



**USAID**  
FROM THE AMERICAN PEOPLE

# ADVENTURE 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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**adventure**  
adventure  
**adventure**



# **WHAT DOES ADVENTURE TOURISM MEAN?**

**Adventure tourism is a trip that includes at least two of the following three elements: physical activity, natural environment, and cultural immersion.**



**“A walking tour in Scotland can be an adventure tour for somebody, and for somebody else, it could be hiking in Nepal. There is some variation in the definition in the traveler’s mind.”**

**SHANNON STOWELL,  
PRESIDENT OF THE ADVENTURE TRAVEL TRADE ASSOCIATION (ATTA)**





A composite image showing a woman surfing on a wave. The top half shows the wave's crest with white foam against a blue sky. The bottom half shows an underwater view of the same woman in a colorful bikini, lying on her stomach on a blue and orange surfboard, holding a camera. The water is clear and blue.

**There are two types of adventure.**

**Hard Adventure**

**Soft Adventure**



A person is rappelling down a dark rock face on the left side of the image. The background shows a vast mountain range with snow-capped peaks and a valley filled with mist or clouds. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The overall scene is dramatic and adventurous.

# Hard Adventure

This form of adventure is typically high-risk, requires intense training, changes in diet, lots of practice, and often requires a guide.

- MOUNTAINEERING/MOUNTAIN CLIMBING
- CAVING
- ROCK CLIMBING
- SKYDIVING
- TREKKING/INTENSE HIKING
- FREE DIVING
- EXTREME BIKING



# Soft Adventure

This form of adventure usually poses less risk, is much more popular, and can be done with or without a guide.

- FISHING
- HIKING (GENTLE)
- SNORKELLING
- HUNTING
- SURFING
- ECO-TOURISM





**Hard and soft adventures are;**

**Land-based**

**Air-based**

**Water-based**





## **LAND-BASED ADVENTURES**

**MOUNTAINEERING  
TREKKING  
ROCK CLIMBING  
CAMPING  
MOUNTAIN BIKING  
ZIPLINE  
CAVING**

## **AIR-BASED ADVENTURES**

**PARAGLIDING  
HANG GLIDING  
PARASAILING  
SKYDIVING  
HOT AIR  
BALLOONING**

## **WATER-BASED ADVENTURES**

**WHITE WATER RAFTING  
KAYAKING  
CANOEING  
WATER/JET SKIING  
KAYAKING  
SAILING  
WINDSURFING  
YACHTING  
SCUBA DIVING  
FREE DIVING**



# Hard Adventure



# Soft Adventure





# Hard Adventure



# Soft Adventure





# Hard Adventure



# Soft Adventure





# Hard Adventure



# Soft Adventure





# Hard Adventure



# Soft Adventure





# Hard Adventure



# Soft Adventure





# Hard Adventure



# Soft Adventure

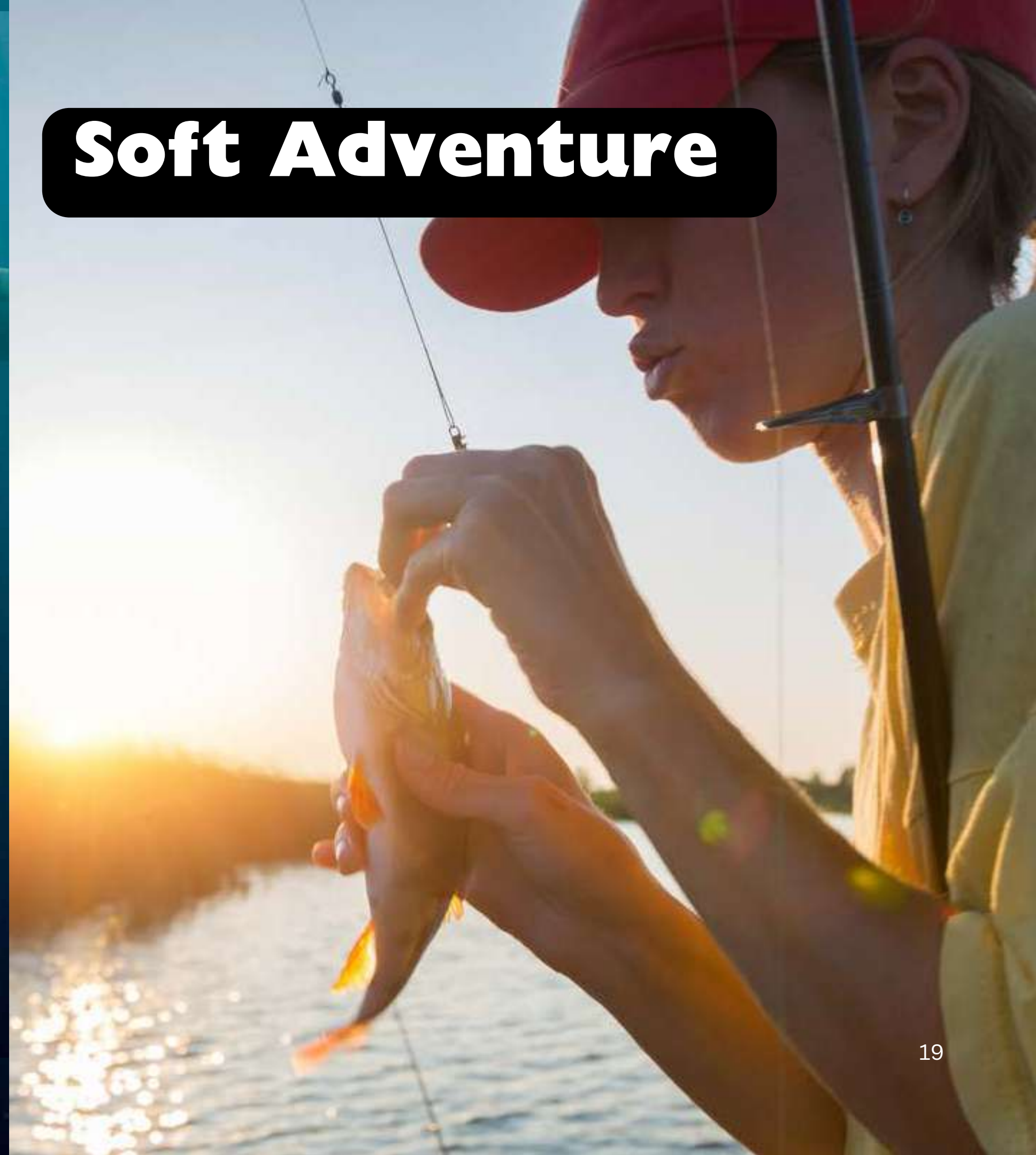




# Hard Adventure



# Soft Adventure





# Hard Adventure



# Soft Adventure





**Soft adventure is a booming phenomenon across the world & holds tremendous potential for us in Sri Lanka.**

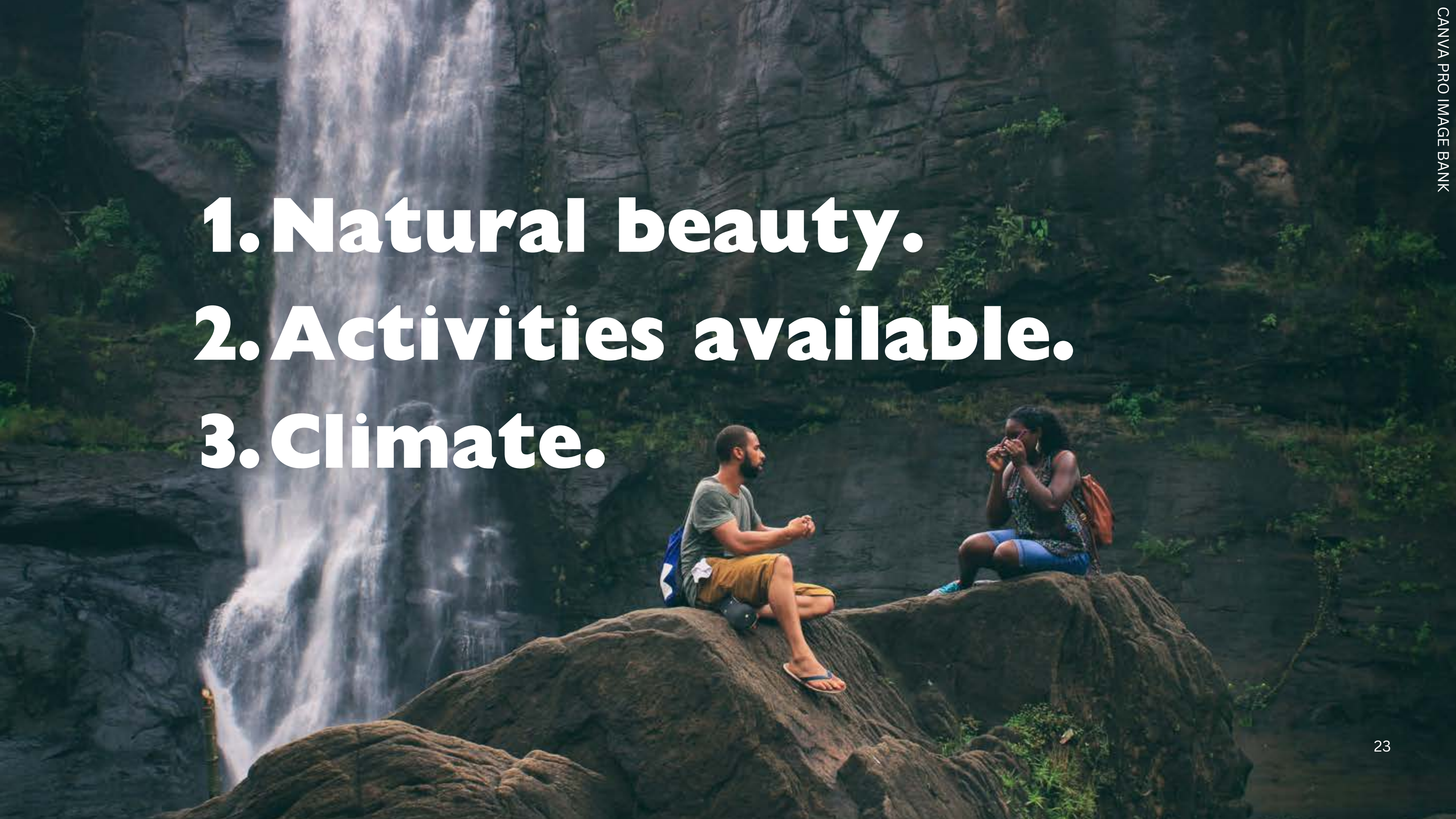




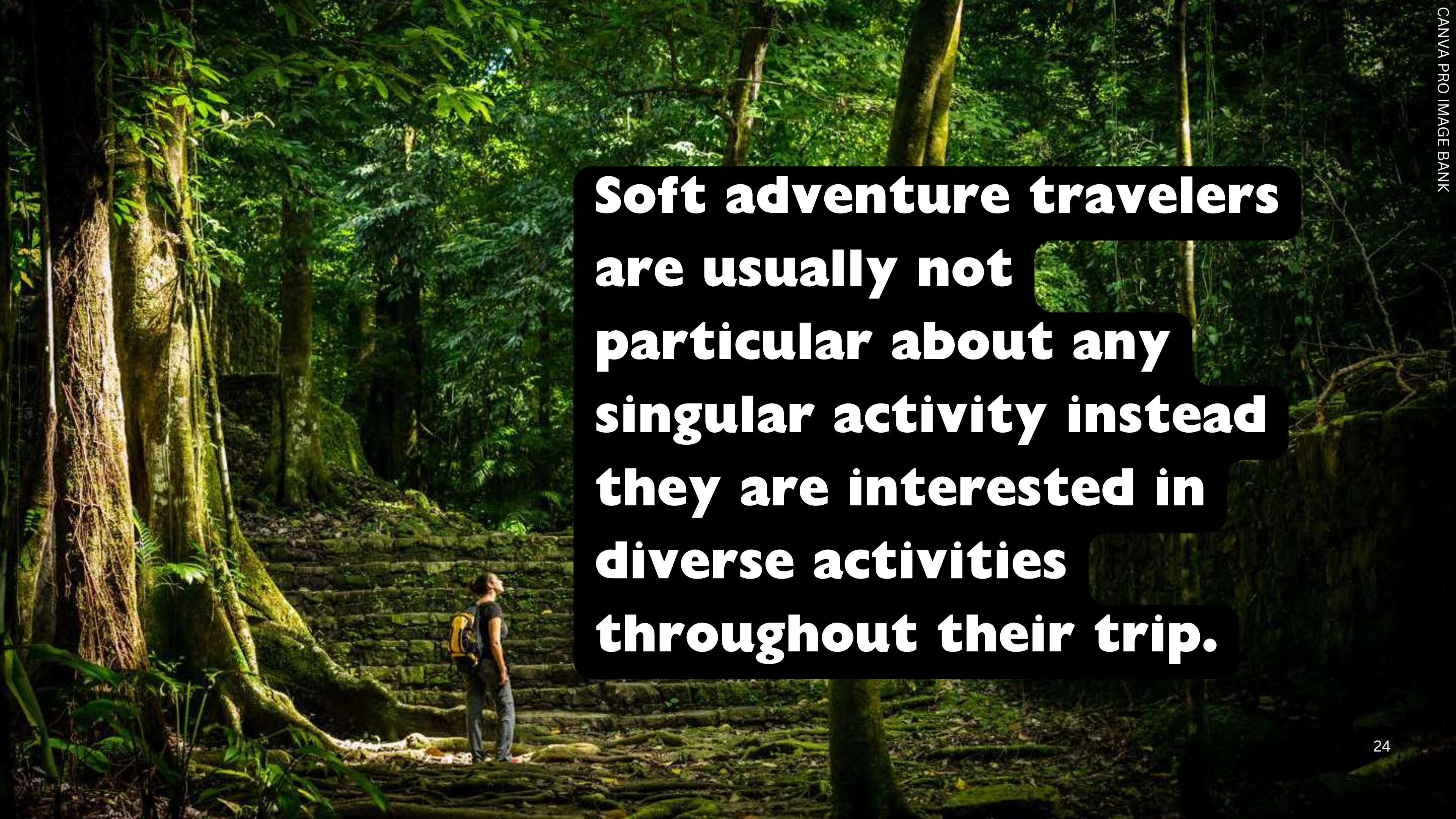


**What are  
adventure  
travelers  
looking for?**



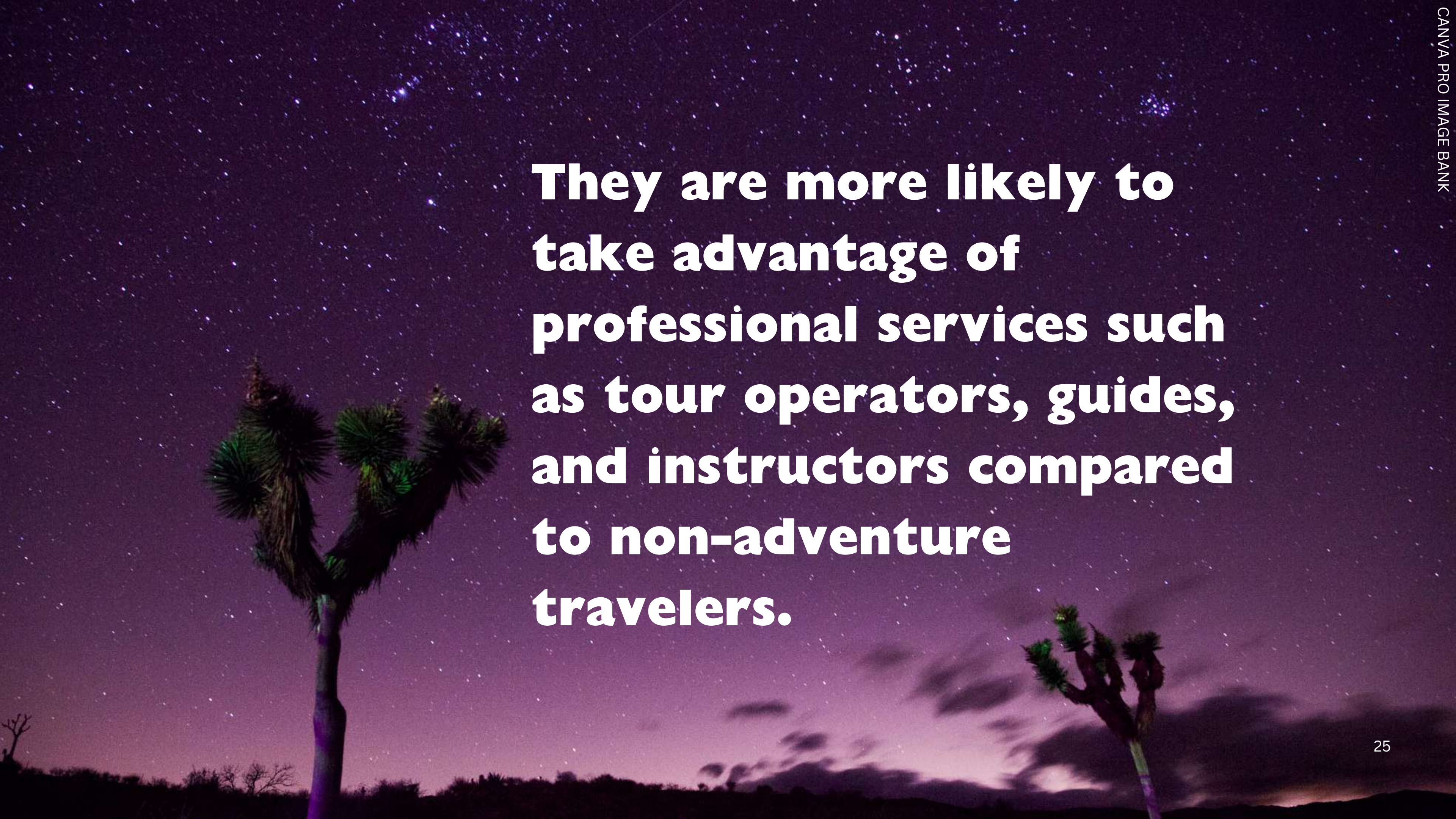
- 
- A man and a woman are sitting on a large, dark rock in front of a waterfall. The man is on the left, wearing a green t-shirt and yellow shorts, looking towards the woman. The woman is on the right, wearing a patterned top and blue shorts, looking towards the man. The waterfall is on the left side of the image, cascading down a dark rock face. The background is a lush, green forest.
- 1. Natural beauty.**
  - 2. Activities available.**
  - 3. Climate.**






**Soft adventure travelers are usually not particular about any singular activity instead they are interested in diverse activities throughout their trip.**



A night sky filled with stars, with the silhouettes of Joshua trees in the foreground. The text is overlaid on the right side of the image.

**They are more likely to take advantage of professional services such as tour operators, guides, and instructors compared to non-adventure travelers.**





**There is also growing demand for self-guided adventures too - technology plays a significant role in this trend.**



**Relaxation and exploration of new places, quality time with family as well as learning more about different cultures are very important to adventure travelers.**



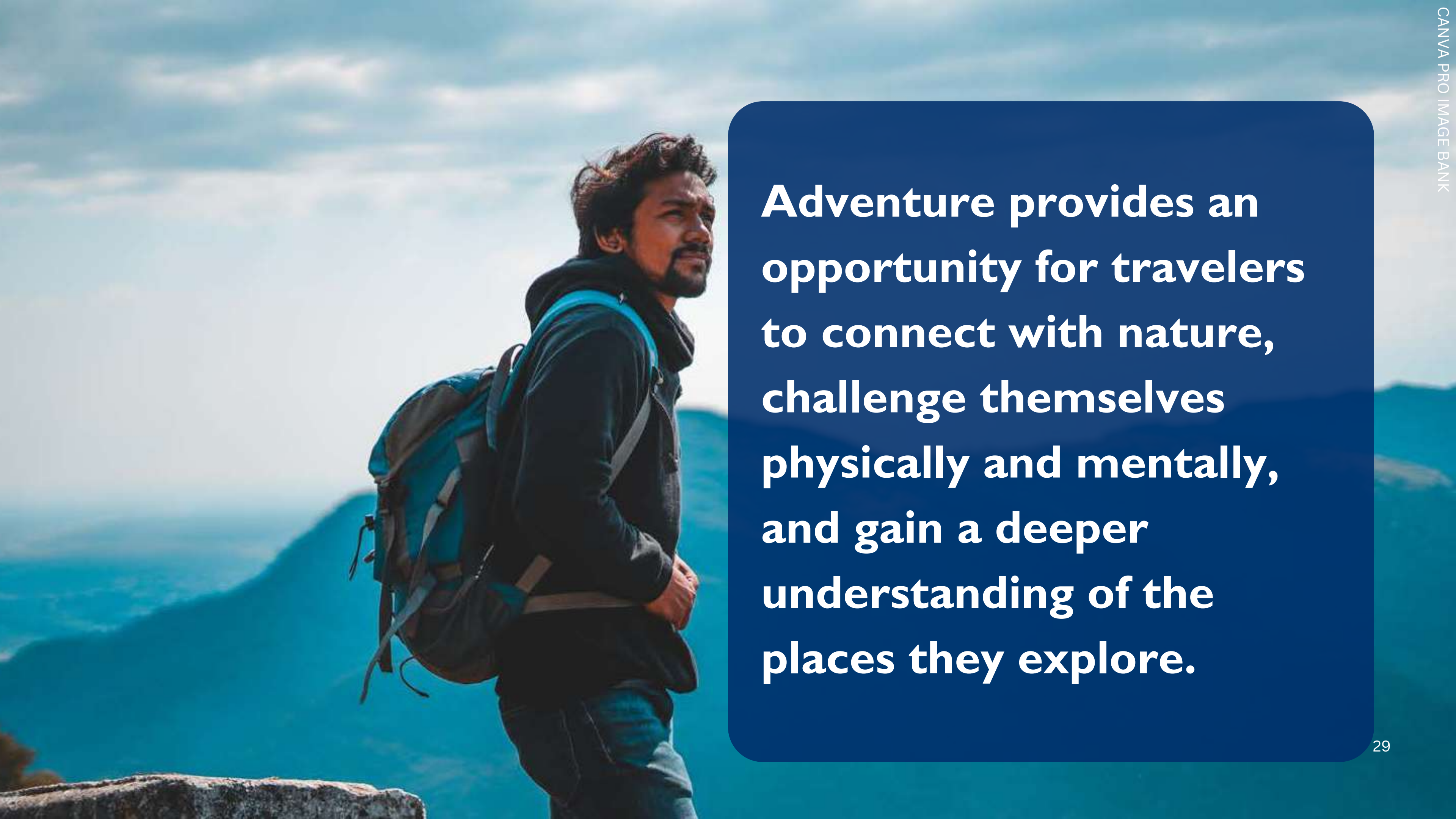


**ADVENTURE TRAVELERS ARE**

# **authentic experience seekers**







**Adventure provides an opportunity for travelers to connect with nature, challenge themselves physically and mentally, and gain a deeper understanding of the places they explore.**





**Adventure experiences are seen as opportunities for growth and change.**






**Adventure provides opportunities to challenge ourselves and learn new things.**



**And experience  
gives us a deeper  
understanding of  
ourselves and the  
world around us.**







**Remember, the adventure experience must be highly sharable. It is important to plan for this and leverage it.**





# experience

IS THE NEW LUXURY





**adventure**  
IS AN ATTITUDE



A person in a dark jacket stands with their back to the camera, arms raised in a 'V' shape, looking up at a massive, cascading waterfall. The scene is set in a natural, outdoor environment with a dark, overcast sky. The waterfall is the central focus, with water falling in multiple streams. The overall mood is one of awe and achievement.

**status =**  
**HOW INTERESTING YOU ARE**



# Adventure tourism trends





# The post-covid adventurer wants to...



A serene sunset scene over a calm body of water. In the foreground, two people are in a small canoe. One person is standing in the center of the canoe, and the other is sitting at the rear, holding a paddle. The sun is low on the horizon, creating a warm, golden glow that reflects on the water. In the background, there are silhouettes of mountains under a sky with soft, colorful clouds. The overall mood is peaceful and natural.

# Prioritise sustainability

**A GROWING FOCUS ON ECO-FRIENDLY PRACTICES,  
SUPPORTING LOCAL ECONOMIES, AND PARTICIPATING  
IN CONSERVATION EFFORTS.**





# Multi generational adventure

THIS TREND SAW GRANDPARENTS, PARENTS, AND CHILDREN EMBARKING ON SHARED OUTDOOR EXPERIENCES, CREATING LASTING MEMORIES AND BONDING OPPORTUNITIES.



# Women-only adventure travel

**THE RISE OF WOMEN-ONLY ADVENTURE TRAVEL GROUPS AND TOURS WAS EMPOWERING FEMALE TRAVELERS TO EXPLORE THE WORLD IN A SUPPORTIVE AND INCLUSIVE ENVIRONMENT.**





# Wellness & mindful adventures

**ADVENTURE TRAVEL IS MERGING WITH WELLNESS, WITH MORE TRAVELERS SEEKING PHYSICALLY ACTIVE EXPERIENCES THAT ALSO PROMOTE MENTAL WELL-BEING. THIS INCLUDES ACTIVITIES LIKE MEDITATION HIKES AND WELLNESS-FOCUSED OUTDOOR ADVENTURES.**





# Technology integration

**TECHNOLOGY  
ENHANCES THE  
ADVENTURE BY  
HELPING THE TRAVELER  
STAY CONNECTED AND  
SAFE.**



# Off the beaten path destinations

SEEKING LESS CROWDED AND  
LESSER-KNOWN  
DESTINATIONS, DRIVEN BY A  
DESIRE FOR AUTHENTICITY  
AND A DEEPER CONNECTION  
WITH LOCAL CULTURES.



# Culinary & cultural adventures

CULINARY AND CULTURAL ELEMENTS, ALLOW TRAVELERS TO ENGAGE WITH LOCAL FOOD, TRADITIONS, AND COMMUNITIES.



# Iceland

"A LITERAL LAND OF FIRE AND ICE, YOU CAN TREK SNÆFELLSJÖKULL, THE SNOW-CAPPED VOLCANO THAT INSPIRED JULES VERNE'S JOURNEY TO THE CENTER OF THE EARTH, SEE GEYSERS ERUPT IN THE GOLDEN CIRCLE, AND HIKE ACROSS MASSIVE GLACIERS ALL IN THE COURSE OF A LONG WEEKEND." CONDE NAST TRAVELER.



# Botswana

"BOTSWANA HAS PLENTY OF NATIONAL PARKS AND SAFARI CAMPS FOR TRAVELERS, BUT THE COUNTRY'S PRIMARY DRAW IS THE LUSH OKAVANGO DELTA —A 49-MILLION ACRE RIVER DELTA IN NORTHERN BOTSWANA. THE AREA IS REAL-WORLD EDEN, WHERE CHEETAHS, ZEBRAS, BUFFALO, AND RHINOS ROAM FREELY." CONDE NAST TRAVELER.

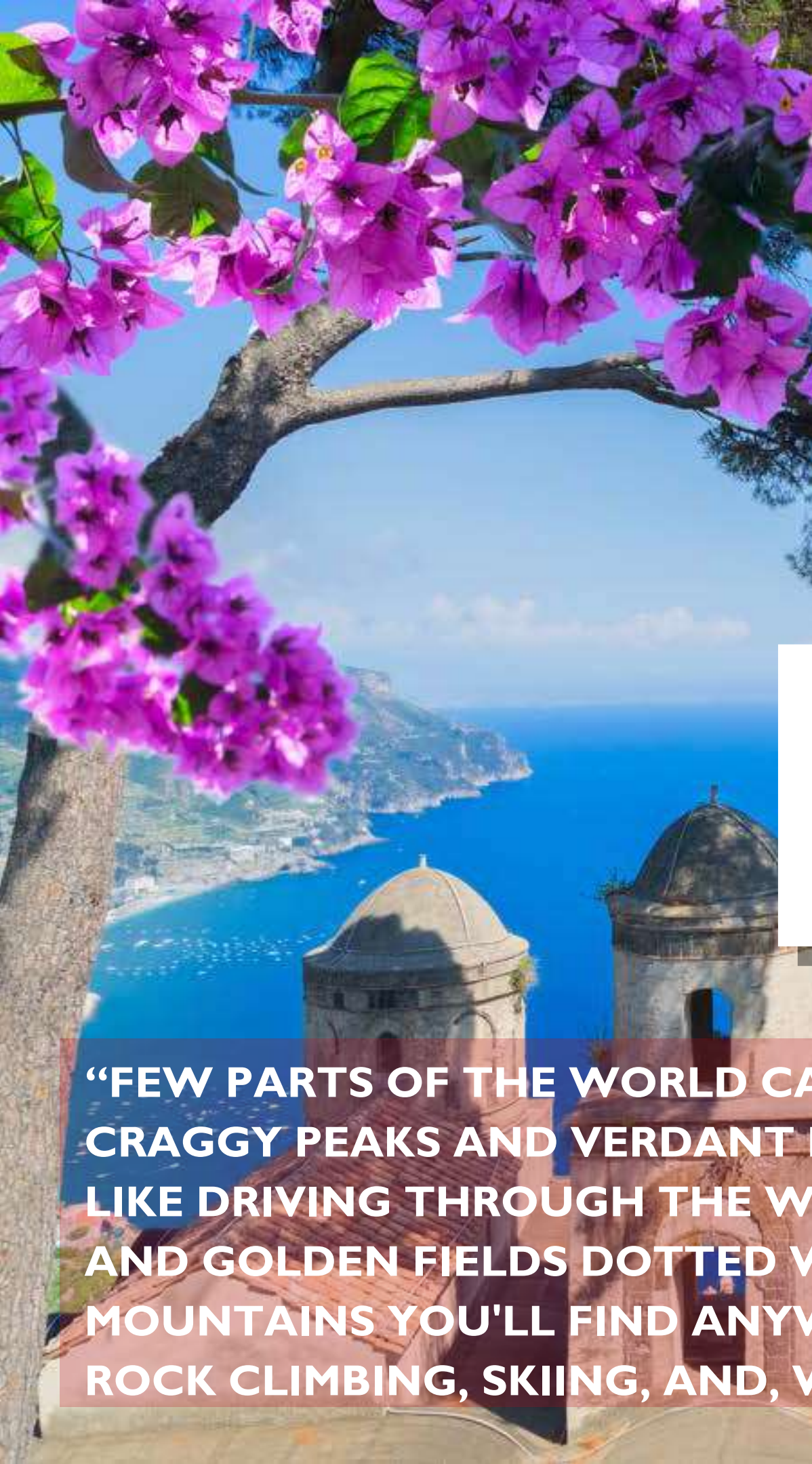




# Peru

**"MACHU PICCHU'S PANORAMIC VIEWS AND MYSTERIOUS STONE WALLS ARE WORTH A PLANE TICKET TO PERU ALONE, BUT THE COUNTRY HAS MORE TO OFFER THAN JUST INCAN RUINS. ONCE YOU CROSS THAT MAJOR ITEM OFF YOUR BUCKET LIST, HEAD TOWARD THE COUNTRY'S NATIONAL PARKS, LAKES, AND DESERTS FOR EVEN MORE, LESS-CROWDED ACTIVITIES." CONDE NAST TRAVELER.**





# Italy

**“FEW PARTS OF THE WORLD CAN CLAIM SO INTENSE A RANGE OF NATURAL BEAUTY AS ITALY, FROM CRAGGY PEAKS AND VERDANT HILLS TO COASTS OF JAW-DROPPING BEAUTY. THERE'S NOTHING QUITE LIKE DRIVING THROUGH THE WINDING, CYPRUS-LINED ROADS OF TUSCANY, PAST ROLLING GREEN HILLS AND GOLDEN FIELDS DOTTED WITH SUNFLOWERS. THE DOLOMITES ARE SOME OF THE MOST BEAUTIFUL MOUNTAINS YOU'LL FIND ANYWHERE, TOO; SAN PELLEGRINO PASS IS ONE OF ITS BEST SPOTS FOR ROCK CLIMBING, SKIING, AND, WELL, JUST BEING IN AWE.” CONDE NAST TRAVELLER.**



# New Zealand

**"NAME A LANDSCAPE, AND NEW ZEALAND MOST LIKELY HAS IT WITHIN ITS CALIFORNIA-SIZED BORDERS (THOUGH IT HAS 34 MILLION FEWER PEOPLE THAN THE GOLDEN STATE). KIWIS IN THE TRAVELER OFFICE SAY THE COUNTRY HAS EVERY ADVENTURE YOU CAN THINK OF - AND THEN SOME - AND WE'RE INCLINED TO BELIEVE THEM." CONDE NAST TRAVELER.**



A person is surfing on a wave in a tropical setting. The background is filled with lush green palm trees and dense foliage. The water is dark, and the wave is breaking, creating white foam. The overall scene is vibrant and adventurous.

**Sri Lanka  
is built for  
adventure!**





# Diverse natural landscapes.



# Tropical climate.





# Diverse wildlife.







**Top**

**safari destination.**





**34** biodiversity  
**rich regions.**





**380+  
waterfalls.**





**103  
rivers.**





**982  
named mountains.**





**1340km  
of coastline.**



# Diverse trails.





A man and a child are standing on a rocky mountain peak, holding hands and looking out over a vast, hazy valley. The man is wearing a green and white plaid shirt, dark pants, and a light-colored hat. The child is wearing a dark t-shirt and light-colored shorts. The background shows rolling hills and mountains under a bright sky, with some trees in the foreground. The text "Family friendly." is overlaid in a large, bold, blue font.

# Family friendly.





**Safe for  
women.**



**Adventure is an  
all-year-round  
opportunity.**





**That can thrive  
across every  
province.**



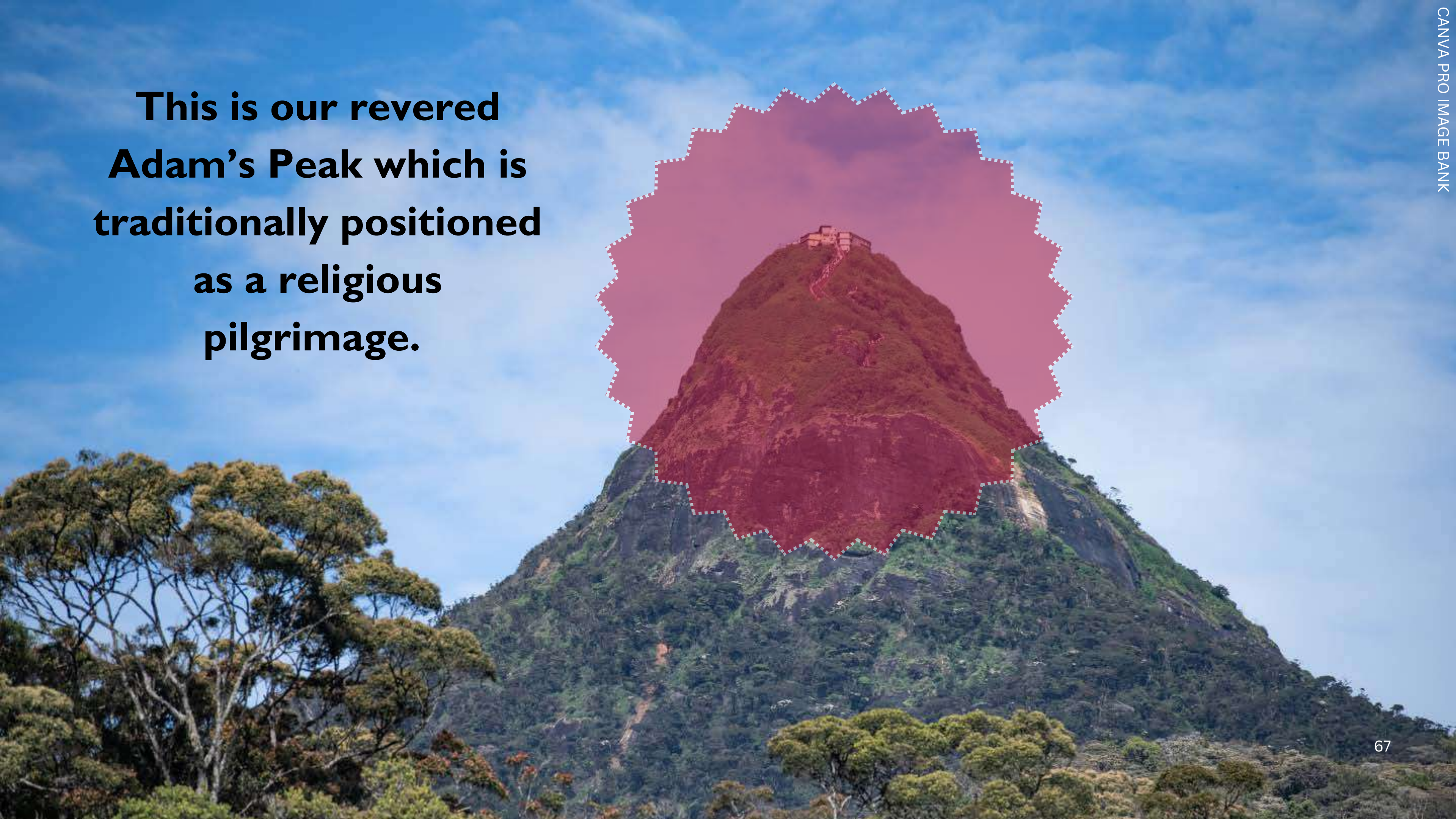




**Let's  
explore some  
ideas...**



**This is our revered  
Adam's Peak which is  
traditionally positioned  
as a religious  
pilgrimage.**







**Let's explore how  
it becomes an adventure.**





**THINK ABOUT  
HOW TO  
EXPERIENCE THE  
PLACE  
THROUGH  
DIFFERENT  
ACTIVITIES.**



**THROUGH  
DIFFERENT  
ACTIVITIES.**





**WATERFALL HUNTING**



**SUNRISE HUNTING**



**STAR GAZING**



**BUTTERFLY TRAIL**



**CYCLE TOURS**



**BIRD WATCHING**



**CAMPING**

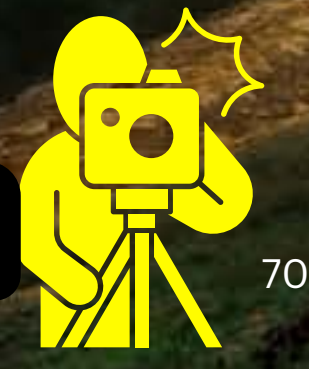


**THE RIVER TRAIL**



**LAKE DIVES**

**INSTAGRAM TREKKING**







**Remember to  
Connect  
emotionally  
through  
authentic  
storytelling.**



# The Camino de Santiago

is a wonderful source of inspiration for this.





The spirit of the Camino de Santiago is an intangible but profound force that beckons pilgrims to embark on a transformative journey of the soul. It is a pilgrimage that transcends religion and nationality, drawing people together with a shared longing for self-discovery, connection, and inner peace. As each pilgrim takes one step after another, they not only traverse a physical path but also embark on a journey of the heart, finding solace, community, and spiritual renewal along the way. The spirit of the Camino de Santiago lives on through the countless pilgrims who continue to walk this sacred path, carrying its essence into the world beyond.

[Click for more details](#)



**It is a Journey of reflection and renewal.**







**It is about community  
and camaraderie.**





**It teaches you to live  
in the present  
moment.**





**It teaches you to  
surrender to the journey.**



**It teaches inner healing  
and forgiveness.**





A high-angle, close-up photograph of a person's legs and feet as they hike on a dirt trail. The person is wearing dark shorts and black hiking boots. The ground is a mix of reddish-brown soil and small dark rocks. To the left, there is a patch of green grass with many small white daisy-like flowers. A long, dark shadow of the person is cast onto the dirt path, extending from the bottom left towards the center. The overall scene is brightly lit, suggesting a sunny day.

**It connects you to  
history and spirituality.**



A photograph of a concrete floor with three rusted metal objects: an arrow pointing upwards, a handprint, and a large letter 'F'. A black text box with white text is overlaid on the image.

**It teaches you to let go of materialism.**



**These values are  
universal and they can  
inspire how we tell  
our own stories.  
Imagine the story of  
Sri Pada through in  
the same way...**



**Embrace the spirit of the climb.**

**Storytelling around the experience is key.**



# The trail of light.

Building community around the idea is important.







# 5500 steps of reflection.

Help people connect to the spirit of the journey.

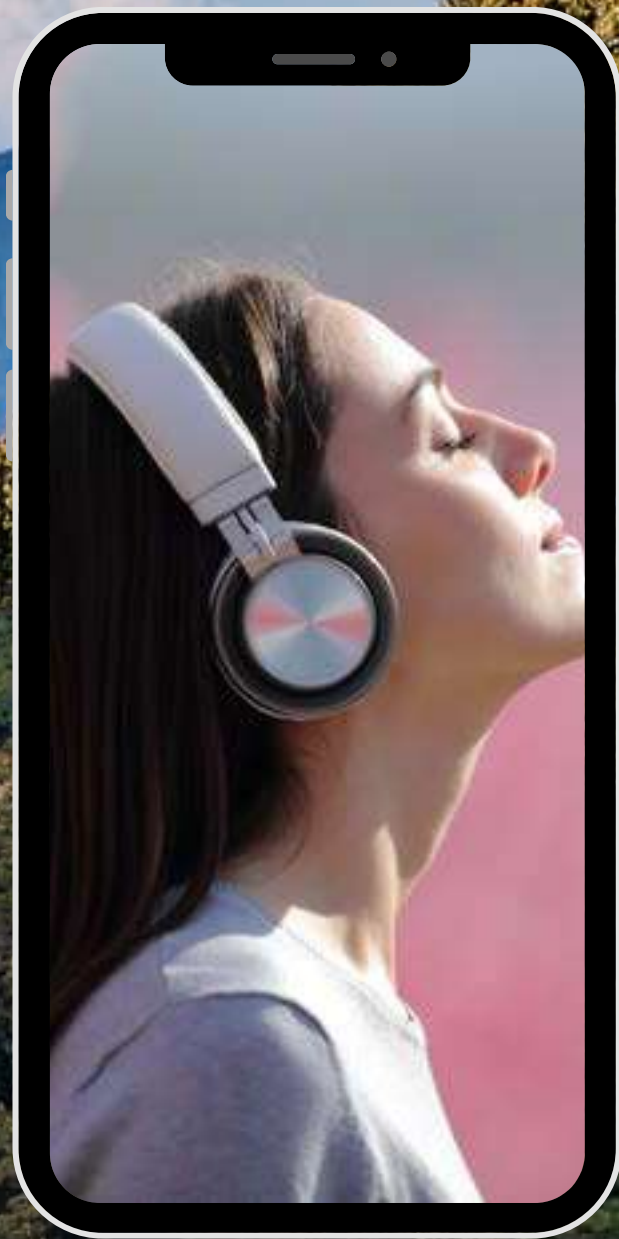


**Ring the bell of life**

**at the break of dawn.**

**Build emotional connections to the spirituality of life - reconnecting to oneself.**





**Audio-guided hikes.**





**Symphony orchestra  
hikes.**



# Walking with loss.

People take spiritual journeys to help with grief and loss - this is a powerful narrative.





# Off-season challenge.

Capitalise on the changing seasons  
& dial up the level of difficulty!






# Shadow hunters!

Great adventures can be woven into so many things.



# Galaxy hunting!





**Waterfall hunting!**

**From the roadside to the depths of a virgin rain forest.**





# Sustainable Surfing.

Surfers, who often spend extended periods on the ocean, are quick to notice issues like single-use plastic in the waves. The surfing community values sustainability and seeks brands that blend eco-consciousness with style and function. From surfboards to clothing and gear, choosing sustainable options aligns with their philosophy.





# Leverage girl-power!

**Surfing, once male-dominated, now sees a 36% female participation rate, a number poised to rise. Surfing's emphasis on balance and agility levels the field. Female surfers are gaining prominence, sharing the stage with male celebrities. As sport icons, women surfers inspire young girls globally.**



A woman with long, wet, brown hair is seen from behind, holding a light-colored surfboard over her right shoulder. She is wearing a black tank top with colorful geometric patterns on the sides. The background shows a sandy beach, the ocean with gentle waves, and a pier structure in the distance under a bright, sunny sky.

# Fitness surfing!

**Surfing's fitness benefits are gaining recognition. Paddling strengthens upper body, core, and legs, while balancing engages muscles. Surfing provides interval and low-impact cross-training, releasing endorphins. Look for surfing fitness classes, even indoor ones, inspired by surfers seeking year-round fitness.**





# Yoga surfing.

Surfers pioneered "parts unknown travel," inspired by documentaries like *Endless Summer*. Basic surf camps have evolved into diverse surf and wellness options. From yoga in surf spots to surfing schools in resorts, the landscape has broadened.



# Lake yoga!





# Lake paddle boarding!





# Market the perfect bachelorette party hikes!





# Biking down the famous 18 Bends



**Trekking to the heart of  
Ceylon tea.**



A wide-angle photograph of a Dutch fort. In the center, a tall, square stone clock tower stands prominently. To its left, a flagpole with a Dutch flag is visible. The fort's walls are made of dark, rough-hewn stone and are topped with a layer of green grass. In the background, a blue body of water stretches towards a distant shoreline with buildings and hills under a clear blue sky. A few palm trees and a building with a red roof are visible on the right side of the fort.

# Dutch trails!

**15 forts & 400+ years of adventure.**



An aerial photograph of a blue train with several passenger cars traveling through a vast, terraced tea plantation on a hillside. The tea bushes are arranged in neat, winding rows, creating a textured green landscape. The train is positioned diagonally across the frame, moving from the upper right towards the lower left. The overall scene is bright and vibrant, suggesting a sunny day.

**Guided rail adventures!**

**Reimagine this from a mode of transport to an adventure in itself.**





# Hike through history!

Guided hikes through the ancient kingdoms.




**Paddling down  
the Mahavali.**



# Canal trails!





**Learn to use 1000-year-old  
technology from a 9th-generation  
fisherman!**



**How about metal-  
detecting adventures?**







CREATE INSTAGRAM  
SENSATION TOURS.

**Simple swings are much-loved little adventures... find stunning places to put them and watch them become Instagram sensations!!!!**





CREATE INSTAGRAM  
SENSATION TOURS.

**In the waves...**







CREATE INSTAGRAM  
SENSATION TOURS.

**In the mountains...**





CREATE INSTAGRAM  
SENSATION TOURS.

**Over paddy fields...**





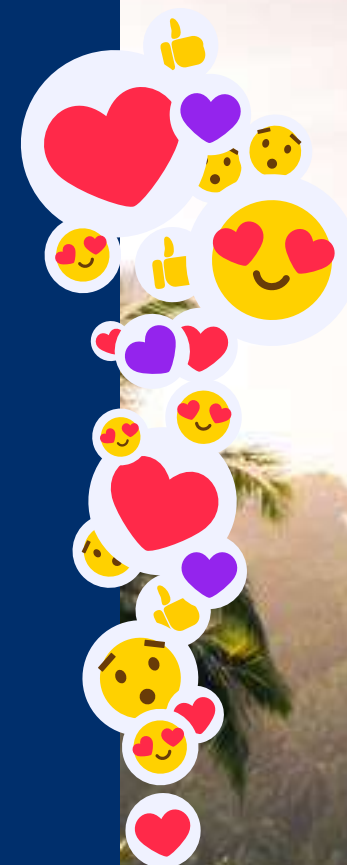
CREATE INSTAGRAM  
SENSATION TOURS.

**Over a river...**



LIVE ▶

Swings are irresistible to soft adventure seekers and have the potential to turn your location or business into a viral sensation!



❤️ 1.3K 💬 70

↪️ SHARE

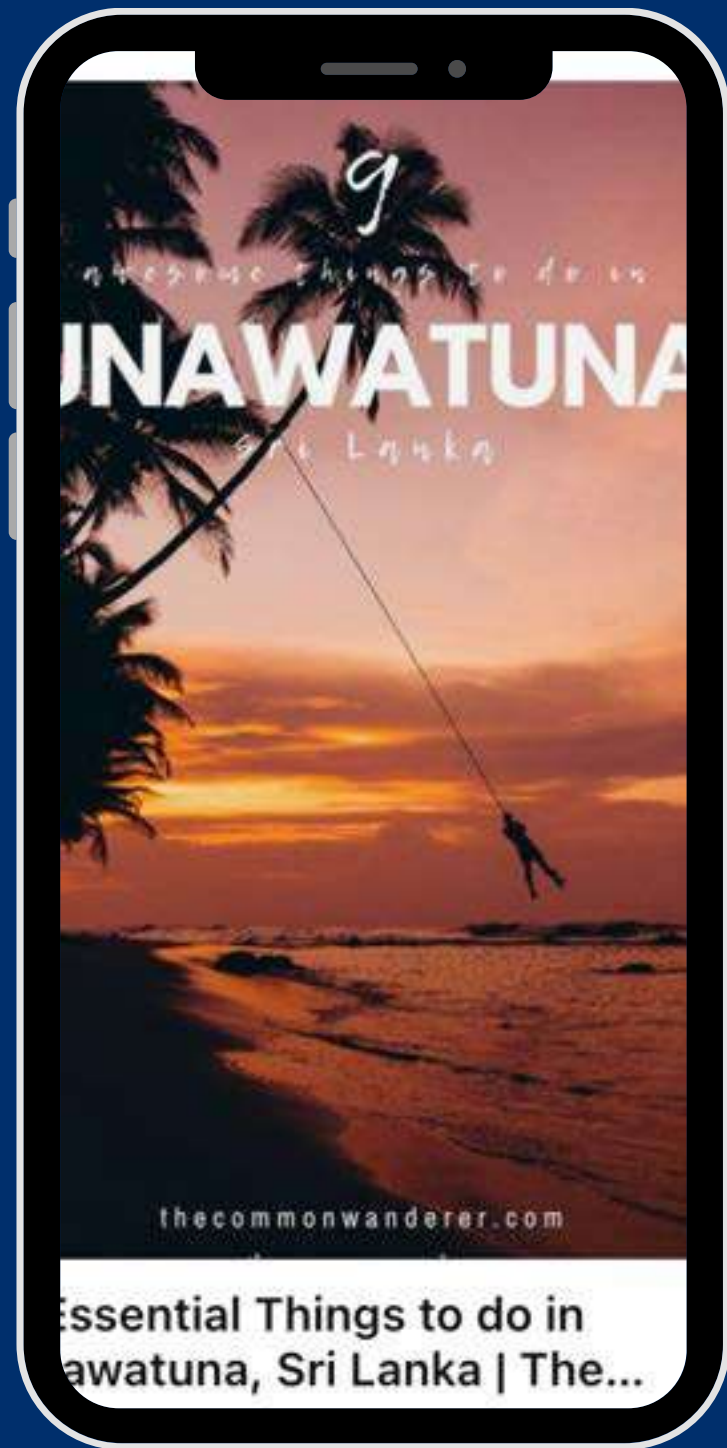
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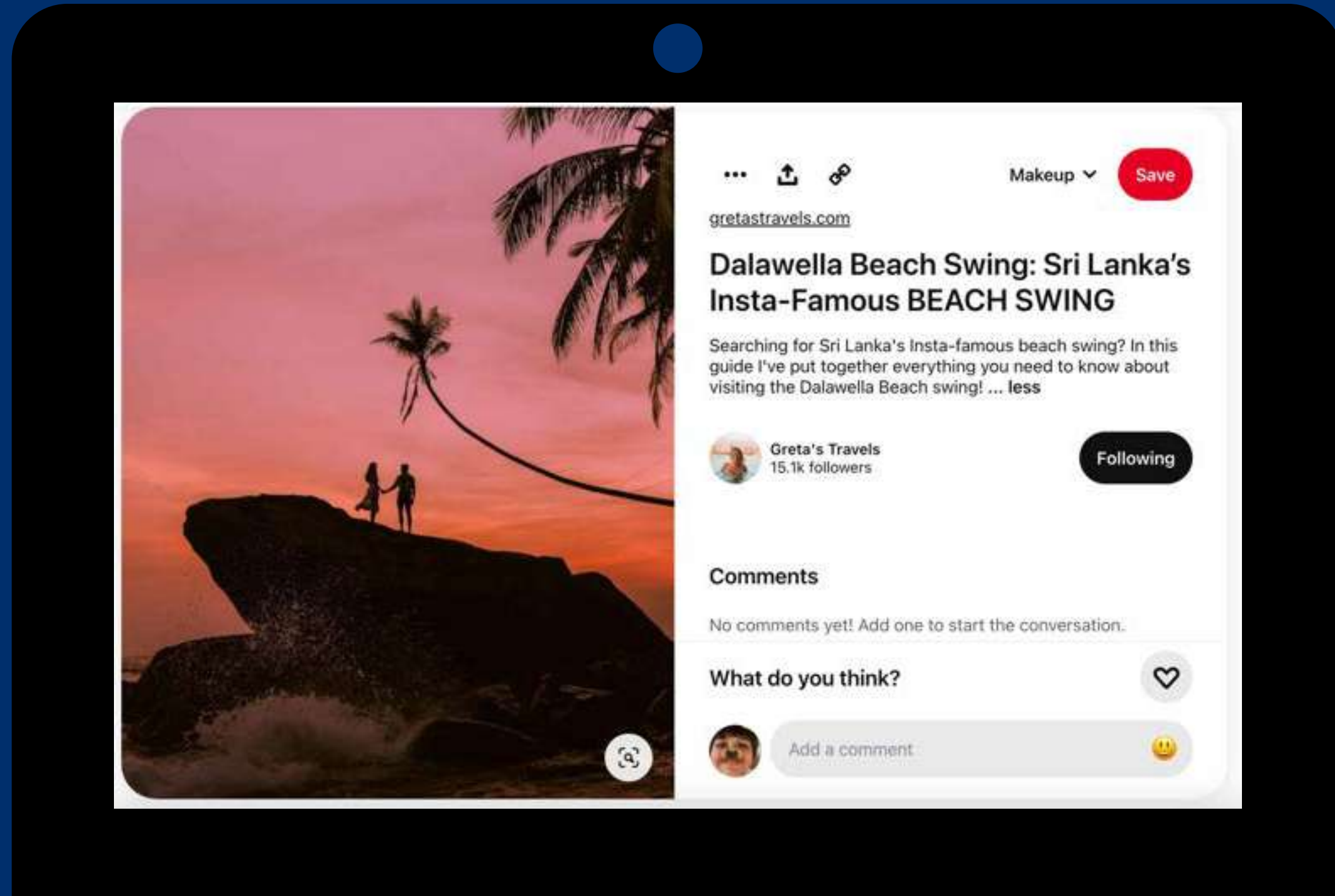




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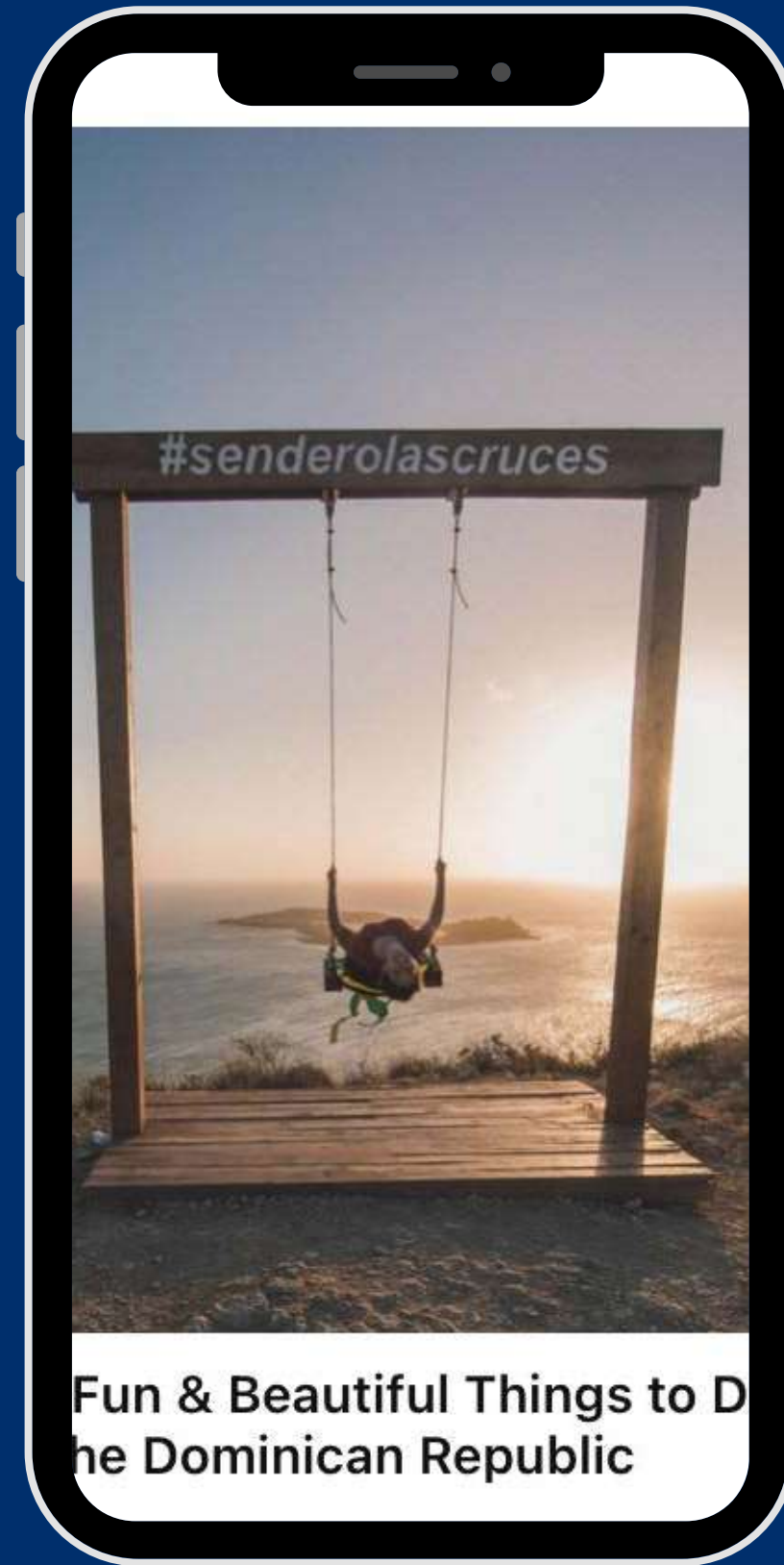
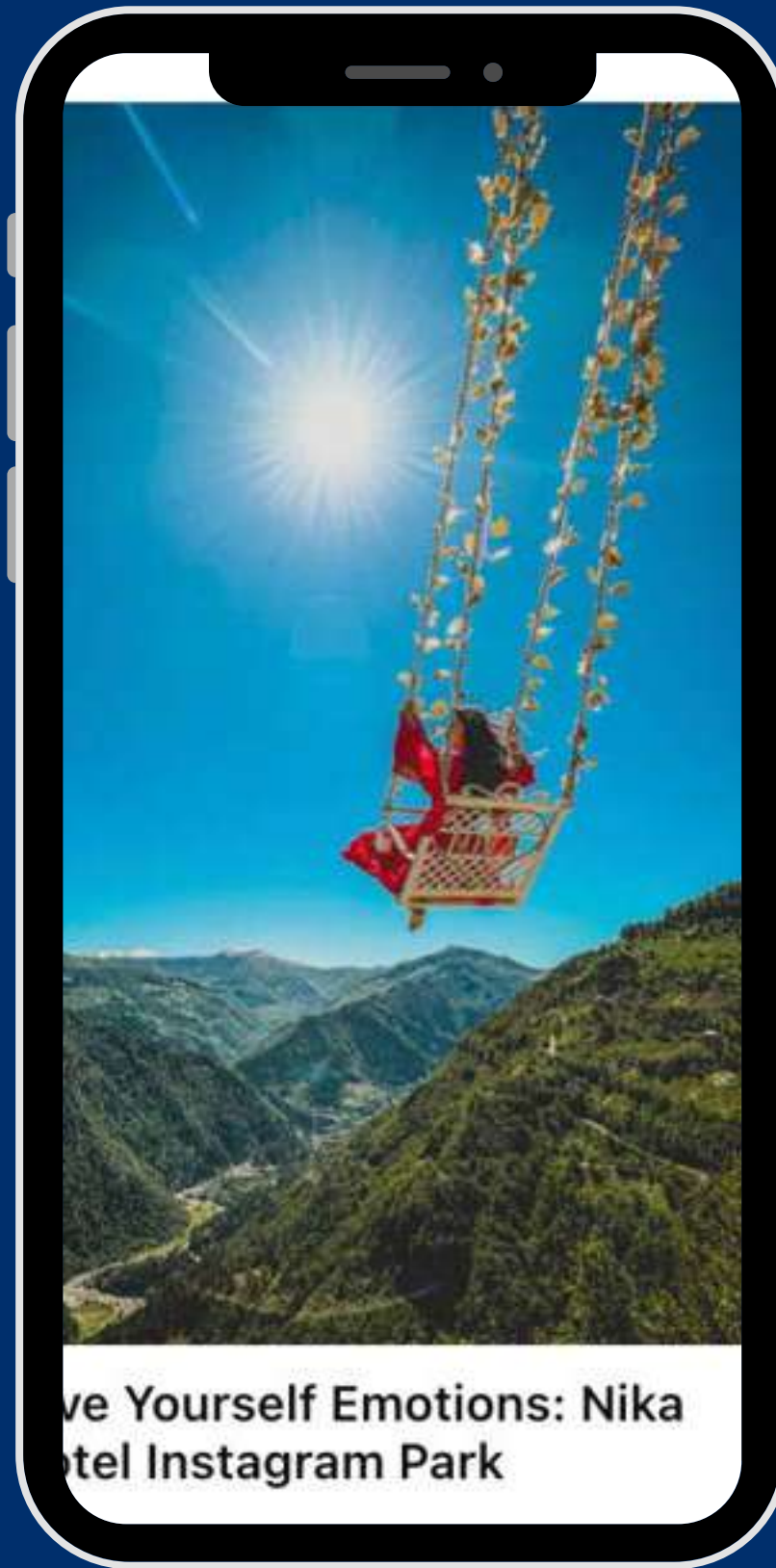








[Click for more.](#)







CREATE INSTAGRAM  
SENSATION TOURS.

**Don't underestimate  
the adventure of a tire  
swing!**







CREATE INSTAGRAM  
SENSATION TOURS.

**They can be an  
adventure on their own  
depending on where  
you put them...**







CREATE INSTAGRAM  
SENSATION TOURS.

**...or they can dial up the fun of an established adventure location like a surfing point, rafting point, or hiking trail.**







CREATE INSTAGRAM  
SENSATION TOURS.

**They can add an  
element of adventure to  
every experience!**





CREATE INSTAGRAM  
SENSATION TOURS.

**This is the 'ooh aah'  
point at the Grand  
Canyon - we could have  
several of our own!**

**OOH AAH  
POINT**





CREATE INSTAGRAM  
SENSATION TOURS.

**This is the nest at the  
Nika Instagram Park!  
Imagine nests across  
our most scenic places...**





**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. Do Extensive Research:** Thoroughly research your target audience, including their preferences and adventure interests. Understand their needs and expectations to tailor your offerings effectively.

**2. Prioritize Safety:** Make safety your top priority. Invest in quality equipment, hire certified guides, and follow industry standards to ensure the well-being of your participants.

**3. Combine many Unique Experiences:** Provide a range of distinctive adventure experiences that set you apart from competitors. Highlight the unique natural landscapes, cultural interactions, or special activities that participants can only find with your business. **Get creative!**

**4. Embrace Sustainability:** Incorporate sustainable practices into your operations. Minimize environmental impact, support local communities, and educate participants about responsible travel to create a positive impact.

**5. Engage with Experts:** Collaborate with local experts, such as environmentalists, cultural ambassadors, or outdoor enthusiasts, to enhance the authenticity and educational value of your adventure offerings.

**6. Market Creatively:** Utilize a variety of marketing strategies, including social media, partnerships, and content creation, to showcase your adventures and connect with your target audience. Engage in storytelling that highlights the transformative experiences participants can expect.



**1. Don't Neglect Safety Measures:** Don't cut corners when it comes to safety protocols. Failing to provide adequate safety measures can lead to accidents, legal issues, and reputational damage.

**2. Don't Overlook Local Regulations:** Don't disregard local regulations and permits. Compliance with legal requirements is crucial to maintaining a positive relationship with local authorities and communities.

**3. Don't Offer Cookie-Cutter Packages:** Don't rely on generic adventure packages. Tailor your offerings to different skill levels and preferences. Avoid a one-size-fits-all approach that may not resonate with diverse participants.

**4. Don't Disregard Environmental Impact:** Don't ignore the potential ecological impact of your activities. Be conscious of your footprint, educate participants on responsible practices, and contribute to the preservation of natural habitats.

**5. Don't Underestimate Staff Training:** Don't undertrain your staff, including guides and support personnel. Proper training ensures that participants receive informative guidance and assistance during their adventures.

**6. Don't Neglect Customer Feedback:** Don't overlook customer feedback and reviews. Negative experiences can harm your reputation. Use feedback to continuously improve your offerings and address any concerns.



**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  
dive  
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!**



A man and a woman are ziplining over a tropical coastline. The man is wearing a red helmet and sunglasses, and the woman is wearing sunglasses and a light-colored shirt. They are both smiling and looking towards the camera. The background shows a lush green coastline with a white sandy beach and turquoise water. A small town is visible on the right side of the image. The sky is clear and blue.

**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 'adventure 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 your  
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...**



**Australian Thrill-Seeker - Liam (Age: 27)**  
Liam, a 27-year-old Australian, lives for adventure and exploration. Sri Lanka's mix of lush forests, inviting waters, and vibrant culture piques his interest. Whether he's surfing in Arugam Bay, hiking up Ella Rock, or diving in Mirissa, Liam craves the rush of new experiences. He's excited to connect with the local communities and share stories of his adventures back home.



Adventurous with food.



Loves dogs and animals in general.

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





Struggles to find good vegan food on her travels.



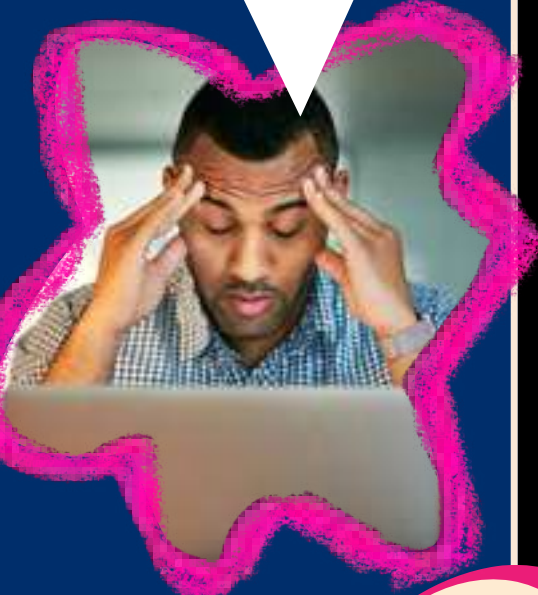
Sustainability is central to her lifestyle.

German Nature Enthusiast - Lea (Age: 23) Lea, a 23-year-old German nature lover, seeks tranquility in the heart of adventure. Sri Lanka's biodiversity, from the rainforests to the coastlines, mesmerizes her. She finds solace in wildlife safaris, forest hikes, and birdwatching. Lea values responsible travel and wishes to contribute to the conservation of Sri Lanka's natural beauty.





suffering burnout due to high pressure.



He loves combining culture and adventure.

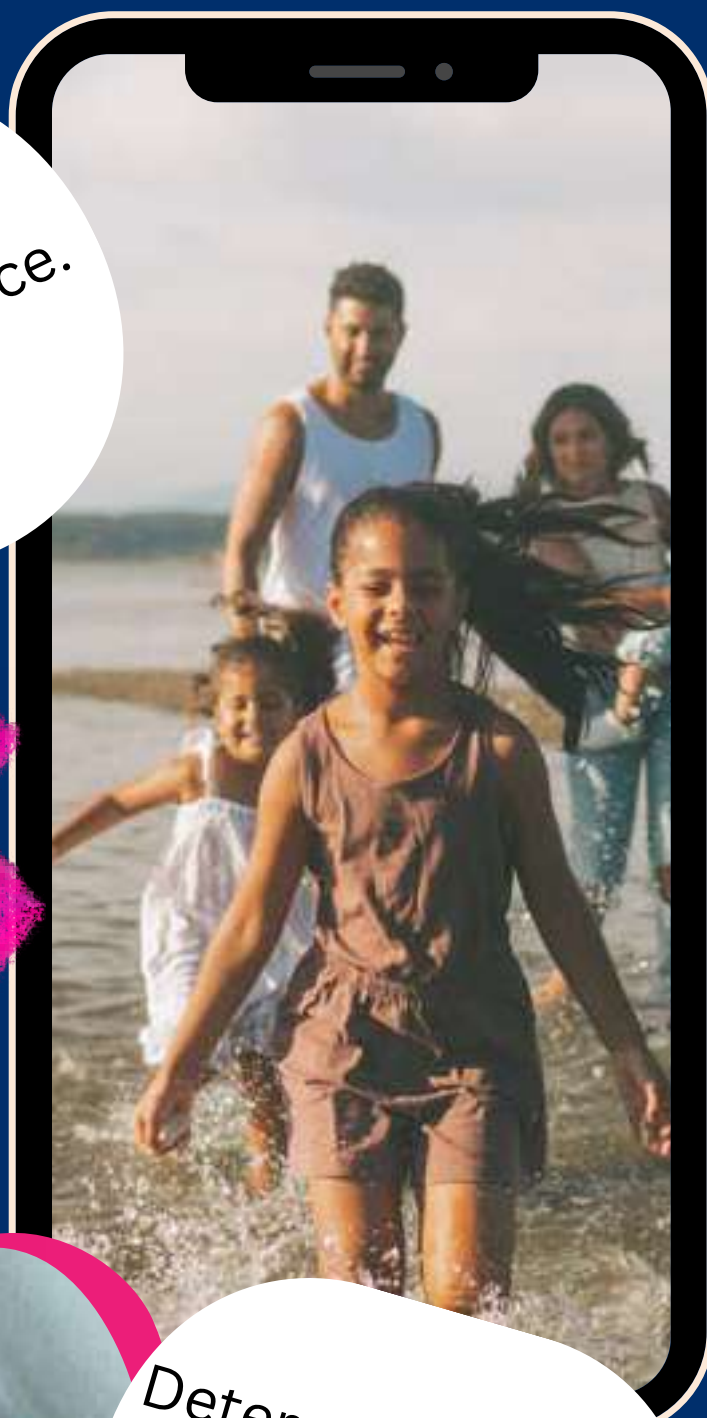
Indian Cultural Explorer - Vikram (Age: 45)  
Vikram, a 45-year-old Indian, thrives on cultural immersion during his adventures. Sri Lanka's historical sites, such as Sigiriya and Anuradhapura, intrigue him. He's eager to learn about the shared history between India and Sri Lanka, from ancient tales to local customs. Vikram finds adventure in connecting the dots between cultures and unearthing hidden gems.



Looking for balance.



Determined to raise culturally aware children.



Active Indian Family - Meera (Age: 35), Rahul (Age: 38), and Kids (Ages: 8 and 10) Meera, Rahul, and their kids are an adventurous Indian family looking for a dynamic getaway. Sri Lanka's blend of activities, from water sports to wildlife encounters, caters to their diverse interests. The family is excited to bond over activities like surfing, cycling, and wildlife safaris. They seek to create cherished memories while enjoying the natural beauty of Sri Lanka.



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



## LIAM FREELANCE PHOTOGRAPHER

AGE : 27  
GENDER : MALE  
NATIONALITY : AUSTRALIA  
MARITAL STATUS : SINGLE

## ABOUT

Liam, from Australia, cultivated his love for adventure amidst its rugged coasts. Raised with a surfboard and backpack, he's always chased new horizons.

## MOTIVATIONS

Liam, fueled by adrenaline and cultural curiosity, seeks destinations blending extreme sports and traditions. Sri Lanka's landscapes and culture promise him unmatched experiences

## PERSONALITY

Liam's outgoing spirit and determination draw people in. Always up for a laugh and a challenge, he's the heart of any adventure.

## GOALS

Liam seeks memories from his global adventures. In Sri Lanka, he plans to surf Arugam Bay, hike scenic routes, and bond with travelers and locals, hoping his tales inspire others to venture out.





**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

**Develop an insightful  
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

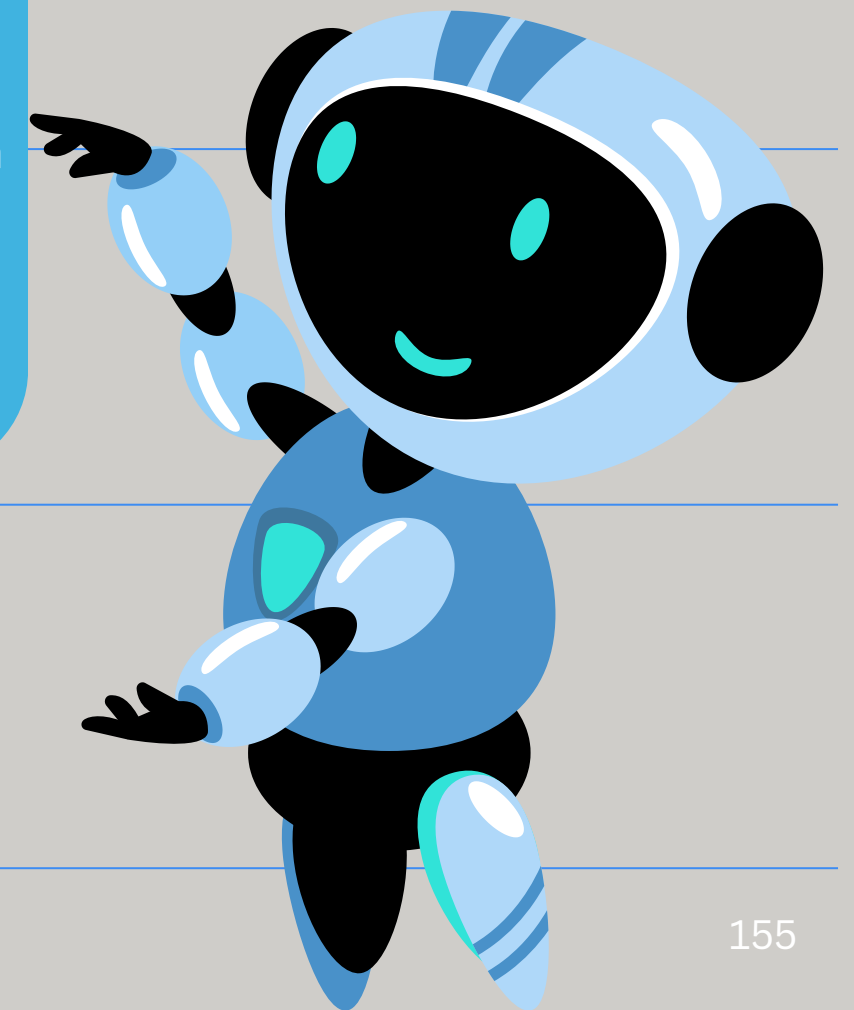
Stages

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

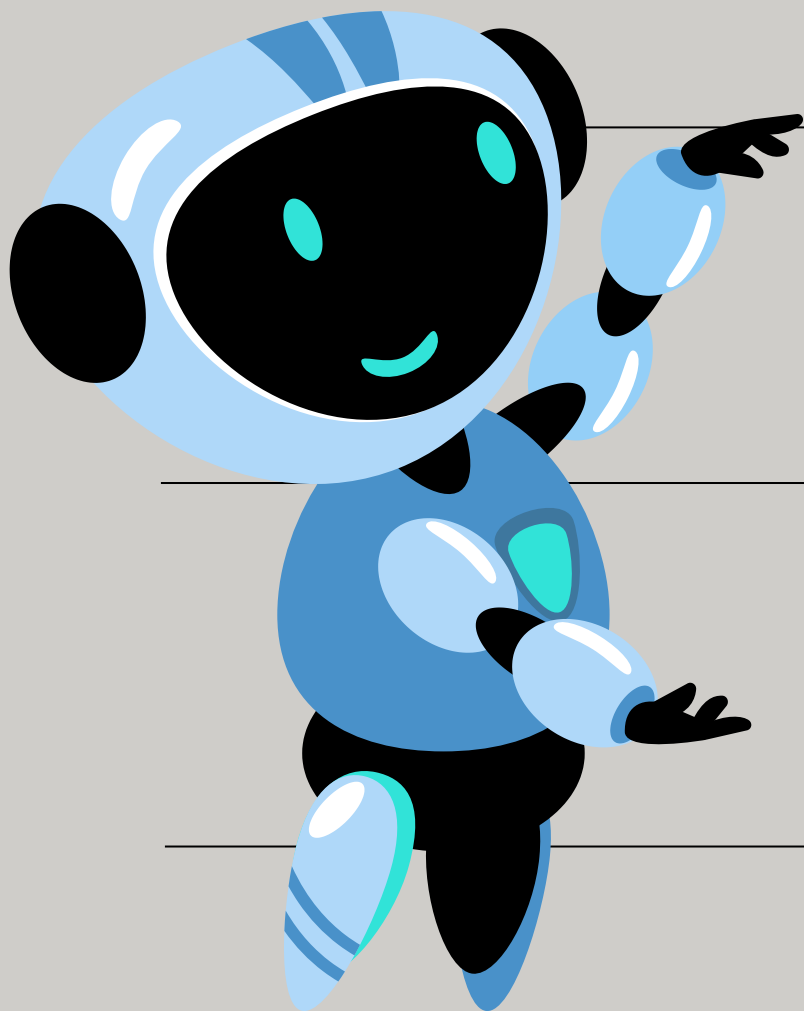
## Touchpoints

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.

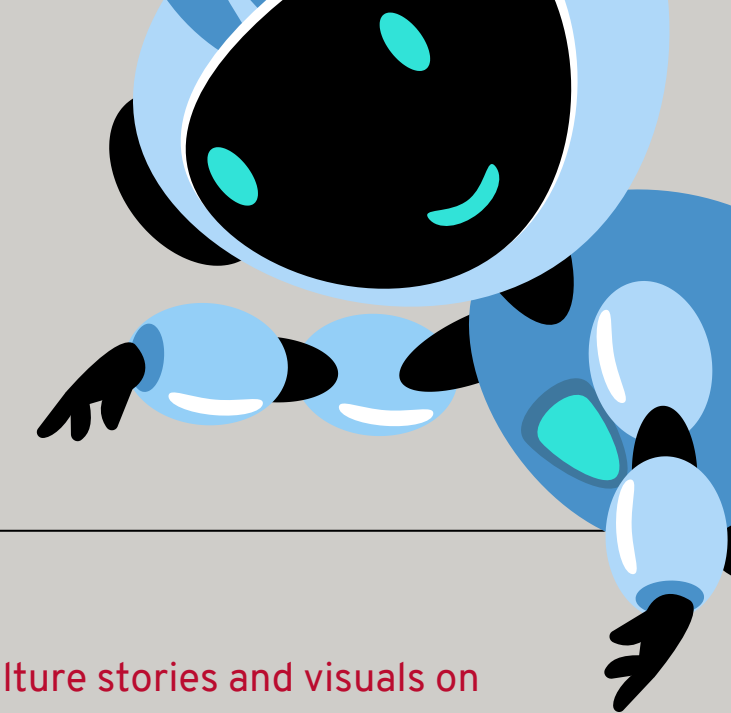
This is where you add all the emotions people feel at the different stages of the trip.

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

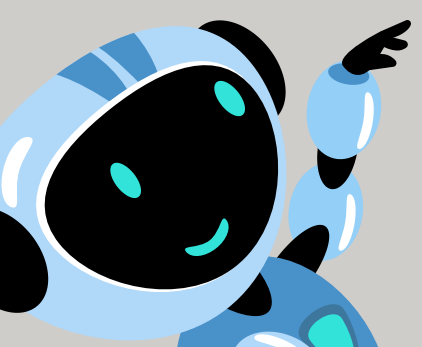




# Sample Customer Journey Map CONTINUED ON NEXT SLIDE

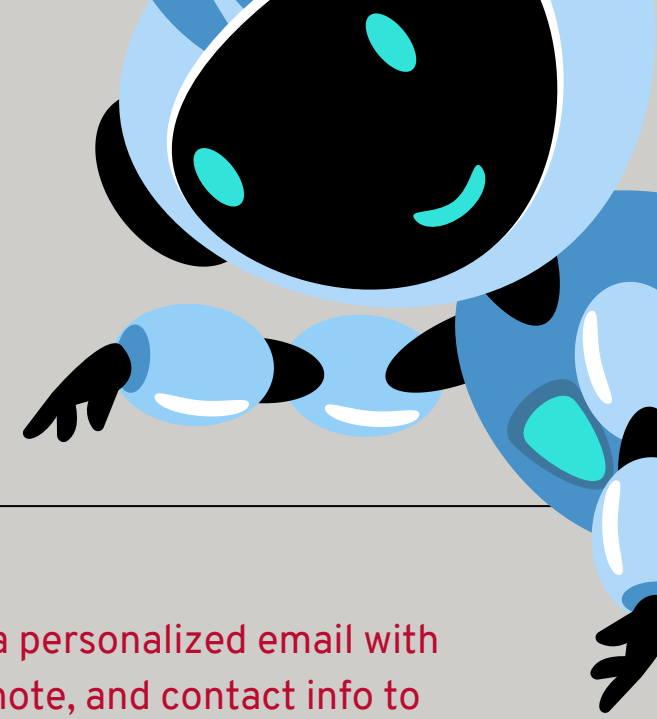


Stages	Actions	Emotions	Touchpoints	Pro-Tips
Get to know	Found Sri Lanka's adventure spots while watching a YouTube story on top surfing beaches.	Intrigued "That sounds interesting!"	Social media, blogs, TripAdvisor, Google search, Google listing, Youtube videos	Pro Tip: Share local culture stories and visuals on social media, invite questions, and engage curiously.
Want to learn	Starts to Google Sri Lanka - read stories about all the different activities the island offers.	Excitement. "I want to know more!"	Travel websites like TripAdvisor, online guides, blogs, reviews	Pro Tip: Design an informative website with descriptions, photos, clear pricing, and FAQs for easy traveler reference.
Check out options	Compares stories, photos, and reviews to find Sri Lanka's top adventure spots.	confusion / feeling a little overwhelmed "Hmmm... which one should I choose?"	Tourism websites, forums, online communities - TripAdvisor is very important at this stage	Pro Tip: Highlight positive reviews on your site. Provide clear booking details, cancellation policies, and ensure a seamless booking experience.
Plan to go	Decide to book their trip.	Excited "I am so excited to explore this island!"	Booking platforms, websites	Pro Tip: Clearly outline what travelers can expect, give packing and weather advice, and communicate in a friendly manner to alleviate concerns.

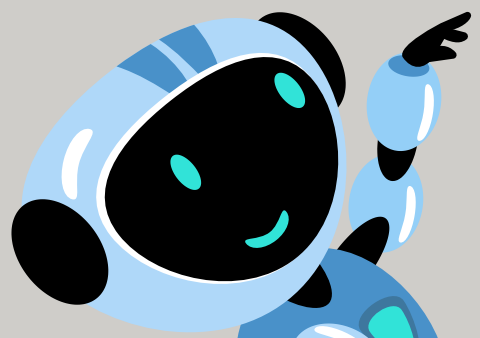




# Sample Customer Journey Map



Stages	Actions	Emotions	Touchpoints	Pro-Tips
Book the trip	Get the details and pay for the tour.	Anticipation "I can't wait to start this Journey"	Booking platforms, emails, WhatsApp, and other messaging apps	Pro Tip: Post-booking, send a personalized email with itinerary details, a welcome note, and contact info to reassure and excite travelers.
Have the trip	Surfs various Sri Lankan beaches, hikes, snorkels, bikes to cultural sites, savors local cuisine, and wishes for more time to explore.	Happy "This is such a memorable experience"	WhatsApp, Social media tagging + hashtags + mentions + reshares	Pro Tip: Surprise guests with unique treats or activities during their trip. These touches create memorable moments and lasting impressions.
Return home	Gets home dreaming of the next adventure in Sri Lanka.	Exhilarated "I want to come back for more"	Emails, WhatsApp	Pro Tip: Post-trip, send a thank-you message with memorable photos. This reinforces positive memories and encourages sharing.
Tell everyone	Share their experiences on social media & promotes Sri Lanka and your services to family and friends.	Enthusiastic evangelist "you have to try this - it's incredible!"	Reviews, Social Media	Pro Tip: Motivate happy guests to share their experiences with your hashtags for incentives. Genuine posts boost trust and attract more travelers.





**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 activities; 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**

**Create Your Winning  
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.**



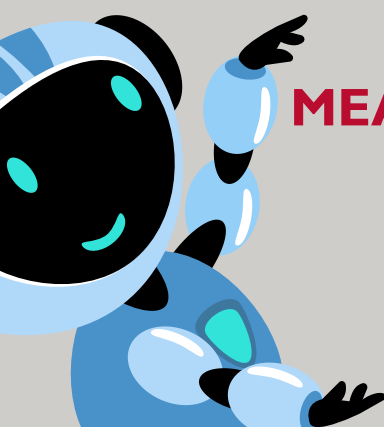
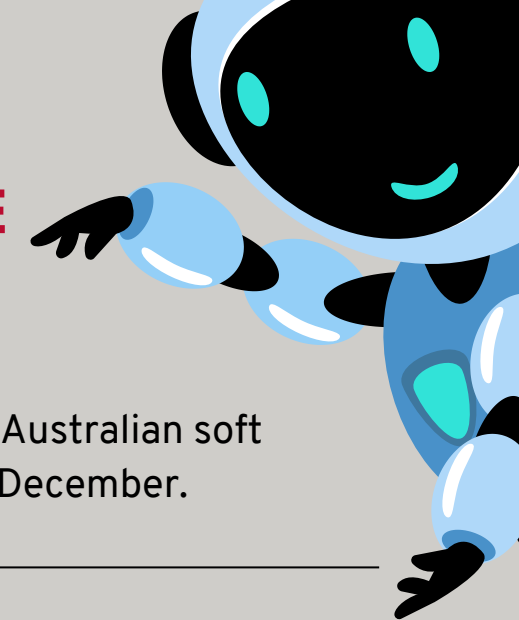
# MARKETING PLAN

## DEFINITION

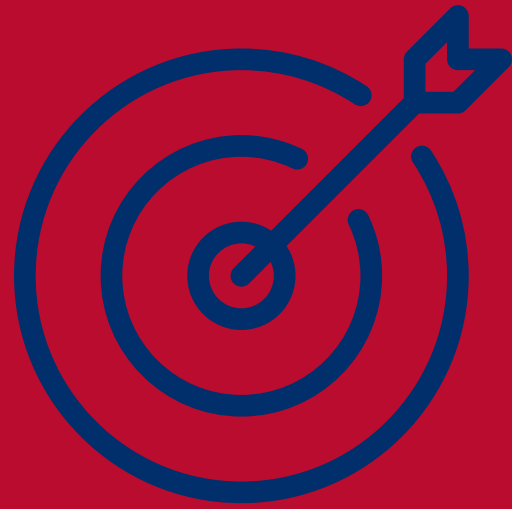
## PRO-TIP

## SAMPLE

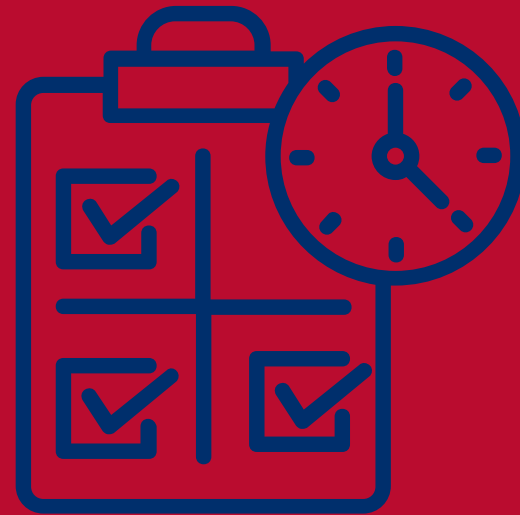
	DEFINITION	PRO-TIP	SAMPLE
<b>OBJECTIVE</b>	Your objective is the big goal.	Set clear, measurable, and achievable goals.	Target 50 bookings from Australian soft adventure enthusiasts in December.
<b>TARGET AUDIENCE</b>	The specific group of people who are most likely interested in your travel offerings.	Go back to your traveler personas - identify the most lucrative and relevant ones for your business.	Eco-conscious thrill-seekers into surfing, hiking, and cultural exploration.
<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.	Surf Arugam Bay's waves, discover hidden waterfalls, and connect with local culture.
<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.	Social media, surfing and adventure blogs, sustainability forums, and website listings.
<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.
<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.	Develop website, conduct photo/video shoot, produce content, write blogs, boost posts, and gather influencer reviews.
<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.	Content engagement email leads and bookings.







**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**  
**Perfect Your**  
**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. <sup>172</sup>





**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><a href="#">Explore Wix</a> <a href="#">Discover WordPress</a></p>	<p><a href="#">Link to Resources</a></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 surfing beaches in Sri Lanka." They can attract the right people.





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

- Surfing in Sri Lanka
- Hiking trails
- Wildlife safaris
- Scuba diving spots
- Waterfall exploration
- Jungle treks
- Zip-lining adventures
- White-water rafting
- Rock climbing
- Cultural immersions
- Mindful adventures
- Beach camping
- Snorkeling hotspots
- Whale-watching tours
- Birdwatching expeditions
- Caving expeditions
- Culture adventures
- Off-road cycling
- Kayaking adventures
- Adventure photography
- Kite surfing
- Paragliding in Sri Lanka
- Canyoning experiences
- Yala National Park adventures
- Rainforest zip-lining
- Elephant safaris
- Cave explorations
- Night safaris
- Surf and yoga retreats
- Diving with marine life
- Multisport adventures
- Climbing Adam's Peak
- Jet skiing
- Mountain biking trails
- Climbing Adam's Peak
- Turtle watching
- Cultural festivals
- Village homestays
- Spice garden tours
- Tea plantation visits
- Sunrise and sunset viewpoints
- Adventure honeymoon packages
- Camping under the stars
- Temple visits
- Abseiling adventures
- Wildlife conservation experiences
- Hot air balloon rides
- Stand-up paddleboarding
- Adventure resorts
- Coral reef exploration
- ATV tours



# Here are some examples of how to use these keywords

Landing Page:

Surfing Sri Lanka:

"Welcome to our tropical paradise in Sri Lanka, where adventure meets the waves. Experience the thrill of Surfing Sri Lanka's pristine shores, as you ride the waves of the Indian Ocean. Join us for an unforgettable journey through sun-soaked beaches, laid-back beachfront accommodations, and expert surf instructors who'll guide you to ride the best swells the island has to offer."

Hiking Trails:

"Embark on a journey through lush landscapes and picturesque vistas with our curated Hiking Trails. Explore the heart of Sri Lanka's natural beauty as you traverse through dense rainforests, discover hidden waterfalls, and ascend to breathtaking viewpoints. Whether you're a beginner or a seasoned hiker, our diverse range of Hiking Trails caters to all adventure enthusiasts seeking to connect with nature."

About Us Page:

Surfing Sri Lanka:

"At [Your Company Name], we are passionate about sharing the magic of Surfing Sri Lanka with travelers from around the world. With a team of dedicated surf instructors and a deep love for the ocean, we strive to create memorable surfing experiences. Our mission is to provide not only exceptional surfing lessons but also a true connection to the local culture, ensuring you leave with a heart full of adventure and memories."

Hiking Trails:

"Here at [Your Company Name], we believe in the transformative power of Hiking Trails. Our team is composed of avid hikers who have explored every nook and cranny of Sri Lanka's diverse landscapes. We curate our hiking experiences to capture the essence of the island's natural wonders. Join us as we lead you on journeys that uncover hidden trails, cascading waterfalls, and the sheer beauty of the great outdoors."





## 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.

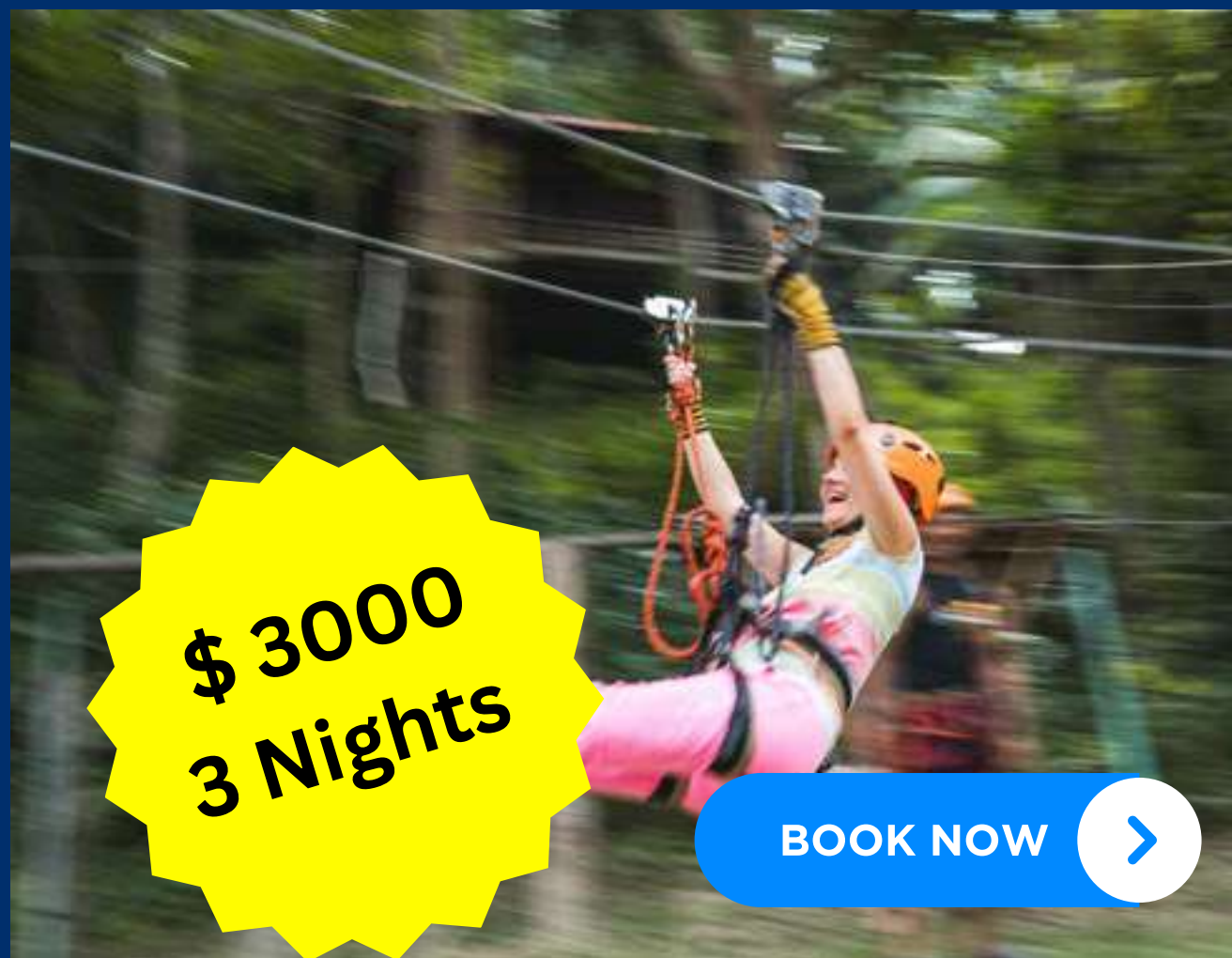


- BE DESCRIPTIVE
- HAVE A MESSAGE
- CAPTURE EMOTIONS & BE AUTHENTIC

**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  
ADVENTURE  
TOURISM.**



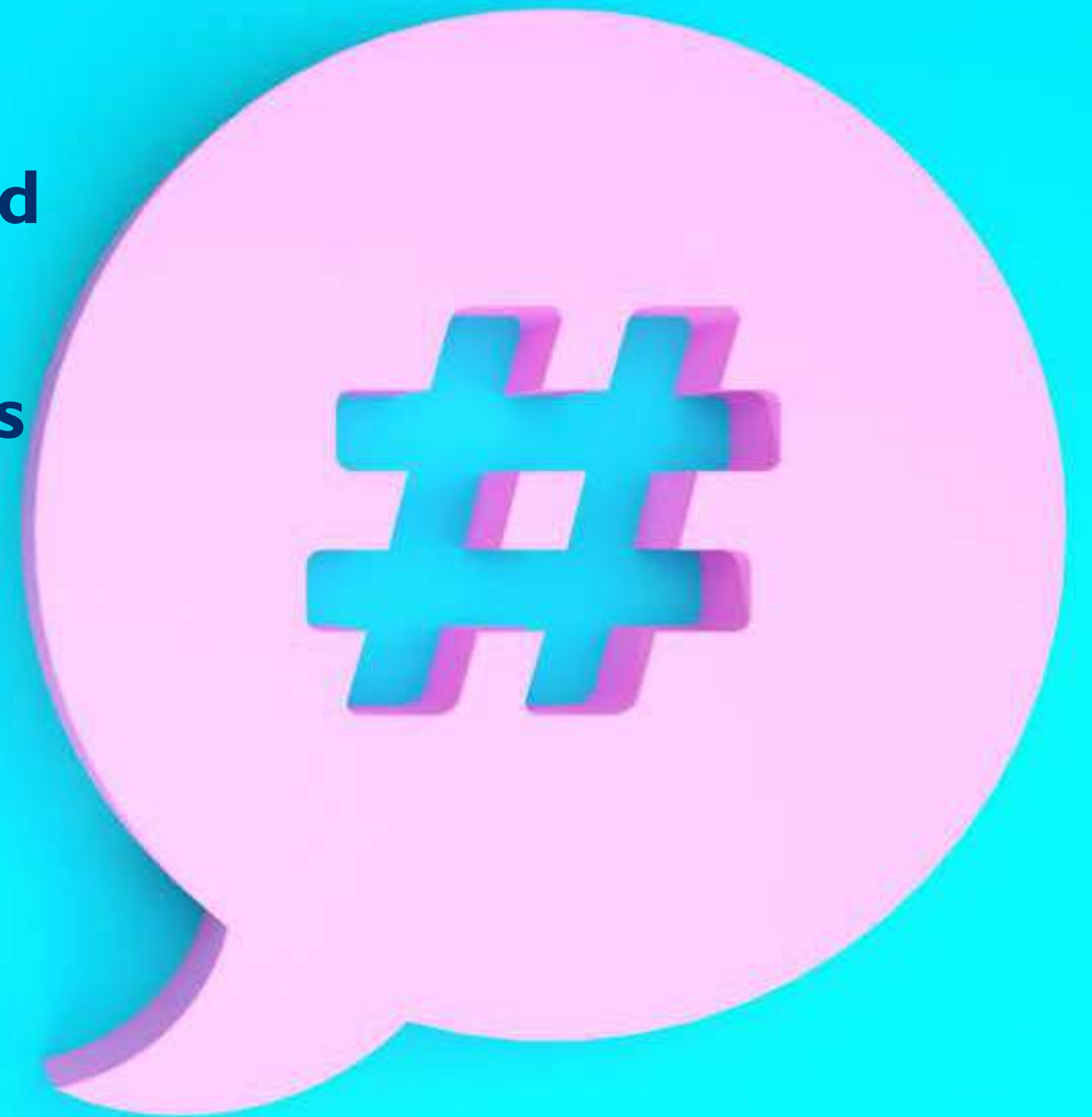


**Of the 5.8 Billion Digital users in the  
world today**

**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.**



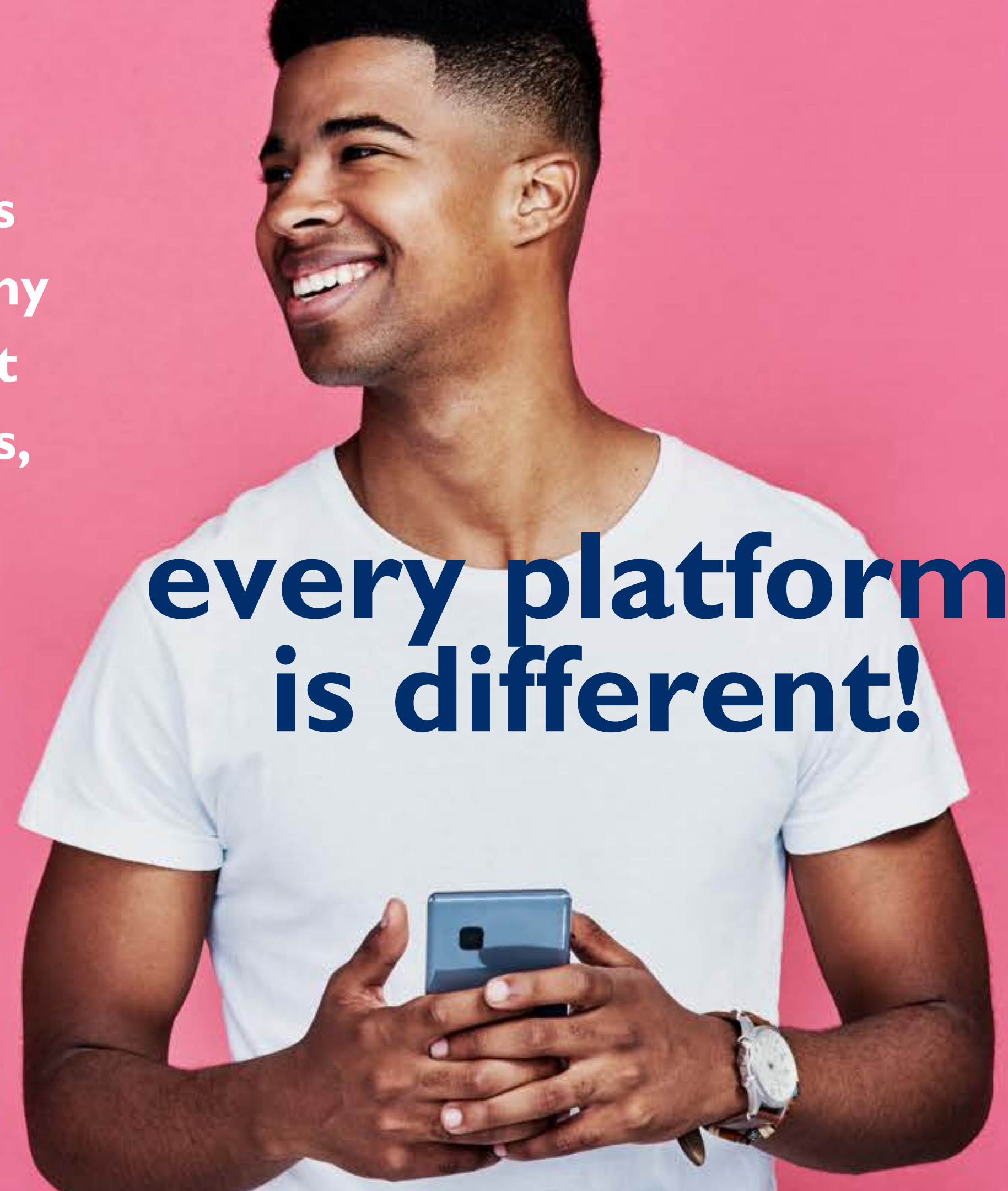




**It's your direct line to travelers seeking immersive experiences. By sharing captivating stories, stunning visuals, and engaging videos, you can spark their curiosity and draw them into your world. Social media isn't just about promoting; it's about building connections and crafting a community around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

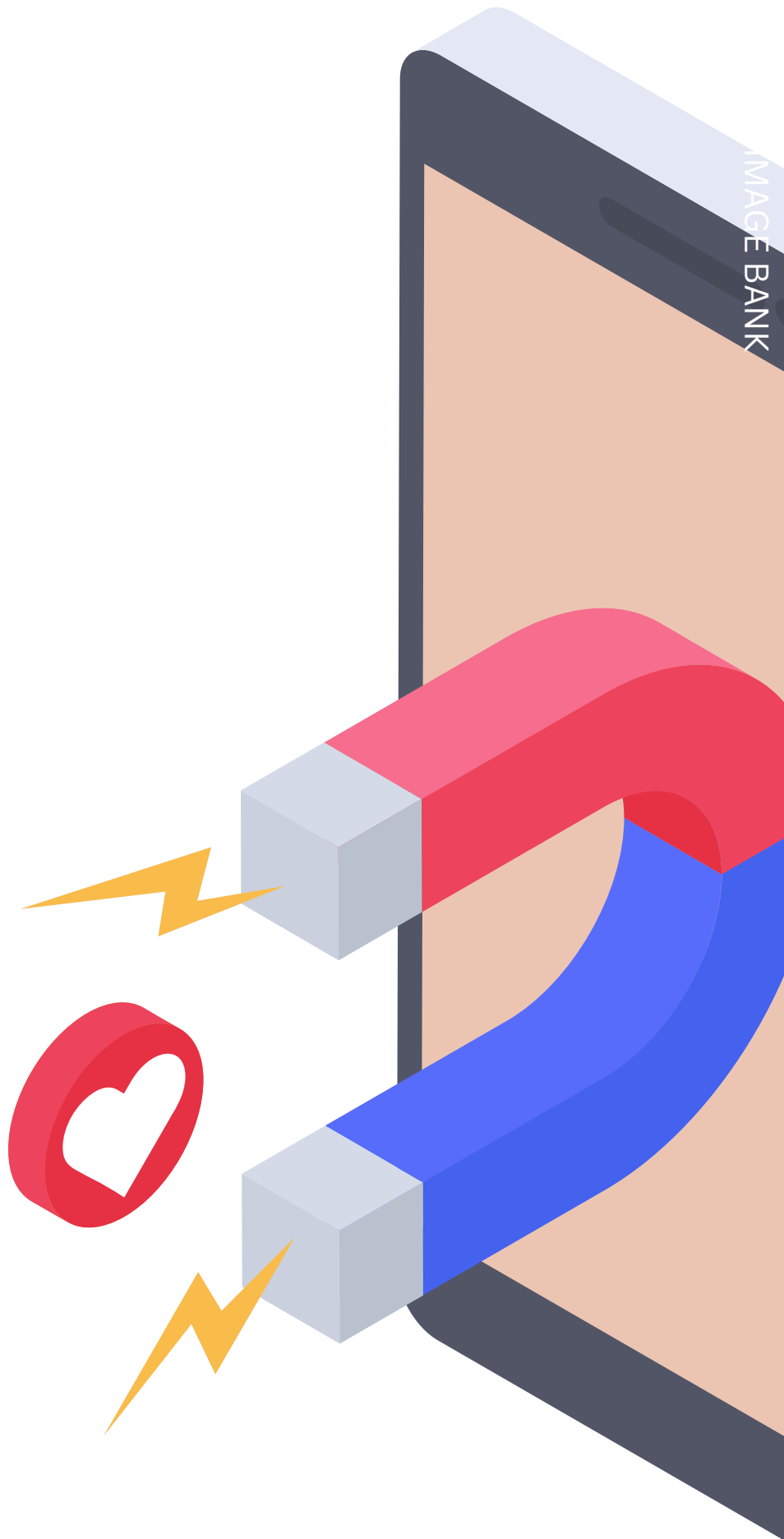
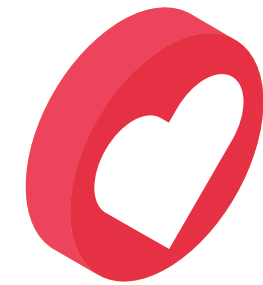


**1** BILLION + REVIEWS  
SRI LANKA'S SHARE  
IS 1.5MIL



**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.









## 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

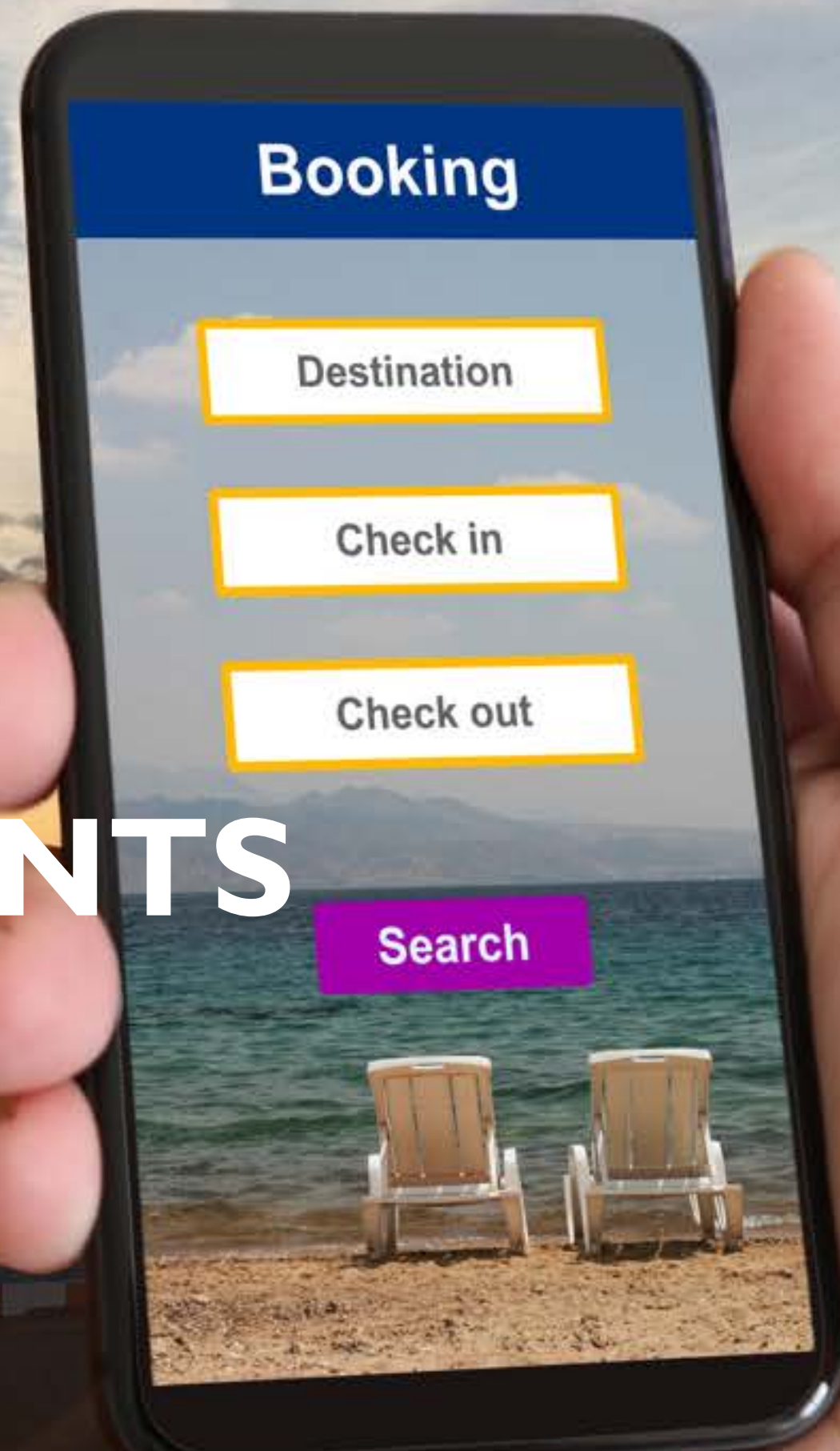
High overall ratings and positive reviews.

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 background is a soft, warm glow from a low sun, creating a gradient from light yellow to light blue. The hands are silhouetted against this light, with some highlights on the fingers. A large, black, rounded rectangular text box is overlaid on the right side of the image, containing white text.

**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!**



