Effective Storytelling
Tourism for Development
Let me share the story about my suitcase...
...we were moving. Again!
Travel Photographer & Storyteller
Tourism changed my life. And it does the same to millions of people globally.
Goals for this session

• Kick-starting discussions about how to use & leverage Social Media Storytelling as well as Influencer Marketing & Relations to support SDGs with tourism.
• Ask me anything!
How I choose my tourism partners:

• Nature & wildlife conservation focus.
• Female Empowerment angle.
• Responsibly & ethically managed enterprises.
• Novel stories & visual impact.
Some of my recent projects
Emboo
Emboo

- Narrative: First 100% carbon neutral camp in the Maasai Mara.
- Storytelling factor: Novelty.
Olimba Mara

- Narrative: Ethically responsible camp that is co-owned by Maasai.
- Storytelling factor: Novelty.
Magical Kenya
Magical Kenya

- Narrative: Launch of German Magical Kenya Instagram Account.
- Storytelling factor: Novelty.
Kasinde Crafts x sisterhood Vienna
Kasinde Crafts x sisterhood Vienna

- Narrative: Trade instead of aid.
- Storytelling factor: Local relevance.
Classic Zambia
Classic Zambia

- Narrative: People can join me on a guided trip.
- Storytelling factor: Novelty.
WWF Tunisia
WWF Tunisia

• Narrative: Portraying women in artisanal fisheries - traditionally a male dominated industry.
• Storytelling factor: Human angle. Female empowerment & sustainability showcased through individual stories.
Prints for Wildlife
Prints for Wildlife

• Narrative: Supporting wildlife conservation during COVID-19.
• Storytelling factor: Urgency & getting active in times of lockdowns and travel bans.
2.1 MILLION
Raised since 2020
What's effective?
Effective storytelling

Ties into your (business) goals

Drives action within your target group

Can be objectively measured
What's storytelling?
Effective storytelling

Includes an element of novelty

Is relevant for your target group

Drives a narrative
If you have any Questions...

hello@marionpayr.com

www.marionpayr.com

instagram.com/marionpayr