













Post-trip experience, indulge in reminiscences by sharing and recommending experiences

Makes Instagram story 🛡 about the trip, tags the ÄÄ 💙 spontaneous interactions program and shares the ÄÄ locals (e.g. the farmer)

Spreading word of mouth about unexpected and insider knowledge gained with family and friends

Coming back next holiday

Tourist got inspired by the local population 's sprit and many exciting possibilities at the destination, which might inspire her/him to stay longer next time, or even come for a different purpose, like co-working for an extended period of time.

vith the o by the and the rs	Reposting the social media content by community manag- er or/and local stakeholder	DMO ÄÄ	Community manager Destination marketing organisa ÄskÄngelberg ÄskÄngelberg Äpp (mobile& web-based application
bile -based	Social media accounts of DMO& local stakeholders	 	Tourist becomes inspired & excited about possibilities to do during his stay
		Ĩ	Unplanned & authentically holiday experiences
		巴	Service process of different service providers (not included i this blueprint)
		<u>(</u>	Supports local industry - one reason for stakeholders to participate