

Travel Focus

Niche targeting in Savoie Mont Blanc

TRAVEL FOCUS



CAPTURE YOUR WORLD



Elise Schröer
Julia Trost
Marine Simon
Ilaria Grossi
Daan de Kraay

Brenda Servranckx
Aline Terrier
Petrina Petkova Ganeva
Emre Kurt
Adina Antonela Geru

Team Genius

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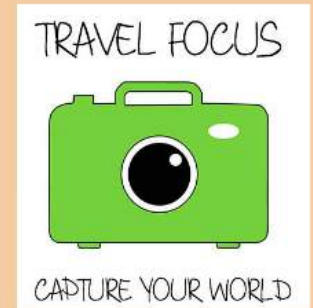


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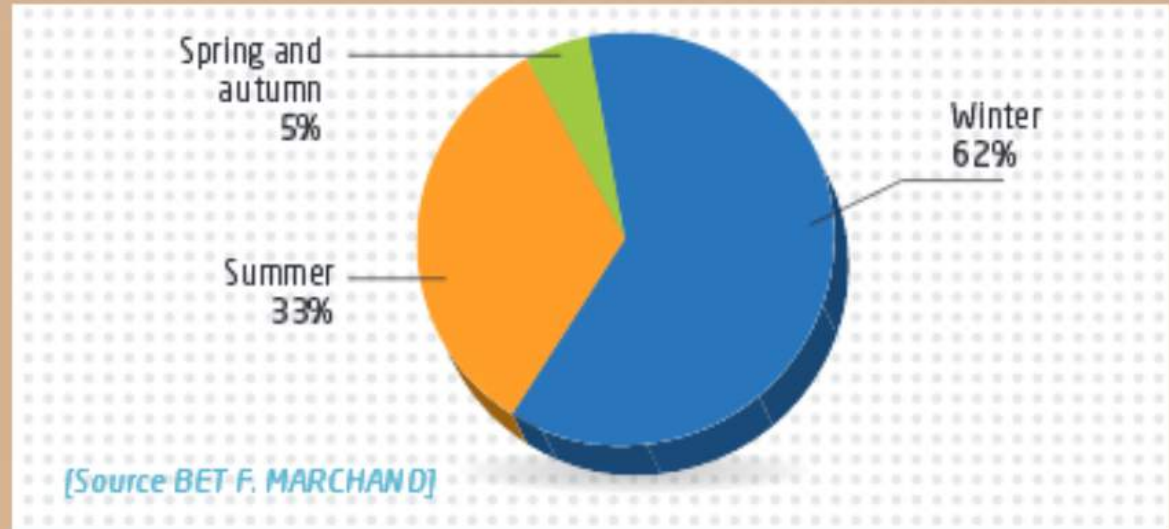
Travel Focus



- Who are we?
 - > Travel Focus Agency
- When do we provide our product?
 - > summer time
- What is included in the tour?
 - > overwhelming activities, meals, accommodation
 - > sustainable
- English / French speaking guides

Our destination: Savoie Mont Blanc

- Wonderful landscapes
- Easy access
- Gastronomy & wine
- Few visitors in summer
- Need for sustainability



Target group: Photo lovers

- Passion for photography
- Spending money on hobby
- Willing to learn techniques
- Creative
- Interest in nature
- Sharing pictures
- Good physical condition



Photography: A booming niche market

2000 - 2010:

- + 12% sales of reflex cameras
- + 5% sales of lenses
- 3-5 million camera sold/year (France)
- 84 billions pictures shared on Facebook



Day 1

- Arrival
- Dinner & introduction game



Day 2

- Hiking at La Dent du Chat
- Picnic
- Local cheese farm
- Dinner



Day 3

- Vineyards of Chautagne
- Annecy: Geocaching
- Free time
- Dinner: Tartiflette



www.12bouteilles.com



Day 4

- Paragliding
- Picnic
- Lake: underwater photo shoot
- Boat tour
- Capture the stars



Day 5

- Departure
- Certificate



www.internationalliving.com

Place

- Tourist offices
- Website



Promotion

- Social media
- Blogs
- Exhibitions
- Word of mouth
- Logos



grouponworks.de



image.google



Travel Focus
Reizen/Vrije tijd

Contact met ons opnemen Vind ik leuk Bericht

Tijdljn Info Foto's Recensies Meer

6 personen vinden dit leuk
Emre Kurt

5,0 op basis van 5 sterren - 1 recensie(s)
Recensies bekijken

Vrienden uitnodigen om deze pagina leuk te vinden

INFO

40 Place des Eléphants
Chambéry

Opstlaan

04 79 62 03 37

Status Foto/video

Schrijf iets op deze pagina...

Travel Focus
21 min. ·

Day 1: Dinner and get to know each other
Day 2: Hiking
Picnic on the mountain
Visit cheese-making farm
Day 3: Veyrier du Lac
Old vineyard village at the hills of mont Veyrier
Vignoble Chautagne
Annecy: geo catching
Day 4: Paragliding
Underwater pictures

Pagina maken

Recent
2015

- POPULAIR BIJ VRIENDEN
- AANBEVOLEN GAMES
- Kevin Reypens Margot De Coster HBD!
 - Jeanne Braspenning heeft gereageerd op de reactie van Corne Dekkers.
 - Bert Kuypers vindt het bericht van Evi De Jean leuk.
 - Zumi Moscoso vindt haar eigen bericht leuk.
 - Wes Schröer en Weekblad Olaf zijn nu vrienden.
 - Joost van Dijk vindt het bericht van Jos ten Have



www.travelfocus.co

TRAVELFOCUS.CO

Vind ik leuk Reactie Delen

Travel Focus
43 min. · Bewerkt

Kingdom of white gold, the Savoie region has all the ingredients to satisfy the mountain, nature, alpins sport and photography lovers. The route of the Great Alps, offering breathtaking landscapes on the mountains and alpine pasture where cows graze, allowed you to cross passes higher than 2000 meters. Dépaysement garanti! The Savoie is also famous for its gastronomy and its typical dishes, synonymous of warm moments around the table.

In partnership with Savoie Mont Blanc tour... Meer weergeven

- BERICHTEN VAN BEZOEKERS
- Marine Simon
Vandaag om 10:10
Foto bekijken
Vind ik leuk Reactie
 - Marine Simon
Vandaag om 10:09
Hey guys! Thanks again for this wonderful trip! What a pleasure to le... Meer weergeven
Vind ik leuk Reactie



RECENSIES



Business partners

- Accommodation
- Activity companies
- Model agency



business-opportunities.biz

Price



	8 persons	12 persons
Expenditures		
Guide	€500,-	€500,-
Accommodation	€3.200,-	€4.800,-
Transport	€500,-	€500,-
Activities	€2.400,-	€3.600,-
Meals	€1.600,-	€2.400,-
Total	€8.200,-	€11.800,-
Profit margin (30%)	€2.460,-	€3.540,-
Total group price	€10.660,-	€15.340,-
Calculated price per person	€1.332,50	€1.278,33
Price per person	€1.399,-	€1.399,-

Conclusion

- Photography trip during summer season



- Booming business → high potential

- Great opportunity for Savoie Mont Blanc
 - More tourists
 - Better image
 - Online photo sharing

Sources

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- <http://blog.12bouteilles.com/tartiflette-et-chateau-chantegrive-cuvee-caroline-2010/>
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