



**USAID**  
FROM THE AMERICAN PEOPLE

# DIGITAL NOMADS

**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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**"Where there's Wi-Fi,  
there's a way!"**

# What is Digital Nomadism?

**Digital Nomadism refers to the trend of individuals, known as 'digital nomads,' traveling to various destinations around the world while maintaining their professional work online. These individuals combine the perks of travel and exploration with the ability to earn a living, typically leveraging digital tools, remote work arrangements, and co-working spaces. The phenomenon is reshaping traditional concepts of work and travel, leading to the rise of accommodations, services, and infrastructure catering specifically to the needs of this mobile workforce.**

**The ultimate**

**work-travel**

**lifestyle.**



**Why is Digital Nomadism so popular?**

# **Technology Advancements:**

**The widespread availability of high-speed internet and cloud-based tools has made it easier for many professionals to work from almost anywhere. The popularity of video conferencing, collaboration tools, and virtual office environments has decreased the need for physical presence in many jobs.**





# Value of Experiences:

There's a growing cultural emphasis on experiences over possessions, especially among younger generations. Living as a digital nomad allows people to explore new places and cultures while working, combining professional and personal growth.



## **Flexibility:**

**Digital nomadism provides a degree of flexibility that isn't typically possible in traditional office roles. This can mean setting one's own hours, choosing one's environment, or avoiding daily commutes.**



## **Cost of Living:**

**Living in cities with high costs of living can be tough. Digital nomadism allows people to work from locations where their income goes further, giving them a better quality of life or enabling them to save more.**

# Escape from Routine:

Many are attracted to the idea of breaking free from the monotony of a 9-to-5 job in a fixed location. The variety and adventure associated with changing one's living location frequently can be invigorating.



# Self-Employment and Freelancing:

The gig economy and the rise in freelancing have given many the autonomy to choose how and from where they work. Platforms like Upwork, Freelancer, and Fiverr have made it easier for individuals to find remote work.



## **Work-Life Balance:**

**Some people find that they achieve a better work-life balance as digital nomads. Being able to take breaks in a beautiful beach town or near the mountains can lead to improved mental health and job satisfaction.**



A woman with glasses and a floral patterned top is sitting at a desk, working on a laptop. The background is a blurred office environment with a grid pattern on the wall.

## **Corporate Acceptance:**

**As a result of the COVID-19 pandemic, many companies discovered that remote work was not only feasible but also often resulted in increased productivity. Some of these companies have continued to allow, or even encourage, remote work after the pandemic.**

# Networking and Community:

There's a growing community of digital nomads worldwide. Co-living and co-working spaces have popped up in numerous countries, catering to the needs of these professionals. This can lead to collaborative opportunities and a sense of belonging.







## **Desire for Independence:**

**Many digital nomads value the autonomy and independence that come with the lifestyle, appreciating the ability to design their days and lives as they see fit.**



**Post-COVID-19, work-from-home options significantly bolstered the popularity of digital nomadism.**

# **Increased Productivity:**

**The pandemic compelled many companies to adopt remote working policies out of necessity. As businesses saw maintained or even increased productivity with remote work, they became more open to the idea of their employees working from anywhere, paving the way for more individuals to explore digital nomadism.**

## **Behaviour Shifts:**

**The shift to work-from-home models during the pandemic led to an accelerated adoption of digital collaboration tools, communication platforms, and cloud-based solutions. With businesses and employees now well-equipped and familiar with these tools, the transition to a digital nomad lifestyle became smoother and more feasible.**



A woman with dark hair tied back, wearing a light-colored striped shirt, is shown from the chest up. She has a thoughtful or concerned expression, with her hands clasped together near her mouth. The background is a blurred indoor setting with a blue cushion and a white patterned pillow.

## **New Priorities:**

**The pandemic allowed many employees to experience a level of flexibility and autonomy they hadn't before. This taste of freedom, combined with the realization of the impermanence of life, drove many to seek experiences and lifestyles that allowed for travel, exploration, and a better work-life balance, all hallmarks of digital nomadism.**

## **New Facilities:**

**As more people started working remotely, the demand for dedicated workspaces grew, even in places not traditionally known as digital nomad hubs. This led to an expansion of co-working and co-living spaces in various locations worldwide.**

## Changes in Visa Regulations:

Recognizing the economic potential of attracting remote workers, several countries introduced or publicized "digital nomad visas" or "remote work visas". These visas allow individuals to stay and work in the country for longer periods than typical tourist visas. Countries like Estonia, Barbados, and Georgia were among the first to introduce such initiatives.

**VISA**  
**approved** ✓  
**denied**

**PASSPORT**

Boarding Pass | Caravelle

Name | Norm

From | De

Boarding Time  
Heure d'embarquement

AC 126

Flight & Date | Vol et date

Class | Clas  
**Eco1**

Boarding

Name | Non

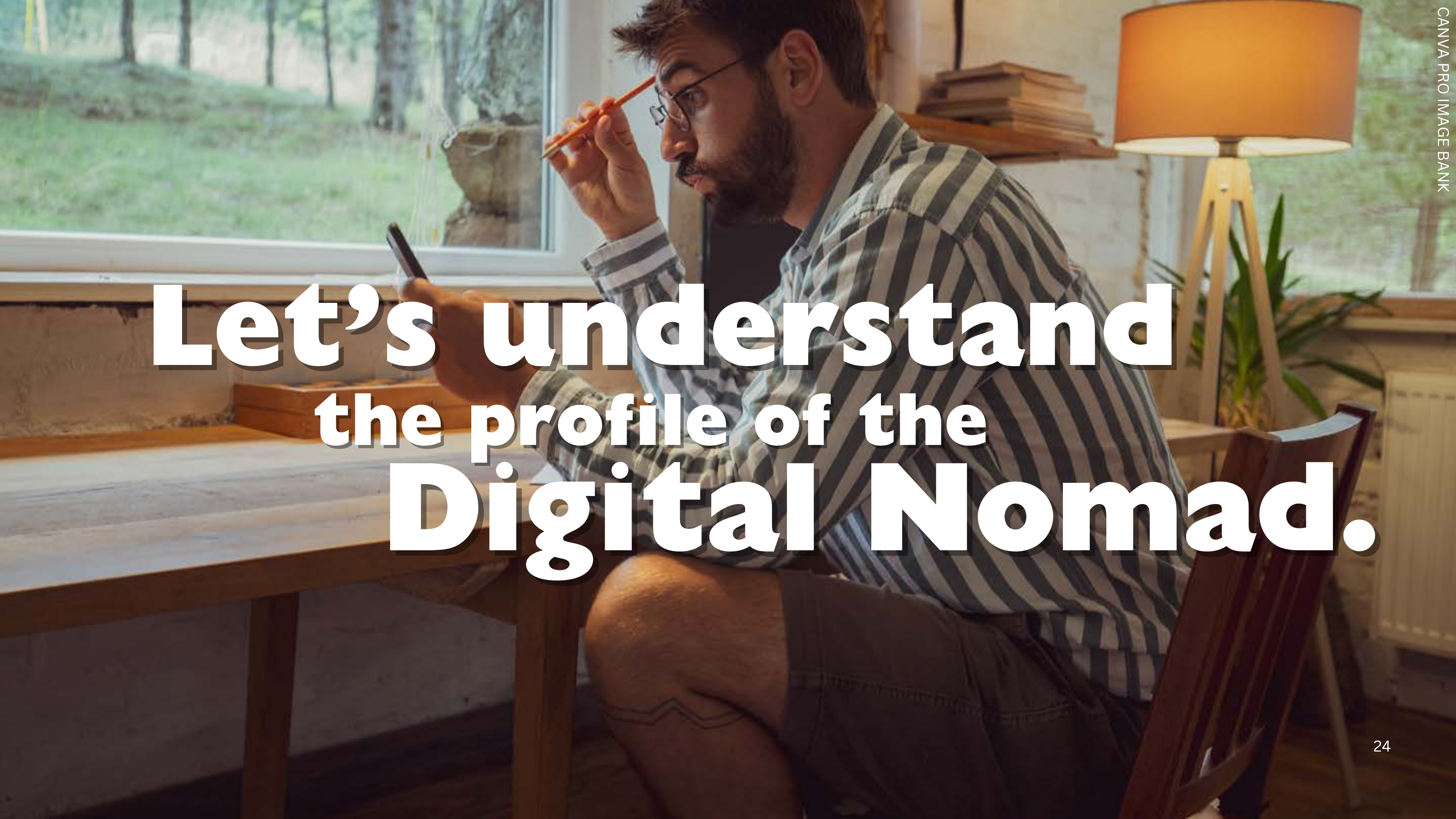
12B

eat | Place

nique

Air Use





**Let's understand  
the profile of the  
Digital Nomad.**



# Definition:

**A digital nomad is someone who works remotely, often in various locations, using digital technologies such as laptops and the internet. They aren't bound to a fixed location and typically travel between places while maintaining their professional responsibilities.**

# Age and Demographics:

- While digital nomads can be of any age, many fall into the **millennial or younger Gen X categories**, largely due to the alignment of technological advancements with their working years.
- That said, there's a **growing number of older digital nomads** who embrace the lifestyle after traditional retirement or as a way to change careers later in life.

# Profession and Skills:

- **Freelancers:** Many digital nomads are freelancers working in areas like writing, graphic design, programming, digital marketing, and consulting.
- **Entrepreneurs:** Some are startup founders or run their own online businesses.
- **Employees:** With the rise of remote work, an increasing number of traditional employees, especially in tech, marketing, and administrative roles, have also adopted the digital nomad lifestyle.
- **Educators:** Online teaching, especially English as a second language, has become a popular profession among digital nomads.



# Lifestyle Preferences:

- **Travel Frequency:** Some digital nomads move every few days or weeks, while others prefer staying in one location for months before relocating.
- **Accommodations:** They might use co-living spaces, Airbnb, hostels, or local rentals. There's also a rise in coliving spaces catering specifically to digital nomads.
- **Co-working Spaces:** These have become popular hubs for digital nomads seeking reliable internet and a dedicated workspace. They also offer networking opportunities.

# Challenges and Considerations:


- **Connectivity:** Reliable internet is a top priority. Without it, work can be disrupted.
- **Visa and Regulations:** Navigating visa requirements and durations of stay can be tricky. Some countries have started offering digital nomad visas to address this.
- **Healthcare and Insurance:** Access to healthcare and having appropriate insurance coverage is crucial.
- **Time Zones:** Working across different time zones can pose scheduling challenges, especially if clients or employers are based elsewhere.

# Motivations and Values:

- **Freedom and Flexibility:** Many value the autonomy to design their own schedules and environments.
- **Experiences Over Possessions:** A preference for experiences and cultural immersion often outweighs the desire for material possessions or a permanent residence.
- **Continuous Learning:** Being exposed to different cultures, languages, and environments fosters a mindset of continuous learning and adaptability.

# Networking and Community:

- Many digital nomads seek out communities or networking events in their temporary locations, both for social and professional reasons.
- Online communities, forums, and social media groups also serve as platforms for digital nomads to share resources, advice, and experiences.



**It's essential to recognize the vast diversity among digital nomads. They come from various backgrounds, professions, and motivations, and their approach to the lifestyle can differ widely based on personal preferences and circumstances.**



A close-up, slightly angled view of the American flag, showing the blue field with white stars and the red and white stripes. The flag is waving, creating a sense of movement. A yellow rounded rectangular box is overlaid on the center of the image, containing text.

Over half the global digital nomad population is American



Digital nomads aren't necessarily hitting the coast - many are moving to big cities.

Digital nomad families & people traveling with pets are prevalent.



A woman with curly hair and glasses is sitting at a wooden picnic table in a forest, working on a laptop. She is wearing a grey and white patterned sweater and a striped scarf. The background is a lush green forest with moss-covered trees.

# What are digital nomads looking for?

# **Solid Internet:**

**Number one on the list! They need strong and reliable Wi-Fi to get their work done. No good trying to join a work call with patchy internet!**

# Affordability:

**Most nomads want their money to stretch further, so they look for places where living costs aren't through the roof.**

# Co-Working Spaces:

Cool spots where they can work alongside other like-minded folks. It's a mix of getting work done and making new friends.



# **Safe Environment:**

**Nobody wants to be constantly  
looking over their shoulder, right?  
Safety is a big deal.**



# **Good Vibes & Culture:**

**Places with rich culture, good food, and friendly locals make the experience way more fun.**

# Comfortable Accommodation:

Not necessarily 5-star, but clean, cozy places to crash, preferably with a workspace. Bonus if there's a community of other travelers or nomads.



A wooden mallet is shown striking a stack of papers. The mallet's head is positioned over the top of the stack, and the handle extends towards the top left. The papers are slightly offset, showing multiple layers. A large, bold, red stamp with the word 'EXTENDED' is visible on the papers. The background is a solid yellow color.

**Flexible**

**Visa**

**Policies:**

It's a drag if you have to leave a country every month. So, places that offer longer stays or special digital nomad visas are a big hit.

**EXTENDED**

# Healthcare Facilities:

Having access to decent healthcare and other essentials like grocery stores and gyms is super important.



# **Weather and Natural Beauty:**

**Sunshine and beaches? Mountain views? These can be the cherry on top. Great for those after-work adventures.**

# **Networking Opportunities:**

**Events, meetups, or places where they can connect with others in the digital realm or their industry can be a major pull.**

**A work-friendly environment**



**authentic experience!**

**DIGITAL NOMADS ARE**

**authentic  
experience  
seekers**



# experience

IS THE NEW LUXURY


# Luxury

IS FLEXIBILITY





**status =**  
**AUTONOMY**



**"Home isn't a place for a digital nomad; it's a connection, a purpose, and a horizon waiting to be explored."**

A man with long dark hair tied in a ponytail, wearing a green button-down shirt, is sitting at a light blue table in a cafe. He is smiling and looking at a laptop screen. His hands are on the keyboard. The background is a blurred cafe interior with wooden tables and chairs.

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



[HOW IT WORKS](#)

[THE TRIBE](#)

[TESTIMONIALS](#)

[BLOG](#)

[NEXT LOCATIONS](#)

[APPLY TO JOIN](#)

wifitribe.com

# Meet Other Remote Professionals Travelling The Road Less Travelled




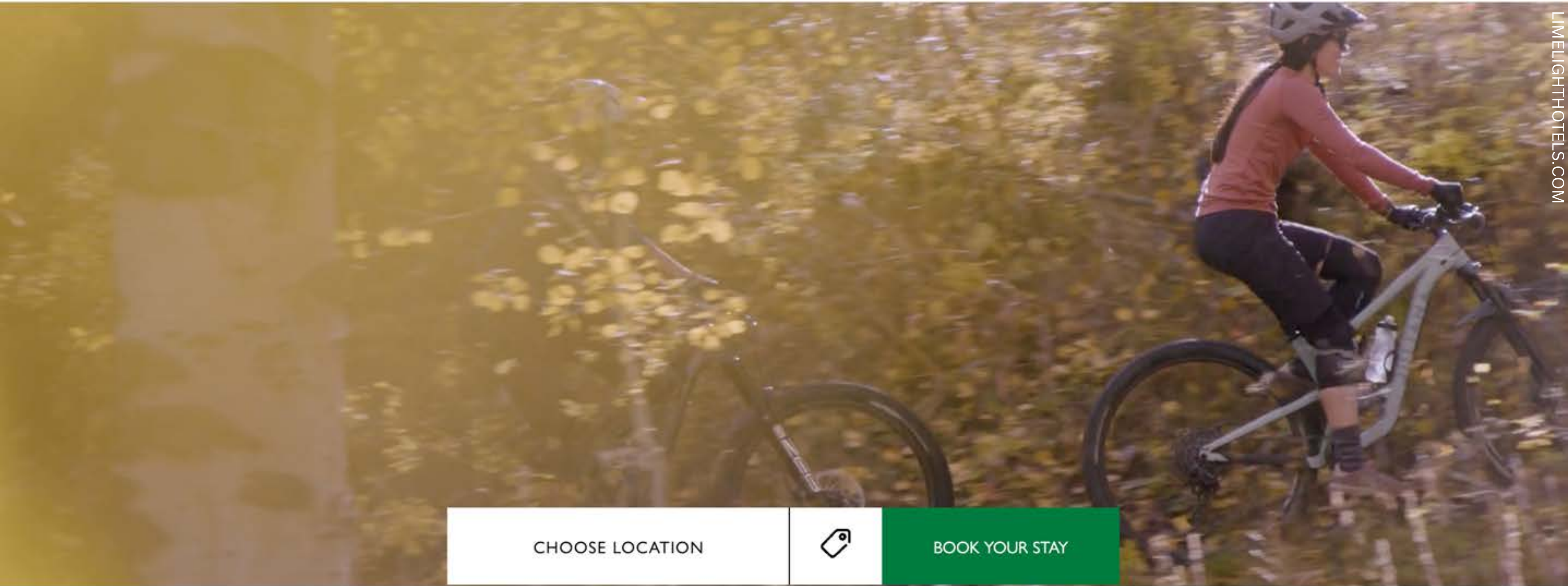
[Click for website link](#)

A community of more than 800 members from 60-plus countries who live and work together around the world



“A lot of people start with interest in Bali; Medellin, Colombia; or Playa del Carmen, Mexico,” Diego Bejarano Gerke, cofounder of Wifi Tribe said. “But, as soon as people have been traveling like this for a while, they start looking at Oman or Japan — the kinds of places that aren’t typically on that digital nomad road.”

DENVER  ASPEN  SNOWMASS  KETCHUM



CHOOSE LOCATION

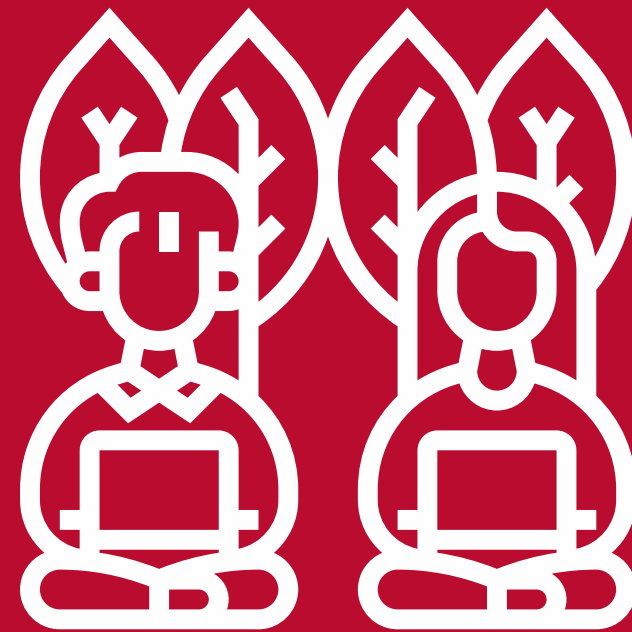


BOOK YOUR STAY

[Click for website link](#)

Limelight Hotels, has properties located in premier ski and mountain destinations — including Aspen and Snowmass, Colo., and Sun Valley, Idaho — which are ideal basecamps for working with a splash of adventure.





“Many people dream of living in the mountains one day and waking up to the idyllic beauty of nature,” said Connie Power, director of sales for Limelight Hotels. “We want to help people realize that dream for a period and take advantage of the newfound flexibility that remote work has afforded so many.”



The Limelight Long Stay package offers reduced rates for longer-term guests who benefit from high-speed Wi-Fi access, free breakfast and food/beverage credit so they can jump right into work, as well as complimentary bike access to explore when the workday is done. Guests may also request the setup of printers, scanners and additional monitors in their rooms.



[Click for website link](#)

Harmon Guest House, a luxury boutique hotel in Sonoma County, California



The Harmon Guest House, has gone so far as to partner with Altwork to provide guests in-suite, self-contained, ergonomic workstations. These are equipped with 32-inch screens that workers can use sitting, standing, lying down or even upside down. Harmon Guest House is one of many hotels to also offer day passes for professionals who need an office just for the day.



[JOIN NOW](#)

# Largest, Most Fun, RV Camping Membership

**Overnight RV Camping at 4826+ Farms, Wineries, Breweries, Attractions, and More!**

Enjoy unlimited stays at unique camping locations with no camping fees.

[JOIN NOW](#)



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Overnight RV Camping at 4826+ Farms, Wineries, Breweries, Attractions, and More!



“Many people are choosing a recreational vehicle (RV), which promises a more socially isolated experience.

RVshare, a rental platform, shows that nearly 61% of people agree that RVs make good workspaces.”

Harvest Hosts



“We have seen an increase in interest among the younger, remote-working generation,” Harvest Hosts Spokesperson



SELINA.COM



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Selina provides guests with beautiful places to stay, travel, and work abroad indefinitely.





Plus, we use our in-depth local knowledge to create thousands of authentic activities and experiences in over 110 destinations worldwide. From the heart of urban cities to the depth of the Amazon Jungle, we put our heart, soul, and wanderlust into providing forever-travelers, break-takers, and staycaters with a new and exciting way to explore the world.

[Selina.com](https://www.selina.com)



## WORK, STAY, EXPLORE, COWORK

Building one of the largest hospitality brands in the world with one of the fastest conversion models globally. Blending beautifully designed accommodation with coworking, recreation, wellness, and local experiences, Selina is custom-built for today's nomadic traveler, providing guests with a global infrastructure to travel and work abroad seamlessly.

[Selina.com](https://selina.com)

# USA

**SINCE A LARGE MAJORITY OF DIGITAL NOMADS ARE AMERICAN, IT MAKES SENSE THAT THE USA IS SUCH A POPULAR PLACE FOR THEM TO LIVE, WITH MORE THAN 200,000 DIGITAL NOMAD HASHTAG POSTS.**

**BEING A DIGITAL NOMAD DOESN'T NECESSARILY MEAN YOU NEED TO LEAVE YOUR HOME COUNTRY, AND MANY AMERICAN REMOTE WORKERS STAY WITHIN THE COUNTRY (EITHER BY CHOICE OR WORK RESTRICTIONS) AND DECIDE TO PICK DIFFERENT CITIES OR STATES TO EXPLORE INSTEAD OF GOING ABROAD.**

**[CLICK ME](#)**



# Spain

WITH A DIGITAL NOMAD VISA ON OFFER, A FANTASTIC CLIMATE AND CULTURE, AND AN ENDLESS LIST OF PLACES TO VISIT, SPAIN IS HIGH ON THIS LIST. THERE IS NO SHORTAGE OF PLACES TO EXPLORE THROUGHOUT SPAIN THAT ARE PERFECT FOR DIGITAL NOMADS. THE ONLY QUESTION IS WHICH ONE TO CHOOSE. SPAIN RACKS UP ABOUT 125,000 #DIGITALNOMAD POSTS ON INSTAGRAM.

[CLICK ME](#)

The background is a collage of three images. The left image shows a wooden boat on clear turquoise water with a lush green cliffside in the background. The middle image shows a tall, ornate temple spire (likely Wat Arun) against a sunset sky. The right image shows a boat filled with various fresh fruits like mango, papaya, and grapes, with people in traditional clothing.

# Thailand

**HAVING ALWAYS BEEN A MASSIVELY POPULAR TOURIST DESTINATION WITH TRAVELERS FROM BACKPACKERS TO LUXURY, THE LAND OF SMILES HAS NOW BECOME POPULAR WITH DIGITAL NOMADS AS WELL. THE MAIN HOTSPOTS HERE ARE BANGKOK, CHIANG MAI, AND KOH SAMUI, ALL OF WHICH OFFER A MUCH CHEAPER COST OF LIVING THAN THE U.S., AND THE STUNNING SCENERY DOES NOT HURT EITHER.**

**[CLICK ME](#)**

# Mexico

WITH JUST OVER 100,000 #DIGITALNOMAD TAGS ON INSTAGRAM, MEXICO'S POPULARITY WITH DIGITAL NOMADS CANNOT BE OVERSTATED. MANY COME FOR THE BEACHES, CITIES, MAGIC TOWNS, OR PERHAPS ONE OF THE WORLD'S BEST STREET FOOD SCENES. NO MATTER THE REASON, THERE IS NO DISPUTING THAT THIS DIVERSE AND ENTRANCING COUNTRY WILL CONTINUE TO LURE DIGITAL NOMADS IN, WITH PERHAPS A DIGITAL NOMAD VISA ON THE HORIZON. [CLICK ME](#)



# France

**THE NUMBER OF DIGITAL NOMAD HASHTAG USES ON INSTAGRAM FOR FRANCE HOVERS AROUND 94,500, MAKING IT A VERY POPULAR SPOT WITH REMOTE WORKERS. MANY COME FOR THE FRENCH WAY OF LIFE, WITH THEIR FAMOUS WORK-LIFE BALANCE WINNING PEOPLE OVER.**

**IT'S DEFINITELY NOT THE CHEAPEST PLACE TO CALL HOME FOR A WHILE, BUT THE COUNTRY IS INSPIRING AND FULL OF PLACES TO EXPLORE IN YOUR DOWNTIME. WHILE THERE IS NO DIGITAL NOMAD VISA OFFERED, MOST PEOPLE CAN STAY UP TO 90 DAYS AS THE COUNTRY IS PART OF THE SCHENGEN AREA.**

**[CLICK ME](#)**

# The Countries Attracting the Most Digital Nomads

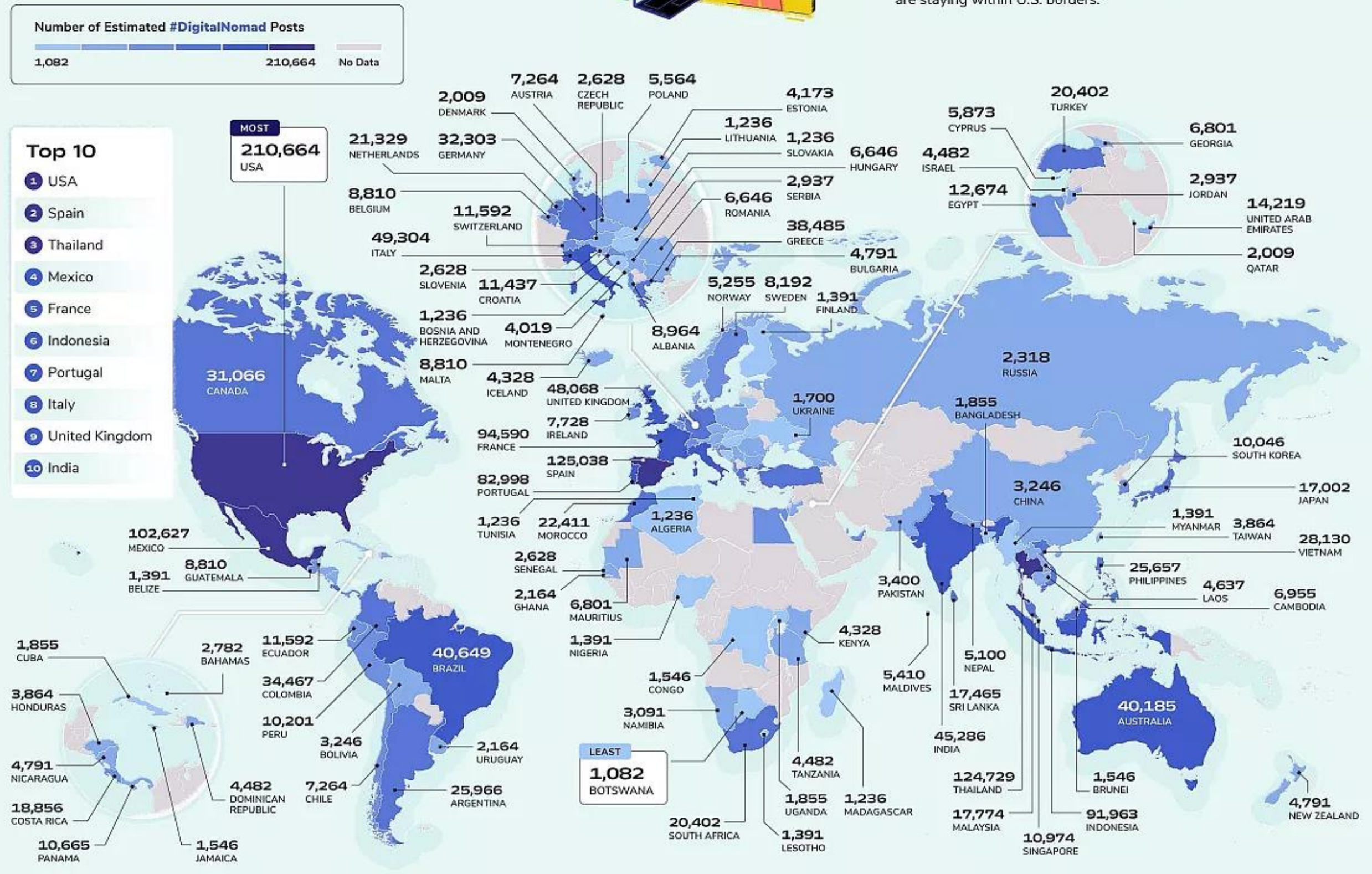


When all you need is a laptop, a good Wi-Fi connection and a compatible job, it's easy to see why some people — termed digital nomads — choose to travel the world and work as they go. Forbes writes that it's a global community that's 35 million strong — but where are they all working from?

It's hard to track a nomad, so we turned to Instagram, finding more posts tagged with #digitalnomad (an estimated 210,664) in the U.S. than in any other country. According to Statista, the main nationality of digital nomads worldwide is American, so perhaps many nomads are staying within U.S. borders.

click me

click me







**Remember  
digital nomadism  
is a lifestyle  
movement.**



**Being a digital nomad has always been trendy, but in 2022 this lifestyle is becoming more mainstream.**

**Since the pandemic hit,  
more and more people are  
working remotely and  
independent of location.**



A woman with long, dark, wavy hair is seen from the back, sitting on a wooden balcony. She is focused on a laptop in front of her, with her hands on the keyboard. The balcony has a dark wooden railing. In the background, there is a vast, calm blue ocean under a clear sky. Some green foliage is visible on the left and right sides of the frame. The overall atmosphere is peaceful and scenic.

**This gives them the opportunity to explore the best places travel, even as they continue working.**

**There are 35 million digital nomads around the world.**

**A majority of digital nomads  
make between \$50,000 to  
\$250,000 per year.**

[CLICK FOR SOURCE](#)

A woman with dark braids is sitting on a grey lounge chair on a sandy beach. She is holding a white laptop in front of her. The background shows a blurred beach scene with white umbrellas and greenery. The text is overlaid on the image in a large, bold, white font with a black outline.

**The average age of a digital nomad is 32 years old.**



**Millennials make up  
44% of digital  
nomads in the U.S.**



**The majority of digital nomads (70%) work 40 or fewer hours every week, while only 33% work over 40 hours.**



A photograph of a laptop computer sitting on a bed with white linens. In the background, a large window with sheer white curtains looks out onto a bright, hazy ocean scene. The text is overlaid on the left side of the image.

**In terms of travel jobs, most digital nomads work in information technology (19%), while the second most popular field is creative services (10%).**




**Out of all self-employed digital nomads, 66% have their own business, while the other 34% are gig workers and freelancers.**

**52% Of American digital nomads plan to stay within the U.S., while the other 48% aim to travel internationally.**



**80% Of digital nomads are men, while  
20% are women.**

The image shows three silhouettes of people walking on a dark, rounded hill against a bright, golden sunset sky. The person in the foreground is on the left, seen from behind, carrying a large backpack. Two other figures are further down the slope to the right, one slightly ahead of the other. The overall mood is contemplative and suggests a journey or a nomadic lifestyle.

**56% Of digital nomads claim to not be religious. 7% are Christians, while 2% believe in Buddhism.**

**11% Of male digital nomads report to be vegans, compared to 17% of female digital nomads.**

# Over 66 countries offer Digital Nomad Visas





**Sri Lanka is  
a dream  
destination for  
Digital Nomads.**

**Key source markets - UK,  
Russia, Germany & France  
have high interest in  
digital nomadism.**



An aerial photograph of a tropical coastal town. The town is built on a lush green hillside, with numerous small houses with red roofs and many palm trees. The town is situated on a peninsula or a narrow strip of land, with a sandy beach and turquoise water in the foreground. The water is clear, showing the sandy bottom and some rocks. In the background, the ocean is a deep blue-green color. A large red text box is overlaid on the center of the image, containing the text: 

**While big cities are a hit with digital nomads coastal countries are hugely popular.**

A person wearing a grey t-shirt and olive green pants is seen from the side, carrying a large black backpack and holding a light blue laptop. They are standing on a hillside with a cityscape and greenery in the background. The text is overlaid on a red, cloud-like shape.

**How can you take  
advantage of the  
influx of digital  
nomads living in Sri  
Lanka?**

A photograph of a modern co-working space. In the foreground, a woman with blonde hair, wearing a plaid shirt over a grey top, sits at a wooden desk, looking at a tablet. To her right, a woman with curly red hair, wearing a blue top and denim overalls, holds a blue mug. Next to her, a man with a beard and a bun, wearing a plaid shirt, looks towards the woman with the mug. In the background, other people are working at desks. A bicycle is parked on the right side of the frame. The overall atmosphere is bright and collaborative.

## **Co-working and Co-living Spaces:**

Offering shared workspaces or living quarters tailored to the needs of digital nomads, equipped with high-speed internet, comfortable work stations, and networking areas.

The background of the slide features a scenic view of a historic site. In the center, a tall, weathered stone clock tower stands against a clear blue sky. To the left, a flagpole with a yellow flag is visible. The foreground is dominated by dark, rough-hewn stone walls that form a walkway or enclosure. The ground is covered in green grass. In the distance, a body of water and some buildings can be seen under a bright, sunny sky.

## **Events and Workshops:**

Hosting seminars, workshops, or networking events tailored for digital nomads to share knowledge, network, or introduce them to local business opportunities and culture.

## **Local Experience Packages:**

Designing tailored experiences that merge work and leisure, such as work-from-the-beach days, local craft workshops, or cultural immersion tours.

## **Flexible Services:**

Offering month-to-month memberships, weekly passes, or drop-in rates for services like gyms, clubs, or other facilities, understanding the transient nature of a nomad's stay.



A group of people, including a man with a beard and a woman, looking at a tablet together. The man is wearing a white shirt and a blue cap, and the woman is wearing a red top. They are all smiling and appear to be in a collaborative setting.

## **Collaborative Opportunities:**

Partnering with digital nomads who possess skills that local businesses might lack. For instance, a digital marketing expert could help a local business increase its online visibility.



## **Localized Products:**

Creating products or services specifically tailored for digital nomads, like local tech support, rental gear (cameras, tech equipment), or even transport options like hop-on-hop off services, ebikes etc.

## **Discount Bundles:**

Offering bundles for extended stays, which could include accommodation, transportation, meals, and local experiences.

## **Community Engagement:**

Organizing community service or local engagement events where digital nomads can volunteer, fostering a sense of community and connection with the locale.

## **Promote Local Talent:**

Collaborate with nomads to showcase local artisans, musicians, chefs, etc., on global platforms or in projects that they might be involved in.

## **Affiliate Programs:**

If digital nomads have a significant online presence, they can become affiliates, promoting local businesses or services to their audience.

A blue train is shown from a side-on perspective, moving through a vibrant green landscape. The train is on the left side of the frame, with its windows reflecting the surrounding scenery. The landscape is filled with tall grass and various trees, including some tall, thin evergreens. In the background, there are rolling hills and a sky with soft, golden light from a setting or rising sun, creating a warm and atmospheric scene. A red speech bubble with white text is overlaid on the center of the image.

**Here are some fun little ideas  
to help inspire you!**

# Digital Nomad vs Locals

## Street Cricket





A nighttime cityscape with several tall buildings, some with lights on, reflected in a body of water. The sky is a mix of blue and purple, suggesting dusk or dawn. A prominent red rounded rectangle is overlaid in the center, containing white text. The water in the foreground is dark, and the reflections of the buildings and lights are visible.

# Site Seeing Running Groups



**Remember creating a  
sense of community is  
key... Karaoke around the  
island?!**

කච්චේරිය - මඩකලපුව  
கச்சேரி - IDL க்களம்  
KACHCHERI-BATTICALOA

# Culture Breaks

ANNO 1676

# Insta Adventures By Tuk Tuk





# Digital Nomad Poojas!

# Art & Coffee Day Safaris



# Cooking Classes

# Tea Safaris







# Mythology Safaris



# Pola Safaris

A tropical beach scene featuring a dense line of palm trees on the left, a rocky shoreline with waves crashing against the rocks, and a clear blue sky. A red rounded rectangle is overlaid in the center, containing the text "Beach Yoga" in white. The overall atmosphere is serene and inviting for outdoor activities.

# Beach Yoga



# Mountain Yoga

# Paddle Yoga

A woman with long dark hair tied in a ponytail, wearing a white tank top and white pants, is sitting in a meditative lotus position on a mat in a grassy field. She is facing away from the camera, looking towards a large body of water under a bright, hazy sky at sunset or sunrise. The scene is peaceful and serene.

# Meditation Safaris



# Curated Museum Trips



# Curated Mixology Safaris





# Cycling Safaris


# Dining Safaris



# Surfing Safaris



# Coconut Safaris

A close-up photograph of a person's hand holding a cracked coconut shell. The hand is tilted, and a stream of clear coconut water is pouring out from the opening into a glass held below. The background is a blurred beach scene with blue water and a clear sky. The person's hand is wearing a dark beaded bracelet.

**Pick your own coconut, learn to husk it, break it, drink it, scrape it & make your own coconut sambol... polish the shell & keep it as a souvenir!**

A swimmer is captured in mid-stroke in the ocean. The sun is low on the horizon, creating a warm, golden glow and lens flare effects. In the background, a coastal town with buildings is visible on a hillside. The water is dark blue with white foam from the swimmer's strokes.

**Swimming Safaris - have  
you completed the 10 best  
bays list?**



# Canoe Safaris

# Parasailing Safaris





A photograph of a whale's tail fluke emerging from the water in the foreground, with a white whale-watching boat in the background. The text 'Whale Safaris' is overlaid in a red box.

# Whale Safaris



# Elephant Safaris



# Batik Safaris

A close-up photograph of a person's hands using a traditional batik pen (korpri) to draw a butterfly pattern on a piece of white fabric. The fabric is held taut, and the pen is in the process of creating a dark brown line. The background is softly blurred, showing a wooden surface and a yellow object.

# Batik Classes



**Watch a movie in the park or  
the beach or anywhere  
interesting!**

A vintage movie projector sits on a decorative stand in the foreground. In the background, two people are silhouetted against a large screen displaying a cityscape at sunset. The scene is lit with warm, golden light.

# Cinema Safaris



# Digital Nomad Kite Festival



# Mural Painting



# Language Classes





# Big Match Adventures



**Saree Safaris**  
**Learn to drape one!**

A photograph of the Sigiriya rock fortress in Sri Lanka. The image shows ancient stone structures with a prominent overhang on the right side. The sky is blue with scattered white clouds. A red text box is overlaid on the center of the image.

**Climb Sigiriya in a saree!**  
**(like so many of our teachers**  
**taking kids on trips do!)**

A close-up, low-angle shot of a brightly colored boat. The cabin is red with a yellow trim. The hull is orange with a blue stripe and a green stripe. The boat is reflected in the water below. The background is a clear blue sky.

# Arrack & Baila Sessions

# Motorbike Culture Rides





# Heritage Crossfit




# Monsoon Crossfit



A tall, white, cylindrical lighthouse stands on a sandy beach. The lighthouse has a white base with a small dark doorway at the bottom. Above the base is a white balcony with a gold railing. The top of the lighthouse is a white lantern room with a blue and white diamond-patterned glass. The background shows a clear blue sky, a turquoise ocean with white waves, and a few birds flying. In the foreground, there are some small boats and a thatched hut on the right.

# Coastal Crossfit

# Blue Mountain Crossfit

A night sky featuring the Milky Way galaxy in shades of purple and blue. In the foreground, there are silhouettes of palm trees and a mountain range against a dark horizon.

**The possibilities are endless!**

