

MIHI DIGITAL

What you still need to be doing when you're not thinking or talking about AI



M!Hi.

West
Country
Tourism Conference





TOURISM-FOCUSED DIGITAL MARKETING

- **Multi-award-winning** marketing agency specialising in tourism
- Supported **150+ award-winning** tourism & hospitality businesses
- Including five **VisitEngland Gold Award winners**
- Trusted by many of the South West's **leading destinations**
- Lead sponsor of the **Devon Tourism Awards**



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WHAT WE'RE CURRENTLY SEEING

Overall, I feel pretty optimistic



- Our tourism websites attract **6+ million visits per year**
- Every accommodation provider I work with monthly is currently **up on last year**
- Destination traffic is **marginally down** overall, with large regional variation across Devon and Cornwall
 - No major delay in **booking behaviour**
- **Shorter stays** are emerging - for some, for the first time in school holidays

THE FUNDAMENTALS HAVEN'T CHANGED.

AI hasn't rewritten the rules

- Supply remains very **high**
- Demand is under pressure
- Competition is therefore **intensified**
- Guests still compare and look for the most **suited** to their needs
- You still need to be very good to **win bookings**



TECHNOLOGY HELPS - HUMANITY CONVERTS

Hospitality is still human



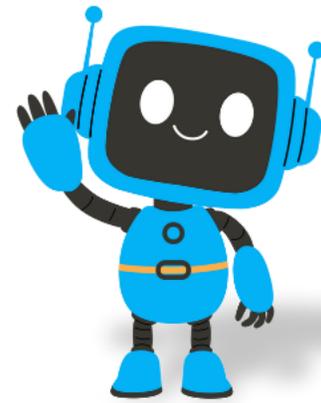
- Tourism and hospitality are about **people** and **experiences**
- Guests respond to **authenticity** and **trust**
- **Real** stories, **real** faces and **real** experiences still win
- People book places that **feel right** for them

SO HOW DO YOU CONTINUE TO BEHAVE LIKE A HUMAN?

Use AI for Creativity, Not Delivery

- Use AI to spark ideas and angles, not to publish unedited output
- Let AI help you explore themes, not replace your voice
- Keep final content rooted in real experience
- Edit everything so it sounds like you, not a platform
- Treat AI as a thinking partner, not a content factory

**AI can help you think faster.
Only you can sound authentic.**



REPEAT TRADE STILL UNDERPINS PERFORMANCE

Retention is as vital as acquisition

- **Returning guests** have a lower acquisition cost
- They **convert faster**, with less friction
- They provide more predictable **cash flow** – book early and for longer
- They **reduce reliance** on late discounting
- Strong businesses are built on **loyalty**, not algorithms



OFFERS DON'T WORK... OR DO THEY?

A real example:

I spoke to a cottage complex owner yesterday with six holiday cottages. She'd been told "offers don't work" - but felt forced into discounting anyway

Result:

- 10% off
- Reactive pricing
- Margin pressure

We've all seen it:

- A flood of "book by X date for Y% off" emails early this year

This is how businesses end up racing to the bottom (remember voucher codes and hotels!)



REWARDING LOYALTY WORKS BETTER



What has worked instead – retention strategy

- **Scaled loyalty rewards**
 - Bigger reward the more times you've stayed
- **Priority rebooking**
 - Same week, same property
 - Held for a short period after departure
- **Book while guests are still there**
 - Especially effective at Christmas
 - Builds tradition, not price sensitivity



M!Hi.

THANK YOU

I've put together a list of
**20 things tourism businesses should be considering
right now**

If you'd like a copy, just drop me an email
afterwards.

