



USAID
FROM THE AMERICAN PEOPLE

AGROTOURISM

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

This document was produced for review by the United States Agency for International Development. It was prepared by International Development Group LLC (IDG) for the Indo-Pacific Opportunity Project, task order number 7200AA19F00024. The contents of this report are the sole responsibility of IDG and do not necessarily reflect the views of USAID or the United States Government.

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A woman wearing a wide-brimmed hat and a blue shirt is smiling and holding a large clump of dark, rich soil in her hands. The background is a blurred outdoor setting with greenery and a bright light source, possibly the sun. Overlaid on the image is a quote in white, bold, sans-serif font.

**“Agrotourism:
Where the soil meets the soul”**

WHAT IS AGROTOURISM?

Agrotourism is the practice of inviting visitors to experience and enjoy rural life, specifically the operations of a working farm or any agricultural, horticultural, or agribusiness activity. This can include activities such as picking fruits and vegetables, riding horses, tasting honey, learning about wine and cheesemaking, or staying at a farm overnight.

Agrotourism offers a way for farmers to diversify their income and for visitors to engage in educational and recreational experiences that connect them with the land and local culture.



connect + contribute + grow

A photograph of two men in a field of green crops, likely broccoli. The man on the left is wearing a white hat and a pink plaid shirt, and the man on the right is wearing a straw hat and a red and blue plaid shirt. They are both holding and examining a head of broccoli. The background shows a vast field of similar crops under a bright sky.

Discover

a culture

through

its agriculture.


Rediscover

yourself

through

rural life.



A close-up photograph of a person's hands holding an open book. The person is wearing a brown long-sleeved shirt and has a tattoo on their left forearm. They are sitting under a brown umbrella. The background is a blurred green landscape with trees. A yellow text box is overlaid on the left side of the image.

**Staying on a
working farm
combines the best
of slow food and
slow travel.**

A person wearing a colorful plaid shirt is harvesting fresh vegetables in a garden. They are holding a woven basket filled with various produce, including green okra, red and yellow cherry tomatoes, and green onions. The background shows lush green foliage and tomato plants with small green tomatoes hanging from the vines. The scene is set outdoors in a garden or farm setting.

The Slow Food movement is a response to the rise of fast food and fast-paced lifestyles.



It aims to preserve local food cultures, traditions, and traditional farming techniques.

The movement encourages people to take the time to enjoy high-quality food that is both nutritious and produced in a way that has minimal impact on the environment.



Slow Travel


is a travel philosophy that encourages travelers to take their time and immerse themselves in the local culture, environment, and community, rather than rushing through a packed itinerary of tourist spots.



The idea is to spend more time in fewer places to get to know them more intimately.



Slow Travel was inspired by the Slow Food movement.

A photograph of a rural landscape at sunset. A dirt road leads through a field, flanked by a wooden fence on the right and a metal gate on the left. The sky is filled with colorful clouds, and the sun is low on the horizon, casting a warm glow over the scene. The text is overlaid on a yellow speech bubble on the left side of the image.

**It is about taking time
to connect more
meaningfully with good
food, the land it grows
on, and the people it
sustains.**

A man and a woman are in a field of green plants. The man, wearing a white t-shirt and khaki pants, is leaning over and looking at a smartphone held by the woman. The woman has blonde hair and is wearing a dark jacket. The man has a beard and tattoos on his arm. The scene is lit with warm, golden light, suggesting late afternoon or early morning. The text "Let's explore the main ideas of slow travel." is overlaid in large, white, bold letters across the center of the image.

**Let's explore
the main ideas of
slow travel.**

Local Immersion:

The emphasis is on spending more time in one place to really get to know the area, the culture, and the people.





Sustainability:

Slow travel often goes hand-in-hand with sustainable travel practices, like using public transportation, staying in eco-friendly accommodations, and supporting local businesses.



Quality over quantity:

Instead of trying to see "everything," the focus is on experiencing more by doing less. This may involve longer stays in fewer destinations.

A photograph of a light-colored dog, possibly a Weimaraner, sitting in the driver's seat of a dark-colored truck. The dog is looking out the window towards a rural landscape with fields and a few buildings in the distance. The scene is captured in bright, natural light, suggesting a sunny day. The dog's tongue is slightly out, and it appears to be looking towards the camera.

Flexibility:

Slow travel often involves less rigid planning, allowing for spontaneity and unexpected discoveries.

The background image shows two women standing in a dry, open landscape. The woman on the left is wearing a blue and black patterned shuka with a red and black checkered shuka draped over her shoulders. She has multiple strands of white and blue beaded necklaces. The woman on the right is wearing a yellow shuka with black polka dots and a red shuka draped over her shoulders. She also has multiple strands of white and blue beaded necklaces and large, ornate earrings. The sky is a pale, hazy blue.

Deep Exploration:

The focus is on in-depth experiences rather than surface-level tourist activities. This could mean learning the local language, cooking regional foods, or participating in local traditions.



Mindfulness:

Slow travel encourages mindfulness and being present in the moment. It asks travelers to consider their impact on the places and communities they visit, as well as to be conscious and appreciative of their experiences.



Connection:

By spending more time in one place, travelers can form meaningful connections with local people, which enriches the travel experience and often leads to a more authentic understanding of the destination.



Economic Benefits:

Longer stays and a focus on local experiences often mean that more money goes directly into the local economy, rather than to large, international companies.

A group of people are shown from the chest up, making heart shapes with their hands. They are silhouetted against a bright, warm sunset sky. The scene is filled with a sense of joy and connection. The text is overlaid on a yellow speech bubble on the left side of the image.

Reduced Stress:

Without the rush to tick off a list of must-see attractions, travelers often find that they enjoy their experiences more and feel less stressed.

Personal Growth:

The more relaxed and immersive nature of slow travel can lead to more opportunities for personal reflection and growth.



Slow travel is seen as an antidote to the fast-paced, check-list-oriented tourism that has become prevalent. It offers a more enriching, meaningful, and responsible way to travel.



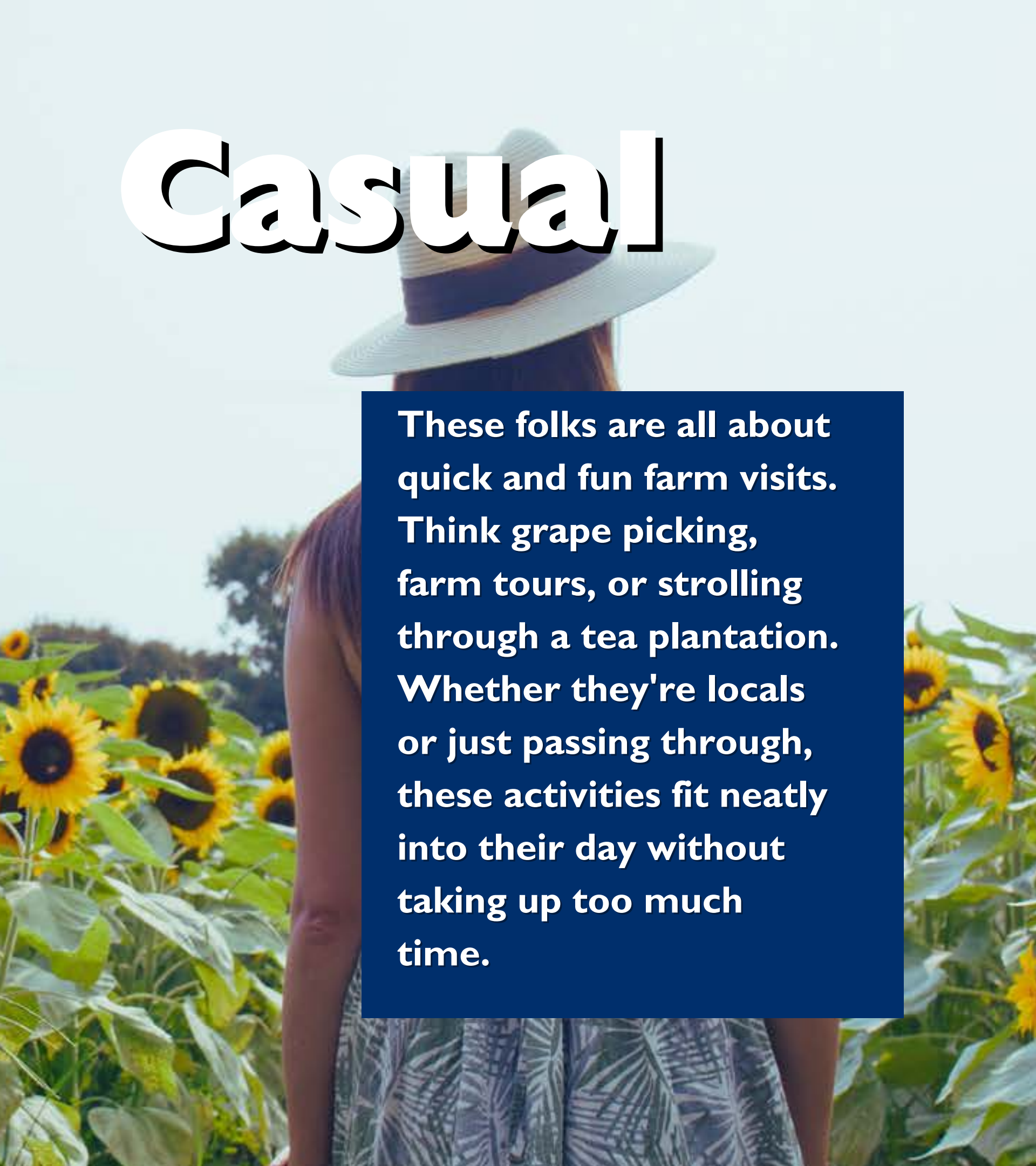
A person wearing a light blue, long-sleeved, button-up dress is walking barefoot through a field of harvested wheat. They are holding a woven basket filled with harvested wheat stalks. The background shows a clear blue sky and a line of green trees. The overall scene is bright and sunny, suggesting a rural or agricultural setting.

**And these values
are at the core of
'Agrotourism'.**



2 types of Agrotourists

Casual




These folks are all about quick and fun farm visits. Think grape picking, farm tours, or strolling through a tea plantation. Whether they're locals or just passing through, these activities fit neatly into their day without taking up too much time.

Immersive



These are the people who really want to get their hands dirty and live the farm life. They'll often stick around for a while, getting involved in everything from planting seeds to feeding animals. It's like a full-on farm staycation!

A woman with long dark hair, wearing a grey cardigan over a dark top, is smiling and looking towards the right. She is standing in an orange grove with many ripe orange fruits hanging from the trees. The background is filled with green leaves and bright sunlight.


Casual

A quick, guided tour of the vegetable patches, perhaps with an opportunity to pick your own carrots, tomatoes, or cucumbers. You leave with a bag of fresh veggies that you picked yourself.

A person wearing a traditional conical hat and a light-colored long-sleeved shirt is looking upwards. They are standing in a fruit grove with many small, round, yellowish fruits hanging from the trees. The background shows a clear blue sky and some distant structures.

Immersive

A multi-day stay at the farm where you get involved in everything—planting seeds, tending to the crops, and harvesting. You learn about crop rotation, sustainable farming practices, and even cook a meal with the day's harvest.



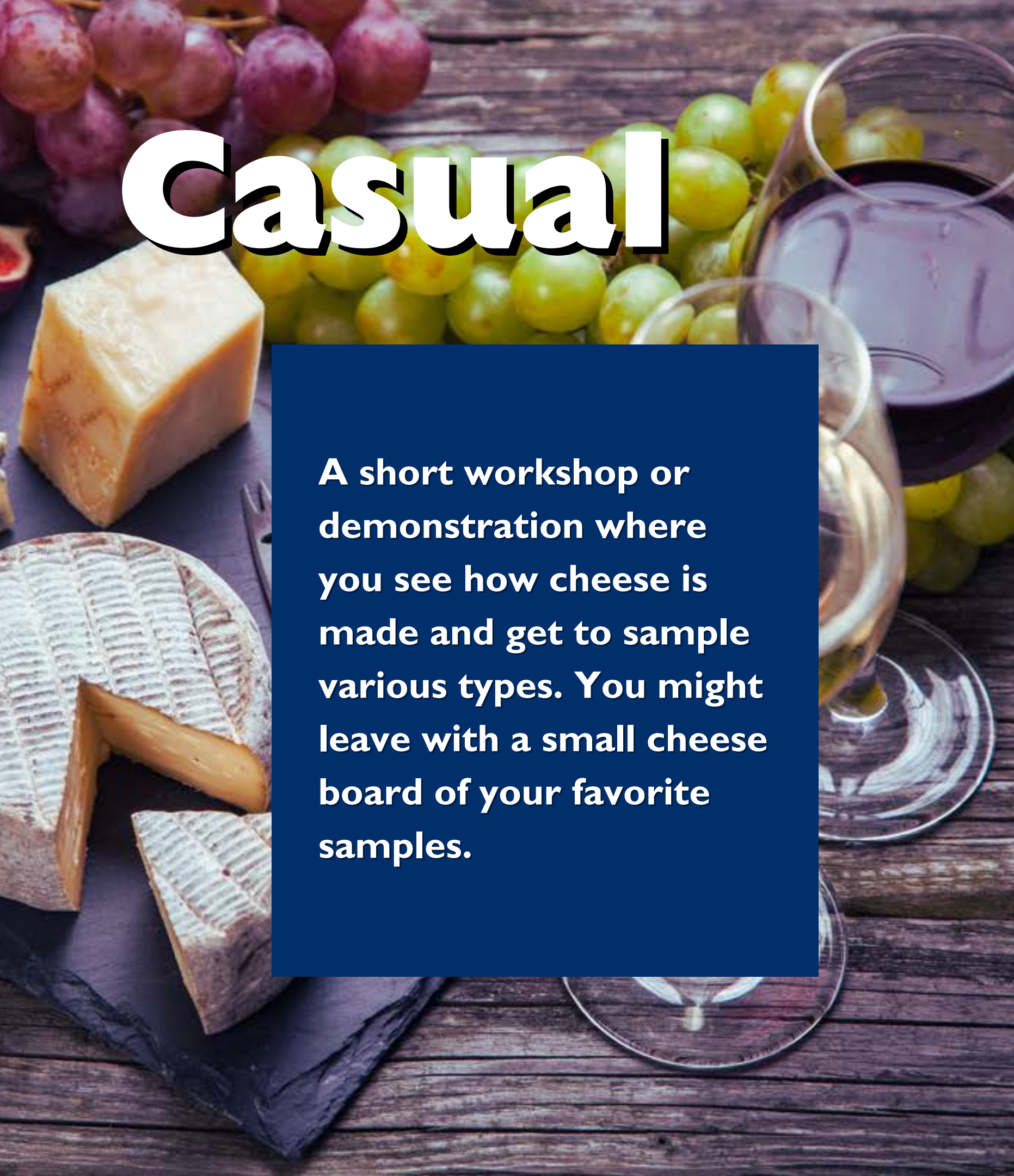
Casual

A standard wine-tasting session where you sample different vintages and perhaps tour the vineyard or the area where the wine is made. You're there for a couple of hours and might buy a bottle to take home.



Immersive

You spend a weekend or longer, participating in the grape harvest or the wine-making process. You learn about soil, grape varieties, and the fermentation process. You may even blend your own wine, guided by the experts.

A still life arrangement of cheese, grapes, and wine glasses on a wooden surface. The scene includes a wedge of hard cheese, a round cheese with a rind, several bunches of purple and green grapes, and two wine glasses filled with red wine. The background is a dark, textured wooden surface.

Casual

A short workshop or demonstration where you see how cheese is made and get to sample various types. You might leave with a small cheese board of your favorite samples.

A cheese maker in a white uniform and cap stirring cheese curds in a large vat. The background is a tiled wall with a metal grid. The cheese curds are white and bubbling in the vat.

Immersive

A more extended stay where you're involved in the entire cheese-making process, from milking the cows or goats to aging the cheese. You learn about the different bacteria, aging times, and storage conditions that make each cheese unique.

Casual

The casual experience gives you a fun, quick look into the world of agriculture or artisan crafting.

Immersive

While the immersive experience lets you dive deep into the how-to's and whys, often getting you physically involved in the creation process.

Authenticity

A photograph of a family of three—a man with a mustache, a young girl with red bows in her hair, and a woman wearing a yellow headscarf—smiling and standing in a field of yellow flowers. The scene is bright and sunny, with a soft focus on the background.

Whether you're popping by for a quick farm visit or diving into a week-long rural retreat, both Casual and Immersive Agrotourists are all about getting a real, down-to-earth experience. It's a break from the usual tourist traps, offering a chance to connect with nature and learn something new.

AGROTOURISTS ARE

**authentic
experience
seekers**

A group of children are playing under a table. One child in the foreground is crouching and reaching towards a blue bucket. Another child is sitting behind them, also looking towards the bucket. The scene is outdoors on a grassy area, and the lighting is bright, suggesting a sunny day. The children are wearing red and white striped shirts and blue sandals.

experience
IS THE NEW LUXURY



luxury
IS AN ATTITUDE



**status =
AWARENESS**

A woman with her hair in a bun, wearing a red and white plaid shirt and blue jeans, stands with her back to the camera in a vast field. She has her right hand on her hip and her left hand raised to her head. The background shows a sunset over a flat landscape with a cloudy sky.

Agrotourists want to...



**Connect
with nature.**

A photograph of two women laughing joyfully together. One woman is wearing a red beanie and a teal jacket, while the other is wearing a red sweater and blue jeans. They are sitting at a wooden table outdoors, with a brick wall and greenery in the background. The text "Bond with locals." is overlaid on the left side of the image.

**Bond
with locals.**



**Explore
local traditions.**



**Enjoy
fresh from the farm food.**



**Relax
on lush green farms.**

A photograph of two men in a tomato field. The man on the left is seen from the back, wearing a green and white striped polo shirt. The man on the right is facing him, wearing a grey t-shirt, and is smiling while holding a tomato in his hand. They are standing in a field of green tomato plants. A wooden crate filled with red tomatoes is visible in the foreground. The text "Let's look at key trends." is overlaid in large, white, bold font across the center of the image.

**Let's look
at key
trends.**

A traditional wooden stilt house with a thatched roof, situated in a rural landscape. The house is built on stilts and has a thatched roof made of wooden planks. The background shows a lush green valley with mountains in the distance. The foreground features a rice paddy field with young rice plants.

Farm Stays

Overnight accommodations on a working farm.



U-pick Farms

Allows visitors to pick their own fruits, vegetables, or flowers.



Educational Farm Tours

Guided or self-guided tours of a farm to learn about its operations and agricultural practices.

A close-up photograph of a brown cow and a white chicken. The cow is on the right, looking towards the camera with a calm expression. The chicken is on the left, with its head and red comb in the foreground, partially obscuring the cow's face. The background is a blurred outdoor setting with green foliage and a wooden structure.


Animal Encounters

Interacting with farm animals like cows, goats, or chickens; may include activities such as milking or shearing.

A man, a woman, and another woman are smiling and working with fresh vegetables in a field. The man on the left is cutting a purple cabbage on a wooden board. The woman in the middle is holding a green leafy vegetable. The woman on the right is holding a bunch of green tomatoes. They are gathered around a wooden table covered with various fresh produce, including tomatoes, herbs, and leafy greens. The background shows rows of plants in a field under bright sunlight.

Farm-to-table dining

Meals prepared using ingredients harvested on the farm, often enjoyed in a communal setting.

A man and a woman are walking away from the camera down a dirt path in a vineyard. The man is on the left, wearing a light blue short-sleeved shirt and brown shorts. The woman is on the right, wearing a red halter-neck dress. They are holding hands. The vineyard rows stretch out on either side of the path, leading towards a range of mountains in the distance under a clear blue sky.

Wine Tours

Visiting vineyards to learn about grape growing and wine production, often with tastings included.



Equine Experiences

**Horseback riding,
equine care, and
other horse-related
activities.**

Fishing & Aquaculture



Opportunities to fish or learn about sustainable fishing or fish farming practices.



Cooking Classes

Learning how to prepare dishes using farm-fresh ingredients.



Farm Workshops

Classes or workshops focused on agricultural practices, such as beekeeping, cheese making, or organic farming.

Outdoor Recreation

A woman with long dark hair, wearing a dark blue long-sleeved shirt and blue jeans, is crouching in a farm setting. She is holding a black DSLR camera with a lens attached, and she is looking through the viewfinder. Several brown chickens are scattered around her. In the background, there is a concrete path and a chain-link fence. The overall scene is outdoors on a dirt and gravel ground.

Activities such as hiking, bird watching, or nature photography on farm land.



Harvest Festivals

Seasonal celebrations that showcase a farm's produce or products, often featuring games, food, and music.

Art & Craft Activities



Craft fairs or art classes that use farm materials like wool for spinning and weaving, or wood for carving.




Historical & Cultural Experiences

Learning about traditional farming techniques, heirloom crops, and the history of the land and community.

Market Place & Farm Stores



On-site stores selling produce, meats, dairy, and other farm products directly to visitors.

A woman with curly blonde hair, wearing a colorful patterned top and dark pants, is in a yoga pose on a purple mat. A black goat with a red collar is standing on her back. In the background, another woman is sitting on a mat on the grass. The scene is outdoors with a chain-link fence and trees.

**Combining agriculture
with wellness activities
like yoga, meditation,
and herbal workshops.**

Wellness Retreats

A group of people, including a woman in a light green shirt pointing towards the left, are standing in a field of orange flowers. The background is filled with green foliage and more orange flowers. The scene is bright and natural.

Eco-Tours

Focused on sustainable and ecological farming practices, educating visitors about conservation efforts.



**"To touch the earth is to find our roots,
to find our roots is to find ourselves"**

Italy

AGROTOURISM OFFERS UNFORGETTABLE HOLIDAYS WITH A TASTE OF EVERYTHING ITALY HAS TO OFFER. THIS DESTINATION HAS REDEFINED LUXURY AGROTOURISM THROUGH ITS OFFERINGS IN TUSCANY, PUGLIA AND SICILY. [CLICK THIS LINK FOR AN INTERESTING ARTICLE](#)



Spain

ON THE POPULAR SPANISH ISLAND OF MALLORCA, FARMHOUSE INNS FOCUS MORE ON PROVIDING ISOLATION AND SOLITUDE THAN OFFERING HANDS-ON FARMING EXPERIENCE - SOLITUDE, FAMILY FUN AND SLOW PACE ARE THE KEYS TO SPANISH AGROTOURISM.

[CLICK THIS LINK FOR AN INTERESTING ARTICLE](#)



Taiwan

TAIWAN, ANOTHER CORNER OF ASIA WHERE AGRITOURISM FARM STAY AND LEISURE FARM RESORTS ARE GAINING POPULARITY, IS UNDOUBTEDLY ONE OF ASIA'S MOST DYNAMIC AND INTERESTING DESTINATIONS. [CLICK THIS LINK FOR AN INTERESTING ARTICLE](#)



Brazil

“THE SOUTH AMERICAN NATION IS ONE OF THE WORLD'S LARGEST PRODUCERS OF SOY, MAIZE, SUGARCANE, AND RICE, AND AN AVERAGE SUPPLIER OF FRUIT, COFFEE, EUCALYPTUS, AND TROPICAL FLOWERS. WHILE AGRICULTURE ISN'T THE BULK OF THE COUNTRY'S ECONOMY, BRAZIL'S INNOVATIVE AND SUSTAINABLE PRACTICES REALLY ATTRACT FARM-MINDED TRAVELERS.” TREEHUGGER.COM
[CLICK THIS LINK FOR AN INTERESTING ARTICLE](#)

Philippines

“WITH ITS MORE THAN 7,000 ISLANDS EXHIBITING A DIVERSE RANGE OF CONDITIONS, THE PHILIPPINES IS AN IDEAL PLACE FOR VISITING SEVERAL VARYING AGRITOURISM SITES OR FOCUSING ON A NICHE PRODUCT.”

TREEHUGGER.COM



Australia

“AGRITOURISM, OTHERWISE KNOWN AS FOOD TOURISM, IS BECOMING AN INCREASINGLY IMPORTANT SECTOR OF THE AUSTRALIAN ECONOMY, PROVIDING DIRECT AND INDIRECT BENEFITS TO AUSTRALIAN AGRIBUSINESSES AND REGIONAL ECONOMIES.” DELLOIT.COM
FOOD AND DRINK IS CENTRAL TO AUSTRALIA'S ECONOMY & TOURISM STRATEGY
[CLICK THIS LINK FOR AN INTERESTING ARTICLE](#)

Sri Lanka has tremendous potential for agrotourism.

A close-up photograph of tea leaves, with one leaf in sharp focus in the foreground and others blurred in the background. The text "The world's best tea." is overlaid in white, bold, sans-serif font.

**The world's best
tea.**



**The world's best
cinnamon.**

Heritage paddy fields.



Diverse vegetable farms.

Established rubber estates.



**Established
dairy farms.**

**Established
coconut estates.**



**Established
palm yrah plantations.**

Ancient water security ethos.



**Lush tropical
climate.**

**Ancient nature based
wellness ethos.**



**Stunning & diverse
nature.**

A close-up photograph of a leopard resting on a thick, weathered tree branch. The leopard's body is covered in a pattern of dark, irregular spots on a lighter brown background. It is looking towards the left of the frame with a calm expression. The background is a lush, green forest with out-of-focus foliage and tree trunks.

**Stunning & diverse
wildlife.**



**Enchanting
birdlife.**

**Rich agri-based
heritage.**



Compact and accessible.



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

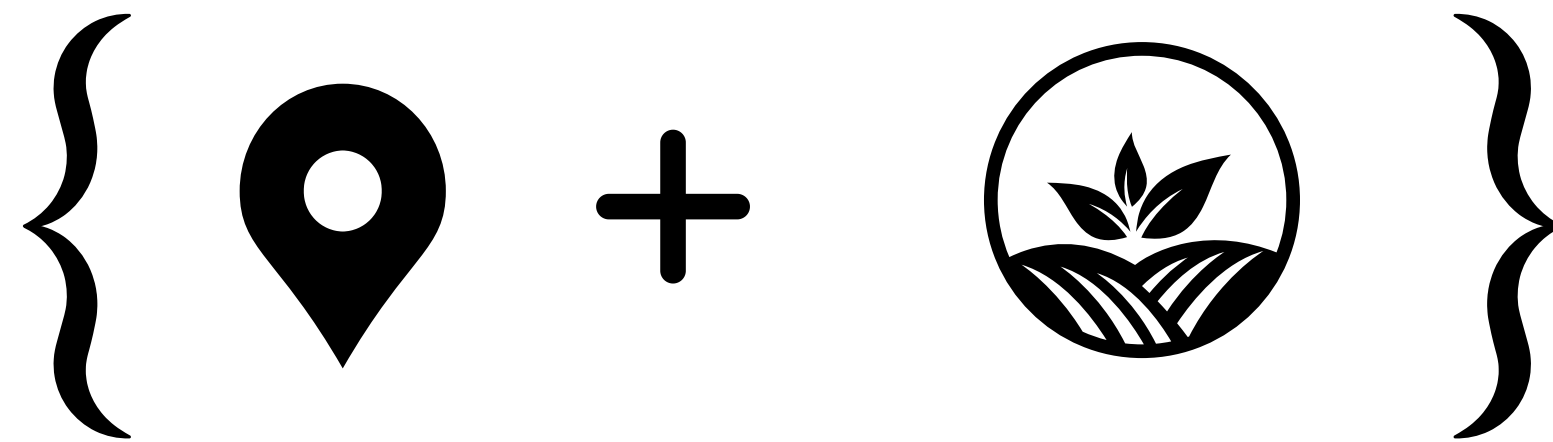
A photograph of three rabbits in a wooden enclosure. One rabbit in the foreground has a white blaze on its face and white paws. Two other rabbits are behind it, one on the left and one in the middle. The rabbits are looking towards the camera. The enclosure is made of light-colored wood.


**Let's
explore some
ideas.**




**REMEMBER IT'S QUALITY NOT
QUANTITY - INTIMATE EXPERIENCES
ARE HIGHLY SORT AFTER. LET YOUR
IMAGINATION RUN WILD!**

AND 100% SHARABLE!



A hand holding a smartphone in the foreground, with a tea plantation and mountains in the background. The phone screen displays the text:

**SOCIAL MEDIA IS VERY
IMPORTANT TO MOST
AGROTOURISTS.**

A hand is holding a smartphone in the foreground. The phone's screen is white and displays a paragraph of bold black text. The background of the entire image is a lush green landscape, likely a tea plantation, with rolling hills and mountains under a blue sky with scattered white clouds.

Agritourists are the earthy living evangelists of our time. When they share their farm-fresh experiences on social media, it's not just a post - it's a call to action for sustainable, authentic living. Each share is a nudge encouraging others to step off the beaten path and discover the rewards of reconnecting with the land.



**LET'S EXPLORE THE OPPORTUNITIES IN
RICE FARMING.**



**CREATE LEARNING EXPERIENCES ABOUT HEIRLOOM RICE.
EXPERIENCES CREATED AROUND SUSTAINABILITY ARE
HIGHLY SOUGHT-AFTER.**



LIVE IN A HUT...IN THE FIELDS.



TILL THE LAND.



PLANT THE PADDY.



**PREPARE THE MEAL FOR THE FARMERS WITH FARM PRODUCE.
TAKE IT TO THEM IN THE TRADITIONAL WAY.
LEARN TO EAT WITH YOUR HANDS.**



LEARN THE OLD WAYS.



IMAGINE A NIGHT WATCH WITH PAL KAVI.



**PAINT THE KALAYA FOR THE SCARECROW'S HEAD.
THIS COULD BE AN ART ACTIVITY ON ITS OWN
FOR DAY VISITORS.**



HELP WITH THE HARVEST.



WORK WITH EXPERTS & VILLAGERS TO TEACH PEOPLE ABOUT THE CHALLENGES OF LIVING WITH ELEPHANTS & THE CONSERVATION EFFORTS AROUND IT.



CYCLE PATHS.



BIRDWATCHING.



YOGA IN THE FIELD.



**MAKE FULL USE OF KITE SEASON!
MAKE + FLY + FESTIVALS.**



STARGAZING AT NIGHT.



PHOTOGRAPHY RETREAT.



MEDITATION PLATFORMS.



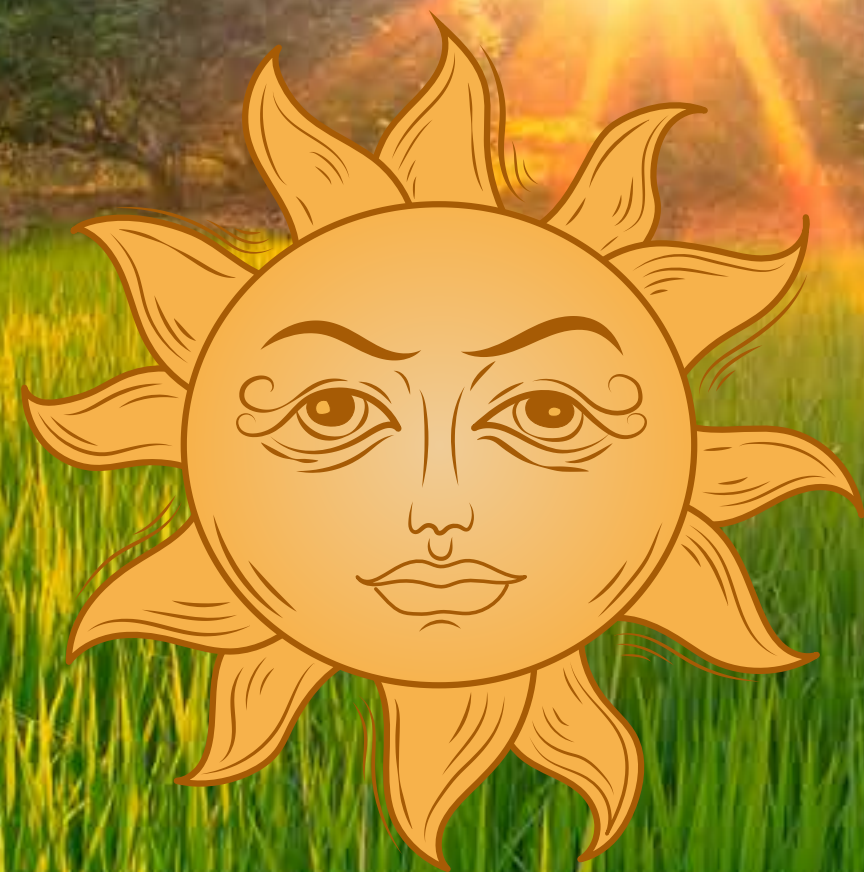
**IMAGINE SWINGING ABOVE THE FIELDS AT SUNSET
A SURE INSTAGRAM HIT!**



ENGLISH TEACHING VOLUNTEER PROGRAMS.



THAI PONGAL COULD BE AN INCREDIBLE WAY OF CREATING IMMERSIVE AGROTOURISM EXPERIENCES CONNECTED TO RICE FARMING.



**SINHALA TAMIL NEW YEAR IS ABSOLUTELY THE PERFECT
FOR ALL THINGS CONNECTED TO AGROTOURISM.**



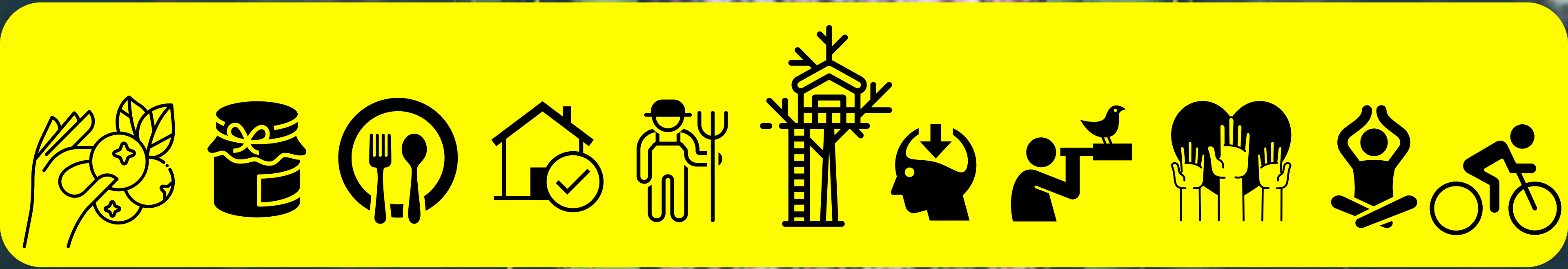
IMAGINE THE FUN YOU COULD HAVE WITH NEW YEAR GAMES.

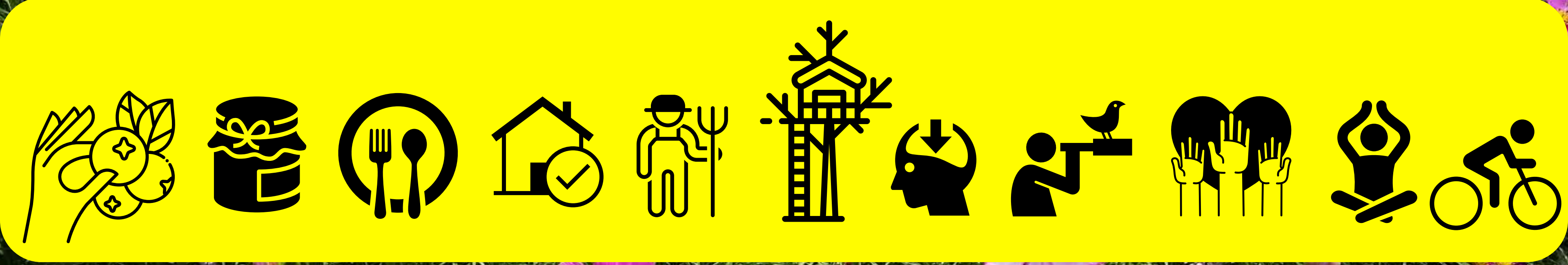


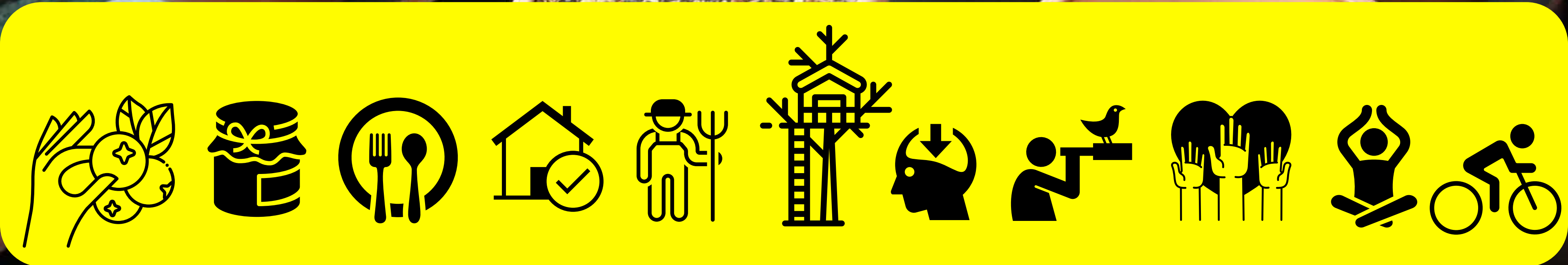
THE CULTURAL IMMERSION WOULD BE INCREDIBLE.

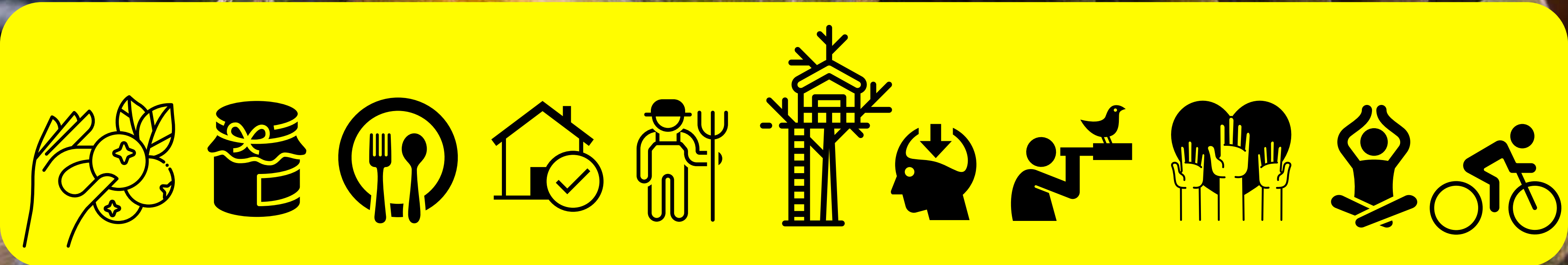


THE POSSIBILITIES ARE ENDLESS!









A close-up photograph of a honeycomb structure, showing the intricate hexagonal pattern of the cells. The honeycomb is a warm golden-brown color. A bright yellow rectangular box with rounded corners is overlaid on the left side of the image, containing the text 'SUSTAINABLE WILD BEES HONEY.' in bold, black, uppercase letters.

**SUSTAINABLE WILD
BEES HONEY.**

**OFFER THE FULL CURD
EXPERIENCE - TAKE
INSPIRATION FROM CHEESE.**

A close-up photograph of several bright red rambutan fruits with their characteristic spiky husks, interspersed with large, vibrant green leaves. The background is softly blurred, showing more of the same scene.

**OFFER U-PICK DAY OUT
PACKAGES DURING
RAMBUTAN SEASON.**



**OFFER U-PICK DAY OUT
PACKAGES AT PAPAYA
PLANTATIONS.**

**PICK YOUR OWN JACKFRUIT
OFFER COOKING CLASSES.
FARM-TO-PLATE EXPERIENCES.**



**CINNAMON PEELING
DAY EXPERIENCES.**

**CASAVA PLANTATIONS ARE
FULL OF POTENTIAL FOR A
FULL FARM-TO-PLATE
EXPERIENCE.**

**COCONUT ESTATES ARE
PACKED WITH POTENTIAL.**

**FROM LEARNING
TO CLIMB THE WAY ITS BEEN
DONE FOR MILLENNIA...**



TO PICKING...

TO DRINKING...

TO TAPPING...



**TO THE PROCESS OF
PRESSING THE OIL...**



SPINNING THE COIR ROPE...



**CREATE YOUR OWN
ACCOMMODATION...**



WEAVING THE FRONDS...



MATS & BASKETS!

**STUNNING PHOTOGRAPHY
CAMPS.**

TO STUNNING HAIR TREATMENTS.



**FARM-TO-PLATE DINING
EXPERIENCES USING ANCIENT
COOKING METHODS.**

[CLICK HERE FOR INTERESTING ARTICLE](#)



**REMEMBER HOW MUCH THESE
TRAVELERS WANT TO BOND
WITH LOCALS**




**THE COCONUT DESSERTS
EXPERIENCE COULD BE A HIT
ON ITS OWN!**

A fisherman is shown in silhouette, standing on a blue boat and casting a large fishing net into the water. The scene is set against a vibrant sunset with a bright sun low on the horizon, creating a golden glow over the water and sky. The net is captured in mid-air, with water splashing as it falls. In the background, there are silhouettes of hills and another boat on the water.

**FISHING COMMUNITIES
COULD OFFER WONDERFULLY
IMMERSIVE EXPERIENCES.**



**LOTUS FARMS COULD BE
MAGICAL!**



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 upper left corner. The text is overlaid in a large, white, bold font with a black drop shadow.

**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. Prioritize Safety: Ensure that all activities and facilities meet safety standards. This is especially crucial for farms that allow guests to participate in activities like animal feeding, machinery operation, or guided tours.

2. Promote Authenticity: Authenticity is key in agrotourism. Offer real, hands-on experiences that allow visitors to connect with agricultural practices, local culture, and the natural environment.

3. Educate Your Guests: Use the opportunity to educate visitors about sustainable farming practices, the importance of local food, and the challenges and rewards of rural life. Informational signage, guided tours, and workshops can all serve this purpose.

4. Market Effectively: Use social media and other online platforms to showcase what makes your agrotourism experience unique. Effective marketing helps to attract a targeted audience who are more likely to enjoy and share their experiences.

5. Be Environmentally Conscious: Adopt and promote sustainable practices like recycling, composting, and water conservation. Sustainability is often a big draw for agrotourism visitors.

6. Offer Flexibility: Recognize that guests have varying levels of interest and physical ability. Offer a range of activities and experiences that cater to both casual and immersive agrotourists.

1. Don't Overpromise and Underdeliver: Be clear and honest about what guests can expect. Overselling your offerings will lead to disappointment and negative reviews.

2. Don't Ignore Local Regulations: Make sure you're in compliance with local and national laws, whether it's business licenses, zoning laws, or health and safety regulations.

3. Don't Neglect Customer Service: Even if you're busy with farming tasks, don't underestimate the importance of customer service. A bad experience can quickly be shared and spread through word of mouth or online reviews.

4. Don't Be Inaccessible: Make sure guests can easily reach you for bookings or questions. An inaccessible host can turn off potential visitors.

5. Don't Forget Your Branding: Consistency is key. Whether it's your website, social media, or on-site signage, keep your branding consistent to make a lasting impression.

6. Don't Overlook the Details: Small touches like providing locally sourced snacks, offering a map of the farm, or creating take-home kits can make a big difference in how guests perceive their experience.

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 'agro tourism trends'. This can show you what's hot and what people are curious about.

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

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

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

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

Step One

**Create and maintain
traveler personas.**

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

You can collect information to develop your traveler personas by;

Talking to guests.

Exploring social media.

Observing your competition.

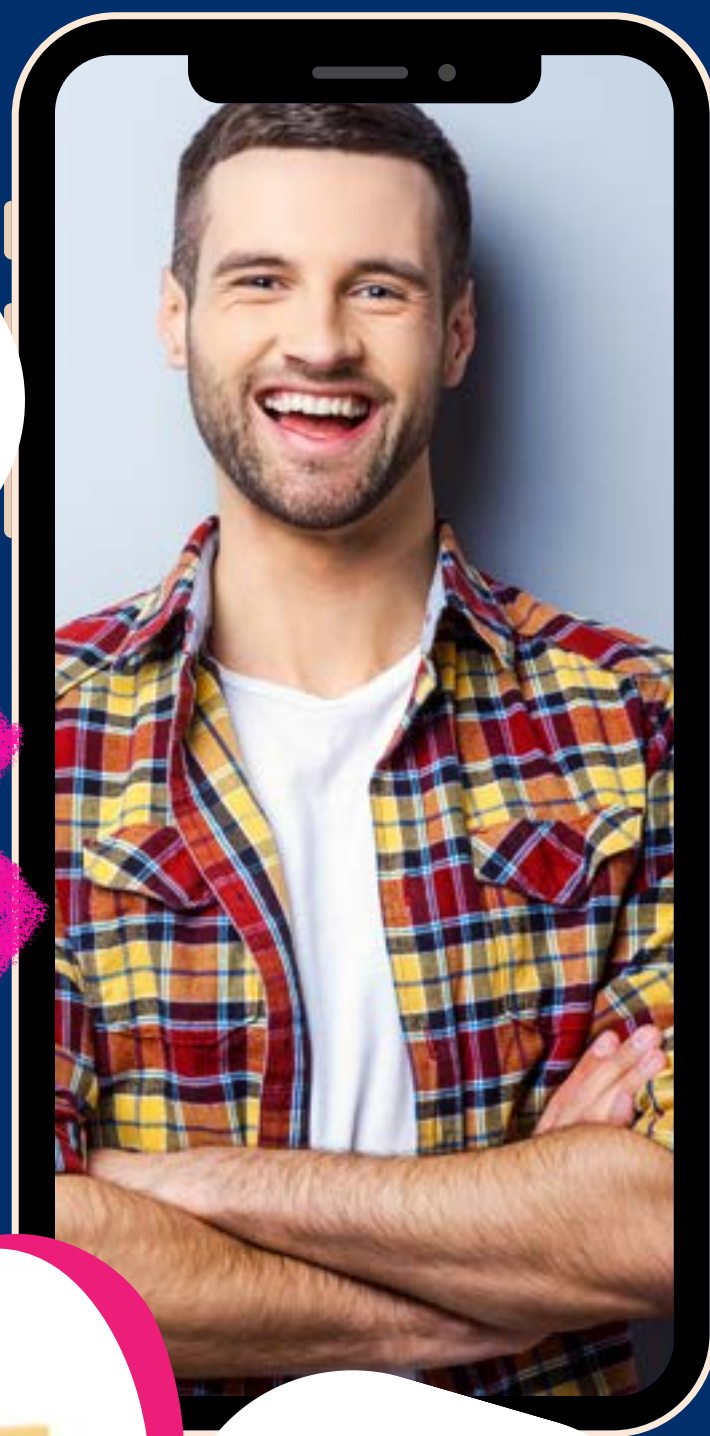
Reading reviews.

Researching Google trends.

Observing and learning.

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

British Environmentalist - George (Age: 35)
George is a 35-year-old environmental activist from the UK, keenly interested in sustainable farming and eco-conscious travel. Coming to Sri Lanka, his primary focus is on exploring organic farms, spice gardens, and traditional agricultural practices. He is also looking forward to hiking in the country's lush national parks. George aims to write a series of articles and create a documentary to promote eco-friendly travel and sustainable living in Sri Lanka.



Adventurous with food.



Completely plugged into social media.

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

Australian Family -

The Smiths (Ages: 40, 38, 10, and 7)

The Smith family from Australia loves adventure and outdoor activities. They are visiting Sri Lanka to take a break from their busy city lives and to give their children an educational yet fun experience. Their agenda includes a stay at a farm where they can participate in daily chores, animal feeding, and perhaps some simple harvesting activities. The family is especially keen on understanding how their food is grown and connecting with local farmers.

Committed to clean eating.



Struggles to balance work and home life.

German Photographer - Lena (Age: 29)

Lena is a 29-year-old freelance photographer from Germany who specializes in landscape and travel photography. She's visiting Sri Lanka to capture the island's breathtaking scenic beauty and rich cultural experiences. Agrotourism spots like tea plantations and coconut groves are high on her list for their aesthetic and storytelling potential. She plans to exhibit her Sri Lanka series in galleries and online platforms to showcase the tranquil beauty and simplicity of life in rural Sri Lanka.

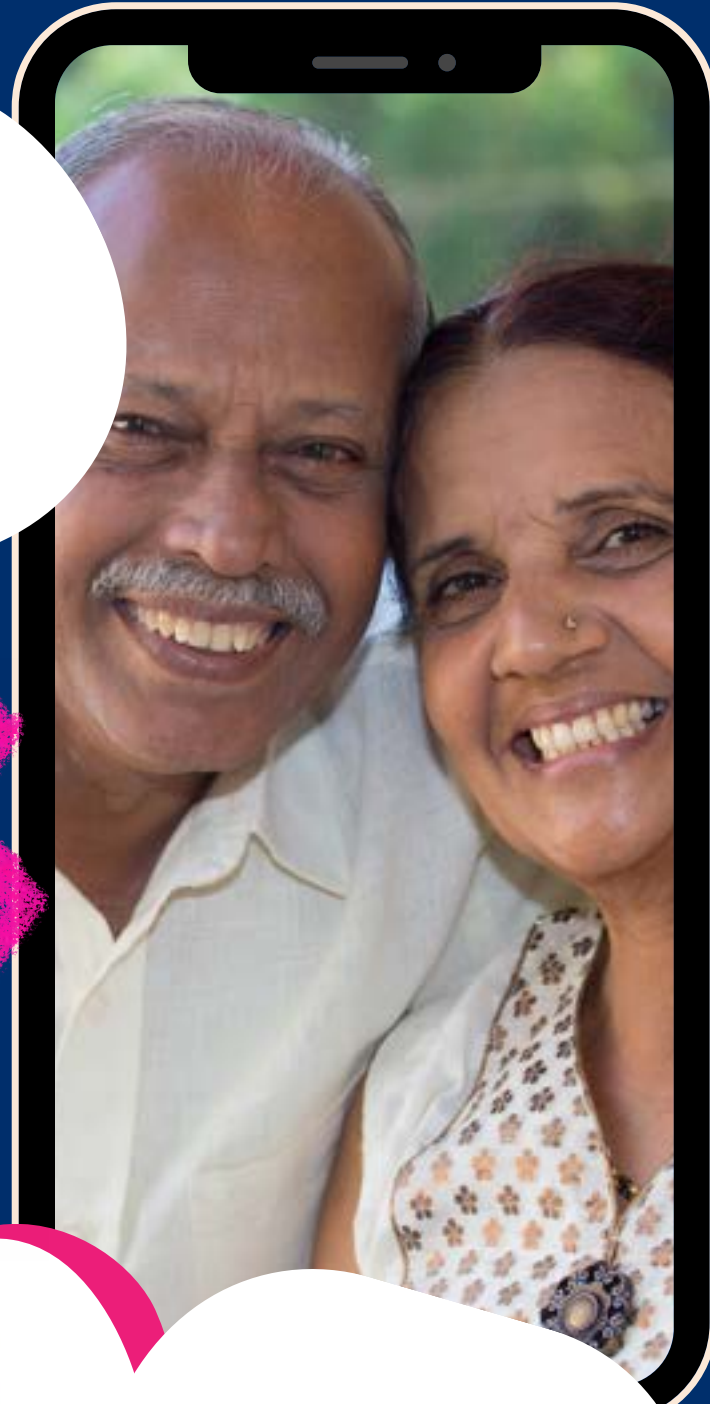


Loves watching birds from her garden.



Loves adventure.

Indian Retiree Couple - Ravi and Meena (Ages: 62 and 58)
Ravi and Meena are a retired couple from India who have always wanted to explore their neighboring country. They are particularly interested in the rich history and traditional practices of Sri Lanka, including its agriculture. Their itinerary includes visits to rice paddies, traditional fishing villages, and ancient agricultural terraces. They are also keen on experiencing local festivals and learning about Sri Lankan folklore, which they plan to share with their grandchildren when they return home.



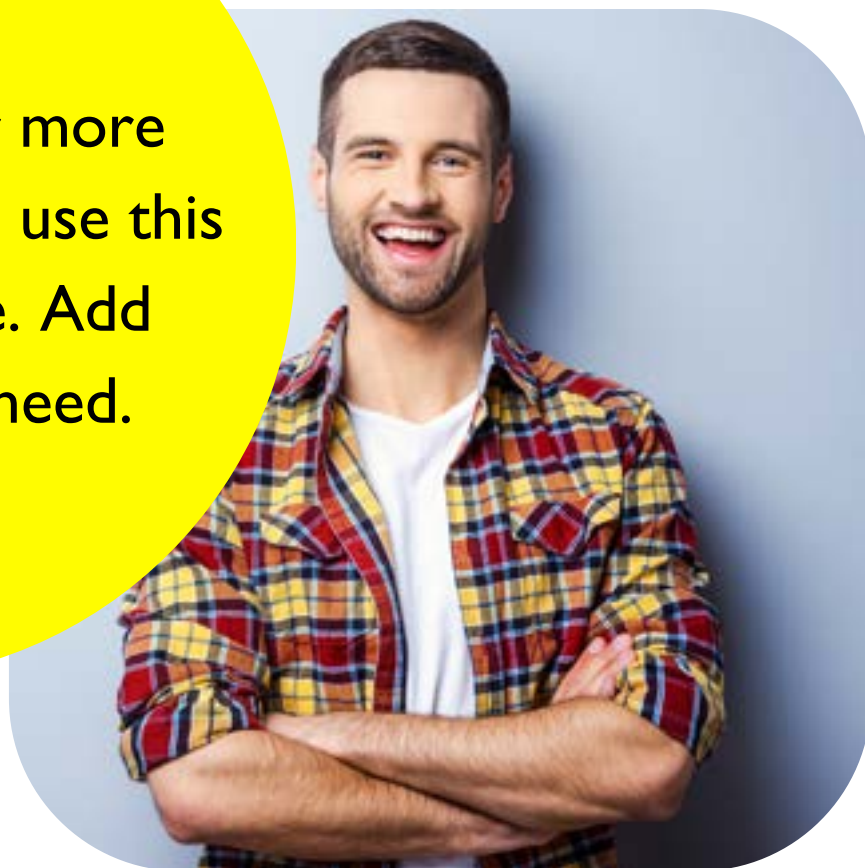
Loves music.



Passionate about conservation



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



GEORGE ENVIRONMENTAL ACTIVIST

AGE : 35

GENDER : MALE

NATIONALITY : UK

MARITAL STATUS : SINGLE

ABOUT

George is a 35-year-old environmental activist from the UK. He's worked with various NGOs and is currently focusing on eco-conscious travel as a way to promote sustainable living.

MOTIVATIONS

Keenly interested in how traditional farming methods can be both sustainable and scalable, George is visiting Sri Lanka to explore its organic farms, spice gardens, and eco-tourism initiatives.

PERSONALITY

George is intellectually curious, passionate about the environment, and a firm believer in grassroots change. He enjoys immersing himself in local cultures and is always up for a nature hike.

GOALS

His primary goal is to learn as much as he can about Sri Lanka's sustainable agricultural practices and share this knowledge through articles and documentaries. He aims to inspire others to adopt a more eco-friendly lifestyle and to consider the environment in their travel choices.



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

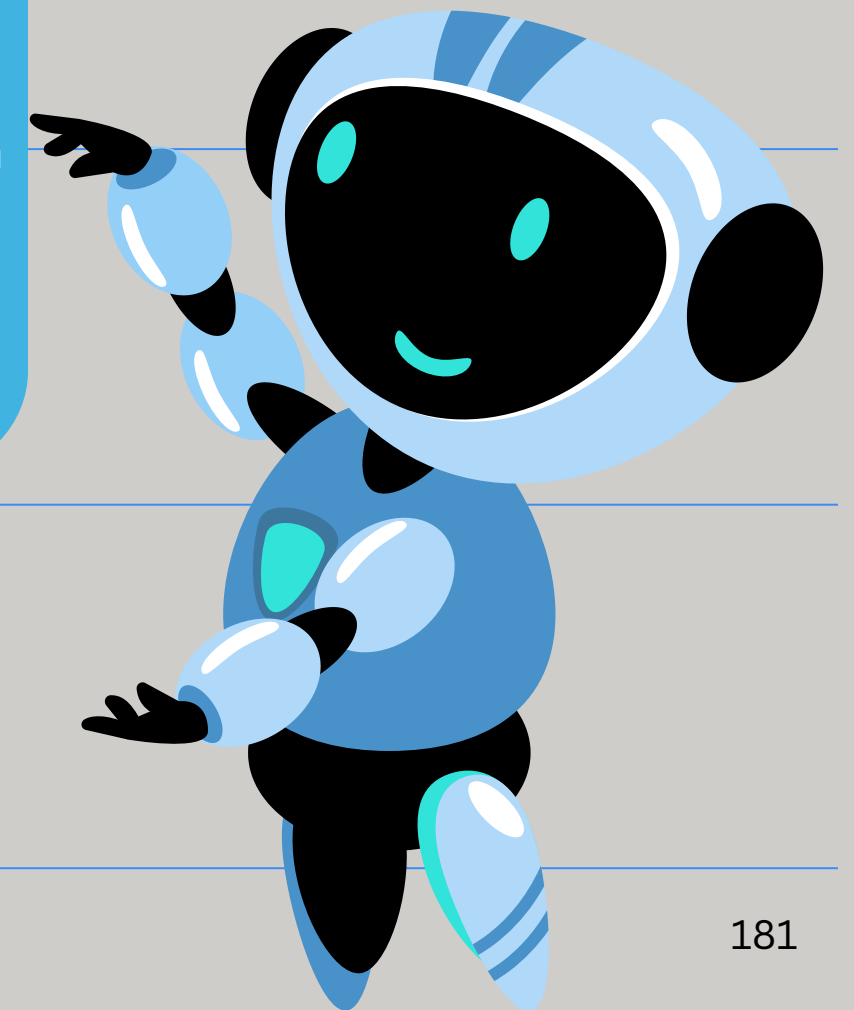
Stages

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

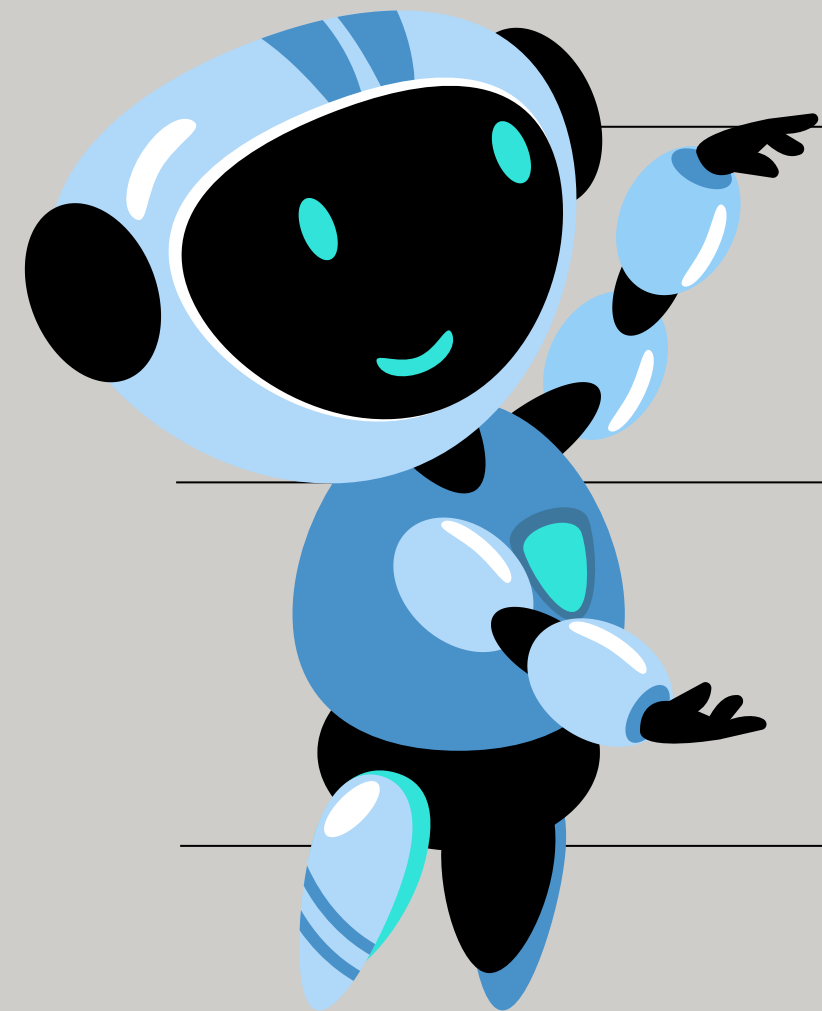
Touchpoints

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.

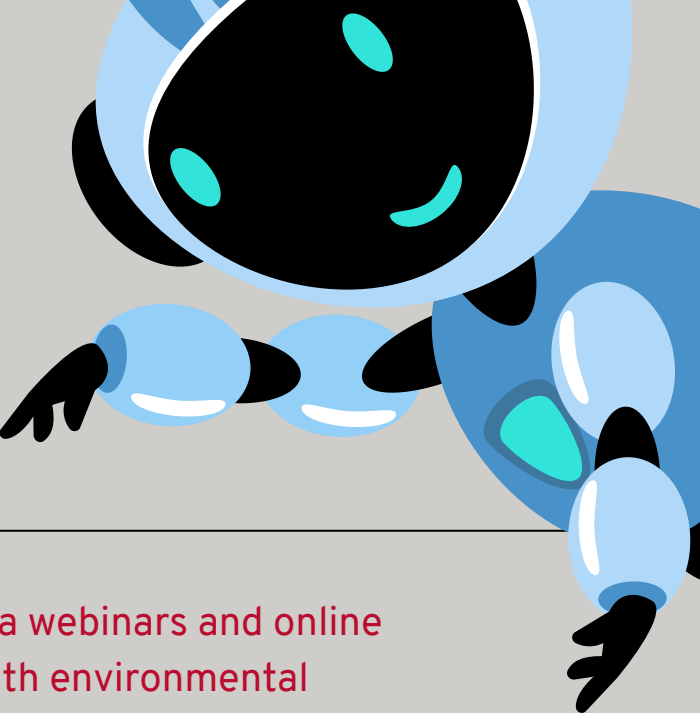
This is where you add all the emotions people feel at the different stages of the trip.

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

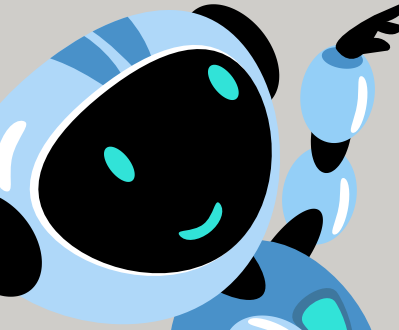


Sample Customer Journey Map

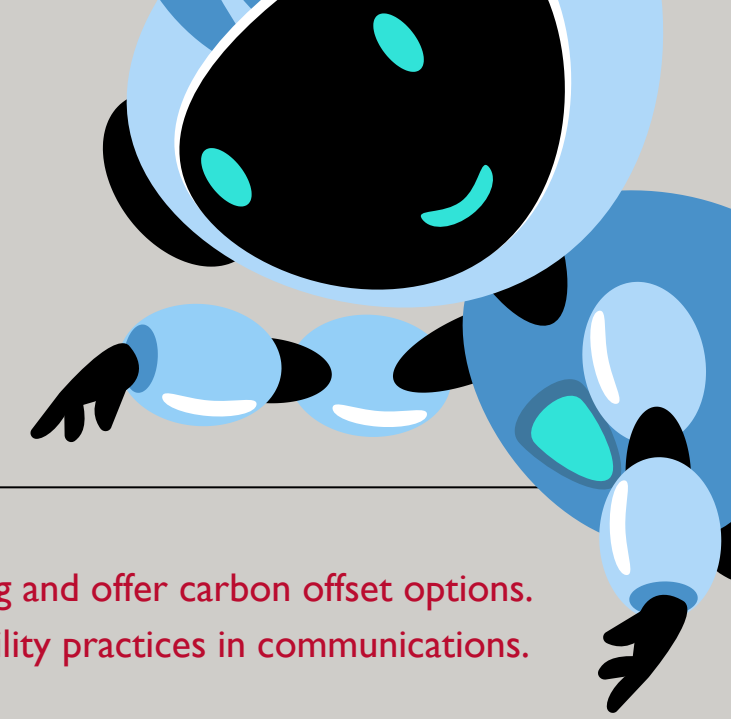
CONTINUED ON NEXT SLIDE



Stages	Actions	Emotions	Touchpoints	Pro-Tips
Get to know	George discovers Sri Lanka's organic spice gardens and traditional farming through an eco-tourism webinar.	Intrigued, Inspired "That sounds interesting!"	Webinars, Social Media	Promote eco-tourism via webinars and online platforms, partnering with environmental influencers.
Want to learn	Studies Sri Lanka's sustainable farming via documentaries and blogs and participates in eco-tourism discussions on forums.	Excited, Curious "I want to know more!"	Academic Journals, Forums	Offer easily accessible, informative content that dives deep into sustainable practices. Create whitepapers or e-books.
Check out options	Reviews eco-tourism packages and organic farms in Sri Lanka, comparing user feedback, sustainability, and costs.	Analytical, Hopeful "Hmmm... which one should I choose?"	Websites, Reviews, Social Media	Make it easy to compare eco-credentials and user reviews on your website. Use trust signals like eco-certifications.
Plan to go	Chooses eco-tour packages focusing on sustainable farms and gardens in Sri Lanka and crafts an eco-certified itinerary.	Prepared, Excited "I am so excited to explore this island!"	Personal Itinerary, Travel Apps	Offer tailored itineraries that focus on eco-practices and local culture. Provide eco-friendly travel tips.



Sample Customer Journey Map



Stages	Actions	Emotions	Touchpoints	
Book the trip	Inquires about sustainability at chosen agrotourism sites, books his stay, offsets flight carbon footprint, and packs eco-friendly essentials.	Confident, Responsible "I can't wait to start this Journey"	Emails, Booking Websites	Streamline booking and offer carbon offset options. Confirm sustainability practices in communications.
Have the trip	Start: Attends a sustainability welcome session and meets locals. Mid: Engages in farm activities and films for his documentary. End: Tours eco-spice gardens and learns about locals' sustainable practices.	Enthralled, Satisfied "This is such a memorable experience"	Local Farms, Eco-Tours	Ensure knowledgeable guides, interactive and genuinely sustainable experiences. Keep group sizes small for a more intimate experience.
Return home	Returns home inspired by Sri Lanka's agricultural practices. Begins compiling materials for his articles and documentary.	Fulfilled, Motivated "I want to come back for more"	Personal Blog, Editing Software	Follow up with a thank you note and a small eco-friendly gift. Ask for reviews and shareable content.
Tell everyone	Releases articles and a documentary on Sri Lanka's sustainable farming. Advocates for eco-tourism and agrotourism on social media and forums.	Proud, Influential "you have to try this - it's incredible!"	Social Media, Blogs, Documentaries	Encourage and thank customers for sharing. Feature their stories on your platforms. Offer referral bonuses for spreading the word.



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

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





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



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

Step Three

Marketing Plan

What is a marketing plan?



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

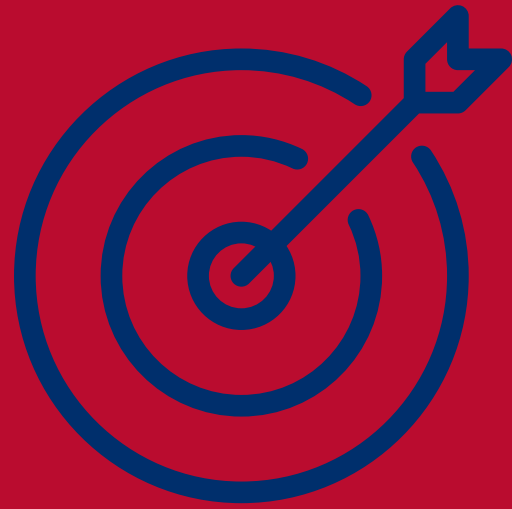
MARKETING PLAN

DEFINITION

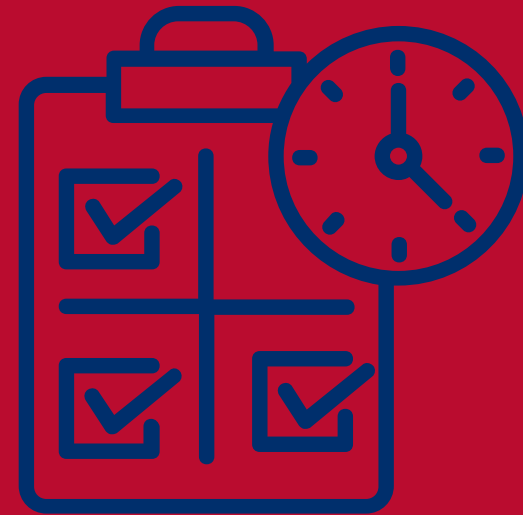
PRO-TIP

SAMPLE

	DEFINITION	PRO-TIP	SAMPLE
OBJECTIVE	Your objective is the big goal.	Set clear, measurable, and achievable goals.	Boost bookings for Sri Lanka's farm stays and Agrotourism by 30% in the next year.
TARGET AUDIENCE	The specific group of people who are most likely interested in your travel offerings.	Go back to your traveler personas - identify the most lucrative and relevant ones for your business.	British eco-enthusiasts, Australian families, and Canadian gardening retirees.
MESSAGING	The way you communicate your travel experiences and offerings to your potential customers.	Analyze your customer journey map; communicate simply, and narrate stories.	"Connect with the Earth: Immerse Yourself in Sri Lanka's Rich Agricultural Heritage"
CHANNELS	The different ways you use to reach and interact with your potential customers, like social media, websites, and emails.	Meet audiences on their platforms - use catchy content for social media and detailed for blogs.	Promote on social media, eco-travel blogs, sustainable living YouTube channels, and email newsletters.
BUDGET	The money you set aside to spend on your marketing activities and strategies.	Set a goal-aligned budget; impactful results don't always require huge spending. Prioritize smartly!	USD xxx for boosting on social , quality content, website marketing
ACTION PLAN	A step-by-step guide that outlines the specific tasks and activities you need to do to achieve your marketing goals.	Divide tasks into steps, assign duties and deadlines for efficient completion.	Bi-weekly social media & email updates, influencer takeovers, eco-blogger partnerships, and YouTube eco-videos.
MEASUREMENTS	Tracking and evaluating how well your marketing efforts are working and if you're achieving your goals.	Utilize Google Analytics and social insights to measure strategy success and adjust accordingly.	Compare yearly bookings, monitor page traffic, track engagement metrics, and collect reviews.



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.



The right marketing mix for you is...

1 Website Marketing

2 Content Marketing

3 Social Media Marketing

4 Feedback and Reviews

5 Email Marketing

6 User Generated Content

7 Online Booking Platforms

8 Local Partnerships

9 Sustainable Practices



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



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

1

YOUR WEBSITE IS STEP ONE IN YOUR DIGITAL MARKETING JOURNEY.



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

HOW TO APPROACH WEBSITE MARKETING

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

WWW



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 farm holidays Sri Lanka" They can attract the right people.



Here are 50 keywords for Agrotourism to help you get started!

- Agrotourism Sri Lanka
- Sri Lanka Farm Stays
- Eco-friendly Travel Sri Lanka
- Sustainable Tourism Sri Lanka
- Sri Lanka Rural Tourism
- Sri Lanka Organic Farms
- Spice Plantations Sri Lanka
- Tea Plantations Sri Lanka
- Farm-to-Table Sri Lanka
- Agritourism Activities Sri Lanka
- Sri Lanka Countryside Tours
- Eco Resorts Sri Lanka
- Sri Lanka Agricultural Tours
- Authentic Sri Lanka Experiences
- Nature Travel Sri Lanka
- Sri Lanka Local Food
- Sri Lanka Village Experience
- Coconut Farms Sri Lanka
- Paddy Field Tours Sri Lanka
- Sri Lanka Wildlife Farms
- Eco Tourism Sri Lanka
- Green Travel Sri Lanka
- Harvest Festivals Sri Lanka
- Sri Lanka Culinary Tourism
- Sri Lanka Agro Activities
- Sri Lanka Food Trails
- Fruit Farms Sri Lanka
- Permaculture Sri Lanka
- Responsible Travel Sri Lanka
- Sri Lanka Farming Culture
- Coffee Plantations Sri Lanka
- Community-based Tourism Sri Lanka
- Adventure Farms Sri Lanka
- Organic Tea Sri Lanka
- Eco-friendly Accommodations Sri Lanka
- Off-the-Beaten-Path Sri Lanka
- Sri Lanka Heritage Farms
- Birdwatching Farms Sri Lanka
- Culinary Workshops Sri Lanka
- Sri Lanka Farm Tourism
- Cattle Farms Sri Lanka
- Tropical Agriculture Sri Lanka
- Agrotourism Packages Sri Lanka
- Family-Friendly Farms Sri Lanka
- Sri Lanka Homestay Farms
- Rural Retreats Sri Lanka
- Agrotourism Destinations Sri Lanka
- Sri Lanka Farm Vacations
- Eco Adventure Sri Lanka
- Local Crafts Sri Lanka

Here are some examples of how to use these keywords

Website Landing Page:

Welcome to the ultimate destination for eco-friendly travel in Sri Lanka! Explore the island's stunning natural beauty while making a positive impact on local communities and the environment.

Why Choose Us for Your Eco-Friendly Travel in Sri Lanka?

- Experience authentic Sri Lanka through responsible travel.
- Stay at sustainable eco-resorts and organic farms.
- Enjoy local, farm-to-table dining experiences.

Book Now to embark on the journey of a lifetime, filled with breathtaking sceneries, cultural enrichments, and earth-friendly activities.

Packages Page

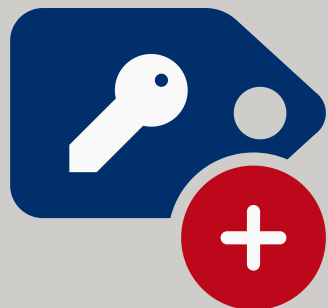
Looking for a unique, hands-on experience? Dive into our Sri Lanka farm stays, and immerse yourself in the daily routines of rural life.

What You'll Do

- Participate in traditional farming practices.
- Discover the farm-to-table journey of local foods.
- Enjoy scenic walks through spice and tea plantations.

Why Choose Our Sri Lanka Farm Stays?

- Gain unparalleled insight into sustainable farming.
- Relish organic, home-cooked meals prepared with fresh produce.
- Experience tranquility in the heart of nature.





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.

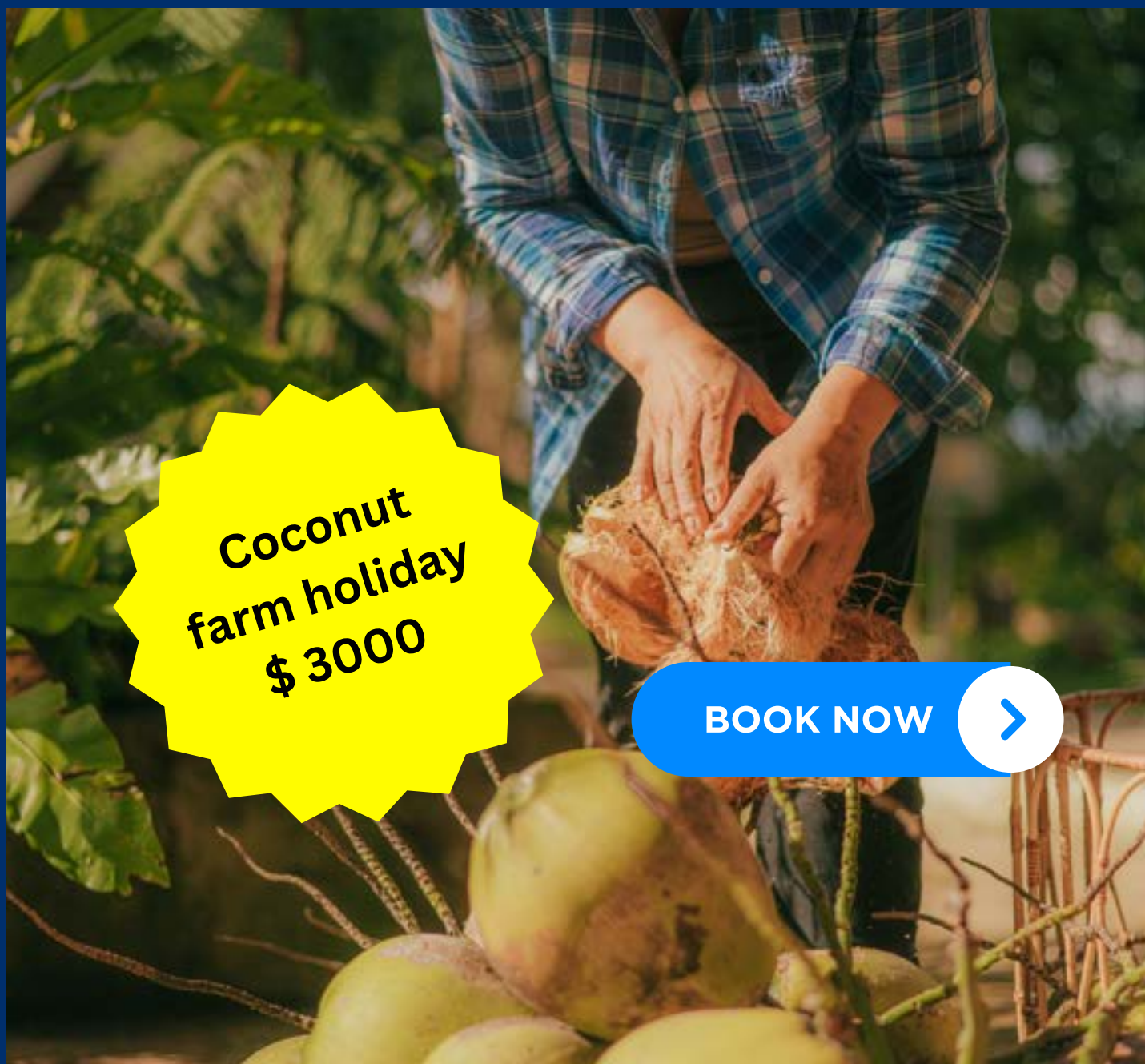


- BE DESCRIPTIVE
- HAVE A MESSAGE
- CAPTURE EMOTIONS & BE AUTHENTIC

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



**Coconut
farm holiday
\$ 3000**

BOOK NOW 



**“
Live on a 2000-year
old Heritage farm-
learn about the heart
of Sri Lanka's food
culture
”**



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.

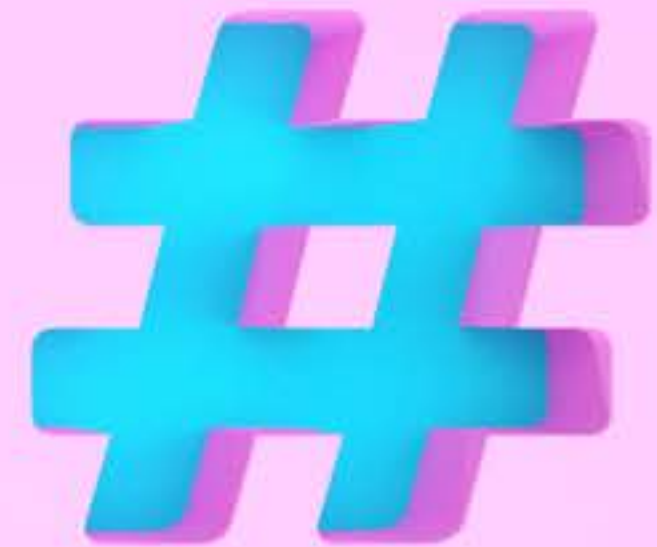
Increased traffic from content sources.

3
**SOCIAL MEDIA
IS A WINNER FOR
AGROTOURISM.**

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

4.8 Billion
are on social media

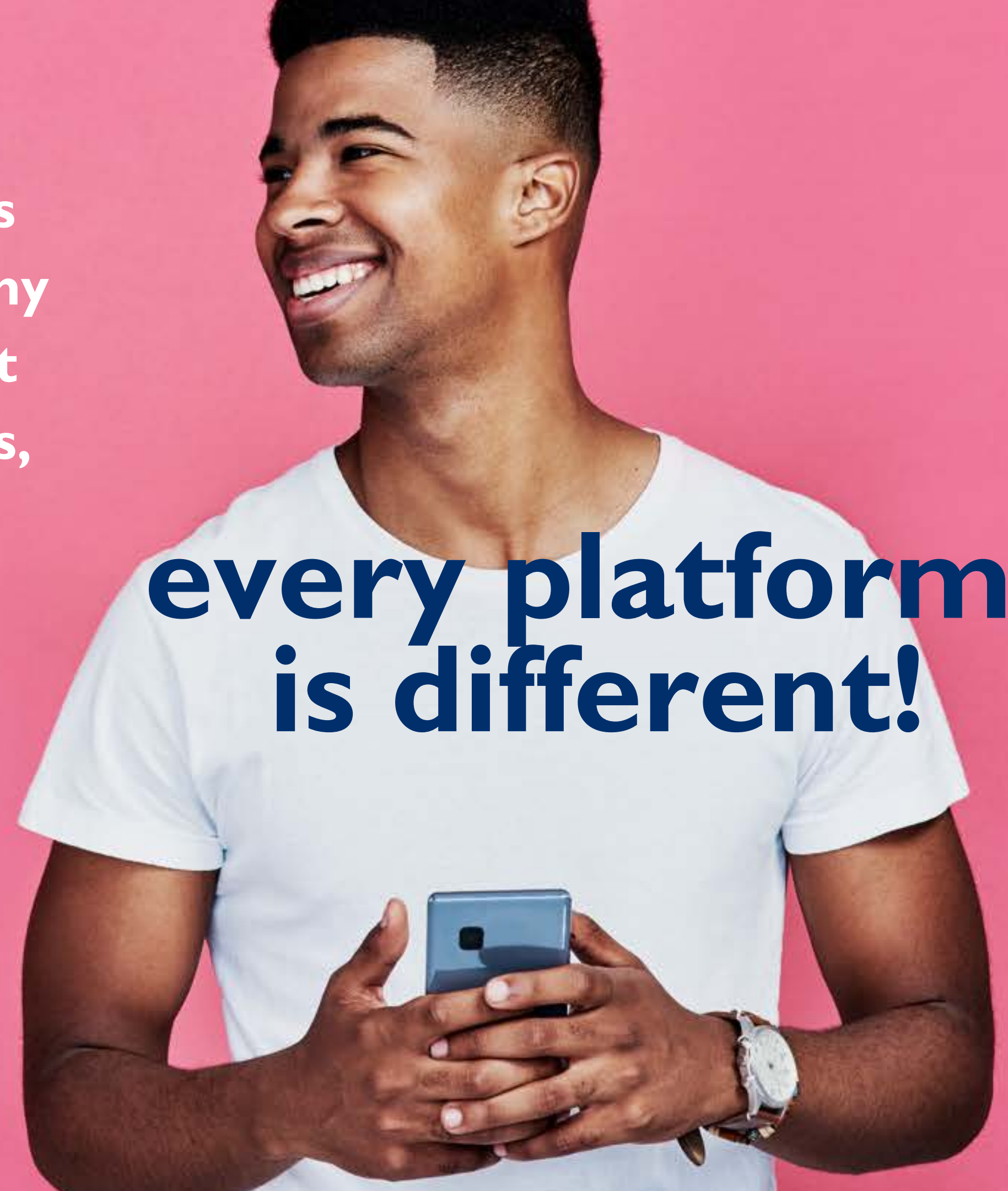
Social media is like a digital playground where people from around the world connect, share, and discover. It's a space where businesses like yours can shine! This is a place where travelers gather to seek inspiration, tips, and unique adventures.











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

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



The right content for the right platform is key!

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



MEASURING THE SUCCESS OF YOUR SOCIAL MEDIA MARKETING STRATEGY

TIPS

Count likes, shares,
comments on your posts.

Monitor interactions and
direct messages from users.

Track website traffic from
social media links.

INDICATORS

Growing social media following.

Active engagement with travelers.

Increased website traffic from social
media.



4

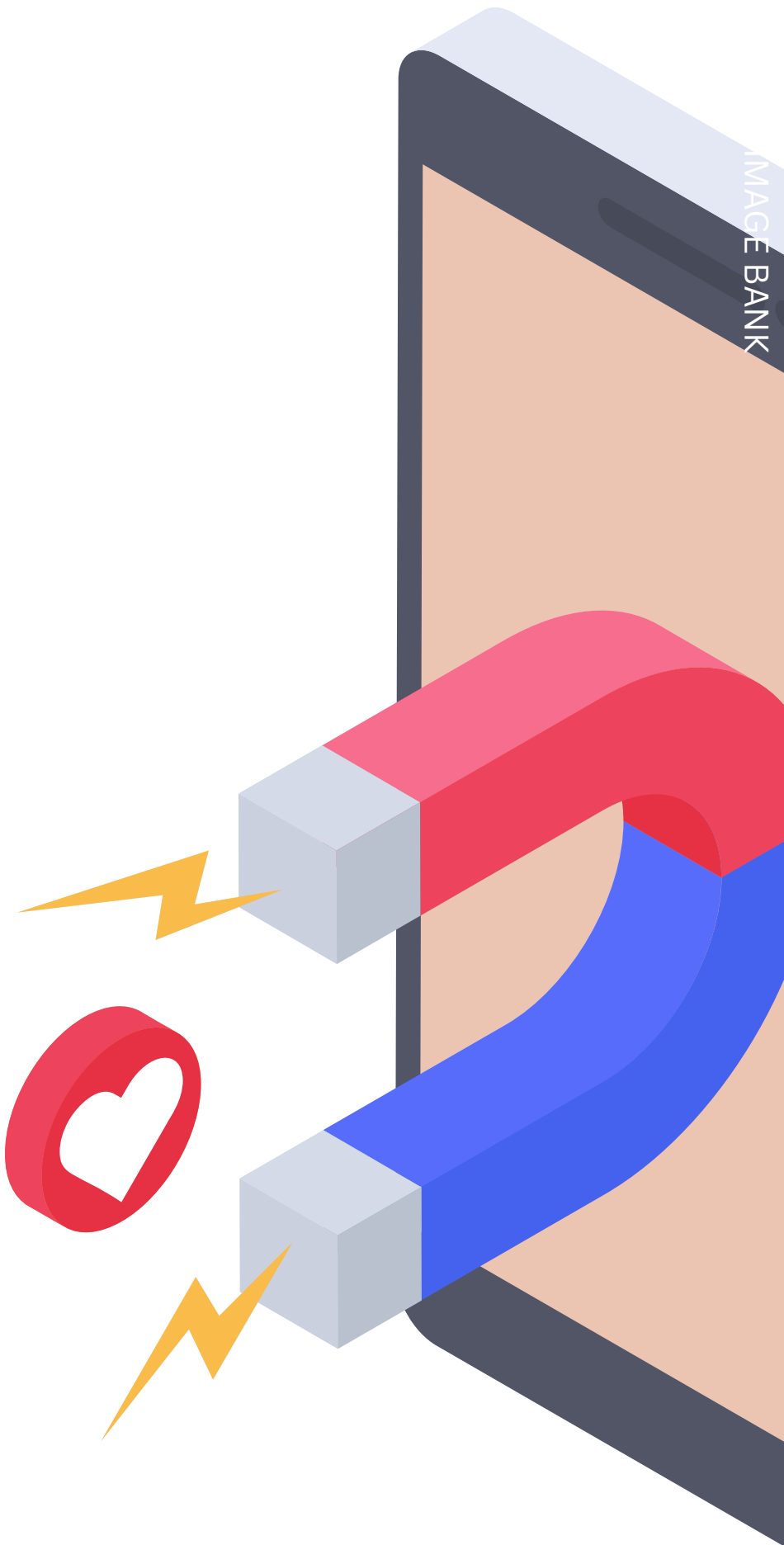
**HARNESS THE
POWER OF ONLINE REVIEWS.**

Customer Reviews



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

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





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



TIPS

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

PRO TIP

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





MEASURING THE SUCCESS OF YOUR REVIEWS MARKETING STRATEGY

TIPS

Count and track positive reviews and ratings.

Monitor sentiment and feedback from reviews.

Compare review trends over time.

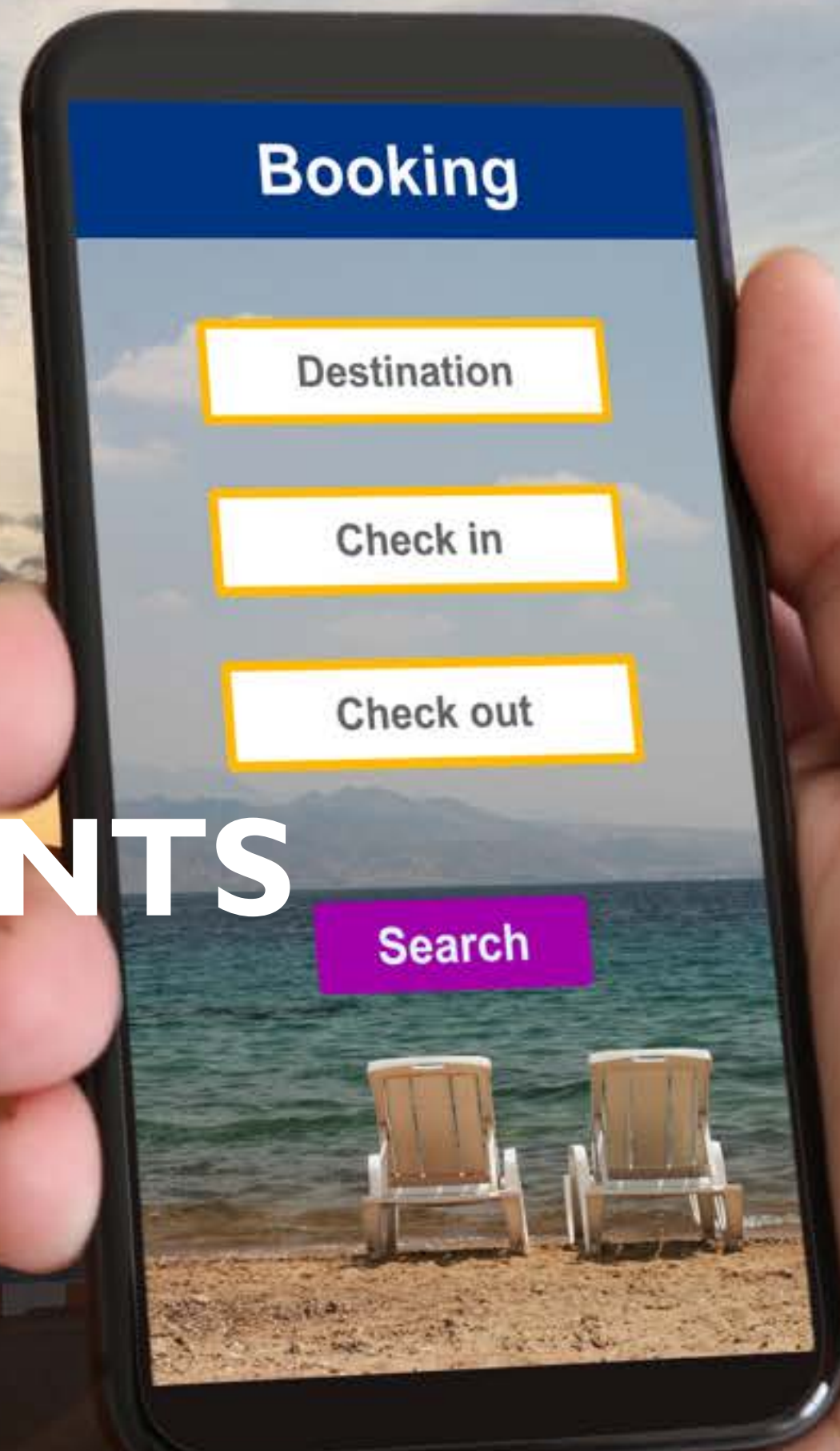
INDICATORS

High overall ratings and positive reviews.

Constructive feedback and suggestions.

Consistent positive trends.

5
**ONLINE
TRAVEL AGENTS
ARE KEY.**



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

POPULAR OTA'S

[1.Booking.com](#)

[2.Expedia](#)

[3.TripAdvisor](#)

[4.Agoda](#)

[5.Airbnb](#)

[6.Hotels.com](#)

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

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



PRO TIPS

- 1. Use great photos and descriptions.**
- 2. Keep prices and availability accurate.**
- 3. Make titles and descriptions clear.**
- 4. Highlight what makes you special.**
- 5. Get positive reviews from happy customers.**
- 6. Respond quickly to inquiries.**
- 7. Update your info regularly.**
- 8. Offer special deals sometimes.**
- 9. Share your listings on your website and social media.**
- 10. Check your listing performance to see what's working.**



MEASURING THE SUCCESS OF YOUR OTA MARKETING STRATEGY

TIPS

Monitor bookings made through online platforms.

Track which platforms drive the most bookings.

INDICATORS

Consistent bookings from various platforms.

Higher bookings from certain platforms.

7

EMAIL MARKETING.

EMAIL MARKETING



READ MORE



**WHAT IS
EMAIL MARKETING?**

EMAIL
MARKETING



READ MORE

EMAIL
MARKETING



READ MORE

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 background of the slide features two hands, one from a darker-skinned person and one from a lighter-skinned person, reaching towards each other. The hands are positioned in the center-left and center-right of the frame, with their fingers slightly curled as if about to grasp each other. The lighting is warm, highlighting the skin tones. The background is a gradient of light blue to white, with a dark blue diagonal stripe running from the top right towards the bottom left.

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!

