



# From a Monologue to a Dialogue

Turn one-way messaging into  
two-way conversation



# CHALLENGES FOR DESTINATION MARKETERS



Changing consumer  
habits for travel  
intenders



Marketing investment risk  
all sits with the DMO



Lack of 1P data  
from the end traveller



Generative AI deployment  
across platforms including  
SEO



Concerns around brand  
safety



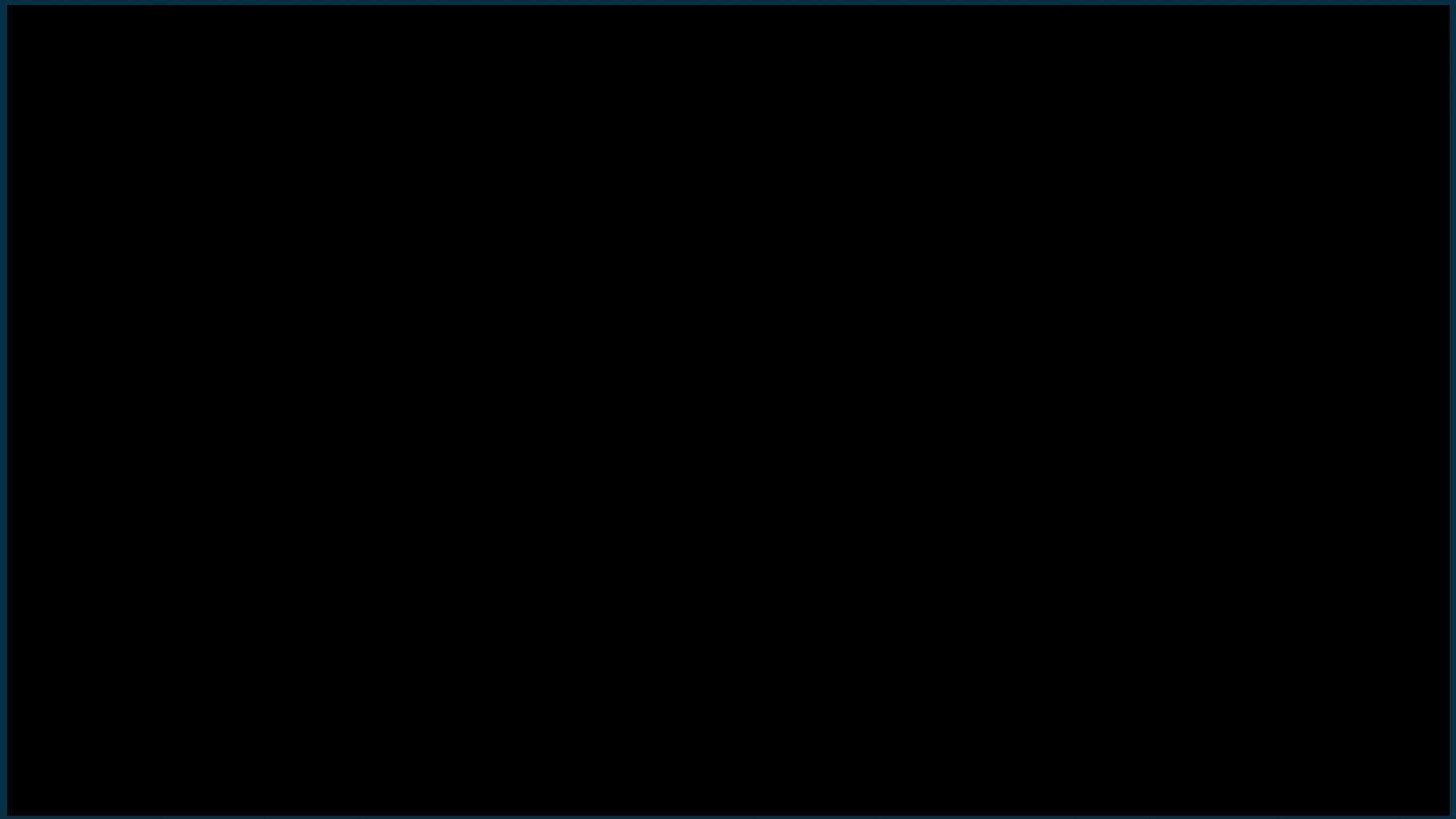
Understanding travellers  
requirements from your  
website



# THE TRAVEL CONSUMER LOOP









## OUR DOMESTIC NETWORK

# Where Our Campaigns Are Seen

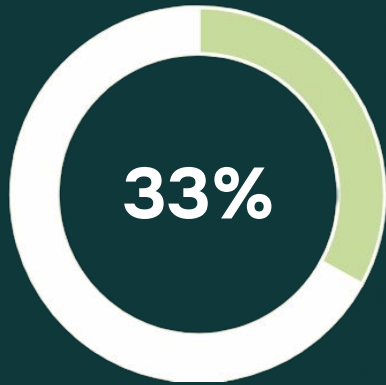
Over 200 travel websites around the world provide access to their audiences for Tiki DMO campaigns

- over 100M targetable travel intenders every month. Here are some of the top domestic publishes we work with:





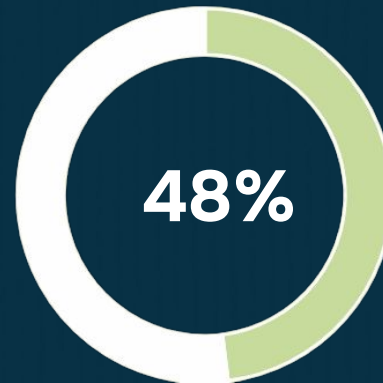
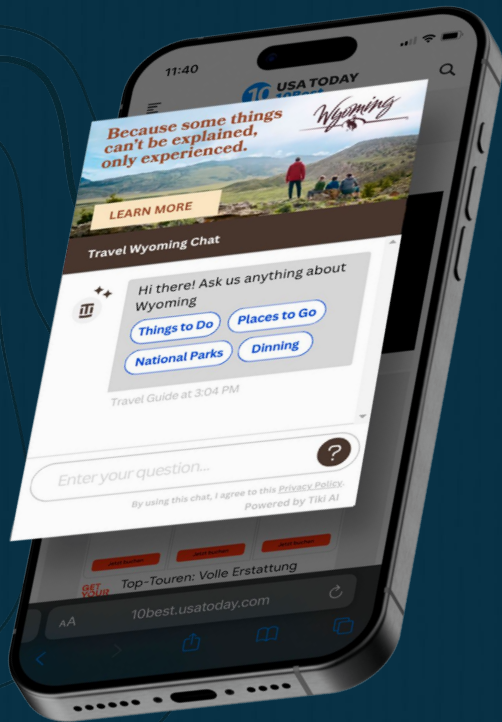
# Travel Intender Attitudes To AI Are Shifting



Of travellers have **used an AI tool** to research/plan a leisure trip.







Of travellers now **trust AI** when **planning** their trips.




PROPRIETARY TO TIKI




Introducing the first ad unit  
targeted to Travel Intenders,  
offering Conversational  
Marketing **powered by AI.**

### Puerto Rico Travel Chat




Hi, ask me about Puerto Rico.

Travel Guide at 3:52 PM




Or let me help you plan your trip:

[Live Boriqua](#)[Hiking](#)[Cuisine](#)[Hotels](#)



Powered by Tiki AI



PLAN YOUR TRIP

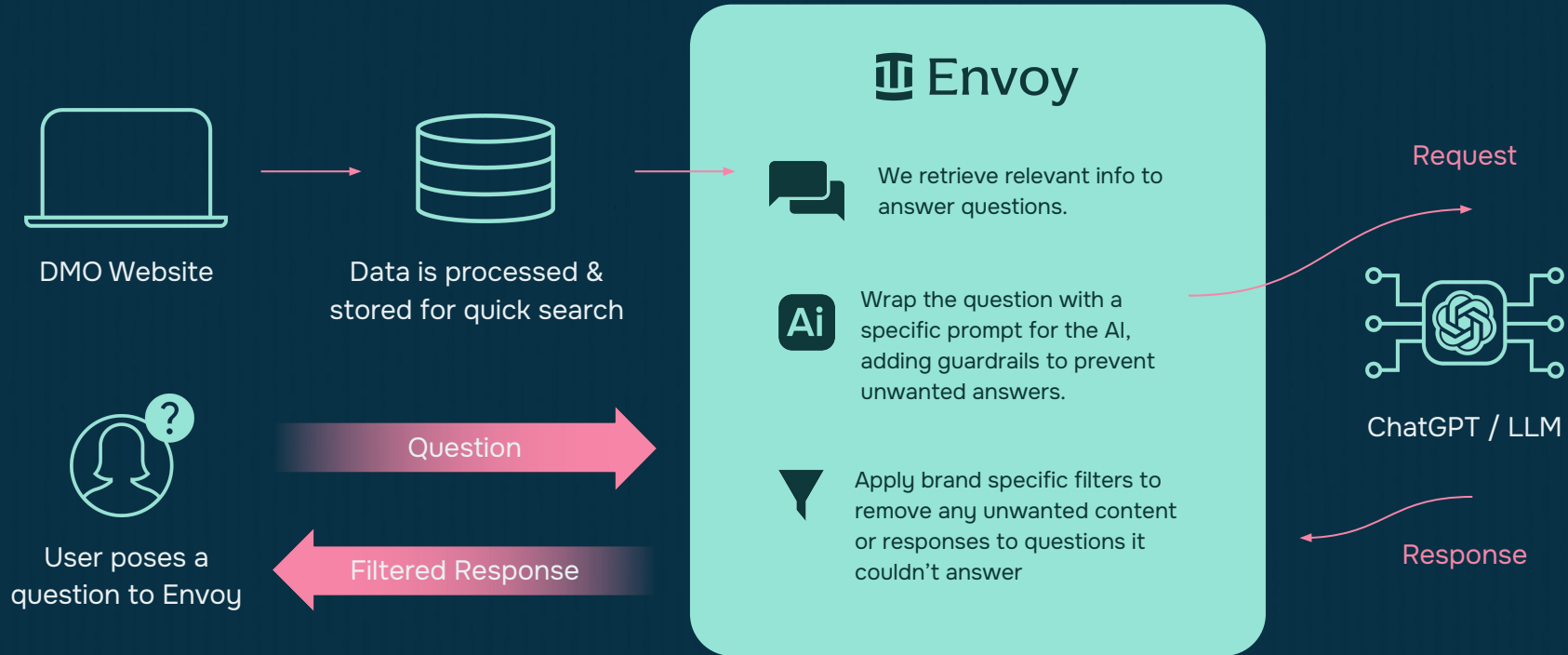
NO PASSPORT  
FOR  
U.S. CITIZENS  
REQUIRED

LIVE  
**Boriqua**

DISCOVER  
Puerto Rico



# The Envoy Process

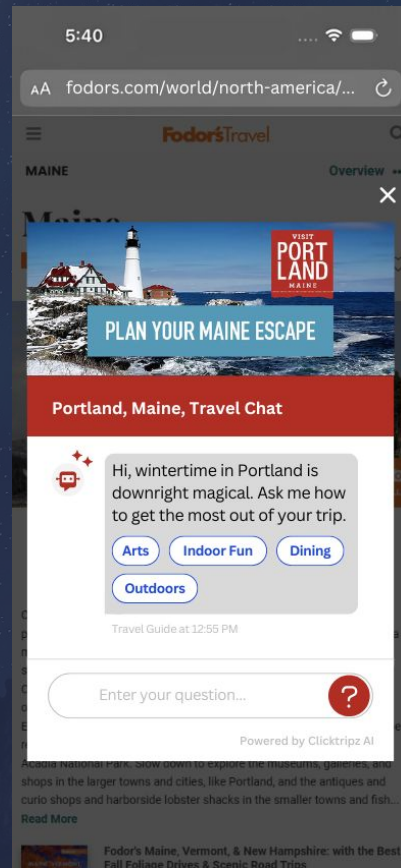
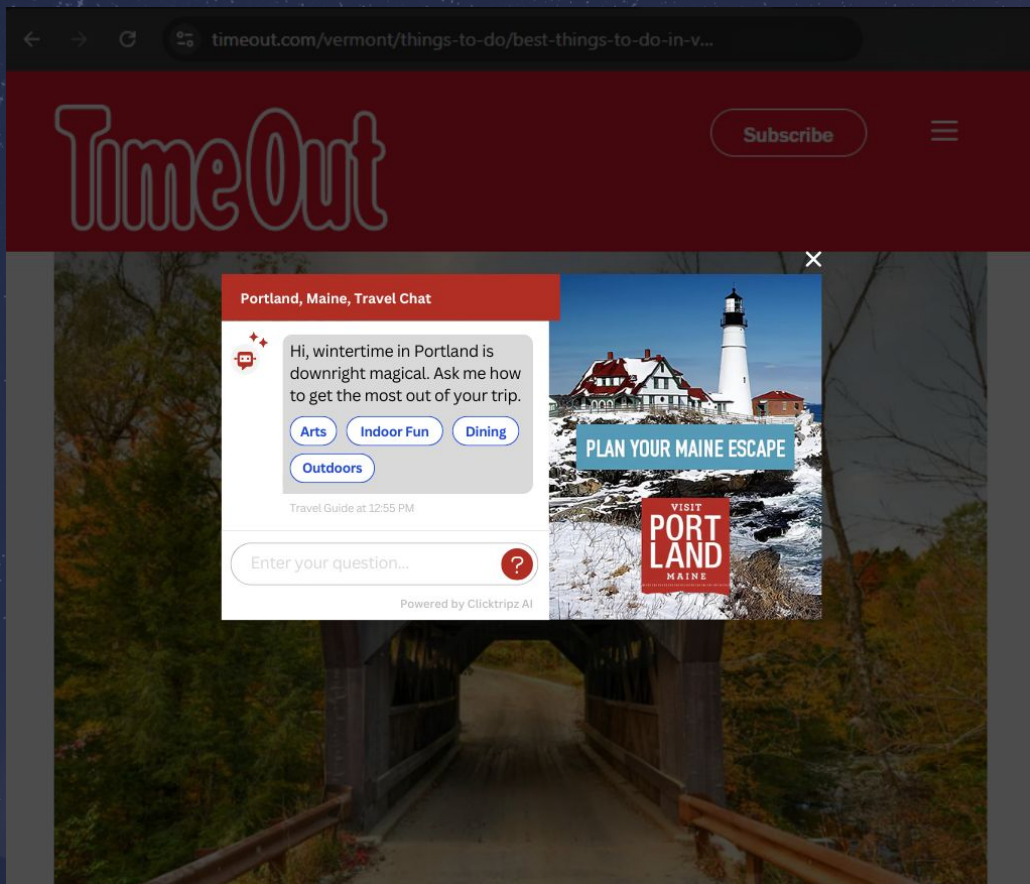




# Visit Portland ME









# West Virginia Tourism

 Envoy

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Travel is our domain.



timeout.com/news/this-new-travel-tool-turns-instagram-reels-into-a-bookable-itinerary-050925

# Time Out

EXPLORE CITIES TIME OUT MARKETS Subscribe

Worldwide News Things to Do Food & Drink Arts & Culture Travel Movies Music Time Out Market

## News

### This new travel tool turns Instagram reels into a bookable itinerary

All those videos

Writer, Travel Friday 9

Share

#### Visit West Virginia

Hi there! From scenic trails to charming small towns, I'll help you find your little piece of Almost Heaven, West Virginia.

Waterfalls Road Trips

History Mountain Towns

Adventure

Enter your question...

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## MOUNTAIN MEMORIES AWAIT

WEST VIRGINIA

PLAN YOUR ESCAPE

## Culture in Edinburgh

AA fodors.com/world/north-america/usa...

# Fodor's Travel

NEW ORLEANS More

#### Visit West Virginia

Hi there! From scenic trails to charming small towns, I'll help you find your little piece of Almost Heaven, West Virginia.

Waterfalls Road Trips

History Mountain Towns

Adventure

Enter your question...

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ways to keep on the sunny side of the locals.

TOP PICKS FOR YOU



# Visit Pennsylvania

 Envoy

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10best.usatoday.com/awards/live-casino-hotel-philadelphia-philadelphia-pennsylvania/

USA TODAY  
**10BEST**

# Live! Casino & Hotel Philadelphia

PHILADELPHIA, PENNSYLVANIA

Visit Pennsylvania Chat

Get away without going far. Ask me about PA.

[Gardens](#) [Outdoors](#)  
[Waterparks](#) [Festivals](#)

Travel Guide at 3:04 PM

Enter your question...

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Powered by Tiki AI

**PENNSYLVANIA**  
THE GREAT AMERICAN GETAWAY

**get away.** Let's go >

Photo courtesy of Live! Casino & Hotel Philadelphia

Advertisement

AA reservationdesk.com/search/?destin...

Washtenaw County, MI, USA Thu, May 15 - Sun, May 18

Sort and filter

Where selected:

**get away.** Let's go >

**PENNSYLVANIA**  
THE GREAT AMERICAN GETAWAY

Visit Pennsylvania Chat

Get away without going far. Ask me about PA.

[Gardens](#) [Outdoors](#)  
[Waterparks](#) [Festivals](#)

Travel Guide at 3:04 PM

Enter your question...

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Now, it's your turn to determine which of these incredible boardwalks ranks as the best in the United States. Cast your vote once per day for your top choice until voting ends on Monday, April 7 at noon ET. The 10 winners will be announced on Wednesday, April 16.



# Let your audience talk back...



Marketplace Queries by Type	% of Overall Questions
<b>Accommodations</b> – different types of lodging options, from hotels and resorts, and what each accommodation offers ( <i>Includes “Places to Stay” Bubble</i> )	45.08%
<b>General and Social Insights</b> – broader questions about society, culture, and general information including social norms and communication ( <i>Includes “Family Fun” Bubble</i> )	22.06%
<b>Activities and Recreation</b> – recreational activities, leisure pursuits and entertainment options available ( <i>Includes “Attractions” Bubble</i> )	15.83%
<b>Local Experiences</b> – local food, nightlife and services that provide a taste of local life and culture ( <i>Includes “Food and Drink” Bubble</i> )	14.15%
<b>Travel and Transportation</b> – modes and aspects of transportation to, from, and including flights and local transport	1.44%
<b>Geographical and Climate Information</b> – questions about geography including climate, weather patterns and topographical details	1.20%
<b>Nature and Outdoors</b> – outdoor activities, natural attractions and ecological aspects including wildlife and natural environments	0.24%
<b>Financial and Economic Aspects</b> – questions about costs, budgeting and other financial considerations relevant to traveling	0.23%
<b>Safety and Security</b> – safety measures, security concerns, and advice for staying safe	0.16%
<b>Cultural and Historical Insights</b> – exploring the cultural heritage, history and significant cultural attractions	0.05%



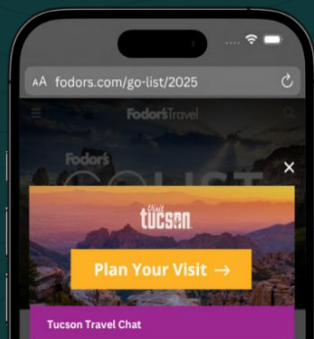
 Envoy



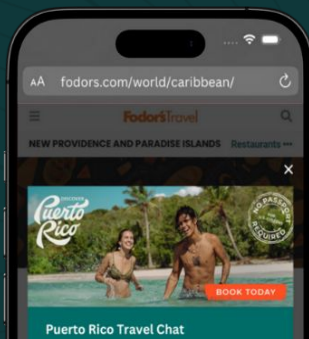
Stay in the Loop



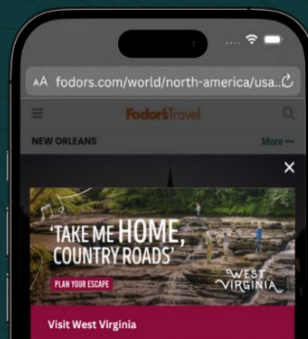




Visit Tucson



Discover Puerto Rico



Visit West Virginia





Let's do great things  
together.



tiki.com