

Marketing Plan for Tiliva Resort

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Section 1- Executive Summary

Executive Summary Tiliva Resort

Current Situation

Tiliva Resort is a beachfront resort located in Fiji's Kadavu Island on the Great Astroloabe Reef. Tiliva Resort is a place where tourists can come and enjoy the tropical island adventures such as walking on the beach, kayaking, paddle boarding, snorkeling, waterfalls and hiking

Though on the surface Tiliva Resort might be just another get away location, it is more than just that. Tiliva Resort does medical missions to help the people on the island in terms of medical treatments. In return, doctors and volunteers get a resort discount for their services.

Industry Trends

1. According to World Tourism Organization "The economic contribution of tourism in 2021 (measured in tourism direct gross domestic product) is estimated at US\$1.9 trillion, above the US\$1.6 trillion in 2020, but still well below the pre-pandemic value of US\$ 3.5 trillion."
2. Post COVID-19 trends that will effect the travel industry range from solo traveling, local experiences that are one of a kind, technology being more prevalent in traveling such as virtual agents, phone booking, robots being used in hotel, along with travel sustainability.
3. From Sept 2021-2022, there have been 72,657 tourist arrivals to the country of Fiji.

Competition A Matava Resort

Matava Resort is beachfront resort located in Kavadu island, Fiji. It is an upscale resort with activities ranging from fishing, scuba diving, snorkeling, bamboo spa, ocean kayaking to name a few. An advantage that this resort has is the various packages that the resort offers along with the activities it offers.



Competition B Oneta Resort

Oneta Resort is an island resort that located in Ono Island. Activities on the island range from snorkeling, kayaking, hiking, bird watching, sailing to name a few. An advantage to this resort is the various way to get to the island itself, various activities the resort offers and the up to date facilities.

Australian Environmental Scan

According to CIA World Factbook, the population of Australia is 26,141,369, as of 2022	• The GDP per capita for Australia is \$48,700 (U.S. Dollars) as of 2020 according to the CIA World Factbook.	• Australia ranks 168th out of 179 countries in relation to the state of the country and is an indicator of having good business stability in the country
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Customer Profile: Australian Families



Australian families like to go to national parks, theme parks or to the beach, as ideas for a vacation. When it comes to when Australian families like to travel, it is usually dictated by when the kids get off school, which is the months of mid-December to late January. These are the most popular months for Australian families to travel. According to Family Travel Association, the top 3 reasons why families go on vacation is "One, to have my children discover new place and have new experiences, two, to bond and grow closer as a family and three, to relax and unwind."

Marketing Strategy

Strategy #1: Family Package

When families are booking a vacation, they want a stress-free booking online and want something that is easy to book, includes family friendly activities and has a good deal to book as a family.

Strategy #2: Having family friendly activities

Families are looking for activities that are family friendly at the resort and that all members in the of the family can do together.

Strategy #3: Target certain parts of Australia

To minimize as much travel from Australia to Tiliva Resort, we will want to target families that are in the eastern part of the country and that are near international airports. This will make it easier on Australian families so they don't have to deal with as much stress and stops on planes.

Section 2- Current Situation

Tiliva Resort Introduction

Tiliva Resort is a beachfront resort located in Fiji's Kadavu Island on the Great Astroloabe Reef. Tiliva Resort is a place where tourists can come and enjoy the tropical island adventures such as walking on the beach, kayaking, paddle boarding, snorkeling, waterfalls and hiking. For lodging, Tiliva Resort provides bure style rooms that feature on demand hot water, 24-hour electricity, ceiling and room fans, mosquito netting on beds, private showers and restrooms and WIFI, to name a few amenities. Though tourism is starting to attract people to the island, Tiliva Resort is a place with a mission. Medical doctors and volunteers come to the island to help the out local people in terms of medical needs. For these missions to happen, according to Steve Syvertson, one of the owners of the resort, "In order to "fund" the medical mission / outreach side of the business – the resort works to also attract commercial tourist guests who pay full price for the resort services." In return, medical doctors and volunteers get a discount rate compared the regular tourist only rate. The rates for the resort are as follows: \$150 USD per night for tourist guest, \$75 USD per night for medical mission volunteers and prices are all inclusive. Lastly, while there isn't a per year sales report from the resort, according to Steve Syvertson, "If the resort was running at FULL capacity, they could host 6,000 guest nights per year. However, the resort operates with very low overhead. They can net enough income to keep the business running if they host a minimum of 1,500 guest nights per year."



Tiliva Resort Picture



Tiliva Resort Room

SWOT Analysis

Strength	Weakness	Opportunities	Threats
<ul style="list-style-type: none"> •Location 	<ul style="list-style-type: none"> •Island has no infrastructure. 	<ul style="list-style-type: none"> •Serve more NGO's during the pandemic 	<ul style="list-style-type: none"> •Consumer apathy for travel (even after pandemic)
<ul style="list-style-type: none"> •Small and can cater to our guests' special requests 	<ul style="list-style-type: none"> •Resort is rugged but very nice (3.5 star maybe). But has no air conditioning. Must ensure guests understand this is a more rugged / eco lodge type of experience. 	<ul style="list-style-type: none"> •Build in some more services (like massage) 	<ul style="list-style-type: none"> •Severe weather occurrences: for example, "We had a Cyclone come through the island in 2018 and lost some trees and 1/4 of the solar panels but the rest of the resort was OK. Some villages were lost entirely."
<ul style="list-style-type: none"> •Area is not commercialized and is remote. 	<ul style="list-style-type: none"> •Must use solar power 	<ul style="list-style-type: none"> •Enhance the web page with richer / deeper content 	<ul style="list-style-type: none"> •Weak state of the hospitality industry overall due to

pandemic and associated travel fears		
•Have good relationship with neighboring village. They help us set up cultural immersion activities for guests.	•Food shipment comes once a week	•Enhance mobile experience (50% of people now book via mobile)
•Population of Kavadu is 10,000 people. Neighbor village population is 100 people.	•Transit = international flight to Fiji. Commuter flight to Kadavu. Boat to Resort. Commuter flight can only bring 20 people per day, so it is a bottleneck.	•Currently most bookings come through a wholesaler (at a cost of 20%). Try to do more direct booking (to increase profit by 20%)
•Have our own organic garden and use produce in our resort prepared foods.	•Neighboring village is where staff come from and that employee pool is only 100 people.	•Trying to become a green resort
•Low overhead cost.	•Executing all of the details properly.	
•Answers customer's reviews on travel sites	•No marketing team associated with the business currently.	
	•Website needs an update and to operate much smoothly compared to its current state	

Industry Overview

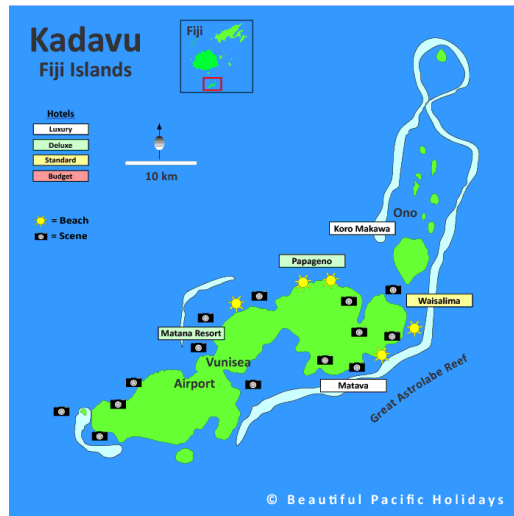
Tourism is an industry that is hard to define, due to there not being one clear product. According to Statista, it can be defined as “When people travel and stay in places outside of their usual environment for less than one consecutive year for leisure, business, health, or other reasons.” While the main customers of tourism are usually solo travelers, groups, couples, families and business people, there are other stakeholders in tourism. Some of these include hospitality (e.g., accommodation, restaurants), transportation (e.g., airlines, car rental), travel facilitation and information (e.g., tour operators, travel agents, tourist information

centers), and attractions and entertainment (e.g., heritage sites and theme, national, and wildlife parks). While the Covid-19 pandemic disrupted the travel and tourism industry, in 2022, it has made a comeback but not with some setbacks as well. The relaxing of Covid-19 restrictions from various countries around the world and tourists eager to travel again, has led to pre pandemic levels of tourism. According to World Tourism Organization “An estimated 474 million tourists travelled internationally over the period, compared to the 175 million in the same months (January-July) of 2021.” In turn, this will generate gross income to the countries that tourists are traveling. According to World Tourism Organization “The economic contribution of tourism in 2021 (measured in tourism direct gross domestic product) is estimated at US\$1.9 trillion, above the US\$1.6 trillion in 2020, but still well below the pre-pandemic value of US\$ 3.5 trillion.” While this may look good on the surface, there are problems that are outside and inside of tourism that have affected customers. Factors that range from inflation and high interest rates around the world, employee shortage, energy and food costs rising, travel infrastructure, and Russia’s invasion of Ukraine. While this may affect tourism in 2022, we expect tourism to keep growing in 2023 and expected to have an “annual average growth rate of 5.8% from 2022 to 2032 versus the 2.7% increase in global GDP” according to Reuters. These post covid trends have also led to other trends that are going to effect tourism in the future. These range from solo traveling, local experiences that are one of a kind, technology being more prevalent in traveling such as virtual agents, phone booking, robots being used in hotel, along with travel sustainability. As with any industry, it will keep changing and evolving with our globalized world and trends.



Competitive Analysis

Matava- Matava Resort is beachfront resort located in Kadavu island, Fiji. The address of the resort is PO Box 63, Kadavu Island, Fiji and here is a map of the island.



It is known for being a upscale beachfront with many activities to enjoy. Some of these include fishing, scuba diving, snorkeling, bamboo spa, ocean kayaking, bird watching and surfing.

Matava is the only resort the owners own on the island and there are other resorts in Kadavu island too, owned by other owners. Their mission statement is about how customers should enjoy the exotic, tropical beauty of the island while staying at traditional thatched fijian bures houses and not having to worry about the city noises, roads and stress along with reducing customers carbon footprint. While there is no annual sales information about Matava Resort, there is some information about their rates and how many people are in there resort.

According the Matava Resort website, a 7-night stay with accommodation in an ocean view traditional bure, all meals (breakfast, lunch, dinner, unlimited tea/coffee), return to Kadavu Island Airport – resort boat transfers and complimentary use of snorkel gear goes for \$2485.00 Fijian dollars. This rate goes down in price if one stays for less nights. Also, there is only 22 patrons that are allowed on the resort at one time. Some of the strengths of the Matava Resort is the upscale experience you get with the resort, the activities you can do, packages that included a food, stay and transportation and trusted reviews from travel sites and tourism awards of Fiji. Some of the weaknesses of Matava Resort is that price of the resort might not make it accessible for most people, the website needs an update and better design, an about us page should be included, could answer customer reviews online.

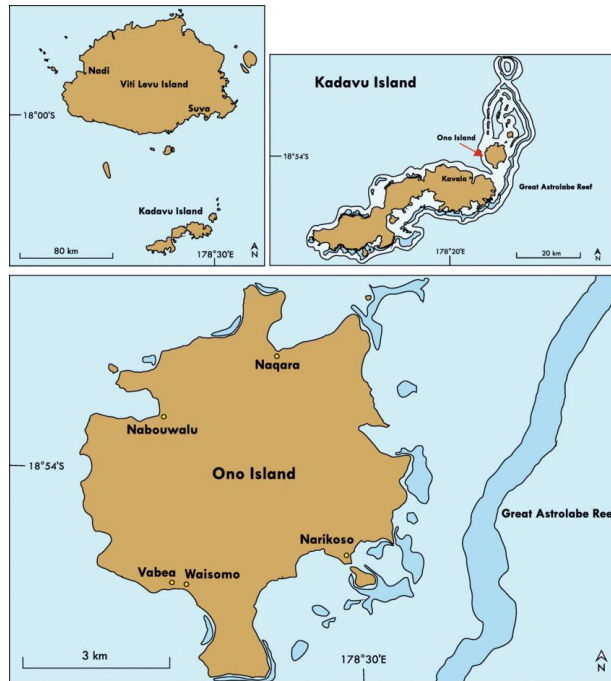


Matava Resort Picture



Matava Resort Room

Oneta Resort- Oneta Resort is an island resort that located in Ono Island. The address of the resort is Ono Island. Here is a picture of the resort location.



Oneta resort is a small-family run, eco-friendly operation that located in the remote part of Fiji. The resort is 70 acres of beachfront property and includes a range of various activities. These include snorkeling, kayaking, hiking, bird watching, sailing, visiting parts of the island and interacting with the locals. Oneta resort would describe their position in the Fiji resort market is that they bring an experience that is personal to their customers because they are family owned business and in turn, they give customers the attention to their resort that other ones don't give. They want customers to feel like they are part of the island and get to experience a vacation like no other. Oneta resort is the only resort on the island and the family only owns this one location. While there is not annual sales from the resort, a night at the most affordable bure is \$750.00 Fijian dollars per night with a minimum of 4 nights. This includes meals and all on-site resort activities including complimentary use of snorkel gear. Some of Oneta resort's strengths are the activities you get to do with the stay, the website design and easy navigation, the immersion customers get with being at the island and how to get to the island. Some of Oneta's resort weakness is the rates of the resort are high in price and the website could be clearer on certain aspects of resort information.



Oneta Resort Picture



Oneta Resort Room

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Section 3- Environmental Scan

Australia

Demographics

The population of Australia is 26,141,369 as of 2022 according to the CIA World Factbook. Some of the ethnic groups that are present in Australia are as follows: English 36.1%, Australian 33.5%, Irish 11.0%, Scottish 9.3%, Chinese 5.6%, Italian 4.6%, German 4.5%, Aboriginal and Torres Strait Islander 2.8%, Indian 2.8%, Greek 1.8%, Dutch 1.6%. Australia has had a history of it being once a colony of the English empire and became its own independent nation on January 1st, 1901. The most recent statistics are from 2016 and come from the CIA World Factbook regarding ethnic groups. The age structure of Australia is as follows: 0-14 years: 18.72% (male 2,457,418/female 2,309,706), 15-24 years: 12.89% (male 1,710,253/female 1,572,794), 25-54 years: 41.15% (male 5,224,840/female 5,255,041), 55-64 years: 11.35% (male 1,395,844/female 1,495,806), 65 years and over: 15.88% (2020 est.) (male 1,866,761/female 2,177,996). The statistics for the age structure comes from the CIA World Factbook.

Economic Analysis

The GDP per capita for Australia is \$48,700 (U.S. Dollars) as of 2020 according to the CIA World Factbook. GDP (gross domestic product) is defined as a “measure of the value added created through the production of goods and services in a country during a certain period” according to the OECD data. Some of the industries that Australia produces are mining, industrial and transportation equipment, food processing, chemicals, steel. Along with agricultural products, Australia produces sugar cane, wheat, barley, milk, rapeseed, beef, cotton, grapes, poultry, potatoes. The unemployment rate of Australia is 5.16% as of 2019 according to the CIA World Factbook.

Political Environment

The government of Australia is classified as a federal parliamentary democracy under a constitutional monarchy; a Commonwealth realm, according to the CIA World Facebook. A federal parliamentary is a “democratic form of government in which the party (or a coalition of parties) with the greatest representation in the parliament (legislature) forms the government, its leader becoming prime minister or chancellor” according to Britannica. The leader of Australia is prime minister Anthony Albanese and has been the prime minister since May 23rd, 2022. A prime minister gets elected following the legislative elections, the leader of the majority party or majority coalition is sworn in as prime minister by the governor general according to the CIA World Factbook.

According to the Fragile States Index, Australia ranks 168th out of 179 countries in relation to the state of the country and is an indicator of having good business stability in the country.. When it comes to the corruption perception index, Australia ranks 73 out of 100 in score. According to Transparency International, what this score is used for is to an indicator is to see global corruption ranking in the world. It tells each country’s public sector is perceived to be, according to experts and businesspeople. Australia overall is a good place to do business and corruption isn’t a prevalent issue in the country.

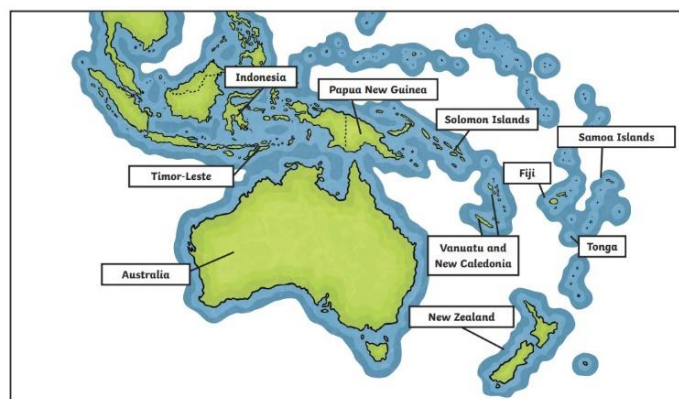
Business & Industry

The top industries in Australia are as follows: mining, industrial and transportation equipment, food processing, chemicals and steel according to the CIA World Factbook

Cultural Analysis

The primary language of Australia is English. While it is the most spoken language in Australia, there is a small percentage of people who speak Mandarin, Cantonese, Vietnamese, Italian and Hindi, to name a few. When it comes to meeting up with people or having a business meeting, usually a “Hi, how are you” and a handshake is a good way to introduce yourself and good greeting manors. If friends with someone, a kiss on the cheek, a quick backslap or hug is an appropriate action. When having a conversation with Australian people, they are usually laid back and like to joke around with the person they are talking to. They like to create strong bonds with the person they are meeting and like to get to know the person. Australians are not as interested with one’s credentials, wealth or achievements, they are mostly interested in the person’s authentic and genuine personality. When it comes to meeting up with someone, usually being a few minutes early to the meeting time is good and this especially applies to business meetings. If getting prepared for a business meeting, men should dress in dark, business style suit and women can dress in a smart dress or a business suit. The information for this section was according to Commisceo Global on various country and culture guides.

Geography



Map of Australia with its neighboring countries

Australia has a total landmass of 7,741,220 sq km and is roughly the same size as the U.S but slightly smaller, according to the CIA World Factbook.

Current Events

A current event that is going on in Australia is in the economic front. According to news.com.au, housing prices in Australia are going to reduce 23% for some states according to the National Australian Bank. Most capital cities, apart from Sydney will have a drop in housing prices due to the pandemic starting to wane. Due to the high interest rates in Australia, it has led buyers to not being able to borrow as much money and in turn, has led to reduction in

property prices. This has also led to rents going up with it even outpacing the price of houses. This can lead to people wanting to sell their house right now due to not knowing what their price of their house will be in the future, will make renters think about what they should spend their money on and will make it harder for first time home buyers to buy a house due to high interest rates.

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Section 4- Customer Profile

Demographics & Culture

The demographics & culture of Australia is varied in many ways and is a country that is worth exploring in those aspects. The following ethnic groups that are present in Australia are as follows: English 36.1%, Australian 33.5%, Irish 11.0%, Scottish 9.3%, Chinese 5.6%, Italian 4.6%, German 4.5%, Aboriginal and Torres Strait Islander 2.8%, Indian 2.8%, Greek 1.8%, Dutch 1.6%. The most current information on ethnic groups is of 2016, according to the CIA World Factbook. When it comes to the median age, the total median age is 37.5 years. For males it is 36.5 years and for women it is 38.5 years according to the CIA World Factbook as of 2020. The school life expectancy is a total of 22 years, for males its 21 years and for females its 22 years, according to the CIA World Factbook as of 2019. The length of school for students according to Study Australia, “Schooling lasts for 13 years, from preparatory to senior secondary. School is

compulsory until at least the age of 16.” For religion, Australia is home to various religions. These religions are as follows: Protestant 23.1%, Roman Catholic 22.6%, other Christian 4.2%, Muslim 2.6%, Buddhist 2.4%, Orthodox 2.3%, this is according to the CIA World Factbook as of 2016. Finally, the population of Australia is 26,141,369 as of 2022, according to the CIA World Factbook.

Australian culture is known for warm hospitality and open to meeting new people. Australians are known for their outgoing attitude towards life and meeting new people. They value humility and authenticity when meeting new people and like to not delve into one’s achievements or credentials. Australians like to joke around in a self-deprecating way and most of their jokes are not meant to be taken seriously. They are also known for their colorful language and slang that even English speakers can be taken a back. Some of the guidelines for dining are arriving a little early to when dinner is about to start and dressing casually. This is especially important when going to a BBQ (also known as the barbie). When going to a restaurant, usually at the end of a meal, splitting the bill with an invited guest is an appropriate action. Finally, if going to bar with a group of people, the person buys a round of drinks for each person in the group and each person take turns buying rounds. When it comes to table manner, it is the continental style of dining, which is holding the fork in the left hand and the knife in the right while eating. Keep elbows off the table and hands above the table when eating. If thinking of going to give gifts to someone in Australia, small gifts are appreciated and are open on the spot. Giving expensive gifts to someone close is an appropriate action but giving gifts to an unknown person, it could be taken as flaunting wealth. When it comes to business etiquette and how meeting is conducted, they are similar to how businessmen and women are done in the U.S, such as showing up early to a meeting, if there are objections it should be stated and suit and tie is a typical business attire. All the information about Australian culture is according to the Commisceo Global Consulting.

While there is no specific time of the year that Australians like to travel, there are certain times of the year that they visit certain parts of the world. According to InfoPlease, Australian students have their summer vacation from mid-December to late January. This is a time when parents and their children go on holiday. Weather also dictates when Australians go on vacation too. According to Australia.com, “Australia’s seasons are at opposite times to those in the northern hemisphere. December to February is summer; March to May is autumn; June to August is winter; and September to November is spring.” If visiting Fiji, the best time would be around the June-October due to the average max temperature is around 80°F and the average minimum temperature is around 68°F, this is according to WeatherSpark. While the weather in Fiji never gets below 63°F, during the months of December and March, it gets humid in Fiji along with more chances of rain.

Target Market: Family Travelers

For the target market, the information about characteristics, motives and psychographic about families traveling will be presented. To start out, the main characteristics of families are that there are certain vacation destinations that they like to go to. The most popular being national parks, theme parks and beach vacations. When it comes to why they want to go on vacation, according to a report by Family Travel Association, the top 3 reasons why families go on vacation is "One, to have my children discover new place and have new experiences, two, to bond and grow closer as a family and three, to relax and unwind." Lastly, depending on the income of the family, they can spend anywhere from \$1,000 to \$10,000 according to the Family Travel Association report. Marketers might think that most families are the same and are usually traveling to have fun but each family is a little different. You could split families into three categories, hassle-free, cautious and intrepid traveling families. According to Family Travel Association Report, hassle-free families can be described as "More likely to prefer cruises, all-inclusive resorts and organized tours, more likely to think that travel with children is a hassle, more likely to return to the same destination and more likely to stay at home during vacations." For cautious families, it was "Concerns about affordability and value, concerns about cleanliness, safety, healthcare and security in unfamiliar locations, concerns about the safety of children in crowded places and concerns about providing children with experiences that are iconic." Lastly, for intrepid families they "Tend to prefer new destinations every time they travel, tend to travel to experience different cultures, tend to worry less about safety and more likely to travel to unusual destinations." While these could be generalizations of families, one should take into consideration that every family will have their goals and concerns when traveling. When a family decides to travel, they also consider how long their vacation will be. This usually depends on the income level of the family because the longer the vacation, the more expensive it gets. According to Family Travel Report, "22 percent of respondents with an annual household income of \$100,000 to \$149,999 have taken a vacation of 14 nights or more in the past year. This rises to 26 percent of those with an annual household income of \$150,000 or more." While the number of trips a family takes over a year varies too, according to Family Travel Planning, around "45% of parents take more than 3 overnight family trips a year." Most of the time, families like to travel around the summertime (June-August) and winter (December-January) break due to kids being out of school and not having to worry about their children falling behind school. The children's age also contributes to where families travel. If a family has children below the age of five, they must consider what activities they will do during travel and usually after the age of five, kids are more adventures, like to try different things and go to new places. Lastly, when parents are looking for a vacation, there are five things they are hoping to get out of or look for. According to Family Travel Association survey, those are "Best value/price for our budget at is at 36%, kid-friendly environment is at 11%, close proximity to attractions and activities is at 10%, amenities for children (pool, beach, game rooms, kids' clubs, etc.) is at 8% and whole family can gather in our own space is at 6%." Though travel with families can be a complicated matter, they are mostly looking for quality time with their children and to have a break from their daily life and work.

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Section 5- Marketing Strategy

Target Market

Product Policy:

Customer Need or Cultural Need	Product Adjustment Ideas
Australian families are looking for a reasonably priced vacation. At Tilivia Resort, they have reasonable prices to have a beach style vacation and resort accommodations.	To have a package for families that includes the food, stay and family friendly activities along with what the savings are if you book the family package instead of just the normal booking. The maximum amount of family size for this package would be 5 family members and the discount for

	this package would be 15% off compared to booking the resort as usual. It would be a weekend get away for 2 nights at the resort.
Australian families are looking for a resort that is hospitable and a relaxing vibe to get away from their busy lives while the kids are busy with activities	Have more kid friendly activities on the island. Some of these can include checking out fishes that are in the ocean, a scavenger hunt for a candy prize at the end and a kid's campfire at in the end of the night that includes food and non-alcoholic drinks.

Services Policy:

Customer Need or Cultural Need	Service Ideas
Getting to island will be a long journey. We must have an idea to entertain the customers and so the journey doesn't feel as long	The person who is sailing the boat could also slow down and stop quickly to check out any parts that are of interest in the island and state some information about that area. He will also give out a brochure that is laminated and can point to more information about the resort and activities.
Families will want to do activities that don't require too much danger and everyone in the family can do.	Having the opportunity for families to be able to explore another part of the island. Have a boat that can take families to another part of the island that is of interest and can give them a tour of the location. The families that we would want to target are families that are intrepid because since this resort is off the beaten path, we want families that aren't to be worried about doing new activities.

Price Policy:

A price policy that can be implemented is a family vacation package. What can come included is a family size room along with activities that are family-friendly in the resort. This would appeal to Australian families because if they see that there is a family package compared to how it would be if you were booking it normally, they will see the savings in the final price. Also, it would help doing a package like this because there would be less steps to do booking and

parents not stress out about the process of booking. Price and convenience are key factors in price policy. Another feature would be to add the prices in various currencies so parents can know what price is instead of the one in Fijian Dollars.

Place / Supply Chain Policy:

Getting to Tilivia Resort is a challenge from a logistical standpoint. All the travel that the families will have to go through will make it tiresome and could get frustrated. Our first strategy to deal with this problem is that families will get a laminated brochure that lets them know what Tilivia Resort is about, what activities are there and any point of interest while on the boat ride. Through the one-hour boat ride, the person sailing the boat could point to places of interest that are around the island and what activities there are. These could range from a popular monument, a rock formation or a part of the island that is worth taking pictures of. Second, families should be given a complementary snack such as popular Australian snacks like Tim Tams and Cheezels along with bottled water to go with the boat ride and seasickness pills in case of a passenger not feeling well. This will give families a distraction from the boat and if anyone feeling sick from ride, there is something to fix that situation.

Promotion Policy:

Three Media Choices

The three media choices to market to Australian families are website banner ads, video ads and print ads. For the digital banner ads, websites that would be targeted are travel, news, business, and shopping websites along with social media apps like Facebook and Instagram. For the video ads, they will be played before videos on YouTube, websites and social media apps like Facebook and Instagram. For print ads, the media that could be targeted are newspapers, travel magazines and direct mail.

Use the Internet

With the internet being a prevalent tool that marketers use to their advantage, Australia has kept up with the internet. According to Statista, “91% of Australians are active on the internet and over half of Australians access the internet mainly via a broadband connection”. With the advent of smartphones, Australia is also known for a high percentage rate of smartphone users, which is 86%, according to Statista. This in turn makes Australia a suitable place to use the internet to market Tilivia Resort and hopefully get families to book a trip to Fiji. Australian parents like to spend time on social media and like to hear of deals on travel through either ads or word of mouth. Tilivia Resort could direct families to their Facebook when clicking the ad and check out what the family package is about. Tilivia Resort should also consider updating their Facebook more often like posting every week or two, so customers can see that they are active on social media and can answer questions as quickly as they can.

Advertising in Australia

When trying to advertise in Australia, there should be a call to action, a powerful headline, benefits of the product and images that are appropriate for what is being sold. Austrians also like to use humor in their advertisements but there are specific terms and slang of the country that can be used to make the ads much more appealing to Australian consumers. In terms of restrictions of what should not advertise in Australia, avoid making ads that include misleading and deceptive conduct, component pricing and bait pricing. Some of the ways to promote the resort in the ad banners and print ads is by having images of a family walking near the resort beach and having an enjoyable time along with a short tagline that says what Tiliva is about, the price of the package and a brief list of what comes included. Another advertisement in video format, could show a quick montage of the island, the resort itself and its amenities along with footage of families engaging in the fun activities. Through the video there could be a narrator describing what the resort is about and how there is a family package and what it includes.

Where in Australia to market Tiliva Resort?

Though Australia is a big country and the same size of the U.S, the population density is concentrated near the ocean due to weather, the geography in the middle of Australia and access to the ocean. Most Australian cities are near the ocean and these include Sydney, Melbourne, Adelaide, Brisbane, Darwin and Perth, to name a few. The part to mostly target is the the eastern part of the country, which includes Sydney, Melbourne and Brisbane due to their access to international airports, direct flights and shorter time to get to Fiji. In the end, the goals of this campaign is for Australian families to get an idea of what the resort is about, what amenities and activities are included on the island and what the family package comes included along with the savings and convenience.

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