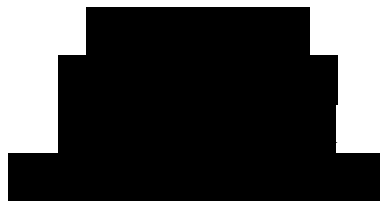


# Oceanside Resort

Fort Lauderdale, Florida



Emarketing Project by:



## **Executive Summary**

The newest jewel on Fort Lauderdale Beach is the Oceanside Resort. What will set us apart from the competition is not only our prime location but our service philosophy and amenities along with our aggressive promotional plan. We are enthusiastic new owners with a combined 50 years experience in the hotel business with a newly renovated property. We are ready for business. Our team of professionals will not only take care of customers and their wishes but to also make our resort a willing participant in the local hospitality and business community.

Our secondary research shows our target markets are New York, Boston, Washington, DC, Chicago and Atlanta. Our customer is 46 years old with a household income of \$76,800. They stay in Greater Fort Lauderdale for an average of 5.1 nights and spend \$140 per day on per diem and activities and travel with 2.4 other people.. The main reasons our target market comes to this area is for the beach, great dining and shopping available and they are all easily accessible from our property..

We intend to reach this target customer by using traditional methods such as newspaper and guide book advertising. We also plan to actively target traveling adults through the main online travel wholesalers Travelocity, Expedia and Orbitz. We have enclosed an aggressive media plan to target those prospective customers and markets.

Our website has been designed and implemented by one of the experts in the field and have a fast, user friendly interface that will facilitate information and secure bookings online along with easy access to attractions and amenities in the area to enhance their decision making process.

We have assembled a concise plan for success in our new venture.

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## Introduction



An inviting and comfortable gathering place, the Ocean Side Resort stands for hospitality in a gracious and warm venue for hotel traditions. Ocean Side Resort was created in 2003 by four most outstanding people – [REDACTED] – who recognize the need to deliver an unforgettable experience.

**Vision Statement:** To deliver the premier beach resort experience in the greater Fort Lauderdale Area.

**Mission Statement:** We will treat all of our stakeholders like family- to create a quality, enjoyable experience to all people who enter our doors.

### Goals:

#### Financial:

- We wish to increase our profit
- We wish to reinvest part of the money to better serve our loyal client
- We wish to open more resort throughout the world.
- We wish to promote ourselves as the best and be respectfully recognized worldwide.

#### Marketing:

- We wish to become the resource of choice for people looking for hotel services, a place to stay, to enjoy or a vacation spot.
- We wish to maintain a gross margin of 40% each month.
- We wish to maintain a full occupancy capacity during high season.
- We wish to realize an annual growth of approximately 35% in the year 2004.

**Objectives:**

**Financial:**

- Minimize cost and increase profitability.

**Marketing:**

- Provide a memorable experience for our guests.
- Create loyal customers.
- Be a good corporate citizen and participate in our community.
- Expand brand awareness.
- Provide better services than competitors.

**Product/Services:** Oceanside Resort is conveniently located on Florida's eastern coast in the city of Fort Lauderdale. Oceanside Resort is easily accessed regardless of your point of origin. It's only 15 minutes by taxi from Fort Lauderdale/Hollywood International Airport and 10 minutes from major attractions such as the Las Olas Riverfront.

The interior décor of Italian and modern styled await the most discriminating guest. Each room is accented with imported Italian and Spanish marble, double gold raised sinks and dual-head showers, while private balconies provide a magnificent view of the beach. Some amenities include safety lock, safe deposit box, mini bars, remote control television with 130 channels,

telephone with fax and computer data port, radio and CD player with alarm, microwave oven, dishwasher, coffee-maker, toaster, you name it, you have it. The club house also features complete recreational activities including tennis and exercise facilities, a European-style destination spa, two sparkling swimming pools, two restaurant and a lounge, business center equipped with photo copier, email and fax machines.

We also offer a reward program that enables you to get hotel points and airline miles from American Airline at the same time. ([www.marriott.com](http://www.marriott.com)).

### **Industry Analysis**

Entering into the hotel business in the year 2003 is a challenge. Since the events of September 11, 2001 those things we took for granted (growing travel, booming economy, and positive horizon) are more elusive than they used to be. Tourism is one of the biggest economic generators for the country. In the post September 11<sup>th</sup> economy - some destinations have fared better than others. One of the bright spots in the country is Greater Fort Lauderdale. Travel has changed over the past few years. Any destination that has not completely changed the way they go about doing business has fallen behind in their markets. Everything we do today is new. Destinations have to "think outside the box" in order to come up with the right strategy to entice people to visit their destination and still relax, enjoy themselves and feel safe. International travel has not fared as well as domestic travel but those figures are starting to look up. All in all - we as Americans feel it our birthright to travel. And travel we will. "It's apparent that Americans won't be easily deterred from traveling", remarked Dr. Suzanne Cook, senior vice president of research and technology for the Travel Industry Association of American. "The weak economy, terror alerts, SARS... none of these things stops most people from traveling. As evidence of how

resilient Americans are, we simply modify how we travel instead of not traveling at all." (Cook, 2003)



Our hotel, the Oceanside Resort of Fort Lauderdale Beach is going to be a successful venture. The reasons will become apparent as we take you through the following industry analysis and target market development steps. You will see the reasons we feel we have the "right stuff" to make a very successful addition to the hospitality industry here in Broward County. The Travel Industry of America has confirmed recent travel trends, with Americans reporting high interest in travel by auto, RV or motorcoach, staying within the U.S., and taking short getaways (less than 3 nights). (Travel Industry of America, 2003)

**Growth/Trends:** General travel trends in 2003 include overall travel spending to be flat over the year 2002. Business travel continues to decline which is why we have chosen to focus on reaching the leisure market. Consumers report generally traveling to less exotic places closer to home and spending less on all trips. The travel industry is reinventing its marketing efforts from the wasteful "shotgun" approach to focusing more in core customer segments. The travel economy will include new marketing uses of technology and intense consumer research. Consumers in all segments report they seek safety, fewer hassles, more personal comfort and more nurturing travel experiences. (Randall Travel Marketing, 2003)

**Market Analysis:** The visitors to the State of Florida number 92% from the domestic market and 8% international. (Visit Florida, 2003). Florida ranks as the second most popular state for Americans to visit for a vacation as shown below in the chart.

Domestic Research: State Tourism Information

Top U.S. States of Destination Traveling Residents for 2001 (Among person-trips)
1. California
2. Florida
3. Texas
4. Pennsylvania
<i>Source: Travel Industry Association of America; Travelscope®</i>

As we focus on the visitors to the Greater Fort Lauderdale area, domestic visitors equal 80% of the total and international guests account for the other 20%. (Greater Fort Lauderdale Convention & Visitors Bureau, 2002):

**Competition:** Broward County has 34,000 hotels rooms dispersed throughout the county in 630 hotel properties (GFLCVB, 2003). The largest number of rooms and the largest tax contributor is Fort Lauderdale with Hollywood coming in a distant second followed by Deerfield Beach, Plantation and Pompano Beach. By locating our hotel in the middle of the most popular beach area in the county we are taking advantage of our location to sell one of the most popular beach destinations in the country. With travelers still being a bit apprehensive about leaving the country - we have even more chance to market to people that would normally leave the country for a beach destination.

The following chart will rank our hotel compared to a competitive set of beachside resorts located within one mile of our location at 500 Seabreeze Boulevard.

# Competitive Analysis for Oceanside Resort, Fort Lauderdale, FL

<b>Competition Roundup - Oceanside Resort</b>					
<i>Ranking: 1 - 5, with 1 being weak and 5 being strong</i>					
	Oceanside Resort	Radisson Bahia Mar	Sheraton Yankee Trader	Doubletree Guest Suites	Holiday Inn Oceanfront
Product	4	3	3	3	2
Company	3	3	3	3	3
Estimated Share of Market	1	3	3	3	2
Product Line (breadth)	4	3	3	4	2
Quality	4	3	3	4	2
Advertising Effectiveness	4	3	4	3	3
Standing in Industry	2	3	4	3	2
Future Potential	4	2	2	3	2
Seriousness of Competition	3	2	2	2	1
<b>Competitive Roundup— service</b>					
Price	4	3	3	3	4
Ease of Use	4	4	4	3	3
Appearance	3	3	2	3	2
Quality	4	3	3	4	2
24-Hour Availability / Support	5	4	4	4	4
Guarantee / Warranty					

As you can see from above, there is no real industry leader. All hotels compete on pretty much the same level with little variation among the competitive objectives. Each has their forte.

- Holiday Inn Oceanfront hasn't been renovated in several years and it takes a lot of trampling during the Air & Sea Show on an annual basis.
- Sheraton Yankee Trader has competed for a very long time on being a consistently well run property and they have longevity with all of their wholesalers.
- Doubletree Guest Suites is a nice property but it's an all suite property located one block from the beach.
- Radisson Bahia Mar is probably the property that would be our closest competitor.

We will excel past their numbers with the service and amenities that we offer for about the same price point. Our product, quality and strategic advertising will propel us to be the pre-eminent beachfront property in the Fort Lauderdale area.

**Legal & Environmental Restrictions:** Our purchase of the hotelier earlier in 2003 came with all legal and environmental licenses and regulations up to date and in order of compliance for the local jurisdictions.

**Technology:** Each of our hotel rooms will be wired for high speed internet access and this will be provided as an amenity – not a service that guests will be billed for. Our website will also contain the latest inventory management system so our back of house will always have the facts and figures they need to use their revenue management systems to manage and increase revenue.

**Opportunities:** One of the real opportunities for the Oceanside Resort is to elevate the visitor experience from just a good experience to a great experience. All it will take is attention to details. Service and service training will be one of the Human Resources main functions. Teaching our staff to address all guests by name, always saying hello as you pass by and always going out of your way to anticipate guests needs whenever possible.

### **Target Market**

**Geography:** We know our main feeder markets to the Fort Lauderdale Hollywood International Airport through our airport research. Statistics show that the top 5 origin cities into Greater Fort Lauderdale to be New York, Boston, Atlanta, Chicago and Philadelphia. (Broward County Aviation, 2002) For the initial one to two years of operation, we have decided to “fish where the fish are” in that we will focus on where we know our market comes from.

ANNUAL ROUNDTRIP  
Passenger Traffic  
FLL'S TOP 5

CITY PAIRS	2002
NEW YORK	3,158,170
CHICAGO	829,530
ATLANTA	576,920
BOSTON	510,300
PHILADELPHIA	495,530

**Demographics:** Our secondary research shows the domestic leisure profile of a visitor to the Greater Fort Lauderdale area is approximately 46 years old, has a household income of \$76,800, travels in a party the size of 2.4 people, stays approximately 5.1 nights and spends \$140.00 per person per day. The chart on the next page shows the results of this research along with where visitors tend to stay and how they arrive at the destination.

**GREATER FORT LAUDERDALE**  
**OVERNIGHT DOMESTIC LEISURE VISITOR PROFILE**

Average Age	45.4 Years
Average Household Income	\$76,800
Average Number in Party	2.4
Average Length of Stay	5.1 Nights
Average Expenditures (per person per day)	\$140

**ACCOMMODATIONS**

Hotel / Motel	49%
Private Home	32%
Other	19%

**TRIP PARTY COMPOSITION**

One Adult	34%
Couple (One Male/One Female)	30%
Families	19%
Other	17%

**MODE OF TRANSPORTATION**

Air	78%
Non-Air	22%

**PURPOSE OF STAY**

Visit Friend/Relative	30%
General Vacation	39%
Other Leisure	11%
Business	21%

Source: D.K. Shifflet & Associates Ltd. & Visit Florida 2001

**Benefits Sought:** People travel to the Greater Fort Lauderdale area for various reasons. The most popular reason is to visit family and friends to general vacation. This accounts for 69% of total visitors to the county. The top in-market activities for the Greater Fort Lauderdale area

are beach/waterfront, shopping, touring/sightseeing, fine dining, boating/sailing, watch sports events and play golf. See chart below:

**GREATER FORT LAUDERDALE**  
**MAIN MOTIVATORS FOR CHOOSING GREATER FORT LAUDERDALE &**  
**IN-MARKET ACTIVITIES FOR VISITORS**

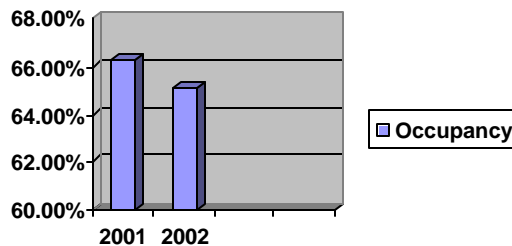
<b><u>MAIN MOTIVATORS</u></b>	
Friends/Relatives in the the Area	55%
Beautiful Beaches	27%
Relaxing Environment	19%
Cruise started at the port	19%
Convenience of Airport	16%
Quality Shopping	13%
Fine Dining	12%
Special Packaged Vacation	11%
Traditional Vacation Spot	10%
Good Value-for-the-Money	9%
Exciting Nightlife	9%
Interesting Arts & Entertainment	9%
Multiple Activities	7%
Safe Environment	5%
City's Good Reputation	5%
Own Condo/Timeshare	3%
Excellent Fishing/Boating	1%
<b><u>IN-MARKET ACTIVITIES</u></b>	
Beach/Waterfront	46%
Touring/Sightseeing	37%
Fine Dining	32%
Boating/Sailing	7%
Watch Sports Events	7%
Playing Golf	6%
Museum, Play, Concert Performance	5%
Visit Historic Site	5%
Theme/Amusement Park	4%
Festival/Craft Fair	4%
Gambling	3%
Hiking/Biking	2%

Diving/Snorkeling	2%
Fishing	1%

Source: DKS&A Directions 2000

What this chart tells us is the kind of activities we want to have readily available through our concierge service. Being a beachfront hotel - most guests will be satisfied by our location alone. For those looking for other activities - we will provide access to shopping at the Galleria Mall and the Sawgrass Mills Mall. We will contract with a local vendor for a land based tour of the city along with an arrangement with Water Taxi for pick up from directly behind the hotel on the intracoastal waterway. This sightseeing cruise will also give people access to arts and culture in the downtown Las Olas area , along with dining and entertainment options.

**Usage Rate:** The annual average occupancy rate for the Greater Fort Lauderdale area was 66.3% in 2001 and 65.1% in 2002.



Occupancy in the county tends to be heavier in the winter months with northerners escaping the cold weather. In the summer - the drive market is where the visitors come from - i.e. the southeastern states. Since the events of September 11 - more people are driving than prior to the events. Occupancy tends to run about 70 - 85% in the high season, and 60% in the summer months.

With the proper promotional mix - we should be able to attain the statistical average of the surrounding area. Our forecasts also show us being able to overcome the average occupancy of the county by early 2005.

**Buying Behavior:** Consumers are becoming much more computer savvy and do a lot of vacation research over the internet. In order to be able to make our accommodations visible and accessible for reservations – we will enter into contracts with the major online sellers of travel. Expedia, hotels.com and Travelocity – just to name a few.

### **Marketing Mix**

**Product:** We feel we have the right stuff to make a very successful addition to the hotel industry. Our facilities with superior design and several distinct amenities welcomed every customer at a reasonable price for the service provided.

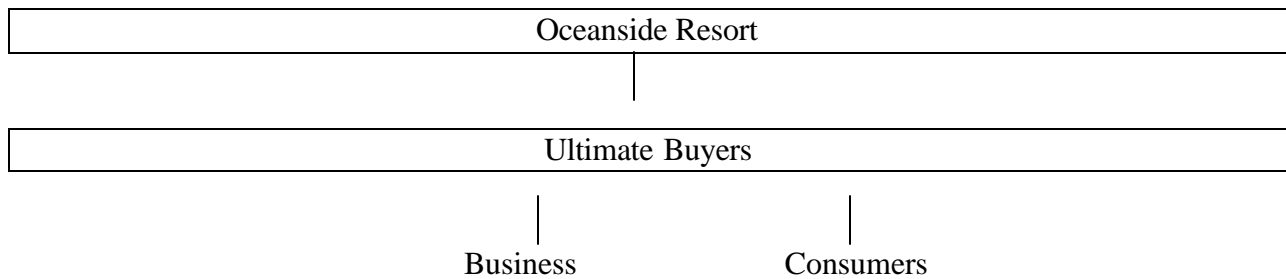
Ever since we entered the hotel industry we tried and we think we are adequate in building awareness of our web site service. We believe that this amazing web site will increase our sales reservation volume and give us a leading competitive advantage in this industry. We also try to differentiate from the competition by working with the best locally owned business in the community in which we operate. We assess each company's product and services with our current and future needs and register this information in our supplier diversity database. Some of the products and services frequently purchased or contracted include: construction, cleaning and maintenance services( carpet cleaning, window, janitorial, hood cleaning, etc.), dry cleaning, florist, food and beverages, interior design services, landscaping, marketing and advertising, restaurant and bar and waste removal.

Oceanside Resort is still in the introductory stage of the product life cycle. Our online management efforts focus on stimulating trials of our services by advertising, giving out free

points and offering special packages to families and business consumers. Our service is modified frequently to match and accommodate our customer's needs. So far the vast majority of sales volume is due to trial purchases. As the service moves through its life cycle, we forecast an increase share of volume reservation attributed to repeat business. (Strauss, El-Ansary, Frost. E-Marketing, Third edition).

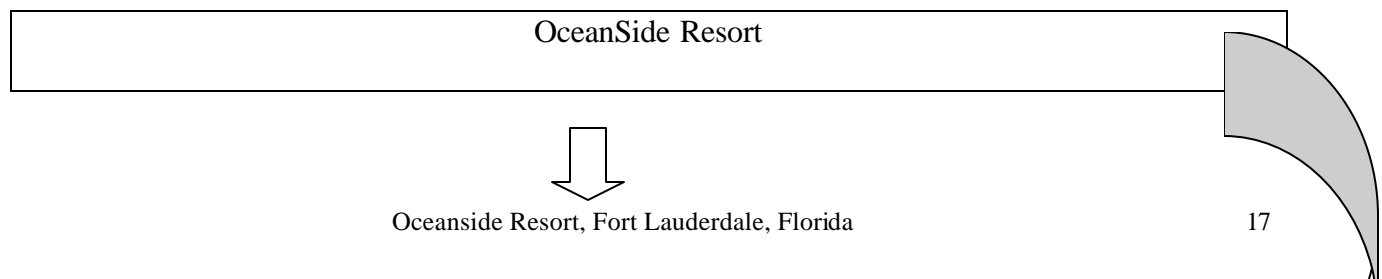
**Place:** Being in this industry, we treasure having direct contact with our business and personal consumers (see chart1).

Chart 1: Traditional Marketing Design:



Having our own web site was a way to create customer value and loyalty. This channel of distribution should satisfy the buying requirements of the target market sought for information about the offering, conveniences of reservation, location and many more. The purpose of this web site should maximize potential revenues returned to the organization while minimizing the cost of achieving adequate market coverage and satisfying buyer requirements. We also chose to contract with intermediaries to promote our online service such as Expedia, Orbitz, Travelocity, and Flausa Online Banner. (See chart2 and budget).

**Chart 2: Electronic Marketing Channel**



Virtual Agent  
Such as Travelocity, Orbitz, Expedia

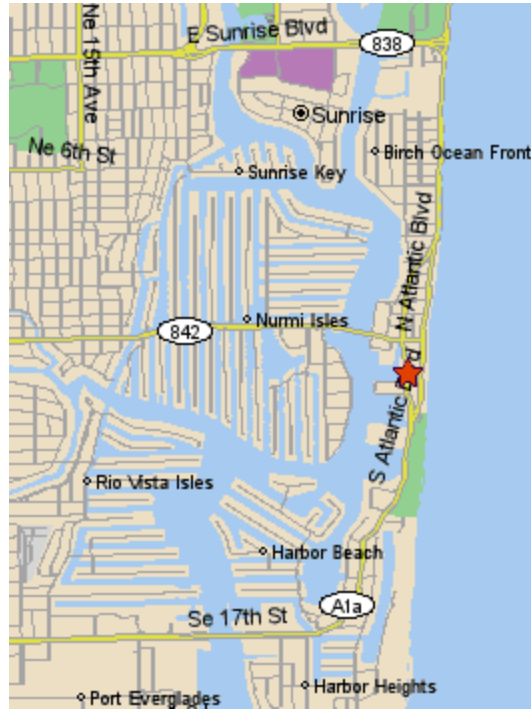


Ultimate Buyers

We are located minutes from Fort Lauderdale/Hollywood International Airport and Miami International Airport. Directions below:

**From Ft. Lauderdale/Hollywood International Airport:** Take airport exit to US-1 North. Take US-1 (Federal Highway) to S.E. 17th Street and turn right. As you drive east on S.E. 17th Street, you will go over the Intracoastal Waterway Bridge. Follow the curves of the road and S.E. 17th Street becomes A1A. Go to Las Olas Boulevard, turn left. Go to Seabreeze Boulevard and make another left. The Oceanside Resort will be on your left hand side.

**From Miami International Airport:** Take Miami Airport exit to I-95 North. Take I-95 north to 595 East. Take 595 East to US-1 North. Take US-1 (Federal Highway) to S.E. 17th Street and turn right. As you head east on S.E. 17th Street, you will go over the Intracoastal Waterway Bridge. Follow the curves of the road and S.E. 17th Street becomes A1A. Go to Las Olas Boulevard, turn left. Go to Seabreeze Boulevard and make another left. The Oceanside Resort will be on your left hand side.



**Price:** Rooms pricing is based on offering high value to our customers compared to the market price. Our service is valued based on convenience, a great staff, nice rooms and timeliness in acquiring anything from us. Prices include almost all activities (see desk representative for details). Tips are excluded. Prices based on season, stay length and occupancies (see desk rep. for details). All merchandises purchase at the gift store is taxed and include additional fees.

**Advertising and Promotion:** Matching offering and marketing requires recognition of the other marketing activities available to us. Our promotion focuses on awareness and informing the customers. To assure our customer that our services will meet their needs, we chose to advertise on TV and major local and instate newspaper, on the Internet and we use a professional personal selling force that go to each business and introduce our services. We will advertise during all year long to remind customers that next time they are coming to our area to stop by. We put major effort when it comes to advertising during the peak seasons and holidays. Our

television campaign targets mostly all those interested in spending some time by the beach. This advertisement show attraction for both the family and business customers who which to come for a seminar or other business related matter. Our personal selling force is used a lot in this case to attract business customers. We mostly find all of our customers who visit a travel agency web site and send them special email with emphasis to our web site. We plan on attracting new customers by offering the best, in which we promise good prices, great services, joyful and memorable experience, faster convenient service with Oceanside resort web site and satisfaction guarantee. See media plan attached.(Appendix 1)

### SWOT Analysis:

	<b>Strengths</b>	<b>Weaknesses</b>
<b>Internal:</b>		
Marketing Mix:		
Product	Superior design & several distinct amenities	Design & amenities are very costly
Promotion	Successful TV, internet & Newspaper ads	TV ads are expensive and only reach a select audience
Place	Convenient location	Beach resort only
Price	Reasonable prices for quality & service provided	Amenities are expensive to provide to guests
Marketing	Targeted towards businesspeople, couples, and families.	Mainly local marketing, very little national/international marketing
Financial	Strong financial background due to high revenue	High employee wages and services expenses
Management	All superiors possess University degrees	Lack total expertise in all areas of the hotel
Operations	Year round season	Pressure on working staff due to year round operation
Technology	Use of the internet for global advertising	Employees can use tech. To steal from the company
<b>External:</b>	<b>Opportunities</b>	<b>Threats</b>
Competition	Few beachfront hotels in our location	Numerous hotels in South Florida
Consumer Trend	Travel/Tourism in South	Plenty of other vacation

	Florida is high	destinations pursued
Economy	Visitors staying in Florida usually have money to spend	Weak economy encourages potential customers to stay at low-budget hotels
Government	Hiring minorities will provide tax benefits	Forcing the company to pay unskilled workers minimum wage
Legal	Exemption from state taxes	Making sure all workers are legal aliens
Natural Resources	Local weather and location	Hurricanes
Politics	Support of local candidates in elections that have the best chance of winning	Supporting the wrong candidate in a local election.
Society/Culture	Hiring bilingual speakers helps with tourist guests	Bilingual workers tend to isolate themselves from English speaking workers
Technology	Use of the internet for global advertising	Security risks with technology

### **Design**

The purpose of our website is to allow consumers to see how different we are from the competition, make reservations with us, and to be able to see our hotel visually. As the consumer goes through our site they will see how easy it is to use and that the information we offer is just a click away.

FrontPage is the program we used to build our site. Our individual pages were built from scratch. All of the pages in our website are hyperlinked together. The following are features our website offers:

- User friendly
- Everything is just a click away
- Color and background of each page are same (rice paper)
- All links function correctly
- Keeps the attention of customers

The information on the attractions page and locations page came from the Doubletree Oceanfront Hotel of Fort Lauderdale ([www.doubletreeoceanfront.com](http://www.doubletreeoceanfront.com)). On the attractions page we have a whole bunch of links that go to different restaurant, centers of entertainment, and city

of Fort Lauderdale websites. We advertise these sites because they are all around our hotel and offer large variety of things for a customer to choose from. In return for advertising for these places, they advertise for use; by carrying our brochures, putting our link on there webpage, or referring customers to our hotel. Also, on this page borrowed a picture from Casa D' Angelo Ristorante ([www.casa-d-angelo.com](http://www.casa-d-angelo.com)). The part of the contact page that came from Doubletree was the form to contact us with. The Safemark page came from Days Inn ([www.daysinn.com](http://www.daysinn.com)). The reason we added this page is because we offer safes in the rooms of our hotel and people would feel more secure using the safe if a policy like this one was in place to protect the customers who use the safe. The form for the reservations page came from the Days Inn website also.

Some of the items on our accommodations page come from Doubletree, Days Inn, and Pillars Hotel ([www.pillarshotel.com](http://www.pillarshotel.com)) websites. Some of the items you see also come from things we have experienced having in a hotel room or things we would have liked to have.

The privacy policy for our website comes directly from the Days Inn website and to use this policy we would have to obtain a license because it is an outsourced company that protects us. The company in our privacy policy is the Cendant Corporation Hotel Group ([www.cendant.com](http://www.cendant.com)). We used them mainly because they provide privacy policies for lots of worldwide well known hotels.

Our storefront is the Doubletree Oceanfront Hotel of Fort Lauderdale. We used this hotels location and the building as our own. You can see a picture of our storefront on the home page of our website.

## Hardware Budget

<b>Type</b>	<b>Cost</b>	<b>Explanation</b>
Hardware	\$699	Dell Dimensions Desktop 2.2 GHZ with a c.d. burner
Software	\$170	Microsoft FrontPage
Service	---	Online credit card payments, location map, contact information
Setup	\$123,000 total Discount travel companies &FLAUSA -\$24,000 a yr each, AAA-\$12,000 full page 1 month, NY times \$5,000-1/2 page 3 months	Advertising through Expedia, Orbitz, Travelocity, FLAUSA, AAA Florida Guide Book, and NY times
Post Service	Wage of employees to send out emails.	Using prior guest's email addresses to send them promotional discounts and information about the hotel to keep them coming back.

Sources:

Hardware: ([www.dell.com](http://www.dell.com))

Software: ([www.bestbuy.com](http://www.bestbuy.com))

Setup: ([www.expedia.com](http://www.expedia.com)), ([www.orbitz.com](http://www.orbitz.com)), ([www.travelocity.com](http://www.travelocity.com)) ([www.flausa.com](http://www.flausa.com)),  
([www.nytimes.com](http://www.nytimes.com)), ([www.usatoday.com](http://www.usatoday.com))

### Risks & Alternative Strategies

**Risk:** Strong Competition in market, especially here in South Florida.

**Contingency:** Find a location where the competition in hotel lodging isn't so intense and competitive. An example would be instead of opening a resort on the beach in Fort Lauderdale, maybe a spot in Sarasota would be a more cost effective approach.

**Risk:** Location of business we are starting up. An oceanfront resort is a very appealing spot for most people; although some would disagree and not wish to stay right there on the beach. Some would rather stay more inland than right on the water.

**Contingency:** Open up a resort more inland, appealing to everyone.

**Risk:** A high start up cost. A nice hotel right on the beach in a popular tourism area such as Fort Lauderdale, would be one of the most expensive investments compared to alternative locations.

**Contingency:** Open up a hotel that is not on beachfront property in a popular location.

**Risk:** High expenses involved with the design and services offered.

**Contingency:** Instead of opening an upscale beachfront resort, maybe opening up a lower end hotel such as Holiday Inn or Days Inn may be a more feasible approach.

### **Conclusion**

At Oceanside Resort it's about servicing the customer, the community and also the associates. We do whatever it takes to provide our customer with superior service. We differentiate ourselves by allowing the customer to travel our web site easily and also by providing outstanding service. The purpose of our website it to allow consumers to see how different we are from the competition, make reservations with us, and to be able to see our hotel visually. As the consumer goes through our site they will see how easy it is to use and that the information we offer is just a click away. Our competitive advantage in technology permits the hotel to use the Internet for global advertising.

By providing great prices to our customers and by having a great management team, we made it possible to have a low cost of providing the service compared to our competitor.

We invite all of you to Oceanside Resort where your satisfaction is guaranteed.

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APPENDIX 1

Proposed Media Plan - Oceanside Resort

	Jan 04	Feb 04	Mar 04	Apr 04	May 04	Jun 04	Jul 04	Aug 04	Sep 04	Oct 04	Nov 04	Dec 04	Total Cost
<b>Expedia</b>													
Targeted Banners \$35 per CPM	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 24,000
<b>Orbitz</b>													
Vertical Targeted Banner \$45 per CPM	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 24,000
<b>Travelocity</b>													
Geo-targeted Banner \$47 per CPM	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 24,000
<b>FLAUSA Online banner</b>													
Vertical Banner(destination) \$40 per CPM	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 24,000
<b>New York Times</b>													
Feel the Warmth Promotion Sunday Travel Section	1/2 page \$ 5,000	1/2 page \$ 5,000	1/2 page \$ 5,000										\$ 15,000
<b>AAA Auto Club South</b>													
Florida Guide - 2004	1 page \$ 12,000												\$ 12,000
													\$ 123,000

