Travel Far Travel Agency Marketing Plan

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**Background Information**

Welcome to *the Travel Far* travel agency! The company was founded in 1198. For more than 20 years, *Travel Far* travels agency has established and maintained a list of high profile customers that includes wealthy celebrities and professional business people to the average clients. *Travel Far* agency is recognized for the provision of affordable all-inclusive luxury vacations. The company is located in Herndon, a downtown that is in Fairfax County, Virginia, in the Washington, D.C., which is among the metropolitan areas of the United States. However, *Travel Far* travels agency serves clients all over the United States and a wide range of other outside countries. This travel agency expertly handles both international and local travel services, including special tours from unique to simple destinations for either pleasure trips or business vacations, airline ticketing and reservation, shopping, hotel accommodations, car hire services, and entertainment. The company's services are not limited to offering all the necessary travel arrangements for our customers since it offers everything and anything that elevates the customer's journey and makes it the most exceptional experience in his or her lifetime (Jin, 2017). *Travel Far* travel agency is always passionate about discovering the kind of vacation the clients need. This marketing plan highlights the *Travel Far* agency's mission, both short-term and long-term goals and the units of measure or metrics, and environmental analysis, which will include sociocultural, legal, competitive, technological, political, and economic forces. The marketing plan will also conduct a SWOT analysis of the company to identify its strengths, opportunities, weaknesses, and threats.

**Mission**

The mission or business purpose of *the Travel Far* travel agency is to offer vacations to customers that are customized and tailored to suit their needs, desires, and wants. The mission helps in building a strong client experience with hassle-free planning by offering customer services, exceptional value, and 24-hours-per-day customer support services throughout each year of operation. *Travel Far* agency has offices where all travel schedules, creation of itineraries, and travel arrangements that relate to customer arrangements are made.

Also, the booking of all modes of transportation, hotel reservations, vehicle reservations, and provision of travel insurance can be made either in the office or online through the company website (Melamed, 2017). Event customization, client advisory services regarding visa/passport requirements, and coordination of all details are embraced at *Travel Far* travel organization to ensure optimum customer satisfaction. The company’s customer-friendly travel experts plan and schedule the customers' vacations at no cost. With their proficiency at the clients' disposal, they can tailor or customize the trip to meet the clients' needs.

The mission, which acts as the company's focus-provider, has enabled it to maintain a long ledger of satisfied high profile customers who return period after period for our services since we offer the best and satisfactory travels. As a company, the *Travel Far* agency got both land, air, and the sea covered. The company has a variety of transportation modes that include cars, private jets, airlines, cruises, trains, and yachts, and also drivers, all who help in attaining the agency's mission (Melamed, 2017). The vision of this travel agency is founded on its mission. The vision is to seek how to improve service delivery while at the same time reducing the travel costs of customers. The company aims to uphold its vision of offering high-class travel facilities at sensible charges through excellent commitment, consistent leadership, and regulated growth.

***Travel Far* Agency Goals**

**Agency’s Short-Term Goals include:**

1. *Travel Far* travel agency would like to be a top tier agency, our targeted market thinks of and recognizes when it comes to customer satisfaction and excellent provision of travel services. To attain this goal, the company will operate 24 hours a day with customer support staff handling all queries and advice at no cost.
2. The company will implement the provision of promotional giveaways to promote our agency by December 2021. This will include the provision of drawstring backpack, power banks, folding umbrellas, liquid aero-safe travel kit, and also branded laundry bags, which traveling clients will love hence making the company a top tier in the booming travel industry.
3. The agency would like to gather customer emails and develop a mailing list to maintain contact with the clients. This process will be achieved by putting a mailing list signup sheet on both the company's website and on the office counter.
4. We would like to boost the company's exposure by featuring on a Travel Channel show for excellent travel services and customer satisfaction. To achieve this goal, the company staff will encourage the clients to contact television stations and other media-related organizations and rave the experience they had regarding our services.

**Agency’s Long-Term Goals include:**

1. By December 2025, the agency would like up to 70% of the target market to book for their trips at the *Travel Far* Company instead of their competitors. This will be attained by diversifying the company’s social capital through increased online presence with intensive interaction on Facebook, Twitter, and other social platforms.
2. By 2025, we would wish to have established ten offices in different locations, which will be named later in order to capture numerous clients from those various locations.
3. We aim to establish a televised travel show which will highlight our agency as a top tier provider of travel services.

**Metrics/ Units of Measuring Performance**

*Travel Far* travel company will use various metrics to measure the performance towards the attainment of both the short-term and long-term goals. The metrics may include keeping a close track on downloads of company’s website content, observing the agency’s website visitors, customer ratings regarding value, increase in the company’s market share, the adoption rate of the agency’s new services, rate of growth compared to the market and competition, profitability margin, and also customer engagement (Santana, 2019). For instance, the performance of the agency will be measured based on the following benchmarks. 1) *Travel Far* company would like to increase its income from 20% to 50% of revenue by the end of 2020. This will be attained through the aggressive promotion of our brand services using flyers, brochures, and Online Ads. 2) The Agency would also like to have a 75% increment of website visitors in the targeted market by December 2020. The agency has plans to collaborate with both Ask.com and Google.com to be the first search item with the tag, “*Travel Far,* excellent travel experience ever.” 3) The agency would like to have a notable increase in website content downloads from the company website by 65%.

**Environmental Analysis**

**Competitive Forces**

The competitive forces are the factors that affect the competitiveness of a company as well as influencing its position in its specific industry or market. Rivalry among existing and entering companies is the most recognized competitive force that affects most companies such as *Travel Far* travel agency. Virginia has more than twenty travel agencies that clients can choose from depending on their preferences. In the larger metropolitan area of Washington D.C., there are more than 50 travel agencies. Some of the local travel agencies in Virginia include Travel Leaders, L'Escape Travel, Edward's Travel, and many others. However, there are other well-established travel agencies within Washington, D.C. that we share our target market. This includes the Frosch International travel agency.

In the whole area, *the Travel Far* agency’s major competitor is Frosch International travel. The agency offers almost the same services as our company only that our marketing strategies outperform their strategies. They currently operate a single one-stop office in Washington, D.C., and possess various travel facilities. However, the *Travel Far* company differentiates and distinguishes itself from its competitors by providing several different travel services such as customer support services, provision of promotional giveaways, customization of services to fit customer needs, and above all, provision of quality services at reasonable costs.

**Economic Forces**

Various economic forces affect the thriving of travel agencies. Although in the region, there is the availability of substantial disposable amounts of income from the working citizens, the travel and tourism companies are experiencing customer shortage. From this perspective, it is assumed that the people who have disposable cash, which they can use to promote travel companies such as Travel Far agency, are the seniors who are always committed and busy hence are not fond of tours and travels. This poses a major economic challenge to travel agencies.

In another point of view, travel agencies depend extensively on convention centers because those are the places where they mostly take their visitors or customers for recreation. In Virginia, there are very few convention centers, which contributes to the economic challenge *Travel Far* agency is facing since it has to transport the customer to other distant places hence increasing operational costs (Santana, 2019). In addition, economic down warps and fluctuations bring inconveniences since they affect the prices of the commodities used by the *Travel Far* agency, which results in to increase in operational costs. This is among the major economic forces *Travel Far* Company is facing.

**Political Forces**

Politics in Virginia are at a high pitch as we are nearing the election year, and many aspiring candidates are struggling to influence the vote. This has interrupted the traveling process hence affecting travel agencies as many politicians and their followers are causing traffic. Second, the presence of high levels of lawless in the area has affected the agency as interested investors consider it risky to invest in companies situated in such areas. If the region is politically unstable, foreign international visitors and potential investors find it hard who would have seen the success of the travel agencies tend to run away from the destination in fear of losing their resources (Santana, 2019). Politically, the state needs to eliminate these forces and device strategies to attain the desired political sanity to facilitate the growth of travel agencies.

**Legal Forces**

Various forms of fees, permits, licenses, and inspections should be acquired and maintained to establish a travel agency. In the area, the cost of acquiring these legal documents to operate a travel agency is high. Besides, the state lacks an established legal framework, which makes legal process tiresome. The government should issue waivers and discounts with travel organizations in the region. This will be enough evidence that the government recognizes the agencies as contributors to the national revenue and that it supports the development of such agencies and the tourism industry entirely (Santana, 2019). It is also important for the travel agencies to gather information regarding the venture requirements to avoid illegal activities, which may result in fines or closure.

**Technological Forces**

Social media and other forms of technological inventions can play an important role in the failure or success of a travel agency. The travel and tourism industry is currently leveraging on technological inventions as a means of its establishment and growth. The fact that the *Travel Far* agency is using technology for online booking and service description is a clear indicator that the agency has advanced and embraced technology (Santana, 2019). The company has created a website and is planning to collaborate with other network service providers that will assist clients to efficiently navigate and access the agency’s information and review from other clients concerning our services. Recently, the company is receiving great reviews, which are considered as free advertising for the agency. This means that technology is a vital marketing tool. Technology can also have a negative impact because when clients give bad reviews, the public image of the agency is tarnished.

**Sociocultural Forces**

It is essential to know the target audience in order to operate a business sustainably and successfully. The culture of the United States is constantly changing. Besides, being an agency that operates from a global point of view, it is very crucial to have an understanding of the diverse cultures of the business's target market. Being aware and sensitive to these cultures will make the business operate without inconveniences. It is also important to consider the demographic factors since there are things that appeal to a particular age group or gender that may not appeal to the other. Understanding the diverse culture has made the agency make economic progress during its years of operation.

**SWOT Analysis**

**Strengths**

*Travel Far* agency has several strengths, which can be linked with continued success in the future. These strengths include the following. 1) The agency offers various unique and exceptional services and excellent experience to its customers that its competitors do not offer. 2) The agency's pricing structure is reasonable, which increases the demand for the agency's services (Lawton & Weaver, 2009). 3) The agency has implemented promotional programs and utilizes modern technology to get clients in the door, hence, giving the agency a competitive advantage over its competitors.

**Weaknesses**

Various weakness has also been identified at *Travel Far* agency. These weaknesses include the following. 1) The agency has only one office, which limits the market coverage and client access. 2) The company's transportations system is not up-to-date, and therefore, competitors may take advantage of that gap. 3) There is high competition in the market due to the existence of numerous travel agencies (Lawton & Weaver, 2009).

**Opportunities**

The opportunities that *the Travel Far* agency has to include the following. 1) The agency has an opportunity to capture a broader market by venturing in the many areas that have not been captured by travel agencies in the state. 2) The company also has an opportunity to increase its website traffic by giving out incentives for multiple downloads and visits (Lawton & Weaver, 2009). 3) The agency has an opportunity to extend its market by introducing other travel services.

**Threats**

The major threat that *Travel Far* agency is experiencing is the rapidly growing competition from existing and also entering agencies. The second threat is the consistently rising cost of operation that may lead to service price increase (Zhang, 2017). The final threat that *Travel Far* agency is facing is that the people who have disposable money are usually businessmen; hence they do not have time for trips and tours, an aspect that threatens the failure of travel agencies.

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