

SESSION 2 · 10:00 – 11:00

How travelers actually find you.

A live tour of the internet through a traveler's eyes.

IN THIS HOUR Story · Live search · Watch Party · What makes videos go viral

A S T O R Y

Meet Sara.



“I have two weeks off in November. I want to see tigers, real jungle, and actual local people not another crowded tourist spot.”

She has never been to Nepal. She has never heard of Bardiya. She has a phone.

11:47 PM • SUNDAY • BERLIN

She opens her phone.

She can't sleep. She's thinking about her holiday. She doesn't open a laptop. She doesn't call a travel agent. She doesn't unfold a brochure.

She opens these, in this order:



TikTok

"Nepal jungle"



Instagram

"Nepal wildlife"



Google Maps

"Jungle safari"



Facebook

"Bardiya homestay"

What she does on each app.



TikTok

DISCOVERY

Scrolls 20 videos in 4 minutes. Saves 3.



Instagram

AESTHETIC VIBE

Explores hashtags. Screenshots what she likes.



Google Maps

VERIFICATION

Checks reviews. Looks at photos. Reads hours.



Facebook

COMMUNITY

Reads posts. Sends a WhatsApp message.

→ She uses all four. In under 30 minutes. Then she messages the business that felt real.

Let's watch it happen for real.

Let's search

-  “jungle safari” on TikTok - Chitwan/Bardiya/Sauraha
-  “Bardiya homestay” on Instagram
-  “Bardiya National Park” on Google Maps
-  “Tharu culture experience” on Facebook

YOUR TURN · 5 MINUTES

Search for yourself.

On your phone, right now, search your OWN business name on:



Instagram



Facebook



Google

- 1 Do you appear on all four?
- 2 Is what shows up the best version of your business?
- 3 If a tourist saw this, would they message you?

PART 2 · 25 MINUTES

Creator ▶ Watch Party.

5 videos. Real creators. Real tourists watching. We watch together and figure out what made these work?

Three questions. Every video.

1

What's the hook?

What made you NOT scroll away in the first 2 seconds?

2

Why did it get views?

Is it the story? The visuals? The music? The person?

3

Can we do it in Bardiya?

Could a homestay, guide, or agency here shoot something like this?









A creator making Nepal look magical.

Those person are the normal Nepali with a phone. Not a big studio. Not a foreigner. If they can, you can.

Hook? Views? Do it here? You don't need to reinvent hooks and story, just copy what's already working and change the content and story to match your business

Five patterns. Every good video.

1

A hook in the first 2 seconds

Something that stops the scroll: a face, a question, a surprising visual.

2

Real people in real places

Not a stock photo. Not a fancy edit. A person. A place. A moment.

3

Short. Vertical. Full-screen.

Under 60 seconds. Filmed portrait. Fills the whole screen.

4

One emotion. Not five.

Awe, wonder, curiosity, hunger, warmth — pick ONE and hit it hard.

5

A clear invitation at the end

“DM us to visit.” “Follow for more.” “Tag someone who needs this.”

THE BIG INSIGHT

TikTok and Facebook will bring you strangers.

Instagram is a portfolio. Google is a phonebook. WhatsApp is a conversation. But TikTok and Facebook - right now, in 2026 - are where a video posted by someone in Bardiya can reach a stranger scrolling anywhere in the world.

S O N O W ...

Let's build your doors.

You've seen where Sarah goes. You've seen what she picks. You've seen what a great video looks like. Now let's give her something to find when she searches YOU.

AFTER THE BREAK Session 3 · Setting up your Facebook, Instagram & TikTok business accounts →