



ALTA, NORWAY

SORRISNIVA

THE FINAL PRESENTATION

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THANK YOU

01 ~~~~~

CUSTOMER PERSONAS

Marketing, customer, buyer and audience personas are used interchangeably to define the best members of the target audience



DAVID MILLER

Background: 38 year-old/ Product Design Manager

Cultural background: Christian / New York city, USA

Income: €5582 per month

Family: married, 1 child

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

Income: €3800 per month

Family: married, 3 children

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



VIKTOR DOBRONRAVOV

Background: 45 year-old/ Sales Manager IT company

Cultural background: Christian/ Moscow, Russia

Income: €4000-5000 per month

Family: married, 2 children

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



CHRIS HONG

Background: 30 year-old/ Airplane Engineer Manager

Cultural background: Christian / Vietnamese, HCM city

Income: €4500 per month

Family: single

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



THE CONNECTION OF CUSTOMER PERSONAS WITH SORRISNIVA PLAN

In general, the target group is:



- From all around the world



- Couples, families and groups, travel bloggers, photographers and videographers



- Guests have high income level

THE CONNECTION OF CUSTOMER PERSONAS WITH SORRISNIVA PLAN



- Guests are interested in ice-made products and the local culture



- Guests love activities related to nature and adventure



- Choose travel option as a way to relax

THE DIFFERENT SERVICES FROM VIP CUSTOMERS AND OTHER SEGMENTS

Main competitors of Sorrisniva:

Finland - Snowhotel in Kemi

Sweden - Icehotel

Switzerland - Igloo-Dorf

Canada - Hotel de Glace



- **Accommodation around the year**
- Due to a similar offer Sorrisniva has to design something **unique for both facilities and activity offers**
- Create **private tours at premium prices** for small companies (families or friends)



THE DIFFERENT SERVICES FOR VIP CUSTOMERS AND OTHER SEGMENTS

Accommodation/ Hotel:



Prepare the VIP reception carefully



Transportation



Priority



Attention from hotel manager



Housekeeping



Special gifts

THE DIFFERENT SERVICES FROM VIP CUSTOMERS AND OTHER SEGMENTS

Restaurant:



Private space restaurant



Special menu



Outdoor meals (seasonal)

THE DIFFERENT SERVICES FROM VIP CUSTOMERS AND OTHER SEGMENTS

Package tour:



Necessary items with VIP guest's name
& Sorrisniva logo

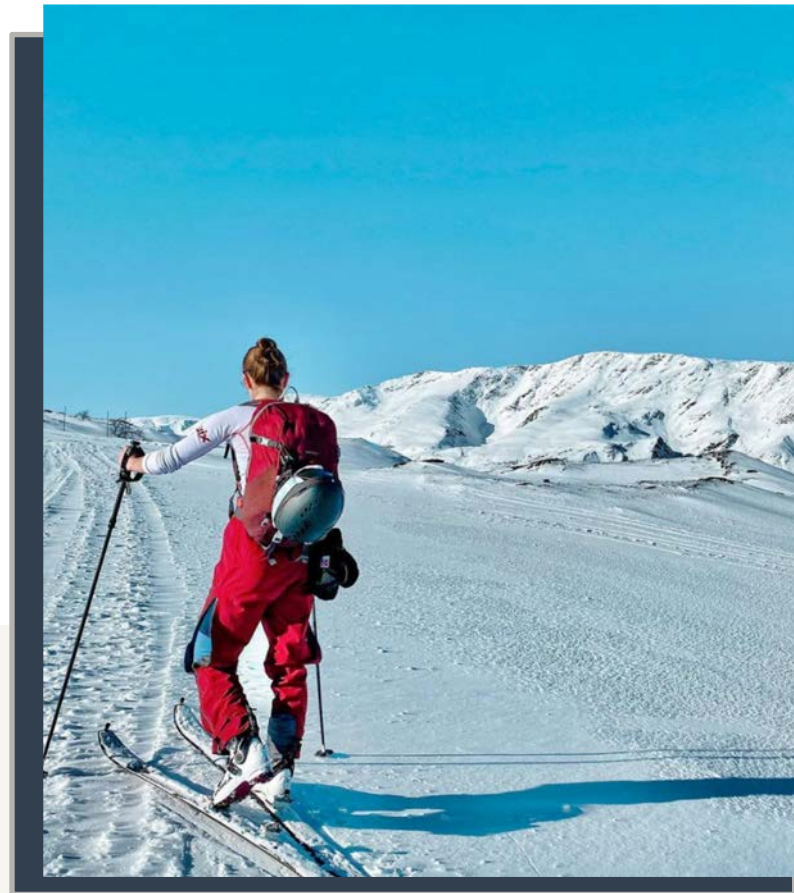


Photos & thank you card

02

FIVE TOURISM SEASONS

- Midnight sun (May - July)
- Arctic Indian summer (August - September)
- Northern lights (September - December)
- Northern lights & Igloo Hotel (December - March)
- Arctic spring (April - May)



WHY TO CHOOSE SORRISNIVA

Natural-based experiences



Hot-tubs in the morning, surrounded by mountains



In touch with the real Nordic nature



Ice and snow products



Local cultures



Fresh local produce and delicious cuisine



SUGGESTIONS FOR DEVELOPMENT "FIVE TOURISM SEASONS"



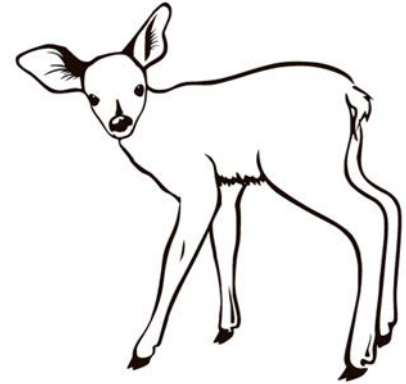
Midnight Sun:
cultural festival



Arctic Indian Summer:
biking, hiking and wildlife viewing



**Northern Lights + Northern
Lights & Igloo hotel:**
barbecue tent



Arctic Spring:
month of the reindeer calf

RISK EVALUATION FOR SUGGESTIONS



Midnight Sun: weather condition, open space regulations



Arctic Indian Summer:
insurance, GPS, guild support,
Animal attack



Northern Lights + Northern Lights & Igloo hotel:
Weather condition, fire safety regulations



Arctic Spring:
protect baby animals, guide support

SUGGESTIONS FOR DEVELOPMENT "FIVE TOURISM SEASONS"

-Expand the wedding season by creating a portable altar that can be installed in any place you like



FINANCIAL BENEFITS FROM FIVE TOURISM SEASONS SUGGESTIONS



**Sorrisniva campus
for cultural festival**



**Choice the right
customer personas**



**Take advantage of
equipment**



Monetize video content

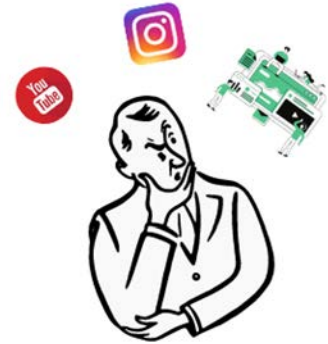
HOW TO ENCOURAGE CUSTOMER RETURN & JOIN IN NEW ACTIVITIES



Electronic Membership card



Communicate with customer
by email



Improve media channel such as we
site and Instagram

03

LUXURY TOUR OPERATORS

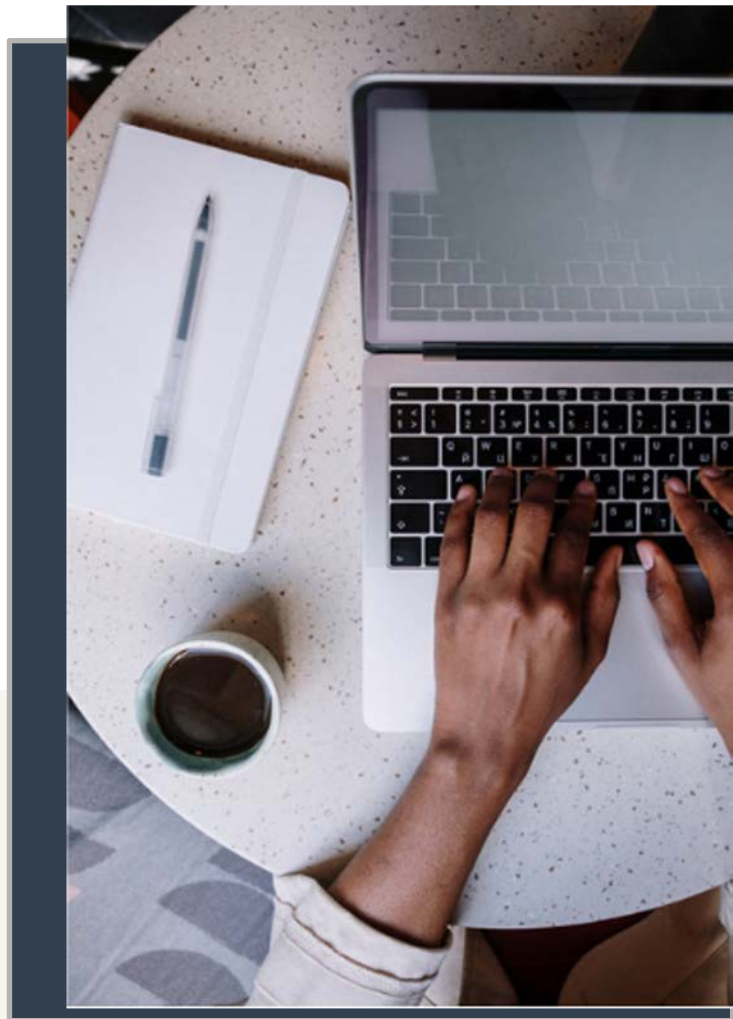


Name of Business	Country	Email
Du Lich Viet Nam	Vietnam	tour@dulichvietnam.com.vn
dulichViet	Vietnam	info@dulichviet.com.vn
Terra Incognita Ecotours	USA	info@ecotours.com
Jacada Travel	USA	enquire@jacadatravel.com press@jacadatravel.com (urgent)
Artisans of Leisure	USA	info@artisansofleisure.com
Boundless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

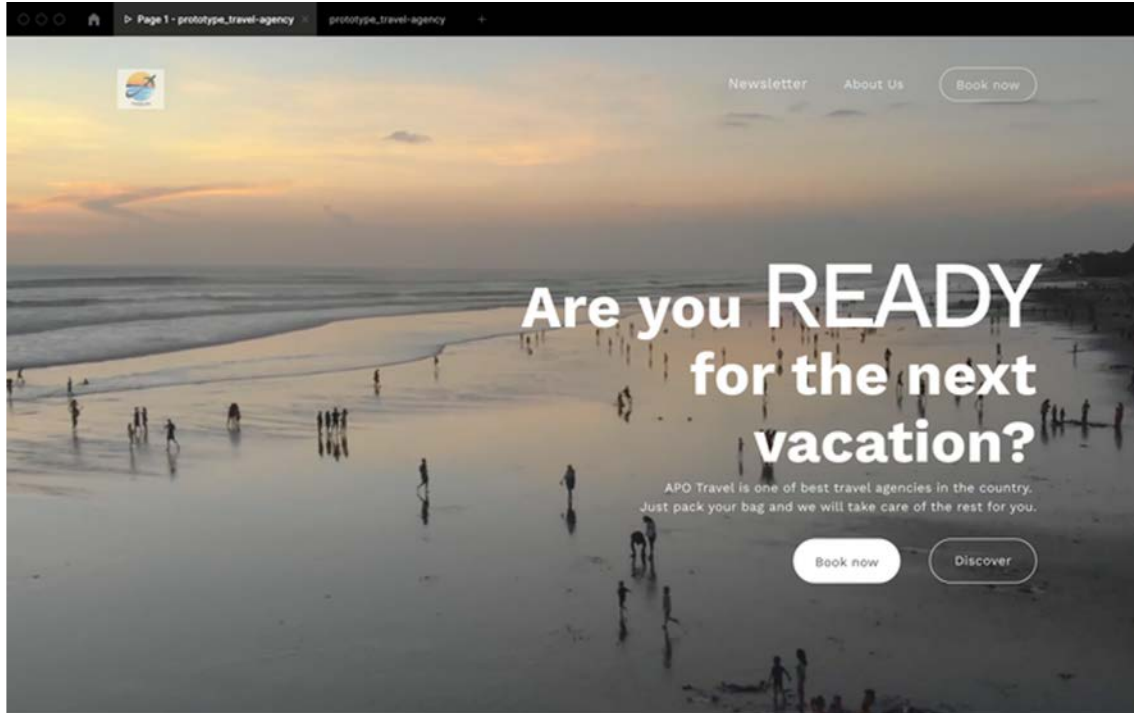
04 ~~~~~

WEBSITE IMPROVEMENTS

Improve webpage's functions to be a user-friendly site

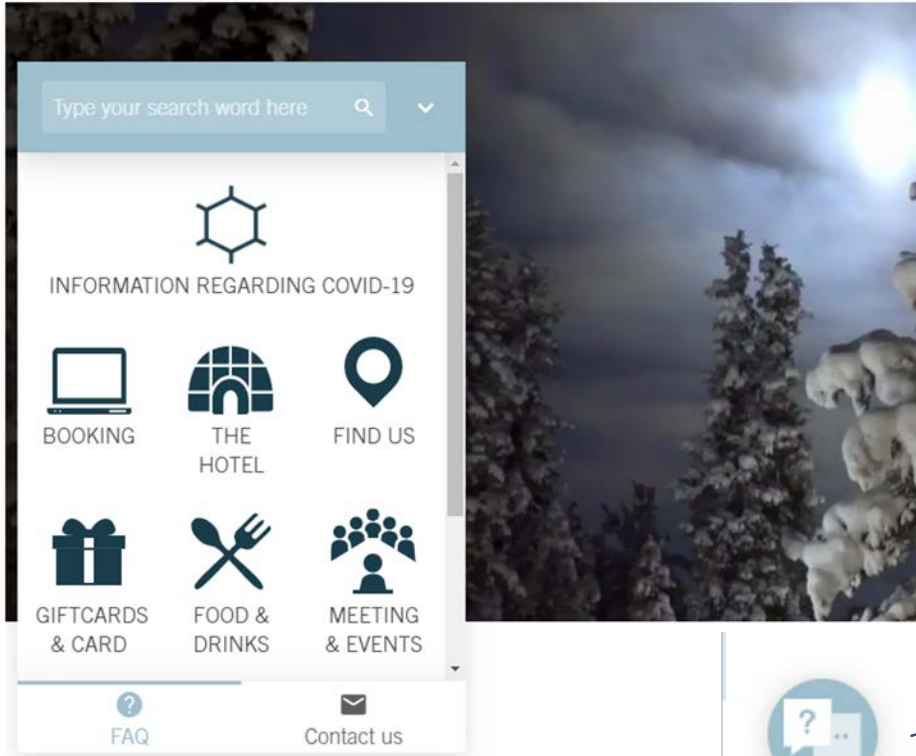


THE OPENING QUOTE FOR MAIN WEBPAGE (HOME)



This is a prototype for the main home page. The opening quote may impress, evokes curiosity and excitement from audiences.

CHATBOT



- The function of chatbot is to assist providing necessary information to customers. It is more convenient not to wait for Sorrisniva's response.
- This program is for mostly personal concerns from customers.

This is the chatbot symbol, that audience clicks when they need help!














FAQ PAGE

Symbol

FAQ

INFORMATION

	IGLU-DORF	→
	BOOKING	→
	ARRIVAL	→
	OVERNIGHT STAY	→
	FOOD & DRINK	→
	EVENTS	→
	VOUCHER	→
	KIDS	→
	ANIMALS	→
	SAFETY	→
	HYGIENE	→

IGLU-DORF

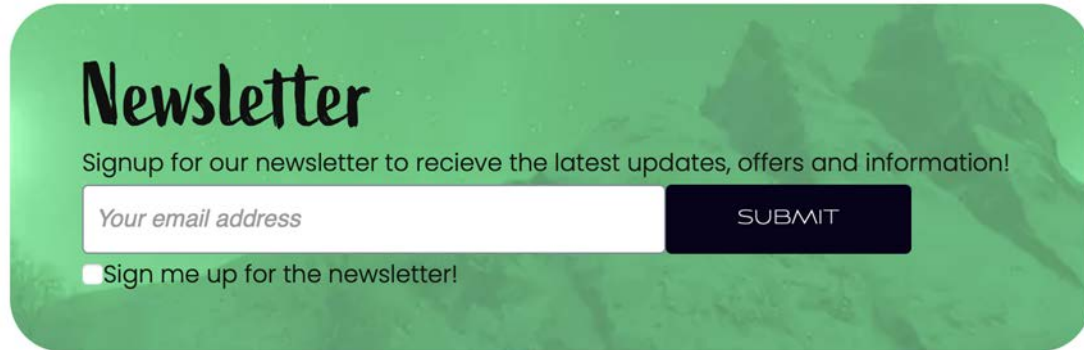
What does an igloo village look like and how big is it?	+
How is the igloo village built and is it stable?	+
Where are the igloo villages and at what altitude are they?	+
What are the opening times of the igloo villages?	+
Which is the prettiest Iglu-Dorf?	+
How is the igloo village illuminated?	+
How does the airflow work?	+
What are the temperatures in the igloo?	+
How do you cook?	+
Is there electricity?	+

-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.

-Sorrisniva 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 emails to ask their concerns.

NEWSLETTER

A newsletter sign-up form with a green background and a mountain illustration. It includes a title, a description, an email input field, a submit button, and a checkbox.


Newsletter

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

☐ Sign me up for the newsletter!

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

BOOKING SITE



Navigation arrows and a small indicator are visible on the image.


IGLOO-SUITE

From CHF 479.-/person, up to 2 persons

DETAILS

Private hot tub	✓
Private toilet	✓
Champagne and aperitif tray	✓
Expedition sleeping bag -40 °C	✓
Hygienic sleeping bag liner	✓
Thermal mats	✓
Snow and ice art	✓
Light	✓
USB power connector	✓

[VOUCHER](#)



ROMANTIC-IGLOO PLUS

From CHF 309.-/person, up to 2 persons

DETAILS

More details and a more attractive design of the booking page will allow you to better inform potential customers

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

Send

Individual approach to the client when booking rooms, this survey will help you find out the client's preferences in advance

05 ~~~~~

SOCIAL MEDIA CHANNELS


- How to expand brand awareness further in social networks
- Search for new platform



HOW TO PROMOTE BUSINESS BRAND IN SOCIAL MEDIA CHANNELS (INSTAGRAM & TIKTOK)

- The captions for posts should be **in English** (compulsory) and other languages (optional)
- Use appropriate **#hashtags**
- **Watermark** for visuals and videos (Reel & IGTV)
- Use **high resolution images** (at least 1080px for maximum quality)
- Keep **3-4 posts** per week
- Keep **posts relevant** (season, holidays, etc)
- Use **right influencers** for promotion
- Find the **aesthetic style** for the Instagram account (uniform color filter, editing, etc)

YOUTUBE & TIK-TOK CHANNEL 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 themselves Use Google Business and Google Analytics to manage online presence across Google, including Search and Maps	

TIPS ABOUT ATTRACTIVENESS OF VIDEO CONTENT

- **Use a drone** will make videos more exciting
- Use a variety of **popular music** in videos, such as music from Tik-Tok
- Track popular **trends Tik-Tok**



TIPS ABOUT ATTRACTIVENESS OF VIDEO CONTENT

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



A scenic landscape featuring a calm lake in the foreground, with a rocky shore and tall grasses on the left. In the background, there are lush green mountains and snow-capped peaks under a blue sky with scattered white clouds. A large white rectangular box is centered over the image, containing the text "THANK YOU" in a dark blue, sans-serif font.

**THANK
YOU**