

BRIDGE PROJECT

Manual Handout of Sorissniva

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1 CUSTOMER PERSONAS

1.1 Luxury Traveller Profile

Category	Leisure Luxury	Business Luxury
Frequency of visits	Main type of travelling	Irregular type of guests
Type of guests	Couples, families, groups of friends	Individual guests and company of business partners
Itinerary	Fixed and flexible schedule	Flexible schedule

Table 1: Luxury Traveller Profile of Table

Based on table 1, Luxury Traveller Profile is divided into two main categories, including Leisure Luxury and Business Luxury. According to Ministry of Foreign Affairs, the Leisure Luxury travellers come in all shapes and sizes. Traditionally, luxury travellers are looking for the best and most glamorous travel experiences. They want to live life to the fullest and indulge in luxury. Travellers in this segment often like to travel with family and/or friends or couples. For this type of traveller, sharing their luxury experiences on social media is very important. They consult luxury influencers to enhance their trips. Additionally, luxury travellers do not wish to put their spending on display. They want authentic, unique experiences that may be relatively expensive due to their exclusivity, rather than high-end luxury. As for these guests' schedules, they can be flexible and fixed.

On the other hand, Business Luxury travellers represent around a quarter of luxury trips, making them a sizeable minority. The main purpose of their trip is business; however, these travellers often have the seniority and salary to extend their trip with some luxury leisure travel. Therefore, their itinerary can be flexible. Besides, due to their business obligations their plans often change last minutes. Subjects of this type of tourists are usually individuals or company of business partners.

We divided Luxury travellers into two groups based on purpose of the trips. Because travellers have different expectations for business and holiday trips. For

business trips the main criteria are a comfortable apartment which are nearby business meeting place. As for Leisure and holiday expectations the main criteria are exclusive experience and activities for whole family.

1.2 Individual Customer Personas



VIKTOR DOBRONRAVOV

Background: 45 year-old/ Sales Manager IT company

Cultural background: Christian/ Moscow, Russia

Values: Family, sincerity, honesty

Income: €4000-5000 per month

Family: married, 2 children

Persona & Temperament: easy-going person, loves gastronomic delights, the soul of the company, likes active sports, especially water related

Ability & skills: plays the guitar, enjoys sailing with his family, speaks English and works in a high-tech job

Social Status: upper middle class

Expectations: takes his family on business trips for a closer and better acquaintance with his customers and a good time and exciting experience



DAVID MILLER

Background: 38 year-old/ Product Design Manager

Cultural background: Christian / New York city, USA

Values: Peace, Friendly and Experience

Income: €5582 per month

Family: married, 1 child

Persona & Temperament: open-minded, easy-going person; loves nature and animals, desires to explore new places; loves travelling

Ability & skills: plays the piano, plays sports; speaks English, Spanish and Italian, works in the high-tech job

Social Status: upper middle class, wealthy country

Expectations: desires to release stress from workloads, enjoys great time with family, explores new places and participants in adventure trips, creates new network.



MAX TRAINSTONE

Background: 35 year-old/ Professional Photographer

Cultural background: Saint-Petersburg, Russia

Values: healthy lifestyle, traveling, free spirit

Income: €3800 per month

Family: married, 3 children

Persona & Temperament: sociable, enthusiastic, creative approach is his main slogan, loves his dog and takes it everywhere with him

Ability & skills: speak English and Spanish, expert in photography, runs a famous blog, trying to write a recipe book with vegan dishes

Social Status: upper middle class

Expectations: get to know the northern nature and make cool pictures and content for his blog, learn more about the traditions and culture of Norway



CHRIS HONG

Background: 30 year-old/ Airplane Engineer Manager

Cultural background: Christian / Seoul, Korea

Values: Happiness, relaxing, peace and nature

Income: €4500 per month

Family: single

Persona & Temperament: loves quite and peaceful place, nature and animals but he is allergic to pet's hair

Ability & skills: speaks Korean and English,

Social Status: upper middle class

Expectations: Wants to explore new places, experience local phenomena which help him escape from working life





HONEYMOON COUPLES

Background: 26-37 year-old/Professor and Doctor

Cultural background: Paris, France

Income: According to wedding industry experts, couples spend an average of \$4,466 on their honeymoon. That cost skyrockets to \$8,200 for couples planning a destination wedding.

Family: Just got married

Social Status: upper middle class

Expectations: Want to spend an unforgettable weekend together and possibly with close friends



These customer personas are based on culture and religions, which have one from the western and three from the eastern part of the world. For Eastern people, holidays have extreme meaning because they are hard workers and do not have much time for a holiday during their working life. They have the highest requests and expectations about quality, experiencing the most for holiday trips. Therefore, the Eastern region is a huge market that should be targeted.

And about honeymoon lovers, the reason we create it is that nowadays, a lot of couples would like to have unforgettable memories after their wedding. Currently, there is a trend that most couples want to celebrate their special milestone in their life by visiting a luxury brand to get memorable moments. Often people specially prepare and save money to organize this event for themselves and possibly invite their close friends to share the joy with them. These circumstances make the honeymoon lovers a profitable target audience for the promotion of the Sorrishiva brand.

1.3 The Connection of Customer Personas with Sorrishiva 's Plan

Based on the Individual Customer Persons, Sorrishiva welcomes guest from all around the world, especially those who have high-income level. Couples, families and small groups are the main target segment. Additionally, travel bloggers, photographers and videographers also can be sub-segments since they are

going to indirectly marketing for the business, through their social media channels and their reputation. Moreover, there are those who are interested in ice-made products and the local culture, love activities related to nature and adventure and customer choose travel option as a way to relax from the workload.

1.4 The Different Services for VIP Customers and Other Segments

All staff must receive VIP guest's information beforehand for the preparation. The hotel manager must know what kind of activities that customers involve in their trip. They are about accommodation or/ and restaurant or/and tour package, or all of them. The hotel manager must understand important information from guests and arrange a reception schedule appropriately.

Additionally, the company also prepares luxury transport to pick up guest from the airport upon their arrival. The luxury transport can be a tool to demonstrate the elegance of the business and customer wealth. The difference between using public transport and private transport claims that customers have more space and convenience. In the transport, it must have snacks, drinks and fruits. The driver must update to receptionist in how long that customers arrive the hotel.

1.4.1 Accommodation

The priority is being concentrated the most. The VIP guest should be received their room key card when they just arrive at the hotel and without queue. The attention from the hotel manager for the customer's convenience, like a call to ask for feedbacks, because they feel to be treated specially. A suitable housekeeping schedule can create convenient activities for guests during the time they stay at the hotel. In the hotel room, it should have some snacks and drinks and a handwritten thank you card. We are summarising a concept of luxury guest services by following steps:

Step 1 – Meeting the guest

- Meet guests at the airport and transfer them to Sorrisniva hotel.
- Room keys are provided by the hotel manager.
- Hotel staff is transferring guest's belongings in the room.

Step 2 – Room tour

- Some special gifts are waiting in the room.
- To present a room and give a short tour about main services.

Step 3 – Housekeeping schedule

- To coordinate guest activities schedule
- The housekeeper must check all items and refill if needed. In the room, it must have the request notes for customer's demand. They can ask necessary items and a housekeeper would help them on the next day. In urgent case, guests can call to the receptionist.
- Leave a note card to ask customer feedback about the room cleanliness.

Step 4 – Manager assistance

- To consult the guest about services, activities and restaurant.

1.4.2 Restaurant

Based on some studies, we understand that private space is very important for VIP guests. It is nice if it should give them a fully private space in the restaurant. Moreover, we think VIP guest would be surprised if the restaurant prepares a special menu upon their references. Offering premium and expensive foods and ingredients, such as Sevruga, Wagyu beef, Almas, etc and premium local produces. Lastly, it is about outdoor meals in nice weather. The company can apply this option in the summer and autumn, which creates more enjoyable options for guests. We are summarising a concept for luxury guest services by following steps:

Step 1 – Contact the guest before arriving.

- When customers are booking tour to Sorrishniva, they need to fill the questionnaire about their preferences or allergies if they have ones. In case there are no special request from guest, Sorrishniva provides a default menu.

Step 2 – Private space

- This step is optional for customer to request a private space for dinner or some celebrations like birthday, anniversary, etc. The customer also can request while booking the tour.

Step 3 – Menu

- The Sorrisniva chef is researching and providing a premium menu and luxury food and ingredients such as Sevruga, Wagyu beef, Almas, etc and premium local produces.
- Also, the chef should prepare some cultural meals, such as for Indian people, Asian people, etc.

Step 4 – Expanding space in snowless season.

- Sorrisniva could provide an outdoor restaurant for Summer and Autumn season.

1.4.3 Tour packages

Most of the tour package includes the necessary items for the trip. But it would be better if the customers could keep those items, which have their names and the Sorrisniva logo. In addition, tour guides can help guests take photos, print and give them to guests with a thank you card for joining in the tour and hope they come back in the new seasons. We are summarizing a concept for luxury guests services by following steps:

Step 1 – Receiving guest information.

- Sorrisniva would receive guest's information, such as Name of all group members through the booking. It is to prepare for adding customer's name into the necessary items for the trip.
- Most trips are booked at least 2-3 weeks in advance. Therefore, Sorrisniva gets enough time to prepare.

Step 2 – Necessary items as gifts from Sorrisniva

- Sorrisniva no need to mention that items are gifts with individuals' names on it.

- The tour guide would tell customers that they can keep them, when they are participating in the tour. It could be a surprise and unique experiences for customers.

Step 3 – Tour photos

- The tour guide brings Sorrisniva camera and asks for taking photos.
- Customer's photos will be given with thank you card after finishing their tour.
- The thank you card is written by the hotel manager
- The price of tour photos is included in the tour package price.

1.5 The Difference Services for VIP Customers and Other Segments

BUSINESS NAME	COUNTRY	PERIOD	DOUBLE ROOM (typical room)
Sorrisniva	Norway	January 1st – April 7th	€254,68
Snowhotel in Kemi	Finland	offers experiences 365 days of the year	€429,82 +€84,97 extra bed
Icehotel	Sweden	offers experiences 365 days of the year	€631,99 (double & triple)
Iglu-Dorf	Switzerland	offers experiences 365 days of the year	€277,28 / €232,41
Hotel de Glace	Canada	Beginning of January – late of March	No information (temporarily closed)

Table 2a: Comparing Competing Businesses of Table (Country, Period & Room)


BUSINESS NAME	FACILITIES	ACTIVITY OFFERS
 Sorrisniva	<ul style="list-style-type: none"> - All necessary items for bedroom - Sauna morning (inc.necessary items) - Kick-sleds & Toboggan sleds for overnight guests - Marked hiking trails in the surrounded area - Free wi-fi - Access to the main house 	<ul style="list-style-type: none"> - Snowmobiles tours , - Northern lights hunting , - Ice-made products , - Reindeer and Sami experience , - Dog sledding/ carting , - Riverboat experience , - Wellness - sauna and the outdoor jacuzzi , - Package tours, Arctic Weddings
SnowHotel in Kemi	<ul style="list-style-type: none"> - All necessary items for bedroom - Warm lounge area in the separated building 	<ul style="list-style-type: none"> - Finnish sauna, - Ice-made products, - Icebreaker Sampo Cruises, - SnowCastle Resort, Arctic Weddings
Icehotel	<ul style="list-style-type: none"> - Offers extra warm accommodation - Loans warm winter clothes - Breakfast - Sleeping equipments - Entrance to Icehotel 	Art & Design gallery, Ice sculpting, wildness dinner, Northern lights safari on snowmobile, ice fishing adventure, snowmobile adventure and private, Snowmobile arctic wildlife safari, experience dog sledding,dog sledding lunch tour-driver/-passenger, dog sledding from and to airport, meet the reindeer,reindeer calf month, moose safari on horseback, horseback tour in the northern lights, sauna ritual,icehotel massage, premium fishing in torne river,rafting,hike, boat tour, northern lights dinner, rent cross country skis,Arctic Weddings
Iglu-Dorf	<ul style="list-style-type: none"> - Welcome drinks & aperitif tray - Hot public tub & sauna - Free some food - Night walk & shoes - Morning tea - Breakfast in the mountain restaurant - Guides 	<ul style="list-style-type: none"> - Snow and ice art, - Outdoor hot tub or in the sauna - Cosy kota, a wooden hut heated by an open fire
Hotel de Glace	<ul style="list-style-type: none"> - Parking free - Year-around accommodation 	Aboriginal tourism, amusement parks, Aquarium, Wildlife parks and farms, Backcountry skiing, Sugar shacks, Canoeing,Kayaking and Paddleboarding, Climbing and canyoning, language courses, cross-country skiing,dogsledding, Downhill skiing and snowboarding, excursion and guided tours, fat biking, food tours, gardens and nature walk, sliding,hiking, historical sites,Ice fishing,places to shop, microbreweries, snowmobiling, nightlife, nordic spas, skating, snowshoeing, religious sites, spas and health centres, via ferrata and zipline

Table 2b: Comparing Competing Businesses of Table (Facilities & Activity Offers)

Based on the above tables, it can be observed that Sorrisniva accommodations have the lowest price. The competitors offer their accommodation around the year, which the cost of operating accommodation in the snowless seasons becomes more expensive. Therefore, Sorrisniva may refer and consider to extend the offer accommodation time. This could become a new strategy or business form in the future. Additionally, the facilities and activities that competitors have similar offers each other. Sorrisniva must design something new for both facilities and activity offers.

Based on the comparison of the company's activities with its competitors, we can offer to make more private packages for VIP clients with service advantages, for example, a personal concierge. Moreover, it is necessary to focus more on the uniqueness and quality of the services provided, one of the indicators of this aspect is certainly the price, if you compare it with the leading representatives of this industry, it is quite low, we also offer to create packages of services at premium prices.

2 FIVE TOURISM SEASONS

2.1 Why to Choose Sorrisniva

- Sorrisniva is a company with years of experience in offering wonderful natural-based experiences, such as riverboat excursions, fishing trips, snowmobile safaris and hotel made of snow and ice.
- Sorrisniva would bring customers, who are into the local cultures, into a destination with a special history and mythology of the Vikings, Nordic legends and local wildlife. Especially, they are made by ice and snow.
- The fresh local produce and delicious cuisine at Sorrisniva's luxury restaurant.
- The unique experience with hot tubs in the morning, surrounding by mountains, cosy and comfortable.
- In touch with the real Nordic nature.

Sorrisniva could portray those reasons into their website, which is to introduce and encourage customer choose it as their holiday destination. This part could be displayed on the home page.

2.2 Suggestions for Development Five Tourism Seasons

- Midnight Sun: In addition to the riverboat experience, Sorrisniva may offer more activities related to culture and tradition. Sorrisniva can hold its own festival on its campus. For example, the festival is hosted every week, with camp-fire, dance, barbecue and guests are participants.
- Arctic India Summer: Taking advantage of the nice autumn weather, Sorrisniva can offer customers adventure and exploration activities. For example, it can be biking, hiking and wildlife viewing.
- Northern Lights + Northern Lights & Igloo hotel: This is a specific activity so Sorrisniva can be used for tripod, tent (if guests would like to barbecue outside during enjoying Northern Lights), etc.

- Arctic Spring: As for the spring season, the most popular may be the month of the reindeer calf. Many tourists may want to watch this mass phenomenon of the birth of a new life of such an amazing animal

Additionally:

Sorrisniva could organise a winter wedding in the ice chapel, but the wedding season can be made wider if the company creates a portable wedding altar that can be installed in nature in the summer or autumn season and hold the ceremony among the fascinating northern nature.

2.3 Risk Evaluation of Suggestions for Development Five Tourism Seasons

- Midnight Sun:
 - Weather condition: The bad weather condition can delay or cancel the company's plans. The cultural festivals are also altered from outdoor to indoor. The solution for this issue is to consider the weather forecast, at least 5 days before the festival. If the weather is poor, the cultural festival could be taken place in the restaurant. The customers must be announced about this change by hotel manager's call.
 - Observe fire safety regulations, because there may be children around or a strong wind may blow which can spread to trees or nearby buildings.
- Arctic Indian Summer:
 - Health or travel insurance: If the guest got into incident, then he was able to cover the losses.
 - GPS: During the trip, customers can get lost. Cell phone waves may not work well when in the woods. Therefore, each participant must have a GPS.
 - Guide support (talk about the rules of behaviour in the wild nature)
 - Provide special protection, helmets or warm clothes/raincoats.

- Animal attack: There are some case wild animals attacking tourists. They should be equipped with medical supplies to provide first aid, if necessary, protective clothing.
- Northern Lights + Northern Lights & Igloo hotel:
 - Weather condition: It cannot guarantee that the customer can hunt the Northern Lights, as it is highly dependent on the environmental and weather conditions. There is no guarantee that the customers can encounter Northern Lights. The tour guide can compensate to customers if they cannot see the Northern Lights by telling them myths, fairy tales or folk tales related to the Northern Lights and local culture.
 - Observe fire safety regulations, because there may be children around or a strong wind may blow which can spread to trees or nearby buildings.
- Arctic Spring:
 - Wild live instructions: Animal can protect themselves from people especially on season of new baby growing. So, there could be some instructions given by tour guide on how guests should behave themselves in front of wild animal and what to do in critical situations.

2.4 Financial Benefits from Five Tourism Season Suggestions

The tourism services and products in Sorrisniva are based on experiencing and contacting with nature; therefore, we believe that the development of Five Tourism Season is an extremely important part of our research and Sorrisniva future business plan. When we researched and created the customer personas, we find out the characteristic of type of Luxury customer target group. There are visitors which want to get knowledge about the local nature and culture. Therefore, the suggestions to promote company that we provide cultural festival (Midnight Sun), hiking, biking, wildlife viewing (Arctic Indian Summer), barbecue tent (Northern Lights) and wildlife viewing - reindeer calf (Arctic Spring). These ideas allow company to increase the number of guests, who help significantly

increase the income for both Sorrisniva and the entire local community. Moreover, the financial benefit from customer personas is to help business target to the right audience. Therefore, Sorrisniva can save a lot of money to advertise to people who are genuinely interested in the company's services.

In details, the cultural festival (Midnight Sun) would be taken place in right the Sorrisniva's campus. It would save a large amount of money on space rentals as the company can take advantage of the available location, for example, basecamp Kista. For outdoor activities, it can take advantage of equipment, objects and means available, for example, baking equipment and utensils.

Additionally, the high-quality video content relates to activities of Five Tourism Seasons, which the company can promote on popular video platforms like YouTube and TikTok. They can help expand brand awareness. Besides, these platforms allow The Sorrisniva to monetize video content which creates a new source of profit. On the other hand, it must notice that YouTube just only allows the host channel earns money from a video lasting more than 10 minutes by adding advertises.

2.5 How to Encourage Customer Return and Join in New Activities

- Collect and save customer information and ask them to subscribe newsletter in the future (**electronic membership card**). The membership card may give the returning customers more advanced services into their trip. The suggestion for advanced services is about customers exchange their loyalty points to get a free activity if they come back Sorrisniva more than 5 times (The number of times depends on the company's policy). Here are main steps to give electronic membership card to customers:
 - Step 1: For the first-time customers, the receptionist would collect and store customer information. When checking in, the receptionist would ask them to join in the membership. The receptionist must ask name, date of birth, gender, email or contact information.

- Step 2: Create a membership table. The hotel manager could create an additional table for newcomers and save contact information about them.
- Step 3: After returning to Sorrisniva this table will be updated and after returning for a certain amount of time, a guest can have a free activity.
- Step 4: Customers will receive email announcing about free activity.
- Communicate with customer via email by sending **gift card** and special offerings or information about new activities.
 - Step 1: Use the information, which is collected by the receptionist.
 - Step 2: Sorrisniva send emails to announce about gift card (the gift card is not for discount products or services. Its purpose is for creating the chances that customers can try other products and services). The gift card should have the limited period. It encourages customers come back more than once.
- Improve social media, **Instagram channel**. Making Instagram page more interactive will make a connection with the audience. Trendy activity as Instagram Stories would work like advertising of new activity or seasons opening and will not let customers miss any news.
 - Step 1: Announce the start of the season in advance. For example, Sorrisniva should create an Instagram story about Winter Season.
 - Step 2: The story content could be a poster, a poll or a Q&A story
 - ★ The poster is to announce customer new season and may link to new activities.
 - ★ The poll and Q&A story are to ask customer's opinions about what they are interested in the new season, what kind of activities they would like to participate in and how do they feel about Sorrisniva during their holiday trip. This step could be seen as indirect feedbacks.

Sorrisniva should not mention about discount when customers are returning. Because Luxury guests are not afraid of money, they only care about the quality of the product and the service they are served. the higher the price, the more they enjoy and want to own. This proves wealth and uniqueness of experience. Besides, Sorrisniva should be reminded of its existence via email. However, this should not be used to create spam emails. It should be update new activities as well as emails for asking joining in Sorrisniva in the holiday season.

3 LUXURY TOUR OPERATORS

3.1 Luxury Guest's Leisure Expectation for Their Trip

Personalization:

- A luxury travel trip usually lasts 1-2 weeks or longer.
- Provide tours for small groups (e.g.: for a big family, honeymoon couples or company of friends, who want more private environment)
- Unique holiday and demand flexible itineraries.
- Need expertise to tailor their holiday.
- Create a little questionnaire about preferences of food & drinks, guest's health condition (e.g., allergy)

Health & Safety Measures:

- Personal safety and the safety of their personal belongings
- The concern about the qualifications of devices, vehicles, equipment.
- The completed clean hotel room

What luxury guest's leisure expectations are:

- Personalised service (exclusivity), preferably one on one: Welcome letter for the client, a bonus such as champagne and local snacks as a gift upon arrival, free equipment and clothing for activities, if necessary, 24-hour customer service by the hotel staffs, positive and professional interaction with staff.
- Facilities & Qualities: Reliable transport, comfortable seats, a platform for organizing events of various kinds: weddings, holidays, small concerts with live music or cultural events, free parking.
- Interior: The hotel room decor is eye-catching because customers will take pictures and post them on social media. Good-quality beds with good-quality bed linen are key elements. Placing company logos in the right places as they can become a form of indirect marketing.
- Quality of food and beverage: All meals are prepared from famous and skilled chefs, good-quality food and wine.

3.2 Company's Behaviour with Clients of Luxury Segment

- Try to deliver and offer values as the company's marketing.
- All promises and obligations must be met exactly as agreed.
- Always respect and make guests feel happy.
- Always listen and try to say "yes" to guests and explain in detail the incomprehensible information.
- Catch as much as information customers give and based on that to offer appropriately.
- Train and practice for employees about general cases to avoid misunderstanding and malfunction.
- Ask the customer directly for their opinion on your services and innovations.

3.3 Potential Partners

Name of Business	Country	Email
Du Lich Viet Nam	Vietnam	tour@dulichvietnam.com.vn
dulichViet	Vietnam	info@dulichviet.com.vn
Terra Incognita Ecotours	USA	info@ecotours.com
Jacada Travel	USA	enquire@jacadatravel.com press@jacadatravel.com (urgent)
Artisans of Leisure	USA	info@artisansofleisure.com
Boundless Journeys	USA	info@boundlessjourneys.com

Table 3: The List of Potential Partners.

All potential partners have already had experience working with Nordic countries in general and Norway in particular and generally organize exclusive tours around the world. Cooperation with these partners would allow us to expand access to the premium segment of the market.

4 WEBSITE IMPROVEMENTS

4.1 The Opening Quote for Main Page (Home)

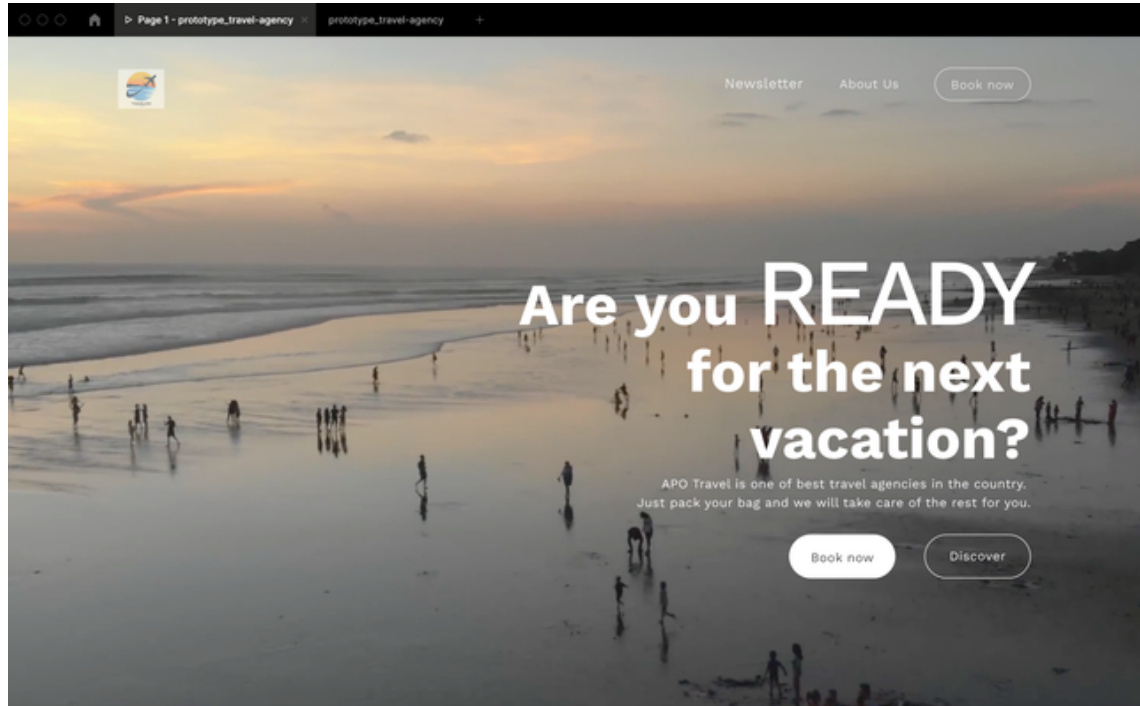


Figure 1: Example of Main Page

- This is an example for the main home page. The opening quote may impress, evokes curiosity and excitement from audiences.
- The background should be a video with high resolution quality, which introduces how Sorrisniva looks like and what kind of activities Sorrisniva offers.
- Here is some proposal interns that the company could consider:
 - Tran Thien An: Web Designer and Front-end Developer, tranthie04@gmail.com. The above example picture is one of the websites from this designer. It is a concept product for a travel agency.
 - Darina Dudina, 1st year master of ITMO in major of Intelligent technologies in telecommunications, dudinadarina@gmail.com or you can contact with Polina Chagina she is also 1st year master of ITMO in major of Intelligent technologies in telecommunications,

chagina.pa@mail.ru and she can contact ITMO to find out about more interns.

4.2 Chatbot

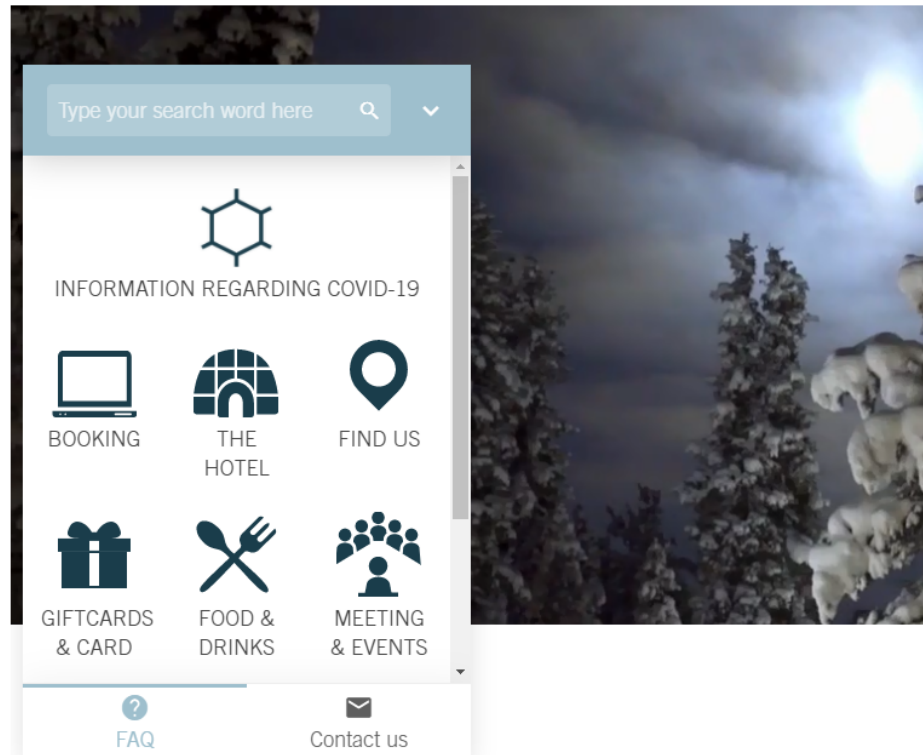


Figure 2: Example of Chatbot

- The function of chatbot is to assist providing necessary information to customers. It is more convenient not to wait for Sorrishiva's response.
- This program is for mostly personal concerns from customers.
- There is a small icon of chatbot at the right or left corner of website. When the customer need help, they can click to the icon. This makes the website look cleaner when the chatbot is unnecessary.
- Here is some proposal interns that the company could consider:
 - Darina Dudina, 1st year master of ITMO in major of Intelligent technologies in telecommunications, dudinadarina@gmail.com or you can contact with Polina Chagina she is also 1st year master of ITMO in major of Intelligent technologies in telecommunications,

chagina.pa@mail.ru and she can contact with ITMO to find out about more interns.

- Link for template: <https://bootsnipp.com/tags/chat>

There are some simple templates for website. You can choose one and see how it looks like and works. After that you can study a code and use it on your website

4.3 FAQs Page

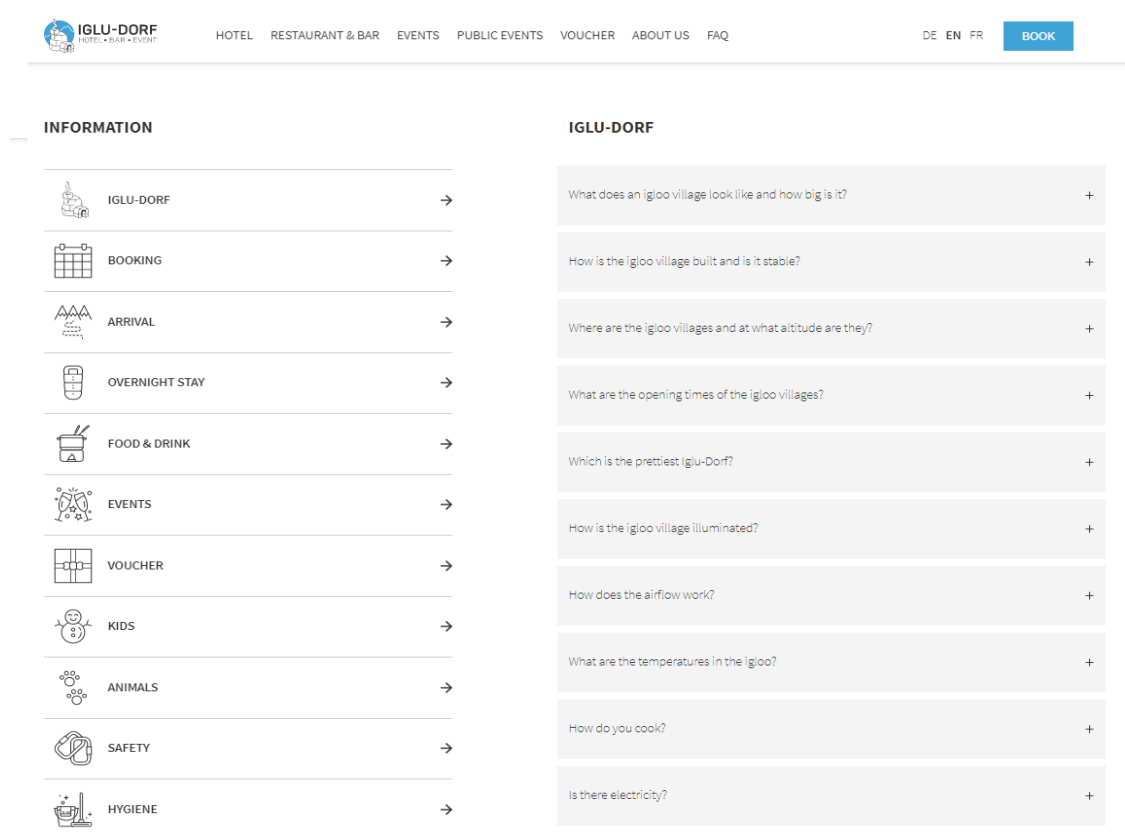


Figure 3: Example of FAQs Page

- The purpose of this page is to provide all general information related to the company's accommodation, tour packages, as well as restaurant to audiences.
- Sorrishniva can collect frequently received questions and create a page to display them.

- It is useful and convenient for customer, then they do not need to email to ask their concerns.
- Here is some proposal interns that the company could consider:
 - Tran Thien An: Web Designer and Front-end Developer, tranthie04@gmail.com.
 - Darina Dudina, 1st year master of ITMO in major of Intelligent technologies in telecommunications, dudinadarina@gmail.com or you can contact with Polina Chagina she is also 1st year master of ITMO in major of Intelligent technologies in telecommunications, chagina.pa@mail.ru and she can contact ITMO to find out about more interns.
- You can view a demo FAQ page or download a template by the following link: <https://codyhouse.co/gem/css-faq-template>

4.4 Newsletter



Newsletter

Signup for our newsletter to recieve the latest updates, offers and information!

☐ Sign me up for the newsletter!

Figure 4: Example of Newsletter

- This tool is important to get information about new customers and provide them actual offering and news about Sorriniva.

4.5 Booking Site

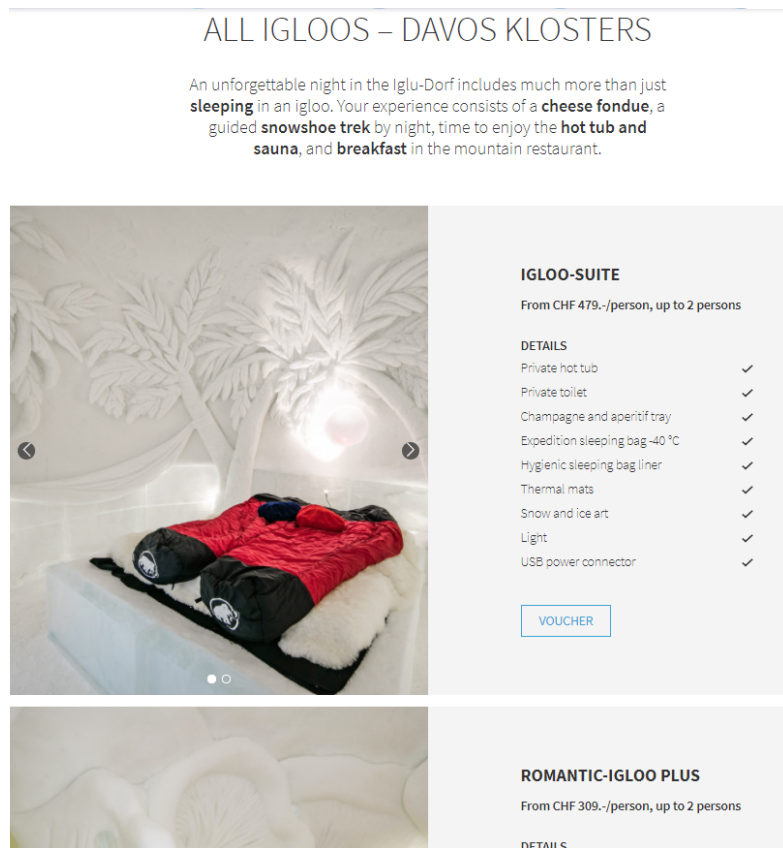


Figure 4: Example of Booking Site

- More details and a more attractive design of the booking page will allow you to better inform potential customers.
- Here is a proposal intern that the company could consider:
 - Tran Thien An: Web Designer and Front-end Developer, tranthie04@gmail.com.

4.6 Questionnaire for Customer References

Do you have any allergies related to food and drinks? *

☐ No

☐ Gluten containing cereal

☐ Crustaceans

☐ Molluscs

☐ Fish

☐ Peanuts

☐ Lupin

☐ Tree nuts (Walnut, Hazelnut, Almond, etc)

☐ Soya

☐ Eggs

☐ Milk

☐ Celery

☐ Mustard

☐ Sesame

☐ Sulphur dioxide

☐ Другое: _____

Do you have a special diet? *

Мой ответ _____

Thank you for your time! Have a nice day

Отправить

Figure 5: Example of Questionnaire for Customer References

- Individual approach to the client when booking rooms, this survey will help you find out the client's preferences in advance.
- This survey also assists to prepare special menu upon customer's preferences.
- Here is the example questionnaire link:
<https://forms.gle/eoWDgjphoHBRbPgA8>

5 SOCIAL MEDIA CHANNELS

5.1 How to Improve Business Brand in Social Media Channels (Instagram and TikTok)

Social media channels are platforms to infuse in searching new experiences. The Sorrisniva's Instagram account has a huge follower, which is a good signal of branding building. There are some basic tips, which can be applied to Instagram and TikTok account:

- The captions for posts should be in English (compulsory) and other languages (optional). In case the company wants to convey information to an international audience in English and locals with the national language.
- Use appropriate #hashtags (#sorrisniva, #nordiccountry, #igloohotel, #norway #norwaytrip, #alta, #altariver, #norwayalta, #icesculpture, etc). Those hashtags should connect the company to potential target audiences, not just someone who is willing to trade likes and follows. Besides, brand hashtag #Sorrisniva creates two main benefits: the possibility of monitoring the performance of the company campaign and the increase of company's presence on social media. Moreover, hashtags can help the company build its brand awareness, which is just one short step from building a community.
- Watermark for visuals and videos (Reel & IGTV). Typically, watermarks are used to protect content and to claim ownership of an asset. Without watermarks, valuable digital assets can be susceptible to content theft or unauthorized use.
- Use high resolution images (at least 1080px for maximum quality)
- Keep 3-4 posts per week. This prompts followers for the presence of the company. In addition, it also helps viewers receive information every time the company has a new campaign.
- Keep posts relevant (season, holidays, etc). It creates a festive or holiday atmosphere, enabling customers to choose their company as their next destination.

- Use right influencers to promote. Find out and connect with new bloggers or people with experience in traveling. Give them the opportunity to experience company services and to work together for growth. Here are some suggestions about famous travel bloggers:
 - Reiselykke: Blog: reiselykke.com – Instagram (5.3k followers): @reiselykke – Facebook (3.8k followers): @reiselykke
 - Hamacareise: Blog: hamacareise.com– Instagram (2.6k followers): @hamacareise – Facebook (1.7k followers): @hamacareise
 - Anton Ptushkin: Blog: <https://instagram.com/ptuxerman?igshid=16lo0q3lrnwgj> - Instagram (1.7 kk followers); mail: ptushkevich@gmail.com
- Find the aesthetic style for the Instagram account (uniform colour filter, editing, etc). A unique and cohesive Instagram aesthetic is not just visually pleasing but can greatly improve brand recognition and business success. It will convey the brand's voice, personality, and help its followers instantly recognize the content when it appears on the feed. Choosing your Instagram page colours can be tricky, but the following tips can help:
 - **Create a Pinterest mood board.** Start saving Pins that inspire editor. For example, editor can search Pinterest mood board about photos of snow, winter colour, picnic scenes, pool parties, and sunsets, etc. Certain imagery will attract you more than others, so take note of any colour patterns you see popping up in the content you save.
 - **Create a colour palette.** If the brand has not already had a colour guide, it is time to get one. Find six or less colours that the brand can commit to using throughout the content. Reference this group of colours anytime editor creates content, whether that is in the form of a photo, video, or text-based post. Make sure at least one of the established colours are present in the post to ensure the Instagram aesthetic is consistent.

5.2 YouTube and TikTok Ideas



		
Why	Has a greater reach to the audience than Vimeo	A fast-growing platform with a large number of trends
How	Attract influencers to promote your channel or hosts of Sorrisniva can be vloggers by themselves Use Google Local Business to manage online presence across Google, including Search and Maps	

Table 2: YouTube and TikTok Ideas

Google My Business

A Google My Business account could help a web-site be more popular in Google requests by the name of company or by key words which will lead to the company web-site. With Google My Business it is easy to create kind of online showcase with:

- Full information about the company;
- Contact information with location binding on Google maps;
- Photos, video, possessing owner (Posts on Google);
- Reviews, customer questions and answers to them.

So, users will have all key information and see exact location in one piece on the map.

There is a link with tips how to use Google Business:
<https://blog.hootsuite.com/google-my-business/>

Also, there are tools for analytics like Google Analytics, Open Web Analytics and Facebook Pixel (it is good for using for Facebook ads)

Google Analytics

This tool could help collect some analytics about website: how many people visit current website, from which region are they, how many visitors became customers.

Guide: <https://moz.com/blog/absolute-beginners-guide-to-google-analytics>

A link for tool: <https://marketingplatform.google.com/about/analytics/>

Open Web Analytics - web analytics platform used by thousands of webmasters and developers.

Capabilities:

- Statistics on unique and repeat visitors, visits and page views, average visit duration, bounces.
- E-commerce analysis: revenue, transactions, conversions, etc.
- Data on entry and exit pages, traffic sources, search queries, goal achievement.
- Tracking website behaviour, including clicks and mouse movements.
- Information about users: their geography, age, browsers, OS, etc.

A link for tool: <http://www.openwebanalytics.com>

Facebook Pixel

The Facebook pixel is code that you place on your website. It collects data that helps you track conversions from Facebook ads, optimize ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website.

A link for tool: <https://www.facebook.com/business/learn/facebook-ads-pixel>

5.3 Tips about Attractiveness of Video Content

- Use a drone will make videos more exciting.
- Use a variety of popular music (no copyright) in videos, such as music from Tik-Tok. Sorrisniva can search no copyright music in YouTube Library, Thematic.com, etc.
- Track popular trends Tik-Tok.

- Shoot not only views, but also objects in motion.
- Add a human touch, emotion to video content.

6 OTHER WORKS

6.1 Value Proposition Canvas

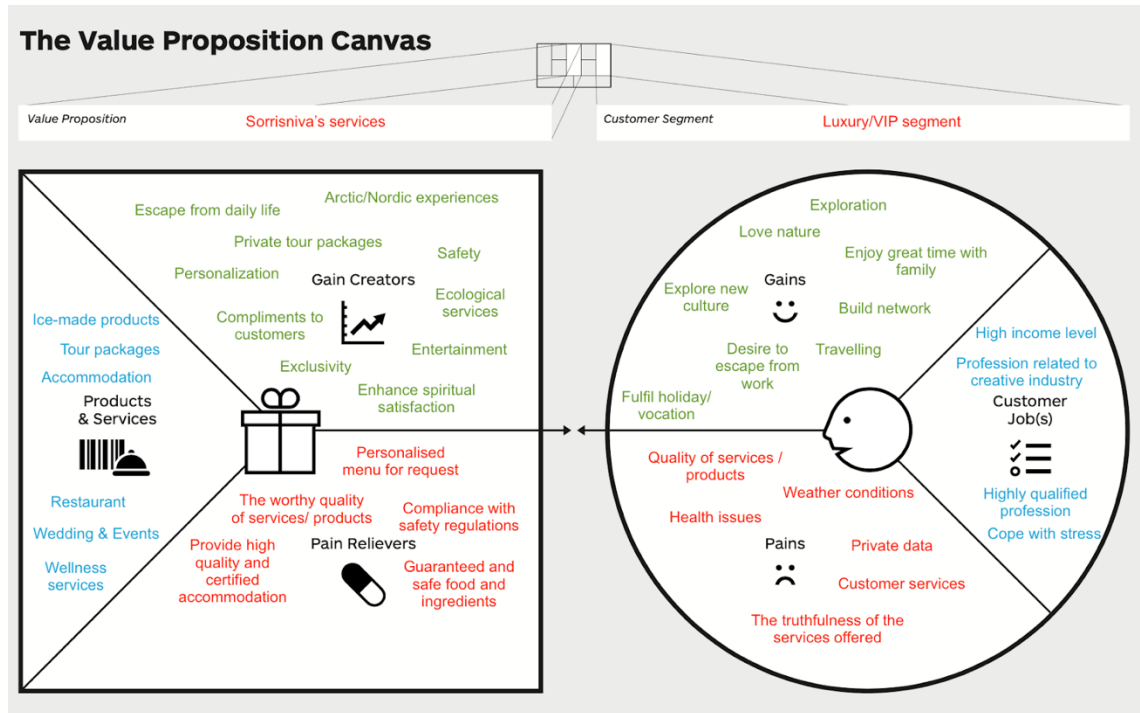


Figure 6: Value Proposition Canvas of Sorrisniva's services

The value proposition canvas shows the connection between customer needs and expectations and Sorrisniva offerings.

6.2 Scamper Mind Map (Year-Around Accommodation)



Figure7: Scamper Mind Map for developing Summer Accommodation of Sorrisniva

SUBSTITUTE

Igloo hotel only operates in winter season, and it should have a type of accommodation for replacing. “Camping in the summer” can be a great choice for accommodation when there is no snow. It is optional, can be one of summer activities. Customers, who participate in will receive a tent and other necessary items. This kind of accommodation, Sorrisniva can co-operates with the third party, such as Holmen Husky Lodge. This is suitable for who enjoys in the nature. In the summer, weather is one of the great factors for this project to be successful. It encourages people to enjoy the natural atmosphere. They can organize midnight Sun right away while participating in this activity.

Sorrisniva provides the organization of winter wedding in the ice chapel, the wedding season can be made more wider if the company creates a portable

wedding altar that can be installed in nature in the summer or autumn season and hold the ceremony among the fascinating northern nature.

COMBINE

In Alta there is a park with rock art, therefore the Sorrisniva can provide guided tours and organize workshops and seminars on art and the Rock Art Alta culture on the basis of the hotel (inspiration by Rock Art of Alta) (World Heritage Site). The organisation of such events will expand the segment of consumers. Attract people's attention to the nature heritage of this region. Also, there will be unique souvenirs products. In addition, Midnight Sun and Arctic Indian Summer would be appropriate activities for combining with "Camping in the summer".

ADAPT

Add new events like Family vacation, Anniversaries, Birthday party, Companies teambuilding experience. For representatives of the luxury segment, convenience and ease of checking into the hotel is important, so it is necessary to have a flexible schedule for accommodating guests (guests can check in or check out at any time convenient for them: at 6pm or at 3 am) In addition, it is important for business representatives to have the opportunity to leave for work, so the program of events should have a more individual approach (some people organize business meetings with partners in a non-standard setting, so is also necessary to take into account the employment of business people, consequently they might be able to change the program of activities in the process).

MODIFY

"Camping in the summer" would be the one activity attracting customers in the non-snow season. It is suitable for family holiday activities, especially for children. Additionally, the Rock Art provides local cultural knowledge to participants and drawing skill. Customers make products by themselves, and they can keep those products as keepsake, ornament, etc. These activities encourage people to enjoy more in the nature and participate in other activities, such as Midnight Sun, boating in Alta River, etc.

PUT TO ANOTHER USE

The company can hold art events all year round. At the winter season, due to the cold that the activity should be taken place inside, while in the summer season customers can participate outside to enjoy the weather. The value of the activity would be similar, including guidance for the Rock Art culture and workshops, seminars.

ELIMINATE

There is no part to eliminate.

RESERVE

Currently, Sorrisniva offers most summer activities around Alta River location. Therefore, it could be great if they create more options for summer activities. "Camping in the summer" and the Rock Art are appropriate to increase the amount of summer tour packages. If there is no accommodation in the summer, it could be a major shortcoming for sales of business. Take advantage of summer nature and weather, the company could create more natural-based activities, attracting more potential customers.

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<https://www.worldheritagesite.org/list/Rock+Art+of+Alta>.