

## Marketing Plan – Tugaguu

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<b>Product</b>	Hotel
<b>Hotel Name</b>	<b>Tugaguu, at the End of the World</b> = 'house' in Yahgan language, a local language in Tierra del Fuego
<b>Hotel Location</b>	Tierra del Fuego (Chile / Argentina)
<b>Hotel Type</b>	<b>Boutique Style</b> (Full Board / All Inclusive Supplement) it is brand new, being built from scratch in the right location
<b>Hotel size (No of rooms)</b>	30 rooms with a view
<b>Amenities</b>	24 h Reception, Wifi, Heated infinity swimming pool, bar and restaurant, wheelchair access, private panoramic view, lounge area, spa & Massage, balcony, lift
<b>Nearby attractions and activities</b>	Patagonia, glaciers, Antarctica, Ushuaia, Punta Arenas, Beagle Channel, Fin del Mundo Train, Lakes Escondido and Fagnano, Cabo San Pablo, Ojo del Albino, Laguna Esmeralda, Cruises, kayaking, hiking, mountaineering, penguins

**Marketing Planning Process**

Step 1 - Mission	Mission Statement	Become an international favourite iconic luxury hotel
	Corporate Objective & Goals	<p><b>Objective:</b> Reach relevant target market who have a disposable income</p> <p><b>Goals:</b></p> <ul style="list-style-type: none"> <li>- Set up goals timeline implementation</li> <li>- Define reachable and measurable goals (numbers, share, percentages)</li> <li>- Set up direct booking channels to reach the high end clientele (membership and loyalty programs, credit card partnerships, airlines partnerships)</li> <li>- Partner with external luxury hotel management company to manage everything (including marketing)</li> <li>- Implement the marketing plan in target markets (globally)</li> <li>- Attend important travel fairs and exhibitions (online and offline)</li> <li>- Set up accounts (tour operators, DMCs, online travel agencies, tourism boards, embassies, ad companies, TV partners)</li> <li>- Identify and partner with key influencers in several markets</li> <li>- Increase direct followers &amp; subscribers by offering regular bi-monthly newsletters, posting regularly on social media and producing content for promotion, giving interviews, inviting photographers to document the experience</li> <li>- Reach a good audience online (followers &amp; subscribers) and offline (word of mouth, return customers)</li> <li>- Financial: spread the marketing budget correctly to get an expected ROI</li> </ul>
Step 2 - Situation Analysis	Identify Opportunities	<ul style="list-style-type: none"> <li>- working with influencers, with direct bookings, with tour operators</li> <li>- offering membership and loyalty point to encourage them to come back</li> <li>- increase of interest to have a luxury hotel in a specific area</li> </ul>
	5C Analysis( Company, Customers, Competiton, Collaborators, Climate)	<ul style="list-style-type: none"> <li>- Company: luxurious boutique hotel</li> <li>- Customers: audience with disposable income and stable jobs</li> <li>- not so strong in that area, to be researched, hotels in nearby areas depending on what they offer</li> <li>- Collaborators: local rental and tourism service companies, guides, tour operators globally, influences, airlines, credit card companies, transport, buses, spa and massage, boats going to Antartica, helicopters</li> <li>- Climate (context): economic instability in Argentina, political instability in Chile, are there any other hotels which opened in both countries, how long it took , were there hurdles? Opening business in Chile in easier than in Argentina, covid impact, technology involved, bringing constuction company and tehcnology to that remote area</li> </ul>
	SWOT Analysis	<ul style="list-style-type: none"> <li>- Strengths: must-see bucket list location, attractive location, diferenciated activities, unique experiences in terms of tourism, interests in the area from visitors globally, qualified services</li> <li>- Weaknesses: cost, remoteness and difficulty logistically to get things there, supply chain is costly, having available qualified human resources on the place,</li> <li>- Opportunities: digitalisation of marketing so we can reach a bigger audience, people are more interested in quality accomodation and unique experiences, foreign currency has more purchasing power</li> <li>- Threats: currency in Argentina, unstable political environment, covid, natural disasters, extreme weather, airlines stopping flying there, visa regulations for Japan, Canada, USA, Australia,</li> </ul>
	PEST Analysis	<ul style="list-style-type: none"> <li>- P: Argentina - unstable gov, freesing prices, inflation / Chile - instability, check credit line facilitation for foreing companies to open business in these countries</li> <li>- E: high inflation and unemployment rates in these countries, but access to having a global customer presence, going to Chile and Argentina is expensive and takes time, even for South Americans based on current available routes, covid, safety?</li> <li>- S: covid restrictions and guidelines, protests and instability, hotel is good for employment in the region</li> <li>- T: internet availabilty, electricity, power - might not always be available, development of nearby areas, availability of online marketing, social media for marketing, direct bookings on the website, focus on a good website, teams can be located remotely, ways of getting there are limited (no trains), only by flying or very long bus-rides or private cars, or self-drive</li> </ul>
	Define your Target Audience	- adults starting with 25 years old, with stable jobs and who love unique destinations, hiking and active holidays. Global audience
	Set Measurable Goals	<ul style="list-style-type: none"> <li>- reach 70% rate of direct bookings</li> <li>- reach a 100k followers in total on all social media platforms in the first year and increaisng every year</li> <li>- Attend important travel fairs and exhibitions (online and offline) - 5 per year</li> <li>- Set up accounts (tour operators, DMCs, online travel agencies, tourism boards, embassies, ad companies, TV partners) - 1/2 tour operators in the big markets for the first year and all the major online platforms (booking.com, hotels.com, trivago, agoda, expedia, kayak, skyscanner, kiwi, all the airlines that fly there, cruises)</li> <li>- Identify and partner with key influencers in several markets - 5 influencers in the 1st year</li> </ul>

<p><b>Step 3 - Marketing Strategy</b></p>	<p>Develop Budget</p>	<p><b>Expenses:</b>  <b>1 year:</b> - 2 FTEs according to the local pay scale (600\$ x 12 x 2 = 15,000 USD)  - travel cost for fairs: 15,000 \$ per year (for 2 pax for 5 expos)  - for social media: 5,000 USD per year  - traditional ADs (banners, TV, newspapers): 100,000 \$ to be spread for 3 year (33,3k per each year)  - friebies for influencers</p> <p><b>Total Expenses:</b> 70,000 \$ in total for the first year</p> <p><b>2nd year:</b> would expect an increase in expenses by 20%  <b>3rd year:</b> would expect an increase in expenses by 20 % further form the second year</p> <p><b>Revenue:</b>  we have a total of 30 rooms, maybe having a 80-85% of occupancy would be great. Let's say half of the year is high season and half of the year is low season.  365 days a year / 2 = 182,5 days for each season  - <b>1 year:</b> \$350 x 30 rooms x 182,5 days = \$1.911.000,000  so 80% of this is \$1.528.800,000 for the low season  \$450 x 30 rooms x 182,5 days = \$2.457.000,000  so 80% of this is \$1.965.600,000 for the high season  total for the first year = \$1.528.800,000 + \$1.965.600,000 = <b>\$3.494.400, 000</b> for the first year  - <b>2nd year:</b> would increase the room prices by 7-10% so would expect a revenue by 7-10% more and ideally same occupancy rate  - <b>3rd year:</b> would increase the room prices by 7-10% from the second year rates, so would expect a revenue by 7-10% more and ideally same occupancy rate  *</p> <p>So 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 to increase marketing expensitures and invest more in advertisement. like heavily more</p>
<p><b>Step 4 - Marketing Mix</b></p>	<p>Product Development</p> <p>Pricing</p> <p>Promotion</p> <p>Place and Distribution</p>	<p>- rooms, activities, transfers, extra (massage, spa), food: half board, full board, all inclusive</p> <p>- 350 \$ per room in low season / 450 \$ per room in high season for the leading</p> <p>- videos, photos, social media, traditional channels (TV, banners, newspapers, radio), emails  <b>Specify the main message you want to transmit to your potential customers:</b> We wish to show our customers the beautiful landscapes and nature of Tierra del Fuego. Focusing on the opportunity to experience it, while staying at a comfortable luxurious plce. We want to inspire a relaxing high end experience with the option for the client to embrace the locations culture and ammenities.</p> <p><b>Specify where and why you have chosen that location:</b>  Located in Tierra del Fuego, because it is a popular hiking destination for affluent travellers and there is a need to have a high end luxury property there. Both sides (Argentina and Chile) are good, but we thedn to think that the Chilean side would be better because of a better currency than Argentina, and better ties to US, politically</p> <p>- online sales, over the phone sales, through the GDS, through tour operators</p>
<p><b>Step 5 - Implementation and Control</b></p>	<p>Put Plan into Action</p> <p>Monitor results</p>	<p>- have a written plan with deadlines, KPIs and responsible person in charge (think of the actual steps)  <b>KPI's:</b>  Average daily rate : 350/450 USD  Revenue per available room : 350/450 USD  Average length of stay : ideally 4-5 nights  Occupancy rate : 80%  Lenght of stay : from 3 to 7 nights, ideally  Online reviews : 91% of positive reviews on al channels  Market penetration: online and word of mouth, membership clubs and platforms</p> <p>- have weekly meetings to analyze the results based on above-set measurable targets  - weekly goals for bookings</p>