

# TRIP FOR STUDENTS - FINAL PRESENTATION

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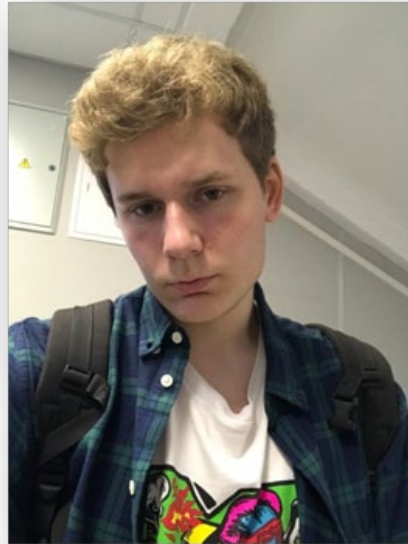


Kate



Simon

Ivan



Edwige



Magdalena



OUR TEAM



## ABOUT THE COMPANY...

- Existing for 1 year
- Trips for students and youth around Russia
- Unique tours with local guides
- Low price for a young person with a small income



OUR TASK...

To develop a strategy for entering the  
market of the Nordic and Baltic countries

# OUR RESULTS

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Survey

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Marketing Plan

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Visa Regulations

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Poster

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New Instagram account

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Possible language program

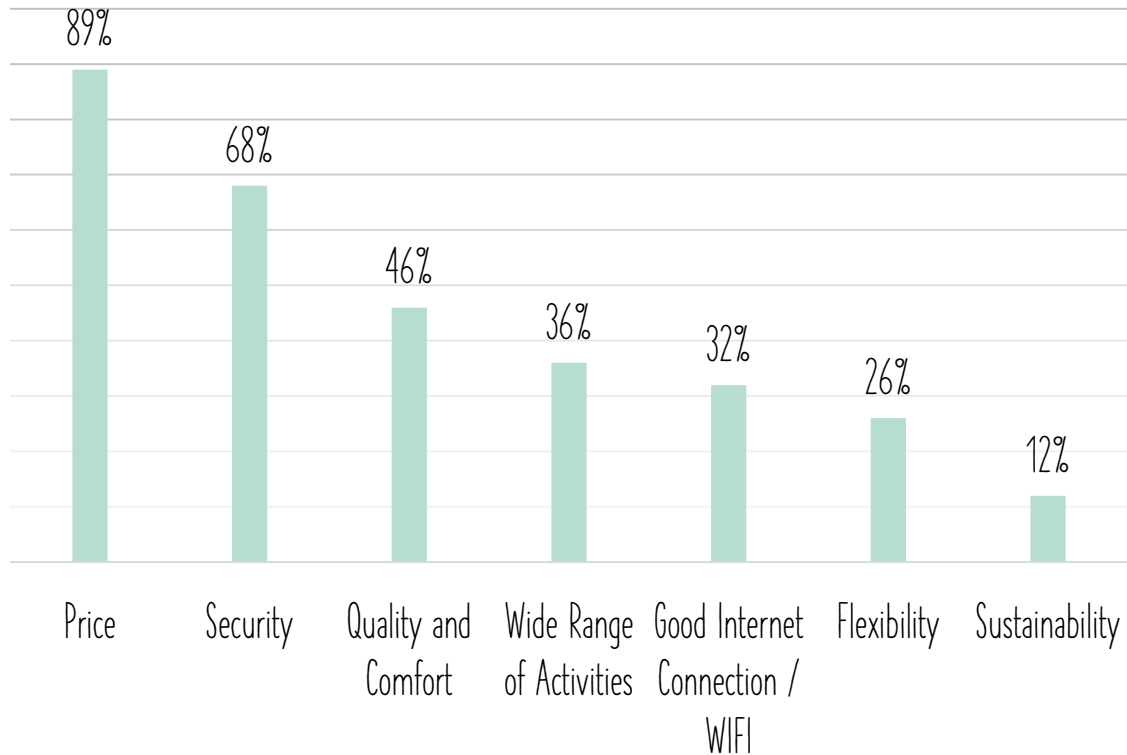
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Possible cooperation partners

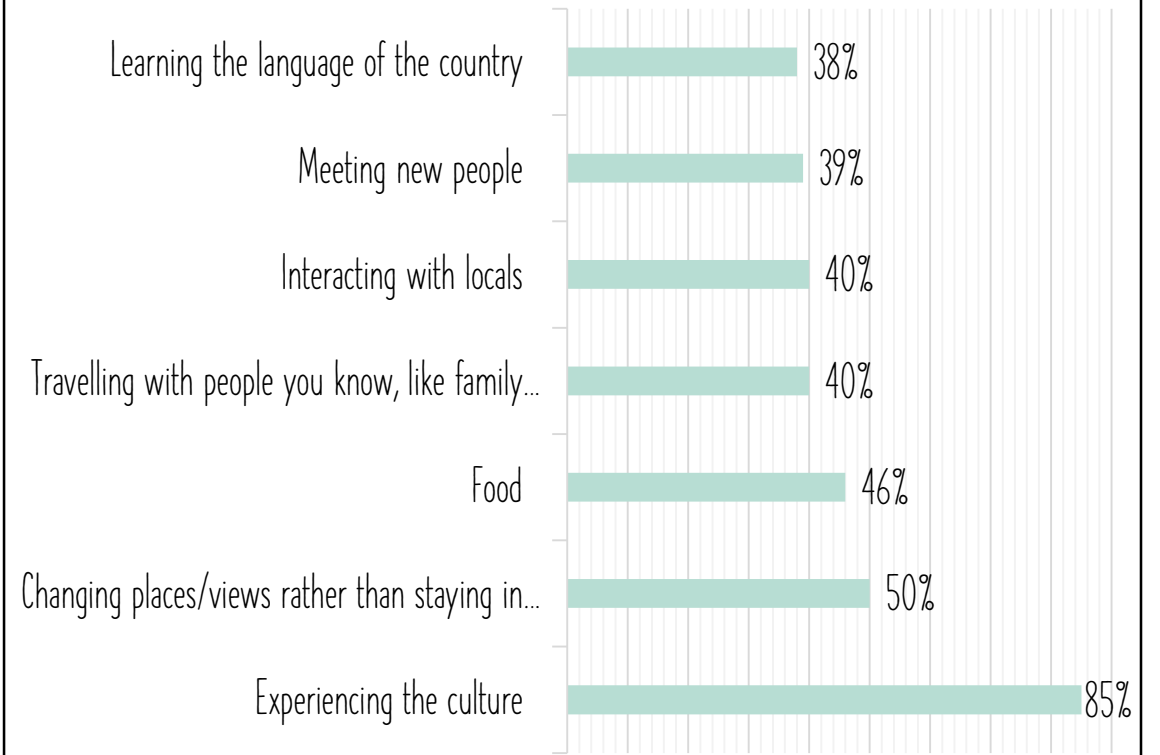


# SURVEY RESULTS

## MOST IMPORTANT NEEDS WHEN TRAVELLING

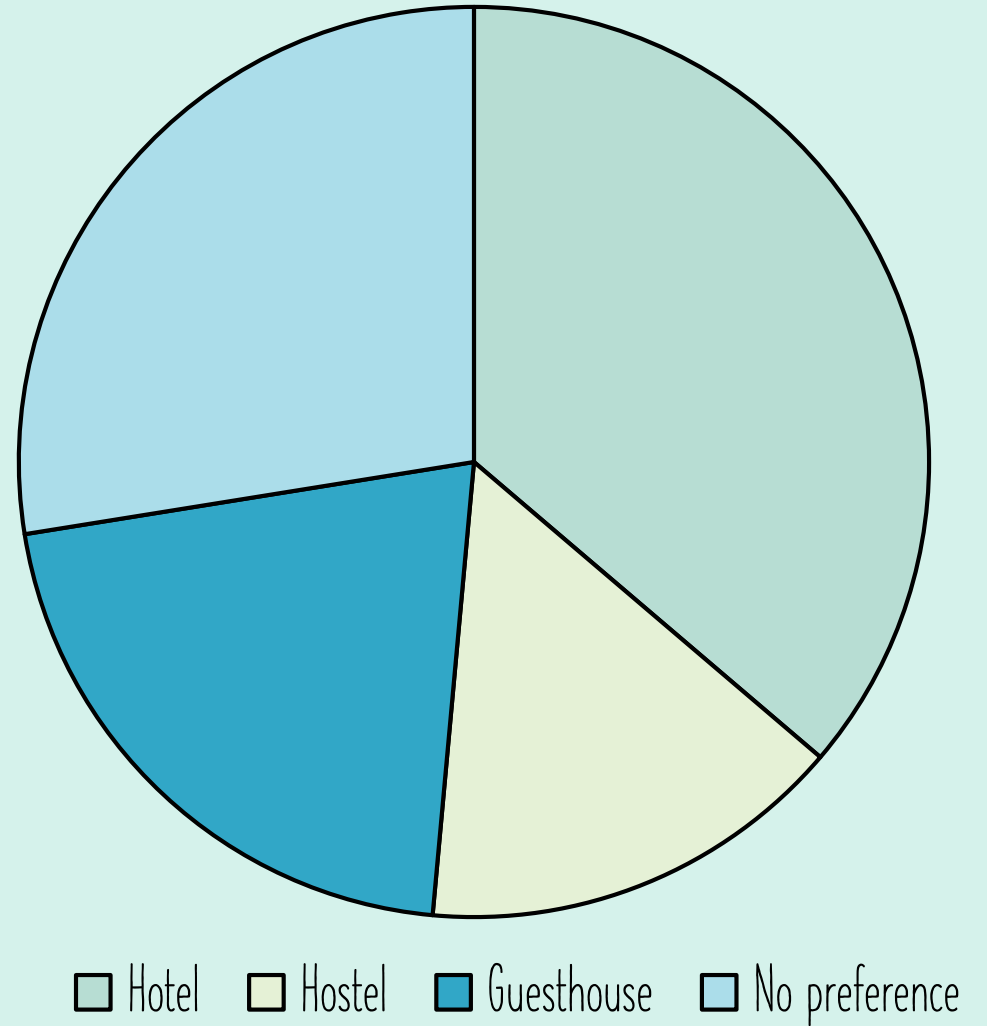


## Travel Motivations

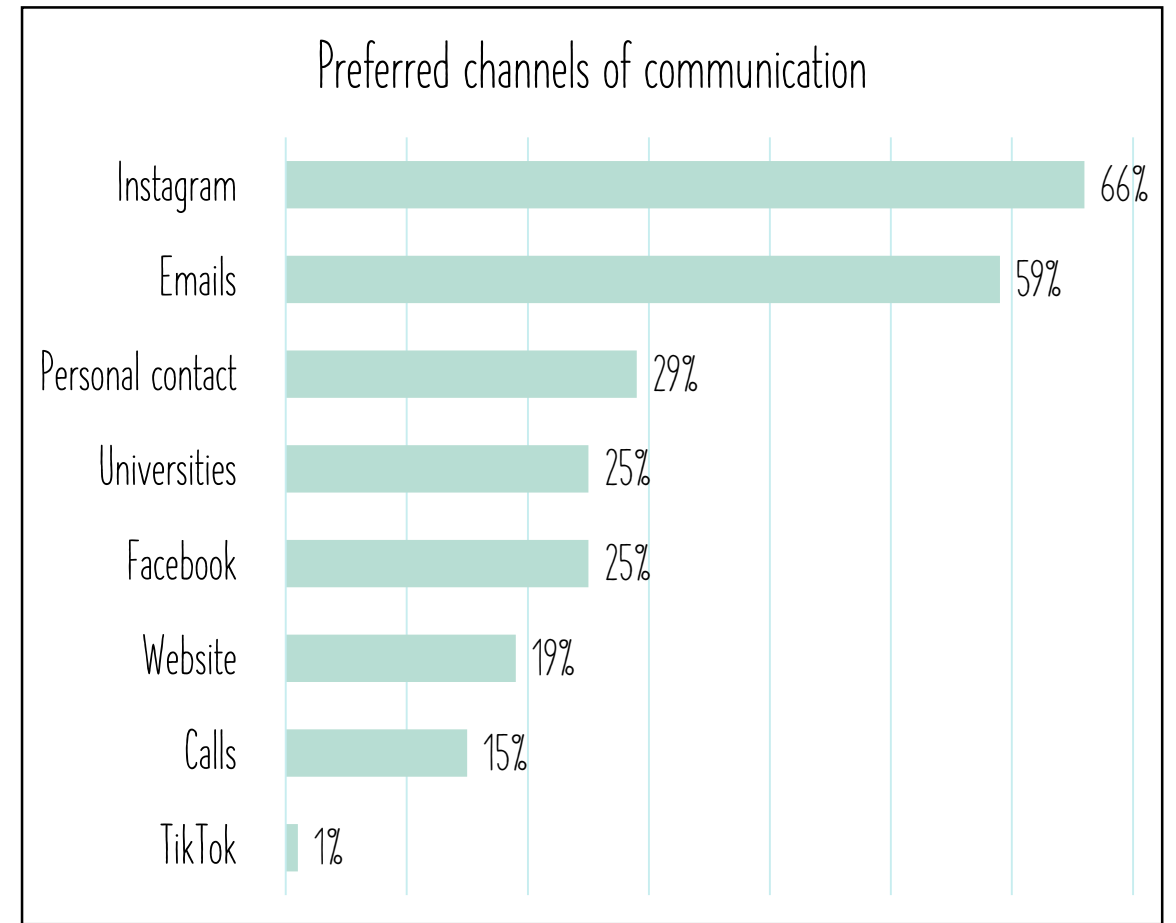
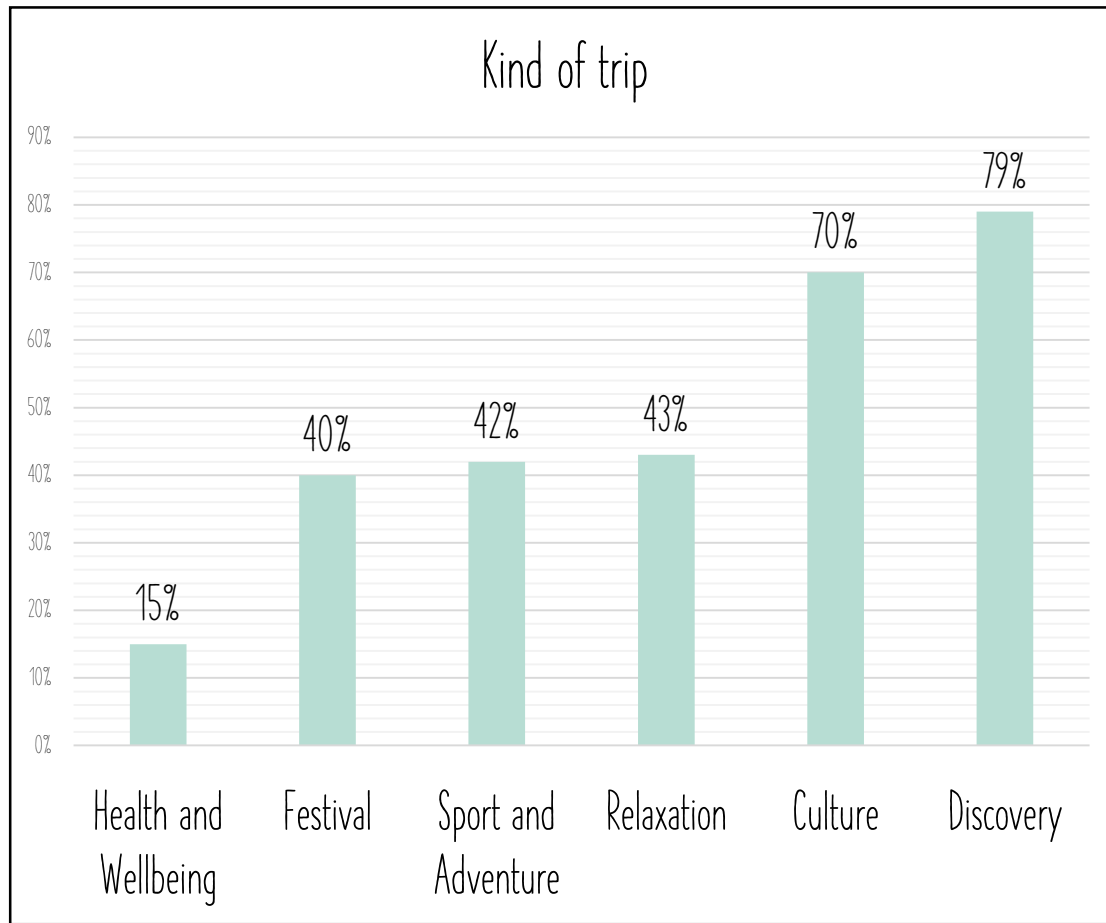


# SURVEY RESULTS

Types of accommodation



# SURVEY RESULTS





# MARKETING PLAN

## Who are you

- Young and perspective travel agency which provides budget touristic products for students and youth

## What do you want to achieve

- Baltic and Scandinavian markets in the nearest future, then - whole European market. In global perspective - Latin-American market

## Who are they

- Students, young people from abroad (e.g. Nordic and Baltic countries)

## How will we connect with them

- Internet, social media (pictures, posters, texts for posts, separate Instagram account in English), cooperation with universities

## How do they want to be communicated with

- Instagram and Emails (resulting from survey)

## How are we doing

- Using survey results
- Feedback from previous customers

# VISA REGULATIONS



Travel in company of friends  
with Trip For Students!

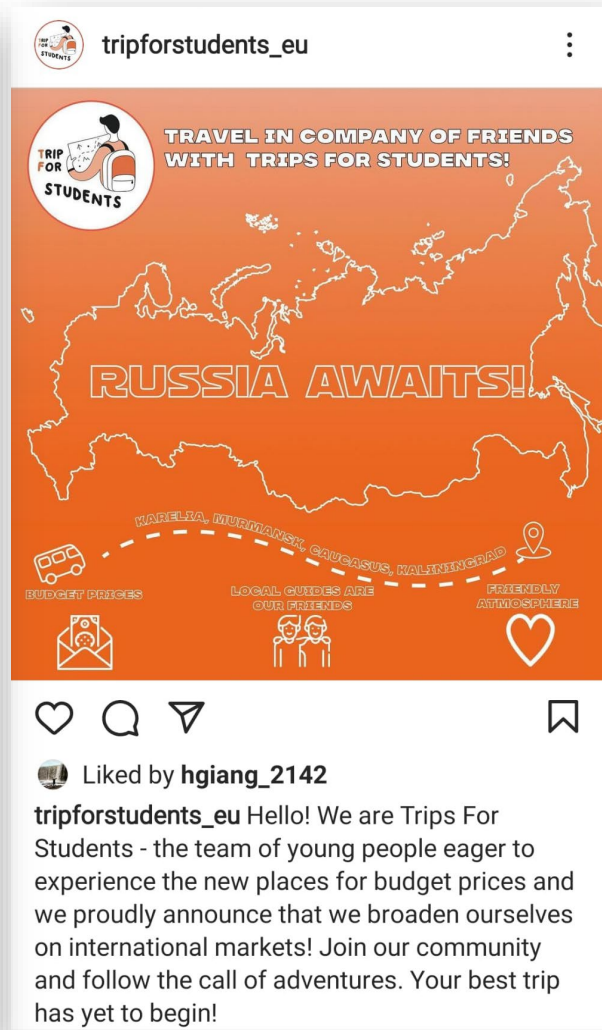
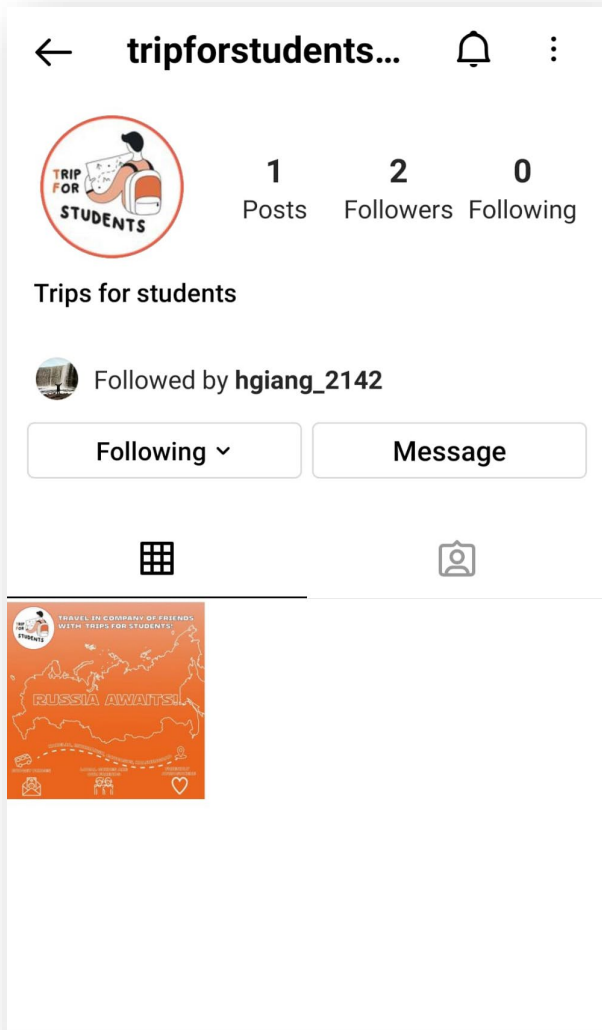
**RUSSIA AWAITS!**

Budget prices Local guides are our friends Friendly atmosphere



TRIP\_FOR\_STUDENTS

POSTER



# NEW INSTAGRAM ACCOUNT

Including text in English

In future: tours specifically for international students

Account as direct contact for international customers

# LANGUAGE PROGRAMME

- Survey results show: 63% of students would be interested in joining a programme, which combines Russian language studies with travelling Russia
- Programme could be implemented as for example:
  - Summer School
  - Language course at Russian university
  - Exchange Student programme

# POSSIBLE COOPERATION PARTNERS

- Universities (e.g. Lapland UAS, Finland; UIT, Norway; Waterford Institute of Technology, Ireland; Karlstad University, Sweden)
- Travel Agencies (e.g. Ecolines, Novatours)
- Official distribution channels (e.g. Visitfinland.com, Visitnorway.com, Visitestonia.com, Latvia.travel, Lithuania.travel)