

THE GATE CONSULTING

Marketing Strategy

WHO WE ARE & WHAT WE DO

The Gate Consulting is a Tunisian travel consultancy. We connect Tunisian travellers to Asia through fully digital, personalized consulting. We cover five destinations: Vietnam, Malaysia, Indonesia, Thailand, and the Philippines.

We have no fixed prices and no fixed trip duration. The traveller owns their budget and their schedule. Our role is to plan the best possible trip within whatever they decide to spend low, mid, or high.

FOCUS AREAS

These are the areas you must cover in the strategy. Each one feeds directly into our content and sales approach.

1

Daily Cost of Living Per Destination

the real daily cost of living in each of our 5 countries. Break it into 3 traveler profiles: budget (hostels, street food, local transport), mid-range (3-star hotels, mix of restaurants), and comfort (4-5 star, private tours).

2

Accommodation Pricing Per Country

Map out accommodation options across all price ranges in each destination. Show Tunisian travelers what they get for their money at every level guesthouses, boutique hotels, resorts. Include specific examples where possible. For example: a private bungalow in Langkawi for 20 USD/night is a story.

3

Storytelling Content on Hidden & Unknown Places

Creating content about destinations that Tunisian travelers have never heard of. These are affordable, beautiful, and off the radar. The goal is to trigger wanderlust first, then show the price.

4

No Fixed Trip Duration Messaging

We never impose a trip length. Content must reflect this. Show how the same destination works for 5 days or 3 weeks.

5

Budget Transparency as a Brand Pillar

. Build sample itineraries at different budget levels for the same destination. For example: 5 days in Bali at 300 USD vs 5 days in Bali at 900 USD. This proves we work for everyone and builds trust.
