



NITA LAKE LODGE MARKETING CAMPAIGN

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Overview

- 1 Background
- 2 The Problem
- 3 Objectives
- 4 Target Market
- 5 Marketing Plan
- 6 Calendar



Background

Nita Lake Lodge is a hotel located in the village of Creekside, along the shores of a beautiful, glacier-fed lake.

They provide spacious suites that have a homey ambiance. They offer full-service spa treatments, a restaurant with exquisite food not to mention the atmosphere of Nita Lake Lodge is calming and relaxing.



Competitors



THE FAIRMONT



FOUR SEASONS



THE WESTIN RESORT AND SPA

HILTON WHISTLER

PAN PACIFIC

DELTA WHISTLER





The Problem

“Travellers preferences and behaviours have shifted towards the familiar, predictable, and trusted.”

- How deep has the Covid changed the hospitality service
- How to ease people to travel again post covid
- How to make people feel comfortable and safe when choosing a hotel
- To understand this “new customer”
- How to highlight Nita Lake to boost its presence



Main Objective:

To create a marketing strategy post covid to attract new guests - domestic & millennials - and increase profit by 15% as the travel restriction lifts off.

Key Message:

Reunite, Relive and Rediscover



Target Customers: The millennials



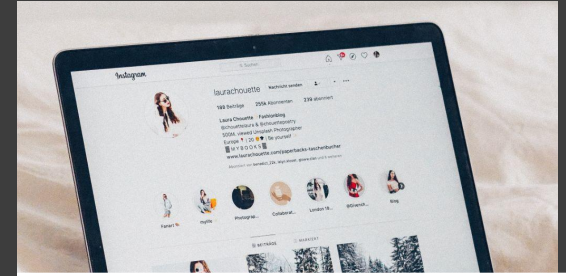
Adventurer

- They seek and crave for adventure.
- Who are not afraid to try new things.



Easy Going

- They want to visit Whistler and are looking for a different scene, yet a social hub.



Connected

- They value social media to make recommendations and influence others

Marketing Plan Post Covid:

Reunite, Relive & Rediscover

Value Proposition

- Be the perfect place to reunite people and offer services and events that they love.

Marketing Objective

- Increase profit by 15% and maximize market share

Communication

- Health/Hygiene
- Safety
- Flexibility

Marketing Tactics

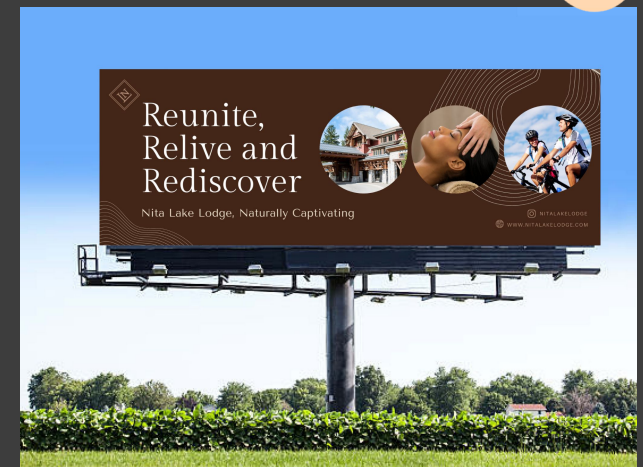
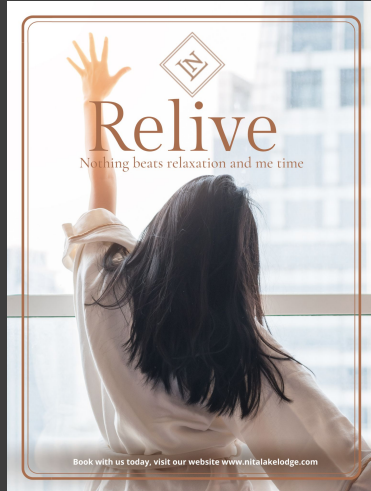
- Keep the discount for BC Residents
- Promote events that matches the target audience
- Technology as an align

Promotional Activities:

Reunite, Relive & Rediscover

Advertising

- Billboards
- Posters
- Promotional Video



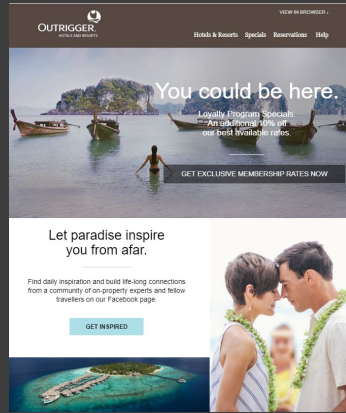
Promotional Activities:

Reunite, Relive & Rediscover



Short Term Promotion

- Share Discount Codes with Micro Influencer



Direct Marketing

- Brochures
- Email Blast



Internet Marketing


- Social Media Posting
- SEO

Promotional Activities:

Reunite, Relive & Rediscover

Events

- Paddle Board Yoga
- Lake Music Festival



PADDLEBOARD YOGA
with Juna Yoga

Nita Lake Lodge
12131 Lake Placid Road, Whistler, BC, Canada, V8E 0B2
August 29, 2021 | Sunday | 9-10AM
info@nitalakelodge.com

ACTIVE OUTDOORS



JOIN NOW

AUG
28-
29
2021



**ENJOY 2 DAYS
OF LIVE GOOD
MUSIC WHILE
YOU SWIM &
RELAX**

**NITA MUSIC
FESTIVAL**

DAY 1: Neko Case • Alexia Navia
DAY 2: Chilliid • Ducks Unlimited

**NITA LAKE LODGE • 3PM
ONWARDS**

To book, visit www.nitalakelodge.com or call us at (604) 966-5700



Calendar

SEPTEMBER (NITA LAKE LODGE MEDIA CALENDAR)							Twitter Facebook Instagram Email Marketing TikTok Events Search Ads Banner Ads Influencer Collab Video Content
	M	T	W	TH	F	S	SU
Week 1	Twitter Post	Facebook Post	Instragram Post	Email Blast: Upcoming Event	TikTok	Video Content	Event 1: Paddle Board Yoga
		Email Blast: Promos		Influencer Marketing			
	Banner Ads						
	Search Ads						
	M	T	W	TH	F	S	SU
Week 2	Email Blast: Upcoming Event	Facebook Post	Twitter Post	TikTok	Instragram Post	Event 1: Music Festival	
	Banner Ads				Influencer Marketing		
	Search Ads						

Thank you!

Email us for any questions,
have a great day!

