

Marketing and Sales



*Matthew Whitehouse*

# Tugaguu Hotel



## Team



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# *Tugaguu Hotel*

*at the End of the World*

*Tugaguu*

from the *Yahgan*  
language means  
“house”

*What we offer :*



*Luxury accomodation*



*Wonderful experience*



*Personal service*

*home away from home*



**Location:** Tierra del Fuego

Ushuaia (Argentina's side)



**Nearby turistic attractions are:**

- Patagonia
- Beagle Channel
- Punta Arenas
- Ushuaia
- Lakes Escondido and Fagnano
- Ojo del Albino
- Cabo San Pablo
- Laguna Esmeralda
- Fin del Mundo Train
- Boat travel to Antarctica



**In our boutique hotel,  
our guests have the  
best services in the  
region.**



**Tugaguu Hotel, Ushuaia**



Tugaguu Hotel, Ushuaia

## **Hotel Type**

Boutique Style (Full Board / All Inclusive Supplement)

It is a brand new construction, being built from scratch in the right location.

## **Hotel size- no. of rooms**

30 rooms with views.

## **Pricing Pricing**

350 \$ per room in low season

450 \$ per room in high season for the leading

## **Mission Statement**

Become an international favourite iconic luxury hotel.

## **Customers:**

audience with disposable income and stable jobs.

not so strong in that area, to be researched, hotels in nearby areas depending on what they offer.



Parque Nacional Tierra del Fuego, **Ushuaia**

## KPI's:

Average daily rate : 350/450 USD.

Revenue per available room : 350/450 USD.

Average length of stay : ideally 4-5 nights.

Occupancy rate : 80%.

Length of stay : from 3 to 7 nights, ideally.

Online reviews : 91% of positive reviews on all channels.

Market penetration: online and word of mouth, membership clubs and platforms.


***Total Marketing Expenses: 70,000 \$ in total for the first year.***

***Total for the first year : \$3.494.400, 000 for the first year.***

Taking into consideration the marketing cost and the revenue, we would have a good budget for marketing expenditure, which is about 2% from total revenue. Maybe even this makes us think about increasing marketing expenditures and investing more in advertisements / like heavily more.




 A 24/7 Wifi reception

 Bar and restaurant



 Spa and relaxing lounge

 Private panoramic view in accommodations

 Tugaguu Hotel, **Ushuaia**





Heated infinity pool



Take a top Instagram picture from our heated pools with the most beautiful background in the world!



Tugaguu Hotel, Ushuaia



Meet **FIRE** and **ICE** in many of our natural turistic attractions!



Laguna Esmeralda, **Ushuaia**



And have the most  
**incredible experience**  
of your life!



Parque Nacional Tierra del Fuego, **Ushuaia**