



# A STUDY ON DIGITAL MARKETING IN TOURISM AT EPIC HOLIDAY

Mr. V. Vishal<sup>1</sup>, Dr. S.N. Kanagarathinam<sup>2</sup>

Final Year MBA, Department of Management Studies, E.G.S. Pillay Engineering College, Nagapattinam, Tamil Nadu<sup>1</sup>

Assistant Professor, Department of Management Studies, E.G.S. Pillay Engineering College, Nagapattinam,

Tamil Nadu<sup>2</sup>

**Abstract:** The rapid spread of digital technologies has fundamentally transformed the global tourism industry. Tourism companies are quickly shifting their marketing & promotion activities from the traditional offline channels to dynamic digital channels, creating revolutionary changes in consumer behaviour, brand engagement and sales conversion. The project study “A Study on Digital Marketing in Tourism an Epic Holidays” in aimed at exploring and evaluating the role of digital marketing strategies in the tourism sector. Epic Holidays is a leading travel and tourism company based in Nagapattinam and has been taken as the reference organisation for the study. The research examines various facets of digital marketing in the tourism sector including Search Engine Optimization (SEO), Social Media marketing, Email Marketing, Content Marketing and Online Booking platform management. The Findings show that most today’s travellers prefer to use digital platforms for travel research, planning and booking and the social media platforms, such as Instagram, Facebook, and YouTube play a significant role in influencing travel decisions and brand perceptions.

**Keywords:** Digital Marketing, Tourism, Epic Holidays, Social Media Marketing, SEO, Instagram, E-Tourism, Tamil Nadu, Travel Industry, Online Booking

## 1. INTRODUCTION

### 1.1 Overview of the Tourism Industry.

India's tourism sector has demonstrated remarkable resilience and growth momentum in the post-pandemic era, with the Ministry of Tourism reporting a sharp recovery in both domestic and outbound travel demand from 2022 onwards. Tamil Nadu has emerged as a critical source market for international outbound tourism, driven by a growing middle class, rising disposable incomes, and a strong cultural appetite for pilgrimage-based, leisure, and experience-oriented travel. The emergence of online travel aggregators (OTA) such as MakeMytrip, ClearTrip and Yatra alongside global platforms like Booking.com and Expedia has intensified competition while simultaneously expanding market access for regional travel operators willing to embracing digital strategies.

### 1.2 The Digital Transformation of Travel Marketing:

Digital Marketing has emerged as the dominant paradigm for consumer acquisition and brand building in the modern travel industry. Unlike traditional marketing channels an print advertisements, television commercials, trade exhibitions are digital marketing offers travel companies the ability to target highly specific audiences’ segment, measure campaign performance in real time and engage with potential customers through interactive, multimedia-rich content. Social media platforms such as Instagram, Facebook, and YouTube have become virtual travel inspiration hubs, where millions of users discover destinations, compare packages, and seek peer recommendations before making purchasing decisions.

### 1.3 Role of social media and online booking platforms

Social media those highly addictive black holes we all get sucked into you are far more than just glorified social platforms and ways to come together through digital interconnection for touch between each other. Instagram, with its immersive and visual-first approach to content creating an aesthetically pleasing experience that immediately grabs a user’s attention, can be the perfect fit for destination marketing as the travel niche on this platform has been consistently one of the top-ranking topics, producing the best engagement rates through an abundance of beautiful photography and memorable storytelling. Even more so, YouTube and emerging short-form video platforms like Instagram Reels & YouTube Shorts have radically democratized destination storytelling by enabling small to medium-sized travel agencies and local tour operators to create professional-grade stunning video content. It can compete nationally for reader attention and democratizes access to the space allowing a variety of voices to convey their unique travel experiences via vibrant, visual media.



## **2. COMPANY PROFILE – EPIC HOLIDAYS**

### **2.1 Company Overview**

The company Epic Holidays has its headquarters in Nagapattinam, Tamil Nadu, and focuses on being a Travel and Tourism provider globally. With a focus on providing international and Domestic travel services that are accessible, comfortable, and memorable, Epic Holidays has developed a strong operational base and expanded with additional service points in Kochi (Kerala) and Dubai (UAE). With its Dubai Location, Epic Holidays serves as a Destination Management Company (DMC) for the UAE and can provide Indian travellers visiting that area with all their in-destination needs.

### **2.2 Services Offered**

The company service portfolio is comprehensive, encompassing both domestic and international travel products. Core offerings include:

- International tour packages to travel locations such as Dubai, Maldives, Singapore, Thailand, Vietnam, Malaysia and Europe.
- Domestic Pilgrimage and Leisure Packages Across the entire Country of India that include specialty packages which emphasize the temple circuit in South India.
- Visa assistance for Indian passport holders, including handling of documents required for a Visa application.
- Airport transfers, travel insurance, Foreign Exchange assistance & tailor-made honeymoon packages
- Group Tours for Corporates, Educational Institutions and Community Groups (Corporate Group Tours only)
- DMC services in Dubai, including hotel reservations, desert safaris, city tours and coordination of events.

### **Research Gaps**

There is not research on the best digital marketing mix for special travel services like "Epic Holidays". We do not know much, about how different marketing channels work to help customers make a purchase. For example, how does social media help people learn about a travel brand. Importantly we do not understand how a travel company website, helpdesk and booking software affect how customers feel about the brand. This lack of understanding makes it hard to know how these things impact customer satisfaction and long-term value. The "Epic Holidays" travel model is an example of this. The way a customer interacts with a travel brands ecosystem, including the website and helpdesk plays a big role in their satisfaction and loyalty is also directly impacted by these interactions.

## **3. OBJECTIVES**

- To research on the usage of digital marketing strategies by Epic Holidays through a combination of digital marketing techniques such as social media, paid search engine, and email marketing.
- To learn how digital marketing campaigns provide new business opportunities by generating qualified leads in Tamil Nadu.
- To measurement of the effectiveness of each digital medium, such as Instagram, Facebook, Google Advertising, and Search Engine Optimization, through the analysis of engagement, traffic, and conversion data obtained via paid search engine advertising.
- To analysis of customer views and satisfaction levels concerning digital communication and promotion undertaken by Epic Holidays.
- For gaining an understanding of customer perceptions and satisfaction levels about the digital communications of Epic Holidays.

## **4. REVIEW OF LITERATURE**

**Fu & Timothy, (2021).** Creating high-quality, engaging, and informative content that positively portrays the destination is essential to influence tourists' attitudes and behavioural intentions. The social norms surrounding the destination can influence tourists' perceptions and intentions to visit.

**Kaur, (2017):** Email marketing is the process of sending informational and promotional emails to target prospects. Sending personalised emails helps in creating lead generations and booking of services. Email marketing has become a commercial tool of communication regarding promotional offers and sharing information in the tourism sector.



**Ulrike Gretzel (2017):** Influencer marketing in travel and tourism builds on the importance of word-of-mouth in the travel context. Tourism marketers started working with bloggers early on as blogs quickly became important information sources for travel decision makers and therefore valuable media for marketers. Inky bee describes influencer marketing as involving influencer discovery, influencer outreach, design of influencer campaigns, influencer tracking/measurement and influencer relations.

**M Van Asperen, P De Rooij, (2018):** In a survey among 1,050 customers of a travel agency, the level of engagement of customers with the company's social media activities is measured in relation to their degree of loyalty. Results show a partial positive relationship between social media engagement and customer loyalty: only consuming social media is directly related to affective loyalty.

**M. Afshardoost et al (2020):** Tourism managers are often concerned with answering questions to understand how to better attract tourists and to predict their behavioural intentions towards a destination. Instead of narrative review or rather subjective and random review of papers of one decade in major journals

## 5. RESEARCH METHODOLOGY

### 5.1 Research Design

The research design chosen is descriptive in nature essentially because of the aim to thoroughly document and analyse the way that Epic Holidays employs digital marketing within the wider scope of the Indian tourism industry. Percentage analysis, charts, pivot tables, Data Visualization Techniques and cross-tabulations were done using Microsoft Excel. The researcher of this study will not try to change any aspects of existing relationships between businesses and their digital marketing strategies but will instead look to provide insight into the nature of how these three functions work together.

### 5.2 Data Collection Methods

The Study relies exclusively upon secondary data, collected from a diverse range of sources to ensure comprehensive triangulation:

- Industry Reports and Market Research:
- Academic Literature
- Digital Content Analysis
- Competitor Benchmarking
- News and Trade publications

## 6. DATA ANALYSIS AND INTERPRETATION

The following section presents a structured analysis of key dimensions of Epic Holidays' digital marketing performance and customer behaviour patterns, constructed from secondary data observations, industry benchmarks, and publicly available information. The data is presented in tabular and summary format to facilitate systematic interpretation.

### 6.1. Tamil Nadu Market Insights – 2025-26

- **Inflow Data:** Tamil Nadu achieved 203.5 million domestic tourist visits in 2025, alongside 7.8 lakh foreign tourist arrivals from January to July 2025.
- **Visa Impact:** Indian outbound travelers lost ₹662 crores in 2024 to non-refundable visa application fees. This financial risk has shifted regional demand toward hassle-free, easy-visa destinations like Thailand, Malaysia, Vietnam, and Bali.
- **Destination Rankings:** Dubai stands out as the primary market choice (95% preference), followed by Singapore (80%) and Thailand (72%), while the Maldives saw a 28% decline.
- **Traveler Profiles:** Traditional group travel delivers the highest business returns. Honeymoon packages hold the highest overall demand, and family vacations bring in the largest booking volume and profit margins. Specialized solo travel yields the lowest average ticket size.
- **Regional Dynamics:** Tamil Nadu travelers are family-oriented, price-conscious, and value localized services. Regional agencies gain a strong edge over national Online Travel Aggregators (OTAs) by offering Tamil-language assistance, direct visa support, and active communication via WhatsApp and Instagram.

### 6.2. Indian National Trends

- **Economic Footprint:** The travel sector contributes ₹21.15 trillion to India's GDP, with 85% of domestic travelers planning to increase their travel frequency.



- **Social Discovery:** Social media posts drive destination discovery for 60% of modern travelers.
- **Package Preferences:**
  - *Domestic:* Focuses heavily on flexible, short-duration mountain retreats (Kashmir, Himachal), coastal breaks (Goa, Andaman), and spiritual routes (Char Dham).
  - *International:* Dominated by budget-friendly Southeast Asian itineraries and regional hubs like Dubai, while rigid Schengen visa processes (15% rejection rates) act as a primary barrier.
- **Conversion Tools:** Success relies on offering flexible payment options (EMI/Buy Now Pay Later), sourcing reliable Indian/vegetarian catering, and distributing engaging content via Instagram Reels.

### 6.3. Website FAQ & SEO Strategy

- **Operational Position:** The on-site FAQ architecture frames Epic Holidays as a comprehensive, end-to-end travel provider specializing in fully customized itineraries and 24/7 client support.
- **Core Value Pillars:**
  - *High Excellence:* Resolves primary customer friction points through thorough visa explanations, transparent pricing structures, and tailored family/honeymoon designs.
  - *Reassurance:* Highlights physical safety protocols for women and corporate group handling.
- **SEO & Visibility Engine:** The framework organizes high-volume search phrases directly into the site's design to maximize search visibility:
  - *Geographic Hooks:* Targets local intent (e.g., "travel agency Chennai").
  - *Niche Hooks:* Captures specific high-value traffic (e.g., "Maldives honeymoon packages").
  - *Value Hooks:* Attracts budget-conscious shoppers (e.g., "customized travel packages").
- **Digital Conversion:** Deploying these optimized questions directly on the website improves organic indexing for AI citations, voice search, and featured snippets, while embedded WhatsApp click-to-chat links turn raw web traffic into direct conversations.

## 7. FINDINGS

- Instagram and WhatsApp are the most successful digital channels the company has for marketing and acquiring customers, in terms of the total quantity of social media engagement and direct enquiries converted from social media into customers.
- The value the company provides to its customers with better in-destination services than their competitors who do not provide in-destination services is not effectively communicated through the company's existing online content strategy.
- WhatsApp Business acts as an extremely high-performance source of customer communications and lead nurturing, with significantly higher open rates than traditional email marketing. Search engine optimization is the biggest gap in the company's digital marketing.
- The company has not included any influencer marketing partnerships in its digital marketing, although Tamil-language travel influencers have been shown to effectively reach and convert south Indian travellers.
- The indicators of customer satisfaction demonstrate that the company is providing better-quality service delivery in the areas of responsiveness to customer communication, value for the package they are buying, and overall trip experience than most of their competitors.
- The company has not effectively utilized marketing automation tools such as automated email marketing, customer relationship management (CRM)-based customer segmentation, and artificial intelligence (AI)-based chat-bots, which limits the company's potential to use the strategy to increase customer engagement and easily manage leads.

## 8. SUGGESTIONS

- Epic Holidays should create a formal influencer collaboration program that targets Tamil speaking travel content creators who have between 10-100k followers (micro-influencers) as they tend to have higher engagement rates and ultimately are more cost-effective than mega-influencers.
- The implementation of an AI-based chatbot on the company's website and Instagram, will help to address the increasing volume of customer inquiries that are being received outside of business hours while reducing the manual burden on the customer service team.
- The company should create a formal content marketing program that consists of a travel blog that is consistently updated on the company's website.



- Building off the proven success of Instagram Reels, Epic Holidays should begin investing in a formal video content strategy that produces destination highlight reels, travel stories from customers, as well as behind the scenes from operations in Dubai, visa information and comparison videos of different destinations.
- Automated email campaigns shall be created to engage prospects at each key point during their buying journey, following initial inquiries, quote provided and post-booking using content to answer travel-related questions/concerns.
- By creating seasonal campaigns based on our School Holidays, Festivals, and Major Pilgrimages will promote repeat bookers of existing customers.
- Implementing a new inexpensive CRM system will allow us to track customer preferences, travel history, budget requirements and family composition, resulting in genuinely personalised package recommendations at renewal and anniversary milestones.
- Given the company's excellent conversion rates via WhatsApp, creating a seamless funnel from paid search, through WhatsApp Business click-to-chat, towards high-converting one-on-one conversations will result in increased revenue.

## 9. CONCLUSION

The tourism industry is undergoing rapid digital transformation, and therefore, regional travel agencies like Epic Holidays must transition from a reactive channel to channel marketing approach to a pro-active integrated digital strategy that is data-driven and customer-focused and executed consistently. Digital space(s) where these consumers invest their time, brands that are discoverable, credible, and offer engaging content will steadily gain market share from those brands that are not. The recommendations made in this report are based on the company's current size and available resources, and each strategy can be adopted at low cost while utilizing the growing number of digital marketplaces available for reaching consumers.

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