



**USAID**  
FROM THE AMERICAN PEOPLE

# HOSTED OR CURATED TRAVEL

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.**

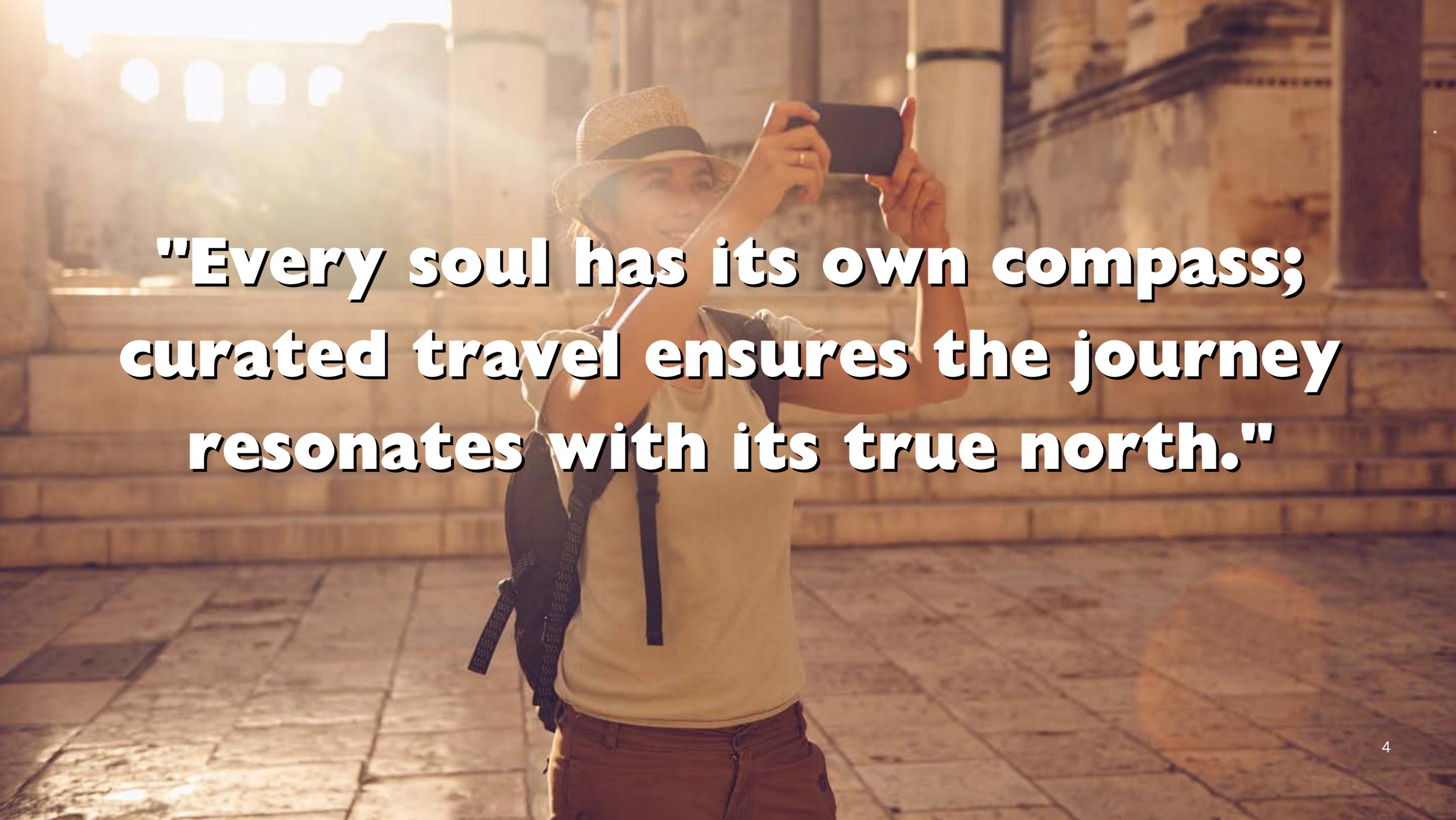
**DISCLAIMER**

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A woman wearing a straw hat, a light-colored t-shirt, and a dark backpack is standing in a sunlit courtyard. She is holding a smartphone up to take a photo. The background features a stone wall with arched windows and a paved ground. The scene is bathed in warm, golden light, suggesting late afternoon or early morning.

**"Every soul has its own compass;  
curated travel ensures the journey  
resonates with its true north."**

# **What is Hosted or Curated Travel?**

**A hosted or curated experience refers to a specially designed and organized activity or tour that offers participants a unique, tailored insight or perspective. Unlike standard tours, these experiences are often led by local experts or enthusiasts who share in-depth knowledge, stories, and personal touches, ensuring that participants enjoy an authentic and memorable adventure.**



**Unlike the predictability of traditional travel, which follows well-trodden tourist paths, curated travel delves deeper into personalization, crafting journeys that resonate with a traveler's individual tastes, passions, and whims.**



**From the curator's lens, it's about meticulously designing an itinerary, selecting exclusive locales, and ensuring every detail aligns with the traveler's preferences and interests.**

A man in a blue jacket and white cap is holding a fish, showing it to a woman. The woman is looking at the fish with interest. They are standing near a body of water with green grass in the foreground.

**For the traveler, it's embarking on a voyage where every moment feels bespoke, every destination has a story tailored to their intrigue, and every experience is distinctively theirs.**

**It's not just travel**

**it's a narrative**

**waiting to unfold**

**uniquely**

**crafted**

**just for them.**

A photograph showing three people sitting at a table in a room with bright blue walls. On the left, a young man with dark hair, wearing a grey sweater, is looking towards the woman on the right. In the center, a woman with short dark hair, wearing a red jacket, is looking towards the woman on the right. On the right, a woman with long dark hair and glasses, wearing a dark patterned jacket, is looking towards the man on the left. They appear to be in a casual setting, possibly a cafe or a community center, with various items on the table and shelves in the background.

**Travelers eager to share their travel stories on social media platforms have also aided in the growth of this sector, with people wanting “bragging rights” over the unique curated experience they had on holiday.**

A woman with blonde hair, wearing a white and grey striped shirt, is shown in profile from the chest up. She is holding a small, light-colored ceramic cup with both hands. The background is a blurred cafe or restaurant interior with wooden tables and chairs. A large yellow text box is overlaid on the lower half of the image.

**Instead of visiting crowded tourist destinations, travelers get to explore hidden gems and off-the-beaten-path locations. They get to experience the local culture, cuisine, and lifestyle, and get a deeper understanding of the destination they are visiting.**

A woman with her back to the camera, wearing a white sleeveless dress, stands on a stone ledge. Her arms are raised in a gesture of joy or triumph. In her left hand, she holds a light-colored straw hat with a blue band. The background shows a panoramic view of a coastal city with red-tiled roofs, a harbor filled with boats, and mountains in the distance under a bright sky.

**Who are these**

**travelers?**

A photograph of two women in traditional attire, likely from a Himalayan region, sitting at a table and preparing food. The woman on the left is wearing a bright orange shawl and is focused on cutting a piece of food on a metal plate. The woman on the right is wearing a grey cardigan over a maroon top and is smiling while holding a knife. The background shows a rustic wooden structure with metal studs.

## **Experience Seekers:**

**They prioritize experiences over mere sightseeing. They're looking for depth, immersion, and a personal connection to the places they visit.**



## **Well-Traveled:**

**Many have already experienced traditional tourist hotspots and are now seeking something unique and off the beaten path.**

**Affluent**

**Demographics:**

**While not exclusively the domain of the wealthy, curated travel can sometimes come at a premium.**

**As such, many of these travelers are financially comfortable and are willing to pay extra for a tailored experience.**





## **Digital Natives & Influencers:**

**With the rise of social media, many travelers want to share unique content. Bloggers, vloggers, and influencers often look for curated experiences to differentiate their content.**

A woman with long, wavy brown hair, wearing a vibrant blue long-sleeved dress with intricate gold embroidery, is walking through an ancient Egyptian temple. She is looking upwards and to the right with a smile. The temple features large, weathered stone columns and hieroglyphs. The lighting is bright, casting shadows on the stone floor.

## Cultural Enthusiasts:

These are travelers who deeply appreciate local art, history, and culture. They'd prefer a local cooking class over a restaurant meal or a local crafts workshop over a souvenir shop.



## **Age Group:**

**While curated travel appeals to many age brackets, it's notably popular among millennials and Gen Z, who prioritize experiences.**

A man with a beard, wearing a yellow hoodie and a backpack, is smiling and taking a selfie with his smartphone. He is standing on a grassy hillside with several tall palm trees in the background. The landscape is lush and green, with rolling hills and mountains in the distance under a bright sky.

# Special Interest Groups:

This includes bird watchers, food enthusiasts, history buffs, etc.

They look for trips that cater to their specific interests.



## **Eco and Responsible Travelers:**

**Those who are conscious about their environmental and social footprint might seek curated experiences that align with sustainable and responsible travel practices.**

A man in a grey suit is walking on a city street. He is holding a coffee cup in his left hand and a briefcase in his right hand. He is looking towards the camera. The background shows a city street with buildings and trees.

**Busy Professionals:**  
People with demanding jobs who don't have the time to plan intricate trips but want an in-depth experience when they take time off.

A woman with her hair in a bun, wearing a camouflage jacket, is shown in profile from the chest up. She is looking upwards and to the right with a serene expression, her arms are slightly outstretched. The background is a clear, light blue sky. The overall mood is peaceful and contemplative.

## **Solo Travelers:**

**Many solo travelers seek curated experiences to ensure safety, make the most of their time, and meet like-minded individuals or locals.**

A man with a beard, wearing a white long-sleeved shirt and dark pants, is sitting on a large rock. He is wearing a large black backpack and is looking out over a vast, lush green valley. The valley is filled with dense vegetation and has a prominent rocky cliff face in the center. The sky is blue with some white clouds. The overall scene is a beautiful, natural landscape.

## **Adventure Seekers:**

**These are individuals looking for adrenaline-fueled experiences, whether it's trekking in remote areas, diving in unique underwater sites, or other adventure activities.**

A man in a white pilot's uniform is assisting a woman in a white dress and sunglasses into the cockpit of a vintage biplane. The woman is smiling and looking towards the man. The biplane is dark-colored with a large radial engine visible on the left. The background shows a clear sky and some greenery.

**Honeymooners & Couples:**  
Those looking for intimate, unique, and memorable experiences to celebrate their union or anniversaries.

**In essence, travelers seeking curated experiences are those who want more than just a vacation.**





**They're looking for a journey that resonates, educates, and creates lasting memories.**



**They value authenticity and are willing to invest in experiences that provide deeper connections to the destinations they visit.**

A man with dreadlocks and sunglasses is sitting on a dark wooden bench outdoors. He is wearing a light blue button-down shirt and checkered shorts. He is looking down at a map he is holding in his hands. In the background, there is a red and white vehicle, possibly a bus or truck, and a multi-story brick building with many windows. The scene is brightly lit, suggesting daytime.

**CURATED EXPERIENCE SEEKERS ARE**

**authentic  
experiences  
seekers**



**experience**  
IS THE NEW LUXURY

A person wearing a red and white plaid shirt, a backpack, and a hat is walking away from the camera on a paved path through a forest. The sun is low in the sky, creating a warm, golden glow and long shadows. The path leads into the distance, flanked by tall trees.

**luxury**  
IS AN ATTITUDE

A person wearing a red cap and a colorful striped shirt is sitting in a wooden boat, holding a camera with a large lens, looking out over a body of water at sunset. The sun is low on the horizon, creating a warm, golden glow. The text 'status = EXCLUSIVITY' is overlaid on the image.

**status =**  
**EXCLUSIVITY**



**What are  
these travelers  
looking  
for?**

# **Personalized Itineraries:**

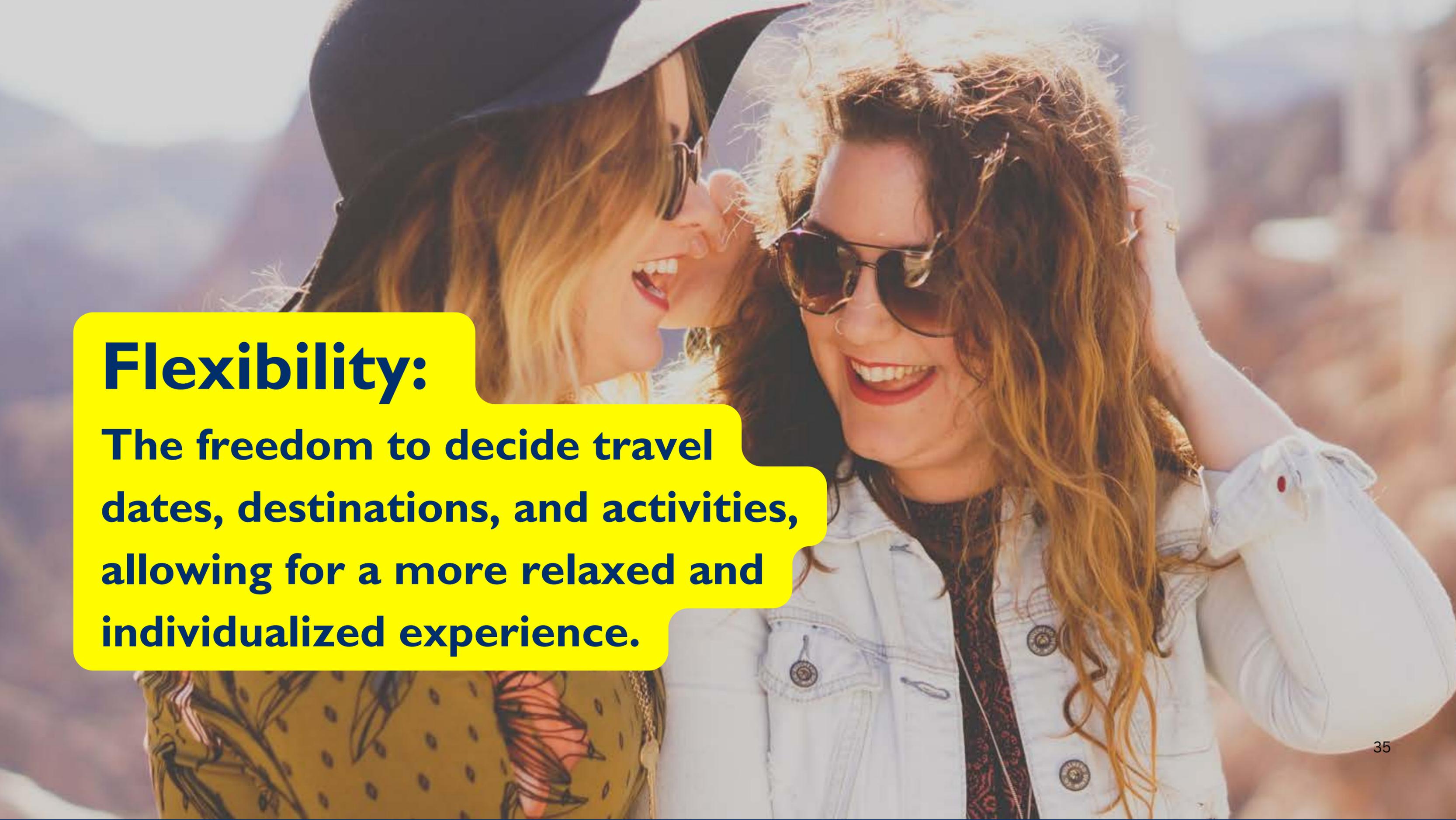
**Tailored destinations, activities, and accommodations that resonate with the traveler's preferences.**



A man with short dark hair and a slight smile is sitting on stone steps. He is wearing a white short-sleeved shirt and tan shorts. He is holding a tan hat with a black band in his left hand. The background consists of a row of stone columns. A yellow text box is overlaid on the left side of the image.

## **Exclusivity:**

**Access to unique activities and experiences not open to the general public, ensuring an intimate and unique journey.**

A photograph of two young women with long hair, wearing sunglasses and casual clothing, smiling and hugging each other outdoors. The woman on the left is wearing a black hat and a patterned top, while the woman on the right is wearing a white denim jacket and a dark patterned top. The background is a blurred outdoor setting with warm lighting.

## **Flexibility:**

**The freedom to decide travel dates, destinations, and activities, allowing for a more relaxed and individualized experience.**



**Local Connections:**  
Engagements with local residents, artisans, and experts, fostering genuine interactions and deeper cultural immersion.

A group of four people (two men and two women) are seated around a wooden picnic table outdoors at night. They are dining and talking. The scene is illuminated by warm string lights hanging from trees and a small lantern hanging from a tree on the right. In the background, there is a swimming pool and a dark landscape. The overall atmosphere is romantic and cozy.

## **Gastronomic Delights:**

**Tours that highlight regional culinary styles, blending both fine dining and hands-on culinary activities.**

# Cultural Exploration:

Guided tours of historical landmarks, museums, and iconic sites led by knowledgeable experts.

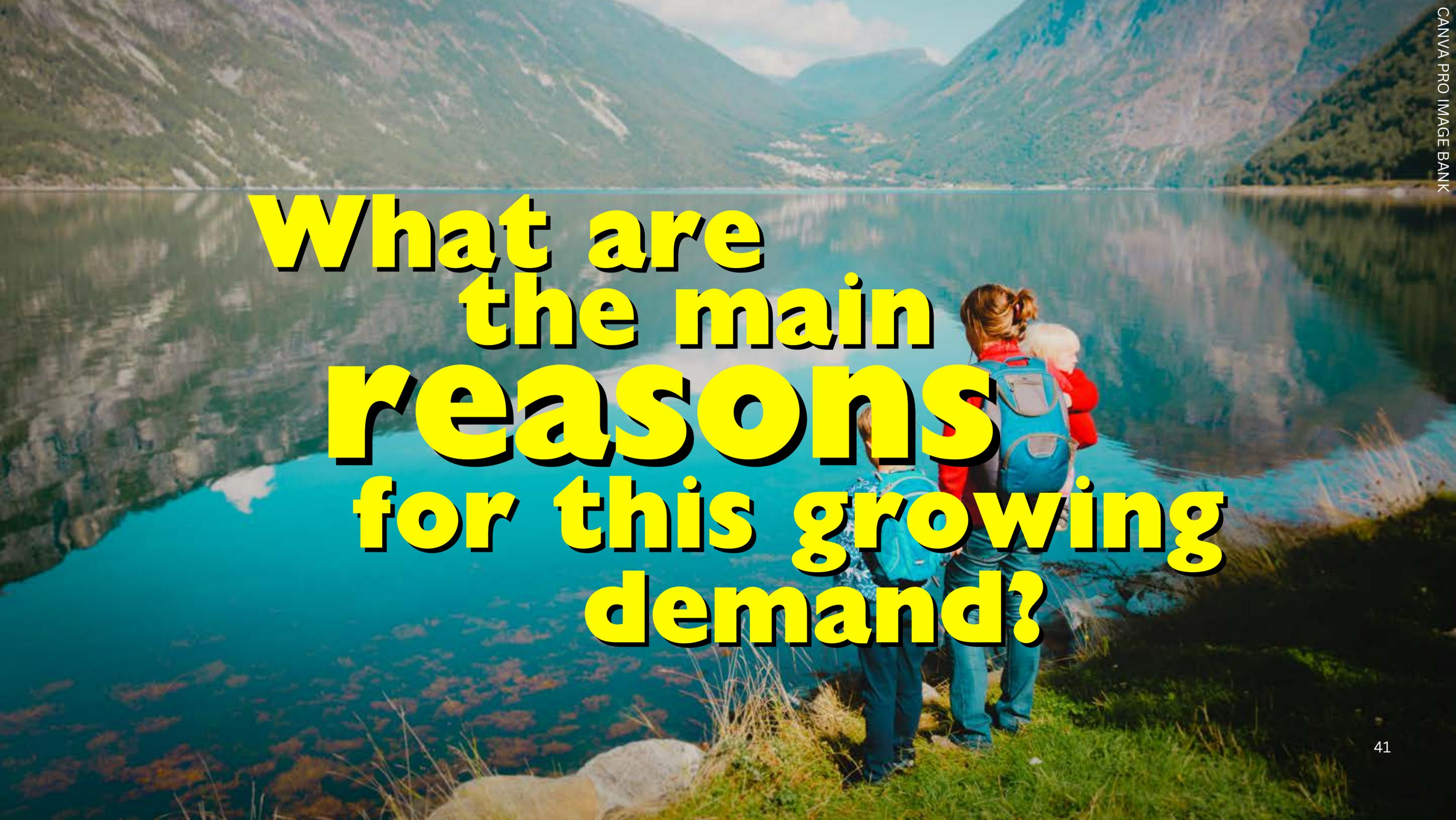
# **Adventure with Depth:**

**Activities that seamlessly merge historical and cultural insights with adrenaline-pumping experiences.**



## **Customizable Leisure:**

**With options like "Design Your Time", travelers have the luxury of getting a private tour crafted by a concierge or choosing from a curated menu of activities.**

A scenic landscape featuring a calm lake reflecting the surrounding mountains. In the foreground, two hikers with large blue backpacks are standing on a grassy bank, looking out over the water. The mountains in the background are rugged and partially covered in greenery. The sky is clear with a few clouds.

**What are  
the main  
reasons  
for this growing  
demand?**

A photograph of three young Black women with curly hair, smiling and talking to each other outdoors. They are wearing plaid shirts. The background shows a street scene with a car and buildings.

## **Desire for Authentic Experiences:**

**Modern travelers crave genuine experiences that immerse them in local cultures, rather than just ticking off popular tourist spots.**



## **Rise of Social Media:**

**With the ubiquity of social platforms, there's an amplified drive for travelers to seek and share unique, "Instagrammable" moments.**

A photograph of a man and a woman standing on a city street, looking at a smartphone together. The woman has long reddish-brown hair and is wearing a light blue denim jacket over an orange top. The man is older, with grey hair, wearing a light blue button-down shirt and a red jacket draped over his shoulders. He is holding the smartphone and pointing at the screen. The background is a blurred city street with other people and buildings.

# **Information Overload:**

**In the age of endless online information, the appeal of curated travel lies in its promise of a personalized, stress-free planning process.**



## **Increasing Affluence:**

**A growing global middle class is willing to allocate more funds for bespoke, premium travel experiences instead of generic packages.**

A person's hands are holding a smartphone in the foreground. The phone's screen displays a high-quality, virtual rendering of a modern living room. The room features a grey sofa with light-colored cushions, a matching armchair with a wooden base, a white side table, and a potted plant. The background of the phone's display shows a bright window with sheer curtains. The actual background of the image is a blurred, real-world living room with similar furniture, suggesting an augmented reality or virtual reality experience.

## **Evolving Technology:**

**Technological advancements, especially in AI and data analytics, empower travel firms to craft more individualized travel experiences, matching specific traveler preferences.**

A woman with voluminous, curly red hair is shown in profile, looking upwards and to the right. She is wearing a black top and a black jacket. The background is a blurred city street at night, with warm lights and a large orange sign. The text is overlaid on the image in a bold, white font.

**"Bound not by borders but by passion, every Wi-Fi connection is a digital nomad's gateway to dreams."**

A hand holding a compass over a body of water. The background is a blurred view of a body of water with a rocky shore in the distance. The text is overlaid on the image.

**Who is  
driving this  
trend?**



## Luxury Travel Agencies:

These organizations specialize in creating opulent and often exclusive itineraries, emphasizing luxury accommodations, transport, and experiences.

A person wearing a dark beanie and a patterned winter jacket is shown in profile, holding a silver mug and looking out over a snowy mountain town at sunrise. The town is nestled in a valley, surrounded by snow-covered evergreen trees. The sky is a mix of soft orange and pale blue, suggesting the early morning light. The overall scene is peaceful and scenic.

## Niche Experts:

Companies that focus on specific niches, such as gastronomy, wildlife, or adventure. Their curated trips emphasize in-depth experiences in their niche area.

A smiling woman with brown hair, wearing white sunglasses, a colorful pink and purple patterned scarf, and a brown top, is holding a large ice cream cone with yellow ice cream. She is standing in front of a blurred background of a historic building with arches and a fountain.

## Local Experience

## Platforms:

Platforms that allow locals to offer unique experiences or tours in their region. These tend to emphasize authenticity and direct interactions with local experts or enthusiasts.

A woman with long brown hair, wearing a light green shawl over an orange dress, stands in a courtyard looking up at a brick tower. The tower has a domed top and is surrounded by other brick structures. The scene is set in a courtyard with brick walls and a clear sky.

# **Cultural & Educational Tour Operators:**

These focus on intellectual or cultural enrichment. Trips are often led by experts, such as historians, scientists, or artists.



## **Bespoke Travel Planners:**

These are often smaller outfits or individual consultants that craft personalized itineraries based on extensive discussions with the traveler.

# Networked Affiliates:

Consortiums or networks of travel agencies and professionals that collaborate to offer luxury and experiential travel, leveraging shared resources and partnerships.



A person with a backpack is seen from behind, looking out at a sunset over mountains. The person is wearing a dark jacket and a backpack. The sunset is in the background, with the sun low on the horizon, casting a warm glow over the scene. The mountains are silhouetted against the bright sky.

# Wellness & Retreat Organizers:

Those specializing in curated experiences centered around wellness, spirituality, or personal growth, such as yoga retreats or wellness spa journeys.



## **Adventure & Exploration Specialists:**

Companies that emphasize adventure, whether it's trekking in remote locations, diving expeditions, or other adrenaline-pumping activities.

A background image showing two hands of different skin tones reaching up to form a heart shape. The hands are positioned in the upper right and lower right areas of the frame. The background is a soft-focus sunset or sunrise over a body of water, with warm orange and yellow light reflecting on the surface.

## **Eco & Sustainable Tour**

### **Operators:**

Focuses on curated trips that are both environmentally friendly and socially responsible, often immersing travelers in nature or local communities.

A woman with short brown hair, wearing a white t-shirt and a brown backpack, is seen from the side, looking at a tablet computer. She is standing on a rocky mountain peak with a clear blue sky and a blue body of water in the background. The text is overlaid on a yellow background.

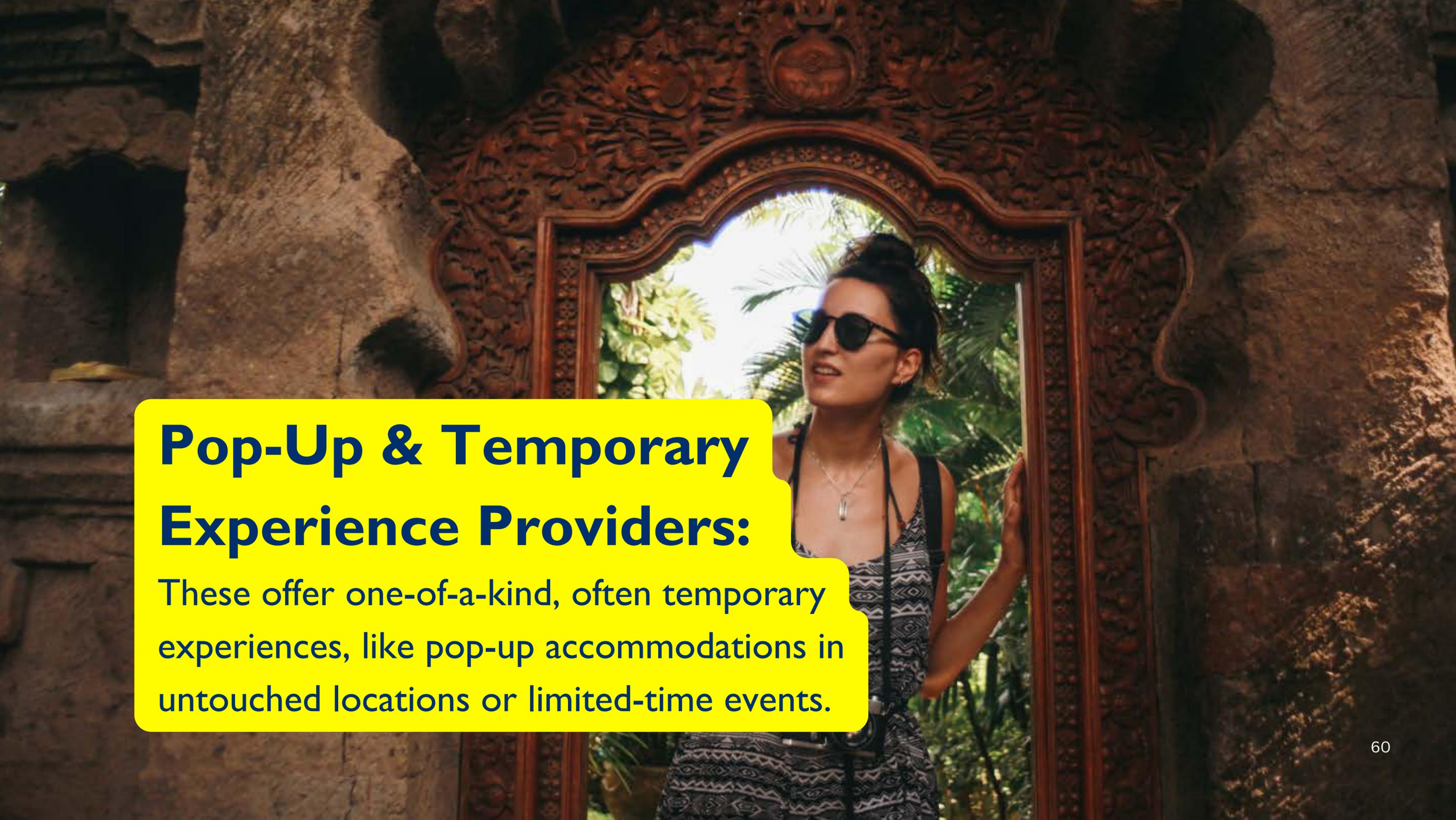
# Tech-Driven Personalization Platforms:

Using advanced technologies, these platforms might leverage AI or big data to suggest or craft personalized travel experiences based on user behavior and preferences.



## **Membership Based Agencies:**

These require travelers to be members. They often provide exclusive benefits, insider access, or trips based on firsthand, member-only insights.



## **Pop-Up & Temporary Experience Providers:**

These offer one-of-a-kind, often temporary experiences, like pop-up accommodations in untouched locations or limited-time events.

**Let's explore  
some global  
trends...**



**“Meet the Duchess  
of Northumberland  
at Alnwick Castle,  
England.”**



The image shows the interior of the Luxor Temple in Egypt, featuring several massive, cylindrical columns with intricate hieroglyphs and carvings. The sun is shining brightly from the upper left, creating a lens flare and casting long shadows on the stone floor. In the background, a couple is sitting on a low stone ledge, providing a sense of scale to the massive architecture. The overall atmosphere is warm and historical.

**“After-hours tour  
of The Luxor  
Temple, Egypt.”**

**“Exclusive access  
and high tea in  
Jaipur City Palace,  
India.”**

**“Haast River Safari,  
New Zealand.”**

**“Bossa Nova  
Experience with Ceceilo  
in Rio De Janeiro.”**



BASED ON A TRUE STORY

SERVICE

EXPERIENCE

WHERE

TEAM

STORIES

CONTACT

Basedonatruestory.co.uk



*Clients encounter manta rays with a world-renowned expert during a superyacht-based discovery.*

INDONESIA



# Magical Extraordinary Journeys



*Salar de Uyuni. A breathtaking discovery on a journey across the South American continent.*

BOLIVIA



BASED ON A TRUE STORY

SERVICE

EXPERIENCE

WHERE

TEAM

STORIES

CONTACT

# Magical Extraordinary Journeys

*With the help of a young elf, a cake baked by the children gains the trust of a timid troll during a quest to restore magic to these lands.*

SCANDINAVIA



# Magical Extraordinary Journeys

*Local village children re-enact an authentic Kecak dance in a remote mountain village.*



BALI



# Magical Extraordinary Journeys

*The first of several dramatic and defining events unfold on a honeymoon, following the gift of a magical key.*



ITALY



**B**ASED ON A TRUE STORY

SERVICE

EXPERIENCE

WHERE

TEAM

STORIES

CONTACT

# A Quest to Stop Eternal Darkness

# Magical Extraordinary Journeys



*A luxury Arctic camp specially set up at Langjökull Glacier, during an epic winter family expedition.*

ICELAND



**B**ASED ON A TRUE STORY

SERVICE

EXPERIENCE

WHERE

TEAM

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CONTACT

# Magical Extraordinary Journeys

*A surreal evening of entertainment set amongst the ancient temples of Bagan.*

BURMA



BASED ON A TRUE STORY

SERVICE

EXPERIENCE

WHERE

TEAM

STORIES

CONTACT

# Magical Extraordinary Journeys



*Superyacht discovery of the enchanted islands of Indonesia's West Papua during a round-the-world honeymoon.*

RAJA AMPAT



# Across a Continent by Private Jet by Abercrombie & Kent





A large whale is breaching the surface of the ocean, creating a massive splash of white water. The whale's dark, sleek body is visible above the waterline, and its head is pointed towards the right. The background is a deep, clear blue ocean with gentle ripples on the surface.

**Sri Lanka is  
perfect for  
curated or hosted  
experiences.**

## **Rich Cultural Tapestry:**

With a history spanning over 2,500 years, Sri Lanka has a wealth of cultural sites, including ancient temples, cities, and the UNESCO World Heritage sites of Sigiriya, Polonnaruwa, and the sacred city of Anuradhapura.

## **Diverse Landscapes:**

From the pristine beaches of Mirissa and Trincomalee to the misty highlands of Nuwara Eliya and Ella, and the lush rainforests of Sinharaja, Sri Lanka provides a diverse range of backdrops within close proximity of each other.

## Unique Wildlife:

The island's national parks like Yala and Udawalawe offer safari experiences where visitors can spot leopards, elephants, and a plethora of bird species. The coastal areas also provide opportunities for whale and dolphin watching.



## **Authentic Culinary Experiences:**

Sri Lankan cuisine is a flavorful blend of local spices, fresh produce, and centuries-old recipes. Curated gastronomic tours can introduce travelers to street food, home-cooked meals, and cooking classes with local chefs.

## Crafts & Traditions:

From traditional mask making and batik crafts to Kandyan dance and drumming, Sri Lanka's artisanal traditions offer immersive experiences for the culturally curious.

# Sustainable Tourism Initiatives:

The country has been increasingly focusing on eco-tourism and sustainable practices. Travelers can stay in eco-lodges, participate in community-driven projects, and explore organic farms.

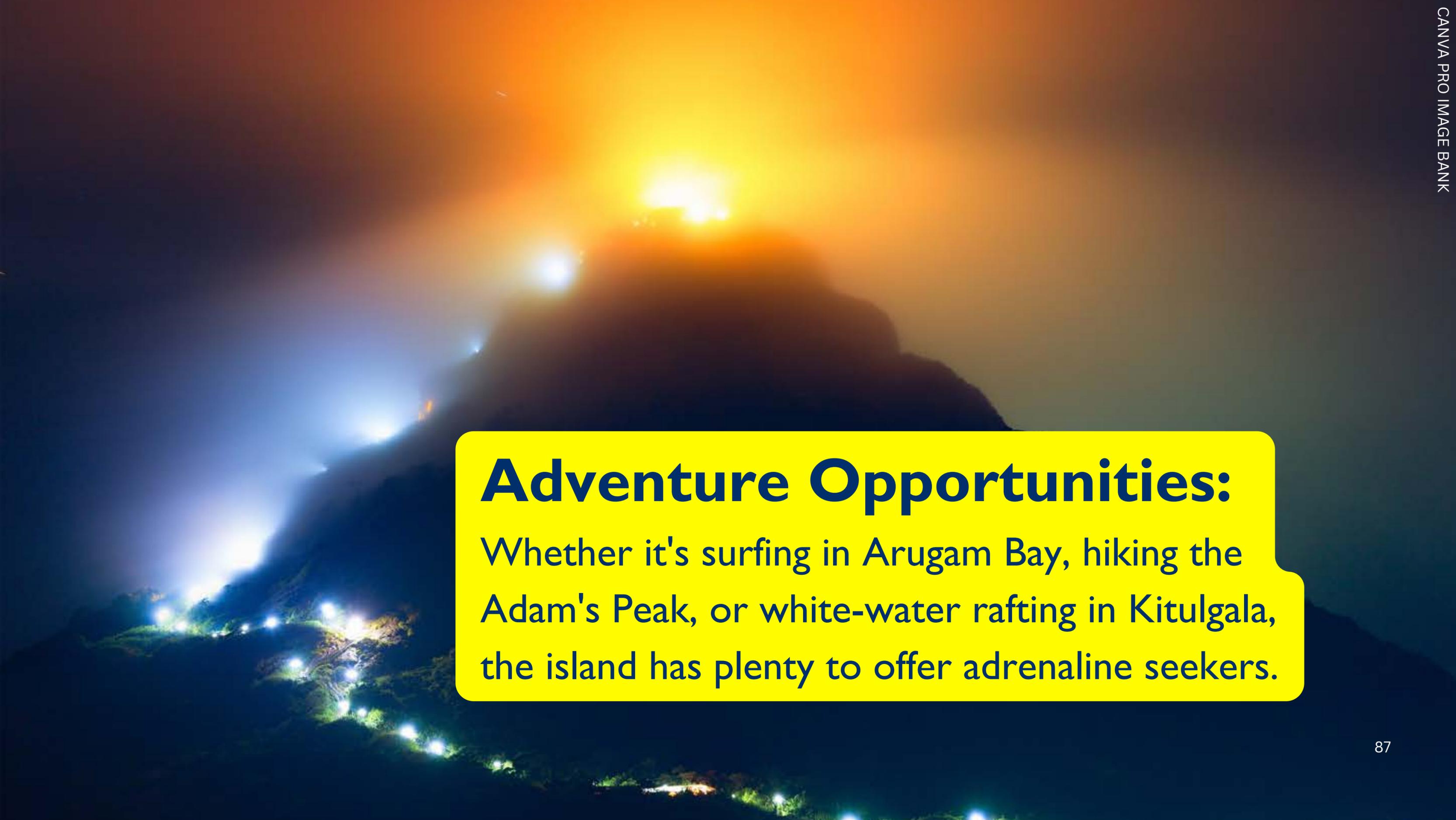
## Tea Trails & Plantations:

The hill country is renowned for its world-famous Ceylon tea. Visitors can embark on curated tea trails, stay in colonial-era bungalows, and learn about the journey of tea from leaf to cup.



## Spiritual Journeys:

Sri Lanka is home to multiple religions, and places like Kandy's Temple of the Tooth and the serene Dambulla Cave Temples provide opportunities for spiritual exploration and meditation.



## **Adventure Opportunities:**

Whether it's surfing in Arugam Bay, hiking the Adam's Peak, or white-water rafting in Kitulgala, the island has plenty to offer adrenaline seekers.

## **Bespoke Wellness Retreats:**

Drawing from *Ayurvedic* traditions, Sri Lanka offers wellness retreats that blend spa treatments, yoga, and holistic healing practices.



## **Warm Hospitality:**

Sri Lankans are renowned for their warmth and hospitality, making curated experiences even more special with genuine human connections.

A photograph of a railway track in a tropical setting. The track, made of wooden sleepers and metal rails, leads from the bottom center towards the horizon. The track is flanked by lush green grass and various tropical plants, including large-leafed plants on the left and tall palm trees in the background. The sky is a clear, bright blue. A large red text box is overlaid in the center of the image.

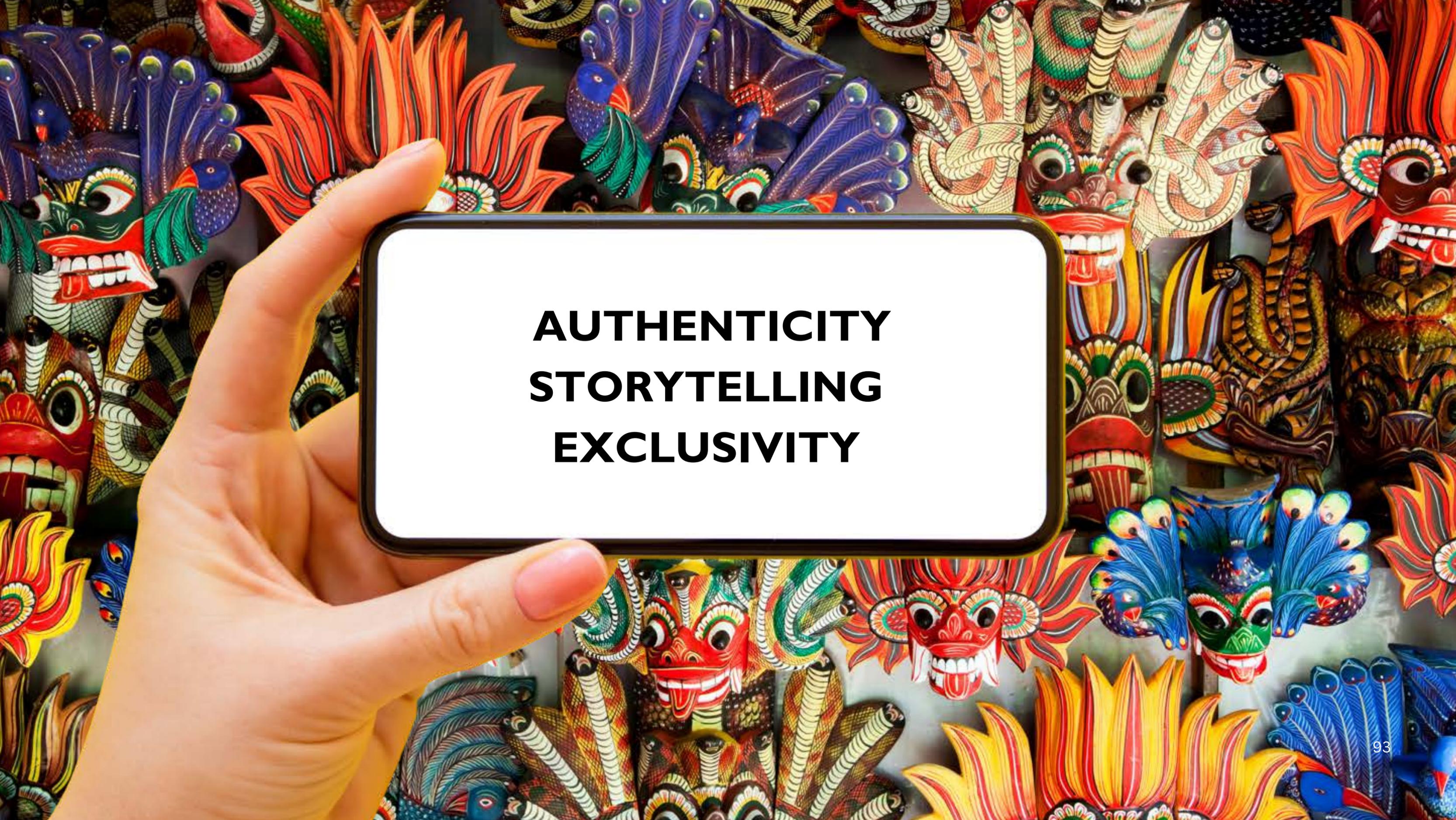
**THERE IS POTENTIAL TO DEVELOP  
HIGHLY DIFFERENTIATED & VIBRANT  
CURATED OR GUIDED EXPERIENCES IN  
EVERY PROVINCE ACROSS THE ISLAND.**



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



**REMEMBER, CURATED EXPERIENCES ARE ALL ABOUT THE GUEST & HOW THEY WANT TO EXPERIENCE WHAT WE HAVE TO OFFER.**

A hand is holding a smartphone in the center of the frame. The phone's screen is white and displays three lines of bold, black, sans-serif text. The background is a dense, colorful collage of various Balinese masks, including those with peacock feathers, snakes, and intricate carvings. The colors are vibrant, featuring reds, oranges, yellows, blues, and greens.

**AUTHENTICITY  
STORYTELLING  
EXCLUSIVITY**



**Architect guided tours of old Colombo.**



**Engineer guided experience of Sigiriya's intricate water systems.**



# **Guided Experiences of Sri Lanka's Ancient Hydraulic Civilization**



**Guided experiences of our Dutch heritage.**



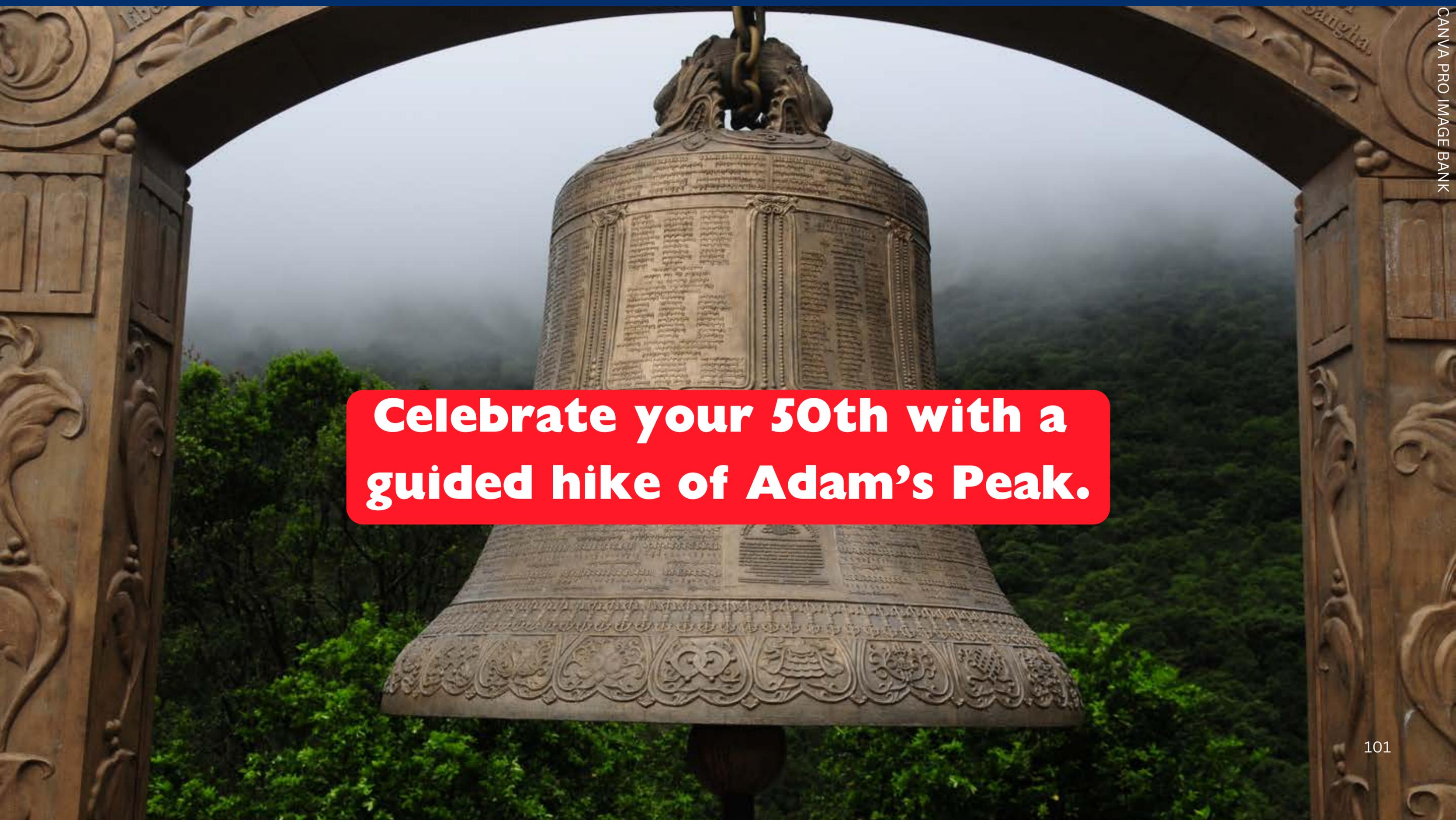
**Private photography experiences.**

A herd of elephants is gathered in a savanna landscape. In the foreground, a large, gnarled, leafless tree stands prominently. The elephants are of various sizes, some standing and some resting. The background is filled with lush green trees and a hazy sky. A red banner with white text is overlaid across the middle of the image.

**Private photography experiences.**



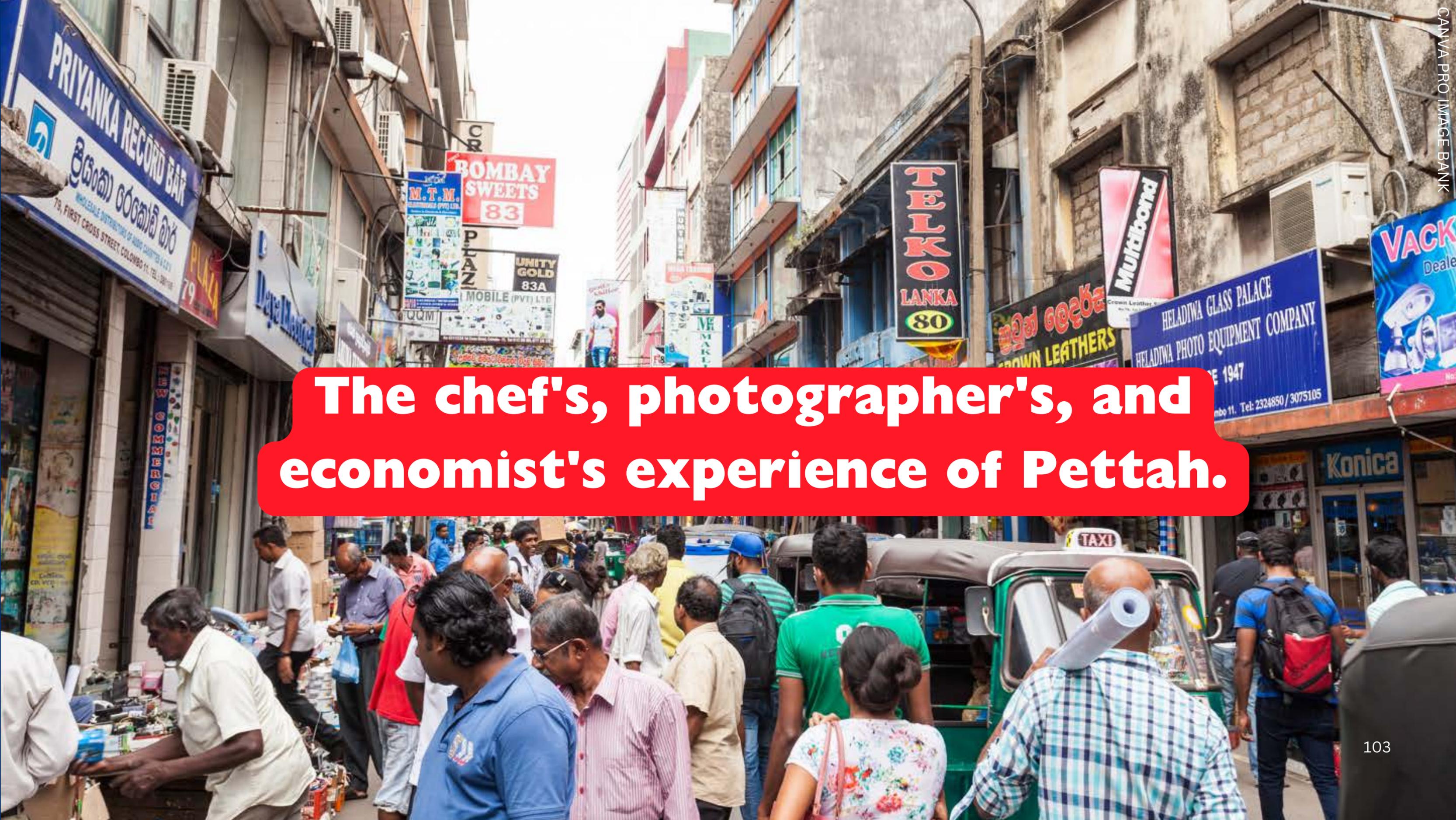
**The old boys guided experience of the  
'Big Match'.**



**Celebrate your 50th with a guided hike of Adam's Peak.**



**The guided yoga experience of  
Ceylon tea.**



**The chef's, photographer's, and economist's experience of Pettah.**

**The hunt for the perfect lentil curry,  
regional / family experiences.**



A woman with long dark hair, wearing a purple tank top and sunglasses on her head, is smiling and looking towards the left while paddling a light blue kayak. She is holding a black paddle. In the background, another person in a grey shirt is paddling a yellow kayak. The scene is set on a river with lush green trees on the banks under a bright sky.

**Guided birdwatching paddle tours  
in search of a specific species.**

**Retrace Thomas Lipton's journey.**

IN MEMORY OF  
**DAVID KENNISON,**  
THE LAST SURVIVOR OF THE  
"BOSTON TEA PARTY,"  
WHO DIED IN CHICAGO, FEBRUARY 24, 1852,  
AGED 115 YRS, 3 MOS, 17 DA, AND IS BURIED  
NEAR THIS SPOT. THIS STONE IS ERECTED



**Saradiyel's escape route.**

*Entrance to Saradiyel Village*



*Jayalal, the arachchi and the guide of Saradiel Village*

**‘Mulleriyawa Satana’  
the guided experience  
of the Battle of Mulleriyawa 1559.**





**The Art Lover's Guide to Sri Lanka:  
private after-hours & night-time  
experiences.**





**The secrets of Kandy experience.**



**Experience the traditional new year in  
the ancestral home of Sri Lankan  
nobility.**



**The Mini club experience.**



**Customized rituals offering  
poojas and thovils.**

# Motorcycle discovery experience.





**Extreme cycling experiences.**

A hiker in a light-colored jacket and dark pants stands on a rocky mountain peak, holding a trekking pole. The hiker is looking out over a vast mountain range under a cloudy sky. The scene is captured in a cinematic style with soft lighting.

**Extreme hiking experiences.**

**Survivor Sri Lanka adventures.**



**Walking from the north to the south.**

A wide-angle landscape photograph capturing a hot air balloon in flight over a vast, green valley. The scene is set during a dramatic sunset, with the sky filled with soft, golden light and scattered, dark clouds. The sun is positioned on the right side of the frame, creating a strong glow. The foreground and middle ground consist of rolling green fields, interspersed with small, dark trees. In the distance, a range of low mountains or hills is visible under the twilight sky. A single hot air balloon is seen as a small dark silhouette against the bright sky, positioned slightly to the left of the center. A prominent red banner with white text is overlaid across the middle of the image.

**Private hot air balloon adventures.**

**Customised explorations in  
Sinharaja.**

A black and white photograph of numerous monarch butterflies in flight, with a red text box overlaid in the center. The butterflies are scattered across the frame, some in sharp focus and others blurred, creating a sense of movement and depth. The red text box is a rounded rectangle with a white border, containing the text in a bold, white, sans-serif font.

**The Butterfly Migration:  
the photography tour.**

**Adam's Bridge:  
the private experience.**

**Watch the rare Queen-of-the-night  
flower bloom in the wild.**



**Watch the World Cup in Ella.**

A solar eclipse is shown in space, with the sun partially obscured by the moon. The scene is set against a dark, star-filled background. A bright, glowing ring of light surrounds the sun. A red text box with white text is overlaid on the image.

**Watch the solar eclipse in  
the country with the lowest gravity  
field on earth!**



**‘The Great Island Treasure Hunt.’**



**‘The Stargate Quest.’**

A dramatic photograph of a cricket batsman in white attire, including a helmet and leg pads, captured mid-swing with a wooden bat. The scene is set in a large stadium at night, with heavy rain falling and bright floodlights illuminating the field. A cricket ball is visible in the air to the right. The background shows a large crowd of spectators in the stands.

**The Cricket Legends Private Club - play against the greats!**

**Bespoke Instagram fitness experiences.**

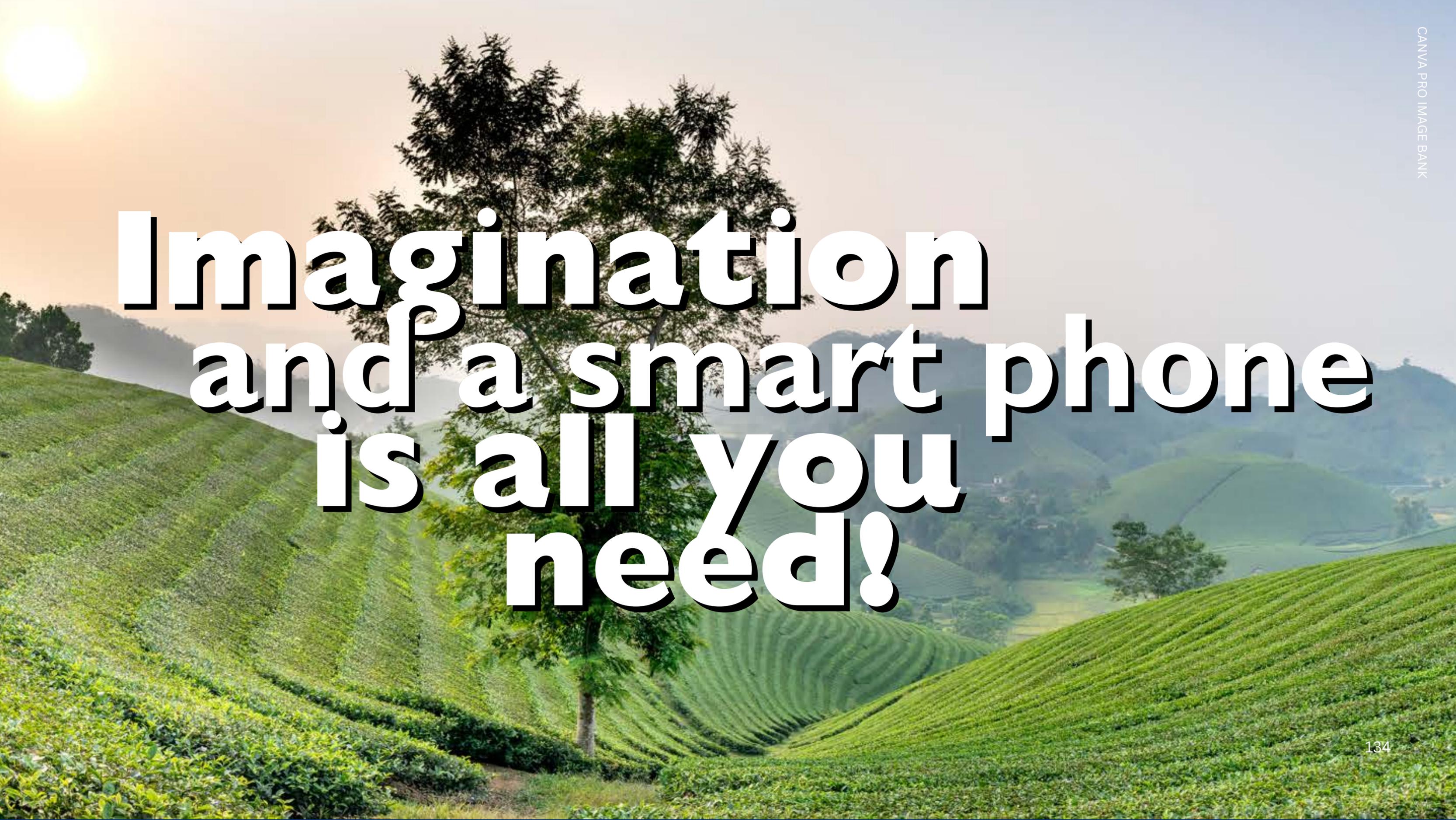




**Island antiquing!  
Exclusive viewing of private collections  
and exclusive sales.**

A night sky featuring the Milky Way galaxy in shades of purple and blue, with a warm orange glow on the left side. Silhouettes of palm trees and mountains are visible against the sky. The text "The possibilities are endless!" is overlaid in a large, white, bold font.

**The possibilities are endless!**

A scenic landscape of rolling green hills, likely a tea plantation, with a large, dark green tree in the center. The sky is a soft, hazy blue with a bright sun in the top left corner. The text is overlaid in a large, bold, white font with a black drop shadow.

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

A close-up photograph of a person's 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 other people and a green outdoor setting.

**Do's  
and  
Don'ts**

**1. Prioritize Authenticity:** Ensure that the experiences you craft reflect the true essence of the locale. Work closely with local communities, artisans, and guides to offer genuine, grassroots experiences.

**2. Continuously Research and Innovate:** The travel landscape and traveler preferences evolve. Stay updated with global and regional trends, and be prepared to innovate and adapt your offerings accordingly.

**3. Establish Clear Communication:** Clearly communicate the itinerary, inclusions, exclusions, safety measures, and any other necessary details to travelers to set the right expectations.

**4. Prioritize Sustainability:** Integrate eco-friendly and sustainable practices in your operations. From sourcing to disposal, ensure that your activities have minimal negative impact on the environment and local communities.

**5. Personalize and Be Flexible:** Recognize that every traveler is unique. Allow room for personalization and be prepared to adapt based on client feedback or unforeseen circumstances.

**6. Build Strong Relationships:** Establish robust connections with local communities, suppliers, and other stakeholders. Engage in partnership models that ensure benefits for all involved parties.

**1. Avoid Over-Tourism:** Avoid adding strain to already overcrowded or fragile destinations. Instead, look for off-the-beaten-path experiences or visit popular spots during off-peak times.

**2. Don't Compromise on Safety:** While it's tempting to offer adventurous experiences, never compromise on the safety of travelers. Ensure all activities adhere to international and local safety standards.

**3. Avoid Cultural Insensitivity:** Be cautious not to turn sacred rituals, traditions, or sites into mere tourist spectacles. Always approach cultural elements with respect and sensitivity.

**4. Don't Make Assumptions:** Don't assume all travelers have the same interests or needs. Invest time in understanding your target audience and their preferences.

**5. Avoid Being Static:** Don't rely solely on one successful model or experience. The travel industry is dynamic; what works today might not resonate tomorrow. Be open to change.

**6. Don't Overpromise and Underdeliver:** While marketing is essential, avoid exaggerating the experience. Always aim to meet or exceed the expectations set by your promotional materials.

**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.

**Let's  
jump  
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 'curated travel 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.**

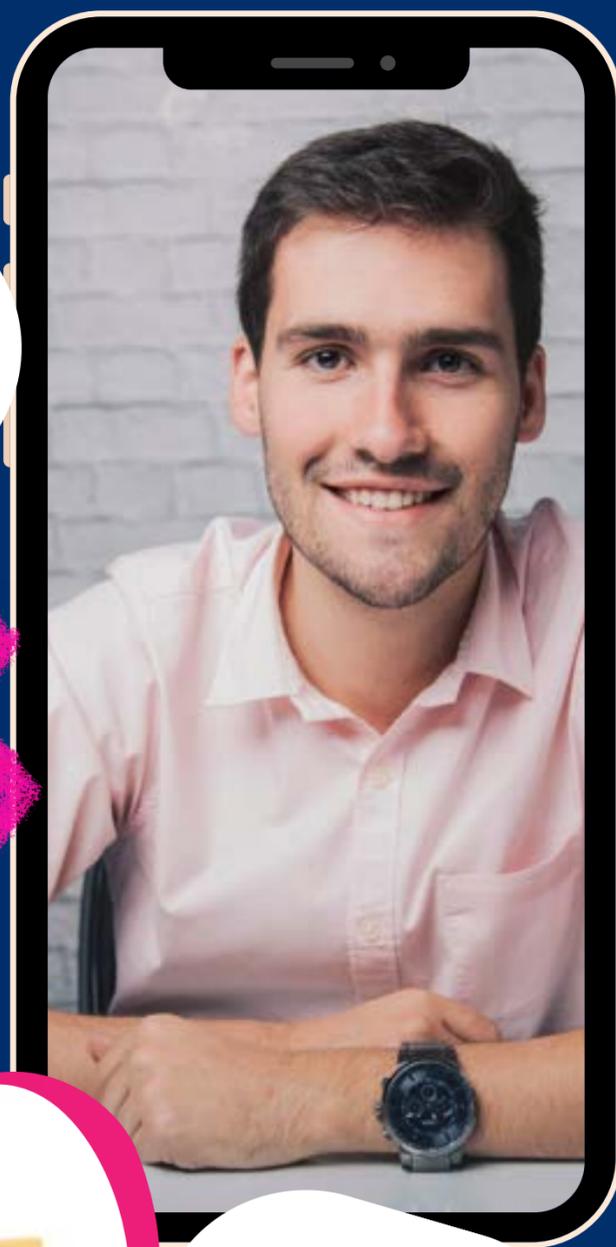
**Reading reviews.**

**Researching google trends.**

**Observing and learning.**

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

**British Foodie - Oliver (Age: 32)** Oliver is a 32-year-old culinary journalist from London, England. A passionate food lover, he's always chasing the next delicious bite. Oliver's primary objective in visiting Sri Lanka is to explore its rich gastronomic heritage, from bustling local markets in Colombo to traditional "kade" (shops) in rural areas. He's particularly excited about hands-on experiences like traditional rice and curry cooking classes, toddy tapping, and tasting fresh seafood at coastal towns. Oliver wishes to document his culinary journey for his YouTube channel, highlighting the diverse flavors and textures that make Sri Lankan cuisine so unique.



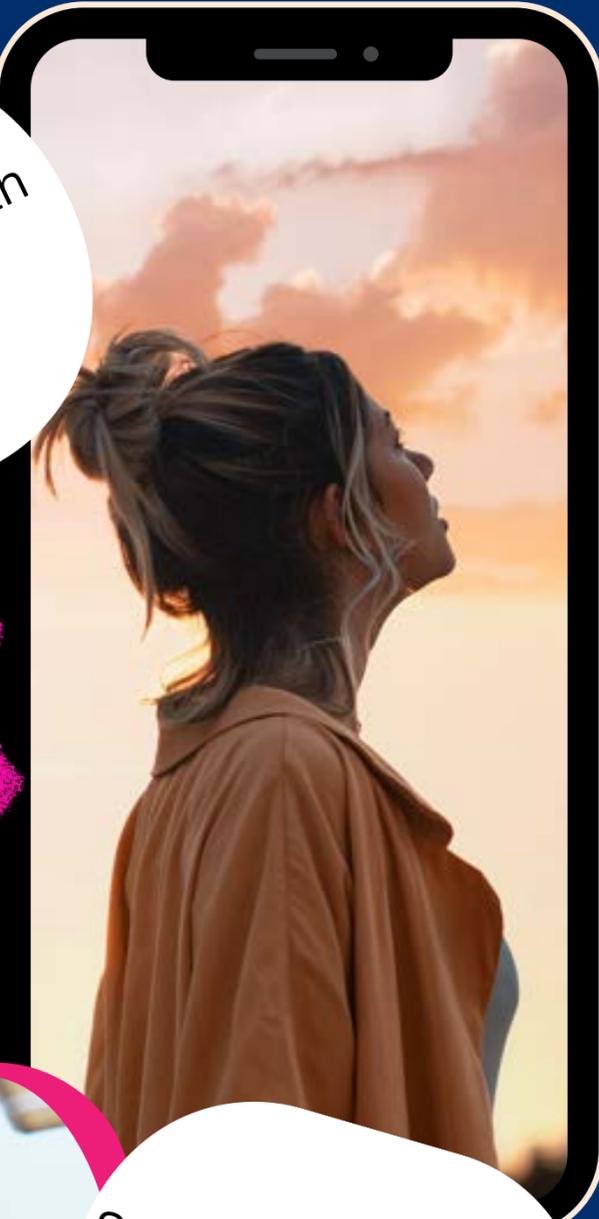
Adventurous with food.



Completely plugged into social media.

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

Australian Adventure Seeker - Mia (Age: 28) Mia is a 28-year-old environmental scientist from Sydney, Australia. When she's not working, she's hiking, surfing, or scuba diving. Sri Lanka's appeal for Mia lies in its natural wonders and adventure opportunities. From climbing Adam's Peak at dawn and surfing in Arugam Bay, to diving in the coral reefs of Trincomalee, she's eager to embrace it all. Her travel vlog is centered on eco-adventures, where she'll shed light on Sri Lanka's rich biodiversity and the importance of sustainable tourism.

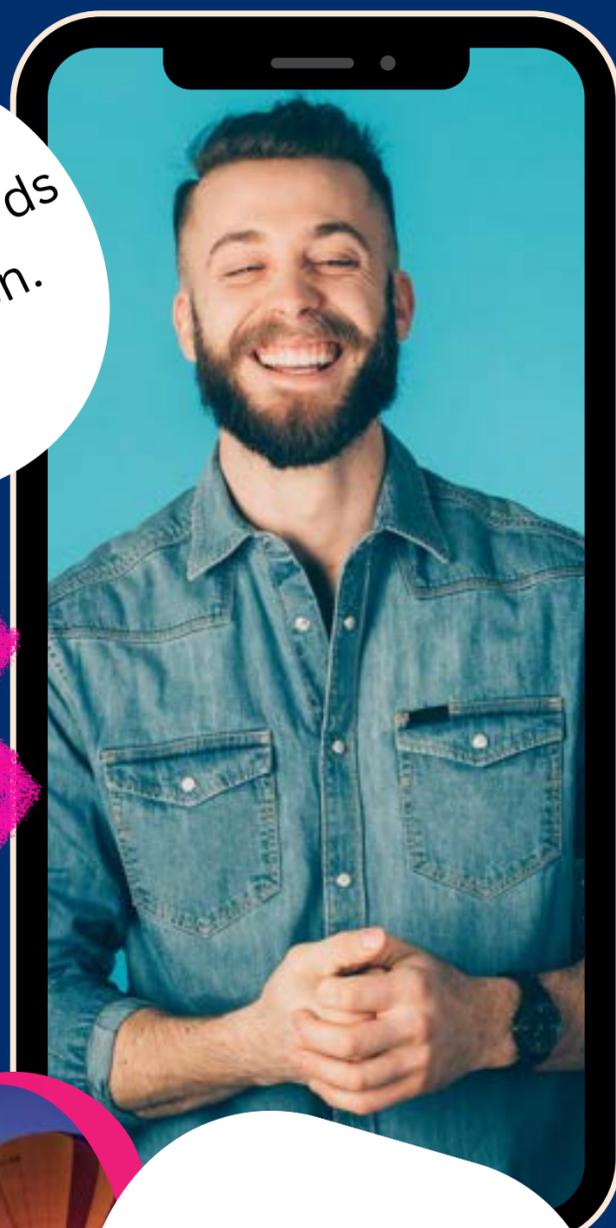


Committed to clean eating.

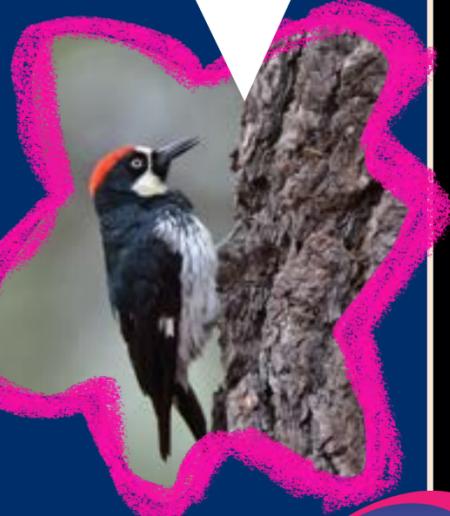


Struggles to balance work and home life.

Canadian History Buff - Aiden (Age: 30) Aiden, a 30-year-old history teacher from Toronto, Canada, has a deep fascination with ancient civilizations. Sri Lanka, with its millennia-old history, beckons him. Aiden aims to traverse the ancient cities of Anuradhapura and Polonnaruwa, explore the mysteries of Sigiriya, and delve into the island's colonial past in Galle. Carrying a diary, he intends to jot down insights, stories, and historical snippets, aiming to create an educational travel podcast series about Sri Lanka's layered past.



Loves watching birds from her garden.



Loves adventure.

Indian Spiritual Seeker - Priya (Age: 29) Priya is a 29-year-old yoga instructor from Rishikesh, India. Spirituality and self-discovery drive her travels. She's drawn to Sri Lanka's serene landscapes, temples, and meditation retreats. Priya plans to start her journey at the sacred Temple of the Tooth in Kandy, followed by meditation sessions in the peaceful central highlands. She's also keen on attending silent retreats in the jungles, learning more about Theravada Buddhism, and finding parallels with her own practices. Through her blog, she hopes to share reflections on her spiritual journey and the serenity she discovers in Sri Lanka.



Loves music.



Passionate about conservation.



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



## OLIVER JOURNALIST

**AGE** : 32  
**GENDER** : MALE  
**NATIONALITY** : UK  
**MARITAL STATUS** : SINGLE

## ABOUT

Oliver Trent is a 32-year-old culinary journalist hailing from London, England. He has spent the last eight years exploring global cuisines, documenting his experiences in renowned food magazines and on his popular YouTube channel, "Oliver's Epicurean Adventures". Raised by a Sri Lankan mother and British father, Oliver grew up with tantalizing tales of Sri Lankan dishes, although he's never visited the island nation himself.

## MOTIVATIONS

Oliver's passion for food stems from his multicultural background. While he has a firm grasp of Western cuisines, the flavors of South Asia, particularly Sri Lanka, have always intrigued him due to his maternal lineage. Hearing about the culinary delights from his mother and grandparents has fostered a deep-seated desire to explore Sri Lanka's gastronomic landscape firsthand.

## PERSONALITY

Curious and adventurous, Oliver isn't one to shy away from trying new dishes, no matter how unusual they may seem. He's also meticulous in his documentation, often diving deep into the history, cultural significance, and preparation methods of each dish. His warm and engaging nature, paired with a good sense of humor, makes him a favorite among his followers.

## GOALS

During his Sri Lankan journey, Oliver aims to:

1. Dive deep into traditional Sri Lankan cooking techniques by collaborating with local chefs and home cooks.
2. Explore regional variations of popular dishes and document the unique flavors of each province.
3. Participate in traditional food-related events, like coconut harvesting or fishing with local fishermen.



**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

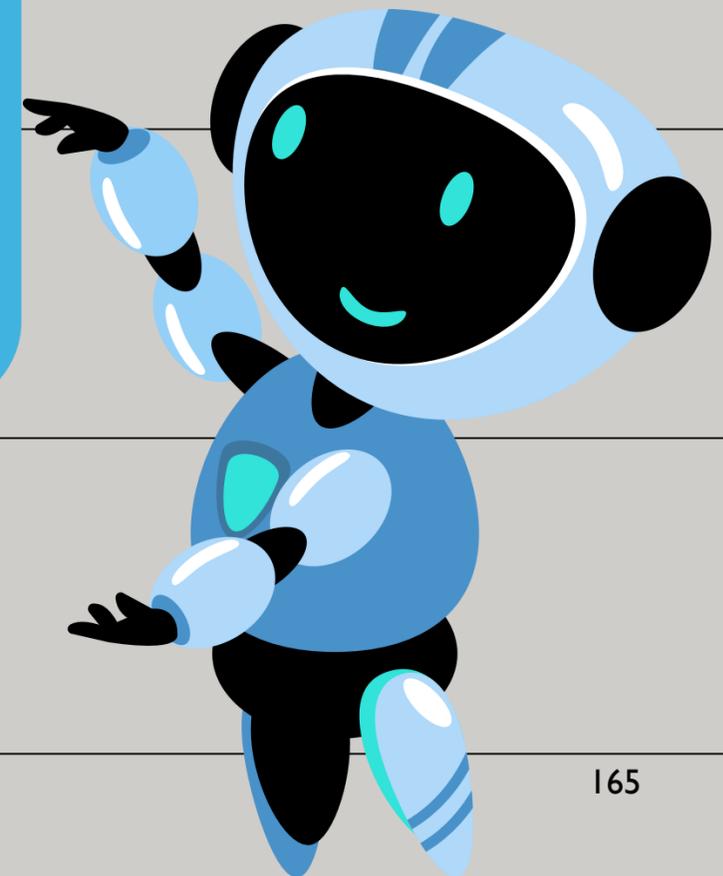
Stages

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

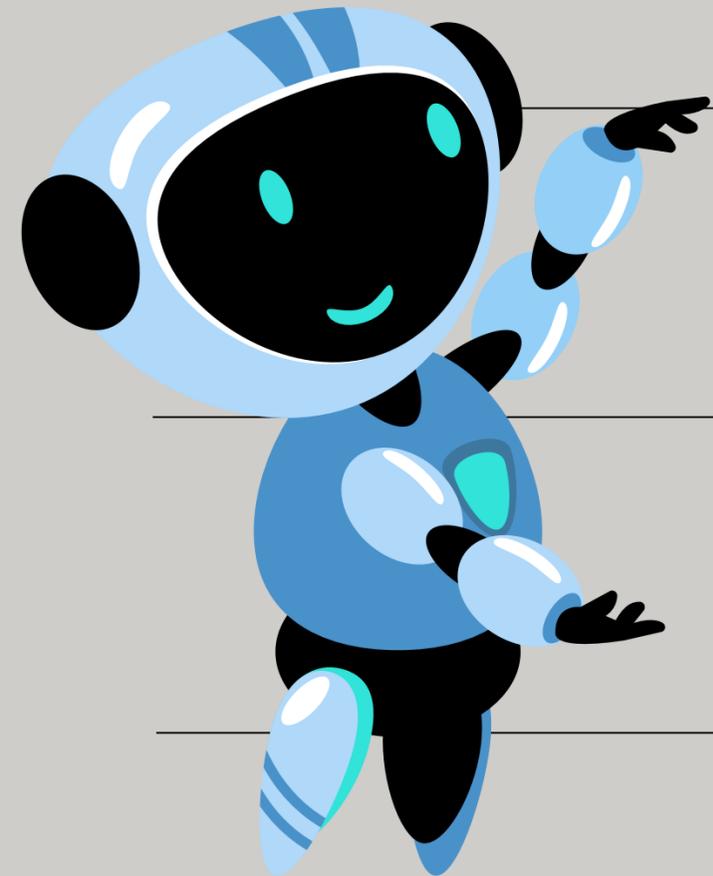
## Touchpoints

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.



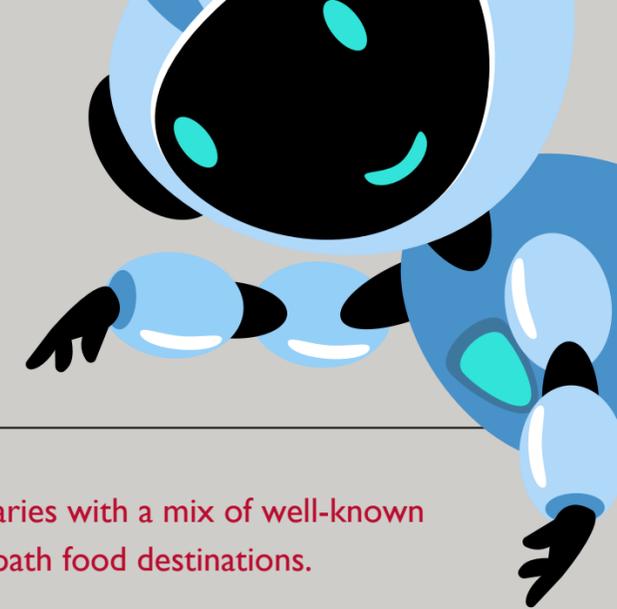
# Sample Customer Journey Map CONTINUED ON NEXT SLIDE



Stages	Actions	Emotions	Touchpoints	PRO-TIPS
Get to know	Comes across a viral food video from Sri Lanka on YouTube.	Intrigued, Inspired  "That sounds interesting!"	YouTube, Social Media	Collaborate with food vloggers or chefs in Sri Lanka to showcase local delicacies. Highlight unique Sri Lankan flavors.
Want to learn	Searches for traditional Sri Lankan recipes and renowned food spots.	Curious, Researching  "I want to know more!"	Food Blogs, Culinary Websites	Share authentic recipes and the stories behind them. Offer insights into the culinary heritage of various regions.
Check out options	Reads reviews of restaurants and street food hubs in different regions of Sri Lanka.	Analytical, Hopeful  "Hmmm... which one should I choose?"	TripAdvisor, Food Review Sites	Ensure that local food establishments encourage and collect reviews. Maintain quality and authenticity in culinary offerings.
Plan to go	Looks for culinary tours or cooking classes in Sri Lanka.	Excited, Planning  "I am so excited to explore this island!"	Tour Booking Sites, Travel Agents	Offer or collaborate with culinary tours that provide immersive experiences. Highlight hands-on cooking opportunities.



# Sample Customer Journey Map

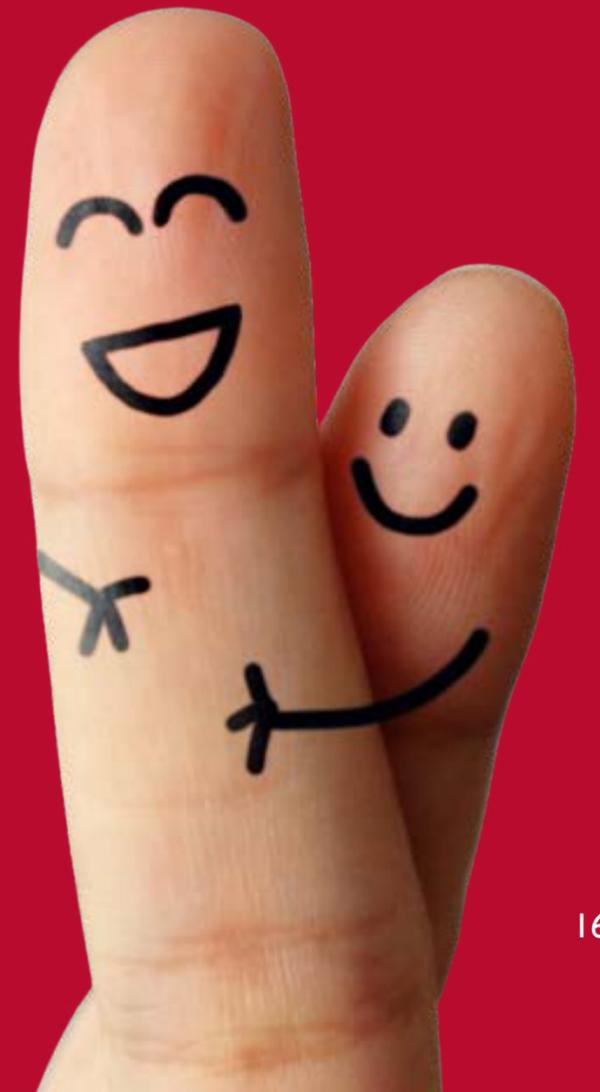


Stages	Actions	Emotions	Touchpoints	PRO-TIPS
Book the trip	Books a culinary tour package focusing on traditional Sri Lankan dishes.	Confident, Anticipatory  "I can't wait to start this Journey!"	Travel Agencies, Email Confirmations	Provide clear itineraries with a mix of well-known and off-the-beaten-path food destinations.
Have the trip	Tries regional dishes, attends cooking classes, interacts with local chefs.	Joyful, Inspired  "This is such a memorable experience!"	On-ground Experiences, Cooking Classes	Offer opportunities for him to cook with locals or attend specialized workshops. Showcase regional culinary diversity.
Return home	Writes articles, creates videos, and shares his culinary journey on social platforms.	reflective, Proud  "I want to come back for more!"	Personal Blog, Social Media, Magazines	Engage with his content, sharing it further. Foster partnerships for future culinary collaborations.
Tell everyone	Considers exploring other regional flavors and culinary traditions on a return visit.	Satisfied, Hopeful "you have to try this - it's incredible!"	Emails, Booking Platforms, Feedback Forms	Provide insights into other culinary regions or lesser-known dishes. Encourage feedback and offer incentives for return trips.



**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?



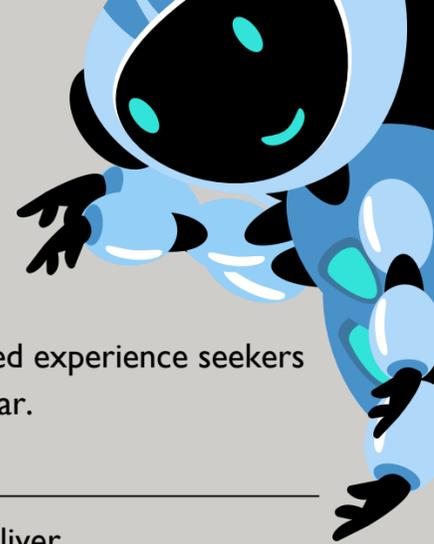
**A marketing plan is like a roadmap that helps you promote your business. It's a plan that shows you what to do to reach more people and tell them about the great things your business offers. It's like a guide to make sure you're doing the right things to attract customers and make your business successful.**

# MARKETING PLAN

## DEFINITION

## PRO-TIP

## SAMPLE

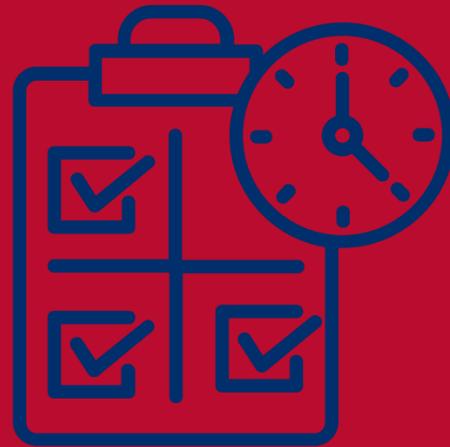


	DEFINITION	PRO-TIP	SAMPLE
<b>OBJECTIVE</b>	Your objective is the big goal.	Set clear, measurable, and achievable goals.	Increase bookings from curated experience seekers like Oliver by 40% within a year.
<b>TARGET AUDIENCE</b>	The specific group of people who are most likely interested in your travel offerings.	Go back to your traveler personas - identify the most lucrative and relevant ones for your business.	<ol style="list-style-type: none"><li>1. Digital nomads such as Oliver.</li><li>2. Millennials seeking unique adventures.</li><li>3. Eco-travelers and cultural enthusiasts.</li></ol>
<b>MESSAGING</b>	The way you communicate your travel experiences and offerings to your potential customers.	Analyze your customer journey map; communicate simply, and narrate stories.	"Discover Sri Lanka, Your Way: Tailored Journeys Await!"
<b>CHANNELS</b>	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.	<ol style="list-style-type: none"><li>1. Social Media (Instagram, TikTok, LinkedIn).</li><li>2. Niche Travel Blogs.</li><li>3. YouTube Channels.</li><li>4. Email Newsletters.</li></ol>
<b>BUDGET</b>	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, and website marketing.
<b>ACTION PLAN</b>	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.	Bi-weekly social posts, collaborate with wellness bloggers, YouTube videos, podcasts, and email newsletters.
<b>MEASUREMENTS</b>	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 traffic, content engagement, customer reviews and 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.

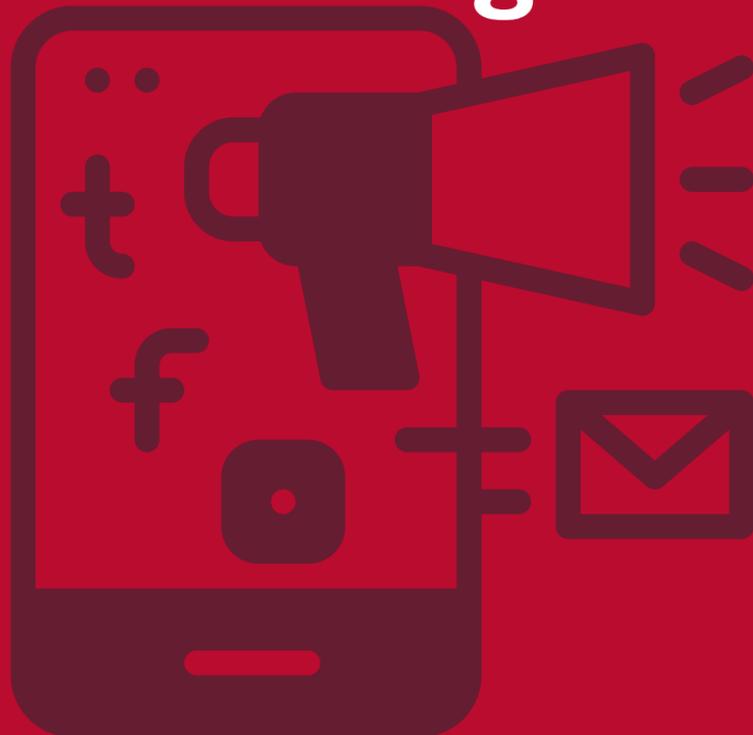
A close-up photograph of a young woman wearing a light-colored hijab and a matching top. She is smiling broadly, showing her teeth, and looking slightly to the right of the camera. The background is a solid, bright yellow color. The text 'You have made excellent progress!' is overlaid on the left side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

**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

**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.

**Choose a Platform:** Pick user-friendly platforms like Wix or WordPress with pre-designed templates.

**Use the Right Words:** Include words on your website that people might use when looking for what you offer. These are called keywords.

**Identify Your Specialties:** Define what makes your business unique. Highlight what sets you apart from others and showcase those aspects on your website.

**Select a Domain:** Choose a name for your site that reflects your business.

**Pictures with Names:** Give your pictures names that describe what they show. This helps search engines understand your content.

**Know Your Audience:** Understand who your target customers are and what they are looking for. Tailor your website content to their needs and preferences.

**Customize Content:** Add your pictures, descriptions, and contact details.

**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.

**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.

**Connect Social Media:** Link your social media accounts for wider reach.

**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.

Keep things simple!

**Use Chat Apps:** Integrate chat apps like WhatsApp for easy communication.

Create the website, do a photo+video shoot, create content, write blogs, boost content.

[Explore Wix](#)  
[Discover WordPress](#)

[Link to Resources](#)



# 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 Curated holidays Sri Lanka" They can attract the right people.



## Here are 50 keywords for Curated Travel to help you get started!

- Sri Lanka curated tours
- Tailored Sri Lanka experiences
- Sri Lanka bespoke travel
- Hosted tours Sri Lanka
- Sri Lanka private guide
- Customized Sri Lanka itinerary
- Authentic Sri Lanka journeys
- Cultural tours Sri Lanka
- Experiential travel Sri Lanka
- Personalized Sri Lanka adventures
- Luxury travel Sri Lanka
- Sri Lanka village homestays
- Exclusive Sri Lanka retreats
- Unique Sri Lanka destinations
- Handpicked Sri Lanka sights
- Sri Lanka wildlife experiences
- Sri Lanka artisanal tours
- Sri Lanka heritage walks
- Sri Lanka local culinary experiences
- Custom Sri Lanka beach holidays
- Eco-friendly Sri Lanka tours
- Sustainable travel Sri Lanka
- Sri Lanka hidden gems
- Immersive Sri Lanka experiences
- Sri Lanka off the beaten path
- Customized Sri Lanka wildlife safaris
- Sri Lanka cultural immersion
- Tailored Sri Lanka honeymoon
- Boutique stays Sri Lanka
- Sri Lanka luxury villas experience
- Sri Lanka holistic wellness retreats
- Hosted tea plantation visits
- Customizable Sri Lanka surf trips
- Sri Lanka spiritual journeys
- Sri Lanka spiritual journeys
- Local-hosted Sri Lanka experiences
- Bespoke Sri Lanka festivals tour
- Sri Lanka art and craft experiences
- Personalized Sri Lanka trekking
- Tailored Sri Lanka diving adventures
- Sri Lanka village crafts tour
- Hosted Sri Lanka temple visits
- Private Sri Lanka culinary workshops
- Sri Lanka storytelling evenings
- Personalized Sri Lanka cycling routes
- Sri Lanka agritourism experiences
- Boutique Sri Lanka spa experiences
- Bespoke Sri Lanka birdwatching tours
- Tailored Sri Lanka photography tours
- Hosted Sri Lanka historical tours
- Sri Lanka Luxury Trains

# Here are some examples of how to use these keywords

Website Landing Page:

Discover Sri Lanka Like Never Before!

Immerse yourself in our Sri Lanka curated tours that go beyond the usual, taking you to the heart of this island's enchanting beauty and age-old traditions. Dive deep into an unforgettable voyage that's designed just for you.

[Book Your Journey Now]



Packages Page

Authentic Sri Lanka Journeys

Step off the beaten path and venture into Sri Lanka's untouched wonders. With our authentic Sri Lanka journeys, explore the whispering tales of ancient ruins, relish the flavors of traditional culinary feasts, and engage with the vibrant local communities. Let each experience tell a story, crafted meticulously to resonate with your wanderlust spirit.

[Explore Our Curated Experiences]



## 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.

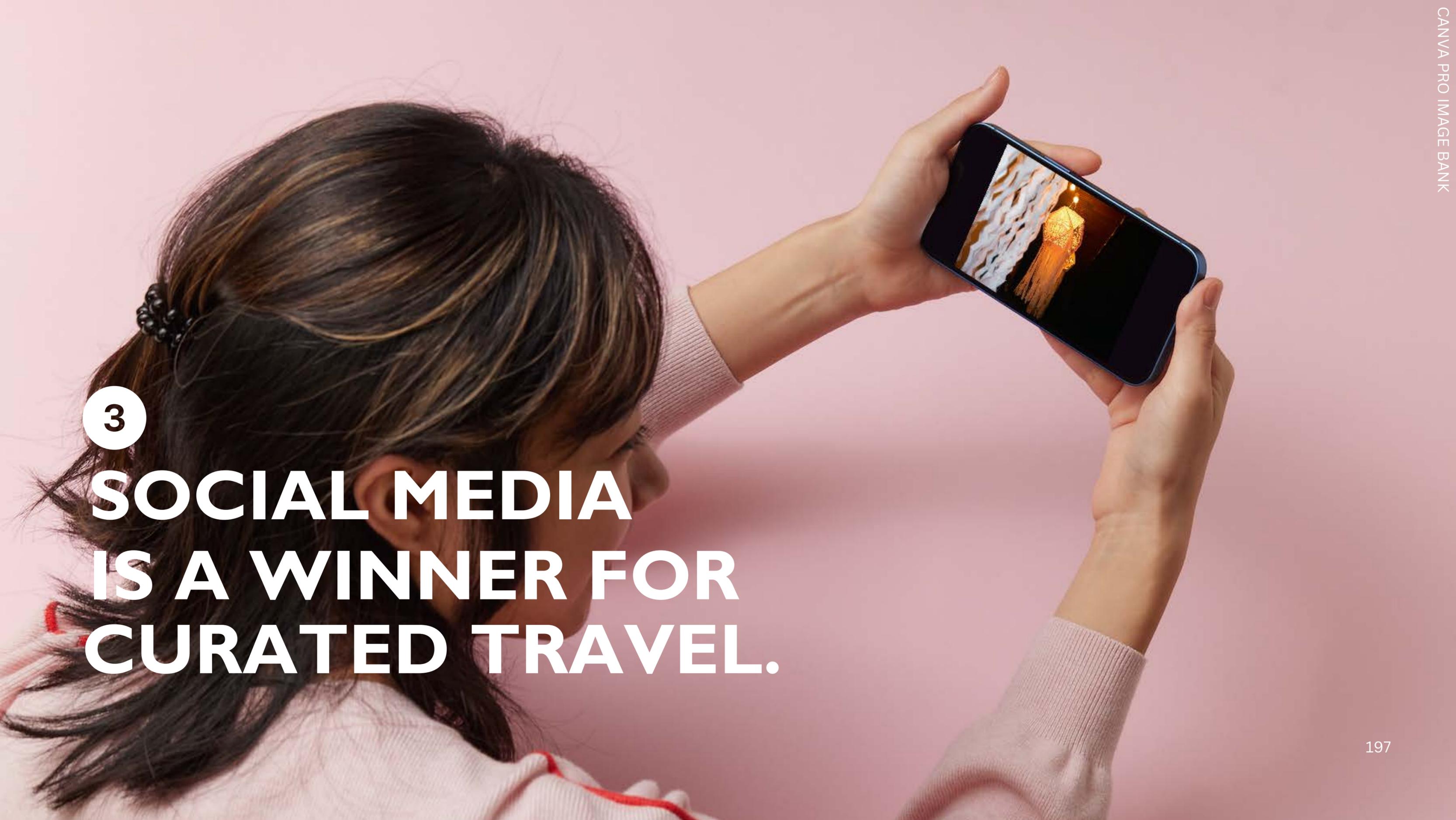
### INDICATORS

High engagement on content.

Positive feedback and discussions.

Increased traffic from content sources.

**3**  
**SOCIAL MEDIA  
IS A WINNER FOR  
CURATED TRAVEL.**

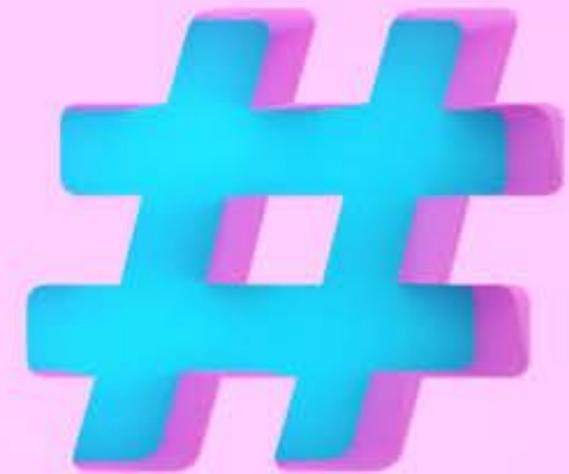


**Of the 5.8 Billion Digital users in the  
world today**

**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.**

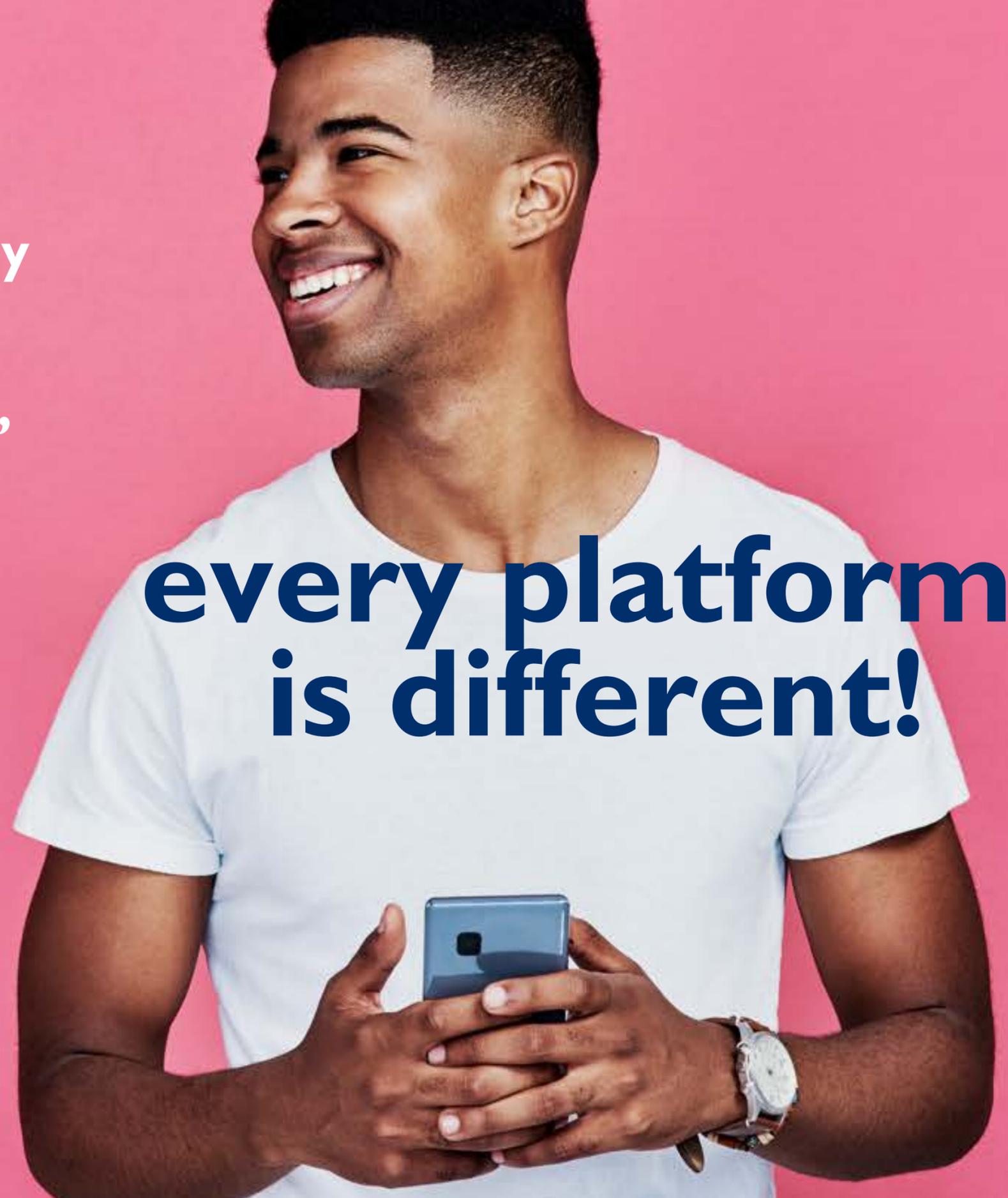




**It's your direct line to travelers seeking immersive experiences. By sharing captivating stories, stunning visuals, and engaging videos, you can spark their curiosity and draw them into your world. Social media isn't just about promoting; it's about building connections and crafting a community around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

**every platform  
is different!**



# The right content for the right platform is key!

<p><b>Platform</b></p> <p>The name of the platform is linked to official tutorials.</p>	<p><b>Winning Content</b></p>	<p><b>PRO-Tips</b></p> <p>The content is linked to useful tutorials.</p>
 <p><a href="#">FaceBook</a></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><a href="#">Facebook for Tourism 1</a>  <a href="#">Facebook for Tourism 2</a>  <a href="#">Facebook for Tourism 3</a></p>
 <p><a href="#">Instagram</a></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><a href="#">Instagram for Tourism 1</a>  <a href="#">Instagram for Tourism 2</a>  <a href="#">Instagram for Tourism 3</a></p>
 <p><a href="#">TikTok</a></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><a href="#">TikTok for Tourism 1</a>  <a href="#">TikTok for Tourism 2</a>  <a href="#">TikTok for Tourism 3</a></p>
 <p><a href="#">X (formerly Twitter)</a></p>	<p>Share quick updates about your business, upcoming events, and industry news. Use relevant hashtags to join conversations and increase visibility.</p>	<p><a href="#">X for Tourism 1</a>  <a href="#">X for Tourism 2</a>  <a href="#">X for Tourism 3</a></p>
 <p><a href="#">Pinterest</a></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><a href="#">Pinterest for Tourism 1</a>  <a href="#">Pinterest for Tourism 2</a>  <a href="#">Pinterest for Tourism 3</a></p>
 <p><a href="#">Youtube</a></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><a href="#">Youtube for Tourism 1</a>  <a href="#">Youtube for Tourism 2</a>  <a href="#">Youtube for Tourism 3</a></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

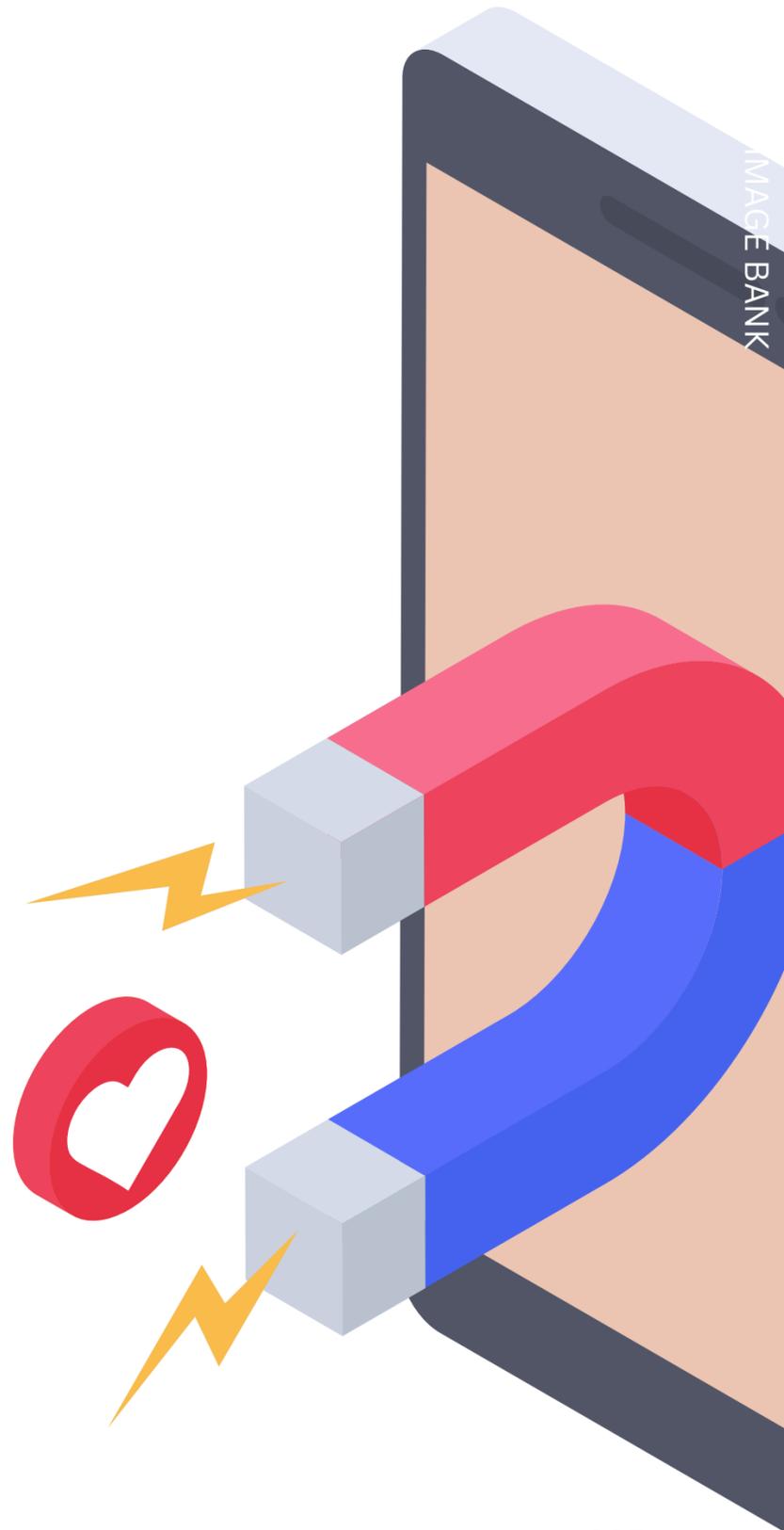
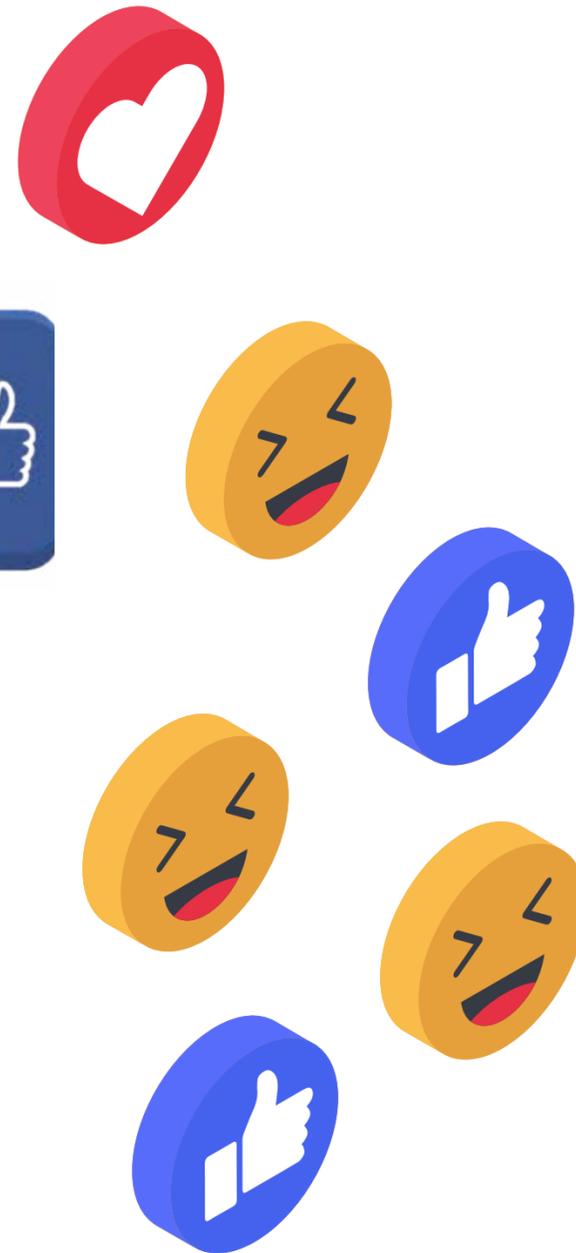
**HARNESS THE POWER OF ONLINE REVIEWS.**

# 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.

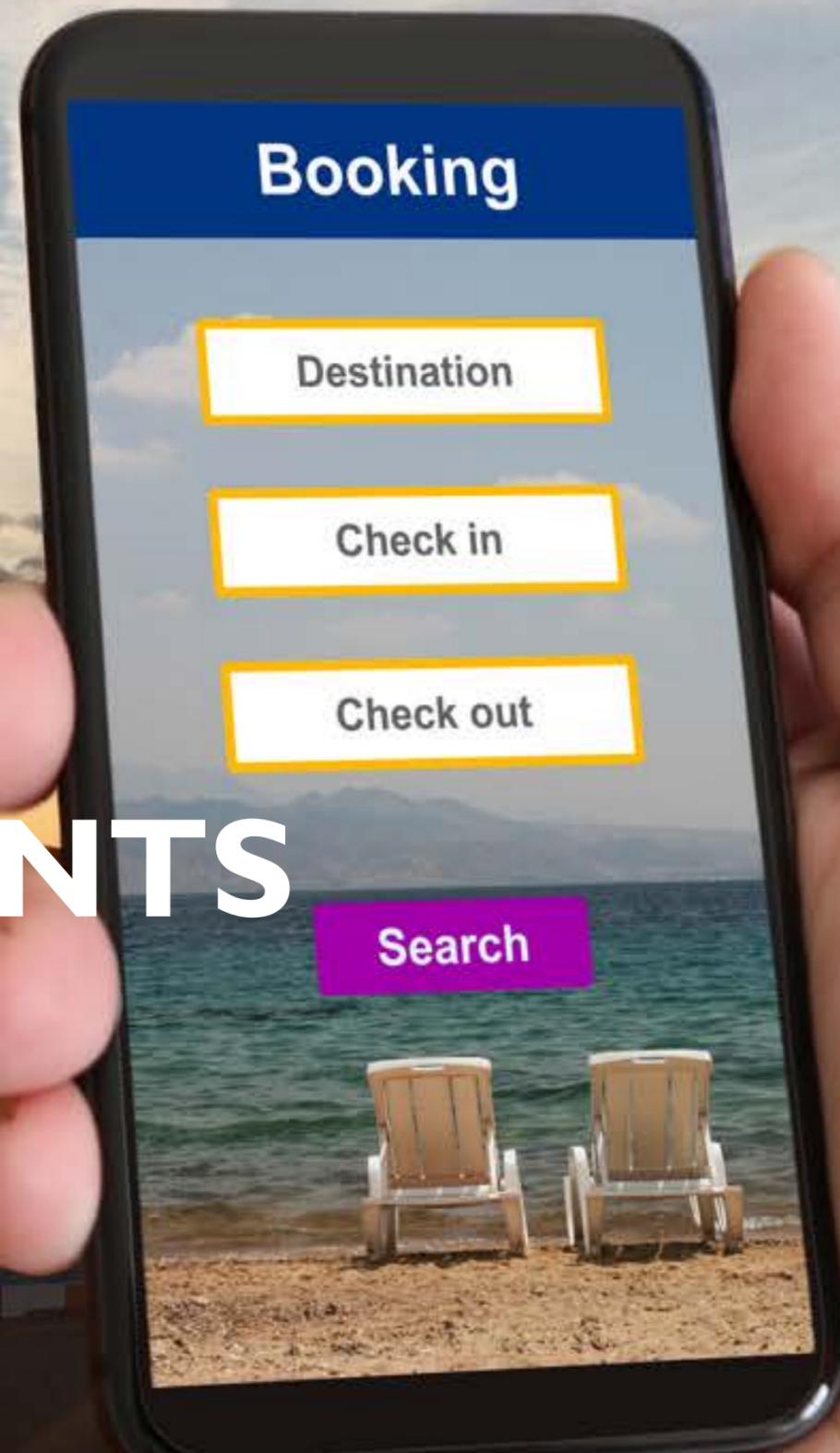
### INDICATORS

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

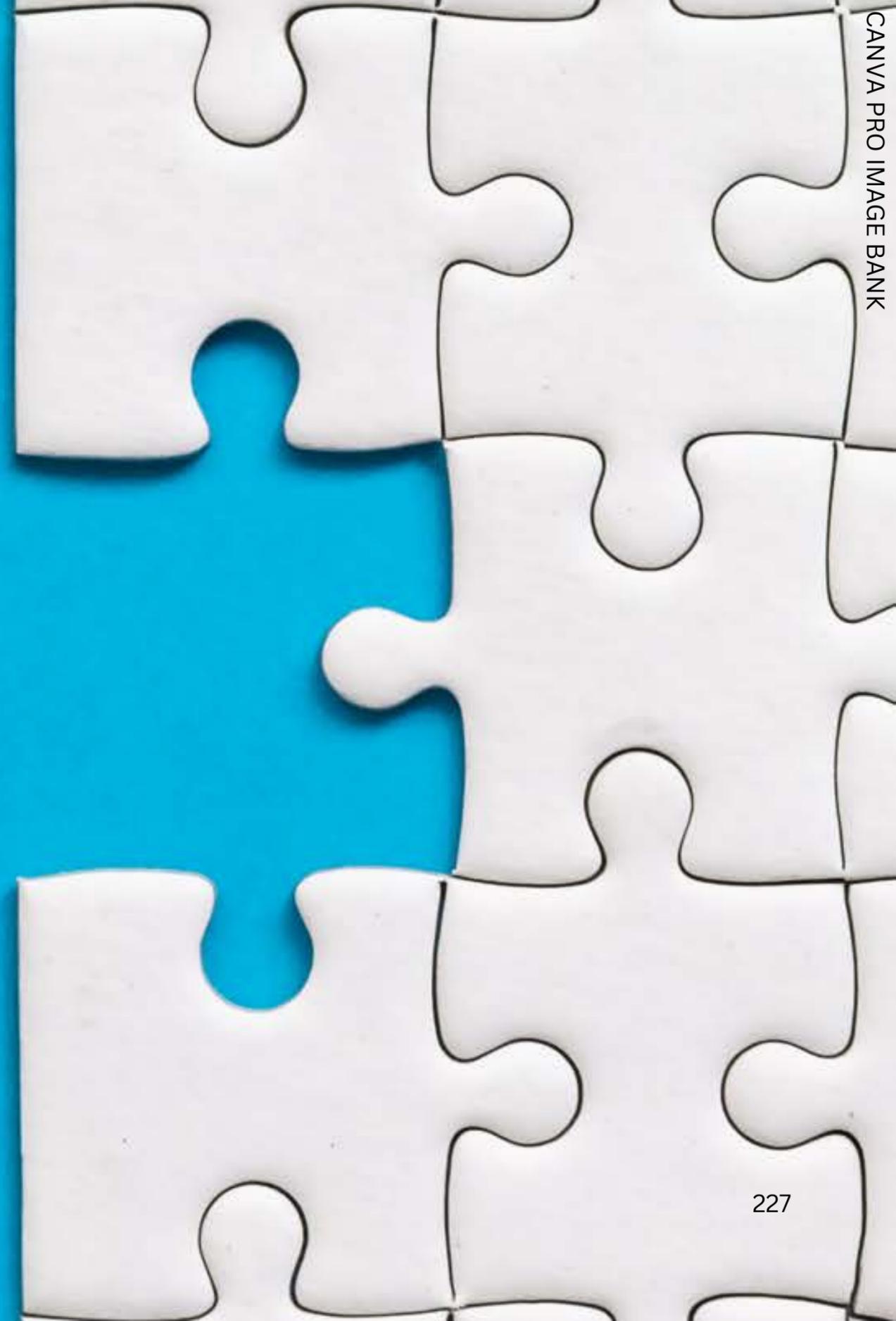
Regular use of your hashtags by travelers.

Positive reactions and engagement.

Increased bookings from user-generated content.

9

# LOCAL PARTNERSHIPS.



The image features two hands, one from the top right and one from the bottom left, reaching towards each other. The hands are silhouetted against a bright, warm light source, likely the sun, which creates a strong lens flare effect in the center. The background is a gradient of light blue to white. The text is overlaid on this scene in a large, bold, white 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!**

