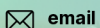


PLACE FOR
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EXPORT MARKETING PLANNING TEMPLATE

for Tourism



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BRIEF EXPORT PROFILE OF THE INDUSTRY

The tourism sector in Kyrgyzstan is actively developing, including not only services (tours, routes), but also related export products — handmade souvenirs, photo content, tourist maps, guidebooks, national products, as well as cultural and visual brands. Such products can be sold as part of image exports: through exhibitions, cultural events, and the creative economy.

Main challenges: low visibility, lack of ready-made distribution channels, low level of branding and packaging.

PROMISING MARKETS

Market

Features

France / Germany

Value authenticity, handmade work, sustainable production

Japan

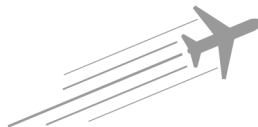
Demand for concise forms, symbols, history of things

Russia /
Kazakhstan

Good knowledge of the region, interest in culture and souvenirs

TARGET AUDIENCE

- **B2B:** distributors of ethnic and tourist products, souvenir shops
- **B2C:** tourists, collectors, buyers on marketplaces
- **Cultural institutions:** museums, festivals, organizations that purchase souvenirs for events



UNIQUE TRADE OFFERS (USPS)



Products with cultural history and symbols (national ornaments, yurt forms, traditional embroidery)



Possibility of customization for events, orders of brands and cities



Handmade and eco-friendly materials



Representing Kyrgyzstan through objects (branding the country through souvenirs)



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RECOMMENDED PROMOTION CHANNELS



Online:

Etsy, Amazon Handmade, NotOnTheHighStreet (as a souvenir niche)
Instagram, Facebook, Pinterest (visual storytelling)
Digital exhibitions/galleries: online sales of cultural products



Offline:

Travel exhibitions: ITB Berlin, WTM London, MITT Moscow
Embassies, cultural centers (for example, presentations in the framework
of national projects), days)
Pop-up stores in Europe and Asia

EXAMPLES OF MESSAGES

"Souvenirs that tell about the
mountains, people and legends
of Kyrgyzstan"

"Every piece is a story: made by
hand, with respect for tradition"

"Give culture in a box-authentic
items with a national meaning"

Month	Action
1	Develop photo content, packaging, and a short legend for each product
2	Create a store on Etsy / Instagram and set up delivery
3	Apply for participation in festivals / exhibitions
4	Collaborate with travel bloggers
5	Email campaign for cultural centers and designer stores
6	Summarize, analyze traffic, and introduce new product lines

ESTIMATED MARKETING BUDGET

400\$

Photo, copywriting, and
product storytelling

300\$

Creating an online store
and logistics

1000\$

Participation in the fair
(offline or online)

500\$

Pinterest/Instagram Ads

300\$

Production of packaging
and descriptions

It is also worth developing a product passport and a legend — 1 page with a short text and photo explaining the origin, symbolism and uniqueness of each souvenir. This is an important element of marketing in the field of cultural exports.



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AN EXAMPLE OF EXPORT MARKETING PLANNING FOR TOURISM FROM UZBEKISTAN

Why Uzbekistan?

Uzbekistan is our neighbor with common cultural and historical roots. The tourist flow from this country to Kyrgyzstan has been growing rapidly in recent years. According to the FPRT, the number of tourists from Uzbekistan has increased by more than 20% over the past two years. This is explained by the growing interest in mountain tourism, cultural routes and gastronomy of Kyrgyzstan.

Proximity, visa-free regime and similarity of the language environment make the market of Uzbekistan especially relevant in terms of the development of inbound tourism.

PROMISING MARKETS

Key cities from which the tourist flow is most likely:

Tashkent

is the largest city and capital, the center of business and cultural tourism.

Samarkand

is a historical center, tourists are interested in cultural and historical trips.

Bukhara

tourists with interest in religious and ethnotourism.

The Fergana Valley

(Namangan, Andijan, Fergana) is a populated region with a growing middle class.

TARGET AUDIENCE

Main groups of tourists:

- **Young people 20–35 years old:** adventure tourism, active recreation, mountain hiking.
- **Families aged 30–50:** cultural and educational trips, holidays in Issyk-Kul.
- **Business tourists:** business events, meetings, transport transfers.
- **Pilgrims and cultural groups:** interest in religious shrines and ethnographic routes.

UNIQUE

TRADE OFFERS

- Tour “Issyk-Kul Ring”: mountain passes, Cholpon-Ata, Karakol, Jeti-Oguz.
- Eco-tours to Son-Kul and Kel-Suu.
- Gastronomic tours: Kyrgyz cuisine, kumys, national dishes.
- Historical routes: Burana Tower, caravanserais, museum complexes.
- Adventure directions: snowboarding, paragliding, mountain climbing.

RECOMMENDED PROMOTION CHANNELS



Online:

Social networks: Instagram, Facebook, Telegram - channels for travelers.
Tour operator platforms: local sites, tour aggregators.



Offline:

Tourist exhibitions: Tashkent International Tourism Fair (TITF), Samarkand Travel Mart.
Word of mouth: loyalty programs, discounts for recommendations from friends.
Collaborations with Uzbek tour operators and bus carriers.



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MESSAGE EXAMPLES



"Discover Kyrgyzstan - just one
step abroad!"



"Issyk-Kul is the pearl of the
mountains, next to Uzbekistan!"



"Mountains, lakes, traditions -
everything you are looking for is
in Kyrgyzstan!"

Marketing mini plan (6 months)

Месяц	Формат
1	Partner analysis and development of tour packages.
2	Launching advertising campaigns on social networks and Telegram .
3	Participation in TITF (Tashkent) and B2B meetings .
4	Launch a word of mouth referral program.
5	Video promotion of tours in Samarkand and Bukhara.
6	Analyze results, adjust proposals, scale up.

APPROXIMATE MARKETING BUDGET

1500\$

Content development
(photos, videos, texts)

2000\$

Advertising in social
networks and
messagingers

3500\$

Participation in tourism
exhibitions

1000\$

Partnerships programs
and discounts

8000\$

total for 6 months



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