

Thunderbird Consulting Group Project Synopsis

Client Organization

Saigon NhaTrang Hotel and Nha Trang Tourism Association

Project

Khanh Hoa Province Tourism Marketing Plan

Location

Nha Trang, Vietnam

Project Guidance and contact information:

Ms. Tran Nguyen, General Manager, Saigon NhaTrang Hotel. Phone _____,
email: _____

Mr. Son Ngoc, Chairman, Nha Trang Tourism Association. Phone + _____,
email: _____

Overview

Nha Trang is well known for its pristine beaches and excellent scuba diving and is fast becoming a popular destination for international tourists, attracting large numbers of backpackers as well as more affluent travelers on the Southeast Asia circuit. It is already very popular with Vietnamese tourists. Nha Trang Bay is widely considered as amongst the world's most beautiful bays. Tourists are welcome to participate in the Sea Festival, held biennially. Nha Trang was the site of the Miss Universe 2008 Pageant on July 14, 2008 and it will also host Miss Earth 2010.

Synopsis

While Nha Trang is rapidly attracting both tourists and investment, and will open its airport to international arrivals in 2011, no comprehensive strategy exists to promote the province—especially to the most lucrative customers, international arrivals. The Thunderbird team is asked to create an international marketing strategy that brands the province and promotes tourism. The plan will be presented to all stakeholders in the province, including the highest levels of the provincial People's Committee.

Deliverables:

- A brand for the province based on market positioning. The imaging and messaging to communicate the brand
- Actionable recommendations as to how to manage the customer point of contact (internet, agent, hotel, other booking service, etc.) to best present the full range of activities in Khanh Hoa
- Prioritized recommendations regarding where Khanh Hoa should spend tourism promotion money so that it has the largest impact
- Actionable recommendations as to how to promote Khanh Hoa via non-paid media channels such as public relations, the travel community and social media.
- The content, look and feel of the message/campaign

Special Considerations

- All deliverables mentioned are preliminary and will be subject to revision after initial project organizational meetings.
- We will provide access to necessary internal resources, financial estimates/statements, and guidance in the research process.