



# TILIVA RESORT

MARKETING STRATEGY

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# Executive Summary

## MARKETING PLAN

### Current Situation

- Tiliva Resort offers an all-inclusive experience for tourists.
- Tiliva Resort supports volunteer organizations to host mission trips to provide assistance to local people on the island.

#### INDUSTRY TRENDS

1. INTERNATIONAL TOURISM CONTINUES TO SEE GROWTH
2. TRAVEL AGENCY LOCATIONS DECLINE
3. AGENCIES FOCUS ON CRUISES, TOURS, AND RESORTS

### France Environmental Scan

- There are over 67 million people who live in France.
- Majority population age group range is from 25-54 years old
- Courteous manner is beneficial when conducting business.
- Understanding key French phrases builds respect.

#### IDENTIFIED COMPETITORS

1. MAI DIVE RESORT
2. MATAVA RESORT

### Customer Profile

#### FRENCH SCUBA DIVERS

#### CUSTOMER DESCRIPTION

1. MOTIVATED BY CURIOSITY & DESIRE TO EXPERIENCE NEW THINGS.
2. DESIRE VACATIONS THAT PROVIDE VALUE.
3. HIGHLY VALUE FRIENDSHIPS AND BUILDING RELATIONSHIPS.

### Marketing Strategy

**IMPROVE WEBSITE:** Streamline online reservation process and create a better user experience.

**ESTABLISH REPUTATION AS A SCUBA DIVERS PARADISE:** Create relationships with visitors, create a forum to allow scuba divers to connect before, during, and after their stay.

**CREATE PACKAGES:** Offer 3 scuba diving package options that offer great value and a fun experience.

# CURRENT SITUATION ANALYSIS

## COMPANY INTRODUCTION

Tiliva Resort is an all-inclusive beachfront resort located on Kadavu Island and the Great Astrolabe Reef. It offers eco-adventures in the natural Fijian environment. The resort boasts a World class diving experience with 60 miles of reef, pristine coral, and a vast range of sea life throughout the year. These adventures include diving, kayaking, snorkeling, deep sea fishing, waterfall tours, and outrigger adventure. The resort is more than just a tourist adventure or vacation resort, it also actively works with volunteer organizations to provide them with a place to stay while helping others within the local Kadavu and Ono villages. (Tiliva Website)

According to an interview with resort owner Steve Syvertson the mission and vision of Tiliva Resort is to

Host medical mission trips on Kadavu. These visiting doctors and volunteers serve the medical needs of local peoples on the island. Medical mission trips do not make the resort money. In order to “fund” the medical mission/outreach side of the business – the resort must attract some commercial tourist guests who pay full price for the resort services. These tourists are from countries other than Fiji and would be interested in the adventure, nature, wildlife, diving features of the resort.

The Tiliva Resort’s website states that they try to uphold their mission and visions by offering Volunteer Health Professionals (VHP) the opportunity to “Vacation With A Purpose.” According to the Volunteer Health Professionals Facebook page they are a not-for-profit corporation that was founded to provide medical, dental, and preventative healthcare to developing nations. Visitors who stay at Tiliva Resort and participate in giving back through volunteering with VHP, receive discounted rates and a tax deduction as well. In doing this they can reach their target audience of volunteers and offer them an incentive to volunteers who want to help with medical, humanitarian, or construction assistance in local villages. According to the Tiliva website they also partner with Pack for a Purpose and ask guests to bring items that would benefit local students. Based on the Pack for a Purpose website, their goal is to provide school supplies that are needed for students in the Tiliva school district. (Tiliva Website, Pack For A Purpose // Small Space. Little Effort. Big Impact.)

Tiliva Resorts core values focus on doing good for the whole and helping those who are less fortunate. Based on the purpose of the resort they also are committed to building healthy and strong communities within local villages. Tiliva Resort appears to present a caring, compassionate, helpful, and locally focused image. Their website states that they are more than just an eco-resort they are also focused on energy consumption, product selection, and the health of the environment as well. (Interview with Steve Syvertson, Tiliva Website)

Steve Syvertson is the owner of the resort and in an interview, he stated that the Tiliva is known for its all-inclusiveness, private beach, kayaking, paddle boarding, snorkeling, waterfall walks, hiking, and boat excursions. The boat excursions are not included in the all-inclusive experience, but can be purchased at an extra cost. The Tiliva Resorts website highlights the beauty, adventures, and activities that one would experience when visiting the resort.

According to an interview with Steve Syvertson the resort rates for commercial and tourist guests are \$140 per night plus tax, and require a minimum of a 2 day stay. They offer discounted rates for medical volunteers at \$69 per guest per night (including taxes). The discounted rates for volunteers cover the costs of the resort, but do not provide a profit for the resort. In order to continue to offer assistance to the local community they must have tourists visit and pay for the full cost of the experience. They can host up to 24 guests at a time and utilization throughout the year is quite sporadic. (Interview with Steve Syvertson)

# SWOT ANALYSIS

## Strengths

- Beautiful location
- Small resort and personalized experiences
- Positive relationship with the local villages. Ability to partner with locals to provide guests with cultural immersion activities.
- Not commercialized and remote location.
- Population of neighbor village is small at 100 people.
- Organic garden and locally sourced produce.
- Close to the Astrolabe reef and offers great diving.
- Excellent customer service.
- Discounted rates for volunteer missions.
- Eco friendly resort.
- Active on social media especially Facebook.
- Tourists can book their stay online.

## Weaknesses

- Island has no infrastructure
- Rugged resort, no air conditioning.
- Requires solar power.
- Food shipment only arrives once a week.
- Transit is a journey and involves an international flight, a commuter flight (limited to 20 people per day), and a boat ride to the resort.
- New staff.
- New startup.
- Neighboring village is small (100 people) and employee pool is limited.
- Execution of the details properly.
- All inclusive doesn't include alcohol.
- Website has limited and out of date information, broken links, and images that won't load.
- Twitter account isn't active and doesn't appear to be of benefit.

## Opportunities

- Build in more services (massage, etc.)
- Enhance website with content that is richer/deeper
- Improve mobile user experience as 50% book using a mobile device.
- Most bookings are through a wholesaler who charges 20%. Increase direct booking to decrease wholesaler costs and increase profit.
- Try to become a green resort.
- Improve website user experience and SEO efforts to increase traffic and build awareness.
- Fix broken or outdated information on website.
- Add more testimonials on website and develop a plan to obtain more google reviews of the resort.
- Showcase the owner(s) on the website to make the experience more personalized online.

## Threats

- Competitors that offer more amenities.
- Weather can impact the experience and cause significant damage.
- Improvement within the villages could mean declining volunteer visits.
- Could be perceived as a mission only resort and tourist visitors could decline.
- Decrease in local village could impact employment within the resort.
- Rising Ocean could impact the future of the resort.
- Zika virus could deter future visitors and affect current population.
- Coral Reef changes due to environment or other circumstances that would impact it's health and future.

## INDUSTRY OVERVIEW

According to a report in 2017 by the UNWTO the international tourism industry continues to see growth in tourist arrivals since 2010. Throughout the world tourist arrivals are up over 7% at around 1,326 million, and tourism receipts have increased over 5% at around 1,340 billion US dollars. Tourism provides growth for the country and the UNWTO report from 2017 states that “emerging economies in Asia, Central and Eastern Europe, the Middle East, Africa, and Latin America have shown the fastest growth” over the past few years. As stated on the UNWTO report tourism provides cultural preservation, environmental protection, peace & security, jobs, economic growth, development, 1 out of 10 jobs, 1.6 trillion US dollars in exports, 10% of the worlds GDP, 7% of the world’s exports and 30% of services exports. Tourism is the world’s third largest export category and 4 out of 5 tourists travel within their own region. (UNWTO eLibrary)

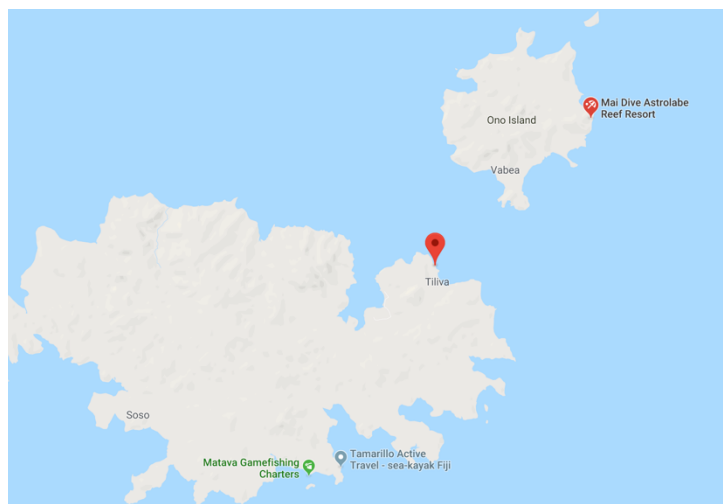
According to a PowerPoint presentation provided by Steve Syvertson, online travel agencies (OTA) are consolidating due to an increase in pressure from travel suppliers. There are currently 3 major OTA: Expedia, Priceline, and TripAdvisor. There has been a range of changing trends within the tourism industry, especially in OTA and travel agency locations. Due to an increase in demand for OTA there has been a decline in travel agency locations. At one point the locations were fewer than 11,000, but still continued to sell over 50% of airline tickets. Airline commissions declined, so travel agencies have turned the focus on cruises, tours, and resorts. Agents began to partner with travel suppliers to improve their sales. Agencies decreased the amount of physical locations and transitioned into home-based businesses. OTAs recruit agents to provide service to the consumer via chat apps and online communication. At this moment there are still travel agents, but they are primarily working remotely and are using technology as the means of communication with the consumer. (Fiji Tourism Conference)

## COMPETITIVE ANALYSIS

### Mai Dive

This resort is located on Ono Island in Fiji. According to the Mai Dive website, they provide an all-inclusive 5-star experience in a secluded and remote location. They have a range of activities including “world-class” scuba diving and snorkeling on the Astrolabe Reef. They are committed to providing tourists with “a truly unique experience – Relax, Revive, and Dive.” Their resort uses a solar power, grows many of their own crops, and focuses on sustainable living. (Mai Dive Website) The mission of Mai Dive is to:

Combine genuine Fijian hospitality together with a low-key environment where you can leave the world behind and enjoy the beauty of the Great Astrolabe Reef. Prior to the Resort’s establishment, the land was farmed and handed down through three generations of the Nalewabau family. At our resort, we pride ourselves on a relaxed, yet attentive approach to our guests and their needs. We



know you are with us to enjoy precious holiday time and we endeavor to provide a truly unique experience – Relax, Revive and Dive.

The address of Mai Dive is Nukubalavu Estate, Ono Island, Fiji. (Google maps)

The resort has 4 physical buildings: 3 Beachfront Bures and a Beachfront Lodge. They offer 4 booking options: Booking a Standalone Beachfront Bure, Booking a Beachfront Bure room within the lodge, Booking the whole Beachfront Lodge, or booking the Entire Resort. . (Mai Dive Website)

Mai Dive Resort can accommodate a maximum of 18 guests at one time. There is a 5-night minimum stay at the resort.

The strengths of Mai Dive include their website (although the top isn't loading correctly) because it has a lot of images that showcase the experience and content that provide a good user experience and improve SEO. They also offer alcohol options including beer and wine. Their unique location offers a vast range of scuba and snorkeling locations. (Mai Dive Website)

The weaknesses of Mai Dive include their book now option on their website. They don't have information about pricing and booking a room for a stay involves enquiring about availability, pricing, and waiting for a response via email. They aren't actively involved with giving back to local villages through volunteer missions. Mai Dive has social media profiles but are not actively engaging on those platforms, one platform hasn't been updated in 9 years (. (Mai Dive Website, Facebook, YouTube)



### **Matava**

This resort is an all-inclusive eco-resort that is located in tropical rainforests on Kadavu Island.

They are solar powered, have thatched bungalows, an open-air restaurant, and spa treatments. Guests can enjoy kayaking, scuba diving, and snorkeling on the Great Astrolabe Barrier Reef. The resort is located remotely and according to their website is not 'Child Friendly'. (Matava Website)

Matava is located on a remote area that provides a relaxing and secluded experience. The resort offers organic food options and will accommodate specific dietary restrictions. According to the Fiji travel website Matava has the first and only spa on the island. It also states that they offer barefoot weddings on remote beaches that are arranged and planned by the resort. Matava won many awards of excellence in tourism and eco friendliness. (Matava Website)

The address of Matava is PO Box 63, Kadavu Island, Fiji (Google maps)



The resort offers 10 bure accommodations.

The strengths of Matava include the fact that they are the only spa resort on the island. Also, their focus on the adult experience and child limitations could be more attractive to people who do not have kids or those who would like a break from their children. They offer packages to fit a range of consumers and provide an all-inclusive wedding experience. It should also be noted that they have received numerous awards that highlight their tourism excellence and commitment to eco-friendliness. Matava's website has a vast amount of content and information about the resort, all-inclusive last-minute specials, and a good user experience. (Matava Website)

The weaknesses of Matava are lack of family friendliness and a limited accommodation selection.

# MARKET COUNTRY ENVIRONMENTAL SCAN

## FRANCE

### DEMOGRAPHICS

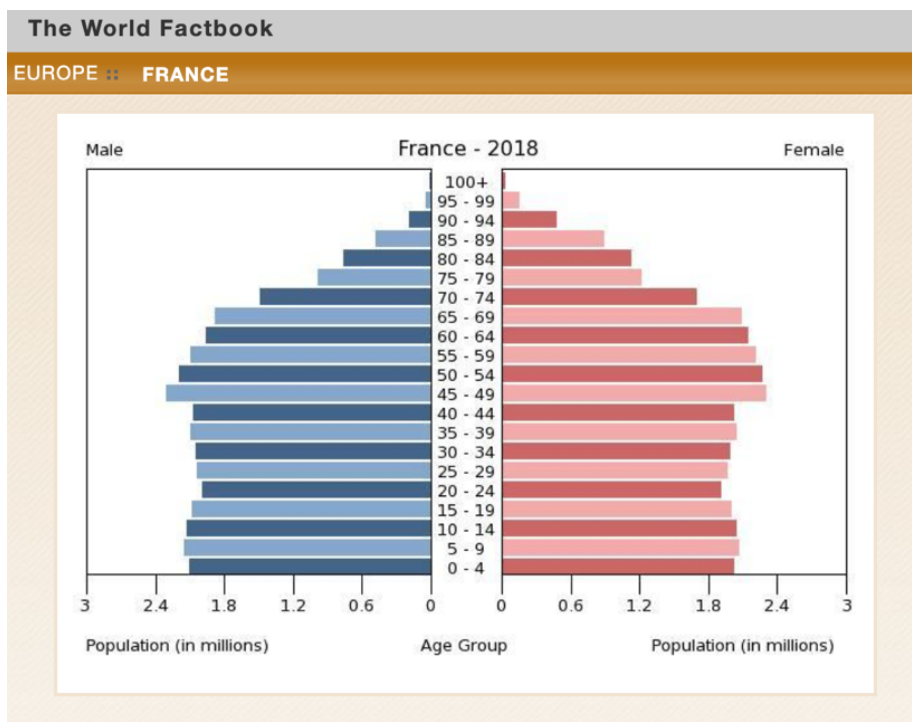
According to the CIA World Factbook the population of France is over 67 million, this total includes metropolitan France and five overseas regions. (CIA World Factbook)

France has a lot of diversity and over 5 ethnic groups within metropolitan France including: Celtic and Latin with Teutonic, Slavic, North African, Indochinese, and Basque minorities. In the overseas regions there are at least 6 ethnic groups: black, white, mulatto, East Indian, Chinese, and Amerindian. (CIA World Factbook)

Within the country of France there are 5 age structure groups. The chart below shows the age structure within the country. The age group from 25 – 54 years old has largest percentage within the country. Within the 3 of the age groups from 0 – 55 the majority of the population is male. The only 2 age groups that have more females than males are those who are over 55 years old. (CIA World Factbook)

Age Group	Total % of Population	Male	Female
0 - 14 years	18.48	6,366,789	6,082,729
15 - 24 years	11.8	4,065,780	3,884,488
25 – 54 years	37.48	12,731,825	12,515,501
55 – 64 years	12.42	4,035,073	4,331,751
65 years and over	19.82	5,781,410	7,569,011

The CIA World Factbook population pyramid can be found below and provides more in-depth detail and information about the age structure in 2018. (CIA World Factbook)



## **ECONOMIC ANALYSIS**

The economic analysis of France includes the Gross National Income (GNI) per capita, Gross Domestic Product (GDP) per capita, and unemployment rate.

GNI is gross national income measures the money that stays within a country. A higher GNI means that there is more money within the economy and increases the wealth of the country. The Population Reference Bureau states that the GNI per capita of France in 2017 was \$43,720. (Population Reference Bureau)

GDP stands for Gross Domestic Product and is used to tell the story of an economy and the measurement of its growth. Intermediate goods and services are not included in GDP, only goods that are sold to the end user are counted. GDP takes into account all products and goods that are produced in that country to measure its economic growth. According to the CIA World Factbook in 2017 the estimated GDP per capita in France was \$44,100. The GDP has continued to increase over the past few years in comparison to 2016 (\$43,200) and 2015 (\$42,900) estimates. (CIA World Factbook)

In 2017 the estimated unemployment rate was 9.4% which was 0.07% less than 2016 estimates. The unemployment rates include the metropolitan and overseas regions of France. (CIA World Factbook)

## **POLITICAL ENVIRONMENT**

The political environment of France includes the type of government, leader of the country, process for officials to get into office, Fragile States Information, and corruption index.

The government in France is a semi-presidential republic. The president is elected for a 5-year term by the majority of the popular vote in 2 rounds if needed. The president is also eligible to have a second term in office. The last election in France was held in April 23, 2017 and President Emmanuel Macron was elected as the chief of state (in the second round) beginning on May 14, 2017. (CIA World Factbook)

The second in command within the government of France is the Prime Minister who is appointed by the President. The current Prime Minister of France is Edouard Philippe. The legislative branches are called the Parliament and include the Senate which has 348 seats (which includes overseas departments) and the National Assembly which has 577 seats (which includes overseas departments). Officials are elected into the Senate when they have the majority vote through a departmental electoral college (2 rounds may be needed). Those who are elected into the Senate serve 6-year terms with a renewal membership every 3 years. Officials are elected into the National Assembly through an absolute majority vote (in 2 rounds if needed) and serve 5-year terms. (CIA World Factbook)

According to the Fragile States Index (FSI) in 2019 France was ranked at 160 out of 178 countries. The FSI score for France is 32 which means that it is a stable country. (FSI Index) The Fragile states index assesses a country and its vulnerability to conflict or even collapse. It uses 12 different indicators and can provide key insights into a country and its sustainability. (Wikipedia) Since France is ranked higher in comparison to other countries and has a lower FSI, it may be a good country for international marketing success.

Another indicator of the political environment in France is the corruption index which presents perceived public sector corruption. According to a 2015 report by Transparency International, France was scored at 70 and was ranked 23 in comparison to 167 other countries. The scale ranges from 0 (highly corrupt) to 100 (very clean), countries that rank lower in comparison to other countries are determined to be less corrupt (rank 1 is least corrupt, rank 168 is most corrupt) This means that in comparison to other countries France has a low corruption index. Entering a foreign market in a country with lower corruption may be a wiser business choice for a firm or international marketing manager. (Transparency)

## **BUSINESS & INDUSTRY**

The CIA World Factbook states that the top industries within France are machinery, chemicals, automobiles, metallurgy, aircraft, electronics, textiles, food processing, and tourism. It should also be noted that the 2107 estimated industrial production growth rate was 2%. (CIA World Factbook)

Another aspect that provides business insight into France is the Ease of Doing Business Score. The Ease of Doing Business Score results are by the World Bank and provides a snapshot of a country and its regulatory performance on a range of 10 indicators. Each country is ranked on an ease of doing business scale from 0 to 100, and the higher the number the better the performance. In 2018 the France had a score of 76.3; and in 2019 they improved with a score of 77.29. Since France has a high score it will be easier to do business within the country. (Doing Business Score)

## **CULTURAL ANALYSIS**

A cultural analysis of France provides a range of information that can give insight into the habits and behaviors within the country. This includes the language, appropriate business greetings, how to say hello, effective ways to communicate, the perception of time, expected manners, and the appropriate dress code. Understanding these things will be key to success within the foreign market.

Commisceo Global (CG) provides a wealth of information that gives insight into the culture of France. According to CG the official language of France is French and is the first language of over 88% of the population. Other languages within the country are: German (3%), Italian (1.7%), Catalan (0.4%), Flemish (0.2%), and Basque (0.1%). There are other languages within France but many of them have no official status within the country. (Commisceo Global)

According to CG an appropriate business greeting is a handshake and ‘bonjour’ (good morning), ‘bonsoir’ (good evening) should be followed by the title of Monsieur or Madame. If one becomes friends, then it is appropriate to lightly kiss the left and right cheek (once for both sides). When addressing another it is only appropriate to use first names for friends or family. If a first name basis is offered it is deemed ok to call someone by their first name. (Commisceo Global)

Business professionals in France are expected to behave in a courteous manner and have a higher degree of formality. Building trust is important when engaging in business and it can be earned through proper behavior. If an individual does not know French it is best to be apologetic and forthcoming with the lack of understanding the language. Yet, learning key French phrases can gain respect and help build a business relationship. When conducting business, one should maintain direct eye contact when speaking. (Commisceo Global)

If a business professional is interested in a business meeting, they must schedule the appointment at least 2 weeks in advance. July and August are months that should be avoided when scheduling a meeting as it is a common time for vacationing. (Commisceo Global)

The CG states that business attire is to be “understated and stylish.” For the first meeting men should wear a dark-colored business suit and women should wear soft colored business suits or elegant dresses. Higher quality accessories can also make a positive impact. (Commisceo Global)

## GEOGRAPHY



(Google Maps)

France is located in Europe and is bordered by Belgium, Luxembourg, Germany, Switzerland, Italy, Monaco, and Spain. It is also neighbored by the United Kingdom and Ireland.

Based on information from the CIA World Factbook the land area of France is 640,427 square kilometers. (CIA World Factbook) In comparison to the square kilometers of Wisconsin at 140,269 (US Census) the country of France is 4.57 times bigger.

## **CURRENT EVENTS**

Some recent events that have happened in France are the fire at Notre-Dame and the President Emmanuel Macrons' pledge to cut taxes.

The Notre-Dame fire could increase the population of the country (at least temporarily). It could create a desire for locals or tourists to purchase items that "connect" them to the catholic church or the Virgin Mary. This cathedral is a symbol of the French and is well known for its history and beauty. The fire could bring an influx of jobs that will work on the restoration of the building after the fire. It could also bring in more tourists who have now become more aware of the cathedral and want to have a return visit or a first-time tour. (Hickey)

The pledge for Emmanuel Macron to cut taxes could increase the spending and buying decisions of the population. A decrease in taxes could mean more consumer saving or it could also mean more consumer spending. (Mackintosh)

# CUSTOMER PROFILE

## FRENCH SCUBA DIVERS

### DEMOGRAPHICS & CULTURE

According to the CIA World Factbook metropolitan France has 6 major ethnic groups including Celtic and Latin with Teutonic, Slavic, North African, Indochinese, and Basque minorities. Within the overseas departments in France there are 6 other ethnic groups including black, white, mulatto, East Indian, Chinese, and Amerindian. (CIA World Factbook)

As of July 2018, the estimated population of France was 67,364,357 and the median age of the population was 41.5 years old. These estimates also show that the median age for males is 39.7 years and for females it is 43.2 years. (CIA World Factbook)

The CIA World Factbook states that the school life expectancy (years that children attend school) within the country of France is 15 years. It also should be noted that in 2016 it was estimated that males attend school for 15 years and females attend for 16 years. (CIA World Factbook)

The CIA World Factbook estimated that in 2015 France had 5 religious' groupings:

- Christian (primarily Roman Catholic) 63-66%
- None 23-28%
- Muslim 7-9%
- Other 0.5-1.0%
- Buddhist 0.5-0.75%
- Jewish 0.5-0.75%

Yet, according to the CIA World Factbook these numbers are only an assessment as there has not been an official collection or market research on religious groupings since 1872. After that census there was a law created that prohibited the collection of religious beliefs and ethnic groupings. (CIA World Factbook)

Based on information from Commisceo Global it appears that French people tend to be practical, proper, polite, and direct in public situations. In their close family and friend circles they may be more relaxed and outgoing, but unlikely to share that side of themselves with those outside of that group. (Commisceo Global)

Dining etiquette is very formal and when attending dinner at a French home one should wear attire that is fashionable and dressy. Guests should always arrive on time and if a guest will be delayed, they should promptly notify the host in advance. Sometimes the French will have seating arrangements, so it is best to pay attention to the hosts direction on where to sit. After seated guests must wait to eat until the host or hostess says 'bon appetit'. (Commisceo Global)

During dinner it is most appropriate and expected to follow Continental manners and hold the fork in the left hand and the knife in the right hand during the meal. Elbows should never rest on the table and hands should be above the table at all times. It is important to eat everything on your plate and best to leave the wine glass full if finished (drinking the wine). (Commisceo Global)

According to Commisceo Global it is appropriate to send flowers to the host of a large dinner party on the morning before the meal. When giving flowers it is important to make sure that they are given in odd numbers with the exception of the unlucky number 13. The French always appreciate good wine and if a bottle is to be given as a gift it must be of the best quality that the giver can afford. (Commisceo Global)

Overall, French people tend to be more formal in their culture and it is usually best to behave in a conservative manner if one is uncertain of the proper etiquette or customs. (Commisceo Global)

July and August are common vacation periods for French people. (Commisceo Global) Based on an interview with Alexi de Belloy who grew up in France, there is "little work" that gets done in the months of July and August due to month-long vacations. (Belloy 2011)

French schools have "fixed" periods for holidays throughout the year: Summer, All Saints, Christmas, Winter, and Spring. The students summer breaks begin in early July and end in early September. The All Saints holiday is 2 weeks and begins on the last weekend in October. For the Christmas holiday break schools close for the two weeks that are closest to Christmas and New Year's. Winter holidays dates last 2 weeks and dates vary based on zones within the country (between the second week in February through early March). Easter Break is similar to the Winter holiday as it lasts 2 weeks and dates vary between zones (between mid-April to early May). (French School Holidays, 2018)

The busiest months of vacation in France are in July and August. These months tend to have sunny and warm weather. The average temperature in July and August is around 69 degrees Fahrenheit. ("Paris, France: Annual Weather Averages") During the most common months of July and August the weather in Fiji averages from a low of 68 to a high of 79 degrees Fahrenheit. These months also have a lower chance of rainfall as the wet months in Fiji are from November to April. ( Fiji Travel Guide)



## **TARGET MARKET**

### ***FRENCH SCUBA DIVERS***

The Journal of Coastal Research published a study on The Perceived Value of a Scuba Diving Experience. Based on this study it was determined that there are 5 value factors that provide the highest perceived value to scuba divers and a scuba diving experience. (Schoeman, Merwe, & Slabbert 2016)

#### **VALUE FACTORS**

##### **Curiosity and the Desire to Experience New Things**

One of the driving factors that motivates this market to travel is curiosity and the desire to experience new things. Divers understand that dive locations are different and no two can offer the same experience. Divers seek to learn more about life within the water and its environment. It is common for divers to gain insight about their dive location, it's surroundings, and history. (Schoeman, Merwe, & Slabbert 2016)

##### **Opportunity to Experience a Vacation that Gives them Value**

Another factor that motivates scuba divers to travel is the opportunity to experience a vacation that gives them value. This can include special features, high-quality experiences, exceptional staff, and premium equipment. A 2016 study in the Journal of Coastal Research (Schoeman, Merwe, & Slabbert 2016) stated that

There is a willingness to pay for quality products and service. The implication for managers is that the diving sites, diving equipment, and boats should be well maintained, efficient transport should be provided to the beach, and high levels of service delivery should be evident. These aspects will directly create value for money and can also be promoted in the marketing material.

##### **High Value on Friendships and Relationships.**

It should also be noted that this study also uncovered that scuba divers tend to place a high value on their friendships and relationships. They view scuba diving as a part of their identity and define who they are within their social circles. This market enjoys sharing stories with others about their scuba diving experiences and also engaging with others who enjoy the underwater adventure as well. (Schoeman, Merwe, & Slabbert 2016)

Based on these research results it can be determined that scuba divers are curious, want to experience something that will allow them to gain knowledge, are willing to pay more for a high quality dive, identify themselves based on their diving experiences, desire the ability to share their dive stories with others, and learn more from others who are also part of the scuba diving community. (Schoeman, Merwe, & Slabbert 2016)

## **Scuba Diving Destinations and Experience**

The Professional Association of Diving Instructors (PADI) offers information to divers about trending diving locations for 2019. Their list provides some great insight into what scuba divers are looking for when they are seeking a scuba diving destination. Based on this article it can be determined that scuba divers desire wildlife interactions, underwater wrecks, house reefs, warm clear water, remote and exotic dives, shark encounters, a wide variety of marine life, and education. ("Scuba Diving Trends - The Top Destinations For 2019")

According to PADI scuba diving destinations are becoming more family-friendly. Children can begin to scuba dive at age 10 and adventurous families enjoy spending time diving together. Yet, it should be noted that even though family-friendly scuba destinations are becoming more popular, 50% of PADI travel customers are solo scuba divers. ("Scuba Diving Trends - The Top Destinations For 2019")

Responsible travel explains that a new trend in scuba diving adventures is the liveaboard. These adventures offer divers the opportunity to solely focus on the necessities 'eat, sleep, dive, repeat'. Divers stay on the boat for the whole duration of their trip and focus solely on the diving experience. ("Choosing a scuba diving holiday")

# MARKETING STRATEGY

## TILIVA RESORT

### *FRENCH SCUBA DIVERS*

## PRODUCTS

### CUSTOMER NEED

- Scuba divers seek social circles to share stories with other underwater adventure seekers. Scuba divers view diving as part of their identity and want to connect with others who have similar interests.
- French people tend to be more relaxed with people that they identify with as friends or those who are in a common circle. This shows that French people feel more relaxed when they are connecting with those who they share similar culture and interests.

### PRODUCT IDEA

- Create an online user forum for Scuba divers.
- Develop forum on Tiliva website and create an app to easily post on the forum.
- Develop different categories for scuba experiences.
- Provide information on the forum from certified divers in the area (locals)
- Allow forum users to post videos, pictures, or comments.
- Provide forums for tourists from France and other regions to allow for communication in the french language.
- Keep the forum open for Tiliva resort past, present, and future scuba divers (accessible to all).

### CUSTOMER NEED

- Scuba divers desire a vacation that gives them value. They desire experiences that have special features, high-quality experiences, exceptional staff, and premium equipment.
- French people tend to be more formal in their culture and appreciate the finer things in life.

### PRODUCT IDEA

- Underwater adventure tour of the Astrolabe Reef.
- Offer packages that provide room, food, amenities, and scuba packages.
- Scuba packages can range from 3 to 10 day options.
- Provide liveboard options for 2 day tours.
- Partner with local PADI or scuba companies to develop tours.
- Create maps of the tours for guests.
- Offer range of pricing options from lower to higher level equipment and solo journey trips.
- Promote online and in print materials.

## SERVICES

### CUSTOMER NEED

- French tourists appreciate the finer things in life. Scuba divers seek experiences that provide them value. These tourists are more than willing to pay more money for more services and features in order to make their vacation enjoyable.

### SERVICE IDEA

- Partner with local spa or salon in the area to offer spa services.
- Provide massages that can be added on to scuba diving packages.
- Allow tourists to book the spa services in advance when booking their trip.
- Offer an option for visitors to have massages after every dive.
- Add massage service booking on the Tiliva website for those who prefer to book their massage after they schedule their trip or when they are already at the resort.
- Offer massage options in the guests room or in the spa area of the resort.

### CUSTOMER NEED

- Scuba divers desire the ability to connect with other divers. They want to share stories with other divers and build friendships through experiences.

### SERVICE IDEA

- Create events at least 2 times a week in the evening for scuba enthusiasts at the resort to connect.
- This social hour would be open to any scuba divers at the resort or local divers in the area.
- Light appetizers and drinks would be available for guests at no charge.
- Food and drinks would be offered for a lower cost to locals or others diving in the area who are not staying at the resort.
- Offer an experience for scuba enthusiasts to connect and share stories.

## PRICING

### CUSTOMER NEED

- Scuba divers desire an experience that provides them value. They are willing to spend more money for special features, high quality experiences, and premium equipment. Offering a range of package options will entice novice divers and experienced divers as well. Scuba divers want to make the experience an adventure and offering package options or add-on solutions will increase scuba diving tourism at Tiliva. French scuba divers specifically will appreciate the opportunity to experience the finer things in life including massages. Tiliva would be only the second resort on the island to offer massage services.

### PRICING IDEA

- Create packages for scuba experiences and adventures that can be purchased on the Tiliva website. These packages can range from first time scuba divers to seasoned scuba divers. First time packages would offer basic dive training with certified divers and scuba excursions. Seasoned scuba diver packages would offer a range of tank dives including full day trips, or 2-day liveaboard options (if desired), excursion tours, solo trips, and evening massages. Liveaboard 2-day trips would offer an opportunity to travel further out into the reef and spend more time diving. All packages would offer food and beverages on the boat trips. Simple additions to the packages can make a huge impact on the experience.

## PLACE

### CUSTOMER NEED

- French tourists who visit Tiliva will experience at least a 30 hour trip. Scuba divers need something to keep them excited about the upcoming journey. When they arrive they will desire an experience that keeps them interested and excited. After a long almost 2 days of travel they may want to be waited on and pampered.

### SERVICE IDEA

- Create videos that offer helpful information and tips during the travel experience.
- Provide travelers with ideas on what airline could be the fastest, what they should pack, where to eat during their travel.
- Offer opportunities for the scuba divers to plan their upcoming trip using an app that books and schedules their scuba excursions.
- Develop an interactive game for scuba divers when they arrive to find certain things at specific dive locations.
- Provide room services for meals in rooms on first day of arrival.
- Offer massages as an option for travelers when they arrive on their first day.

## CUSTOMER NEED

- The trip to Tiliva Resort from France is over a 30 hour trip. This is assuming that all of the logistical items fall perfectly into place and the flights and boat times align perfectly. There is currently only 1 commuter flight to and from Tiliva Resort each day. If tourists miss the first flight they may be forced to stay at the Nadi airport. This could be very frustrating for the customer as they are anticipating a great experience and desire the outdoors.
- French tourists desire the finer things in life and would not want to spend a day at an airport waiting for a flight.

## SERVICE IDEA

- Partner with a local hotel or resort in Nadi to ensure there is a place for tourists who do not make the first flight to stay.
- Collaborate with the hotel to get lower pricing options or solutions to ensure that the experience for the tourists is a good one.
- Tiliva Resort can't control the weather or the flights, but they can control part of the experience when visitors arrive in Fiji.
- Partnering with these local hotels or resorts and developing a way to communicate with the tourist and Nadi accommodations in the area will create a good relationship from the beginning.

## PROMOTION

Promotional Plan to Reach Scuba Divers

### TILIVA WEBSITE

**Add more content, services, and a user forum to the Tiliva website.**

- Provide opportunities for visitors to book packages that range from novice scuba diver to experienced scuba diver.
- Add massage service booking to the options online.
- Showcase the resort as not only a mission resort but also a scuba diving resort.
- Provide more reviews on the website to allow visitors to learn more about what others have experienced.
- Create a user forum that allows scuba divers to connect and share their experiences at Tiliva Resort.

### FACEBOOK

**Establish reputation on social media as a place for scuba diving adventures.**

- Post pictures of scuba divers regularly.
- Utilize Facebook live to reach current followers and new followers.
- Run targeted campaigns to reach scuba divers in France.
- Follow up with scuba divers who enjoyed their experience and ask for a review on Facebook.

## **ONLINE BANNER AND SEARCH ADS**

### **Create targeted banner and search ads**

- Create banner ads that showcase adventures at Tiliva Resort.
- Highlight the new services and features that it will offer.
- Feature images that interest French Scuba Divers including higher end packages and massage options.
- Run targeted ads that promote the opportunity to connect with other scuba divers.
- Showcase the liveaboard 2-day options that offer a resort and a one-night boat experience.
- Target French users who search targeted keywords.
- Retarget visitors who viewed the Tiliva Resort website but did not book a trip.

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