call with Chris to go over your needs, issues and/or brainstorm ideas.

KEYWORD RESEARCH
Keyword Research for up to two destinations. Multiple destinations quoted.

SEO & CONTENT AUDIT
Content Audit and Initial SEO Report based on your current situation.

CONTENT EXPLORATION
Report on blog titles and content opportunities.

PAID ADS AUDIT
Paid Ads Audit for up to two platforms.

STRATEGY CREATION
Strategy document & timeline.

TRACKING OPTIMISATION
Tracking optimisation of Google Analytics, Google Ads and the Facebook Pixel.

PROACTIVE AND REACTIVE SEO OPTIMISATION
Optimisation of existing content and/or writing new content, along with quarterly reporting that informs adjustments to your strategy.

CONTENT MARKETING
Additional content planned and created each quarter (see page 31 for details).

PAID ADS MANAGEMENT
The creation of up to x6 tour specific campaigns or x4 Destination campaigns per month on up to x3 platforms.

12 months: £1645pm | 6 months: £1745pm

Minimum term is either 6 or 12 months then a 30 day rolling term.
Excludes VAT if applicable. Any cancellation requires 30 days notice.

NOTE: The package above provides an overview of what you will receive. Please read over the individual services for more details.

“TMA have been really super to work with. Chris and his team have immense knowledge of digital marketing and they are very proactive about sharing it.

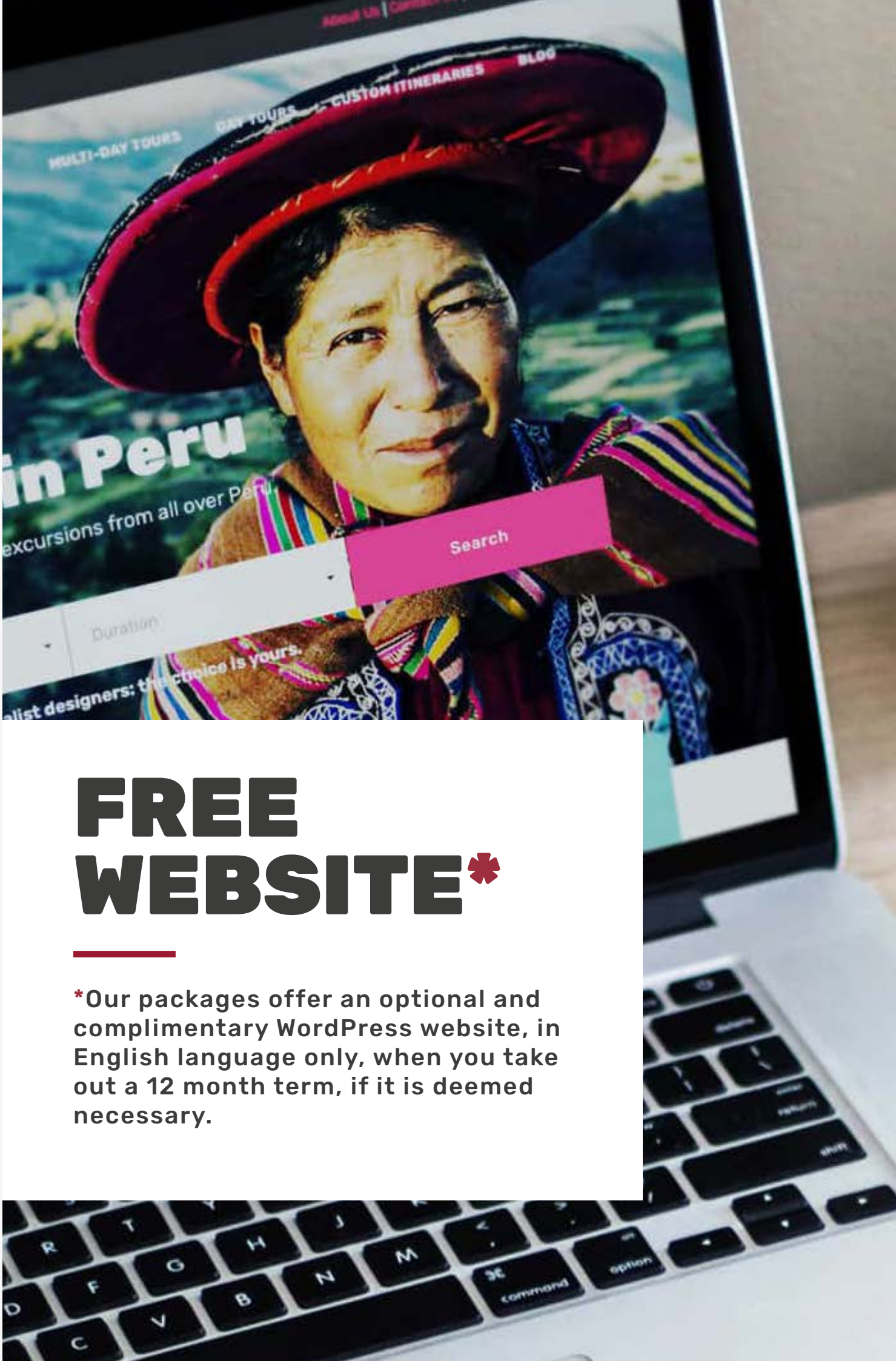
I would highly recommend joining forces with TMA.”

Amy Rankin - Vagabond Tours of Ireland



PHASE ONE

Success isn't a sprint, but a marathon. This is why we dedicate the initial 3-4 months to laying the groundwork.



FREE WEBSITE*

*Our packages offer an optional and complimentary WordPress website, in English language only, when you take out a 12 month term, if it is deemed necessary.

Build a solid online presence with a high-performance website as its cornerstone.

We handle content migration and can host your website on our fast, dedicated server. Our website template includes an integrated availability calendar for easy bookings, connecting effortlessly to Stripe and PayPal — or we can connect many popular booking platforms such as Fareharbor, Bokun, Rezdy, Checkfront, Peekpro and many others.

After the initial twelve-month period, the website is yours. If you decide to part ways, you can take it with you. Multilingual websites are available for an additional charge.

Included in our package:

- A WordPress Website (ownership transferred post-term)
- Hosting on our dedicated server (worth £100pm)
- CloudFlare CDN to aid site speed and security (worth $25pm)
- Elfsight Review Widget (worth $10pm)
- SmushPro Plugin for image compression (worth $10pm)

If you decide to leave TMA, we offer continued hosting at £100pm with all above services included, or we can provide the necessary files for you to host the website yourself, though separate subscriptions will be needed to continue the mentioned services.

- Free with a 12-month term
- Paid website option with a 6-month term
- Need just a website? We have a one-off fee option
- Depending on your website's size, a build can take between 2-6 months.



DEDICATED ACCOUNT MANAGER

Most agencies bill for account management on an hourly basis, we incorporate this crucial service at no extra charge.



Having a reliable, informed, and dedicated point of contact isn’t just a convenience — it’s a necessity.

Your account manager wears many hats: they are not just a communication bridge but a strategic ally, deeply involved in the intricacies of your projects, and attuned to your brand’s ethos.

Behind the scenes, they juggle a range of activities, from client communications and scheduling tasks to orchestrating internal meetings and the many small tasks involved with ensuring the smooth progression of your marketing campaign.

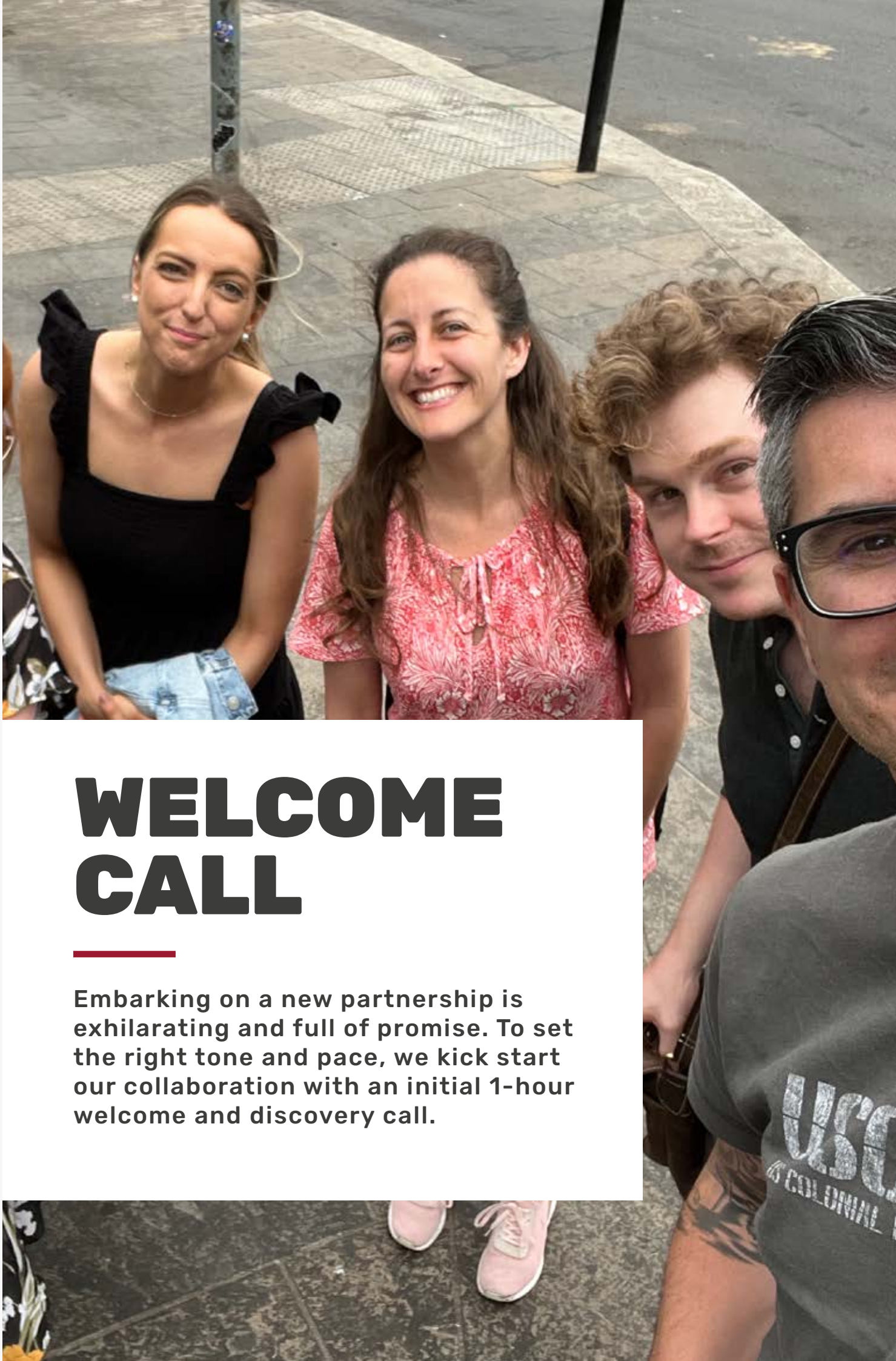
Regular email communication ensures a timely response to your queries or ideas, keeping you informed and engaged, showcasing our commitment to driving your projects forward.

Included in our Economy & Business-Class package:

- Video calls
- Ongoing email communications
- Up-to a 48-hour response time during our working hours

Included in our First-Class package:

- Video calls
- Ongoing email communications
- Up-to a 24-hour response time during our working hours



WELCOME CALL

Embarking on a new partnership is exhilarating and full of promise. To set the right tone and pace, we kick start our collaboration with an initial 1-hour welcome and discovery call.

This initial conversation, hosted by our seasoned team, is more than just a friendly hello.

This is where we roll up our sleeves and delve into the heart of what makes your business tick.

During this call, we aim to peel back the layers of your brand, understanding your vision, goals, and the challenges you face. It's an opportunity for us to listen, learn, and align our expertise with your expectations. Equally, it's an opportunity for you to explore our team's capabilities, our approach, and how we can tailor our services to meet your aspirations.

Beyond the niceties and exchanging pleasantries, this conversation is about laying a solid foundation for a fruitful partnership. It's about ensuring that our team is in sync with your brand's narrative and equipped to navigate the roadmap ahead.

By the end of our welcome and discovery call, we aim to have a clear, shared vision, a defined path forward, and a burgeoning excitement for the milestones we'll conquer together. This is not just a call; it's the first step towards achieving remarkable results.

Included in all our packages:

- A 1-hour welcome and discovery call with the TMA team



KEYWORD RESEARCH

Unlock the full potential of your SEO with our meticulous keyword research service. This serves as a primary resource, guiding your content creation and marketing strategies while unveiling new market opportunities.



Keyword research is the linchpin in determining not only your website’s current standing but also its potential to climb higher up the search rankings.

Our service focuses on one specified destination, be it a country or city, investigating the keyword landscape to foster better user engagement and higher visibility.

For those tour operators with a multi-destination focus, fret not. We extend our service to cover additional destinations for an additional fee (please ask), per month, ensuring your digital presence is fine-tuned to resonate with diverse audiences.

We take special care with your keyword research, allowing the hard data to steer your online narrative towards success. Find your target audience where they are searching, using the exact language they are using.

Included in all our packages:

- Extensive keyword research for one destination
- We provide you the keyword document for your own team to use
- If required, a call with our research team to go over findings



SEO AND CONTENT AUDIT

Navigating the digital landscape.

With your keyword research in place, we carry out your content audit, gathering as much info about you as possible.

Our content audit is designed to be our compass in this endeavour, examining your existing content to gauge its effectiveness and alignment with your goals.

We meticulously sift through your content, analysing its search engine optimisation, relevance, clarity of language, tone of voice, ease of use, engagement levels, and overall impact. This process is about identifying what's working and what isn't working, unveiling opportunities for enhancement and discovering untapped potential.

Our seasoned team delves into various facets including, but not limited to the following: keyword relevance, user experience, user journey, SEO optimisation, consistency in messaging, and engagement metrics. Through this comprehensive review, we aim to provide actionable insights and a clear roadmap to refine your content strategy.

The objective is to ensure your content is not merely occupying digital space but thriving, engaging, and propelling your brand forward.

Included in all our packages:

- Content Audit, which is presented as a clear, easy-to-read document
- Initial SEO report based on your current situation



CONTENT EXPLORATION

Using a combination of advanced analytics, market insights, and creative ideas, we create a practical content strategy for your website. What we decide to do depends on your unique brand, voice, and tourism niche.



Our content research & strategy is designed to connect with your audience by offering answers to their questions.

We help you discover fresh, compelling topics that draw in users at every stage of the buying funnel, from people who are just fantasising about their next vacation to people in destination, looking for a tour or activity to do that day . Different products have different lead times, and creating a diverse range of blogs and guides allows you to speak to potential customers, drawing them to your site, even if it is many months before they are ready to make a purchase.

Utilising a blend of advanced tools, market insights, and creative brainstorming, we unearth a treasure trove of content opportunities that are not only relevant but are also intimately connected to the terms your target audience is using to search for help, find out information, or simply find travel inspiration. We then distil these opportunities into a curated list of blog titles and other content opportunities, each designed to satisfy your audience's needs and enrich your brand.

Our objective is to empower your brand with a continuous stream of fresh, engaging topics that fuel your content strategy, drive traffic, and foster a deeper connection with your audience.

Included in all our packages:

- Report on blog titles and content opportunities



PAID ADS AUDIT

Our paid ads audit service is tailored to provide you with an insightful analysis of your existing campaigns or to unveil promising opportunities.

Embarking on the path of paid advertising requires a meticulous approach.

For those with active paid advertising campaigns:

Our audit embarks on a comprehensive examination of your existing ad campaigns across platforms. We dissect the structure, targeting parameters, creative elements, and budget allocation of each campaign to determine its effectiveness and ROI.

This meticulous analysis aims to unveil the strengths, weaknesses, and potential areas of optimization to ensure every penny invested is propelling you towards your desired outcomes.

For those new to paid advertising:

If paid advertising is uncharted territory for your brand, we take care of everything required to set things up, including the initial research required.

Based on your brand's profile, target audience, and industry dynamics, we compile a detailed document highlighting the platforms that align with your goals and the budgets required.

Included in our Economy-Class package:

- Paid Ads Audit Report for up to one platform

Included in our Business-Class package:

- Paid Ads Audit Report for up to two platforms

Included in our First-Class package:

- Paid Ads Audit Report for up to three platforms



STRATEGY CREATION

With the keyword research and various audits carried out, we create a detailed digital strategy, pulling all of the relevant information together into a focused digital marketing strategy.

After the initial discovery phase, we enter a monthly work schedule, with specific practical goals for each month.

We proceed with a month-by-month action plan across many aspects of your digital marketing activities, including content creation, SEO optimisation and paid ad campaigns. Each month is a stepping stone towards achieving your overarching business goals, with clear metrics to measure progress and success.

Incorporated within the strategy is a framework for agility. The digital landscape is known for its transient trends and shifting audience preferences. Our strategy is designed to be robust yet flexible, ready to pivot when the digital landscape changes.

Included in our Econpmy & Business-Class package:

- Strategy document & timeline for 6 months
- If required, a call with the team to discuss the strategy

Included in our First-Class package:

- Strategy document & timeline for 12 months
- If required, a call with the team to discuss the strategy



TRACKING OPTIMISATION

The last step in this phase is to set-up and optimise tracking parameters within Google Analytics and Facebook.

We fine-tune the configurations to ensure the most accurate data possible, reflecting the interactions that matter most to your brand.

From page views and clicks, to form submissions and custom events, we orchestrate a tracking framework that mirrors your objectives and the user journeys that are pivotal to your success.

However, in this endeavour for data clarity, we remain acutely aware of the boundaries set by data regulations and the challenges posed by cross-domain tracking and cross decided tracking. The digital landscape has evolved to a point where pinpointing a specific individual's journey from an ad or a piece of content to a booking completion has become significantly limited. Nevertheless, we are committed to harnessing the full extent of permissible tracking capabilities on these platforms to gather as much data as possible; we do this within the regulatory confines, ensuring you receive plenty of insights to inform your strategies.

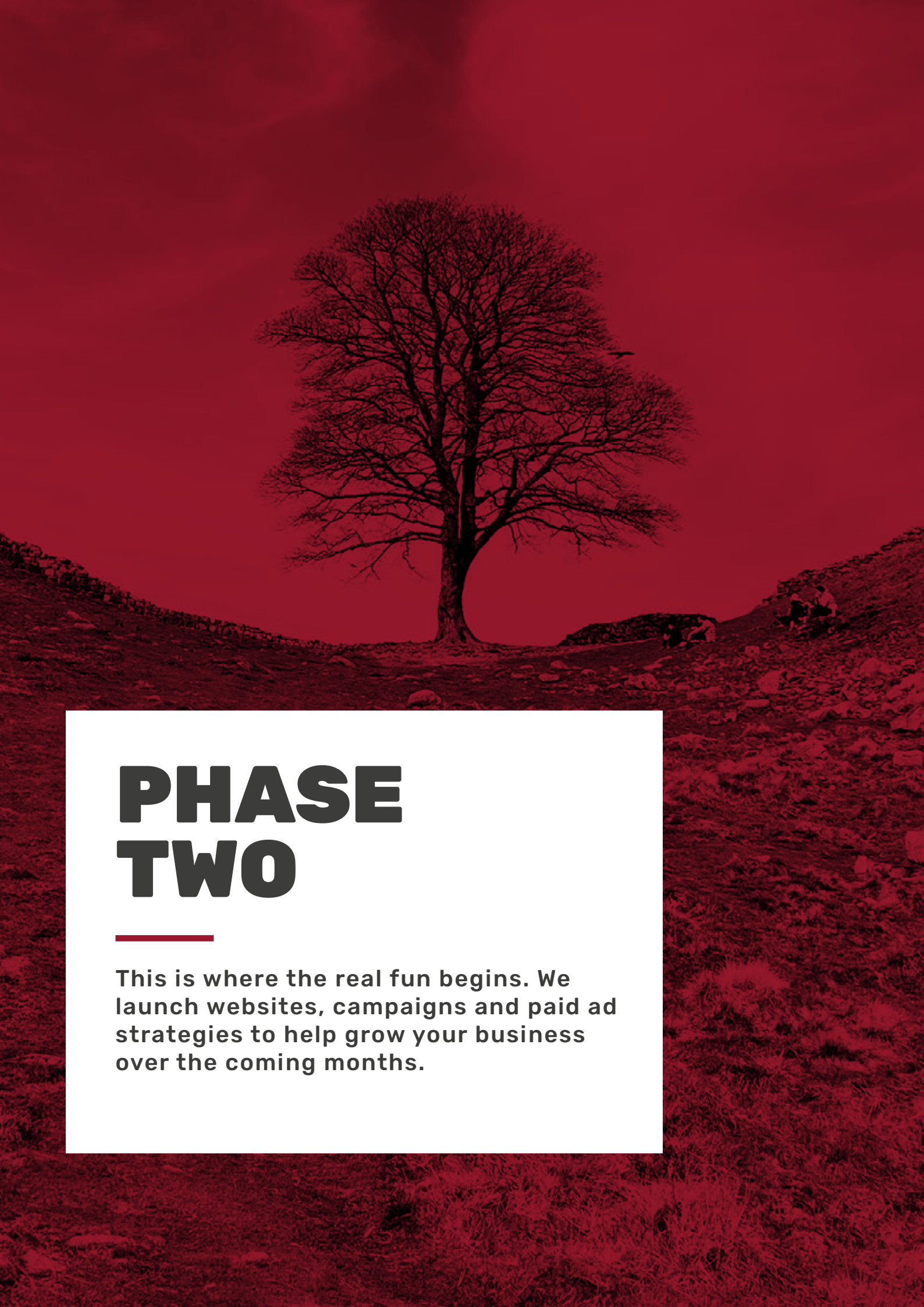
Included in all our packages:

- Tracking optimisation of Google Tag Manager, Analytics, Google Ads and the Facebook Pixel.
- Where possible, we will add tracking to your booking platform.
- We will provide a list of all tracking events we have created and updated.

“TMA was instrumental in our food tour company trippling our sales from last year. We also increased our direct sales by 463%! Our rebrand they directed us through was a tremendous improvement from our old stuff.

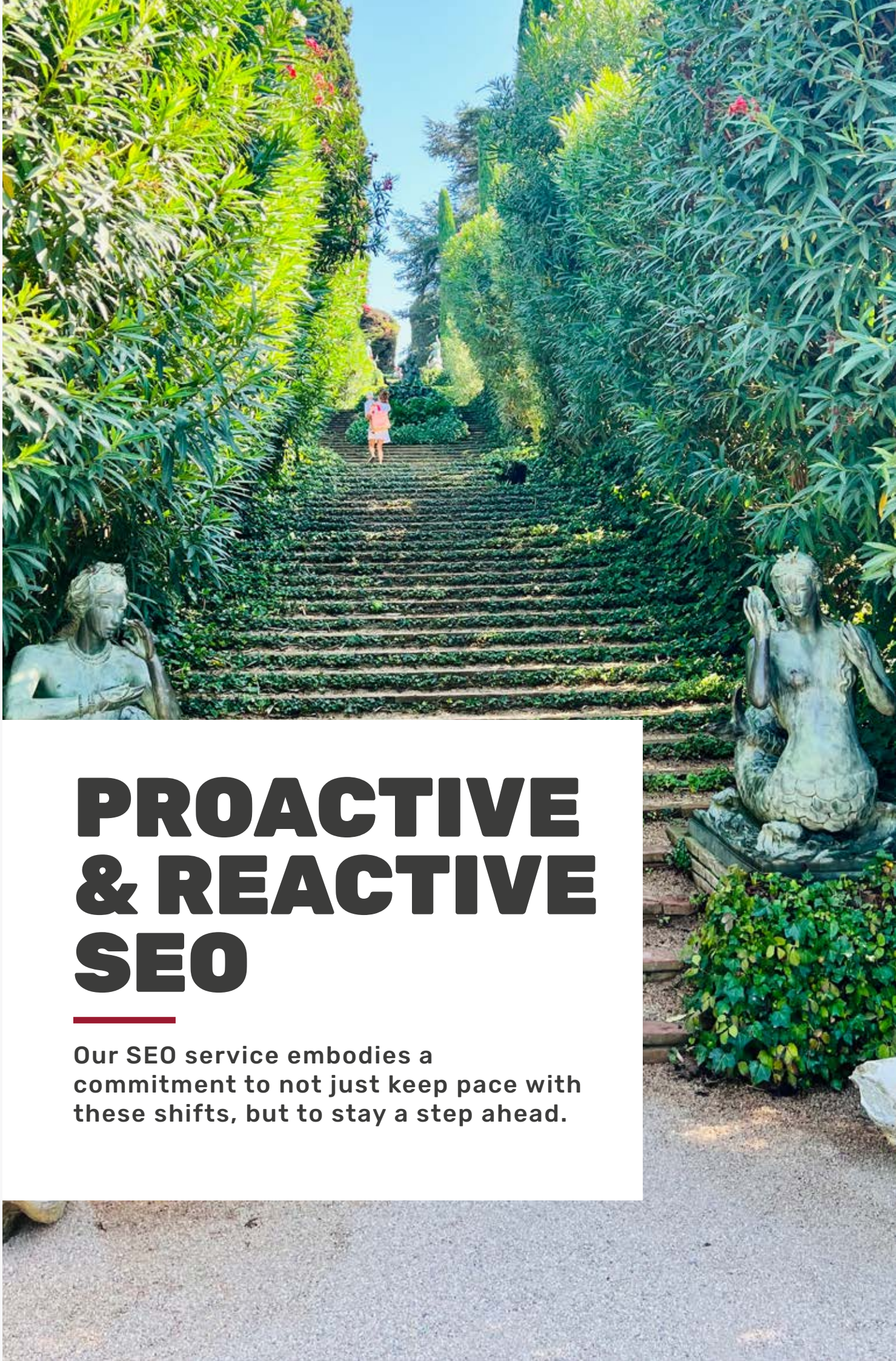
They consistently go above and beyond and beat expectations. Not only that, they are also extremely personable and a joy to work with. I highly recommend their team.”

Dan Morris - Alaskan Sights and Bites



PHASE TWO

This is where the real fun begins. We launch websites, campaigns and paid ad strategies to help grow your business over the coming months.



PROACTIVE & REACTIVE SEO

Our SEO service embodies a commitment to not just keep pace with these shifts, but to stay a step ahead.

Ensuring your digital presence continues to develop.

Initially, we refine your existing content — not merely revisiting old pages but optimising them to align with current SEO best practices, the best-suited keywords, and your brand's evolving narrative. We view every page as an opportunity to bring people to your website at different stages along the user journey.

Guided by our initial research, we also craft new content, penning blogs and articles that resonate with your target audience while also allowing you to impress Google's algorithm.

Based on the data (and the odd internal debate), we will either prioritise optimising old content or crafting new pieces, while continuously monitoring and fine-tuning your website content each month. And, as the algorithm and the industry are always changing, we may need to adjust our strategy based on the data we gather and analyse in our quarterly reports.

Included in all packages:

- Optimisation of existing content or creating new content.
- Report on all keywords used to optimise your website.



CONTENT MARKETING

We can create a range of content to suit your needs — from creating videos for ad campaigns to writing lead magnets and email drip campaigns.



We take care to craft content tailored to your precise needs, rather than a one-size-fits-all service.

We've embraced a meticulously planned and measured approach to content marketing, which emphasises creating impactful content that addresses your immediate marketing needs.

Every quarter, informed by the data harvested from the preceding quarter, we will create a suite of content pieces aimed at enhancing engagement with your target customers. Whether it's sculpting compelling videos for ad campaigns, ad copy, crafting and structuring persuasive landing pages, or designing and penning blogs that tap into long-tail keywords, we determine the content required from the insights gleaned in the discovery phase.

This methodical approach ensures that every piece of content we create for your business is well-timed and is a potent marketing tool geared towards captivating your audience and advancing your brand narrative.

Included in our Economy-Class packages:

- Up-to x3 new pieces of content per quarter

Included in our Business-Class packages:

- Up-to x6 new pieces of content per quarter

Included in our Business-Class packages:

- Up-to x12 new pieces of content per quarter



SEO REPORTING

This report is more than a mere compilation of statistics; it’s a narrative that reflects the progress, highlights the achievements, and pinpoints areas of improvement.

Every quarter, our team compiles a detailed SEO report that captures the essence of your SEO journey over the preceding three months.

The report encapsulates various critical metrics including, but not limited to, keyword rankings, organic traffic trends, and on-page optimisation effectiveness. Additionally, it delves into a comparative analysis of the current quarter's performance with the previous quarter's, providing a clear trajectory for your SEO voyage.

Moreover, the quarterly time frame allows for a more nuanced understanding of the SEO strategies employed. It affords us the opportunity to observe the impact of optimisations made, new content published, and the evolving behaviour of organic search traffic. This longer-term view is instrumental in distinguishing between transient ranking changes and sustainable SEO growth.

Included in all our packages:

- A quarterly seo report and recommendations



PAID ADS MANAGEMENT

Upon identifying the right paid platforms for your business, we embark on crafting and managing paid ad campaigns.

These campaigns are tailored to echo your brand's narrative while resonating with your audience.

Our service extends beyond mere campaign creation and management. It's about continuous optimisation to ensure every ad dollar is working hard.

We meticulously analyse campaign metrics, tweaking and fine-tuning to ensure optimal performance and ROI. It's about a relentless pursuit of maximising engagement, clicks, and conversions.

Included in our Economy-Class package:

- The creation of up to x1 tour specific campaign or x1 destination campaign per quarter on up to x1 platform.
- Monthly management of campaigns*.

Included in our Business-Class package:

- The creation of up to x4 tour specific campaigns or x2 destination campaigns per quarter on up to x2 platforms.
- Monthly management of campaigns*.

Included in our First-Class package:

- The creation of up to x6 tour specific campaigns or x4 destination campaigns per month on up to x3 platforms
- Monthly management of campaigns*

*TMA will make appropriate adjustments to your campaigns to enhance conversion rates throught the length of the campaign, as we see fit. We will inform you in advance if such changes significantly impact your ad spend.



PAID AD REPORTS

We believe in transparency and insight. You will have access to a 24/7 dashboard to check the effectiveness of your ad campaigns.



Clear language and expertise to demystify your paid ad campaigns.

As any paid ads require time to breathe and for the platforms to go through their learning phases, we will provide more detailed quarterly reports for business-class customers or bi-monthly reports for first-class customers. Each report will provide a clear, insightful view into campaign performance, ensuring you are always informed and engaged in the advertising journey.

We also provide a 24/7 online dashboard designed to provide you with an immediate insight into how your ads are performing.

Included in our Economy & Business-Class package:

- Online Dashboard with 24/7 access
- Quick campaign overview emailed each month
- A quarterly paid ads report and recommendations

Included in our First-Class package:

- Online Dashboard with 24/7 access
- A monthly in-depth paid ads report and recommendations
- If required, a 30 min call with the team to go over the report

“I’ve worked with TMA for the past year and I highly recommend their services.

My account manager Yara is extremely professional and easy to work with.

I love how working with TMA takes the guesswork out of SEO and digital marketing and allows me to focus on other aspect of my business that I can execute more effectively.”

Jessica Hammer - Taste of Toulouse

About TMA

The Tourism Marketing Agency (TMA) is an international digital tourism agency that has been in operation for 16 years. We have partnered with many worldwide tourism brands, such as Overland Ireland, Real Florida Adventures, and Gray Line — the oldest and largest sightseeing company in the world.

With over 90% of our client base coming from outside the UK, where we are based, we have gained great insight and knowledge of international markets. This gives TMA unique insight into how destination businesses should market themselves to attract international and domestic travelers.

We do not have clients or customers; we have partners with whom we wish to build long-lasting relationships, helping businesses navigate many digital marketing challenges. We believe in strong communication as the backbone of this successful relationship.

We aim to turn your Lookers into Bookers, and we have the experience and expertise to make this happen.



ABOUT CHRIS

Chris is an author, podcaster, and brand & digital tourism expert with over 32 years' industry experience.

Chris is not just an author and podcaster, but a maestro in brand and digital tourism, boasting an illustrious 32-year journey in the industry. His voice resonates across global tourism events where he shares his insights, guiding how travel, tourism, and destination businesses can catapult their brand recognition and boost bookings.

At the helm of the Tourism Marketing Agency, Chris has honed a niche in tour operator marketing, attracting clientele that span continents, with over 90% based outside the UK, including some of the industry's titans. His work transcends borders, creating ripples of success in the global tourism arena.

Author of the best-selling marketing book "How to Turn your Online Lookers into Bookers", Chris encapsulates practical marketing advice across 400 enlightening pages, all dedicated to the tours and activities sector, making the elusive art of online conversion an attainable feat for many.

Beyond the pages, Chris, along with Mitch Bach and Pete Syme, fosters a thriving community of 10,000 operators under the banner of Tourpreneur. Through workshops, podcasts, and an engaging Facebook Group, all three orchestrate a platform of continuous learning, sharing, and growing, embodying the spirit of communal success.

Chris's prowess hasn't gone unnoticed. His shelves glitter with accolades including the coveted Skift Idea Award, Best Digital Agency recognition, and the laurel of Scottish SME's Businessman of the Year 2018.

tma. tourism marketing agency

Skift Idea Awards Winner

5.0 Google Rating ★★★★★ Over 100 Five Star Reviews

NEXT STEPS

If interested, contact Chris at:
chris@tourismmarketing.agency

Or Schedule a Discovery Call

“My initial experience with an agency did not go well. I am so glad I widened my search and went with what must be the best Travel Marketing Company on Earth.

Thank you to all at Tourism Marketing Agency, especially Chris, Mike, and Matthew for all that you have done for me and the business. I know we are only at the beginning of the marketing journey, but the journey to date has been incredible.”

Damien Stewart - Poland At War

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