



## Challenge

In 2017 The Travel People worked with Visit Flanders on three campaign flights to increase awareness of the Northern Belgian region, and in particular the city of Bruges, as minibreak destinations among multiple key audience segments in Italy: **young couples**, **over 55s** and **art and culture lovers**.



## Solutions

To increase engagement, The Travel People ran campaign takeovers on the Italian lastminute.com and Volagratis homepages (including Flights+Hotel homepages), and simultaneously targeted these three audiences with banner advertisements and newsletters, as well as videos and posts shared via social media. After an initial evaluation, The Travel People optimised the campaign based on the audience performances, by upweighting delivery to the most responsive audience segments.

Audience  
Young couples



Audience  
Over 55s



Audience  
Art & Culture lovers



**+33%**

Click through rates  
overall



**+54%**

Click through rates  
for over 55s audience



## Results

Using this audience experimentation technique, The Travel People increased overall click through rates for Visit Flanders by 33% during the first campaign flight on lastminute.com. And, by focusing on the over 55s – the most engaged audience – they were able to optimise the campaign, resulting in a 54% increase in click through rates for this particular audience segment.



## Feedback from a happy client

*It is not always (and no longer) a matter of quantity, it is above all a matter of quality.*

*Our current strategy aims in fact to maintain the volume of travellers to our destination, while at the same time increasing the share of cultural travellers, meaning those overnight visitors for whom the opportunity to experience culture is a decisive factor in their destination choice.*

*This means that our B2B activities focus much more on trade that reaches the cultural added-value seeker, at least in one of their segments.*

*The Travel People perfectly turned this brief into a concrete segmentation of the audience and guaranteed the right target to us and to our partner Visit Bruges, who shared the same vision and goals.*

*Giovanna Sainaghi is Director Italy for VisitFlanders*