



# Batemans Bay Beach Resort

## Marketing Plan 2008/2009

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Ltd.

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## **Executive Summary**

The following is a Marketing Plan for Eurobodalla Shire Council's 4.5 star accommodation product; Batemans Bay Beach Resort. This document outlines the recommended promotional plan for the Resort during the 2008/2009 financial year. The plan sets out the following objectives:

- Further establish and increase the Resort's branding and recognition within the industry as a high quality accommodation and caravanning destination
- Targeting activity based and special markets – particularly groups.

## **Marketing Mix Analysis**

### ***Product***

The product mix of Big4 Batemans Bay Beach Resort is varied and unique and can essentially accommodate for a range of holiday styles and market segments, including cabin market, caravanners and campers, consisting of mostly couples, families or budget travellers. The accommodation options include unpowered tent sites which are uniquely beachfront, spacious powered sites, ensuite powered sites, backpacker style lodgings, 2 bedroom deluxe cabins, 2 bedroom spa cabins and 2 storey cabins. The facilities available at the Beach Resort are typical of a modern caravan park, including camp kitchens, resort style swimming pool, dump point, car wash area, modern amenities, fully equipped laundry, games room for the children, Astar, free wireless internet and a playground. The resort is positioned just minutes from a 27 hole championship golf course, great fishing spots, cafes, restaurants, shops, tennis courts, a skateboard park, a cycle way and a library.

### ***Price***

Cabin accommodation is the key market segment for the resort and marketing initiatives recommended below reflect this. Pricing for the resort has been adopted to match the quality of the product and service offered at the resort. Over the years, the market is maturing and repeat business on weekends is a regular occurrence.

### ***Place (Distribution)***

The resort is located on absolute beachfront in the South Coast town of Batemans Bay, and is marketed through a wide range of marketing channels; including; printed magazines, web and online media, word of mouth, local marketing, promotions and industry events.

### ***Promotion***

The marketing plan is coordinated each year and is separated into major sections including; print media, memberships, online and web media, park essentials, promotions, design and printing. Most of the marketing initiatives chosen for advertising are already targeting the caravanning, accommodation and camping markets through information on destinations, travel and accommodation. The resort is positioned in all promotions as 'absolute quality and absolute beachfront'.

## Target Audience

Batemans Bay Beach Resort has many accommodation options and facilities available which attracts a range of target markets and holiday styles. Cabin accommodation is the key market segment by far, but the resort also has many secondary markets segments to follow can be defined below:

### *Accommodation Type*

- Cabins – 4.5 star cabins with an ensuite, spa bath, BBQ, TV, DVD along with numerous other conveniences
- Lodgings – budget on-site motel style accommodation preferred by large groups, backpackers, transient workers and budget minded travelers.
- Caravans – requiring powered or ensuite site.
- Recreational vehicles – range from the smaller camper vans to the larger motor home looking for powered or ensuite sites.
- Camping –powered or camping site.
- Holiday vans – caravans with a fixed annex that are left permanently on-site on caravan parks for families to enjoy as an alternative to a holiday house.

### *Demographic Group*

- Family group seeking their annual holiday
- Short break by regional customers (weekend getaway)
- Backpackers both national and international.
- DINKS (double income no kids) – High disposable income couples seeking unique quality experiences.
- Transient workers
- Grey Nomads and the travelling public

## Budget

The following table represents the recommended marketing initiatives to be implemented for Batemans Bay Beach Resort during the 2008/2009 financial year. A budget of \$57k should be spend on marketing the resort, due to the new facilities and accommodation becoming available during this year.