Marketing and Sales



Tugaguu Hotel



Team

















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**



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.





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.

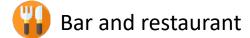
Total for the first year: \$3.494.400, 000 for the first year.

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.















Spa and relaxing lounge



Private panoramic view in accomodations







Heated infinity pool







Take a top Instagram pitcture from our heated pools with the most beautiful beackground in the world!





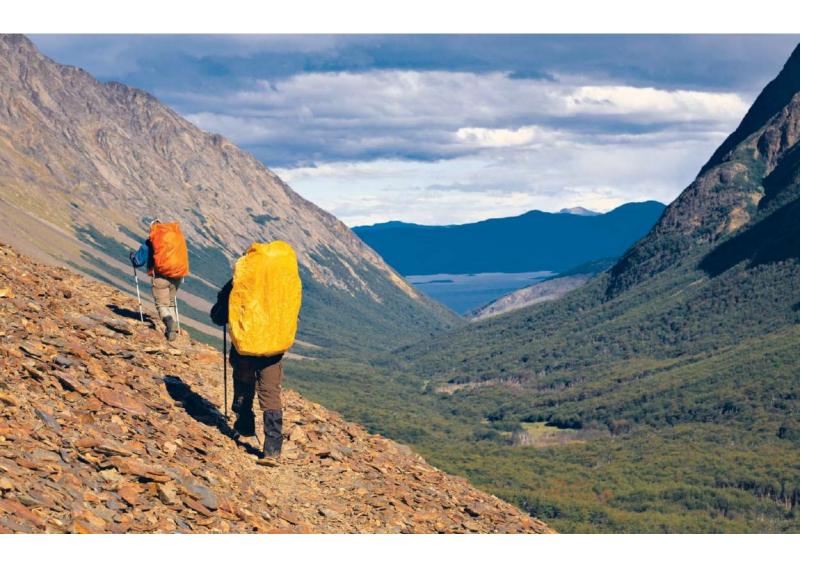




Meet **FIRE** and **ICE** in many of our natural turistic attractions!







And have the most incredible experience of your life!



