

Lehua Hawaiian Adventures

MEMO

TO: All Tour Guides

FROM: Carl Kawaoka, Tour Operations Manager

DATE: January 3, 2016

RE: Company Planning Session

PLEASE REVIEW THE FOLLOWING INFORMATION IN PREPARATION FOR OUR MEETING ON JANUARY 12 AT 3 PM

Last year was very successful for Lehua Hawaiian Adventures. Profits increased by 8%. Most of our tours easily filled in advance; however, several were *less* popular last year. In this planning session, we must evaluate the popularity of all tours that we offer and determine how many of each type to schedule in the coming year.

Air tours—seaplanes and helicopters—decreased in popularity. Land tours, primarily biking and hiking, remained the same as last year. The greatest increase in interest is in tours that combine several experiences, such as biking, hiking, sailing, and snorkeling over a multi-day span. Customers are increasingly interested in vacations that are completely adventurous rather than those that include only a short adventure excursion in the middle of a relaxation-oriented trip.

We have also seen a stronger interest in tours with an educational or historical emphasis, particularly when combined with some activity; for example, a bike ride through a pineapple plantation or on the way to a volcano. We should also consider researching more unique locales to add to our tours. Many customers commented that they enjoy seeing areas that vary from the usual locations.

The chart below illustrates the planning committee's recommendations.

