



**USAID**  
FROM THE AMERICAN PEOPLE

# NATURE & WILDLIFE TOURISM

MARKETING TOOLKIT

**Welcome to your customized toolkit for navigating the world of tourism marketing! Whether you're just starting out or looking to enhance your existing efforts, this toolkit is here to guide you step by step. We've simplified complex strategies into easy-to-follow advice so that you can confidently promote your unique experiences and connect with travelers. Let's embark on this journey together and unlock the potential of your small business in the world of tourism.**

**DISCLAIMER**

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# Nature & Wildlife


# **What does Nature and wildlife Tourism mean?**

**It is traveling with an expressed desire to experience and immerse oneself in nature, and observe wildlife in their natural habitat and encompasses segments such as eco-tourism, safari tours, and mountain tourism among others. Wildlife-watching tourism occurs mainly in protected areas.**

A person with reddish-brown hair tied back, wearing a dark blue jacket and dark pants, is sitting on a wooden bench. They are looking out over a vast, layered mountain range. The mountains are covered in green vegetation, and the sky is filled with soft, white clouds. The overall scene is peaceful and scenic.

**“Going to the mountains  
is going home.”**

**John Muir**

A woman with dark hair, wearing a light-colored floral dress, stands in a shallow, mossy stream. She is looking away from the camera towards a small waterfall cascading over rocks in the distance. The scene is lush with green moss and grasses, and the water is clear and flowing. The overall atmosphere is serene and natural.

**The pandemic had a significant impact on how we view our relationship with nature.**

A scenic landscape featuring a wide river or bay winding through a valley. The background shows rolling mountains under a bright, golden sky, suggesting a sunrise or sunset. The foreground is filled with dense, vibrant green foliage. The overall atmosphere is peaceful and natural.

# Rewilding

The process of rekindling our connection to nature and unearthing a truer, wilder, more holistic way of life that centers nature and simple living.



A photograph of a person floating on their back in the ocean. The person's head is tilted back, and their eyes are closed, suggesting a state of relaxation or meditation. The water is a deep blue-green color, and the sky is a clear, light blue. The overall mood is peaceful and serene.

## Escape and Mental Wellbeing

Lockdowns made people feel stressed and lonely. Spending time in nature helps you relax and feel better mentally.

A close-up photograph of a person's legs standing on a sandy beach. The person is wearing a dark bikini. The sun is low on the horizon, creating a bright, golden glow that reflects off the water and the sand. The waves are breaking on the shore, creating white foam. The overall mood is serene and peaceful.

## Shift in Values

The pandemic made people rethink what's important, leading many to choose nature trips that are meaningful and eco-friendly.



# Resilience and Adaptation

The pandemic made more people value nature and sustainability more.

# Renewed Environmental Awareness

**The pandemic showed how our health is linked to the environment, increasing interest in nature and conservation.**



# Digital Detox

**Too much screen time during lockdown made people tired of devices. Nature trips help you unplug and connect with nature.**



## Supporting Local Communities

Nature tourism helps local places hit hard by the pandemic and economic crisis; encouraging travelers to visit lesser known spots.



## **Authentic Experiences**

**Nature trips offer authentic and special experiences with local wilderness, wildlife, and culture, making them popular in a world where big tourism can feel fake.**



**NATURE & WILDLIFE TOURISTS ARE**

**authentic  
experience  
seekers**







# experience

IS THE NEW LUXURY



**luxury**  
IS AN ATTITUDE

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



# Nature & Wildlife tourism trends



# The post-covid nature lover wants...



A tropical sunset scene with palm trees and a bright orange sun. The sun is a large, glowing orange circle in the upper center, partially obscured by the dark silhouettes of palm trees. The sky is a gradient of orange and pink. The palm trees are in the foreground and background, creating a layered effect.

# Slow & deep exploration

**IMMERSIVE NATURE TRAVEL EMPHASIZES QUALITY OVER QUANTITY. TRAVELERS ARE OPTING FOR LONGER STAYS IN FEWER LOCATIONS, ALLOWING THEM TO DELVE DEEPER INTO THE LOCAL CULTURE, ENVIRONMENT, AND WILDLIFE.**

# Nature based wellness

**WELLNESS RETREATS SET IN NATURAL SURROUNDINGS OFFER ACTIVITIES SUCH AS FOREST BATHING, HOT SPRING SOAKS, AND NATURAL SPA TREATMENTS, PROMOTING HOLISTIC HEALTH AND REJUVENATION.**



# Regenerative travel

**THIS TREND FOCUSES ON LEAVING A POSITIVE IMPACT ON THE DESTINATION. IMMERSIVE TRAVELERS PARTICIPATE IN ACTIVITIES LIKE REFORESTATION, WILDLIFE HABITAT RESTORATION, AND BEACH CLEANUPS TO CONTRIBUTE TO THE ENVIRONMENT.**



# Eco conscious accommodation

ACCOMMODATIONS ARE DESIGNED TO BLEND WITH THE NATURAL SURROUNDINGS, OFTEN USING SUSTAINABLE MATERIALS AND LOW-IMPACT CONSTRUCTION. ECO-LODGES, TREEHOUSES, AND GLAMPING SITES OFFER UNIQUE AND IMMERSIVE STAYS.

# Cultural immersion

**IMMERSIVE NATURE TRAVEL GOES BEYOND THE PHYSICAL ENVIRONMENT TO INCLUDE CULTURAL INTERACTIONS WITH INDIGENOUS COMMUNITIES. LEARNING ABOUT TRADITIONAL KNOWLEDGE, RITUALS, AND LIFESTYLES ENRICHES THE TRAVEL EXPERIENCE.**

# Wilderness safaris

**TRAVELERS ARE VENTURING OFF THE BEATEN PATH INTO REMOTE AND LESS-EXPLORED AREAS. GUIDED WILDERNESS TREKS, CANOE TRIPS, AND CAMPING EXPERIENCES ALLOW FOR DIRECT ENGAGEMENT WITH UNTOUCHED LANDSCAPES.**

©VICKY.T

# Wildlife conservation experiences

IMMERSIVE TRAVEL EXPERIENCES ARE INCREASINGLY ALIGNED WITH WILDLIFE CONSERVATION EFFORTS. TRAVELERS CAN PARTICIPATE IN CITIZEN SCIENCE PROJECTS, WILDLIFE TRACKING, AND HABITAT RESTORATION INITIATIVES.

# Digital detox & mindfulness

**NATURE PROVIDES A SPACE FOR TRAVELERS TO DISCONNECT FROM SCREENS AND RECONNECT WITH THEMSELVES. IMMERSIVE EXPERIENCES OFTEN INCLUDE MINDFULNESS PRACTICES, MEDITATION, AND YOGA IN NATURAL SETTINGS.**





# Storytelling & interpretation

**GUIDES AND EXPERTS SHARE STORIES ABOUT THE NATURAL AND CULTURAL HISTORY OF THE AREA, ENHANCING THE EMOTIONAL CONNECTION TRAVELERS FORM WITH THE DESTINATION.**

# Multi sensory experiences

IMMERSIVE NATURE TRAVEL ENGAGES MULTIPLE SENSES. FROM LISTENING TO THE SOUNDS OF A FOREST TO FEELING THE TEXTURE OF A ROCK, THESE SENSORY EXPERIENCES CREATE LASTING MEMORIES.

# Sustainable cuisine

**IMMERSIVE EXPERIENCES OFTEN INCLUDE LOCALLY SOURCED, ORGANIC, AND TRADITIONAL FOODS THAT PROVIDE A SENSE OF PLACE AND PROMOTE SUSTAINABLE AGRICULTURAL PRACTICES.**



# Solo journeys

**IMMERSIVE NATURE TRAVEL PROVIDES OPPORTUNITIES FOR SOLO TRAVELERS TO FIND SOLITUDE AND SELF-DISCOVERY IN THE NATURAL WORLD.**

# Family friendly wildlife & wilderness experiences

**WILDLIFE EXPERIENCES THAT CATER TO FAMILIES WITH CHILDREN ARE BECOMING MORE POPULAR. THESE TOURS OFTEN INCLUDE EDUCATIONAL ACTIVITIES, INTERACTIVE WORKSHOPS, AND KID-FRIENDLY ANIMAL ENCOUNTERS.**

# Ethical wildlife tourism

**TRAVELERS ARE INCREASINGLY CONSCIOUS OF THE ETHICAL IMPLICATIONS OF WILDLIFE TOURISM. THEY SEEK OUT OPERATORS AND EXPERIENCES THAT PRIORITIZE THE WELL-BEING OF ANIMALS, AVOIDING ACTIVITIES THAT INVOLVE ANIMAL EXPLOITATION OR HARM.**



# Responsible wildlife viewing

**THE FOCUS IS SHIFTING FROM CLOSE-UP INTERACTIONS WITH ANIMALS TO RESPECTFUL OBSERVATION FROM A DISTANCE. BINOCULARS, SPOTTING SCOPES, AND TELEPHOTO LENSES ALLOW TRAVELERS TO VIEW WILDLIFE WITHOUT CAUSING STRESS OR DISTURBANCE.**

# Citizen science expeditions

**TRAVELERS CAN ACTIVELY CONTRIBUTE TO SCIENTIFIC RESEARCH BY PARTICIPATING IN WILDLIFE MONITORING, DATA COLLECTION, AND FIELD STUDIES. THESE EXPERIENCES OFFER A HANDS-ON APPROACH TO CONSERVATION.**



# Inclusive accessibility

**TRAVEL OPERATORS ARE WORKING TO MAKE WILDLIFE TRAVEL MORE ACCESSIBLE TO A WIDER RANGE OF PEOPLE, INCLUDING THOSE WITH MOBILITY CHALLENGES OR OTHER DISABILITIES. ADAPTED TOURS, ACCOMMODATIONS, AND TRANSPORTATION OPTIONS ARE BECOMING MORE COMMON.**



# Nocturnal wildlife tours

A full moon is visible in a dark blue night sky. The silhouettes of trees and branches are visible in the foreground and background. Two bats are flying in the sky, one in the upper right and one in the lower left.

**NIGHTTIME WILDLIFE  
EXCURSIONS PROVIDE  
OPPORTUNITIES TO WITNESS  
ANIMALS THAT ARE ACTIVE  
DURING THE DARK HOURS, SUCH  
AS OWLS, BATS, AND  
NOCTURNAL MAMMALS.**

# Birding boom

A bald eagle is perched on a pine branch, with its wings spread wide against a clear blue sky. The eagle's head is turned to the right, and its yellow beak is prominent. The pine needles are green and sharp, contrasting with the eagle's brown and white feathers.

**BIRDWATCHING CONTINUES TO GROW AS A NICHE SEGMENT OF WILDLIFE TRAVEL. DEDICATED BIRDING TOURS WITH KNOWLEDGEABLE GUIDES ATTRACT ENTHUSIASTS SEEKING TO SPOT RARE AND ENDEMIC BIRD SPECIES.**





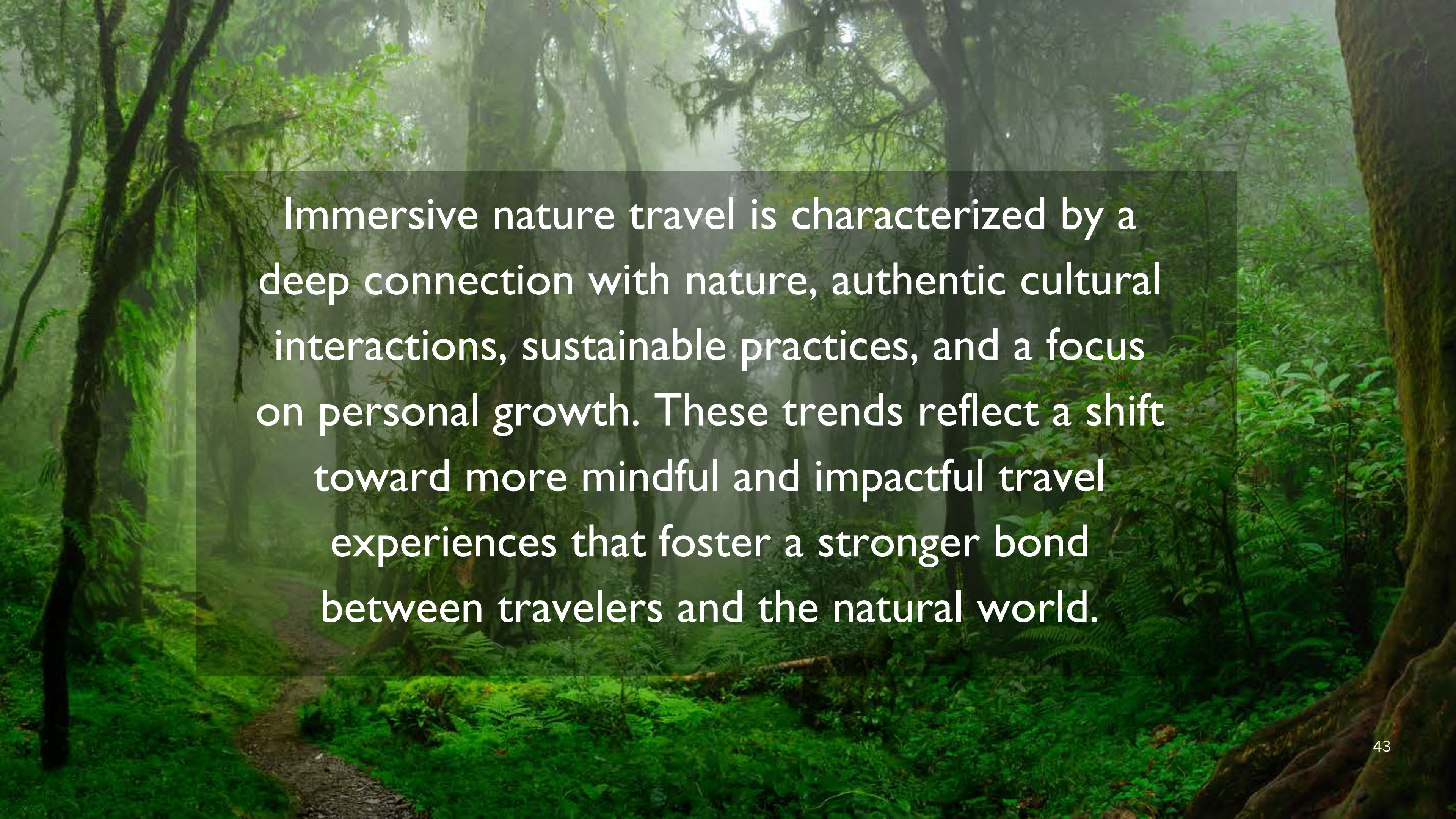
# Photography focused tours

**WILDLIFE PHOTOGRAPHY WORKSHOPS AND TOURS ARE GAINING POPULARITY, CATERING TO BOTH AMATEUR AND PROFESSIONAL PHOTOGRAPHERS. THESE EXPERIENCES OFFER OPPORTUNITIES TO CAPTURE STUNNING IMAGES WHILE RESPECTING ANIMAL WELFARE.**

# Local community involvement



**WILDLIFE TRAVEL IS INCREASINGLY INTERTWINED WITH COMMUNITY-BASED TOURISM. TRAVELERS LEARN ABOUT THE COEXISTENCE BETWEEN LOCAL COMMUNITIES AND WILDLIFE, SUPPORTING SUSTAINABLE LIVELIHOODS.**

A misty forest scene with a dirt path leading through lush greenery and tall trees. The atmosphere is serene and natural, with soft light filtering through the canopy.

Immersive nature travel is characterized by a deep connection with nature, authentic cultural interactions, sustainable practices, and a focus on personal growth. These trends reflect a shift toward more mindful and impactful travel experiences that foster a stronger bond between travelers and the natural world.



The trends in wildlife travel reflect a growing interest in responsible and meaningful wildlife encounters, with a strong emphasis on conservation, education, ethical practices, and diverse experiences. Travelers are seeking opportunities to connect with wildlife while making a positive impact on the environment and local communities.

- **“There is no Wi-Fi in the forest, but I promise you will find a better connection.”**

- **Ralph Smart**



# Kenya

**“RESPONSIBLE TOURISM IS ABOUT FINDING A BALANCE BETWEEN COMMUNITIES, CONSERVATION AND TRAVELERS, AND KENYA IS AN EXPERT AT PULLING THIS OFF”  
LITTLELOSTTRAVEL.COM**



# Botswana

**“IN 2002, BOTSWANA ADOPTED AN ECO-FRIENDLY APPROACH TO TOURISM TO PROTECT ITS NATURAL RESOURCES AND WILDLIFE. THE INITIATIVE BEGAN IN THE OKAVANGO DELTA, AN INLAND RIVER DELTA AND ONE OF THE LARGEST DELTAS IN THE WORLD.” [LITTLELOSTTRAVEL.COM](http://LITTLELOSTTRAVEL.COM)**



# Ecuador

**“IT DOESN’T GET MUCH BETTER THAN THE GALÁPAGOS ISLANDS FOR SPOTTING WEIRD AND WONDERFUL WILDLIFE. THIS UNESCO WORLD HERITAGE SITE HAS BEEN CALLED ‘A LIVING LABORATORY OF EVOLUTION’ AND SOME OF THE SPECIES OF FLORA AND FAUNA HAVE NOT BEEN FOUND ANYWHERE ELSE IN THE WORLD – INCLUDING THE GIANT TORTOISE!” [LITTLELOSTTRAVEL.COM](http://LITTLELOSTTRAVEL.COM)**



# Bhutan

**“THE PRESERVATION OF THE ENVIRONMENT AND CULTURE IS A KEY PART OF BHUTAN’S ETHOS AND IT’S UNDERSTANDABLE WHEN 72% OF ITS TERRITORY IS COVERED IN FORESTS. BHUTAN IS ALSO THE WORLD’S ONLY CARBON-NEGATIVE COUNTRY, PRODUCING FEWER CARBON EMISSIONS THAN ITS FORESTS ABSORB. GOALS!” LITTLELOSTRAVEL.COM**

# Norway

**“IT’S NO SECRET THAT NORWAY IS ONE OF THE WORLD’S TOP SUSTAINABLE TRAVEL DESTINATIONS. GOING GREEN FOR THE PLANET IS HEAVILY IMBUED IN NORWEGIAN CULTURE, NOT JUST ITS TOURISM SECTOR.”  
LITTLELOSTTRAVEL.COM**



**Sri Lanka  
is a natural  
paradise!**

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, and the background features rolling hills, scattered trees, and a dramatic sky with a bright sun setting behind clouds. The overall scene is lush and scenic.

# Tropical climate



# Diverse landscape

# top safari destination

# Diverse wildlife





# **34** biodiversity **Rich Regions**



# 522 species of birds





# 120 species of mammals



# 171 species of reptile



# 106 species of amphibians

A close-up photograph of a leopard resting on a thick, textured tree branch. The leopard's head is turned slightly to the left, and its eyes are looking forward. Its fur is a golden-brown color with dark, irregular spots. The background is a lush, green forest with out-of-focus leaves and branches.

**We have the highest concentration of leopard in a national park in the world!**



One of the  
**world's**  
largest population of  
**blue & sperm whales**



# 380+ waterfalls



**25,000  
bodies of water**





# 103 rivers



# 982 named mountains



**1340 km  
of coastline**

# diverse trails

# family friendly



A woman with her hair in a bun, wearing a white t-shirt and dark leggings, stands on a dirt path in a lush, green landscape. She is wearing a large, grey and white backpack and is holding a smartphone up to take a picture of the view. The background features rolling hills and mountains under a clear sky, with tall grasses in the foreground. The overall scene is bright and sunny.

**safe for  
women**



**EVERY PROVINCE IS BLESSED  
WITH NATURAL ECOSYSTEMS &  
WILDLIFE THAT HAVE  
TREMENDOUS POTENTIAL FOR  
DEVELOPMENT.**



**RED ALERT  
OUR PARADISE IS CHOKING IN  
PLASTIC & THIS IS A CRITICAL  
THREAT TO TOURISM. THIS IS A  
PROBLEM FOR EVERY PROVINCE**





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

**Prioritize  
sustainability  
& ethics**

**Connect  
emotionally  
with awareness**



**Make the  
experienene  
immersive**

# Think beyond the standard safari!

**Our majestic elephants are positioned in the standard safari concept - frantic AM & PM jeep tours to see the herds.**





**Are there other ways to sell the elephant experience ?**

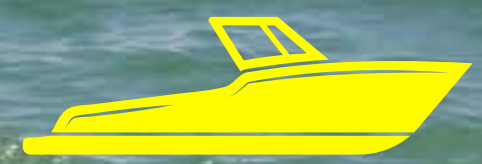


**The idea that elephants can swim is fascinating to most people & it can differentiate your offering!**



**Canoeing down the Mahaveli  
for the daily river crossing...**

# The swimming elephants of Trincomalee



**Swimming trunk: elephant rescued from ocean 10 miles off Sri Lanka coast**

Sri Lankan navy drag animal back to shore after it got caught in a current off the coast near the town of Kokkila

the guardian

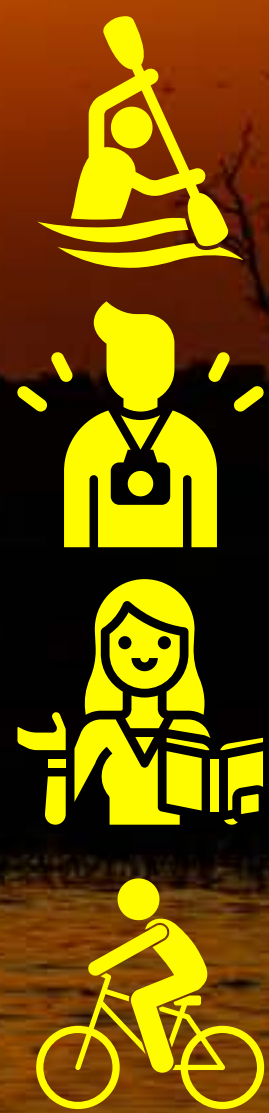
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**Sri Lankan navy saves wild elephant found in sea Guardian**

An elephant has been rescued from the ocean about 10 miles (16km) off Sri Lanka's north-east coast, the country's navy has said.

The coastal elephant story can be made into a unique and magical experience - use ex-navy people as specialists to explain how rescues happen, how far they have found elephants, how they get caught in the tide, and gather video and pictures.

# Sunset elephants





# Photography safaris by canoe





**Specialize in baby elephant photography expeditions with conservation experts**



**Specialize in matriarchs**

# Night safaris

-  A yellow icon of a person with a camera, representing photography.
-  A yellow icon of a woman with a suitcase, representing a traveler or tourist.
-  A yellow icon of a person walking, representing a hiker or trekker.
-  A yellow icon of a person riding a bicycle, representing a cyclist.





# Monsoon safari



# Air safaris



# Tea with the mountain elephants!



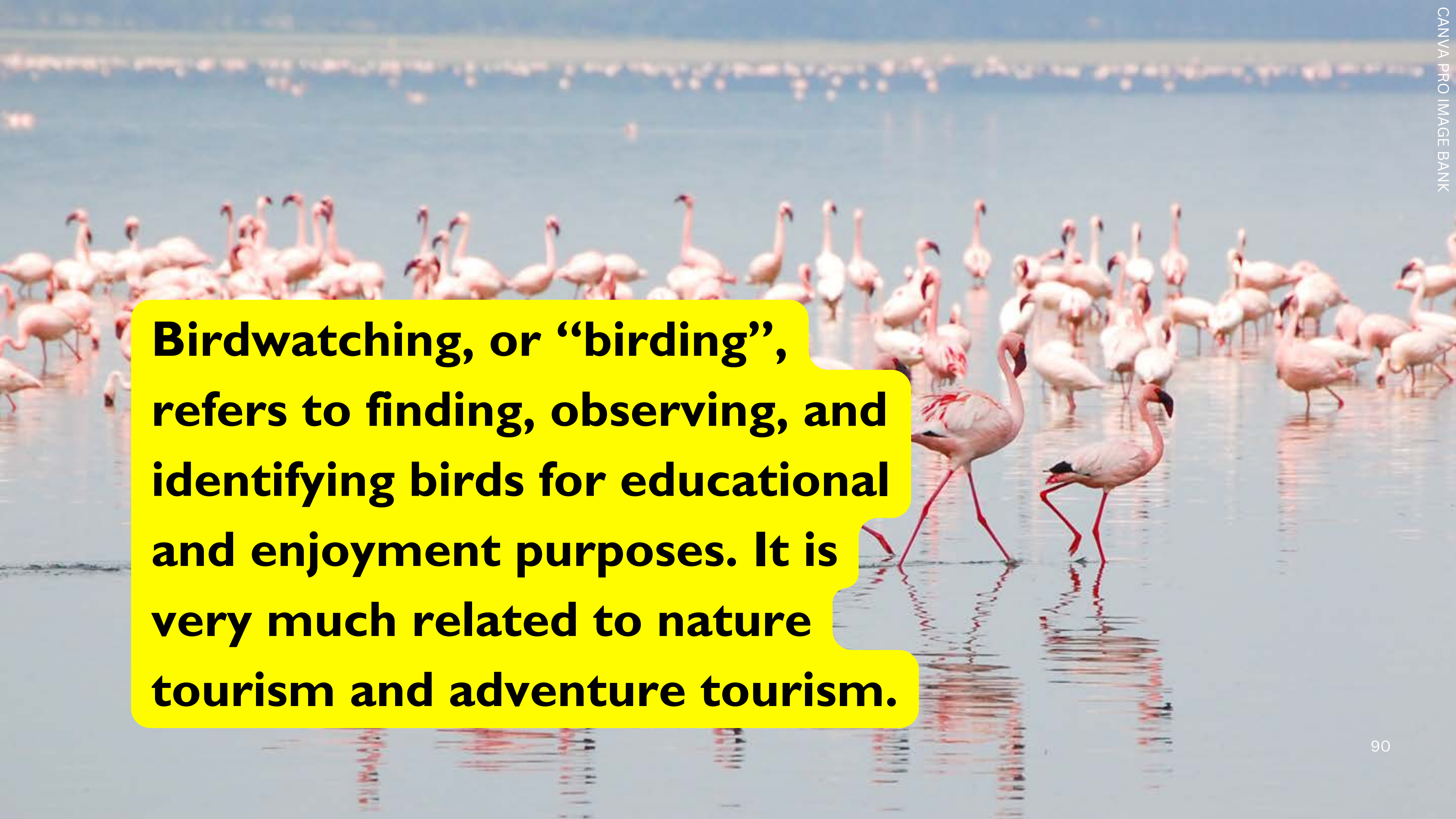
**Remember to connect emotionally  
through authentic storytelling.**





A close-up photograph of a man with dark hair and a beard, wearing a tan shirt with a small pattern, looking through black binoculars. The background is a soft-focus wooded area with trees and foliage. A bright yellow speech bubble is overlaid on the left side of the image, containing text.

**Let's explore the growing trend of birdwatching a little more.**



**Birdwatching, or “birding”, refers to finding, observing, and identifying birds for educational and enjoyment purposes. It is very much related to nature tourism and adventure tourism.**

**There are 3 types  
of Birding**

**HARD  
CORE  
BIRDING**

**ENTHUSIASTIC  
BIRDING**

**CASUAL BIRDING**



## CASUAL BIRDING

Casual birdwatchers like seeing birds but don't travel mainly for it. They also enjoy other wildlife and cultural activities. They usually book trips through tour operators and need a nudge to focus on birding. This group is the biggest in birdwatching and includes both men and women.



## ENTHUSIASTIC BIRDING

Passionate birdwatchers focus on learning and protecting birds in an eco-friendly way. They're often around 55 years old, but younger generations are also involved. Besides birding, they enjoy other wildlife activities like safaris and are generally nature lovers. Some even make it their profession.



## HARDCORE BIRDING

Hardcore birdwatchers travel mainly to spot specific birds and keep detailed lists. They pick destinations based on bird habitats and often use advanced equipment like high-end binoculars and cameras.



## LISTERS (HARDCORE)

Listers travel to see specific birds on their lifetime checklist, often worldwide. They're usually hardcore birdwatchers focused on spotting rare birds in their natural settings.

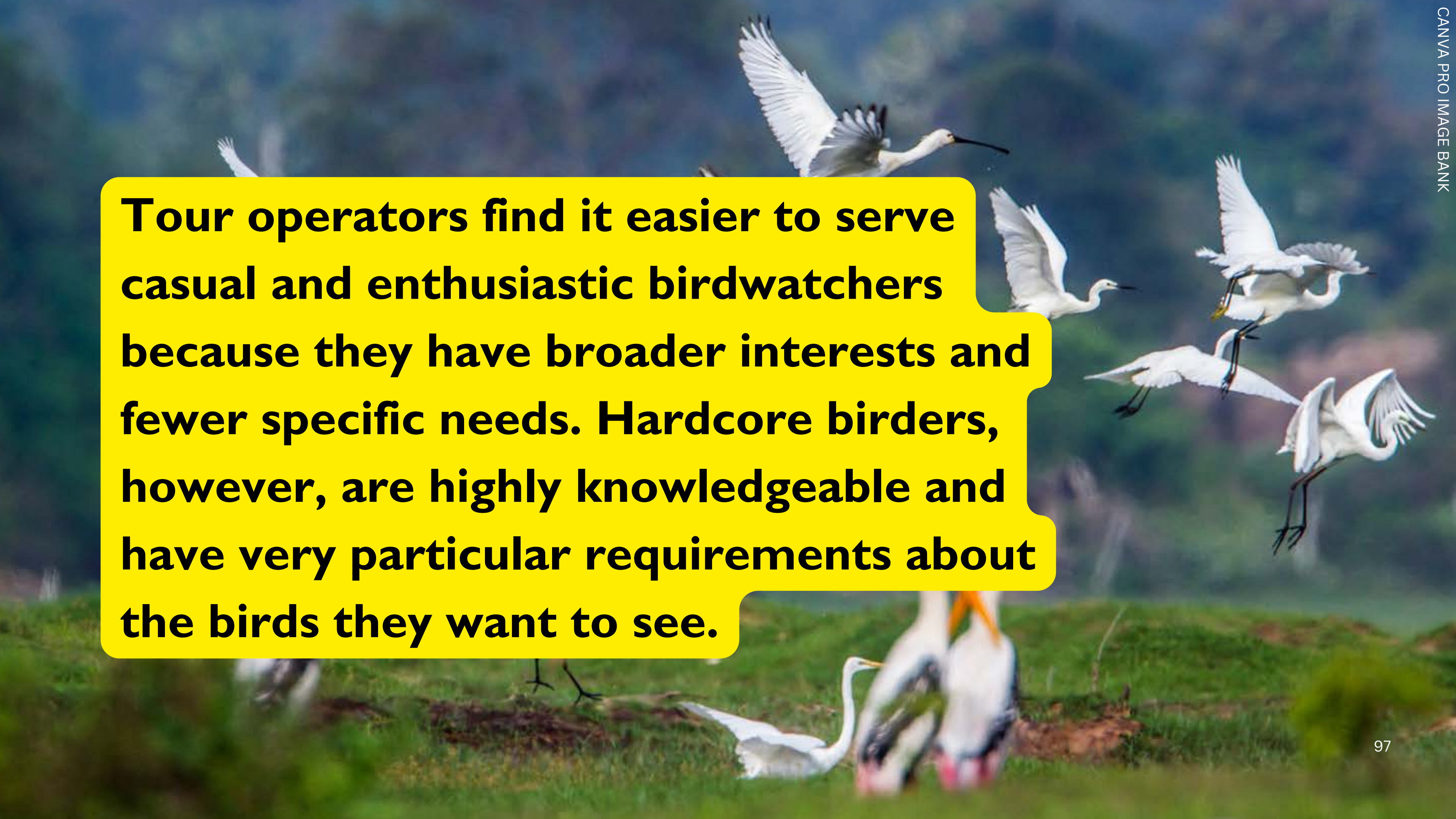


**PHOTOGRAPHERS  
(CASUAL+  
ENTHUSIASTS)**

Photographer birdwatchers focus on capturing great bird photos and are less concerned with bird facts or habitats. They often use food to attract birds for close-up shots, a practice some purist birdwatchers avoid.







**Tour operators find it easier to serve casual and enthusiastic birdwatchers because they have broader interests and fewer specific needs. Hardcore birders, however, are highly knowledgeable and have very particular requirements about the birds they want to see.**


**The Birdwatching audience is primarily aged between 40-70 years mainly from Europe - the UK, Germany, Netherlands, Sweden, Italy, and Spain have a high interest**



**Birding starts  
with the ears, not  
with the eyes...**



**Birdsongs are  
commentaries of  
life in the  
wilderness...**

A toucan bird with a large, dark, curved beak is perched on a tree branch. The bird has dark feathers on its head and back, and lighter feathers on its chest. The background shows green leaves and a clear blue sky.

**Mating, weather changes, approaching animals, or signaling danger like approaching storms.**

A photograph of two birds with vibrant blue bodies and reddish-brown heads and beaks, perched on a mossy tree branch. The background is a soft-focus green forest. A yellow text box is overlaid on the left side of the image.

**Bring this tropical  
symphony to life through...**

# Forest Birding



A yellow icon of a person paddling a canoe on water.

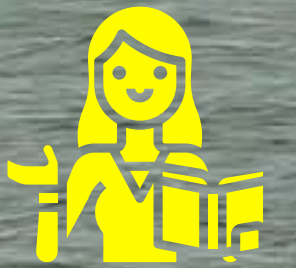
A yellow icon of a person with a backpack, representing a hiker or traveler.

A yellow icon of a smiling person, representing a happy traveler or camper.

A yellow icon of a person riding a bicycle.

A yellow icon of a person using a kayak on water.

# Lake Birding





# River Birding



# Paddle Yoga Birding



# Bird Watching Towers



# Dawn Birding





# Sunset Birding

**Pro-birding; specialize in a species  
like the Red-faced Malkoha of  
Sinharaja.**



# Junior birding

Think about customizing the experience with fun add-ons like camping, campfire stories, club membership, apps, audio stories, learning sessions, badges.... the possibilities are endless.





**Birdy buddies - look for birds that hang out with other animals - learn why - this is also a play on a golfing term (birdie-buddies) which is a nice way to link wider activities like Golfing in Hambantota to wildlife & birdwatching for the casual birder.**





**Tell great stories**

**Peacock courting rituals on Valentine's to tickle the casual birder's fancy.**





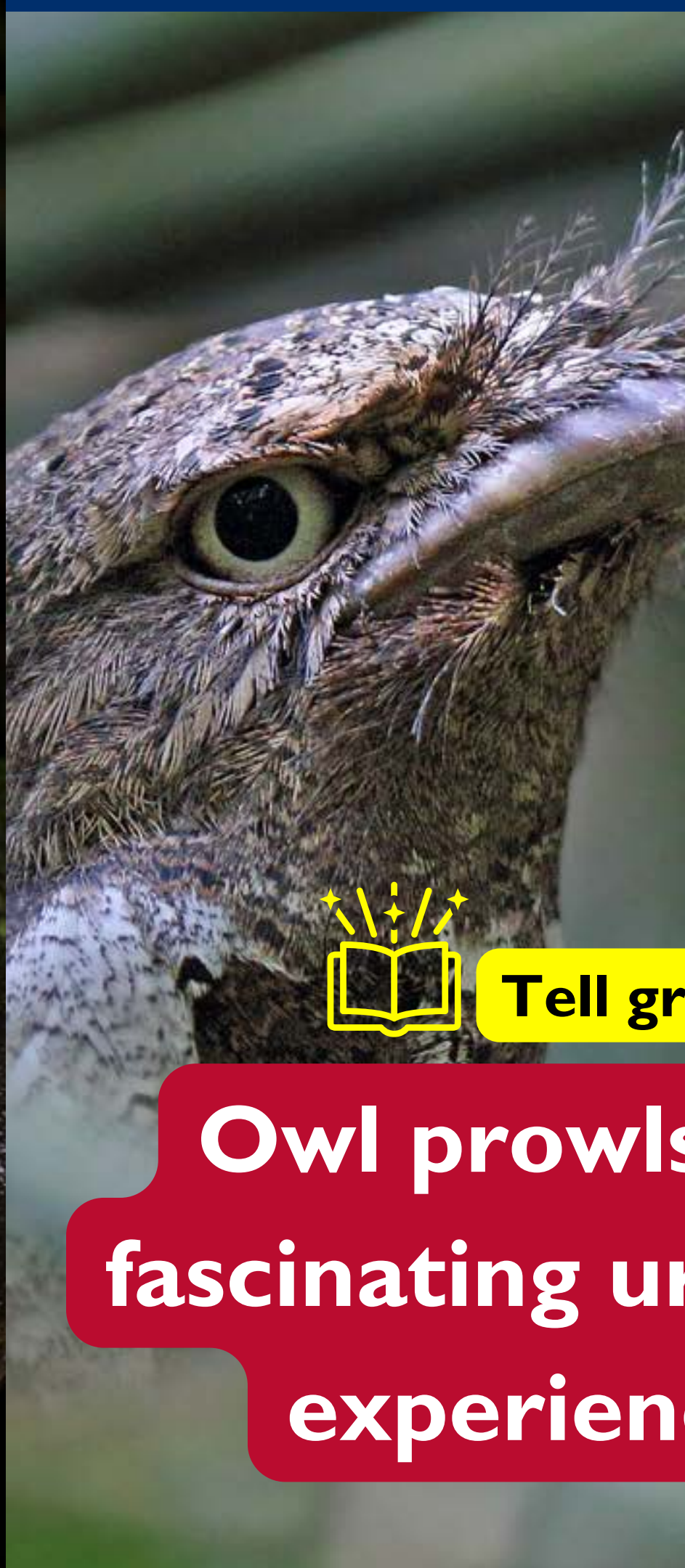
Tell great stories

# Tropical Mardi Gras



**Tell great stories**

**Nest flipping - birding for design enthusiasts!**



**Tell great stories**

**Owl prowls can be a fascinating urban nature experience too.**



**Tell great stories**

**Raptor lunch hunts!**



**Become a part of a bigger story.**

# What is Global Big Day?

**BIG DAY** is the Cornell Lab of Ornithology's biggest birding event of the year! For more than 30 years the Cornell Lab of Ornithology has been sending a team of expert birders to different locations throughout the world in order to identify as many bird species as possible — all in the name of bird conservation.





## **You can join too!**

**It has now evolved into a global citizen data collection experiment. Anyone can be a part of birding's biggest team! Global Big Day is an annual celebration of the birds around you. No matter where you are, you can join virtually on 13 May, help celebrate World Migratory Bird Day, and share the birds you find with eBird.**



# How to participate;

- Get an eBird account (click for link) - It's 100% free from start to finish.
- Watch birds on 13 May: It's that simple - You can report what you find from anywhere in the world.
- Enter what you see and hear in eBird.
- During the day, follow along with sightings from more than 200 countries in real-time on the Global Big Day page. (click this for link).





**Let's explore some other ideas  
beyond birding...**

A vibrant, sun-dappled tropical jungle scene. The foreground is filled with various green plants and ferns. In the background, tall, slender tree trunks rise vertically, with sunlight streaming through the dense canopy, creating a bright, airy atmosphere. The overall color palette is dominated by various shades of green, from deep forest greens to bright, sunlit yellows and whites.

## Sound Spas

**Walk through the jungle and soak up the different sounds of the jungle from the wind & water to insects, to birds to animals.**



# Tree Safaris

A dramatic landscape of misty mountains. The foreground and middle ground show dark, silhouetted mountain peaks and ridges. Large, billowing white clouds or mist fill the valleys and partially obscure the mountain slopes. The sky is a mix of light and dark tones, suggesting a cloudy or overcast day. The overall mood is atmospheric and mysterious.

# Cloud Safaris

**Explore the misty mountains**

# Forest Bathing



A woman with purple hair, wearing a light-colored jacket, dark pants, and a backpack, stands on a wooden platform in a forest. She is hugging a large tree trunk. The forest floor is covered in fallen brown leaves, and the trees in the background have yellowing foliage, suggesting autumn. A dark blue rounded rectangle with white text is overlaid on the right side of the image.


# Tree Hugging

# Waterfall Hunting





# Galaxy Hunting

A large whale, likely a sperm whale, is shown swimming underwater in deep blue water. The whale's body is dark and sleek, with a prominent dorsal fin visible. The water is clear and deep blue, creating a serene and majestic atmosphere. The whale is positioned diagonally across the frame, moving from the upper left towards the lower right.

**Specialize in Blue &  
Sperm whales - work  
with expert guides in  
film-making and  
documentary content.**

# Swimming with Whale Sharks



# Manta Ray Dives



A close-up photograph of a water buffalo with large, dark, curved horns. The buffalo is looking directly at the camera. The background is a lush, green, slightly out-of-focus natural setting with various plants and trees.

**The great Water Buffalo  
soaking spots guided tour.**



# Reptile Safaris

# Butterfly Safaris



# Loris Watching







# Dragonfly Safaris

# Frog Safaris





# Temple Monkey safaris

**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. Educate Guests:** Provide information about the local flora, fauna, and conservation efforts. An educated traveler is often a more respectful traveler.

**2. Local Guides:** Hire knowledgeable local guides who can offer insights into the ecosystem and help guests have a more meaningful experience.

**3. Sustainable Practices:** Implement eco-friendly practices like waste management, using renewable resources, and limiting the use of plastic.

**4. Small Groups:** Keep group sizes small to minimize environmental impact and offer a more intimate, educational experience.

**5. Safety Measures:** Ensure that both guests and wildlife are safe by adhering to guidelines and rules, such as keeping a safe distance from animals.

**6. Community Involvement:** Engage with the local community and consider their needs and suggestions. Buying local products and services can benefit both your business and the community.

**1. Disturb Wildlife:** Avoid any activities that can disrupt local wildlife, including feeding, making loud noises, or getting too close.

**2. Pick Plants or Remove Artifacts:** Let plants, rocks, and other natural items stay in their natural habitat.

**3. Overcrowd:** Don't overwhelm natural sites by bringing too many tourists at once. This can have a damaging effect on the environment and the visitor experience.

**4. Waste Resources:** Avoid unnecessary energy consumption and waste generation.

**5. Greenwashing:** Don't make false claims about your eco-friendliness. Transparency is key in gaining and maintaining trust.

**6. Ignore Local Laws and Customs:** Always respect and adhere to local regulations, conservation laws, and cultural norms to maintain a harmonious relationship with the community and environment.

**You've done something incredible by creating a one-of-a-kind tourism experience that's all your own. We're thrilled for you! But guess what? The adventure doesn't stop here. Now's the time to spread the word about your awesome experience and connect with fellow travelers. Get ready to unlock the secrets of successful marketing through our toolkit – it's like a treasure map to help your business shine!**



**This section will walk you through the essentials of creating a basic marketing strategy for your business.**

**From understanding your audience to choosing the right channels, you'll be equipped with the tools to showcase your unique experiences.**

**This marketing toolbox will  
simplify 4 key areas of learning  
which are critical to your success.**

1

**TRAVELER PERSONA**

A fictional representation of your ideal traveler, based on research and data, helping you understand their needs, preferences, and behaviours.

2

**CUSTOMER JOURNEY MAP**

A traveler's complete experience with your business, from the moment they discover your offerings to the after-trip interactions. It helps you identify touchpoints and improve their overall journey.

3

**MARKETING PLAN**

A Marketing plan outlines strategies and tactics to promote your travel business, attract customers, and achieve your goals.

4

**MARKETING MIX**

Your marketing mix consists of the different channels you'll use to reach the goals outlined in your Marketing Plan.



**Let's  
dive  
in!**

**When it comes to marketing  
everything starts  
with your customer!**

**Knowing your customer is your key to unlocking growth.**

**By understanding their needs, desires, and expectations, you'll be equipped to create experiences that truly resonate. When you know your customer well, you're not just offering a service; you're crafting a tailored journey that makes them feel seen, valued, and excited. So, get ready to dive into their world!**



**How do you get to know your customers and your potential customers better?**



**1. Talk to Your Guests:** Have friendly chats with your visitors to learn what they love about their experiences.

**2. Social Media Exploration:** Join online groups of people interested in your niche. See what topics excite them and what they're discussing.

**3. Competitor Insights:** Check out comments on your competitors' pages. It can give you a sneak peek into what travelers are looking for.

**4. Google Trends & Questions:** Search for trends and questions like 'nature and wildlife 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.**

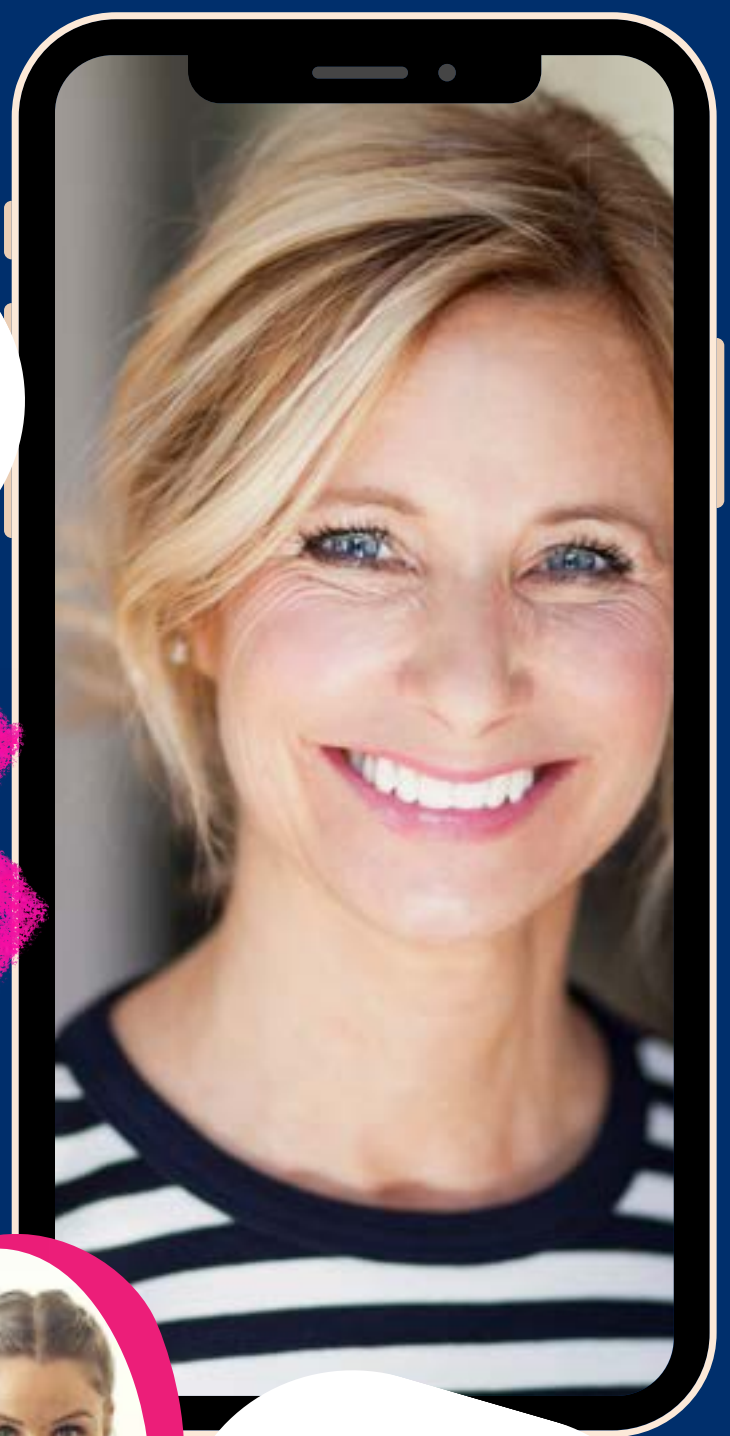
**Reading reviews.**

**Researching Google trends.**

**Observing and learning.**

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

German Eco-Warrior - Ingrid (Age: 40)  
Ingrid is a 40-year-old environmentalist from Germany who is deeply committed to sustainable travel. She's attracted to Sri Lanka's eco-tourism initiatives, including wildlife conservation and sustainable agricultural practices. Ingrid plans to visit the Yala National Park for leopard and elephant spotting, all while ensuring her tourism dollars go to parks and tours that follow ethical practices. She's keen to learn more about Sri Lanka's indigenous plants and animals and aims to keep her trip as green as possible.



Adventurous with food.



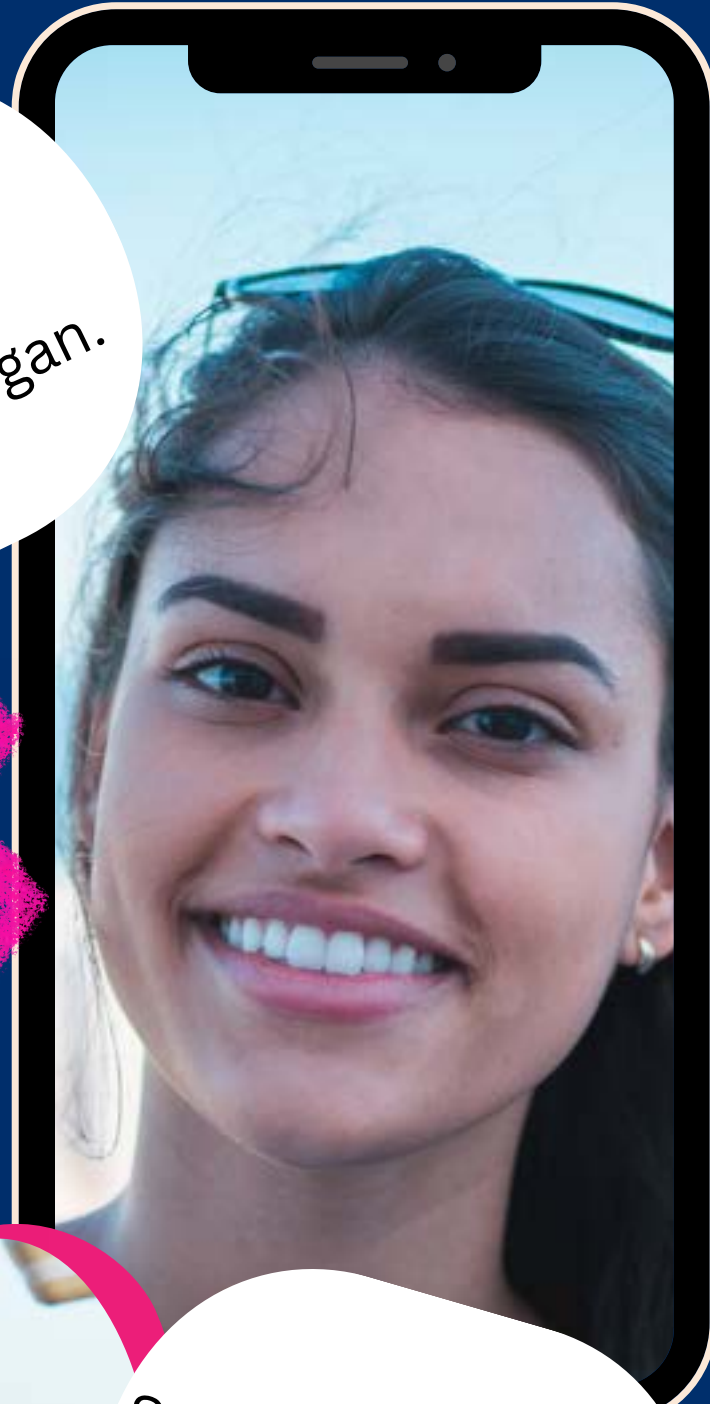
Enjoys fitness.

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



### UK Family Adventurer - Emma (Age: 35)

Emma, a 35-year-old from the UK, is traveling with her husband and two kids. She wants to expose her family to diverse wildlife and natural beauty. Sri Lanka's Minneriya National Park, famous for its elephant gatherings, is a must-visit for her family. They are also looking forward to whale-watching tours and exploring the Sinharaja Forest Reserve. Emma values educational experiences and is excited to teach her children about conservation and different ecosystems.



Vegetarian considering becoming a vegan.



Struggles to balance work and home life.

Avid birder.



**Dutch Wildlife Photographer - Jan (Age: 50)**  
Jan is a 50-year-old professional wildlife photographer from the Netherlands. His primary aim is to capture Sri Lanka's rich biodiversity through his lens. From photographing the endemic species of birds in the Horton Plains to capturing the elusive leopards in Wilpattu National Park, Jan has a packed itinerary. He travels with high-end photography gear and prefers to go on specialized tours that allow him the time and flexibility to get the perfect shot.

Prolific traveler.



Australian Culture Enthusiast - Zoe (Age: 29)  
Zoe is a 29-year-old Australian interested in the intersection of culture and nature. Sri Lanka's ancient temples surrounded by lush landscapes are a major draw for her. She plans to visit the Dambulla Cave Temples and afterward explore the nearby forests to witness the local fauna. She is also excited about experiencing traditional Sri Lankan village life and engaging with local communities to understand their relationship with the surrounding nature.



Looking for balance.



Passionate about conservation.

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



## JAN WILDLIFE PHOTOGRAPHER

**AGE** : 50  
**GENDER** : MALE  
**NATIONALITY** : DUTCH  
**MARITAL STATUS** : DIVORCED

## ABOUT

Jan, a 50-year-old wildlife photographer from Amsterdam, has a 25-year career capturing global nature scenes. He's produced photo books and been featured in top magazines. His Sri Lanka trip aims to capture the island's unique biodiversity.

## MOTIVATIONS

**Professional Goal:** Jan aims to enrich his portfolio with Sri Lanka's distinct wildlife and landscapes. **Conservation Drive:** Through his photos, Jan hopes to highlight endangered species and promote preservation. **Unique Pursuit:** Jan is drawn to Sri Lanka's endemic species, from Horton Plains' birds to Wilpattu's leopards.

## PERSONALITY

**Detail-Oriented:** Jan dedicates hours for the ideal shot. **Patient:** Years of wildlife photography have honed Jan's waiting skill. **Adventurous:** Jan eagerly explores remote areas for unique captures. **Responsible:** He values local customs and sustainable travel ethics.

## GOALS

**Capture Uniqueness:** Jan focuses on photographing Sri Lanka's endemic species. **Quality First:** He prioritizes high-quality shots over sheer numbers. **Local Collaboration:** Jan will work with local naturalists and conservationists for deeper insights.



**NAME**  
**OCCUPATION**

AGE :  
GENDER :  
NATIONALITY :  
MARITAL STATUS :

## ABOUT

Add

## MOTIVATIONS

Add

## PERSONALITY

Add

## GOALS

Add

**Now that you know who your customer is  
or who you want as new customers its  
time to understand how they plan their  
travel and how they can get to know  
about your business.**

# Step Two

# Customer Journey Map.

**Imagine you're a detective solving the mystery of what travelers want. A customer journey map is your magnifying glass! It's a special tool that helps you follow the steps travelers take when they discover, explore, and enjoy your tourism experience. This map helps you understand what makes them excited, curious, and satisfied along the way.**



# Why it's awesome!

## Clear Pathway

It lays out the journey step by step, helping you see where travelers need support and where they're having the most fun.

## Better Decisions

With this map, you can make smart choices on how to create content, offer services, and connect with your customers.

## Happy Travelers

By knowing their journey, you can make their experience smoother, more enjoyable, and unforgettable.

**Let's understand this tool  
better and look at an  
example.**

# Customer Journey Map

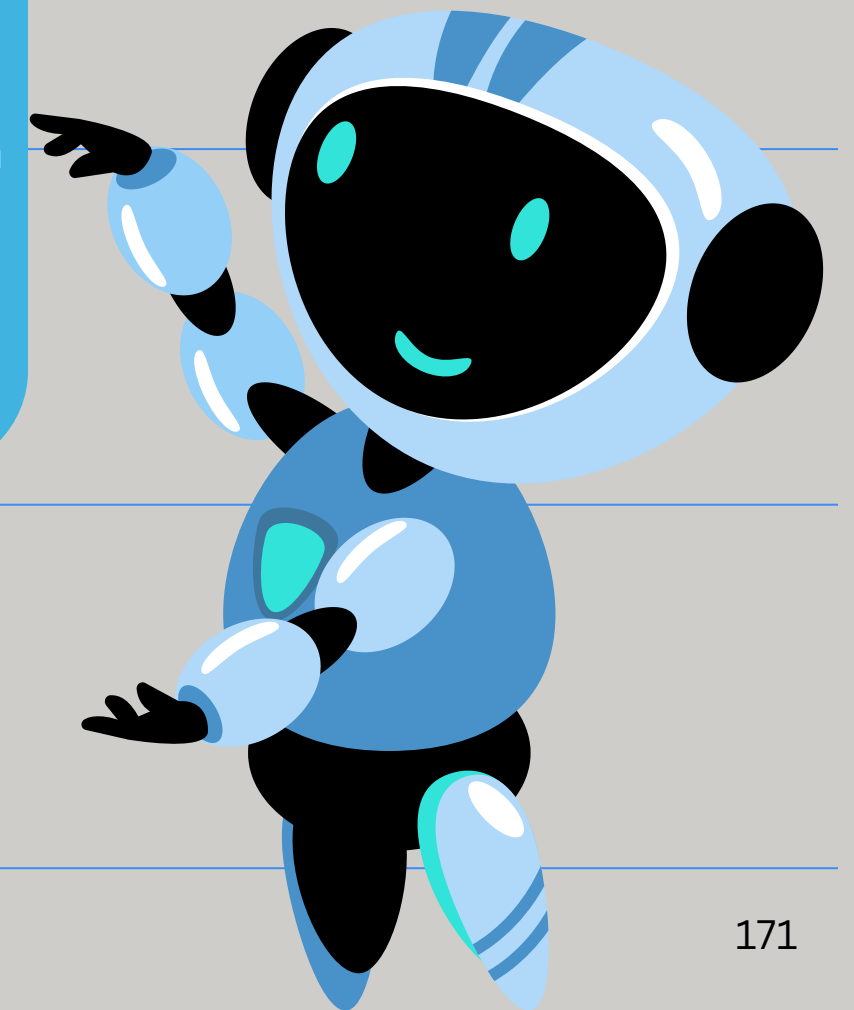
Stages

Actions

Emotions

Touchpoints

This is a simple tool that helps you organise the way you process information about your customer. It helps you think step by step and walks you through the entire journey through the three key stages - before the holiday, during the holiday and after the holiday.



# Customer Journey Map

## Stages

## Actions

## Emotions

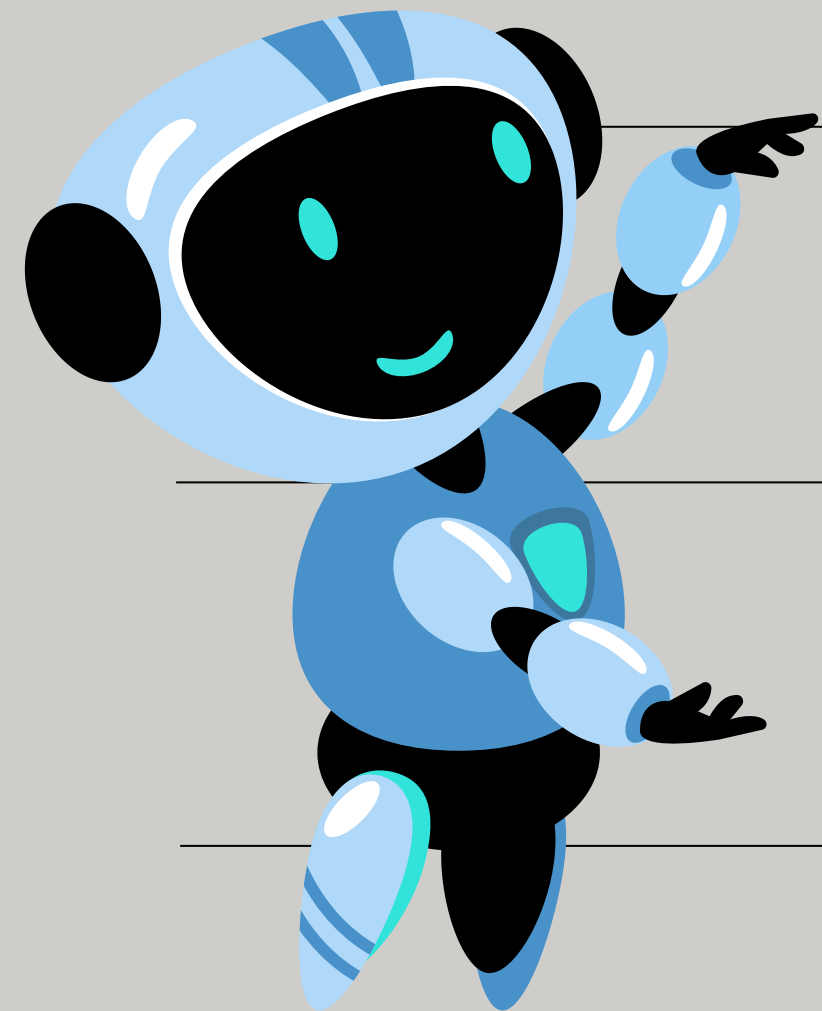
## Touchpoints

This is where you list the different stages of a trip - from discovering the destination to going on the trip and returning home.

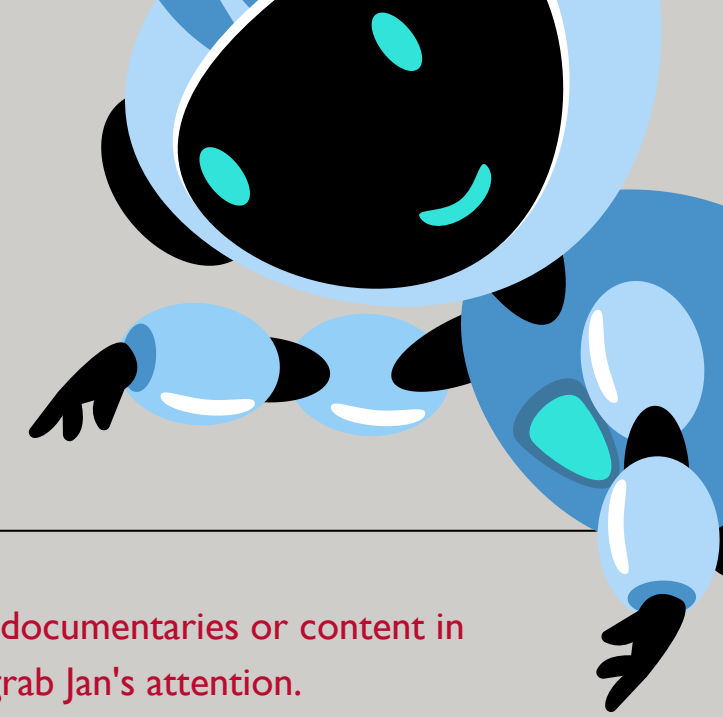
This is where you add in the actions people take at every stage of the trip.

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

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



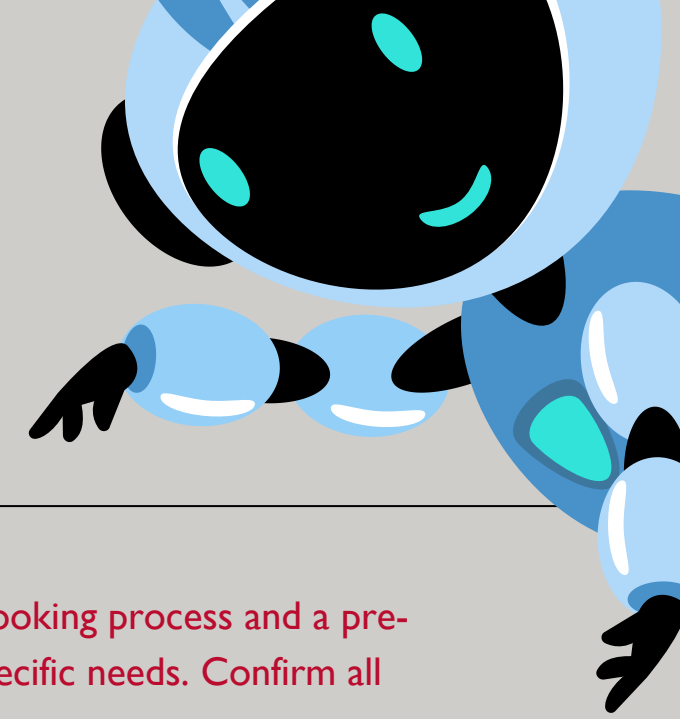
# Sample Customer Journey Map CONTINUED ON NEXT SLIDE



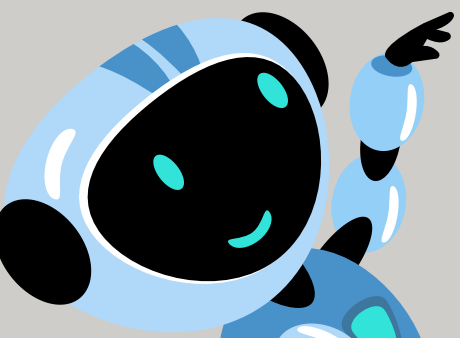
| Stages            | Actions   | Emotions  | Touchpoints                        | Pro-Tips  |
|-------------------|---|---|------------------------------------|---|
| Get to know       | Jan hears about Sri Lanka's rich biodiversity through a nature documentary and photography forums.          | Intrigued, curious<br><br>"That sounds interesting!"                    | Documentary, Online forums         | Pro Tip: Sponsor nature documentaries or content in photography forums to grab Jan's attention.   |
| Want to learn     | Studies Sri Lanka's wildlife photography prospects and is keen on capturing endemic species and landscapes. | Interest & Excitement<br><br>"I want to know more!"                     | Articles, YouTube                  | Pro Tip: Create informative content about Sri Lanka's unique wildlife to keep Jan engaged. Offer a free wildlife photography guide for Sri Lanka. |
| Check out options | Researches Sri Lankan tour operators, comparing itineraries, costs, and feedback.                           | Analytical, Cautious<br><br>"Hmmm... which one should I choose?"        | Tour websites, Reviews, friends    | Pro Tip: Make it easy for Jan to compare your services and prices. Showcase customer testimonials, especially from professional photographers.    |
| Plan to go        | Chooses key locations like Horton Plains and Wilpattu National Park. Lists essential photography equipment. | Enthusiastic, Prepared<br><br>"I am so excited to explore this island!" | Personal itinerary, Equipment list | Pro Tip: Offer customized itineraries and equipment rental partnerships. Provide checklists to help with planning.                                |



# Sample Customer Journey Map



| Stages        | Actions   | Emotions   | Touchpoints   | Pro-Tips  |
|---------------|---|--|---|---|
| Book the trip | Connects with the tour operator to finalize details and preps his photography gear for the trip.  | Confident, Anticipatory<br><br>"I can't wait to start this Journey"  | Email/Phone with tour operator, Online shops for gear                 | Pro Tip: Offer a streamlined booking process and a pre-trip consultation to discuss specific needs. Confirm all arrangements via email.                 |
| Have the trip | Early Days: Acquaints with areas and local guides. Middle: Photographs at planned sites and reviews shots. Later Days: Recaptures missed shots and backs up photos. | Engaged, Focused, Adjusting<br>"This is such a memorable experience" | Local guides, Nature spots  | Pro Tip: Provide expert local guides familiar with wildlife photography. Allow flexibility in the itinerary for unexpected photography opportunities.   |
| Return home   | Flies back to the Netherlands and organizes and backs up photos.  | Satisfied, Reflective<br><br>"I want to come back for more"          | Laptop for sorting, Airport, cloud for storage, share drives          | Pro Tip: Offer a photo backup service or portable hard drives as part of the package. Arrange for comfortable transport to the airport.                 |
| Tell everyone | Publishes edited photos online and in exhibitions. Speaks about his experience and Sri Lanka's wildlife conservation.   | Proud, Fulfilled<br><br>"you have to try this - it's incredible!"    | Editing software, Exhibition spaces, Talks, social media, own website | Pro Tip: Stay in touch post-trip. Encourage Jan to share his work and experiences on social media and tag your business. Offer discounts for referrals. |



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

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



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





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

# **Step Three**

# **Marketing Plan.**

# What is a marketing plan?



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

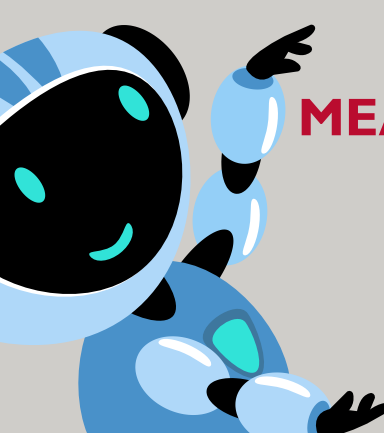
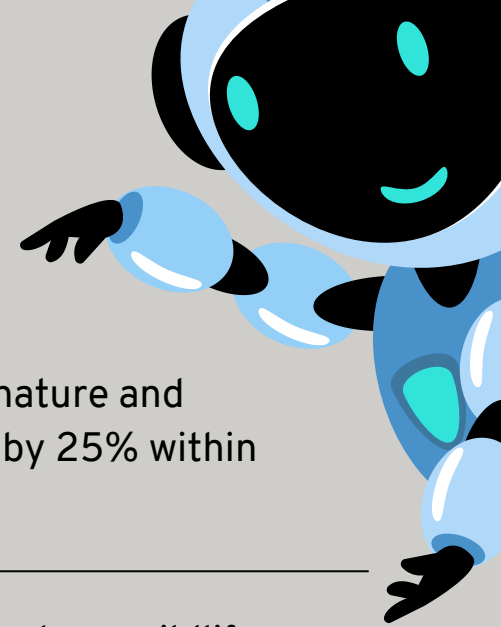
# MARKETING PLAN

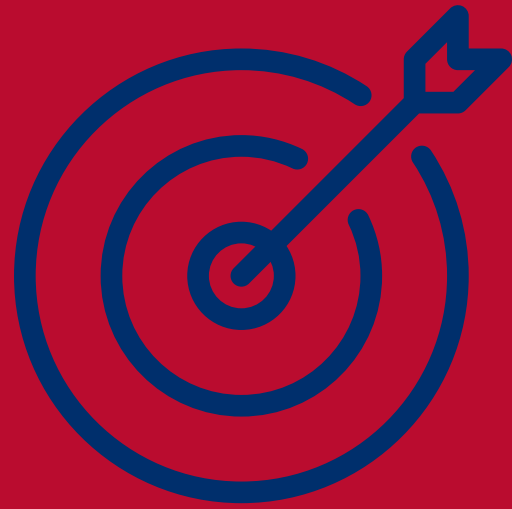
## DEFINITION

## PRO-TIP

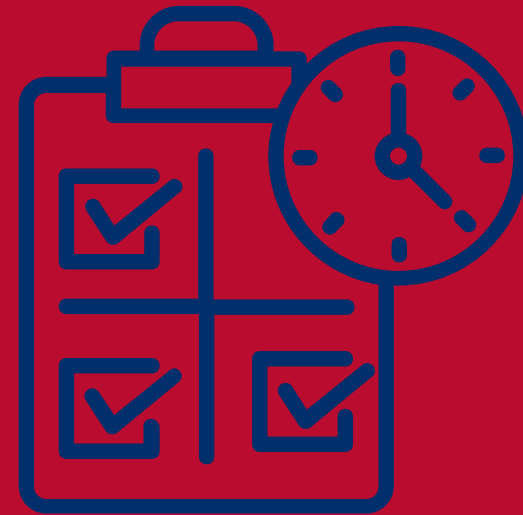
## SAMPLE

|                        | DEFINITION   | PRO-TIP  | SAMPLE  |
|------------------------|--|--|---|
| <b>OBJECTIVE</b>       | Your objective is the big goal.  | Set clear, measurable, and achievable goals.   | To increase bookings for nature and wildlife tours in Sri Lanka by 25% within the next year.                |
| <b>TARGET AUDIENCE</b> | The specific group of people who are most likely interested in your travel offerings.                                    | Go back to your traveler personas - identify the most lucrative and relevant ones for your business. | European and Australian nature, wildlife, and adventure Enthusiasts.  |
| <b>MESSAGING</b>       | The way you communicate your travel experiences and offerings to your potential customers.                               | Analyze your customer journey map; communicate simply, and narrate stories.                          | "Discover the Untamed Beauty of Sri Lanka: Unforgettable Wildlife and Nature Experiences Tailored for You." |
| <b>CHANNELS</b>        | The different ways you use to reach and interact with your potential customers, like social media, websites, and emails. | Meet audiences on their platforms - use catchy content for social media and detailed for blogs.      | Social Media, Travel Blogs, YouTube Ads, and Email Newsletters.   |
| <b>BUDGET</b>          | The money you set aside to spend on your marketing activities and strategies.  | Set a goal-aligned budget; impactful results don't always require huge spending. Prioritize smartly! | USD xxx for boosting on social , quality content, website marketing.  |
| <b>ACTION PLAN</b>     | A step-by-step guide that outlines the specific tasks and activities you need to do to achieve your marketing goals.     | Divide tasks into steps, assign duties and deadlines for efficient completion.                       | Bi-weekly social media posts, collaborations with travel bloggers, YouTube series, and email newsletters.   |
| <b>MEASUREMENTS</b>    | Tracking and evaluating how well your marketing efforts are working and if you're achieving your goals.                  | Utilize Google Analytics and social insights to measure strategy success and adjust accordingly.     | Bookings, website traffic, content engagement, customer reviews and feedback.                               |





**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 matching 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. <sup>188</sup>



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

**1**

**YOUR WEBSITE IS STEP ONE IN YOUR DIGITAL MARKETING JOURNEY.**



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

# HOW TO APPROACH WEBSITE MARKETING

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





# How to find Keywords

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

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

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

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

**7. Try Detailed Words:** Use longer phrases, like "best birdwatching safaris Sri Lanka" They can attract the right people.



## Here are 50 keywords for Nature & Wildlife Tourism to help you get started!

- Sri Lanka wildlife tours
- Sri Lanka eco-tourism
- Yala National Park
- Sri Lanka safari
- Birdwatching Sri Lanka
- Sri Lanka nature resorts
- Endemic species Sri Lanka
- Sri Lanka wildlife photography
- Elephant safari Sri Lanka
- Leopard spotting Sri Lanka
- Whale watching Sri Lanka
- Sri Lanka rainforest
- Turtle conservation Sri Lanka
- Sri Lanka National Parks
- Snorkeling Sri Lanka
- Marine life Sri Lanka
- Sri Lanka biodiversity
- Adventure travel Sri Lanka
- Wildlife conservation Sri Lanka
- Flora and fauna Sri Lanka
- Horton Plains Sri Lanka
- Eco-friendly travel Sri Lanka
- Sri Lanka nature trails
- Jungle trekking Sri Lanka
- Sri Lanka mangroves
- Sri Lanka reptile tours
- Dolphin tours Sri Lanka
- Natural beauty Sri Lanka
- Sri Lanka wilderness
- Sustainable travel Sri Lanka
- Wildlife documentaries Sri Lanka
- Exotic animals Sri Lanka
- Sri Lanka trekking tours
- Wildlife sanctuaries Sri Lanka
- Scenic landscapes Sri Lanka
- Safari camps Sri Lanka
- Sri Lanka bird species
- Nature guided tours Sri Lanka
- Arugam Bay surfing
- River safaris Sri Lanka
- Sri Lanka eco-lodges
- Nature photography Sri Lanka
- Sri Lanka primates
- Sri Lanka marine parks
- Sri Lanka nature retreat
- Sri Lanka adventure packages
- Wildlife observation Sri Lanka
- Authentic Sri Lanka nature experience
- Customized wildlife tours Sri Lanka
- Sri Lanka outdoor activities

# Here are some examples of how to use these keywords

## Website Landing Page:

Discover the Untamed Beauty of Sri Lanka with Our Wildlife Tours  
Welcome to the ultimate destination for nature and wildlife enthusiasts. Sri Lanka, an island paradise, offers a bounty of biodiversity unlike any other place on Earth.

### Sri Lanka Wildlife Tours

Delve deep into Sri Lanka's most picturesque landscapes, teeming with an array of flora and fauna. We offer customizable "Sri Lanka wildlife tours" that put you in touch with the island's unique species—from majestic elephants to elusive leopards and vibrant birdlife.

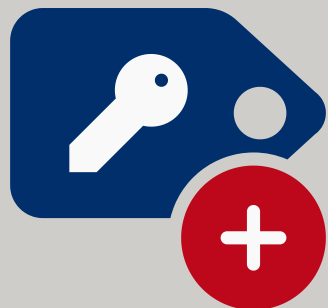
## Tours Section:

### Sri Lanka Wildlife Tours

Embark on a journey to explore Sri Lanka's national parks, home to some of the most exotic animals and birds. Witness elephants in their natural habitat at Yala National Park, or spot the elusive leopard in its own domain.

- Leopard Safari in Yala National Park
- Elephant Observation in Minneriya National Park
- Birdwatching Expedition in Kumana National Park

### Sustainable Travel Sri Lanka Packages





## MEASURING THE SUCCESS OF YOUR WEBSITE MARKETING STRATEGY

### TIPS

Use website analytics to track visitors and actions on your site.

Monitor mobile traffic to ensure a good mobile experience.

Track conversions (booking inquiries, sales) from your site.

### INDICATORS

Increased website traffic and engagement.

Low bounce rates (visitors leaving quickly).

Higher conversion rates.



**2 YOUR  
CONTENT MARKETING  
STRATEGY IS  
CRITICAL.**

# WHAT IS CONTENT MARKETING?

**Content marketing is like sharing captivating stories with your customers. Imagine telling them about the fascinating culture, the amazing sights, and the unforgettable experiences your niche tourism offers. Through blogs, videos, and pictures, you're not just promoting your business – you're giving travelers a taste of what they can expect. Storytelling is a great way to create this content. It's all about weaving narratives that engage, inspire, and leave a lasting impression, making travelers excited to be a part of your journey.**



**It's basically  
pictures & words  
that grab  
attention!**

# SELLING

1. Talk About the Product: Selling content talks about what a product does and how it's different.
2. Ask to Buy: It encourages people to buy or sign up right away.
3. Talk About what you are selling: It mostly talks about the product itself and its good points.
4. Quick and Clear: It's short and to the point, so you know what to do fast.
5. Trying to Sell: Its main job is to get you to buy something now.



- BE CLEAR & SIMPLE
- HIGHLIGHT BENEFITS
- HAVE A CLEAR CALL TO ACTION

# STORYTELLING

1. Share Feelings: Storytelling content makes your audience feel something and shares stories that feel real.
2. Tell Exciting Stories: It tells exciting stories that get them interested and want to know more.
3. About your audience: It's about what your audience wants and likes, making them the important part.
4. Takes Time to Enjoy: It's longer, like a good story, and keeps you reading or listening.
5. Building Friendship: It wants to make friends with the audience, telling stories they like and remember.



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

**There are 2 main types of content and they are both useful in different ways. Both can be done in static & video format.**



# THIS IS SELLING



# THIS IS STORYTELLING





## MEASURING THE SUCCESS OF YOUR CONTENT MARKETING STRATEGY

### TIPS

Count views, likes, and shares on your content.

Monitor comments and feedback from readers/viewers.

Track the impact of content on website traffic.

### INDICATORS

High engagement on content.

Positive feedback and discussions.

Increased traffic from content sources.



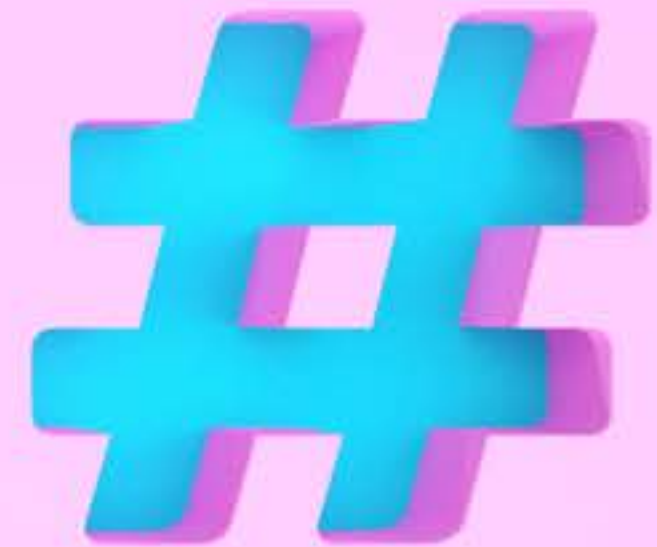
**3**  
**SOCIAL MEDIA  
IS A WINNER FOR  
NATURE & WILDLIFE  
TOURISM.**

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

**4.8 Billion**  
are on social media



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

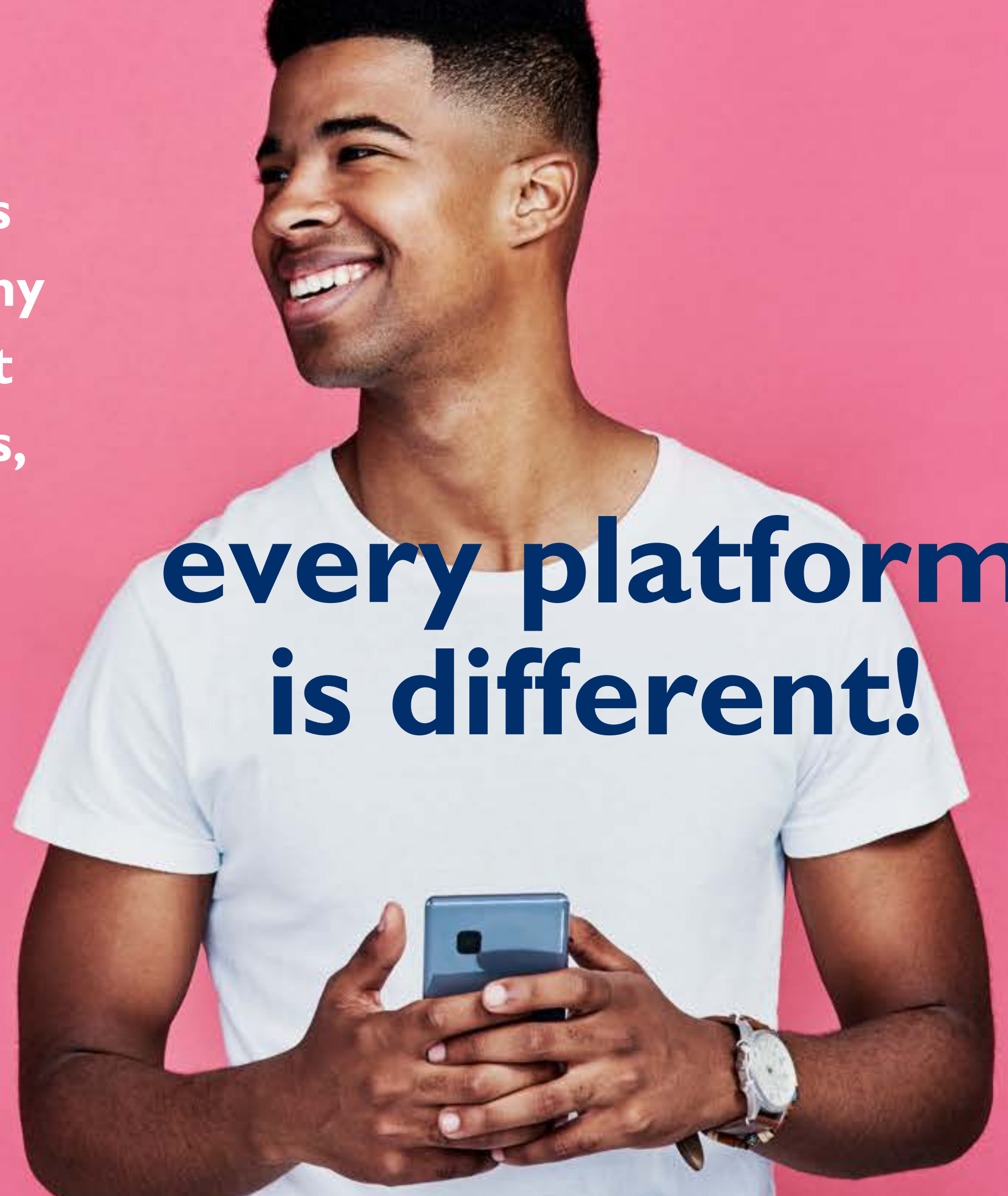










**It's your direct line to travelers seeking immersive experiences. By sharing captivating stories, stunning visuals, and engaging videos, you can spark their curiosity and draw them into your world. Social media isn't just about promoting; it's about building connections and crafting a community around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

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

**every platform  
is different!**



# The right content for the right platform is key!

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





## MEASURING THE SUCCESS OF YOUR SOCIAL MEDIA MARKETING STRATEGY

### TIPS

Count likes, shares, comments on your posts.

Monitor interactions and direct messages from users.

Track website traffic from social media links.

### INDICATORS

Growing social media following.

Active engagement with travelers.

Increased website traffic from social media.



4

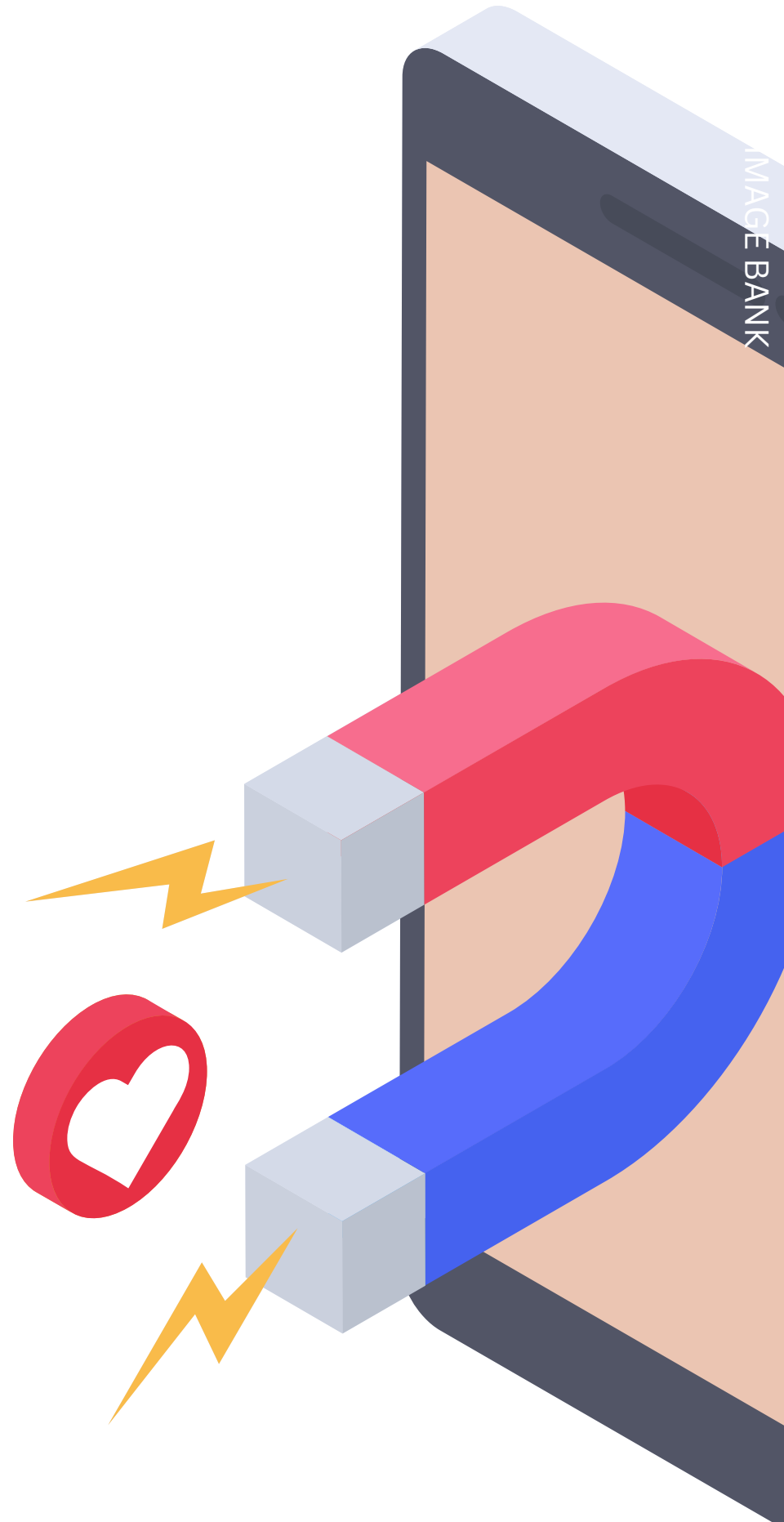
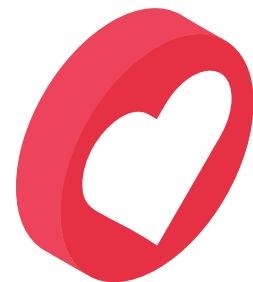
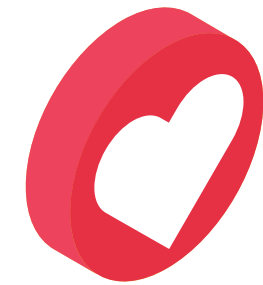
**HARNESS THE  
POWER OF ONLINE REVIEWS.**

# Customer Reviews



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

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





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



# TIPS

**1. Create a Great Profile:** Make a detailed and interesting profile with nice photos and descriptions of your business.

**2. Ask for Reviews:** Encourage happy customers to leave reviews. Good reviews help others trust you.

**3. Reply to Reviews:** Respond to all reviews, good and bad, politely and quickly. It shows you care.

**4. Show What's Special:** Tell people what makes your business unique and exciting.

**5. Keep Info Updated:** Make sure your info like hours and contact details are correct. People like reliable info.

**6. Use Good Pictures:** Share nice pictures and videos that show what your business is like.

# PRO TIP

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







## MEASURING THE SUCCESS OF YOUR REVIEWS MARKETING STRATEGY

### TIPS

Count and track positive reviews and ratings.

Monitor sentiment and feedback from reviews.

Compare review trends over time.

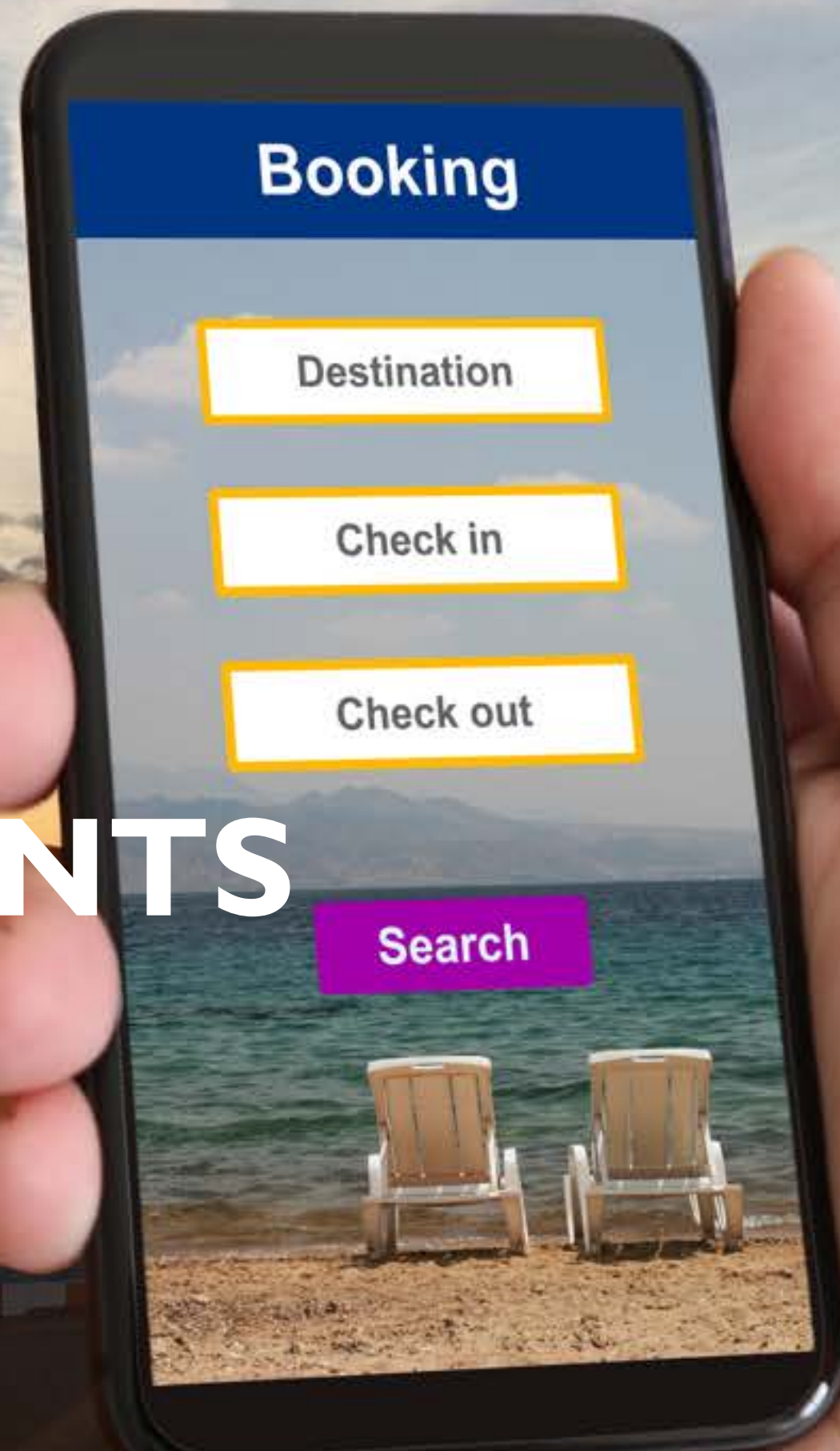
### INDICATORS

High overall ratings and positive reviews.

Constructive feedback and suggestions.

Consistent positive trends.

**5**  
**ONLINE  
TRAVEL AGENTS  
ARE KEY.**



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

# POPULAR OTA'S

[1.Booking.com](#)

[2.Expedia](#)

[3.TripAdvisor](#)

[4.Agoda](#)

[5.Airbnb](#)

[6.Hotels.com](#)

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

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

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

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



## **MEASURING THE SUCCESS OF YOUR OTA MARKETING STRATEGY**

### **TIPS**

Monitor bookings made through online platforms.

Track which platforms drive the most bookings.

### **INDICATORS**

Consistent bookings from various platforms.

Higher bookings from certain platforms.

7

# EMAIL MARKETING.



**WHAT IS  
EMAIL MARKETING?**





**Email marketing is like sending personalized and engaging messages directly to people's email inboxes. It's a way to connect with travelers who are interested in your niche tourism experiences. By sending them valuable content, updates, and special offers, you can build a relationship with your audience and keep them informed about your unique offerings. It's like having a direct line to their virtual door, allowing you to share your story, showcase your experiences, and encourage them to be a part of your journey.**

# PRO TIPS

**1. Build Your List:** Collect email addresses from people who are interested in your niche tourism experiences. You can gather these through your website, social media, events, and more. Make sure you have their permission to send them emails.

**2. Create Compelling Content:** Craft engaging emails with valuable content. Share stories about your niche experiences, travel tips, destination insights, and exclusive offers. Make sure your emails provide value to your subscribers.

**3. Design Eye-Catching Emails:** Create eye-catching emails using free templates from platforms like Canva. Remember to add images, videos, and a clear call-to-action that tells people what you want them to do next.

**4. Personalize:** Personalize your emails by using your subscribers' names and tailoring the content to their interests. Remember, privacy is essential – avoid sending bulk messages where everyone can see each other's email addresses. This makes your emails more engaging and respectful of your recipients' privacy.

**5. Send Regularly:** Establish a consistent sending schedule, whether it's weekly, bi-weekly, or monthly. Consistency helps build anticipation and keeps your audience engaged.

# USEFUL LINKS

[A COMPLETE GUIDE TO EMAIL MARKETING FOR TOURISM OPERATORS](#)

[EMAIL MARKETING FOR THE TRAVEL & TOURISM INDUSTRY](#)

[THREE STEPS TO GET STARTED](#)

[FREE EMAIL MARKETING TEMPLATES & DESIGN RESOURCES](#)



## MEASURING THE SUCCESS OF YOUR EMAIL MARKETING STRATEGY

### TIPS

Track open rates and click-through rates of emails.

Measure conversion rates from email campaigns.

Monitor subscriber growth and engagement.

### INDICATORS

Increasing open and click-through rates.

Higher conversion rates from emails.

Growing and engaged email subscriber list.



8

**USER**

**GENERATED**

**CONTENT.**

**User-generated content is when your customers become your storytellers. It's like friends sharing their awesome experiences, but for your business. They post photos, reviews, and stories about your niche tourism offerings. This boosts your brand and shows potential guests what a great time they could have with you!**

# PRO TIPS

**1. Use Popular Hashtags:** Include popular hashtags related to your niche to reach a wider audience.

**2. Create Your Own Hashtag:** Make a unique hashtag for your business and encourage guests to use it.

**3. Tag Your Pages:** Tag your business pages in user posts to showcase their positive experiences.

**4. Encourage Sharing:** Motivate guests to share their experiences using your hashtags.

**5. Share on Your Platforms:** Repost user content on your own social media and website.

**6. Engage and Respond:** Interact with user-generated posts to build connections with customers.



## **MEASURING THE SUCCESS OF YOUR USER GENERATED MARKETING STRATEGY**

### **TIPS**

Keep track of user-generated content with your hashtags.

Share user-generated content on your platforms.

Observe if user-generated content leads to bookings.

### **INDICATORS**

Regular use of your hashtags by travelers.


Positive reactions and engagement.

Increased bookings from user-generated content.



# 9 LOCAL PARTNERSHIPS.





**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!**

