

5 A's to successful tourism and travel marketing

The 5 A's framework is a useful tool that assist in promoting businesses, generating awareness about brands, attracting customers, and providing value to customers. The elements are: accommodation, accessibility, activities, amenities, attractions, etc.

01

Accommodation -

- Include in showcasing types of accommodation at affordable rates -
 - Hotel room
 - Bunking
 - Cruise ship/cabins
 - Airbnb and guest house
 - Private cottages
- Add text here

02

Accessibility -

- Provide accessible ways to get to location such as -
 - Active transport
 - Portable devices for
 - Network access
- Add text here

03

Activities -

- Provide listing of adventure activities to be performed
- List activities that tourists can retail while on the spot -
 - Luxury promoting activities
 - Lifestyle-enhancing activities
- Add text here

04

Amenities -

- List services provided by -
 - Restaurants
 - Shops
 - Traveling agents
 - Traveler assistance
- Specify discount ranges offered
- Add text here

05

Attractions -

- Include in specification of minimum 2 hour attraction places
- Provide registration forms for pre booking of religious / spiritual sites
- Add text here

Successful Tourism Marketing

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