



Your ready-to-use **marketing funnel** for...

LEISURE & TOURISM

Designed by marketing experts, for marketing experts | reech.agency

reech



The state of the market.


Did you know that businesses in the leisure and tourism industry typically allocate less than the recommended 5-10% of revenue to marketing?

This missed opportunity is undoubtedly limiting your growth, stifling your potential, and costing you valuable visitors and bookings. And with the industry becoming increasingly competitive and customer expectations ever-evolving, a strategic marketing approach is more critical than ever.

Why a marketing funnel matters.

A marketing funnel represents the entire customer journey – from discovering your business and their initial impressions through to engaging with your brand before becoming loyal advocates.

Ensuring each stage is carefully considered and catered for allows you to attract, engage, and convert visitors while building long-term relationships.



81%

of travellers use social media to research destinations before booking a trip.*

74%

of content marketers craft content based on specific stages of the customer journey.**

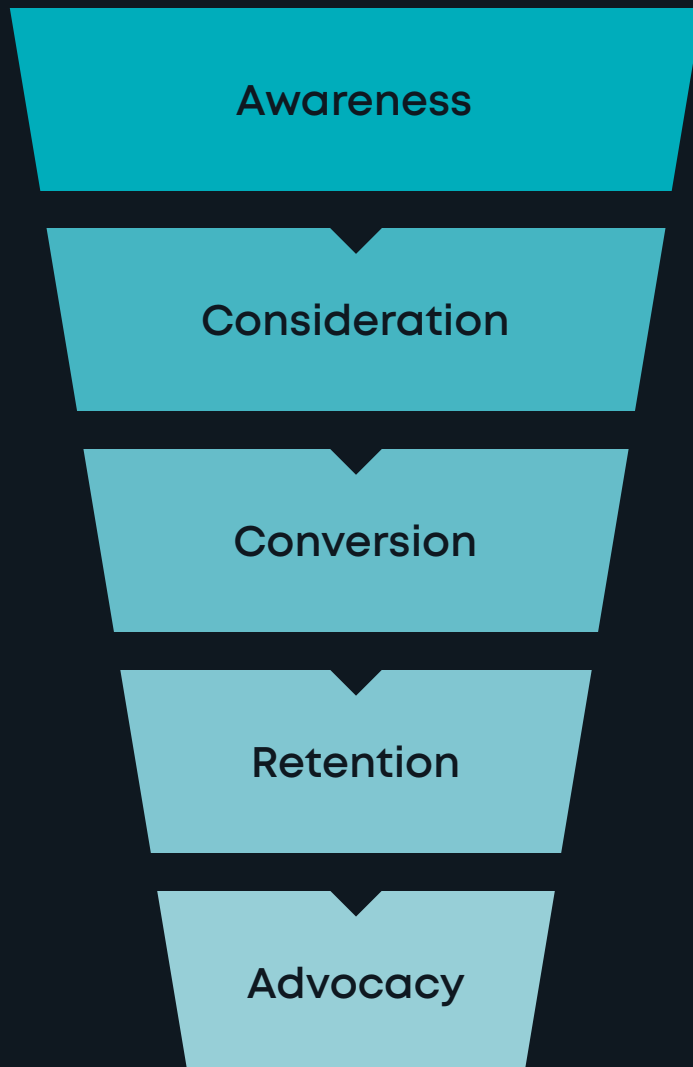
84%

of companies report increased revenue after improving their customer experiences.***

Sources: *The Marketing Collective, 2024.

The New York Times Licensing, 2024. *Dimension Data, 2017.

The Funnel.



Awareness

Social media advertising, influencer partnerships & content creation, PR, paid search ads, and blog content (e.g., travel guides, local attraction highlights).

Consideration

Virtual tours or experience previews, guest reviews & testimonials, email campaigns promoting unique experiences, and re-marketing ads targeting interested visitors.

Conversion

Seamless online booking systems, flexible payment options, and limited-time offers or exclusive packages.

Retention

Loyalty programs with exclusive perks, personalised communications (thank you messages, tailored deals), and social media engagement (featuring visitor stories and feedback).

Advocacy

Encouraging real stories, results & feedback, creating referral programs, and leveraging social media for user-generated content.



Case Study

A complete revamp to boost staycations in Mid Wales for Salop Caravan Sites.

103% increase in leads.
57% of leads from organic search.
20% increase in organic traffic.

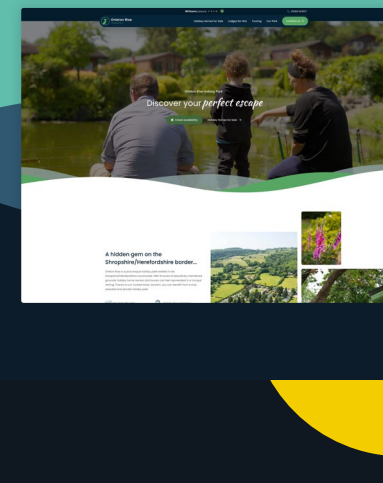
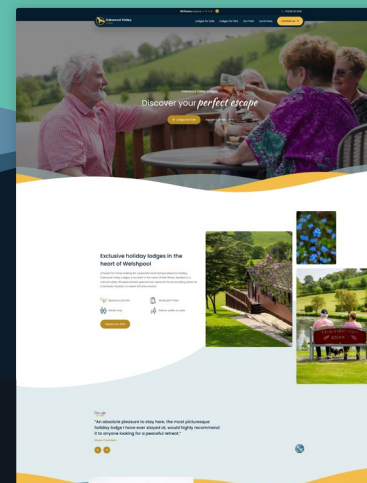
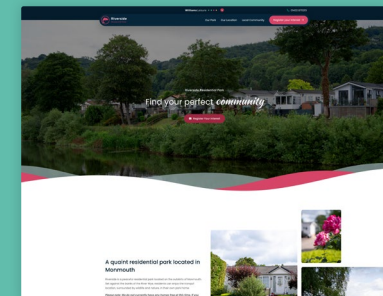
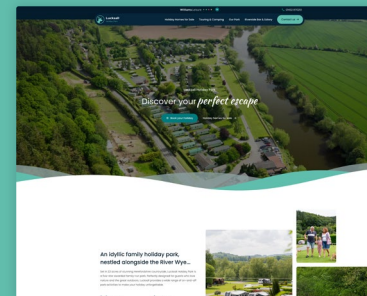
Case Study

Digital and brand transformation for Williams Leisure.

47%
increase in bookings.

13%
growth in social media audience.

45%
increase in organic search traffic.



Case Study

Increasing staycation visitors with a national campaign for Visit Shropshire.

700k

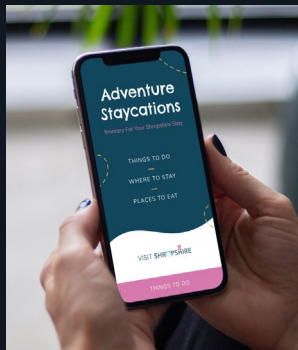
individuals reached
across the UK.

2.8m

total ad views.

55%

increase in website visits.



“

“Their tailored approach and high-impact creative meant our campaign overperformed at every level. With their help, we’re driving overnight visits helping to grow the tourism economy...”

Mark Hooper | Visit Shropshire

Some clients
you may know...



VISIT SHROPSHIRE



Williams Leisure





We're a team of marketing experts that **drive growth for ambitious businesses**, with creative at our core.

Your solutions...

- ✓ Strategy
- ✓ Paid Search
- ✓ SEO
- ✓ Paid & Organic Social
- ✓ Email
- ✓ eCommerce
- ✓ Branding
- ✓ Web
- ✓ Media



See how we could help deliver growth and long-term success for your business.

We'd love to arrange a coffee to discuss your business objectives and how we could work together on your next marketing project.

Get in touch

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✉ hello@reech.agency



**The Drum
Recommends**

The Drum Recommends has named us a **top 20 branding agency** outside of London.