

A Work Project, presented as part of the requirements for the Award of a Master's degree in Impact Entrepreneurship and Innovation from the Nova School of Business and Economics.

胡一旅

PROMOTING PORTUGAL AND DEVELOPING  
PERSONALIZED TRAVEL OFFERS TO CHINESE INDEPENDENT TRAVELERS  
THROUGH SOCIAL MEDIA

SHI WEN

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## Remark

胡一旅 pronounced as “hú yī lǚ”, will show as “Huyilv” in the rest of this work project for the convenience of English readers and format layout alignment.

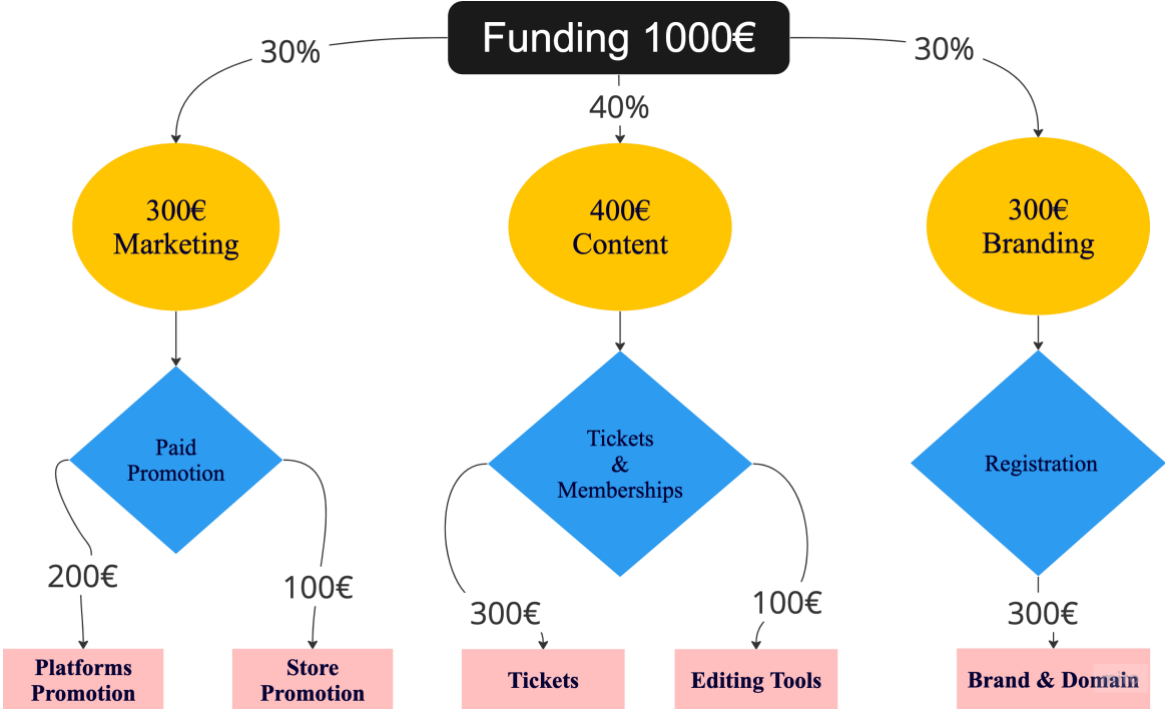
## Abstract

This work project chronicles the entrepreneurial journey of Huyilv, focusing on tapping into opportunities and developing innovative travel products tailored for Chinese independent travelers visiting Portugal. Utilizing social media platforms, Huyilv highlights Portugal’s rich culture, effectively narrowing the awareness gap among Chinese regarding Portugal as a prime travel destination. With an aim to adapt to the changing travel landscape, Huyilv strives to streamline travel preparations, thereby enhancing Chinese visitors’ connection with Portugal. Over a four-month period, Huyilv has generated 68 posts promoting Portugal to Chinese audience, successfully garnered more than 600 followers, and executed two successful deals involving three customers.

## Keywords

Entrepreneurship, Social Media, Chinese Independent Travelers, Personalized Travel Offers

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## Executive Summary

Guided by Eric Ries's "The Lean Startup" principles, this work project encapsulates an entrepreneurial journey characterized by continual discovery, learning, and refinement. Focused on Portugal, often overlooked by Chinese tourists, the project's core mission is to illuminate this hidden gem through social media, fostering a deeper appreciation among Chinese travelers for Portugal's rich culture and hidden attractions. By diversifying across platforms like Weixin, Xiaohongshu, TikTok, YouTube, and Instagram, Huyilv has effectively presented Portugal's vibrant culture and cuisine, aiming to create not just awareness but a profound connection between travelers and the country.

Recognizing the preferences of independent Chinese travelers for genuine local experiences, Huyilv has adopted innovative strategies to develop customized travel products. Street interviews and targeted interactions have been instrumental in shaping these offerings. Over a 4-month period, Huyilv successfully published 68 posts, introducing the multi-faceted charm of Portugal. The development of the Lisbon Snack Tour, a minimal viable product, resulted in multiple inquiries about travel to Portugal and a successful sale to three Chinese independent tourists, demonstrating the venture's potential and resonance with its audience.

Moving forward, Huyilv's commitment to providing personalized travel experiences to Chinese independent travelers is unwavering. As the project progresses, Huyilv is expanding its product portfolio and enhancing promotion of new offerings, focusing on a customer-centric approach. This initial phase marks the beginning of a journey towards continuous adaptation, growth, and exploration of undiscovered travel opportunities in Portugal. The project stands as a testament to the value of persistent refinement and the pursuit of bridging cultural gaps, revealing Portugal's untapped potential as a premier travel destination.

# 1. Cycle One: Assumption & Start

## 1.1. Social Media: The Entrepreneurial Spark

Social media's influence in shaping opinions, trends, and consumer choices is undeniable. In the realm of tourism, it serves as a critical platform for sharing experiences, recommendations, and creating a community of travel enthusiasts. Recognizing its power, I identified social media as the primary vehicle for promoting a personal brand—Huyily and its offerings. ([Appendix 1 Huyily Social Media Links](#))

Exploring the existing landscape, I observed a vibrant array of travel-related content. However, a niche for authentic, personalized storytelling about Portugal's unique attractions seemed underserved. This gap represented an opportunity to introduce a new narrative in the travel industry, particularly for the Chinese audience.

The project's inception involved an extensive research initiative to understand the social media landscape, focusing on both Chinese and international platforms. The aim was to identify existing trends and practices bridging the gap between traditional tours and independent travel. This exploration led to the discovery of influencers promoting cultural richness in European countries like Italy, who strategically scaled their reach through advertisements and brand collaborations after building a substantial follower base. These influencers' success in cultural promotion, particularly in typical Chinese tourist destinations like Italy, offered valuable insights into effective engagement strategies and the potential for brand collaborations. ([Appendix 2](#))

## 1.2. Why Tourism: Passion Meets Opportunity

“Social media are characterized by their accessibility, global reach, and sheer volume of information. They have a central role in disseminating tourism information and influencing

tourists' decisions about their travels" (Zhou, Sotiriadis, and Shen 2023). My personal interest in traveling and exploring new places, particularly Portugal, illuminated a unique opportunity. Aware of the lack of awareness among the Chinese community about Portugal and being relatively new to the country myself, I saw a gap in the market. This gap provided a perfect niche for me to step in and share my experiences in Portugal, starting my journey as a social media influencer.

During my travels within the European Union, I noticed a discrepancy in the quality of travel content available online. While English travel blogs on Google were profound and abundant, Chinese content was sparse and sometimes inaccurately represented the places discussed, likely because the bloggers did not reside in the countries about which they wrote. This realization highlighted my unique position as a local resident in Portugal, enabling me to offer authentic, accurate, and up-to-date content to the Chinese audience.

"In China, TikTok has driven a surge in popularity for particular tourism destinations and offers the considerable potential of converting online views to actual visits" (Zhou, Sotiriadis, and Shen 2023). My initial steps involved comprehensive research on the existing content promoted by overseas Chinese on various social media platforms. Among these, travel content stands out, drawing my attention. Further, interviews and interactions with travelers especially independent ones, reinforced my hypothesis that they heavily rely on social media platforms for travel information. ([Interviews summaries refer to Appendix 3](#)) This dependency on social media for travel insights underscored the potential impact and reach that a travel brand could achieve.

This understanding of the social media landscape, combined with my personal experiences and observations, laid the foundation for Huyily's approach. The brand was poised to capitalize on

this unique position, blending my personal journey with professional insights to promote Portugal to a Chinese audience.

### 1.3. Huyilv Value Proposition

The conception of “胡一旅”, pronounced as “hú yī lǚ”, was a deliberate choice, blending the casualness of travel “胡一” with exploration “旅”. This name resonates with the brand’s ethos of relaxed, enjoyable travel experiences. It symbolizes the brand's commitment to providing easy-going yet insightful travel content, focusing on the hidden beauties and unique experiences of Portugal.

Huyilv’s value proposition lies in its unique blend of providing culturally rich and visually engaging content tailored specifically for the Chinese market, with a focus on unveiling the authentic but lesser-known experiences of Portugal. By combining personal storytelling with practical travel insights, Huyilv aims to bridge the gap in the market for Chinese independent travelers seeking a more intimate and informed experience in Portugal. The content is designed to establish a deep personal connection with the audience, not just informing but inspiring them to explore and discover.

As the brand evolved, its presence on WeChat, TikTok, and other platforms was strategically expanded to effectively engage and cultivate a loyal following. This approach underscores Huyilv’s commitment to not only showcasing Portugal’s allure but also providing a unique, trustworthy source of travel information, making it a go-to resource for independent Chinese travelers looking for an immersive, personalized travel experience.

## 2. Cycle Two: Learning & Defining

In the pursuit of developing Huyilv, learning becomes a cornerstone of the entrepreneurial journey. The Chinese market is a powerhouse with a growing appetite for international travel. Armed with this insight, I delved into market research to comprehend the preferences and behaviors of Chinese tourists. This included understanding their travel habits, popular destinations, and the cultural nuances that influence their travel decisions.

### 2.1 General Findings

China, with its vast population of 1.4 billion, has emerged as a powerhouse in the global tourism market. In 2019, it solidified its position as the world's leading tourist source market. Portugal, while holding the 29th global position and ranking 10th in Europe, captures a 0.2% share of the Chinese tourism market. This burgeoning market saw Portugal welcoming 400,000 Chinese tourists in 2019. By June 2023, the number of arrivals from China surged by 200%, reaching 72,000, indicating a rapidly growing interest in Portugal as a destination (Direção de Gestão do Conhecimento 2023). The data gave Huyilv the confidence to believe independent travelers from China which are Huyilv's target audience is also surging.

According to the data collected and through research together with multiple street and focused interviews ([Interviews refer to Appendix 3 Focused Interviews A & B](#)), I uncovered several key insights: There is a noticeable lack of awareness among the Chinese population regarding Portugal as a tourist destination. Italian destinations are favored by 38% of Chinese travelers, while Portugal ranks 29th globally (Hausold 2023). “The development of world tourism and the increase of consumers' purchasing power has significantly altered travel demands, while the prospering experience economy is bringing new opportunities for destination tourism and new stimulation for experiential consumption” (Cui et al. 2021). An increasing trend towards independent travel was observed, with more travelers seeking personalized experiences.

Traditional group tours and independent travel present distinct experiences. Group tours often lack flexibility, while independent travel requires extensive planning, which can be overwhelming for many. This gap highlights a need for solutions that offer both structured guidance and the freedom of independent exploration. “In the wake of the world pandemic COVID-19, the travel industry has experienced tremendous setbacks and changes, and post-epidemic travelers are looking for unique outdoor experiences to enjoy the post-nirvana tourism industry, and new trends in tourism have manifested themselves in exploring non-traditional destinations with outdoor activities experiences” (Hausold 2023). Independent travelers frequently use social media as a primary source of travel information and inspiration. “Social media, notably TikTok and Weibo, play a crucial role, influencing 66% of travelers” (Hausold 2023).

## 2.2 Persona

The process of understanding Huyilv’s target audience is central to the brand’s strategy. This endeavor involved a combination of self-reflection as a traveler, engaging street interviews, and focused discussions, culminating in a comprehensive profile of the typical Huyilv customer.

### 2.2.1 Persona Discovery

Huyilv’s methods of persona discovery involves self-reflection as a traveler and interviews. My own experiences as a traveler in Portugal provided valuable insights. By sharing my travel experiences on social media and echoing the needs I encountered, I gained a firsthand perspective of a Chinese traveler’s requirements and desires.

Conducted in bustling tourist spots like Bélem and Rua Augusta, these interviews offered direct insights into the preferences and motivations of a wide range of travelers. The information gathered from these encounters was instrumental in shaping the general persona of Huyilv’s target audience. In-depth conversations with friends who had recently visited Lisbon and

customers of the Lisbon Snack Tour provided nuanced perspectives. These discussions delved into specific experiences, expectations, and challenges faced by individuals, offering a more detailed understanding of the audience's preferences and needs.

Through above research, Huyilv hatched an initial demography, later proved too narrow, of target audience in two categories a Chinese traveler resides Europe and a white collar from China. ([Refer to Appendix 4](#))

### 2.2.2 Huyilv Persona

The cumulative data from these methods revealed a diverse yet distinct profile of Huyilv's target audience: A significant portion of the Huyilv street interviews audience consists of independent travelers, encompassing various demographics such as young adults, couples, families, and recent retired young elderly. These individuals value personalized and unique travel experiences. There's a strong inclination towards authentic, culturally rich experiences that allow travelers to deeply engage with the local environment and culture of Portugal. Factors like local food experiences, cultural immersion, and personalized itineraries emerged as key decision-making elements for these travelers.

Through a blend of personal travel experiences, street and focused interviews, Huyilv has crafted a boarder instead of specific persona of its target audience. This persona is characterized by a desire for authenticity, cultural richness, and personalized travel experiences in Portugal. The insights gained from these interactions have been pivotal in shaping Huyilv's marketing strategies and service offerings, ensuring they resonate with the specific needs and desires of the brand's clientele.

## 2.3 Customer Journey

To thoroughly understand the customer experience, I methodically mapped out the entire customer journey. This process involved examining each phase a customer goes through when interacting with my brand, from initial discovery to final purchase. The customer journey was crafted to capture the full spectrum of the customer experience. It encompassed stages such as awareness, consideration, decision-making, and post-experience reflection. This approach allowed me to identify key touchpoints and uncover any challenges customers might face throughout their journey with Huyilv. ([Refer to Appendix 5](#))

## 2.4 Existing Solutions

In Portugal's tourism sector, two primary travel styles cater to Chinese tourists: guided tours offering comprehensive services and independent travel. Within independent travel, various solutions and organizations aim to bridge the gap for Chinese tourists:

**Turismo de Portugal:** I conducted an interview ([Details see Appendix 3 Focused Interview C](#)) with Inê Cunha Almeida Garrett, Director of Visit Portugal in Canada, to gain insights into the role of Turismo de Portugal. As the official representative of the Portuguese government, including in China, Turismo de Portugal plays a pivotal role. It promotes Portugal to Chinese travelers through various channels such as websites, WeChat Mini-program (under development), Weibo, and Xiaohongshu. However, while providing official travel information, these channels often lack a personal touch.

**Online Blogs & Destination Local Tours:** Numerous travel blogs and local tours provide insights into Portuguese food, brands, and local sights. Although many are in English and offer extensive information, they may not fully capture the nuances and local insights sought by

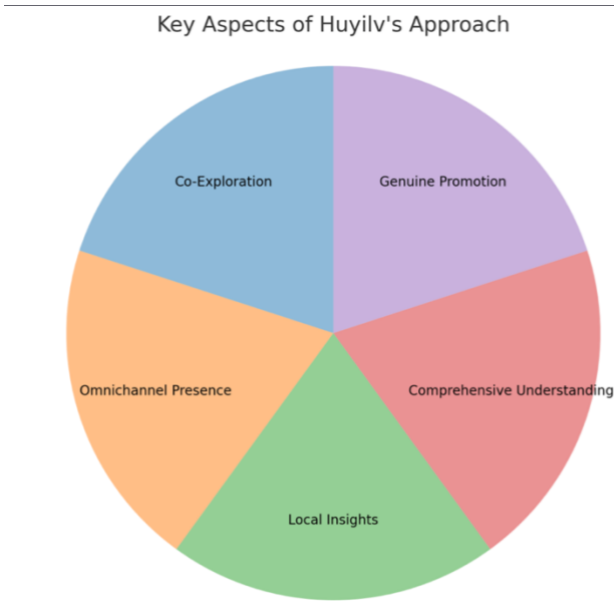
Chinese travelers. The limited availability of organized blogs in Chinese and the waning interest in lengthy articles present challenges in reaching this audience effectively.

**Social Media Travel Agents:** Various agents on social media platforms contribute to travel solutions with diverse content. However, their lack of a local presence in Portugal can sometimes result in gaps in the authenticity and accuracy of the information provided.

**Portugal Private Car and Guide:** These services offer personalized travel experiences which are arousing interests among Chinese travelers but are often underutilized, primarily due to higher costs compared to other travel options.

### 2.5 Huyilv Solution

Huyilv’s solution focuses on delivering organized and comprehensive travel information about Portugal specifically tailored for the Chinese audience. The aim is to streamline and enhance the travel experience by leveraging personal experiences and insights, ensuring the content is both informative and engaging. Huyilv’s strategy is meticulously aligned with the evolving



preferences of modern Chinese travelers, who seek authentic and enriching experiences in Portugal. Key aspects of Huyilv’s approach include:

Engaging with the audience to explore Portugal together through social media posts, creating an interactive and immersive experience. Establishing a presence on both Chinese and international platforms to cater to a wider Chinese speaking

audience. As a local resident in Portugal, I provide authentic, up-to-date, and insightful content, differentiating Huyilv from other tour agents. Crafting content that offers a deep, persuasive understanding of Portugal, highlighting its culture, history, and hidden gems. Promoting Portugal with true zest and passion, aiming to inspire and inform travelers in a way that resonates with their desire for authentic experiences.

## 3 Cycle Three: Creation & Validation

### 3.1 Content Creation

Recognizing the crucial role of content creation in enhancing the visibility and appeal of social media-driven brands, Huyilv embarked on a dynamic and adaptive journey to craft its narrative. The Huyilv content creation process is an adaptive learning journey, continually aligning with audience preferences to shape Portugal's narrative as a travel destination. This approach combines experimentation with audience feedback to refine strategies in line with traveler expectations. ([Huyilv Social Media Presence Refer to Appendix 6](#))

#### 3.1.1 Formats Evolution

Huyilv's content strategy began with an emphasis on photo and text-based content on Xiaohongshu, based on the hypothesis that this format would be highly effective for travelers. Initially, the content introduced various aspects of Portugal, focusing on engaging travelers with visual and textual insights. As the brand's presence on social media grew, there was a strategic shift to incorporate video content, recognizing its potential to engage a broader audience. "In tourism, short videos are mainly used to shape the tourist destination's image and as a form of promotion and marketing. Compared with other forms of social media, short videos are more flexible and accessible to a large number of users" (Zhou, Sotiriadis, and Shen 2023).

The first significant change was the addition of unedited 30-second videos. These videos, posted daily, captured authentic moments of travel and gastronomy in Portugal, offering a glimpse into the country's vibrant culture and lifestyle. After two weeks of daily posts, Huyilv upgraded its content to include edited videos with added music. This enhancement aimed to increase viewer engagement by providing a more polished and immersive viewing experience. The next evolution in the content strategy was the introduction of voiceovers. Adding a personal touch, these voiceovers provided narrative context to the videos, making them more relatable and informative for the audience. This change, however, led to a reduction in posting frequency, from daily to 1-2 times per week, to maintain the quality and impact of the content. ([Huyilv Post Tracking refer to Appendix 7](#)) “When potential tourists watch narrative tourism short videos, it is narrative that visually transports them to the destination. This transportation brings them a sense of presence, which in turn enhances their attitude towards the destination” (Cao, Qu, Liu and Hu 2021).

### 3.1.2 Platforms Expansion

Huyilv strategically navigated through various content platforms to maximize audience engagement, both within China and internationally. This multi-platform strategy was integral in reaching a diverse audience and testing different content approaches. Initially, Huyilv concentrated on popular Chinese social media platforms, each selected for its unique characteristics. The expansion to international platforms was informed by the recognition of Chinese-speaking audiences globally from street interviews.

Xiaohongshu is the starting point for Huyilv, Xiaohongshu was instrumental in establishing the brand's presence and experimenting with different content styles. Xiaohongshu is also famous for its unique algorithm which allows starters' contents reaching audience as equally as popular content when users doing active search. WeChat Video Channel was leveraged for its user base

and potential for high engagement. TikTok was chosen for its wide reach and viral nature. Kuaishou was included to diversify Huyilv’s digital presence and reach varied audience segments within China, later phased out due to average low views on content. Facebook, Instagram, and YouTube were selected for their international Chinese speakers reach and popularity, particularly among audiences like Taiwanese travelers.

Most popular social media in China Q3 2022 Data from Statista 2023 & Azoya			
Platforms	Format	Share of internet users by percentage	Remark (MAU=monthly active users)
<b>WeChat</b>	WeChat Channel Video	81.60%	Built in super app WeChat, 1.3b MAU
<b>TikTok</b>	Video	72.30%	700m MAU
<b>Xiaohongshu</b>	Video & Text+ Pictures	49.50%	100m MAU, 80% female users with strong purchase power
<b>Kuaishou (removed)</b>	Video	47.90%	Second to TikTok, 360m Daily Active User

Following a 2-month testing phase, Huyilv undertook a review to assess the effectiveness of these platforms: Considering limited resources and the platforms’ lower engagement, updates on Facebook and Kuaishou were ceased to concentrate on more impactful channels. These adjustments were key in focusing Huyilv's efforts on platforms that showed the greatest potential for engagement and growth, ensuring efficient resource utilization for optimal brand promotion and audience interaction. [\(Platform performance analysis refer to Appendix 8\)](#)

### 3.1.3 Viral Video

Driven by the hypothesis that sightseeing and culinary experiences are key travel interests, Huyilv focused its content creation on these themes. This strategy was reinforced by the success of a viral video on Xiaohongshu, showcasing pastel de nata liquor in a chocolate cup, which struck a chord with viewers. The video's popularity was evidenced by impressive metrics: over 400,000 views and 2,000 likes within a week, alongside a significant increase in followers and a direct customer inquiry about the Lisbon Snack Tour. [\(Viral video screenshots and data](#)

[analysis refer to Appendix 9](#)) The video's viral appeal was attributed to: The novelty of the pastel de nata liquor sparked curiosity. The chocolate cup, not commonly found in Chinese online stores, impressed viewers. The content resonated with food enthusiasts who appreciate unique combinations of chocolate, pastel, and alcohol.

In response to this success, Huyilv implemented several strategic actions: All existing post titles were revised for uniformity, focusing on food and travel recommendations. Xiaohongshu store was launched. A video promoting the Lisbon Snack Tour and Huyilv brand was released. These steps, guided by the initial assumption and validated through social media engagement, underscored the effectiveness of Huyilv's content focus and its adaptability in leveraging online platforms for brand promotion and audience engagement.

### 3.2 Product Development

“For Chinese tourists, food consumption is an important part of travel experience, and gastronomic variety is an irreplaceable experience. However, the food variety-seeking behavior of Chinese tourists has been neglected in both tourism management practice and the academic field” (Cui et al. 2021). Understanding the importance of food in Portugal's travel experience, inspired by the street interview with the young elderly group, I saw an opportunity for Huyilv to fill the informational gap for travelers. The Lisbon Snack Tour was inspired by my personal experiences and the keen interest my Chinese friends showed in exploring local snacks during their visit to Portugal. This enthusiasm, coupled with the impact of the viral video, led to the development of this tour as a minimum viable product for Huyilv, targeting food-centric tourists from the Chinese community.

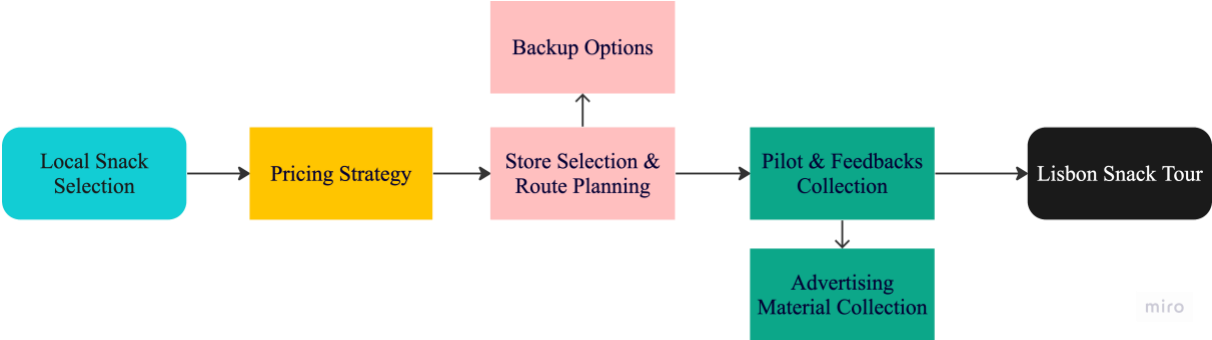
#### 3.2.1 Benchmarking: Lisbon Free Tour

Participating in the Lisbon Free Tour was a strategic move to benchmark against existing offerings. This experience was invaluable in understanding the organization of local tours and

provided essential insights that informed the customization of the Lisbon Snack Tour to suit the preferences of Chinese independent travelers

### 3.2.2 MVP Lisbon Snack Tour: Development

The development process of the Lisbon Snack Tour involved several key steps:



Identifying local delicacies that resonate with a Chinese palate, such as Ginjinha, Pastel de Bacalhau, Pastel de Nata, Bifana and Chouriço, each offering a unique taste of Portuguese cuisine. After considering feedback from focused interviews, the tour was priced at 50 euros per person, balancing value for money with accessibility for the target audience. Stores were carefully selected to represent the best of Portuguese flavors, and efficient routes were planned. The tour takes place in Lisbon’s Old Town, known for its historical significance, starting from Martim Moniz Square, weaving through Rua Augusta, and culminating at Praça Luis de Camões. This route not only offers culinary delights but also a journey through Lisbon's rich history. Recognizing the importance of adaptability, backup options of snacks and stores were included to accommodate situations where primary locations might be closed, such as on Sundays. Input from Chinese friends was instrumental in refining the tour, ensuring it resonates well with the target audience and enhances its overall appeal.

The development of the Lisbon Snack Tour was focused on delivering a comprehensive experience that combines Portugal’s diverse culinary offerings with a deep dive into the cultural

and historical aspects of Lisbon's Old Town. This careful planning and consideration of various elements ensure that the tour not only satisfies culinary curiosity but also enriches the overall travel experience for visitors.

### 3.2.3 Promotion

The Lisbon Snack Tour’s initial promotion faced hurdles. The tour’s initial promotion strategy involved creating text and photo-based posts with the tour poster on Xiaohongshu ([Appendix 10](#)). Despite efforts to clearly explain the concept, this approach failed to generate significant interest, leading to minimal audience engagement. “If the numbers from such early experiments don't look promising, there is clearly a problem with the strategy. That doesn't mean it’s time to give up; on the contrary, it means it’s time to get some immediate qualitative feedback about how to improve the program” (Ries 2011).

Recognizing the need for a more effective approach, I pivoted to video content. This decision



was informed by insights from interviews, which indicated that the concept of “snack tour” was relatively unfamiliar to the Chinese audience. Videos offered a more dynamic and engaging way to convey the tour’s essence, thereby enhancing its visibility and appeal. To further refine the concept, I organized a pilot Lisbon Snack Tour with a group of friends. This practical approach served two key purposes: it provided

valuable feedback for fine-tuning the tour experience and supplied authentic video content for promotional purposes. ([Videos links see Appendix 11](#))

The promotional strategy seamlessly integrated with content creation. By utilizing social media to highlight the unique aspects of the Lisbon Snack Tour, the strategy successfully captured the interest of potential customers, effectively communicating the tour's value proposition. The shift to real, filmed tours marked a turning point in the promotion of the Lisbon Snack Tour. The videos, featuring genuine experiences and my active involvement, not only clarified the tour concept but also demonstrated Huyilv's authenticity. This approach resonated with the audience, resulting in attracting the first customer on Xiaohongshu and proving the efficacy of multimedia content in promotion.

The inception of the Lisbon Snack Tour underscored the significant role of food in Portugal's travel experience. By guiding travelers through Portugal's diverse culinary landscape and introducing them to local dishes, the tour aimed to enrich their culinary exploration. The transition from static posts to engaging video content effectively bridged the informational gap, providing clarity and fun to the tour explanation and inadvertently boosting the tour's trustworthiness among the audience. Through strategic content adaptation and innovative promotion methods, the Lisbon Snack Tour successfully transformed from a concept into a compelling product, resonating strongly with the preferences of Chinese independent travelers and highlighting the power of multimedia in effective brand promotion.

## 4 Cycle Four: Deal & Inspiration

### 4.1 Lisbon Snack Tour Sales

#### 4.1.1 Initial Engagement and Sales Process

The sales process for the Lisbon Snack Tour began with effective promotion across various social media platforms, including WeChat, Xiaohongshu, and TikTok. This wide-reaching approach led to significant customer engagement. A standout interaction occurred on

Xiaohongshu with a prospective traveler—Jun. She expressed her intent to visit Portugal and participate in the Lisbon Snack Tour. This initial contact in late October involved discussions about her travel plans for mid-November, covering interests in local culinary delights and shopping, as well as queries about accommodation and sightseeing spots within Lisbon. By early November, Jun confirmed her itinerary together with a friend of hers, which included the Lisbon Snack Tour as part of her visit. This successful conversion from an inquiry to a confirmed booking marked a key achievement in the sales process, validating the effectiveness of the social media promotion strategy.

#### 4.1.2 Tour Execution and Customer Interaction

Upon their arrival in Lisbon, the tour was conducted, covering famous local snacks and sightseeing spots. The actual tour lasted 4 hours, conducted on November 12, included tastings of Ginjinha, pastel de bacalhau, pastel de nata, and chouriço, and visits to the Augusta Arch and the Alfama district. This experience not only showcased the Lisbon Snack Tour’s offerings but also facilitated meaningful conversations, where I shared local experiences and insights.

During the tour, Jun and her friend provided valuable feedback, suggesting the inclusion of



shopping experiences in future tour offers. This interaction led to a critical realization about the potential diversity of the target audience and the need to expand Huyilv’s product portfolio to cater to broader customer needs. This insight has prompted a strategic shift in Huyilv’s approach, moving beyond

catering solely to food enthusiasts and considering incorporating diverse experiences to attract a wider audience.

### 4.1.3 Insights and Strategy Evolution

Jun and her friend's feedback provided invaluable insights into the effectiveness of Huyilv's social media presence and its impact on building customer trust. Their approach was largely influenced by the sense of trust and connection they felt through my online engagement. They found the pricing for the Lisbon Snack Tour reasonable and expressed an extra and particular interest in shopping, suggesting the inclusion of local brand introductions during the tour. Additionally, they highlighted the potential of targeting the Chinese young elderly, a demographic with financial freedom and diverse travel interests.

As Eric Ries emphasizes, "We must learn what customers really want, not what they say they want or what we think they should want. We must discover whether we are on a path that will lead to growing a sustainable business" (Ries 2011). I drew following key learnings: The feedback underscored the importance of offering customized and customer-centric tours. Expanding beyond the initial persona of food enthusiasts, it's clear that tourists seek a variety of experiences. Huyilv's potential audience extends beyond this original scope. The need to diversify offerings to cater to varied preferences. It is important to Integrate different cultural and lifestyle aspects into Huyilv's content, making them more comprehensive and appealing.

The engagement led to the generation of an initial income of 100€ from the Lisbon Snack Tour, validating the existence of a niche market for Huyilv and its potential for growth. This interaction not only marked a milestone in my entrepreneurial journey but also confirmed the viability of the business model. These insights reinforce the need for ongoing adaptation and responsiveness to changing customer preferences, ensuring that Huyilv remains an attractive choice for a diverse range of travelers.

## 4.2 Huyilv Product Portfolio Expansion

In response to feedback from focused interviews and the initial success of the Lisbon Snack Tour, Huyilv recognized the need to diversify its offerings. The expanded product portfolio aims to cater to the varying preferences of independent travelers, combining Portugal's enchanting landscapes and rich culture with personalized services. ([Huyilv Product Portfolio refer to Appendix 12](#))

Serve as a key offering in the Lisbon Tours category, the Lisbon Snack Tour exemplifies a minimal viable product that showcases Lisbon's diverse experiences. It combines culinary exploration with sightseeing, offering a 3-hour journey through Lisbon's heart. The tour features tastings of local delicacies. Potential expansions include university visits, architectural tours, and other experiential explorations.

Designed for those seeking an efficient exploration of Lisbon and other regions, Portugal itineraries are available in 2-day, 3-day, and 5-day formats. Each itinerary is crafted to encompass Portugal's landmarks, cultural highlights, and hidden gems, ensuring a balanced and enriching travel experience. These plans cater to various interests, allowing travelers to experience Portugal at their own pace with a guidance from a local. ([Lisbon 2-day itinerary refer to Appendix 13](#))

Portugal travel consult and customization offers bespoke travel experiences, tailored to individual preferences, from culinary journeys to historical explorations. Huyilv work closely with travelers to plan and customize their Portugal journey, ensuring a unique and seamless experience.

### 4.3 Price Strategy

In crafting Huyilv's pricing strategy, a balance was struck between market competitiveness, customer value perception, and accessibility. This approach involved benchmarking against industry standards, gathering customer insights, and catering to diverse budget needs. An analysis of existing market prices for comparable tour services was conducted, offering insights into competitive positioning and differentiation opportunities. Interviews with travelers provided qualitative data on value perception and decision-making factors, enriching the understanding of market dynamics:

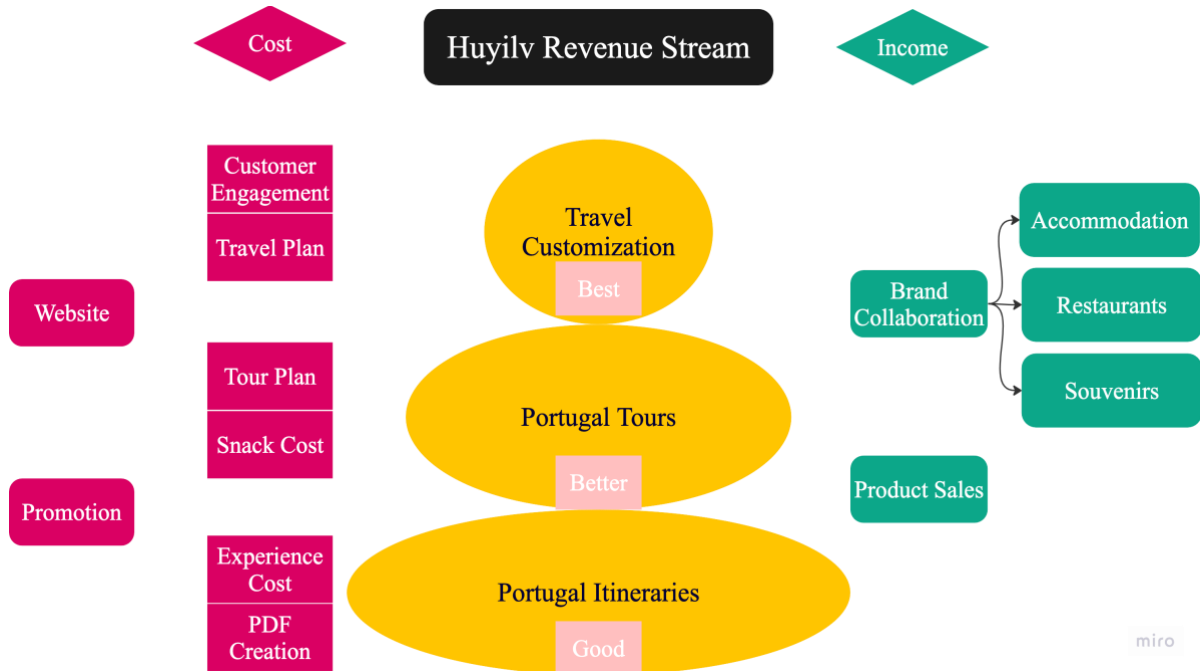
Portugal Itineraries target budget-conscious travelers, prices range from 9.9 RMB to 49.9 RMB. This affordability-focused strategy is designed to make the itineraries accessible to a broad audience. The Lisbon Snack Tour, under the umbrella of "Portugal Tours" offering a localized experience, is priced at 50 euros per person, inclusive of snack costs. This pricing reflects a careful consideration of value and affordability, ensuring transparency and building customer trust. Portugal travel consult and customization service starts from 20euro/day in the itinerary, the customization service pricing varies based on the trip's duration and specific requirements. This flexible model responds to individual preferences while remaining economically viable.

Huyilv aims to cater to various budget preferences, ensuring inclusivity. The strategy emphasizes delivering memorable travel experiences at competitive prices, reflecting the brand's commitment to quality and customer satisfaction. Huyilv's pricing strategy, an amalgamation of careful market research and customer insights, positions its offerings as both competitively priced and valuable, catering to the varied needs of travelers seeking unique experiences in Portugal.

## 5 Cycle Five: Refinement

### 5.1 Huyilv Revenue Stream

With Huyilv’s product offerings maturing, I created below Huyilv revenue stream:



### 5.2 Online Stores

The development of Huyilv’s online stores marked a significant step in making its services more accessible and organized presented to audience. ([Huyilv Store offerings refer to Appendix 14](#)) Initially, Huyilv aimed to leverage existing social media platforms like Xiaohongshu, WeChat and TikTok for direct sales, capitalizing on their established user bases for online store operations. However, regulatory challenges, particularly stringent censorship rules on platforms like Xiaohongshu, necessitated a change in strategy.

Confronted with these regulatory hurdles, Huyilv transitioned its online store to Taobao. This platform, known for being more accommodating to small, individual startup businesses, provided a more viable and compliant environment for Huyilv’s offerings. While this shift to

Taobao introduced new challenges, including the need for additional promotion and learning the intricacies of operating on the platform, it also presented significant opportunities. Taobao's extensive user base and robust search functionality offered great potential for active audience engagement and broader reach.

This decision to establish a presence on Taobao marked a pivotal shift in Huyilv's online strategy. It was a move that aligned with the need for regulatory compliance and the desire to tap into a larger market. The transition required considerable effort in understanding and adapting to the nuances of Taobao's e-commerce environment, yet it promised a scalable and sustainable platform for showcasing Huyilv's tourism products. The strategic pivot to Taobao demonstrates Huyilv's flexibility and responsiveness to the evolving digital marketing landscape. This approach positioned Huyilv for continued growth and effective promotion of its unique travel and cultural experiences in the online marketplace.

### 5.3 Promotion Investment

Overall investment as illustrated in the cover page investment statement. The initial investment for Huyilv's promotion was strategically divided across three key categories, with the first round of funding specifically channeled towards paid promotions on three major Chinese social media platforms. This approach aimed to expand our audience reach and increase Huyilv brand awareness. The outcomes of this initial promotion provided valuable insights: with WeChat as the most effective paid promotion platform. It will inform and guide the selection of platforms for the subsequent round of promotion. ([Analysis refer to Appendix 15](#))

## 6 Limitation

The early stages of Huyilv's entrepreneurial journey, marked by a 3-month initiative to build an online presence, have been a blend of successes and challenges, offering crucial insights for

future development. This period underscored the importance of continuous experimentation and evolution in the business model.

Huyilv's journey is at a nascent stage, necessitating further development and experimentation to fully realize its potential. The 3-month timeframe proved insufficient for comprehensive testing and showcasing of new products in this work project, indicating the need for extended periods for product development and market testing. The impact of key censorship algorithms on Chinese social media platforms presented hurdles in effectively promoting Huyilv's offerings, limiting the reach and engagement of the promotional content. Until now, the venture has been a solo endeavor. Moving forward, there will be an active search for potential partners to collaborate, aiming to enhance business capabilities and reach.

Huyilv's initial 3-month journey has laid a foundation for adaptive and responsive growth in the dynamic field of social media marketing. The insights gathered will guide Huyilv in enhancing its communication strategies, operational protocols, and product offerings, ensuring sustainable growth and effective market positioning in the evolving world of social media-driven entrepreneurship.

## 7 Conclusion

The entrepreneurial journey of Huyilv, as detailed in this work project, represents a comprehensive exploration into leveraging social media for promoting a unique tourism brand to Chinese independent travelers. This venture, driven by a passion for travel and a dedication to showcasing the lesser-known beauties of Portugal, has navigated through various cycles of development, each contributing significantly to the brand's evolution and understanding of its target market.

The strategic use of platforms like Xiaohongshu, WeChat, and TikTok was instrumental in creating awareness and engaging with the Chinese audience. The adaptability in content creation, from text and photo posts to dynamic video content, played a crucial role in attracting and retaining customer interest. The development of the Lisbon Snack Tour, informed by direct customer interactions and feedback, underscored the importance of understanding and responding to customer preferences. This led to the expansion of Huyilv's product portfolio, catering to a broader range of travelers' interests beyond just food enthusiasts.

The journey was not without its challenges, from managing irrelevant online conversations to addressing safety concerns in client interactions and navigating the complexities of social media marketing. These experiences provided valuable insights, shaping the future strategies of Huyilv. Establishing an online presence on platforms like Taobao and crafting a customer-centric pricing strategy further enhanced Huyilv's market reach and accessibility.

The entrepreneurial journey encapsulates the importance of continuous learning, adaptability, and responsiveness to market dynamics. The insights gained from this entrepreneurial venture form the foundation for future development, emphasizing the need for innovative content, strategic marketing, and a customer-focused approach.

This work project reflects not just the journey of a business, but also the personal growth of an entrepreneur in the digital age. It highlights the potential of social media in transforming a concept into a successful business model, the importance of customer engagement and feedback in shaping product offerings, and the continuous need for adaptability and innovation in the fast-paced world of digital marketing.

As Huyilv continues to evolve, the experiences and lessons learned from this journey will guide its path forward, aiming to provide enriching travel experiences to a diverse audience and establishing a strong foothold in the competitive landscape of tourism in Portugal. Future efforts will concentrate on creating content that resonates with genuine travel enthusiasts, emphasizing clarity and directness to minimize non-essential interactions and fraudulent activities. There will be a continued focus on longer-term testing and promotion of new products, ensuring alignment with market demand and customer preferences. This venture stands as a testament to the power of digital platforms in realizing entrepreneurial dreams and the boundless possibilities that await those who dare to explore them.

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## 9 Appendices

### Appendix 1 Huyilv Social Media Links & QR code

Xiaohongshu (RED/ Little Red Book):

<https://www.xiaohongshu.com/user/profile/62af17a7000000001b003592?xhsshare=CopyLink&appuid=62af17a7000000001b003592&apptime=1696100997>

TikTok (Douyin): <https://v.douyin.com/ieEBHqpF/>

WeChat Video Channel:



Instagram: <https://www.instagram.com/portugalhuyilv/>

YouTube: <https://www.youtube.com/@user-kr3ue8yr6l>

Kuaishou (Kwai): <https://v.kuaishou.com/7mHnEv>

Facebook: <https://www.facebook.com/profile.php?id=61551900155063>

## Appendix 2 Social Media Benchmark landscape

INFLUENCERS ON PORTUGAL TOPIC 20230915				
Format	Account	RED Followers	Tiktok Followers	WeChat Followers info not displayed
Video	葡萄牙国家足球队 Football	NA	503k	NA
Video	贝拉看葡萄牙 Life in PT → Live streaming Partner Brand Sales	185	423k	AVR 20k likes/video 189k sales in WeShop
Video	葡萄牙 🇵🇹 导游Tommy Travel & car rental in PT & ES	NA	70k	AVR 50 likes/video Function as advertising window
Video	葡萄牙旅游 Tourism Agent "王朝" PT & ES	NA	9066	AVR 15 likes/video Function as advertising window
Video	葡萄牙黎迪儿Lydia Travel EU & Worldwide → Non commercial	33k	8853	AVR 100 likes/video
Pics + Text Video	这就是葡萄牙 PT culture and Portuguese promotion	3857	0	NA
Pics + Text Video	葡萄牙国家旅游局 PT culture and tourism promotion	3557	NA	NA
Pics + Text Video	欧洲蛋挞兔 PT news summary, experience sharing → Real Estate & Immigration	3165	NA	AVR 3 likes /video
Pics + Text	八零九零葡萄牙 Immigration Consultancy	2815	NA	NA
Video	葡萄牙梅子 Life in PT, experience sharing → Real Estate & Immigration	2204	728	NA

Summary: WeChat & Tiktok welcomes more general and interesting content, RED welcomes more specific and less commercial content

# INFLUENCERS ON EUROPE TRAVEL 20230919

Format	Account	RED Followers	Tiktok Followers	WeChat Followers info not displayed
Pics + Text Video	Mimo 夏未末 (Guangdong) Photography + world travel recommendation	220k	82	N/A
Video	欧洲李导 Video tour on EU countries	190k	515k	Travel Live 2,4k watch, sales on local stuff AVR 1k likes, from time to time 10k+
Video	朱莉带你看看欧洲 (Belgium) Chinese speaking westerner, EU culture, Life sharing	97k	150k	N/A
Video	欧洲王小琴 (Italy) EU popular places sharing	88k	113k	Travel Live with WeChat Store, Brand Collaboration AVR 600 likes, occasionally 10k+
Pics + Text Video	弗莱德Fredric (Zhejiang) Living in EU, Study abroad, Experience sharing	70k	64k	N/A
Video	寻美欧洲游 (Netherlands) Castle, tale centric tour recommendation	25k	54k	AVR 300 likes
Pics + Text	快帮行 (Beijing) Customized global travel: Americas, Europe, Austrlias	21k	2701	AVR 25 likes
Pics + Text Video	孟夕 (Shenzhen) (Mimo 夏未末 BF) Photography + world travel recommendation	15k	6158	AVR 20 likes, occasionally 500+
Pics + Text	泉欧洲 (Hubei) Movie & Travel recommendation: Art, Shopping, Hotel	14k	8	AVR 5 likes
Pics + Text	走走旅行欧洲研究所 (UK) Customized tour service for young people	12k	32	N/A

Summary: Find the best platform for the content; Chinese are curious about EU, the 2 tour guides target audience are quite wide

## Appendix 3 Interviews

### Street Interviews

Sep 24, Diana, Cici, Elva First day in Portugal:

Don't think will come to Portugal, if there is no friend here

Sep 27 Diana, Cici, Elva After Portugal travel:

Two days in Portugal, relaxing atmosphere, came to Portugal for friend visit, like the food

Would like to have another chance to explore more about Portugal. During the visit, tried, 2

kinds of Pastel de nata, bifana, local Portuguese food

Oct. 9 @ Belém:

A. Canadian, from Vancouver, 30-40 years old, travelling with friends

B. Canadians, couple, come to Portugal for a cruise holiday, also going to Spain, cruise starts from Lisbon

- C. Taiwanese, son and mom, came with a tour started in Taiwan, travelled from North to South: Porto and Lisbon
- D. Taiwanese, friends, 4, in 40s, same tour as above

Oct. 11 @ Belém:

HK, a couple, 40s, 20 days, travel by themselves, live in Lisbon, no sight-seeing plans, use Airbnb recommendations.

Oct. 11 @ Lisbon, Rua Augusta

- A. Taiwanese, 5 friends, 20s, came to Portugal influenced by social media, mainly Youtube, started all from Taiwan, 15 days travel plan, also travelling to Spain.
- B. Canadians & Hong Kongneses, 2 couples, 70s, gather in Lisbon, 21 days all in Portugal, researched online blogs and travel guidebooks, travelled to Lagos, Sintra, Porto, Coimbra, Braga, Aveiro, Guimaraes, Monsaraz, travel by public transportation, trains and metro, didn't do research on restaurants  
“Love Portugal, we like travel to experience local life and food.”
- C. Guangdong, 4 girls, friends, came to Portugal after Santiago Caminho hike, staying for 5 days, search sightseeing plans through social media: Xiaohongshu, Mafengwo  
“Food is cheaper, but accommodation price is high”

Oct. 15 @ Lisbon, Santa Justa Lift

HK, 5 family members, came to Spain and Portugal for sight-seeing of architecture. Travelling by themselves. Planned 18 days. Barcelona, Porto, Lisbon, Madrid. Using Xiaohongshu and Google for research. Onsite research. Don't like difficult to read content.

Oct.17 @ Xiaohongshu:

Jun, US, planning to travel to Portugal from Nov. 13-18. Contacted me via Xiaohongshu for her trip plan and wanted to join my snack tour on 16. Don't have a travel plan yet and looking for someone to keep her companied.

Nov.12 @ Lisbon

Jun & Wang, love shopping luxury brands; looking for innovative travel options with trustworthy service providers; traveling every year; like Huyilv idea and expect more options.

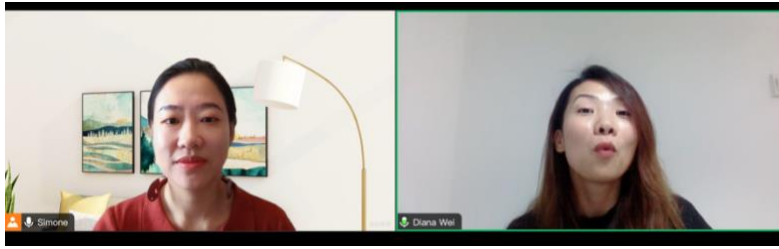
Interviewees / Independent Chinese travelers' classification:

- A. Family Travel:
- B. Couple:
- C. Friends Travel:
- D. Young Elderly Travel:
- E. Indirect Source - social media:

An intriguing discovery from the digital realm - a virtual community of students studying in various EU countries. Through social media platforms, these individuals sought advice and suggestions for their solo travel in Lisbon, illustrating a desire for independent exploration and cultural immersion.

Focused Interviews A

Interviewee Diana Wei: [10.22 Interview to Diana.mov](#)



Diana, a Shenzhen resident and Project Manager at an international company, embarked on her first EU trip,

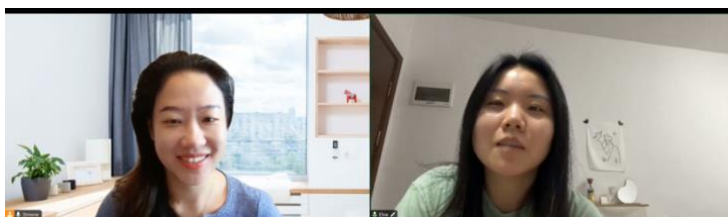
inspired by a friend's proposal and her lifelong desire to explore Europe. Despite initially planning to visit five countries, she ultimately chose Portugal, Spain, Switzerland, Italy, and the UK for a slow and relaxing experience, guided by friends' recommendations, safety considerations, and time constraints.

Her search for information primarily involved Xiaohongshu, focusing on food and destinations, with priorities set on safety, a leisurely pace, and natural scenery. Portugal exceeded her expectations, with standout impressions including the local delicacies of bifana and pastel. Intrigued by the concept, Diana found a local food tour reasonable at 500 RMB (65 Euro), encompassing various culinary delights.

Overall, Diana was highly impressed by Portugal, especially its cuisine, and expressed a willingness to recommend the destination, emphasizing its unique food experiences to friends.

#### Focused Interview B:

Interviewee: Elva Lv [10.28 Interview to Elva.mp4](#)



Elva, a Shenzhen resident and Product Manager at an international company, embarked on her EU trip as a remedy for the long and

depressing Covid period, driven by previous studies in the UK. Originally planning to visit five

countries, she ultimately chose Portugal, Spain, Switzerland, Italy, and the UK for a slow and relaxing experience, focusing on Switzerland for its tranquil ambiance. Her decision was influenced by thorough research on Xiaohongshu and recommendations from friends, aiming for a peaceful holiday.

Portugal exceeded Elva's expectations, with the seaside, local cuisine, and the warmth of the people leaving a lasting impression. She expressed a preference for local food tours over sightseeing tours, finding a reasonable price of 1000 RMB (130 Euro), encompassing various culinary delights.

Elva, impressed by Portugal's charm, particularly its seaside, local gastronomy, and hospitality, expressed a willingness to recommend the destination to friends, ranking it second only to Switzerland in her preferences.

### Focused Interview C



Interviewee: Inê Cunha Almeida Garrett, Visit Portugal Director – Canada, previous Visit Portugal Director—China

1. Turismo de Portugal Overview:

Q: What is Turismo de Portugal, and does it have a counterpart in China?

A: Turismo de Portugal serves as the official representative of the Portuguese government in various countries, responsible for promoting Portugal's tourism. Yes, there is a branch in Shanghai, China. Their primary functions include

promoting Portuguese tourism to Chinese audiences and collaborating with officially registered tourism businesses.

## 2. Partnerships and Collaborations:

Q: How does Turismo de Portugal collaborate with other entities in promoting tourism?

A: Turismo de Portugal engages in partnerships with various stakeholders. They actively collaborate with journalists to facilitate promotional activities. Additionally, they work closely with major tourism promotion companies, including airlines and platforms like C-trip, to enhance Portugal's visibility in the tourism sector.

## 3. Data Collection and Reporting:

Q: Can you provide insights into the data on tourists visiting Portugal each year?

A: Turismo de Portugal relies on the BI.com website for the collection and publication of tourism-related data. This includes data from hotels and airlines, offering comprehensive insights into the trends and patterns of visiting tourists throughout the year.

## 4. Social Media Promotion:

Q: How does Turismo de Portugal engage in social media promotion, and has there been an evolution in the platforms used?

A: Turismo de Portugal collaborates with a local PR company to execute social media promotion strategies. A decade ago, their focus was on platforms like Weibo and WeChat. However, reflecting the changing landscape, their current platforms of choice include 葡萄牙国家旅游局 (Xiaohongshu, WeChat) to effectively reach and engage with the target audience.

## Appendix 4 Initial Persona



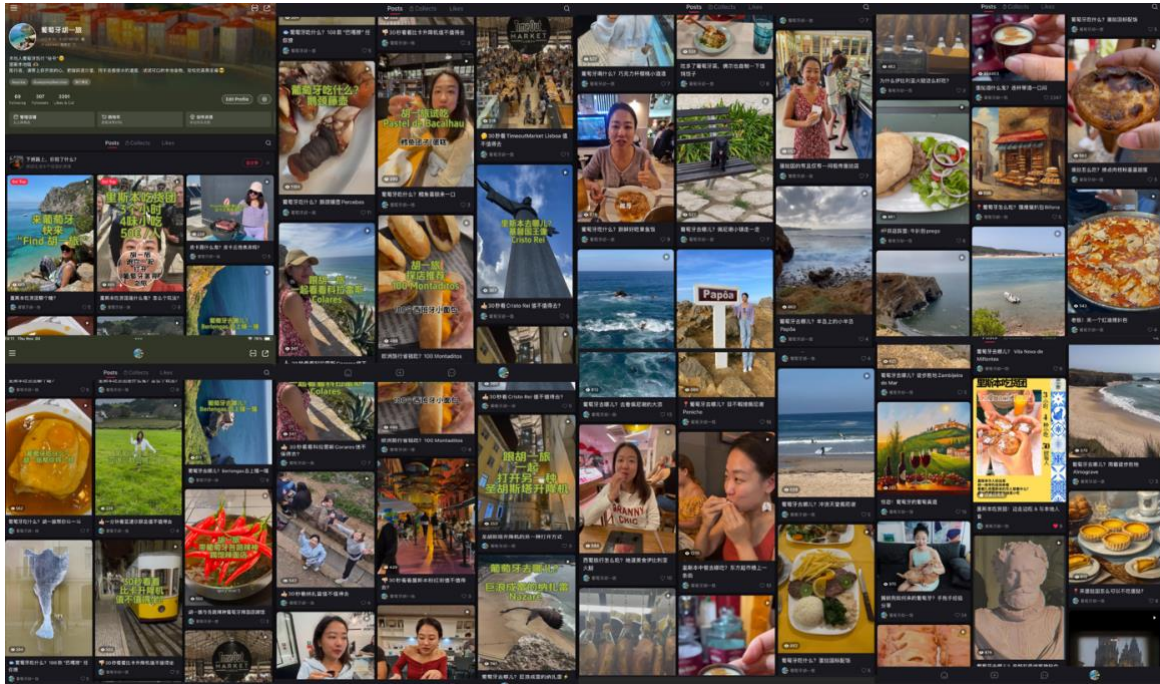
## Appendix 5 Customer Journey

Huyilv Customer Journey				
	Chinese social Media	International Social Media	Others	Program
1. *Discovery*: "How did you find me?"	RED, WeChat, TikTok, Kuaishou, Tieba, Douban, Zhihu, Weibo, Ctrip, Mafengwo, Qunaer, Tripadvisor	Facebook, Instagram, Youtube, LinkedIn, WhatsApp, Twitter, Reddit, Medium, Discord, Meetup, Slack, Google, Baidu, Bing, Snapchat, Telegram	Word of mouth Traditional travel agency, TV, Newspaper, Podcast, Radio, Leaflet, Email	Content
2. "Interest": "What made you want to learn more about us?"	The content looks pleasing	I want to know more about Portugal because I plan to come for a travel, live for short/long	I know someone who is there	Content
3. *Research*: "What are you looking for when you come to my personal page?"	See more similar content that has interested me	Curisoity: get to know the content creator and judge	Match the offer from the content creator to my needs	More relevant contents
4. *Consideration*: "What factors are most important to you when choosing a product/service like ours?"	Have the plan to travel to Portugal	Trustworthy service provider	Quotation within my budget	Portugal Itinerary Lisbon tours Portugal Customized Tour
5. *Conversion*: "What motivated you to make a purchase today?"	Pleasant service, good mood	Price reasonable		Customer Service
6. *Preparation*: "Before the trip"	Dates & duration & requirements	Admin advice on what to bring and what to expect in Portugal	Confirmation	Customer Service
7. *On the Journey*: "Product, Emergency"	Professional service	Product experience good	Emergency taken good care of	Respective program Trip plan/ tour plan/ carry out
8. *Post-Travel*: "Would you like to share your travel memories on social media or provide feedback on your experience?"	Photos & videos for memory	Feedback onto content as a service experierer	/	Discount
9. *Loyalty and Repeat*: "Are there any future trips or destinations you're considering with us, or would you like to join our loyalty program?"	Good reviews	Recommendations to peers	/	Recommendation plan

## Appendix 6 Huyilv Social Media Presence



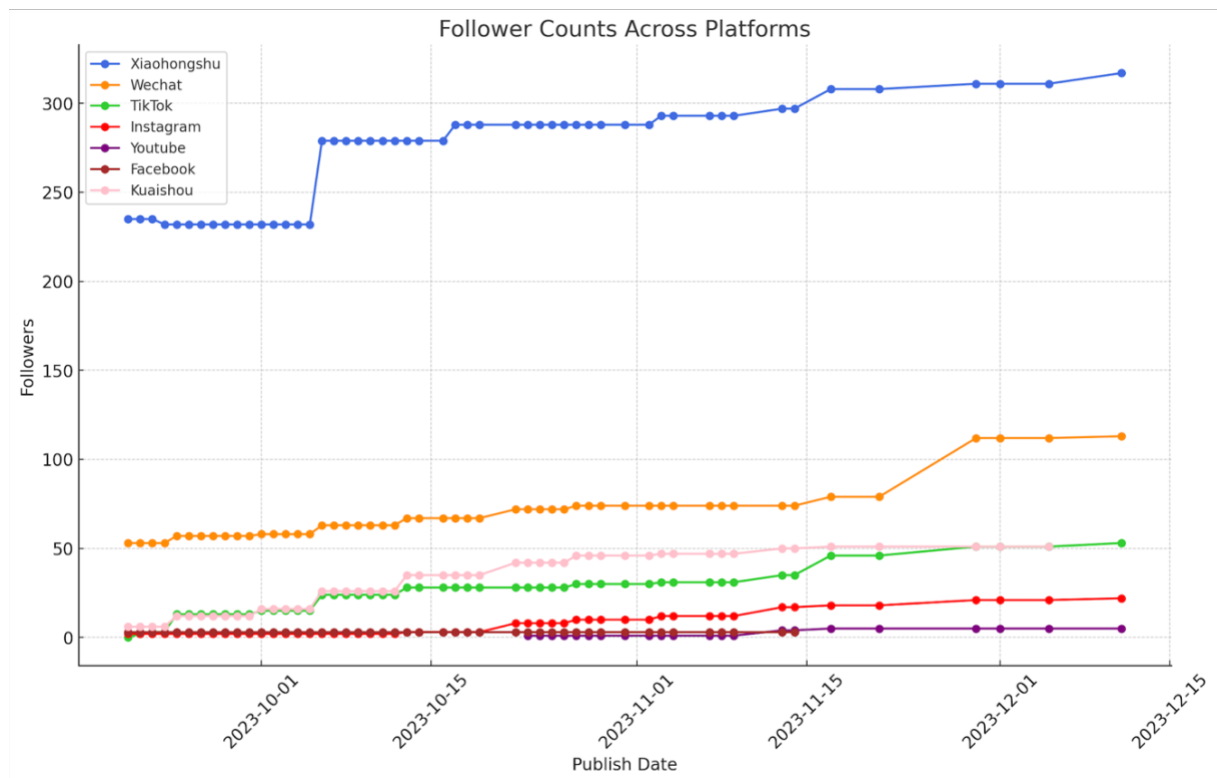
# Huyilv Content Screenshots



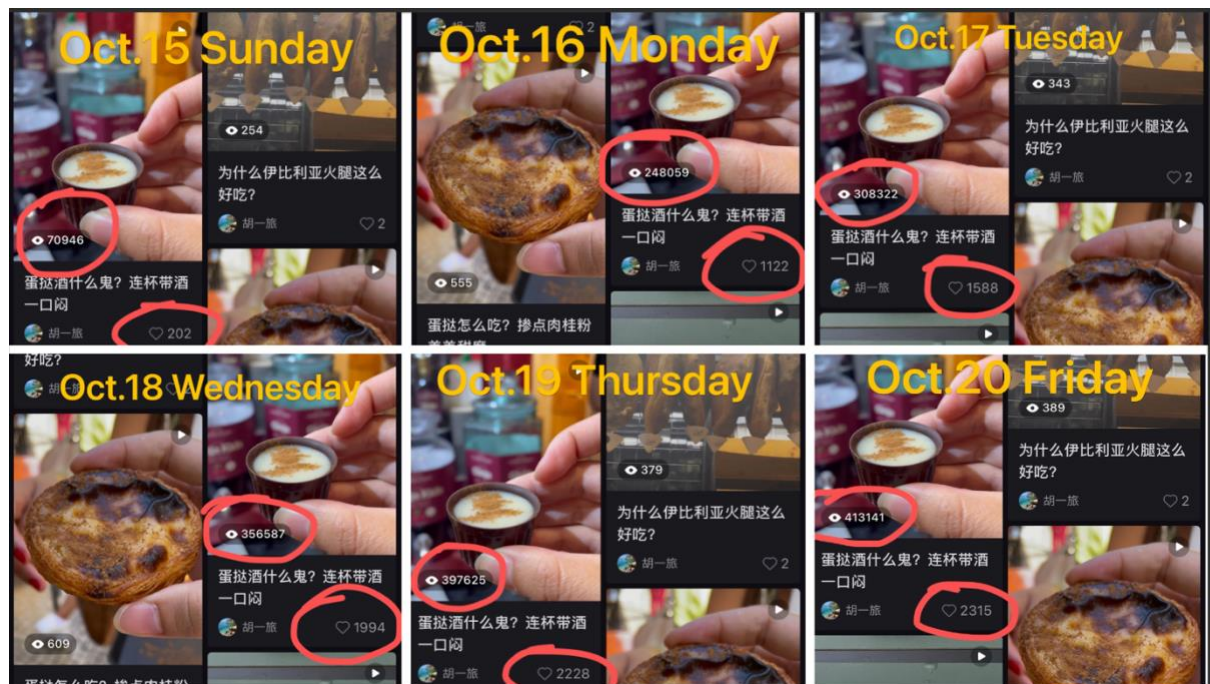
## Appendix 7 Huyilv Post Tracking

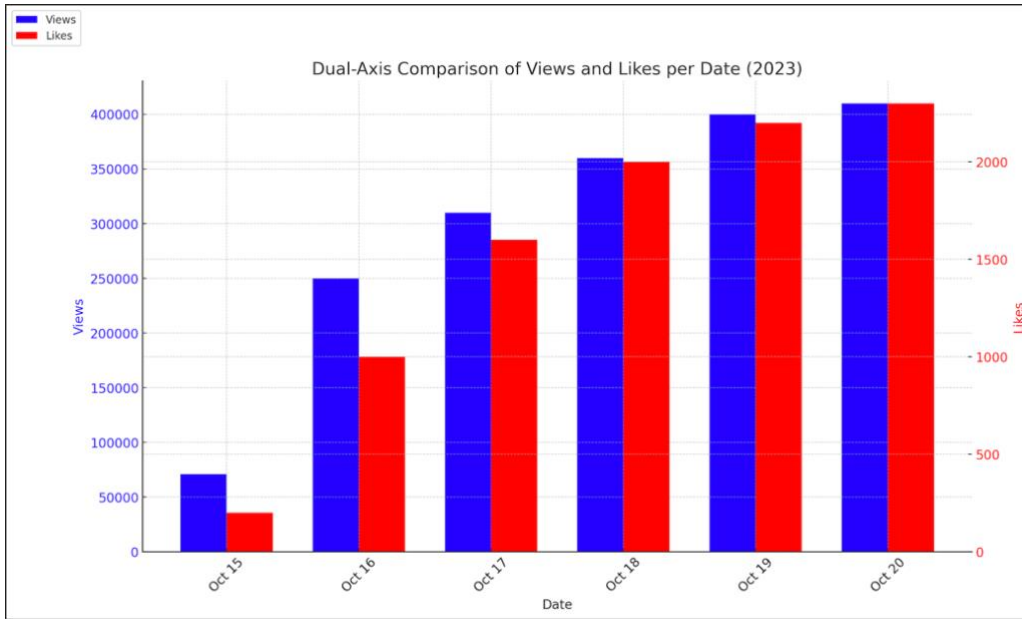
Theme	Title	Publish Date	Xiaohongshu	Wechat Followers	TikTok Followers	Instagram	Youtube	Facebook	Kuaishou Followers
Caravelos beach and sea	欢迎来到葡萄牙的海治愈你	20230920	235	53	0	-	-	3	6
Monte Estoril sea & Train	下了火车，去见朋友	20230921	235	53	2	2	-	3	6
Calcais beach Seagull	采访一下 海鸥同志 住在海边是啥感觉?	20230922	235	53	3	2	-	3	6
Sea and beach in Rota Vicentina	有什么不开心的，就跟我大说。	20230923	232	53	3	2	-	3	6
Sea & cliff in Rota Vicentina	悬崖下有个小海滩，慢慢爬下山	20230924	232	57	13	2	-	3	12
Field and horse in Rota Vicentina	风吹白马	20230925	232	57	13	-	-	3	12
Bush and sea in Rota Vicentina	豁然开朗	20230926	232	57	13	-	-	3	12
Beach and boat in Rota Vicentina	小白船，漂海上	20230927	232	57	13	-	-	3	12
Usa beach from above ( me in the video)	悬崖下有个小海滩，慢慢爬下山	20230928	232	57	13	-	-	3	12
Usa beach	大海，你的虎牙挺不赖的	20230929	232	57	13	-	-	3	12
Adraga beach	大海，你生气了没?	20230930	232	57	13	-	-	3	12
Ericeira main beach from above	波光粼粼的大海	20231001	232	58	15	-	-	3	16
Ericeira main beach from above (me in the video)	一起吹吹海风吧	20231002	232	58	15	-	-	3	16
Monte Estoril sea & Train station	小火车	20231003	232	58	15	-	-	3	16
Bifana engaging video 1	猜猜Bifana 是什么?	20231004	232	58	15	-	-	3	16
Bifana engaging video 2	老板来一个红油辣子包	20231005	232	58	15	-	-	3	16
Pastel making	快来围观围观烘焙造机	20231006	279	63	24	2	-	3	26
Pastel tasting with cinamon	蛋糕怎么吃? 拂点肉桂粉盖盖甜度	20231007	279	63	24	2	-	3	26
Pastel de nata liquor	蛋糕一口闷	20231008	279	63	24	2	-	3	26
Iberian ham into 1	为什么伊比利亚火腿这么好吃?	20231009	279	63	24	2	-	3	26
Iberian ham tasty reason	因为伊比利亚火腿 它们吃橡果长大	20231010	279	63	24	2	-	3	26
Portugal standard meal	蛋糕国际版: 黑豆香肠汤佐牛肉薯条饭，对面是章鱼配土豆	20231011	279	63	24	2	-	3	26
Lisbon fried duck csc Beijing duck	怀念中餐的时候，“里斯本炸鸡”，也跟北京烤鸭一样好吃	20231012	279	63	24	2	-	3	26
Iberian ham recommendation for travel in Iberian	西餐旅行怎么吃? 地道美食伊比利亚火腿	20231013	279	67	28	3	-	3	35
Peniche recommended as surding heaven	葡萄牙去哪儿? 冲浪天堂佩尼谢	20231014	279	67	28	3	-	3	35
Peniche waves	葡萄牙去哪儿? 去看佩尼谢的大浪	20231016	279	67	28	3	-	3	35
Peninsula on the peninsula	葡萄牙去哪儿? 半岛上的小半岛Papoa	20231017	288	67	28	3	-	3	35
Peniche town	葡萄牙去哪儿? 佩尼谢小镇走一走	20231018	288	67	28	3	-	3	35
Portuguese food recommendation: Amoz de Polvo	葡萄牙吃什么? 新鲜好吃章鱼饭	20231019	288	67	28	3	-	3	35
Portuguese food recommendation: Gnginha	葡萄牙喝什么? 巧克力杯梗咖啡小酒	20231022	288	72	28	8	-	3	42
Making Dumplings and Wonton in Portugal	吃多了葡萄牙菜，偶尔也自制一下馄饨、饺子	20231023	288	72	28	8	1	3	42
Portuguese place recommendation: Nazare	葡萄牙去哪儿? 巨浪冲浪的纳扎雷	20231024	288	72	28	8	1	3	42
Promotion on Lisbon Snack Tour	胡一波喊你快来加入里斯本吃货团!	20231025	288	72	28	8	1	3	42
Promotion on Lisbon Snack Tour	里斯本吃货团哪个怪?	20231026	288	72	28	8	1	3	42
30s experience PT sighting: Nazare	30秒看纳扎雷信不信得去	20231027	288	74	30	10	-	3	46
30s experience PT sighting: Pink Street	30秒看里斯本粉红街信不信得去	20231028	288	74	30	10	-	3	46
Another way to see Santa Justa Lift	圣胡斯塔升降梯的另一种打开方式	20231029	288	74	30	10	1	3	46
30s experience PT sighting: Colares	30秒看科拉雷斯酒窖信不信得去	20231031	288	74	30	10	1	3	46
Restaurant Recommendation: 100 Montaditos	胡一波探店推荐 100 Montaditos	20231102	288	74	30	10	1	3	46
Cristo Rei	30秒看Cristo Rei 值不值得去?	20231103	293	74	31	12	1	3	47
Percebes	葡萄牙吃什么? 脆脆脆脆Percebes	20231104	293	74	31	12	1	3	47
Pastel de Bacalhau	胡一波试试吃烤鱼团子/蛋糕	20231107	293	74	31	12	1	3	47
Timeout Market	30秒看Timeout Market 值不值得去	20231108	293	74	31	12	1	3	47
Bica Escalator	30秒看比卡升降梯信不信得去	20231109	293	74	31	12	1	3	47
Spicy Noodles in Portugal	胡一波与各路辣神葡萄牙辣酒店蹭饭	20231113	297	74	35	17	4	3	50
Azores introduction with voice over	一分钟看阿齐亚群岛信不信得去	20231114	297	74	35	17	4	3	50
Portuguese food introduction wh voice over	一分钟看葡萄牙菜，偶尔也自制一下馄饨、饺子	20231117	308	79	46	18	5	-	51
Berlengas with voice over	葡萄牙去哪儿? Berlengas 岛上逛一逛	20231121	308	79	46	18	5	-	51
Pichanha with voice over	Pichanha是什么? 皮卡丘他表弟吗?	20231129	311	112	51	21	5	-	51
Electric 28 with voice over	沉浸式体验28路黄澄澄电车	20231201	311	112	51	21	5	-	51
Braga with voice over	葡萄牙去哪儿? 宁静以致Braga	20231205	311	112	51	21	5	-	51
Obidos with voice over	葡萄牙去哪儿? Obidos 城堡上走一走	20231211	317	113	53	22	5	-	51
Porto with voice over	葡萄牙去哪儿? 波尔图下雨也不怕攻略	20231218	323	113	53	22	5	-	51
Christmas	圣诞快乐 (Spain)	20231225	333	128	61	27	8	-	51
Where to go in Portugal	葡萄牙去哪儿? 之胡一波2023	20240101	333	128	61	27	8	-	51
Spain	西班牙有什么好玩的?	20240107	341	131	70	30	8	-	51
Spain	胡一波马德里有什么好玩的?	20240113	341	131	70	30	8	-	51
Quinta da Regaleira	胡一波得雷加莱拉庄园	20240120	341	131	71	30	8	-	51
Bifana at O Trevo	胡一波得葡萄牙第二大人气小吃	20240127	341	136	77	30	8	-	51
Sesimbra and Stuffed Crab	胡一波得塞辛布拉和大蟹盖子	20240203	343	138	78	33	8	-	51

## Appendix 8 Social Media Performance Analysis



## Appendix 9 Viral Video





Appendix 10 Huyilv Lisbon Snack Tour Initial Promotion



Stage 3



Stage 2



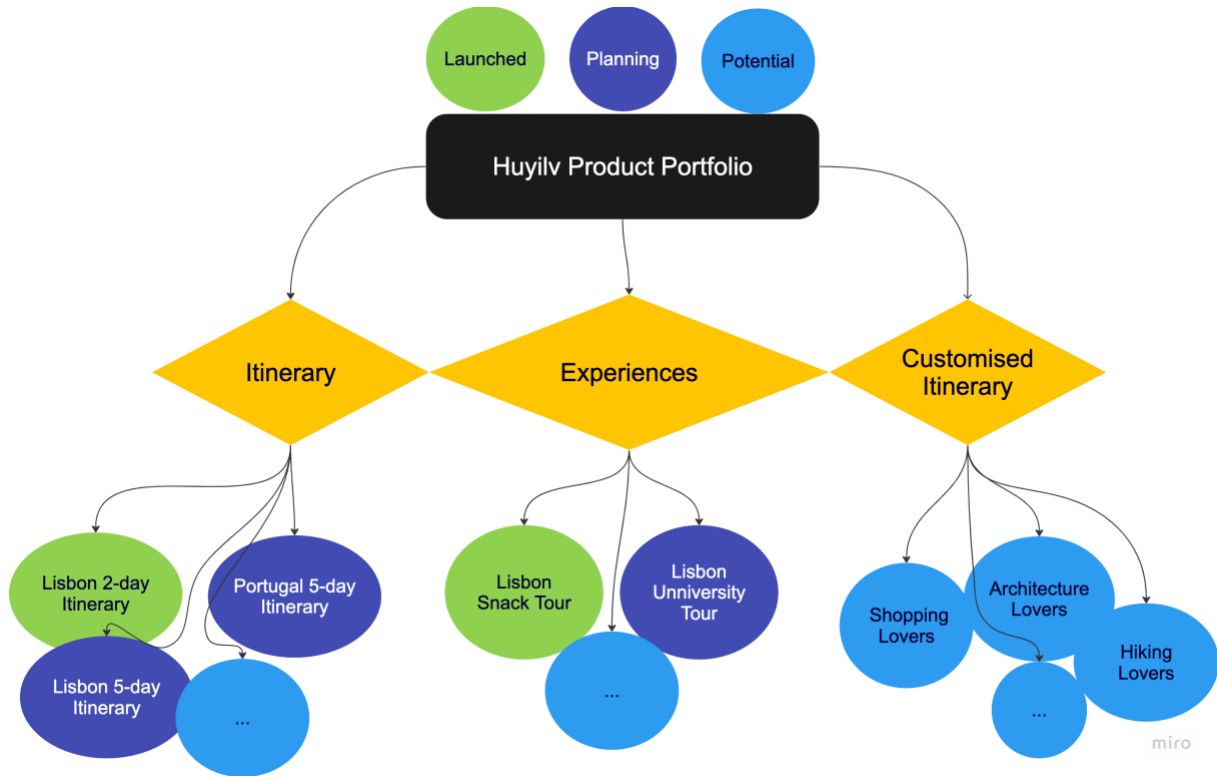
Stage 1

Appendix 11 Promotion Video Links

Huyilv brand promotion: [Huyilv Promotion Video.mov](#)

Huyilv Lisbon Snack Tour Promotion [Lisbon Snack Tour.mov](#)

# Appendix 12 Huyilv Product Portfolio



# Appendix 13 Itinerary

Lisbon 2-day Itinerary: [V2.0 里斯本怎么玩? 2日游0费脑行程单: 市区, 贝伦区, 卡斯卡伊斯.pdf](#)

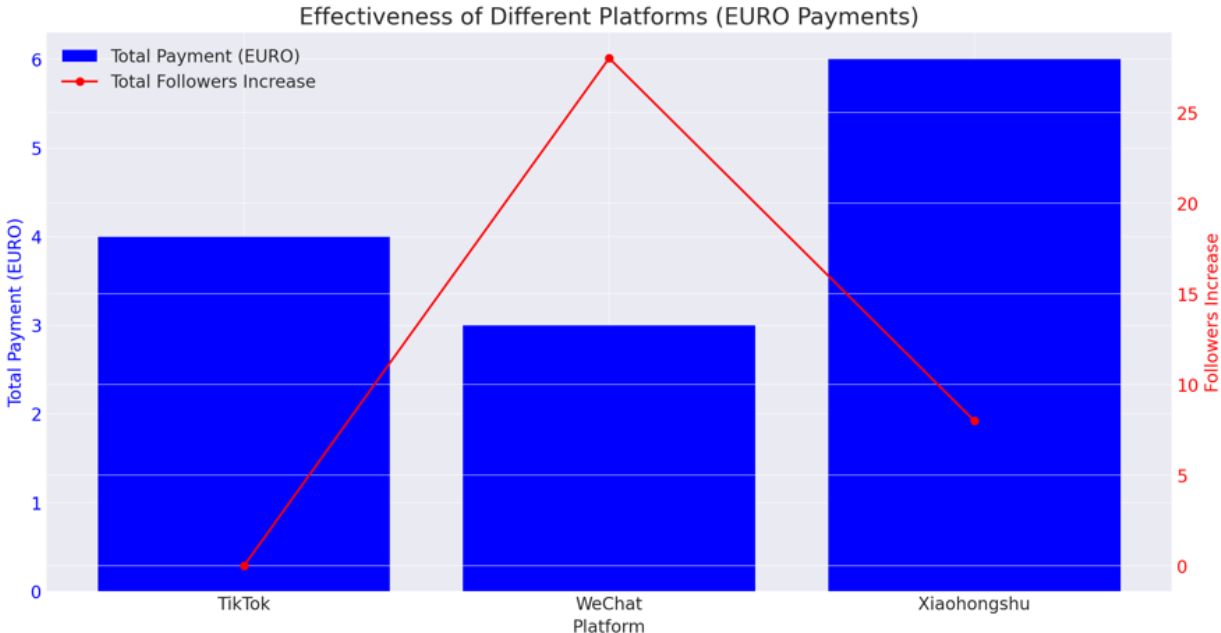
Appendix 14 Huyilv Taobao Store Products



Portugal Itinerary

Portugal Trip Customization

Appendix 15 Effectiveness Analysis of Huyilv Initial Paid Promotion



## Appendix 16 Huyily Business Model Canvas

<b>Business Model Canvas</b>		Designed for: 胡一旅 Huyily	Designed by: Shi Wen	Date: 20231214	Version: 1.4
<b>Key Partners</b> <ul style="list-style-type: none"> <li>- Accommodation: Hotels &amp; Airbnb</li> <li>- Restaurants: Local food with service that fit Chinese tastes</li> <li>- Local brands: Souvenirs</li> <li>- Transportation providers: drivers &amp; Car rental</li> <li>- Insurance</li> </ul>	<b>Key Activities</b> <ul style="list-style-type: none"> <li>- Travel consult</li> <li>- Tours</li> <li>- Travel itineraries provider</li> <li>- Local companies collaboration</li> </ul>	<b>Value Propositions</b> <ul style="list-style-type: none"> <li>- Independent Chinese Travellers travel consult &amp; guide, when they travel to Portugal</li> <li>- Customization &amp; customer centric approach with local knowledge</li> </ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"> <li>- A problem solver</li> <li>- Trustworthy: Whose knowledge as a local is reliable</li> <li>- An easier communicator</li> </ul>	<b>Customer Segments</b> <p>Chinese independent travelers to Portugal:</p> <ul style="list-style-type: none"> <li>- Retired young elderly</li> <li>- Couple</li> <li>- Friends</li> <li>- Family travel</li> <li>- Students in Europe</li> </ul>	
	<b>Key Resources</b> <ul style="list-style-type: none"> <li>- Social media: Xiaohongshu, WeChat, TikTok, Instagram, Youtube</li> <li>- Word of mouth</li> <li>- Local brands</li> </ul>		<b>Channels</b> <ul style="list-style-type: none"> <li>- Social media: WeChat, Xiaohongshu, TikTok, Instagram, Youtube</li> <li>- Independent website</li> <li>- Other platforms</li> </ul>		
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>- Lisbon Snack Tour (snacks cost &amp; workforce)</li> <li>- Portugal travel consult (by day)</li> <li>- Portugal itineraries</li> <li>- Promotion Investment</li> <li>- Content creation cost</li> <li>- Branding cost</li> </ul>		<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>- Itineraries sales</li> <li>- Consult and travel plan sales</li> <li>- Snack tour sales</li> <li>- Commission generation from brands collaboration</li> </ul>			

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