



VARDO HOTEL

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Assignments

What we need to make the hotel better



The outside area of Vardø hotel

To make it more attractive for guests' relaxation in summer as well as during the wintertime.



Short-time activities / services

Making guests' stay in the city and the hotel more exciting and memorable.



Tourist information model

A model of a combined hotel reception and tourist information service for mutual value added.

- a) By reception personnel for two summer months
- b) Via online communication, telephone, chat bots etc. over the rest of the year



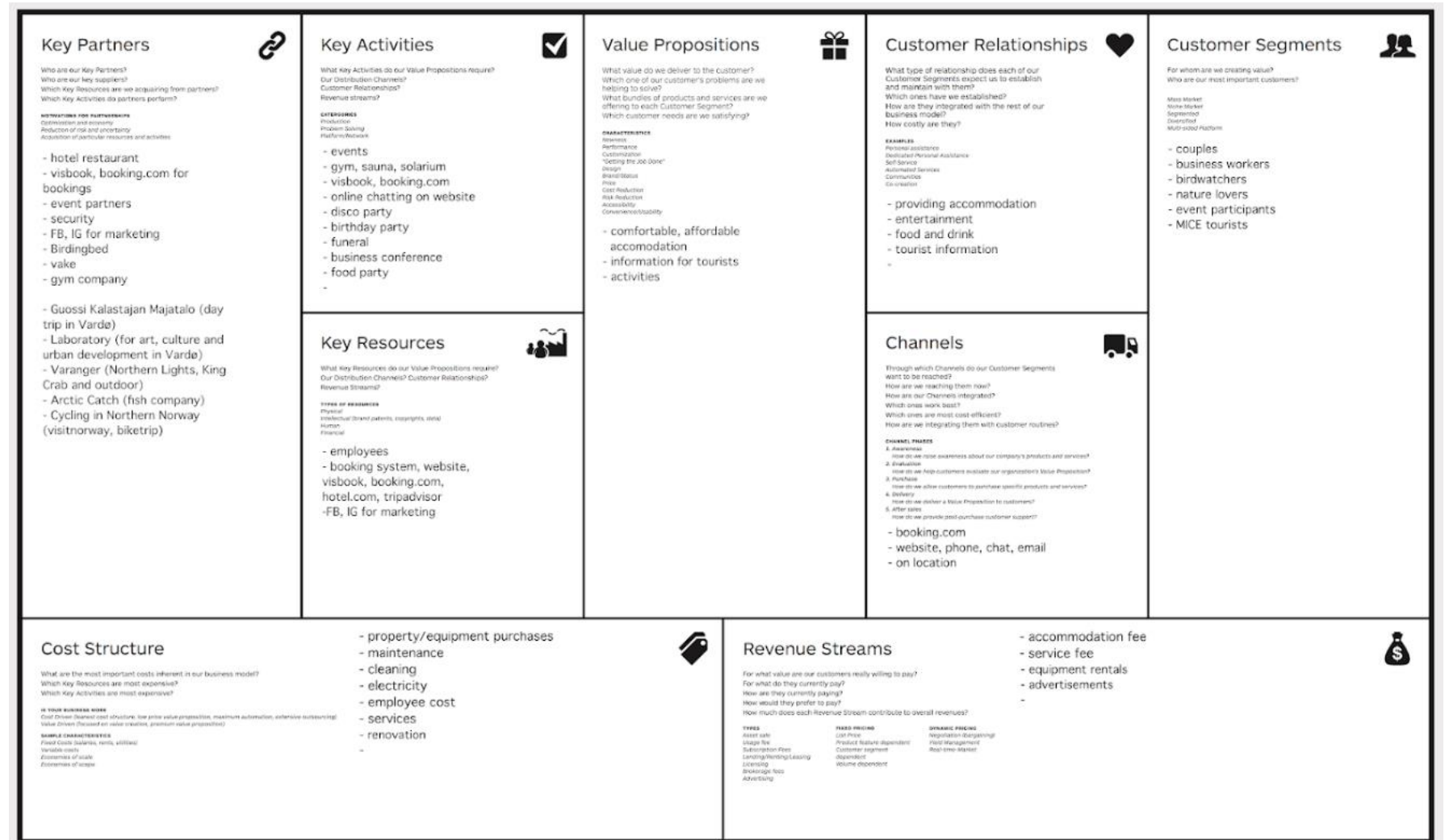
Hotel website

A hotel website cross-linked to booking.com and similar sites. Attracting potential guests at the stage of searching for accommodation on vacation.

Future Business model canvas

Doing business in a new way must be planned and based on a strategy.

This Business model canvas is based on the current one. We suggest to focus more in value added services in order to make clients more loyal.



Indoor activities

We want guests to communicate with each other and distract from drab existence.

HOTEL ALREADY HAS

GYM

EVENTS: disco and food parties, various festivals during the year

WE SUGGEST

BOARD GAMES

Table football
Airhockey
Tennis board

JUST RELAXATION

Hammocks

LIVE SPORTS STREAMING AND MOVIE SCREENINGS

(possible additional sales: popcorn, hotdogs, etc.)

TV 80"
Extra chairs





BOARD GAMES

Bringing people together in playful way.

Table football
Airhockey
Tennis board



JUST RELAXATION

Many guests come to Vardo for work and need quality time for relaxation.

Hammocks

A group of people are gathered in a bar or pub, looking towards a large screen in the background. The man in the foreground on the left is wearing a grey shirt and a red bandana, looking back over his shoulder with a smile. The man next to him is seen from the back, wearing a black shirt and glasses. The man on the right is wearing a blue jacket and a black and white checkered scarf, looking intently at the screen. The background shows a bar with various bottles and a large screen displaying a green field, likely a sports game.

LIVE SPORTS STREAMING AND MOVIE SCREENINGS

Note! Possible additional sales: popcorn, hotdogs, etc

TV 80"

Extra chairs

Outdoor activities

The weather in Vardo might be not that friendly but still terrific.

HOTEL ALREADY HAS

RENTAL SERVICES: kick sledges, bikes.

OUTDOOR ACTIVITIES during various festivals and local events.

WE SUGGEST

RENTAL SERVICES: Fishing, Skiing, swimming in the cold water

EVENTS: Fish factory tours, tours for tourists



FISH FACTORY TOURS via ARCTIC CATCH

Tourists can see how fish industry works.

Note! Everything depends on the weather, so hotel staff and factory should be always connected.

February, May – fishing season
June, July, August – king crab season



FISHING

Fish tastes even better if it is the fush you caught yourself.

Note! Fishing equipment is needed.



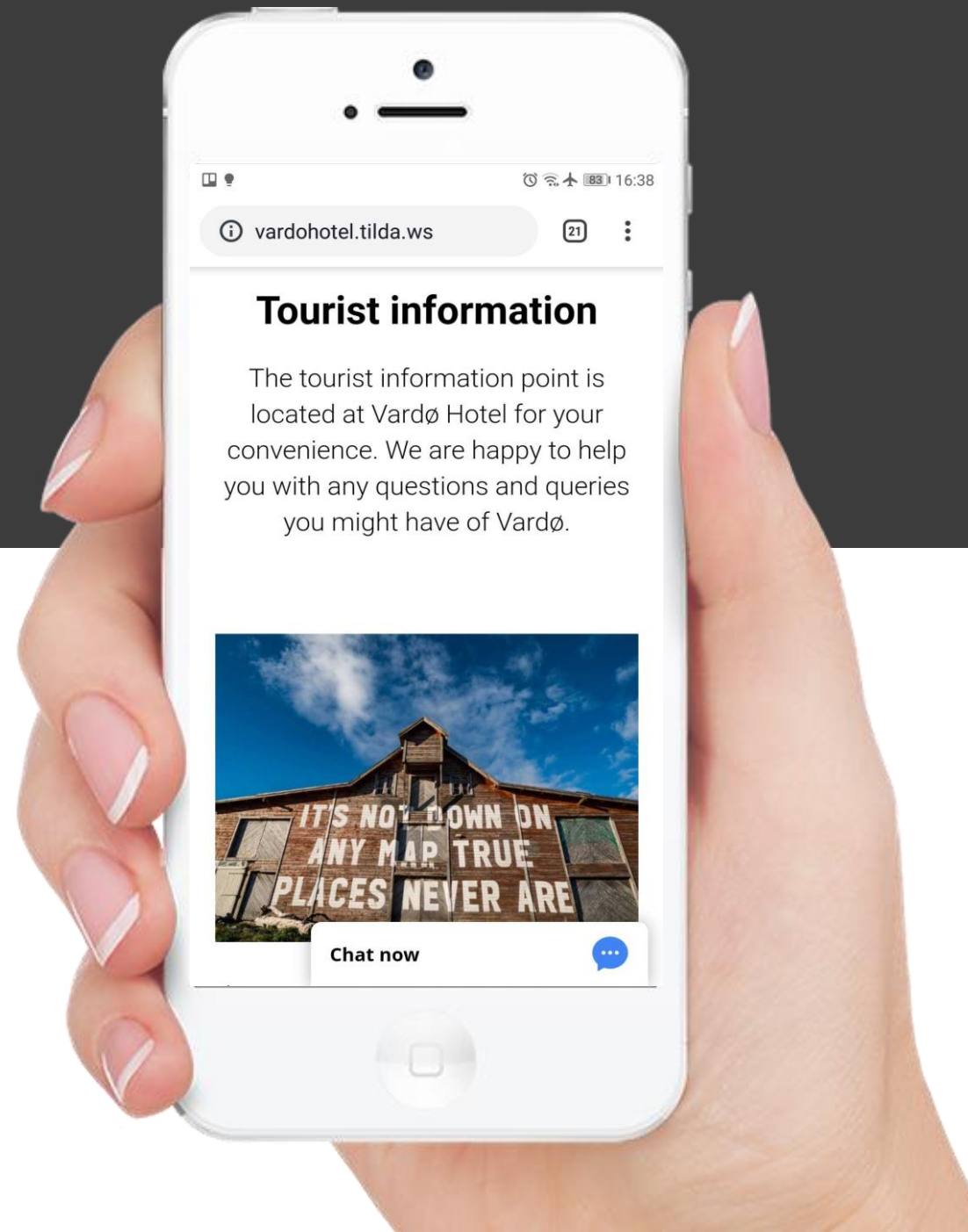
CITY TOURS

Might be interesting for tourists who came by ferry.

Even locals can conduct the tours.

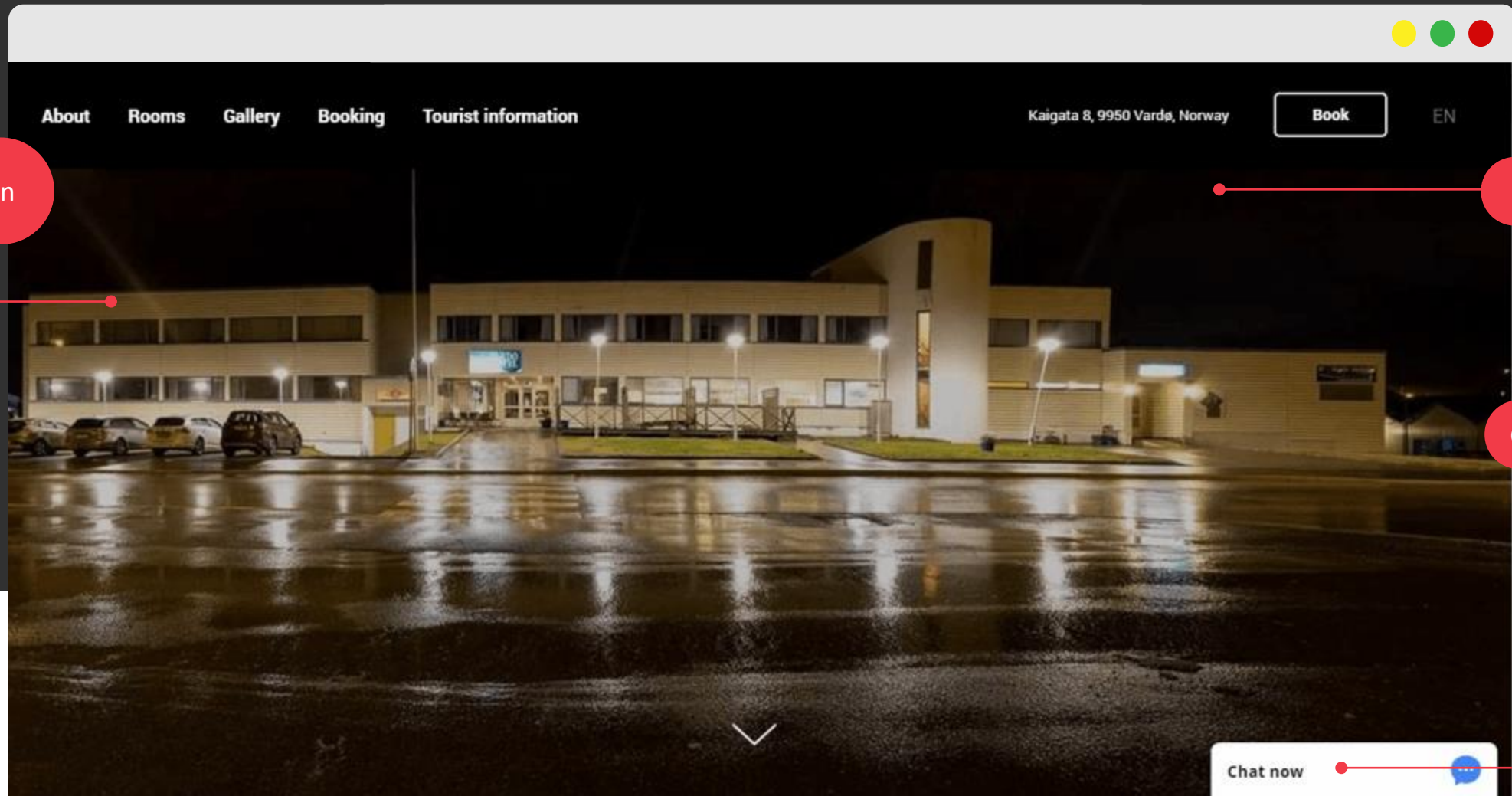


CHECK OUT
HOTEL'S NEW WEBSITE
at vardohotel.tilda.ws



Website's features

Multifunctional for the best experience



All needed
information in
one place

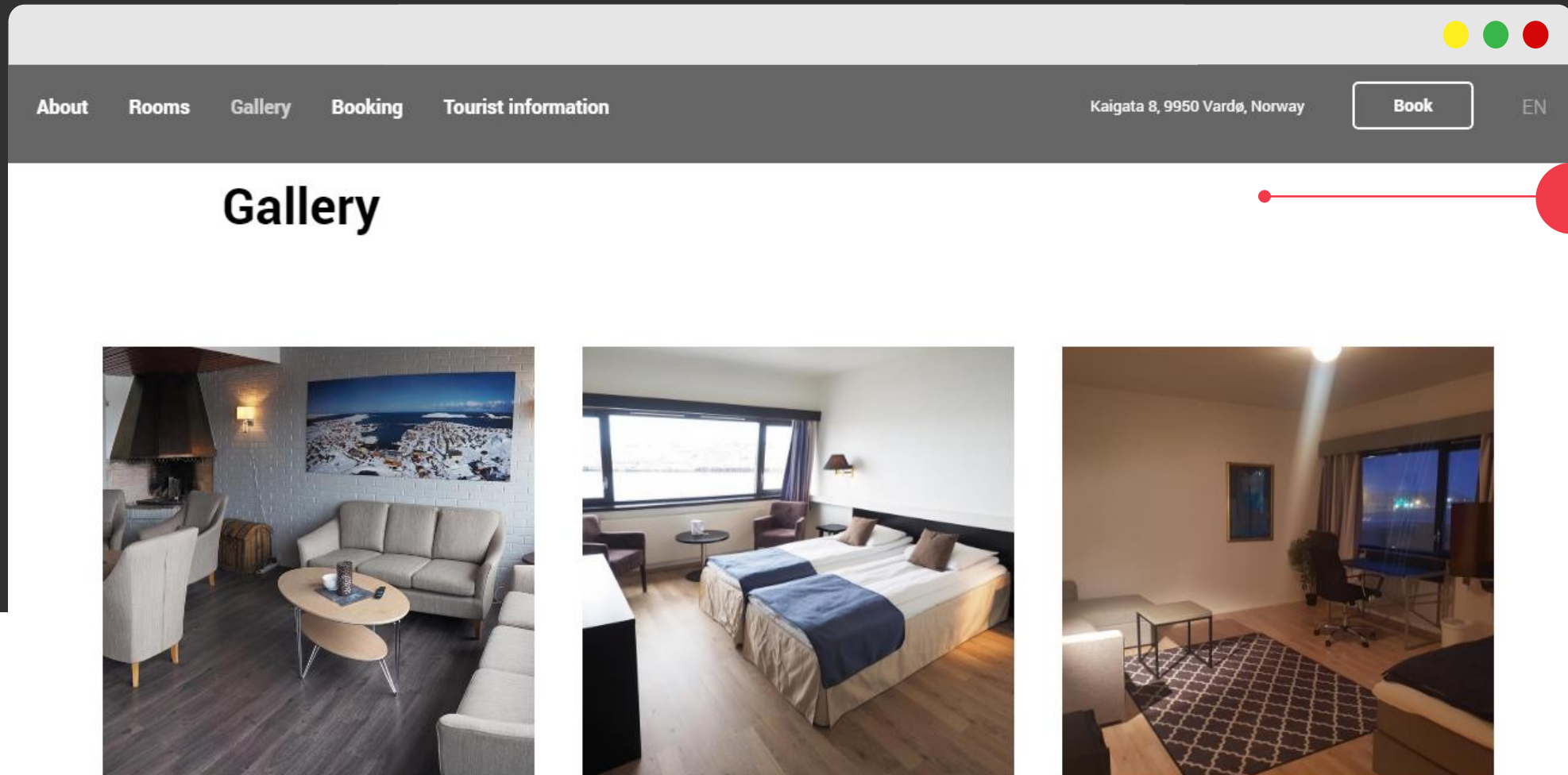
Booking option

Chat with clients

Chat now

Booking options

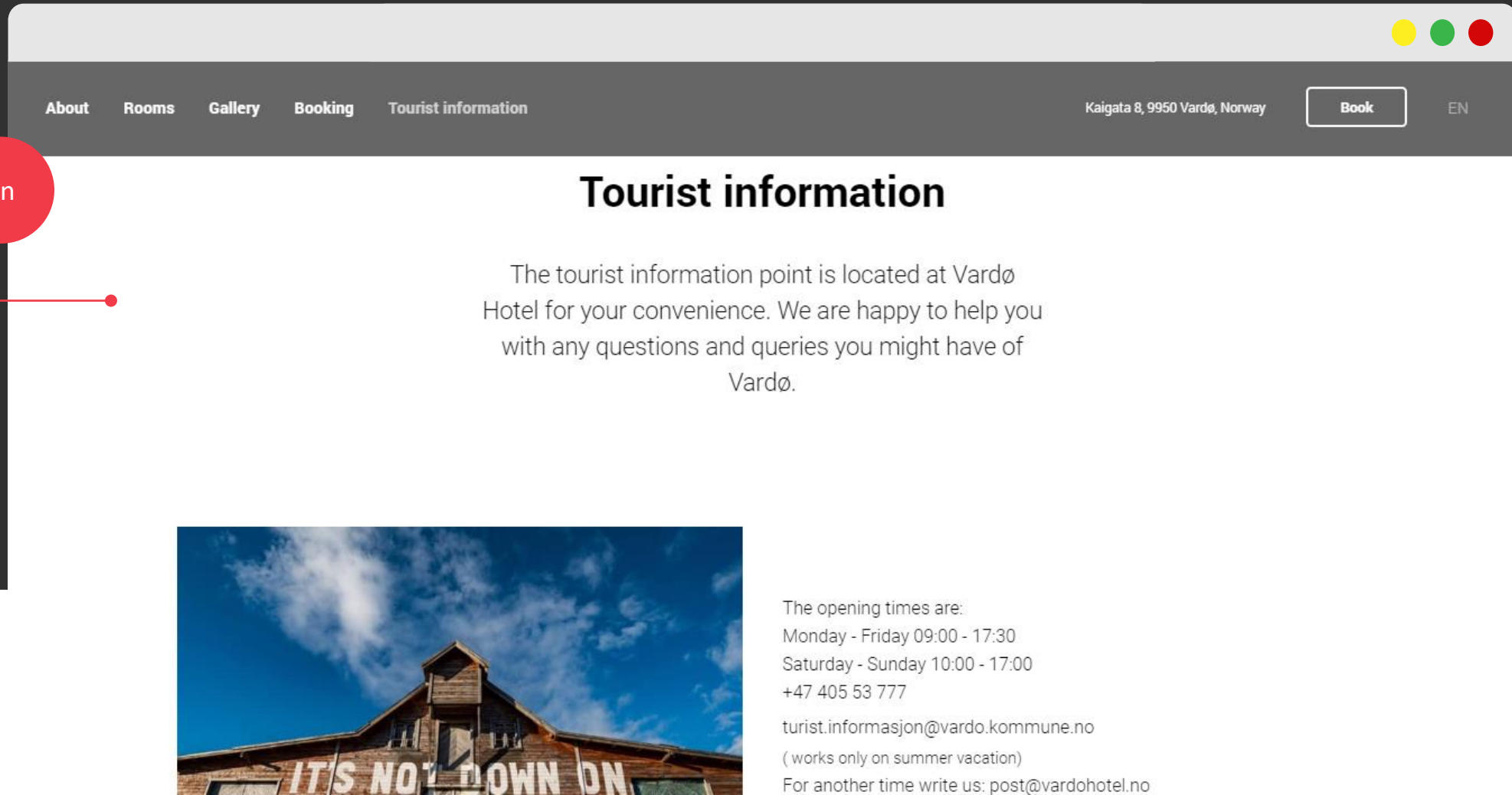
Visbook (boking system) may be integrated into a website.



Tourist information

Easy access to all data.

All needed
information in
one place



Tourist information

The tourist information point is located at Vardø Hotel for your convenience. We are happy to help you with any questions and queries you might have of Vardø.



The opening times are:

Monday - Friday 09:00 - 17:30

Saturday - Sunday 10:00 - 17:00

+47 405 53 777

turist.informasjon@vardo.kommune.no

(works only on summer vacation)

For another time write us: post@vardohotel.no



As for **contingency planning and risk assessment**, our suggestions are not difficult in implementation, we do not make costly investments. All activities ideas are great for every guest undependably how old are they or what their interests are.



RECOMMENDATIONS

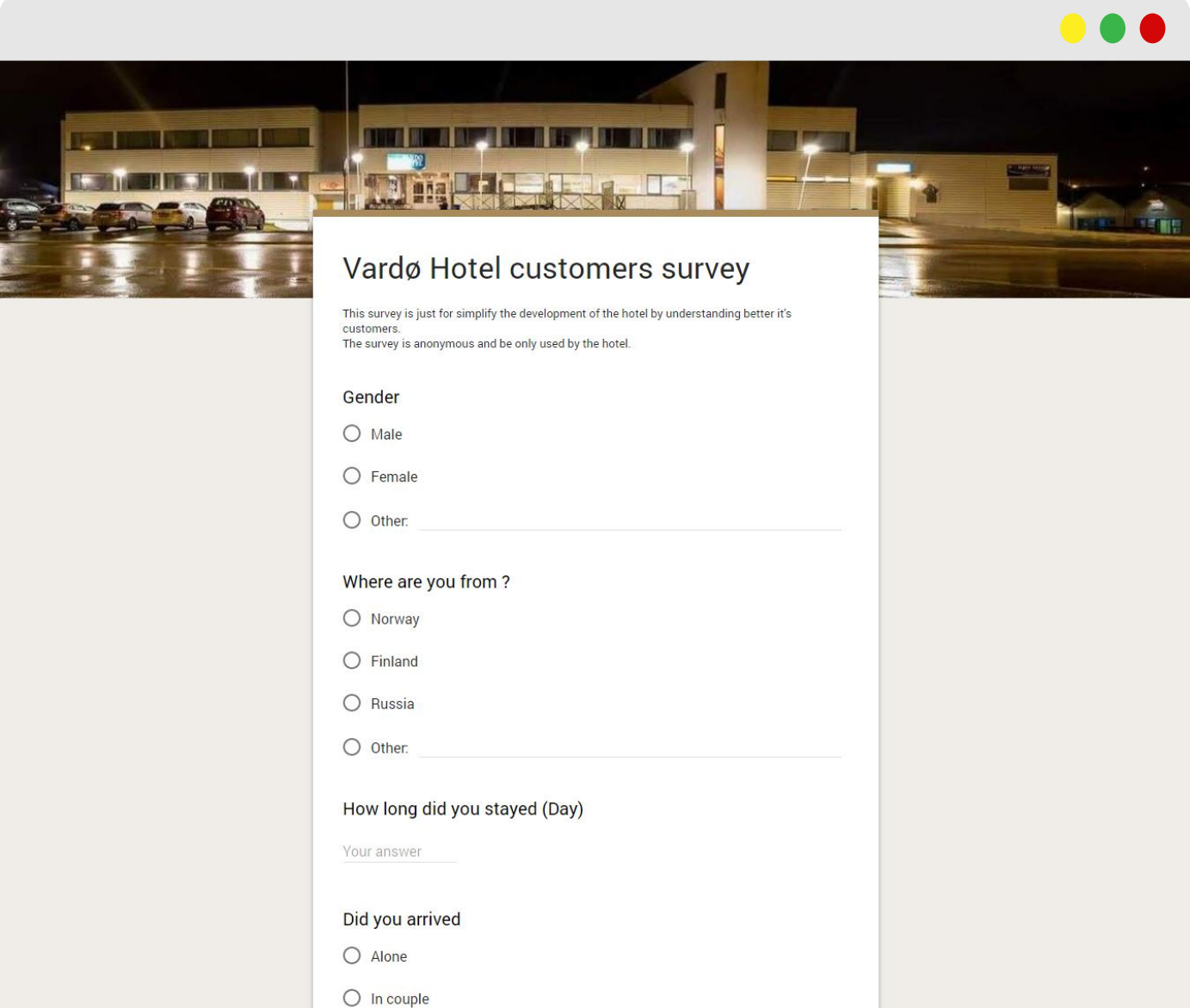
Customer survey

There is a lack of information about the visitors and thereafter no proper statistics.

We suggest to use customer survey which provides essential data about tourists: gender, age, purpose of the trip, general satisfaction level of the hotel and how they have found about the hotel.

Link to the survey

<https://forms.gle/MdonvJptQXQfaupD7>



Vardø Hotel customers survey

This survey is just for simplify the development of the hotel by understanding better it's customers.
The survey is anonymous and be only used by the hotel.

Gender

☐ Male

☐ Female

☐ Other: _____

Where are you from ?

☐ Norway

☐ Finland

☐ Russia

☐ Other: _____

How long did you stayed (Day)

Your answer _____

Did you arrived

☐ Alone

☐ In couple

Make the hotel more noticeable

To make people find it easily and faster

Add hotel to more travel fare aggregator websites.

It is already present on Booking.com and Hotels.com. We suggest adding to Trivago, Ostrovok, Agoda and others.

Use social nets as promotional place

Currently social nets pages tell information mostly about hotel's events. We suggest to put more information about the hotel rooms, guests' reviews, Vardo's attraction and community.

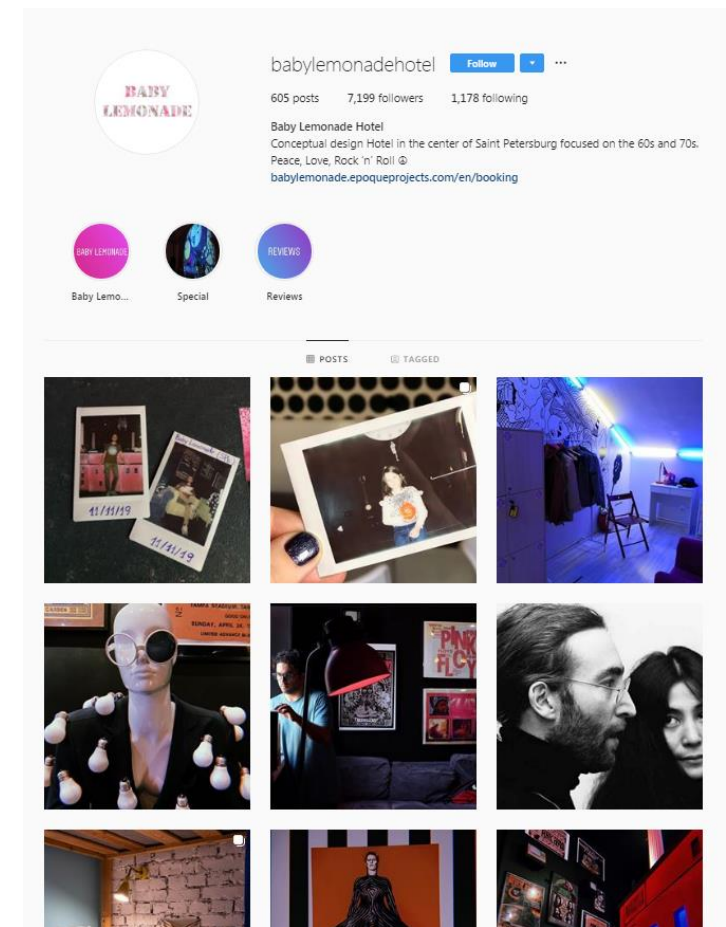
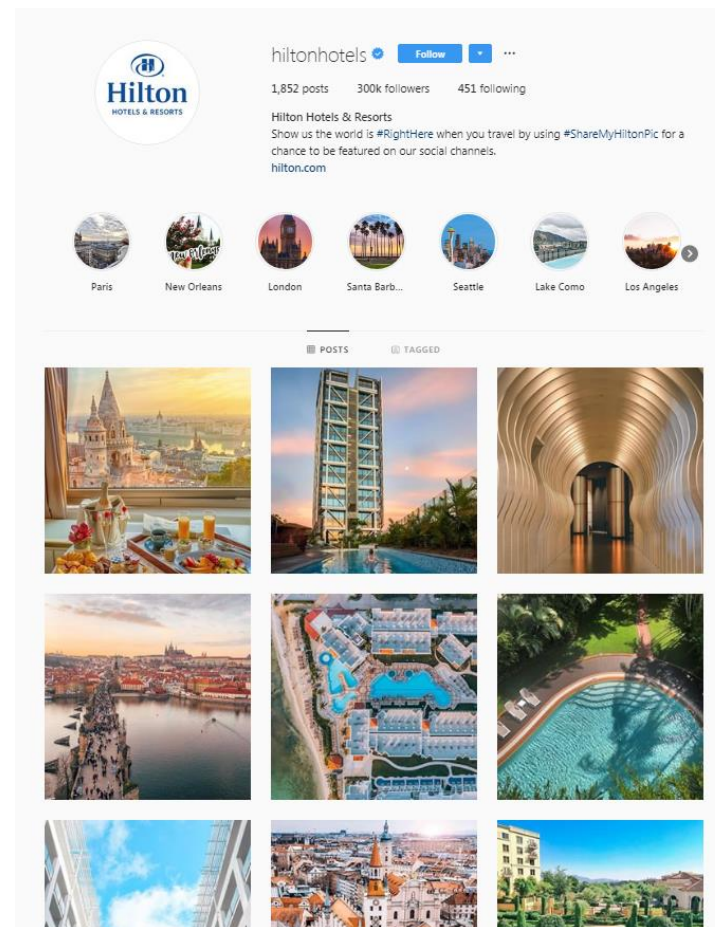
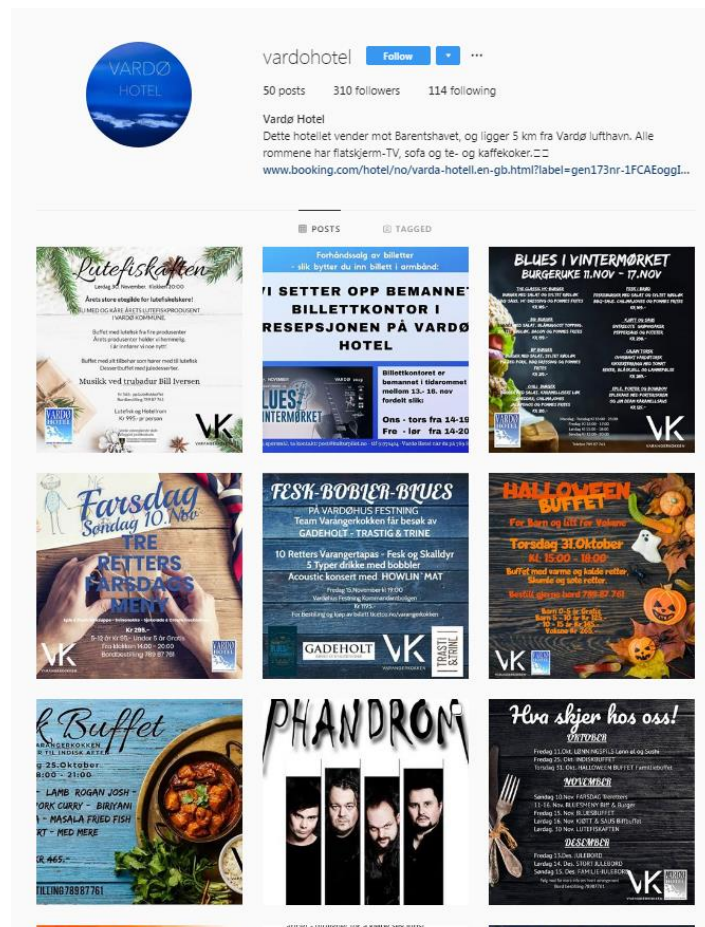
The logo for Trivago, featuring the word "trivago" in a lowercase, sans-serif font. The "tri" is blue, the "v" is orange, and the "ago" is red.The logo for Agoda, featuring the word "agoda" in a lowercase, sans-serif font. Below each letter is a colored circle: "a" is red, "g" is orange, "o" is green, "d" is purple, and "a" is blue.The logo for Ostrovok.ru, featuring the text "OSTROVOK.RU" in a bold, blue, sans-serif font. Below it, the tagline "BOOK A HOTEL" is written in a smaller, blue, sans-serif font.

Make social nets more personal

It is the place potential customers come first

Currently they are mostly show bills targeted at locals not travelers.

Instagram page, for instance, does not represent hotel's amenities, its staff or even interior. Compare with two others hotels.



Architecture plan

Developing front yard and backyard area



2 METERS

TO MAKE THE
SAME LEVEL
(7+10 CM)

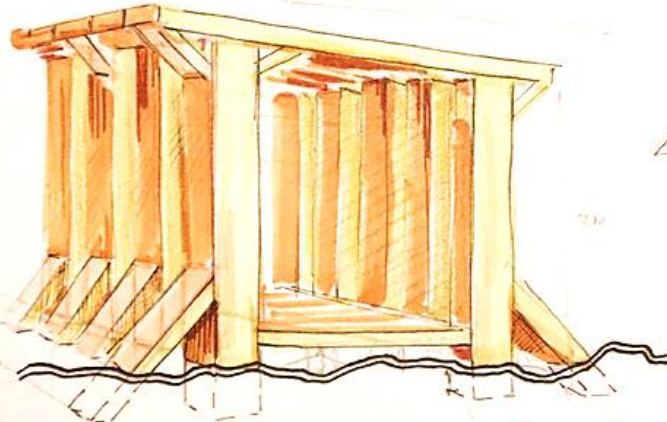


LED Lights

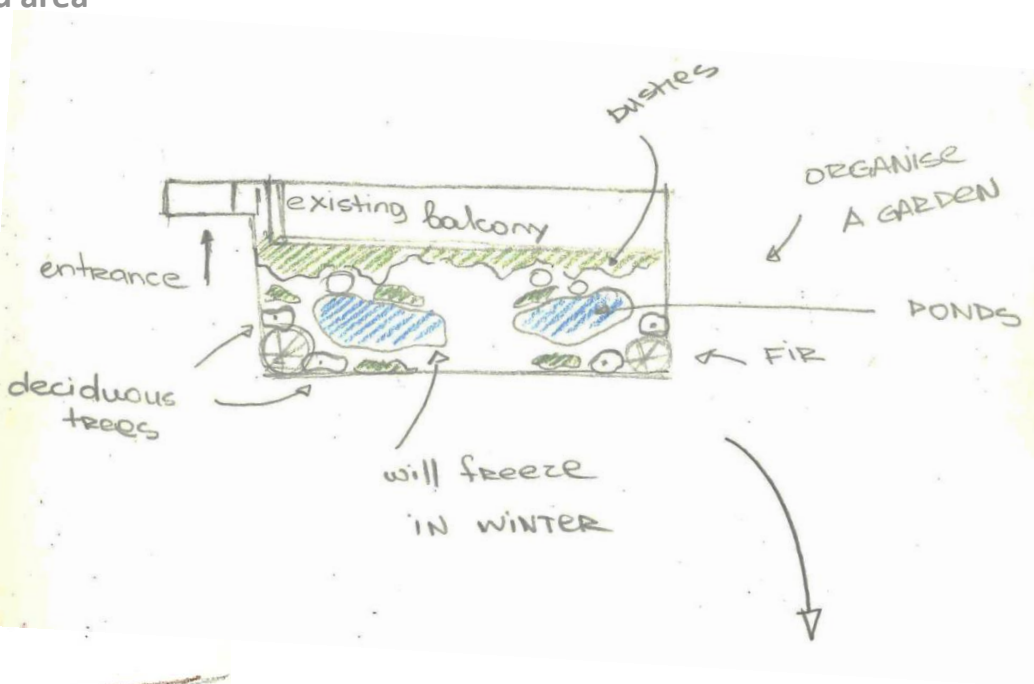


glass pots of
different + twice
sizes

SOLID ROOF



Bushes
to hide
supporting
elements



Budget

Our limit is 50 000 NOK.

01

Compulsory

WEBPAGE

- Host – 20\$ for 2 years – 183 NOK
- Live chat – 39\$ per month – 356 NOK
- Website engine – 120\$ per 1 year – 1100 NOK

NEW PHOTOS OF THE TEAM AND THE HOTEL

VARANGERPHOTO – 3000 NOK

ACTIVITIES

Estimated cost of entertaining equipment – 30000 NOK

OUTSIDE DECORATIONS

Artificial plants wall – 200 NOK per m2

02

Extra (off-the-limit)

BACKYARD TERRACE

Building the terrace – 100 000 NOK

Palm tree – 1500 NOK

Budget

Our limit is 50 000 NOK.

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OUR SUGGESTIONS ARE FEASIBLE!



Verdier skapes lokalt

Thank you!