

STATE  
OF THE



# DUTCH TRAVEL INDUSTRY

IN DIGITAL MARKETING



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# Introduction

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One of the key qualities that distinguish outperforming companies from their peers is that they have a “clear insight” into their market, competitors, and customers. Knowing what your competitors are up to and how the current market scenarios are playing out is not just a good market insight, it is one of your key competitive advantages. You can only stay ahead of the game when you know your competitors, your market, your customers, and all the other conditions that affect your business well. In the digital world we live in today, that means staying at the forefront of digital innovations and doing everything there is to be done to help your business serve well, grow well, and compete well on all fronts.

To that end, we want to help companies in the Dutch travel space understand which directions digital marketing is heading today and how they can make the most of the opportunities that emanate from these advancements. In more precise terms, what we are trying to do is harness the power of data and analytics to assess how travel companies are generating traffic online, what factors are creating opportunities or impacting their organic growth on digital platforms, where the current digital advertising trends are leading, and, finally, how the travel websites catering to the Dutch audience are performing in terms of SEO and user experience metrics.

We hope that, as you go through the content of this research and draw insights from our analysis, you will be better equipped for developing more educated plans and strategies that will help your business grow and compete in the digital space. We would also urge you to take out some time to explore the marketing resources and proprietary tools on our SEMrush [website](#) to help you drive those plans and strategies more efficiently.

## **We want**

*to help companies in the Dutch travel space understand which directions digital marketing is heading today and how they can make the most of the opportunities that emanate from these advancements*







■ **Traffic Sources  
Breakdown**

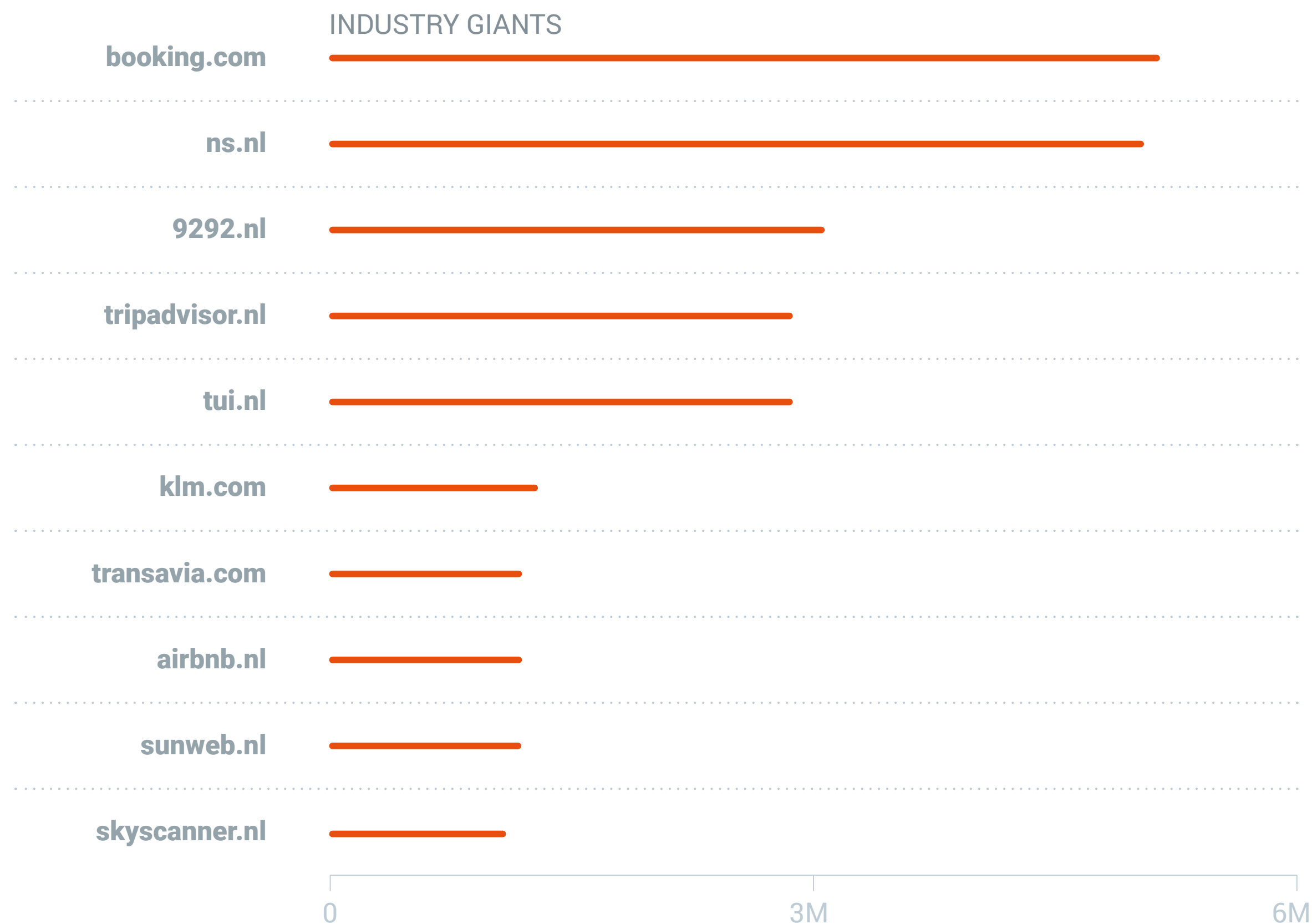
**PART 1**



# Traffic Sources

Traffic sources indicate the platform and channels digital users utilize to land on travel sites. There are five major sources of traffic, namely search, paid, referrals, direct, and social. Search indicates the portion of organic traffic which is generated through search engines (like Google, Bing, and Yahoo!, etc.). Paid refers to the portion of traffic that comes in through paid advertising mediums, such as Google Search Ads, Google Display Ads, Facebook Ads, etc. Referral, on the other hand, indicates the part of the traffic that comes from a third party website. Direct traffic represents those visitors who directly arrive on travel websites by: 1. Typing the URL into their browsers' address bar. 2. Clicking on a bookmark. 3. Clicking on a direct link in emails or text messages. And Social, as the name refers, count those visitors that originate from social media platforms, such as Facebook, Twitter, LinkedIn, and Instagram, etc.

For our analysis, we considered data from April 2018 to April 2019 and broke down travel sites into two major categories: Industry Giants and Industry Followers. The Industry Giants are those players that claim the largest chunk of the digital market share in the Dutch travel space. These companies include the following:



As we look through the traffic sources for these categorizations, the pattern appears to be a lot similar. For both the Industry Giants and Other Sites in the travel space, Search appears to be, by far, the major source of traffic. It's responsible for over 40 percent of the overall traffic produced by the Industry Giants and about 50 percent of web traffic attracted by the Industry Followers. Direct source stands second, followed by referral and paid sources.

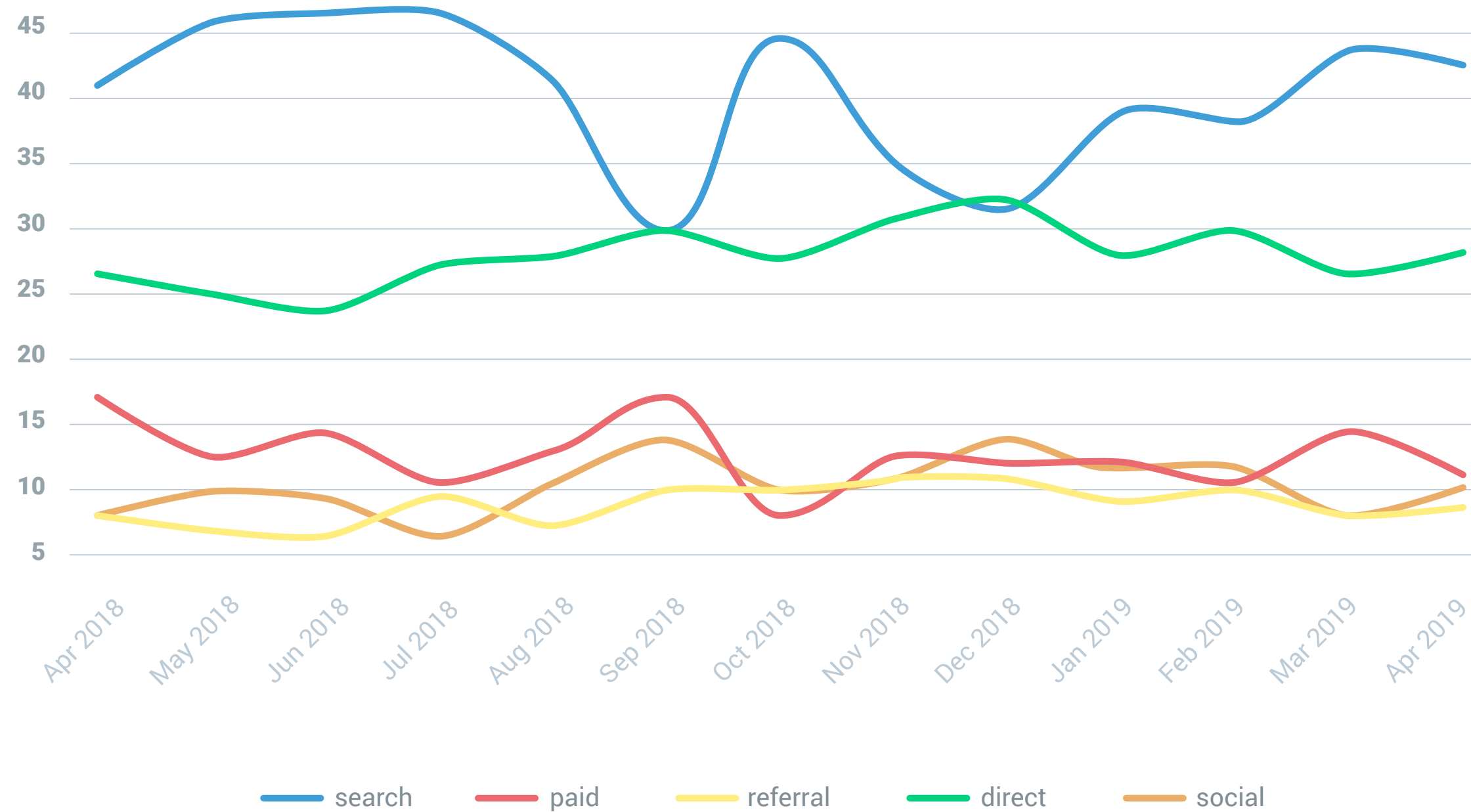
However, social platforms appear to have the least contribution when it comes to generating traffic—in both the case of Industry Giants and Industry Followers.

The data also indicates some deviations in traffic volume from Search and Paid sources. For Industry Followers, traffic volume from Search went up and, from Paid, it went down by a few percentage

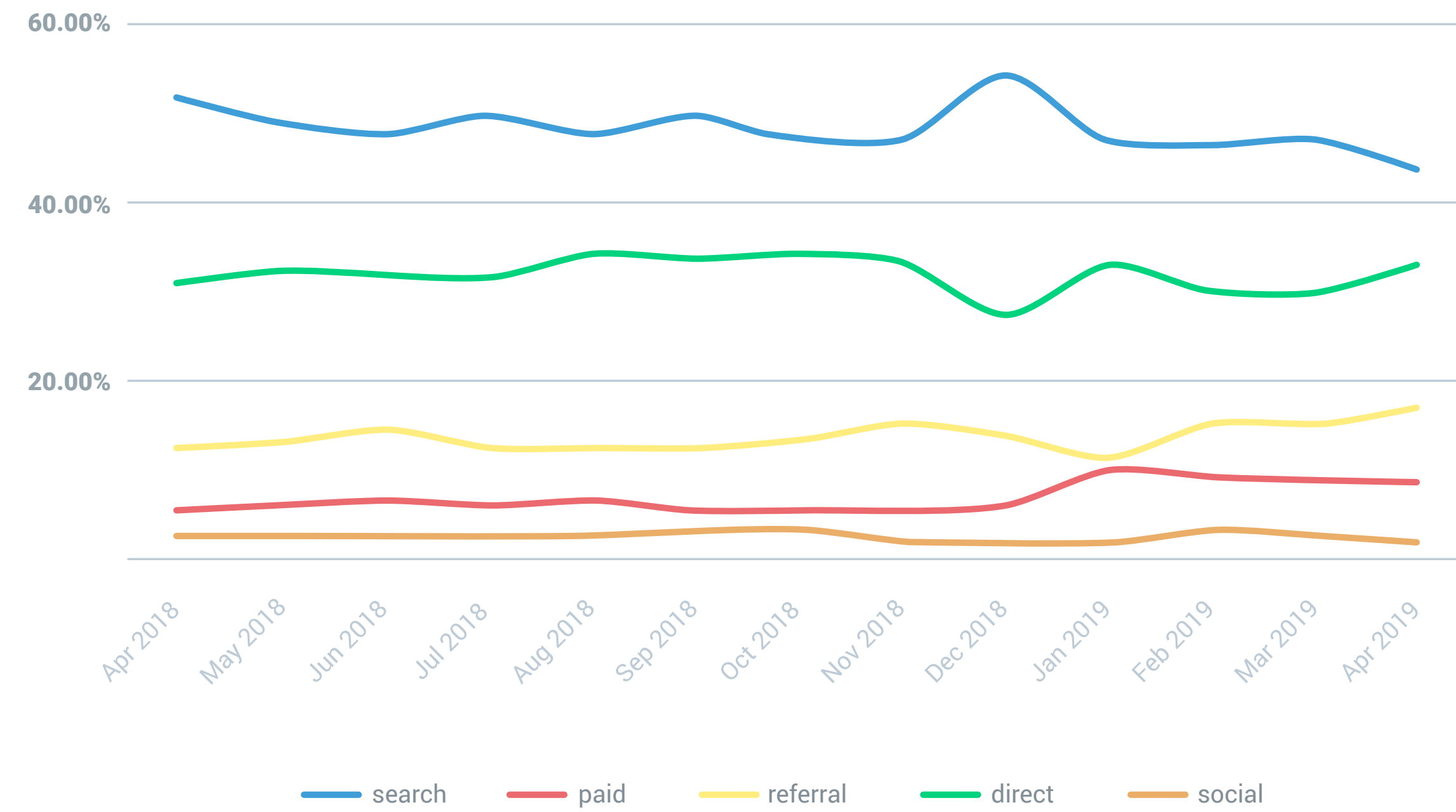
points in the month of December (2018). For Industry Giants, however, the variation in traffic from Search appears to be quite noticeable and more frequent. It goes down from 45 percent in July to 30 percent in September, equalling Paid traffic, and then suddenly rises to 40 percent in September, before coming down and rising again. In comparison, we notice that the traffic pattern is quite stable for the rest of the sources.

One possible explanation behind the fluctuation could be the changes in SEO updates from Google, affecting the organic rankings of travel websites. The [history](#) of algorithmic updates shows that there have been some unnamed algorithm fluxes between September till November 2018, although none of them were officially announced by Google itself.

TRAFFIC SOURCES (INDUSTRY GIANTS)



TRAFFIC SOURCES (INDUSTRY FOLLOWERS)



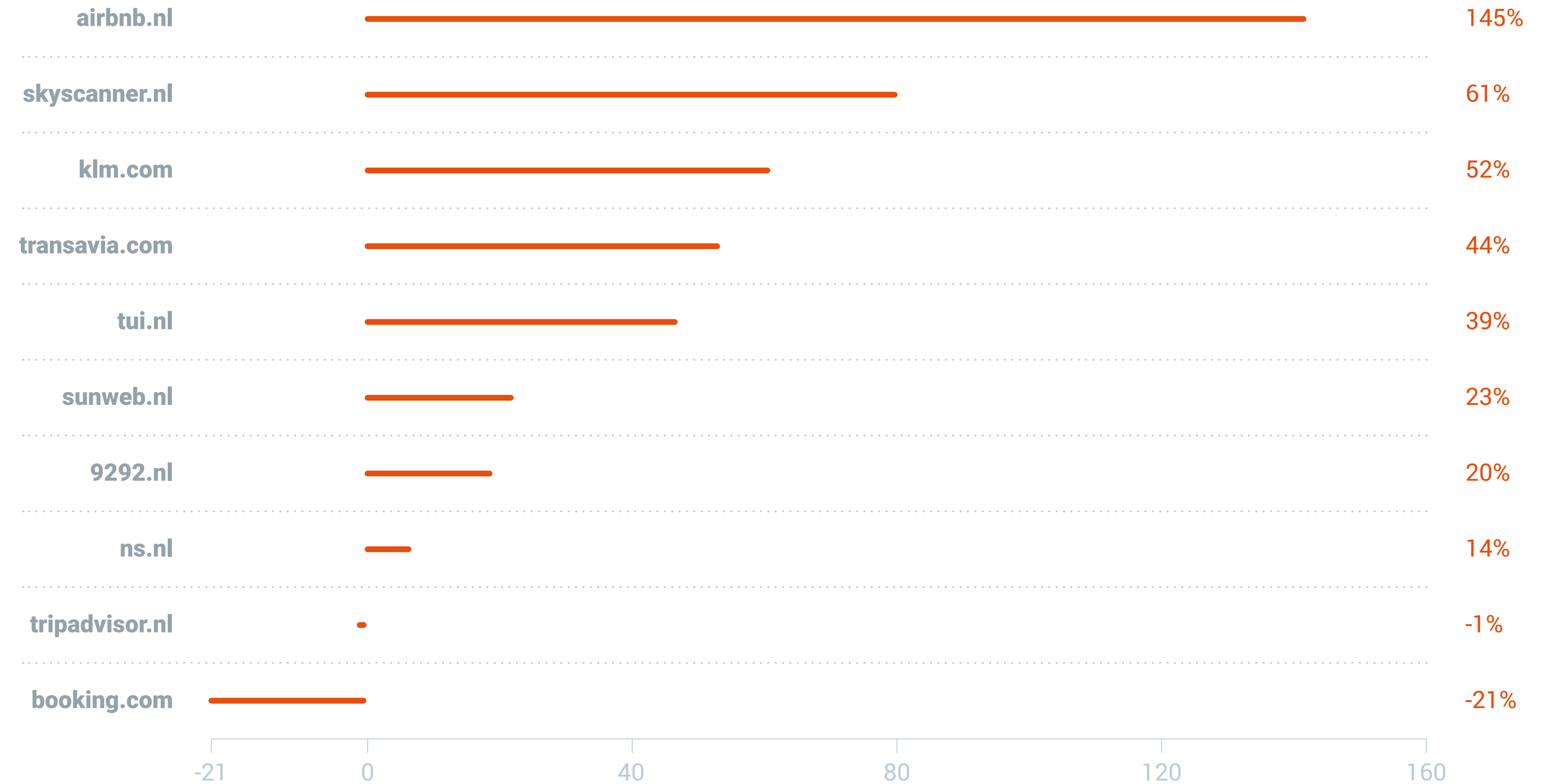


# Search Traffic Trend

Eight of the ten Industry Giants in the travel space experienced growth in their search traffic. Airbnb.nl is ahead of the pack with a massive growth rate of 145 percent. Skyscanner.nl is a distant follower with 61 percent, a growth rate less than half of Airbnb's. Kim.com and transavia.com are close contenders with 52 percent and 44 percent growth rates, respectively. On the flip side, booking.com and tripadvisor.nl appear

to show negative growth rates (-21 percent and -1 percent, respectively), indicating a decrease in the search traffic from April 2018 to April 2019, compared to the same period last year. The competition is getting stiffer as new entrants struggle to get their fair share of digital traffic from Google and other search engines.

SEARCH TRAFFIC GROWTH OF INDUSTRY GIANTS

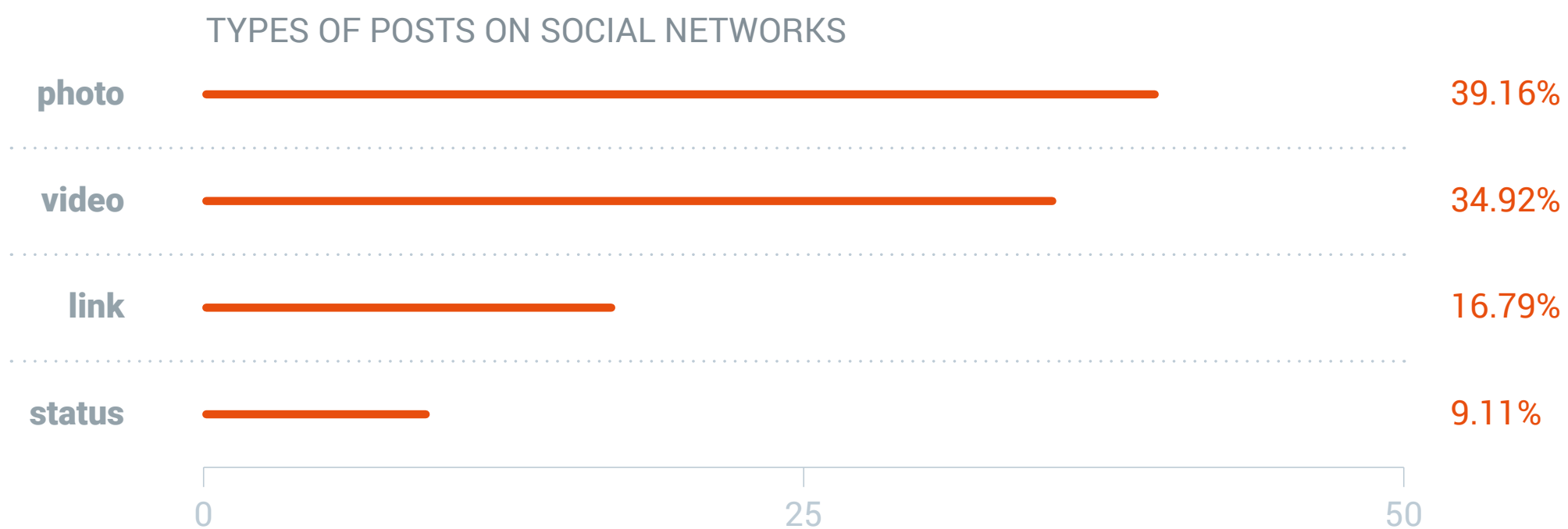








# Types of Posts on Social Networks



The impact of social media on how modern companies create brand awareness and engage with their customers is significant. Besides having a direct impact on brand awareness and customer relationships, social media platforms are also used to supplement other organic marketing efforts. There is hardly any debate about how relevant and useful social media platforms are. Therefore, what needs to be analyzed is how modern-day marketers can harness the power of social media to achieve growth and profitability.

Social media strategies vary from company to company, depending on user interests and industry

dynamics. In the case of the Dutch travel industry, it appears that most of the travel sites are focusing on four key types of social media posts, namely photo, video, link, and status.

Photo is by far the most popular type of content on social media for travel companies. It accounts for about 39 percent of all the posts that go on social media. Video closely follows with about 35 percent of all the social media posts. Photo and video alone account for over 74 percent of all the posts circulated by travel companies on social media. The other two types, link and status, account for 26 percent combined – a comparatively modest share though.







# Desktop vs Mobile

A quick look at the desktop and mobile stats tells us everything about the dominant position of mobile. Not so long ago, mobile traffic only accounted for a small portion of total web traffic. Today, it appears to have far outnumbered desktop traffic and continues to grow further. The state of affairs in the travel industry seems to be even more receptive to the mobile revolution. Data collected from April 2018 to April 2019 indicates that mobile traffic accounts for 87.41 percent of the total traffic the Industry Giants receive in the Netherlands. This is about seven times the traffic desktop generates for those sites.

Things are not very different across Other Websites in the travel space. Mobile traffic is still far ahead in the game, with about 75 percent of the total traffic. These findings indicate that mobile is going to be the prime focus of marketers in the days to come. Their increasing popularity tells a lot about how people consume content, shop online, and interact socially. It also gives us a glimpse into how companies should allocate their marketing budgets and what type of marketing content and channels they should focus on the most. Clearly, mobile is going to be the top-most factor in that direction.

**Data collected from April 2018 to April 2019**

indicates that mobile traffic accounts for 87.41 percent of the total traffic the Industry Giants receive in the Netherlands.







# ■ Organic Searches

# REPORT 2



# SERP Features

A Google SERP is a search engine results page and SERP features are the additional bits of information Google shows beyond its traditional results display. In a sense, Google SERP features are the natural evolution of the SERP interface.

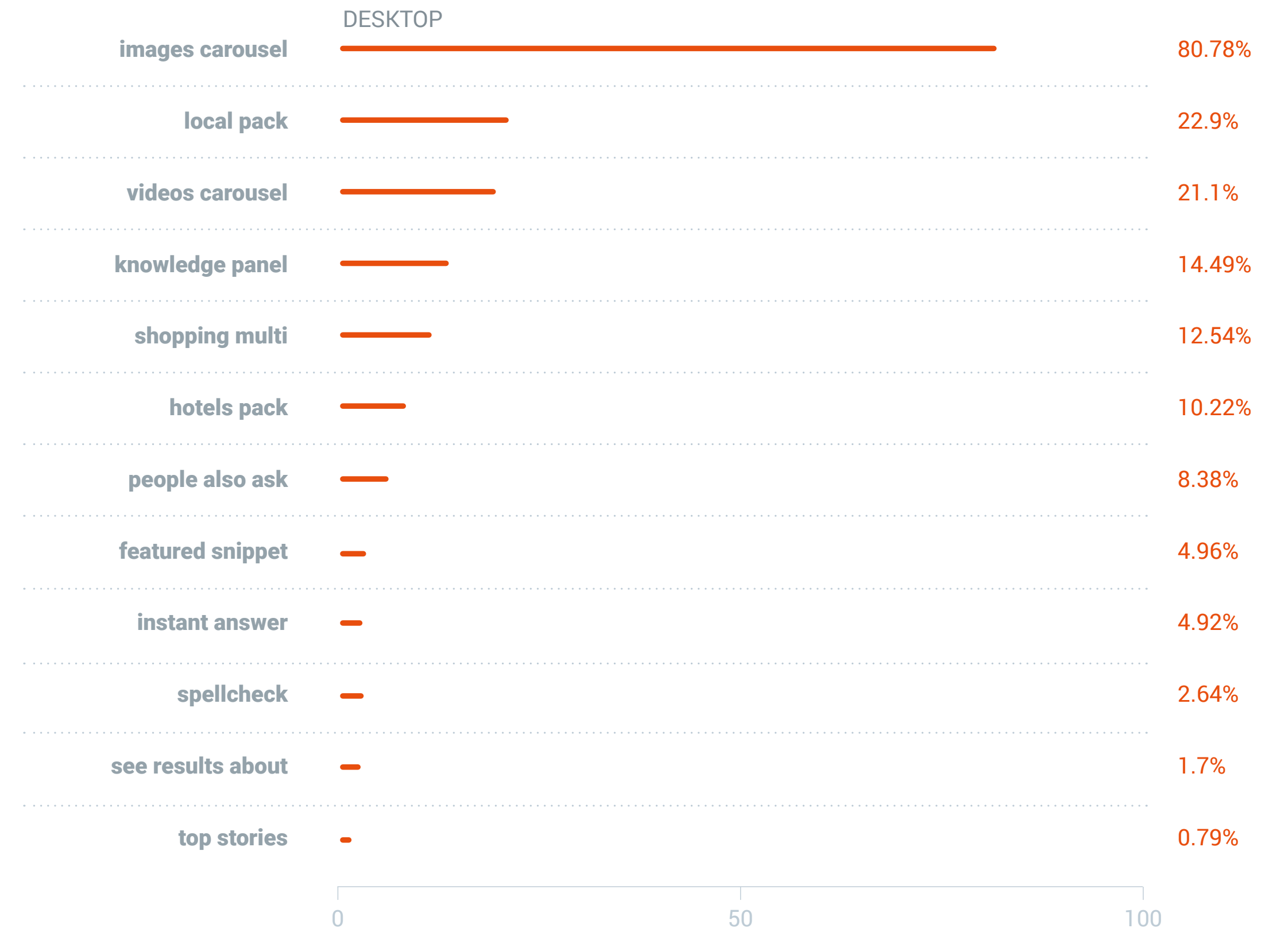
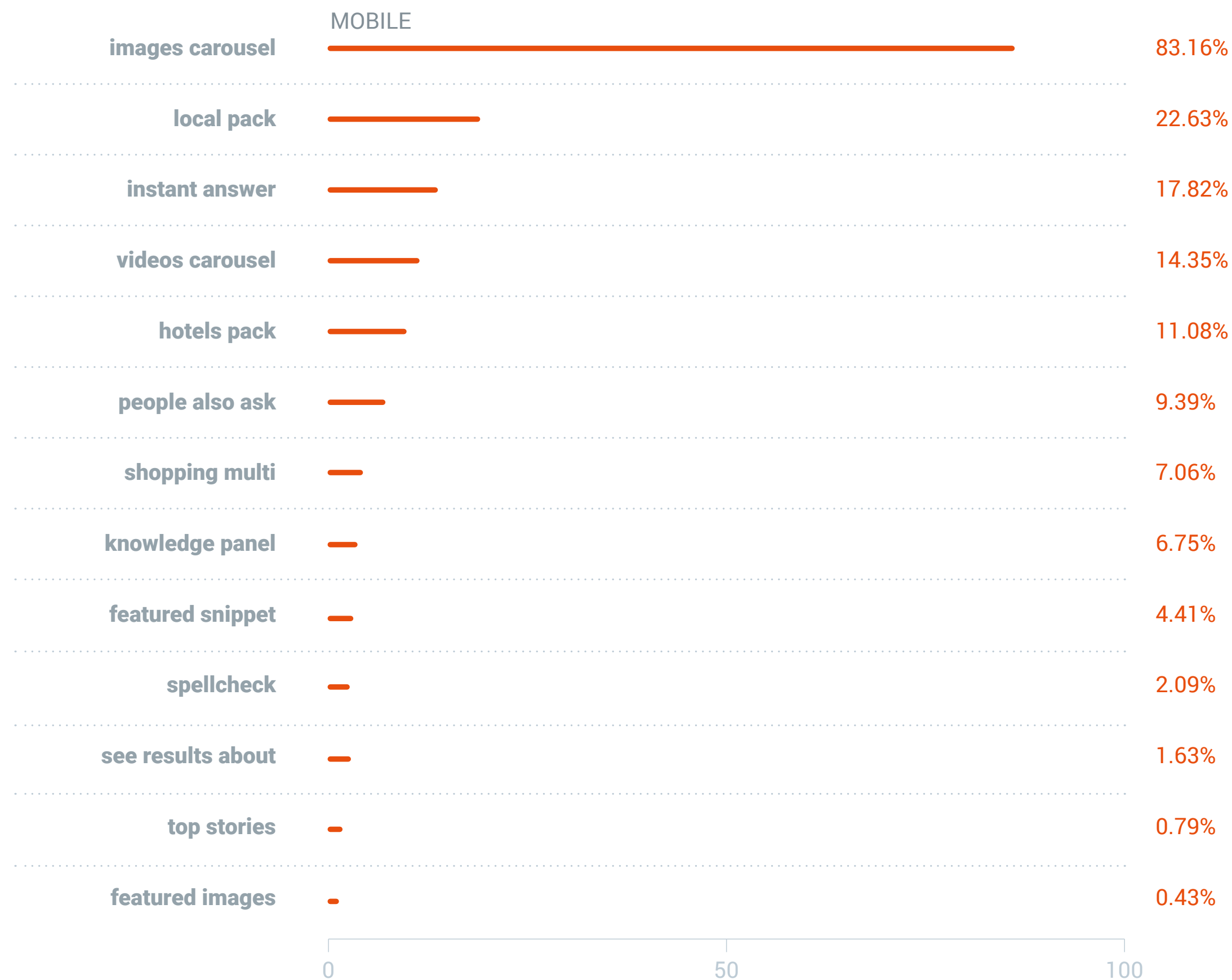
Our analysis of the SERP feature strategies that Dutch travel companies implement for their websites shows that most of them are trying to focus on a handful of SERP features. Among the most common SERP features on Desktop, images carousel clearly stands out. It appears in

searches for as many as 83% of all travel sites. Other, less frequently used, SERP features on Desktop include local-pack, answer box, video-carousel, and hotels-pack.

The mobile version of the same searches produces somewhat similar results. It appears that numbered-list and image-carousel are the top SERP features utilized by more than 80 percent of the Dutch travel companies on Google. Other features that follow include local pack, videos carousel, knowledge panel, shopping results, and hotels pack — though these features are relatively less

popular among travel sites in mobile searches.

SERP features can be a lot helpful once travel companies know how to utilize them in their organic marketing strategies. These features provide users with more context around their searches in a cleaner, more accurate, and more relevant way. Travel companies can make the most of these features by optimizing their sites to allow Google to better understand their content and feature them on the search engine results pages.





# Branded Versus Non-Branded Organic Search Traffic



Branded traffic is generated from keywords that contain a brand's name, such as "tripadvisor" and "tripadvisor hotels". When search engine users include a brand's name in their search queries and use the results to find a website, that traffic is categorized as branded traffic. Non-branded keywords, on the other hand, are any keywords related to a user's search intent. As such, they don't reference a brand's name or any part of it. Examples: "hotels" and "restaurant near me".

The percentage of branded traffic on Dutch travel sites is relatively small as compared to non-branded traffic.

Branded keywords happen to represent roughly 17 percent of the web traffic, whereas non-branded keywords make up about 83 percent of the overall traffic on Dutch travel sites. The major take away for marketers in the travel space is that they should focus more on analyzing non-branded keywords and figure out which keywords are generating the most traffic and are resulting in a healthy ROI. That being said, branded keywords are still important and they should not be factored out when developing SEO focused digital marketing plans for your website's organic promotion.





# Top Results for the 5 Most Popular Keywords

Popular keywords are the most frequently utilized keywords in Google. They are responsible for the most traffic travel websites generated from these search engines. The five most popular keywords that, according to our analysis, generate the most traffic for Dutch travel sites include hotels, camping, vliegtickets, cheap tickets, and vakantie 2019. These keywords appear to be fairly consistent on mobile and desktop searches in terms of their popularity and, more or less, the order of websites/landing pages that rank for them in mobile and desktop searches are also the same.

We can take a look at the landing pages that rank for these keywords, from the top spot down to the 10th position on Google SERPs. But,

generally, the results represent a mixture of platforms targeting Dutch travellers, from the Industry Giants to some less popular brands to Google's flight booking search service. What is important to note is that travel websites should focus more and more on these five keywords as they are currently the most popular and trendy terms that are generating the most traffic on Google Search. It's also worth considering that marketers and companies focusing on travellers in the Netherlands should factor these keywords in while strategizing for non-organic marketing channels. Using them in your search or display campaigns, for example, can help you gain more traffic and improve the chances of conversions.

## DESKTOP

	hotels	camping	vliegtickets	cheap tickets	vakantie 2019
1.	<a href="https://hotels.nl">hotels.nl</a>	<a href="https://anwbcamping.nl">anwbcamping.nl</a>	<a href="https://google.nl">google.nl</a>	<a href="https://cheaptickets.nl">cheaptickets.nl</a>	<a href="https://schoolvakanties-nederland.nl">schoolvakanties-nederland.nl</a>
2.	<a href="https://expedia.nl">expedia.nl</a>	<a href="https://vacanceselect.com">vacanceselect.com</a>	<a href="https://vliegtickets.nl">vliegtickets.nl</a>	<a href="https://cheaptickets.com">cheaptickets.com</a>	<a href="https://schoolvakanties-nederland.nl">schoolvakanties-nederland.nl</a>
3.	<a href="https://hotelspecials.nl">hotelspecials.nl</a>	<a href="https://campings.nl">campings.nl</a>	<a href="https://skyscanner.nl">skyscanner.nl</a>	<a href="https://skyscanner.nl">skyscanner.nl</a>	<a href="https://rijksoverheid.nl">rijksoverheid.nl</a>
4.	<a href="https://actievandedag.nl">actievandedag.nl</a>	<a href="https://roompot.nl">roompot.nl</a>	<a href="https://expedia.nl">expedia.nl</a>	<a href="https://cheapflights.com">cheapflights.com</a>	<a href="https://sunweb.nl">sunweb.nl</a>
5.	<a href="https://trivago.nl">trivago.nl</a>	<a href="https://eurocampings.nl">eurocampings.nl</a>	<a href="https://d-reizen.nl">d-reizen.nl</a>	<a href="https://onetravel.com">onetravel.com</a>	<a href="https://corendon.nl">corendon.nl</a>
6.	<a href="https://voordeeluitjes.nl">voordeeluitjes.nl</a>	<a href="https://vacansoleil.nl">vacansoleil.nl</a>	<a href="https://cheaptickets.nl">cheaptickets.nl</a>	<a href="https://expedia.com">expedia.com</a>	<a href="https://wettelijke-feestdagen.nl">wettelijke-feestdagen.nl</a>
7.	<a href="https://voordeeluitjes.nl">voordeeluitjes.nl</a>	<a href="https://roan.nl">roan.nl</a>	<a href="https://chaser.nl">chaser.nl</a>	<a href="https://cheapoair.com">cheapoair.com</a>	<a href="https://d-reizen.nl">d-reizen.nl</a>
8.	<a href="https://hotels.com">hotels.com</a>	<a href="https://eurocamp.nl">eurocamp.nl</a>	<a href="https://vliegwinkel.nl">vliegwinkel.nl</a>	<a href="https://edreams.com">edreams.com</a>	<a href="https://schoolvakanties-europa.nl">schoolvakanties-europa.nl</a>
9.	<a href="https://skyscanner.nl">skyscanner.nl</a>	<a href="https://yellohvillage.nl">yellohvillage.nl</a>	<a href="https://momondo.nl">momondo.nl</a>	<a href="https://hotwire.com">hotwire.com</a>	<a href="https://tui.nl">tui.nl</a>
10.	<a href="https://weekendjeweg.nl">weekendjeweg.nl</a>	<a href="https://zoover.nl">zoover.nl</a>	<a href="https://jetcost.nl">jetcost.nl</a>	<a href="https://hipmunk.com">hipmunk.com</a>	<a href="https://theresialyceum.nl">theresialyceum.nl</a>

## MOBILE

	hotels	camping	vliegtickets	cheap tickets	vakantie 2019
1.	<a href="https://hotels.nl">hotels.nl</a>	<a href="https://anwbcamping.nl">anwbcamping.nl</a>	<a href="https://google.nl">google.nl</a>	<a href="https://cheaptickets.nl">cheaptickets.nl</a>	<a href="https://schoolvakanties-nederland.nl">schoolvakanties-nederland.nl</a>
2.	<a href="https://expedia.nl">expedia.nl</a>	<a href="https://vacanceselect.com">vacanceselect.com</a>	<a href="https://vliegtickets.nl">vliegtickets.nl</a>	<a href="https://cheaptickets.nl">cheaptickets.nl</a>	<a href="https://schoolvakanties-nederland.nl">schoolvakanties-nederland.nl</a>
3.	<a href="https://hotelspecials.nl">hotelspecials.nl</a>	<a href="https://campings.nl">campings.nl</a>	<a href="https://skyscanner.nl">skyscanner.nl</a>	<a href="https://cheaptickets.com">cheaptickets.com</a>	<a href="https://sunweb.nl">sunweb.nl</a>
4.	<a href="https://trivago.nl">trivago.nl</a>	<a href="https://roompot.nl">roompot.nl</a>	<a href="https://expedia.nl">expedia.nl</a>	<a href="https://skyscanner.nl">skyscanner.nl</a>	<a href="https://rijksoverheid.nl">rijksoverheid.nl</a>
5.	<a href="https://actievandedag.nl">actievandedag.nl</a>	<a href="https://eurocampings.nl">eurocampings.nl</a>	<a href="https://cheaptickets.nl">cheaptickets.nl</a>	<a href="https://onetravel.com">onetravel.com</a>	<a href="https://d-reizen.nl">d-reizen.nl</a>
6.	<a href="https://nl.hotels.com">nl.hotels.com</a>	<a href="https://eurocampings.nl">eurocampings.nl</a>	<a href="https://d-reizen.nl">d-reizen.nl</a>	<a href="https://cheapflights.com">cheapflights.com</a>	<a href="https://wettelijke-feestdagen.nl">wettelijke-feestdagen.nl</a>
7.	<a href="https://voordeeluitjes.nl">voordeeluitjes.nl</a>	<a href="https://eurocamp.nl">eurocamp.nl</a>	<a href="https://chaser.nl">chaser.nl</a>	<a href="https://edreams.com">edreams.com</a>	<a href="https://m.corendon.nl">m.corendon.nl</a>
8.	<a href="https://voordeeluitjes.nl">voordeeluitjes.nl</a>	<a href="https://vacansoleil.nl">vacansoleil.nl</a>	<a href="https://momondo.nl">momondo.nl</a>	<a href="https://cheapoair.com">cheapoair.com</a>	<a href="https://schoolvakanties-europa.nl">schoolvakanties-europa.nl</a>
9.	<a href="https://weekendjeweg.nl">weekendjeweg.nl</a>	<a href="https://zoover.nl">zoover.nl</a>	<a href="https://vliegwinkel.nl">vliegwinkel.nl</a>	<a href="https://expedia.com">expedia.com</a>	<a href="https://tui.nl">tui.nl</a>
10.	<a href="https://skyscanner.nl">skyscanner.nl</a>	<a href="https://yellohvillage.nl">yellohvillage.nl</a>	<a href="https://budgetair.nl">budgetair.nl</a>	<a href="https://hotwire.com">hotwire.com</a>	<a href="https://consentscholen.nl">consentscholen.nl</a>



# ■ Advertising Trends

# PART 3

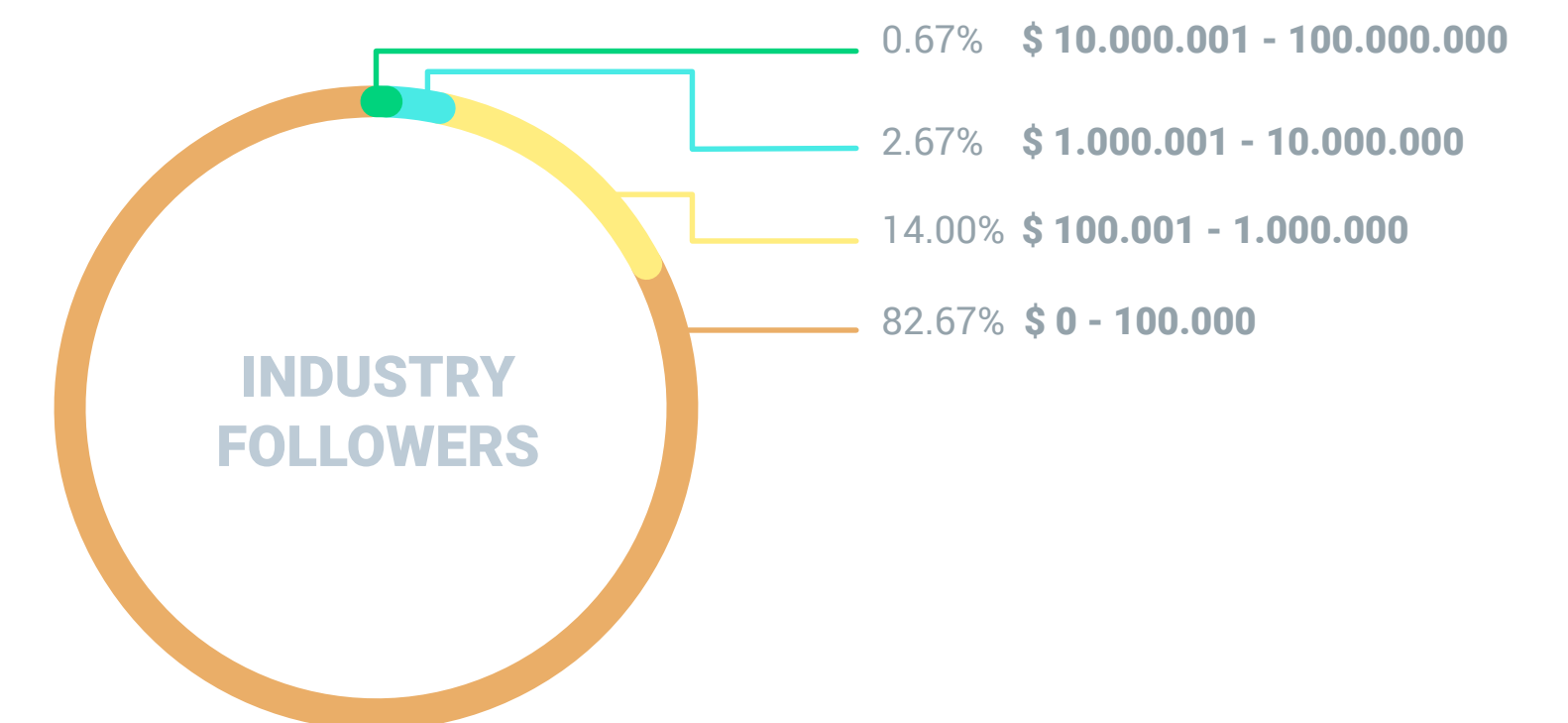
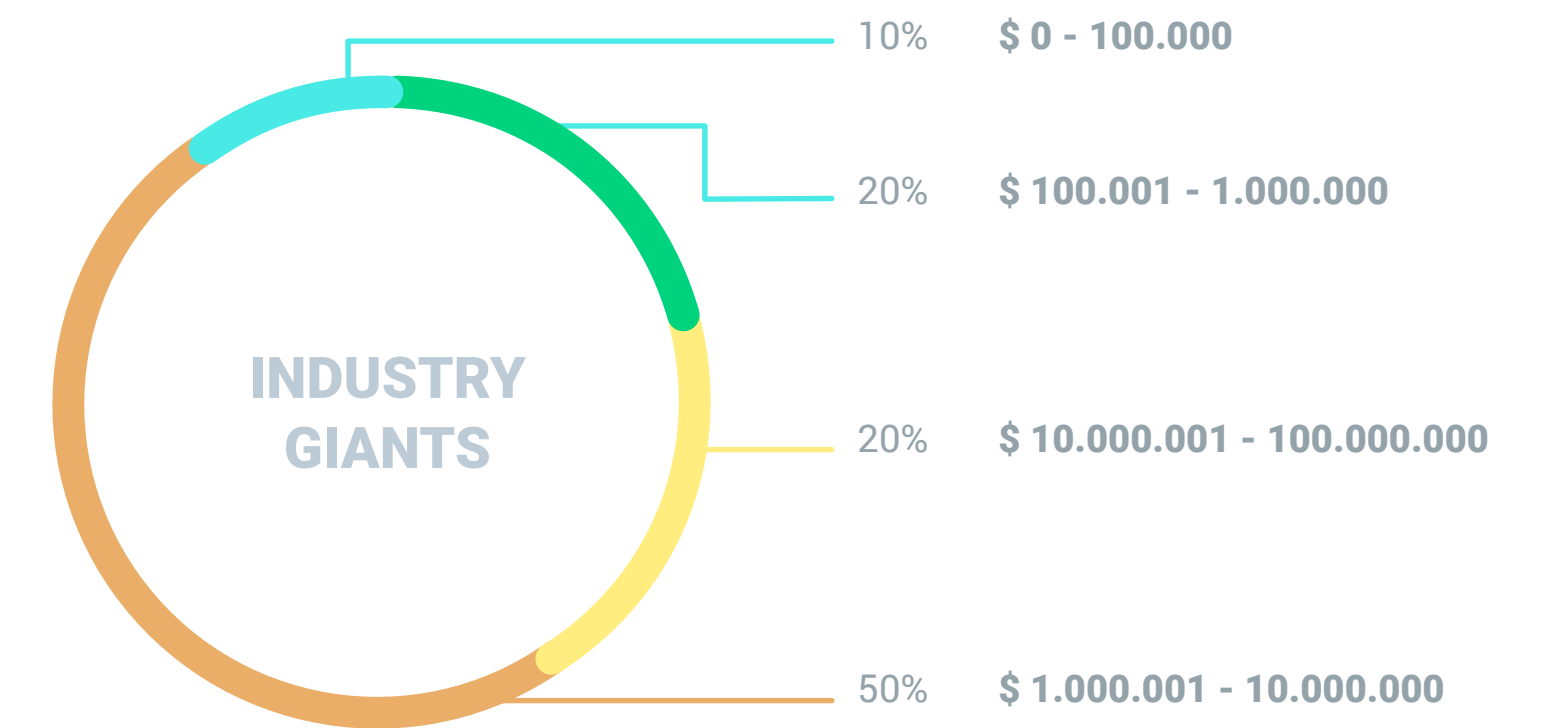


# Spend on Paid Search

The increasing interest of travelers in search engines to plan their trips has resulted in travel companies to allocate a greater portion of their marketing budgets for search engine advertising. According to [eMarketer](#), as much as 48% of all U.S. travelers begin planning their trips with a search engine. Another [study](#) from Google reveals that the internet accounts for over 74% of both leisure and travel planning. A large majority of these travelers (64% business travelers and 57% leisure travelers) claim that they always refer to search engines to start their travel booking and shopping process. Given these evolving scenarios in the online travel space, we can imagine how critical it has become for travel companies to have a robust paid search strategy in place. In the Netherlands, the state of the travel industry is not very different. As we analyze the total spend of travel companies in paid searches, the spend amount from individual companies ranges from a few thousand dollars to over a hundred million dollars per year.

The individual spends by industry giants mostly fall between 1-10 million dollars (that's about 50% of the big companies). On the other extreme, there are some industry giants that show a spending record as high as 100 million dollars and as low as less than 100 thousand dollars.

For Industry Followers, the data appears to be more skewed towards the lower end of the spend range. About 82.6 percent of all the 150 travel sites included in our analysis fell in the (spend) range of 0-100 thousand dollars. From a marketing perspective, it makes quite a bit of sense, since the majority of these companies are small-scale and don't have excessive free cash flows to spend on marketing. That being said, there are surely some anomalies to be noticed. For example, about 3 percent of the Industry Followers have invested in Paid Searches as much as the majority of Industry Giants. And, to our surprise, the marketing spend for one of these less known websites appears to have fallen in the range of 10-100 million, matching the advertising spend from the top two industry giants!





# SEMrush CPC map – Most Expensive Provinces

Cost per click is a bidding strategy in search advertising that refers to the actual price advertisers pay for each click they receive through their ad placements. Generally, the CPC varies from place to place or industry to industry. For the Dutch travel industry, we are noticing a somewhat similar situation. There are some provinces where the average CPC is more expensive than others. Of them, the three most expensive provinces are Flevoland, North Holland, and Utrecht where the 12-month average CPC remained \$1.32, \$1.34, and \$1.33, respectively.

On the other hand, there are some provinces, such as Zeeland, where the average CPC is as low as \$1.08. This is about 24 percent cheaper than the rate in North Holland, the most expensive province in the Netherlands. The other two less expensive provinces that follow are Limburg and North Brabant where the average CPC remained 1.26 percent, from April 2018 to April 2019.



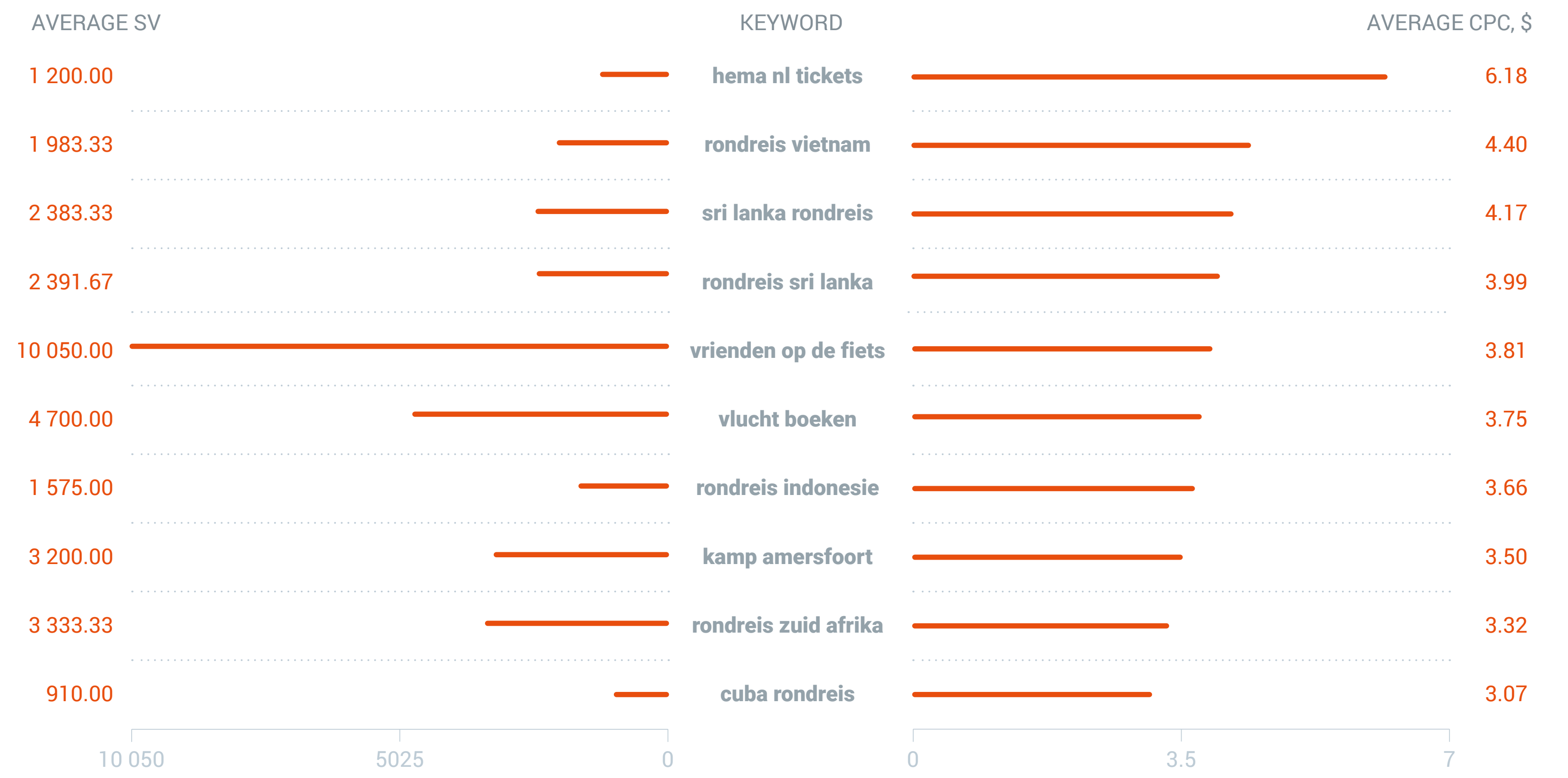


# Most Expensive Keywords

The most expensive keyword with the highest search volume happens to be hema nl tickets. It produces an average 1200 searches and costs an average \$6.18 per click! Rondreis vietnam, sri lanka rondreis, and rondreis sri lanka are the subsequent three most expensive keywords that fall in the CPC range of \$3.99 to \$4.40 and generate an average volume of 2252 searches.

Of the ten high-priced keywords arranged from the "most" to the "least" expensive order, 'rondreis zuid afrika' and 'kamp amersfoort' fall at the bottom, with an average CPC of \$3.32 and \$3.5, respectively. It's to be noted, however, that these keywords appear to be more attractive than most other highly expensive keywords in terms of their search volumes. What that essentially means is that advertisers betting on these keywords are likely to gain more traffic and achieve better conversion.

# EXPENSIVE





TITLES



DESCRIPTIONS



\* frequency

# Trigger Words Used in Search Ads

Getting people to click on your ad is not always easy, especially when the market is too saturated. Using a few words to motivate people to visit your site takes creativity. That's where the effectiveness of trigger words comes in. Advertisers can utilize these special words in their ad titles and descriptions to help them boost the CTR of their PPC campaigns.

As we look through the PPC campaign data, it turns out that travel companies in the Netherlands are using many trigger words to make their search ads look more appealing and click-worthy. The most popular of all trigger phrases used in the Search ad titles and descriptions appear to be "nl hotel" and "boek nu". In addition, the keyword "de beste" also appears very frequently in the titles and descriptions of the search ads put out by the Industry Giants and Followers.

Other important trigger terms include boekings en, en betalingstoeslag, and de beste. As we look at the frequency of these trigger words, it appears that they have been used in more than 90% of all the search ads rolled out during the period of April 2018 and April 2019.

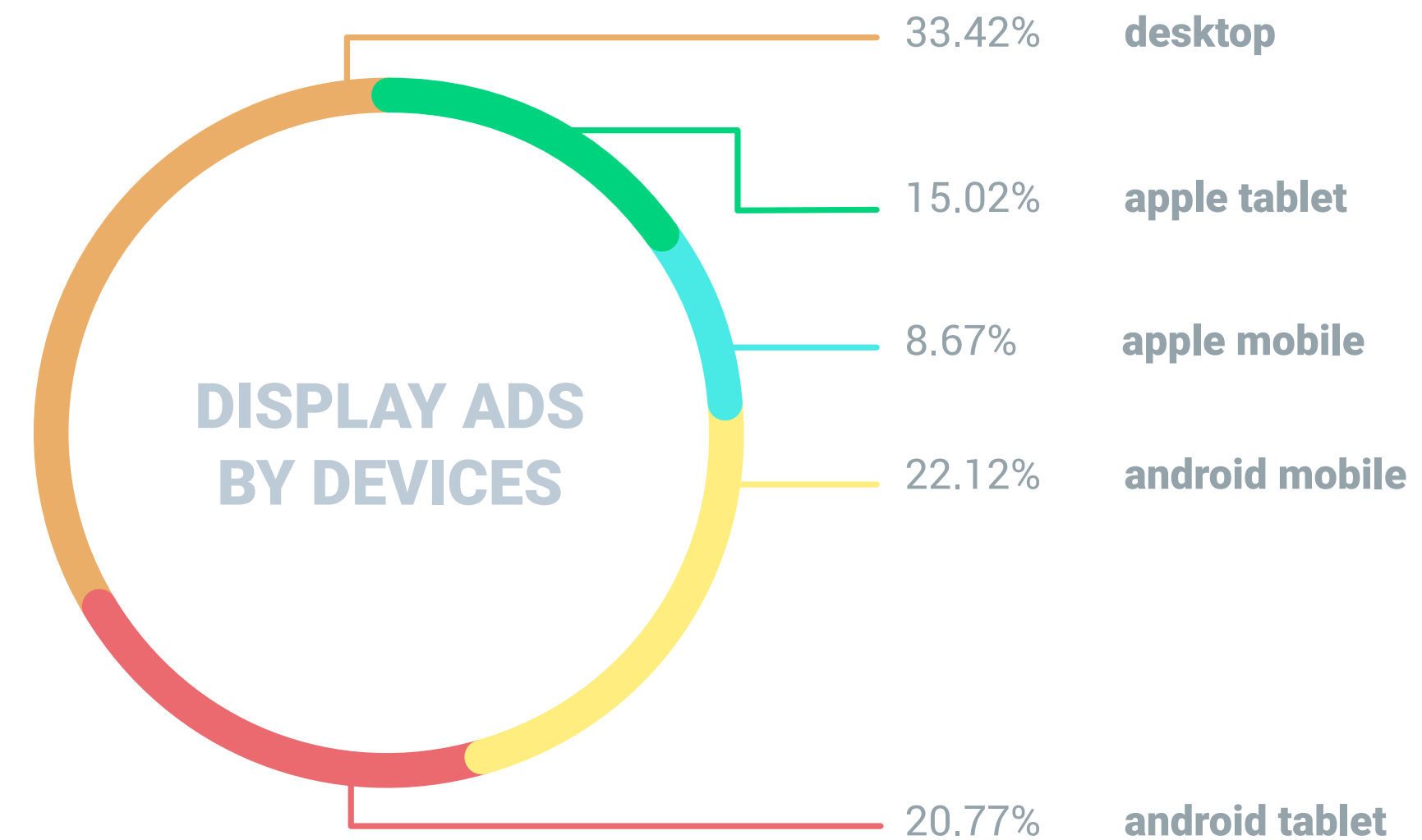
Looking at these trigger words and understanding how other travel companies are using them to leverage their PPC campaigns can help travel marketers create better and more competitive plans for their paid and organic campaigns. They may also come in handy as travel companies optimize their keywords and landing page copy for better conversion.



# Display Ads by Devices

Display ads are visually rich ads that are placed on networks of publisher websites on the internet such as Google Display Network and Facebook, etc. Generally, display ads can be seen on third-party websites in the form of image, banner, or text ads. With the proliferation of modern-day consumer devices and operating systems, the scope of display advertising has also dramatically increased. For digital marketers, it's worth knowing which devices are accounting for how much share of the display advertising pie.

As per our analysis of websites in the Dutch travel space, desktop still claims the largest share of the display advertising spend. It accounts for about 33 percent of all the display ads that were rolled out by travel companies during the period of April 2018 to April 219. Android mobile and Android tablet follow with about 22 percent and 21 percent shares, respectively. The remaining 26 percent (or so) of the display ads go to Apple devices – 15.02 percent to Apple tablet and 8.67 percent to Apple mobile, to be more precise.



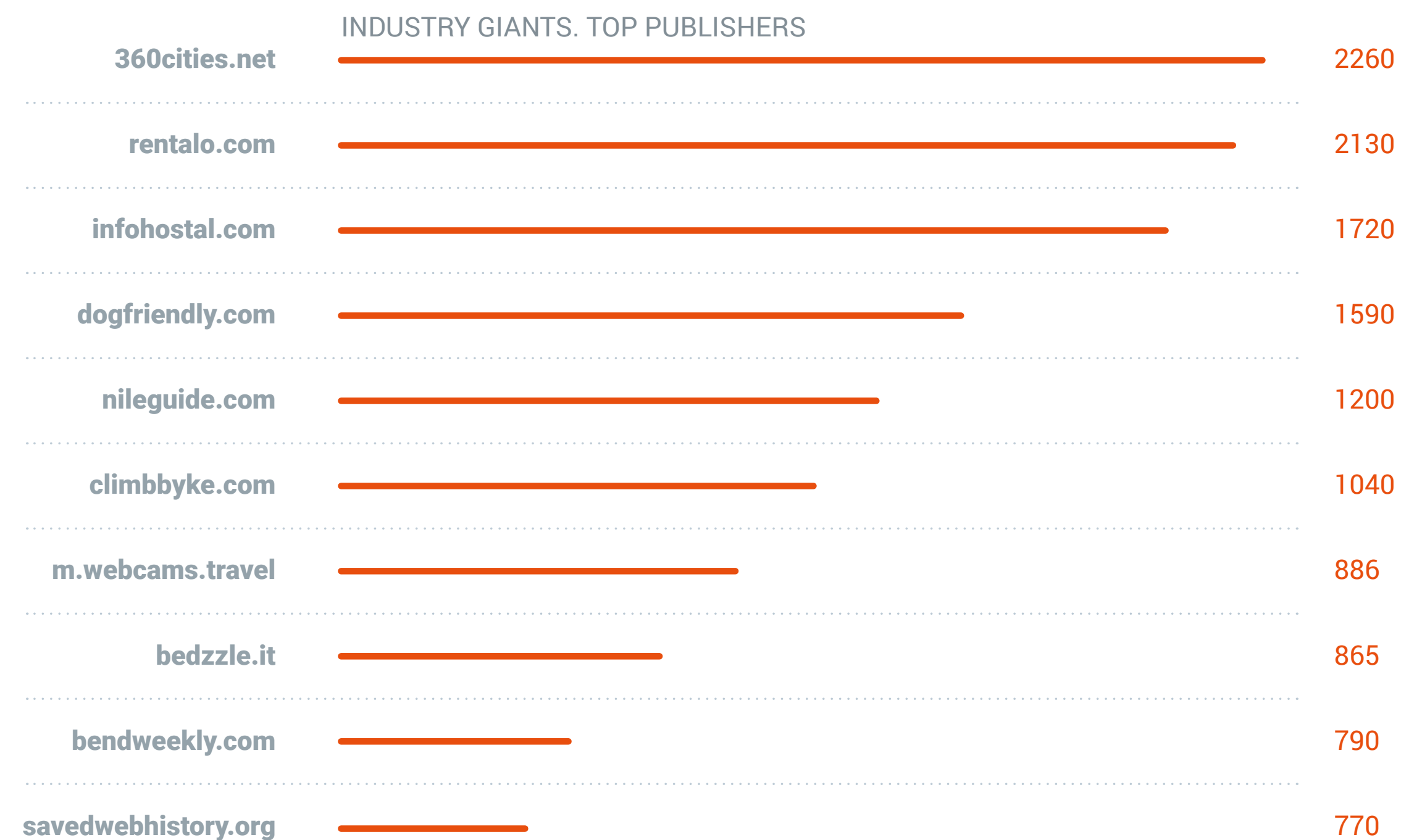
BY DEVICE



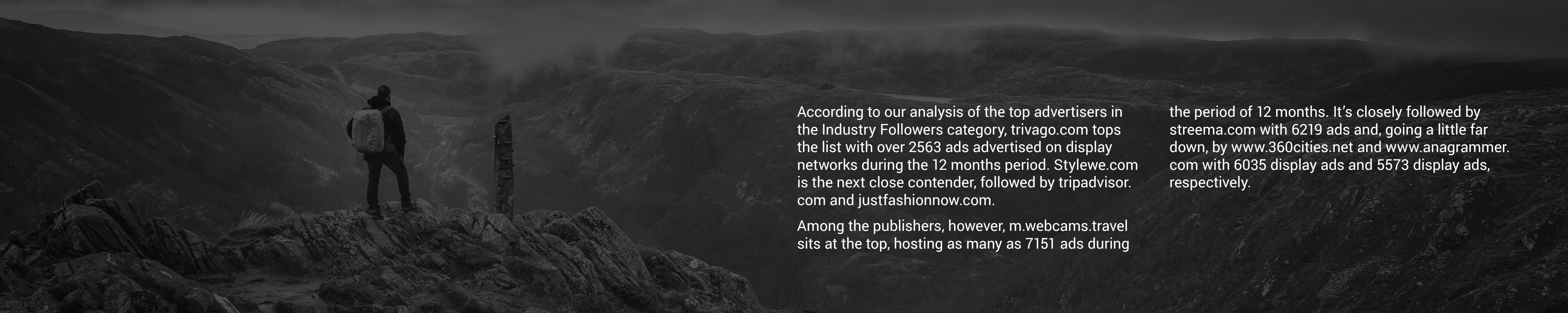
# Top 10 Publishers and Advertisers in Display Advertising

Display advertising network is a vast network. Clearly, not every publisher in the network can be relevant for every type of display ad. The audience of a website determine how relevant and useful the site will be for an advertiser to place a display ad on. Display marketing allows advertisers to specify the type of websites and resources that are relevant to their industries and targeted demographics. As we sifted through our data to analyze the strategies travel marketers implement in display advertising, we also learned about the top publishers that are hosting the majority of these advertisements on their platforms.

Among the industry giants, airchina.vn, trivago.com.br, and omintseguroviagem.com.br appear to be the top three advertisers in the display advertising space. They are ahead of all the other players, with each running as many as 8 different display campaigns to attract travelers' attention online. On the publishers' side, it seems that 360cities.net, rental.com, and infohostal.com are ranking at the top with their total number of ads adding to 2.26K, 2.13K, and 1.72K, respectively. It's to be noted that these figures represent the total number of display ads that were run on each of these sites during the 12 months period leading up to April 2019.





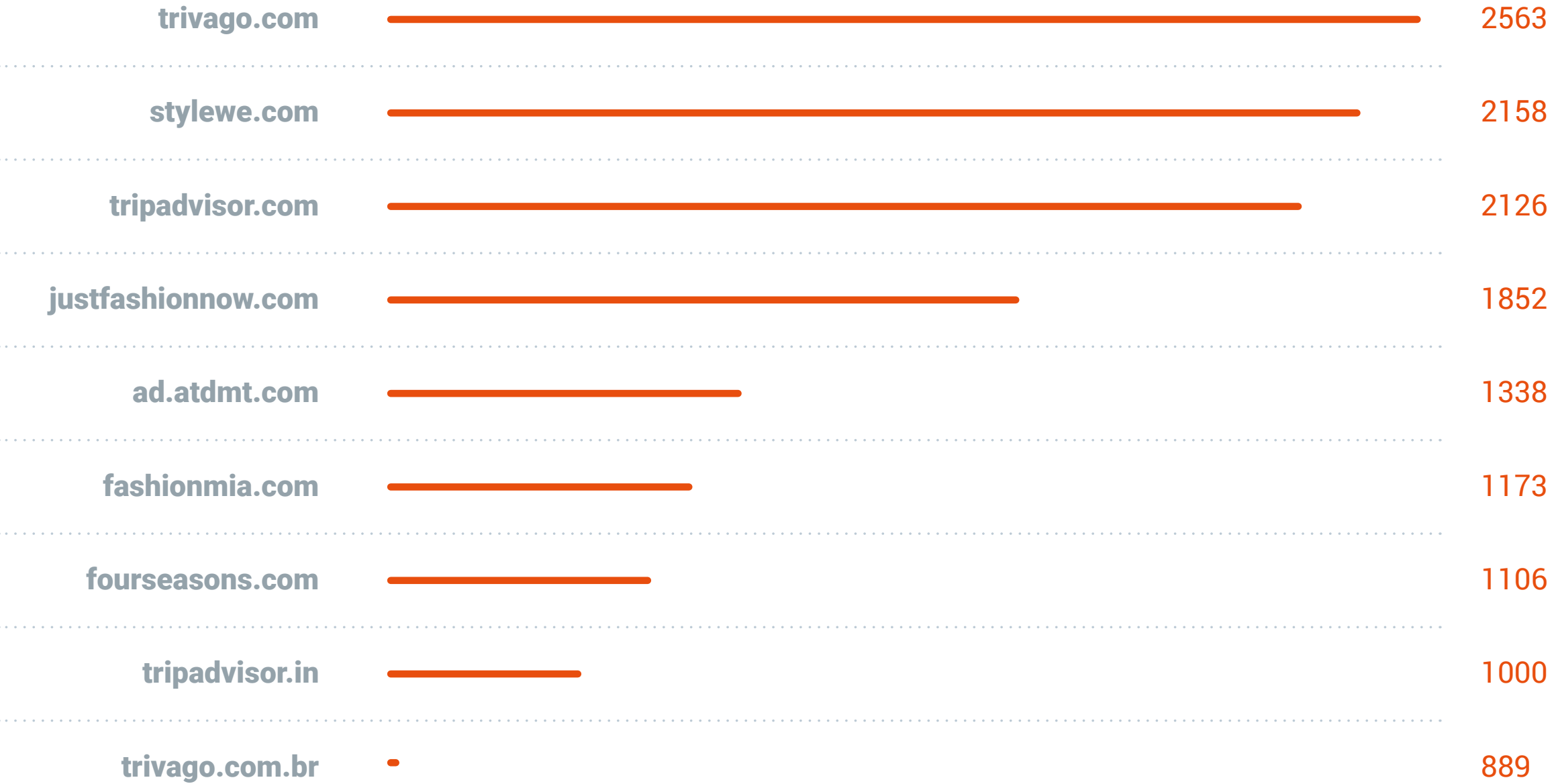


According to our analysis of the top advertisers in the Industry Followers category, trivago.com tops the list with over 2563 ads advertised on display networks during the 12 months period. Stylewe.com is the next close contender, followed by tripadvisor.com and justfashionnow.com.

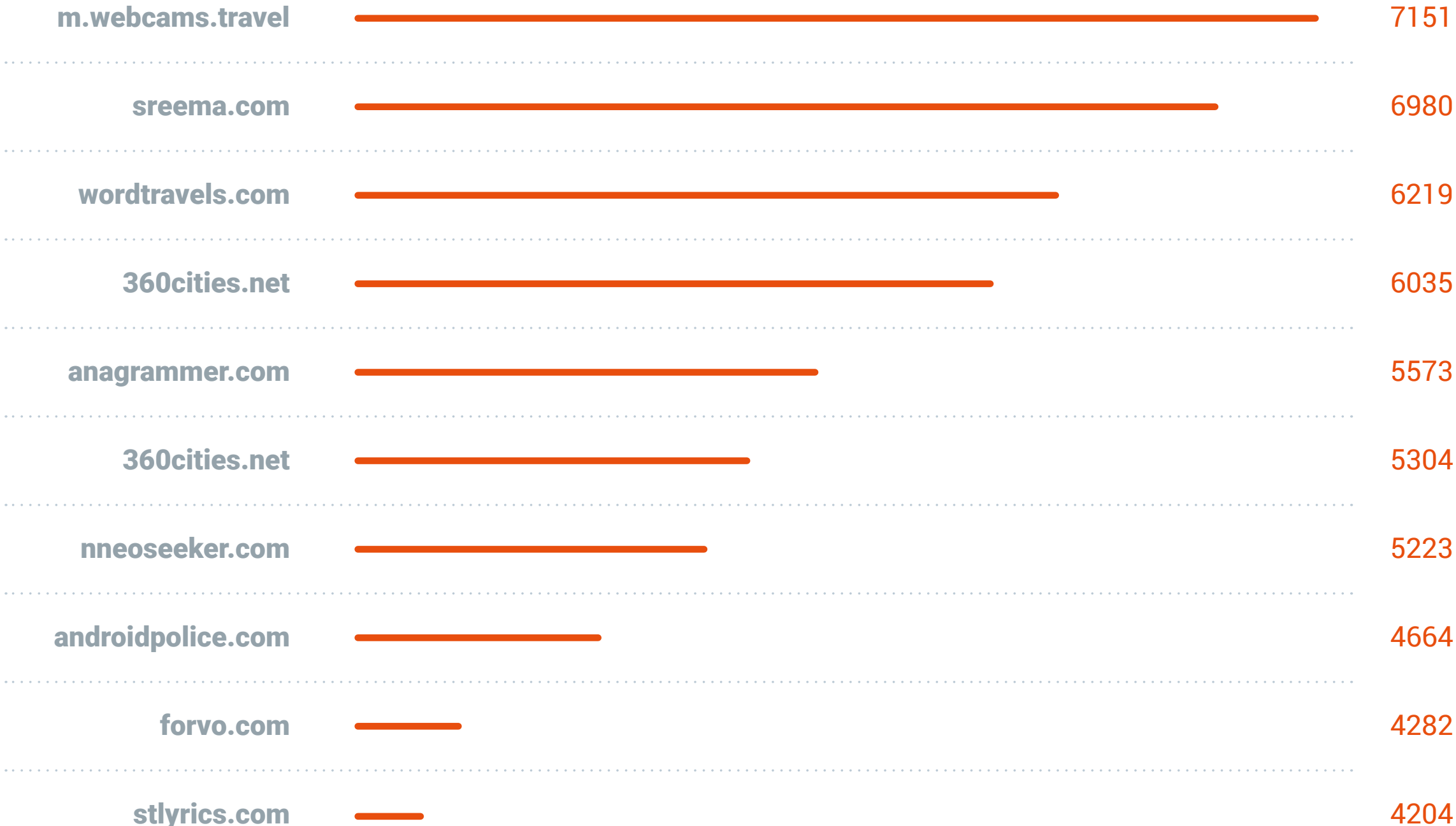
the period of 12 months. It's closely followed by streema.com with 6219 ads and, going a little far down, by www.360cities.net and www.anagrammer.com with 6035 display ads and 5573 display ads, respectively.

Among the publishers, however, m.webcams.travel sits at the top, hosting as many as 7151 ads during

INDUSTRY FOLLOWERS. TOP ADVERTISERS



INDUSTRY FOLLOWERS. TOP PUBLISHERS






A man with short hair and glasses is shown in profile, looking towards the left. He is wearing a dark-colored shirt. The background is a blurred interior space with warm, golden-yellow lighting, possibly from a window or a screen. The overall mood is professional and focused.

■ **Site Audit**

# PART 4



A person with a backpack looking at a mountain range.

**There is adequate room**  
for improvement when it comes to HTTPS  
(SSL protocol), website performance,  
conversion optimization, and other on-site  
factors.

# Summary of Key Travel Site Metrics

The on-page optimization factors play an essential role in the success and failure of any website on the internet. Search engines are the primary source of traffic for websites, but they have some specific guidelines in place as well that every website needs to abide by. Failing to conform to these guidelines may result in low search rankings or, at times, even strict penalties. Therefore, as a good practice, every website should aim to build a solid on-page foundation first and then consider moving on to the off-page marketing phase.

Our analysis of travel websites that cater to the Dutch audience reveals some meaningful statistics about the overall health and performance of these websites. We factored both the Industry Giants and Industry Followers in our audit and gave them average scores on a scale of 1-100 for various on-page optimization factors. Accordingly, we found out that the average health scores of both the Industry Giants and Followers do not look very impressive (at 58.23 and 62.4, respectively.) The health score is calculated based on the ratio of the website issues to the number of performance checks, which basically tells us how, in general, these websites are faring in terms of the on-site SEO factors.

Another key metric is the website speed. Sure enough, travel websites have a lot of potential for performance optimization as we look at the scores. **The average speed score of 0.66 for Industry Giants and 0.62 for the Industry Followers** is way below the desired standard. According to [Google](#) data, website visitor bounce rate goes up to 123% as webpage load time increases from 1 to 10 seconds. Another most recent research by [Akamai](#) indicates that a two-second delay in page load time may increase the bounce rate by more than 100%. Therefore, improving the page speed is a much-needed action that will not just help improve the SEO score of travel websites but also reduce their bounce rate.

We have also noticed that there is adequate room for improvement when it comes to other on-site factors such as HTTPS (SSL protocol), website performance, and conversion optimization, etc. Both the Industry Giants and Industry Followers can focus on addressing these issues and fine-tune their websites for search engines and human users to help them achieve better rankings and improved ROI.



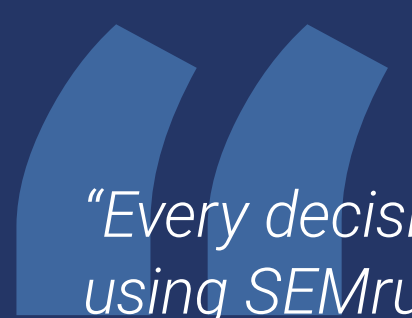


■ **Success Stories**

**PART 5**



# Booking.com



*“Every decision that Booking.com makes has to be backed by data. We have been using SEMrush since 2012 and it has helped us look more strategically at how we could strengthen our global presence in organic search and significantly grow our organic traffic since then.”*

Leonardo Saroni, Senior Product Owner, Booking.com



## About Booking.com:

Established in 1996 in Amsterdam, Booking.com has grown from a small Dutch startup to the largest travel e-commerce company in the world. Part of Booking Holdings Inc., Booking.com as of May 2018 has more than 15,000 employees in 198 offices, in 70 countries worldwide.

The Booking.com website and mobile apps are available in over 40 languages, offer more than 28,506,187 total reported listings, and cover 131,381 destinations in 228 countries and territories worldwide. Every day, more than 1,550,000 room nights are reserved on the platform.







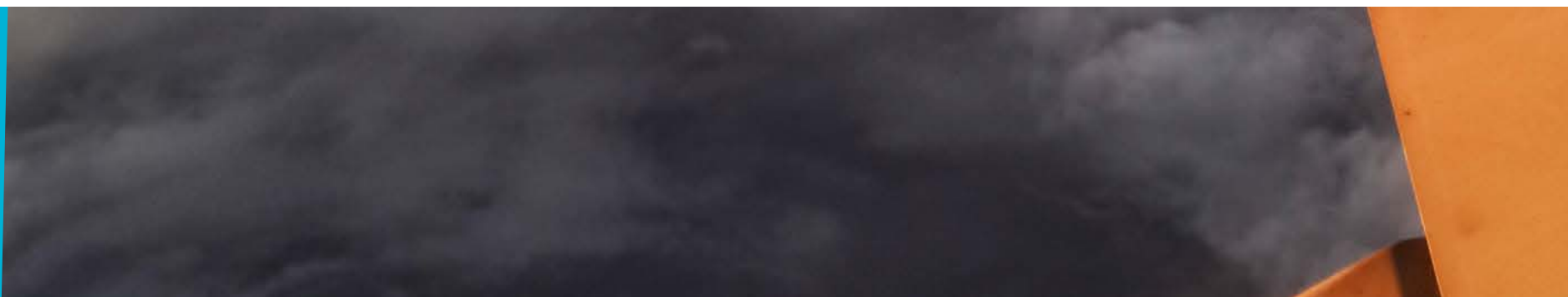
*The competition is really tough. It's getting harder to compete for the top 3 positions when it comes to the most popular KWs. You have to really deep dive into keyword research to find those untapped opportunities. SEMrush helps us get to the very bottom of it to identify new type of terms can really help to drive the demand."*

James Gibbons, Growth Manager, Skyscanner



## **About Skyscanner:**

Skyscanner is a leading global travel search site, a place where people are inspired to plan and book direct from millions of travel options at the best prices.





# Conclusion

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We're halfway through 2019 and have already seen the continued digitization of everything. Companies, big and small, are making paradigm shifts in how they have been looking at marketing all along. Although traditional marketing will not lose its relevance any time soon, it cannot be more obvious that digital marketing has taken every industry by storm. The reason is simple: businesses go where their customers lead them to and not the other way around.

The state of affairs in the Dutch travel industry is a reflection of how travel companies, in general, are trying to make the most of this digital

transformation. As we move forward, there is a whole lot of things to be expected in 2019. But one thing is obvious about the travel industry as it's about every other industry: Change will be the rule, not the exception.

So in order to help you prepare, we attempted to analyze the state of the Dutch travel industry in digital marketing and compiled this data-driven guide. We are going to wish you good luck with the hope that the numbers, charts, and graphics provided inside this report will help you refine your strategy for 2019 and beyond.

***Best wishes for successful business!***





## **We love your feedback!**

Was this guide helpful? Is there anything else about Fashion Study that you are interested in? Drop us a line at [int-marketing@semrush.com](mailto:int-marketing@semrush.com) and share your ideas!