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Pre- Task 2

YOMADS

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As second task a Dutch tourism product has been chosen called SNP Natuurreizen. This company has introduced a new kind of travel formula to recruit a new group of customers.

2.1 General Information SNP Natuurreizen

Since 1984 SNP Natuurreizen is a tour operator offering special experience tours from the Netherlands. The organisation was established as a foundation aimed at showing the beauty of nature to the general public with the help of biologists. After a few years the biologists of the foundation started to organise walking tours. During these trips the biologists functioned as travel guides. Thirty years later the company has grown into one of the biggest tour operators, offering more than nine hundred special types of tours. SNP Natuurreizen is a 'green' tour operator which offers group tours, individual tours and tailor-made tours. (SNP, 2015)

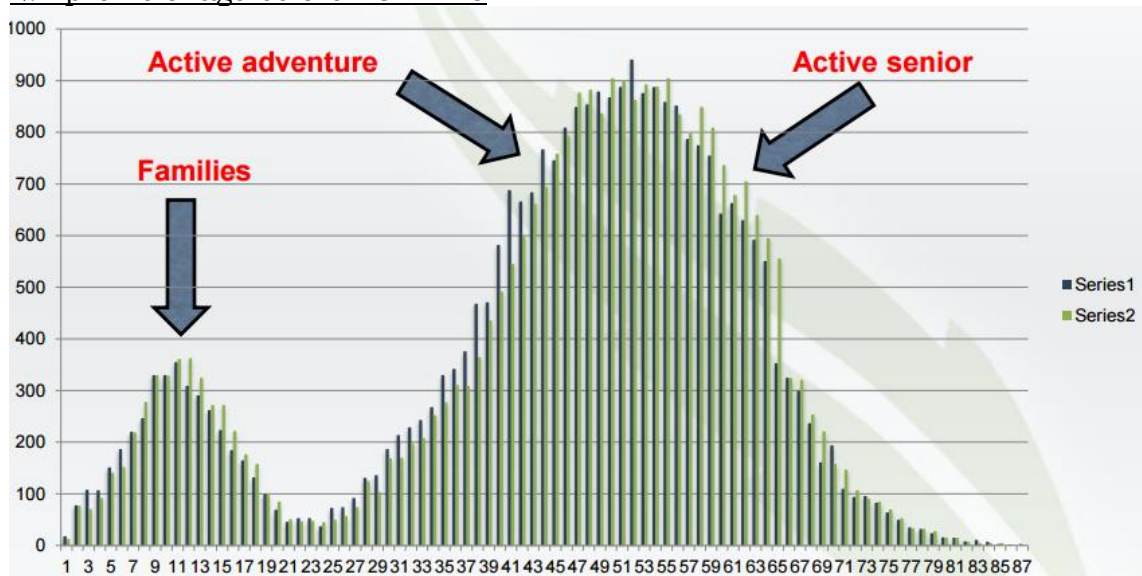
2.2 Concept SNP Natuurreizen

The concept of SNP Natuurreizen is to offer small tours in nature and the endeavour to find the most beautiful places on earth. The concept is not focused on the general public. In all tours you will find aspects of individual freedom, relaxation, informative guidance, peace, sustainability. The organisation offers unique experiences and a safety and qualitative adventure. (SNP, 2015)

2.3 Mission

A Mission of an organisation means what the company stands for. The mission of SNP Natuurreizen is to be the leading brand for unique and active travel experiences with a 'green' character worldwide. Sustainability, flexibility, co-creation, added value and super service are their success factors. The added value and the super service are especially to be found in the kind of travels they offer. Most travels are accompanied by a guide. The guides have extensive travel experience and knowledge of all destinations and activities. (SNP, 2015)

2.4 profile of age before YOMADS



(Nieuwboer, 2014)

In the beginning the age profile focused especially on the active senior, families and the active adventurer. SNP Natuurreizen, however, needed to create a new formula. The age category 25 to 35-year-olds was almost not present. Also was found that the young adult travellers up to the age of 25 still travel with SNP Natuurreizen when they grow older. The customer base of SNP Natuurreizen would become smaller if SNP Natuurreizen would not take action. SNP Natuurreizen took action to solve this problem and they started to research the needs and values of the ages group of 25-35. With the aid of these results the YOMADS formula has been established.

(Nieuwboer, 2014)

2.5 YOMADS

In November 2014 SNP established the new YOMADS: Young Nomads travel formula. This formula targets travellers in their twenties and thirties, also known as generation Y/Einstein.

YOMADS was started in co-operation with other similar international tour operators like SNP Natuurreizen. This helps YOMADS to focus on an international target group. YOMADS offers all kinds of programs with multiple options. They especially offer adventure tours with different kinds of activities. YOMADS Tours are led by an English speaking guide. This guide is selected on his/her flexibility, age and experience. The tours also focus on the interaction with the local population. The new formula offers the traveller an affordable tour with a lot of freedom and flexibility.

(YOMADS, 2014)



2.6 Generation Y/Einstein

Generation Y / Einstein is the generation born between 1980 and 2000. This target group makes extensive use of the internet and social media and has grown up in an age of technological progress and economic development (this generation is sometimes called the Google generation).

Generation Y / Einstein is very social, appreciative of friendships and family ties, responsible for others and socially involved. This generation is not interested in political and social institutions (Noxa, 2014)

This target group wants the highest quality possible. On the other hand this group wants to spend as little money as possible. They are very loyal and, as previously mentioned, the importance of friendships and family connections is huge. This group thinks that home is the safest place to stay and the target group therefore lives with their parents for a longer time than the previous generation. (J.Bosma, 2007)

Especially this generation has developed the secondary necessities of life, because this generation grew up in a time of economic prosperity. This makes this generation think that a healthy work and life balance is important. The most important development at work for them is personal development.

(Noxa, 2014)

2.7 Social Media

First we want to tell you something about the different types of social media that Yomads used. We did some research about the reach of social media, the type of use and the other possibilities of the social media.

2.7.1 Types of social media

Yomads is using different social media types like Instagram, Twitter, Facebook and Youtube. Through Instagram they publicated holiday pictures to create a special feeling with the destination.

(Instagram, 2015)

They are very active on Facebook and Twitter. They have a few post in a week on this social media platforms to reach a big group of people.

(Facebook, 2015) (Yomadstravel, 2015)

Last but not least, the Youtube account. You can find short movies of destinations on their Youtube account. (Youtube, 2015)

2.7.2 Using social media

They use social media a few days in a week. We think that this is a good way to reach the people. Otherwise it will be a overkill.

2.7.3 The reach of social media:

Facebook

The page of Yomads has 20.451 likes. It's a lot For this type of organization. There is a link for their Instagram page and Youtube channel. There is also a space for guests to give their opinion.

Twitter

There are less people interested in Twitter. It will be good to investigate while there are less people interested in the Twitter account.

Instagram

We think that the use of Instagram is a very strong point of Yomads. They use different keywords so you can find them quickly. They have around 500 followers.

Youtube

They created something new for Y-generation. A researcher from the NHTV has discovered the importance for Yomads to communicate on a more exciting way. For that reason they create the possibility for travellers to upload their own video on the youtube channel.

2.7.4 Other types of using social media:

An other new idea of Yomads is to search for travel reporters. You can go on a holiday with a group of other interested people to special places like South-Africa, China, Nepal, Greece, Turkey and Peru. It is important that they write posts in English and that you are active on social media.

2.8 Marketing

Yomads offers travels to special places. They offer travels to countries in each part of the world and they also make travels to European countries. These aren't the touristic countries. This makes it special for SNP to deal with these countries in their Yomads formula. For example the Dutch people who know the touristic masa holidays like in Turkey and Spain. Yomads make travels to countries like Namibia, China, Nepal, Costa Rica, Slovenia, Georgia, Peru etc. (YOMADS, 2014)

Yomads has a smart formula when you compare it with the competitor. SNP has for example the Yomads formula which is especially focused on people between 20 and 30. It is a unique travel experience, because of its unique policy. (YOMADS, 2014)

An important part of the Yomads formula is that travellers can organise their one tour. If the customer wants an organized tour, it is also possible. These are good marketing ideas from Yomads because they are connecting with the customers about their interests. They are also giving them freedom which they want to have. (YOMADS, 2014)

SNP has several ways to advertise Yomads. The biggest way for advertising is throughout the website of yomads and SNP. They make advertisements by travel organisations like TravelNext, elkedagvakantie.nl, vekeersbureaus.info, oppad.nl, tripadvisor and a lot more. They use different social media to reach the target group. (YOMADS, 2014)

2.9 Reasons why you should choose for YOMADS

YOMADS offers special tours to unique countries. The travel groups have a maximum of 15 persons. You will explore the most beautiful places on earth in a short time. (YOMADS, 2014)

YOMADS has given 5 reasons why you should choose for YOMADS. The first reason is that you will meet other world-travellers. They also want to see as much sights as possible in a short time from unique places. The second reason is that you are travelling in freedom. YOMADS create a lot of optional activities in their trips so you can choose parts of your travel for yourself during the trip. The third reason is that you will have all kinds of sights which are once in a lifetime-experiences. Every country has something unique and provocative. The fourth reason is that you will push your boundaries. The activities based on adventure could be hard for some. Therefore every YOMADS-destination has got a level indicator with the labels *easy*, *middle* and *hard*. The fifth reason is that you choose for a green and well organized trip. (YOMADS, 2014)

2.10 The success of YOMADS

The YOMADS formula is a success because of the way it attracts Generation Y / Einstein. They were not interested enough in regular SNP Natuurreizen, so SNP Natuurreizen had to attract them with something new. As we described YOMADS and the reasons for choosing a YOMADS trip, we would first like to describe the success of YOMADS based on the match between SNP Natuurreizen and Generation Y / Einstein which you can call a value-fit. By this match, we know that YOMADS is a great success and offers lovely memories for all the young adventure travellers we represent. (YOMADS, 2014)

Trips with lots of freedom, responsibility and nature conservation, relaxing, having fun with other international people and interaction between the organization, the guide and the other travellers. YOMADS has it all. It is a success for YOMADS that they are able to bring the values of both SNP Natuurreizen and Generation Y / Einstein together into one new formula and offer travels based on these values. (YOMADS, 2014)

The second success is that, as we mentioned, YOMADS was started in co-operation with other similar international tour operators like SNP Natuurreizen. This focuses YOMADS on an international target group. It is a success for SNP Natuurreizen that they work with other international tour operators to help them create the best products for all international travellers. They also gain more interesting people because of the internationally growing brand awareness. (YOMADS, 2014)

The success of the new YOMADS formula is developing. On social media they attract more attention of young travellers which are searching for travels based on these values. You can view their website and social media pages like Facebook to read and find more about YOMADS. (YOMADS, 2014)

2.11 Result of YOMADS

After the announce from the Yomads formula, there are new incomes for SNP Natuurreizen. The problem of SNP Natuurreizen was that the age category 25 to 35-year-olds was not present. These category does not have lots of money to spend and is interesting in travels were they can book everything at the place itself and not by a tour operator. The new formula of Yomads were SNP gets their new incomes, is flexible and individual. Yomads regulates the hotels, deliver travel routes and brings the group of travellers to the next places. Further they are free in their own expenses. SNP mentioned: "With this formula, we owned 2/3 from our incomes. With the classic group travels another 1/3 of the incomes." (TravMagazine, 2014,2015)

2012 - 2013

Top 40 tour operators (€ million) based on revenue:

ANWB Travel group:

| | |
|----------------------------|-------|
| - revenue 2012 | 203,6 |
| - revenue 2013 | 188,8 |
| - increase or decrease | -7,3% |
| - expectation revenue 2014 | 190 |

2013 – 2014

Top 40 tour operators (€ million) based on revenue:

ANWB Travel group:

| | |
|------------------------|------|
| - revenue 2013 | 189 |
| - revenue 2014 | 190 |
| - increase or decrease | 0,5% |

(TravMagazine, 2014,2015)

De revenue of the ANWB Travel includes: Fox Vacations, Pharos Travels, SNP Natuurreizen, Pin

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