

## Interstitial Ads for Destination Marketing: 12 Essential Tips

For most travel and destination marketing campaigns, **12 core best practices** are critical for successful interstitial advertising. These tips help maximize engagement, increase conversions, and protect the visitor experience.

Before launching your campaign, define:

- **Destination Name:** \_\_\_\_\_
  - **Target Audience:** \_\_\_\_\_
  - **Primary Marketing Goal:** \_\_\_\_\_
  - **Platform:** \_\_\_\_\_
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### 1. Show Interstitials at Natural Transition Points

#### Why It Matters

Interrupting users while they are actively reading travel content creates frustration and increases abandonment.

#### Best Practice

Display interstitials when users:

- Finish reading an article
- Complete a gallery
- Move between sections

- Finish watching a video

#### **Example**

A traveler finishes reading "10 Scenic Stops Along US Route 6." An interstitial promotes a free destination guide before they move to the next article.

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## **2. Limit Ad Frequency**

#### **Why It Matters**

Too many interstitials lead to ad fatigue and negative brand perception.

#### **Best Practice**

Show:

- No more than 1 interstitial every 10 to 15 minutes
- No more than 2 to 3 per user session

#### **Example**

A visitor browsing attractions in Colorado sees one guide download offer and one event promotion during a 20-minute session.

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## **3. Match the Ad to User Intent**

### **Why It Matters**

Relevant offers perform significantly better than generic tourism ads.

### **Best Practice**

Use contextual targeting.

### **Example**

If a user is reading about family attractions:

Show:

"Download Our Family Friendly Vacation Guide"

Instead of:

"Visit Our Destination"

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## **4. Use Strong Destination Imagery**

### **Why It Matters**

Travel decisions are highly visual.

### **Best Practice**

Feature:

- Scenic landscapes
- Local landmarks
- Authentic visitor experiences

- Seasonal attractions

**Example**

A coastal destination uses sunset beach photography rather than stock travel imagery.

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## **5. Keep the Message Simple**

**Why It Matters**

Interstitials are viewed for only a few seconds.

**Best Practice**

Focus on:

- One headline
- One image
- One call-to-action

**Example**

Headline:

Discover Historic US Route 6

CTA:

Get Your Free Travel Guide

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## **6. Offer Real Value**

### **Why It Matters**

Travelers respond best when receiving something useful.

### **Best Practice**

Promote:

- Free guides
- Itineraries
- Maps
- Event calendars
- Discount packages

### **Example**

Offer a downloadable "3-Day Road Trip Planner."

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## **7. Make Closing the Ad Easy**

### **Why It Matters**

Forced viewing damages trust and can increase bounce rates.

### **Best Practice**

- Visible close button
- Easy thumb reach
- Immediate dismissal option

### **Example**

A clearly visible "X" appears in the upper corner after the ad loads.

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## **8. Optimize for Mobile Speed**

### **Why It Matters**

Travelers frequently browse on mobile networks while traveling.

### **Best Practice**

- Compress images
- Limit animation
- Use fast-loading assets

### **Example**

A lightweight destination image loads instantly rather than a 10MB video background.

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## **9. Use Seasonal and Timely Promotions**

### **Why It Matters**

Travel interest changes throughout the year.

### **Best Practice**

Align offers with:

- Summer vacations
- Fall foliage
- Holiday travel
- Festivals
- Local events

**Example**

A New England destination promotes fall foliage itineraries during September and October.

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## **10. A/B Test Creative Variations**

**Why It Matters**

Small creative changes can significantly improve performance.

**Test Elements**

- Headlines
- Images
- CTA buttons
- Colors
- Offers

**Example**

Version A:

# Plan Your Summer Escape

Version B:

Free Summer Vacation Guide

Compare click-through rates and conversions.

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## 11. Personalize Based on Location and Behavior

### Why It Matters

Personalized travel content typically generates higher engagement.

### Best Practice

Customize by:

- Geography
- Interests
- Previous content viewed
- Device type

### Example

Users from nearby states see:

Weekend Getaway Ideas

Users farther away see:

Plan Your Next Vacation

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## 12. Measure Conversions, Not Just Clicks

### Why It Matters

Clicks do not always translate into travel intent.

### Track

- Guide downloads
- Newsletter signups
- Hotel referrals
- Attraction ticket sales
- Itinerary saves
- Booking inquiries

### Example

A destination discovers that itinerary downloads produce three times more future bookings than simple brochure requests.

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## Recommended Performance Metrics

<b>Metric</b>	<b>Why It Matters</b>
Impressions	Measures reach

Click Through Rate (CTR)	Measures engagement
Conversion Rate	Measures effectiveness
Bounce Rate	Indicates user satisfaction
Session Duration	Measures content engagement
Guide Downloads	Strong travel intent signal
Newsletter Signups	Lead generation
Booking Referrals	Revenue impact
Return Visitors	Destination interest

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## **Destination Marketing Interstitial Formula**

**Right Time + Relevant Offer + Strong Visuals + Low Frequency + Easy Exit = High Performance**

When destination marketers follow these 12 principles, interstitial ads can increase guide downloads, newsletter subscriptions, trip planning activity, and destination awareness while maintaining a positive visitor experience.