

# Beyond Borders

How Digital Marketing Is  
Redefining The Future Of  
Travel & Tourism

ZOMA



Hi I'm  
**David Kieran**  
Managing Director, ZOMA





New Office



Team of 10



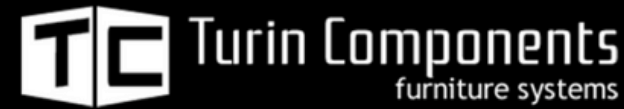
Ireland's Largest Shopify & Wix Partner



# AWARD WINNING AGENCY

- **Louth Overall Business Of The Year**
- **Best Place To Work**
- **National Workplace Wellbeing Award**
- **#1 Brand Agency Ireland**





Wix Partners



# You may have heard about munchd...

- New online food ordering platform, powered by ZOMA
- Lowest Transaction Fee On The Market (1.4%)
- Own 100% Of Your Customer Data
- Featured on **Newstalk** and **Irish Times**



Travel is an extremely competitive sector and it remains a buyer's market.

So destination marketers have their work cut out to ensure they are on the consideration list and attract inbound tourism.



# The most popular ways that people book travel tickets for trips are:



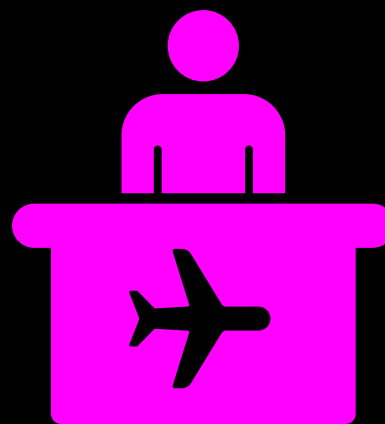
**39%**

**Online  
Travel  
Agencies**



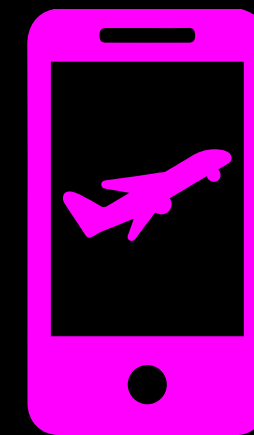
**30%**

**Airline  
Or Hotel  
Websites**



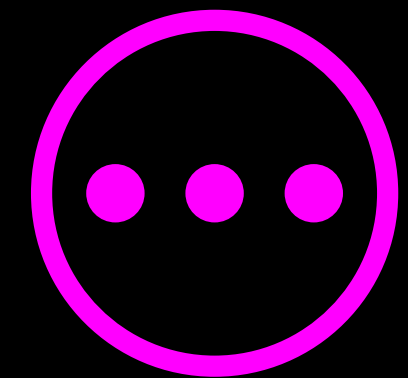
**12%**

**Traditional  
Travel Agent**



**10%**

**Mobile  
Apps**



**9%**

**Other  
Methods**

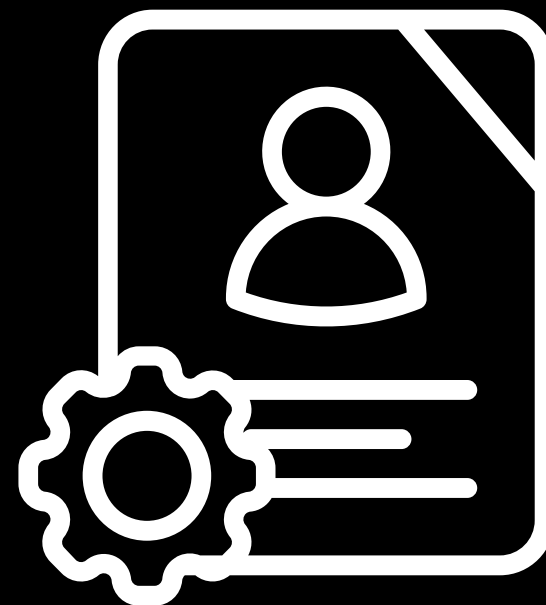


How?  
technology  
has impacted  
the tourism  
industry

Online Bookings



Mobile Apps



Personalisation



Virtual Reality

1.

7 Million

Tourists to Ireland in  
first 3 months of  
2024.

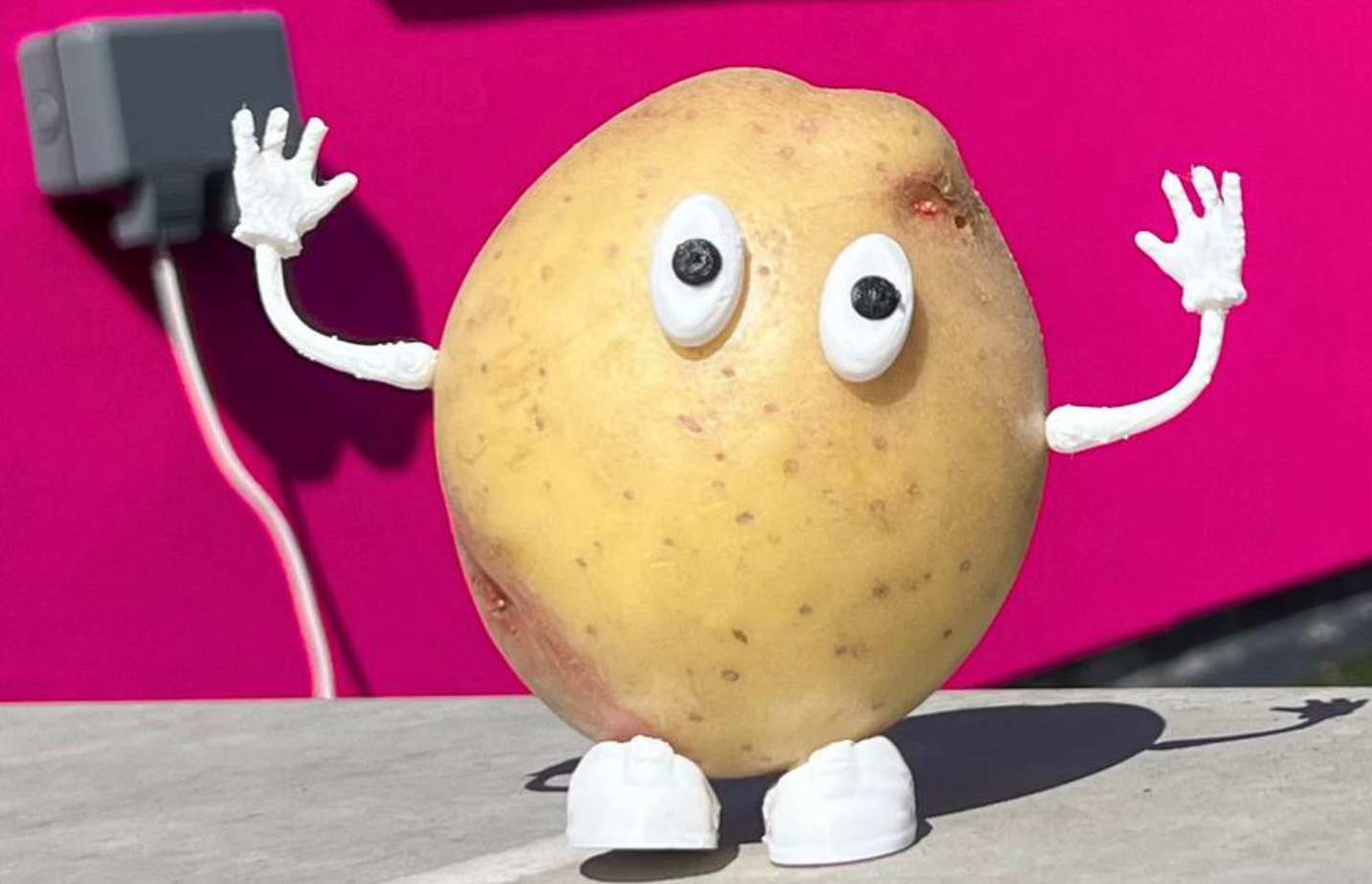


(ITIC, 2024)

# 5.3 Billion

From Overseas Visitors In 2023

# Why The Spud?



Z O M A

**Brand Story**

**User Generated Content (UGC)**

**Rotten Spuds**

**Fake Spuds**

**Potato Salad**

**Z O M A**

A studio setting featuring a white umbrella light fixture in the upper center. In the foreground, three small, yellow, potato-shaped figurines with black hats and shoes are arranged on a white table. The background is a dark, out-of-focus studio environment.

**Brand**

**Story**









**O'DONNELLS**  
*of Tipperary*

**Did You Notice Any  
Similarities In The Videos?**



# The Untold Story





# Gravediggers Dublin



# BBC removes Dragons' Den episode over businesswoman's 'unfounded' ME cure

Campaigners said Giselle Boxer's claim 'ear seeds' helped her recover from a condition with 'no known effective treatment' was 'dangerous'

Telegraph Reporters  
25 January 2024 • 9:23pm

# BBC DRAGONS' DEN

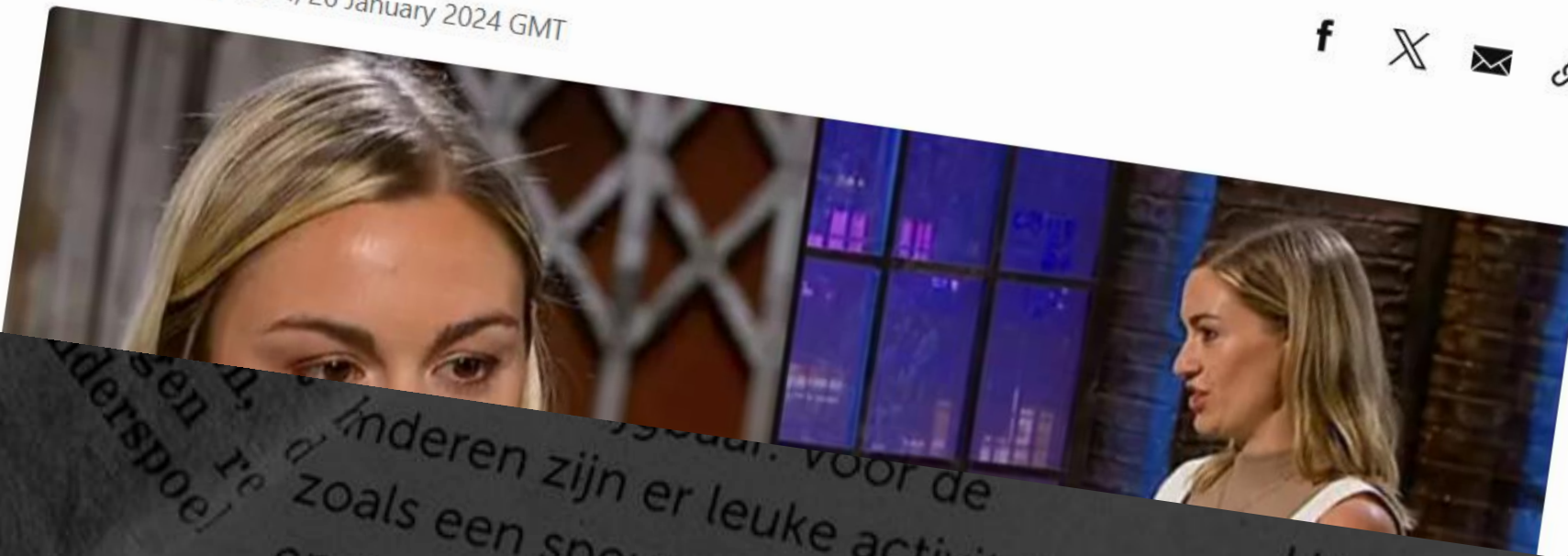
## BBC pulls Dragons' Den episode after 'unfounded claims' product could cure ME

The pitch for an acupressure device received a historic six offers from the Dragons - but ME campaign groups have voiced concerns it included "unfounded claims" that the product could cure the chronic illness.

## BBC forced to pull Dragons Den episode over safety fears of product that made history

 Olivia Burke

Published 8:30, 26 January 2024 GMT  
| Last updated 12:04, 26 January 2024 GMT



Watch the [video](#)

The image shows two oranges on a reflective surface in a recording studio. The orange on the left has a simple face drawn on it with black marker. The orange on the right has a more detailed face with long eyelashes and a slightly open mouth. Two large professional microphones are positioned above them, and the background is filled with blue acoustic foam panels.

**71% of people**  
are more likely  
to purchase  
when referred  
by social media

**People Buy**

**From People**



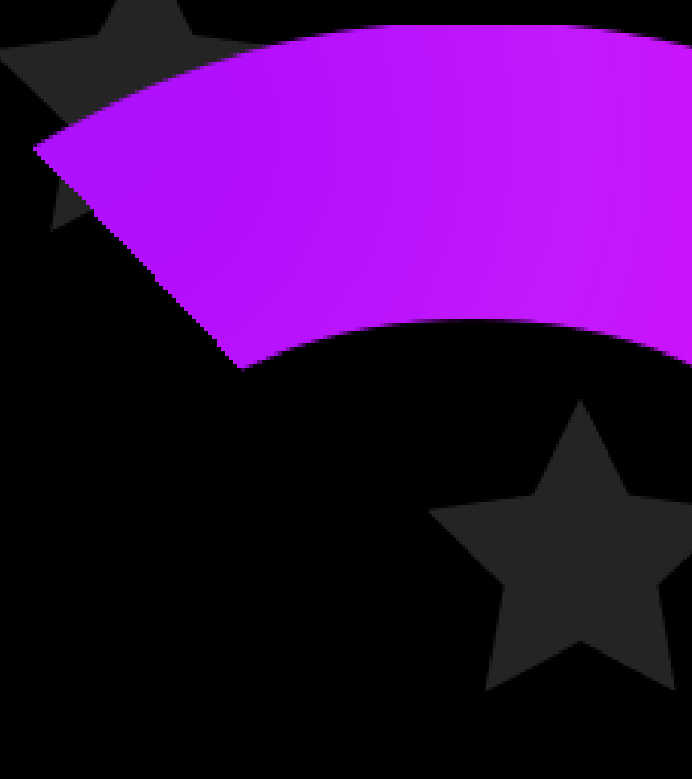
ENERGY SPACE  
WITH ENTHUSIASM AND CREATIVITY

standing  
ParkSt  
rd-Wi  
gency  
space filled with enthusiasm  
am lead the way, unleashing wild ideas  
together while enjoying the journey

**UGC &**

**Reviews**

# The Importance Of Reviews



95%

of travellers check reviews when  
planning their trip



82%

of people filter out hotels/restaurants with  
an average rating below 4 stars

Consumers perceive  
ratings closer to a  
perfect 5 stars as

**too good to be true**



**Rated 4.3 Stars  
On TripAdvisor**

FOUR SEASONS HOTEL



 **TikTok**

*Strandfield*



# crocs™

# #MyCrocsEra



**crocs** ✓

Crocs

Follow

57 Following 454.5K Followers 3M Likes

If you ain't 🍌 you ain't 🍌

[Crocs.com](https://www.crocs.com)

How Crocs leveraged user-generated content to capitalize on its Gen Z fanbase

Videos

🔒 Liked



▶ 39K

When being competitive a...



▶ 38.8K

Karol G X Crocs drop is go...



▶ 32.3K

The happy dance is a MUS...



▶ 50.6K

The Crocs that get it.. get i...



▶ 48.8K

Father vs. Son Clog vs. Sa...



# STANLEY

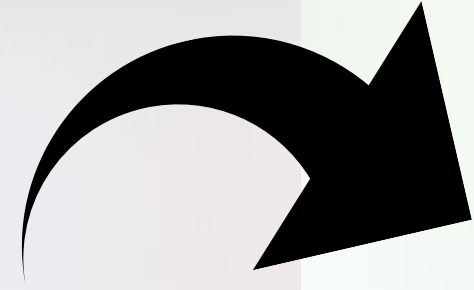
'Prime advertising': Woman shows Stanley cup untouched after car fire. It still has ice

## A Stanley Cup Was The Only Item To Survive A Devastating Car Fire—Ice And All

"Never understood the Stanley hype until now."



Even After A Car Fire, Stanley Cups Will Still Have Ice Cubes



**Rotten**

**Spuds**



### Ryanair in Hot Water Over Social Media Post That Mocked its Own Cabin Crew

BY MATEUSZ MASZCZYNSKI  
27TH JANUARY 2022



### Ryanair under fire for 'disgraceful' tweet to Jadon Sancho as Steven Bartlett says airline has 'no class'

The airline sent a tweet to the Manchester United footballer moments after the England World Cup squad was announced

**RYANSWEAR** Budget airline Ryanair sparks fury with tweet labelling French football team "cheating b\*\*\*\*\*ds"

Engage with the negative don't hide!





201  
0

# Hunky Dorys

Irish rugby chiefs' fury over 'sexist Hunky Dorys ad'



Hunky Dorys sponsors of Gaelic football

NEWS

POLITICS

FOOTBALL

CELEBS

TV

SHOPPING

ROYALS

## Advertising watchdogs ban GAA's raunchy ad campaign

# Hunky Dorys

**MEDIA & MARKETING** | Crinkle it! Humour makes a welcome return to advertising

Whoever said laughter is the best medicine may well have been right



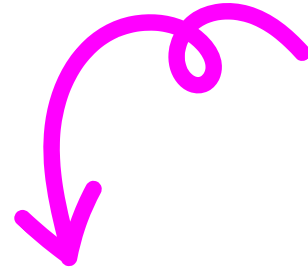
Christie the Crinkler, the hero of the Hunky Dorys ad campaign, is played by comedian Darren Conway



Watch [Video](#)



**Is This Potato  
AI Generated?**



**Fake  
Spuds**

ZOMA  
*Hotel*





**ZOMA**  
*Hotel*

**Contactless Check-In**

**Housekeeping Room Assignments**

**Inventory Management**



**ZOMA**  
*Hotel*

**Guest Preferences**

**Predictive Analytics**

**Virtual Assistants**



# ZOMA's Top 5 Ai



**ChatGPT**

Picks



Google AI



AdCreative.ai



Seona

**—zapier**







**Potato**

**Salad**



# TRIPLE A FOOD TOURS

- est 2018 -





**Mo Chara  
x  
New Balance**

If I was your  
marketing  
manager...

Where would I begin?



The logo for ZOMA is displayed in a bold, red, sans-serif font. The letter 'O' is stylized as a circular arrangement of four red segments. The entire logo is enclosed within a thin red rectangular border. The background of the slide is black with a pattern of red diagonal lines.

ZOMA

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