



USAID
FROM THE AMERICAN PEOPLE

WEDDING 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.

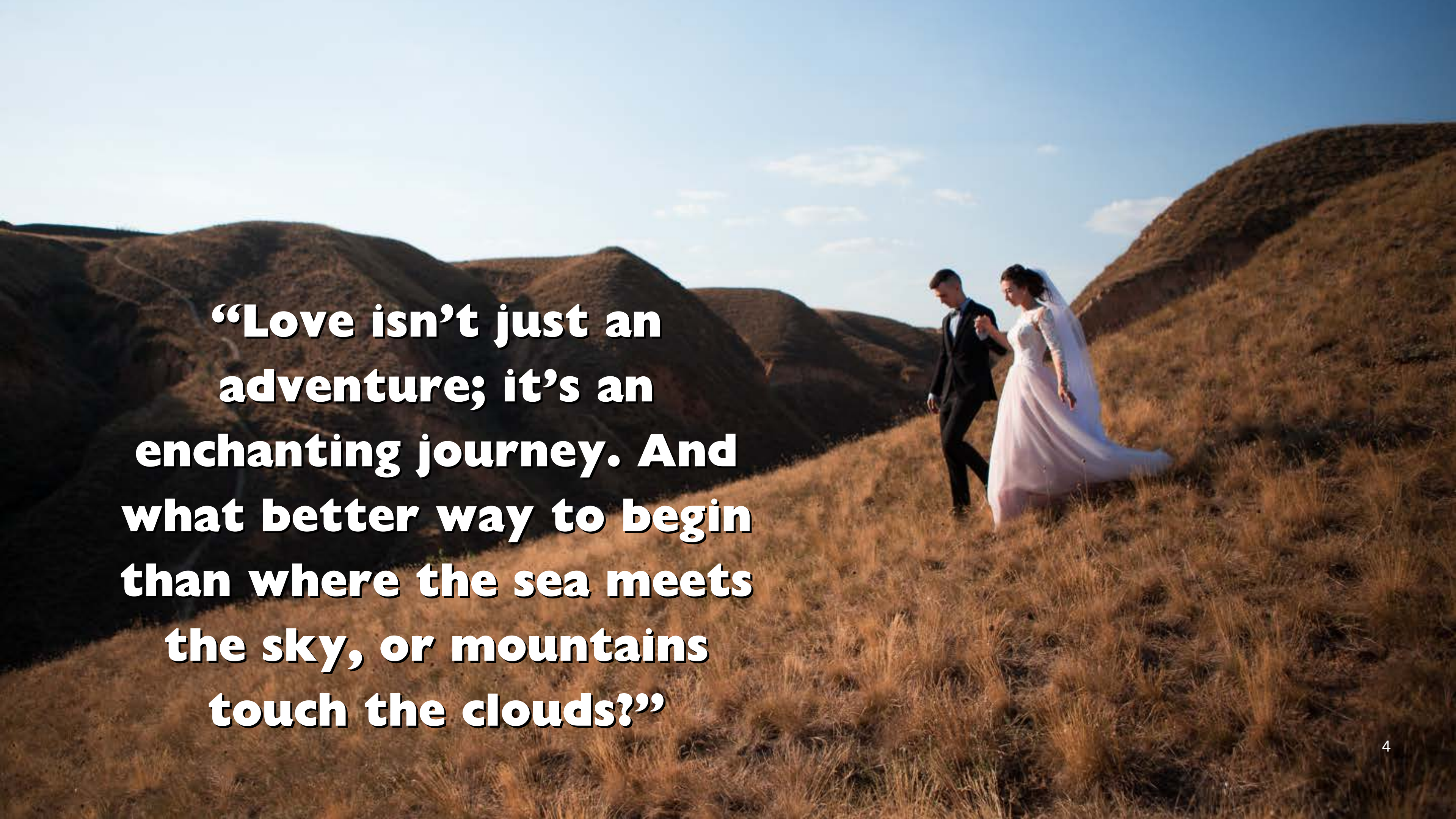
DISCLAIMER

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CONTENTS

CLICK PAGE NUMBER FOR DIRECT LINK

WEDDING TOURISM EXPLAINED	<u>5</u>
TRAVELER PROFILE	<u>24</u>
GLOBAL TRENDS	<u>47</u>
OTHER CELEBRATIONS	<u>73</u>
SRI LANKA'S POTENTIAL	<u>84</u>
SPARKING LOCAL IDEAS	<u>91</u>
MARKETING TOOLBOX INTRODUCED	<u>156</u>
TRAVELER PERSONAS	<u>166</u>
CUSTOMER JOURNEY MAP	<u>177</u>
MARKETING PLAN	<u>189</u>
MARKETING MIX DEEP DIVE	<u>194</u>

A wedding couple is walking on a grassy hillside. The groom is wearing a dark suit and the bride is wearing a white wedding dress with a long veil. They are walking away from the camera towards the right. The background shows rolling hills under a blue sky with some clouds. The text is overlaid on the left side of the image.

**“Love isn’t just an
adventure; it’s an
enchanted journey. And
what better way to begin
than where the sea meets
the sky, or mountains
touch the clouds?”**

What is Wedding Tourism?

Wedding Tourism, often referred to as 'Destination Weddings', encompasses the practice of couples choosing to get married outside their usual place of residence, often in a location that holds special significance, offers unique experiences, or simply provides a picturesque backdrop. Planning a celebration vacation is an exciting opportunity to create lasting memories in some of the most beautiful places in the world.



More than just

a wedding.



Venue Selection & Booking:

Identifying and reserving the perfect location that aligns with the couple's vision.



Accommodation:

Arranging stay options for the couple and the guests, which might include hotels, resorts, villas, or boutique properties.



Travel & Logistics:

This can include booking flights, arranging airport transfers, local transportation, and possibly even visa assistance for international destinations.

A close-up photograph of a wedding table setting. In the foreground, a menu card with a dark background and white text is placed on a white napkin. To the right, a tall, elegant glass with a gold rim stands next to a centerpiece of white flowers and greenery. In the background, another menu card and a small decorative box are visible on the table.

Catering & Menu Planning:

Providing food and beverages, often tailored to the location or the couple's cultural preferences.

A woman with long dark hair, wearing a black blazer and a black top, is looking down at a clipboard she is holding. She is wearing a headset with a microphone. The background is an outdoor setting with green trees and a stone building. The text is overlaid on a yellow background.

Event Planning & Coordination:

From the wedding ceremony to the reception and any other related events (like rehearsals, welcome dinners, or post-wedding brunches).



Decor & Ambience:

Crafting the desired atmosphere through lighting, floral arrangements, furniture, and other decor elements.

A woman in a red and gold traditional Chinese wedding dress is being measured by a tailor in a white shirt. The tailor is using a yellow measuring tape. The woman is smiling and looking down at the tailor. The background shows racks of clothing in a store.

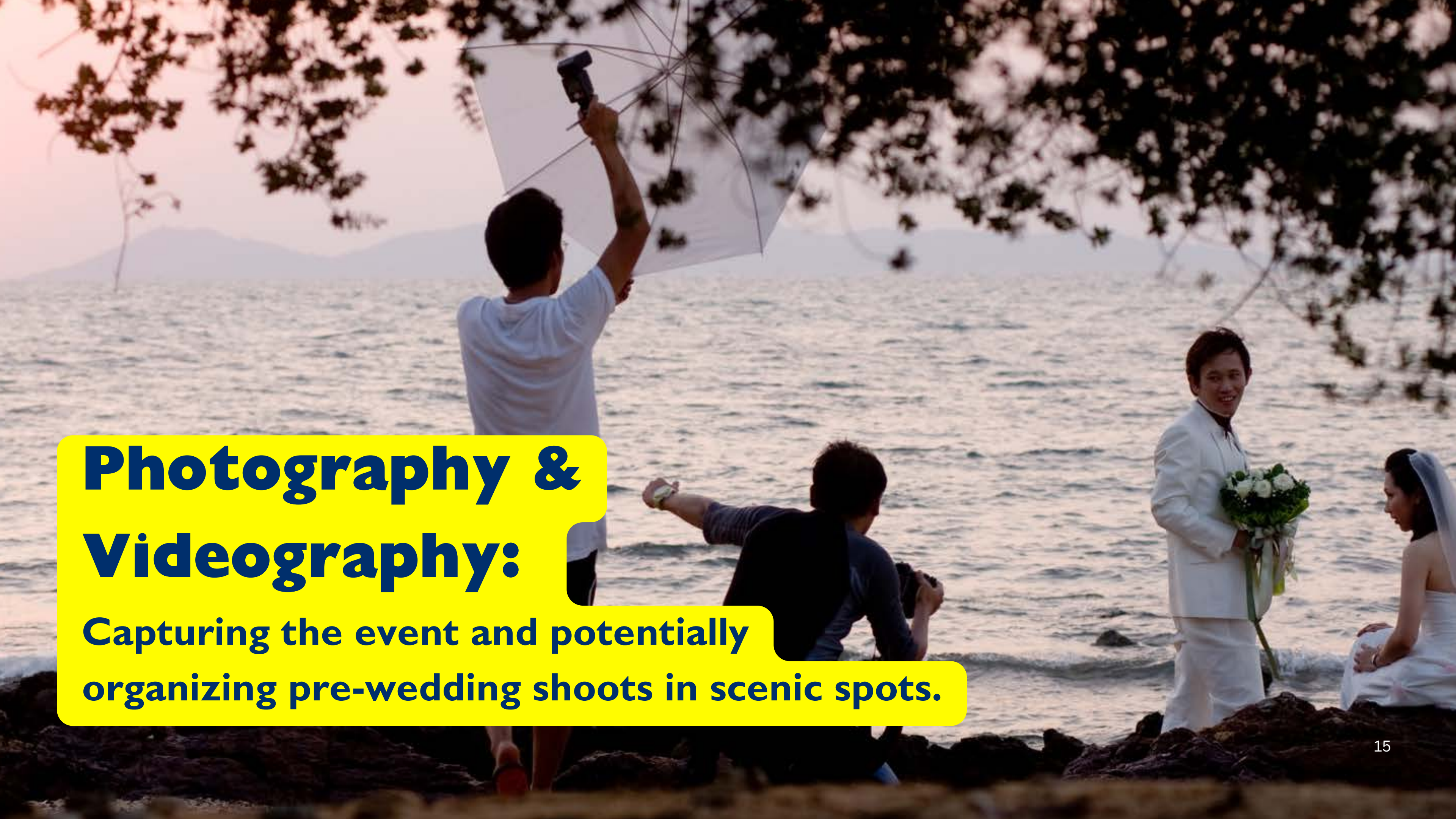
Attire & Styling:

Some destination wedding packages might include connections with local dressmakers, tailors, or stylists for both the couple and the wedding party.



Entertainment & Activities:

This can range from live bands, DJs, traditional dancers, or other entertainers, to local excursions and activities for guests.



Photography & Videography:

Capturing the event and potentially organizing pre-wedding shoots in scenic spots.



Ceremonial

Needs:

For some couples, this might involve arranging local religious or cultural officiants, sourcing specific ceremonial items, or understanding and incorporating local customs.

A person in a white wedding suit is writing in a book on a table. The table is covered with a black and white patterned cloth and has several microphones on it. The background is slightly blurred, showing other people in wedding attire.

Legal & Documentation Assistance:

Assistance:

Helping with the legalities of marrying in a foreign location, which might involve securing marriage licenses or understanding local regulations.

Beauty & Wellness:

Providing services such as hair, makeup, spa treatments, or pre-wedding wellness packages.



Emergency

Sevices:

Ensuring there's a plan in place for medical emergencies, weather-related changes, or other unforeseen situations.



The background of the slide features three wrapped gifts and several peach-colored roses. One gift is wrapped in light yellow paper with a white ribbon, another in brown paper with a pink ribbon, and a third in white paper with a pink ribbon. The roses are scattered around the gifts, some with greenery and baby's breath. The overall aesthetic is soft and romantic.

Gift & Favours Coordination:

Helping couples choose and distribute wedding favors or gifts, often incorporating local products or crafts.



Guest Services:


This can include organizing special activities for guests, providing welcome bags, arranging childcare, or handling special requests.

Post Wedding

Services:

Arranging for the honeymoon, thank-you notes distribution, or even handling the shipment of gifts and attire back to the couple's home country.





These services and components work in tandem to ensure that a destination wedding is a holistic experience for the couple and their guests.

A romantic scene of a bride and groom standing on a beach at sunset. The groom is in a light grey suit, and the bride is in a white wedding dress, holding a bouquet. They are embracing and looking at each other. The sky is filled with soft, colorful clouds in shades of pink, orange, and blue. The ocean is visible in the foreground, and the couple's reflection is seen in the shallow water. Overlaid on the image is the text "Let's understand the expectations of the traveler." in a large, white, bold, sans-serif font.

**Let's understand
the expectations of
the traveler.**

A photograph of a business meeting. Several people are gathered around a table, looking at documents and a tablet. The scene is brightly lit, likely by natural light from a window in the background. The focus is on the hands and arms of the participants as they interact with the documents and the tablet.

Early planning:

Starting preparations well in advance ensures that all the finer details are taken care of, allowing room for any necessary changes or adjustments.

Personalization & customization:

Every wedding should tell a unique love story. Couples seek to imprint their individual stamp on ceremonies, decorations, and more.





Local experience & cultural integration:

This includes sourcing local specialties, having a local spin on the ceremony, hiring local musicians, and even organizing unique cultural experiences like parades or traditional dances.



Experienced wedding planner:

An expert who understands the destination inside-out and can effectively bring the couple's vision to life is invaluable.

Destination information:

Providing guests with information about nearby attractions and activities for both before and after the wedding ensures they get the most out of their trip.



A photograph of two men in wedding attire embracing outdoors. The man on the left is wearing a dark green suit jacket, a white shirt, and a black bow tie. The man on the right is wearing a rust-colored suit jacket, a white shirt, and a black bow tie. Both have floral boutonnieres. They are smiling and looking at each other. A yellow text box is overlaid on the left side of the image.

Safety, security & accessibility:

Ensuring the chosen location is safe, easily reachable, and can comfortably adapt to various wedding traditions and rituals is paramount.



Weather considerations:

Many couples are drawn to destination weddings for tropical vibes, blue skies, and picturesque settings. Understanding the best seasons to book is crucial.

Sustainability & community:

Opportunities to give back to the local community or choose eco-friendly options can add meaning to the celebrations.






Unique guest experiences:

Beyond the wedding itself, couples want to offer memorable experiences for their invitees – be it through local excursions, community interactions, or special events.



Stress free & aspirational:

At the end of the day, couples want the planning and the wedding to be a seamless experience, set against the backdrop of a dreamy, aspirational destination.

A young couple with curly hair is laughing together outdoors. The woman is in the foreground, wearing a white floral shirt, and the man is behind her, also wearing a white floral shirt. They are both smiling broadly and laughing. The background is a bright, slightly blurred outdoor setting, possibly a beach or a park.

**Why do couples
opt for a destination
wedding?**

Unique & memorable setting:

They offer a chance to tie the knot in an extraordinary location, whether it's a tropical beach, historic castle, or scenic mountain retreat.





Intimate celebration:

With typically smaller guest lists, couples can spend quality time with their closest friends and family, making the event more personal.

Combine wedding & honeymoon:

A destination wedding allows couples to merge their nuptials and honeymoon into one extended celebration.



Cost efficiency:

With fewer invitees and bundled deals, destination weddings can be more cost-effective than larger traditional ones.

Simplified planning:

Many destination venues provide comprehensive packages, easing the planning process for the couple.



Authentic experience:

Opting for a destination wedding allows couples and guests to immerse themselves in the local culture, traditions, and settings, offering a genuine and enriching experience.



DESTINATION WEDDING TRAVELERS ARE

**authentic
experience
seekers**



experience
IS THE NEW LUXURY

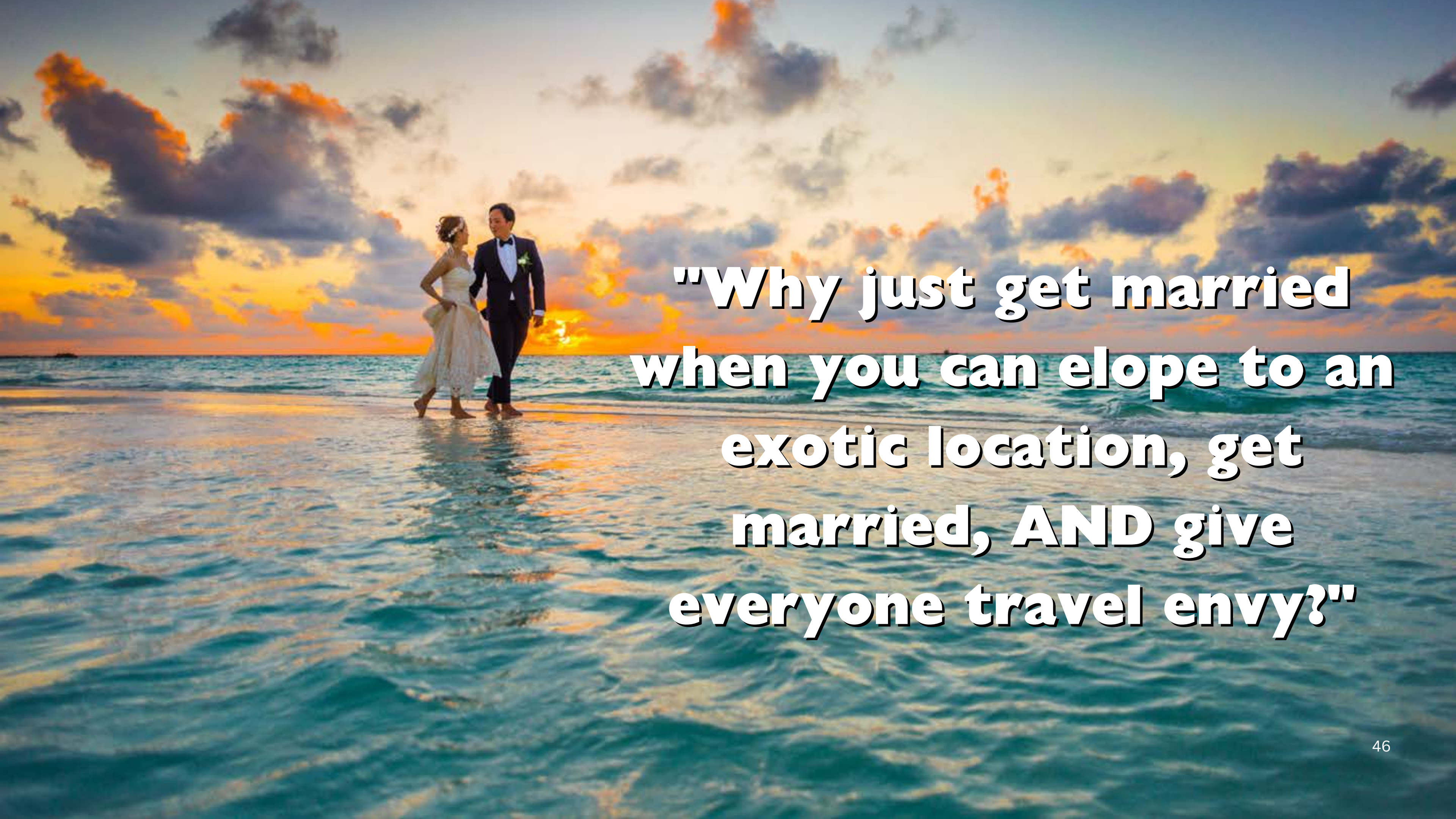
A man and a woman in white wedding attire are standing on a rustic, weathered wooden staircase. The man is on the left, leaning forward and holding the woman's hands. The woman is on the right, wearing a white wedding dress and veil, looking up at the man. The staircase is made of dark, aged wood and is surrounded by a lattice of wooden beams. The scene is lit with natural light, creating a warm and romantic atmosphere.

luxury
IS AN ATTITUDE



status =

HOW UNIQUE YOUR BIG DAY IS

A bride and groom are walking on a beach at sunset. The bride is wearing a white dress and the groom is wearing a dark suit with a white shirt and a dark bow tie. They are walking towards the right side of the frame. The sky is filled with large, colorful clouds in shades of orange, yellow, and blue. The ocean is visible in the background, with waves breaking on the shore. The overall scene is romantic and picturesque.

**"Why just get married
when you can elope to an
exotic location, get
married, AND give
everyone travel envy?"**



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

A romantic couple is shown in profile, kissing on a beach. The man is wearing a white shirt and the woman is wearing a light-colored dress. They are surrounded by tropical foliage and a clear blue sky. The scene is bathed in the warm, golden light of a sunset.

Beach Weddings

These are perhaps the most popular type. Think of sandy shores, ocean breezes, and sunsets. Locations like Bali, Maldives, the Caribbean islands, and many parts of Mexico are popular destinations for beach weddings.

A wedding couple stands under a rustic wooden arch decorated with flowers. The bride is in a white dress and the groom is in a black suit. The background is a misty mountain landscape with a lake in the distance. The text 'Mountain Retreats' is overlaid in large white letters.

Mountain Retreats

For those who love heights and scenic views, mountain weddings in places like the Rockies, the Alps, or the Himalayas provide a dramatic backdrop.

City Weddings

Iconic cities like Paris, New York, or Venice can be the perfect location for those who love urban settings and want the vibrancy of a city for their big day.



Countryside or Vineyard Weddings

A photograph of a vineyard wedding ceremony setup. In the foreground, rows of white folding chairs are arranged on a stone-paved path. To the left, a wooden arbor is decorated with pink and white flowers. A large wooden barrel holds a bouquet of white and pink flowers. The background shows a lush green vineyard with rows of grapevines stretching across rolling hills under a clear sky.

Rolling hills, vineyards, rustic barns, or beautiful chateaux in regions like Tuscany, Napa Valley, or the French countryside can make for a serene setting.

Farm Weddings

Set amid rustic barns and sprawling fields, farm weddings meld simplicity with the genuine charm of rural beauty.

WEDDING TO-DAY

Desert Weddings

A photograph of a couple in formal wedding attire standing on a red rock desert landscape. The man is wearing a dark suit, and the woman is wearing a long, flowing purple dress. They are looking out over a vast, rocky desert valley with scattered green shrubs. The background shows more red rock formations under a clear sky.

The vast landscapes of places like Morocco, Dubai, or the American Southwest offer a unique, vast, and timeless backdrop.

Historical or Castle Weddings

Think fairy-tale weddings in historical sites, palaces, or castles in places like Ireland, Scotland, or France.



Adventure Weddings

For the thrill-seekers, this could be anywhere from a remote island, a dense jungle, or even underwater weddings for scuba enthusiasts!



Cruise or Nautical Weddings

Held aboard a cruise ship or a chartered yacht, combining the journey and the event.

Cultural or Heritage Weddings

Some couples choose a destination that reflects their ancestral or cultural backgrounds, incorporating traditional ceremonies and rituals.

Forest or Jungle Settings

A romantic couple stands in a lush forest, looking up at the sky. The woman is wearing a white lace dress, and the man is wearing a white shirt and purple shorts. They are surrounded by large, ancient trees with thick, gnarled trunks and dense green foliage.

Secluded spots amidst nature, perhaps in tropical rainforests of Costa Rica or the woodlands of Canada.

A wedding couple is captured in a romantic embrace on a wooden dock extending into a calm lake. The bride is wearing a white gown with a long veil, and the groom is in a dark suit. A cluster of colorful balloons in shades of pink, yellow, green, and blue floats above them. The surrounding landscape is lush with green trees, and their reflections are clearly visible in the still water. In the background, some buildings are visible on the far shore under a clear sky.

Lakeside Weddings

By serene lakes, with reflections of the sky and trees, places like Lake Tahoe or Lake Como can be perfect.

Winter Weddings

Blanketed in snow and twinkling lights, winter weddings encapsulate the magic of a frosty wonderland and cozy romance.



Underwater Weddings

Immersed in a world of marine beauty, underwater weddings offer couples an ethereal and unparalleled backdrop of aquatic serenity.



An aerial photograph of a city, likely Dubai, featuring a large, winding turquoise pool in the foreground. The city is densely packed with skyscrapers and residential buildings. The text 'Aerial Weddings' is overlaid in large white letters with a black outline.

Aerial Weddings

Soaring above landscapes and cities, aerial weddings elevate the celebration to new heights, merging thrill with unparalleled panoramic vistas.

A photograph of four brown cowboy boots with intricate white stitching, arranged in a row against a rustic wooden fence. Each boot is filled with a bouquet of white and light green hydrangeas and roses. The scene is set outdoors on a gravel surface.

Themed Weddings

Infused with imagination and personal flair, themed weddings transport guests into a meticulously curated world, reflecting the couple's shared passions or favorite narratives.




Sports Arena Weddings

At iconic stadiums or courts, couples exchange vows on the very ground where games come alive, blending marital joy with sports passion.

Waterfall Weddings

A romantic scene featuring a bride and groom standing on a mossy rock ledge, looking out at a powerful waterfall. The bride is wearing a white dress and the groom is in a dark suit. The waterfall is the central focus, with mist rising from its base. The background shows a rugged, forested landscape.

Amidst the majestic roar and mist, couples pledge their love at the foot of cascading waters, creating an awe-inspiring union of nature and romance.

A close-up photograph of a couple's hands clasped together, set against a bright sunset over a body of water. The sun is low on the horizon, creating a strong lens flare and illuminating the scene with a warm, golden light. The couple's arms are visible, extending from the top corners towards the center where their hands meet. The background shows the dark silhouette of hills or mountains under the glowing sky.

The type of destination wedding a couple chooses often reflects their personalities, shared experiences, or simply their dream setting.



Italy

“ITALY, AS A WHOLE, IS ONE OF THE DREAMIEST COUNTRIES FOR A WEDDING. TWO OF THE MOST SCENIC SPOTS FOR NUPTIALS ARE THE AMALFI COAST AND CINQUE TERRE, BOTH OF WHICH OFFER COLORFUL SEASIDE SPLENDOR. BUT YOU CAN ALSO OPT FOR A RUSTIC-LUXE WINE RETREAT IN TUSCANY OR THE EXTRAVAGANT VILLAS OF LAKE COMO”

TRAVELANDLEISURE.COM

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

Ireland

**“FOR A FAIRY-TALE WEDDING IN A HISTORIC CASTLE SURROUNDED BY LUSH LANDSCAPES, IRELAND IS YOUR BEST BET. BUT THERE'S FAR MORE TO THE EMERALD ISLE THAN THAT: YOU CAN ALSO WED IN AN IDYLIC SEASIDE VILLAGE, ATOP AN OCEANFRONT CLIFF, OR IN A GOTHIC CATHEDRAL. OUTSIDE THE WEDDING FESTIVITIES, THERE'S PLENTY TO KEEP YOUR GUESTS ENTERTAINED HERE, TOO, LIKE WORLD-CLASS GOLFING, PUB CRAWLS IN DUBLIN, AND LOTS OF HISTORICAL SITES.” [TRAVELANDLEISURE.COM](#)
[CLICK THIS LINK FOR AN INTERESTING ARTICLE](#)**

Hawaii

“WHERE TO BEGIN WITH HAWAII? THE PARADISIACAL ISLANDS ARE PICTURE-PERFECT WEDDING DESTINATIONS, THANKS TO THEIR WHITE-SAND (AND BLACK-SAND) BEACHES, LUSH JUNGLES, AND SCENIC MOUNTAINS, VOLCANOES, AND CLIFFS. THERE'S NO SHORTAGE OF LUXE HOTELS TO HOST YOUR CELEBRATIONS, WHETHER YOU'RE LOOKING FOR SOMETHING GRAND OR INTIMATE.”
TRAVELANDLEISURE.XOM
[CLICK THIS LINK FOR AN INTERESTING ARTICLE](#)



France

“SURE, PARIS IS WIDELY CONSIDERED TO BE THE MOST ROMANTIC CITY IN THE WORLD, BUT THERE ARE PLENTY OF OTHER FRENCH DESTINATIONS WORTH CONSIDERING, TOO. FIRST ON OUR WEDDING DESTINATION LIST IS THE LOIRE VALLEY, KNOWN FOR ITS ELEGANT CHÂTEAUX SURROUNDED BY VINEYARDS. ANOTHER OPTION IS THE COTE D'AZUR, HOME TO HAUTE SEASIDE TOWNS LIKE ST.-TROPEZ AND CANNES, AS WELL AS FOODIE CITY NICE. THERE'S ALSO PROVENCE, FILLED WITH BUCOLIC VILLAGES AND LAVENDER FIELDS.”

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



Bali

“IF A BAREFOOT BEACH WEDDING IS ON YOUR VISION BOARD, IT’S TIME TO BOOK A PLANE TICKET TO BALI. FROM ITS STUNNING BEACHES AND LUSH MOUNTAINS TO ITS RICH CULTURAL HISTORY AND VIBRANT BOHEMIAN FLARE, IT’S A SPOT THAT’S CHARMING, LAID-BACK, AND PERFECT FOR THOSE WANTING STRESS-FREE DAY.”



London

“WITH WORLD-CLASS FACILITIES, AVAILABLE INTERNATIONAL AIR LINKS, AND AN UNPARALLELED SELECTION OF UNIQUE VENUES—FROM 5-STAR LUXE HOTELS TO MEDIEVAL AND ROYAL PALACES, LONDON OFFERS A TRULY UNIQUE EXPERIENCE FOR A DESTINATION WEDDING.”

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

A close-up photograph of hands lighting sparklers at night. The background is dark with bokeh light effects from other sparklers and lights. The text is overlaid in the center in a large, white, bold font.

**Other
celebration
vacations
include...**

Graduation

Babymoon

Honeymoon



Birthda**y**



Retirement

A photograph of an elderly couple in a garden. The man, on the left, is wearing a blue denim shirt and holding a white coffee cup and saucer. The woman, on the right, is wearing a pink and blue plaid shirt. They are both smiling and looking towards the right. The background is a lush green garden with a wooden fence and a tree trunk.

Divorce



Reunions



Anniversary



Bachelor/ettes



Travel magnifies life's milestones. By celebrating in new destinations, we infuse occasions with rich memories and deepened significance. Unfamiliar landscapes and diverse cultures become the backdrop, adding layers to our stories. Marking pivotal moments with travel isn't just a journey; it's intertwining life's chapters with the world's vast tapestry.

A tropical beach at sunset. The sky is a warm, golden yellow, and the sun is low on the horizon, casting a long, shimmering reflection on the water. The ocean waves are gentle, and the beach is sandy. In the background, there is a dense line of palm trees silhouetted against the bright sky.

**Sri Lanka is
a dream
wedding
destination.**



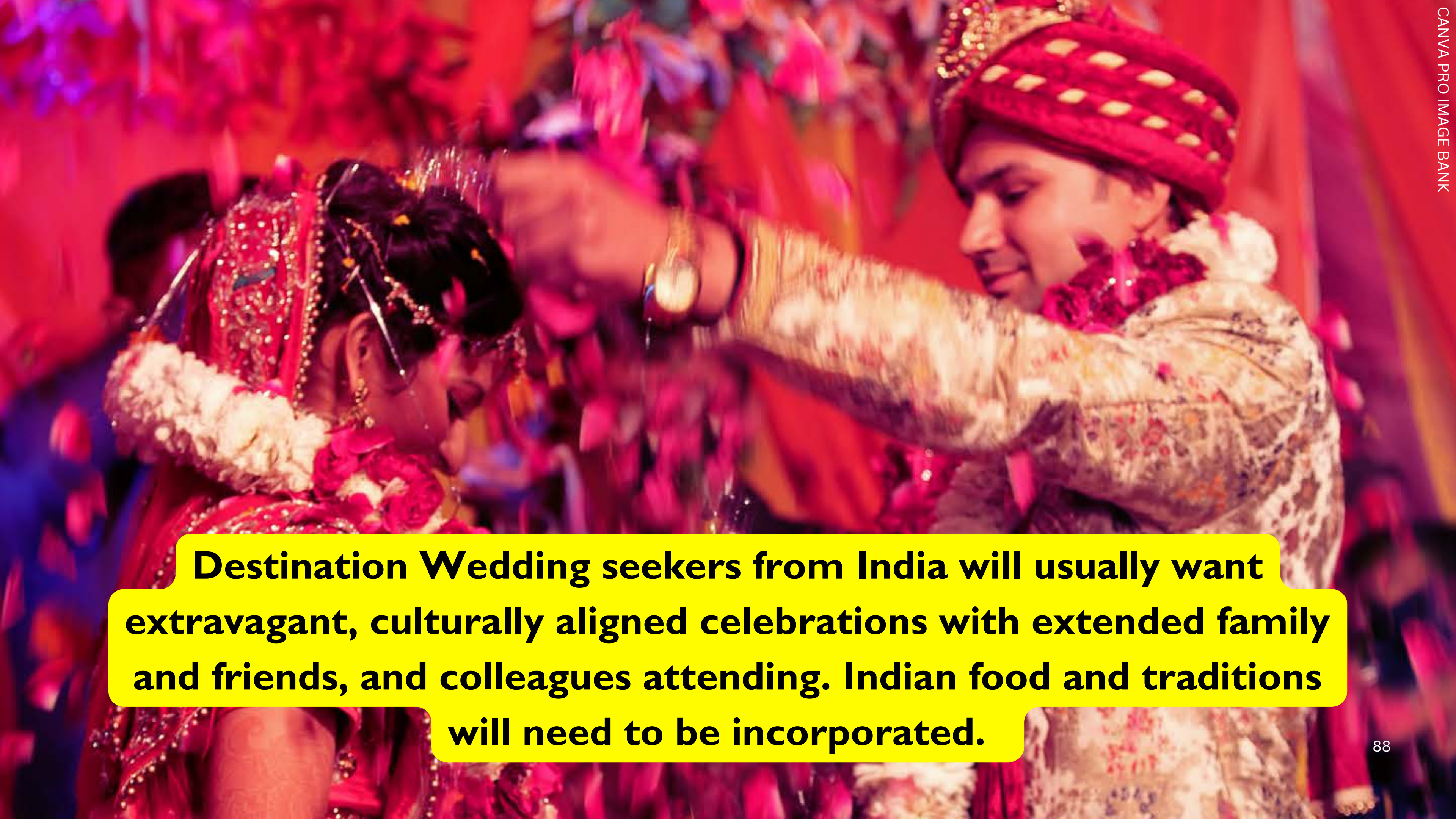
Three of our key source markets – the United Kingdom, India, and China all have tremendous potential with their connectivity and proximity.



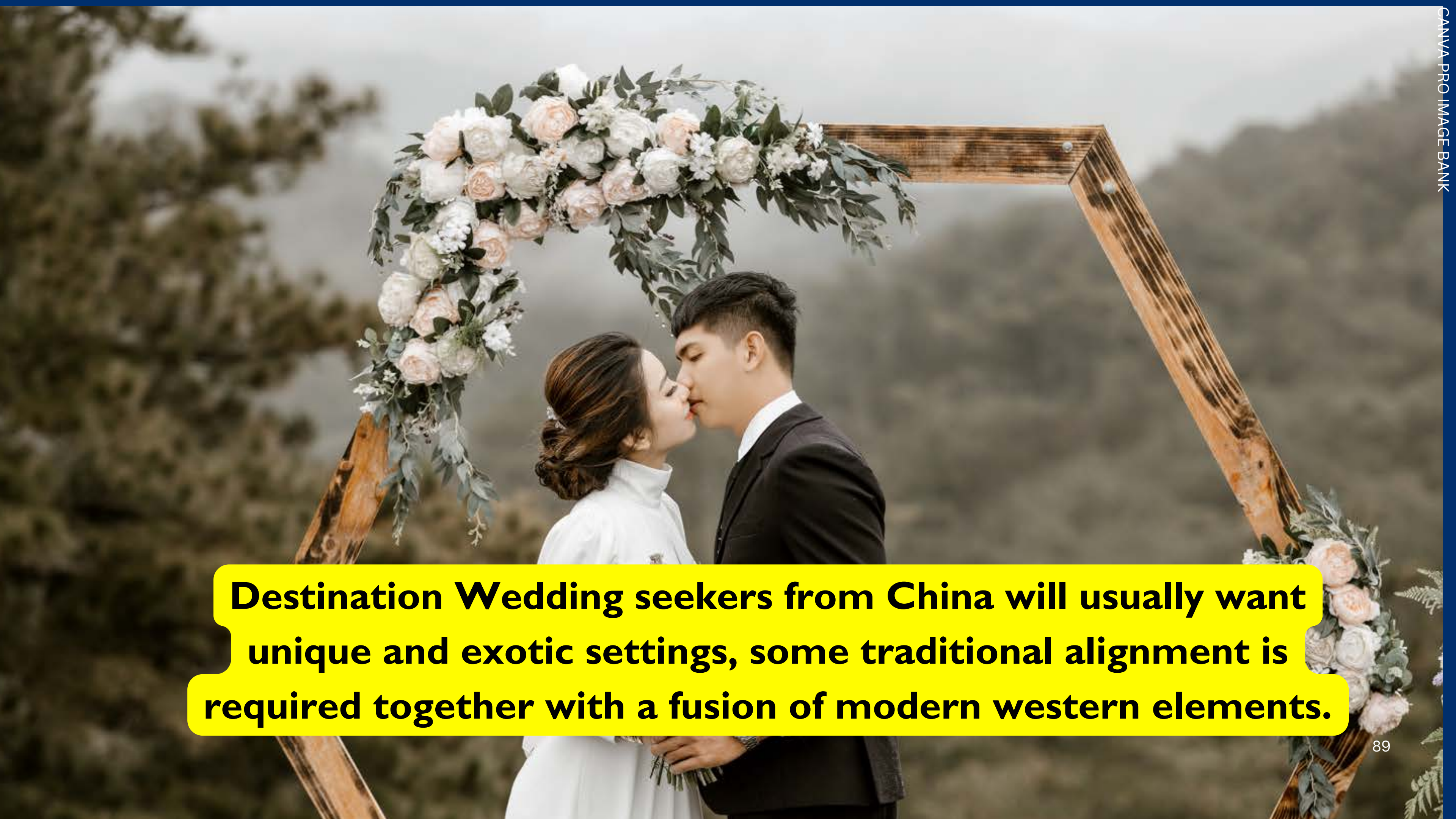
The destination wedding market in India & China are largely recession-proof, and both growing at an exponential pace and favour extravagance.



Destination Wedding seekers from the UK will usually want intimate, high-quality celebrations for close friends & family. The authenticity of the destination is key. Local culture integration is valued

A bride and groom in traditional Indian wedding attire, surrounded by falling pink petals. The bride is wearing a red and gold sari with a white floral garland, and the groom is wearing a red and gold turban and a white and gold patterned kurta. They are both looking down at each other. The background is a soft, out-of-focus pink and red.

Destination Wedding seekers from India will usually want extravagant, culturally aligned celebrations with extended family and friends, and colleagues attending. Indian food and traditions will need to be incorporated.

A bride and groom are shown in profile, kissing. The bride is wearing a white dress and has her hair styled in an updo. The groom is wearing a dark suit. They are standing under a rustic wooden archway that is heavily decorated with white and pink roses and greenery. The background is a soft-focus outdoor setting with trees and a light sky.

Destination Wedding seekers from China will usually want unique and exotic settings, some traditional alignment is required together with a fusion of modern western elements.

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




**Let's
explore some
ideas.**



**WE NEED TO SHOWCASE OUR
EXTRAORDINARY LANDSCAPES AND
DEMONSTRATE OUR ABILITY TO
PERSONALIZE OUR SERVICES TO
THE COUPLE'S NEEDS.**

A hand holding a smartphone with a white screen displaying bold black text. The background is a scenic landscape with a lake, green hills, and trees under a cloudy sky.

**ENSURE YOU CREATE AN
INTERCONNECTED
ECOSYSTEM OF SERVICES.**

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

**SOCIAL MEDIA &
LIVE STREAMING ARE
IMPORTANT TO THE
MODERN WEDDING.**

A hand is holding a smartphone in the foreground. The phone's screen is white and displays bold, black, all-caps text. The background of the entire image is a scenic landscape featuring a lush green tea plantation in the foreground, rolling hills, and a large, rounded mountain peak in the distance under a blue sky with scattered white clouds.

**AS YOU THINK ABOUT BUILDING YOUR
WEDDINGS & CELEBRATION OFFERING
THROUGH MARKETING, STUNNING
PHOTOGRAPHY IS CRITICAL.
INVEST IN UNIQUE & HIGH-QUALITY
ORIGINAL PHOTOGRAPHY.**



**HELP PEOPLE IMAGINE THEMSELVES
IN YOUR STORY**



Think;

heirloom rice pouches,
paddy bouquets
couches made of hay!



**WALK DOWN A
2500-YEAR-OLD
AISLE OF PADDY
THE SAME ONE
KINGS & QUEENS
WALKED THROUGH.**



THE AISLE OF LIGHTS.

Look for the next
big 'I do' spot.



THE SOUTHERN CAPE FOR PERFECT PROPOSALS & VOWS!

Create curated adventure and nature experiences - include local blessings, food, rituals - dream up new ones!

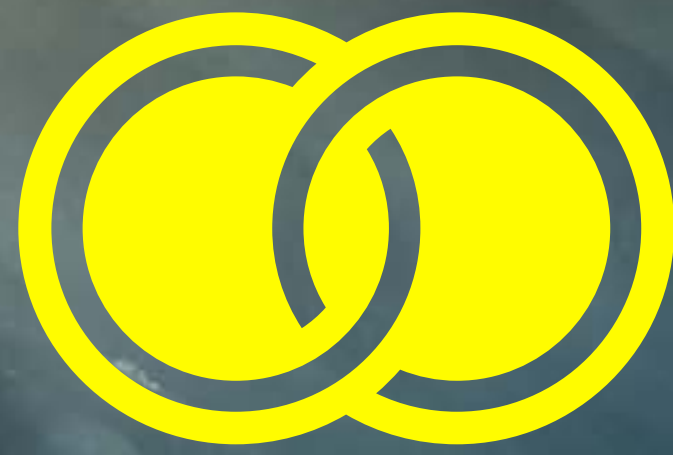


**FIND INCREDIBLE BACKDROPS
AND WEAVE GREAT STORIES INTO THEM.**

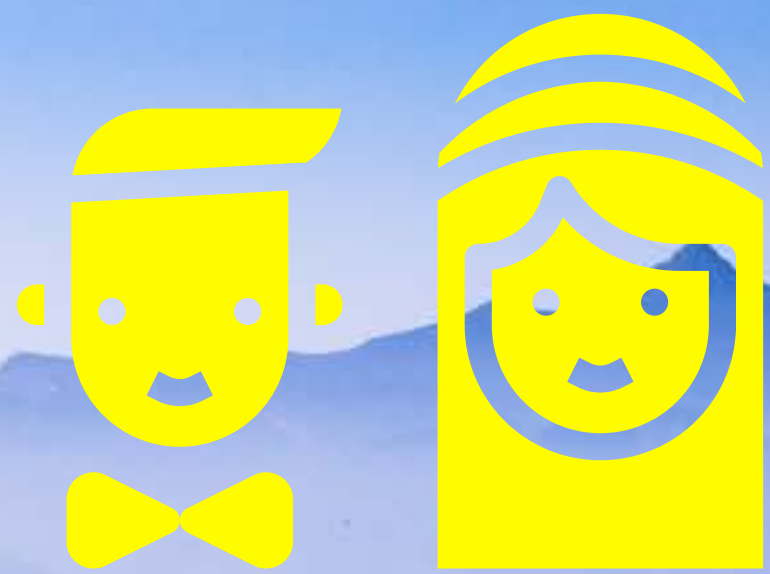
In places like Galle, you can tie in ancient & colonial history to modern-day life in the fort which is full of art and southern charm.



**USE OUR DIVERSE & PROLIFIC HISTORY TO
IGNITE THE IMAGINATION!**



REMEMBER THE CELEBRATION MARKET IS MORE THAN JUST THE WEDDINGS - NEW BEGINNINGS COME IN VARIOUS FORMS - DEVELOP IDEAS AROUND 'NEW STARTS' LIKE WALKING THE PEKOE TRAIL.



**BRANDED IDEAS TRAVEL FASTER
BLUE MOUNTAINS
SILVER VALLEY
ORANGE SKY SAFARIS.
(LET YOUR IMAGINATION RUN WILD!)**

Think local crab feasts,
traditional fisher folk blessings,
naming boats after a couple!



**FIND CONNECTIONS - FISHING
ENTHUSIASTS MAY LOVE THE IDEA OF
TRADITIONAL SAIL BOAT VOWS.**

Traditional blessings.
Tea ceremonies.
Tea-infused cuisine.
Tea favors.
Tea & Yoga.



DON'T FORGET THE AISLES OF EMERALD TEA.

Monsoon proposals!
Or a monsoon climb of
Sri Pada - symbolic of
overcoming tough times
together!



FIND BALCONIES WITH SPECTACULAR VIEWS.



**THESE DRAMATIC VISTAS ARE WHAT MAKE
THE PERFECT BACKDROPS TO DESTINATION
WEDDINGS.**

HOT AIR BALLOON PROPOSALS & VOWS ARE ALWAYS A HIT!





WHILE SOME OFFICIAL SITES MAY BE HARDER TO BOOK - THERE IS ALWAYS PRIVATE LAND AROUND IT THAT COULD BE EQUALLY BREATHTAKING!



THINK ABOUT THE DIVERSITY OF SITES AND STORIES YOU CAN BRING TO LIFE... LIKE THIS ONE!



...OR THIS



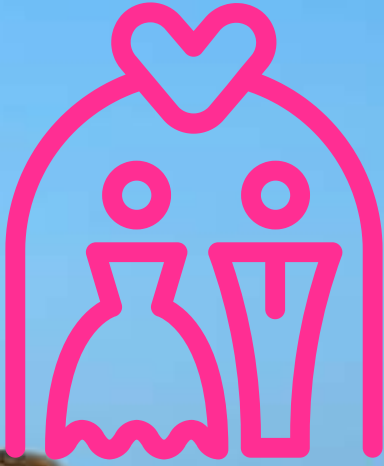
...OR THIS.





...OR THIS.

FIND THE PERFECT STEPS...



...AND THE PERFECT RAMPART



**OR THE PERFECT WATERFALL!
YOU HAVE OVER 380 TO
CHOOSE FROM.**



**THE PERFECT JUNGLE WEDDING
IS ALWAYS JUST AROUND THE
CORNER - THE WET ZONE, DRY
ZONE, ARID ZONE OPTIONS
WILL LEAVE COUPLES SPOILED
FOR CHOICE.**



A RUBBER ESTATE WEDDING WOULD BE MAGICAL!





A BOTANICAL GARDEN WEDDING.

THE ROYAL LAKE WEDDING





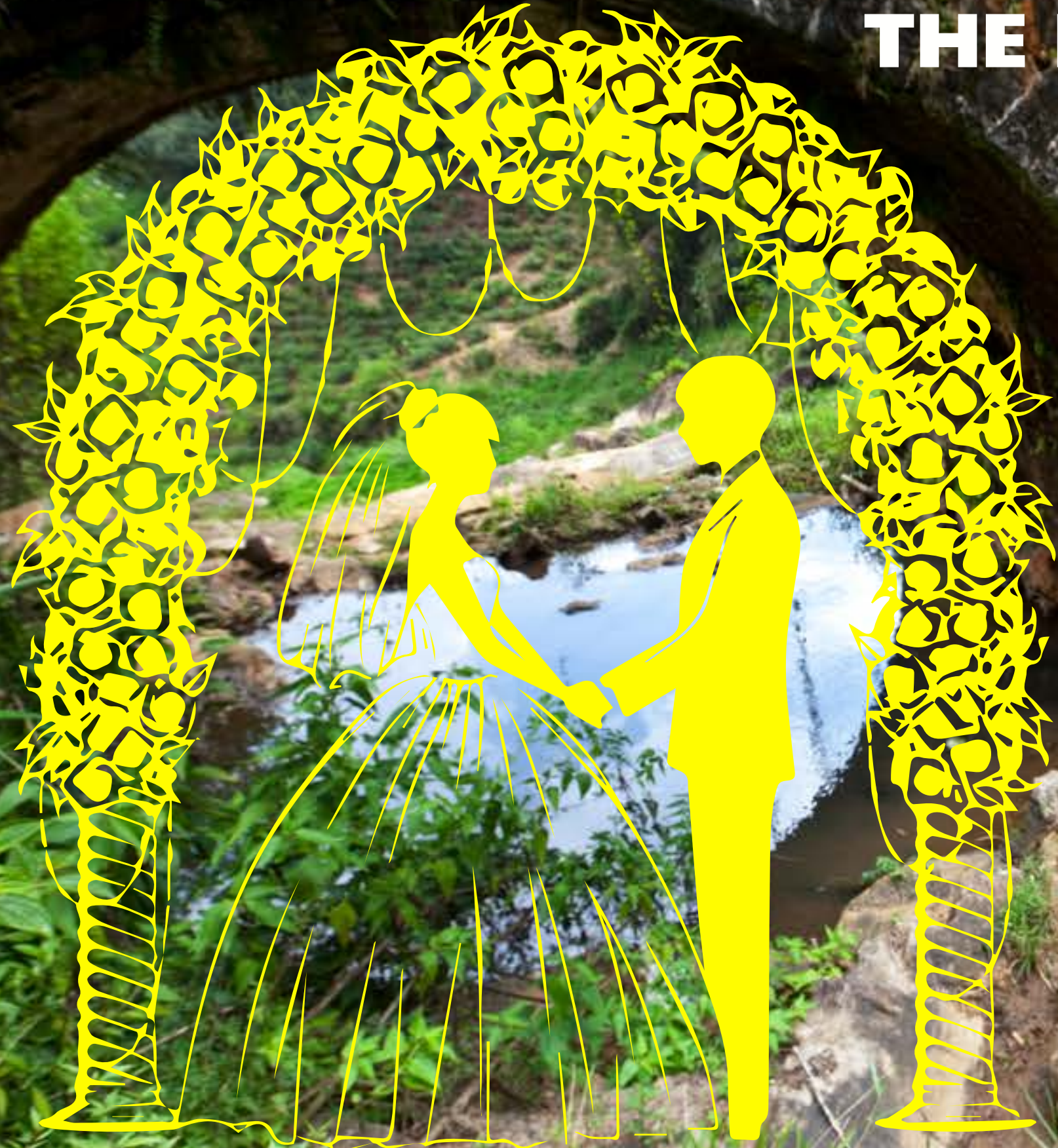
**THE ALL-TIME-FAV BEACH WEDDING TAKES
ON NEW MEANING IN SRI LANKA BECAUSE
WE HAVE MILES AND MILES OF BEACHES TO
CHOOSE FROM**



**IMAGINE THE CHARM OF POST-OFFICE
WEDDINGS IN NUWARA ELIYA**

POST

**A MAGICAL BRIDGE COULD BE
THE NEXT INSTA HIT!**





FROM CHIC MODERN VILLAS...



TO QUAIN T ROOFTOPS.



TO MAGESTIC COLONIALS.

**AND EVEN MORE MAJESTIC
TREES.**



**THINK ABOUT HOW TO
POSITION COCONUT ESTATE
WEDDINGS...**



**WE COULD PUT SUSTAINABILITY
& COMMUNITY AT THE HEART OF
IT...**



**WITH LOCAL ART, CRAFT &
HEART!**





**AND VILLAGE FOOD AT
THE CENTRE OF IT ALL!**

**HOW ABOUT OUR MAGNIFICENT
SUNSET OFFERINGS!**





**OUR ORANGE, PINK, AND PURPLE EVENINGS
NEED TO BE MARKETED WITH PASSION AND
HIGH QUALITY VIDEO/PHOTOGRAPHY.**



**CHOOSING FROM OUR SUNSET
MENU MAY JUST BE IMPOSSIBLE!**

BEACH SUNSET
HERITAGE SUNSET
MOUNTAIN SUNSET
JUNGLE SUNSET
PALACE SUNSET
CITY SUNSET
SAFARI SUNSET... THE LIST GOES ON AND ON.



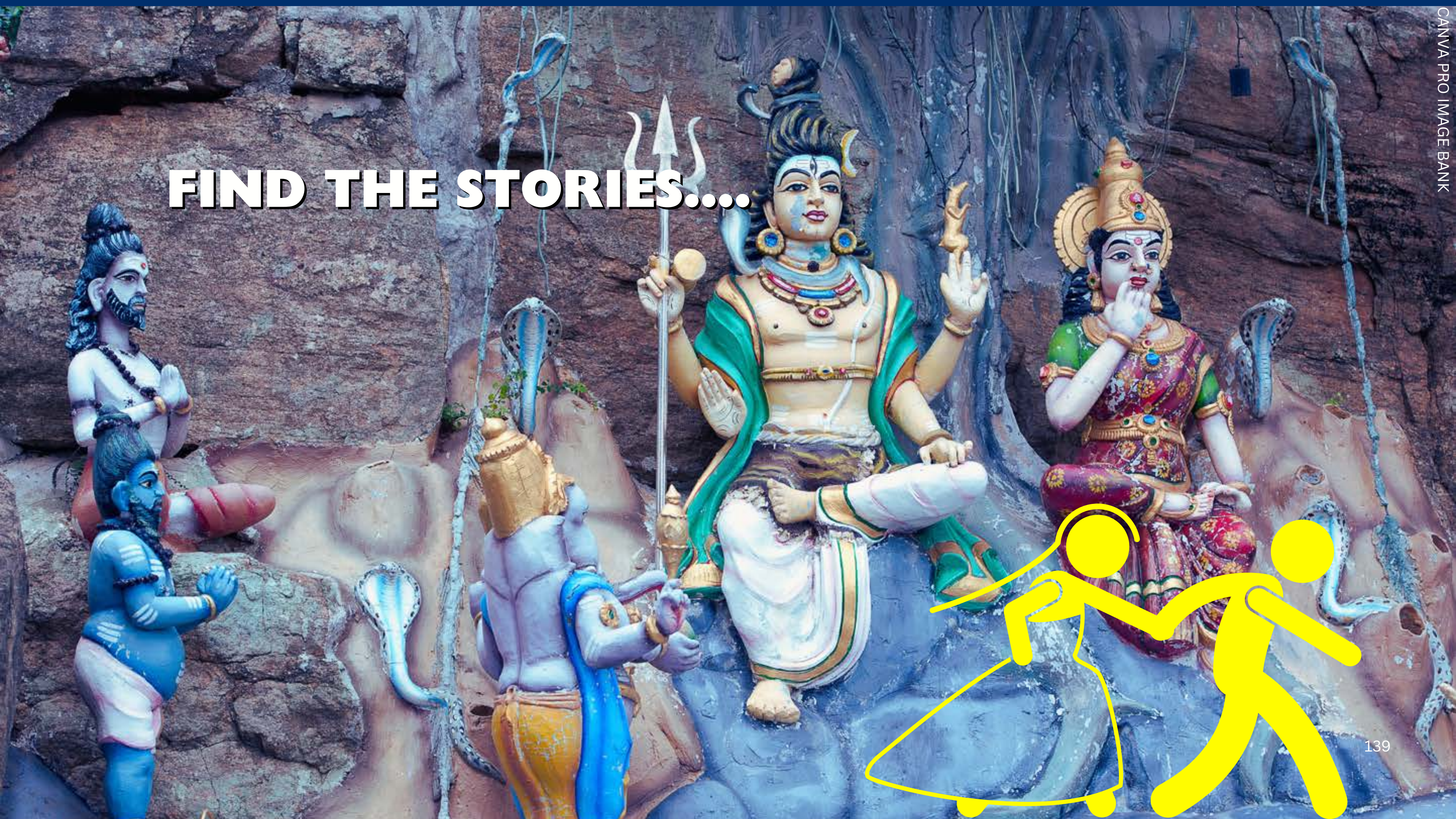
**ARCHES ARE ALWAYS IN SEASON
FOR WEDDINGS - ESPECIALLY
ANCIENT ONES!**



**STEPS COULD BE SPECTACULAR
FOR PROPOSALS, WEDDING
PHOTO SHOOTS AND SO MUCH
MORE!**



FIND THE STORIES....



CAPTURE IMAGINATION...

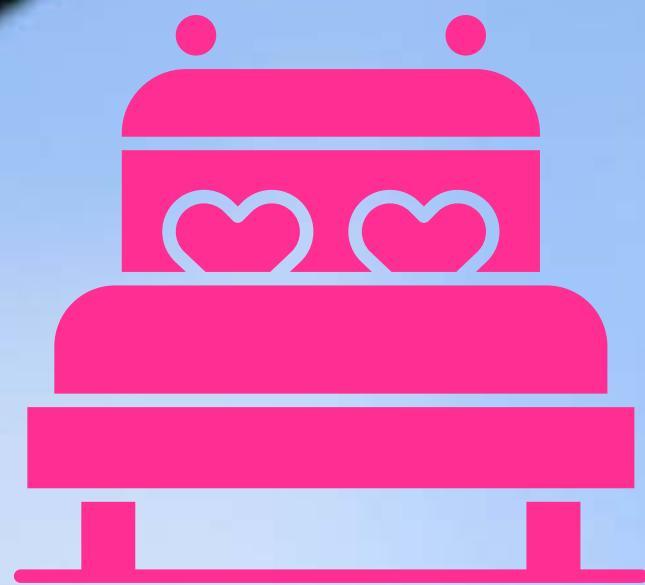




INFUSE LOCAL CUSTOMS & TRADITIONS.



**THE EXOTIC DETAILS ARE
IMPORTANT - LIKE OUR RESIDENT
PEACOCKS THAT MAY CRASH
YOUR WEDDING!**



**OR THE FACT THAT NATURE'S
ALARM CLOCKS MAY NOT
ALWAYS LET YOU SLEEP IN LATE!
HERE YOU ARE LINKING THE
LOCATION TO BIRDWATCHING
ENTHUSIASTS.**



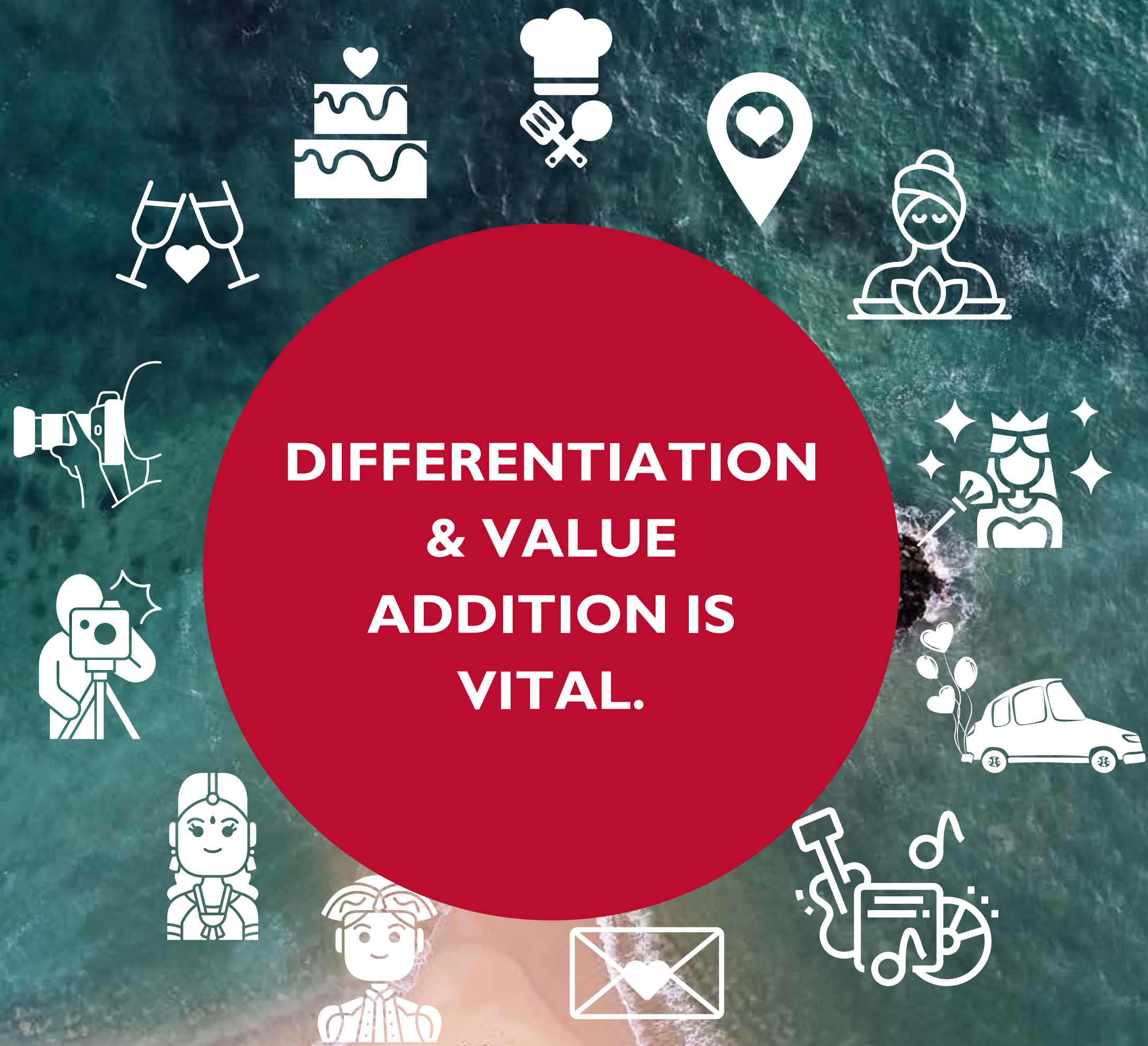
**ALWAYS TIE SERVICES IN...
LIKE A SERIES OF SPA DAYS
CREATE SPECIALS LIKE THE
BACHELORETTE TREATMENTS
OR THE MUMS-IN-LAW
TREATMENT.**



**COORDINATION
OF SERVICES IS
KEY.**



**DIFFERENTIATION
& VALUE
ADDITION IS
VITAL.**




**STORYTELLING
& INSPIRATION
IS EQUALLY
VITAL.**



**PERFECT
DELIVERY IS
CRITICAL!**





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 bright glow. The text is overlaid in a large, white, bold font with a black outline.

**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. Stay Updated: Regularly refresh your knowledge of global wedding trends and understand how to blend them seamlessly with Sri Lankan traditions.

2. Build Local Partnerships: Collaborate with local artisans, musicians, and culinary experts to offer genuine Sri Lankan experiences.

3. Invest in Staff Training: Enhance your team's skills in cultural sensitivity, customer service, and wedding-specific requirements.

4. Customize Offerings: Recognize that every couple is unique; provide flexible packages that can be tailored to individual needs.

5. Prioritize Open Communication: Keep channels of communication with clients open, transparent, and efficient.

6. Seek Feedback: After the event, solicit feedback to understand areas of improvement and implement necessary changes.

1. Avoid One-Size-Fits-All: Stay away from rigid, non-flexible packages that can't cater to individual preferences.

2. Don't Delay Responses:

Procrastinating in responding to client queries can cause anxiety and diminish trust.

3. Never Compromise on Quality:

Regardless of cost constraints, ensure that the quality of services remains consistently high.

4. Avoid Overpromising: Set realistic expectations and avoid promising services or amenities you can't deliver.

5. Don't Ignore Local Regulations: Stay informed about local permits or restrictions related to public events, noise levels, or environmental considerations.

6. Avoid Cultural Insensitivity: Respect and understand the cultural nuances of your clients, ensuring that their traditions are treated with care and honor.

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 'destination wedding trends'. This can show you what's hot and what people are curious about.

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

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

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

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

Step One

**Create and maintain
traveler personas.**

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

You can collect information to develop your traveler personas by;

Talking to guests.

Exploring social media.

Observing your competition.

Reading reviews.

Researching google trends.

Observing and learning.

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

British Environmentalist - George (Age: 35) and Jane (Age: 32) George and Jane, hailing from the UK, are passionate about sustainability and green practices. George, an environmental activist, and Jane, a marine biologist, dream of a beachside wedding in Sri Lanka. They're keen on venues that uphold eco-friendly standards, using sustainable materials and organic foods. Post-wedding, they plan to explore Sri Lanka's organic farms, spice gardens, and marine reserves. Their goal is to incorporate their environmental ethos into their wedding while also promoting Sri Lanka as an eco-conscious wedding destination.



Adventurous with food.



Completely plugged into social media.

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



Struggles to balance work and home life.

Indian Fashion Influencer - Priya (Age: 28) and Rohan (Age: 30) Priya, a prominent fashion blogger from Mumbai, and Rohan, a cinematographer, are drawn to Sri Lanka's fusion of tradition and modernity. Their dream wedding involves blending rich Indian rituals with Sri Lanka's cultural elements, with Priya showcasing Sri Lankan bridal fashion on her influential platforms. They're scouting for historic venues, possibly a colonial mansion or a UNESCO heritage site, to add a touch of timelessness to their nuptials.

Australian Adventure Couple - Ella (Age: 29) and Liam (Age: 31) Ella and Liam, outdoor enthusiasts from Sydney, wish to begin their marital journey amidst Sri Lanka's natural beauty. From a mountainous backdrop to exchanging vows on a secluded beach, they're on the lookout for off-the-beaten-path wedding venues. Their guest list includes fellow adventurers, and post-wedding activities might involve wildlife safaris, surfing, and hiking.



Loves watching birds.

Loves adventure.

Chinese Traditionalists - Mei (Age: 27) and Wei (Age: 28) Mei and Wei, both from Beijing, value their Chinese heritage but are also enticed by Sri Lanka's rich traditions. They envision a wedding ceremony that seamlessly integrates Chinese customs like the tea ceremony with Sri Lankan rituals. Key attractions for them include venues close to Buddhist temples, ensuring blessings from monks and incorporating traditional Sri Lankan dances and drums into their celebrations.



Loves music.

Passionate about culture.

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



GEORGE & JANE ENVIRONMENTAL ACTIVIST

AGE : 35 & 32

GENDER : MALE

NATIONALITY : UK

MARITAL STATUS : ENGAGED

ABOUT

George (35) and Jane (32) hail from the UK. George is a dedicated environmental activist, while Jane passionately works as a marine biologist. Their love story began at an environmental conference, and since then, their mutual dedication to sustainability has only grown.

MOTIVATIONS

They are deeply committed to eco-conscious choices and wish to start their marital journey in harmony with nature. The beauty and sustainability practices of Sri Lanka caught their attention, making it their top choice for a wedding destination.

PERSONALITY

Both are nature-loving, compassionate, and always prioritize green initiatives. They enjoy quiet moments, cherishing nature's beauty, and are known among friends for hosting eco-friendly gatherings.

GOALS

George and Jane dream of a beachside wedding in Sri Lanka that stays true to their sustainable values. They aim to showcase how weddings can be both beautiful and eco-conscious, hoping to inspire others. Post-wedding, they're excited to explore Sri Lanka's natural wonders and promote it as an eco-friendly travel destination.



NAME
OCCUPATION

AGE	:
GENDER	:
NATIONALITY	:
MARITAL STATUS	:

ABOUT

Add

MOTIVATIONS

Add

PERSONALITY

Add

GOALS

Add

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

Step Two

Customer Journey Map.

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

Why it's awesome!

Clear Pathway

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

Better Decisions

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

Happy Travelers

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

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

Customer Journey Map

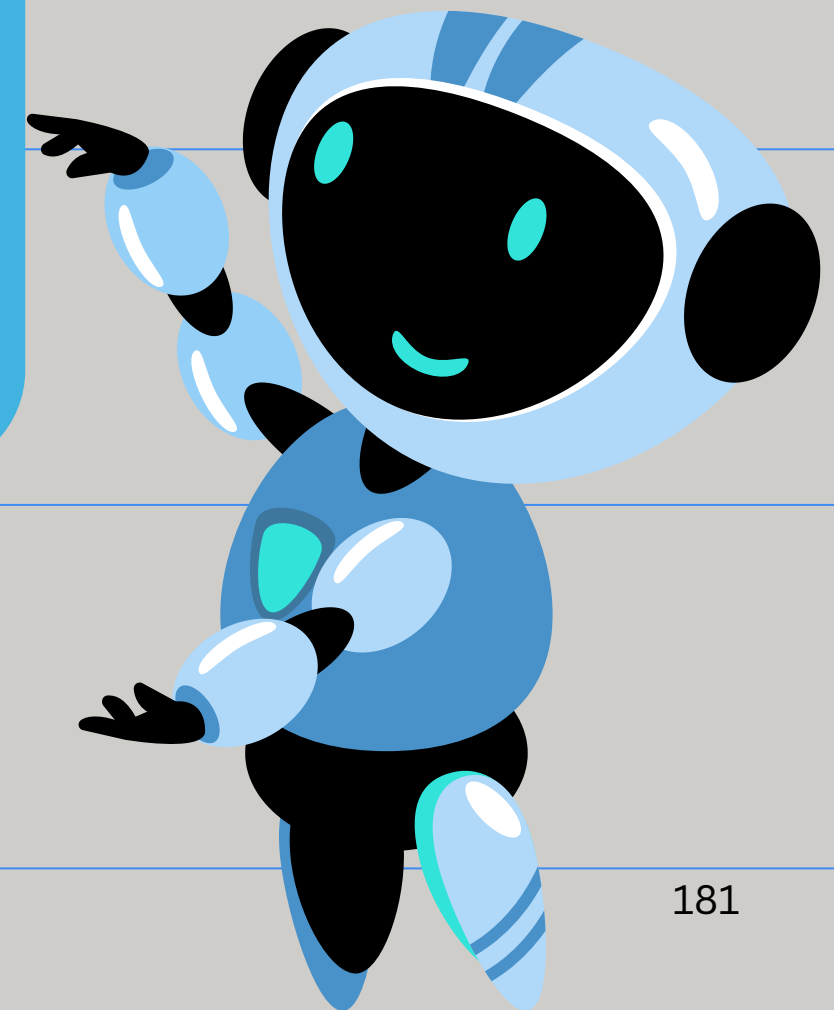
Stages

Actions

Emotions

Touchpoints

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



Customer Journey Map

Stages

Actions

Emotions

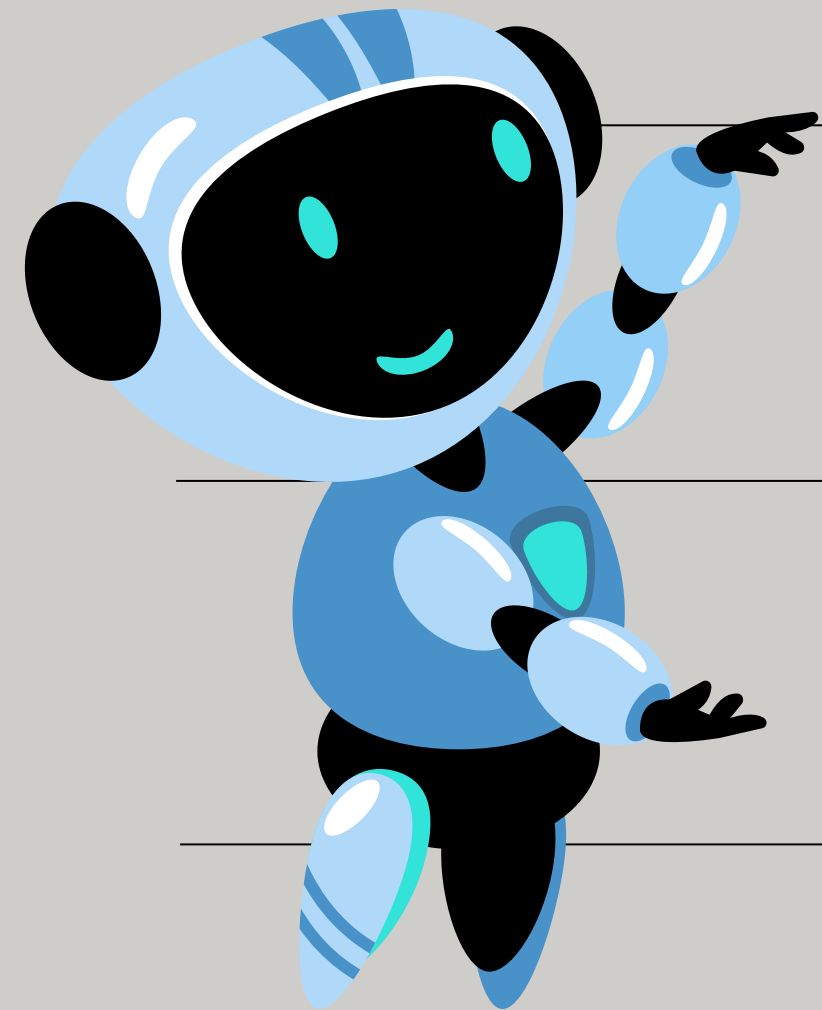
Touchpoints

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

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

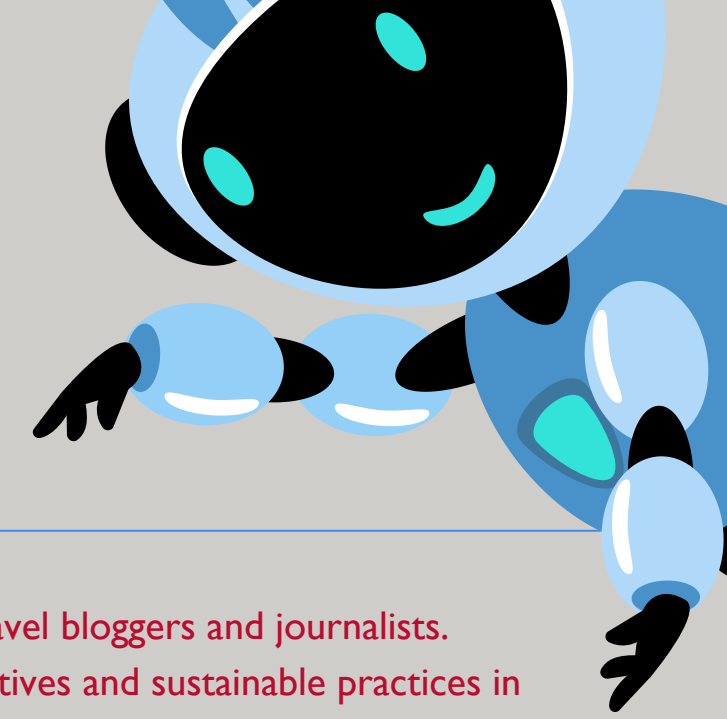
This is where you add all the emotions people feel at the different stages of the trip.

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



Sample Customer Journey Map

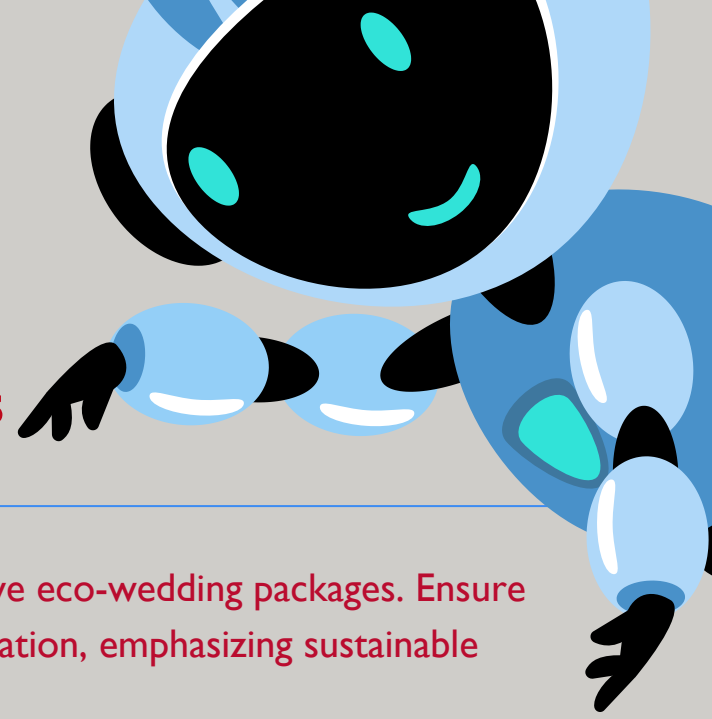
CONTINUED ON NEXT SLIDE



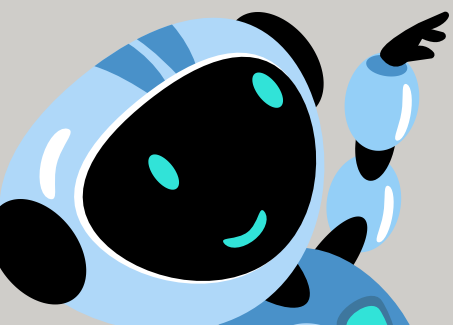
Stages	Actions	Emotions	Touchpoints	Pro-Tips
Get to know	Discover sustainable beach weddings in Sri Lanka on Pinterest. The serene setting, eco-decor, and promise of an intimate event draw them to explore more.	Intrigued, Interested "That sounds interesting!"	Online Article, Social Media	Collaborate with eco-travel bloggers and journalists. Highlight the green initiatives and sustainable practices in Sri Lanka.
Want to learn	Explore Sri Lankan eco-wedding Pinterest boards and follow related Instagram blogs for sustainable ceremony ideas.	Inspired, Dreamy "I want to know more!"	Pinterest, Eco-Blogs	Maintain a strong online visual presence. Share real-life examples of eco-weddings hosted in Sri Lanka with captivating stories.
Check out options	Research Sri Lankan wedding planners specializing in sustainable weddings and verify their authenticity through testimonials and past couples' feedback.	Analytical, Hopeful "Hmmm... which one should I choose?"	Wedding Forums, TripAdvisor	Emphasize genuine testimonials. Use symbols like "green leaf" to indicate eco-friendly services. Offer virtual tours of venues.
Plan to go	Note essential eco-wedding elements like biodegradable decor and local organic meals. Draft an itinerary blending Sri Lankan traditions with eco-friendly practices.	Enthusiastic, Concerned "I am so excited to get married on this island!"	Emails, Virtual Meetings	Offer comprehensive replies with a focus on transparency. Share examples of local tie-ins, like sustainable favors or food.



Sample Customer Journey Map



Stages	Actions	Emotions	Touchpoints	Pro-Tips
Book the trip	Discuss minimal waste and sustainability with a local wedding planner. Choose a scenic venue that also follows green practices for an eco-friendly wedding.	Confident, Excited I can't wait to start this Journey	Booking Platforms, Emails	Offer comprehensive eco-wedding packages. Ensure clarity in communication, emphasizing sustainable measures.
Have the trip	Early Days: Enjoy eco-friendly spa treatments and taste organic Sri Lankan dishes. Wedding Day: Marry amidst nature, with decor and attire reflecting environmental commitment. Post-Wedding: Discover Sri Lanka's natural wonders, marking the start of their marital adventure.	Joyful, Content "This is such a memorable experience"	On-ground Services	Provide local, organic foods and natural decor. Arrange for recyclable or reusable wedding materials. Organize nature tours.
Return home	Leave Sri Lanka with cherished, sustainable memories. Review photos, reminiscing the eco-conscious moments.	Nostalgic, Proud "We cant wait to come back!"	Personal Blog, Instagram	Engage with their shared content, thanking them for choosing Sri Lanka. Offer incentives for referrals.
Tell everyone	Post their eco-wedding story from Sri Lanka on social media and blogs. Guide future couples on green weddings and recommend Sri Lanka as a venue.	Inspired, Influential "you have to try this - it's incredible!"	YouTube, Social Media	Support their efforts with promotional tie-ins. Collaborate for future eco-travel projects or partnerships in Sri Lanka.



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

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





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



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

Step Three

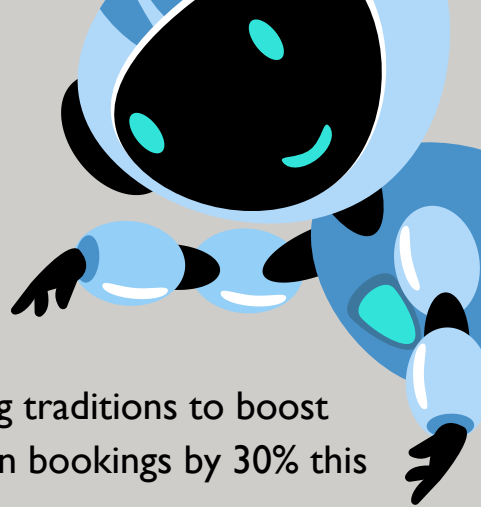
Marketing Plan.

What is a marketing plan?



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

MARKETING PLAN



DEFINITION

PRO-TIP

SAMPLE

OBJECTIVE

Your objective is the big goal.

Set clear, measurable, and achievable goals.

Promote Sri Lanka's beautiful wedding traditions to boost international wedding and honeymoon bookings by 30% this 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.

Eco-conscious couples searching for sustainable wedding + honeymoon options.
Global couples intrigued by traditional, cultural wedding ceremonies and culture holidays.

MESSAGING

The way you communicate your travel experiences and offerings to your potential customers.

Find insights in your customer journey map - message accordingly in simple friendly language + tell stories.

Embrace Love in the Sri Lankan Way:
Exotic Beaches, Timeless Traditions, and Unforgettable Weddings!

CHANNELS

The different ways you use to reach and interact with your potential customers, like social media, websites, and emails.

Always meet people where they are - social media, blogs, etc and tailor your content to the platform - short and catchy for social, long and detailed for blogs.

Social Media (Instagram, Pinterest, TikTok)
Wedding Blogs & Bridal Fairs
YouTube Channels focusing on weddings around the world.

BUDGET

The money you set aside to spend on your marketing activities and strategies.

Set a budget that's realistic for your goals. Remember, you don't have to spend a fortune to make an impact. Prioritize wisely!

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.

Break tasks down to manageable steps. Assign specific tasks, deadlines, and responsibilities to ensure everything gets done effectively.

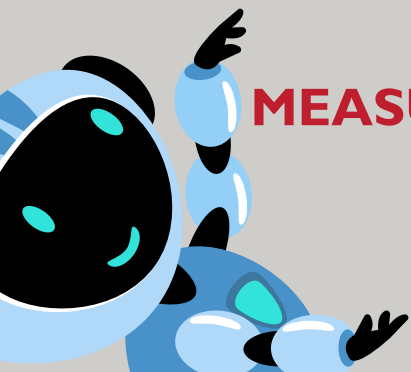
Social Media: Bi-weekly posts; influencer takeovers.
Wedding Blogs: Partner with wedding bloggers.
YouTube: Wedding location videos
Emails: Bi-monthly wedding-updates.

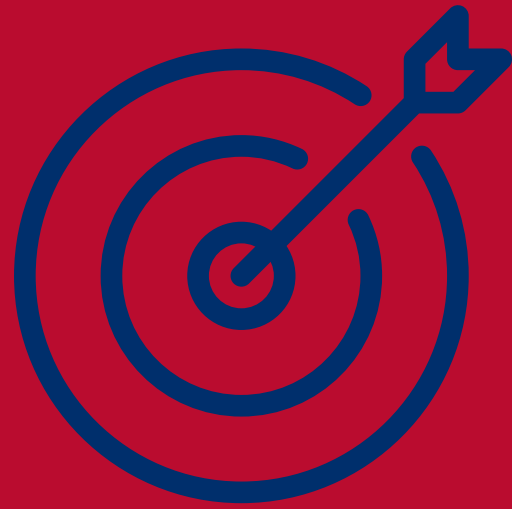
MEASUREMENTS

Tracking and evaluating how well your marketing efforts are working and if you're achieving your goals.

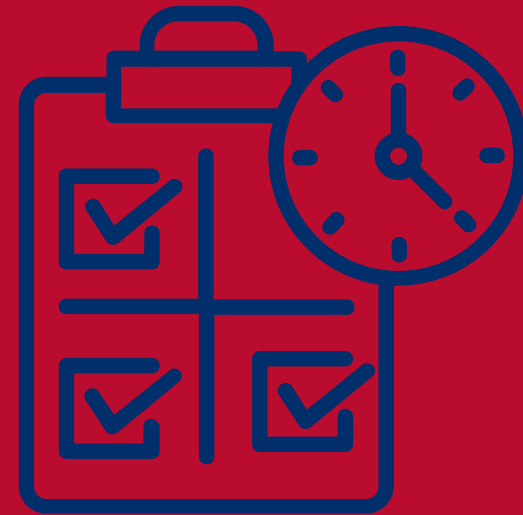
Use tools like Google Analytics to monitor website traffic, social media insights, and customer feedback to gauge the success of your strategies. Adjust your approach based on what's working best.

Bookings: Year-over-year comparison.
Traffic: Monitor Wedding-pages.
Engagement: Track likes, shares, opens.
Feedback: Gather reviews.





Set Specific Goals:
Define clear and specific objectives to work towards.



Break Tasks Down:
Divide big goals into smaller, manageable steps.



Stay Positive:
Focus on achievements, visualize success, and maintain a positive mindset.

A close-up photograph of a young woman wearing a light-colored hijab and a matching top. She is smiling broadly, showing her teeth, and looking slightly to the right of the camera. The background is a solid, bright yellow color. The text 'You have made excellent progress!' is overlaid on the left side of the image in a large, white, bold font with a slight shadow.

**You
have made
excellent
progress!**

Step Four

Marketing Mix.

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



You find these channels or touchpoints when you develop your Customer Journey and you list them under 'channels' in your Marketing Plan.



**The right
marketing
mix
for you is...**

1 Website Marketing

2 Content Marketing

3 Social Media Marketing

4 Feedback and Reviews

5 Email Marketing

6 User Generated Content

7 Online Booking Platforms

8 Local Partnerships

9 Sustainable Practices



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



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

1

YOUR WEBSITE IS STEP ONE IN YOUR DIGITAL MARKETING JOURNEY.



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

HOW TO APPROACH WEBSITE MARKETING

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



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 "Destination Weddings Sri Lanka" They can attract the right people.



Here are 50 keywords for Wedding tourism to help you get started!

- Sri Lanka weddings
- Destination weddings Sri Lanka
- Beach weddings Sri Lanka
- Sri Lanka wedding venues
- Sri Lanka wedding packages
- Eco-friendly weddings Sri Lanka
- Traditional Sri Lankan wedding
- Luxury weddings Sri Lanka
- Sri Lanka honeymoon destinations
- Tropical wedding Sri Lanka
- Wedding resorts Sri Lanka
- Sri Lanka wedding villas
- Romantic spots Sri Lanka
- Sri Lanka wedding planner
- Budget wedding Sri Lanka
- Exclusive Sri Lanka wedding
- Sri Lanka wedding photography
- Sri Lanka bridal attire
- Sri Lanka wedding customs
- Private weddings Sri Lanka
- Garden wedding Sri Lanka
- Sri Lanka wedding destinations
- Beachfront wedding resorts Sri Lanka
- Sri Lanka wedding ceremonies
- Intimate weddings Sri Lanka
- Hill country weddings Sri Lanka
- Coastal weddings Sri Lanka
- Cultural wedding experience Sri Lanka
- Sri Lanka wedding entertainment
- Sri Lanka wedding testimonials
- All-inclusive Sri Lanka wedding
- Sri Lanka wedding décor
- Wedding videography Sri Lanka
- Unique wedding venues Sri Lanka
- Sri Lanka wedding traditions
- Sri Lanka destination wedding cost
- Wedding dresses Sri Lanka
- Customized weddings Sri Lanka
- Sri Lanka wedding consultants
- Exotic wedding locations Sri Lanka
- Sri Lanka wedding checklist
- Destination wedding tips Sri Lanka
- Outdoor weddings Sri Lanka
- Beach wedding dresses Sri Lanka
- Sri Lanka marriage laws
- Wedding chapels Sri Lanka
- Best time for wedding Sri Lanka
- Sri Lanka wedding guide
- Sustainable weddings Sri Lanka
- Spa retreat weddings

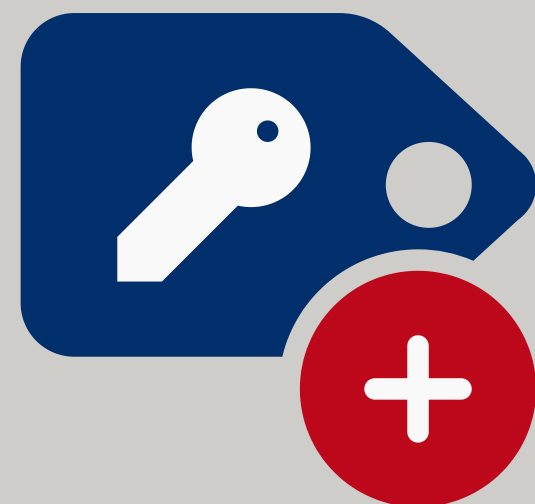
Here are some examples of how to use these keywords

Website Landing Page:

Beach Weddings in Sri Lanka: A Union by the Waves

Discover the serene magic of saying 'I do' amidst the golden sands and the whispering waves. Sri Lanka's pristine beaches provide a breathtaking backdrop, making your special day even more memorable. Whether you dream of a sunset ceremony or a morning vow exchange with the sun peeking through the horizon, our island paradise awaits!

[Discover More] [Book Your Date]



Packages Page

Sri Lankan Beach Wedding Packages: Tie the Knot with the Tide!

Silver Sands Package:

- Venue arrangement on a secluded beach
- Traditional Sri Lankan drummers for procession
- Beachfront dinner for 50 guests
- Photographer & videographer Price: \$XXXX.XX

Golden Horizon Package:

- Private beach venue with decorated altar
- Live local music & dance performance
- Lavish seafood buffet for 100 guests
- Dedicated wedding planner & coordinator
- Drone photography and highlights video Price: \$XXXX.XX



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.

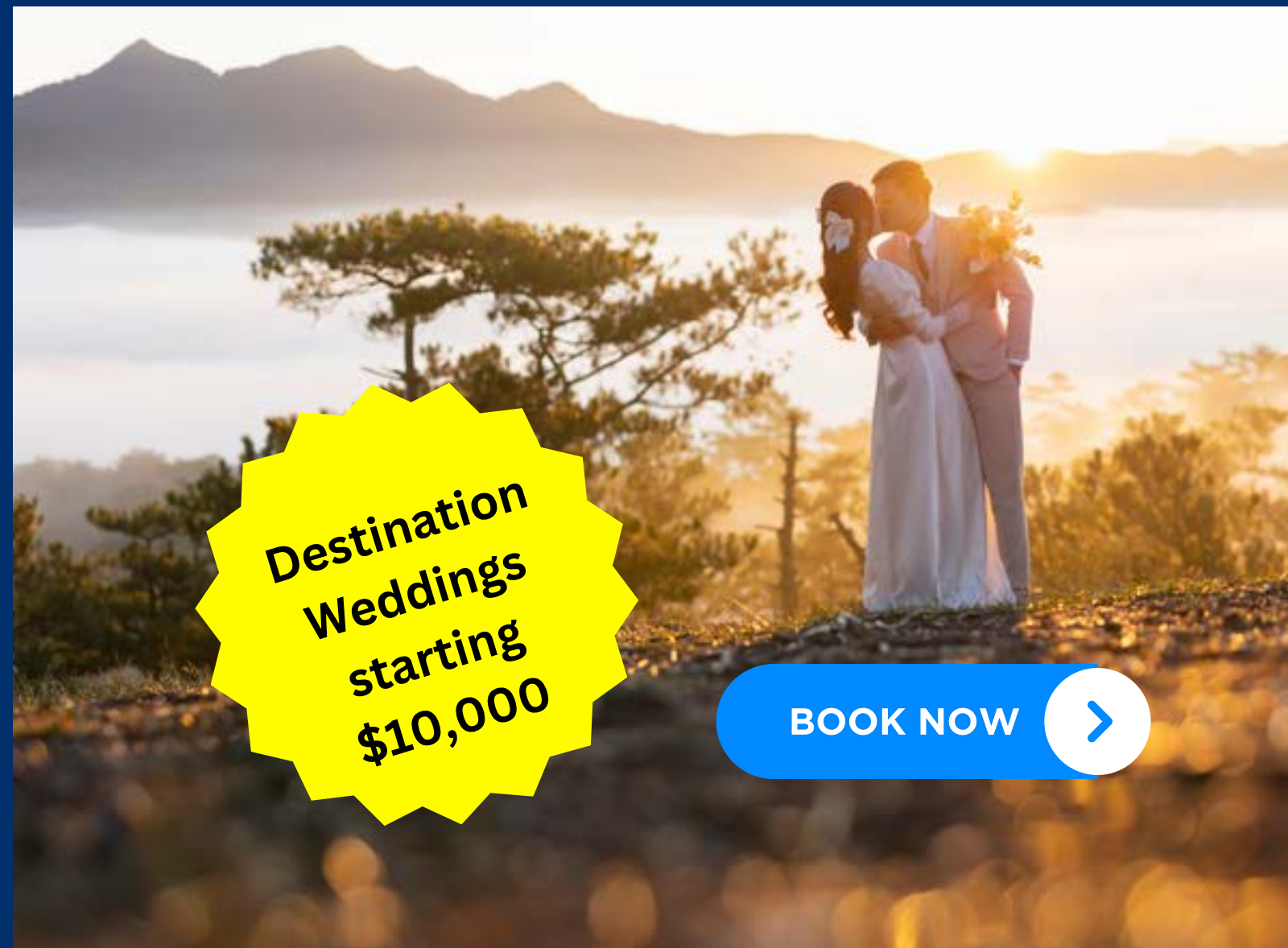


- BE DESCRIPTIVE
- HAVE A MESSAGE
- CAPTURE EMOTIONS & BE AUTHENTIC

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

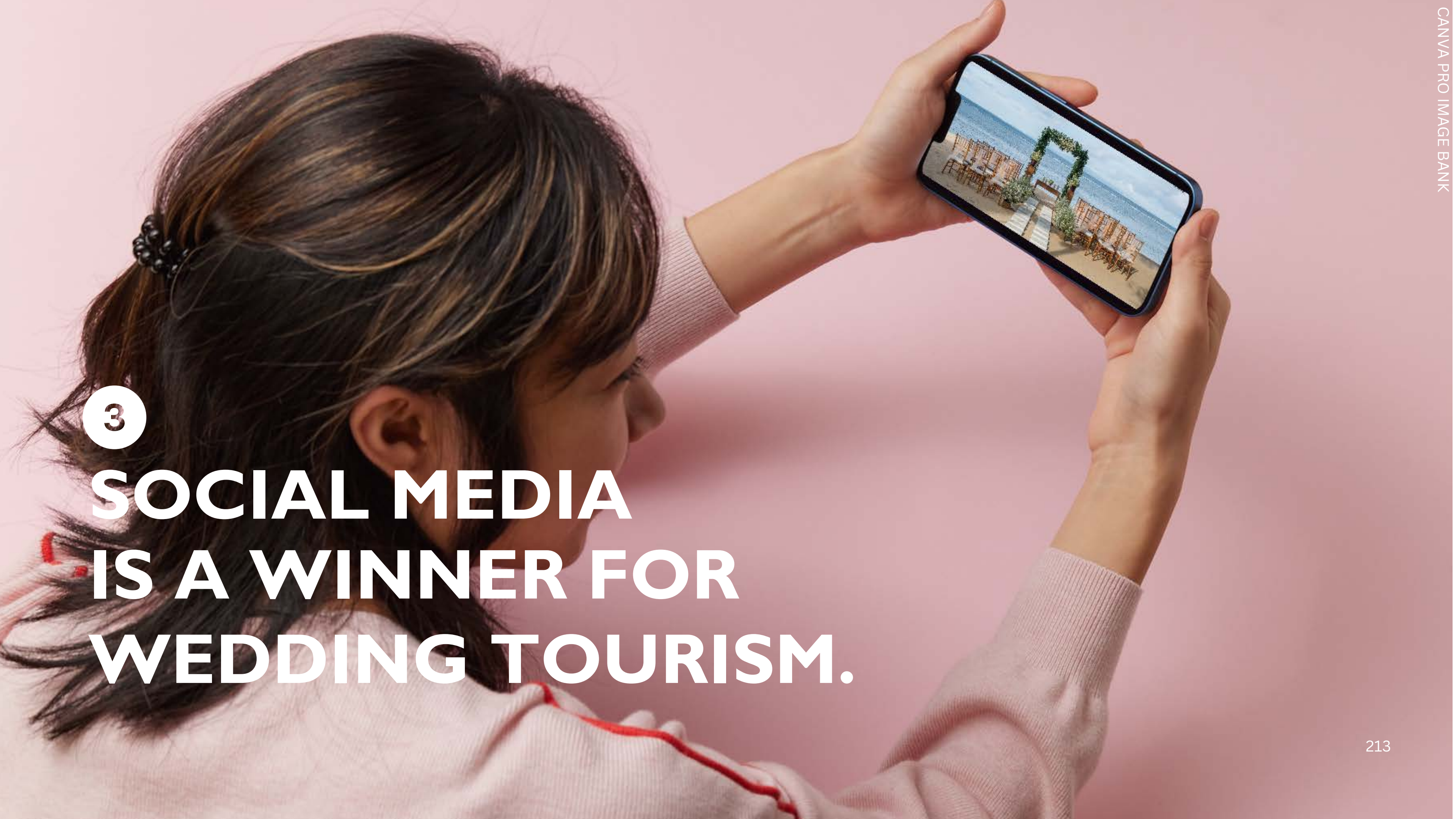
High engagement on content.

Positive feedback and discussions.

Increased traffic from content sources.

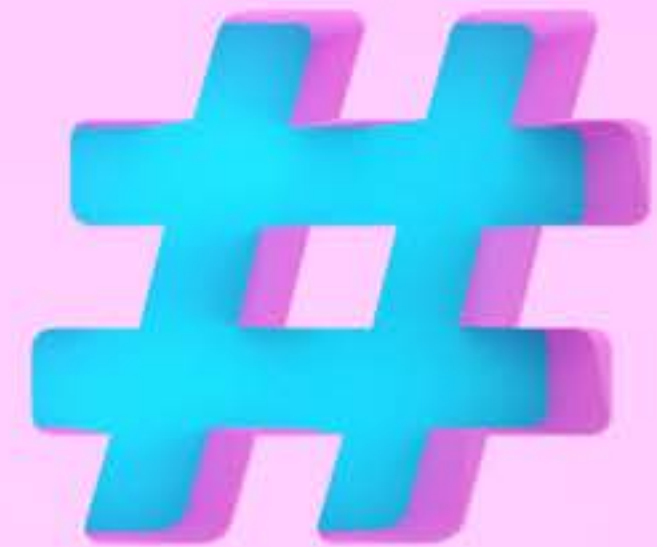
3

**SOCIAL MEDIA
IS A WINNER FOR
WEDDING TOURISM.**



**Of the 5.8 Billion Digital users
in the world today
4.8 Billion
are on social media.**

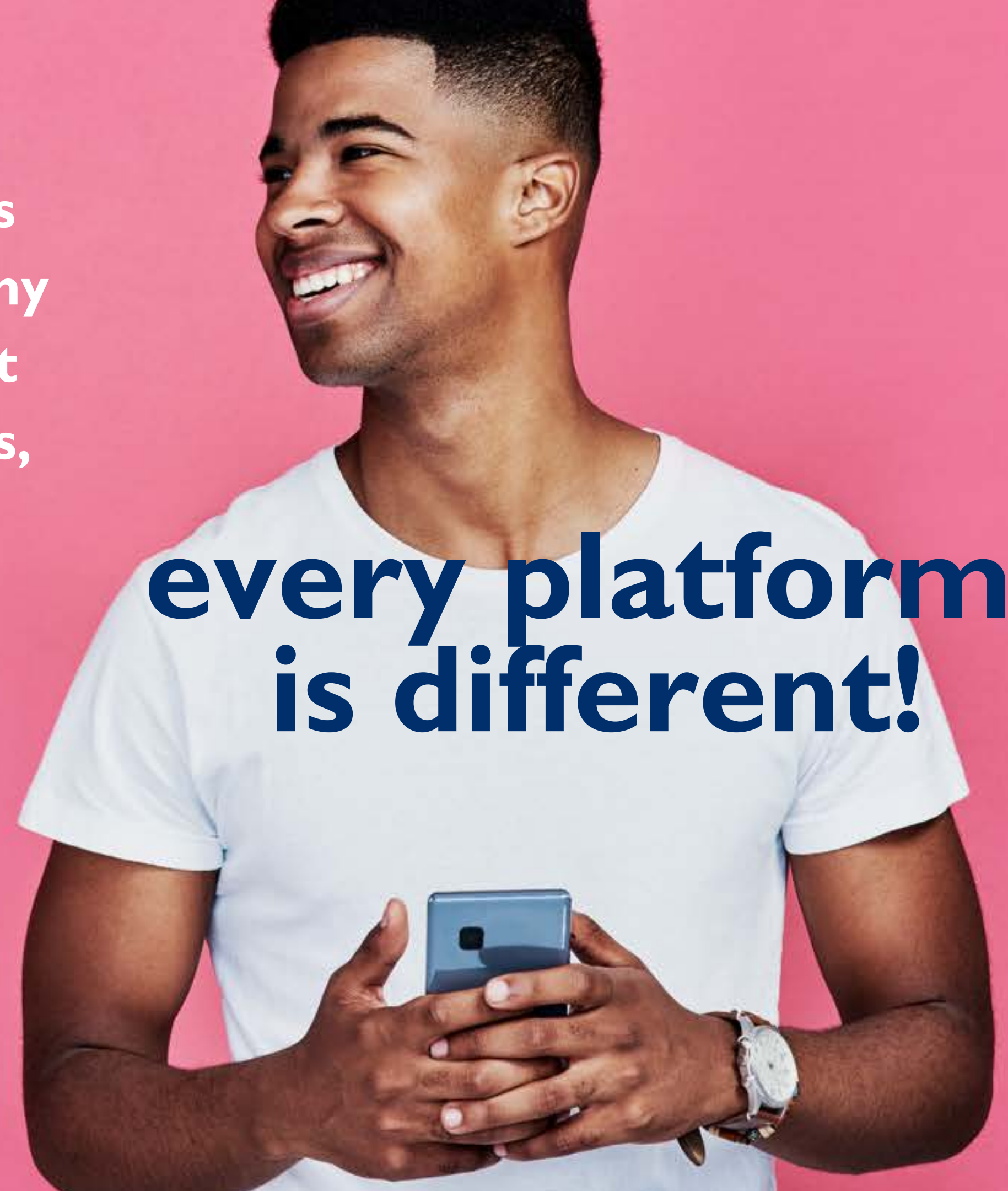
Social media is like a digital playground where people from around the world connect, share, and discover. It's a space where businesses like yours can shine! This is a place where travelers gather to seek inspiration, tips, and unique adventures.











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

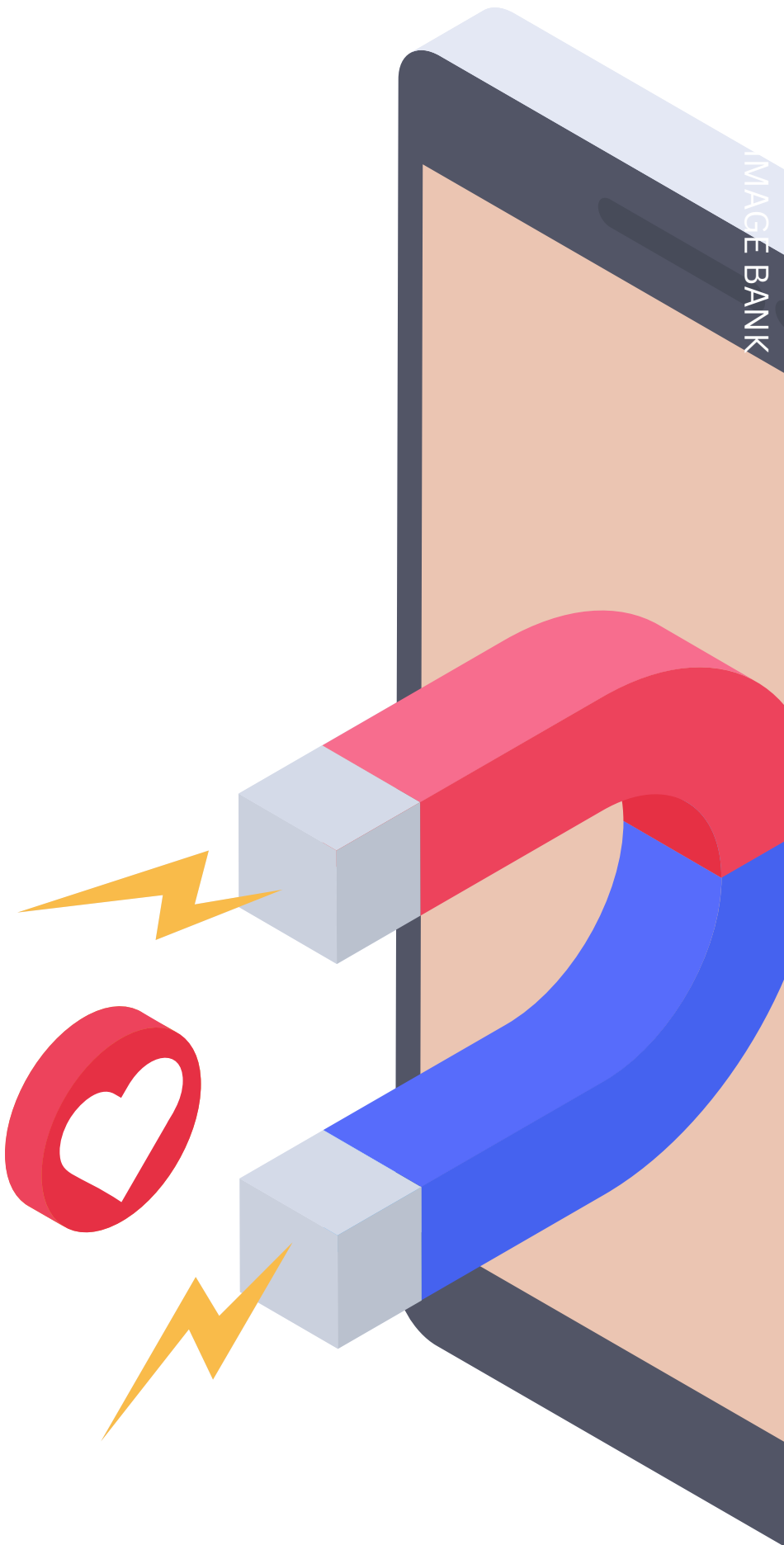
**HARNESS THE
POWER OF ONLINE REVIEWS.**

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.

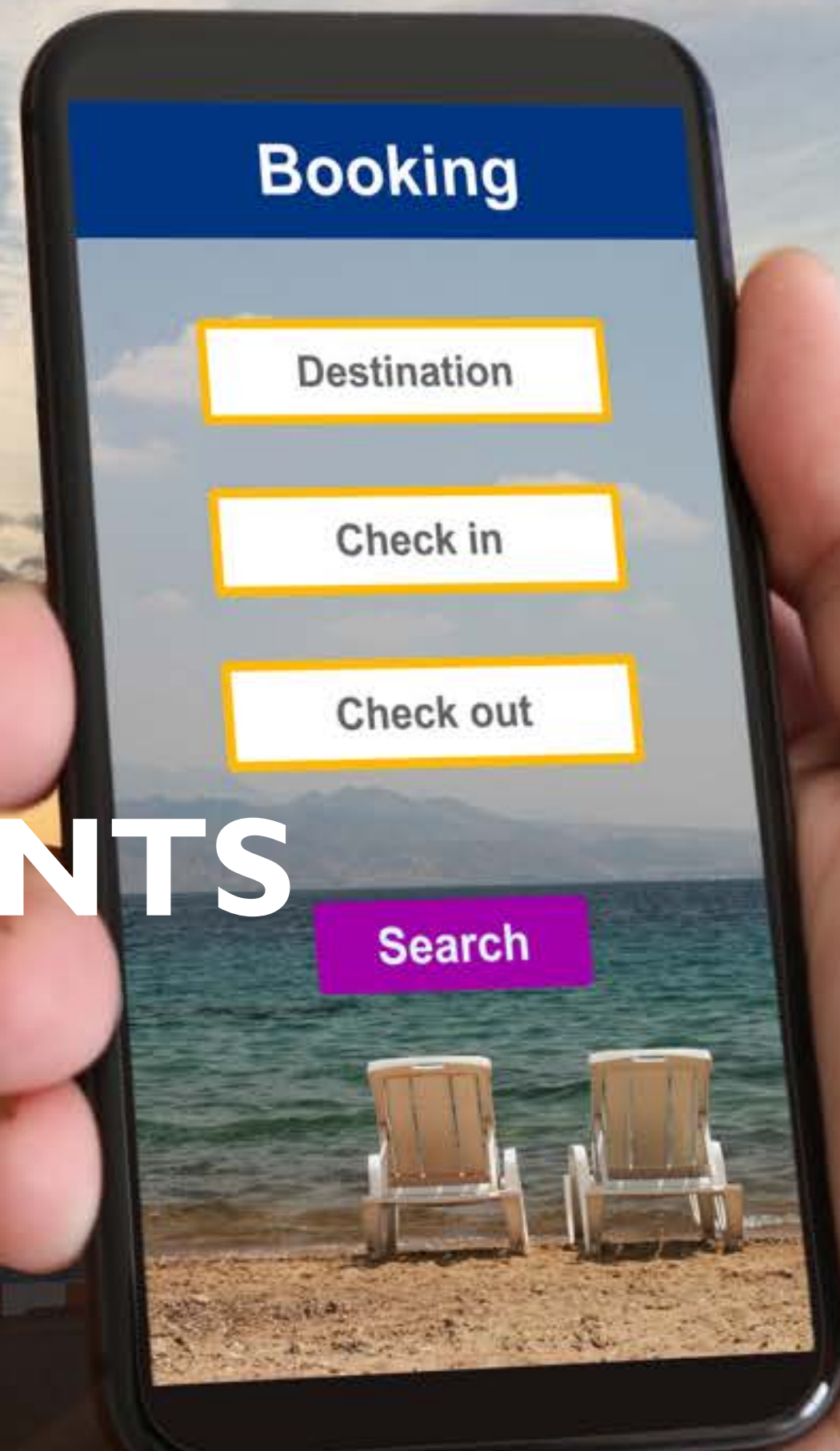
INDICATORS

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

Keep track of user-generated content with your hashtags.

Share user-generated content on your platforms.

Observe if user-generated content leads to bookings.

INDICATORS


Regular use of your hashtags by travelers.

Positive reactions and engagement.

Increased bookings from user-generated content.



9
**LOCAL
PARTNERSHIPS.**

The image 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, likely the sun, which creates a glowing effect around the fingers. The background is a clear blue sky with a gradient from light blue at the top to a slightly darker blue at the bottom. The text is overlaid on the hands and sky, rendered in a bold, white, sans-serif font.

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!

