



USAID
FROM THE AMERICAN PEOPLE

ART, CULTURE, & HERITAGE 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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art culture heritage

WHAT DOES ART, CULTURE & HERITAGE TOURISM MEAN?

This is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination.



Handicrafts and visual arts.
Social practices, rituals, and festive events.
Literature, Music, and performing arts.
Oral traditions and expressions.
Knowledge and practices concerning nature.
Religious places, customs, and traditions.
Historical places, heritage sites, myths and legends.



**THE KEY TO UNDERSTANDING
WHAT MAKES ART, CULTURE, AND
HERITAGE TOURISM SO
POWERFUL TODAY IS TO
UNDERSTAND WHY PEOPLE
TRAVEL...**

A woman wearing a black hijab and a grey tank top is seen from the side, holding a camera up to her eye as if taking a photograph. She is standing in front of a large, white, domed building with arched windows, likely a historical or cultural site. The background is bright and slightly blurred, suggesting an outdoor setting with other people in the distance. A yellow banner with blue text is overlaid on the image.

ART, CULTURE AND HERITAGE TRAVELERS ARE

**authentic
experience
seekers**



THE AUTHENTIC EXPERIENCE SEEKER IS LOOKING FOR MEANING AND PURPOSE – TRAVEL IS A JOURNEY TOWARDS DEEPER SELF-AWARENESS, IDENTITY AND CONNECTION TO THE WORLD.

**AND THEY ARE
SHARING THEIR
EXPERIENCE IN
REAL TIME,
ALL THE TIME,
ONLINE.**





experience

IS THE NEW LUXURY

A woman with dark hair, wearing a vibrant blue long-sleeved top with a floral pattern and a white skirt, is walking through a rainy city square. She is smiling and looking to her right. She holds a clear, polka-dot umbrella over her head and a bright yellow rolling suitcase in her left hand. The background features historic European architecture, including a large brick church with a tall spire and a building with a series of arches. The ground is wet and reflective, and the sky is overcast with rain falling. The overall mood is cheerful and sophisticated.

luxury
IS AN ATTITUDE

A woman with dark skin, wearing a vibrant red tank top and a colorful, patterned headwrap, is looking down at her smartphone. The background is a blurred outdoor setting with green foliage and pink flowers. The text "status = HOW INTERESTING YOU ARE" is overlaid in white, bold, sans-serif font.

status =
HOW INTERESTING YOU ARE

Art, Culture Heritage Tourism Trends.



TRAVELERS INTERESTED IN THIS NICHE WANT TO LEARN ABOUT AND EXPERIENCE THE UNIQUE NATURE OF A DESTINATION THROUGH ITS CULTURE, HISTORY, ART, PEOPLE AND THEIR LIFESTYLES, TRADITIONS, AND CULTURAL EVENTS.



The post-covid traveller wants to...



**Get out
of their
comfort
zone.**



Experience complete culture shock.

A man wearing a vibrant blue turban and a matching long-sleeved robe stands against a textured, reddish-brown earthen wall. He is playing a stringed instrument, possibly a sazes, with his hands. The wall behind him has a small opening with a white plastic cup protruding from it. The overall scene is brightly lit, suggesting an outdoor setting.

**Visit
lesser
known
destinations.**



**Give
back to
communities.**



Bali

BEYOND THE BEACHES



Italy

DEFINES CULTURE IN LIFESTYLE



Scotland

DEFINES CULTURE IN ATTITUDE



india

CULTURE IN THE TIMELESS



**SRI LANKA IS A MELTING POT OF
RICH CULTURAL INFLUENCE WITH
OVER 2500 YEARS OF WRITTEN
HISTORY.**



8 UNESCO sites.



Diverse performing arts.



**Rich
mythology.**

Art & craft.





Diverse & rich social customs.

An aerial photograph of a coastal town with a large blue text overlay. The town is situated on a peninsula, with a road and a bridge visible. The text overlay is a large blue rectangle with rounded corners, containing white text. The background shows a mix of residential buildings, green spaces, and a body of water.

**ALL PROVINCES HAVE HISTORIC
AND CULTURALLY SIGNIFICANT
SITES THAT HAVE FURTHER
DEVELOPMENT POTENTIAL.**

**THAT MEANS
THERE IS HUGE
POTENTIAL FOR
ART, CULTURE &
HERITAGE
TOURISM
ACROSS THE
ISLAND.**

කච්චේරිය - මඩකලපුව
கச்சேரி - மடல்களம்
KACHCHERI-BATTICALOA



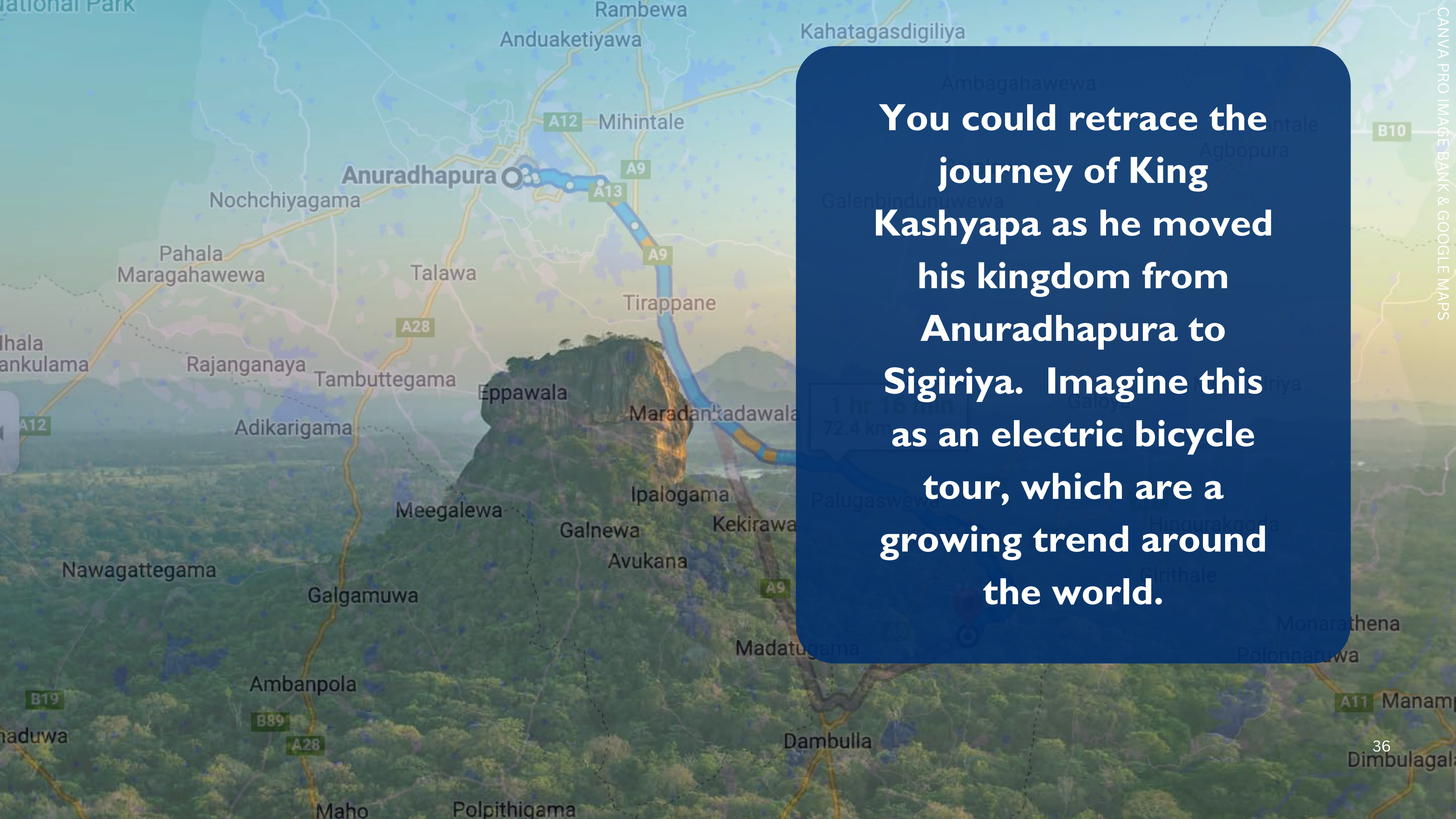
**Let's
explore some
ideas...**



For the last 50 years, we have been selling this; our magnificent rock fortress... just the rock.

An aerial photograph of the Sigiriya rock fortress in Sri Lanka, surrounded by a dense green forest. A white dotted line path winds around the base of the rock. Four white location pin icons are placed around the scene: one on the left, one on the right, one at the bottom left, and one at the bottom right. A dark blue rounded rectangle is overlaid on the right side of the image, containing white text.

You could offer a tour of the must-do Instagram spots around Sigiriya - where would you find the most interesting legends and stories around the fortress?



You could retrace the journey of King Kashyapa as he moved his kingdom from Anuradhapura to Sigiriya. Imagine this as an electric bicycle tour, which are a growing trend around the world.

King Kashyapa's epic battle against Mugalan perhaps would make a delightful experience for history buffs!



The values that link Sigiriya and Kala Wawa need to be elevated to legendary status - it epitomizes the modern-day struggle toward sustainable living - imagine a walking, cycling, and boating experience to find King Datusena's treasure at sunrise and sunset.

1 hr 16 min
72.4 km



**An artist's exploration
of the First Kingdom
with a royal feast by the
lake would be lovely!**



**You could create and
sell ancient paint
palettes of organic paint
the way they used to
make it 5000 years ago!**



**Get your 10,000 steps in!
Imagine a fitness
fanatic's dream
experience.**



CREATE INSTAGRAM
SENSATION TOURS!

**Sailing through history!
Offer canoeing,
paddleboarding & rafting
tours.**



CREATE INSTAGRAM
SENSATION TOURS!

**You never know what
could go viral!**



CREATE INSTAGRAM
SENSATION TOURS!

**We are the mystical island of stupas...
they are as majestic as the pyramids. We
need to have them capture the world's
imagination.**



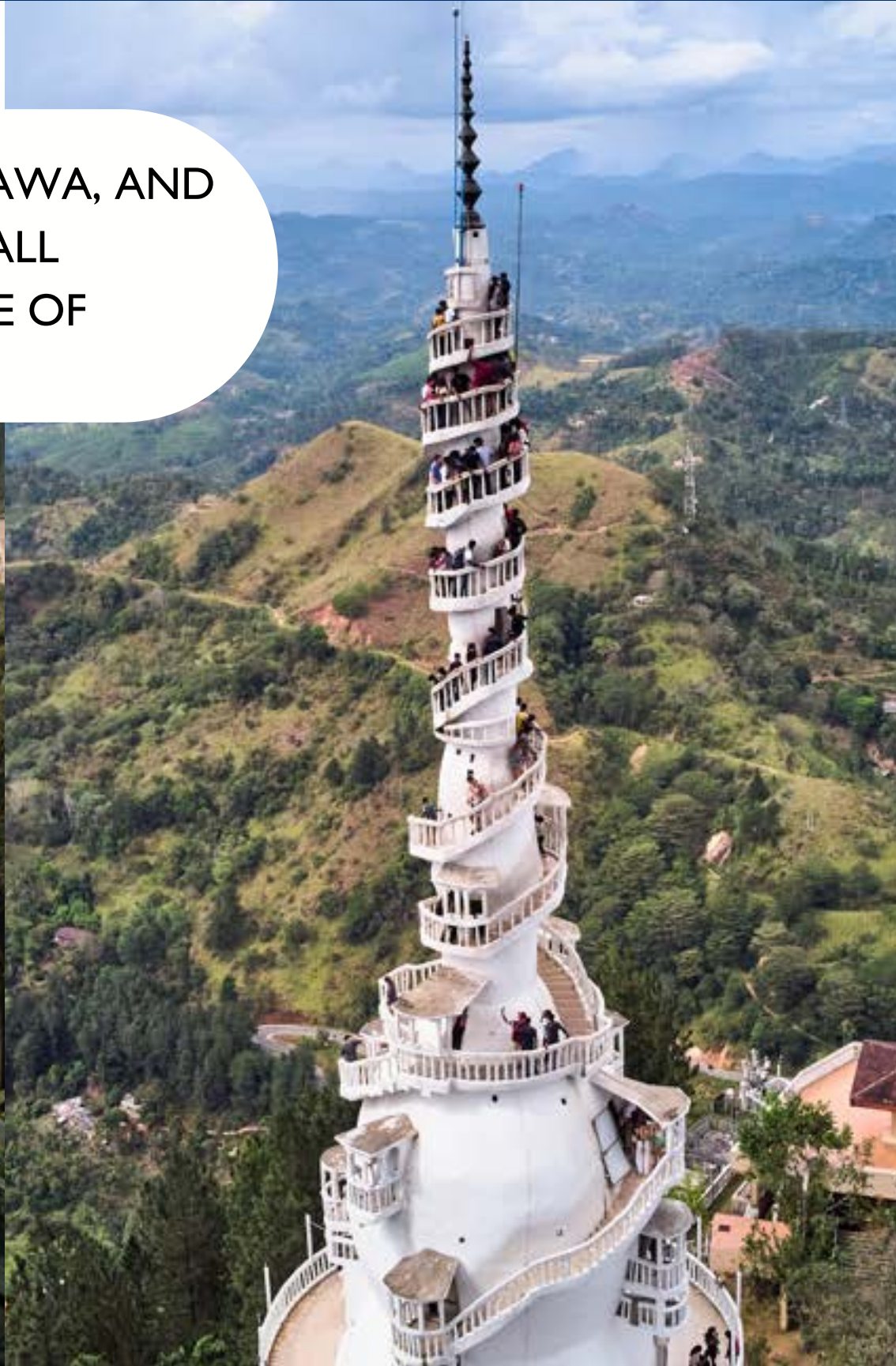
CREATE INSTAGRAM
SENSATION TOURS.

**Make it a fad that everyone who
visits Nuwara Eliya sends a
postcard back home the old-
fashioned way!**





ELLA, AMBULUWAWA, AND HIRIKATIYA ARE ALL FAMOUS BECAUSE OF INSTAGRAM.





SAFETY FIRST!



Fox News
stupid' photo shoot on moving train ...



Daily Mirror
dangerous trend ...



Daily Star
Couples hang off railway carriages in ...



Pinterest
etheralyuna on Instagram: "Lo...



Tripadvisor
Kandy To Ella Train - Picture of...



The Sun
hanging out of a moving train ...

Twitter

INSTAGRAM COUPLES ARE RISKING THEIR LIVES TO TAKE PHOTOS KISSING WHILE HANGING OUTSIDE OF A MOVING TRAIN.

USA Today
IG: explorerssaurus_ / backpackdiaries

dose

Dose on Twitter: "Portuguese influencers Raquel and Miguel (left) started the trend with a risky shot they..."

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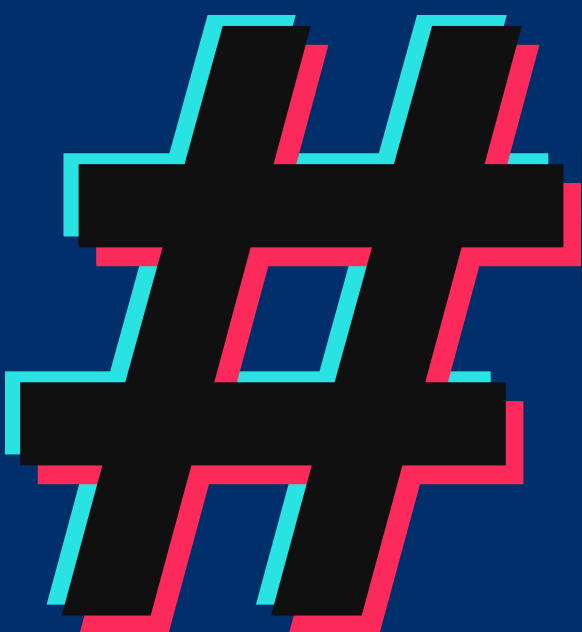
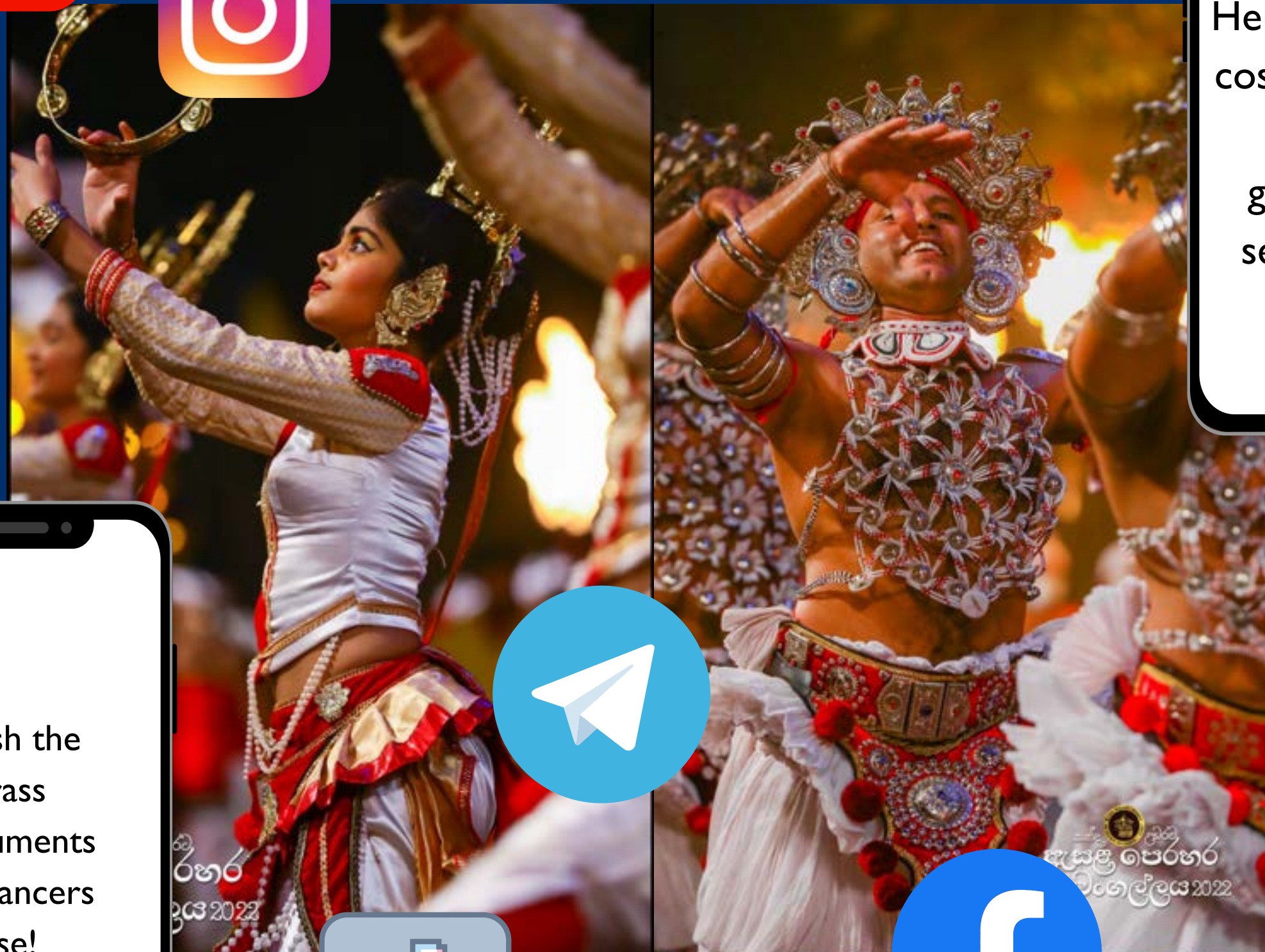
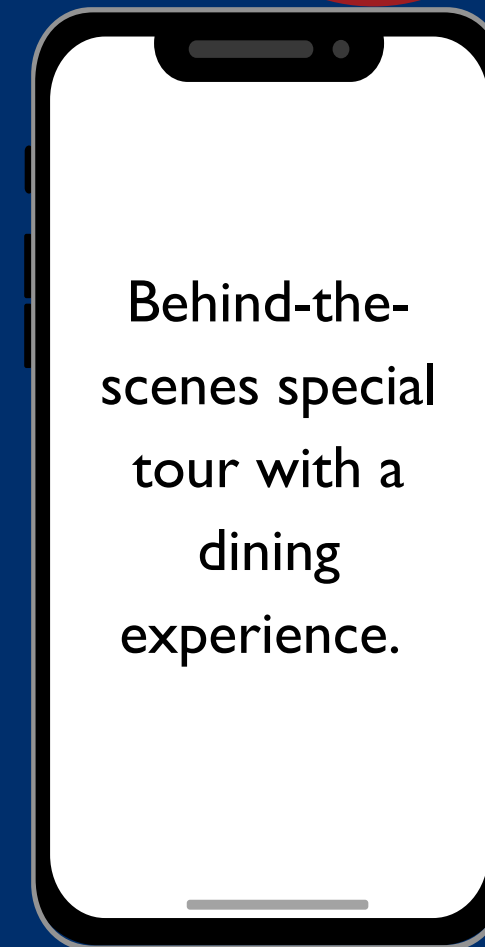
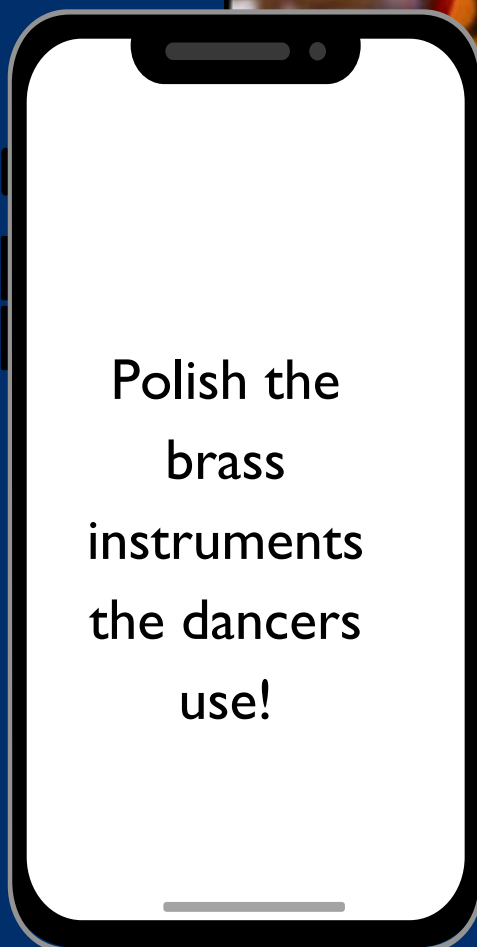
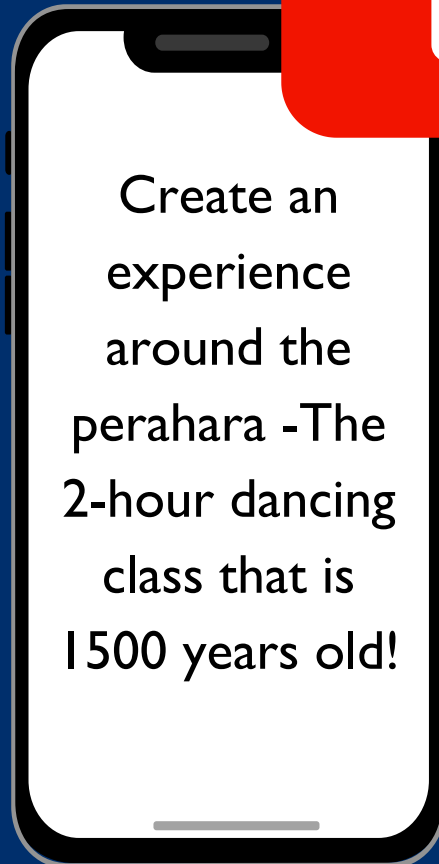
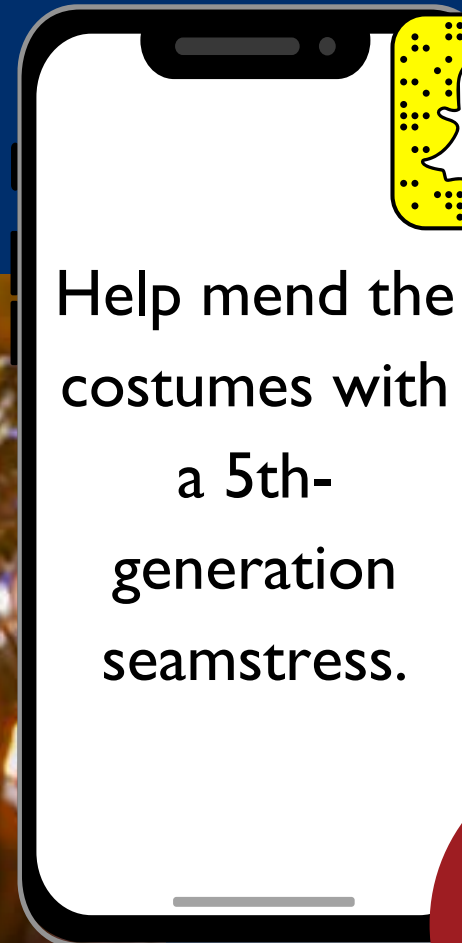
[Visit](#)



Did you know it almost never got built? The British could not figure out how to get the iron they needed up that region - it was a Sri Lankan engineer who figured out how to make it without using any iron. The day the first train went across it he stood under the bridge to prove he was confident it would hold! It has held strong for over 100 years now but we never tell this story! Why don't we place a statue or commemorative footprint where our brilliant engineer stood and give this Instagram destination new life!



LIVE





When Kandy, Katharagama, Nallur, and any other locations with a Perahara or Pooja that draws in crowds are happening create daytime experiences like a tour of the famous old homes (walawwa's), work with the present owners to create little museums in the homes - old pictures, old sewing machines, coal irons, personal items - people love to immerse themselves in this sort of intimate history.



Find everyday artifacts like this old brass iron and turn it into a guest experience!



Find everyday artifacts like this old sewing machine and turn it into a guest experience!



Imagine what a wonderful trend the delightful diyaredda could become!



Now imagine
cheetta doggy scarfs
to take back home
to a much loved and
missed pet!



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

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

**Do's
and
Don'ts**

1. Do Offer Authentic Experiences: Provide genuine and unique experiences that reflect the essence of your niche. Authenticity resonates with travelers seeking something special.

2. Do Know Your Audience: Understand your target audience's preferences, interests, and expectations. Tailor your experiences to cater to their needs.

3. Do Craft Compelling Stories: Narratives create emotional connections. Weave engaging stories around your experiences to capture travelers' imaginations.

4. Do Focus on Personalization: Offer personalized touches that make travelers feel valued and special. Customized experiences enhance their memories.

5. Do Embrace Sustainability: Incorporate eco-friendly practices that respect the environment and local communities. Sustainable tourism appeals to conscious travelers.

6. Do Leverage Social Media: Utilize platforms like Facebook, Instagram, and YouTube to showcase your experiences visually and engage with potential travelers.

1. Don't Overpromise: Avoid exaggerating your offerings. Set realistic expectations to ensure travelers' satisfaction.

2. Don't Compromise Quality: Maintain consistent quality in every aspect of your experience, from interactions to facilities.

3. Don't All Do the Same Thing: Offer complementary services to your neighboring businesses instead of duplicating offerings. Diversify to attract a wider audience.

4. Don't Ignore Feedback: Listen to travelers' feedback, both positive and negative. Use it to refine and improve your offerings.

5. Don't Neglect Online Presence: An outdated or poorly managed website and social media can deter potential travelers. Maintain an up-to-date online presence.

6. Don't Disregard Local Regulations and Sensitivities: Understand and adhere to local laws, regulations and social sensitivities. Complying ensures smooth operations and avoids issues.

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!

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 'art and culture 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...**



Adventurous with food.



Loves dogs and animals in general.

British Explorer: Sarah, a 45-year-old British traveler who loves immersing herself in art and culture. She's curious about Sri Lanka's rich history, ancient temples, and traditional arts. Sarah enjoys guided tours that delve into local myths and legends. She values comfort and is willing to invest in unique experiences.

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



He struggles to find good vegetarian food on his travels.



Rajesh is suffering burnout due to high pressure job.

Indian History Enthusiast: Tarun, is a 30-year-old Indian traveler passionate about heritage. He's eager to discover Sri Lanka's cultural roots and explore ancient ruins. Tarun appreciates local stories and artisan crafts. He seeks affordable, well-organized tours that provide authentic insights into Sri Lanka's cultural heritage.

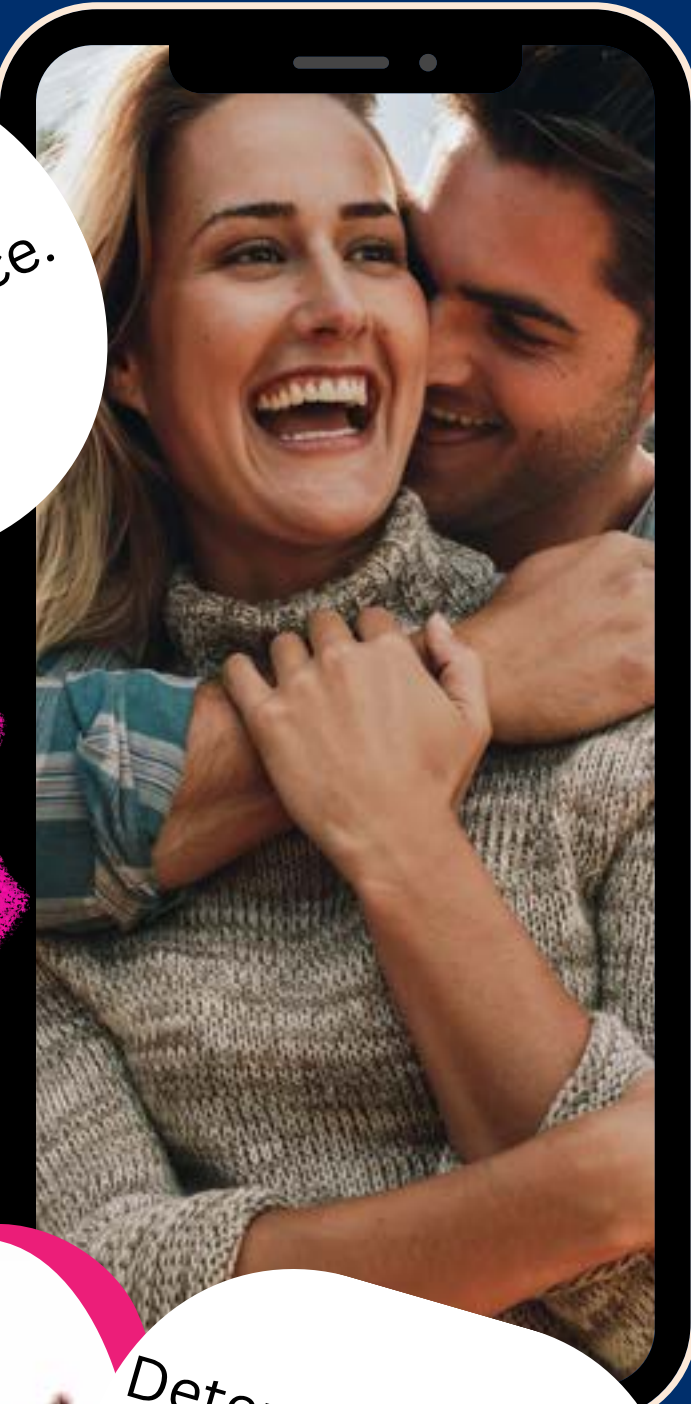


Her whole world in on WeChat.



She in a mini social celeb and has many influencer gigs.

Chinese Art Lover: Li, a 28-year-old Chinese traveler fascinated by cultural immersion. She's interested in Sri Lanka's artistic traditions, intricate craftsmanship, and traditional performances. Li seeks tours that offer hands-on experiences, like workshops with local artists. She values connections to local communities and memorable interactions.



Looking for balance.



Determined to raise culturally aware children.

Culturally Curious Family: The Müller family from Germany – parents Marcus and Lisa, both in their early 40's, along with their children Emma (10) and Liam (8). They're on a mission to expand their children's horizons through travel. With a strong desire for cultural awareness, the Müllers are seeking rich yet lesser-known cultural holidays. They want their children to learn about the world in an engaging way and are excited to explore Sri Lanka's hidden gems.

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



SOPHIE FASHION

AGE : 30
GENDER : Woman
NATIONALITY : UK
MARITAL STATUS : SINGLE

ABOUT

Loves immersing herself in art and culture. She's curious about Sri Lanka's rich history, ancient temples, and traditional arts. Sarah enjoys guided tours that delve into local myths and legends. She values comfort and is willing to invest in unique experiences.

MOTIVATIONS

Sarah is fascinated by the influence of culture in fashion and she loves discovering the world of global fashion through culture - she has just discovered Sri Lanka's rich Batik History

PERSONALITY

Adventurous

Curious

Mindful traveler

Spiritual

Creative

GOALS

She wants to visit Ena De Silva's home, explore Geoffrey Bawa Properties
 She wants to discover Sri Lanka's rich heritage through UNESCO sites,



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

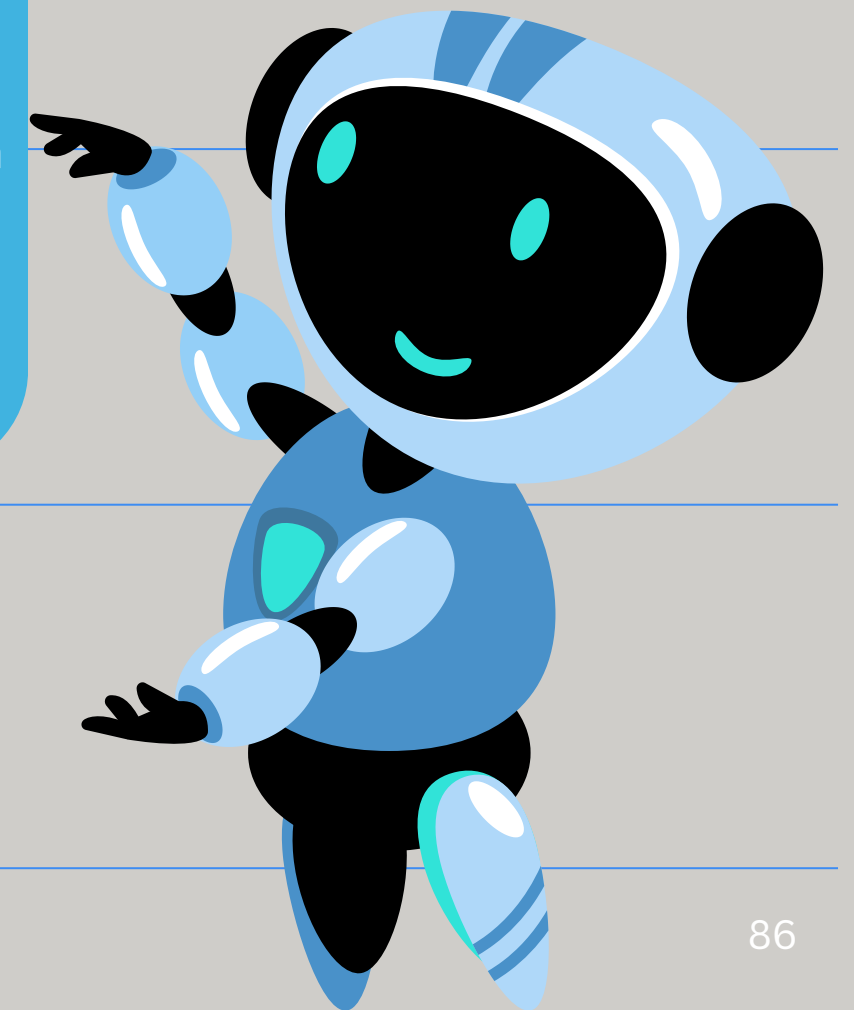
Stages

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

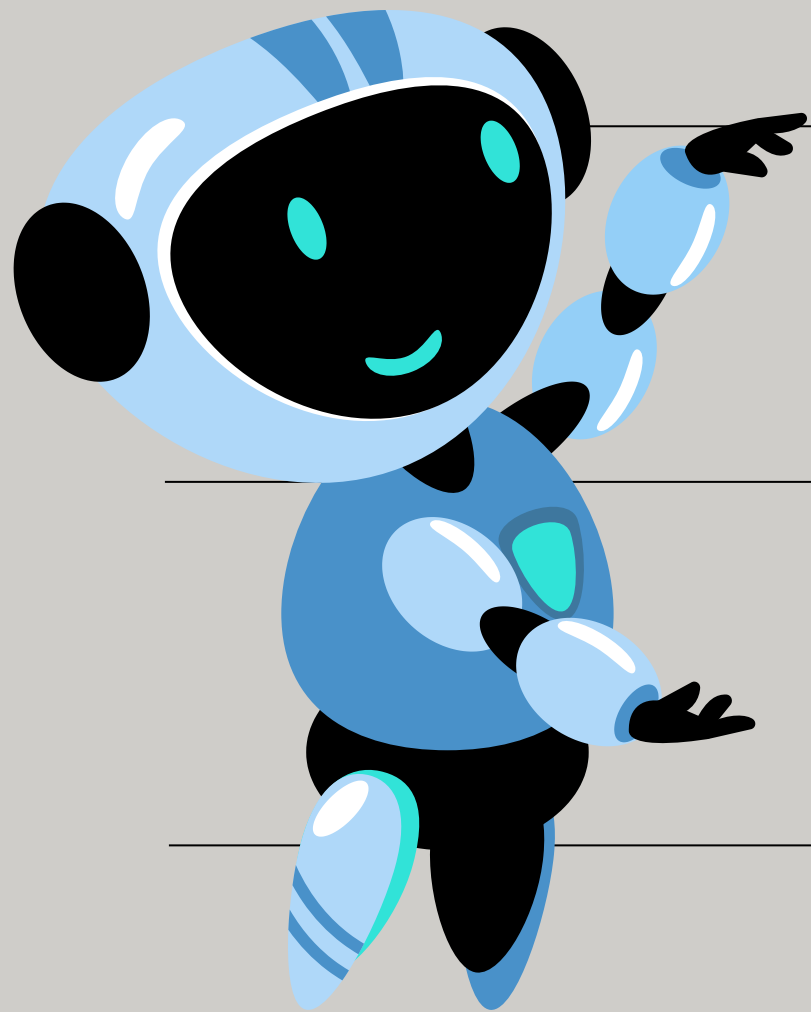
Touchpoints

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.

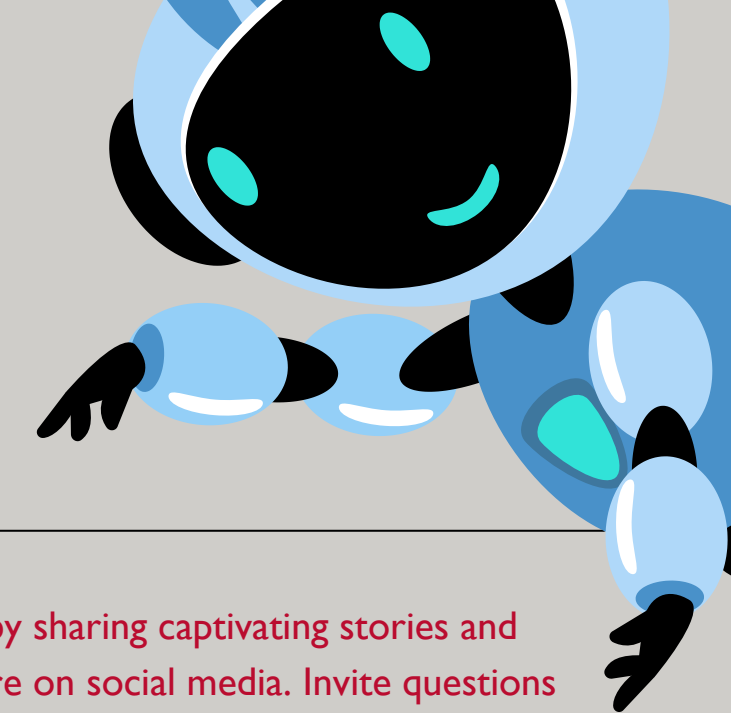
This is where you add all the emotions people feel at the different stages of the trip.

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

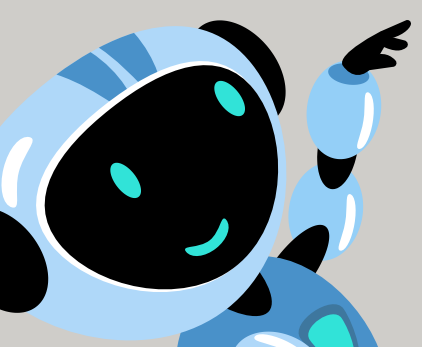


Sample Customer Journey Map

CONTINUED ON NEXT SLIDE



Stages	Actions	Emotions	Touchpoints	Pro-Tips
Get to know	Discover Sri Lanka's Culture online when watching something on History Channel's youtube.	Intrigued "That sounds interesting!"	Social media, blogs, TripAdvisor , Google search, Google listing, Youtube videos	Pro Tip: Spark interest by sharing captivating stories and visuals about local culture on social media. Invite questions and foster curiosity for meaningful engagement.
Want to learn	Starts to google Sri Lanka Read stories about old temples and art.	Excitement. "I want to know more!"	Travel websites like TripAdvisor, online guides, blogs, reviews	Pro Tip: Create an informative website with detailed descriptions, photos, and clear pricing. Include FAQs to address common inquiries and make it easy for travelers to find essential information.
Check out options	Look at different places in Sri Lanka for cultural experiences by comparing interesting stories, pictures and traveler reviews.	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: Showcase positive reviews and ratings prominently on your website. Offer transparent information about booking options, cancellation policies, and any additional services. Make the booking process smooth and reassuring for travelers.
Plan to go	Decide to book their trip.	Excited "I am so excited to explore this island!"	Booking platforms, websites	Pro Tip: Provide clear and detailed information about what travelers can expect during the experience. Offer guidance on packing, weather conditions, and any necessary preparations. Make sure your communication is friendly and reassuring to ease any travel 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: After booking, send a personalized confirmation email with essential details about the trip. Include a warm welcome message, a summary of the itinerary, and contact information. This builds excitement and reassures travelers that their booking is confirmed.
Have the trip	Enjoy guided tours and cultural events. Add unplanned experiences – explore and discover things they love - keep sharing stories on social while on the trip.	Happy "This is such a memorable experience"	WhatsApp, Social media tagging + hashtags + mentions + reshares	Pro Tip: During the trip, surprise your guests with unexpected delights. It could be a local treat, a memorable activity, or a personalized gesture. These small surprises create unforgettable moments and leave a lasting positive impression.
Return home	Gets home dreaming of the next adventure in Sri Lanka.	Exhilarated "I want to come back for more"	Emails, WhatsApp	Pro Tip: After their trip, send a personalized follow-up message expressing gratitude for choosing your experience. Include a memorable photo or two from their journey. This thoughtful touch reinforces their positive memories and encourages them to share their experience with others.
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: Encourage your satisfied guests to share their experiences on their own social media platforms using your specific hashtags. Offer incentives like discounts on future trips or special gifts to motivate them. Their genuine posts can attract more travelers and build trust in your offerings.



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.

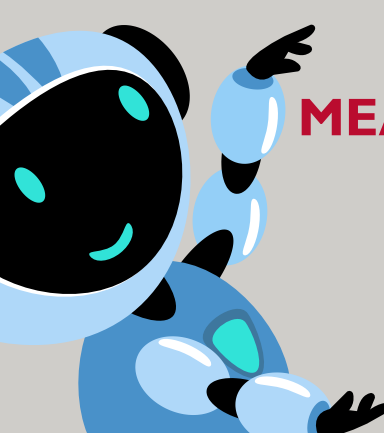
MARKETING PLAN

DEFINITION

PRO-TIP

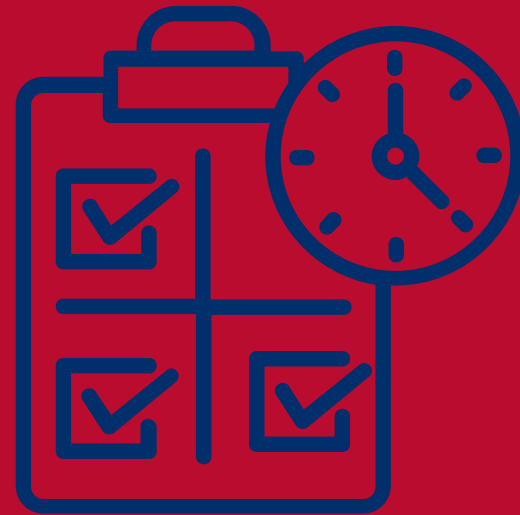
SAMPLE

OBJECTIVE	Your objective is the big goal.	Set clear, measurable, and achievable goals.	Attract people who love art and mythology to our guided Sigiriya tours. Aim for 50 bookings from people living in Europe in December
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.	Values sustainable and responsible travel practices Open to participating in workshops, interactive sessions, and discussions about art and mythology
MESSAGING	The way you communicate your travel experiences and offerings to your potential customers.	Analyze your customer journey map; communicate simply, and narrate stories.	"Did you know that Sigiriya's Sustainability story is over 5000 years old?"
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.	Social media, blogs, culture forums, sustainability forums, website, listings
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
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.	Create the website, do a photo+video shoot, create content, write blogs, boost content
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.	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

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.¹⁰³



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

1

YOUR WEBSITE IS STEP ONE IN YOUR DIGITAL MARKETING JOURNEY.



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

HOW TO APPROACH WEBSITE MARKETING

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



How to find keywords

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

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

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

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

7. Try Detailed Words: Use longer phrases, like "must see cultural and heritage sites in Sri Lanka." They can attract the right people.



Here are 50 keywords for Art, Culture & Heritage Tourism to help you get started!

- Cultural Experiences in Sri Lanka
- Art Tours in Sri Lanka
- Heritage sites in Sri Lanka
- Sri Lankan traditional crafts
- Cultural Festivals in Sri Lanka
- Historic temples in Sri Lanka
- Cultural Performances Sri Lanka
- Sri Lankan folk music
- Traditional dance forms Sri Lanka
- Colonial Architecture Sri Lanka
- Art galleries in Sri Lanka
- Local crafts and artisans
- Sri Lankan handicrafts
- Historical Landmarks in Sri Lanka
- Religious sites in Sri Lanka
- Indigenous communities Sri Lanka
- Artisan Workshops Sri Lanka
- Cultural Workshops Sri Lanka
- Sri Lankan traditional cuisine
- Folklore and Legends Sri Lanka
- Cultural heritage tours
- Traditional Sri Lankan clothing
- Cultural immersion experiences
- Ancient Ruins Sri Lanka
- Indigenous art forms Sri Lanka
- Sri Lankan rituals and customs
- Museums and exhibitions Sri Lanka
- Cultural Diversity Sri Lanka
- Artisan villages in Sri Lanka
- Performing arts in Sri Lanka
- Traditional Pottery Sri Lanka
- Sri Lankan Heritage walks
- Local Traditions Sri Lanka
- Heritage Trails Sri Lanka
- Cultural Storytelling Sri Lanka
- Local art markets Sri Lanka
- Heritage Conservation Sri Lanka
- Colonial heritage sites Sri Lanka
- Traditional music and dance
- Sri Lankan cultural heritage
- Cultural heritage preservation
- Traditional healing practices Sri Lanka
- Traditional farming methods Sri Lanka
- Sri Lankan heritage sites UNESCO
- Ancient Architecture Sri Lanka
- Cultural Exchanges Sri Lanka
- Religious festivals Sri Lanka
- Sri Lankan arts and crafts
- Cultural Identity Sri Lanka
- Sri Lankan folklore and myths

Here are some examples of how to use these keywords

Website Landing Page:

"Discover the Heart of Sri Lankan Culture"

Content: On this landing page, emphasize the diverse range of cultural experiences your business offers. Highlight guided tours to traditional markets, artisan workshops, and local performances. Use keywords like "cultural heritage experiences," "traditional rituals," and "artisan workshops" to communicate the authenticity and depth of your offerings.

Tour Packages Page:

"Explore Mythical Legends with Our Guided Tours"

Incorporate the keyword "mythical legends" to highlight a unique aspect of your offerings. Describe how your tours bring ancient stories to life, captivating travelers with the magic of Sri Lankan folklore.

About Us Section:

"Passionate Artisans Sharing Centuries-Old Traditions"

Utilize the keyword "centuries-old traditions" to emphasize the authenticity of your experiences. Share the story of your passionate guides and the cultural significance of the traditions they share with travelers.



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.



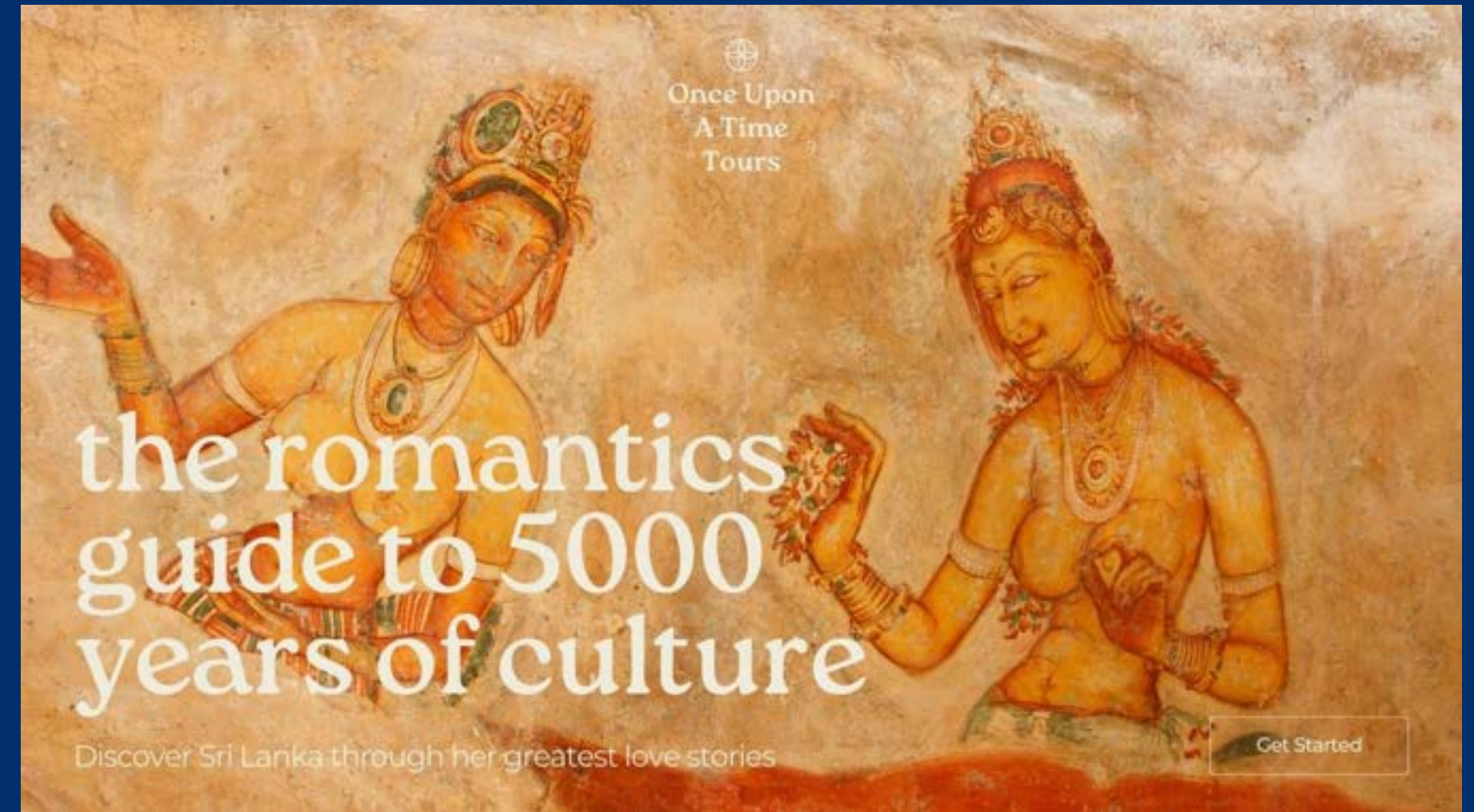
- BE DESCRIPTIVE
- HAVE A MESSAGE
- CAPTURE EMOTIONS & BE AUTHENTIC

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.

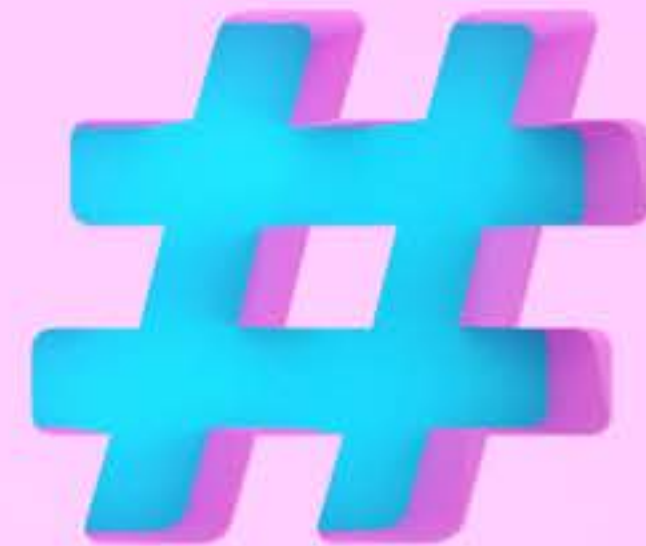
3
**SOCIAL MEDIA
IS A WINNER FOR
ART, CULTURE & HERITAGE
TOURISM.**



**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.

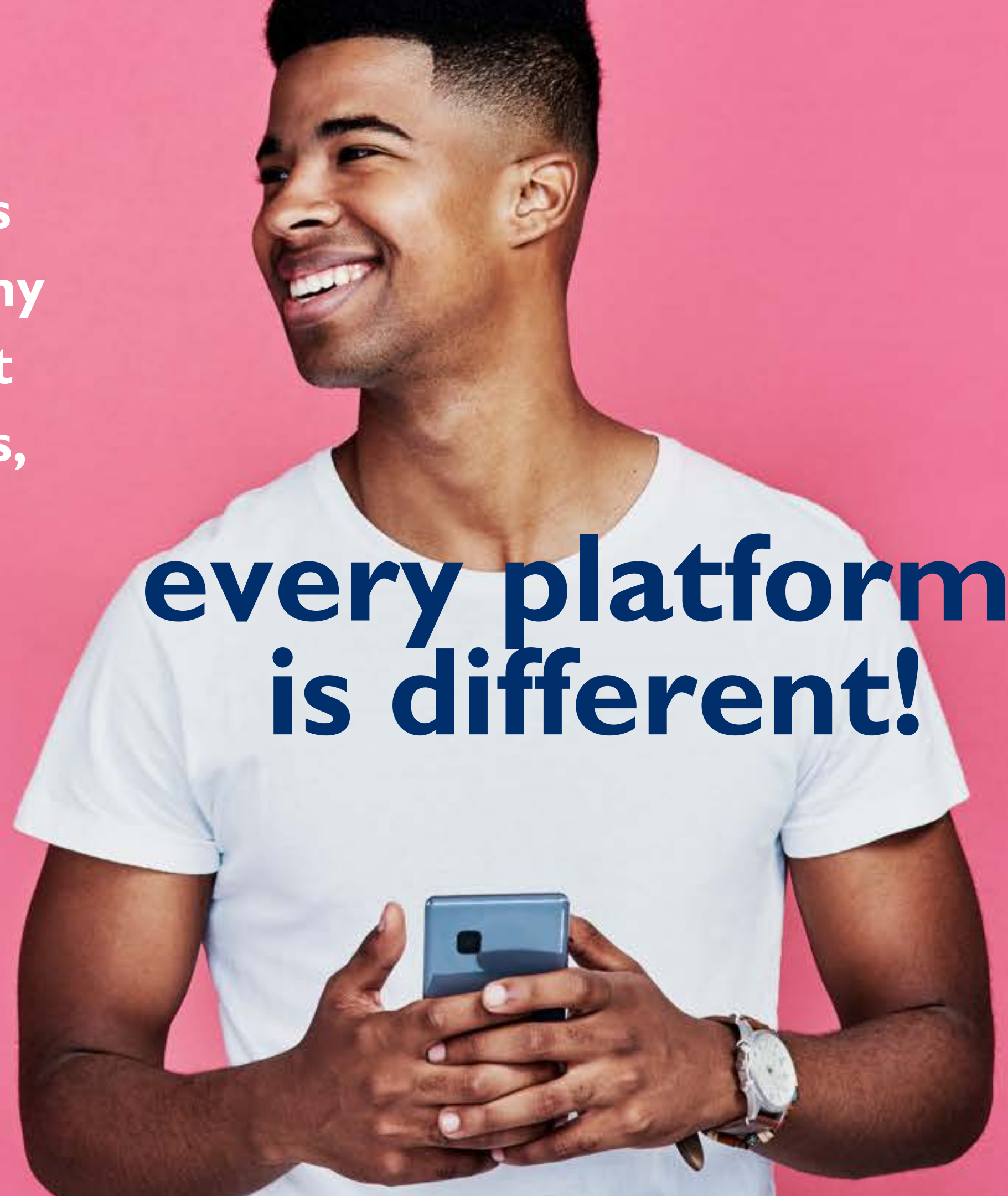










It's your direct line to travelers seeking immersive experiences. By sharing captivating stories, stunning visuals, and engaging videos, you can spark their curiosity and draw them into your world. Social media isn't just about promoting; it's about building connections and crafting a community around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

**every platform
is different!**



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

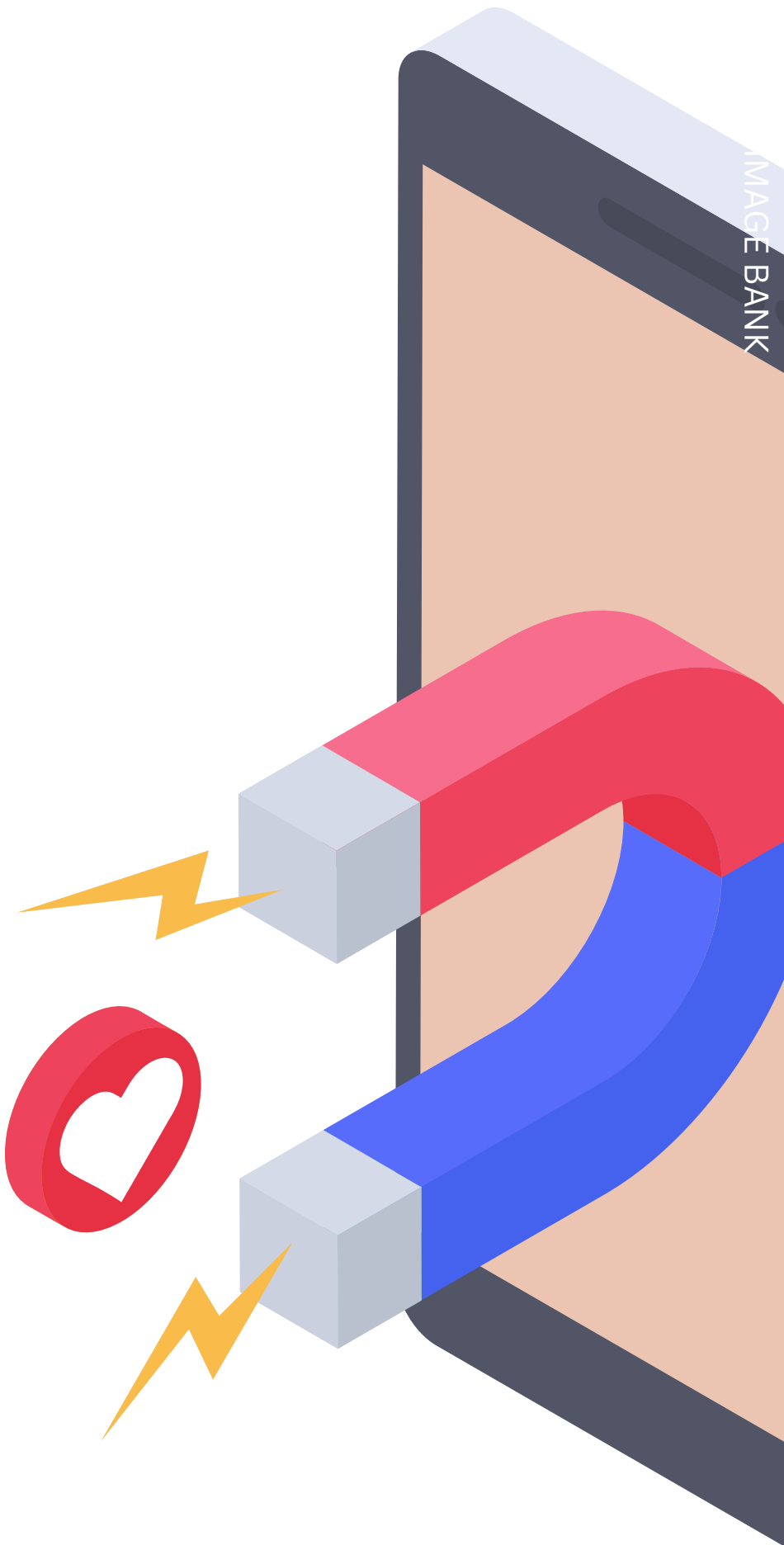
**HARNESS THE
POWER OF ONLINE REVIEWS.**

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.

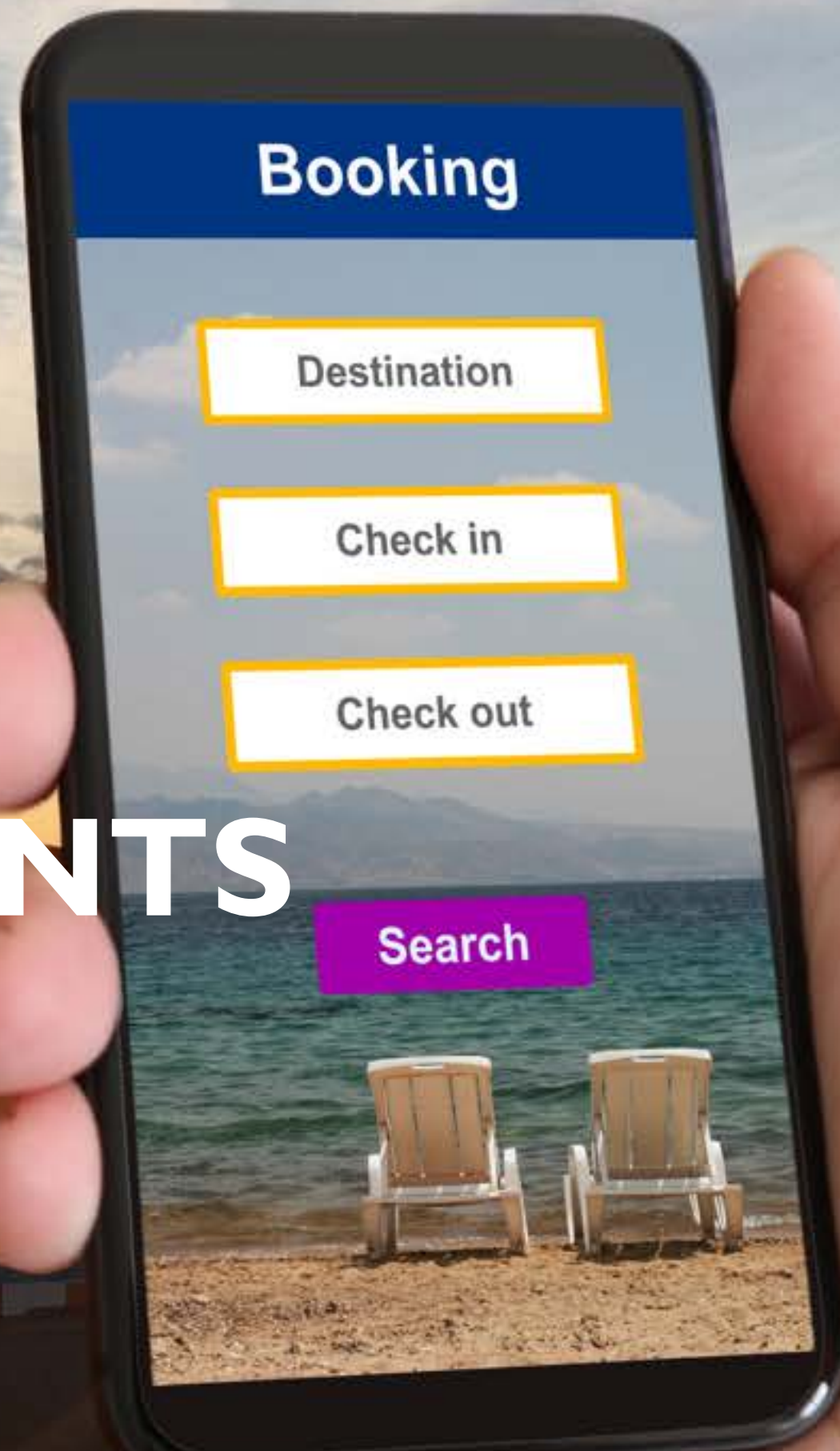
INDICATORS

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](#)

The logo consists of a white circle containing the word "PRO" in blue, followed by the word "TIPS" in white to its right.

- 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 background of the slide features two hands, one from the bottom left and one from the top right, reaching towards each other. The hands are positioned as if they are about to clasp or support each other. The lighting is warm, highlighting the skin tones against a soft, blue gradient background.

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!

