

## Data-Driven Digital Marketing Strategies for Global Tourism: A Framework for Growth

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### **Abstract:**

The tourism industry is at a pivotal point where digital marketing strategies play a crucial role in driving visitor engagement and increasing international tourism. This paper outlines the development and implementation of data-driven digital marketing strategies for global tourism. It focuses on the segmentation of key markets, the creation of tailored content pillars, and the execution of multi-channel campaigns aimed at increasing brand awareness, engagement, and conversion. By analyzing real-world market clusters and leveraging key marketing tactics, this paper provides a comprehensive framework for tourism stakeholders to boost their digital efforts and succeed in a competitive global tourism landscape.