



USAID
FROM THE AMERICAN PEOPLE

FOOD & DRINK TOURISM

MARKETING TOOLKIT

Welcome to your customized toolkit for navigating the world of tourism marketing! Whether you're just starting out or looking to enhance your existing efforts, this toolkit is here to guide you step by step. We've simplified complex strategies into easy-to-follow advice so that you can confidently promote your unique experiences and connect with travelers. Let's embark on this journey together and unlock the potential of your small business in the world of tourism.

DISCLAIMER

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“The gentle art of gastronomy is a friendly one. It hurdles the language barrier, makes friends among civilized people, and warms the heart.”

Samuel Chamberlain



“Gastronomy”

How to say it : gas-'traw-nuh-mee

Gastronomy is all about loving good food and wanting to know more about it - its history, people, and science. It's for people who see food as more than just something to eat; it's an experience.



“Culinary”

How to Say It: 'kuh-luh-ner-ee

Culinary is a word that has to do with cooking. If something is culinary, it's related to making or enjoying food.

WHAT IS GASTRONOMY / CULINARY TOURISM?

Culinary tourism is all about exploring new places through the joy of food and drink! It's not just about eating at fancy restaurants; it's about diving into local cultures through their unique flavors and traditions. You might find yourself visiting local food producers, taking part in community food festivals, or even learning to cook local dishes in a cooking class. It's a delicious way to travel and get to know a place!



food + drink + travel

A man with a beard and glasses is smiling while eating dumplings from a clear plastic container using chopsticks. He is in a busy outdoor market setting with other people and stalls in the background.

Discover

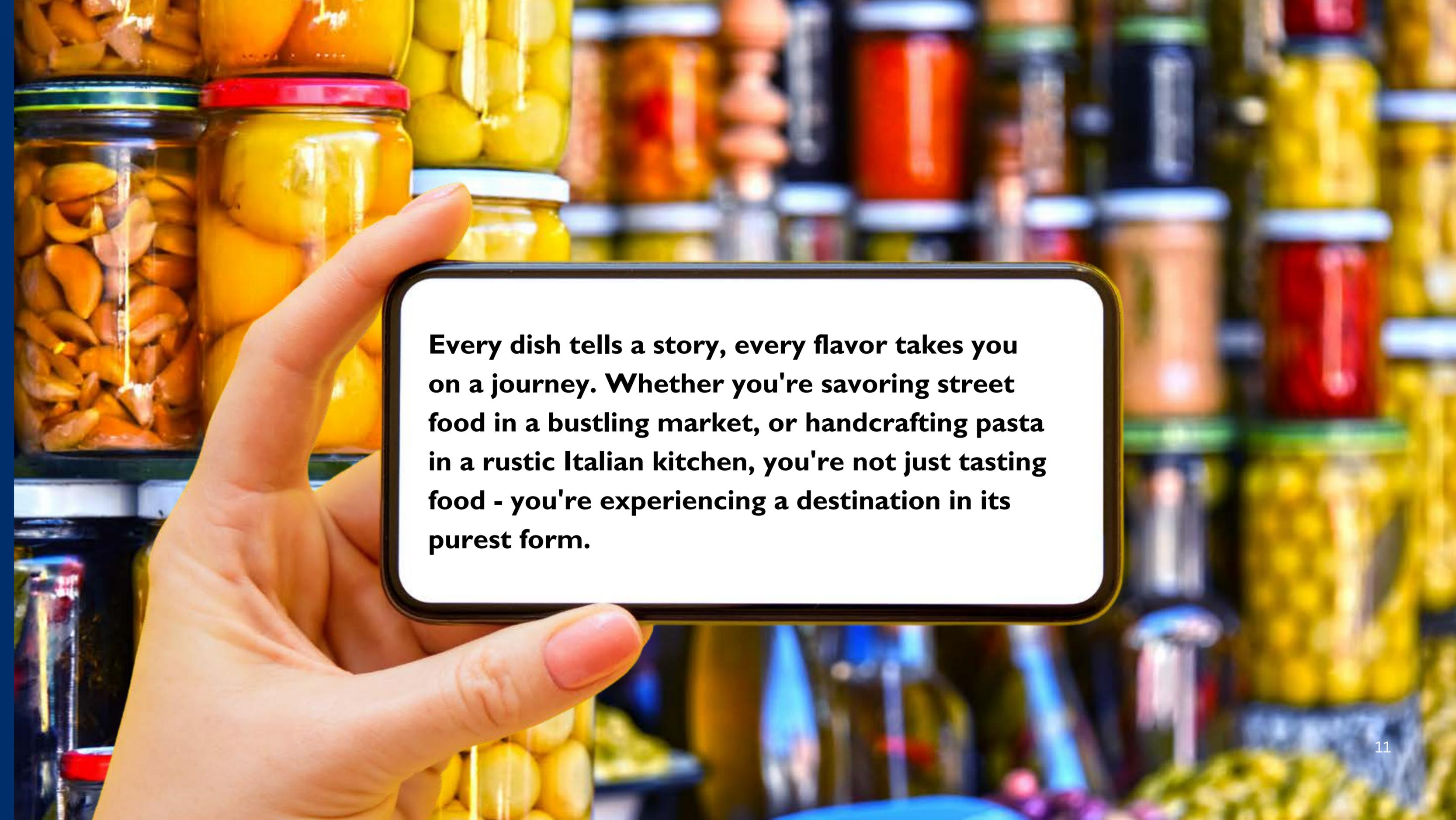
a culture

through

its food.

A hand is holding a smartphone in the foreground, displaying a text message. The background is a blurred street scene with people and a motorcycle.

From the dawn of time, food has been more than just sustenance; it's a tapestry of culture, tradition, and community. It's the universal language that brings people together, regardless of where they come from.

A hand is holding a smartphone in the foreground, displaying a text message. The background is a blurred market stall filled with various jars of food, including what appears to be pickled vegetables and nuts. The text on the phone is centered and reads:

Every dish tells a story, every flavor takes you on a journey. Whether you're savoring street food in a bustling market, or handcrafting pasta in a rustic Italian kitchen, you're not just tasting food - you're experiencing a destination in its purest form.



**Let's explore
this delightful
adventure!**

A group of diverse people are dining at a restaurant. In the foreground, a hand holds a smartphone displaying text. The background shows people eating and talking.

**Food & Drink Tourism
comes in two base
flavours... 🍷**

A hand with pink nail polish holds a black smartphone with a white screen. The screen displays the title 'Culinary Tourism' and a paragraph of text. The background is a grey concrete wall with olive branches and lemons on the left side.

Culinary Tourism

Culinary tourism is like an all-day menu of local experiences, offering everything from food truck favorites to cooking classes and guided farm tours. It's a way to explore and enjoy the authentic flavors of a community.

A hand with pink nail polish holds a black smartphone. The phone's screen displays text about gourmet tourism. In the background, a plate of hummus with olive oil is visible.

Gourmet Tourism

Gourmet tourism is like the "specials" board at a high-end restaurant, featuring premium, exclusive experiences. Whether it's a chef's tasting menu with wine or a VIP tea-tasting tour, it's all about delivering top-quality, unique experiences that go beyond the usual.

A hand with pink nail polish holds a black smartphone. The phone's screen is white and displays a paragraph of text. The background is a blurred image of green leaves and yellow lemons.

In a nutshell, culinary tourism is like the full menu of a destination's food scene, while gourmet tourism is the chef's special: unique, high-quality, and a bit more exclusive. Both are great ways to attract tourists, but they cater to different tastes and budgets.



CAFFE

**Let's explore some
unique ways to
experience a culture
through its food
and drink.**

Regional Cuisine Tours:

Focus on sampling and understanding a particular area's local foods, often led by experts who provide in-depth knowledge of the region's culinary traditions.

A woman with blonde hair, wearing a grey blazer and red sunglasses, is smiling and looking towards the camera. She is standing in front of a food festival stall. In the background, there are other people, including a man in a white shirt and a woman with long blonde hair. The stall has a counter with various food items, including a bowl of red tomatoes and a bowl of yellow food. A large pot is visible on the counter, and there is a flame underneath it. The background is slightly blurred, showing other people and structures of the festival.

Food Festival Tourism:

Visit places specifically during times of food and drink festivals, which showcase the local culinary arts in a celebratory manner.

A man with a beard, wearing a light blue shirt, is smiling and looking towards two women. The woman in the center has curly hair, wears a blue polka-dot shirt and an orange apron, and is also smiling. The woman on the right has dark hair, wears a green plaid shirt, and is holding a bunch of green leafy vegetables. They are standing in a field of green plants, possibly a farm. In the foreground, there is a small blue basket containing purple eggplants and other fresh produce.

Farm-to-Table Tours:

Involve visiting local farms, learning about sustainable agriculture, and often include cooking lessons or meals featuring the produce directly from the visited farms.



Cooking Classes & Workshops:

Participate in cooking sessions that teach you how to prepare local dishes, often guided by chefs or local culinary experts.



Wine, Beer, and Spirits Tours:

Focus on the sampling and understanding of local alcoholic beverages, often with visits to vineyards, breweries, or distilleries.

A group of four people are shown at a night street market. In the foreground, a woman with her hair in a ponytail is talking to a man in a striped shirt who is smiling and eating. Behind them, another man in a green shirt is eating, and a man in a white shirt is eating a skewer. They are surrounded by various street food items and the blurred lights of a busy night market.

Street Food Tours:

Explore the wide variety of foods available from vendors in public areas, often guided by locals who offer insights into the food history and cultural relevance.



Fine Dining Experiences:

Involve trying exquisite dishes at renowned restaurants, often with the opportunity to meet the chefs and understand the philosophy behind their creations.

A large, dark, circular stone millstone is the central focus, mounted on a wooden handle. It has a metal mechanism with a wooden handle attached to its side. The millstone is set against a rustic stone wall. The background shows a stone wall with a window and a doorway. The foreground is a dirt path.

Cultural Food Experiences:

Not just limited to eating but also includes activities like watching traditional food-making processes, such as cheese-making or olive oil pressing.



Ethnic Food Tours:

These focus on the culinary offerings of a specific ethnic community within a location, offering insights into their unique traditions and ingredients.



Tea and Coffee Experiences:

Explore the world of local caffeinated beverages, including the culture, process, and ceremonies surrounding them.

A woman with sunglasses and a blue shirt is smiling while holding a large, spotted fish on a boat. The background shows the ocean and a cloudy sky. The boat's deck and equipment are visible in the foreground.

Seafood Safaris:

Coastal experiences that can include fishing expeditions followed by cooking lessons featuring the day's catch.

A photograph of a dessert display. In the foreground, a tiered stand holds several types of pastries: the top tier has small cakes with white cream and dark crumbs; the second tier has square, layered cakes; the third tier has many small cupcakes with white cream, raspberries, and blueberries; the bottom tier has small cakes with white cream and chocolate drizzle. In the background, there are more pastries, including a large chocolate cake with white cream and a stack of round cookies. The display is set against a brick wall.

Dessert and Pastry Tours:

Focused on sampling and learning about a region's sweet treats, from pastries to traditional desserts.



Each of these categories offers travelers a unique lens through which to experience and enjoy new destinations, all while satisfying their culinary curiosity.



There are

4 types

of culinary travelers.

Comfort-food seeker

A comfort-food-seeker is someone who sticks with what they know when it comes to food and drink while traveling. They usually go for familiar options like fast-food chains or restaurants that serve food from their home country. They're not really into exploring local cuisines or hunting for unique culinary experiences. Instead, they might just walk by a place and decide to eat there if it looks comfortable and familiar. For them, food is more about comfort and convenience than adventure.



Social experience seeker

Social experience seekers are all about having a good time with friends and family, rather than focusing on where they are or what's on the menu. For them, food and drinks need to be easy to get and plentiful—more is better! They're more interested in the social aspect of eating and drinking rather than seeking out fancy or exotic dishes. In short, it's all about fun, company, and making sure there's plenty to go around.



Trendsetters

They are the trendsetters of the food world. They love to try the latest and greatest in food and dining, and they're willing to splurge for exclusive, luxury experiences. You'll often find them at hip, innovative restaurants or taking part in high-end culinary events. They're all about the "wow" factor and are willing to pay a premium for unique, one-of-a-kind food adventures. For them, it's all about indulging in the finest and most cutting-edge culinary experiences out there.



Authentic experience seeker

Authentic experience seekers love to dive deep into local food culture. They're the type who want to eat where the locals eat and prefer cozy, down-to-earth spots over fancy restaurants. When planning their trip, they often rely on trusted travel blogs or specialized guides to find the most authentic experiences. They're not just about tasting food; they want to learn about it, too. So, you'll often find them at cooking classes, food festivals, or even out on fishing trips. For them, the trip is all about the food and the learning that comes with it.





At the core of culinary tourism, no matter your travel style, is the quest for authenticity.

A woman with grey hair, wearing a bright orange top and a pink patterned sari, is seated at a fish market stall. She is looking down at a large pile of fresh fish on a dark surface. In front of her are several large, colorful plastic bowls (yellow, orange, green) containing different types of fish. The background shows other people and more stalls, suggesting a busy outdoor market setting. The text is overlaid on a yellow rectangular background.

It's about more than just tasting food; it's about savoring experiences that are genuine, meaningful, and true to the roots of the place.

GASTRONOMY TRAVELERS ARE

**authentic
experience
seekers**

A vibrant street market scene in Vietnam. In the foreground, a woman wearing a traditional conical hat and a plaid shirt pushes a wooden cart loaded with fresh produce, including yellow lemons and red rambutan. The street is paved with cobblestones and lined with shops and parked motorcycles. In the background, other people, including another woman with a conical hat, and a person on a motorcycle are visible, creating a sense of a bustling, everyday life. The overall atmosphere is one of authenticity and local commerce.

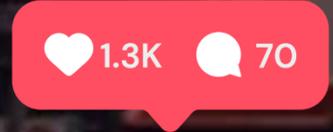
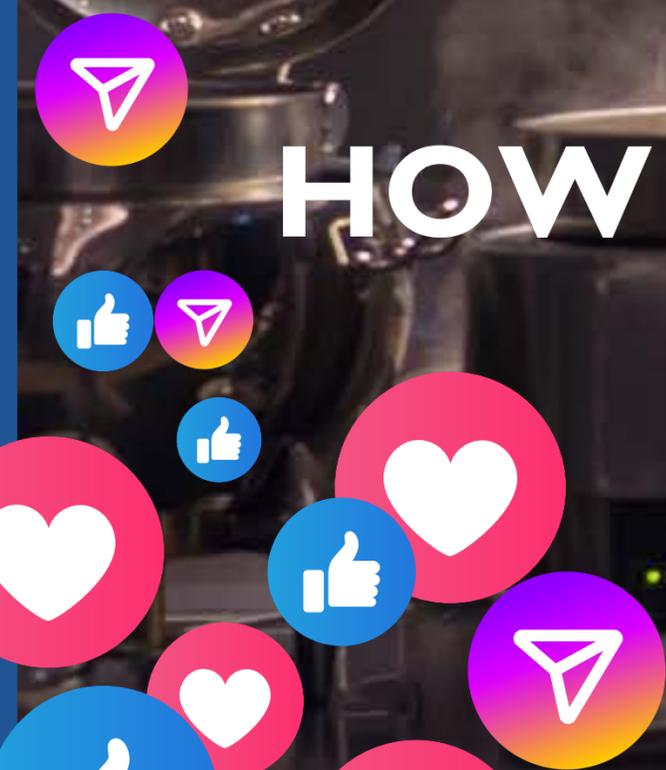
experience
IS THE NEW LUXURY

A close-up photograph of a woman with long dark hair drinking from a coconut shell. The coconut is green and has been cut open, with the top removed. The woman is holding the coconut with both hands. The background is a blurred beach scene with blue water and white sand.

luxury
IS AN ATTITUDE

status =

HOW INTERESTING YOUR INSTA FEED IS





**What do
these travelers
expect?**

A young woman with long brown hair, wearing black sunglasses and a bright green halter-neck top, is smiling broadly. She is holding a small, square piece of durian fruit in her right hand, about to take a bite. In her left hand, she holds a large, open durian fruit, showing its white, creamy flesh. The background is a bright, sunny beach with the ocean and a blurred structure in the distance.

Excitement

Many travelers seek the thrill of discovering something new, whether it's a unique dish, cooking technique, or food market.



Sensorial appeal

The textures, smells, and flavors of food can be a major draw for travelers. This sensory experience can make the trip memorable and can even be the main reason for traveling for some food enthusiasts.



Adventure

For some, it's all about trying the daring or exotic, like tasting local street food or even indulging in delicacies that might seem strange to them.

A group of people are gathered around a dining table in a restaurant. In the background, a woman is playing a violin. The scene is dimly lit, creating a warm and intimate atmosphere. The word "Connection" is overlaid in large white text across the center of the image.

Connection

Sharing a meal is one of the most universal ways to connect with others. For some travelers, the social interactions that come with food—whether dining with locals or cooking with family and friends—are as important as the food itself.

A photograph of three women in a bright, modern kitchen. They are all wearing white tops and are focused on preparing food. The woman in the foreground is using a grater on a vegetable. The woman in the middle is smiling and looking towards the others. The woman in the background is also smiling and appears to be working with a rolling pin. The counter is filled with various ingredients, bowls, and kitchen tools. The overall atmosphere is warm and collaborative.

Education

Some travelers aim to expand their culinary skills or knowledge, whether through cooking classes, food festivals, or tours that offer deeper insights into how food is produced.

Health

The image features two women presenting healthy dishes. The woman on the left, wearing a black dress, holds a large white bowl with a blue rim. The bowl is filled with chickpeas, sliced carrots, black olives, and fresh basil leaves, garnished with a lemon wedge. The woman on the right, wearing a white dress, holds a small white bowl with a colorful floral pattern. This bowl contains dark, flatbread-like pieces, likely whole grain, topped with olive oil and golden-brown chips. The background is a neutral, light-colored wall.

Health-focused travelers may look for culinary experiences that align with their wellness goals. This could mean seeking out organic farms, plant-based restaurants, or places known for particular health benefits, like the Mediterranean diet in Greece or Italy.

Gastronomy tourism trends.

Sustainability & Locavorism

TRAVELERS ARE INCREASINGLY INTERESTED IN SUSTAINABILITY IN THE LOCAL FOOD SCENE. FARM-TO-TABLE EXPERIENCES, ECO-FRIENDLY DINING, AND LOCAL FOOD MARKETS ARE MORE POPULAR THAN EVER.

A burlap sack of coffee beans is shown on the left side of the image, with a pile of coffee beans in the foreground. The background is a dark, warm-toned gradient.

Ethical Practices

ISSUES LIKE FAIR TRADE, ANIMAL WELFARE, AND SOCIAL JUSTICE ARE BECOMING MORE CRITICAL FACTORS FOR FOOD TRAVELERS. ETHICAL GASTRONOMY EXPERIENCES CAN INCLUDE VISITS TO FAIR-TRADE COFFEE FARMS OR DINING AT ESTABLISHMENTS WITH HUMANE PRACTICES.



Slow & Experiential

BEYOND JUST A GOOD MEAL, PEOPLE ARE LOOKING FOR AN EXPERIENCE—THINK THEMED RESTAURANTS, INTERACTIVE COOKING CLASSES, OR CULTURAL FOOD FESTIVALS THAT OFFER STORYTELLING AND ENGAGE MULTIPLE SENSES.

Health & Wellness



WELLNESS TOURISM EXTENDS INTO GASTRONOMY. CULINARY TRAVELERS ARE SEEKING EXPERIENCES THAT NOT ONLY SATISFY THEIR TASTE BUDS BUT ALSO CONTRIBUTE TO THEIR OVERALL WELL-BEING, SUCH AS ORGANIC FARMS, PLANT-BASED RESTAURANTS, OR TRADITIONAL COOKING METHODS WITH HEALTH BENEFITS.

Authenticity & Immersion

TRAVELERS ARE INCREASINGLY LOOKING FOR 'OFF-THE-BEATEN-PATH' AND 'AUTHENTIC' EXPERIENCES, DIVING DEEP INTO LOCAL FOOD CULTURES, AND EVEN PARTICIPATING IN TRADITIONAL FOOD PRODUCTION METHODS, SUCH AS WINEMAKING OR FISHING.

Digital Gastronomy

SOCIAL MEDIA AND INFLUENCER CULTURE CONTINUE TO SHAPE FOOD TOURISM. MANY TRAVELERS SEARCH FOR "INSTAGRAMMABLE" FOOD EXPERIENCES, OR RELY ON ONLINE REVIEWS AND RECOMMENDATIONS WHEN SELECTING DINING OPTIONS.

Global Flavors Local Adaptations

AS THE WORLD BECOMES MORE INTERCONNECTED, TRAVELERS SEEK GLOBAL FLAVORS BUT OFTEN WITH A LOCAL TWIST, WHICH SHOWS THE FUSION OF GLOBAL AND LOCAL FOOD CULTURES.

DIY & Personalization

CUSTOMIZATION IS KEY. TRAVELERS ENJOY CREATING THEIR OWN FOOD TOURS, MIX-AND-MATCH TASTING MENUS, OR PERSONALIZED COOKING EXPERIENCES.

Tech Savvy Dining

FROM QR CODE MENUS TO APPS THAT HELP YOU FIND THE CLOSEST LOCAL DELICACIES, TECHNOLOGY IS BECOMING AN INTEGRAL PART OF THE FOOD TOURISM EXPERIENCE.

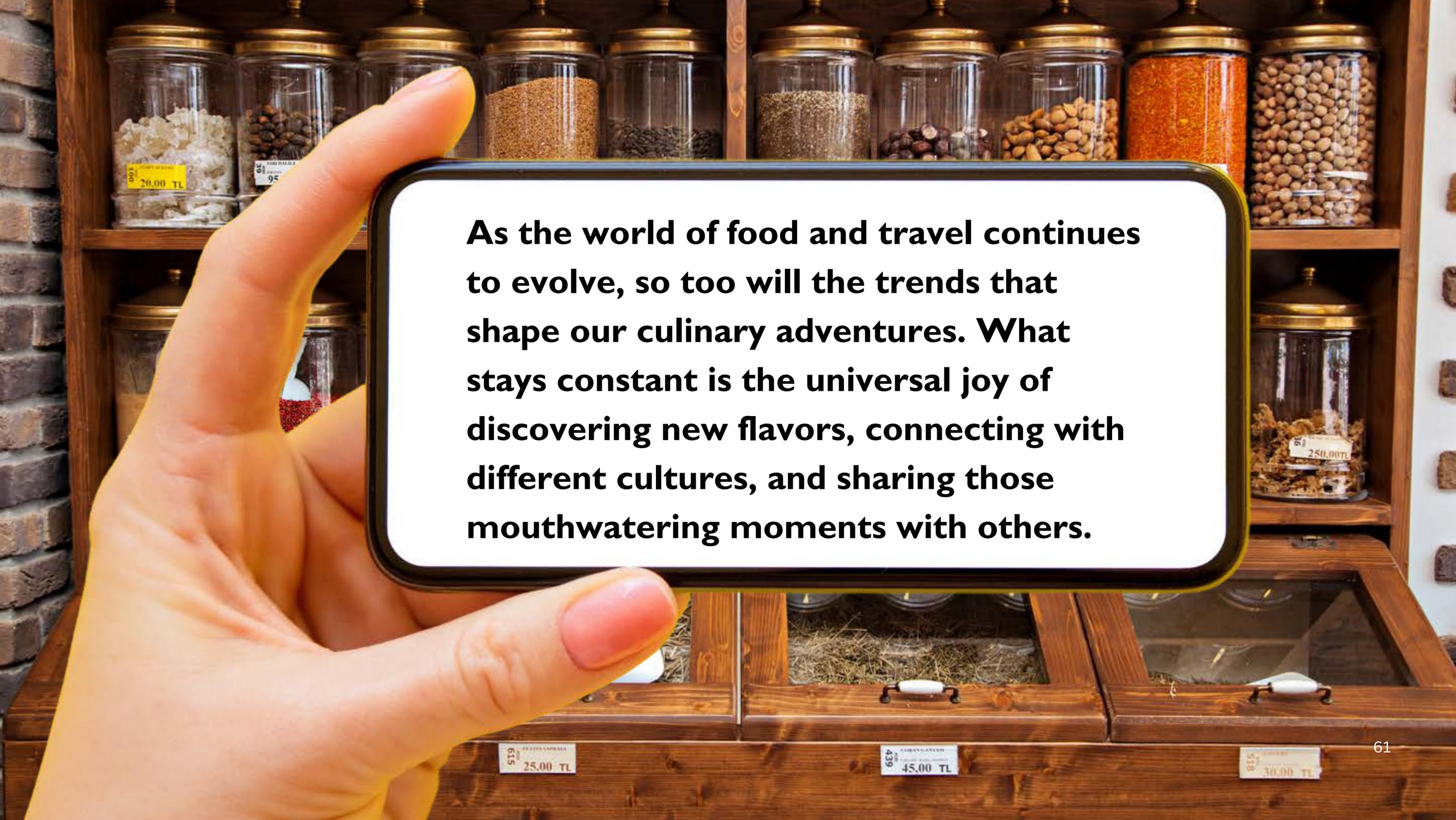
Niche Specialization

MORE SPECIALIZED FORMS OF GASTRONOMY TOURISM ARE EMERGING, LIKE VEGAN TRAVEL, CHEESE JOURNEYS, OR TOURS FOCUSED SOLELY ON A SPECIFIC TYPE OF CUISINE.

Culinary Souvenirs



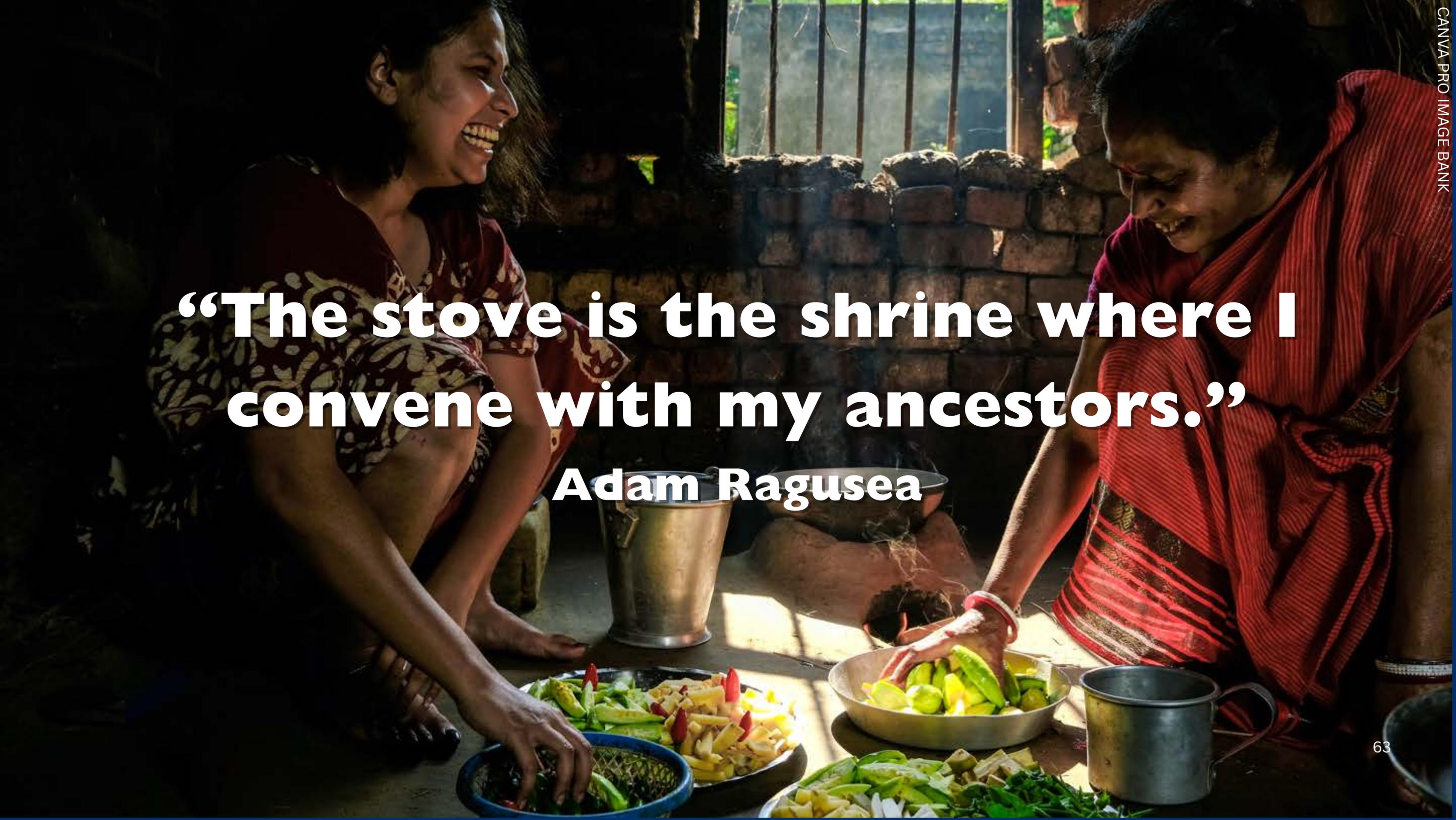
BEYOND JUST DINING, TRAVELERS ARE ALSO INTERESTED IN TAKING HOME CULINARY SOUVENIRS, SUCH AS LOCAL SPICES, ARTISANAL GOODS, OR UNIQUE KITCHENWARE, WHICH EXTENDS THEIR EXPERIENCE.

A hand is holding a white sign with a black border in front of a wooden spice rack. The rack is filled with numerous glass jars containing various spices and grains. The background is a brick wall. The sign contains the following text:

As the world of food and travel continues to evolve, so too will the trends that shape our culinary adventures. What stays constant is the universal joy of discovering new flavors, connecting with different cultures, and sharing those mouthwatering moments with others.

A glass of iced coffee with a thick chocolate swirl on top, a straw, and a tray of coffee beans and ice cubes on a wooden surface.

**So keep your taste buds
curious and your eyes open;
the next big food trend
could just be yours!**

A photograph of two women in a kitchen. The woman on the left is wearing a patterned sari and is smiling while looking at the woman on the right. The woman on the right is wearing a red and white striped sari and is focused on preparing food in a bowl. They are surrounded by various kitchen items, including a large metal pot, a smaller metal cup, and several bowls of food. The background shows a brick wall and a window with metal bars. The lighting is warm and natural, suggesting an indoor setting with sunlight coming through the window.

“The stove is the shrine where I convene with my ancestors.”

Adam Ragusea

A collage of various Spanish dishes. On the left, a large portion of paella with saffron rice, mussels, and clams. In the center, several pieces of tapas, including bread with tomato and basil, and bread with cheese. On the right, a bowl of green olives with a small Spanish flag on a toothpick, a glass of beer, and a bowl of potato salad.

Spain

“A BEAUTIFUL COUNTRY AND CULTURALLY RICH, SPAIN OFFERS DIVERSE CUISINE IN THE DIFFERENT REGIONS OF THE COUNTRY. WHILE FOOD IS AN IMPORTANT PART OF THE PEOPLE’S IDENTITY, THIS IS NOWHERE AS EVIDENT AS IN CATALONIA. CATALONIAN FOOD CULTURE IS UNIQUE EVEN BY SPANISH STANDARDS. BORN FROM A RICH HISTORY OF INFLUENCES, THE FLAVORS CAPTURE TASTES FROM THE MOUNTAINS TO THE SEA.”

AUTHENTICFOODQUEST.COM

SPAIN IS CONSIDERED THE FOOD CAPITOL OF EUROPE

Turkey

“AS A POPULAR TOURIST DESTINATION, TURKEY HAS A LOT TO OFFER IN TERMS OF HISTORY, CULTURE, AND CULINARY EXPERIENCES. WHETHER YOU’RE EXPLORING ISTANBUL, CAPPADOCIA, OR IZMIR, GREAT FOOD BECKONS YOU EVERYWHERE. STUNNING IZMIR WITH ITS MIX OF TRADITIONS AND MODERNITY MAKES FOR A MEMORABLE VACATION FOR FOODIES. IZMIR CONSIDERED THE CAPITAL OF AEGEAN CUISINE, OFFERS UNIQUE TASTES WITH OTTOMAN, GREEK, JEWISH, ITALIAN, AND FRENCH INFLUENCES.” AUTHENTICFOODQUEST.COM



Italy

“IF YOU LOVE ITALIAN FOOD THEN A TRIP TO ITALY IS NECESSARY TO TASTE THE CLASSIC AND AUTHENTIC DISHES FIRSTHAND. ITALY, CONSISTENTLY RANKED AS ONE OF THE BEST COUNTRIES FOR FOODIES, IS HOME TO DIFFERENT REGIONAL CUISINES INCLUDING TUSCAN FOODS. TUSCANY IS NOT JUST STUNNING COASTLINE, SCENIC COUNTRYSIDE, FASCINATING HISTORY OR FINE WINES. IT IS ALL THIS AND MORE. ON OUR VISITS TO TUSCANY, WE WERE SPOILT FOR CHOICE. FROM SIMPLE MEALS, HOME COOKING WITH GRANDMA, OR GOURMET DISHES, THE FLAVORS ARE ENDLESS.”
AUTHENTICFOODQUEST.COM



Japan

“DO YOU LOVE SUSHI, RAMEN, TEMPURA, AND GYOZA? AND WOULD YOU HAVE IT EVERY DAY GIVEN THE CHOICE? ETHNIC RESTAURANTS OUTSIDE JAPAN BARELY SCRATCH THE SURFACE WHEN IT COMES TO THE CUISINE. WE VISITED TOKYO ON A BRIEF LAYOVER, AND WERE QUICKLY IMMERSSED INTO THE LOCAL FOOD SCENE. THE EXCITING FOODS WITH NO TRANSLATIONS LEFT US CURIOUS AND EAGER TO GO DEEPER INTO THIS FASCINATING CULINARY DESTINATION. TOKYO IS A GASTRONOMIC POWERHOUSE WHERE YOU FIND THE FRESHEST SUSHI, THE CITY’S MOST ICONIC FOOD.”

AUTHENTICFOODQUEST.COM



India

“RAJASTHAN TAKES YOU BACK TO THE TIME OF KINGS AND ROYALTY. JAIPUR, THE PINK CITY, IS NO DIFFERENT WITH ITS HISTORIC FORTS, PALACES, AND OF COURSE, MOUTHWATERING DISHES. YOU’LL FIND AN EXTENSIVE ARRAY OF NORTH INDIAN FOODS, AND UNIQUE RAJASTHANI RECIPES WITH INGREDIENTS THAT ONLY GROW IN THE DESERT STATE. FROM STREET FOOD, HOLE-IN-THE-WALL EATERIES AND PALACES CONVERTED INTO GOURMET HOTELS, FOOD LOVERS WILL FIND DELECTABLE FOOD EVERYWHERE. ONLY IN JAIPUR IS WHERE YOU GET TO TASTE AUTHENTIC LOCAL DISHES LIKE DAL BAATI CHURMA, LAAL MAAS, GATTE, AND MORE.”

AUTHENTICFOODQUEST.COM

(AND THAT IS ONLY THE TIP OF THE INDIAN CULINARY ADVENTURE)



France

“IMAGINE A TRIP TO A HISTORICAL CITY WITH A RICH PAST, DELICIOUS WINE TOURS IN RHONE VALLEY AND GOURMET FRENCH CUISINE. YOU HAVE A FOODIE VACATION WORTHY TO SALIVATE ABOUT. A VISIT TO LYON, A UNESCO WORLD HERITAGE SITE FULFILLS ALL YOUR FOOD AND TRAVEL ASPIRATIONS. THE BREATHTAKING SCENERY, SITES STEEPED IN HISTORY, VINEYARDS, FOOD MARKETS AND CULINARY ADVENTURES MAKE IT A TOP FOODIE DESTINATION. REFERRED TO AS THE “GASTRONOMIC CAPITAL OF THE WORLD ” SINCE 1935, LYON HAS OVER 20 MICHELIN STAR RESTAURANTS.”
AUTHENTICFOODQUEST.COM

Thailand

“THERE IS A REASON BANGKOK IS CONSIDERED THE STREET FOOD CAPITAL OF THE WORLD. WHILE THAI FOOD IS A UNIVERSAL FAVORITE, NOTHING SCREAMS AUTHENTIC LIKE THE FOOD YOU’LL SAMPLE ON A BUSTLING BANGKOK STREET MARKET. ON THE STREETS OF BANGKOK, THE SCENTS OF FRESHLY GRILLED FOOD AND QUINTESSENTIAL THAI FLAVORS GREET YOU AT EVERY CORNER. MARKET VISITS TO EXPLORE THE DIVERSE CUISINE AND UNIQUE INGREDIENTS WERE SOME OF OUR HIGHLIGHTS IN BANGKOK. TO GET THE MOST OUT OF YOUR FOOD EXPERIENCE, WE RECOMMEND TAKING A BANGKOK FOOD TOUR WITH A LOCAL GUIDE.” AUTHENTICFOODQUEST.COM

Morocco

“YOU MAY ALREADY BE FAMILIAR WITH MARRAKECH, THE RED CITY. THIS HISTORIC CITY IS KNOWN FOR ITS COLORFUL MARKETS, IMMENSE GARDENS AND CULINARY DELIGHTS. WHAT MAKES MARRAKECH A FOODIE DESTINATION IS THE AROMATIC AND INTRIGUING NORTH AFRICAN CUISINE INFUSED WITH SUBTLE SPICES. THE BEST PLACES TO ENJOY CLASSIC MOROCCAN DISHES ARE THE OPEN-AIR MARKETS AT DJEMAA EL FNA SQUARE. “ [AUTHENTICFOODQUEST.COM](https://authenticfoodquest.com)

**Sri Lanka is
a true culinary
adventure!**

A woman with a red bindi on her forehead is smiling warmly. She is wearing a green shawl with a white geometric pattern. The background is a lush green tea plantation. The text "Diverse food heritage." is overlaid in white on the lower part of the image.

**Diverse food
heritage.**



**Vibrant
meal culture.**



**Cultural
fusion.**



Regional diversity.

A top-down view of a variety of spices. In the center, there are several star anise pods. To the left is a pile of bright orange turmeric powder. To the right is a pile of reddish-orange paprika. Above the star anise is a pile of finely ground, light brown spices. In the bottom right corner, there is a small pile of dried green rosemary. The background is a dark, textured surface.

Spices galore.



Fresh tropical abundance.

Colonial melting pot.



**Trading
melting pot.**



**Plant based
variety.**



**Sea food
variety.**



Sea faring culture.

A silhouette of a fisherman wearing a turban, sitting on a wooden structure on a boat. The background is a sunset over the ocean, with the sun low on the horizon. Several vertical wooden poles are visible in the background, likely part of the boat's structure or fishing gear.

Unique fishing experiences.

A close-up photograph of a rice panicle, showing numerous golden-brown grains hanging from a green stem. The background is a soft-focus green, suggesting a rice field. The text "Deeply agrarian culture." is overlaid in a large, bold, white font with a slight shadow effect.

**Deeply
agrarian culture.**

World famous tea.





**Rich
superfoods.**

Sensorial street-food.



Vibrant nicknacks.

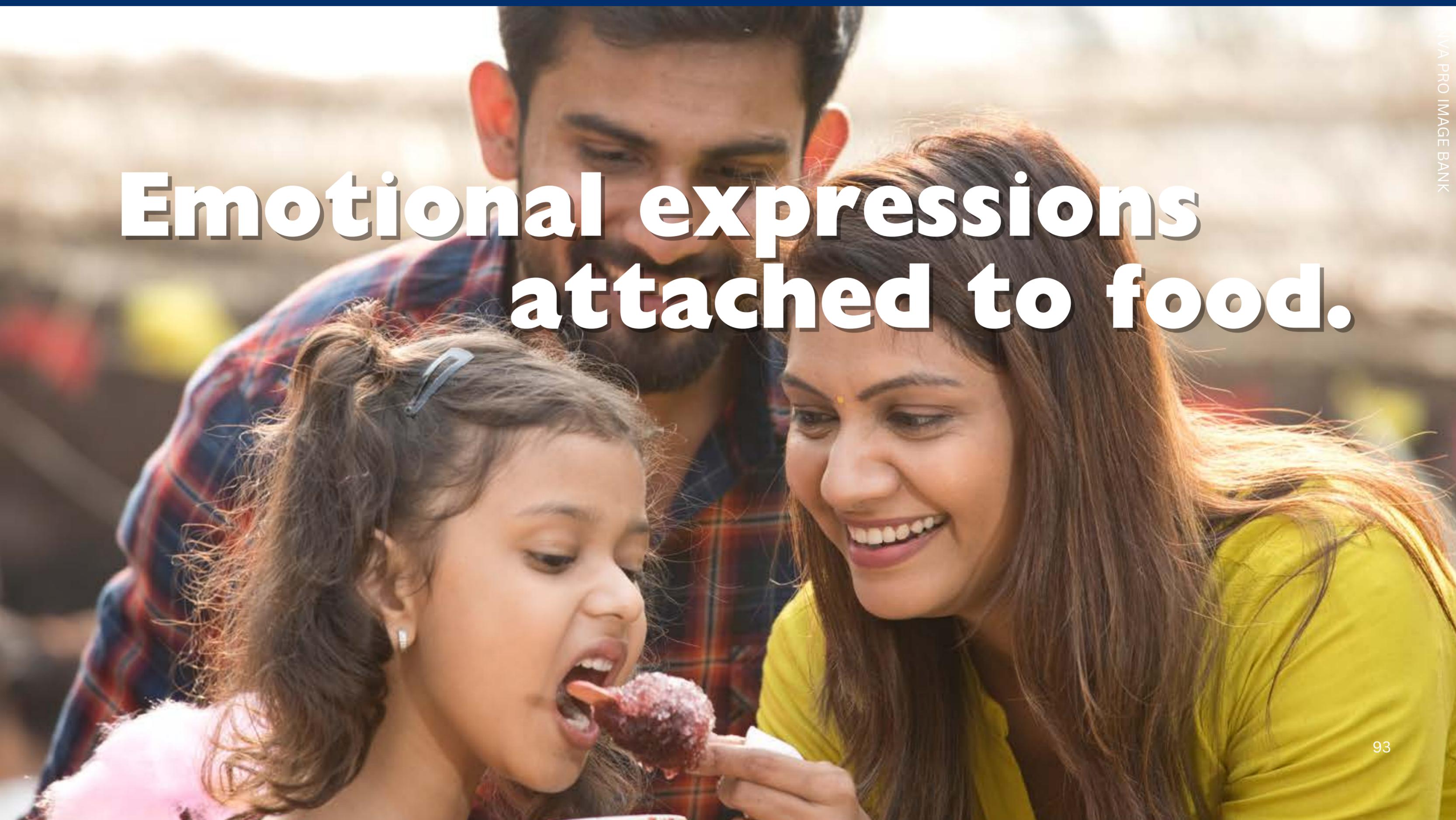


Dairy traditions.



Food centric festivals.

Eating rituals



**Emotional expressions
attached to food.**

A close-up photograph of a traditional clay cooking pot (cazuela) placed on a stone hearth. The pot is filled with a white liquid, likely milk or cream, and is being heated over a fire of wood. The fire is visible at the base of the pot, with flames and smoke rising. The background is a blurred outdoor setting with dry grass and a wooden stick.

Ancient food based rituals.

A man with long, dark, wavy hair and a full beard is shown from the chest up, shirtless. He is holding a wooden bow in his right hand and an arrow in his left hand, aiming upwards. The background is a lush green forest with sunlight filtering through the trees. The text "Indigenous community." is overlaid in large, white, bold letters across the lower half of the image.

Indigenous community.



Communal food culture.



**‘Short-eats’
culture.**



Wellness culture



**Healthy
food.**



**Natural
abundance.**

**High quality
local breweries.**

A hand is holding a smartphone horizontally. The phone's screen is white and displays bold, black, uppercase text. The background of the entire image is a warm, golden sunset sky with silhouettes of palm trees. The hand holding the phone is in the foreground, with fingers visible on the left and bottom edges.

**THERE IS POTENTIAL TO DEVELOP
HIGHLY DIFFERENTIATED &
VIBRANT CULINARY TOURISM
PRODUCTS IN EVERY PROVINCE
ACROSS THE ISLAND.**



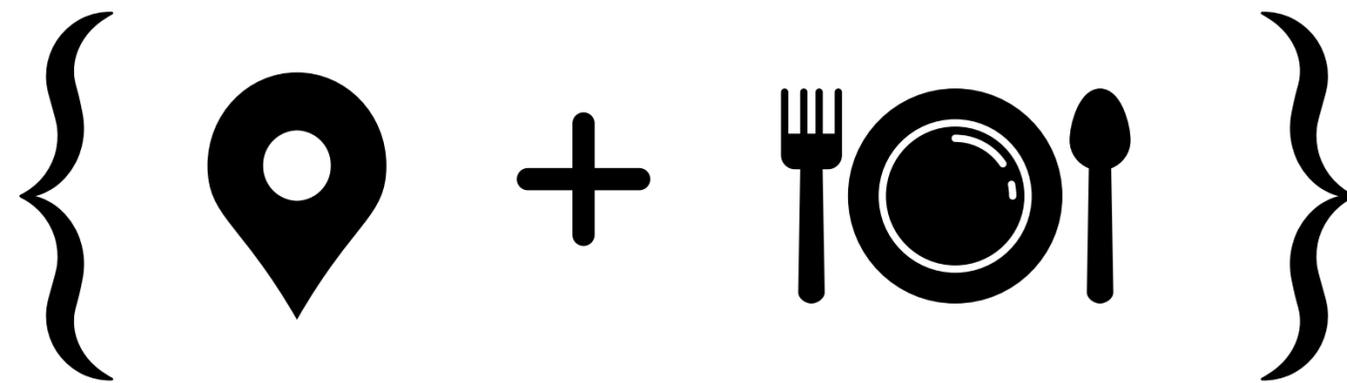
**Let's
explore some
ideas...**



ALWAYS COMBINE THE LOCATION
WITH THE CULINARY EXPERIENCE, AND
THEN LET YOUR IMAGINATION RUN
WILD!



100% SHARABLE!





CULTURE & PEOPLE

**Imagine starting your
experience off in a local
'Dun Kussia' ... your guests
help cook, pack their tiffins
and set off...**



CULTURE & HERITAGE

Culinary Heritage Hikes



CULTURE & HERITAGE

Culinary Heritage Cycling tours



CULTURE & HERITAGE

Culinary Heritage Camping



CULTURE & HERITAGE

The Malay/Burgher/Moor kitchen tours



CULTURE & HERITAGE

Instagram Culinary Culture Tours



CULTURE & PEOPLE

Curd Tasting



CULTURE & PEOPLE

Learn how its made from a 5th generation farmer and create your own flavour of curd



NATURE

Hike through upcountry kitchens





NATURE

Mindful Tea & Yoga



CULTURE & HERITAGE

**Instagram your way
through festivals**



CULTURE & PEOPLE

Learn about the auspicious milk boiling ritual. Make your own pot or buy one so you can bring luck into your own home



CULTURE & HERITAGE

Art & Gastronomy Retreats



NATURE

Waterfall Dining



NATURE

**Padding Picnics that
take you from one
province to the other
so you can experience
the different cultural
influencers**





NATURE



**‘Tea & Short Eats’ on
the oruwa**



NATURE

Sunset Mountain Dining



NATURE

Paddy Field Dining



CULTURE & HERITAGE

Tea Rooms by Tuk-Tuk



CULTURE & HERITAGE

Pilgrims Breakfast Experience



NATURE

Beets & Roots Vegan Pop-Up's



NATURE & WILDLIFE

Birdwatching Tiffin Tours





CULTURE & PEOPLE

Guided Tea Tales Tour





CULTURE & PEOPLE

Coffee & Carom Night Kade Experience



CULTURE & PEOPLE



Miris gala or grinding stone cooking with achchi

[CLICK HERE FOR INTERESTING ARTICLE](#)



MIXOLOGY

**‘Arrack Expeditions’
Guests experience
cocktails using the
regions’ flavours**





MIXOLOGY & NATURE

Arrack Stargazing!



CULTURE & PEOPLE

The Night Mail Food Adventure





CULTURE & PEOPLE

ANNO 1676

The Fort Fredrick Food Adventure





CULTURE & PEOPLE

Seafood Safaris



CULTURE & PEOPLE

‘Beer, Bites & Baila’ Fun food pairings



NATURE / HEALTH /
VEGAN



Mushroom Safaris



NATURE / HEALTH /
VEGAN

**Forage For
Kala-Kola and
learn to make a
delicious lunch**



NATURE / HEALTH /
VEGAN



Street Food Safaris



HEALTH / VEGAN

Moringa Farming



CULTURE & PEOPLE

**Learn how we cook for
1000 performers at the
Perahara**



CULTURE & PEOPLE

Toddy Tapping Adventures



CULTURE & PEOPLE

**Learn how coconut oil is made -
create your own infusions**



A campfire scene with a metal cup, a spoon, a knife, and a fork on a wooden surface, with fresh berries and leaves in the foreground.

**Imagination
and a smart phone
is all you
need!**

A close-up photograph of a hand holding a brown cardboard sign. The sign has a red, hand-drawn outline and contains the text "Do's and Don'ts" in a bold, sans-serif font. The background is blurred, showing a person in a blue shirt and a green field.

**Do's
and
Don'ts**

1. Localize the Experience: Incorporate local ingredients, recipes, and culinary traditions into your offerings to give tourists an authentic experience.

2. Quality Over Quantity: Prioritize high-quality food and service over the sheer volume of options. Tourists are likely looking for a memorable, rather than a generic, experience.

3. Collaborate: Partner with local farmers, markets, and other food-related businesses. Collaboration can enrich your offerings and create a comprehensive experience for tourists.

4. Sustainability: Implement and promote sustainable practices, like sourcing locally and minimizing waste, which are increasingly important to modern travelers.

5. Health & Safety: Ensure that your food handling and preparation areas meet or exceed health and safety regulations to prevent foodborne illnesses.

6. Digital Presence: Maintain an up-to-date website and active social media profiles to attract a broader audience. Make it easy for potential customers to find information and reviews about your culinary offerings.

1.Avoid Overcharging: While culinary tourism often attracts travelers willing to spend more for unique experiences, avoid excessive pricing that could alienate potential customers.

2.Don't Neglect Local Customers: While focusing on tourists, don't forget the local population who can provide business during off-peak seasons.

3.Avoid Cultural Insensitivity: Don't offer dishes or experiences that may be culturally inappropriate or offensive, especially in a country rich with diverse traditions like Sri Lanka.

4.Don't Skimp on Training: Avoid the mistake of under-training staff. Knowledgeable staff who can share the story behind the food and culture enhance the overall experience.

5.Don't Ignore Feedback: Whether positive or negative, customer feedback is valuable. Ignoring it can cost you in terms of reputation and future business.

6.Don't Cut Corners on Quality: In an effort to increase profit margins, don't compromise the quality of ingredients or the cooking process. Quality is usually what tourists are willing to pay for in culinary tourism.

You've done something incredible by creating a one-of-a-kind tourism experience that's all your own. We're thrilled for you! But guess what? The adventure doesn't stop here. Now's the time to spread the word about your awesome experience and connect with fellow travelers. Get ready to unlock the secrets of successful marketing through our toolkit – it's like a treasure map to help your business shine!

This section will walk you through the essentials of creating a basic marketing strategy for your business.

From understanding your audience to choosing the right channels, you'll be equipped with the tools to showcase your unique experiences.

**This marketing toolbox will
simplify 4 key areas of learning
which are critical to your success.**

1

TRAVELER PERSONA

A fictional representation of your ideal traveler, based on research and data, helping you understand their needs, preferences, and behaviours.

2

CUSTOMER JOURNEY MAP

A traveler's complete experience with your business, from the moment they discover your offerings to the after-trip interactions. It helps you identify touchpoints and improve their overall journey.

3

MARKETING PLAN

A Marketing plan outlines strategies and tactics to promote your travel business, attract customers, and achieve your goals.

4

MARKETING MIX

Your marketing mix consists of the different channels you'll use to reach the goals outlined in your Marketing Plan.

A group of four young people are smiling and holding sandwiches outdoors. The man on the left has a tattoo on his arm. The woman next to him has curly hair. The woman with glasses is laughing. The woman on the right has curly blonde hair and is wearing a red top. They are all holding sandwiches filled with meat, cheese, and vegetables. The background shows a rocky coastline with trees and a clear sky.

**Let's
bite
in!**

**When it comes to marketing
everything starts
with your customer!**

**Knowing your customer is your
key to unlocking growth.**



By understanding their needs, desires, and expectations, you'll be equipped to create experiences that truly resonate. When you know your customer well, you're not just offering a service; you're crafting a tailored journey that makes them feel seen, valued, and excited. So, get ready to dive into their world!



How do you get to know your customers and your potential customers better?

1. Talk to Your Guests: Have friendly chats with your visitors to learn what they love about their experiences.

2. Social Media Exploration: Join online groups of people interested in your niche. See what topics excite them and what they're discussing.

3. Competitor Insights: Check out comments on your competitors' pages. It can give you a sneak peek into what travelers are looking for.

4. Google Trends & Questions: Search for trends and questions like 'food and drink tourism trends'. This can show you what's hot and what people are curious about.

5. Reviews Tell Stories: Read reviews on platforms like TripAdvisor. They often hold nuggets of what guests enjoyed most.

6. Observe and Learn: Watch how your guests react during experiences. Their smiles and questions can guide you.

Remember, what people like and don't like can keep changing so make knowing your customer a lifelong priority!

**Traveler personas
are a great way to profile
your perfect customers.**

Step One

**Create and maintain
traveler personas.**

A Traveler persona is like a friendly sketch that helps you understand your typical customer. It shows their age, what they like, where they're from, and what they want from travel or your business. This helps you know how to make them happy and offer what they need. Each persona represents people with similar needs, wants, and behaviors.

You can collect information to develop your traveler personas by;

Talking to guests.

Exploring social media.

Observing your competition.

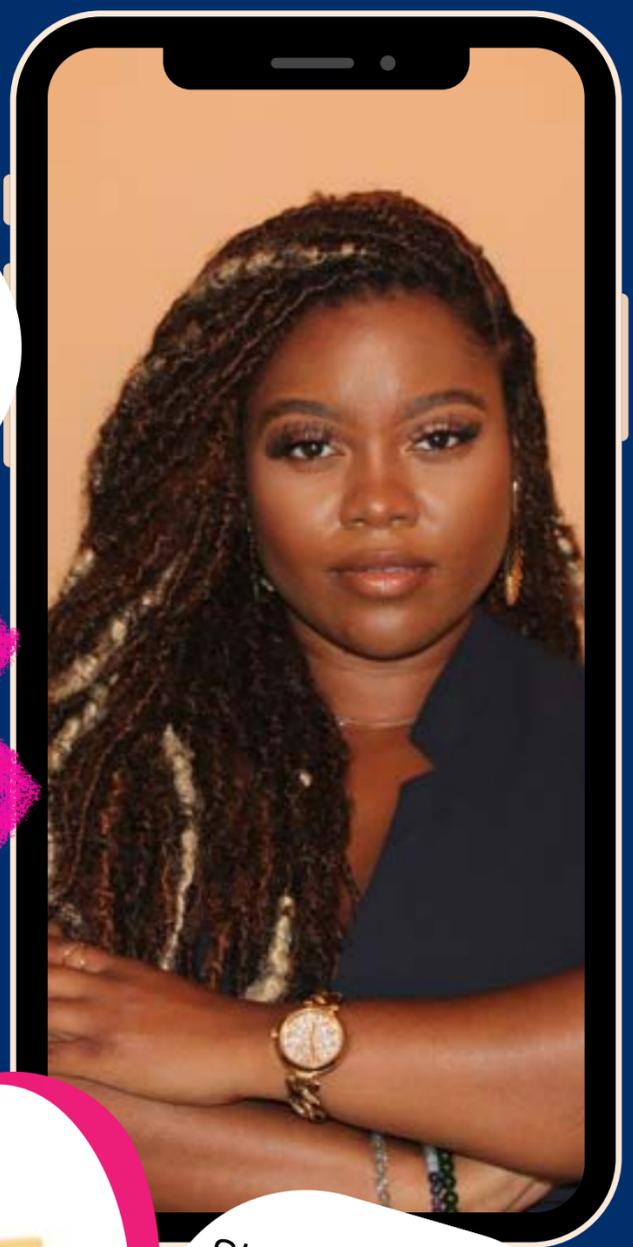
Reading reviews.

Researching Google trends.

Observing and learning.

**Here are a few samples to help
you get started...**

American Food Blogger - Emily (Age: 28)
Emily is a 28-year-old food blogger from the United States with a dedicated following on her social media channels. She travels to explore diverse culinary scenes and is specifically visiting Sri Lanka to discover its unique flavors and cooking techniques. Emily's itinerary consists of food markets, cooking classes, and traditional Sri Lankan restaurants. She's planning to document her journey through vlogs and blog posts, sharing the hidden gems of Sri Lankan cuisine with her audience.



Adventurous with food.



She is completely plugged into social media.

You can collect your information like this as simple little profiles.

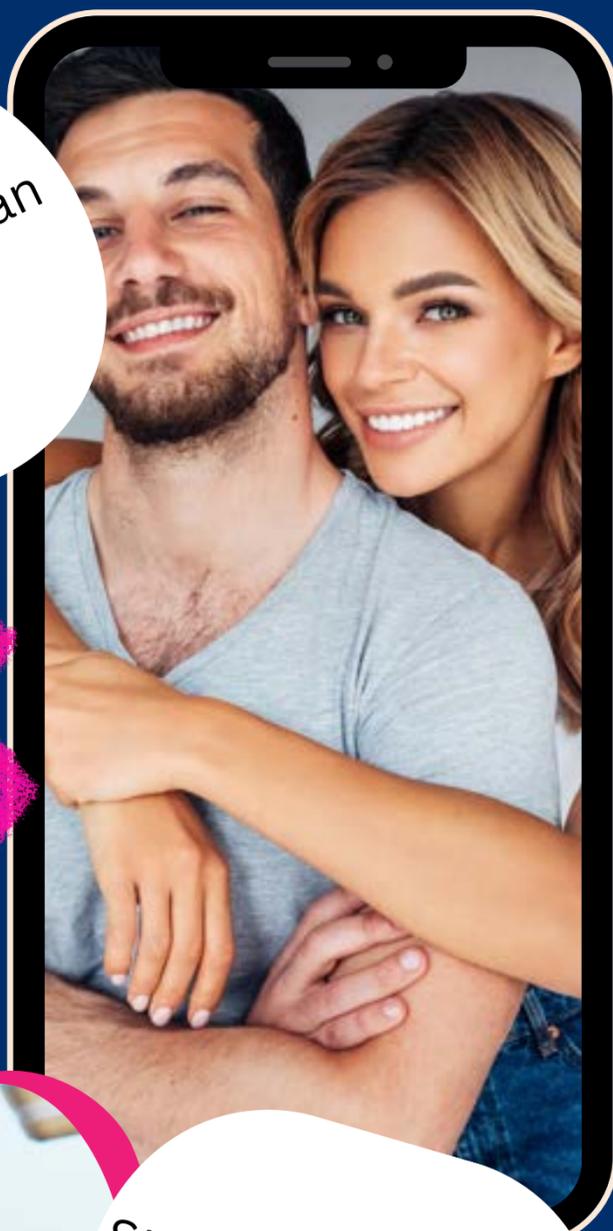
Australian Adventure Couple - Liam & Zoe (Age: 35, 33)

Liam and Zoe are a married couple from Australia who love combining adventure with culinary experiences. In their early 30s, they are coming to Sri Lanka for its stunning beaches, wildlife safaris, and, importantly, its food. They want an itinerary that mixes outdoor activities like surfing and hiking with culinary adventures like spice garden visits and seafood feasts by the ocean. For them, this trip is about making lasting memories while enjoying Sri Lanka's natural beauty and culinary heritage.

Committed to clean eating.



Struggles to balance work and home life.



Japanese Tea Enthusiast - Yuki (Age: 42)

Yuki is a 42-year-old from Japan with a passion for tea. She's heard that Sri Lanka is famous for its Ceylon tea and is visiting specifically to learn about the tea-making process. Her itinerary includes tours of tea plantations in the central highlands, where she can observe and partake in tea-picking and processing. She's also interested in trying local dishes that incorporate tea leaves or flavors. Yuki isn't just in Sri Lanka for sightseeing; she's there for a deep dive into the world of Ceylon tea.



Loves watching birds from her garden.



Passionate about photography.

British Retiree History Buff - George (Age: 68)

George is a 68-year-old retiree from the UK with a keen interest in history, particularly the colonial period. He has chosen Sri Lanka for its rich historical context and its culinary influences from various cultures over the years. His itinerary includes visits to colonial forts, ancient temples, and traditional eateries where he can taste dishes that have historical significance. George isn't just looking for a leisurely vacation; he wants to enrich his understanding of Sri Lankan history through its food.



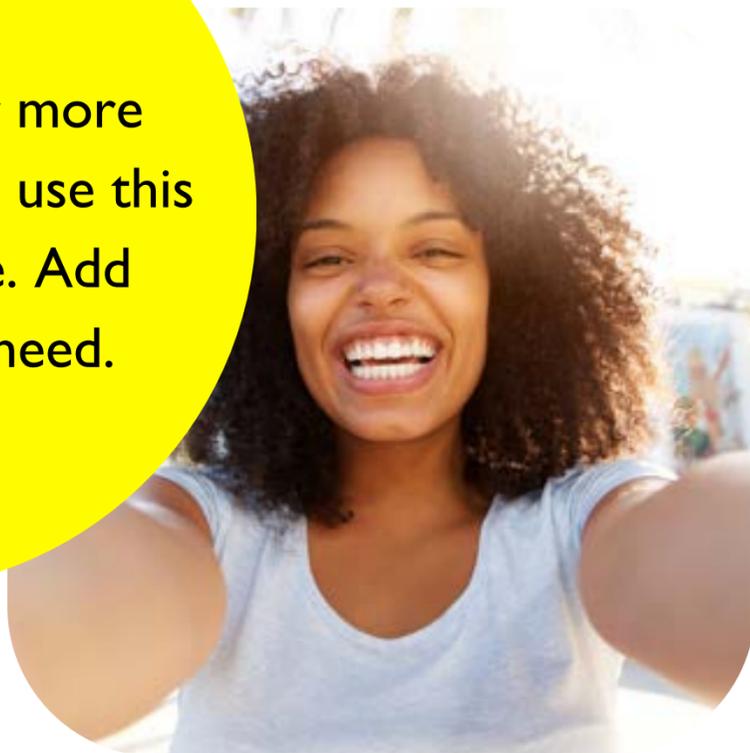
Loves music.



Passionate about conservation.



Or if you prefer more structure, you can use this simple template. Add whatever you need.



EMILY FOOD BLOGGER

AGE : 28

GENDER : Woman

NATIONALITY : US

MARITAL STATUS : SINGLE

ABOUT

Emily, a 28-year-old San Francisco-based food blogger with a Journalism degree, boasts a 150K Instagram following. For five years, she's shared global culinary experiences, from Bangkok street markets to Parisian fine dining, on her blog and YouTube channel.

MOTIVATIONS

Emily's culinary curiosity drives her to uncover and share unique food stories. Believing food bridges cultures, her journalism background amplifies tales behind dishes. In Sri Lanka, she's eager to delve into its diverse culinary heritage, from exotic spices to sustainable fishing.

PERSONALITY

Emily is an extroverted adventurer with a love for all things culinary, from luxury dining to street food. Drawn to "Instagram-worthy" locales, her aesthetic eye and engaging personality shine through in her vlogs and blogs, resonating with her audience.

GOALS

Emily plans to create diverse content on Sri Lankan cuisine, aiming for a 20% rise in engagement. She seeks a deeper cultural connection, possibly teaming up with local chefs, while broadening her culinary portfolio to attract new partnerships.



NAME
OCCUPATION

AGE :
GENDER :
NATIONALITY :
MARITAL STATUS :

ABOUT

Add

MOTIVATIONS

Add

PERSONALITY

Add

GOALS

Add

**Now that you know who your customer is
or who you want as new customers its
time to understand how they plan their
travel and how they can get to know
about your business.**

Step Two

Customer Journey Map.

Imagine you're a detective solving the mystery of what travelers want. A customer journey map is your magnifying glass! It's a special tool that helps you follow the steps travelers take when they discover, explore, and enjoy your tourism experience. This map helps you understand what makes them excited, curious, and satisfied along the way.

Why it's awesome!

Clear Pathway

It lays out the journey step by step, helping you see where travelers need support and where they're having the most fun.

Better Decisions

With this map, you can make smart choices on how to create content, offer services, and connect with your customers.

Happy Travelers

By knowing their journey, you can make their experience smoother, more enjoyable, and unforgettable.

**Let's understand this tool
better and look at an
example.**

Customer Journey Map

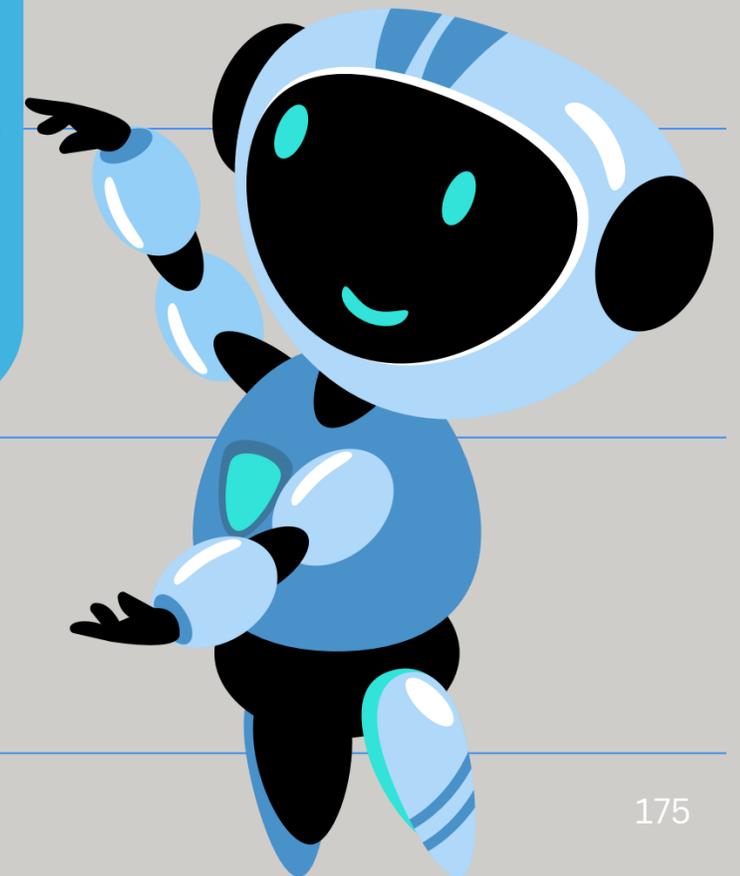
Stages

Actions

Emotions

Touchpoints

This is a simple tool that helps you organise the way you process information about your customer. It helps you think step by step and walks you through the entire journey through the three key stages - before the holiday, during the holiday and after the holiday.



Customer Journey Map

Stages

Actions

Emotions

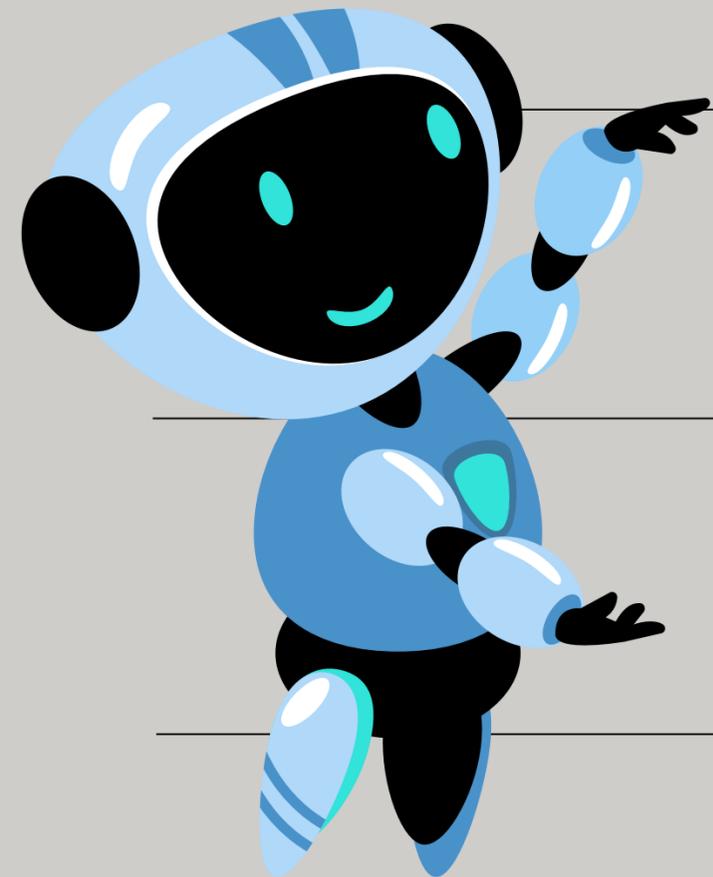
Touchpoints

This is where you list the different stages of a trip - from discovering the destination to going on the trip and returning home.

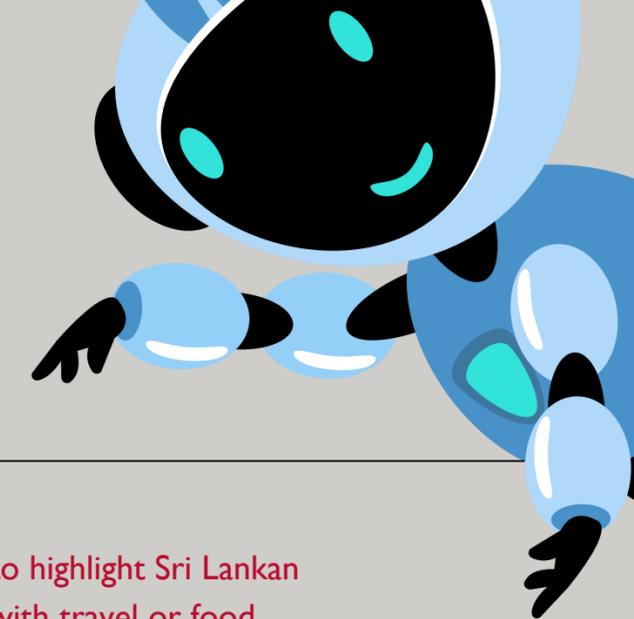
This is where you add in the actions people take at every stage of the trip.

This is where you add all the emotions people feel at the different stages of the trip.

This is where you list the different channels or touch-points where your business can reach people at the different stages of the trip.



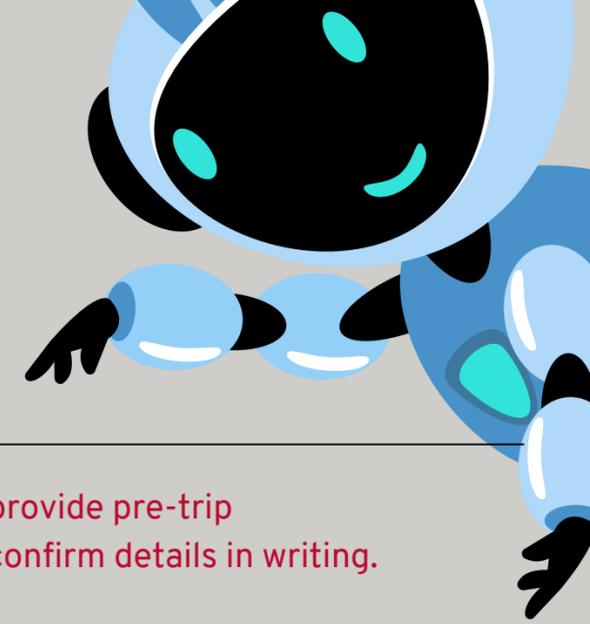
Sample Customer Journey Map CONTINUED ON NEXT SLIDE



Stages	Actions	Emotions	Touchpoints	Pro-Tips
Get to know	Olivia learns of Sri Lankan cuisine's depth through a travel documentary showcasing its culinary delights.	Intrigued, Inspired "That sounds interesting!"	Documentaries, Social Media	Use YouTube or IGTV to highlight Sri Lankan cuisine and collaborate with travel or food influencers.
Want to learn	Olivia explores Sri Lankan dishes via blogs, YouTube, and joins food-centric online communities discussing its cuisine.	Excited, Curious "I want to know more!"	Blogs, YouTube, Articles	Produce engaging content and provide a free guidebook on Sri Lankan flavors and dishes.
Check out options	Olivia explores Sri Lankan culinary tours, classes, and eateries, comparing reviews, dishes, and costs.	Analytical, Hopeful "Hmmm... which one should I choose?"	Websites, Reviews, Social Media	Display offerings clearly on your website with genuine reviews for trust.
Plan to go	Selects key culinary tours and classes in Sri Lanka, listing must-try dishes and checking reservation needs.	Eager, Prepared "I am so excited to explore this island!"	Personal itinerary, Food Lists	Provide culinary-focused itineraries and tools to track must-try foods.



Sample Customer Journey Map



Stages	Actions	Emotions	Touchpoints	Pro-Tips
Book the trip	Books culinary tours, buys flight tickets, and prepares a food-focused trip checklist.	Confident, Anticipative I can't wait to start this Journey	Emails, Booking Websites	Simplify bookings, provide pre-trip consultations, and confirm details in writing.
Have the trip	Starts with a tasting dinner and guide intro. Joins tours and cooking classes, blogging actively. Ends exploring markets and local eateries.	Thrilled, Satisfied "This is such a memorable experience"	Food Tours, Cooking Classes, Local Eateries	Provide expert guides, interactive sessions, and allow spontaneous culinary detours.
Return home	Returns home, plans to recreate dishes. Begins drafting blogs and social posts from her material.	Nostalgic, Happy "I want to come back for more"	Blog, Social Media	Encourage social sharing with incentives like gifts or future discounts.
Tell everyone	Posts her Sri Lanka culinary review on her blog and social media. Shares videos and photos, championing the country's flavors.	Proud, Grateful "you have to try this - it's incredible!"	Review Sites, Word-of-Mouth	Thank customers for reviews and offer referral bonuses for future bookings.



Every detail, from their initial inquiry to their final farewell, is a testament to your commitment to your guest's happiness.

Your role isn't just about showcasing sights; it's about weaving emotions and connections. It's the assurance of safety, the warmth of the welcome, and the genuine care you infuse into each encounter that makes them not just guests, but cherished members of your journey. And it's this exceptional experience that leaves an impression so profound that they eagerly anticipate returning, sharing stories, and embarking on another unforgettable chapter with you.



**Wow,
look at what
you have
accomplished!**



Once you have a good Customer Journey Map developed and have identified all the most relevant and impactful touchpoints, you have the framework for your winning Marketing Plan!

Step Three

Marketing Plan.

What is a marketing plan?



A marketing plan is like a roadmap that helps you promote your business. It's a plan that shows you what to do to reach more people and tell them about the great things your business offers. It's like a guide to make sure you're doing the right things to attract customers and make your business successful.

MARKETING PLAN

DEFINITION

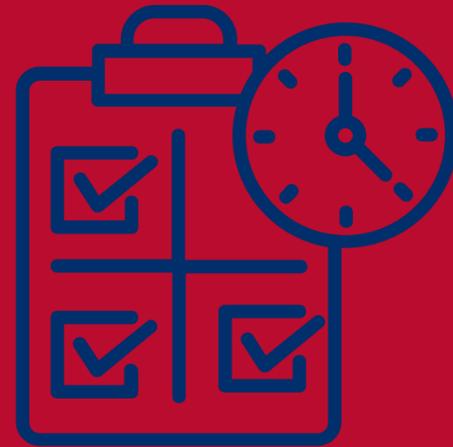
PRO-TIP

SAMPLE

	DEFINITION	PRO-TIP	SAMPLE
OBJECTIVE	Your objective is the big goal.	Set clear, measurable, and achievable goals.	Increase Sri Lanka culinary tour bookings by 25% in the next 12 months.
TARGET AUDIENCE	The specific group of people who are most likely interested in your travel offerings.	Go back to your traveler personas - identify the most lucrative and relevant ones for your business.	American blogger, Japanese tea enthusiast, French gourmet traveler, and Indian street food explorer.
MESSAGING	The way you communicate your travel experiences and offerings to your potential customers.	Analyze your customer journey map; communicate simply, and narrate stories.	"Feast Your Senses: Explore the Authentic Flavors of Sri Lanka's Culinary Landscape"
CHANNELS	The different ways you use to reach and interact with your potential customers, like social media, websites, and emails.	Meet audiences on their platforms - use catchy content for social media and detailed for blogs.	Use Instagram, Facebook, Twitter, travel blogs, YouTube ads, and email newsletters.
BUDGET	The money you set aside to spend on your marketing activities and strategies.	Set a goal-aligned budget; impactful results don't always require huge spending. Prioritize smartly!	USD xxx for boosting on social , quality content, website marketing.
ACTION PLAN	A step-by-step guide that outlines the specific tasks and activities you need to do to achieve your marketing goals.	Divide tasks into steps, assign duties and deadlines for efficient completion.	Weekly recipe and tour posts; monthly IG takeovers. Partner with food bloggers; create short videos on Sri Lankan cuisine.
MEASUREMENTS	Tracking and evaluating how well your marketing efforts are working and if you're achieving your goals.	Utilize Google Analytics and social insights to measure strategy success and adjust accordingly.	Bookings, website visits, engagement metrics, and customer feedback.



Set Specific Goals:
Define clear and specific objectives to work towards.



Break Tasks Down:
Divide big goals into smaller, manageable steps.



Stay Positive: Focus
on achievements, visualize success, and maintain a positive mindset.

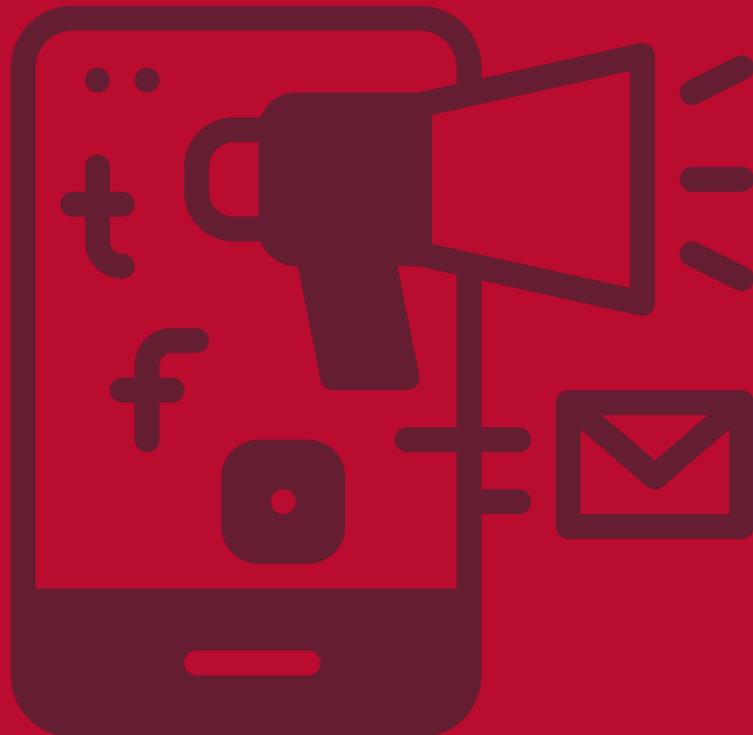
A young woman wearing a light-colored hijab and a white cardigan is smiling broadly, showing her teeth. She is looking slightly to the right of the camera. The background is a solid, bright yellow color. The text 'You have made excellent progress!' is overlaid on the left side of the image in a large, white, bold font with a slight drop shadow.

**You
have made
excellent
progress!**

Step Four

Marketing Mix.

Your marketing mix consists of the different channels you'll use to reach the goals outlined in your Marketing Plan.



You find these channels or touchpoints when you develop your Customer Journey and you list them under 'channels' in your Marketing Plan.

- 1 **Website Marketing**
- 2 **Content Marketing**
- 3 **Social Media Marketing**
- 4 **Feedback and Reviews**
- 5 **Email Marketing**

- 6 **User Generated Content**
- 7 **Online Booking Platforms**
- 8 **Local Partnerships**
- 9 **Sustainable Practices**



This is the marketing mix that is most effective for your business.



**Let's
understand
each one
better!**

1

YOUR WEBSITE IS STEP ONE IN YOUR DIGITAL MARKETING JOURNEY.



A website is like your business's online home. It's a place where people can come to learn about what you offer, where you are, and how to get in touch with you. Having a website is important for your small tourism business because it helps travelers find you easily, learn more about your unique experiences, and decide to book with you. It's like having a virtual welcome center that's open 24/7!

HOW TO APPROACH WEBSITE MARKETING

PLAN	BUILD	OPTIMIZE
<p>Set Clear Goals: Think about what you want your website to achieve. Do you want to showcase your unique tourism experiences, attract more customers, or provide helpful information.</p>	<p>Choose a Platform: Pick user-friendly platforms like Wix or WordPress with pre-designed templates.</p>	<p>Use the Right Words: Include words on your website that people might use when looking for what you offer. These are called keywords.</p>
<p>Identify Your Specialties: Define what makes your business unique. Highlight what sets you apart from others and showcase those aspects on your website.</p>	<p>Select a Domain: Choose a name for your site that reflects your business.</p>	<p>Pictures with Names: Give your pictures names that describe what they show. This helps search engines understand your content.</p>
<p>Know Your Audience: Understand who your target customers are and what they are looking for. Tailor your website content to their needs and preferences.</p>	<p>Customize Content: Add your pictures, descriptions, and contact details.</p>	<p>Describe Your Pages: Each page on your site should have a short description that explains what it's about. This helps search engines know what's on your site.</p>
<p>Enable Direct Communication: Make it easy for visitors to get in touch with you. Link your email, chat, and social media to your website so they can reach out easily.</p>	<p>Connect Social Media: Link your social media accounts for wider reach.</p>	<p>Links Are Good: If other websites link to yours, it shows that your site is valuable. So, try to get other sites to link to yours.</p>
<p>Keep things simple!</p>	<p>Use Chat Apps: Integrate chat apps like WhatsApp for easy communication.</p>	<p>Create the website, do a photo+video shoot, create content, write blogs, boost content.</p>
	<p>Explore Wix Discover WordPress</p>	<p>Link to Resources</p>



How to find Keywords

- 1. Write Down Ideas:** List words about your unique tourism activities, places, and what you offer.
- 2. See Google Suggestions:** When typing on Google, it gives suggestions. Note these down, they're popular searches.
- 3. Google Keyword Planner:** This tool finds keywords and shows how much they're searched. It also helps you find related words.

4. Check Competition: Look at similar businesses' websites. See what words they use.

5. Look in Online Chats: Read travel forums and social media posts to find what travelers talk about.

6. Use Place Names: If your experience is in a certain place, add that to your keywords.

7. Try Detailed Words: Use longer phrases, like "best food experiences in Sri Lanka" They can attract the right people.



Here are 50 keywords for Culinary Tourism to help you get started!

- Sri Lanka culinary tours
- Sri Lankan cuisine
- Sri Lanka food travel
- Sri Lanka cooking classes
- Sri Lanka street food
- Sri Lanka food experiences
- Culinary Sri Lanka
- Authentic Sri Lankan food
- Sri Lankan spices
- Sri Lanka food festivals
- Sri Lanka cooking workshops
- Sri Lankan traditional dishes
- Foodie travel Sri Lanka
- Sri Lanka seafood
- Sri Lanka farm-to-table
- Gourmet travel Sri Lanka
- Sri Lanka local markets
- Sri Lankan tea experiences
- Sri Lanka food and drink
- Sri Lanka food guide
- Best restaurants in Sri Lanka
- Sri Lanka local eateries
- Sri Lanka food itinerary
- Sri Lanka spice tours
- Cooking holidays Sri Lanka
- Sri Lankan culinary heritage
- Sri Lanka kitchen tours
- Sri Lanka culinary vacations
- Sri Lankan desserts
- Vegan food in Sri Lanka
- Sri Lanka food culture
- Sri Lanka dining experiences
- Sri Lanka sustainable food tourism
- Sri Lanka regional cuisine
- Sri Lankan cooking techniques
- Sri Lanka food photography
- Sri Lanka food bloggers
- Ayurvedic cuisine in Sri Lanka
- Sri Lanka food tasting
- Exotic foods of Sri Lanka
- Sri Lanka culinary trails
- Sri Lanka food reviews
- Sri Lanka cooking ingredients
- Sri Lanka tropical fruits
- Sri Lanka chef experiences
- Sri Lanka cooking retreats
- Sri Lanka specialty dishes
- Sri Lanka culinary events
- Sri Lanka cooking demonstrations
- Sri Lanka food markets

Here are some examples of how to use these keywords

Website Landing Page:

Welcome to the Ultimate Sri Lankan Culinary Experience!
Discover the exotic tastes and rich culinary heritage of the Pearl of the Indian Ocean. Join us for authentic Sri Lankan traditional dishes and exciting Sri Lanka cooking classes that will ignite your senses and expand your culinary repertoire.

Packages Page

Sri Lanka Culinary Tours: Ignite Your Palate

Dive deep into the flavors of Sri Lanka with guided culinary tours that explore local markets, try out exotic fruits, and introduce you to the finest street food.

Package Includes:

- Guided visits to local markets
- Sampling of exotic fruits
- Street food tasting





MEASURING THE SUCCESS OF YOUR WEBSITE MARKETING STRATEGY

TIPS

Use website analytics to track visitors and actions on your site.

Monitor mobile traffic to ensure a good mobile experience.

Track conversions (booking inquiries, sales) from your site.

INDICATORS

Increased website traffic and engagement.

Low bounce rates (visitors leaving quickly).

Higher conversion rates.



**2 YOUR
CONTENT MARKETING
STRATEGY IS
CRITICAL.**

WHAT IS CONTENT MARKETING?

Content marketing is like sharing captivating stories with your customers. Imagine telling them about the fascinating culture, the amazing sights, and the unforgettable experiences your niche tourism offers. Through blogs, videos, and pictures, you're not just promoting your business – you're giving travelers a taste of what they can expect. Storytelling is a great way to create this content. It's all about weaving narratives that engage, inspire, and leave a lasting impression, making travelers excited to be a part of your journey.



**It's basically
pictures & words
that grab
attention!**

SELLING

1. Talk About the Product: Selling content talks about what a product does and how it's different.
2. Ask to Buy: It encourages people to buy or sign up right away.
3. Talk About what you are selling: It mostly talks about the product itself and its good points.
4. Quick and Clear: It's short and to the point, so you know what to do fast.
5. Trying to Sell: Its main job is to get you to buy something now.



- BE CLEAR & SIMPLE
- HIGHLIGHT BENEFITS
- HAVE A CLEAR CALL TO ACTION

STORYTELLING

1. Share Feelings: Storytelling content makes your audience feel something and shares stories that feel real.
2. Tell Exciting Stories: It tells exciting stories that get them interested and want to know more.
3. About your audience: It's about what your audience wants and likes, making them the important part.
4. Takes Time to Enjoy: It's longer, like a good story, and keeps you reading or listening.
5. Building Friendship: It wants to make friends with the audience, telling stories they like and remember.



- BE DESCRIPTIVE
- HAVE A MESSAGE
- CAPTURE EMOTIONS & BE AUTHENTIC

There are 2 main types of content and they are both useful in different ways. Both can be done in static & video format.

THIS IS SELLING



THIS IS STORYTELLING





MEASURING THE SUCCESS OF YOUR CONTENT MARKETING STRATEGY

TIPS

Count views, likes, and shares on your content.

Monitor comments and feedback from readers/viewers.

Track the impact of content on website traffic.

INDICATORS

High engagement on content.

Positive feedback and discussions.

Increased traffic from content sources.

3
**SOCIAL MEDIA
IS A WINNER FOR
CULINARY TOURISM.**

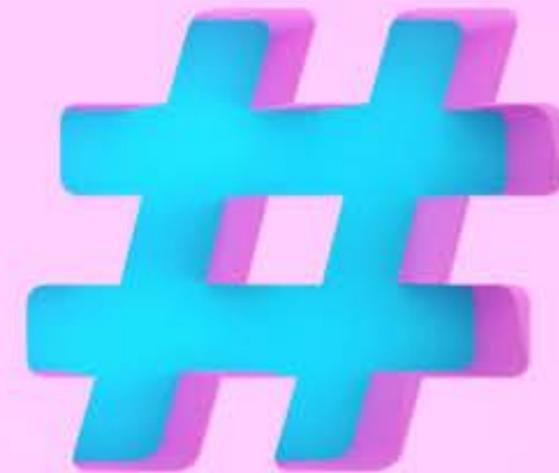


**Of the 5.8 Billion Digital users in the
world today**

4.8 Billion
are on social media



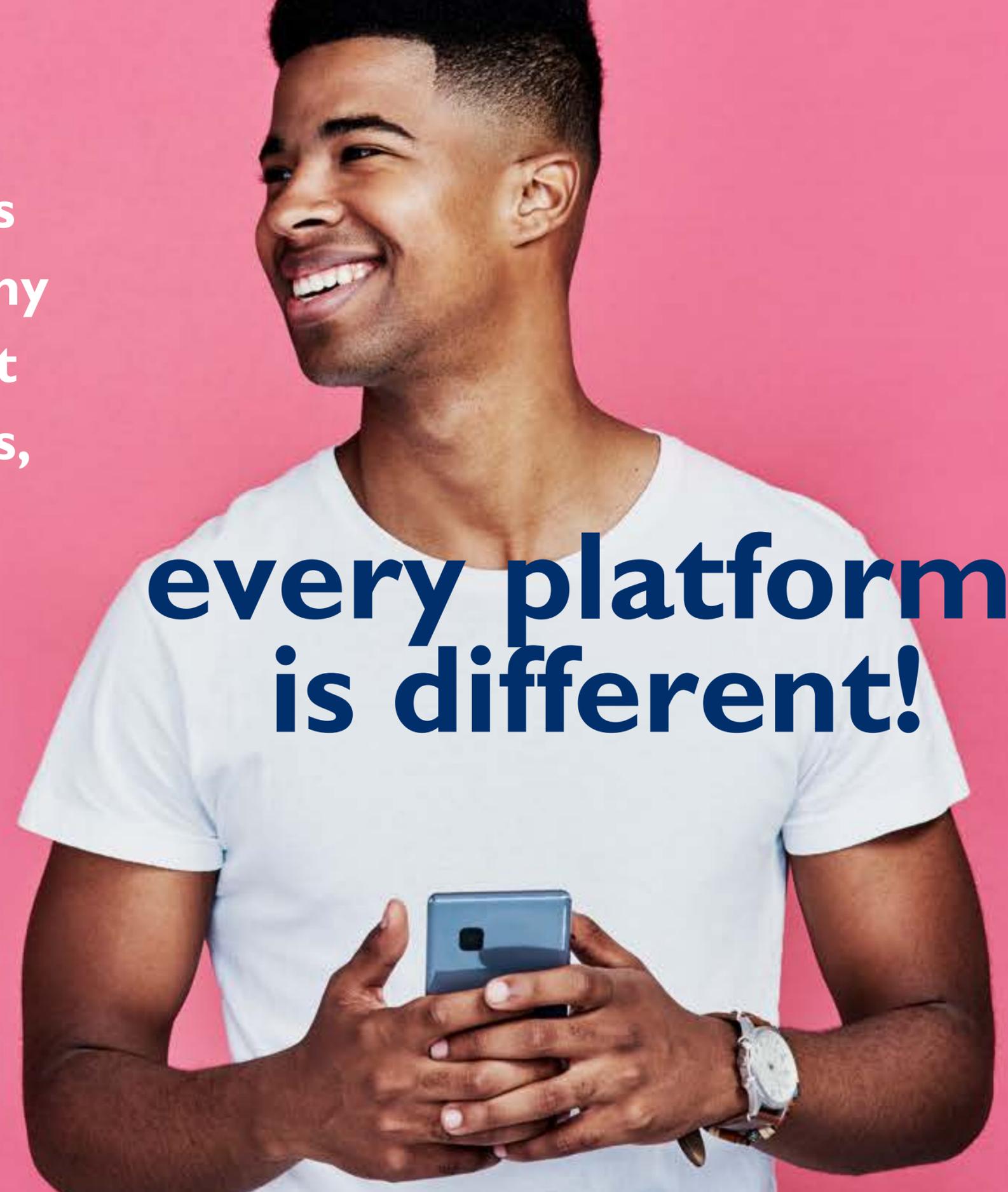
Social media is like a digital playground where people from around the world connect, share, and discover. It's a space where businesses like yours can shine! This is a place where travelers gather to seek inspiration, tips, and unique adventures.





It's your direct line to travelers seeking immersive experiences. By sharing captivating stories, stunning visuals, and engaging videos, you can spark their curiosity and draw them into your world. Social media isn't just about promoting; it's about building connections and crafting a community around your brand.

Remember, each platform has its own vibe and audience. That's why crafting platform-specific content is essential. Tailoring your stories, photos, and videos to fit the preferences of each platform ensures that you're reaching the right people in the right way. So, dive into social media with enthusiasm, create content that resonates, and watch your niche tourism business flourish!



The right content for the right platform is key!

<p>Platform</p> <p>the name of the platform is linked to official tutorials</p>	<p>Winning Content</p>	<p>PRO-Tips</p> <p>The content is linked to useful tutorials</p>
 <p>FaceBook</p>	<p>Share captivating stories, photos, and videos of your niche experiences. Create event pages for local festivals or workshops. Engage with travelers through comments and messenger.</p>	<p>Facebook for Tourism 1 Facebook for Tourism 2 Facebook for Tourism 3</p>
 <p>Instagram</p>	<p>Post stunning visuals of your destination, activities, and behind-the-scenes moments. Use hashtags to reach a broader audience. Instagram Stories are perfect for showing a day in the life of your business.</p>	<p>Instagram for Tourism 1 Instagram for Tourism 2 Instagram for Tourism 3</p>
 <p>TikTok</p>	<p>Create short, engaging videos that highlight unique aspects of your niche tourism experiences. Use trends and challenges to connect with a younger audience.</p>	<p>TikTok for Tourism 1 TikTok for Tourism 2 TikTok for Tourism 3</p>
 <p>X (formerly Twitter)</p>	<p>Share quick updates about your business, upcoming events, and industry news. Use relevant hashtags to join conversations and increase visibility.</p>	<p>X for Tourism 1 X for Tourism 2 X for Tourism 3</p>
 <p>Pinterest</p>	<p>Create boards showcasing your destination's beauty, travel tips, and local attractions. Include pins of your offerings, along with related content like recipes or DIY guides.</p>	<p>Pinterest for Tourism 1 Pinterest for Tourism 2 Pinterest for Tourism 3</p>
 <p>Youtube</p>	<p>Share videos that provide virtual tours, travel tips, and showcase your niche experiences. Upload tutorials, customer testimonials, and vlogs to engage viewers.</p>	<p>Youtube for Tourism 1 Youtube for Tourism 2 Youtube for Tourism 3</p>



MEASURING THE SUCCESS OF YOUR SOCIAL MEDIA MARKETING STRATEGY

TIPS

Count likes, shares, comments on your posts.

Monitor interactions and direct messages from users.

Track website traffic from social media links.

INDICATORS

Growing social media following.

Active engagement with travelers.

Increased website traffic from social media.



4

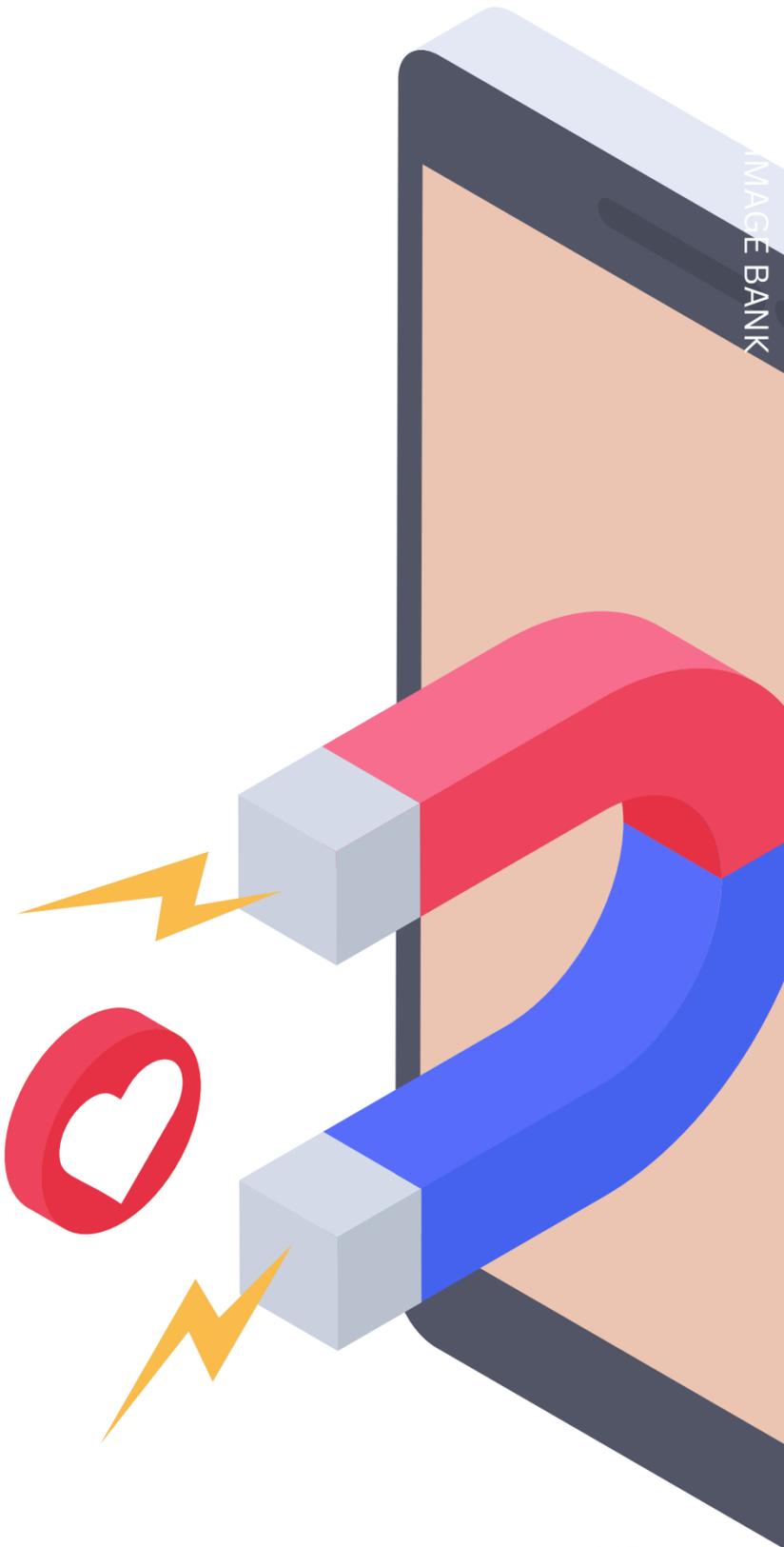
**HARNESS THE
POWER OF ONLINE REVIEWS.**

Customer Reviews



1 BILLION + REVIEWS
SRI LANKA'S SHARE
IS 1.5MIL

Reviews and listings are like online word-of-mouth for your tourism business. They help potential customers learn about your experiences and services from others who have already visited. Positive reviews build trust and credibility, while detailed listings provide essential information that travelers need to make informed decisions. Having good reviews and accurate listings can attract more visitors and boost your business by showcasing the value you offer. ★★★★★





TripAdvisor is like a digital travel guide where people share their experiences about hotels, attractions, and activities they've tried. It's a place where travelers can read real reviews from other people to help them decide where to stay, what to do, and where to go. It's like having a community of fellow explorers giving you advice before you embark on your own adventure!



TIPS

- 1. Create a Great Profile:** Make a detailed and interesting profile with nice photos and descriptions of your business.
- 2. Ask for Reviews:** Encourage happy customers to leave reviews. Good reviews help others trust you.
- 3. Reply to Reviews:** Respond to all reviews, good and bad, politely and quickly. It shows you care.
- 4. Show What's Special:** Tell people what makes your business unique and exciting.
- 5. Keep Info Updated:** Make sure your info like hours and contact details are correct. People like reliable info.
- 6. Use Good Pictures:** Share nice pictures and videos that show what your business is like.

PRO TIP

USE THE APPROPRIATE EMOJIS WHEN RESPONDING TO COMMENTS - THEY ARE FRIENDLY & CAN HELP BRIDGE LANGUAGE GAPS.





MEASURING THE SUCCESS OF YOUR REVIEWS MARKETING STRATEGY

TIPS

Count and track positive reviews and ratings.

Monitor sentiment and feedback from reviews.

Compare review trends over time.

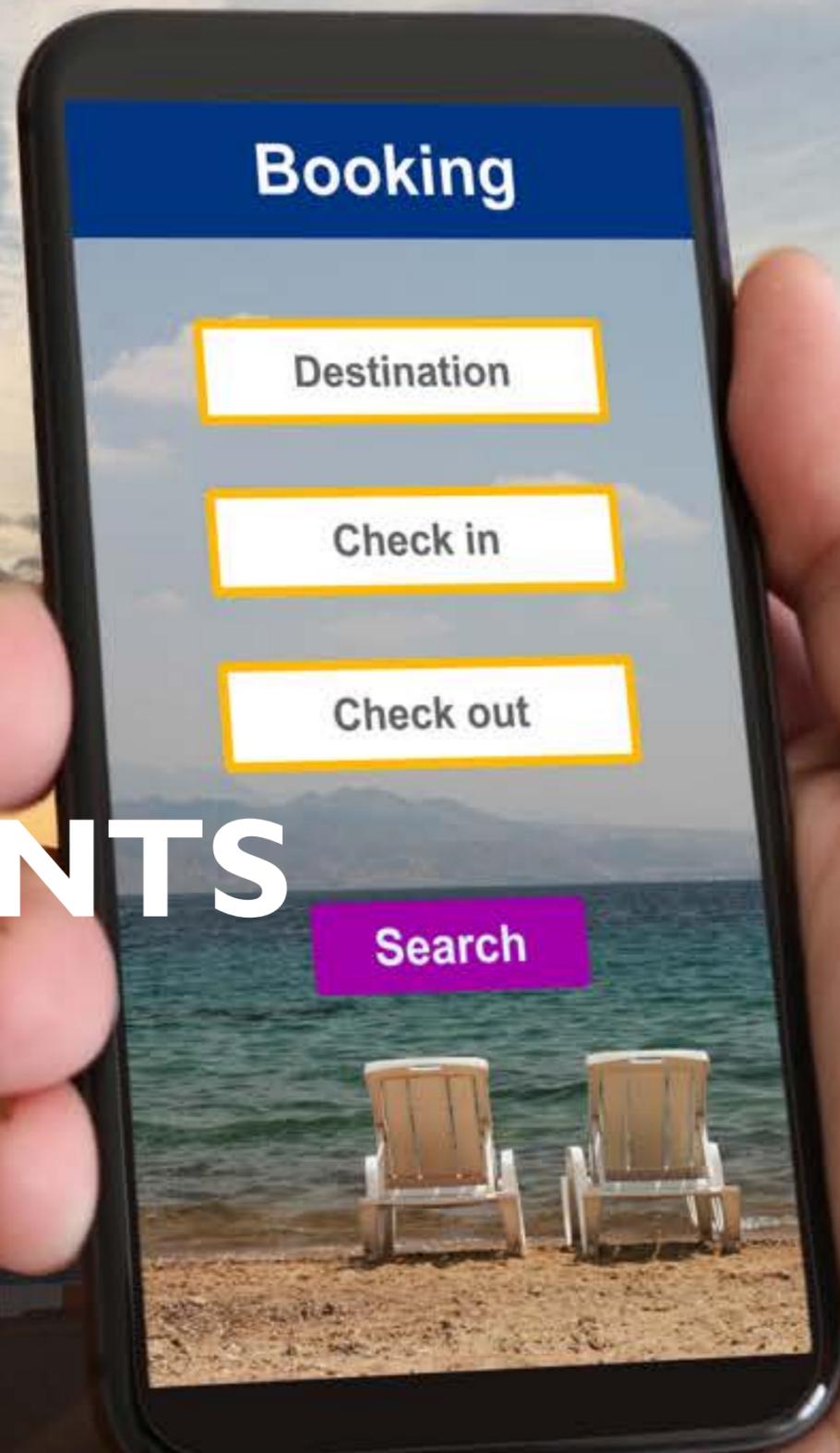
INDICATORS

High overall ratings and positive reviews.

Constructive feedback and suggestions.

Consistent positive trends.

5
**ONLINE
TRAVEL AGENTS
ARE KEY.**



An Online Travel Agency or OTA, is a digital platform that allows travelers to search, compare, and book various travel-related services such as flights, accommodations, tours, and activities. OTAs aggregate offerings from different suppliers and providers, making it convenient for travelers to find and book everything they need for their trip in one place.

POPULAR OTA'S

[1.Booking.com](#)

[2.Expedia](#)

[3.TripAdvisor](#)

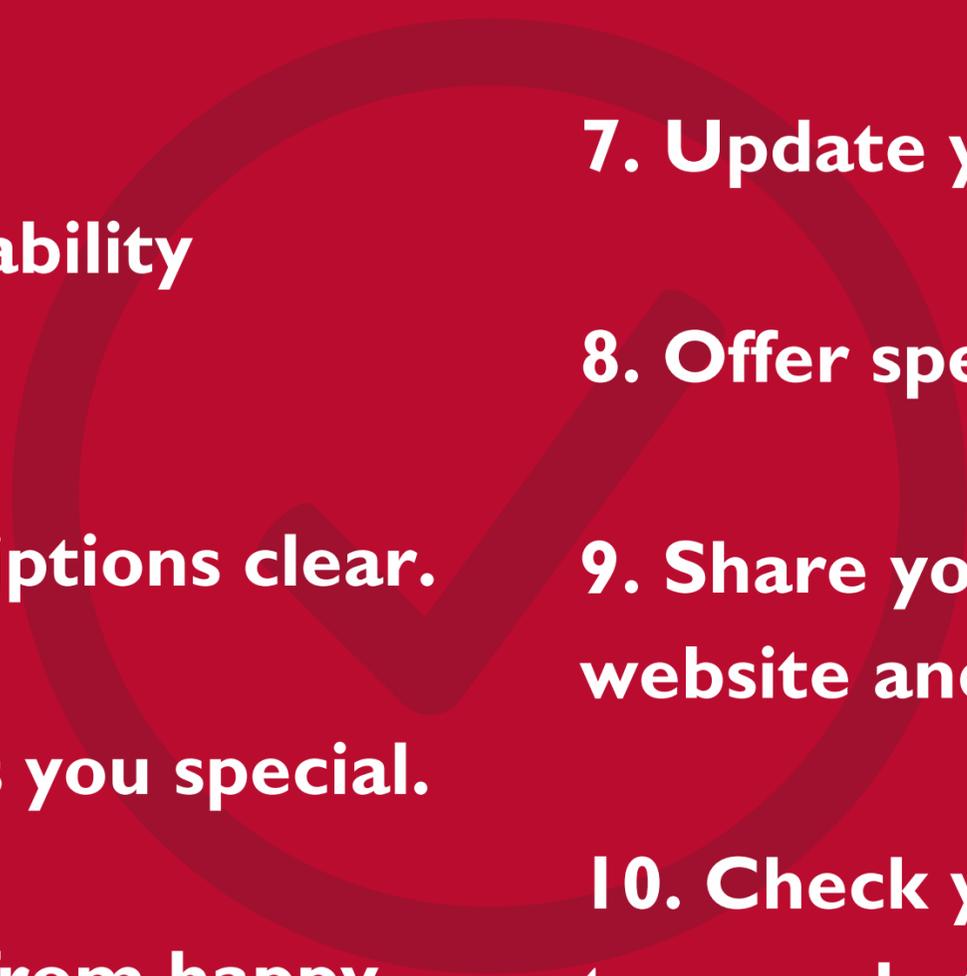
[4.Agoda](#)

[5.Airbnb](#)

[6.Hotels.com](#)

[LINK TO 8 ADVANCED OTA STRATEGIES THAT CAN HELP YOU WIN](#)

[LINK TO ADVANCED OTA STRATEGY FOR DRIVING PROFITABILITY](#)



PRO TIPS

1. Use great photos and descriptions.

2. Keep prices and availability accurate.

3. Make titles and descriptions clear.

4. Highlight what makes you special.

5. Get positive reviews from happy customers.

6. Respond quickly to inquiries.

7. Update your info regularly.

8. Offer special deals sometimes.

9. Share your listings on your website and social media.

10. Check your listing performance to see what's working.



MEASURING THE SUCCESS OF YOUR OTA MARKETING STRATEGY

TIPS

Monitor bookings made through online platforms.

Track which platforms drive the most bookings.

INDICATORS

Consistent bookings from various platforms.

Higher bookings from certain platforms.

7

EMAIL MARKETING.



**WHAT IS
EMAIL MARKETING?**



Email marketing is like sending personalized and engaging messages directly to people's email inboxes. It's a way to connect with travelers who are interested in your niche tourism experiences. By sending them valuable content, updates, and special offers, you can build a relationship with your audience and keep them informed about your unique offerings. It's like having a direct line to their virtual door, allowing you to share your story, showcase your experiences, and encourage them to be a part of your journey.

PRO TIPS

1. Build Your List: Collect email addresses from people who are interested in your niche tourism experiences. You can gather these through your website, social media, events, and more. Make sure you have their permission to send them emails.

2. Create Compelling Content: Craft engaging emails with valuable content. Share stories about your niche experiences, travel tips, destination insights, and exclusive offers. Make sure your emails provide value to your subscribers.

3. Design Eye-Catching Emails: Create eye-catching emails using free templates from platforms like Canva. Remember to add images, videos, and a clear call-to-action that tells people what you want them to do next.

4. Personalize: Personalize your emails by using your subscribers' names and tailoring the content to their interests. Remember, privacy is essential – avoid sending bulk messages where everyone can see each other's email addresses. This makes your emails more engaging and respectful of your recipients' privacy.

5. Send Regularly: Establish a consistent sending schedule, whether it's weekly, bi-weekly, or monthly. Consistency helps build anticipation and keeps your audience engaged.

USEFUL LINKS

[A COMPLETE GUIDE TO EMAIL MARKETING FOR TOURISM OPERATORS](#)

[EMAIL MARKETING FOR THE TRAVEL & TOURISM INDUSTRY](#)

[THREE STEPS TO GET STARTED](#)

[FREE EMAIL MARKETING TEMPLATES & DESIGN RESOURCES](#)



MEASURING THE SUCCESS OF YOUR EMAIL MARKETING STRATEGY

TIPS

Track open rates and click-through rates of emails.

Measure conversion rates from email campaigns.

Monitor subscriber growth and engagement.

INDICATORS

Increasing open and click-through rates.

Higher conversion rates from emails.

Growing and engaged email subscriber list.



8

USER

GENERATED

CONTENT.

User-generated content is when your customers become your storytellers. It's like friends sharing their awesome experiences, but for your business. They post photos, reviews, and stories about your niche tourism offerings. This boosts your brand and shows potential guests what a great time they could have with you!

PRO TIPS

1. Use Popular Hashtags: Include popular hashtags related to your niche to reach a wider audience.

2. Create Your Own Hashtag: Make a unique hashtag for your business and encourage guests to use it.

3. Tag Your Pages: Tag your business pages in user posts to showcase their positive experiences.

4. Encourage Sharing: Motivate guests to share their experiences using your hashtags.

5. Share on Your Platforms: Repost user content on your own social media and website.

6. Engage and Respond: Interact with user-generated posts to build connections with customers.



MEASURING THE SUCCESS OF YOUR USER GENERATED MARKETING STRATEGY

TIPS

Keep track of user-generated content with your hashtags.

Share user-generated content on your platforms.

Observe if user-generated content leads to bookings.

INDICATORS

Regular use of your hashtags by travelers.

Positive reactions and engagement.

Increased bookings from user-generated content.

9 LOCAL PARTNERSHIPS.



The image features two hands, one from a darker-skinned person and one from a lighter-skinned person, reaching towards each other in a gesture of collaboration. The background is a soft blue gradient with a bright sun flare effect behind the hands. The text is overlaid in a large, white, bold font with a slight drop shadow.

Collaborating with local partners can significantly boost the growth of your business & the tourism sector. Here are six effective ways to do so...

PRO TIPS

1. Joint Packages: Create bundled packages that combine your niche tourism experiences with services from local accommodation providers, restaurants, or transport companies. Offering comprehensive packages enhances the overall customer experience and encourages longer stays.

2. Cross-Promotion: Partner with local businesses to promote each other's offerings. Share each other's content on social media, websites, and newsletters to tap into each other's customer base.

3. Exclusive Experiences: Collaborate with local artisans, performers, or experts to offer exclusive workshops, performances, or guided sessions as part of your tourism offerings. These unique experiences can attract more visitors seeking authenticity.

4. Event Partnerships: Participate in or host events in collaboration with local festivals, cultural gatherings, or seasonal celebrations. Aligning with these events can attract a larger audience and provide additional exposure.

5. Local Product Integration: Collaborate with local producers, farmers, or artisans to incorporate their products into your offerings. For instance, you can feature local handicrafts, foods, or beverages to provide an authentic taste of the region.

6. Community Engagement: Partner with local community organizations, schools, or conservation groups. Engaging in eco-friendly initiatives or contributing to local causes can enhance your brand image and attract socially conscious travelers.



MEASURING THE SUCCESS OF YOUR LOCAL PARTNERSHIP STRATEGY

TIPS

Measure the increase in cross-promotion visibility.

Monitor referral traffic from partner sites.

INDICATORS

Shared content and promotions with partners.

Increased traffic from partner sites.

10

**SUSTAINABLE
PRACTICES.**

Embracing Sustainability: A Smart Path to Business Success

In today's world, sustainability isn't just a buzzword – it's a vital component of successful business strategies. As travelers become more conscious of their environmental and social impact, incorporating sustainable practices into your tourism business isn't just ethical; it's also a powerful marketing tool.

The Importance of Sustainability:

Sustainability is more than just a trend; it's a global movement shaping consumer preferences and behaviors. Travelers are actively seeking experiences that align with their values, and businesses that adopt sustainable practices stand out as responsible and forward-thinking.

Attracting Conscious Travelers:

Sustainable practices can attract a growing segment of conscious travelers who prioritize eco-friendly choices. By showcasing your commitment to reducing environmental impact, supporting local communities, and preserving cultural heritage, you can tap into this burgeoning market.

Marketing Your Values:

Sustainability isn't just about reducing waste; it's about sharing your values with your audience. Communicating your efforts through social media, website content, and partnerships can resonate deeply with potential customers, fostering loyalty and repeat business.

Incorporating sustainable practices into your marketing strategy isn't just about being environmentally conscious; it's about aligning your business with the values of modern travelers and carving a path toward long-term success.



MEASURING THE SUCCESS OF SUSTAINABILITY AS A MARKETING STRATEGY

TIPS

Track engagement with content about sustainability.

Monitor customer feedback on sustainability efforts.

INDICATORS

Positive response to sustainability focus.

Praise and appreciation for eco-friendly practices.

Congratulations on taking the first step to creating an exciting tourism experience! Your journey into marketing might feel new, but with these tools and tips, you're well-equipped to make a big impact. Remember, success comes from passion, persistence, and a genuine connection with your travelers. Embrace this adventure, and may your business flourish and bring joy to all who experience it. Wishing you the best of luck on your exciting journey ahead!

