

## Building Awareness for a New Travel Brand in the Middle of the Pandemic

### Summary

Ya Vas is a vacation packages brand launched by Volaris in 2019. It provides travelers with everything they need for a fantastic trip, including hotels, transfers, insurance, and experiences. Shortly after launching, the COVID-19 pandemic shut down travel, leaving Ya Vas to build brand awareness and generate sustainable traffic to their site during a challenging time for the travel industry.

Ya Vas used airTRFX to deploy a low-cost SEO strategy to create brand awareness and capture existing demand by gaining positions for organic search keywords. They also interlinked Ya Vas airTRFX pages on the Volaris website to take advantage of Volaris' traffic. By launching destination and custom pages at scale, Ya Vas gained positions in Google search results and used fare marketing strategies to drive awareness and direct online sales.

Ya Vas gained positioning in Google search engine results for their keywords within the first six months after launching airTRFX and has continued to see SEO improvements.

[Watch Ya Vas Case Study](#)

### Challenge

In their first year after launching, Ya Vas needed to capture the existing travel demand in the market. People were booking domestic travel but were unaware of the Ya Vas brand. Ya Vas was competing with more established Online Travel Agencies (OTAs) with large marketing budgets to drive traffic to their sites. OTAs focus their marketing efforts on paid search and SEO channels so that they appear in the first positions on Google search results.

Ya Vas used airTRFX to launch a massive infrastructure of landing pages for every destination they offer in a scalable way that their small team could easily manage. These landing pages contained real-time prices for Ya Vas vacation packages and provided a long-term SEO solution to push relevant products according to what customers were searching for.

To gain positions in Google, Ya Vas created localized campaigns in areas where Volaris had a strong presence and brand recognition. Within six months, they saw improvement in their position in search results, and their positions have continued to move up in rankings.

Launching airTRFX was a low-cost strategy that preserved their budget and also optimized paid media. With these custom pages, Ya Vas could explore incremental traffic keywords to appear for all of the queries that are relevant to their market.

As a result, Ya Vas not only survived the most difficult time for travel brands, but it gained awareness and is still improving in SEO performance today.

**“As a low cost strategy, airTRFX was the best way to preserve budget, optimize paid media, and gain positioning on Google in only 6 months”**

- Ana Isabel Chavez, Head of Performance Marketing at Ya Vas

[Watch Ya Vas Testimonial](#)

Position on Google Search Results Page				
Popular Keywords "Paquetes a [city]"	September 2019 Pre-airTRFX	March 2021	July 2021	November 2022
Puerto Vallarta	-	20	13	9
Mazatlan	-	33	19	13
Acapulco	-	29	22	12
Huatulco	-	24	18	11
Puerto Escondido	-	31	26	13
Ciudad de Mexico	27	22	20	15
Guadalajara	25	13	13	6
Oaxaca	-	21	16	16
Las Vegas	-	22	15	15
Orlando	-	44	32	31
Cancun	-	43	15	16

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2 guests, 1 room | More options

From: Airport origin | To: (CUN) Cancun International Airport | Departure date: Departure | Return date: Return | Search

Home > Packages > To Mexico > To Cancun

**Top flight + hotel offers to Cancun**

From: Airport origin | To: (CUN) Cancun International A.L. | Budget: Input max budget | Number of nights: Any number of nights

<p><b>Selina Cancun Downtown</b> ★★★★★ ONT - CUN 11/19/2022 - 11/26/2022 from <b>USD 1,439*</b> Flight + Hotel per 2 persons Seen: 1 day ago</p> <p><a href="#">Book now</a></p>	<p><b>Selina Cancun Laguna Hotel Zone</b> ★★★★★ ONT - CUN 11/19/2022 - 11/26/2022 from <b>USD 1,450*</b> Flight + Hotel per 2 persons Seen: 1 day ago</p> <p><a href="#">Book now</a></p>	<p><b>SMART CUNCUN BY OASIS</b> ★★★★★ OAK - CUN 12/29/2022 - 01/07/2023 from <b>USD 1,474*</b> Flight + Hotel per 2 persons Seen: 1 day ago</p> <p><a href="#">Book now</a></p>	<p><b>Hotel CARPE DIEM Tulum by Nah Hotels</b> ★★★★★ ONT - CUN 11/19/2022 - 11/26/2022 from <b>USD 1,500*</b> Flight + Hotel per 2 persons Seen: 22 hrs ago</p> <p><a href="#">Book now</a></p>
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\*Taxes displayed have been collected within the last 48hrs and may no longer be available at time of booking. Additional fees and charges for optional products and services may apply.

**Ya Vas' travel tips for your trip to Cancun**

If you are looking for the perfect beach getaway, then Cancun, Mexico, has everything you need for a fun-filled but also relaxing vacation. Cancun has warm weather year-round and gorgeous sandy beaches, so sun-seekers will be spoiled for choice. The area is also well known for delicious fresh seafood, fantastic nightlife, varied day trip options and lots of water sports. Book cheap flights and hotel packages to Cancun with Ya Vas and find the best deals for your vacation.

**Top things to do in Cancun**

The great thing about Cancun is that you can choose to do as much or as little as you like, from spending all day by the pool sipping cocktails to going on a new adventure every day. Here are some of the top things to do during your vacation in Cancun.

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Charlotte - Cancun	Houston - Cancun	Ottawa - Cancun
Dallas - Cancun	New York - Cancun	Chicago - Cancun
Baltimore - Cancun	Los Vegas - Cancun	Miami - Cancun
Denver - Cancun	Los Angeles - Cancun	Minneapolis - Cancun

**Information**  
Terms and conditions  
Recover booking code

**We recommend**  
Cancun, Los Cabos, Puerto Vallarta, Guadalajara, Mexico City

**Other services**  
Flights, Hotels, Rent a car, Transfers

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