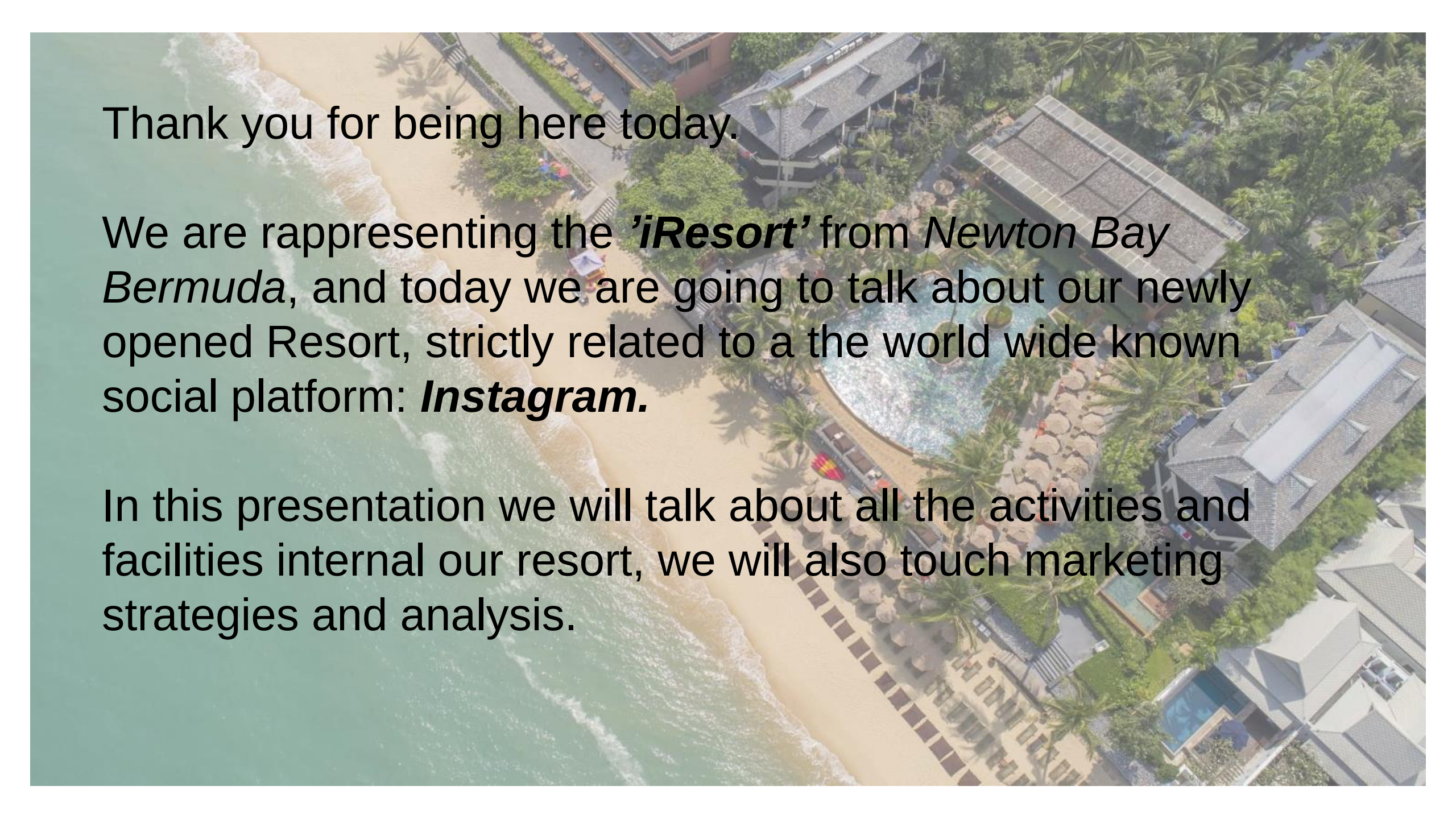


An aerial photograph of a luxury resort. In the background, a large, multi-story pink building with multiple towers and a central archway stands on a lush green island. The foreground shows clear turquoise water with several small wooden docks and a person swimming. The sky is blue with scattered white clouds.

Marketing Environmental Audit to *iResort, 5 Stars Luxury Resort*

- *Presented by:*
- *Alessandro Calzavacca 1817700*
- *Pasquale Bergamo 1816096*
- *Diego Guazzarotti 1816567*
- *Antonella Quarantiello 1815852*
- *Omar Dadach 1815650*

Lecture: Dale Clark

An aerial photograph of a tropical resort. In the foreground, a sandy beach meets the ocean with white-capped waves. A large, irregularly shaped swimming pool with a blue and white tile pattern is situated in the middle ground. To the right of the pool is a large, multi-story resort building with a grey roof and white walls. The resort is surrounded by lush greenery, including palm trees and other tropical plants. A parking lot with several cars is visible near the building.

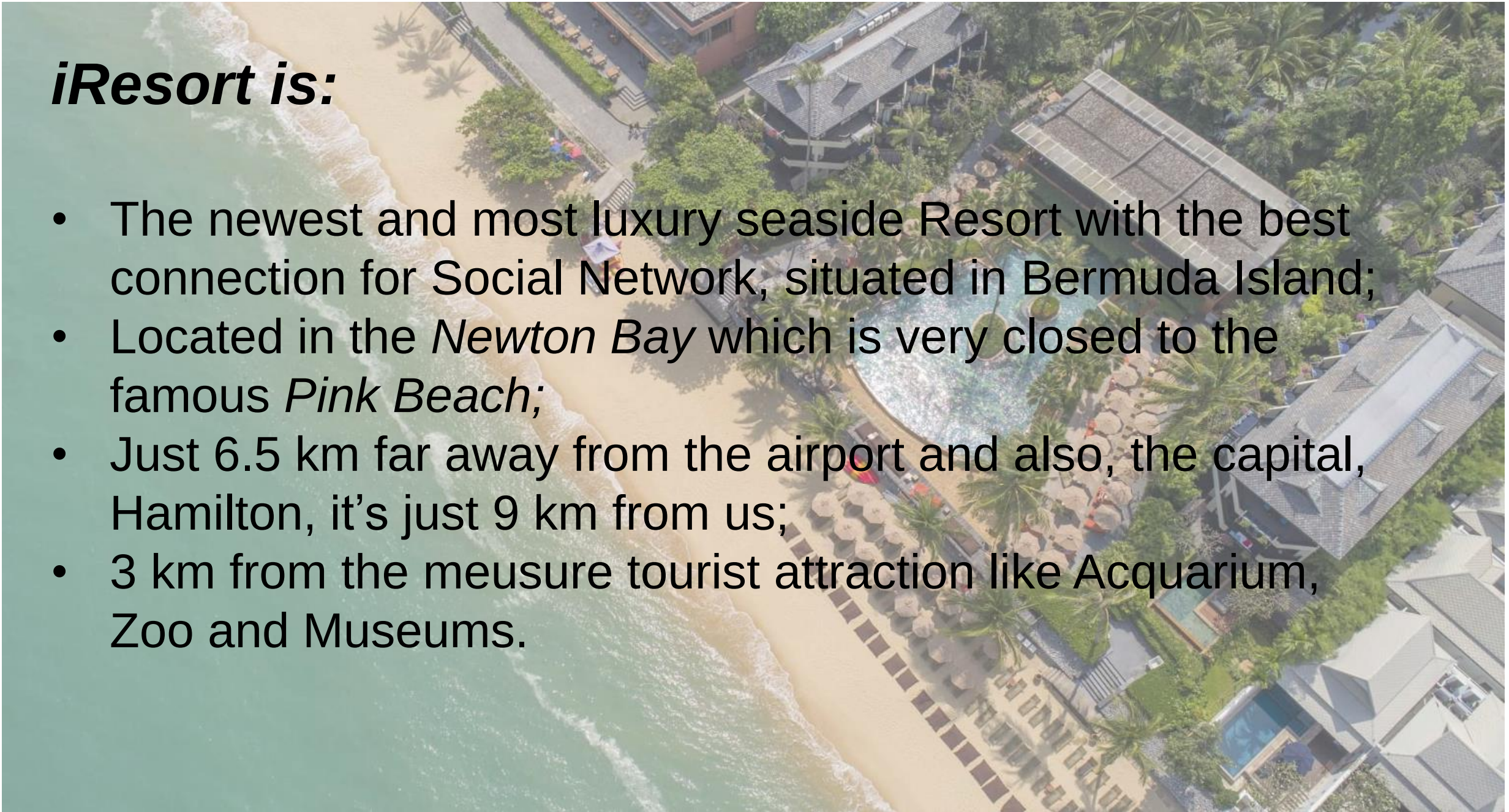
Thank you for being here today.

We are representing the '**iResort**' from *Newton Bay Bermuda*, and today we are going to talk about our newly opened Resort, strictly related to a the world wide known social platform: **Instagram**.

In this presentation we will talk about all the activities and facilities internal our resort, we will also touch marketing strategies and analysis.

iResort is:

- The newest and most luxury seaside Resort with the best connection for Social Network, situated in Bermuda Island;
- Located in the *Newton Bay* which is very closed to the famous *Pink Beach*;
- Just 6.5 km far away from the airport and also, the capital, Hamilton, it's just 9 km from us;
- 3 km from the measure tourist attraction like Acquarium, Zoo and Museums.

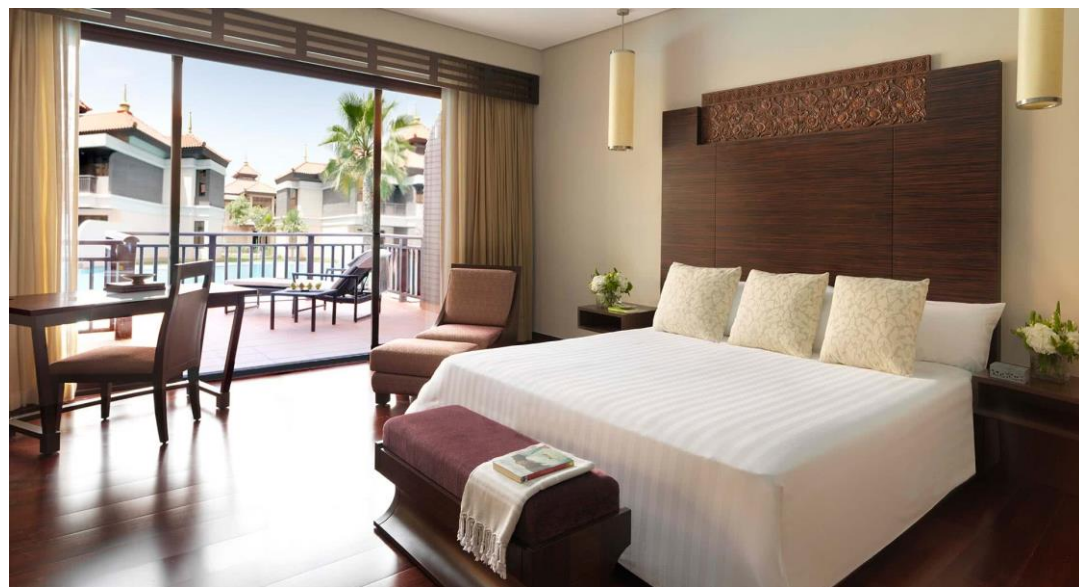




iResort

Newest 5 Stars Luxury Resort in Bermuda

- 70 unique and elegant rooms for relaxation (Double, Suite, Villa);
- All rooms are provided of *Air condition, Free Wi-fi, Mini bar, LCD TV, Bathroom and 24h Room service;*
- *Sauna&Spa*
- *Gym and outdoor sports;*
- *2 swimming pool, indoor and outdoor;*
- *A choice of 3 restaurants;*
- *All rooms are provided of iPads to manage any technological equipment.*



Rooms

Luxury Restaurant



Restaurant Buffet



Beach Restaurant





Our Bartenders



One of our Chefs



Bar located in the pool

Pool outdoor



Spa



Yoga&Gym



Pool indoor





Tennis



Beach volley



Golf



Cyclism



Scuba Diving



Flyboard



Windsurf



Mini bar

Room service





Social Media Activity



Drone Activity

An aerial photograph of a tropical resort. On the left, a sandy beach meets the turquoise ocean with white-capped waves. To the right of the beach is a large, curved swimming pool surrounded by numerous lounge chairs and palm trees. Further inland, there are several large, multi-story buildings with grey roofs, surrounded by lush greenery and more palm trees. The overall scene is bright and sunny, typical of a tropical vacation spot.

Bermuda's Privacy Legislation

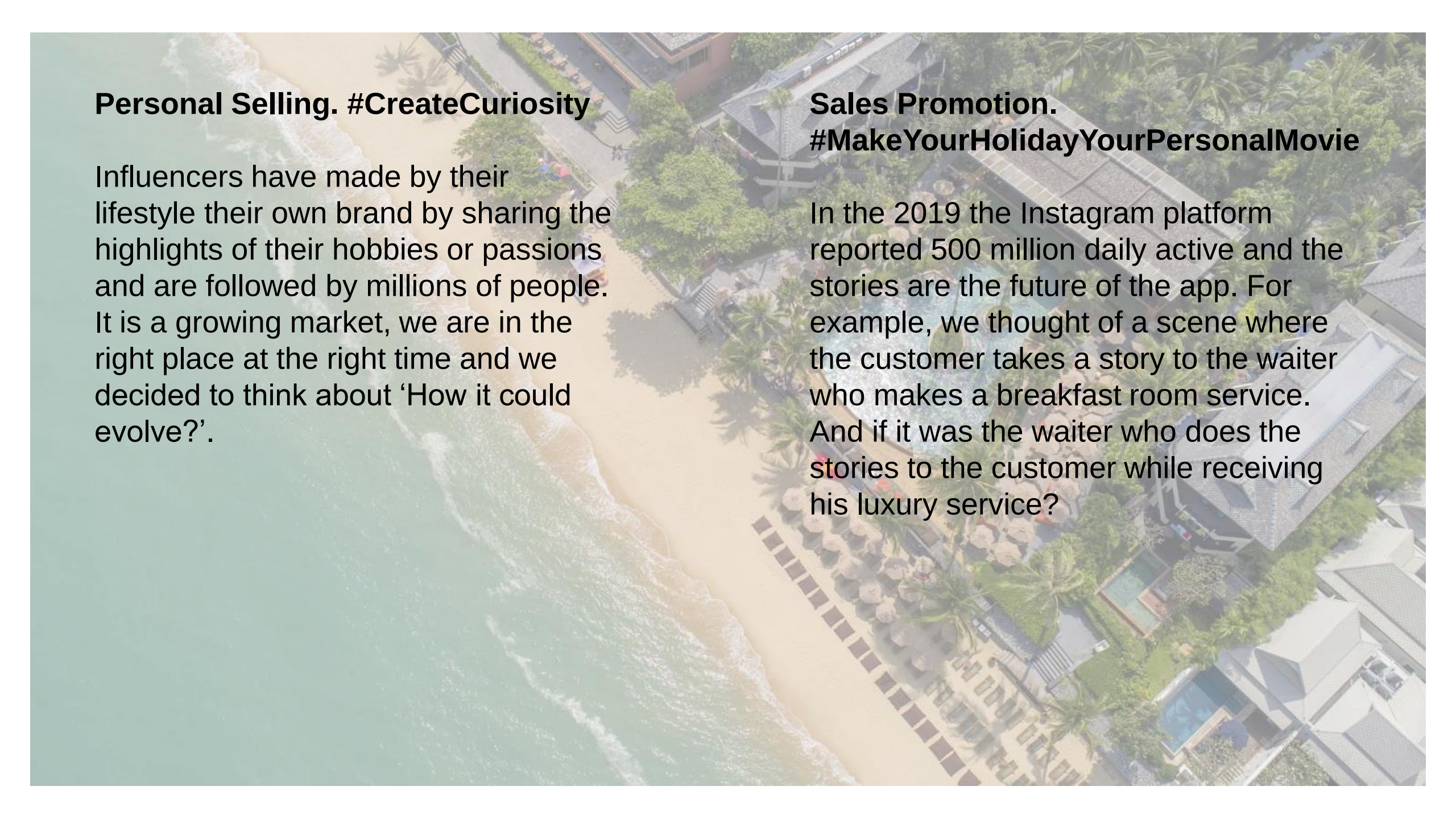
For any organization, personal information about customers, clients, employees and suppliers is a valuable asset. But it is also a responsibility. Protecting the privacy of personal information is not just a hot topic on the internet, it is now every Bermuda organization's legal duty.

An aerial photograph of a tropical resort. On the left, a sandy beach meets the turquoise ocean with white waves. To the right of the beach is a large swimming pool with a curved edge, surrounded by palm trees and lounge chairs. Further back, there are several buildings with grey roofs and lush greenery. The overall scene is bright and sunny.

Our Marketing Communication Mix Advertising

How we can advertise our product?

We decided to focus our marketing on the influencer market to promote our project initially; Today each of us wants be the star of our own "movie of my life" by sharing it with the whole world trough Instagram stories.



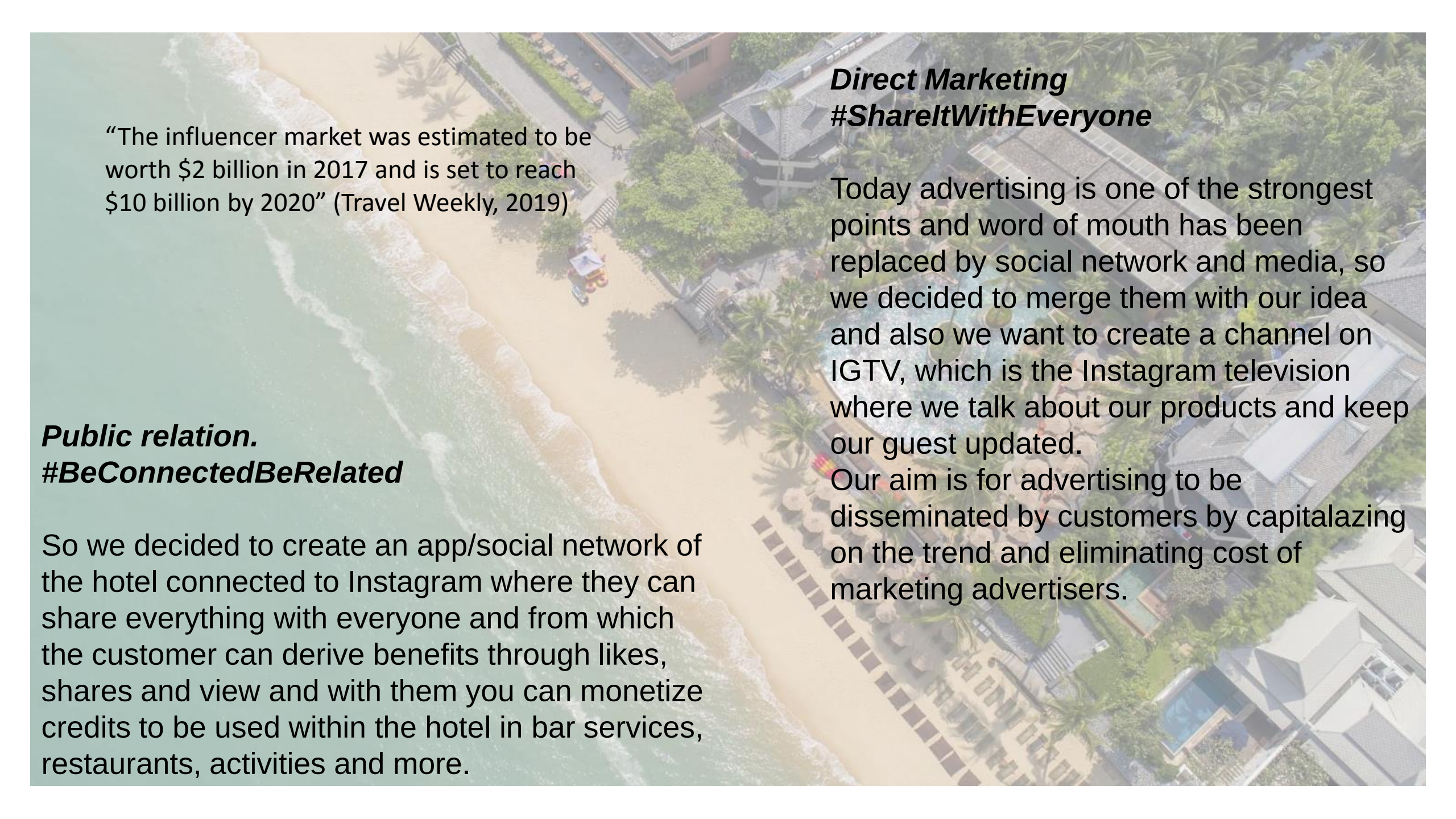
Personal Selling. #CreateCuriosity

Influencers have made by their lifestyle their own brand by sharing the highlights of their hobbies or passions and are followed by millions of people. It is a growing market, we are in the right place at the right time and we decided to think about 'How it could evolve?'.

Sales Promotion.

#MakeYourHolidayYourPersonalMovie

In the 2019 the Instagram platform reported 500 million daily active and the stories are the future of the app. For example, we thought of a scene where the customer takes a story to the waiter who makes a breakfast room service. And if it was the waiter who does the stories to the customer while receiving his luxury service?



“The influencer market was estimated to be worth \$2 billion in 2017 and is set to reach \$10 billion by 2020” (Travel Weekly, 2019)

Public relation.

#BeConnectedBeRelated

So we decided to create an app/social network of the hotel connected to Instagram where they can share everything with everyone and from which the customer can derive benefits through likes, shares and view and with them you can monetize credits to be used within the hotel in bar services, restaurants, activities and more.

Direct Marketing ***#ShareItWithEveryone***

Today advertising is one of the strongest points and word of mouth has been replaced by social network and media, so we decided to merge them with our idea and also we want to create a channel on IGTV, which is the Instagram television where we talk about our products and keep our guest updated.

Our aim is for advertising to be disseminated by customers by capitalizing on the trend and eliminating cost of marketing advertisers.

4Ps of our Marketing

- Our **#products** are new services inserted in a new idea of hospitality in relation to the trend of the moment;
- Our **#promotion** is developed through the customer himself on internet;
- The **#price** of our service is in relation to the chosen target having the basic packages for the room and based on the followers, likes, views and shares you can have more services chosen by you.
- Our **#place** is small, full of beautiful beaches and landscapes to see, you can enjoy the whole territory during your holiday.

4C's of our Marketing

- By virtue of the fact, the **#customer** needs to live new experiences and draw good memories of them;
- And consequently our **#communication** becomes the idea of 100% personalizing your holiday, also by collaborating with influencers;
- Basing all management **#costs** like raw materials on sustainability and almost eliminating communication costs.
- The **#convenience** of our place is that you can get there very easily with planes and ships at moderate prices also being under the English crown the #Brexit will not give any problems as most of the products are imported from the United States.

Target Marketing

A target market is a group of people who have the same needs and desires. Target markets are often groups that companies try to attract in marketing and sales.

Our target market is centered on a specific type of customer:

- Tourists from all over the world;
- Young married couples on their honeymoon;
- Travel influencers;
- Group of friends who want to spend time together;
- Sea lovers;
- People looking for new trends;
- Adventure and water sports enthusiasts such as windsurfing, diving, snorkeling, jet skiing, surfing;

Market segmentation

An aerial photograph of a tropical resort. In the center is a large, irregularly shaped swimming pool with a small island in the middle. The pool is surrounded by numerous palm trees and lounge chairs with umbrellas. To the left of the pool is a sandy beach with waves breaking. To the right and top of the pool are several large, modern buildings with grey roofs, likely hotel accommodations. The overall scene is lush and tropical.

#Geographic

- Island;
- Close to USA;
- Seaside Resort;
- Cruise ships;

#Demographic

- Mostly young people and family;
- All races;
- All religion;
- Any kind of income;
- All gender;

#Psychographic

- Active in social media, willing to adventures;
- Seaside lovers;

#Behavioral

- Tourist who want to live a paradisiac island under another new point of view.

Micro and Macro environment

MICRO

#Customers

- Resort Instagram proofed;
- Term and conditions for the guests and privacy contracts;
- 24h help;
- 24h social activity;
- Trained and professional employees always available;

#Employees;

- Strong recruitment;
- Local employees;
- Follow the employment act 2000 in the government employment legislation in Bermuda;
- Strong relation with the Bermuda Industrial Union to protect the interest of our employees;

#Competitors

- **Cruise:** strong competitors, offering full experiences on board, giving the guest a small opportunity to spend on activities on the island [diagram]:
- **Competitors on the island:** mostly hotels that have been for many years on the market, even if some of them brand new refurbished. We also have a presence of few worldwide hotel chains;
- **Competitors on the new trend:** we have only one “Instagram hotel” recognized in the world with a slightly different concept (business insider, 2019), in Sidney, but the most important competitors close to our concept are big hospitality brand that are directing their marketing strategy on social networks and influencers market;

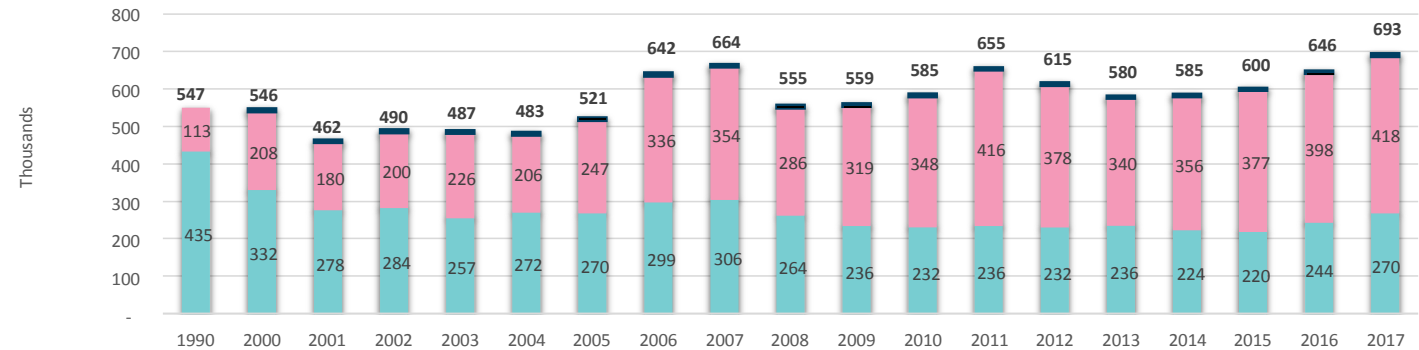
#Suppliers

- External help for bureaucracy (layers, accountants, business consultants, etc...);
- Most of our food and drink suppliers will be local farms and producers, cutting costs of importation and rising quality;

#Media

- We will avoid the use of, nowadays, old and classic channel as television advertisement, radio or newspaper (anyway in a small presence on the island);
- IGTV new channel on the Instagram platform;

Total Visitor Arrivals



MACRO/PESTEL ANALYSIS

#Political

- Offshore political orientation
- Under the British crown
- Leverage on local products

#Economic

- Collaboration with BTA (Bermuda Tourist Authority)
- Economy based on tourism
- Unemployment non-existent

#Social

- Under the influence of American trends
- High standard of lifestyle and almost no poverty
- Society active on the promotion of tourism
- High care for education and new generations
- Racial issues

#Technological

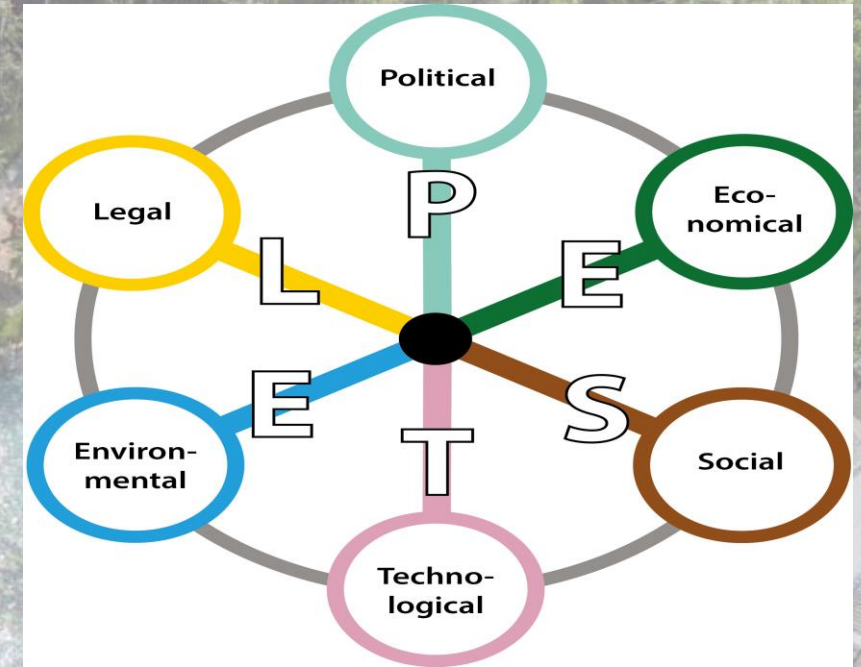
- The government is increasing the technological investment on the country
- The island is hosting the 10th anniversary of tech awards [app referment]

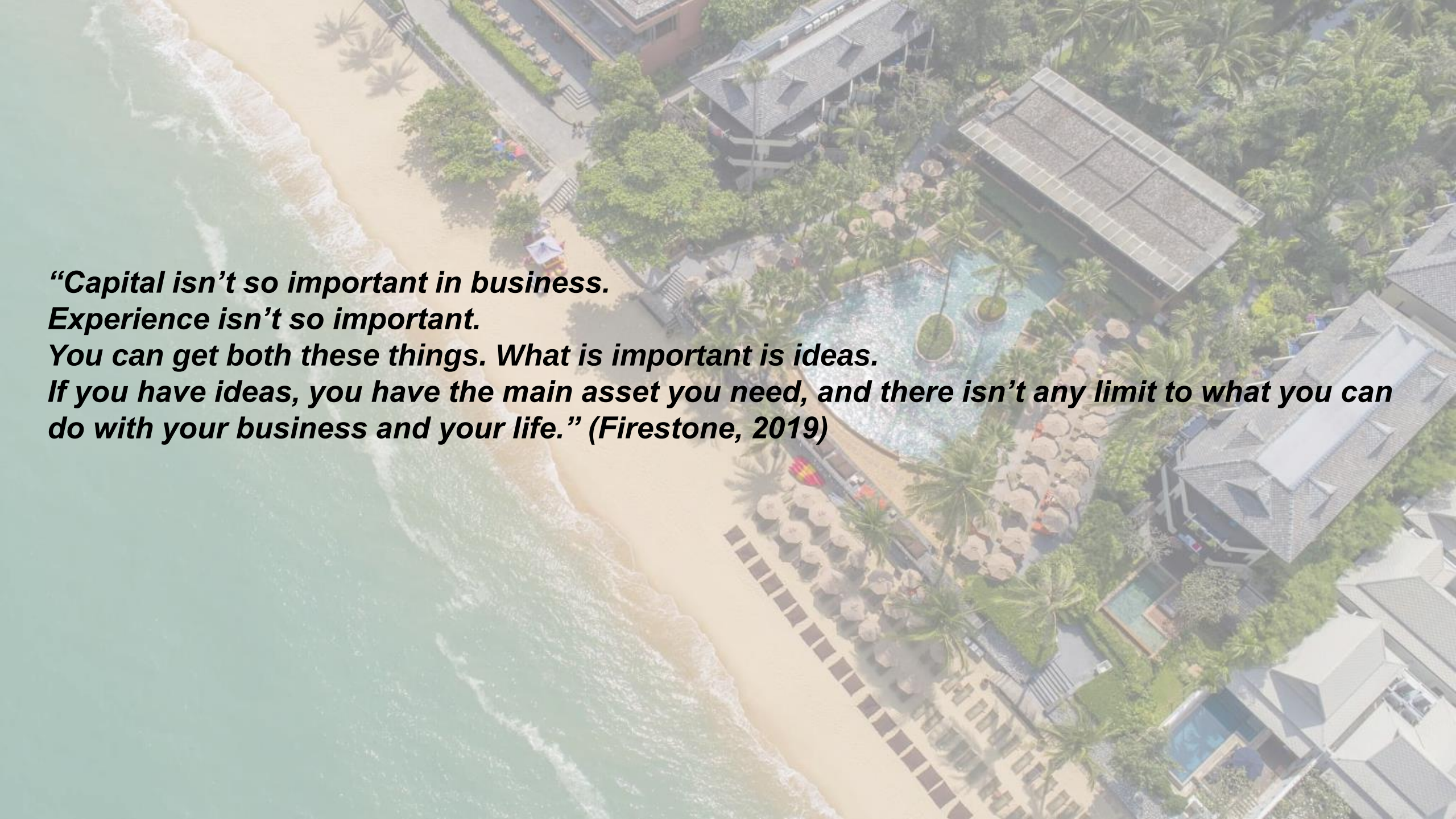
#Environmental

- High research of local products
- Small island, allows the tourists to visit it all
- Paradisiac beaches and sea
- Political of low environment impact

#Legislative

- Our company follows all the 45 points of the Bermuda hotels (licensing and control) regulations (act, 1976). Which include points as security exits, food and water safety, provision of equipment, etc...
- According to the personal information privacy (act, 2016), our company is prepared to provide all the key requirements



An aerial photograph of a tropical resort. A large, irregular swimming pool with a blue tiled interior is the central feature, surrounded by numerous palm trees and lounge umbrellas. Several multi-story buildings with grey tiled roofs are visible, along with a sandy beach and turquoise ocean waves in the foreground. The text is overlaid on the left side of the image.

***“Capital isn’t so important in business.
Experience isn’t so important.
You can get both these things. What is important is ideas.
If you have ideas, you have the main asset you need, and there isn’t any limit to what you can
do with your business and your life.” (Firestone, 2019)***

Our SWOT Analysis

#STRENGTHS

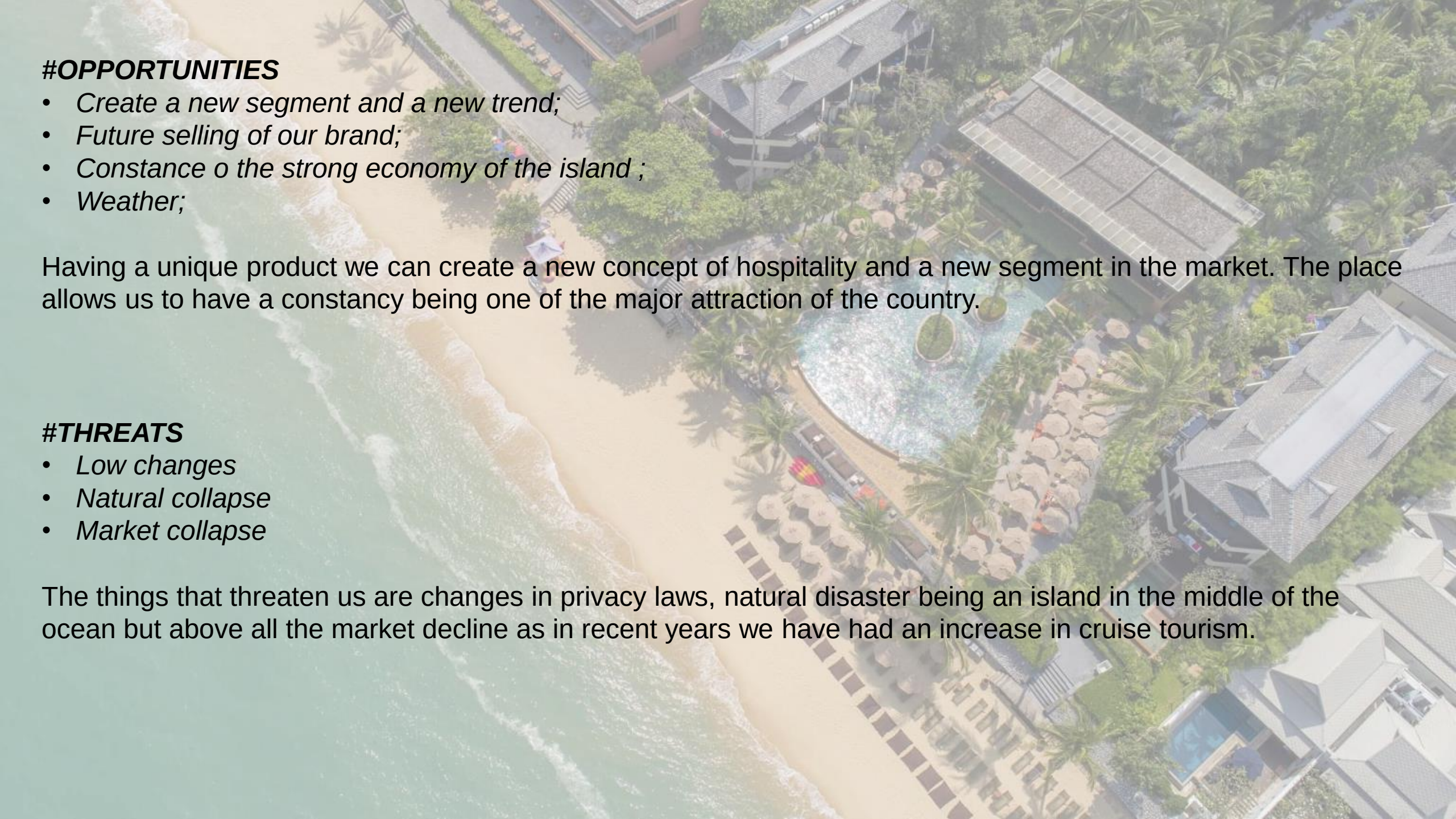
- *Innovation;*
- *Ideas;*
- *Quality;*
- *Exclusivity;*

We believe that we have the right idea at the right time in the right place, because in the last year the tourism has grown on the island by 2%. An innovative product with the quality and exclusivity in every service also customized.

#WEAKNESSES

- *Not for everyone;*
- *Start Up;*
- *Hospitality competitor;*
- *Huge amount of sensitive data;*

Obviously our project is not for everyone as we have chosen a specific segment and being a start up everything is a question mark, but we believe in our project and we have analyzed our competitors in the area and being so many we managed to create a different concept that does not scare us. We also need to manage our internal data well as we handle a large amount of sensitive data.

An aerial photograph of a tropical resort. In the center is a large, irregularly shaped swimming pool with a blue tiled interior. Surrounding the pool are numerous palm trees, lounge chairs, and umbrellas. To the right of the pool are several large, multi-story buildings with grey roofs. To the left of the pool is a sandy beach with waves breaking onto it. The overall scene is lush and tropical.

#OPPORTUNITIES

- *Create a new segment and a new trend;*
- *Future selling of our brand;*
- *Constance o the strong economy of the island ;*
- *Weather;*

Having a unique product we can create a new concept of hospitality and a new segment in the market. The place allows us to have a constancy being one of the major attraction of the country.

#THREATS

- *Low changes*
- *Natural collapse*
- *Market collapse*

The things that threaten us are changes in privacy laws, natural disaster being an island in the middle of the ocean but above all the market decline as in recent years we have had an increase in cruise tourism.

An aerial photograph of a tropical resort. In the center is a large, irregularly shaped swimming pool with a blue tiled bottom and several palm trees planted in the water. Surrounding the pool are various resort buildings with grey roofs, lush green landscaping with many palm trees, and a sandy beach area with lounge chairs and umbrellas. The ocean is visible on the left side of the image.

Business Strategy

In addition to our basic concept of hospitality we are going to participate at the 10th anniversary of tech awards with a launch of a new app.

With this app we want to change the concept of a normal resort and open a new trend connecting the customer's social media profile to ours, starting from the influencers market and moving on to a strict connection between hospitality and technological progress.

InstaResort

The app will provide the guest several services and few engagement tactics to our concept:

- *Based on overuse of hashtags;*
- *Make simple to share posts or story related to their holiday provided from the hotel;*
- *Any reservation will be available on the app (rooms, outlets, facilities or activities);*
- *Schedule of your holiday;*
- *Blog publications and info about the surroundings;*
- *24h chat;*
- *Share and reviews experiences with other customers;*
- *Connect to Instagram;*
- *Help and support;*
- *Terms and conditions;*
- *Aim to create a community;*

Summarising our work on marketing, we ended with few important points for our business strategy:

<i>#Influencers</i>	<i>#Followers</i>
They will be offer good discounts to advertise our company.	The people will have interest driven by the influencers, but the same effect will be done from the followers of previous customers with the ongoing of the activity.
<i>#Commitment to share story</i>	<i>#Monetarize likes</i>
Using a direct contact to our customer profile they will be committed to share stories and posts about the resort and their holidays open a world wide spread of information.	The opportunity to spend credit given by number of likes, shares or views related to post about the hotel will move interest.
<i>#Wide offer</i>	<i>#InstaResort</i>
Our wide offer of activities and facilities will give the opportunity to our guest to spend their credit and create opportunities to new post to share with theirs followers.	The app will keep connect our customers and make our loyalty card.

Conclusion

Thanks to this assignment we have been working on new ideas and we use the results of the previous maximizing our knowledge added to our different job experiences, it allowed us to work in a strong teamwork and make a useful utilize of the different marketing tools.

It taught us how to gather ideas, explain them and hopefully will improve our communications skills. As the author likes to highlight in the book “effective teamwork”, successful team members recognize the value of bringing different opinions on the table, and they manage the resulting conflict (Maggin, 1994).

#mercoledispacchiamo

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