



USAID
FROM THE AMERICAN PEOPLE

FESTIVALS 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.

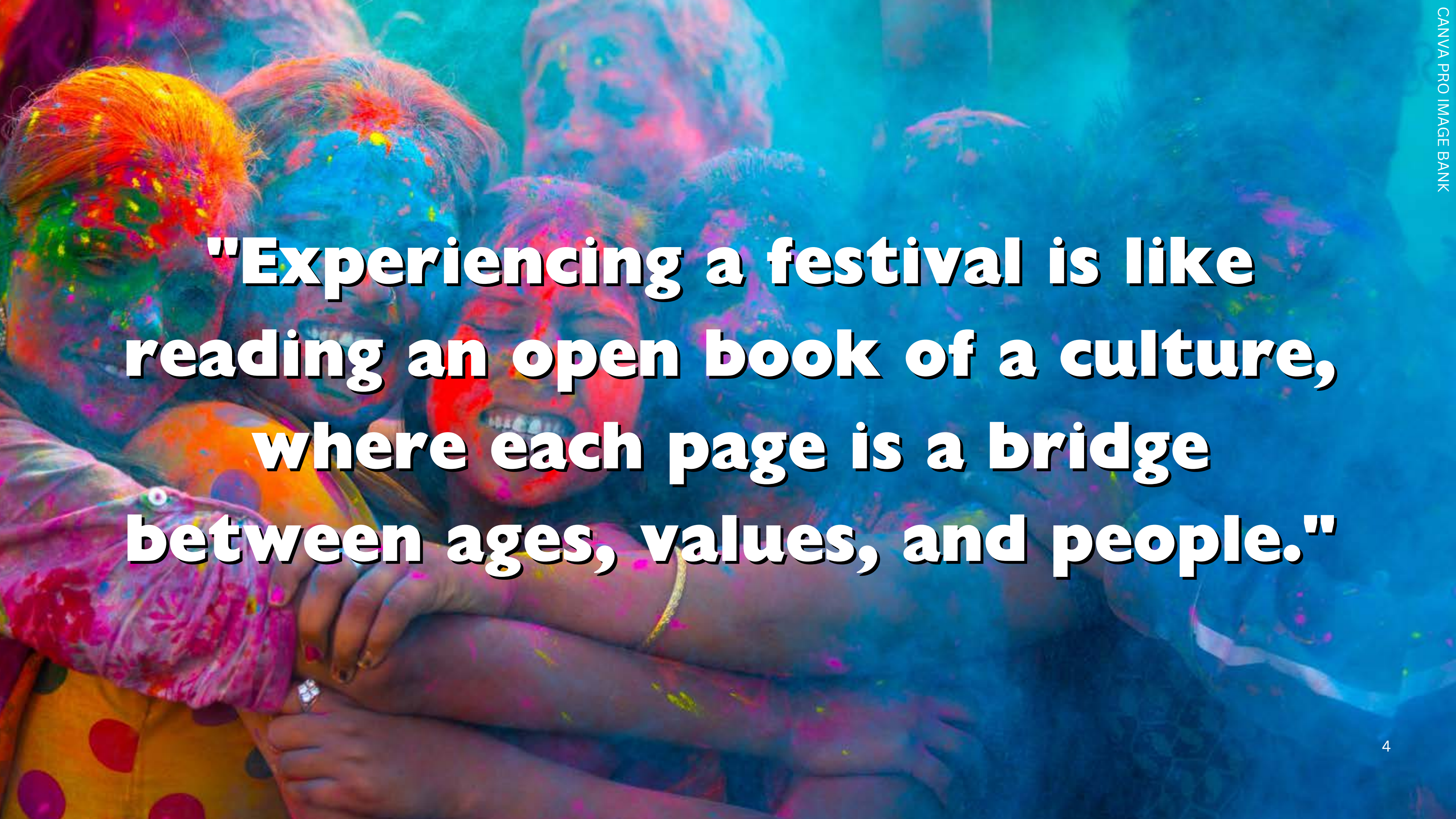
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CONTENTS

CLICK PAGE NUMBER FOR DIRECT LINK

FESTIVAL TOURISM EXPLAINED	<u>5</u>
TRAVELER PROFILE	<u>12</u>
FESTIVAL CATEGORIES	<u>26</u>
SRI LANKA'S POTENTIAL	<u>78</u>
SPARKING LOCAL IDEAS	<u>91</u>
DO'S & DONT'S	<u>151</u>
MARKETING TOOLKIT INTRODUCED	<u>156</u>
TRAVELER PERSONAS	<u>166</u>
CUSTOMER JOURNEY MAP	<u>177</u>
MARKETING PLAN	<u>188</u>
MARKETING MIX DEEP DIVE	<u>194</u>




"Experiencing a festival is like reading an open book of a culture, where each page is a bridge between ages, values, and people."

What is Festival Tourism?

Festival tourism refers to the phenomenon where people travel to different destinations, often crossing city, state, or even country borders, to attend festivals. These can range from cultural and religious festivals like Sri Lanka's vibrant Vesak and Sinhala & Tamil New Year celebrations, to music festivals, food festivals, and even niche events like kite festivals.

A woman in a traditional Day of the Dead costume is the central focus. She has intricate skull makeup on her face, including black eye sockets, a black nose, and red lips. Her hair is adorned with a large, elaborate crown of red and orange roses. She is wearing a black, beaded, and sequined top. In the background, a modern building with the HSBC logo is visible, along with green trees and a construction site with scaffolding. The overall scene is outdoors during the day.

The beauty of festival tourism is that it provides travelers with a unique lens through which to experience a destination. Visitors aren't just passive spectators; they become active participants in local traditions, cultures, and celebrations.



Festivals are memorable and they enrich the local community both culturally and economically.

To experience a festival is to live a thousand years of tradition in one magical moment.




They link


the ancient

with

the modern.

A photograph of a family of three at a festival at night. A man in the center is smiling broadly, pointing upwards with his right hand. A young child is sitting on his shoulders, also pointing upwards. To the right, a woman is smiling and looking upwards. The background is dark with blurred lights from festival structures.

“Today’s global travelers are willing to spend that extra penny to experience the magic of seasonal, music, cultural, and even shopping festivals,”
MamounHmedan, Wego Managing Director for MENA and India.

A close-up photograph of three young people at a festival. They have colorful face paint (red, green, blue, yellow) on their faces and are wearing sunglasses. They are all smiling and cheering with their mouths open. The background is bright and out of focus, suggesting an outdoor festival setting. The text is overlaid on a yellow speech bubble in the lower center of the image.

“It’s the Gen-Y’s penchant for unique and authentic cultural encounters and human-interactions that drives their interest to attend festivals – halfway across the world.”



are you asking yourself

who a Gen Y is?!

Gen Y, or Millennials, are the cool kids born between the early '80s and late '90s.



They're the first bunch to grow up with the internet, smartphones, and all that techy stuff.



**They love experiences like
travel and festivals more than
just buying things.**



Why do they

love

festivals?

A photograph of two young women at a festival. The woman in the foreground is smiling broadly, holding chopsticks over a plate of dumplings. The woman in the background is laughing with her hands near her face. The scene is brightly lit, suggesting an outdoor festival setting.

Experience Over Material Goods:

Millennials are all about creating memories rather than accumulating stuff. Festivals offer the perfect platform for unique, Instagram-worthy experiences that they can share and look back on.

A close-up photograph of a smiling Black man with white body paint on his face. A woman's hand with blue nail polish is using a red-handled brush to apply more white paint to his cheek. The background is blurred, showing other people in a social setting.

Community & Connection:

In a digital age where many interactions occur online, festivals provide a real-life social setting. Here, millennials can meet like-minded individuals and feel a sense of belonging.

Authenticity & Culture:

Festivals often showcase local or niche cultures, traditions, or music genres, which millennials appreciate for their authenticity. It's a way to immerse themselves in something genuine, a contrast to the curated images seen on social media.

Escape and Freedom:

Festivals offer a temporary escape from the routines of daily life. It's a space where they can let their hair down, be free, and express themselves without judgment.

Personal growth & exploration:

Whether it's through discovering a new artist, learning about a tradition, or even attending a festival workshop, the opportunity for self-discovery and personal growth is enormous.



FOMO (Fear of missing out):

Social media plays a big role in millennials' lives, and the fear of missing an epic event is real. Seeing friends and influencers enjoying a festival can be a powerful motivator to join in on the fun.



Sustainability:

Many modern festivals put a focus on eco-friendly practices, which resonates with the millennial concern for the planet.

A man and a woman are shown eating roasted pig heads at an outdoor festival. The man, on the left, is wearing a blue and white patterned shirt and has his eyes closed in enjoyment. The woman, on the right, is wearing a blue and red sari, sunglasses, and a pink headscarf. They are both holding the roasted pig heads with white napkins. The background is filled with green foliage and a wooden structure.

Affordability:

While not always cheap, festivals can offer a lot of bang for your buck. With multiple acts, activities, and attractions all in one place, it can be a cost-effective way to have a bunch of experiences in a short period.

Festivals check a lot of boxes for millennials, offering experiences that align closely with their values, interests, and social lives.



A group of people are shown from the chest up, their hands raised to form a circle of heart shapes. The scene is set against a bright, golden sunset sky. The people are smiling and appear to be in a joyful, celebratory mood. The text is overlaid in the center of the image.

**Let's look
at the types of
festivals
people love.**



Cultural festivals

A Buddhist monk in orange robes is walking away from the camera on a path. The path is lined with colorful prayer flags (blue, white, red, green, yellow) hanging from trees. The monk is holding a blue object and a string of prayer beads. The background is a lush green forest.

Religious festivals:

**Vesak, Poson,
Thai Pongal, Diwali,
Christmas, Ramadan**



Ethnic festivals:

**Chinese New Year,
Oktoberfest, Mardi Gras**

Traditional /craft festivals:

**Japanese tea ceremonies,
Native American powwows**



Historical festivals:

Renaissance Faires,
Medieval Festivals






Music festivals



Rock & Pop

festivals:

Coachella, Glastonbury



Jazz & Blues

festivals:

**Montreux Jazz Festival,
Chicago Blues Festival**



Electronic Dance Music (EDM) festivals:

Tomorrowland, Ultra Music Festival



Classical Music

festivals:

**Salzburg Festival,
Bayreuth Festival**

Country Music festivals:

**CMA Music Festival,
Stagecoach Festival**



Food & drink festivals

Wine festivals:

**Bordeaux Wine Festival, Napa
Valley Wine Festival**



A woman in a white blouse and black corset is dancing at a beer festival. She is smiling and has her eyes closed. In the background, other people are also dancing and holding beer. A wooden barrel is in the foreground. The scene is outdoors and festive.

Beer festivals:

**Oktoberfest, Great American
Beer Festival**

Culinary Heritage

festivals:

**Louisiana Crawfish Festival,
Mango Festival in India**

Art & literature festivals



Film festivals:

Cannes Film Festival, Sundance Film
Festival



Book festivals:

Edinburgh International Book Festival,
Brooklyn Book Festival

**Art
festivals:
Venice Biennale, Art Basel**





Seasonal & nature festivals



**Autum
festivals:**
**Albuquerque International Balloon Fiesta,
Harvest Festivals**



Winter festivals:

Harbin Ice Festival, Quebec Winter
Carnival



Spring festivals:

Holi, Songkran Water Festival



Speciality & niche festivals



Fashion festivals:

**Melbourne Fashion Festival, Paris Fashion
Week**

Comedy festivals:

**Just for Laughs in Montreal, Edinburgh
Fringe Festival**

Sports & adventure festivals:

X Games, Olympic Games





Technology

festivals:

SXSW, Consumer Electronics Show (CES)



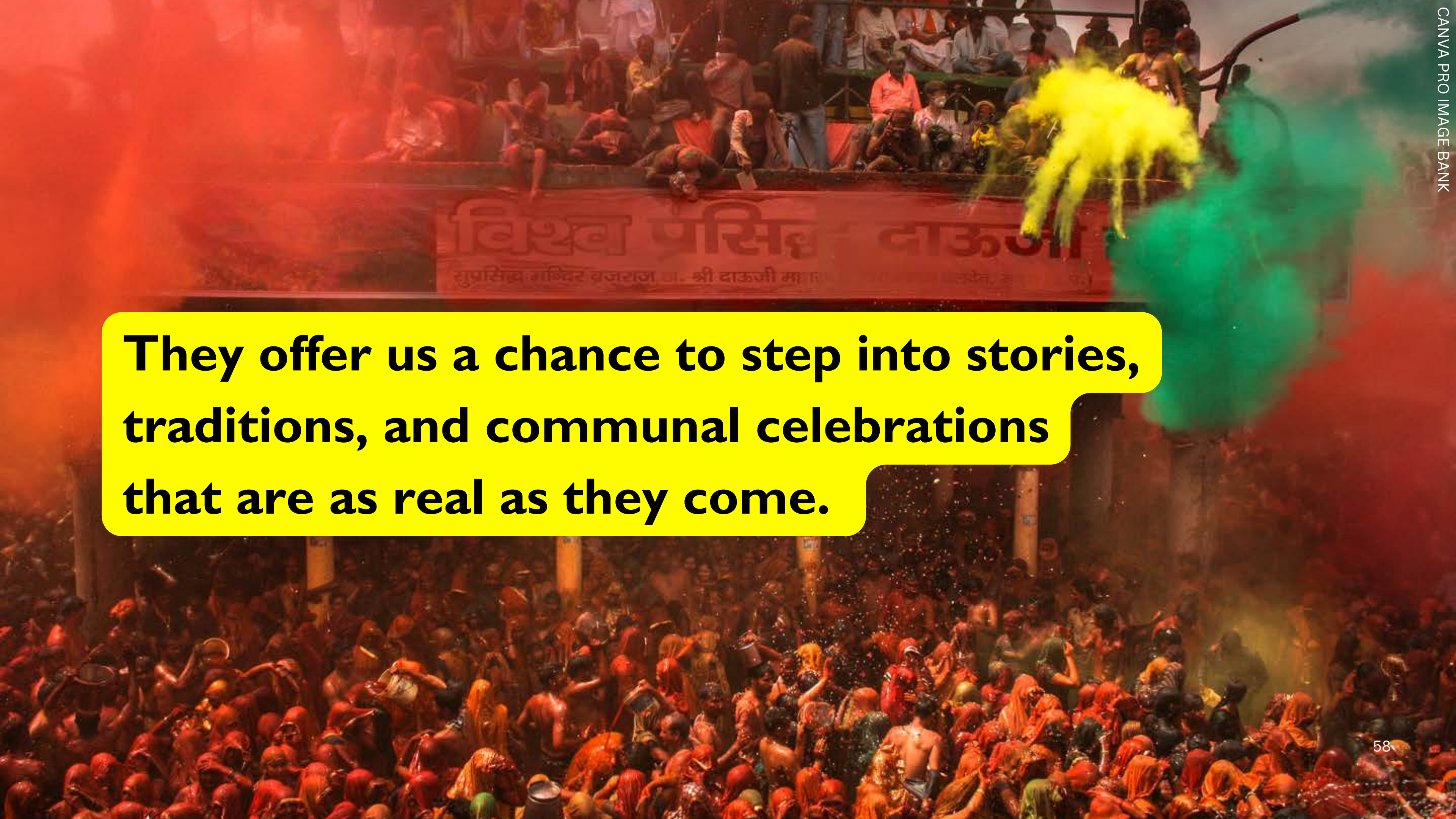
In an age where our lives are increasingly digitized and curated, festivals stand as bastions of authenticity.

They are real-life arenas where people from all walks of life can gather to celebrate, connect, and experience something genuine.





Whether it's the traditional drumbeats that have echoed through centuries or a local culinary secret passed down through generations, festivals are a living tapestry of authentic human expression.



They offer us a chance to step into stories, traditions, and communal celebrations that are as real as they come.

In a world hungry for genuine connections, festivals feed our souls with authenticity



FESTIVAL TRAVELERS ARE

**authentic
experience
seekers**



experience
IS THE NEW LUXURY



luxury
IS AN ATTITUDE



status =

HOW INTERESTING YOU ARE



**they want
Fun &
frolic**

**exotic &
share
worthy**



A man with a beard and a woman are sitting on the grass at an outdoor event. The man is wearing a denim shirt and shorts, and the woman is wearing a white shirt and a colorful patterned skirt. They are both holding drinks and appear to be in conversation. The background shows other people and structures, suggesting a festival or fair setting.

**to meet
like
minded
people**



USA

USA FESTIVAL TOURISM STRATEGY: A MELTING POT OF EXPERIENCES



India

INDIA FESTIVAL TOURISM STRATEGY: A TAPESTRY OF TRADITIONS

Japan

JAPAN FESTIVAL TOURISM STRATEGY: TRADITION MEETS MODERN



[click me for more](#)

Boryeong Mud Festival - Beoryeong- South Korea - July to August

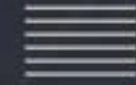
[click me for more](#)



Songkran - Thailand - April



AIR GUITAR
WORLD CHAMPIONSHIPS



***AIR GUITAR WORLD CHAMPIONSHIPS 2024 WILL BE HELD ON
21.-23. OF AUGUST 2024.***

Air Guitar World Championships
21.-23.8.2024 Oulu, Finland

**Air Guitar World Championships -
Oulu, Finland - August**

Inside England's Annual Toe Wrestling Championship

By [Stephanie Vermillion](#) | Jul 13, 2017



**Toe Wrestling Championship -
Ashbourne, UK - August**

[click me for more](#)

LA TOMATINA DE BUÑOL

AUGUST 30TH, 2023

BUY TICKETS

La Tomatina - Buñol, Spain - August

[click me for more](#)

VISITWallonia.be



The international Bathtub Regatta Regatta, Dinant

**International Bathtub Regatta -
Dinant, Belgium - August**

[click me for more](#)

not. 🧀

Would you throw yourself down a very steep hill to win Gloucester cheese?



Copper's Hill Cheese-Rolling and Wake - Gloucester, England - May

[click me for more](#)



[Click this link for more interesting global festivals](#)



Sri Lanka has tremendous potential in festival tourism.

A group of dancers in traditional white and red attire performing on a street. The dancers are wearing white tunics and trousers with red sashes and headpieces. They are holding mridangam drums. In the background, there is a white bus and several blue auto-rickshaws. A woman in a white sari and face mask stands to the left. A man in a white shirt and blue dhoti stands to the right. The scene is set on a paved road with greenery in the background.

We have a vibrant festival culture.



**Dynamic multi-ethnic
essence.**



**Diverse
religious festivals.**



Highest number of public holidays.

A traditional clay pot is cooking over a wood fire on a brick stove. The pot is dark brown and has a white substance inside. The fire is made of wood and is burning brightly. The stove is made of several large, rectangular bricks. The background is a blurred, warm-toned outdoor setting.

Sinhala & Tamil New Year



**Vesak
festival of light**

Thai Pongal harvest festival



Deepavali festival of lights



Nallur festival

Esala Perahara kandy

Katharagama perahara



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

Let's
explore some
ideas.



**AS A SMALL BUSINESS OWNER, HOW DO YOU
TAKE A TRADITIONAL FESTIVAL & TURN IT INTO
AN EXPERIENCE MILLENNIALS WILL LOVE?**

A hand is holding a smartphone in the center of the frame. The phone's screen is white and displays the text "BLEND AUTHENTICITY & MODERNITY." in bold, black, sans-serif font. The background is a dense, colorful collage of traditional Balinese masks, known as "topeng", featuring various designs, colors, and intricate details. The masks are arranged in a way that they appear to be part of a larger collection or display. The overall composition suggests a theme of integrating traditional culture with modern technology.

**BLEND AUTHENTICITY &
MODERNITY.**

A hand in the foreground holds a smartphone with a white screen displaying bold black text. In the background, a woman with her hair in a ponytail is seen from behind, using a smartphone. The setting is outdoors with a blue building and greenery.

**BOOST DIGITAL
EXPERIENCE & DRIVE
ENGAGEMENT.**

A hand holding a smartphone with a white screen and black border. The screen displays the text 'DEVELOP EXPERIENTIAL ADD-ONS.' in bold black letters. The background shows a person sitting on a rocky mountain peak, looking out over a vast, hazy mountain range under a blue sky with white clouds. The person is wearing a brown t-shirt, red shorts, a black cap, and yellow sneakers. The overall scene is bright and scenic.

**DEVELOP EXPERIENTIAL
ADD-ONS.**

A hand is holding a smartphone in the center of the frame. The phone's screen is white and displays the text "ECO-FRIENDLY & SOCIALLY RESPONSIBLE." in bold, black, uppercase letters. The background is a top-down view of several Indian dishes served in terracotta bowls. Clockwise from the top, there is a bowl of green chutney, a bowl of yellow lentil dal, a bowl of orange-brown rice, and a bowl of brown dal with chickpeas. In the bottom center, a black plate features a mound of white rice, a portion of brown rice, and is garnished with green onions and red chili. A small glass bowl with a yellow liquid is visible on the left. The overall scene is set against a dark, textured background.

**ECO-FRIENDLY &
SOCIALLY RESPONSIBLE.**

A hand holding a smartphone in the foreground, with the screen displaying the text 'STORYTELLING & UNIVERSAL VALUES.' in bold black letters. The background shows a harbor filled with colorful fishing boats, primarily in shades of blue and yellow, with numerous masts and rigging visible against a clear blue sky.

**STORYTELLING &
UNIVERSAL VALUES.**



Let's start our inspiration tour with an exploration of Sinhala & Tamil New Year.



Create a curated New Year tour that takes the traveler through the different regions of the island so they can explore the dynamic vibrant & diverse customs practiced by the different communities.





Find something that can cross cultural borders like a pillow fight....

you can turn our much loved **KOTTA PORA** into a TikTok travel viral sensation!!!!

**Imagine bringing this to life
across ancient villages
in the rice growing regions.**



**Now, imagine the upcountry edition!
tea, culture, the history of the estates,
the people, the food, the vegetables,
the flowers!**



The Ella edition could be truly unforgettable - complete with its now insta-famous nightlife and flair!



The Jaffna experience will capture all of the quintessential northern flair & hospitality!



The west coast experience can start in Negombo with its trademark feistiness and irresistible prawn curry!



The idea is to take something authentic, that everyone can relate to, add a little imagination to it so it becomes unique, and use it to showcase the island in all its glory over the New Year season!





New Year cycling tours around the island would be a great experience for cycling enthusiasts. Brand it well & watch it grow annually.



**Track the Koha across the island...
Birdwatching enthusiasts would love this!**



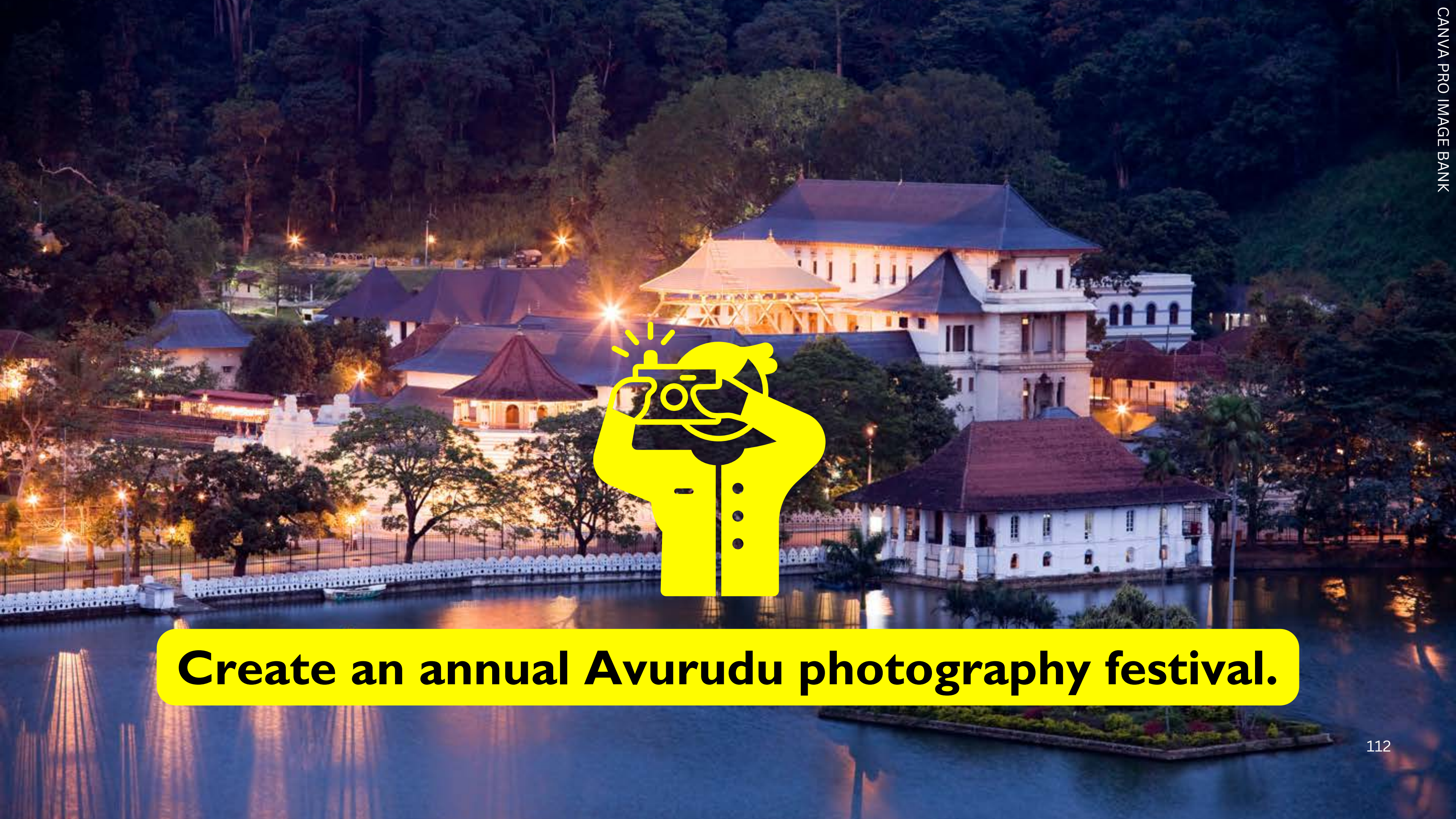
Take the idea of the 'nonagathe' and create a mindful experience - yoga & mediation as we experience the astral transition of the sun from Meena to Mesha.



The 'Punya kalaya' would be an ideal time for culture hikes.



The concept of letting go of the old and welcoming the new is powerful - walk the Pekoe Trail to mark the transition.



Create an annual Avurudu photography festival.



Create a festival of swings!
Breathtaking views of the island's festivities,
rituals, and beauty in full swing!



**Host a New Year festival
in the most ancient village on the island.**

The opportunities around traditional festivals are truly endless - the key is to differentiate what you are offering.

The opportunities around commercial festivals are equally exciting!

A vibrant kite festival scene. The sky is filled with numerous colorful kites of various shapes and sizes, including long streamers and traditional diamond shapes. The kites are flying over a grassy field in the foreground, with a beach and ocean in the background. The ocean has white waves breaking on the shore. In the distance, there are people, cars, and more kites on the beach. The overall atmosphere is festive and bright.

**What is the difference between
traditional & commercial
festivals?**

Traditional Festivals

- **Cultural Roots:** Originates from local or indigenous customs, folklore, or traditions.
- **Community-Centric:** Often organized by local communities rather than commercial entities.
- **Historical Significance:** Usually have a long history, sometimes going back several generations or even centuries.
- **Spontaneity:** Less scripted, more fluid activities and rituals.
- **Non-Commercial:** While they may attract tourists and generate revenue, the primary aim is cultural preservation rather than profit.

Commerical Festivals

- **Business Origin:** Created primarily for entertainment, commercial interests, or to promote a particular brand or idea.
- **Target Audience:** Often aimed at attracting a specific demographic, like millennials, families, or music lovers.
- **Highly Structured:** Typically have a very organized, scripted itinerary.
- **Profit-Driven:** Revenue and tourist attraction are the primary motivators.
- **Modern Creation:** Generally do not have a long historical background but are recent creations.



**Here are a few examples of a
commercial festival ideas
to help you create your own concept.**

Mango friends music festival!


The idea of ‘amba yaluwo’ and ‘machan’ weave a great story for friends taking this adventure together.

This idea borrows its inspiration from our own literary and linguistic culture and fuses it with a seasonal tropical favorite!

Here is an idea that borrows its inspiration from popular culture & hard data...

MUSIC The Beatles [Add Topic +](#)

The Beatles' 'Here Comes the Sun' joins Spotify's Billions Club: See the most streamed songs ever

 **Mike Snider**
USA TODAY

Published 11:55 a.m. ET May 10, 2023 | Updated 5:06 p.m. ET May 27, 2023

[f](#) [X](#) [✉](#)

THIS IS DELIBERATELY VERY NICHE TO HELP YOU UNDERSTAND THAT YOU CAN CREATE A FESTIVAL FOR FANS

Inspiration

The Beat Generation

The late Royston Ellis - a resident of Sri Lanka, is known to have had some influence on The Beatles, particularly in their early years. He spent some time in Liverpool, where he met the young musicians. It's said that he introduced John Lennon to the concept of "Beat poetry," which Lennon found intriguing. Royston Ellis even performed with the band in their early days when they were still called The Silver Beetles. He suggested the name as a tribute to the "Beat Generation" and it was later modified to "The Beatles," a play on the musical term "beat."

Festival Concept

Beat Generation Festival

Step into a magical journey of music, poetry, and cultural exploration in the idyllic setting of Sri Lanka, once the home of British Beat poet Royston Ellis—the man who inspired The Beatles in their formative years. "Beatles & Beats" is a 3-day niche festival celebrating the intersection of Beat poetry and Beatles music, set against the beautiful landscapes of Sri Lanka that Ellis himself adored.

Festival Highlights;

Strawberry Fields Café

**An all-day café recreating the ambience
of the 60s, serving traditional British
and Sri Lankan treats.**

Festival Highlights;

Here Comes The Sun Yoga

Begin your day with yoga sessions on the beach, accompanied by acoustic Beatles tunes.

Festival Highlights;

Poetry Slams & Open Mics

**Local and international poets perform
Beat poetry, inviting you to share your
verses too.**

Festival Highlights;

Magical Mystery Tour

Explore the places Royston Ellis frequented in Sri Lanka, with storytelling sessions about his life and influence on The Beatles.

Festival Highlights;

Twist and Shout Dance Night

Get back to the '60s with a dance night featuring Beatles hits and other classics from the era.

Festival Highlights;

Let It Be Sunset Concert

The festival culminates in a serene acoustic concert as the sun sets over the ocean, featuring Beatles hits and Beat poetry readings.

why_you'll love it;

Rediscover The Beatles in a whole new light, and explore the poetic landscapes that once charmed Royston Ellis. Connect with fans from around the world and immerse yourself in a harmonious blend of music, poetry, and local culture. Come together, right now, for "Beatles & Beats" in Sri Lanka—because tomorrow may rain, so we'll follow the sun today!

See how we met all the criteria of a great commercial festival - it's your turn to give it a go!

- ✓ **Business Origin**
- ✓ **Target Audience**
- ✓ **Highly Structured**
- ✓ **Profit-Driven**
- ✓ **Modern Creation**

Coconut Festival

Coco-Cuisine | Coco-Crafts | Coco-Beats

**How about extending the idea to
an annual sustainability
challenge!**





**A sustainability festival with
global appeal & authenticity
at the core of it!**

The Annual Christmas Beach Cricket Festival



Paddle Board Yoga Festival



A close-up photograph of a glass mug filled with a golden-brown tea. Wisps of white steam rise from the surface of the liquid. The mug sits on a silver-colored saucer, and a silver spoon lies on the saucer to the right. The entire set is placed on a brown, woven placemat. The background is a soft, out-of-focus blue. A red rounded rectangle with the text 'Tea Festival' is overlaid on the center of the image.

Tea Festival



**The 3 AM Carrom Championships
‘The ‘Ra-Kade’ Games’**



Batik Festival

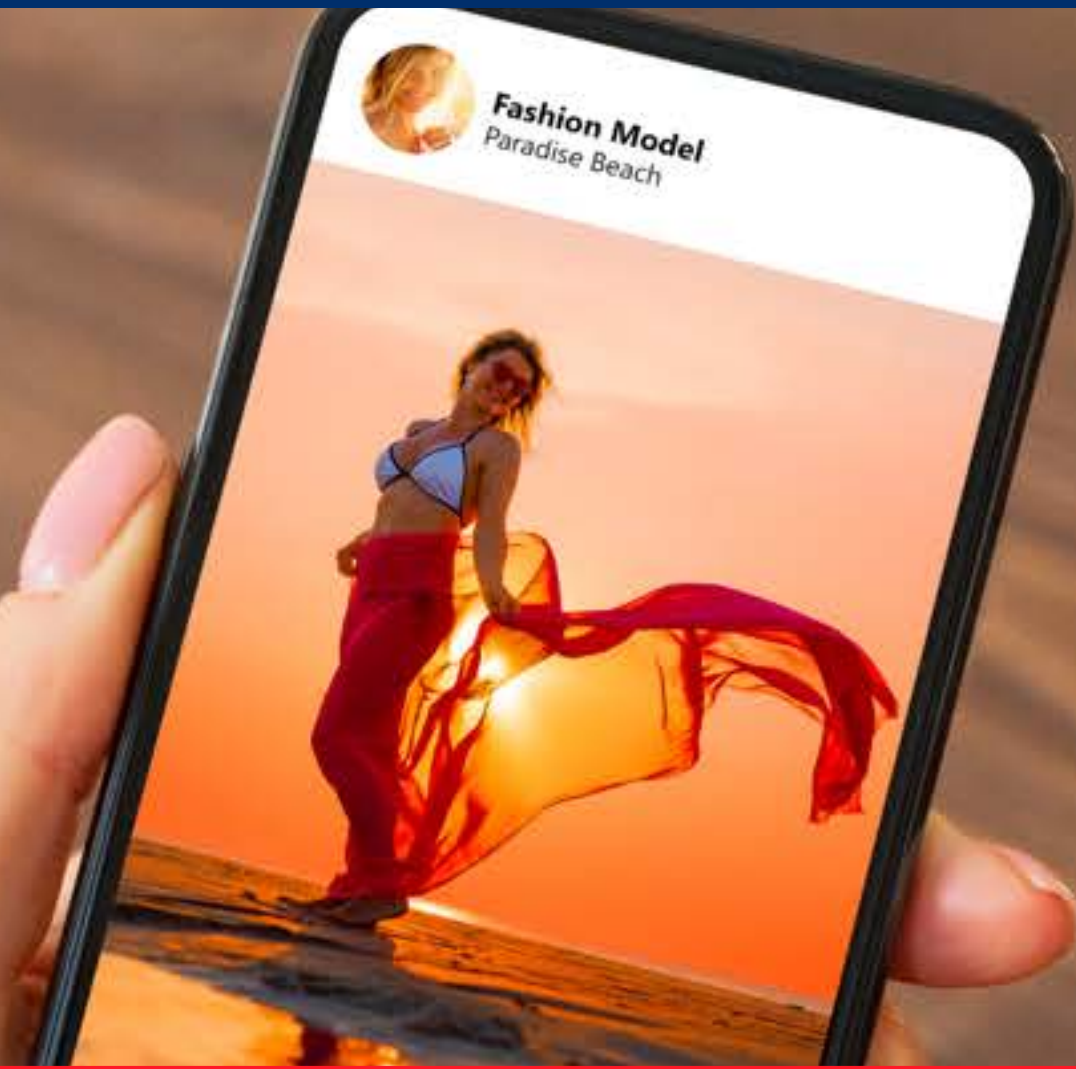
Dumbara Festival

Lace Festival

Handloom Festival



**Mask Festival
Ambalangoda**



Instagram Festival
Turn the island into an authentic
Instagram destination and make it a global
sensation!





Island Antiquing Festival



**The Miris Gala Festival!
invite food enthusiasts
to create a fusion of
food ideas using our
ancient cooking utensils**

[CLICK HERE FOR INTERESTING ARTICLE](#)

A close-up photograph of a moringa tree. The image shows several branches with clusters of small, bright yellow flowers and green, pinnate leaves. The background is a soft-focus green, suggesting a dense canopy. The overall lighting is bright and natural, highlighting the textures of the leaves and the delicate structure of the blossoms.

Moringa & Hotsprings Festival Trincomalee



Ayurveda Festival




Fisher-Folk Festival



The Curd & Treacle Festival

Position us as the curd capital of the world.

Dairy Curds / Fruit Curds / Artisanal Curds



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 sun is visible in the top left corner, creating a warm glow. 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. Do Understand Your Audience: Know who you are targeting — whether it's locals, tourists, or a specific age group. Tailor the festival's activities, themes, and marketing strategies accordingly.

2. Do Collaborate with Local Businesses: Partner with local artisans, food vendors, and other small businesses to enhance the festival experience and also share the promotional burden.

3. Do Create a Unique Selling Proposition (USP): In a crowded festival market, you need to stand out. Whether it's a unique theme, an exclusive line-up, or a novel setting, make sure your festival offers something distinct.

4. Do Use Social Media Effectively: Utilize various social media platforms to engage with your audience before, during, and after the event. Consider using hashtags, live streaming, and influencer partnerships to expand your reach.

5. Do Focus on Sustainability: With increasing awareness about environmental issues, a festival that minimizes waste and utilizes eco-friendly practices will not only be responsible but also more attractive to a socially conscious audience.

6. Do Plan for Safety and Comfort: Make sure there are adequate facilities like clean bathrooms, first aid stations, and security personnel. A safe and comfortable attendee is a happy attendee.

1. Don't Underestimate Logistics: Poorly planned logistics like inadequate parking, confusing signage, or long queues can turn an otherwise great festival into a frustrating experience.

2. Don't Ignore Local Regulations: Always check for necessary permits, adhere to noise restrictions, and respect local traditions and norms.

3. Don't Skimp on Marketing: Even the best festival will fail to attract a crowd if people don't know about it. Allocate sufficient funds and time for marketing.

4. Don't Forget About Accessibility: Ensure your festival is accessible to people with disabilities. This is not just good ethics; it's also good business.

5. Don't Neglect Post-Festival Engagement: The festival experience shouldn't end when the event does. Use follow-up emails, surveys, and social media posts to keep the audience engaged and gather feedback for future events.

6. Don't Sacrifice Quality for Scale: It's better to host a smaller, well-executed festival than to overextend and compromise the attendee 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 'festival 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...**

American Millennial - Emily (Age: 26)
Emily is a 26-year-old digital marketer from San Francisco, California. She loves Instagrammable moments, unique cultural experiences, and vibrant music scenes. Emily's goal for visiting Sri Lanka is to attend colorful local festivals, from traditional celebrations like the Esala Perahera to contemporary music events. She plans to capture these experiences through her blog and social media, particularly focusing on how these festivals blend the old with the new.



Adventurous with food.



Completely plugged into social media.

you can collect your information like this as simple little profiles

Australian Foodie - Jack (Age: 40)
Jack is a 40-year-old chef from Melbourne who runs a popular food vlog. Passionate about diverse cuisines and culinary techniques, he aims to explore the rich gastronomic landscape of Sri Lanka. Jack is particularly excited about the local food festivals, cooking workshops, and spice markets. He plans to film a series of videos exploring the food culture in various Sri Lankan festivals and how these dishes are prepared, aiming to introduce Sri Lankan culinary wonders to his Australian audience.



Committed to clean eating.



Struggles to balance work and home life.

Japanese History Buff - Yumi (Age: 50)

Yumi is a 50-year-old history teacher from Tokyo, Japan. She's always been fascinated by Sri Lanka's ancient civilizations and Buddhist heritage. Yumi is visiting Sri Lanka specifically to attend the Vesak Festival and other historical celebrations. She intends to immerse herself in the stories, arts, and rituals that each festival offers, focusing on their historical and religious significance. Yumi aims to gather information and artifacts for an upcoming educational exhibit she plans to curate back in Japan.



Loves watching birds from her garden.



Loves adventure.



Indian Family Man - Rahul (Age: 35)

Rahul is a 35-year-old IT professional from Bangalore, India, traveling with his wife and two young children. Given the geographical and cultural proximity, he's intrigued by the similarities and differences between Indian and Sri Lankan festivals. Rahul is keen on attending family-friendly festivals that offer activities for kids and showcase Sri Lankan family traditions. He is also looking to purchase local handicrafts and traditional attire as keepsakes. Rahul plans to document his family's experiences through a personal travel diary and photographs.



Loves music.



Passionate about conservation.



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



EMILY DIGITAL MARKETER

AGE : 26
GENDER : FEMALE
NATIONALITY : AMERICAN
MARITAL STATUS : SINGLE

ABOUT

Emily is a 26-year-old digital marketer from San Francisco, California. She has a flair for social media, a love for travel, and a knack for capturing the perfect Instagram moment.

MOTIVATIONS

Emily seeks authentic cultural experiences that she can share with her extensive social media following. She's always been fascinated by the unique blend of traditional and contemporary elements in festivals, making Sri Lanka a prime destination for her.

PERSONALITY

Emily is outgoing, adventurous, and highly social. She loves meeting new people and is drawn to vibrant scenes where she can capture shareable content. She enjoys music, art, and any event that promises a good time and a great photo op.

GOALS

Her main objectives in visiting Sri Lanka are to attend various local festivals and to document the country's rich, diverse culture. Through her blog and social media channels, Emily aims to bring attention to the less-known aspects of Sri Lankan culture, thereby inspiring her followers to broaden their own travel experiences.



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

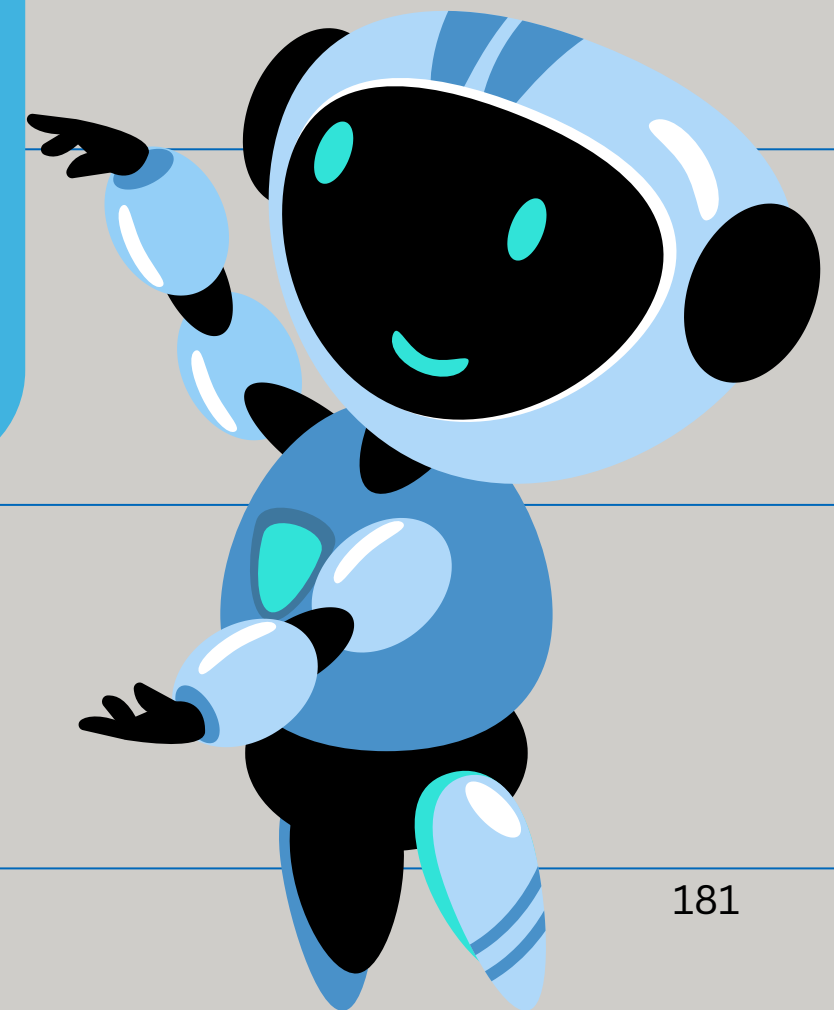
Stages

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

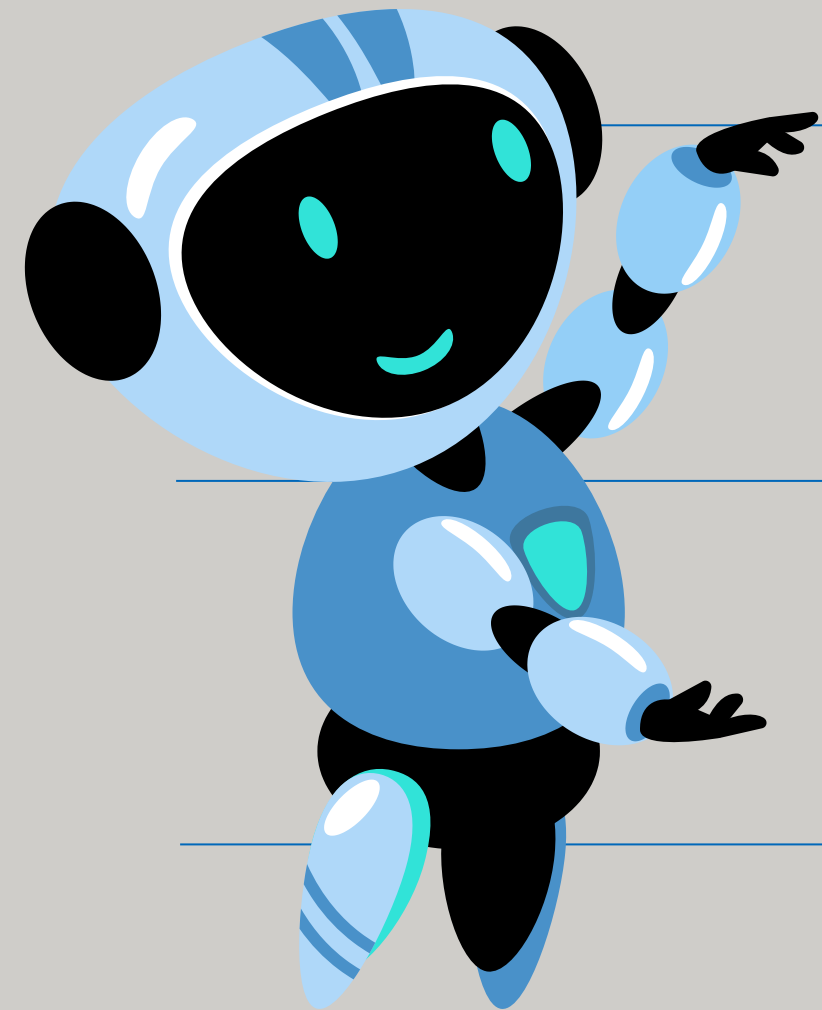
Touchpoints

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.

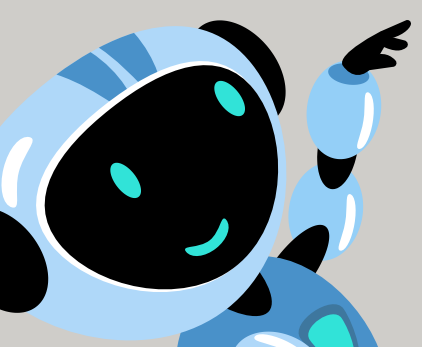
This is where you list the different channels or touch-points where your business can reach people at the different stages of the trip.



Sample Customer Journey Map CONTINUED ON NEXT SLIDE



Stages	Actions	Emotions	Touchpoints	Pro-Tip
Get to know	Emily discovers a vivid Instagram post of Sri Lanka's Vesak Festival and is instantly drawn to explore the country's festival culture.	Intrigued, Inspired "That sounds interesting!"	YouTube, Social Media	Collaborate with travel vloggers and influencers. Showcase the uniqueness and authenticity of Sri Lankan festivals.
Want to learn	Searches Sri Lankan festival hashtags on Instagram and views travelers' experiences. Follows YouTube channels and blogs about Sri Lankan culture and events.	Excited, Curious "I want to know more!"	Instagram, Travel Blogs	Ensure active social media presence with captivating content about local festivals and experiences.
Check out options	Looks for agencies specializing in Sri Lankan festival tourism. Reviews feedback and photos to find events aligning with her interests.	Analytical, Hopeful "Hmmm... which one should I choose?"	Websites, TripAdvisor, Social Media	Highlight genuine cultural experiences, user testimonials, and use trust signals like eco-friendly practices.
Plan to go	Compiles a list of desired festivals, from traditional events like Esala Perahera to modern ones. Creates an itinerary focusing on the essence and stories of each festival.	Prepared, Excited "I am so excited to explore this island!"	Personal Itinerary, Travel Apps	Provide festival calendars and customizable itineraries. Offer advice on how to get the most authentic experience.



Sample Customer Journey Map



Stages	Actions	Emotions	Touchpoints	Pro-Tip
Book the trip	Reaches out to local festival tourism experts for guidance. Books flights and accommodations, and researches festival etiquette and norms.	Confident, Anticipatory "I can't wait to start this Journey"	Booking Websites, Emails	Offer packages with accommodations near festival sites. Promote eco-friendly transport options.
Have the trip	Early Days: Learns the history of upcoming festivals. Middle of Trip: Participates in festivities, captures moments, and befriends locals. Later Days: Reflects, journals emotions, and collects festival souvenirs.	Joyful, Fulfilled "This is such a memorable experience"	Festivals, Workshops	Organize workshops or mini-events where travelers can delve deeper into the festival's significance. Ensure accessibility and safety.
Return home	Returns enriched by Sri Lankan culture and memories. Starts curating photos, videos, and stories to share.	Nostalgic, Content "I want to come back for more"	Instagram, TikTok, Personal Blog	Engage with her content online, showing appreciation for sharing. Offer discount codes for future visits or referrals.
Tell everyone	Shares photo essays and vlogs of her Sri Lankan festival journey. Interacts with her audience, sharing anecdotes and promoting Sri Lanka's festival culture.	Proud, Influential "you have to try this - it's incredible!"	Social Media, Blogs, YouTube	Encourage and thank travelers for sharing their experiences. Collaborate for future promotional content or partnerships.



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.

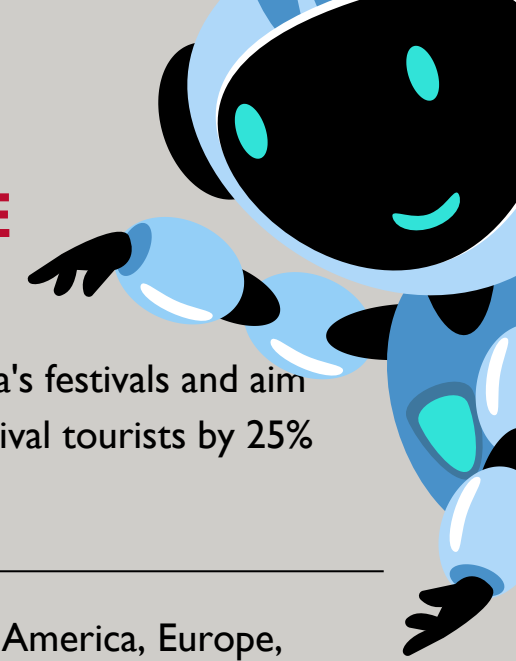
What is a marketing plan?



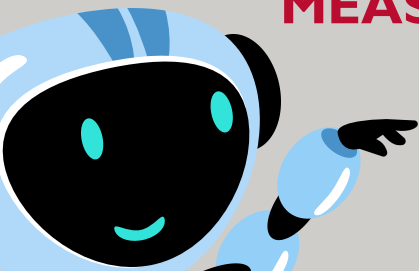
A marketing plan is like a roadmap that helps you promote your business. It's a plan that shows you what to do to reach more people and tell them about the great things your business offers. It's like a guide to make sure you're doing the right things to attract customers and make your business successful.

MARKETING PLAN

SAMPLE

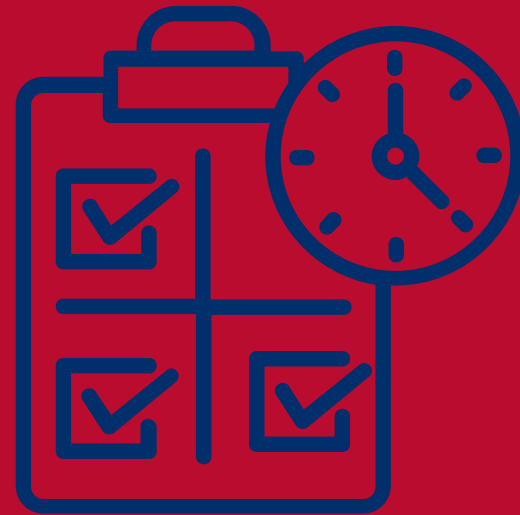


	DEFINITION	PRO-TIP	
OBJECTIVE	Your objective is the big goal.	Set clear, measurable, and achievable goals.	Boost awareness of Sri Lanka's festivals and aim to increase international festival tourists by 25% in the next year.
TARGET AUDIENCE	The specific group of people who are most likely interested in your travel offerings.	Go back to your traveler personas - identify the most lucrative and relevant ones for your business.	Individuals and families from America, Europe, the Middle East, and South-East Asia seeking unique cultural experiences.
MESSAGING	The way you communicate your travel experiences and offerings to your potential customers.	Analyze your customer journey map; communicate simply, and narrate stories.	"Experience the Heartbeat of Sri Lanka: Dive Deep into our Festive Celebrations!"
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, travel blogs/vlogs, YouTube festival 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 posts and influencer takeovers, partnerships with eco-bloggers, YouTube workshop videos, and bi-monthly email updates.
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.	Yearly booking comparisons, monitor festival-page traffic, track engagement metrics, and collect feedback 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 young woman wearing a light-colored hijab and a white cardigan is smiling warmly. Her right hand is raised in a gesture, with fingers slightly spread. The background is a solid, bright yellow color.

**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

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

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

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

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.

Keep things simple!

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

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

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

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

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

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

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

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

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.

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.

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

[Link to Resources](#)



How to find Keywords

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

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

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

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

7. Try Detailed Words: Use longer phrases, like "Best Festivals Sri Lanka" They can attract the right people.



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

- Sri Lanka festivals
- Sinhalese festivals
- Tamil festivals Sri Lanka
- Vesak Poya
- Esala Perahera
- Kandy Perahera
- Duruthu Poya
- Poson Poya
- Sri Lanka cultural celebrations
- Deepavali Sri Lanka
- Sri Lanka traditional dance festival
- Sri Lankan festival foods
- Sinhala New Year
- April Avurudu
- Sri Lanka festival calendar
- Pongal festival Sri Lanka
- Maha Shivaratri Sri Lanka
- Sri Lankan festival attire
- Kataragama festival
- Navam Perahera
- Adam's Peak pilgrimage
- Full moon poya days
- Buddhist festivals Sri Lanka
- Hindu festivals Sri Lanka
- Christian celebrations Sri Lanka
- Ramadan in Sri Lanka
- Eid celebrations Sri Lanka
- Christmas in Sri Lanka
- Wesak lanterns
- Sri Lankan festival dances
- Sri Lanka festival tours
- Vesak decorations
- Fire-walking festivals
- Elephant festivals Sri Lanka
- Traditional drum festivals
- Beach festivals Sri Lanka
- Colombo festivals
- Galle literary festival
- Cultural events Sri Lanka
- Sri Lankan music festivals
- Jaffna Hindu celebrations
- Vesak kudu designs
- Sri Lanka carnival
- Mask festivals Ambalangoda
- Sri Lankan festival rituals
- Festival street food
- Sri Lanka festival dates
- Traditional festival games
- Ancient temple festivals
- Sri Lankan harvest festival

Here are some examples of how to use these keywords

Website Landing Page:

Discover the Magic of Vesak Poya & Sinhala New Year in Sri Lanka
Embrace the vibrant traditions and rich heritage of Sri Lanka as you experience the festivities of Vesak Poya and Sinhala New Year.

[Stunning image of lanterns lit during Vesak Poya]

Vesak Poya: Witness the illuminated streets, mesmerizing lanterns, and spiritual celebrations as the island nation commemorates the birth, enlightenment, and death of Buddha.

[Beautiful image of traditional Sinhala New Year festivities]

Sinhala New Year: Dive into the heart of Sri Lankan culture, enjoying traditional games, delectable foods, and communal joy during this iconic annual celebration.

Packages Page

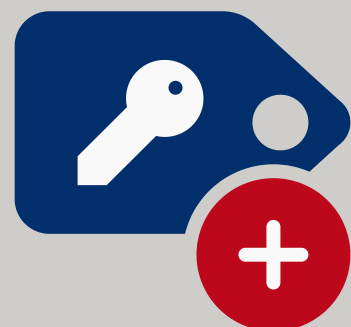
Festival Packages: Experience Vesak Poya & Sinhala New Year Like Never Before

I. Vesak Poya Exploration:

- Duration: 3 Days, 2 Nights
- Visit historical temples and join in the evening "pandals" and processions.
- Participate in traditional almsgiving and savor special Vesak delicacies.
- Price: \$xxx per person

I. Sinhala New Year Cultural Dive:

- Duration: 4 Days, 3 Nights
- Engage in traditional New Year games like "Elle" and "Kana Muttiya."
- Relish festive treats from kiribath (milk rice) to kokis and asmi.
- Price: \$xxx per person





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.

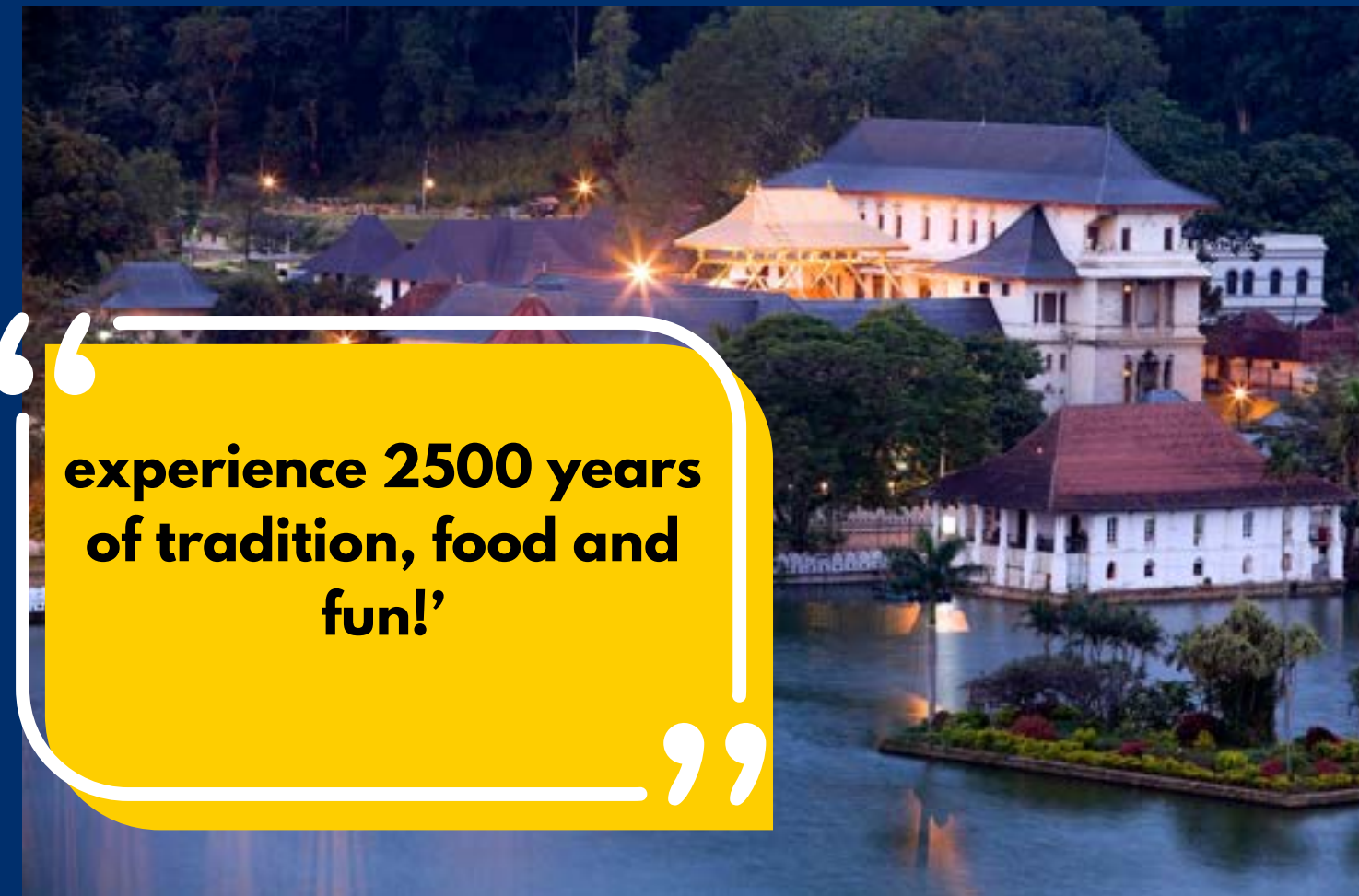
THIS IS SELLING

THIS IS STORYTELLING



**Diwali
Festival
\$ 3000**

BOOK NOW 



**“
experience 2500 years
of tradition, food and
fun!
”**



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.

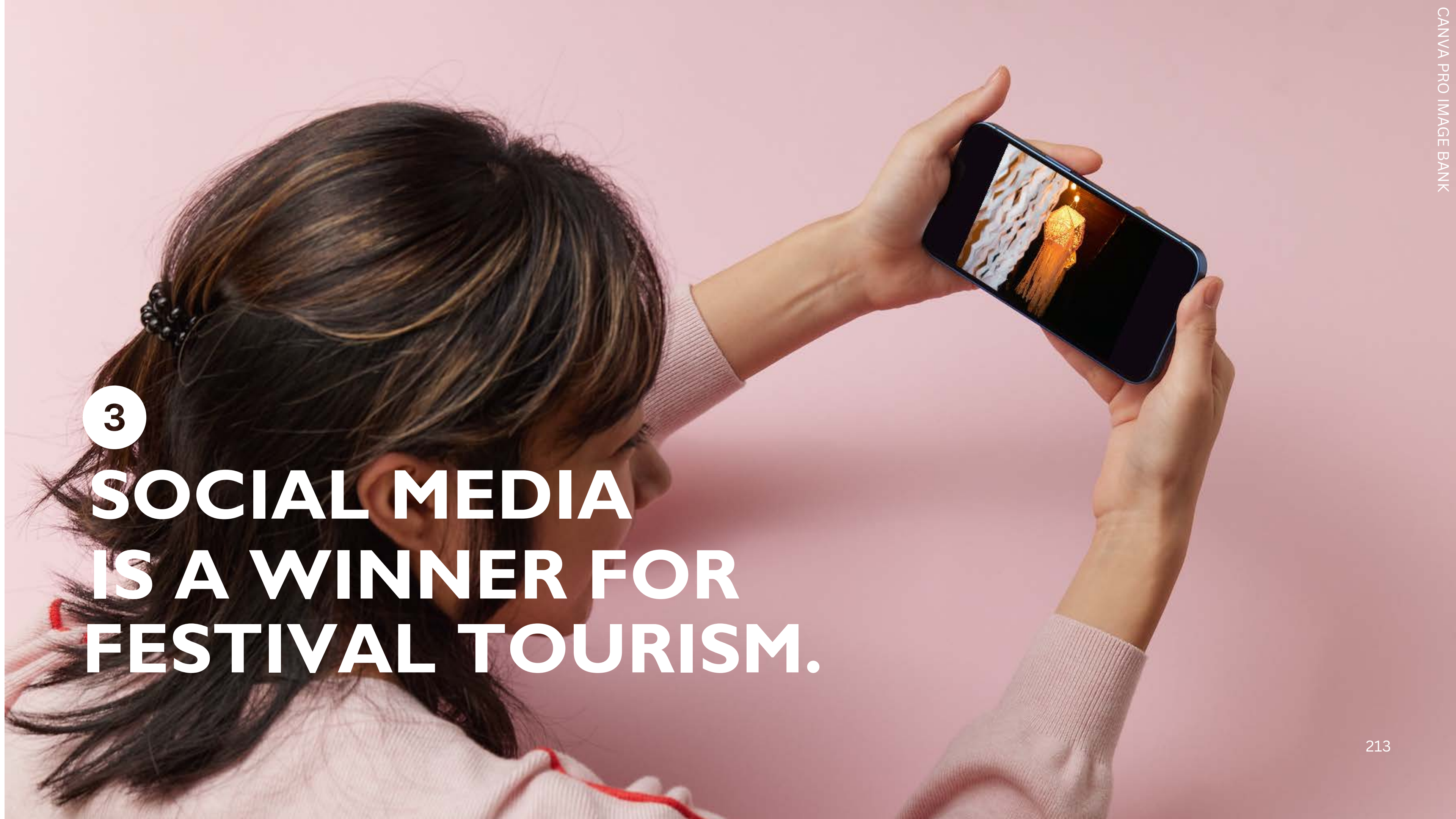
INDICATORS

High engagement on content.

Positive feedback and discussions.

Increased traffic from content sources.

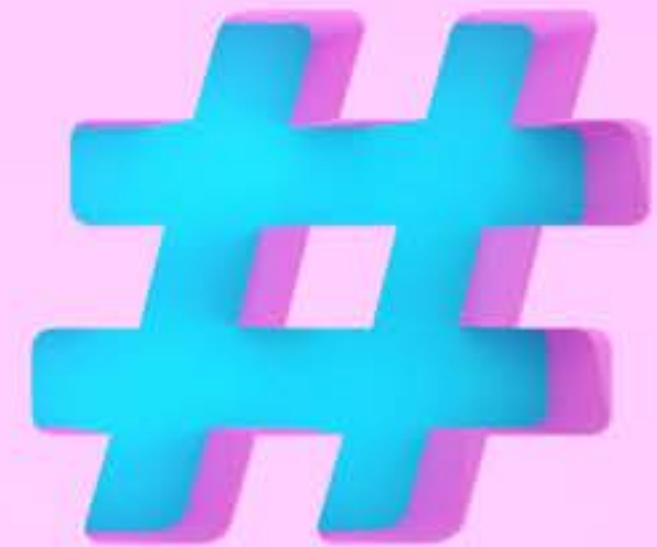
3
**SOCIAL MEDIA
IS A WINNER FOR
FESTIVAL TOURISM.**



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

4.8 Billion
are on social media.

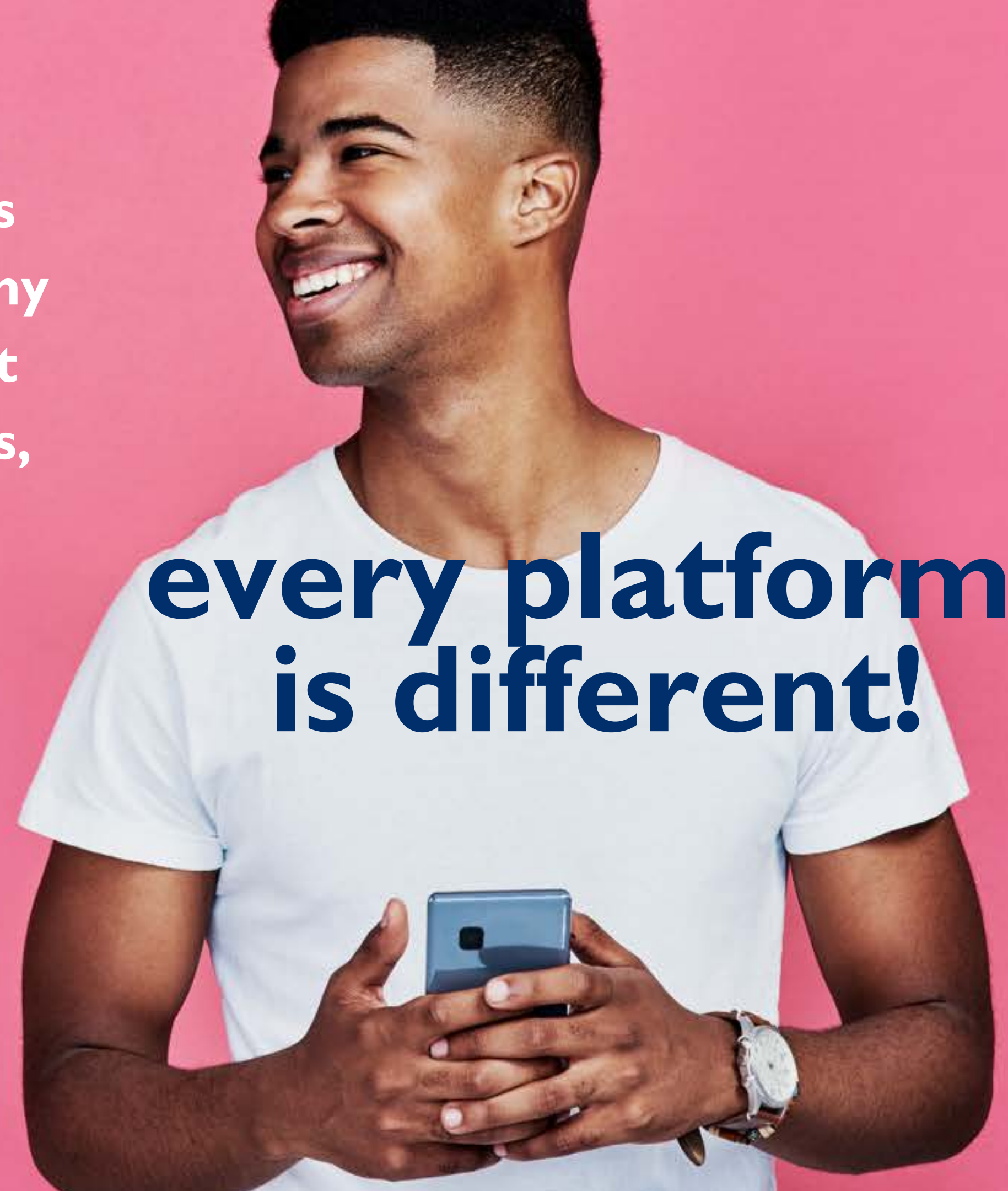
Social media is like a digital playground where people from around the world connect, share, and discover. It's a space where businesses like yours can shine! This is a place where travelers gather to seek inspiration, tips, and unique adventures.











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

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



The right content for the right platform is key!

<p>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

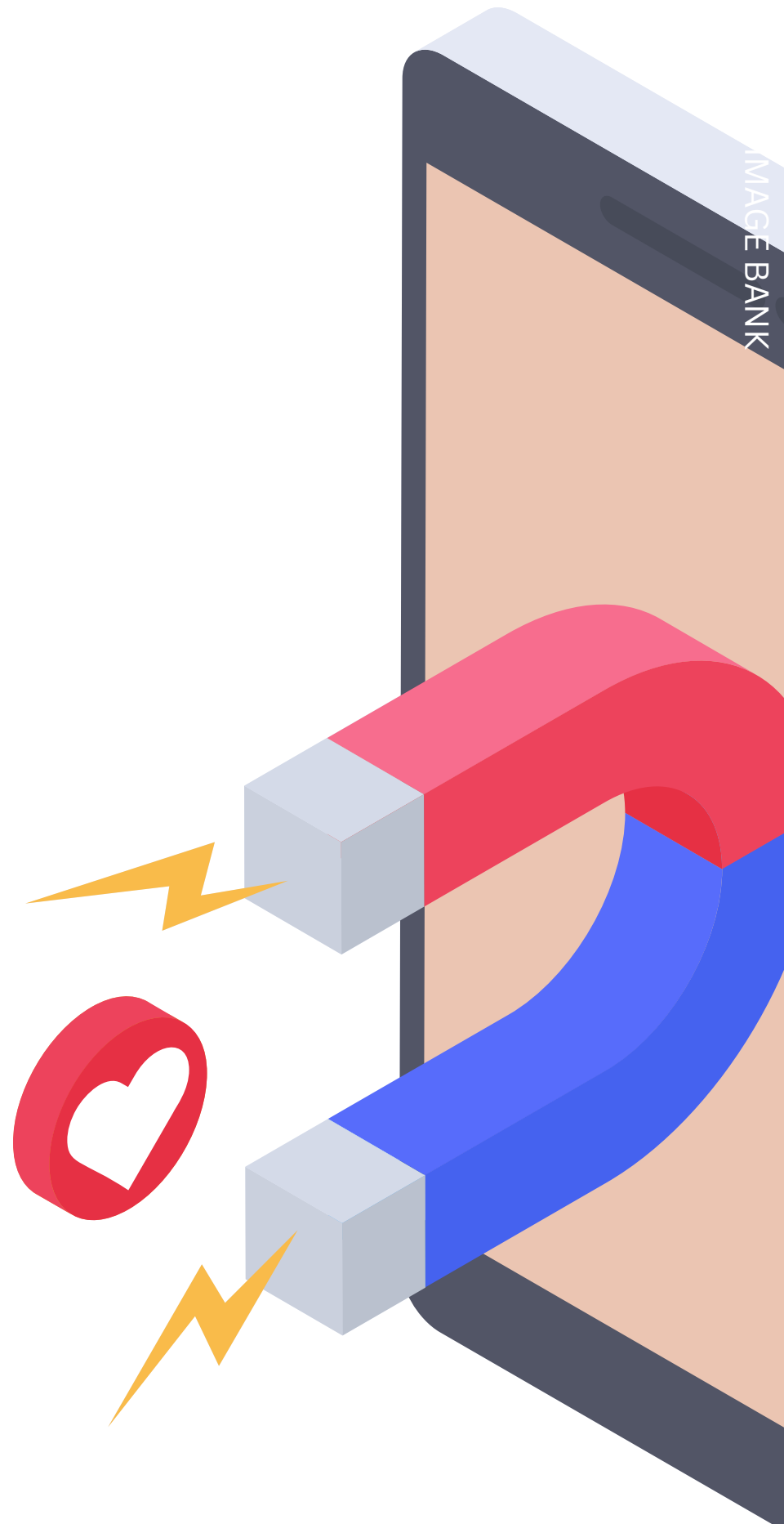
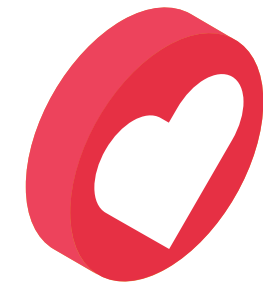
**HARNESS THE
POWER OF ONLINE REVIEWS.**

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.

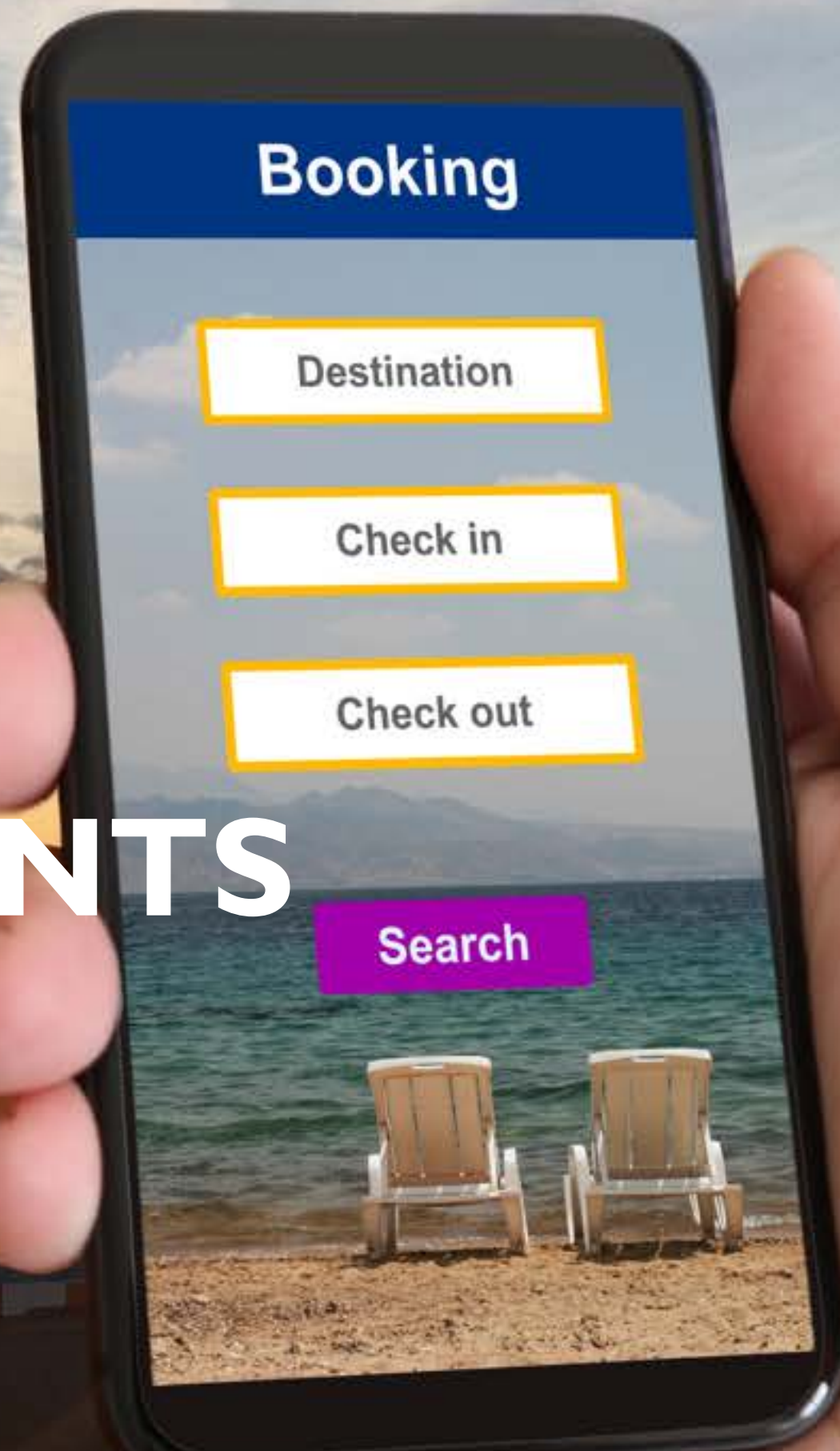
INDICATORS

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.



**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

INDICATORS

Keep track of user-generated content with your hashtags.

Regular use of your hashtags by travelers.

Share user-generated content on your platforms.

Positive reactions and engagement.


Observe if user-generated content leads to bookings.

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 silhouetted against a bright, warm light source, creating a glowing effect. The overall background is a gradient of light blue to white.

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!

