

Goa Tourism

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Consumer Insights

Group Statistics		Foreign			Domestic	
	Mean	Std. Deviation			Mean	Std. Deviation
Enjoy Beauty of Nature and Beaches		3.43	1.001	Entertainment	3.49	.968
Holiday and Relaxation	3.29	1.205	Holiday and Relaxation	3.48	1.086	
Entertainment	3.23	1.176	Enjoy Beauty of Nature and Beaches	3.31	1.199	
Sports and Adventure	2.47	1.353	Boat Cruises	2.65	1.504	
Gambling	2.12	1.440	Shopping	2.54	1.462	
Health and Beauty Care	1.76	1.136	Gambling	2.24	1.428	
Shopping	1.59	.712	Visiting Friends and Relatives	1.94	1.345	
Boat Cruises	1.58	1.084	Sports and Adventure	1.75	.772	
Visiting Friends and Relatives	1.35	.918	Health and Beauty Care	1.70	1.112	
Work	1.12	.328	Work	1.27	.827	
N = 240		115				125

Observation: From the given table we can see that goa is seen as a place to relax and enjoy vacations.

- Foreign tourist like to spend most of the time enjoying the warm weather and beautiful beaches.
- Domestic tourist spend most of the time in entertainment.

Inference:

- Beaches seems to be the main focus of tourist be it domestic or foreign. Focus on promoting beach shacks and beach parties to intrigue tourist.
- Sports and adventure can be marketed and promoted to domestic tourists as it has a lot of potential and is under exercised, it generates good amount of revenue as well.
- Focus of foriegn tourist could be shifted more towards other activities like shopping and cruises to increase footfall and re explore Goa.

Segmentation

- **Geographical**

Given table lists the top 10 countries from which goa has experienced maximum influx of tourists in the past.

- **Demographic**

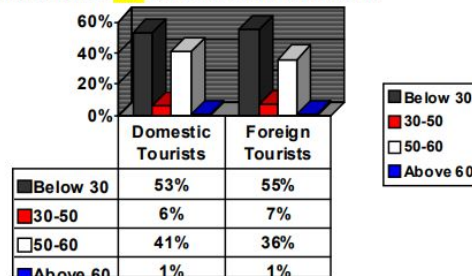
According to Goa tourism industry statistics, we can understand that maximum tourists who have been to Goa in the past were somewhere between 18 to 30 years of age.

- **Types of tourists**

As we can see, individual explorers are the most common types of foreign tourist while package tourists are most common among domestic visitors followed by individual explorer.

Sr. No.	Countries	No. of tourists Arrived	%	No. of tourists Arrived	%	No. of tourists Arrived	%	No. of tourists Arrived	%	No. of tourists Arrived	%	No. of tourists Arrived	%
0	0	2012		2013		2014		2015		2016		2017	
1	U.K.	119891	29.53	145431	29.53	146380	28	149670	27.64	129940	19.09%	83978	294569
2	Russia	140100	33.05	162746	33.05	149684	29.14	150019	27.7	376957	55.38%	490015	333565
3	Germany	31842	9.43	46472	9.43	55932	10.89	46990	8.67	28062	4.12%	27913	19427
4	Ukraine	—	—	—	—	3902	0.75	15755	2.9	37671	5.53%	23702	46826
5	Finland	23787	5.2	25643	5.2	25701	5	21997	4.06	6011	0.88%	10126	10685
6	France	19907	4.18	20618	4.19	35079	6.83	21902	4.04	3965	0.58%	10724	8645
7	Switzerland	12951	2.76	13599	2.77	13641	2.65	14102	2.6	3485	0.51%	12501	5090
8	Sweden	18222	3.8	18752	3.81	18872	3.67	18922	3.49	3792	0.56%	2904	6127
9	U.S.A.	8970	1.93	9502	1.94	9979	1.94	12227	2.25	6833	1.00%	207	154
10	Australia	6872	1.55	7635	1.56	7773	1.51	7982	1.47	2576	0.38%	458	2874

Exhibit 3: Profile-Age group of tourists visiting Goa.



Forms of tourism			
Tourist type	Domestic Tourists	Foreign Tourists	Test Statistic *Significant at 5% level.
Individual explorer	60	102	22.54 (p-value 0.0020)
Package	72	66	
Business	24	24	
Leisure	60	48	
Study	36	18	
Health	12	18	
Sports	12	06	
Others	24	18	

Targeting/Positioning

Foreign Tourists

Best way of utilizing resources is to focus on enticing top 5 countries from which there has been maximum influx of tourist in the age group of 18 to 30. On closer examination we can point out that these 5 countries have relatively lower temperature and experience winter during most part of the year. This makes the tropical weather of Goa a point of attraction.

Profitability: Due to currency exchange rates, longer stay, higher spending capacity

Reachability: Reachability seems high as the past shows higher numbers from these places, even more European markets could be targets owing to more or less similar weather conditions, cultural history, monuments dating back to the colonial history of India. Customer acquisition costs (CACs) would be relatively higher as well

Domestic tourist:

Size: Domestic tourist make up nearly 89% of the tourists

Profitability: Duration of stay is less covered up in frequency and entertainment and accommodation costs

Reachability: Dream Destination, Medium as image it's already such while the cost for it might just prove to be a challenge Number of travellers are higher, frequent visitors and they visit round the year.

Reachability: High as because of shorter distance, lesser tourism regulation such as Visa and travelling cost.

Edge over competition (Positioning)

Thailand

Higher overall expenses

Not as safe as Goa

Not as peaceful as Goa

Less variety in food

Costlier water sports

Bali

Peak season ends in October

Expensive in comparison to Goa

Lesser means of public transport

Maldives

More expensive than Goa

Does not have rich heritage as Goa

Video Marketing Campaign

Ideation

Video is a powerful way for travel and tourism brands to showcase the experiences they are offering. 60% of travellers who view video content on social platforms use it as a factor in their decision-making process. Almost half of travellers state that they are likely to book a trip immediately after watching a travel activity video and 62% of travellers stated that they would like to see a video before making a final booking decision. Videos highlighting the tropical weather, food, beaches and heritage sites and adequate emphasis on consumer insights as well under the banner goan spirit would do wonders in promoting Goa as a go to destination for travellers. A good visual representation of highlights of Goa in the form of an advertisement can help in cultivating a thought of visiting Goa in the minds of viewers



Implementation

As per segmentation and targeting, our target audiences are people from colder countries who experience cold snowy weather during the season November to april, which are some of the best month to visit Goa. Weather is the 2nd biggest influence on consumer behavior after the state of the economy. We will use weather based marketing. weather targeting works best when coupled with aspirational creative showing sunny tropical vistas to enforce a yearning for warmth and sunshine. For example, a study by Thomas Cook found that local weather impacts both Google search volume and online bookings for Mallorca holidays by as much as 14%

Campaign Publicity



Google Adsense



Youtube Ads



Google Adwords



Instagram



Facebook



Search Engine Optimisation

The publicity of campaign can be carried out using these platforms/tools. Following the **interest-based marketing** technique, we can reach the right users and make sure that resources are utilised in the best possible way. This will make sure that any person who is looking for a trip comes across our campaign.

Cost-benefit analysis

Cost	Benefit
Implementation Costs <ul style="list-style-type: none">• Advertising agency Campaign Publicity Costs <ul style="list-style-type: none">• The average cost of an advertisement on Google Ads (AdWords) is \$2.32 per click on the search network. The average cost per click of an ad on the Display Network is under \$0.58.• The average cost per action (CPA) in a Google advertising search campaign is \$59.18.• The average cost per click of an online Facebook ad is \$1.72. The average cost per action on Facebook Ads is \$18.68.• Instagram ads cost \$0.20 to \$2 per click and \$6.70 per 1000 impressions.	Cost Benefits <ul style="list-style-type: none">• Faster and easier in comparison to traditional advertising methods• Cost Effective• Easy to measure effectiveness of campaign• Easy to make future adjustments if any• Brand Development• Precise Targeting• Global reach• Greater Engagement• Easy to share• Less manpower• Though it is targeted to get foreign tourists, it is equally effective for domestic tourists as well.

Sources

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Thank You