



# Climbing Honeymooners

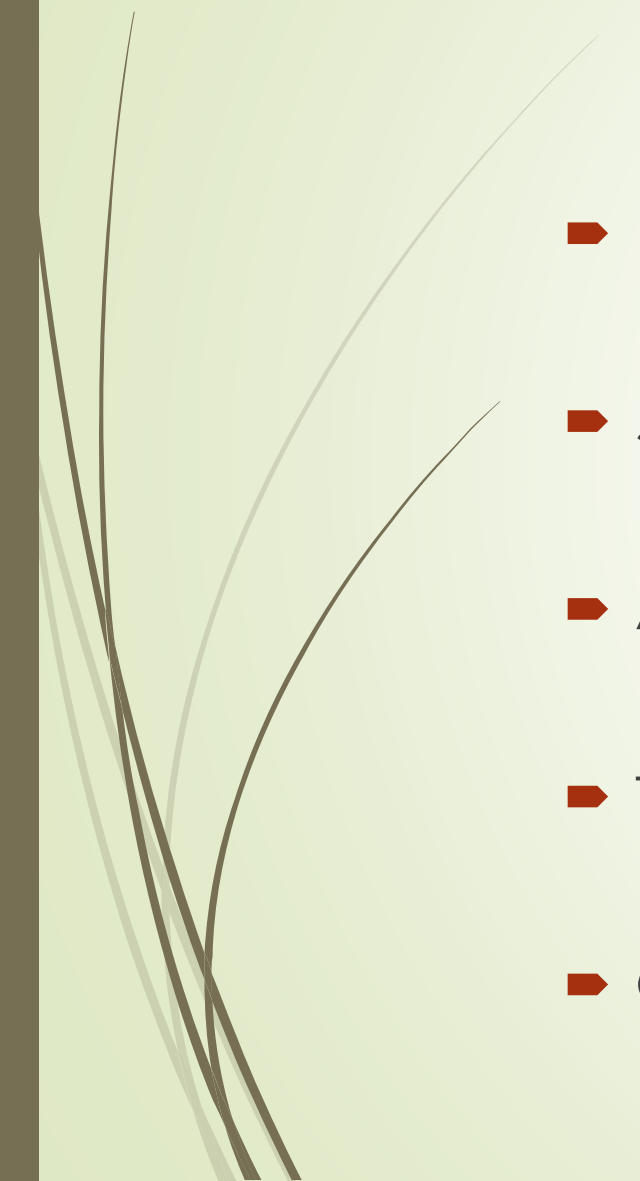
*Reach the summit of your love*

ACEEPT 2015

*Team: Big Travellers*



# Background information

- 
- Rock-climbing has reached new heights
  - Just like cycling, climbing seems to be a popular outdoor sport
  - Approximately, 20,000 people climb Mont Blanc every year
  - The Alps are very attractive destination
  - Generates a lot of money

# Target market

- Rock climbers on their honeymoon
- Surrounding countries: France, Switzerland, The Netherlands, Belgium, Germany and the UK
- 25-40 years old
- Business men and women
- Busy normal lifestyle



# Product

## Accommodation

- Eco-friendly lake house
- Situated on Lac du Mont Cenis





## All inclusive package

- 4 nights on the lake
- Food basket
- Romantic dinner on the last evening
- Shuttle bus from the airport
- Rental of climbing equipment



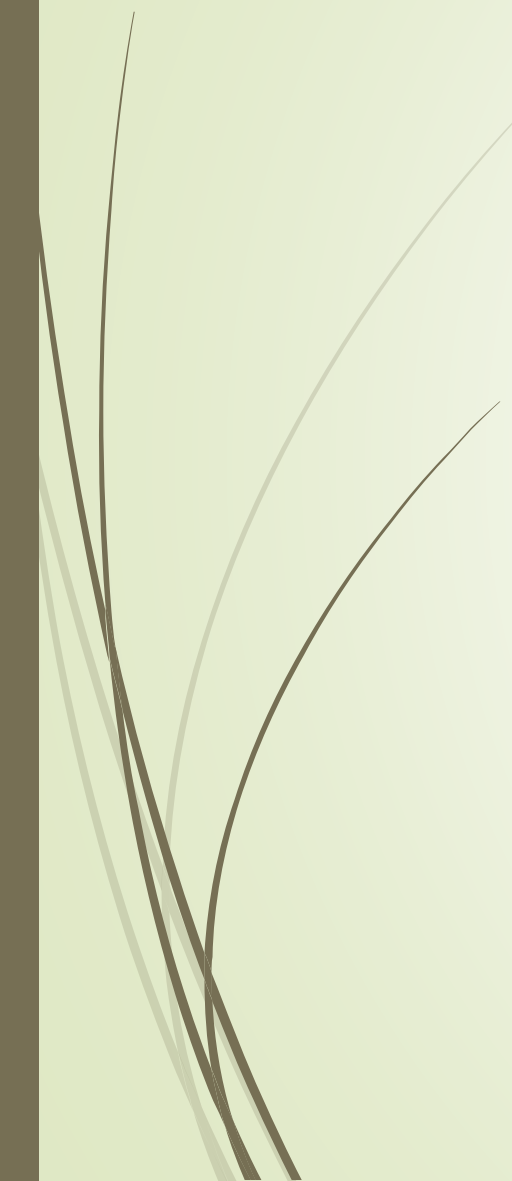
1900 €





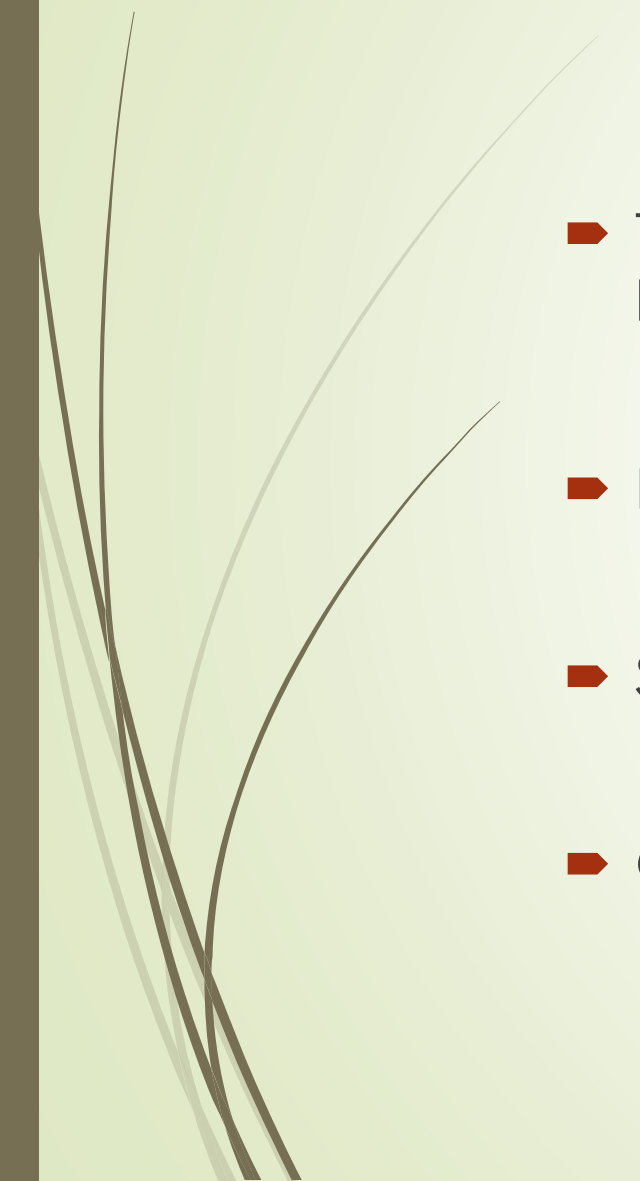
# Promotion

## Marketing strategies

- Specific website with advertisements
  - Social media
  - Tourism Office website
  - Savoie Mont Blanc website
  - Articles in wedding / adventure sports magazines
  - Wedding fairs
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# Place

- ▶ Travel agencies specialised in honeymoons and adventure holidays
  - ▶ Partnership with wedding planner agencies
  - ▶ Savoie Mont Blanc tourism office
  - ▶ Option to book online
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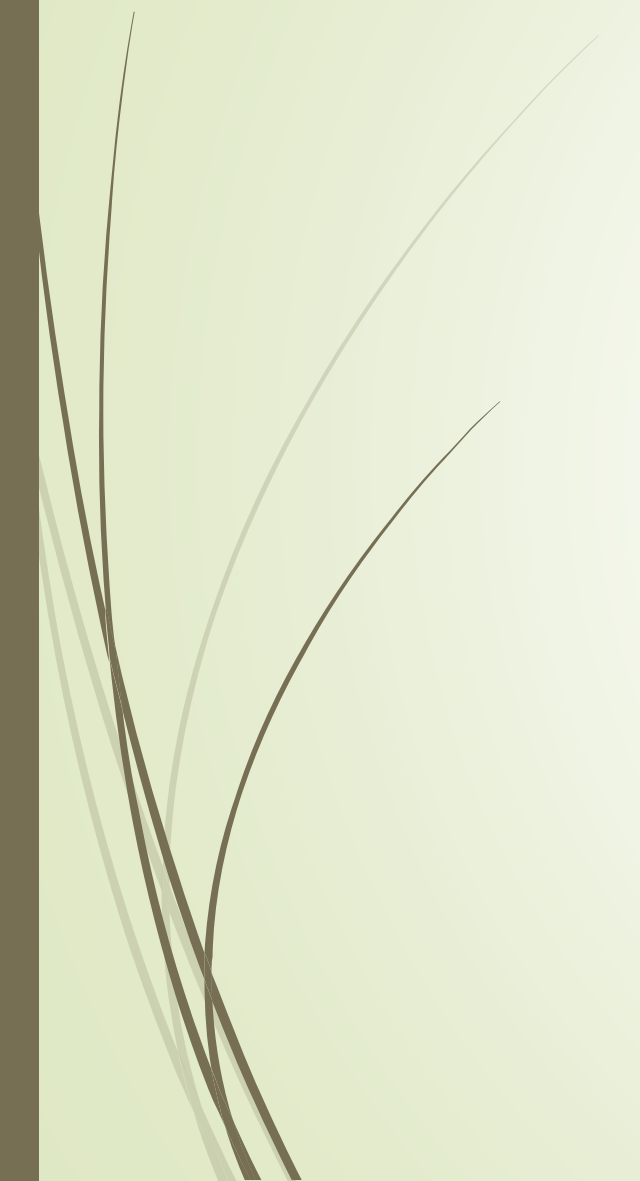



# Highlights

- Being among nature
- Full privacy
- Eco-friendly
- Unique and challenging climbing area
- Beautiful landscape







Thank you for your  
attention!!!



# References

- Management Today (MT) (2015) *Peak Profits: The Business of rock climbing* (Online) Accessed 27/11/2015. Available at: <http://www.managementtoday.co.uk/news/1340295/peak-profits-business-rock-climbing/http>