

Pink adventure tourism Savoie Mont-Blanc



Team Ice-Breakers:

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Target group

- Gay couples
- Strong interest in adventure
- Mobility
- Relatively high domestic income

Benefit segmentation

Motivation to :

- Disconnect,
- Practice sports,
- Discover new destinations
- Undertake new activities

Product



- Duration: 5 days May - September
- Location: Annecy, St Jean d'Aulps, Avoriaz and Evian-les-Bain
- Accommodation: Bivouac (big tent), bubble tree house, hotel



Product – detailed itinerary

- Day 1
 - Guided tour in Annecy
 - Evening in a gay-friendly bar
 - Accommodation: Alpes Bivouac





Product – detailed itinerary

- Day 2
 - Paragliding with view on the lake
 - Biking : short or long trip
 - Accommodation : Bulles d'Aulps





Product – detailed itinerary

- Day 3
 - Cave exploring
 - Optional : Horse riding, Climbing, Canyoning





Product – detailed itinerary

- Day 4
 - Hiking near Avoriaz
 - Spa in Evian-les-Bains
 - Restaurant : Ar Gedez (gay-friendly restaurant)
 - Accommodation : Hotel Les cygnes (gay-friendly hotel)

Price

- 600 Euros:
 - Included: breakfast, 3 meals, activities (guided tour, paragliding, bike, cave exploring, hiking and spa), all the transfers, leaflet with gay-friendly places and information
 - Non included: flights and optional activities



International Gay & Lesbian Travel Association



Promotion

- Familiarization trips with specialized press
- Fairs with Savoie Mont-Blanc Tourisme (international)
- Partnership with Gay Pride : package tour to be won
- Partnership with the European Gay Ski Week in Avoriaz – a package tour to be won
- Advertising on Savoie Mont Blanc website

Distribution

- Local and European tour operators
- Specific gay tour operators

Place



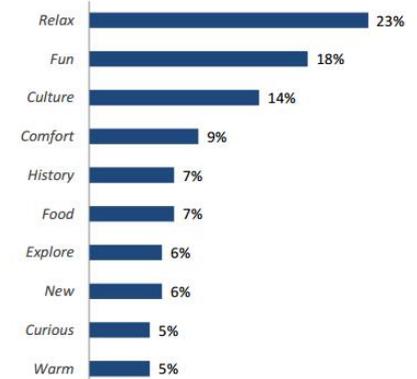
Savoie Mont-Blanc

- 2 events : European gay ski week (Avoriaz), European Snow Pride (Tigne)
- A perfect destination for pink tourism (relax, fun, sport, gastronomy, ...)
- Opportunity : No specific gay-friendly mountain area in Europe

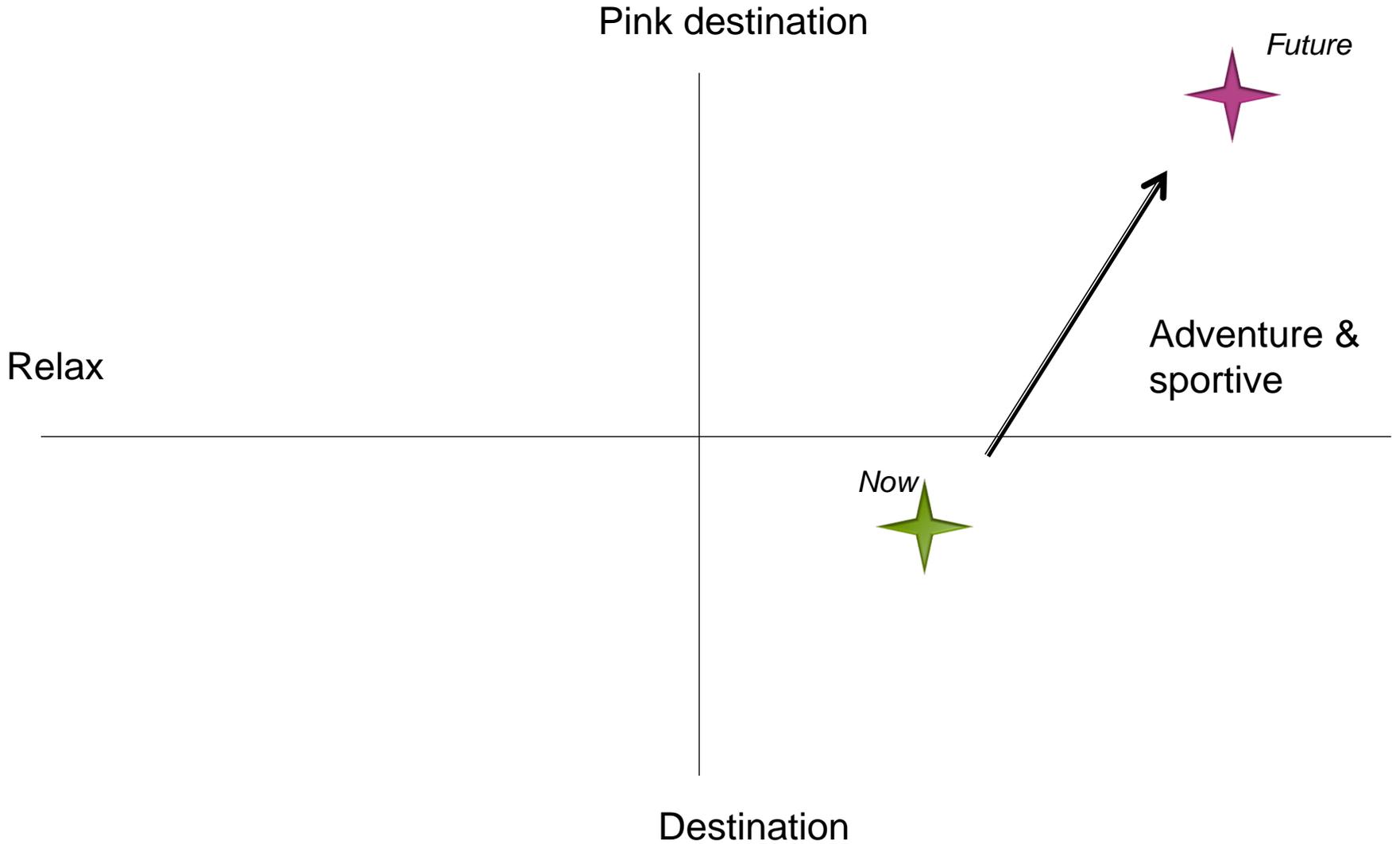
Pink market

- Economic impact of LGBT travelers : **US \$100 billion**
- 29% of LGBT participants are frequent leisure travelers
- High income.

When you think of your "travel personality", which three words most describe your travel motivations and priorities? (Write up to 3 words.)



Positioning



Pink destination

Future

Relax

Adventure &
sportive

Now

Destination

Marketing Mix



Product :
5 days package
for gay couples

Price :
600 euros

Place:
Savoie-Mont -
Blanc

Promotion :
Familiarization
trips + fairs +
partnership with
Gay pride and
Gay ski week

Conclusion



- Our ambition: promote Savoie-Mont-Blanc → pink destination
- Target group

Thank you for your attention

