

Marketing Strategy

Exotic Travels intends to achieve the marketing objectives through an aggressive marketing strategy. The target market is mainly based on people at the age of 25 -40 years, in the medium-high income brackets. Exotic Travels will use all the marketing methods to reach the potential customers : advertising, PR, seminars, direct mail and catalogs. Exotic Travels intends to develop more types of guided tours to exotic places and use small travel agencies as marketing channels.