



## **Travel package for young customer segment**

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## Abstract

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| <b>Thesis Title</b><br>Travel package for young customer segment   |
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| <p>In today's world, characterized by a generation of young and adventurous travellers aged 18-30, the demand for travel experiences tailored to their preferences has reached unprecedented heights. This cohort seeks travel options that are characterized by affordability, simplicity, a lack of luxury, shorter durations, abundant entertainment, discounts, prime locations, and vibrant nightlife. However, the travel industry, primarily oriented towards the middle and higher socio-economic classes, often neglects the unique needs and desires of this dynamic demographic.</p> <p>This thesis embarks on a mission to address this disparity by to design distinct tour package explicitly designed for young travellers. This package offers a cost-effective alternative, perfectly aligned with the values cherished by this segment.</p> <p>The research methodology involves an in-depth process of travel package creation to conduct comprehensive market research and gather valuable insights into the expectations of young travellers. The goal is to develop tour packages that cater to the financial realities and aspirations of this demographic, eliminating the need for time-consuming and often error-prone self-booking.</p> <p>The primary aim is to offer ready-made tour that not only come at an affordable price but also encapsulate the essence of what young travellers seek in their journeys. By addressing the gap in the market for this demographic, we anticipate a surge in the popularity of these travel packages, simplifying the travel planning process for young individuals and ultimately revolutionizing the travel industry's approach to serving this vital market segment. The potential benefits include enhanced accessibility, increased engagement, and a more profound connection between travel agencies and this vibrant, adventurous demographic, ushering in a new era of travel tailored for the young and budget-conscious wanderer.</p> |
| <b>Key words</b><br>Generation Z, Travel Package, Marketing, Tourism   |

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# 1 Introduction

In today's world, a demographic comprising individuals aged 18-30 exhibits a profound fascination for travel (Globo treks 2022). This group harbours a fervent desire to explore novel destinations, engage with diverse cultures, and establish enduring connections (Globo treks 2022). For them, travel represents not just a mere break from daily routines but an assertion of independence and an escape from the pressures of everyday life (Leonhardt 30 August 2019). Young travellers ardently seek adventure, gastronomic experimentation, and cultural immersion (Globo treks 2022).

Paradoxically, despite the immense potential of this burgeoning travel segment, a substantial gap persists within the travel industry (Nomadic 3 April 2023). Many travel agencies largely neglect the specific requirements and preferences of these travellers particularly those within limited budget brackets (Nomadic 3 April 2023). This is despite the well-documented fact that young individuals, buoyed by their youthful energy and curiosity, display remarkable resilience in navigating financial constraints to satiate their wanderlust (Christoff 4 February 2021).

Remarkably, young travellers have demonstrated a penchant for embarking on journeys with financial limitations, willingly forgoing certain luxuries in favour of maximizing their travel experiences (Christoff 4 February 2021). A clear illustration of their commitment to travel, regardless of financial challenges, is evident (Nomadic 3 April 2023).

In this thesis is undertake a comprehensive endeavour to elucidate the core values of this young traveller demographic through a meticulously crafted questionnaire. Subsequently, with these insights it was engineered a travel package meticulously designed to cater to their unique requirements and constraints.

This thesis bears immense significance as it marries research with practicality, resulting in the development of a tangible solution. The primary objective is to create a bespoke travel package tailored to the needs of young travellers. The cardinal principles guiding this undertaking revolve around affordability, simplicity, and the infusion of vivacious experiences into the travel proposition.

In this thesis, is expounded upon the imperative nature of this solution and its practical utility. The target demographic for this travel package is not limited by age but rather defined by shared values and aspirations. Chosen approach entails the synthesis of theoretical frameworks and real-world methodologies to manifest this innovative travel package. Subsequently, an exhaustive evaluation of both the solution and the broader thesis project is presented in the Discussion chapter.

In the ensuing chapters, is explained the realms of travel, interweaving theoretical foundations with pragmatic actions to curate a travel package that impeccably aligns with the evolving aspirations

and preferences of young target audience. Additionally, an integral facet of this thesis encompasses the development of a comprehensive marketing plan to promote this travel package among the young traveller generation.

## 2 Tour operating Business

Tour operating is a critical component of the travel and tourism industry (Indeed editorial team 12 February 2023). It involves the planning, organization, and management of tour packages for individuals or groups (Colbourne college 24 March 2019). Tour operators are responsible for designing itineraries, arranging transportation, accommodations, and various activities to create a comprehensive travel experience for their clients (Ng 22 April 2018).

First step for tour operators is conduct market research to understand the needs and preferences of their target audience (Indeed editorial team 12 February 2023). This information helps them create appealing tour packages (Indeed editorial team 12 February 2023). It's important of crafting a well-structured itinerary (Coulbourne college 24 March 2019). That includes selecting destinations, activities, and the duration of the tour (Colbourne college 24 March 2019).

Second step is established relationships with various suppliers, such as hotels, airlines, and local guides, to secure the necessary services at competitive prices (Nguyen 20 August 2020). After it tour operates determining the right pricing strategy. Operators need to consider costs, market demand, and competition (Nguyen 20 August 2020).

The third step is making effective marketing and promotion plan (Lawlor 2021). Tour operators use various channels to reach potential customers (Lawlor 2021).

### 2.1 Tour operating Packages

Successfully managing the logistics of travel, encompassing transportation, transfers, and reservations, is pivotal in delivering a seamless experience for clients (Oroide and Cameron 2016, 1-13). Exceptional customer service stands as a fundamental element for the success of tour operations (Lawlor 2021). Operators need to be highly responsive to client needs and proficiently address any issues that might arise during the tour (Tourism Tribe 2018).

Maintaining quality control is essential to uphold the standards promised in the tour package (Tourism Tribe 2018). Regular inspections and assessments of service providers and accommodations are commonly practiced (Tourism Tribe 2018). Preparedness in crisis management is crucial for tour operators, necessitating contingency plans in case of emergencies such as natural disasters or disruptions to travel plans (Coulbourne College 24 March 2019). Also, feedback collection from clients plays a significant role in assisting operators to enhance their services and refine future tour packages (Tourism Tribe 2018).

Transportation, particularly flights and the availability of budget airlines, holds a crucial role in enabling budget-friendly travel, significantly impacting the overall cost and accessibility of a trip (Enjoli 30 August 2023). Flights represent a substantial portion of the expenses for most travelers, especially on longer routes (Enjoli 30 August 2023). Finding reasonably priced flights is essential in effectively managing overall travel costs (Appleton March 2022). The choice of airlines and strategic timing significantly influences the affordability of the journey while ensuring faster and more convenient travel (Enjoli 30 August 2023).

Specific airlines like Ryanair, Wizz Air, and Norwegian Air Shuttle are recognized for offering cost-effective flight options (Enjoli 30 August 2023). These budget carriers specialize in providing lower-priced tickets, catering to budget-conscious travelers (Enjoli 30 August 2023). They often adopt a no-frills approach, offering basic services while charging extra for additional amenities (Enjoli 30 August 2023). This model appeals to travelers prioritizing cost efficiency over supplementary services during their journey (Appleton March 2022). Budget airlines typically offer direct, point-to-point routes, providing an affordable means for travelers to reach specific destinations (Appleton March 2022). While these carriers may have limitations or additional fees for certain services beyond the basic ticket, they remain a significant resource for travelers seeking cost-effective travel options (Enjoli 30 August 2023).

When considering flights and budget airlines, advanced research, booking flexibility, and a clear understanding of the airlines' terms and conditions are instrumental in securing the most economically viable flight options (Appleton March 2022). This approach ensures a smooth, budget-conscious travel experience while benefiting from reduced costs and accessibility (Appleton March 2022).

Accommodations play a pivotal role in budget travel, significantly influencing the overall cost and quality of the trip (Andrews 15 July 2014). For travelers aiming to adhere to a budget, the choice of accommodation can greatly impact their expenses (Andrews 15 July 2014). Opting for cost-effective lodging options, such as hostels, guesthouses, or budget hotels, allows travelers to manage their expenses more efficiently (Andrews 15 July 2014).

Hostels offer a social atmosphere that can be particularly appealing to young travelers (Andrews 15 July 2014). They often have common areas such as lounges and kitchens where guests can hang out and meet other travelers from around the world (Fadiloglulari 1 August 2022). Also staying in a hostel can be a great way to share experiences with other travelers, whether it's exploring

the city together or sharing tips and recommendations for things to do and see (Fadiloglulari 1 August 2022). Ultimately, the choice of accommodation is a fundamental element in budget travel, impacting the financial feasibility of the journey and allowing travelers to allocate resources effectively between lodging and other experiences while staying within their budget constraints (Fadiloglulari 1 August 2022).

## **2.2 Activities**

Barcelona, a vibrant and culturally rich city, offers an array of captivating activities and attractions that particularly resonate with young people (Timon September 2023). From its stunning beaches and pulsating nightlife to its architectural marvels, delectable cuisine, and lively festivals, Barcelona embodies a diverse and magnetic appeal for the younger demographic (Timon September 2023).

The city's beautiful beaches, offering breathtaking views and opportunities for adventure, are a magnet for young travelers seeking relaxation and excitement (Timon September 2023). Many revels in sunbathing, swimming, and engaging in thrilling water sports such as paddle boarding and kayaking, making the most of the city's coastal offerings (Ortiz 19 July 2022).

Barcelona boasts a thriving nightlife scene that caters to the preferences of young visitors (Timon September 2023). The city pulsates with a variety of vibrant bars, clubs, and music venues, providing diverse options for those seeking lively entertainment and nocturnal adventures (Timon September 2023).

Furthermore, beyond the beaches and nightlife, Barcelona's architectural wonders, including the renowned works of Antoni Gaudí, captivate young travelers (Ortiz 19 July 2022). The city's unique blend of historical and modern architectural treasures, such as the Sagrada Família and Park Güell, offers a cultural and aesthetic experience that appeals to their adventurous spirits (Ortiz 19 July 2022). The city's rich culinary scene, offering a delectable array of local and international cuisines, along with its vibrant festival culture, further solidify Barcelona as a hotspot for young explorers seeking a multifaceted and exhilarating travel experience (Ortiz 19 July 2022).

## **2.3 Insurance**

Insurance is an integral part of each travel (Allianz Travel 2023). Travel insurance can cover the cost of medical emergencies that may occur while traveling, including accidents, illnesses, and hospitalization (Allianz Travel 2023). This can be particularly important if you are traveling to a foreign country where healthcare may be more expensive or difficult to access (HDFC Bank 2023).



Travel insurance can provide coverage if customers need to cancel or cut short your trip due to unforeseen circumstances such as illness, natural disasters, or other emergencies (HDFC Bank 2023).

Overall, travel insurance can provide peace of mind and financial protection when traveling, particularly for unexpected emergencies or cancellations (HDFC Bank 2023). It's important to carefully review the policy details and coverage limits before purchasing travel insurance to ensure that you have the appropriate level of protection for your specific travel needs (HDFC Bank 2023).

## **2.4 Marketing**

Demographic analysis provides valuable insights into the preferences and characteristics of young adults in the travel context (Hayes September 2023). By understanding their demographics, lifestyles, and travel habits, it is possible to tailor our travel packages to meet their specific needs, making travel more accessible, enjoyable, and aligned with their aspirations (Hayes September 2023). This analysis serves as a foundation for creating travel experiences that resonate with this vibrant and dynamic demographic (Hayes September 2023).

Travel preferences among young adults revolve significantly around budget-friendliness, social engagement, authenticity, sustainability, flexibility, and favored destinations (Birtles 23 January 2023). Financial limitations drive the quest for affordable travel options, which often include budget accommodations, utilizing public transportation, and opting for cost-effective dining (Birtles 23 January 2023).

Social interaction is a key aspect for young travelers, leading them to seek connections and forge friendships while on the move (Travel perk 16). This can be facilitated by staying in hostels, engaging in group tours or activities, and actively participating in social events (Travel perk 16). A desire for authentic experiences drives many young travelers to seek opportunities to connect with local cultures (Travel perk, 16). This quest often involves staying in homestays, indulging in local cuisine, and actively engaging in cultural activities (Travel perk 16).

Environmental consciousness ranks high among young travelers, leading them to prefer eco-friendly travel options that have minimal impact on the environment (Birtles 23 January 2023). Flexibility is highly valued in their travel plans, allowing them to capitalize on unexpected opportunities (Peterson 1 April 2023). They appreciate open itineraries and the ability to adapt to changing

circumstances (Peterson 1 April 2023). Younger travelers often gravitate towards popular destinations that offer a diverse range of entertainment options, both during the day and at night, as these places align well with their preferences and desires (Pfalz 14 December 2021).

Discounts and special offers are always an integral part of marketing, especially for the younger generation who wants to save money, and this option can be offered if you plan your trip in advance, it will be at a discounted price or an additional package of services will be included in it, for example, as additional entertainment (Teneric 2023).

Developing a mobile app, it's easy for booking, itinerary management, and real-time travel updates (Adobe 2023). Young people will find it more convenient to use the application than to receive different documents with instructions (Adobe 2023). The mobile app can become a platform for communication both from the support service and travelers as well as travelers with other travelers, expanding acquaintances and allowing travelers who fly on the same trip to cooperate and spend quality time together (Adobe 2023). The traveler does not need any printed documents or look for anything, since this application will contain all the necessary tickets and news (Adobe 2023). They will have nothing to worry about, since everything is in one place, and they can calmly follow the trip plan and have a good time (Adobe 2023).

### 3 Z generation as a travellers

The younger generation, especially Generation Z from 18 years -30 years old, highly esteems experiences, authenticity, and sustainability in their approach to consumption (Pitrelli 16 April 2023). They actively seek out immersive and socially conscious travel encounters, placing value on connections with local cultures and communities (Pitrelli 16 April 2023). Regarding their preferences, Gen Z travellers prioritize technology-driven solutions, such as utilizing mobile apps for bookings and ensuring seamless travel experiences (Pitrelli 16 April 2023). They also demonstrate a strong inclination towards personalized and adaptable travel packages, enabling them to tailor their experiences based on their interests and values (Pitrelli 16 April 2023).

Catering to this demographic in tour packaging often involves offering curated experiences that cater to specific niches—whether it's eco-tourism, adventure travel, or cultural immersion (Forbes 2022). Pricing strategies should prioritize transparency and competitiveness, delivering value for money while demonstrating a commitment to sustainable practices (Forbes 2022). Tour operating companies targeting Gen Z need to adapt by integrating technology, presenting unique and unconventional experiences, emphasizing sustainable and ethical practices, and effectively leveraging social media for marketing their services (Forbes 2022).

It's important to be updated on current travel trends and emerging destinations popular among the young generation (Unknown 18 August 2021). Trend analysis is instrumental in creating travel packages for the young generation as it keeps your offerings relevant, competitive, and aligned with the ever-evolving preferences and needs of this dynamic demographic (Kithan 2021). It allows to adapt, innovate, and offer packages that resonate with young travelers, increasing chances of success in the travel industry (Kithan 2021).

If following trends, then thanks to this it possible to highlight the unique aspects of our travel package: affordable pricing, immersive and experiential travel, and emphasis on social and group travel experiences. The younger generation of travelers is demonstrating an increasing awareness and concern for sustainable and eco-friendly practices in their journeys (Staromiejska 26 February 2023). This consciousness directs their preference towards travel packages that advocate sustainability, emphasizing eco-friendly accommodations, low-impact activities, and responsible tourism practices (Staromiejska February 2023).

Adventure and outdoor exploration stand as significant attractions for young travelers (Pfalz 14 December 2021). Packages that incorporate outdoor activities such as hiking, rock climbing, surfing,

or wildlife safaris in unique and less-traveled destinations hold immense appeal (Pfalz 14 December 2021). Deepening cultural understanding through immersive experiences is also a key interest for young travelers (Cultural Tourism, 2023).

The concept of micro adventures, which involves short and spontaneous getaways, typically over a weekend, is gaining popularity (Michel 17 July 2020). Travel packages offering quick escapes to nearby destinations from routine life serve as an attractive proposition (Michel 17 July 2020). The trend of solo travel is on the rise among young adults (Michel 17 July 2020). Therefore, travel packages catering to solo travelers, often providing options for shared accommodations and group activities, are gaining popularity (Pfalz 14 December 2021).

## 4 Travel Package for young Generation

The primary goal of this thesis is to conceptualize and develop a tailored travel package designed specifically for the younger generation. This product will be crafted based on comprehensive theoretical research that delves into the distinct values, preferences, and trends of young travellers.

The foundation of this thesis rests upon an extensive exploration of various research studies, theories, and existing literature focused on the travel behaviours and inclinations of the younger demographic. Each element of the proposed travel package will be intricately aligned with these established theoretical underpinnings, ensuring that the product is finely tuned to meet the desires and expectations of young travellers.

Validation and solidified the application of these theories in the practical domain, a survey was conducted. This survey served as a crucial tool to gather first-hand insights, opinions, and preferences directly from the target audience - the young travellers themselves. The survey's outcomes and data analysis are served as a critical component in substantiating the alignment between the theoretical research and the actual preferences and values of the surveyed demographic.

By amalgamating the research findings from existing theories with the empirical data obtained from the survey, the aim is to create a travel package that resonates and directly caters to the unique needs and aspirations of the young generation. This approach ensures that the resultant product is not just a theoretical construct but is deeply rooted in real-world applicability and relevance to the preferences of young travellers.

### 4.1 Questioner analyse

In the appendices, provides the outcomes of questionnaires. 32 people anonymously answered this questionnaire, aged from 18-30. Most of all participants are students and have part-time employment, even six out of 32 two participants have 1 or more children. Therefore, many people are married or in a relationship. All summary and main outcomes displayed in Table 1.

If we consider the factors - studies, part-time employment, young families with children, for many reasons it is not possible to travel more than once, maximum twice a year.

Most of all these trips are planned by participants themselves, avoiding travel agencies, since most travel companies do not meet customer needs in a good level. Most of the participants rated the work of travel companies in 2-4 points out of 10. 75% of the participants answered that they would gladly use the services of travel agencies if they offered something with a suitable budget and their

values, because there are many problems when planning their trip - budget restrictions, travel time restrictions, it is difficult to make plan a trip by themselves, and however, very few agents can offer something better. And the conclusion of this questionnaire was the core values in travel for this customer segment:

1. Well planned trip
2. Cheap trip
3. Good company of friends
4. Active night entertainment
5. Just a lot of entertainments (popular location)

Table 1. Customer segmentation based on survey.

|                         |                     |                  |                                 |                                       |                     |
|-------------------------|---------------------|------------------|---------------------------------|---------------------------------------|---------------------|
| <b>Age</b>              | 18-30, millennials  |                  |                                 |                                       |                     |
| <b>Values</b>           | Cheap price         | Short long term  | Not luxury                      | Night activities                      | Popular destination |
| <b>Position</b>         | Student             | Part-time worker | Lower than middle class workers |                                       |                     |
| <b>Family</b>           | No kids             | Single           | In relationship                 | Young married couple                  |                     |
| <b>Goal of the trip</b> | Discover new places | Relax            | Have a fun with friends         | Get a lot of emotions for lower price |                     |

## 4.2 Travel package

There is several types of airways company, but for this travel package for transportation was chosen airways company is **Ryanair**. Basically, direct flight duration from Helsinki to Barcelona is 4 hours (Ryanair 2023). In this package will include cheapest transportation without checked baggage, seat selection and other services. Many airlines charge additional fees for checked baggage, and young travelers on a budget may want to avoid these fees (Ryanair 2023). Young travelers may prefer to travel light and have more freedom to move around without the hassle of dragging

heavy luggage (Andrews 15 July 2014). Also, for some young travelers, the experience of traveling with just a small bag is part of the adventure and adds to the excitement of exploring new places (Ryanair 2023).

In Barcelona is plenty variants of accommodation, however for this package was chosen accommodation is **Yeah Hostel Barcelona**. Yeah Hostel Barcelona is a popular hostel located in the Gothic Quarter, which is a central neighborhood known for its historic architecture and lively atmosphere world (Yeah hostel Barcelona 2023). Hostel offers dormitory-style rooms at a very reasonable price, making it a great option for budget-conscious travelers (Andrews 15 July 2014). The hostel has a fun and social atmosphere, with a rooftop terrace, bar, and common room where guests can hang out and meet other travelers from around the world (Yeah hostel Barcelona 2023).

In this package are included two activities (1 day activity and 1 night activity). Day activity is **Montserrat Monastery** Afternoon tour with Cog-Wheel Train from Barcelona, its takes about 4,5 hours (Get your guide 2023). Night activity-ticket for one pass to popular night club **Twenties Barcelona club**.

The designed travel package for the younger generation will encompass a comprehensive **insurance** coverage plan to safeguard against various unforeseen circumstances. This insurance will serve to provide financial protection and assistance in cases such as flight cancellations, unexpected medical expenses, and other emergent situations that may arise during the trip. Specifically, the insurance package will include provisions to address flight cancellations or interruptions, ensuring that travelers are reimbursed or provided with alternative travel arrangements in case of unforeseen changes or disruptions to their flight itineraries. Moreover, the insurance coverage will encompass medical emergencies, including coverage for necessary medications or medical treatments required while traveling. This will provide peace of mind to young travelers, knowing that they are financially protected in situations that necessitate urgent medical attention or unexpected healthcare costs during their journey.

### 4.3 Tour plan

The itinerary is structured to make the most of the limited time available. In the Table 2 is short version of itinerary. Day 1 commences with an early morning flight from Helsinki at 6:20 am, reaching Barcelona at 10:30 am. Upon arrival, travelers are met by a company representative who facilitates transportation to the hostel. During the transport, the representative discusses and finalizes all essential details with the travelers. Day 2 is dedicated to a 4.5-hour excursion around Barcelona

starting at 10 am. Additionally, an Any Day 1 pass ticket to a nightclub is included for added enjoyment. Day 3 is a free day, allowing travelers the flexibility to explore and indulge in activities of their choice. Day 4 involves the company representative and transportation meeting the travelers at the hostel at 2 pm, facilitating a smooth departure for the flight scheduled at 5:30 pm.

This structured plan aims to maximize the short duration of the tour, offering a balance between guided exploration, free time for personal activities, and coordinated travel arrangements, ensuring a well-rounded and efficient experience for young travelers.

Table 2. Tour plan

|       |   |                                      |
|-------|---|--------------------------------------|
| 1 Day | <p>Flight in the morning from Helsinki 6:20 am</p> <p>Arrival at Airport in Barcelona 10.30 am</p> <p>Meet the company representative and transport to the hostel (while transportation to the hostel company representative discuss with travelers and agreed all detail's)</p> <p>Arrival to hostel</p> |                                      |
| 2 Day | Excursion of Barcelona for 4,5 hours at 10 am   | *Any day 1 pass ticket to night club |
| 3 Day | Free day  |                                      |
| 4 Day | <p>Company representative and transport meet you at the hostel at 2 pm</p> <p>Flight departure at 5.30 pm</p>   |                                      |



#### 4.4 Calculation

The tour package in Table 3 is meticulously calculated, considering various components and their costs. The profit margin is set at 30%, ensuring that the company covers its expenses and generates profit from the services provided. Additionally, there's a cooperation discount of 15% from third-party providers, contributing to overall cost reduction.

Table 3. Tour package calculation for one person

|  |
|--|
| <b>Flight per Person</b>                           |
| Original Price: 160€                               |
| X Company Price (with 15% discount): 136€          |
| <b>Accommodation per Person (4 days, 3 nights)</b> |
| Original Price for One Bed in Room: 190€           |
| X Company Price (with 15% discount): 161€          |
| <b>Excursion</b>                                   |
| Original Price for One Person: 57€                 |
| X Company Price (with 15% discount): 48.50€        |
| <b>Club Ticket</b>                                 |
| Original Price per Person: 10€                     |
| Company Price (with 15% discount): 8.50€           |
| <b>Insurance</b>                                   |
| Original Price per Person: 13€                     |
| Company Price (with 15% discount): 11€             |
| <b>Total Cost for X Company: 365€</b>              |

|   |
|---|
| <b>Contribution Margin (30% profit): 110€</b>       |
| <b>Price for customers for the whole trip: 475€</b> |

For flight the original price for a flight per person is 160€. After incorporating the 15% discount, the price for X Company is 136€. For accommodation the original price for a 4-day and 3-night stay in one bed in a room amounts to 190€. The X Company, with the 15% discount, the price for X Company is to 161€. For activity the original price for one person is 57€. After incorporating the 15% discount, the price for X Company is 48.50€. The original price per person for the club ticket is 10€. After adding the 15% discount, the price for X Company is 8.50€. For insurance the original price for insurance per person is 13€. With the 15% discount, the price for X Company is 11€.

The total cost for the tour package for the company amounts to 365€, with a contribution margin of 30% profit, equalling 109.5€.

For customers, the X company sets the price for the whole trip at 475€. This pricing considers the profit margin, ensuring the company covers its expenses and generates profit while offering the tour package to customers at a competitive and sustainable price.

There may also be a special offer, for example, if a traveler is active on his social networks and puts his trip on general review and tags the trip organizers, thereby advertising he can receive a discount on his next trip.

#### **4.5 Marketing Strategies**

For achieving grow attention for social media and brand recognition among young adults interested in travel, is chosen following social media-Instagram, TikTok, and Facebook for showcase travel experiences, share user-generated content, and run promotions. The main goal of this encourages active interaction, comments, likes, shares, and user-generated content related to our travel package.

For engaging followers into travelers by showcasing the unique aspects of our travel package will be possible with user-friendly website with seamless booking options, engaging content, and high-quality visuals. In website would be possible to maintain a travel blog with informative articles

about destinations included in the package. And all people who will be interested in could follow website and get to e-mail newsletters with travel tips, special offers, and updates to subscribers.

One of the features of this travel package is a mobile application in which, after purchase, customer can see the entire trip plan and tips for those who are visiting this country for the first time; in this application customer can easily contact the support service and ask questions.

In the context of this travel package, several current trends have been strategically integrated to align with the preferences and demands of the young traveler demographic.

In this project travel package is sustainable accommodation, because hostel that accommodate many people in one room waste less electricity, less water, less space for people to settle, which saves natural resources

The presented travel package presented includes a small option, such as a sightseeing tour in the fresh air, as well as one trip to a nightclub. There is such a small selection of entertainment since the trip takes only four days. And it is irrational to include more services and entertainment in the package, since this package is limited financially and travelers will also be interested in their plans, so the same time should be allocated for this.

Package price includes 4-hour sightseeing walking tour, which will introduce young travelers to the culture and customs of the country.

The created package for travelers is based precisely on this trend, since its peculiarity is that it is short, does not take much time, can be spontaneous if viewed from the financial side, since it follows from the financial report that the price is suitable for the young segment of travelers. And of course, it was considered that long trips are quite difficult for young travelers and now they prefer short trips, as in this case. The relationship between the length of the trip and the road from point A to point B was also considered the journey takes no more than 4 hours, which increases the time spent at the desired point.

These are presented for young travelers and are intended not only for groups of friends, but also for single travelers, since the services included in the package such as identification and accommodation take place in large groups of young tourists and create a good social environment for all types of travelers.

The purpose of this marketing plan is to outline strategies for promoting a travel package tailored to the preferences and interests of young adults aged 18-30. Below is a picture of what a marketing

poster for advertising and attracting more young people could look like. This poster briefly and accurately depicts what will be included in this travel package. The principle was that it should be written briefly, so that young people would pay more attention to this, so as not to read long texts and understand what it means. Also added some pictures to make the poster brighter. and everyone can easily find additional information or contact the company using the information provided at the bottom of the poster

Company name

# It's time to travel!

**Place:**  
✈️ **Barcelona**

4 Days - 3 Nights

**Package includes:**

- Tour Guide
- Night club ticket
- Airport Transfers
- Hostel
- Airplane tickets

**€475**  
Per person

**Book Now**  
+35800000

e-mail  
website

Picture 1. Advertising design

## 5 Discussion

The focal point of this thesis revolves around understanding the unique preferences and values of young travellers, and subsequently crafting a tailored travel package that aligns with these inclinations. The discussion encompasses the theoretical foundations, survey findings, components of the travel package, itinerary, cost breakdown, marketing strategies, and integration of contemporary travel trends tailored for the younger demographic.

The thesis is anchored in theoretical research, which extensively explores the distinctive values and preferences of young travellers. These values, such as seeking cost-effective and well-planned travel experiences, emphasizing popular destinations, and valuing social interactions, form the cornerstone of the proposed travel package.

The survey conducted among individuals aged 18-30 reveals critical insights into the travel behaviours and limitations of the targeted demographic. These insights highlight the significance of a well-planned, cost-efficient travel experience that accommodates limited travel opportunities due to factors like studies, part-time employment, and, for some, young families. The survey outcomes provide a crucial link between theoretical concepts and real preferences, forming the foundation of the tailored travel package.

The designed travel package considers various elements to align with the preferences of young travellers. These components include the choice of an economical airline, affordable accommodation in a social environment, specific day and night activities, and comprehensive insurance coverage. The itinerary is strategically structured to maximize the short duration of the tour, providing a balance between guided exploration and personal free time.

The meticulous calculation of the tour package considers various cost elements and profit margins. This ensures that the company covers expenses and generates profit while offering the package at a competitive and sustainable price to customers.

The marketing plan emphasizes concise and visually appealing advertising, aiming to attract the attention of young adults. Social media platforms and a user-friendly website are integral parts of the strategy, facilitating engagement, information dissemination, and interaction with potential customers. The integration of current trends such as sustainability, limited entertainment options, and emphasis on short-duration trips is geared toward meeting the demands of young travellers.

The travel package seamlessly integrates sustainability, short-duration trips, and a social environment that caters to diverse groups of young travellers, acknowledging their need for brief, cost-effective yet culturally immersive experiences.

Innovative features such as offering discounts for social media engagement, as well as the provision of a mobile app for customer convenience, showcase a keen understanding of the digital age and the need for enhanced customer service.

In summary, this discussion highlights the strategic amalgamation of theoretical foundations, survey findings, meticulously designed components, cost considerations, and contemporary marketing strategies to create a tailored travel package catering specifically to the preferences and limitations of the younger generation, while also ensuring a profitable venture for the company.

### **5.1 Benefits for stakeholders**

Travel agencies, tour operators, and other travel industry professionals can gain valuable insights into the preferences and values of young travellers. This information can guide the development of specialized travel packages that cater to the specific needs and desires of this demographic.

Professionals in the marketing and advertising fields can find practical strategies and ideas for promoting travel packages to young adults. The emphasis on concise and visually appealing advertising, as well as the use of social media platforms, provides a blueprint for effectively reaching and engaging with the target audience.

Entrepreneurs looking to enter or expand in the tourism sector, especially those interested in catering to the younger demographic, can use this thesis as a guide. The discussion offers insights into the components of a successful travel package, from itinerary planning to cost considerations and marketing strategies.

Academic institutions focused on tourism, marketing, or related fields can use this thesis as a reference for theoretical research and practical application. Researchers may find the survey methodology and outcomes useful for further studies on travel behaviour and preferences among young adults.

### **5.2 My learnings**

While researching and developing this thesis, I enriched my academic understanding and also get invaluable practical insights into the dynamic realms of travel, marketing, and the preferences of the younger demographic.

Crafting this thesis necessitated a thorough exploration of the distinct values and preferences of young travellers. Through theoretical research and the analysis of survey findings, I gained a profound understanding of what motivates and influences the travel choices of individuals aged 18-30.

This knowledge extends beyond textbooks, offering a real-world perspective on the intricacies of this demographic.

Designing a travel package for young travellers required a holistic approach that considered various components, including airline choices, accommodation, itinerary planning, cost breakdowns, and marketing strategies. This experience enhanced my ability to think comprehensively and strategically when developing solutions in the context of a multifaceted industry.

The development of a marketing plan highlighted the practical implications of advertising and engagement strategies, especially when targeting a younger audience. Embracing social media platforms, user-friendly websites, and aligning with contemporary trends became not just theoretical concepts but actionable steps with tangible outcomes.

Calculating cost elements, profit margins, integrating current trends such as sustainability and short-duration trips into the travel package showcased the importance of staying attuned to the evolving preferences of consumers. This adaptability is a key skill in a rapidly changing market and is vital for creating offerings that resonate with the desires of the target demographic.

In conclusion, the process of creating this thesis has been a transformative learning experience, offering a blend of academic rigor and practical applicability. It has equipped me with a set of skills and insights that extend beyond the realms of academia, preparing me to navigate the complexities of the travel and marketing industries with a nuanced understanding of the preferences and behaviours of the younger generation.

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## Appendices

How old are you?

32 ответа

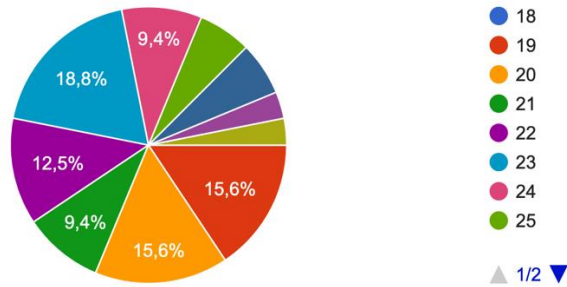


Diagram 1. Responses for question 1.

What is occupying your time at the moment?

32 ответа

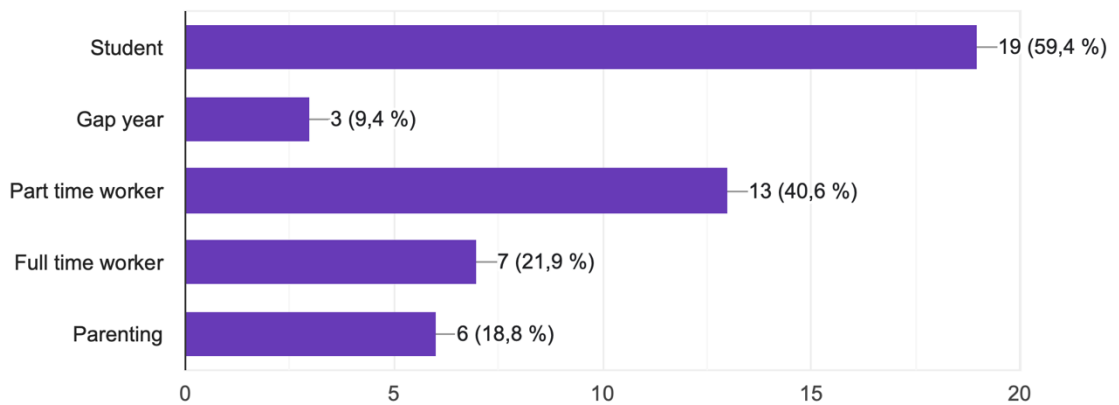


Diagram 2. Responses for question 2.

### How often do you travel?

32 ответа

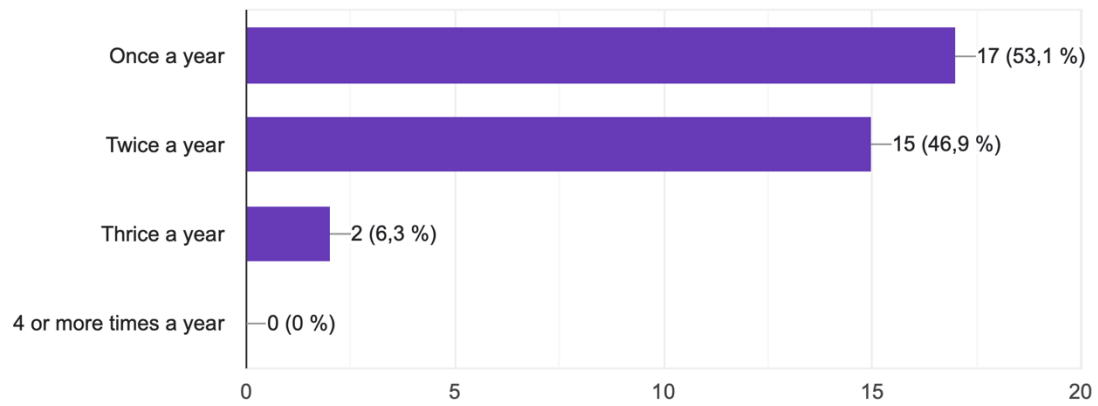


Diagram 3. Responses for question 3.

### What is your marital status?

32 ответа

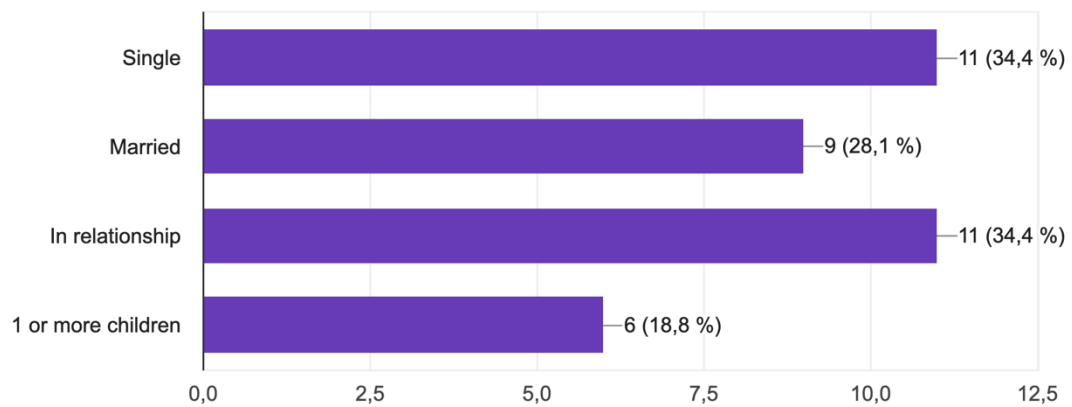


Diagram 4. Responses for question 4.

### How do you plan your trips?

32 ответа

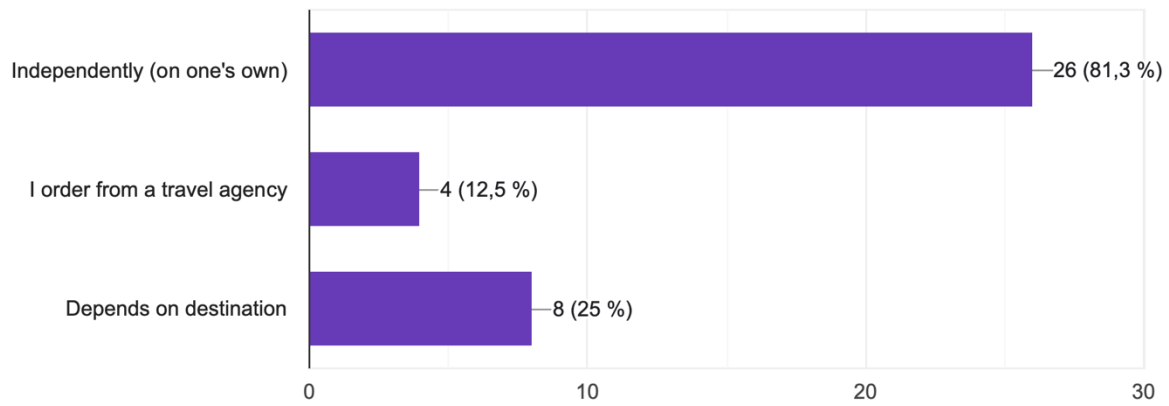


Diagram 5. Responses for question 5.

### Rate 1 to 10 Does the travel agency meet your needs?

32 ответа

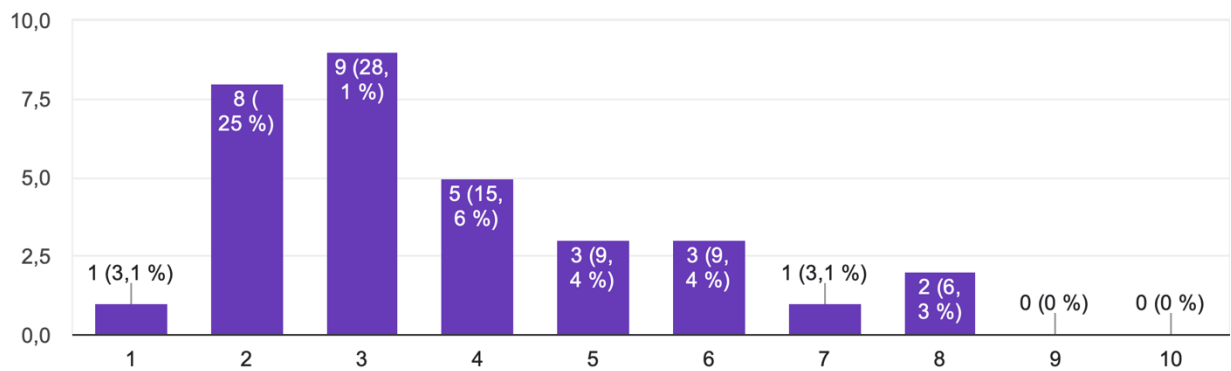


Diagram 6. Responses for question 6.



Would you use a travel agency services more often if they offered cheaper deals and considered your values?

32 ответа

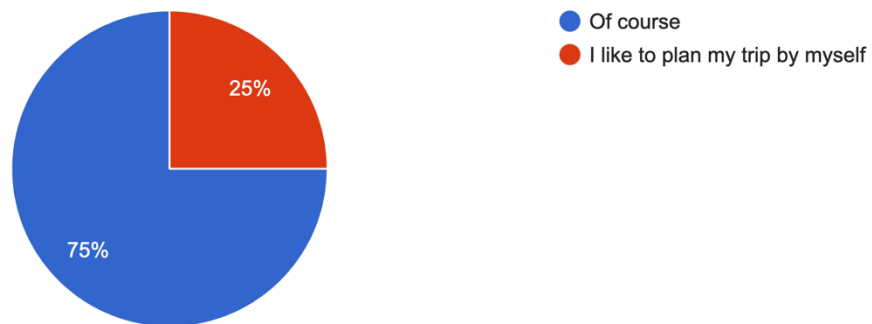


Diagram 7. Responses for question 7.

What difficulties do you face when planning your trip?

32 ответа

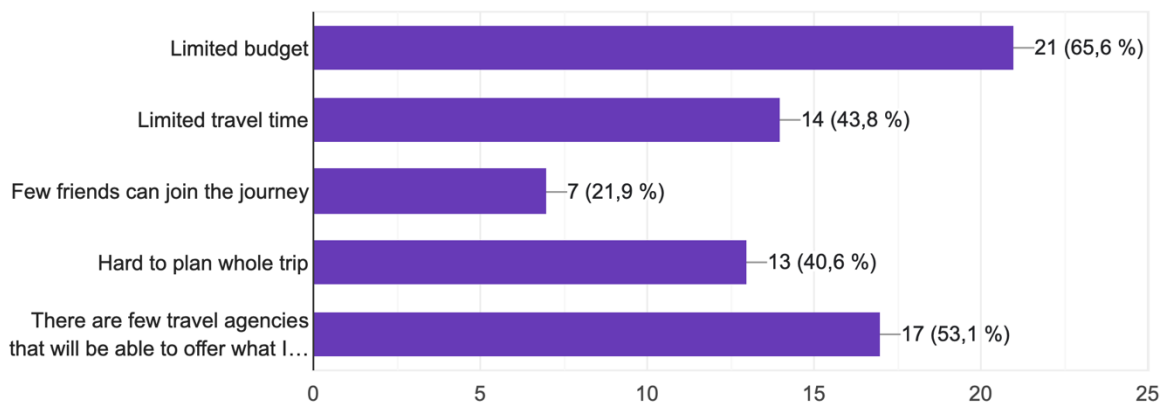


Diagram 8. Responses for question 8.

### What is the most important thing for you in traveling ?

32 ответа

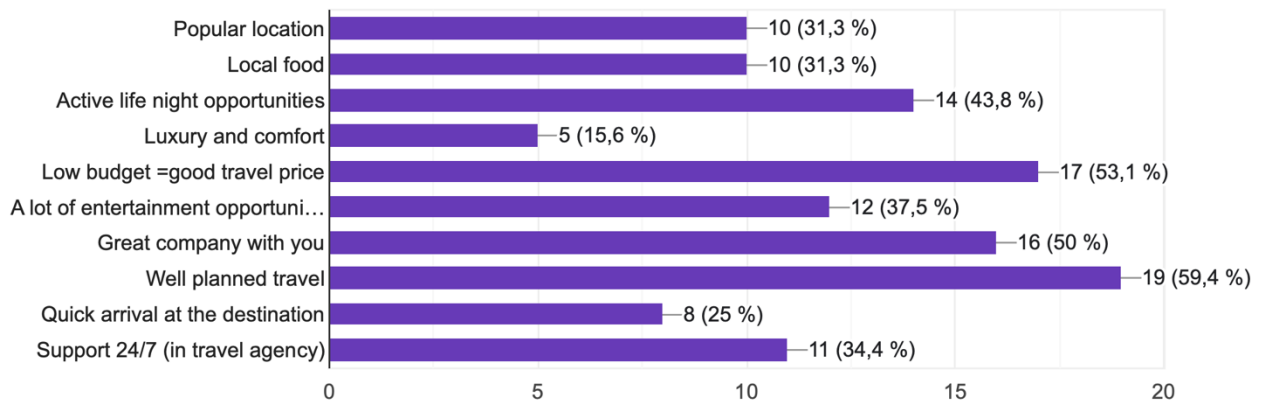


Diagram 9. Responses for question 9.