

VERSION 1.1

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## TACTICAL MARKETING PLAN

[DOCUMENT SUBTITLE]

PRESENTED BY: ANDY

[COMPANY NAME]

[COMPANY ADDRESS]

## TACTICAL MARKETING PLAN

Living Adventure is a hybrid travel agency, in the process of transitioning to become an Online Travel Agency and will continue as a traditional travel agency providing face to face consultation to existing customers.

Primarily, the website allows visitors to create an itinerary and save the itinerary as "My Itinerary". Every "My Itinerary" is a call to action request. "My Itinerary" is also a communication tool for customers who purchased tours through Living Adventure to manage the booking and itinerary through the website and contact Living Adventure representatives to discuss their travel arrangements both before and during their trip. This gives Living Adventure the opportunity to subtly promote similar scheduled group departure tours from its database of tours from popular tour operators based on the saved itinerary.

The secondary focus of the website is to build an online community to connect customers who wish to meet new friends on their holiday or to find a travel companion, share travel tips, post a saved itinerary (My Itinerary) on the community forum for suggestions from community members and share travel journals. Photos uploaded onto travel journals are also available for search on public gallery of the website. Visitors of Living Adventure's public gallery can purchase digital photos for a royalty fee. The royalty fee is shared between the owner of the photograph and Living Adventure - for the upkeep of the web server space. Living Adventure's online community is also integrated with established social networks such as Facebook, Google, LinkedIn and Twitter.

Living Adventure also offers daily discount on products on the website. There will be a further discount on the payment to the "savvy, know all" price conscious travelers that do not require interaction with a Living Adventure consultant. Living Adventure's goal is to attract brand loyal customers to book through Living Adventure rather than directly on competitors' website.

Living Adventure aims to be the first travel agency to offer a rebate or reward scheme based on the total amount of spend. The scheme is similar to an Airline Frequent Flyer points program. A registered customer earns 1 point for every dollar spent on a tour, hotel booking, car hire booking and on the value of airfare component only (does not include taxes and fees). The customer may redeem the points as credit towards a future booking. Living Adventure is considering 10,000 points as the equivalent monetary value of \$100. The customer may only redeem the points for credit, when the loyalty points accrued is 10,000 points or more.

The interactions and collaboration of the online community are Unique Selling Points (USP) of the OTA business. Living Adventure will promote the USPs in the travel section of the local newspapers (for example The Sunday Mail) as required and look for cross promotion opportunities on supplier's website or third party websites.

### PLAN OVERVIEW

<b>Practice:</b>	
<b>Name of Campaign:</b>	
<b>Campaign Manager:</b>	
<b>Subject Matter Expert:</b>	

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## OBJECTIVE

A communication tool for customers who purchased tours through Living Adventure to manage the booking and itinerary through the website and contact Living Adventure representatives to discuss their travel arrangements both before and during their trip.

## TARGET MARKET

Current Demographics:

40 – 75 years usually couples that travel twice a year in the Northern summer and Southern summer season. Or once a year between 1 and 3 months on a combination of independent travel and organized tours.

25 – 39 years single or newly weds travelling on a combination of tailor made and organized tours.

17 – 24 years traveling in their gap year or once a year.

## PRODUCT DEMOGRAPHICS

Fast-paced and affordable trips designed with the 18-to-thirtysomething traveller in mind.

For the majority, travel experiences that include active activities (biking, hiking, whitewater rafting, dog-sledding and etc) with their environment and designed to deliver an excellent balance of must-see travel highlights and encounter with local people and their culture.

Living Adventure also caters to all budgets, we can tailor **overland itinerary** with local ground operators to provide the opportunity to experience local living and culture of the destination. We deal directly with partners based in Vietnam, Africa, Thailand, Malaysia, Brazil, Argentina, China, Tibet, Bhutan, Sri Lanka, India and Colombia. The leisure tours to Europe and USA are booked through wholesalers.

Expensive expedition cruises to Arctic, Antarctica or West Africa.

Never before – Living Adventure would like to penetrate the leisure cruise & European river cruise market, school groups and special interests private groups.

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## MESSAGE SUMMARY

[Summarize your message.]

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## CALL TO ACTION

Build membership to the community with sign ups to “My Itinerary” and subtly market tours based on the saved itineraries. When the user is ready saves the itinerary, it gives Living Adventure representative an opportunity discuss the itinerary using the internal free chat function (similar to Facebook).

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## PROCESS

### LIST DEVELOPMENT

All development must be tested on staging url before going on LIVE on hosted server.

See attachments.



## OPPORTUNITY QUALIFICATION PROCESS AND CRITERIA

### XML feeds and APIs

1. Acacia  
<http://www.acacia-africa.com/XML/AcaciaXML/tourdataAcacia.xml>
2. Explorer  
<http://www.explore.co.uk/holidays/search?format=xml>
3. Gadventures  
<http://gapadventures.com/api/feeds/tours/>  
<http://gapadventures.com/api/feeds/promotions/last-minute-tours>
4. Jenman (HTML)  
<http://www.jenmansafaris.com/safaris.xml>
5. Urban Adventures  
[http://www.urbanadventures.com/xmlapi/server?cmd=get\\_trips&xml=](http://www.urbanadventures.com/xmlapi/server?cmd=get_trips&xml=)
6. Peregrine  
<http://www.peregrineadventures.com/xmlfeed/XMLFeed.asp?type=ActiveTrips>
7. Vodka Train & Sundowners  
<http://www.sundownersoverland.com/journeys/rss/rss.aspx?wsc=VT>  
<http://www.sundownersoverland.com/journeys/rss/rss.aspx?wsc=SD>
8. Intrepid  
[http://www.intrepidtravel.com/Livingadventure\\_XML/Region/](http://www.intrepidtravel.com/Livingadventure_XML/Region/)
9. Geckos  
<http://geckosadventures.com/xmlfeed/XMLFeed.asp?type=ActiveTrips>
10. Dragoman  
<http://www.dragoman.com/holidays/search?format=xml&v=2>
11. Chinese tours  
Manual import

### APIs

1. Amadeus ePower
2. Octopus Travel
3. Agoda
4. Europcar
5. QBE Insurance

## PROJECT PLAN

### NECESSARY EVENT RESOURCES

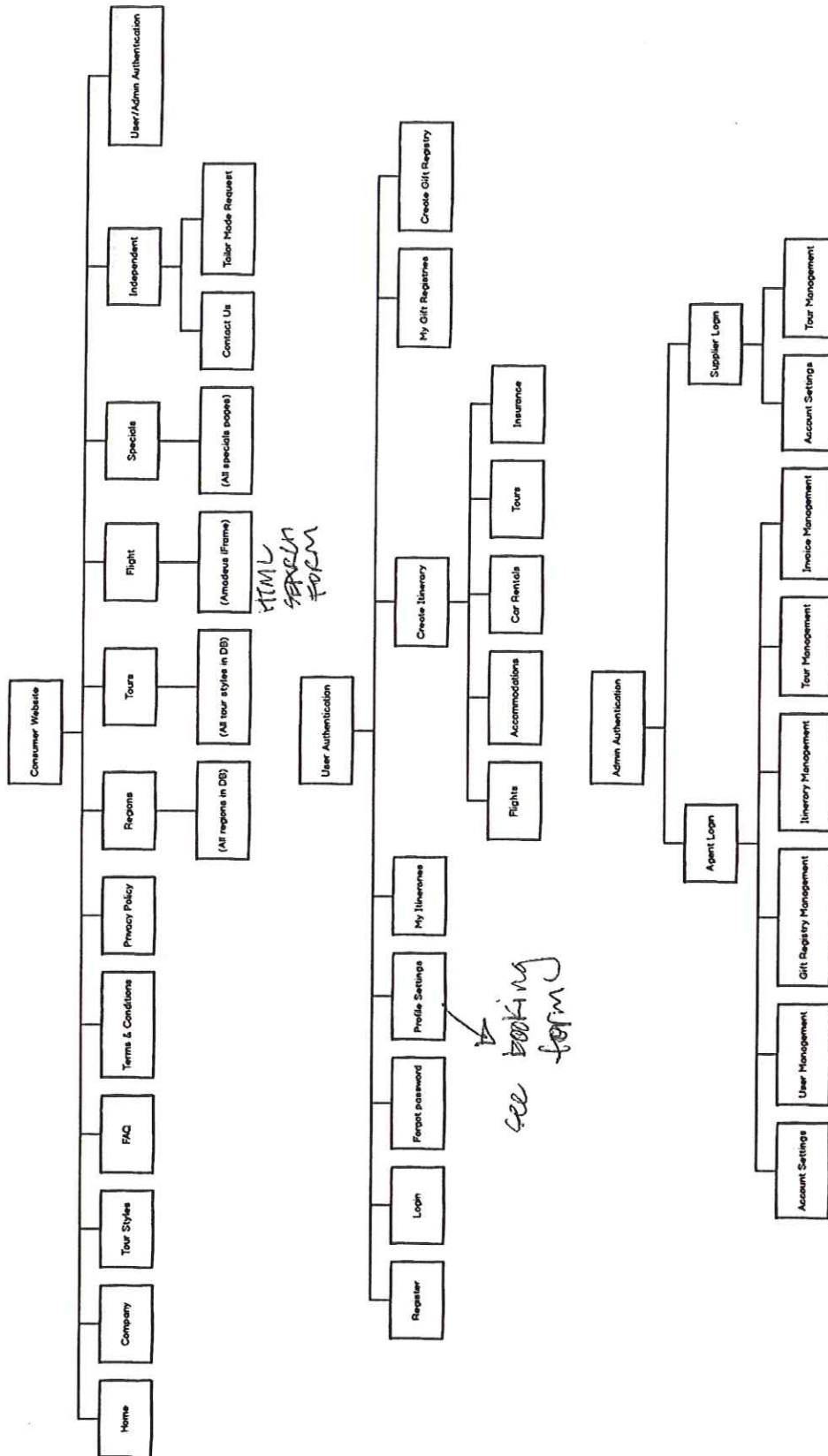
Resource	Role	Estimated Work Hours

### BUDGET

\$10,000

## Appendix A

skype integration  
#contact no.





## Appendix B

Create Itinerary | Living Adventure

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http://livingadventure.net

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Day 1

[Flight](#)  
Senectus et netus et malesuada fames ac turpis egestas

Day 2 - 4

[Tour 2](#) - Pending  
Quisque sit amet est et sapien ullamcorper pharetra. Vestibulum erat wisi, condimentum sed, `commodo vitae`</code>, ornare sit amet, wisi.

Day 2

[Accommodation](#)  
Pellentesque habitant morbi tristique.

[Tour 1](#) - Confirmed  
Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante senectus et netus et malesuada fames ac turpis

Day 5

[Car Rental](#)  
Habitant morbi tristique tempor sit amet.

[Tour 3](#) - Confirmed  
Ante senectus et netus et malesuada fames ac turpis egestas.

Itinerary Toolbar

Add Flight  
Add Tour  
Add Accommodation  
Add Car Rental  
Add Tour  
Add Insurance

Approved concept - ✓  
writing on design

\*TAILOR MADE/BOOKING  
"MY ITINERARY"

tour booking +  
tailor made tour request

## Appendix C

unique quote ref #  
→ once confirmed - unique  
booking ref

