



grassroots
young entrepreneurs in eco-health tourism

Ancient Wisdom Tour 2025

Experience Design for Tourism Tour

Blaithin Sweeney, Sligo, Ireland (2024)

'Transformative journeys that connect individuals to their inner power through sacred sites, ancient practices, and deep inner healing. Guided by the energy of Ireland's land and its rich cultural heritage, we create unforgettable experiences that enable connection, rejuvenation, and well-being.'

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Co-funded by
the European Union

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What's Inside...

Step 1	Context Framework & Introduction to Wisdom Warrior Tour	Page 4
Step 2	Content Development	Page 10
Step 3	Exploring the Experience, Concept, and Product Offering	Page 17
Step 4	Customer Profiles and Segmentation	Page 26
Step 5	Leverage Regional Hero Experiences	Page 39
Step 6	Itinerary Development	Page 47
Step 7	Building Your Experience With Purpose-led Branding	Page 59
Step 8	Creating a Transformative Digital Experience	Page 79
Step 9	Create a Memorable & Transformative Tourism Experience	Page 96

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Wisdom Warrior Tour Sligo, Ireland

A Grassroots Eco-Health Tourism Business



The Wisdom Warrior Tour (WWT) embodies the principles of a grassroots eco-health business, seamlessly integrating wellness, sustainability, and cultural immersion. Its foundation lies in local empowerment, environmental stewardship, and holistic well-being, making it a model for eco-health entrepreneurship.

About the Owner: Blaithin Sweeney, is a young purpose-driven tourism entrepreneur who wants to not only develop a generic tourism model but a model that resonates with the GRASSROOTS modern travellers seeking meaningful, impactful and transformative experiences that are good for people and the planet. This innovative approach positions Blaithin as a tour operator and as a leader in the eco-health movement, championing well-being for individuals, communities, and the planet.

About the Mentor: [Laura Magan](#) is Momentum's lead tourism specialist bringing a wealth of international tourism expertise gained primarily from her University lecture experience and working in the industry for over 25 years including Australia for 10 years with Tourism Events Queensland, Southern Great Barrier Reef and Darwin International Airport.

Wisdom Warrior Tour Aligned with GRASSROOTS

WWT is rooted in the local community of Northwest Ireland, showcasing authentic Irish traditions, practices, and landscapes. It operates with a bottom-up approach, prioritizing:

- **Community Involvement:** Supporting local businesses by engaging with local guides, artisans, musicians, and food producers to ensure economic benefits flow directly to the region.
- **Cultural Preservation:** Highlighting Ireland's ancient healing traditions and sacred sites, enabling appreciation for intangible cultural heritage.
- **Small-Scale Initiatives:** Maintaining an intimate and personalised experience, building a connection between guests and the local environment.
- **Environmental Stewardship:** By encouraging low-impact tourism and educating guests on ecological preservation, WWT brings a collective responsibility toward protecting the natural environment.
- **Personal Transformation:** Guests leave with a renewed sense of well-being, deeper connections to nature, and a greater appreciation for sustainable living.

Eco-Health Focus

WWT bridges the gap between ecological sustainability and individual wellness, focusing on:

- **Healing through Nature:** Leveraging the transformative power of Ireland's landscapes, such as sea dips, sacred site visits, and foraging, to restore mental and physical well-being.
- **Sustainable Practices:** Employing environmentally friendly practices like sourcing local, organic food and minimising the environmental footprint of tours.
- **Holistic Wellness:** Offering experiences like group healing sessions, mindful retreats, and sauna therapy to rejuvenate guests' minds, bodies, and souls.

Step 1: As a mentor, I started with context and introduction to set the foundation. It's important to understand the overall project and the mission of the tour before diving deeper. Begin by setting the stage for the project and introducing WWT, its mission, vision, and core values to set the first layer of the foundation.

Step 1

Context Framework & Introduction to Wisdom Warrior Tour (WWT)



Giving the WWT Tourism Experience Context

Introduction to Idea and Business Concept



The experience first needs context which refers to the broader environment in which a destination, experience, or service exists, encompassing its cultural, historical, social, environmental, and economic dimensions. Understanding context involves considering the unique characteristics of the experience and place—its landscapes, traditions, people, and stories—and how these elements shape the visitor experience. It also includes recognising the motivations and expectations of travellers, the trends influencing tourism, and the potential impacts on local communities and ecosystems. This **Context Analysis Exercise** provides the framework for designing authentic and meaningful experiences that resonate with visitors while respecting and preserving the destination's identity and resources.

Business Name: Wisdom Warrior Tour

Business Type: Experiential Tourism and Well-Being Retreat

Location: Sligo, Northwest Ireland (primary focus on areas of natural beauty and cultural heritage)

Founder and Manager: Blaithin Sweeney, "Your Wellbeing Warrior"

Overview:

Wisdom Warrior Tour is a newly established experiential tourism project offering transformative well-being and cultural retreats in the breathtaking landscapes of Northwest Ireland. This venture combines sustainable tourism, cultural immersion, and holistic wellness practices to create a unique travel experience for domestic and international tourists. By blending Ireland's rich cultural heritage with its natural healing landscapes, the business aims to deliver authentic, rejuvenating, and memorable experiences to its guests.



Context Analysis

Stakeholders
(and other's actors)

External

Internal

Project Management

Roles:

Phases:

Platforms:

Mission

Vision

Draft 1 Experience Iteration

Ancient Wisdom Tour 2025

An exclusive tour of the sacred sites of Ireland guided by energy and land healer and medicine woman, Bláithín Maeve. Learnto connect with your own indigenous healing nature and discover an aliveness that comes with knowing the land through practices of Yoga, Breathwork and Guided Meditations.



Sacred Sites

Visit sites of ceremony and unlock secrets and rituals to indigenous pre-celtic life



Ancient Practices

Experience the expansive and uplifting practices that connect to land and place and support deep inner healing.



Historic Accomodation

Embark on a journey of ancestral discovery and host your evening reflections in luxurious settings.

Small Group Tours (max 10ppl) : 6 Days - Fully guided : €2,250 pp

Includes:

- | | | |
|-----------------------------|-----------------------------|------------------------------|
| ✓ Airport Transfers | ✓ Sacred Site Access Passes | ✓ Luxury 4-star accomodation |
| ✓ Daily Breakfast & Dinner | ✓ Adventure Excursions x 2 | ✓ Nature-based Meditation |
| ✓ Indoor Meditations | ✓ Sauna and Sea Dips | ✓ Eagles Flying Experience |
| ✓ Daily Yoga | ✓ Sound Bath Experience | ✓ Live-Music |
| ✓ One-to-One Energy Reading | ✓ Personalised Guidance | ✓ Experienced Tour Guides |



Wisdom Warrior Tour

Introduction to Idea and Business Concept



What It Does for Tourists:

The Wisdom Warrior Tour provides tourists with guided escapes designed to nourish the body, mind, and soul while introducing them to the untapped treasures of Ireland. Tourists engage in:

- Visits to sacred, historical sites with rich storytelling and energy.
- Wellness activities include group healing sessions, mindfulness practices, sea dips, and sauna relaxation.
- Cultural experiences, including live music, local crafts, and traditional Irish hospitality.
- Eco-friendly foraging tours and locally sourced culinary experiences.

This tailored approach ensures that each visitor connects deeply with themselves, the environment, and Ireland's heritage.

Business Profile:

The Wisdom Warrior Tour is currently in its startup phase and intends to operate within a small-scale, owner-managed business. It is spearheaded by Blaithin Sweeney, whose expertise in well-being and storytelling forms the heart of the business. The business will include the following core components:

- 1. Guided Tours:** Visits to iconic and hidden locations across Northwest Ireland.
- 2. Well-Being Services:** Meditation, healing circles, sea swims, and relaxation therapies.
- 3. Cultural Experiences:** Traditional music, storytelling, and local artisan engagement.
- 4. Accommodation & Hospitality Partnerships:** Collaborations with eco-friendly accommodations and wellness-focused venues.

Current Status:

- Assisted by the GRASSROOTS project as a mentor support. Laura Magan Grassroots Project Manager from Momentum, Ireland is mentoring the business through the discovery and planning phase. Helping it to establish its operational framework, market research, experience development, logistics travel and branding.
- Its initial offerings will include small, pilot tours to test and refine the experience.
- Collaborations are being initiated with local accommodations, wellness practitioners, and tourism boards to build a robust network of support.

Wisdom Warrior Tour

Future, Mission and Vision



Future Potential:

Wisdom Warrior Tour has the potential to evolve into a leading eco-tourism, spiritual and energy healing, well-being retreat brand in Ireland, with opportunities to:

- Expand its offerings to include multi-day retreats, seasonal packages, and thematic tours (e.g., women's wellness, cultural deep dives, or corporate retreats).
- Establish partnerships with international travel agencies and wellness influencers.
- Develop branded merchandise and digital wellness resources (e.g., meditation guides, Irish healing workshops).
- Scale operations to include other regions in Ireland while maintaining sustainability and authenticity.

Mission Statement:

To offer transformative journeys that connect individuals to their inner power through sacred sites, ancient practices, and deep inner healing. Guided by the energy of Ireland's land and its rich cultural heritage, we create unforgettable experiences that enable connection, rejuvenation, and well-being.

Vision:

To become a recognised experience in sustainable well-being tourism in Ireland, celebrated for authentic, healing, and culturally immersive experiences. By blending the wisdom of ancient traditions with the restorative power of Ireland's landscapes, we aim to inspire meaningful transformations and tap into the global demand for wellness-focused, purpose-driven travel.

Wisdom Warrior Tour

*'Embark on a Sacred Journey
Through Sligo, Northwest of Ireland'*

Step into a transformative experience with Blaithin Sweeney, lovingly known as Your Wellbeing Warrior. The Wisdom Warrior Tour invites you to explore the breathtaking landscapes and timeless cultural heritage of Northwest Ireland, guided by ancient healing traditions, sacred sites, and the powerful connection between land and spirit.

Inspired by the profound energy of Ireland's natural beauty and heritage of holistic well-being, this unique journey blends deep inner healing, cultural immersion, and self-discovery. Blaithin combines her extensive local knowledge, captivating storytelling, and passion for guiding others to create a curated escape that allow restoration, reflection, and personal transformation.

Through the Wisdom Warrior Tour, you will:

- **Immerse yourself in Ireland's sacred landscapes**—from rugged coastlines and pristine beaches to Ice Age-sculpted hills and tranquil lakes.
- **Explore the healing energy of sacred sites** as Blaithin unveils their rich history and spiritual significance.
- **Reconnect with your inner self** through group healing sessions, guided land healing rituals, and ancient Irish practices.
- **Relish locally inspired experiences**, including mindful foraging, nourishing farm-to-table cuisine, invigorating sea dips, and sauna relaxation.
- **Celebrate Irish culture** with evenings of live music and storytelling, showcasing the vibrant spirit of the region.

The Wisdom Warrior Tour is a special travel experience. It's a sacred journey that nurtures the mind, body, and soul, allowing participants to reconnect with their inner power and the profound energy of Ireland's landscapes.

Whether you seek restoration, self-discovery, or a deeper connection to Ireland's heritage, the Wisdom Warrior Tour offers a transformative adventure that will leave you rejuvenated and inspired. Awaken your inner warrior and embark on a healing journey through the sacred beauty of Northwest Ireland—where ancient traditions and modern well-being unite for a truly unforgettable escape.

Step 2

Content Development

Step 2: Detail the importance of crafting engaging content, descriptions, and messaging that align with the purpose of the experience. Once the purpose and approach are clear, it makes sense to focus on creating engaging, purposeful content that supports the experience and communicates the value proposition.

Tourism content development is crucial because it shapes how destinations and experiences are perceived by potential travelers. Well-crafted descriptions, titles, and texts communicate the unique value of a tourism offering, set clear expectations, and engage the audience emotionally. This content helps differentiate a destination or experience from competitors, ensuring that visitors understand what they will gain, whether it's cultural immersion, personal growth, or relaxation. In addition, effective content improves online visibility through search engines, reaches a broader audience, and builds trust and credibility. Ultimately, high-quality tourism content drives interest, encourages bookings, and enhances the overall visitor experience.

Content development—comprising descriptions, text, and titles—is vital for the Wisdom Warrior Tour because it shapes the identity of the experience, communicates its unique value, and connects with the target audience. Thoughtfully crafted content helps convey the transformative nature of the tour, highlighting its focus on sacred sites, ancient healing practices, and personal well-being. It sets expectations, evokes curiosity, and appeals to the emotions and aspirations of potential travelers.

12

Mentoring Note: Why Content is Needed

13

Mentoring Note: What to Understand and Consider

13

Mentoring Note: How Content Can be Used

14

Putting Learnings to Work: Naming and Describing the Experience

Note: Total Tourism Experience (TTE)

It results from the connection between six inseparable factors for the complete tourist experience:

- ❖ travel;
- ❖ accommodation;
- ❖ restoration;
- ❖ entertainment and leisure;
- ❖ safety and health;
- ❖ access to complementary goods and services.

Igi Global

Content Development

Content development for communication channels starts with naming and describing the experience.

Why It's Needed:

- **Differentiation:** The travel market is highly competitive, and compelling content positions WWT as a distinct and authentic offering.
- **Clarity:** Descriptions help audiences understand what the tour includes, what they can expect, and the personal and cultural value they will gain.
- **Engagement:** Inspiring text and titles attract attention and encourage potential customers to explore more or book the experience.



Ultimately, well-developed content ensures that **Wisdom Warrior Tour** connects with its audience, effectively communicates its mission, and builds an emotional connection that leads to meaningful experiences and loyal advocacy.

What to Understand and Consider about Content:

Audience Needs: Content must resonate with the emotional, spiritual, and cultural interests of the target audience, such as those seeking wellness, self-discovery, or meaningful travel.

Cultural Sensitivity: Titles and descriptions should honour Ireland's heritage, sacred traditions, and landscapes, avoiding over-commercialisation or misrepresentation.

SEO and Marketing: Descriptive, keyword-rich content helps improve visibility online, ensuring the tour reaches a broader audience.

Tone and Language: The tone should reflect the spiritual, transformative, and healing nature of the experience, using evocative and descriptive language.

How Content is Used

Promotional Materials: Titles and descriptions are used in brochures, websites, and social media to attract potential travelers.

Guest Expectations: Clear content ensures participants understand the scope of the tour, from activities to accommodations.

Brand Identity: The language used helps establish WWT as a leader in transformative and well-being tourism, enabling trust and credibility.

Title & Description of the Experience.

Exploration

Task: Name the Experience (Main Title)

Example *Reflect. Recharge. It's your time.*

Action: Describe the experience in 3/5 words

Discovery Exercise: Putting different descriptions, words and names together.

Other words for Retreat? (sanctuary, hideaway, oasis, experience)

- *The Healing Power of Irish Landscapes?*
- *Indigenous Irish Healing Escape?*
- *Ancient Irish Healing Escape?*
- *Sacred Irish Heritage Wellness Journey*
- *Cultural Spiritual Healing Getaway*
- *Warrior Wisdom Tour (Hell and Back, Knowledge, Driving)*

Confirmed Name of the Experience: Ancient Wisdom Tour

Task: Describe the Experience in One/Two Lines (Subtitle/Tagline)

Action: Describe the experience in 1/2 lines

Discovery Exercise: Putting different descriptions, words and names together.

Example *Reset your spirit's connection to nature on a luxury journey of Sacred Sites, healing and local culture.*

Title 1 Luxurious Irish Spiritual Wellbeing Retreat.

Title 2 Luxury Irish Retreat Delving into Sacred Healing and Well-being

Title 3 Awaken Your Soul in a Luxurious Spiritual Well-being Retreat in the Northwest of Ireland

Confirmed 1-2 Line Description of the Experience: Awaken Your Soul in a Luxurious Spiritual Well-being Retreat in the Northwest of Ireland

Title & Description of the Experience.

Exploration

Task: Describe Experience in 30 approx. word

Example 34 words *Escape to Eden Health Retreat for an unforgettable five-star luxury experience. Nestled deep within the breathtaking Gold Coast hinterland of Currumbin Valley, discover the magic of disconnecting from daily life and connecting with nature. <https://edenhealthretreat.com.au/>*

Action: Describe the experience in 30 words

Discovery Exercise: Putting different descriptions, words and names together.

Reconnect with nature's healing wisdom in the Northwest of Ireland. Visit ancient sites, indulge in group healing, forage, enjoy healthy dining, sea dips, sauna, and evenings filled with live music in enchanting accommodation.

Confirmed 30-word descriptions: Ancient Wisdom Tour

"Rediscover the therapeutic wisdom of nature in Ireland's Northwest. Explore ancient mythical sites, partake in collective healing, engage in foraging, savor delicious nutritious dining, take refreshing seaside dips, relax in a tranquil sauna, and experience evenings filled with live music in enchanting accommodations."



Describe Experience in 100 approx. words. **Exploration**

Sample Description Provided

Example: Embark on a transformative journey with Blaithin Sweeney, the visionary behind Your Wellbeing Warrior, on the 'Ancient Irish Healing Escape' in the breathtaking Northwest of Ireland. Blaithin, with her deep local knowledge, guides you through the region's sacred sites, sharing the rich history and energy of each location. Immerse yourself in enchanting accommodation, indulge in group healing sessions, forage for local delights, savor healthy dining, partake in invigorating sea dips and sauna sessions. Evenings come alive with live music from talented local musicians, completing this fully immersive experience into the indigenous culture and natural wonders of the Northwest.

Confirmed Description 100 Words

For Website Homepage, About Section, Social Media, Presentations, Emails.

Embark on an incredible Irish journey with Blaithin Sweeney, 'Your Wellbeing Warrior.' Welcome to [package name], where I guide you through unique 'Ancient Irish Healing Escapes' in the Northwest of Ireland. Immerse yourself in landscapes dating back to the Ice Age—rugged coastlines, pristine beaches, and rolling hills. I have extensive local knowledge, revealing the healing powers of sacred sites, and narrating their rich history and energy. Experience captivating accommodations, group healing, foraging, healthy dining, sea dips, and rejuvenating saunas. Evenings resonate with live music from local talents, creating a fully immersive connection to the indigenous culture and natural wonders of the Northwest. This transformative journey reconnects you with your well-being and inner powers, making it a truly enriching experience.

Confirmed Description 200 Words

For Website About Section, Public Relations, Media Features, Business Plans

"Embark on an amazing Irish transformative journey with Blaithin Sweeney. Welcome to [package name] I am known locally as 'Your Wellbeing Warrior' to many people like you. Connecting you with your well-being and your inner powers is what I am a natural at. I lead will lead you through unique ancient Irish healing experiences in the Northwest of Ireland, taking you on 'Ancient Irish Healing Escapes' that blend breathtaking landscapes, natural wonders and the rich Irish cultural tapestry. Immerse yourself in stunning landscapes dating back to the Ice Age, rugged coastline and pristine beaches, rolling hills mountains and picturesque lakes.

Discover the profound connection you will have to yourself as I draw on my extensive local knowledge that unveils the healing powers of sacred sites. I have a powerful way of narrating the rich history and energy of each location we visit. You will indulge in captivating accommodations, participate in group healing sessions, explore local treasures through foraging, relish healthy dining, engage in invigorating sea dips, and unwind in rejuvenating sauna sessions. Evenings come to life with the sounds of live music from talented local musicians, culminating in a fully immersive experience into the indigenous culture and natural wonders of the Northwest."

Step 3: Dive deeper into the specifics of the WWT experience, what it entails, and how it meets customer expectations. This section needs to follow content development because it focuses on detailing the actual experience, what it includes, and how it aligns with the overall concept.

Step 3

Exploring the Experience, Concept and Product Offering

What will customers say, gain, feel, taste, see, experience...let's continue to make it memorable and transformative!

Why This Section is Needed for WWT

1. **Customer Expectations:** It helps define what customers will say, gain, feel, taste, see, and experience. This clarity sets expectations and ensures that the product offering resonates with the right audience.
2. **Differentiation:** A well-defined experience sets the business apart in a competitive market, providing unique value that attracts and retains customers.
3. **Personalisation:** It allows for a deeper connection with customers by offering them tailored experiences based on their interests and needs, whether that's cultural immersion, healing, adventure, or relaxation.
4. **Business Success:** A clear concept and experience help in pricing, marketing, and promoting the offering effectively, driving sales and business growth.

Exploring the Experience, Concept, and Product Offering

Understanding and clearly defining the experience, concept, and product offering is essential for creating a successful tourism venture. It allows you to shape the entire journey that customers will embark on, ensuring it is immersive, engaging, and memorable. By deeply exploring these elements, you can align the business offering with the expectations and desires of your target audience, which enhances the overall customer experience.

19

Mentoring Note: Understand the Experience Offering: Define First

21

Putting Learnings to Work: Exploring the **Benefits** & Reasons for Visitors

22

Putting Learnings to Work: Exploring the **Food** Experience

23

Putting Learnings to Work: Exploring the **Stay** Experience

25

Putting Learnings to Work: Exploring an **Example** Experience

Why We Need This:

Defining the experience, concept, and product offering ensures a consistent, high-quality product that delivers on promises.

It is crucial for creating authentic connections with customers, building loyalty, and standing out in a competitive tourism market. Clear definitions also guide marketing strategies and ensure that all stakeholders (staff, partners, collaborators) are aligned in delivering the experience as intended.

Ultimately, it shapes the reputation of the brand and encourages repeat business and referrals



Understanding the Product Offering.

What We Need to Understand and Define:

The Core Experience: What specific emotions or transformations do we want customers to experience? What will make them feel connected to the destination and the activities? This includes the sights, sounds, tastes, and feelings they will encounter during the journey.

Customer Benefits: What will customers gain from the experience? Whether it's relaxation, spiritual healing, cultural learning, or a sense of adventure, understanding this helps tailor the experience to meet their needs.

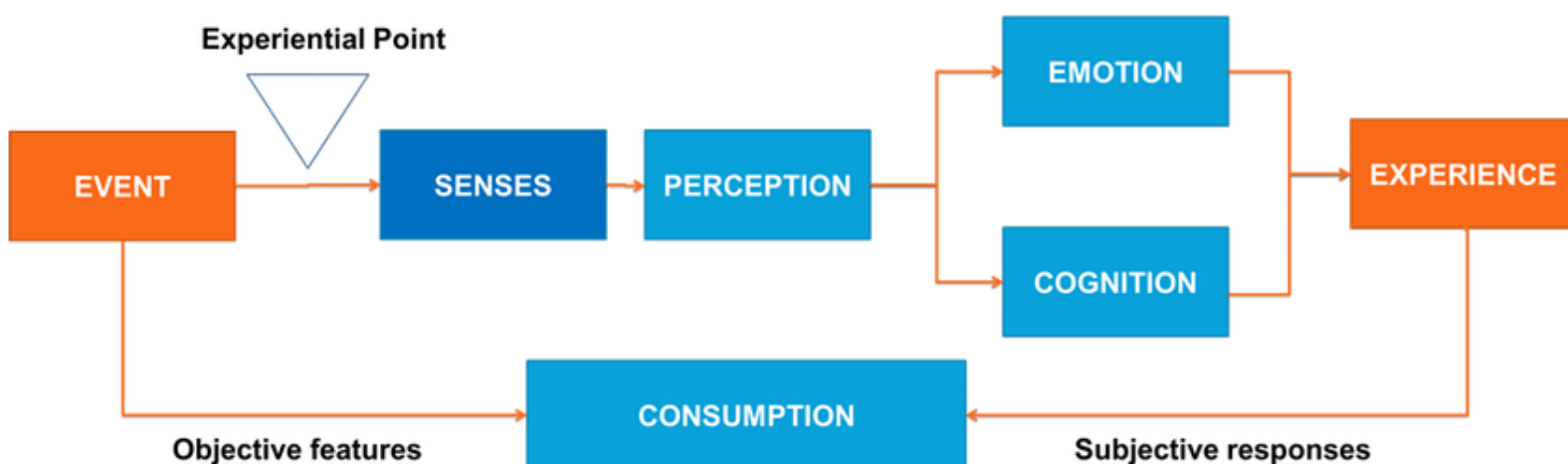
The Story: Define the narrative behind the offering. What makes it special? How does it tie into the culture, history, or natural environment?

The Sensory Experience: Think beyond just physical activities. What will visitors see, taste, hear, and feel during their journey? All of these factors shape the holistic experience.

A tourism experience is multi-faceted and somewhat hard to define. It's what a visitor gains from the combination of the place, its attractions, activities, the people they meet along the way and the stories they share.

[Failte Ireland](#)

THE EXPERIENCE PROCESS



[Source](#)

Understanding the Product Offering.

What We Need to Understand and Define:



Source



Where?

- National and international trips
- Poor destinations and tragedy places
- Natural places and cultural events
- Self-improvement activities

Future research: Develop a typology of the most transformative destinations and travel activities.



When?

- At the beginning of the trip
- At the end of the trip
- Expected by tourists
- Surprisingly

Future research: Validate the proposed shape of the transformative experience timeline curve with higher values at trip beginning and end, and lower values in the middle.



Who?



- More experienced travelers
- Before tourism fatigue and overstated expectations
- Certain socio-demographic and personal characteristics

Future research: Introduce the need for transformation as a primary motive for travel, positioned atop existing tourism motivation pyramids.

How?



- Disoriented dilemma
- Self-reflection
- Self-changes
- Willingness to make positive actions

Future research: Longitudinal studies of sustainability of positive changes and the duration of tourists' willingness to participate in these activities.

Source

Understanding the Product Offering.

Exploring The **Benefits** and Reasons to Go.

*What Will Your Guests Experience and **Feel**?*

Task: Describe Experience – Benefits, Unique, Reason to Go...

Guidance: Use experience design words e.g., feel, touch, see, do etc.

Add Descriptor Title

Example *Indulge in the ultimate wellness escape*

Embark on the 'Ancient Irish Healing Escape': A Journey Through Time and Wellness

Add Descriptor

Example Descriptor *Treat yourself or a loved one to the ultimate gift of health and relaxation at Eden Health Retreat. Enjoy an unforgettable experience that will revitalise the body and rejuvenate the mind. With our thoughtfully curated program, plentiful treatment options and serene surroundings, an Eden Gift Certificate gives you or your loved ones a transformative journey towards inner harmony.*

This tour goes beyond the ordinary, guided by Blaithin Sweeney, a local expert, who infuses each moment with deep knowledge of the landscape, sacred sites, and local culture. Encounter unique opportunities to forage for local delights and engage in group healing practices amid the natural wonders of the region. The blend of ancient wisdom, modern luxury, and indigenous culture makes this a one-of-a-kind journey.

Describe the Benefits of Wisdom Warrior Tour

Feel the transformative energy of the Northwest of Ireland as you reconnect with nature's serenity. Immerse yourself in luxury accommodations, where each detail is designed for your ultimate comfort. Touch the ancient stones of sacred sites, absorbing the rich history and healing essence. Experience group healing sessions, cultivating emotional connections and personal growth. Taste the flavors of healthy, locally sourced dining, and savor the joy of live music evenings. This is not just a tour; it's a holistic experience that touches every aspect of your being.

Describe the Benefits of Going to the Location, Sligo

Escape to the Northwest of Ireland for a week-long experience that goes beyond wellness. Discover the unparalleled beauty of the region through visits to ancient sites. Immerse yourself in a carefully curated blend of group healing, foraging, healthy dining, sea dips, sauna sessions, and live music evenings. Go beyond the ordinary and explore the heart of indigenous culture, supported by a local community passionate about sharing their traditions. This isn't just a tour; it's a transformative exploration of nature, self, and the rich tapestry of Ireland's Northwest.

Understanding the Product Offering.

Exploring of the **Food** Experience

*What Your Guests Experience and **Taste**?*

Add Descriptor Title

Example Title *Heal your body from within*

Culinary Odyssey: Nourishing Your Body, Connecting with the Land

Add Short Descriptor

Example Descriptor *Our menu is mindfully created by our dedicated chefs and nutritionists, serving you beautifully-presented, wholesome food.*

Indulge in a week-long gastronomic journey on the Ancient Irish Healing Escape, where every bite is a celebration of health, locality, and culinary artistry. Immerse yourself in a fusion of flavors curated to elevate your well-being, complemented by unique experiences that engage all your senses.

Add Further Descriptors of the Food Experience

Healthy and Local: Savor the goodness of locally sourced, organic ingredients meticulously crafted into delectable dishes. Our culinary team, including guest chefs, is dedicated to ensuring each meal is a balance of nourishment and exquisite taste. Experience the vibrant flavors of the Northwest, reflecting the region's rich agricultural bounty.

Award-Winning Dining: Embark on culinary adventures at local award-winning restaurants, where each dish tells a story of craftsmanship and passion. Feel the ambience of these esteemed establishments as you taste their signature creations, adding a touch of luxury to your dining experience.

Foraging Excursion and Group Cooking: Engage in a unique foraging excursion, led by expert guides who will unveil the hidden treasures of the local landscape. Touch, smell, and gather ingredients straight from nature's pantry. Then, participate in a group cooking experience where you become part of the culinary process, creating memorable dishes together.

Connecting Through Food: Experience more than just meals; embrace the communal spirit of breaking bread together. Feel the warmth of shared stories and laughter, creating connections that extend beyond the dining table. As you taste the local flavors, you'll also be partaking in a journey of cultural exchange and community building.

The Ancient Irish Healing Escape isn't just about feeding your body; it's about nurturing your soul through a culinary exploration that brings you closer to the essence of the Northwest of Ireland. Join us for a week of exquisite tastes, heartfelt connections, and a celebration of the vibrant food culture that defines this enchanting region.

Understanding the Product Offering.

Exploring of the **Stay** Experience

*What Your Guests Will Experience and **Feel**?*

Add Descriptor Title

Example Your Sanctuary and Accommodation Haven

Enchanted Retreat: Unveiling Your Story at Annaghmore Estate

Add Descriptors

Example Descriptor Rest, relax and recharge in our luxurious lodges, overlooking breathtaking views of Currumbin Valley.

Nestled within the captivating embrace of Annaghmore Estate, the Ancient Irish Healing Escape offers more than just accommodation; it invites you to step into a world where every guest room narrates its own unique story, intertwining with the rich history of the land and its profound connection to the local community.

Indulge yourself in the tranquil captivating Annaghmore Estate nestled in the scenic countryside of Coolaney, Sligo. Wrap yourself in the charm and ancient past of an Irish historic house built in the 1840s. Home to the O'Hara family each room has a different style offering a blend of classic elegance and modern luxury comfort. You will feel like you are living in a bygone era surrounded by vintage character and antique furnishings. During your stay, you will create timeless memories surrounded by the charm of yesteryear.

Individual Narratives: Feel the essence of the land as you retreat to your guest room, each with its own distinct personality and history. Whether it's the whispers of ancient trees or the tales of community bonds, your room becomes a haven with its own narrative, offering a truly personalised and immersive experience.

History and Community Connection: Hear the tales of Annaghmore Estate come alive as you explore the intertwining histories of the land and the local community. Touch the past through stories that echo in every corner, forging a connection between the estate and those who have called it home throughout the ages.

Meditative Exploration: Visit the nearby river, fairy forts, and ancient trees for meditative moments that invite you to touch the tranquility of the land. Engage with the surroundings, allowing the natural beauty to seep into your soul, creating a harmonious balance between inner reflection and the external enchantment of Annaghmore.

Central Sanctuary: Experience the convenience of Annaghmore's central location, strategically situated amidst the sacred sites of interest. Each day, return to the estate's welcoming embrace, providing a constant 'coming home' vibe. Feel the comfort and familiarity, making Annaghmore not just a place to stay but a sanctuary woven into the fabric of your personal journey.

As you rest within the enchanting lands of Annaghmore Estate, you'll find that your accommodation isn't merely a place to lay your head; it's an integral part of the Ancient Irish Healing Escape, where the stories of the past intertwine with your present, creating an immersive tapestry of comfort and connection. Welcome to a retreat where every room is a chapter waiting to be discovered. Insert descriptor]

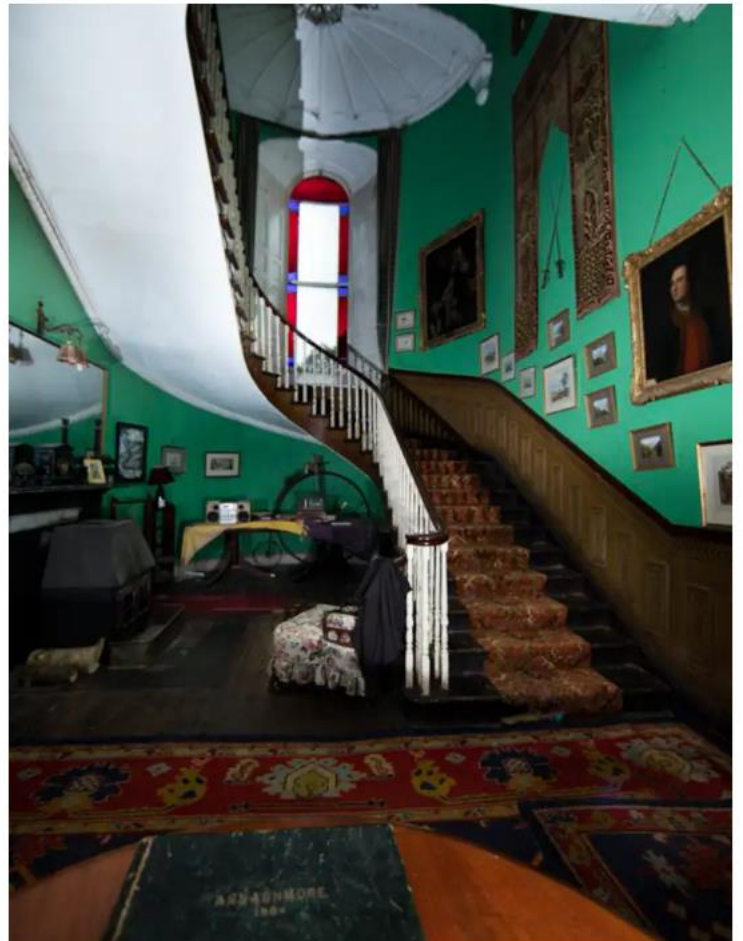
Stay: Annaghmore Estate, Sligo

Annaghmore Estate in Sligo is a historic family home of the O'Hara clan, who have resided on the site for centuries, dating back to their status as Chiefs of Luighne. The current house, built in the 1790s and expanded in the 19th century by architect James Franklin Fuller, showcases a classical architectural style.

The estate reflects the rich history of the O'Hara family, known for their contributions to Irish politics, culture, and heritage. Today, Annaghmore operates as a working farm with sheep, forestry, and conservation areas, while also hosting events such as weddings and art classes in its scenic grounds overlooking the Owenmore River



<https://www.annaghmore.ie/>



Understanding the Product Offering.

Exploring an **Example** of an **Overall Experience**

*How Your Guests Will **Feel** and **Experience** their Journey!*

Add Descriptor Title

Example *Your haven*

Ancient Irish Healing Escape: A Week of Renewal and Discovery

Add Descriptor

Example Descriptor *Rest, relax and recharge in our luxurious lodges, overlooking breathtaking views of Currumbin Valley.*

Embark on a week-long journey, curated by Your Wellbeing Warrior's Blaithe Sweeney, where the mysteries of the land seamlessly intertwine with your personal wellbeing. Each day unfolds as a gentle revelation, a harmonious blend of ancient wisdom and modern practices, ensuring not just renewal but also the tools to sustain a healthier lifestyle upon your return.

Add Other Descriptors

Guided Unveiling: Feel the gentle guidance as the mysteries of the land and your personal wellbeing are unveiled in a seamless dance. Engage in a journey that harmonises with the rhythms of nature, guiding you towards a profound sense of balance and self-discovery.

Holistic Wellbeing Protocols: Integrate protocols supporting good sleep into your daily schedule, ensuring that your experience goes beyond the retreat. Finish each day renewed and equipped with habits for sustained health and vitality upon your return home.

Diverse Daily Themes: Immerse yourself in a spectrum of daily themes, from exploring the ancient past to connecting with your modern family line, from harnessing nature's healing energy to spiritual re-connection. Each day unfolds a unique chapter, offering a holistic experience that touches mind, body, and spirit.

Varied and Exciting Activities: Participate in a rich tapestry of activities, including sacred site visits, kayaking, hiking, foraging, sea dips, sauna sessions, and exploring the local town. Feel the energy shift with each adventure, creating a dynamic and immersive experience.

Daily Mind-Body Practices: Embark on a journey of self-discovery and transformation through daily breathwork, meditation, and yoga practices. Tailored to complement the day's activities, these practices provide a constant thread of mindfulness, grounding you in the present moment.

Personalised Exploration: Indulge in personal time each day for exploration, journaling, or booking one-to-one treatments. Connect with the landscape, record your reflections, or treat yourself to a bespoke healing session—tailoring the experience to your individual needs.

The Ancient Irish Healing Escape is a special tour; it's a week of curated experiences that guide you towards holistic renewal and equip you with the tools for sustained wellbeing. Join us for a journey that transcends time, connecting you with the ancient wisdom of the land and nurturing your personal growth.

Step 4: Define who the target customers are, how to segment them, and the key needs and desires of each customer group. After understanding the experience offering, you define the customer profiles and segmentations to ensure that the offering is targeted at the right audience with clear understanding of their needs.

Step 4

Customer Profiles & Segmentation

This section focuses on understanding the customers, users, visitors, or tourists. Meeting their needs and delivering a valuable experience is key. To achieve this, you need to understand your current and ideal customers through demographic, geographic, psychographic, and behavioural insights. Identify their challenges and design solutions that address them. Adopting a lean startup approach helps craft a strategic, differentiated value proposition.

Customer Profiling

Understanding customer profiles for the Wisdom Warrior Tour means gaining deep insights into who the audience is, what motivates them, and what they value most in their travel experiences. It's about identifying your ideal guests, their demographic and geographic traits, as well as their psychographic and behavioral preferences. This process allows you to empathise with their needs, address their challenges, and tailor your offerings to provide a meaningful and memorable experience. By considering their expectations, pain points, and desires, you can create a value proposition that sets the Wisdom Warrior Tour apart, ensuring it resonates with your target audience and stands out in a competitive market.

28

Mentoring Note: What Today's Travellers Want

29

Mentoring Note: Core Guest Expectations

30

Putting Learnings to Work: Describing Top 3 Profile Segments

32

Putting Learnings to Work: Describing Profiles Package Preferences

34

Putting Learnings to Work: Package Preferences for All Segments

35

Mentoring Note: Transformative Hooks!

36

Putting Learnings to Work: Transformative Hooks!

37

Putting Learnings to Work: Selling Points and Added Value



Values & Objectives

Beneficiaries

Age & Gender

Demographic Segmentation

Where from?

Geographic Segmentation

Think & Feel

Psychographic Segmentation

Say & do

Behavioural Segmentation

S.M.A.R.T
Objectives

Specific, Measurable, Achievable,
Relevant, Time-bound:

Strategic Value
Proposition

Their Problems

Our Solutions

What Today's Travellers Want

You may already recognise your guests' changing travel aspirations. Here's a snapshot of the preferences of these emerging travellers to better help you understand the transformational experiences they are seeking. Recognising that travellers are more alike than different. Here is a global approach to segmentation, with a focus on the following segments; Solo, Couple, Family and Visiting Friends & Relatives.

The health crisis and the unprecedented disruption caused by COVID-19 has profoundly impacted consumer needs, with three key shifts emerging across all segments. These include higher expectations for **hygiene and safety practices**, **making wellbeing a priority**, and the need for **value and flexibility** to offset economic concerns, income instability and continued border control / travel restrictions changes ([Source](#))

Solo Traveller

The exhilaration of a new adventure, personal growth and freedom are what travelling solo is all about. Travel allows me to reclaim my sense of self, find purpose and be part of something greater than myself.



Planning:

- Planning is a critical, with solo travellers seeking validation from trusted recommendations to build confidence in destination of choice and selecting must-do experiences.



I seek:

- New, different and fulfilling travel experiences that allow me to reconnect with myself and forge a deeper connection with people, places and culture.
- Value for money experiences – affordable options that give me the experience I want.
- Heightened reassurance for hygiene and safety as well as booking flexibility so I can travel safely and freely.
- To connect with like-minded people who share my interests and passions and seek recommendations on what to do from locals and travellers alike.



What I avoid on my travels:

- Unnecessary risks that may impact my health, safety or wellbeing.
- Experiences that are touristy and don't have a laidback local feel.

Couple Traveller

Travel enables my partner and I to reconnect, relax, and grow and evolve together by discovering new experiences and having a deeper appreciation for people, places and culture.



Planning:

- Plans longer holidays 2-4 months in advance and balances these with impulsive short-stay getaways.



I seek:

- Unique and life-changing experiences that enable us to contribute, care for and be a part of something greater than ourselves.
- Experiences to reconnect and bond with my partner.
- To unwind on holidays, and bring balance to our busy lives.



What I avoid on my travels:

- Inauthentic travel experiences that are out of touch with the locals – gimmicky, mainstream, overcrowded.
- Any experience that may harm nature or cause damage to the environment and community.
- Service providers that do not implement sustainable operating practices.






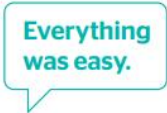




Make it Your Business to Get to Know Your Guests....

- **Collect additional information** during the booking process such as 'how did you hear about our business' or 'Why did you choose our business.'
- **Spend time getting to know** your guests during their time with you.
- As part of the farewell process, solicit feedback from your guests and look for trends in online reviews.
- **Consider surveying guests** to better understand why they chose your business, what matters to them and how they felt about their experience.
- **Internal Check** back on your own guest's reviews, most common Frequently Asked Questions
- **External Check** Speak to the locals, especially local restaurants and entertainment and see what the FAQs are. You might be able to fill in a big gap in experience needs. Make sure to go to those you work with first.

Deep Dive: Core Guest Expectations

Core Guests Expectations for Transformational Experiences

These core guest expectations are what you would like your guests to feel and say about their experience with you – their expectations of the experience you deliver. As a tourism or event operator, you put in place the elements to bring about those transformational travel experiences that realise the brand purpose, travel for good, and deliver the very best guest experiences

Operator Actions	 Make it easy	 Establish a connection	 Share your story	 Take them on a journey	 Inspire them to make a difference
Guest Expectations	 Everything was easy.	 I felt comfortable.	 I feel more connected.	 I feel inspired.	 I feel empowered!
	I made all my bookings online. The information was very clear. I knew what to expect and what I needed to bring.	They were warm and friendly. It was tasteful. They cared about me, my health and safety, and my well-being. They understood my needs and my preferences. They cared about the things I cared about, including the environment.	I felt a part of something bigger. Their story and what they do – their culture, community, how they live as part of the environment – I will carry that back home with me.	I didn't know how fascinating Queensland could be. I learned something, and that has changed me. The whole experience was fantastic, but there was so much more to it – the people, the culture, the community – it's a beautiful laid-back place and I'll be back!	I feel re-energised, mentally, physically, and emotionally. I feel motivated to embrace a more active and healthy lifestyle. I feel confident and empowered. I'm changed, and I can make change happen!



Describe: Top 3 Tourist Profiles/Segments

Who is the experience designed for, consider?

1. **Demographics:** Age & Gender & Profiles *e.g., families, students, retirees*

- **Age:** Primarily adults aged 30–65+, encompassing younger professionals, mid-career individuals, and retirees.
- **Gender:** Balanced appeal to all genders, with a slight inclination toward women interested in wellness and spirituality

Tourism Experience is a set of activities in which individuals engage on their personal terms, such as pleasant and memorable places, allowing each tourist to build his or her own travel experiences so that these satisfy a wide range of personal needs, from pleasure to a search for meaning.

Source

2. **Geographic Origin:** Where they are from *e.g., international (America, France etc.), Local People...*

- **International Visitors:** Strong appeal to travelers from the United States, Canada, Australia, and Europe (France, Germany, UK). These audiences are often drawn by Ireland's mysticism, history, and untouched landscapes.
- **Local and National Visitors:** Irish residents seeking deeper connections with their cultural heritage and wellness practice

3. **Profiles Who are They?** *e.g., couples, families, solo travellers...*

- **Couples:** Seeking an intimate, rejuvenating escape in luxury accommodations.
- **Solo Travelers:** Especially those looking for personal transformation or spiritual growth.
- **Professionals:** High-stress individuals desiring a retreat focused on mental clarity and physical wellbeing.
- **Retirees:** History and culture enthusiasts eager to explore Ireland's sacred heritage while engaging in holistic healing

Describe: Top 3 Tourist Profiles/Segments

4. Their **background** (e.g., professional, young adventure seeker, couples seeking wellbeing escape, retired historical seekers, expats...)

- **Professionals in Corporate Roles:** Burnt-out individuals craving mindfulness and balance.
- **Wellness Seekers:** Those interested in yoga, meditation, and ancient healing techniques.
- **Adventure Enthusiasts:** People eager to combine active pursuits like kayaking and hiking with reflective experiences.
- **Cultural Enthusiasts:** Travelers seeking authentic cultural and historical insights, especially those interested in Irish mythology, sacred sites, and folklore.
- **Expats:** Returning to Ireland for a meaningful reconnection with the land and culture

5. Key **Desired Experiences** (e.g., yoga, visit archaeological/historical sites, authentic cultural experiences) (Not Secondary e.g., accommodation)

Primary Experiences (not accommodation or food etc. these are secondary)

- Immersive visits to **sacred and archaeological sites** to learn about their history and healing energy.
- **Mind-body practices**, including yoga, meditation, and breathwork tailored to complement the daily themes.
- Engaging in **authentic cultural activities**, such as live music, foraging, and storytelling led by local experts.

Secondary Experiences

- **Accommodation** with historical charm and modern luxury (e.g., Annaghmore Estate).
- **Healthy, locally sourced food**, including award-winning dining and interactive foraging.
- **Rejuvenation activities** like sea dips and sauna sessions

Package Preferences

Tourist Profiles/Segments

6. Tourist Profiles/Segments – Primary Experiences and Expectations

The **Wisdom Warrior Tour** is essentially an **Ancient Irish Healing Escape** that appeals to a diverse audience, all seeking transformative journeys blending luxury, history, and nature, supported by meaningful cultural connections. Here is a more detailed look at what each of the main profiles look like, are interested in and the places they would like to go.

How Would You Segment Your Tourist Profiles (Pick 3)? (e.g., *Culturally Curious, Social Energisers, Great Escapers*,

To think about ... Three segments have been identified as priorities in the main overseas markets (Great Britain, United States, Germany and France). Different segments have different requirements – how well do you know and understand your target customer?

- **Culturally Curious** – tend to be slightly older, very independently minded and interested in immersing themselves in a place. Interested in history and culture. Like good food and service. »
- **Social Energisers** – tend to be young, looking for new experiences and excitement. Like city experience with lots to see and do – interested in partying but not just partying.
- **Great Escapers** – all about getting away from it all, renewing family bonds and spending time together in a beautiful place. 'Gentle' outdoor activities such as walking, cycling. For further information on segmentation visit www.failteireland.ie

1. Wellness & Spiritual Seekers

Description: Solo travelers, couples, or groups seeking transformation through healing and mindfulness.

Interests: Yoga, meditation, cultural immersion, and self-discovery.

Key Locations: Sacred sites, meditative nature spots, and rejuvenation spaces.

2. Cultural Enthusiasts

Description: Tourists intrigued by Ireland's heritage, mythology, and sacred traditions.

Interests: Historical exploration, folklore, and spiritual narratives tied to the land.

Key Locations: Archaeological sites, ancient trees, and traditional music venues.

Package Preferences

Tourist Profiles/Segments

3. Active Explorers

Description: Adventure seekers who want to combine active pursuits with cultural experiences.

Interests: Kayaking, hiking, sea dips, and engaging with nature.

Key Locations: Coastal landscapes, rugged trails, and group activities.



Specific Preferences Across All Segments

By focusing on these detailed descriptors, the Wisdom Warrior Tour: Ancient Irish Healing Escape will appeal to a broad range of preferences while incorporating SEO-friendly keywords like luxury wellness, Irish history, authentic cultural experiences, and healing retreats in Ireland.

Food:

- **Healthy:** Locally sourced, organic, and balanced meals that nourish the body and soul.
- **Interactive:** Opportunities to forage, cook, or learn about Irish culinary traditions.
- **Award-Winning:** Dining at renowned local restaurants that elevate the gastronomic experience.

Entertainment:

- **Authentic Irish Performances:** Live music and storytelling reflecting Ireland's rich cultural heritage.
- **Educational Experiences:** Guided tours of museums, sacred sites, and cultural landmarks.
- **Interactive Sessions:** Hands-on workshops in crafts, cooking, or traditional Irish practices.

Accommodation:

- **Quirky & Historical:** Unique stays in locations like Annaghmore Estate, blending vintage charm with modern comfort.
- **Luxury:** 4-star countryside hotels offering serene views and personalised services.
- **Immersive Settings:** Lodgings that feel like an integral part of the retreat, with historical narratives and cozy atmospheres.

Other Package Preferences:

- **Small Groups:** Ensuring personalised attention and intimate experiences.
- **Dedicated Guide:** A knowledgeable, engaging host who connects guests to the land, culture, and healing practices.
- **Professional Instructors:** Experts in yoga, meditation, and cultural traditions to enhance each experience.
- **Interaction with Locals:** Opportunities to meet local musicians, historians, and foraging experts.
- **Balanced Activities:** A mix of active pursuits, cultural exploration, and relaxation tailored to diverse needs.

Transformative Hooks!

Capture Attention and Inspire Action
Make them want to book your trip!
Focus on Selling Points, Benefits,
Highlights...

Transformative hooks serve the purpose of capturing attention and inspiring action by appealing to deeper emotions, desires, or aspirations. They focus on creating a connection that goes beyond a surface-level attraction, offering a sense of personal growth, emotional resonance, or life-changing experiences. Here's why they matter:

1. Inspire Action Through Emotion Transformative hooks tap into the emotional core of your audience by addressing their deeper wants and needs, such as personal fulfillment, connection, or self-improvement.

- **Purpose:** To evoke curiosity and a sense of urgency to learn, explore, or book.
- **Example:** *"Unlock the power of ancient Irish wisdom to renew your body, mind, and spirit."*

2. Create a Sense of Aspiration People are often drawn to experiences that promise transformation or a chance to become their "best selves." Transformative hooks position your offering as a gateway to a better version of their life.

- **Purpose:** To make customers feel they're investing in something meaningful and life-enriching.
- **Example:** *"Awaken your inner warrior as you connect with Ireland's sacred energy."*

3. Differentiate Through Depth Unlike generic hooks, transformative ones focus on the personal impact your product or service will have. They set your offering apart by presenting it as an experience that brings value beyond the material.

- **Purpose:** To highlight the deeper benefits that make your offering unique.
- **Example:** *"This isn't just a retreat—it's a life-changing journey into Irish spiritual healing."*

4. Build Trust and Resonance Transformative hooks build trust by aligning with your audience's values and aspirations, showing that you understand their needs and are offering a solution tailored for them.

- **Purpose:** To create a connection that makes your audience feel seen, understood, and excited to engage.
- **Example:** *"Feel the serenity of untouched landscapes and leave with the tools for lasting well-being."*

5. Encourage Long-Term Engagement By emphasising the lasting impact or change that your offering can bring, transformative hooks engages loyalty and encourage repeat customers.

- **Purpose:** To position the experience as one they'll want to revisit or share.
- **Example:** *"Discover a retreat that not only transforms your week but shapes your future."*

The purpose of transformative hooks is to move beyond merely selling a product or experience—they ignite a desire for something more profound and life-changing, compelling your audience to take action while forming a deep connection to what you're offering.

Transformative Hooks!

5 to Choose From Perfect for Marketing Campaigns

1. “Rediscover Yourself in Ireland’s Northwest!”

Escape the chaos and immerse yourself in a week of unparalleled luxury and ancient wisdom. Feel the healing power of Ireland’s sacred landscapes, indulge in wellness activities tailored for your soul, and leave rejuvenated, equipped with tools for a healthier life.

2. “Ancient Healing Meets Modern Luxury”

Experience a retreat that blends breathtaking landscapes, sacred history, and cutting-edge wellness. Stay in a historical estate, dine on organic local delicacies, and explore Ireland’s most spiritual sites—all guided by a local expert passionate about your well-being.

3. “A Holistic Escape Like No Other”

“Step into a journey of self-discovery, where luxury meets personal growth. From group healing sessions to meditative nature walks and ancient site explorations, every moment is designed to renew your mind, body, and spirit.

4. “Uncover Ireland’s Best-Kept Wellness Secrets”

“Feel the power of nature, history, and community come together in this once-in-a-lifetime experience. Forage, feast, and heal in the lush Northwest of Ireland with a guide who turns ancient practices into transformative modern experiences.

5. “Wellness That Stays With You”

“It’s not just a retreat; it’s a life-changing escape. Learn ancient healing techniques, indulge in award-winning meals, connect with like-minded travelers, and leave with practices to elevate your daily life long after you return home.

Selling Points & Value Adds

Create a Compelling Reason for Customers to Book

The purpose of selling points and value adds is to create compelling reasons for potential customers to choose your product or service over competitors'. Together, selling points attract interest and show why the product is worth the investment, while value adds create a sense of greater overall benefit, encouraging faster decision-making and boosting satisfaction. Both are essential tools for effectively marketing and converting leads into loyal customers. Here's a breakdown:

Selling Points:

1. Highlight Key Benefits: Selling points focus on the standout features and advantages of your offering. These address what makes your product unique and how it solves a problem or fulfills a need for the customer.

Example: "Stay in a historical Irish estate that blends luxury and heritage."

2. "Differentiate From Competitors: They distinguish your offering from similar ones in the market by emphasising exclusive aspects, such as your expertise, unique experiences, or superior quality.

Example: "Explore Ireland's sacred sites with a guide who brings ancient history to life."

3. "Create Emotional Connection: Selling points connect with what the customer values most, such as comfort, adventure, or personal transformation.

Example: "Feel renewed and inspired with daily practices designed for your holistic well-being."

Value Adds:

1. Enhance Perceived Value: Value adds are extras included in the package that increase the attractiveness of the offer without necessarily increasing its cost. They amplify the customer's sense of getting "more for their money."

Example: "Access to exclusive sacred sites not open to the public."

2. "Overcome Purchase Hesitation: These can remove objections by providing added benefits that customers might not expect. They often tip the scale in favor of a booking.

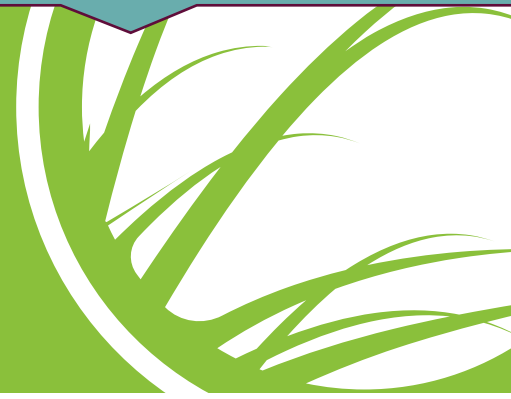
Example: "Includes guided meditation sessions and private wellness consultations."

4. "Encourage Customer Loyalty: By offering unique bonuses or additional perks, value adds create a memorable experience, making customers more likely to recommend or return.

Example: "Personalised wellness protocols to continue your journey after the retreat."

Selling Points & Value Adds

Create a Compelling Reason for
Customers to Book



Wisdom Warrior Tour: Selling Points

Luxurious Yet Authentic: Stay in a historical Irish estate where every room tells a story, blending heritage with modern comfort.

Personalized Wellness: From breathwork to bespoke treatments, every detail is crafted to your needs.

Unforgettable Activities: Foraging, live Irish music, meditative sea dips, and spiritual site visits bring every day alive with new discoveries.

Local Connections: Experience the heart of Irish culture with intimate group sizes and guided storytelling by passionate locals.

All-Inclusive Comfort: Enjoy premium accommodations, award-winning dining, and activities that cater to every aspect of your well-being.

Wisdom Warrior Tour: Value Adds

- Small group size for **personalised** attention.
- **Expertly guided** cultural and wellness experiences.
- Access to **exclusive sacred sites** and hidden gems.
- Daily yoga, meditation, and **self-care sessions**.
- A **curated mix** of adventure, relaxation, and cultural immersion.

Step 5: Discuss how to integrate local attractions and regional gems into the tour, making the experience unique and rooted in the local culture. Now that you know your customers, it's time to enhance the experience by incorporating local attractions and regional gems that appeal to the target market, giving the product an authentic, place-based appeal.

Step 5

Leverage Off Local & Regional Hero Experiences

on WAW, Sligo, Leitrim, Donegal



By incorporating regional hero experiences and aligning them with WWT’s mission of well-being and healing, the tour becomes a holistic journey that not only showcases the beauty of the landscape but also nurtures personal transformation through local, authentic experiences. For the Wisdom Warrior Tour (WWT), this means leveraging the local heritage, sacred sites, and natural wonders found in Sligo, Leitrim, and Donegal, and weaving them into a compelling narrative that connects travelers to the region’s identity and energy.

41

Mentoring Note: Leveraging off Local & Regional Hero Experiences

43

Putting Learnings to Work: Leveraging Local & Regional Hero Experiences

What are Hero Experiences?

Local and Regional Hero Experiences refer to unique, locally and regionally inspired offerings that highlight the authentic cultural, historical, and natural gems of a specific region. These experiences often tap into iconic attractions, lesser-known treasures, and hidden gems that resonate deeply with both locals and visitors.



Leveraging off Local and Regional Hero Experiences

Why It's Needed:

- **Authenticity:** By incorporating local iconic attractions and hidden gems from the Wild Atlantic Way (WAW), WWT ensures that the experiences are deeply rooted in the region's heritage. This adds authenticity and emotional depth, making the journey more meaningful and memorable for tourists.
- **Brand Differentiation:** Offering regional hero experiences that spotlight unique local attractions helps WWT differentiate itself from other tourism offerings. It emphasises the tour's focus on place-based, immersive, and transformative experiences, which are increasingly sought after by travelers.
- **Connection to the Land and Culture:** Regional hero experiences allow tourists to form a deep connection with the land, its healing traditions, and its people. By highlighting sacred sites, natural wonders, and local stories, visitors can better understand the region's cultural and spiritual essence.

What We Need to Understand and Define:

- **Local Icons and Gems:** Identify and curate key attractions in Sligo, Leitrim, and Donegal that are not just popular but also culturally or spiritually significant. This includes sacred sites, hidden natural wonders, and local experiences that embody the spirit of the region.
- **Traveller Expectations:** Understand what visitors seek in a transformative, wellness-focused experience—whether it's history, tranquility, healing, adventure, or cultural immersion—and tailor the hero experiences accordingly.
- **Integration with Well-Being Themes:** Define how these local attractions and experiences connect to the well-being and spiritual healing aspect of WWT. For example, sacred sites could offer deep meditation or energy healing sessions, while natural landscapes may provide opportunities for mindfulness and restoration.
- **Local Partnerships:** Establish collaborations with local guides, musicians, foragers, and accommodation providers who are embedded in the region and can offer authentic insights and services.

Leveraging off Local and Regional Hero Experiences

Why WWT Needs Regional Hero Experiences:

- **Sustainability and Community Engagement:** By promoting regional attractions and working with local businesses, WWT contributes to the sustainability of the local economy. It encourages responsible tourism that benefits the communities of Sligo, Leitrim, and Donegal, helping preserve their cultural and natural assets.
- **Enhancing the Visitor Experience:** Regional hero experiences ensure that visitors have a richer, more immersive journey. These experiences provide deeper, more personalised connections to the places they visit, allowing them to leave with lasting memories and a profound understanding of the area.
- **Expansion of the Brand's Reach:** Leveraging the renowned Wild Atlantic Way and the natural beauty of these counties allows WWT to tap into a broader audience who are already familiar with the region's appeal, potentially attracting a new demographic interested in wellness tourism.



[Source](#)

Sligo: Local Iconic Attractions

Located on the Wild Atlantic Way. Regions Leitrim, Sligo and Donegal.

Here is how can you leverage off popular, iconic or hidden gems to creating an even better memorable experience as part of or additional to your experience.

Tourism products and attractions that are outside your package but still aligned to the same theme ((e.g., iconic culture and heritage attractions, wellbeing, nature, outdoors, activities, attractions, restaurants etc.) that are also brand aligned. Individually these may not motivate the international visitor in their own right, but are key to immersing the visitor in the signature experience

Also known as Secondary Pull Factor Experiences. This content will become part of your promotional content e.g., someone searches The Stairway to Heaven you will come up on Google!

Example; Stairway to Heaven, Queen Maeve Grave, Kesh Caves, Benbulbin Forest Panoramic Views, Eagles Rock, Mullaghmore...



Home The Counties Where To Stay Tours Plan Your Trip Blog Shop

THE WILD ATLANTIC WAY



Some of the Places to See in Sligo (Wild Atlantic Way)

Sligo: Local Iconic Attractions

Located on the Wild Atlantic Way. Regions Leitrim, Sligo and Donegal.

Sligo.

LIVE

INVEST

VISIT

WHAT'S ON

Stunning Beaches

[Read more](#)

Ancient Landscapes

[Read more](#)

Culture

[Read more](#)

Annual Events

[Read more](#)

WB Yeats

[Visit Yeats Society Sligo ➔](#)

Activity & Adventure

[Find out what you can do here ➔](#)

Foodie Destination

[Visit Sligo Food Trail ➔](#)

Sligo & Donegal: Wild Atlantic Way *Close to Other Hero Experiences*

12. Mullaghmore Head, County Sligo



Mullaghmore Head is a **famous surfing destination** with some of the highest waves in Europe. It is often the venue for international surfing competitions. The village of Mullaghmore is a **charming fishing village** with a working harbour and a beautiful sandy beach with great views of **Benbulbin**. As you walk around the headland you will see the imposing sight of **Classibawn Castle**.

13. Slieve League, County Donegal



Slieve League (or **Sliabh Liag** in Irish meaning 'Grey Mountain') in County Donegal are among the **highest marine cliffs in Europe**. There is a car park with benches and picnic tables from which it is just a few kilometres to the top of the cliffs, at 601 metres. The **views on the way up are impressive**.

Fermanagh & Leitrim: Wild Atlantic Way *Close to Other Hero Experiences*



The Stairway to Heaven, Fermanagh. In Irish it is called the Cuilcagh Boardwalk Trail showcases the scenic wilderness of Cuilcagh Mountain – featuring forests, lakes, and winding rivers, as well as prehistoric tombs and Iron Age forts.



Creevylea Abbey, Leitrim a Franciscan Friary founded in 1508 by Margaret O'Brian and Owen O' Rourke, Lord of Breifne. The remains of this extensive friary include the church, the cloister and domestic buildings.

Step 6: Outline the detailed itinerary, including the structure of each day, key activities, and moments that create a cohesive and fulfilling journey. With all the pieces in place (experience, customers, and regional attractions), you develop the itinerary, detailing the flow of activities and how the experience will unfold day by day.

Step 6

Itinerary Development



An itinerary is essential for the Wisdom Warrior Tour (WWT) because it provides a clear and structured framework for the transformative journey, helping both the business and the customers understand what to expect. A well-crafted itinerary ensures that the flow of activities, accommodations, meals, and experiences are carefully planned and aligned with the overall mission of the tour—well-being, healing, and cultural immersion.

49

Mentoring Note: Understand the Reasons an Itinerary is Needed

50

Mentoring Note: What it Needs to Include

51

Putting Learnings to Work: Itinerary Development – The Basics

53

Putting Learnings to Work: Listing all the Key Experiences

55

Putting Learnings to Work: Itinerary Development – Detailed

Sample Itineraries Explored

- **GAdventures Wellness Examples**
- <https://www.gadventures.com/travel-styles/wellness/>
- **Introduce Itinerary**
- <https://www.gadventures.com/trips/wellness-iceland/7120/>
- **Full Itinerary**
- <https://www.gadventures.com/trips/wellness-iceland/7120/itinerary/>

Itinerary

Essential for WWT

Reasons Why WWT Needs an Itinerary:

Clarity and Organization: An itinerary gives both the tour operators and guests a roadmap of the entire experience, allowing for smooth logistics and a well-paced journey. It ensures that activities, such as sacred site visits, healing sessions, and cultural experiences, are organised in a way that optimises the experience and avoids scheduling conflicts.

Customer Experience: Tourists appreciate knowing what to expect at each stage of the journey. An itinerary helps manage customer expectations by outlining the schedule and activities, creating anticipation, and reducing uncertainty. It also enables tourists to prepare mentally and physically for each part of the experience.

Enhancing Transformation: The itinerary is key to designing a flow that supports the tour's overall transformative goals. By spacing out activities like group healing sessions, foraging, sea dips, and meditations with downtime and cultural immersion, the itinerary allows for emotional and physical rejuvenation, enabling a deep, lasting impact.

Marketing and Promotion: An itinerary acts as a promotional tool to showcase the unique aspects of the tour. By highlighting special experiences, sacred site visits, and regional hero experiences, it helps potential customers understand the value of the journey and make an informed decision to book.

Logistical Efficiency: The itinerary ensures that all aspects of the tour—from accommodations to meals, transport, and local collaborations—are coordinated efficiently. This reduces logistical challenges and enhances operational success for the business.

Flexibility and Adaptation: While an itinerary provides structure, it also helps identify areas where flexibility might be needed. For example, the tour operator can adjust the schedule for weather conditions or unexpected opportunities, ensuring that the guests still get a rich, fulfilling experience.

Itinerary

Essential for WWT

What It Needs to Include:

Detailed Daily Schedule: Including specific activities, healing sessions, and regional experiences.

Time for Rest and Reflection: Offering balance between structured activities and personal downtime.

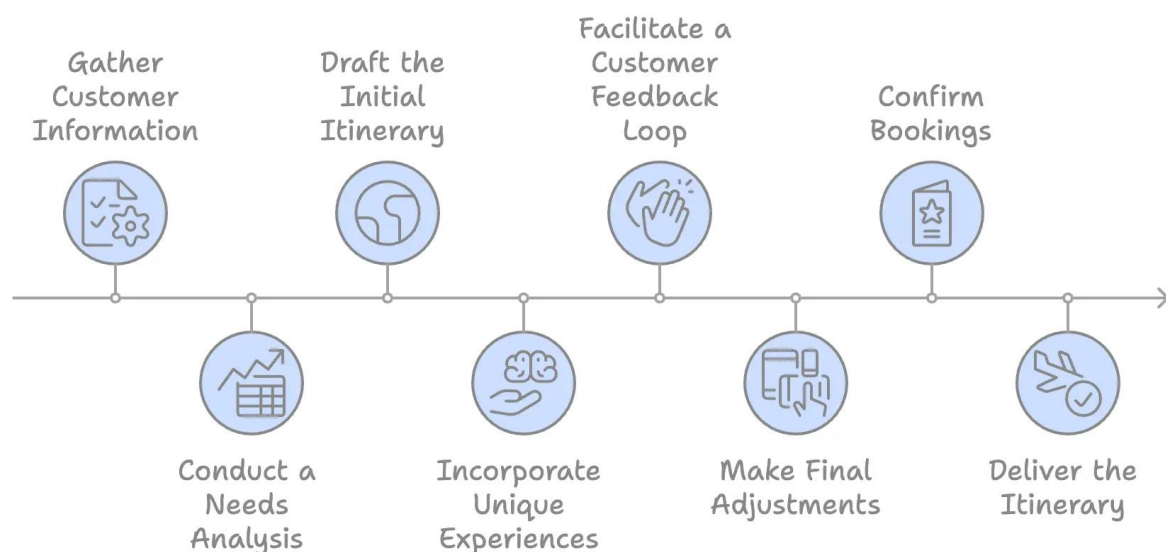
Cultural and Wellness Activities: Including sacred site visits, storytelling, foraging, sea dips, and other wellness-related experiences.

Accommodation and Dining Details: Ensuring guests are aware of where they will stay and the food they will enjoy.

Local Partnerships: Highlighting connections with local guides, musicians, and wellness practitioners to provide an authentic experience.

In summary, an itinerary for the Wisdom Warrior Tour is vital to ensure a well-organised, immersive, and transformative experience. It helps deliver on the tour's promises by creating a balance of activities, rest, and cultural engagement, ensuring the experience is memorable, impactful, and aligned with the goals of the business.

Creating a Travel Package Itinerary



[Source](#)

Itinerary

Basic Information

This itinerary outline is designed to help blend ancient Irish heritage with modern practices of wellness, offering an escape to reconnect with nature, healing traditions, and personal well-being.

Title of Experience Wisdom Warrior Tour: Ancient Irish Healing Escape

Duration of the Experience 9 Days, 8 Nights

When available, what times of the year? Available year-round, with peak availability from April to October for better hiking conditions and outdoor activities.

Guide Blaithín Sweeney – A knowledgeable guide with expertise in Irish history, ancient healing practices, and mindfulness techniques.

Example Areas Covered

Sligo

Carrowkeel Megalithic Passage Tomb Explore this ancient neolithic site with spiritual significance, offering a deep connection to Ireland's early sacred healing traditions.

Benbulbin Mountain A hike offering stunning views, exploring the folklore of the area while focusing on mindfulness and grounding practices.

Hazelwood Forest A peaceful forest retreat where participants engage in reflective walking meditations and mindful breathing.

Tara's Palace Museum (Sligo) Discover the ancient artifacts and symbols that connect to Celtic traditions of healing.

Example Activities; *hiking, yoga etc*

Hiking: Scenic walks through ancient forests, hills, and sacred landscapes with stops for guided meditation and mindfulness.

Yoga: Morning and evening yoga sessions focusing on relaxation, flexibility, and connection to the earth.

Sacred Sites Visit: Guided tours of ancient monuments, with a focus on their role in Irish healing traditions and how these locations were used for spiritual rituals.

Mindfulness and Meditation: Integration of healing practices at each site, teaching ancient Irish techniques for inner peace and balance.

Itinerary

Basic Information

Example Food; *restaurants names, healthy, organic?*

The Organic Supermarket Café (Sligo): Offering organic, locally sourced meals with an emphasis on clean, healthy options.

The Gourmet Food Parlour (Sligo): Serving plant-based and sustainably sourced dishes.



List Experiences/Activities

Note: Use Descriptive Key Words



Adventure Excursions



Visit Sacred Sites



Nature Based Meditation



Sauna & Sea Dips



Water Sports



Live Entertainment



Yoga



Culture and Heritage

WWT Sligo

The Ultimate Itinerary



COUNTY SLIGO
The Ultimate Itinerary



irelandonabudget.com

Itinerary Day 1 –2

Ancient Wisdom Tour

Pre-arrival Checklist

- Phone that can access the internet, Irish SIM's will be provided on arrival in Sligo.
- Decide on transport from the Airport and we will send you detailed instructions/directions.
- Dietary Requirements – All food served in-house will be plant-based. Meat options are provided on pre-request.
- Bring with you as much info as you can find on your family tree.
- Bring with you any information you have on sacred sites nearest to where you live or to where you were born.

Day 1: Friday

Transport	Guests arrive to Dublin, Knock or Shannon. They make their own way to Sligo but will be given detailed instructions on how to and which bus/train to get. Transport will be provided from Sligo bus/train station to Annaghmore House. Alternatively, they may wish to Hire a Car from the Airport and specific directions will be provided.
Food	Guests will be served Dinner on arrival or at time of their choice on Friday.
Evening Activity	Large open fire, welcome chats, casual not a group share, guests can sit quietly and stare at the fire if they wish.

Day 2: Saturday

Morning	Circadian Start: Group up and out early for 10mins – Can bring coffee/tea with them. Back indoors for 1 st of 7 Yoga practices – focus on foundations
Food	Breakfast together
Activity	Gather for Group share, an indigenous introduction.
Activity/Food	Hike (Picnic Lunch Provided) to Carrowkeel ~3hrs C-Grade beginners hike.
FREE TIME	
Food	Dinner together
Activity	Large Map of Area laid out with sites pin pointed. Fire Gathering – Lights low and candles lit – Circadian Finish

Itinerary Day 3-4

Day 3: Sunday	
Morning	Circadian Start: Group up and out early for 10mins - Can bring coffee/tea with them. Back indoors for 2 nd of 7 Yoga practices – focus on flow, moving with the breath.
Food	Breakfast together
Activity	Hike to Knocknarae ~3hrs C-Grade beginners hike. From back of mountain (not the tourist trail) up over the top and down the front with views of Strandhill Village
Food	Lunch at Strandhill Peoples market at guests own expense.
Activity	90min Meditation Guided by Blaithin at Kindred Yoga Studio, views overlooking golf course out to the Atlantic.
FREE TIME	Back at Annaghmore 30mins – 1hr
Food	Dinner together
Activity	Family Tree Workshop
Day 4: Monday	
Morning	Circadian Start: Group up and out early for 10mins - Can bring coffee/tea with them. Back indoors for 3 rd of 7 Yoga practices – focus on solar plexus & motivation with twists.
Food	Breakfast together
Activity	Guided Tour of Carrowmore Cairns and Stone Circles. Visit to the Secret Fairy Glen for picnic lunch (provided) and poetry reading.
Activity	Sound Bath at Annaghmore
Food	Dinner Together
FREE TIME	Fire time candles and rest

Itinerary Day 5 – 6

Day 5: Tuesday

Morning	Circadian Start: Group up and out early for 10mins – Can bring coffee/tea with them. Back indoors for 4th of 7 Yoga practices – focus on heart opening
Food	Breakfast Together
Activity	Talk with Blaithin on the workings of your nervous system and the effect of sleep, light activity, meditation etc
Lunch	Buffet style, sit at table, take to your room or eat outside
Activity or FREE TIME	Visit Fairy Fort on Annaghmore Estate with Blaithin. Do some foraging for the unsung heroes under foot.
Food	Wild food Dinner
Activity	Into town for Live Music

Day 6: Wednesday

Morning	Circadian Start: Group up and out early for 10mins – Can bring coffee/tea with them. Back indoors for 5 th of 7 Yoga practices – focus on communication/truth
Food	Breakfast Together
Activity	Visit Creevykeel
Food	Lunch in Mullaghmore
Activity	Coastal Kayak Trip
Food	Dinner together in Annaghmore
FREE TIME	Candles and Fire

Itinerary Day 7 – 9

Day 7: Thursday	
Morning	Circadian Start: Group up and out early for 10mins – Can bring coffee/tea with them. Back indoors for 6 th of 7 Yoga practices – focus on balance
Food	Breakfast Together
Activity	Day trip to Loughcrew in Meath
Food	Dinner together in Annaghmore
FREE TIME	Candles and Fire
Day 8: Friday	
Morning	Optional Circadian Start: Group up and out early for 10mins – Can bring coffee/tea with them.
FREE TIME	
Food	Breakfast together
Activity	Group Share, Family Tree, how we started life on the planet, your own sleep cycle, connection to place.
Food	Buffet Lunch
Activity	Rosses point Yoga in the Den, views across Sligo Bay to knocknarae. 7 th of 7 – focus on Faith, know that you know. Sea Dip and Sauna.
Food	Fish & Bean Finale
FREE TIME	Candles and Chill
Day 9: Saturday	
Morning	Buffet Breakfast – Move on own time
Airport Transfers	All guests will be helped get to their airports on time.

Step 7: Next section involves explaining how to build an experience that leads with purpose—focusing on social, environmental, and community impact, and aligning the branding with these values. Building a purpose-driven experience includes all aspects of branding, aligning the marketing and messaging with the core values of sustainability, community, and wellness, and ensuring everything ties together for a holistic offering.

Step 7

Building Your Experience

With Purpose-led Branding

Building an experience that leads intending to make a positive impact on society, the planet, or specific communities, which resonates with consumers who share similar values.



Building Your Experience with Purpose-led Branding for the Wisdom Warrior Tour (WWT) involves creating a tourism experience that is intentionally designed to make a positive impact on society, the environment, and the local communities of Northwest Ireland. It integrates meaningful principles such as cultural preservation, sustainability, and personal well-being into the core of the tour, ensuring that every aspect aligns with a larger mission of healing, empowerment, and responsible tourism. This experience is carefully curated to resonate with conscious travelers who share values around mindfulness, sustainability, and cultural enrichment.

61

Mentoring Note: Why WWT Need Purpose-led Branding

63

Mentoring Note: Brand Consistency

64

Mentoring Note: How to Open Hearts and Minds

66

Mentoring Note: Care for the Environment

67

Mentoring Note: Grow the Community

69

Mentoring Note: Purpose-led Brand Messaging

71

Mentoring Note: Purpose-led Branding Applied to WWT

73

Mentoring Note: Building a Purpose-led Package for WWT

76

Putting Learnings to Work: Building a Purpose-led Package Profiles 2 & 3

Why Purpose-led Branding is Crucial for WWT:

By embedding purpose into the Wisdom Warrior Tour's core, the brand not only attracts a dedicated and aligned customer base but also contributes positively to the environment and local communities. It offers a compelling, holistic experience that connects travelers with the region's natural beauty, culture, and healing practices, all while supporting sustainable practices. Purpose-led branding positions WWT as a responsible and transformative choice in the wellness tourism market, paving the way for long-term success and positive social impact.

Understanding the Importance of Purpose Led Branding

The core purpose of the brand is to make a positive impact on society, the planet, or specific communities, which resonates with consumers who share similar values.

This approach typically focuses on addressing social issues, sustainability, inclusivity, or other causes that benefit people or the environment. Purpose-led brands emphasise transparency, authenticity, and consistency in their efforts, ensuring their actions align with their mission and contribute to long-term societal change.

For example, a company might emphasise its commitment to sustainability by using eco-friendly materials, supporting fair trade practices, or advocating for climate change awareness. Consumers, especially younger generations, are increasingly drawn to brands that reflect their values and have a clear purpose beyond just selling products or services.



Purpose-led Branding

Why WWT Needs Purpose-led Branding

Why WWT Needs Purpose-led Branding:

- **Resonating with Conscious Consumers:** Today's travellers, particularly those interested in wellness tourism, are more likely to choose experiences that align with their personal values. By focusing on purpose-led branding, WWT will attract travellers who care about sustainability, cultural preservation, and personal transformation, ensuring a loyal customer base.
- **Creating a Meaningful Experience:** Purpose-led branding allows WWT to design an experience that is not just about sightseeing, but about personal healing, connection to nature, and cultural immersion. Each part of the journey—from visiting sacred sites to participating in group healing sessions and supporting local artisans—contributes to a holistic, transformative experience for guests.
- **Long-term Impact and Legacy:** WWT has the potential to build a lasting legacy in the communities it operates in. By supporting local businesses, preserving sacred sites, and operating sustainably, WWT can contribute positively to the region of Northwest Ireland. This will ensure that the business thrives in the long term while leaving a positive mark on both the environment and local culture.

What It Needs to Include for WWT:

- **Mission and Vision Statements:** Clearly articulate WWT's mission to provide transformative healing experiences through sustainable tourism that benefits individuals and the communities of Northwest Ireland.
- **Sustainable Practices:** Incorporate eco-friendly accommodations, local sourcing of food, low-impact transportation options, and waste reduction initiatives throughout the tour.
- **Cultural and Spiritual Sensitivity:** Work closely with local communities to ensure that the experiences reflect and respect the region's heritage and cultural traditions. This includes collaborating with local guides, musicians, and artisans.
- **Social Impact Opportunities:** Provide opportunities for guests to engage with and support the local community, whether through cultural exchange, volunteering or by supporting local businesses.
- **Transparent Communication of Impact:** Share the measurable outcomes of the tour's social and environmental initiatives, such as contributions to community projects or environmental preservation efforts, with the guests. Transparency in these efforts build trust and strengthens the brand's purpose.

Everything in Your Brand Must Reflect Your Experience Consistently

Create consistency between your brand, communications, and the experience you deliver: Brand and content communicates the essence of your business, the experience brings it to life! Creating a consistent experience across all dimensions of your business ensures your guests receive the experience your website, brand, vision and content promise. If there is a disconnect and the experience falls short of what is promised, it will lead to negative reviews and impact your business.

1. **Start by fixing your experience** If you only leverage one thing from this guide, make it the Experience. If you can create an experience that aligns with a strong brand purpose, travel for good and sets you apart from your competition, you will garner positive reviews and bookings uplift. Focus first on fixing pain points and enhancing the highlights of your experience. Test improvements and learn as you go.
1. **Adjust brand and content to reflect the experience** Once you have adjusted your experience and aligned it to a strong brand purpose, travel for good, adjust your brand and the content you use on your website, social media and customer communications (e.g. emails), to better reflect your new experience. Leverage emotion and storytelling in your content to create a strong message to share with your guests.
1. **Update your website and social media** Ensure your improved experience and messaging is reflected on your website and in your social media posts. This shows travellers what to expect from the experience and creates consistency in how you communicate your experience across the different ways guests read about and interact with you.

Checklist

- ☐ Do your services deliver a **'transformational experience'**?
- ☐ Is your **brand reflective** of the experience you deliver?
- ☐ Is your **website, social media and communications reflective** of the experience you deliver?
- ☐ Do the **reviews guests leave align with your intended experience**? Do reviews contain language such as "changed", "inspired", "community", "energy", "culture", "learned", "thank you", "positive impact"?

Tips Feed the Mind



Open Hearts and Minds

Aim is to open the hearts and minds of visitors to a deeper respect of nature and connection with the country around them.

Personalise guest experiences and make **a real connection** with them through his stories of country, culture, and locals to understand the importance of not taking these things for granted in their own lives.

Provide visitors with **stories and knowledge** that enable them to connect to country authentically through the eyes of the local people, culture and history. Guests learn about the land and sea country, the seasons, the plants, the animals, the folklore, myths, legends, unique foods...

Offer to give **talks, advice, tips** to education, community networks, other tourism networks, corporate organisations and other tourism operators to broaden the reach and benefits, believing that the more you give, the more you receive.

Set yourself (if you are a tour guide) as a **'Protector and Interpreter of the area'** with crafted interpretation, sharing your knowledge and gives guests an understanding of the landscape and the importance of the protection and conservation of the natural and cultural resources. Consider podcasts, blogs, articles to transfer this information. Provide images, text, videos, audio and videos where possible.

Focus on the delivery of best practice experience delivery, landscape interpretation, master story-telling to connect with and inspire visitors. Look at your own guest surveys, questionnaires and feedback and use those insights to raise the quality of interpretation and experience. You'll learn where you are having an impact, what is memorable for your guests – aspects you might be undercooking.

Be immersive driven using technology. Consider enhancing your visitor experience through an interpretive app and audio guide in different languages to more effectively engage visitors and deepen their awareness and understanding of your experience. A multi-lingual app provides customised information to guests and uses GPS location and augmented reality technology to deliver an interactive, interpretive experience. By going beyond providing only static information that visitors may not even read, educate them through engagement and entertainment.

Tips Lift the Heart



Create Strong Connections and Engagements

For example, historical and cultural tours can help tourists and local people who don't have a strong connection with each others country to understand the importance of that connection. Through the awareness and understanding the tours offer, they are **re-discovering their own connection with country**.

Take the time to ask your guests deeper questions, take time to read their and **learn their story and interests**. That knowledge determines what stories they share and how best to deliver experiences that will delight.

If you are a small family-run business or operate in small groups share the home and lifestyle or local public house in a **genuine and authentic way** with guests as a family and friends would. That means close and personal, one to one, have conversations, sit down engage in personal stories, eye contact...

No tour should be exactly the same, there will be different conversations and a collection of stories depending on the group. Take time to explore the guests preferences and adapt within reason. They may want to stay and explore a secluded beach for longer, go snorkling or camp on the beach instead of the hotel. Do something personal and wholesome have a surprise picnic, light a campfire with mulled wine, give them a surprise photo album personalised after each day. These become simple custom designed tours that will definitely exceed their expectations and lift their hearts. Break down barriers to communicating by using their own language and getting others to do the same – integrated some words into your dialogue delivery so the visitors can also engage with each other.

Make sure they **appreciate the location and protected places**. Have at the core of your interpretation passing on an appreciation of natural environment and history in a way guests understand and get excited about. Get them to contribute to the protection e.g., donation, picking up rubbish. Use layman's terms to discuss the science of the environment and makes the content personable and relevant. Guests might come on a tour to see stone etchings, but they come away with a greater understanding and appreciation of the amazing landscapes and the environment around them. Help them understand how everything is linked e.g., what they're looking at – what they see in the sky, in the ground and the history. Express it simply and make it sound logical, so it resonates with the audience.

Contribute or become a **member of stewardship activities** by working alongside other organisations with a common vision for the health, safety and preservation of local areas and attractions. Become part of aligned projects and programs that assist in the effort especially those that are nationally recognized or forward thinking. Become part of a wider survey protection program by working with a supportive protection organisation or network.

Be a **responsible business** seen as doing good for others in the community and your employees. Help plan trees to **offset their carbon emissions**, have an **inclusion and diversity strategy**, **promote employing those that have a disability**.



Tips Care for the Environment

Empowered Guests can be Custodians of the Area

The driving force behind your business should be a commitment to saving and protecting your environment and the attractions and destinations you rely on. This can be done by acting like a **custodian and educating and empowering people** to fall in love with and protect its natural beauty. Their focus is “to minimise his environmental footprint and maximise the visitor experience”. Guests could be asked to commit to a Sustainability Pledge to make a difference and protect and preserve the areas ecosystem. Together with the range of eco-activities and behind the scenes tours, guests can learn about the need to respect and preserve nature and are inspired and enthusiastic to be drivers of change in the future. Guests are curious, enquiring and wanting solutions.

Educate and share with your guests a **leave only footprints approach**, take only photographs. Make sure to publicise on your website. Provide tips and a checklist on how guests can minimise waste through reusable products and in your natural environment via posters and information sheets and website. This should be element of the interpretation within all tours. Start by introducing guests to the region’s geology and how it has changed over time, e.g., the rich bird life and outback flora and the land management of the grazing lands.

Make sure **activities you engage in also create awareness** amongst guests of the importance of minimising their environmental footprint and putting environmental sustainability into practice. Guests know they should be responsible for their own rubbish which empowers them to find ways to reduce it and for their own supply and consumption of water. **Composting toilets** can be used on site to deliver a better experience for guests compared with portaloos and to benefit the environment. They eliminate the need for water and produce rich compost. Aim to reduce and then ultimately eliminate all **single use plastics**, with all vendors removing their own waste.

Make sure your **events are part of the movement towards environmentally sustainable events** and encourage event organisers and vendors to get on board. Get your staff and crew to become passionate about ensuring your events (internally or externally organised) have a minimal environmental footprint on the pristine local environment. Environmental sustainability should be a central element in the event planning and delivery.

Conservation messages should form a major part of your messages, content and stories so that your team and guests understand, practice and share the knowledge. Additionally, your website should provide ideas and tips to visitors and the community on how to ensure ecosystems remain healthy for generations to come.

Tips Grow Community



Supporting Proud Locals

Supporting and growing your community should be a major thread through your experience and operations. As your business grows, the **local community should benefit through employment**. They are often proud to share their local stories, tips, land and cultural knowledge.

Work with those who are **disadvantaged** e.g., unemployed, homeless or those looking for work experience. Maybe work with troubled youths through a local organisation where you will get support. Help their rehabilitation through connection to tourism and the environment, people, culture etc.

Find **local guides** who share your passion and could attain a commercial driver's license to carry visitors. These people have so much knowledge and stories of the area. Train guides to hone in on their character, skills and knowledge so they feel confident and find their unique selling point. Make sure they can read people, speak appropriately and attend to non-English speaking. Provide international and domestic visitors with an authentic connection to the area and your experience. Source start-up capital and securing appropriate national park access and permits.

Gain **recognition and reputation by getting certification** in your craft e.g., become a Forest Well Guide so that you can ensure you deliver a high-quality nature-based tourism experience with strong interpretation values, commitment to nature conservation and reinvestment into the local community. It is important to not just focus on environmental but also social and economic aspects. Use your tours to provide a learning platform to educate both locals and guests to encourage them to spread conservation messages on their return home and adopt greener lifestyles. Educate guests using an enjoyable and engaging delivery, of your message of conservation to preserve this very special place you call home. Come up with a mission statement that is visible to guests and locals that communicates you endorse 'By working together, our industry can help protect our amazing planet and communities and preserve its natural wonders'

Looking after people sits alongside the environment. Having the perspective of making the business run successfully means it has to become part of the local **landscape and communities**. If you treat people and other businesses well, they will do the same for you. Come up with a plan for how you can do this e.g., have regular updates delivered at meetings via newsletter or through your staff. This will create satisfaction for everyone, a positive work environment and staff morale. Have staff feel they are part of a family, not simply workers by providing them with the best possible work conditions and wages.

Tips Grow Community



Supporting Proud Locals

Invest in peoples, locals and staff passions to build your reputation by sharing your values for the community and the environment you operate. Also look after them e.g., discounts for referrals. Empower staff and get their suggestions on how you can use e.g., technology to increase levels of sustainability, keep striving to be better, minimising footprint, maximising education and your experience.

See the **local community and other tourism operators as high valued internal customers** by committing to treating them with respect and achieving win-win outcomes e.g., use local food produce and supplies, source lunches from a local pub, uses local accommodation providers and incorporate local attractions within tours. Adapting to customer requirements and changes in external operator offerings as you grow is critical to your success. This is especially required when you are a local tourism operator and member of a small community – strong relationships are really important to ensure respect and a positive experience for all.

In **decision making be committed to doing the right thing for the local community, the volunteers, and the environment.** For example, create a profitable, safe, sustainable and family-friendly event focused on celebrating local life and culture. Enhance and promote the town or village but also broad appeal, welcome like-minded travellers from family groups and grey nomads etc with a taste for eco health, to backpackers working through their bucket lists and the local community. The sense of community and connection will mean travellers will be more likely to keep returning to be part of something rather special in the your area. Free tickets should be provided to all locals, and make sure if there is an Indigenous community that they are involved in the event and the local council is engaged to maximise event benefits. Ensure the local entertainment fits all audiences so you can blow them away with the atmosphere. This will make the event unique. Ask the community to be volunteers – make sure it is a positive experience where they feel valued and are valued.”

Purpose Led Brand Messaging



Describe **Feeding the Mind** Objectives

1. **Cultural Immersion:** Immersing participants in the rich tapestry of the Northwest of Ireland's indigenous culture by visiting ancient sites, understanding local history, and engaging with traditional practices, enabling a deeper connection to the region.
2. **Immerse Yourself In Irish Cultural Vibrancy:** Dive into the vibrant tapestry of the Northwest of Ireland's indigenous culture. Explore ancient sites, delve into local history, and participate in traditional practices. This experience is designed to cultivate a profound connection between you and this ancient region. You will engage in an integral part of enriching your personal cultural journey.
3. **Educational Wellness:** Providing a platform for intellectual and spiritual growth through group healing sessions, enabling a scientific understanding of holistic practices. Empowering participants to incorporate ancient wisdom and modern science into their personal wellness routines.
4. **Local Collaboration:** Enabling community engagement by collaborating with local providers, musicians, and artisans. Encourage participants to support and appreciate the unique talents and offerings of the region, promoting sustainable tourism and cultural exchange.



Describe **Lifting the Heart** Objectives

1. **Emotional Connection:** Cultivating a sense of emotional connection by creating a warm and inclusive atmosphere during group healing sessions. Encouraging participants to share their own family tree and ancient sites in their own land to connect on a deeper level with themselves and others.
2. **Cultural Appreciation:** Ignite a passion for local culture by providing opportunities to interact with local providers, musicians, and artisans. Encourage participants to appreciate and celebrate the unique spirit of the community, providing a heartwarming connection to the people and traditions.
3. **Personal Wellbeing:** Nourish the hearts of participants by incorporating wellness practices such as sea dips, sauna sessions, and live music evenings. Create an environment that promotes joy, relaxation, and a profound sense of personal well-being, leaving each participant with lasting, heartwarming memories.

Purpose Led Brand Messaging



Describe **Caring for the Environment** Objectives

1. **Sustainable Practices:** Implementing and promoting eco-friendly initiatives throughout the tour, including waste reduction, energy conservation, and mindful consumption, to minimise the environmental footprint and contribute to the long-term sustainability of the region.
2. **Nature Conservation:** Raising awareness about the importance of preserving the natural beauty of the Northwest of Ireland. Engaging participants in activities like foraging with an emphasis on responsible and sustainable practices, enabling a deep appreciation for the local environment.
3. **Community Stewardship:** Encouraging participants to actively support local environmental initiatives and community-led conservation projects going on a kayaking eco-adventure. By having a sense of responsibility for the region's ecological health, the tour aims to contribute positively to the community's environmental stewardship efforts.



Describe **Growing the Community** Objectives

1. **Community Engagement:** By facilitating meaningful interactions between participants and the local community, encouraging cultural exchange and creating opportunities for learning and appreciation. Strengthening the bonds between visitors and residents to engage in a sense of shared experiences.
2. **Supporting Local Economies:** Emphasising collaboration with local providers, businesses, and artisans, promoting economic growth within the community. By prioritizing local products and services, the tour aims to contribute directly to the prosperity and sustainability of the Northwest of Ireland.
3. **Knowledge Sharing:** Creating a platform for knowledge exchange by involving local experts, guides, and community members in the tour experience. Encourage participants to learn from and support the wealth of knowledge within the community, enabling a mutual sharing of insights and traditions.

Purpose-led Branding

Applied to WWT

Important for WWT

Aligning with Traveler Expectations: As wellness tourism continues to grow, more travelers are seeking experiences that provide deep personal transformation while contributing to positive environmental and social change. WWT, with its focus on ancient Irish healing practices, sacred sites, and local culture, has a unique opportunity to lead the way in purpose-driven travel. Purpose-led branding allows WWT to connect with travelers who value sustainability, well-being, and cultural heritage, ensuring it meets the evolving expectations of this conscious consumer segment.

Differentiation in a Competitive Market: The tourism industry, especially in the wellness sector, is increasingly competitive. By emphasising a purpose-driven approach—centered around healing, local cultural immersion, and environmental sustainability—WWT can stand out in the marketplace. Visitors are not just looking for a tour; they are looking for a meaningful experience that contributes to their well-being and supports causes they care about. By integrating purpose into every aspect of the experience, WWT differentiates itself from other wellness tourism options.

Building a Strong Brand Identity: Purpose-led branding helps WWT build a strong, authentic brand identity that is rooted in healing, connection to nature, and social responsibility. This creates lasting emotional engagement with customers, who will feel a sense of alignment with the tour's values, encouraging brand loyalty and advocacy.

What We Need to Understand and Define for WWT:

Core Values and Impact Goals:

Healing and Empowerment: WWT must define how the tour brings personal transformation through the connection to sacred Irish sites and ancient healing traditions. This could include a focus on mental, physical, and spiritual well-being.

Sustainability: WWT should prioritise eco-conscious practices, from minimising its carbon footprint to supporting local, sustainable businesses and sourcing locally. Ensuring that the tour operates with a minimal environmental impact is key to its purpose-led approach.

Cultural Preservation: A critical element for WWT is working closely with local communities in Sligo, Leitrim, and Donegal to ensure that the cultural heritage is celebrated and preserved. This can involve supporting local artisans, guides, and musicians, and promoting authentic cultural experiences for guests.

Target Audience Values:

WWT needs to understand the specific values of its target audience—whether they are most interested in wellness, sustainability, cultural heritage, or environmental preservation. Tailoring the messaging to reflect these values ensures that the experience is deeply resonant with the right demographic.

Purpose-led Branding

Applied to WWT

Community and Stakeholder Engagement:

Building relationships with local businesses, guides, and wellness practitioners who are already embedded in the communities of Sligo, Leitrim, and Donegal is essential. These stakeholders will not only contribute to the tour's authenticity but also ensure that the experience benefits local economies and preserves cultural traditions.

Clear Brand Messaging:

WWT needs to define how it communicates its mission to customers. This includes creating messaging that consistently emphasizes the positive impact on both the individual and the environment. Whether through storytelling, digital content, or tour narratives, the brand message should highlight the transformative, purpose-driven nature of the experience.

Sligo.

LIVE

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WHAT'S ON

Carrowmore Megalithic Cemetery

This is the largest cemetery of megalithic tombs in Ireland and is also among the country's oldest and most important in Europe. Over 60 tombs are recorded all of which predate the pyramids of Egypt.



[Visit Website](#) ➔

Creevykeel Court Tomb

This is one of the best examples of a court tomb in Ireland, it consists of a long, trapeze shaped cairn enclosing an oval court and a burial chamber of two compartments, dating from the 4th millennium BC.



[Visit Website](#) ➔

Building a Purpose-led Package for WWT

Engaging the Senses: Transformational Experiences are Emotional Experiences

Building a Purpose-led Experience Package for the Wisdom Warrior Tour (WWT) means designing a comprehensive tourism offering that is intentional about making a positive impact on individuals, the environment, and local communities. This experience package should align with WWT's core values—well-being, sustainability, and cultural preservation—creating a tour that not only provides a transformative personal journey but also contributes to the local economy, the preservation of sacred sites, and the promotion of sustainable practices.

Important to Understand when Building a Purpose-led WWT Package

Building a purpose-led experience package ensures that WWT not only offers a transformative experience for its customers but also contributes positively to the environment, society, and local communities. This approach aligns with the growing demand for wellness tourism and allows WWT to stand out in the competitive market. By focusing on sustainability, cultural immersion, and personal healing, the experience package can create lasting memories for guests while making a tangible, positive impact on the destination. The result is a business model that thrives by offering meaningful, purpose-driven travel that resonates deeply with conscious travelers.

Creating a Holistic, Impactful Experience: Understanding how to build a package experience that integrates wellness, cultural immersion, and environmental sustainability is crucial for ensuring that WWT offers more than just a typical tourist activity. Travelers are increasingly seeking experiences that allow them to disconnect from their daily lives and reconnect with themselves in a meaningful, transformative way. For WWT, this means curating experiences that go beyond sightseeing to include opportunities for self-discovery, healing, and connection with nature and culture.

Aligning with Customer Values: Today's travelers, especially those interested in wellness and experiential tourism, value sustainability and purpose-driven experiences. They want to know that their travel choices are having a positive impact. To build an experience package that resonates with this audience, it's crucial to understand their values—such as environmental sustainability, cultural preservation, personal growth, and well-being—and tailor the package to meet those expectations.

Crafting a Memorable, Transformative Journey: A well-constructed purpose-driven package can be the differentiator that makes WWT stand out in the growing wellness tourism market. It's important that the experience package offers more than just relaxation or adventure; it should be designed with the intention to enable personal transformation. By weaving together healing practices, sacred site visits, mindfulness activities, and cultural immersion, WWT can provide a comprehensive and unforgettable experience.

Building a Purpose-led Package for WWT

Engaging the Senses: Transformational Experiences are Emotional Experiences

What is Needed to Build This Package:

Clear Purpose and Impact Goals:

WWT's experience package must have a clearly defined mission that aligns with its core values. This might include objectives like promoting well-being, supporting local communities, preserving sacred cultural sites, and minimising environmental impact.

For example, the package could aim to create a transformative personal healing journey while supporting local artisans, guides, and sustainable businesses in Sligo, Leitrim, and Donegal.

Immersive Activities and Experiences:

The experience package should include activities that engage guests on a physical, emotional, and spiritual level:

Sacred Site Visits: Offering guided tours to sacred healing sites with in-depth storytelling about the history and spiritual significance of each location.

Healing Practices: Including group wellness sessions, sea dips, sauna experiences, and mindful foraging, all designed to promote mental and physical well-being.

Cultural Immersion: Engaging with the local community through visits to artisan workshops, attending local live music performances, and experiencing traditional Irish food prepared with locally sourced ingredients.

Sustainability and Eco-Conscious Practices:

Each element of the package must be designed with environmental sustainability in mind. This could include:

Eco-friendly Accommodations: Partnering with local eco-friendly accommodations or glamping sites that prioritise energy efficiency, waste reduction, and the use of local materials.

Low-Impact Transportation: Providing eco-conscious transportation options, such as electric vehicles or group transportation, to minimise the carbon footprint of the tour.

Sustainable Dining: Offering locally sourced, organic meals to highlight the region's natural produce while supporting local farmers.

Building a Purpose-led Package for WWT

Engaging the Senses: Transformational Experiences are Emotional Experiences

Authenticity and Local Collaboration:

The package should reflect the rich cultural heritage of the region. This includes working closely with local businesses, artisans, healers, and musicians to provide guests with an authentic Irish experience that supports the local economy.

Local Engagement: Collaborating with local experts, such as traditional healers or musicians, who can offer unique insights into the area's cultural heritage and healing traditions.

Personalization and Emotional Connection:

Understanding the personal needs and desires of the target audience is crucial to creating a meaningful experience. Offering personalised elements—such as one-on-one healing sessions or tailored experiences based on individual interests—helps forge a deeper emotional connection between the guests and the destination.

What Needs to Be Defined for the Package:

Customer Journey and Experience Flow:

Clearly define the flow of the experience from start to finish, ensuring that each activity builds on the previous one to provide a seamless, transformative journey. The flow should allow for a balance of rest, exploration, and healing.

For example, begin with a grounding, welcome session at a sacred site, followed by a restorative group healing practice, and then an immersion into local culture through artisan workshops or music performances.

Impact Metrics and Communication:

Define how WWT will measure the positive impact of the package on the environment, local community, and individual guests. This could involve tracking sustainability efforts (e.g., waste reduction, carbon offsets) and sharing the impact with guests through storytelling and transparent communication.

Pricing and Package Structure:

Define the pricing strategy for the experience package, ensuring it reflects the value of the transformation offered. This could include tiered pricing for different levels of accommodation or exclusive one-on-one healing sessions, giving guests options that suit their preferences and budget.

Marketing and Messaging:

Create clear, consistent messaging that communicates the purpose and impact of the package. This should highlight the healing aspects of the tour, its cultural significance, and its sustainability. By aligning the messaging with the values of the target audience, WWT can attract guests who are genuinely interested in a meaningful, purpose-driven experience.

Package Preferences

Tourist Profile 2

Engaging the Senses: Transformational Experiences are Emotional Experiences

Profile 2: Cultural Enthusiasts

Sample Package: "Cultural Immersion in Northwest Ireland"

Duration: 4 Days / 3 Nights

Overview:

- Experience the rich cultural tapestry of Northwest Ireland, blending history, heritage, and local traditions for an unforgettable journey.

Package Includes:

- **Sacred Site Exploration:** Visit ancient Irish healing sites and hear captivating stories about their spiritual significance and local legends.
- **Traditional Irish Music & Dance:** Enjoy live performances by local musicians and dancers, immersing yourself in the rhythm and soul of Irish culture.
- **Guided Heritage Tours:** Explore picturesque villages, ancient castles, and iconic landmarks with local guides who bring history to life.
- **Artisan Workshops:** Participate in hands-on sessions with local artisans, learning traditional crafts like pottery or weaving.
- **Cultural Dining Experience:** Relish authentic Irish meals made from locally sourced ingredients, reflecting the region's culinary heritage.

Accommodation: Stay in charming, locally-owned guesthouses with a focus on comfort and cultural immersion.

Price: €XXX per person (group discounts available) Ideal

For: History buffs, art lovers, and anyone eager to connect with the heart of Irish culture.



Package Preferences

Tourist Profile 2

Engaging the Senses: Transformational Experiences are Emotional Experiences

Profile 2: Cultural Enthusiasts

What They Want to **SEE**

- **Historical landmarks** and archaeological treasures.
- **Traditional Irish performances**, including live music and storytelling.
- **Local artisans and crafts** that showcase Irish heritage.

What They Want to **FEEL**

- Immersed in the **rich culture** and history of the Northwest of Ireland.
- Inspired by the **authenticity** of the stories, music, and art they experience.
- A sense of **connection to the community** and its traditions.

What They Want to **TOUCH**

- **Antique furnishings** in their accommodations.
- **Handcrafted items** from local markets.
- The textures of **traditional materials** used in Irish art and design.

What They Want to **Do**:

- Visit **museums, sacred sites, and cultural landmarks**.
- Participate in **storytelling sessions** and attend live performances.
- Interact with **local experts, historians, and musicians** to learn firsthand about Irish culture.

Likes & Preferences:

- **Small group tours** led by knowledgeable, engaging guides.
- Opportunities for **hands-on activities**, such as cooking Irish dishes or crafting.
- Access to **exclusive cultural experiences**, such as private performances or guided historical walks.

Package Preferences

Tourist Profile 3

Engaging the Senses: Transformational Experiences are Emotional Experiences

3. Active Explorers

What They Want to **SEE**

- Stunning **coastal landscapes, mountain trails, and ancient forests.**
- Wildlife and **natural wonders**, including waterfalls and hidden caves.
- **Panoramic views** from hiking trails or kayaking routes.

What They Want to **FEEL**

- The **thrill of adventure** paired with moments of calm and reflection.
- A sense of achievement from completing **physical activities.**
- **Bonding with others** through shared outdoor experiences.

What They Want to **TOUCH**

- Natural textures like **smooth pebbles, ocean water**, and moss-covered stones.
- **Equipment** for kayaking, hiking, or other adventures.
- **Local produce** gathered during foraging excursions.

What They Want to **Do:**

- Go **hiking, kayaking, or foraging** in breathtaking settings.
- Take part in **interactive group activities** that blend culture and nature.
- Relax with **meditation or yoga** after a day of physical activity.

Likes & Preferences:

- **Active itineraries** with a mix of exploration and relaxation.
- Professional **instructors and guides** who ensure safety and enrichment.
- Access to **high-quality equipment** for outdoor activities.

Step 8: Conclude by explaining how to build a digital experience that elevates from the physical experience to an online experience —focusing on digital touchpoints and how they work together to create a seamless digital experience. Ending with the digital journey ensures WWT's online presence covers the entire process of the guest undergoes while interacting online from initial awareness to post experience engagement.

Step 8

Creating a Transformative Digital Experience

This journey, when strategically designed, can deeply enhance the overall experience and make it more transformative. The integration of digital touchpoints is critical to ensuring that the experience resonates emotionally, intellectually, and spiritually with the guests.

In the context of the Wisdom Warrior Tour (WWT), the digital journey refers to the entire process that a guest undergoes while interacting with digital tools and platforms, from initial awareness of the tour to post-experience engagement. This journey, when strategically designed, can deeply enhance the overall experience and make it more transformative. The integration of digital touchpoints is critical to ensuring that the experience resonates emotionally, intellectually, and spiritually with the guests.

81

Mentoring Note: Why the Digital Journey is Important

81

Mentoring Note: Understanding Digital Experience Dimensions

83

Mentoring Note: Digital Touchpoints Versus Physical Touchpoints

84

Mentoring Note: Digital Touchpoints Versus the Digital Journey

85

Mentoring Note: Online Digital Marketing Tactics

86

Putting Learnings to Work: WWT Digital Experience Building

89

Mentoring Note: Making the Digital Experience Memorable & Transformative

90

Putting Learnings to Work: Website Inspiration for WWT

The Digital Experience and Journey is Crucial

The digital journey plays a crucial role in elevating the Wisdom Warrior Tour from a physical travel experience to a holistic, immersive, and transformative adventure. By understanding the importance of digital touchpoints and how they work together in a seamless experience, WWT can enhance engagement, to enable deep emotional connections, and create memories that last long after the journey has ended. By making the digital journey an integral part of the overall experience, WWT can not only meet the expectations of today's tech-savvy consumers but also create lasting and impactful changes in their lives...



Digital Dimension

Considering the Digital Journey and Relevant Touchpoints

Why the Digital Journey is Important:

Seamless Integration with Physical Experience: The digital journey enhances and complements the physical experience. By combining virtual and physical interactions, it creates a more immersive and personalised tour. The blending of these elements allows for deeper engagement with the destination's culture, history, and natural beauty.

Accessibility and Reach: Digital tools like mobile apps, websites, and virtual experiences allow guests to engage with the tour before their visit, during, and even after the experience. This provides accessibility for a wider audience and extends the experience beyond the physical location. Guests can explore cultural heritage, sacred sites, or natural wonders digitally, deepening their connection to the destination.

Personalisation: By leveraging digital tools like big data and AI, you can personalize the tour based on guest preferences, interests, and previous engagements. This ensures that each guest feels like the experience is uniquely tailored to them, heightening the transformative power of the journey.

Sustainability: Digital platforms can reduce the need for physical materials (like brochures and pamphlets), contributing to more eco-friendly operations. Virtual tools can also provide dynamic, reusable content that can be shared across different customer touchpoints.

What Needs to Be Understood About Digital Experience Dimensions

1. Touchpoints:

Digital touchpoints are the various interactions and channels through which the customer engages with the brand and experience digitally. These can include the website, social media, mobile apps, VR/AR experiences, digital signage, email marketing, and post-tour engagement platforms. Each touchpoint serves a different purpose and should be designed to enhance the overall journey.

2. The Experience Cycle:

The customer experience is not confined to the physical tour alone. Digital touchpoints should be integrated across the entire experience cycle:

Pre-Experience: Digital marketing, websites, social media, VR/AR previews.

In-Experience: Mobile apps, gamification, interactive digital content (e.g., projection mapping or AR storytelling at sacred sites).

Post-Experience: Digital surveys, personalised follow-up content, social media engagement, user-generated content sharing.

Digital Dimension

Considering the Digital Journey and Relevant Touchpoints

3. Interactivity and Engagement:

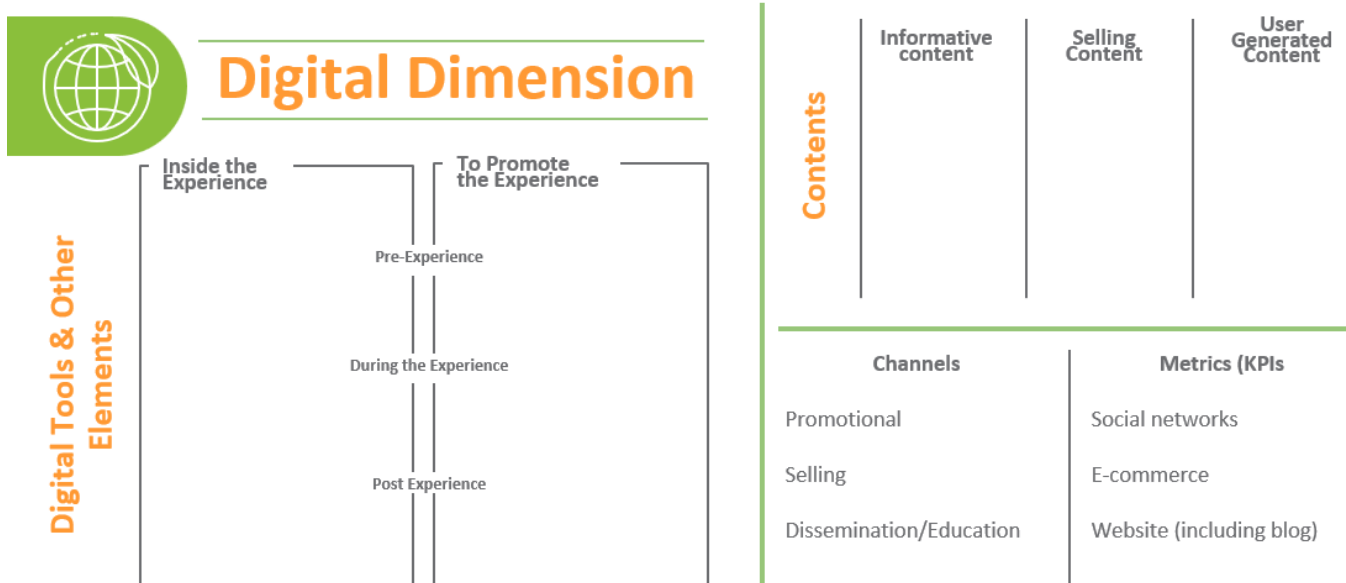
The key to a transformative digital journey is interactivity. It is essential to design digital touchpoints that encourage guests to actively participate, learn, explore, and engage emotionally. This interactivity ensures that the experience goes beyond passive observation to active learning and participation, enabling deeper connections and personal transformation.

4. Seamless Transition Between Digital and Physical:

The digital journey must seamlessly transition into the physical experience. For example, using VR or AR to preview a sacred site before physically visiting it, or offering guests interactive experiences through a mobile app while at the site. The aim is to make the digital experience feel like an extension of the physical space, not a distraction.

5. Post-Experience Engagement:

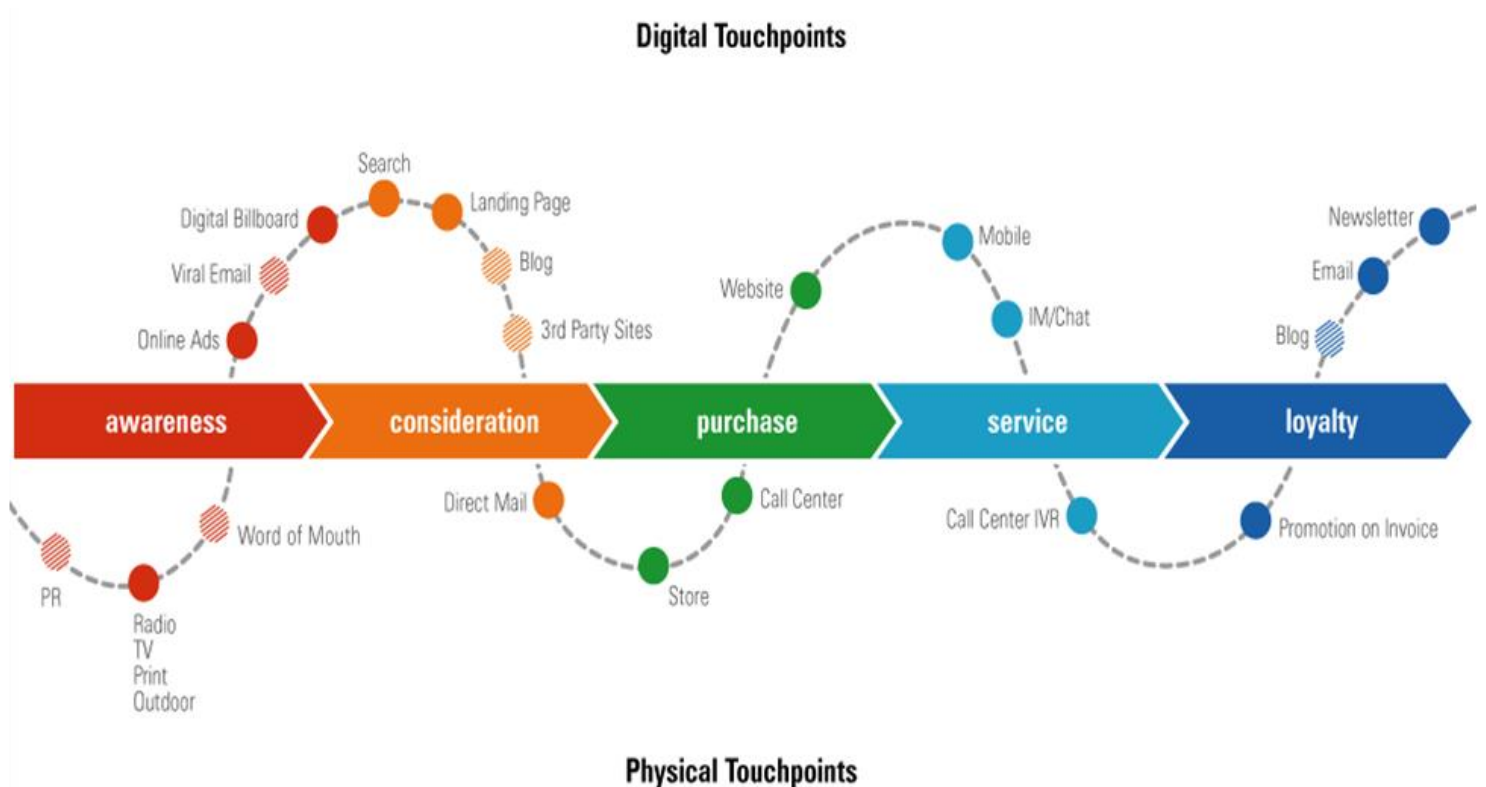
The digital journey doesn't end when the guests leave. Maintaining engagement through follow-up emails, user-generated content sharing, and digital storytelling allows the memory of the experience to live on and can inspire future visits or the sharing of experiences with others.



Digital Dimension

Considering the Digital Journey and Relevant Touchpoints

Customer Journey Mapping Transformative Digital Experience Marketing



Digital Touchpoints Versus the Digital Journey

Making the Digital Journey and Touchpoints Transformative

Difference Between Digital Touchpoints and the Digital Journey:

Digital Touchpoints: These are the specific points of interaction where customers engage with the digital components of the experience. Each touchpoint represents a unique opportunity to enhance the customer journey.

For example:

Social Media: A digital touchpoint to create awareness and excitement.

Mobile App: Provides personalised itineraries and navigation during the tour.

Post-Tour Emails: Engages guests with follow-up content and invites them to share their experiences.

Digital Journey: The digital journey is the entire process of engagement across all touchpoints and phases. It is the overarching narrative that connects pre-visit excitement, in-tour interactivity, and post-tour reflection. The digital journey is transformative because it links all the touchpoints together to create a coherent, seamless, and emotionally impactful experience for the guest.

Making the Digital Journey Transformative:

A transformative digital journey for WWT goes beyond providing information. It shapes the entire emotional and experiential process through the following:

Personalised Content: Use AI and data to offer content that resonates with guests' interests and personal well-being goals. This could include tailored recommendations on local attractions, wellness activities, or even pre-trip wellness tips.

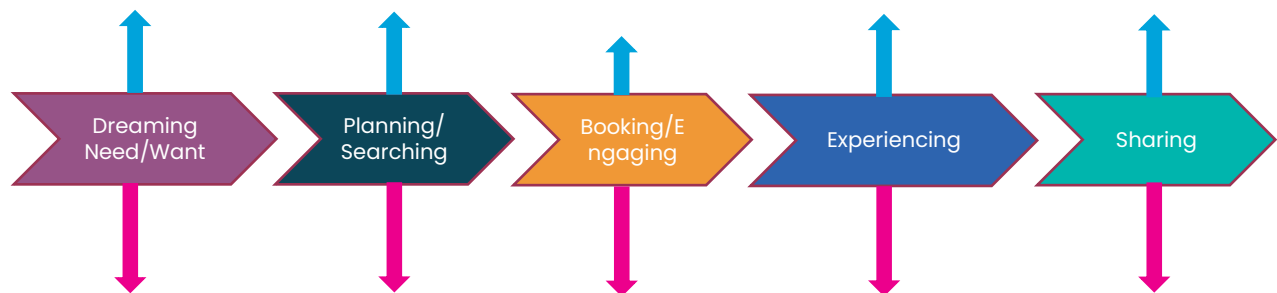
Interactive Learning: Through AR/VR, guests can virtually interact with Ireland's sacred sites and healing landscapes, allowing them to gain knowledge before the physical experience. It can also include interactive educational elements that engage them in real-time during the tour, such as interactive guides or gamified challenges.

Reflection and Sharing: Post-tour, invite guests to share their reflections digitally—whether it's through social media, digital storytelling tools, or personal blogs. This sharing reinforces their emotional connection to the experience and helps build an ongoing relationship with the brand.

Memory Creation: Offer digital souvenirs such as virtual tours, 3D models of sacred sites, or even personalized videos. These digital mementos not only act as lasting memories but also as tangible representations of a deeply transformative journey.

Online Digital Marketing Tactics

- Blog
- Social Media Publishing
- Review Websites/Online
- Distribution Channels
- Paid Search (Google Analytics)
- Social Media Advertising
- Partner Network
- Visual Content Marketing
- Professional Website
- Webpages of inform
- Blogs
- Social Media
- Search and SEO
- Content Marketing
- Review Websites
- Email Marketing
- Professional Website
- Booking (online/phone/email)
- Call to Action Buttons e.g. Book Now
- Live Inventory Calendar
- Partner Network
- Agent/Front Desk/Ambassador
- Automated emails
- Information, leaflets, prices
- Review websites
- Newsletters
- Email marketing
- Social media



- Traditional media coverage
- Word of mouth
- Print, TV and radio advertising
- Brochures
- Brochures
- Word of mouth
- Bookings, enquiries, meetings, appointments
- Brochures
- Exceptional customer experience
- Free add-ons or package discounts
- Word of mouth

Offline Marketing Tactics

WWT Digital Experience Building

Considering the Digital Journey and Relevant Touchpoints

To facilitate the WWT (Wisdom Warrior Tour) experience in the context of digital and physical touchpoints, we must consider how technology and digital tools can enhance the journey at every stage of the customer experience cycle. This involves integrating a variety of digital solutions that interact with the beneficiaries before, during, and after the experience, ensuring a seamless and enriching connection with the destination and its culture.

Digital Tools & Technology Integration

Incorporating cutting-edge digital tools such as virtual and augmented reality, projection mapping, gamification, big data, artificial intelligence, 3D printing, and 3D scanning can add immersive layers to the Wisdom Warrior Tour. These tools can be used in various ways to enrich the experience:

1. Pre-Experience (Before Arrival):

- **Virtual Reality (VR) and Augmented Reality (AR)** can offer potential customers a preview of the tour, allowing them to virtually explore sacred sites, landscapes, and cultural experiences before physically arriving. This immersive introduction engages visitors and builds excitement.
- **Big Data and Artificial Intelligence (AI)** can personalise the journey for each guest. Using insights from previous bookings and preferences, AI can suggest tailored itineraries and cultural experiences, making the experience feel custom-built.



WWT Digital Experience Building

Considering the Digital Journey and Relevant Touchpoints

- **Digital marketing and branding tools** such as social media, e-newsletters, and SEO/SEM strategies should be utilised to raise awareness and reach the right audience. Engaging content can be shared through these channels to build interest, awareness, and anticipation.
- **Gamification** can be used to encourage engagement and interaction, such as a pre-visit challenge or quiz about Irish culture or wellness, offering incentives like discounts or exclusive offers upon completion.

2. In-Experience (During the Tour):

- **Projection Mapping** can bring history and culture to life at sacred sites and cultural landmarks, highlighting storytelling through visual effects, making the environment more interactive and engaging.
- **3D Scanning** can be utilised at heritage sites to create interactive, detailed digital maps that enhance educational experiences, allowing visitors to explore and understand the heritage and natural elements in a deeper way.
- **Mobile Apps and Gamification** during the tour can enrich the journey with location-based activities, where guests can unlock challenges, learn more about specific locations, or even earn badges as they explore. This keeps guests engaged and allows a sense of accomplishment and connection.
- **Interactive Educational Elements:** AR tools can provide additional information on the local flora, fauna, sacred sites, and culture when guests point their phones at certain landmarks, creating an immersive learning experience.
- **Social Media Integration:** Visitors can be encouraged to share their experiences in real-time through hashtags or check-ins, enabling a sense of community and connection. This also generates content that can be repurposed in future marketing campaigns.



WWT Digital Experience Building

Considering the Digital Journey and Relevant Touchpoints

3. Post-Experience (After the Tour):

- **User-Generated Content** plays a significant role in building trust and extending the experience beyond the trip. Encouraging guests to share their photos, videos, and personal reflections allows the Wisdom Warrior Tour to continuously engage with them, making the memories last longer and enabling a sense of belonging to the experience.
- **Post-Visit Surveys & Feedback:** Digital surveys or apps can capture feedback on all aspects of the experience, from the digital tools used to the quality of cultural immersion and wellness activities, helping to refine the offering.
- **Educational Follow-Up:** Post-experience content, such as e-newsletters, blog posts, or personalised recommendations based on interests shown during the tour, can keep the relationship with the guests alive, encouraging future visits or spreading the word.
- **Digital Souvenirs:** Guests can leave behind digital footprints, such as a personalised VR or AR experience, digital artwork, or a 3D print of a sacred site or their journey, which they can take home as a unique souvenir or keep as a digital memento.



Making the Digital Experience Memorable & Transformative

The digital dimension is essential for the Wisdom Warrior Tour because it enables the blending of physical and digital experiences, making the tour more immersive, interactive, and impactful. Technology facilitates greater personalization, allows for a deeper connection with culture and nature, and enhances sustainability by reducing reliance on physical materials. It also creates ongoing engagement with visitors, keeping the experience alive long after they have left. By leveraging digital tools, WWT can stand out in the competitive tourism market, delivering a memorable and transformative experience that resonates with customers before, during, and after their journey.

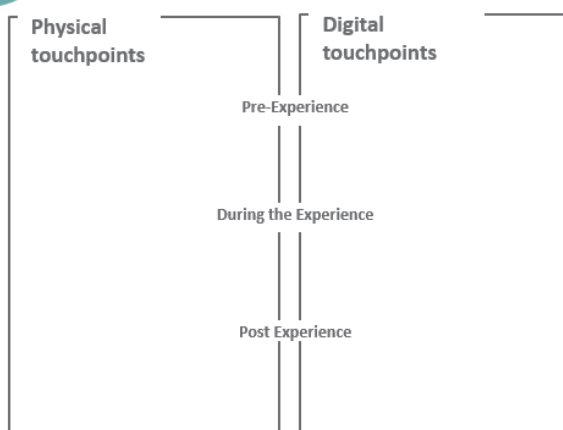
Key Considerations for a Memorable Digital Experience

- **Interactivity and Playfulness:** Ensuring that guests can interact with digital tools in meaningful ways enhances their engagement and allows them to have fun while learning.
- **Regeneration:** The tour should not only offer relaxation and healing but should also create a sense of personal transformation, where guests feel empowered and connected to the land and culture.
- **Accessibility:** Digital tools should be designed to ensure accessibility for all guests, including those with physical or cognitive impairments, ensuring inclusivity in the experience.
- **Educational Components:** The experience should always offer a learning component—whether it's through digital storytelling, cultural workshops, or interactive tools that deepen the guest's understanding of Ireland's history, healing traditions, and natural heritage.



Experience Design

In the Shoes of the
Beneficiaries



Rate Your Experience
From 1 to 10

Interactive Creative
0-1-2-3-4-5-6-7-8-9-10

Creative
0-1-2-3-4-5-6-7-8-9-10

Accessible
0-1-2-3-4-5-6-7-8-9-10

Playful
0-1-2-3-4-5-6-7-8-9-10

Empathic
0-1-2-3-4-5-6-7-8-9-10

Educational
0-1-2-3-4-5-6-7-8-9-10

Transformative
0-1-2-3-4-5-6-7-8-9-10

Regenerative
0-1-2-3-4-5-6-7-8-9-10

What does the
beneficiary leave
at the destination?

What does
he/she bring
home?

Website Inspiration

Digital Experience Design Inspiration to Make the Digital Experience Transformational

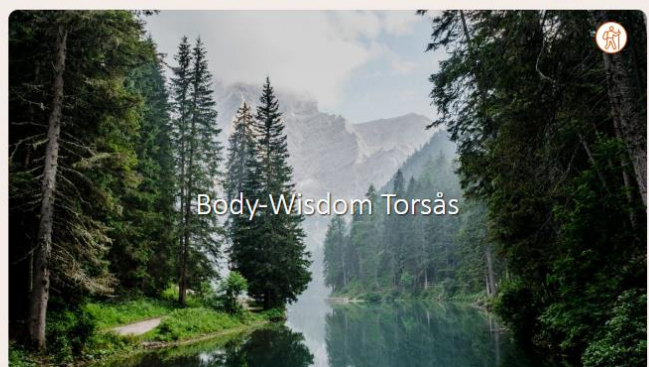
Since WWT is not yet a business we did some exploration of potential websites we liked to provide a transformative digital experience for potential guests and tourists.



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#WELCOMETOSWEDEN

The South Baltic Region have a beautiful and magnificent nature and it is rich of cultural heritage just waiting to be explored during your next vacation, weekend or trip. Wellbeing is well doing for body, mind, soul, environment, society and for the economy – for you as well for all others!



Website Inspiration

Digital Experience Design Inspiration to Make the Digital Experience Transformational

Since WWT is not yet a business we did some exploration of potential websites we liked to provide a transformative digital experience for potential guests and tourists.



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#HOMEOFWELLBEING

A wellbeing host is aware, honest, kind, caring, and joyful.

Wellbeing Tourism is a sustainable tourism that supports harmony and balance for body, mind, and soul. If you share our values of wellbeing, you may be a Home of Wellbeing. If you are a restaurant, a hotel, a spa, a yoga-studio, or a similar business; If you care about the environment; If you work towards a prosperous local community and think about how to contribute to the wellbeing of others – then you may be part of the brand and Home of Wellbeing is also YOU. Together we can make a difference.



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Download your Wellbeing information

Request a digital copy of wellbeing material.

[Go to downloads](#)

Sign up to become a wellbeing company

Traveling is about experiences, recovery, enjoyment, feeling harmony, happiness, excitement but whilst feeling good you can also be doing good.

[Sign up](#)

How to become a wellbeing company

[How to Promote Wellbeing Tourism](#)

[Wellbeing Assets of the South Baltic](#)

[Step 1 – Sign up](#)

[Step 2 – Self-evaluation test](#)

[Step 3 – Upload company description](#)

[Step 4 – Upload wellbeing photos](#)

[The wellbeing tourism criteria](#)



Introducing Wellbeing Tourism

The purpose of this part is to introduce wellbeing tourism from the

Canadian Rockies

15 Days | Campfires, canoeing, hiking and biking in the great outdoors

★★★★★ 5 out of 5 based on 71 reviews submitted.

From **EUR €2,583**

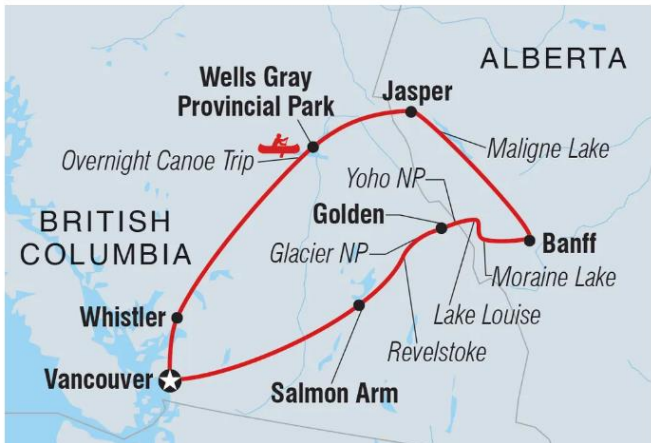
Explorer

Add to my wishlist

View dates and book



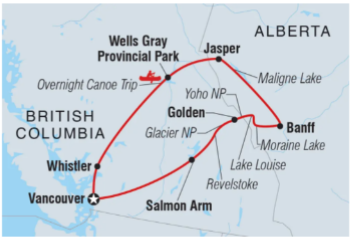
Trip overview



Start Vancouver, Canada
Finish Vancouver, Canada
Theme Explorer
Destinations [Canada](#)
Physical rating ■■■■■
Style Basix
Ages Min 15
Group size Min 1 - Max 12
Trip code SSOR

Itinerary

Show all



Day 1 • Vancouver

Day 2 • Whistler

Day 3 • Whistler

Day 4 • Wells Gray Provincial Park

Day 5-6 • Wells Gray Provincial Park

Day 7 • Jasper National Park

Day 8 • Jasper National Park/Maligne Lake

Wellness & Touring Ireland

WITH ILONA MADDEN – CERTIFIED TOURIST GUIDE

Services



Dublin Tours

Discover Ireland's bustling capital by foot. You will decide on your itinerary together with me, based on what your area of interest is, which highlights you want to include, how much you want or can walk. We will meet at your city centre hotel or at an arranged location in the city centre.



Full Day Tours

Discover the whole of Ireland including Northern Ireland with an experienced guide who loves to show you the real Ireland and its beauty spots. My main objective is it that you will feel well and happy throughout your holiday in Ireland and that you will create long lasting memories.



Retreats

During my retreats you will pull back from civilisation and leave the stresses of daily life behind. You will do yoga, relaxation exercises and daily meditation as well as long relaxing walks. You will also learn about good nutrition and do workshops to create new nutrition & lifestyle habits that will make

Planning Your Itinerary

Let me help you with the planning of your itinerary for your scheduled stay in Ireland.

Please note, that while I am NOT a tour operator, I can still help you with the planning of an itinerary that is enjoyable and do-able, I will make suggestions and give you links where you can book yourself, meaning you are in control of what you book. However, you might find it easier to book everything through an Irish Tour Operator, in that case, you can still ask me for my opinion or input.

I also work with all the Irish Operators and you can always request me with them as well.

[LEARN MORE](#)

The 6 Day Personal Development and Wellbeing Tour of Ireland's East and West



Enjoy a retreat at the Cliffs of Moher to encourage mindfulness and a sense of belonging. Go Fishing and meditate where the old Irish monks did between Galway and Mayo. Climb and experience an old Irish pilgrimage where St Patrick banished snakes from Ireland and self-reflect with the therapeutic sessions around the horse. Visit the home of the last kings of Ireland, self-reflect and embrace the here and now while visiting some of the most historic sites in Ireland. Ireland's Newgrange is older than Stone Henge and the pyramids, step back in time but live in the now on this Irish package tour.

► What's Included in this tour

► Day 1 – Co. Clare – Cliffs of Moher

► Day 2 – Galway – Mayo

► Day 3 & 4 – Westport – Croagh Patrick

► Day 5 – Co. Sligo – Mullaghmore – Strandhill

► Day 6 – Newgrange – Dublin



Wellbeing

Around the campfire at Charlie's Camp on the
Larapinta Trail | Graham Michael Freeman

Is your mind, body and spirit in need of some attention? Our wellbeing tours have been hand crafted to provide you with unique experiences that take you away from the stress of everyday life and teach relaxation.

These soul-detoxing trips are guided by leading holistic experts, life coaches, meditation gurus, fitness instructors and others who share a unique vision of wellbeing combined with adventure. Whether you're performing yoga as the sunrises over the Himalaya before you set out for a day's trek, or meditating atop a mountain, these trips will unify your mind, body and spirit. You'll receive advice on wellbeing and improving lifestyle for the healthiest outcomes, with opportunities to apply your learnings during the trip under the guidance of our experienced guides.

Best of all, the practises you take on will stay with you well after your trip has finished!

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Items: 6 ▾ Sort: Popularity ▾ 2 Trips Found



Australia

Larapinta Goddess Walk in Comfort

Activities:

Trekking & Walking Day Walks

Guided Treks & Walks

In Comfort Adventures



Australia

Cape to Cape in Luxury

Activities:

Wellbeing Trekking & Walking

Website Inspiration

Digital Experience Design Inspiration to Make the Digital Experience Transformational

Since WWT is not yet a business we did some exploration of potential websites we liked to provide a transformative digital experience for potential guests and tourists.

- <https://wellbeingtourism.com/for-wellbeing-hosts/>
- <https://wellbeingtourism.com/country/sweden/>
- <https://www.intrepidtravel.com/ie/canada/canadian-rockies-144869>
- <https://wellnesstourguide.ie/> *(not great especially if targeting luxury market, website and content and itinerary must ooze luxury)*
- <https://wildatlantictravelco.com/product/6-day-personal-development-and-wellbeing-tour-of-irelands-east-and-west/> *(not great especially if targeting luxury market, website and content and itinerary must ooze luxury)*
- <https://worldexpeditions.com/Wellbeing>

Step 9: Learn and explain the key principles behind designing a meaningful, impactful, and memorable tourism experience. Explain the philosophy behind the experience to ensure that everyone understands the goal of crafting something truly impactful from the outset.

Step 9

Learn How to Create a Memorable & Transformative Tourism Experience

Note: Total Tourism Experience (TTE)

It results from the connection between six inseparable factors for the complete tourist experience:

1. travel;
2. accommodation;
3. restoration;
4. entertainment and leisure;
5. safety and health;
6. access to complementary goods and services. *Igi Global*

Making WWT Memorable and Transformative

We are applying this approach to ensure that the **Wisdom Warrior Tour** provides a meaningful journey that resonates with visitors long after their trip ends. By crafting an experience that incorporates Ireland's sacred sites, ancient healing practices, and natural beauty, we aim to inspire deep personal transformation and connection. This approach aligns with the growing demand for purposeful, wellness-driven travel and helps position the tour as a standout offering that nurtures both individual well-being and a profound appreciation for Ireland's cultural and environmental heritage.

98

Mentoring Note: Creating Memorable Tourism Experiences

99

Mentoring Note: Creating Transformational Experiences

100

Mentoring Note: Five Stages of Transformational Travel

101

Mentoring Note: Understanding the **Dreaming Stage** + Questions & Tips

105

Putting Learnings to Work: Step 1: Focusing on the **Dreaming Stage** – Questions Answered

108

Mentoring Note: Focusing on the **Planning Stage** + Questions & Tips

109

Putting Learnings to Work: Step 2: Focusing on the Planning Stage – Questions Answered

111

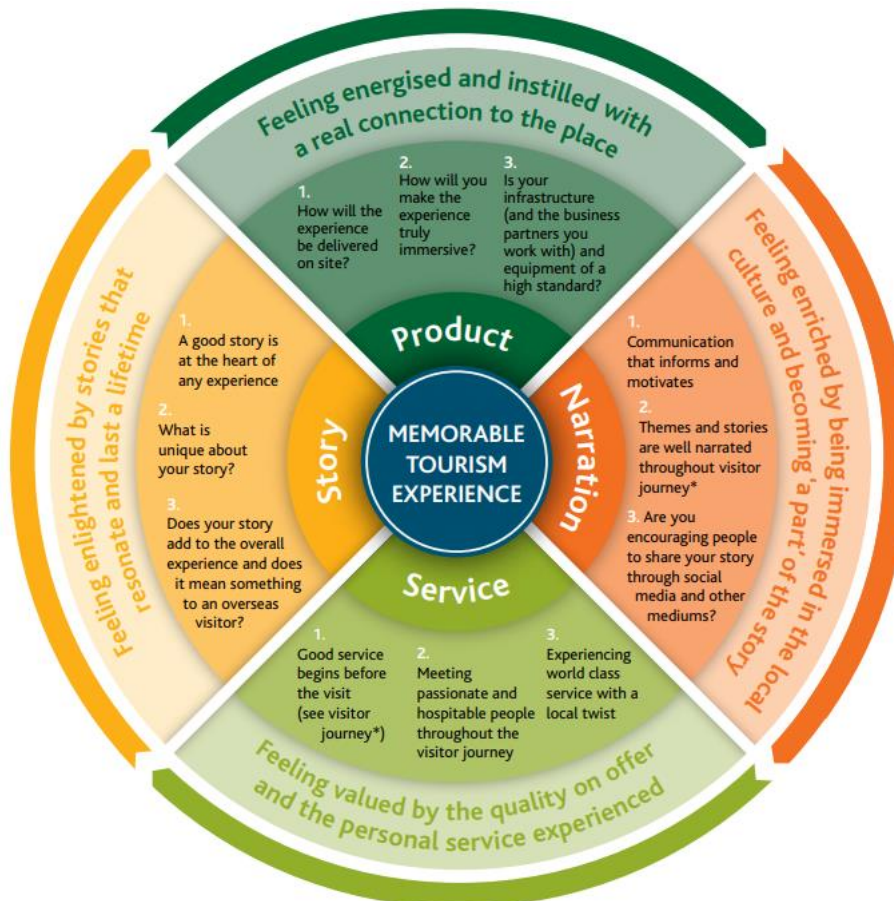
Putting Learnings to Work: Pilot Testing
(Pre-Stages 3,4,5 Booking, Experiencing and Sharing)

What does it mean to Create a Memorable Transformative Experience?

Creating a memorable and transformative tourism experience involves designing travel offerings that go beyond sightseeing by deeply engaging visitors on emotional, cultural, and personal levels. These experiences connect travellers with a destination's unique stories, traditions, and landscapes while enabling self-reflection, growth, and lasting impressions. Transformative tourism often includes elements of learning, cultural immersion, personal challenges, and opportunities for spiritual or emotional connection.

Creating Memorable Tourism Experiences

Product, Narration, Service and Story are the Key Components to a Memorable Tourism Experience



Product: The definition of a tourism product is broad. It can be everything from restaurants, hotels and pubs, to beaches, parks and public areas. Product is largely tangible and often termed as 'the hardware'. Customer requirements must be considered at all stages of the customer journey. Remember – the visitor journey comprises of their experience from the research and booking phase through to the actual and post visit experience.

Service plays a vital role in the visitor experience and especially in an Irish context where it has proven to be one of our differentiating strengths. People can make or break an experience ... make sure your team help to make it memorable rather than mediocre! Where product is considered the 'hardware', service is considered as 'software' due to its intangible nature.

Stories can be the reason an experience will stand out and create a meaningful and memorable journey for visitors. The story very often provides the stimulus that transforms a product into a lasting and memorable experience. Stories are not limited to the spoken word, and may entail visual stimuli that tell the story or history of a place.

Narration is about how you communicate with customers, both pre-visit and when they are here. Your story is the unique experience you have to share; your narration is how and where you share it.

Creating Transformational Experiences

Transformational Experiences are Purpose-led Brands

The consumer landscape has evolved to embrace a purpose driven economy, one based on achieving the right balance between people, place, planet and profit.

Transformational travel directly responds to consumers changing expectations and represents an opportunity to gain a competitive advantage in a shifting consumer landscape.

Since Covid findings shaped the development of the travel for good purpose-led brand position. Key insights included:

1. Global consumer research* shows travellers are increasingly **seeking purpose-led brands** that align with their personal beliefs, authentically demonstrate progressive values and spark meaningful change in society
1. **Brand purpose** is particularly important for Gen Z and Millennials, with future generations expected to follow
1. Europe can authentically own the travel for good position and gain a strong competitive advantage through transformational travel experiences



SELF



- Mental wellbeing.
- Grow and evolve by discovering, learning and having a deeper understanding.
- Create and innovate.



- Physical wellbeing.
- Feel energised, active, motivated and challenged.
- Encourage healthy, positive lifestyles.



- Emotional wellbeing.
- Feel a sense of belonging and connection to others.
- Contribute to something greater than yourself.

WORLD



- Make the world better.
- Promote progress, freedom, equality, diversity, tolerance.
- Eliminate poverty and discrimination.



- Participate in an engaged community based on shared positive values.
- Bring people together in an inclusive, proud and supportive society.



- Care for, contribute to and protect our natural environment.
- Educate and raise awareness to create advocacy and action.

5 Stages of Transformational Travel

There are Five Core Guest Expectations

Your guests start their travel experience long before they're with you physically. Their travel needs can be divided into five stages which enables you to better understand their needs and what you need to do at each stage to deliver a truly transformational experience. The five core guest expectations:

- Easy (to understand, book, experience...)
- Comfortable
- Connected
- Inspired, and
- Empowered

Apply across all Five Stages of Travel. In this section we cover the Planning and Dreaming Stages and how the brand and content can be developed to be transformational and memorable.



Source

Step 1: Focus on The Dreaming and Planning

How walkabout cultural adventures delivers transformational experiences throughout all five stages of travel

DREAMING



Dreaming is where travellers imagine or aspire to the possibility of escaping their everyday.

Through simply crafted images and words, the Walkabout Cultural Adventures website and social media content communicate a feeling of warmth and genuine connection with the local Aboriginal people and their country. The central messages are the opportunities for guests to feed their minds by learning about cultural history and practices and the natural environment and the personalised approach of the tours.

PLANNING



Planning is where travellers investigate what a trip might be more concretely, although they haven't committed yet.

Guests are well informed of what to expect with tour highlights and suggestions on what to bring to make the most of their experience. The website introduces the tour guides, sharing personal insights and their aspirations. This content assures guests of an authentic experience with the Kuku Yalanji people and creates a sense of anticipation for the experience ahead.

Dreaming Checklist

- ☐ Our business has a **strong brand message** that reflects travel for good principles.
- ☐ We **create, leverage and share content in a range of forms** (e.g. written, video and photo) in relevant languages (where appropriate).
- ☐ We leverage and **disseminate content across a wide variety of platforms** relevant to our global markets (e.g. website, social media, travel review sites).
- ☐ We work with our **industry partners** to understand our guests and extend our reach.
- ☐ We **partner and support broader tourism initiatives** to extend our reach.

Planning Checklist

- ☐ Our **digital presence** (e.g., website, social media, etc.) helps guests **imagine the transformational experience** they will have with us.
- ☐ Our physical and digital presence accurately reflects our brand message **and brand purpose** which incorporates travel for **good principles**.
- ☐ Our digital presence has all the content for a **guest to feel confident booking** with us (e.g. pricing, safety, dietary, what to bring).
- ☐ Our website is **easy to navigate**.
- ☐ Our website is **search engine optimised** and in the preferred search engines of our target markets.
- ☐ Our digital and physical presence is tailored to **market nuances** (e.g in language, content style, and channels) most relevant to **our global guests**.

1. Dreaming

Inspire and Aspire

Dreaming is where travellers imagine or aspire to the possibility of escaping their everyday. Travellers reference advertisements, publications, social media, positive word of mouth from friends and family, tourism websites, travel and lifestyle programs and memorable advertising campaigns or content to trigger their imagination. You support Dreaming through the experiences you deliver to guests and the content you develop that showcases those experiences.

Use your online content to build your profile and inspire through your story. Partner with your physical and digital communities to spread the message.

Key Questions

1. How do you start getting guests to **think** about you?
2. Are guests looking to you as much as your **national competitors**? Why would they choose you over your competitors? Did you check your reviews in comparison to your competitors? How are you doing?
3. How do your experiences compare with some of your **international award-winning competitors**? Have you done some bench marking on the bigger market players? How can you match up or level up?
4. What should your guests be **thinking, feeling, saying** about you?
5. Do you engage with **others in your industry** especially those that are complementary or doing the same? Do you engage in your local, regional or national tourism network?
6. How can you **reach more guests** in a way that resonates with them?
7. How are you **climate, environmentally friendly, socially responsible** or sustainable? Is your sustainability commitment strongly ran throughout your content?

Tips

1. **Bring Your Experience to Life:** Drive strong digital content and marketing: social media, regular blog content. Reinforce your brand purpose, the benefits, why you are unique through story telling
2. **Keep an eye on your peers and competitors:** if they're getting more guests, re-assess and understand what you can do to bring more guests through your door. See what people like and don't like or what is missing by checking out the reviews, FAQs etc. But also continue to find inspiration from the ways your peers and competitors locally, nationally and overseas are driving content and look for ways to do more.

1. Dreaming

Inspire and Aspire

Tips

- 3. Craft a purpose-driven brand message:** define your brand story – what you want your guests to imagine when they think, say and feel about you. Use environmental or wellbeing priorities in your brand purpose, travel for good, as the groundwork (inspire, show how you are caring for the environment, growing community, mental health, promoting humanity and personal development). Inject your own personality and play to your story and your values.
- 4. Embrace your industry:** work with other local businesses, local councils, RTOs, international trade and media partners, get in contact with local networks, local government and similar networks related to your business (e.g., environment, social, youth, adventure networks) to understand what your guests are looking for and extend your reach.
- 5. Share your profile:** look for opportunities to profile your experience in tourism websites (e.g., Discover Ireland, Ireland's Hidden Heartlands or local RTO websites) magazines, community groups and relevant lifestyle or experience related programs and visiting journalist and familiarisation programs.
- 6. Support broader initiatives related to your business:** regional, community, regional and national level initiatives that support your type of objectives and business to build awareness, drive interest and inspire – extending your reach significantly



1. Dreaming

Inspire and Aspire

Tips

1. **Website basics:** ensure your website is tasteful and attractive, makes use of imagery, and is optimised for multiple platforms and search engines relevant to your target markets.
2. Take note of the **tone of voice** used in your website: it sets guests' expectations for what you offer. Make sure it's welcoming and appropriate to your experience.
3. **Make it easy:** to find information about your experience and any options you offer. Include a 'book now' button on your website to drive guests to the booking phase.
4. **Link to reviews:** make it easy for guests to read reviews of your service. They will do this regardless
5. **Appeal to your guests' emotions:** Help them imagine and anticipate the experience and how they will be transformed by it:
6. **Bring the experience to life:** tell them what the highlights of the experience will be. Use emotional language, imagery, and video to help them feel and anticipate these highlights and how they may be transformed by the experience. Use quotes from other guests to add authenticity.
7. **Share the story of how you are part of a larger community:** whether that is regional or cultural, and how your experience ties into the larger community.
8. **Tell your guests about your values and what you do to support them:** be genuine and authentic and reflect your passions. This may include sustainability, managing the environment, supporting the community, etc. Include content for how your guests could get involved or contribute, perhaps during their stay or as part of their normal lives.
9. **Make use of social media:** to highlight the story of the experience you offer guests and how that transforms them. Your posts are more effective if they reflect your own passions and values aligned to the experience you offer your guests. Ensure your social media channels are relevant for your selected international target markets.

1. Dreaming

Questions Answered

1. How do you start getting **guests to think** about you?

WWT can captivate attention by emphasising its unique transformative experiences, authentic Irish healing traditions, and its connection to the stunning landscapes of Northwest Ireland. Using a blend of compelling storytelling, targeted digital marketing campaigns, and partnerships with regional tourism boards, WWT can establish itself as a standout option for travelers seeking wellness and cultural enrichment. Engaging social media campaigns with behind-the-scenes footage of tours, testimonials, and visually striking content will build awareness.

2. Are guests looking to you as much as your national **competitors**?

WWT is carving out a niche by focusing on well-being tourism with a purpose-driven approach, which differentiates it from many competitors. While other Irish tour operators may offer cultural or nature experiences, WWT's focus on healing, wellness, and sustainability ensures it appeals to a growing global audience seeking meaningful, restorative travel experiences.

3. Why would they **choose you over your competitors**?

Guests would choose WWT because it offers:

- A unique blend of cultural immersion and personal well-being.
- Access to sacred sites and ancient Irish traditions that other providers might overlook.
- Experiences guided by a knowledgeable and passionate local expert, Blaithin Sweeney, offering personal connection and insight.
- Commitment to sustainability, supporting local communities and environmentally friendly practices.

4. Did you **check your reviews** in comparison to your competitors? How are you doing?

Regularly monitoring and comparing online reviews (Google, TripAdvisor, and social media platforms) will provide insight into areas where WWT excels or needs improvement. Positive reviews highlighting the transformative and authentic nature of the tours can be showcased, while constructive feedback can guide refinement. Competitor reviews should also be analyzed to identify gaps in their offerings that WWT can fill.

5. How do your experiences **compare with some of your international** award-winning competitors?

WWT should benchmark against internationally recognised operators by evaluating:

Thematic uniqueness (well-being and healing-focused tourism).

Guest experience quality, including storytelling, accommodations, and activities.

Sustainability initiatives, ensuring alignment with global best practices. While smaller in scale, WWT can position itself as a premium boutique provider with a hyper-local, personalized approach to compete with larger players.

1. Dreaming

Questions Answered

6. Have you done some benchmarking on the bigger market players? How can you match up or **level up**?

Benchmarking can involve studying:

- **Customer journey maps** of competitors to improve digital and physical touchpoints.
- **Pricing strategies**, ensuring WWT is competitively priced while reflecting its value.
- **Marketing techniques**, such as leveraging storytelling and visually appealing content. WWT can level up by integrating augmented reality for storytelling, collaborating with wellness influencers, and focusing on eco-tourism certifications to attract conscious travelers.

7. What should your guests be **thinking, feeling, and saying** about you?

Guests should:

- **Think:** “WWT is a unique, purpose-driven, and transformative experience.
- **Feel:** Relaxed, inspired, and connected to themselves and Ireland’s heritage.
- **Say:** “This was more than a trip—it was a healing and meaningful journey I’ll never forget.”

8. Do you **engage with others** in your industry, especially those that are complementary or doing the same? Do you engage in your local, regional, or national tourism network?

Engaging with local artisans, hospitality providers, and regional tourism boards will enhance WWT’s reputation as a community-focused business. Partnerships with complementary providers (e.g., spa resorts, yoga instructors) can expand offerings and attract diverse audiences. Actively participating in national tourism initiatives like Fáilte Ireland’s wellness programs can increase visibility.

1. Dreaming

Questions Answered

9. How can you **reach more guests** in a way that resonates with them?

Reaching guests effectively involves:

- **Social media storytelling** that highlights personal transformations and authentic moments.
- **Collaborations with wellness influencers** who align with WWT's mission.
- **Personalised email campaigns** featuring exclusive deals and behind-the-scenes content.
- **Leveraging SEO/SEM** to ensure WWT appears prominently in searches for Irish wellness retreats or healing tours.

10. How are you **climate, environmentally friendly, socially responsible, or sustainable**? Is your sustainability commitment strongly ran throughout your content?

WWT champions sustainability by:

- Sourcing **locally produced goods** and accommodations.
- Promoting **low-impact travel** practices and eco-conscious activities like foraging.
- **Partnering with local communities** to directly support the preservation of culture and heritage.

This commitment must be explicitly woven into digital content, showcasing initiatives such as carbon offsetting, community projects, and testimonials from local partners. Travellers should see sustainability as a cornerstone of WWT, aligning with their values and enhancing their trust in the brand.

2. Planning

Investigate and Imagine

Planning is where your prospective guests start investigating the various options for the holiday they have been Dreaming about. Your role is to move them from 'Planning' to 'Booking' by appealing to their emotions: help them imagine how you can provide them the ultimate transformational holiday experience they are craving.

Your website, social media platforms and guest reviews will have the most influence on potential guests. If you appeal to your guests' desire for transformational experiences through your website, social media and reviews, they are more likely to book with you.

Example "Curate your stay" is the invitation on Calile Hotel's website. The content and images weave storylines around wellness, moments of discovery, unexpected adventures and encounters to give a sense of anticipation of what is possible when staying at the Calile. To inspire guests to stay a while, a 'friends of Calile' program offers guests who book direct a 10% discount at a selection of James Street's stores and restaurants that share a passion for the customer experience.

"In a life that's full of inputs sometimes the best thing you can do is hit the pause button. We understand that your day needs to be more than just a sequence of necessary events. Let us help you turn your downtime into uptime."

Calile is a great example of putting the guest at the centre of the experience in a way that appeals to their senses, encouraging bookings and advocacy

Key Questions

1. How do you **appeal** to your guests' **values** in order to **differentiate your experience**?
2. How do you **communicate your unique selling proposition** and that real taste of Ireland in a competitive global market?
3. How do you **address concerns** your guests may have that would prevent them from choosing you?
4. How do you help them **imagine the highlights of the experience** they would have with you and how it will **transform them**?
5. Your guests are **planning a holiday, not just a single experience** – how do you **link to other local experiences** to enrich their visit and build a sense that they are about to discover a community?

2. Planning

Investigate and Imagine

1. How do you appeal to your **guests' values** in order to differentiate your experience?

WWT appeals to guests' values by focusing on authenticity, wellness, sustainability, and cultural immersion. Guests seeking meaningful and transformative travel experiences will resonate with WWT's commitment to connecting them with ancient Irish traditions, healing practices, and eco-friendly travel. Highlighting personal growth, community impact, and environmental stewardship differentiates WWT in a crowded market, aligning the brand with conscious travelers who value well-being and cultural enrichment.

2. How do you communicate your **unique selling proposition** and that real taste of Ireland in a competitive global market?

WWT's unique selling proposition is its blend of ancient Irish healing traditions with immersive cultural experiences amidst the breathtaking landscapes of the Northwest. To communicate this:

- **Use compelling storytelling in digital campaigns** that highlight personal transformations and the connection to Ireland's sacred sites.
- **Leverage stunning visuals** of landscapes, activities, and accommodations across social media, websites, and marketing materials.
- **Partner with influencers** or travel writers to showcase the tour as an exclusive, transformative journey.
- **Emphasize the local connection**—an authentic guide, small-group intimacy, and support for local businesses—offering a genuine taste of Ireland.

3. How do you **address concerns** your guests may have that would prevent them from choosing you?

Potential concerns might include:

- **Price:** WWT should clearly communicate the value of its offerings, such as the personalised attention, unique access to sacred sites, and wellness benefits, while offering flexible booking options.
- **Sustainability:** Highlight the eco-friendly practices embedded in every aspect of the experience.
- **Accessibility:** Ensure inclusivity by providing detailed itineraries, addressing mobility needs, and offering alternatives for different fitness levels.
- **Trust:** Feature testimonials, case studies, and guest reviews to build confidence. Include transparent policies for cancellations or changes.

2. Planning

Investigate and Imagine

4. How do you help them **imagine the highlights** of the experience they would have with you and how it will transform them?

To inspire potential guests:

- **Use immersive content** such as video reels of sacred site visits, group healing sessions, and cultural experiences.
- **Share stories of transformation** from past guests through blogs, testimonials, or social media posts.
- **Create a day-in-the-life itinerary** with vivid descriptions of activities, meals, and accommodations, helping guests picture their journey.
- **Highlight the personal benefits**, such as feeling rejuvenated, gaining new perspectives, and connecting deeply with Ireland's spiritual heritage.

5. Your guests are planning a holiday, not just a single experience—how do you link to other local experiences to enrich their visit and build a sense that they are about to discover a community?

WWT can enrich guests' trips by:

- **Partnering with local attractions** like craft shops, heritage centers, or art galleries to offer additional activities.
- **Including optional add-on experiences**, such as guided hikes, seaweed foraging, or traditional Irish music sessions, that complement the core tour.
- **Promoting collaborative packages** with nearby accommodations, restaurants, and other wellness providers to create seamless holiday itineraries.
- **Creating a digital guide** that introduces guests to the broader community, offering recommendations for local events, farmers' markets, and cultural festivals.

This approach helps guests feel they're not just visiting, but becoming part of a community.

Final 3 Stages – Booking, Experiencing and Sharing

The mentoring ends here as we prepare for our first pilot test which will include 7+ guests from the profiles. The sample guests will provide feedback, then we plan to continue with the final 3 stages Booking, Experiencing and Sharing once the experience gets to the final development stages so that it is ready for the Booking, Experiencing and Sharing stages.. But we must first get the experience right. So, this pilot test is key to ensure our experience is aligned with what we and our guests expect it to be, iron out any problems or challenges, streamline where we need to and make any other further amendments



Ireland GRASSROOTS Experience

Wisdom Warrior Tour

For: Blaithin Sweeney

Mentor: Laura Magan

Company: Momentum, Ireland

Date: November 2024

Follow our journey



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Co-funded by the
Erasmus+ Programme
of the European Union

