

The Benefits of SMS Marketing for your

Travel Agency

It's estimated that the tourism and travel industry currently use SMS marketing to no more than 20% of its capacity - leaving 80% of untapped potential!

It is also estimated that the rate of mobile opt-in for marketing SMS will rise by 70% by 2021.* SMS is ideal for travel and tourism marketing.

Done right, SMS marketing can increase bookings through your agency, enhance the customer's experience, and develop a higher level of lasting brand loyalty.

How can SMS Solutions Benefit a Travel Agency?

- Confirm bookings
- Send payment-due reminders
- Confirm itineraries

- Send check-in reminders
- Send mobile QR code tickets and boarding passes
- Provide personalised SMS loyalty cards

- Send alerts for schedule changes
- Send live updates for delays
- Deliver all-inclusive offers

- Offer discounts for booking directly through an agency
- Send out seasonal offers
- Send alerts for flash sales

- Inform existing clients of package deals
- Reward loyalty with discount vouchers
- Create keyword-based templates to understand client wants

- Create separate contact lists based on client preferences and interests
- Offer destination information and activity ideas
- Conduct polls and surveys
- Seek client feedback

The travel industry is booming and this shows no signs of slowing down anytime soon. With clever use of the most up-to-date mobile marketing practices, your travel agency can reap the rewards of a booming industry and build closer, stronger client relationships for enhanced customer satisfaction and repeat business into the future.

ClickSend offers a premium mobile marketing and SMS marketing platform that is used by 1,000s of travel professionals globally.

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