saltwater solutions
island tourism consulting
global perspective. local application.

Training for tourism associations and networks

Serving Up *Local*

Using Culture and Islandness in Tourism Marketing

About the Program

Serving Up Local is a professional development program for tourism operators, destination marketers and island communities who want to attract high-value cultural visitors and build tourism that strengthens culture rather than eroding it.

Designed for Island Tourism Professionals

- **Accommodation and experience owners**
- **Destination management organizations**
- **Tourism associations and networks**
- **Tourism and hospitality educators**
- **Island government tourism bodies**
- **Cultural heritage organizations**

Benefits

Identify what makes them distinct

Members build a Cultural DNA Map, an inventory of their cultural assets rated on authenticity, potential, readiness and community consent.

Reach higher-value visitors

A practical toolkit for brand identity, content, experience design and advance communication aimed at cultural travellers.

Leave with a plan

Each member finishes with a Brand Identity Statement and a 30-day action plan they can start the next day, grounded in an ethics framework that protects their culture.

All islands are pieces of land surrounded by water. What sets each one apart is its culture and its own brand of islandness.

Curriculum

01 Island Tourism
Why islandness is your greatest competitive advantage.

02 What Is Culture?
A practical working definition and the components of every culture.

03 What Is Islandness?
Forces and pillars that turn restraints into marketing strengths.

04 Cultural Tourism
A $40B+ global market, and why islands are positioned to capture it.

05 The Cultural Tourist Profile
Demographics, psychographics and sub-types. Specificity converts.

06 Authenticity and Ethics
Avoiding the commodification trap, with free prior informed consent.

07 Expanding Cultural Tourism
Place-based vs. attractions-based strategy.

08 Your Island's Cultural DNA
A systematic inventory of cultural assets, rated and ready to use.

09 Add a Cultural Lens
Brand identity, content strategy, experience design and advance communication.

10 Your 30-Day Action Plan
Day-by-day tasks, 90-day success markers and templates.

Bring *Serving Up Local* to your members

Let's talk about in-person delivery that fits your members and your island.

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Serving Up *Local*

"Your island's uniqueness is not a constraint to work around. It is the thing the whole world is looking for."

SERVING UP LOCAL, MODULE 10

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Charlottetown, Prince Edward Island