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# Target group



Active people, who  
love cycling



From Sydjylland ←



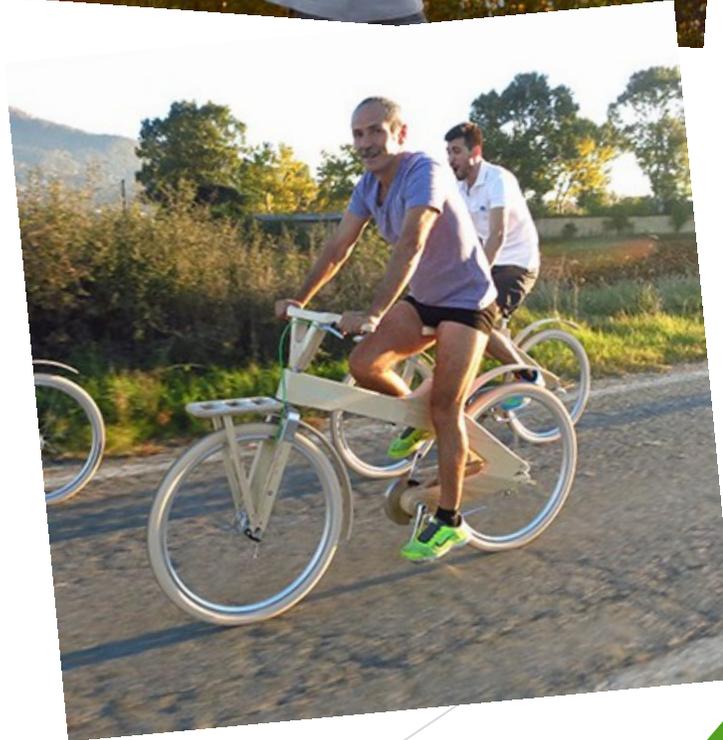
→ 40-45 years old



12 persons

# Information about this group

- ✓ Enjoy life
- ✓ Open to other people
- ✓ Spend time outdoor with friends
- ✓ Wake up and go to sleep early
- ✓ Healthy lifestyle, healthy food and drink





Learn about new healthy cooking

Gymnastics



SPA and Wellness

Running

## Hobby and free time

Cycling

Nordic walking



Talking and play in poker or billiard



# Goals in life

Explore new  
bicycle path

See new  
places



# Marketing plan



<b>Marketing plan for our company 2018</b>	<b>Target Group</b>	<b>Plan for activities</b>						
	<b>Couples</b>	<b>2018</b>						
<b>OWNED MEDIA</b>		<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>Jun</b>	<b>July</b>
<b>Website</b>								
Text about your tourist attraction	x							
Products/services offered	x							
Translations into English	x							
<b>Customer printed materials</b>								
Brochures	x							
<b>Newsletter</b>								
Newsletter	x							
<b>Gimmicks</b>								
Ball pens	x							
<b>PAID MEDIA</b>								
Keyword advertisements	x							
<b>SOCIAL MEDIA</b>								
<b>Social media</b>								
Facebook (videos, photos, text, links)	x							
Instagram	x							

# Travel plan



# KOŁOBRZEG ADVENTURE



## Accommodation:



VERANO Health and Relaxation Center is located in the health resort of Kołobrzeg, in a seaside park, only 75 meters from the sea and sandy beach.

**Term: 02.07- 05.07.2018**

# TRAVEL PROGRAMME

1. Day: check in, dinner, sightseeing with tour guide, visit in local pub;
2. Day: breakfast, cycling route 1, sunbathing, dinner, billard;
3. Day: breakfast, cycling route 2, tennis, dinner, swimming pool;
4. Day: breakfast, cycling route 3, dinner, bowling;
5. Day: breakfast, cruise, check out



# CYCLING ROUTES

- ▶ cycling route 1: Seaside Park- 3km
- ▶ cycling route 2: Kołobrzeg - Dźwirzyno - 13km
- ▶ cycling route 3: Kołobrzeg - Ustronie Morskie - 14km



# PRICE INCLUDES

- ▶ accommodation (from 16.00- begins day to 12.00- eviction);
- ▶ food ( from dinner 02.07 to breakfast 05.07);
- ▶ resident;
- ▶ tour guide;
- ▶ tourist attractions;
- ▶ insurance.



# FACULTATIVE TRIPS

- ▶ Gardens Hortulus in Dobrzyca
- ▶ Bus trips to: Świnoujście, Szczecin



# Food and drinks

For this target group we can offer healthy food, which will be provided in Hotel Verano.



Breakfast : 6.30 - 8.00

Lunch : 12.00-14.30

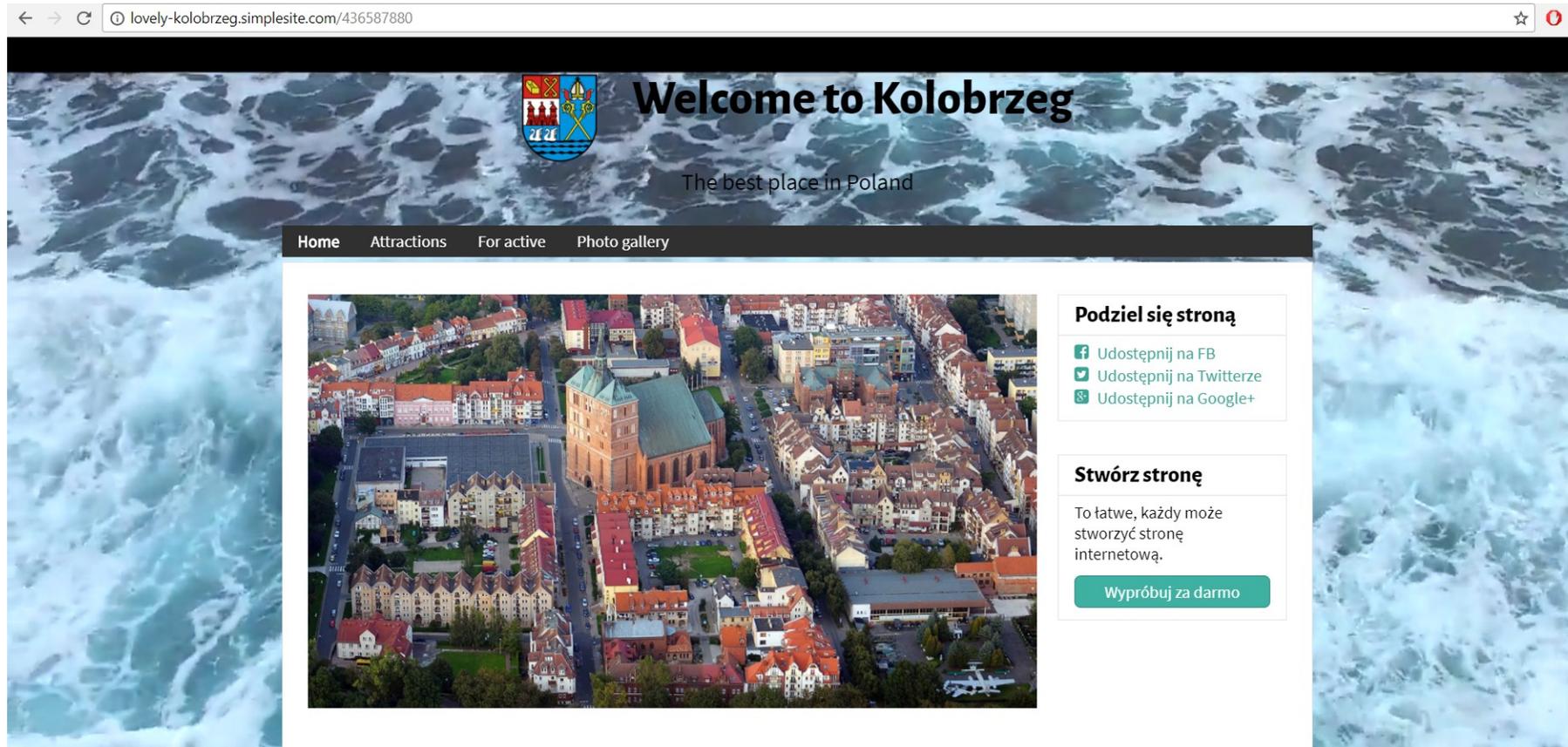
Dinner : 17.30 - 19.00

# Transportation

- ▶ Individual transport by car, Sydjylland-Kolobrzeg-Sydjylland



# Website



[www.lovely-kolobrzeg.simplesite.com](http://www.lovely-kolobrzeg.simplesite.com)

**We can enumerate different groups of Danish customers:**





**method**



## Juhl

People in this group are patriots and focused on traditions. They don't like new technology and globalisation scares them. They also spend holiday together with their families. "Juhl" people like closeness and safety.



## Høst

Their careers and work are very intensive. "Høst" people reach benefits with busy and active lifestyle. They can pay a lot of money for high-end products. People in this group also like sport and shopping. They want to spend holidays in exclusive hotels and eat in expensive and delicious restaurants. In their free time they want to get rest in wellness center.



## Maj

People are focused on themselves. They follow the trends and want to try new things before their friends. They stay updated with news and interests - no matter where they are. They also are available 24/7, because they use social media like facebook, instagram or twitter. Their holidays are active and modern. Their life is speedy. They like spending time with their friends and get some new experience



## Sommer

This kind of tourists like culture and nature. They eat ecological food and their food requirements are very high. They also want to know history of cities and local products. Their life is peaceful and healthy. They love enjoying nature and taking care of others. During their holidays they like to get knowledge about other countries and their culture, taste local eco food.



## Winther

People are focused on their families. They like spending time with children on camping. They prefer cheap private-label brands if they are available. They want to be with their pets on holidays. "Winther" people like local lifestyle and they are also looking for sales and discounts. They like closeness and compete together as a family.



Thank You

