

Degree Programme Degree Programme in International Business			
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Title of Thesis Marketing Plan for Hideaway Holiday Apartments Hotel in Praslin, Seychelles			
Date	08/04/2015	Pages/Appendices	
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Client Organisation/Partners Hideaway Holiday Apartments			
<p><b>Abstract</b></p> <p>The goal of this thesis is to write a marketing plan for Hideaway Holiday Apartments which is located on the island of Praslin in the Seychelles islands. The marketing plan will help the hotel business improve its online market reach and the occupancy rate. The increase in the number of customers will in turn bring additional revenue and profits to the holiday establishment. The theoretical framework for the thesis consists of a marketing assessment, a situational analysis and a marketing strategy.</p> <p>The Seychelles islands, located in the Indian Ocean, are becoming an increasingly popular tourist destination. Tourism sector is main source of income for the Seychelles now and most likely in the future decades. The industry provides job opportunities not just for the locals but for the foreign workers that come to the Seychelles mainly from India, Nepal and South East Asia. As there are many established hotels, and the number of small and medium sized hotels and guesthouses is increasing, the business owners have to find ways to thrive despite the competition and to increase market reach.</p> <p>Attracting the right customers to visit a hotel is a complicated business. The hotel has to have online presence and be engaged in hospitality forums and hotel review commentaries, such as TripAdvisor, in order to build relationships with both new and existing customers. In the tourism sector, the demand is price-sensitive and, therefore, a hotel has to develop a pricing strategy that helps to promote the business.</p>			
<p><b>Keywords</b></p> <p>Marketing plan, Marketing Assessment, situational analysis and marketing strategy</p>			