



Festival du Lac

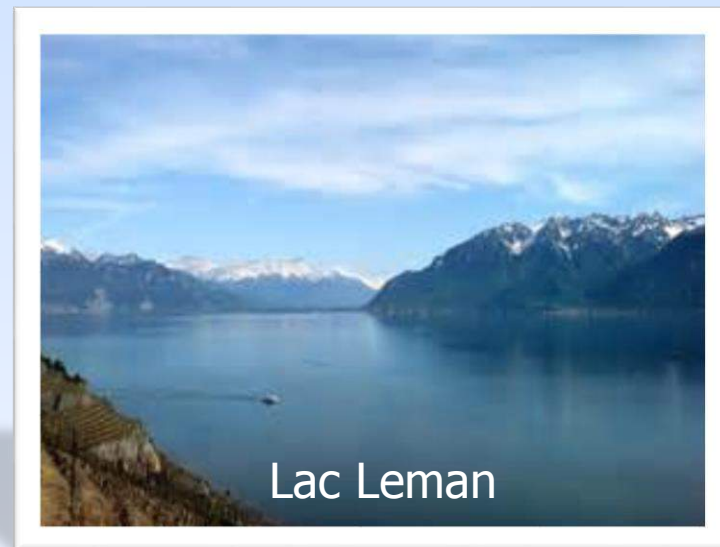
Elephantastic

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Topic

- ★ Place
- ★ Not only mountains, but also lakes
 - ★ Lac d'Annecy
 - ★ Lac du Bourget
 - ★ Lac d'Aiguebelette
 - ★ Lac Lemman



Product

- ★ Festival at the lake
- ★ 12th-14th August 2016 at the lake Aiguebelette
- ★ Changing of lake every 2 years



Lac d'Aiguebelette

Product Festival du Lac

★ Activities for kids



★ Activities for families



Product

★ Traditional foodstalls



Châteauneuf- du-Pape



★ French music

★ Fire works

★ Hand made crafts



Place

Wider perspective of Savoie Mont Blanc

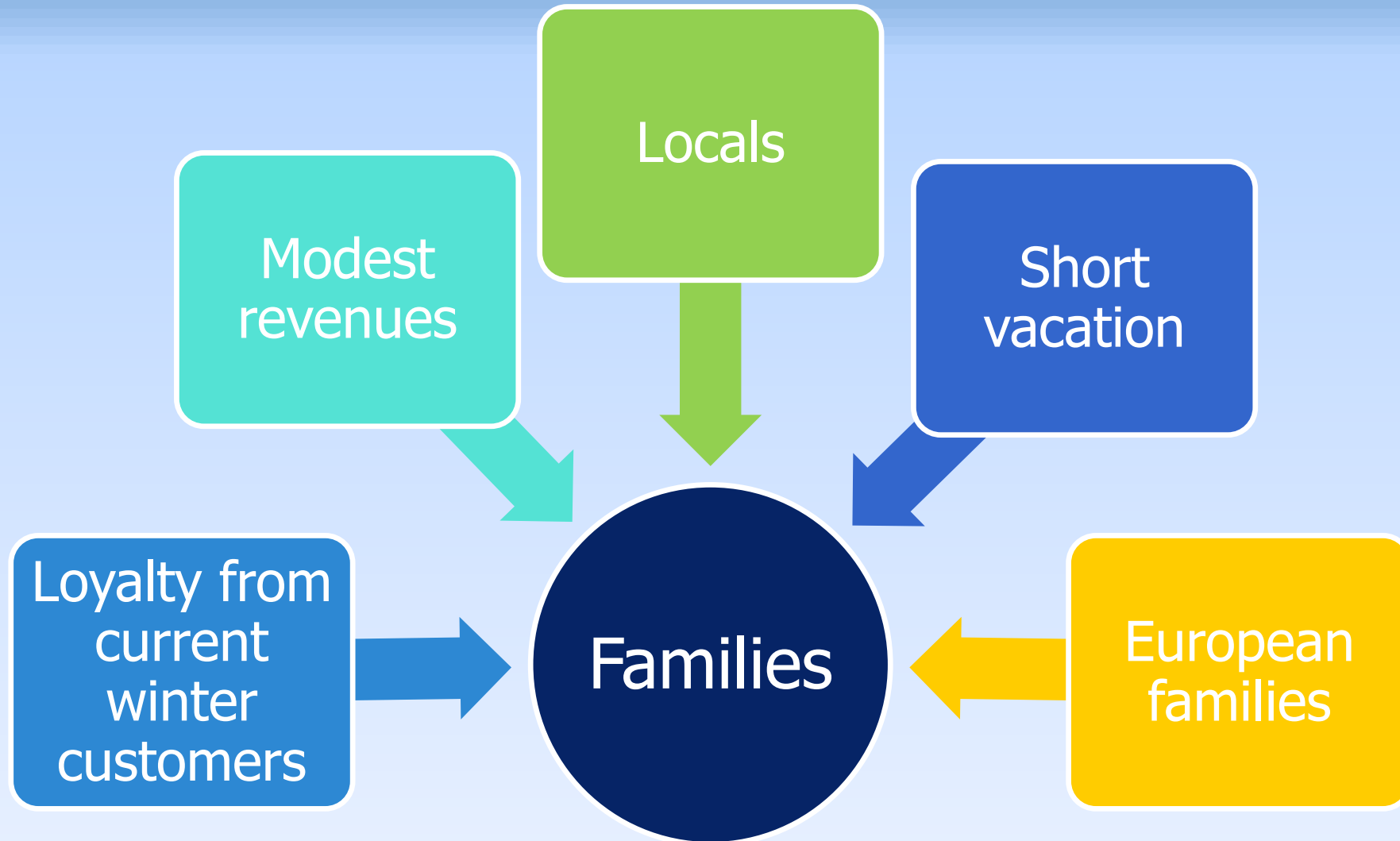
Put forward Savoie Mont Blanc lakes

LAKES

Promote summer activities

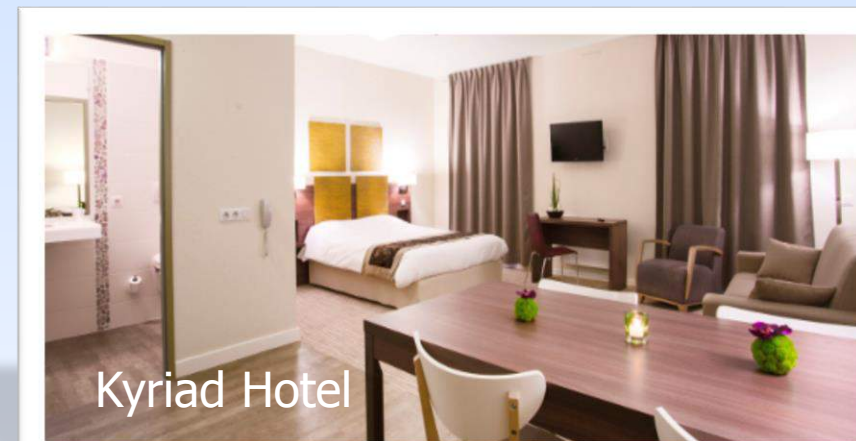
Promote sustainable and ecotourism

Target and segmentation



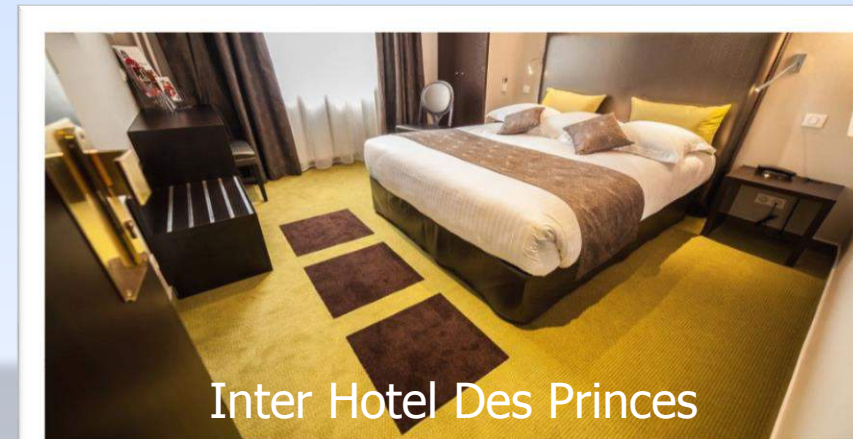
Price and package

- ★ Package A: event and entrance only
 - ★ 18+: €70 for 2 days
 - ★ Group/family (2 adults + children): €120 for 2 days
 - ★ Under the 18 years is for free
- ★ Package B: event, entrance and park & ride
 - ★ €10 per vehical
- ★ Package C: event, transport and lower cost accomodation
 - ★ Family room (2 adults and 2 children): €400
 - ★ Kyriad Hotel



Price and package

- ★ Package D: event, transport and luxury accommodation
 - ★ Family room (2 adults and 2 children): €550
 - ★ Inter Hotel Des Princes
- ★ Package E: event and exclusive pitch camping
 - ★ €200
 - ★ Le Sougey
- ★ Package F: event and smaller pitch camping
 - ★ €180
 - ★ Le Sougey



Price and package

- ★ Justification

 - ★ Previous Events

 - ★ Accommodation Figures



Promotion

- ★ Promoting as a summer destination
- ★ Focus on the lake
- ★ Promotion in:
 - ★ Internet
 - ★ Schools
 - ★ Leisure centers
 - ★ Tourist information centers



Promotion

- ★ Way of promoting
 - ★ Social media
 - ★ Posters
 - ★ Flyers
 - ★ Websites
- ★ Competition at the festival for kids
 - ★ Making a drawing about the festival
 - ★ Prize: entrance and accommodation for the next year for the entire family



Future plans

- ★ First 2 years based at Lac d'Aiguebelette
- ★ After 2 years, expanding to Lac d'Annecy
- ★ Expanding overseas markets



Conclusion

- ★ Summer activities
- ★ Encourage sport tourism in the area
- ★ Involving local culture and locals by volunteering
- ★ Sustainability and eco-tourism
- ★ Festival and event tourism is expanding but it is still a niche.



References

- ★ *Hotel De Princes* (2015) Available at: <http://en.hoteldesprinces.com/> (Accessed: 25 November 2015)
- ★ *Kyraid Hotel* (2015) Available at: <http://www.kyriad.com/fr/france/rhone-alpes/hotels-chambery?gclid=COi-diYsMkCFSLkwgod83ADDw&AspxAutoDetectCookieSupport=1> (Accessed: 25 November 2015)
- ★ *Le Sougey* (2015) Available at: <http://www.camping-sougey.com/tarifs-camping.html> (Accessed: 25 November 2015)
- ★ Odell, M. (2014) *Best family-friendly festivals*. Available at: <http://www.telegraph.co.uk/lifestyle/10915407/Best-family-friendly-festivals.html> (Accessed: 27 November 2015)

Thank you for your attention!

Questions?

