

## MARKETING AND PR PLAN

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### INTRODUCTION

After successfully establishing a permanent luxury tented safari camp in Central Serengeti and a 6 bedroom Villa on the Kilimanjaro Golf Estate in Tanzania a design has now been made to increase the footprint of the Siringit Brand By Mantis by introducing a mobile camp that will follow the migration of all the wildlife within the Serengeti National Park. It is a vision to establish 4 properties which will all operate under the *Siringit Collection By Mantis*.

The precise timing of the Serengeti wildebeest migration is entirely dependent upon the rainfall patterns each year.

These camp types offer a more adventurous safari experience with a better view of wildlife creatures. Considering that the Great Migration is also not situated in a fixed spot, mobile tented camps have continued to rise in popularity over the years. Generally, mobile tented camps are less expensive compared to the palatial lodges in a fixed area.

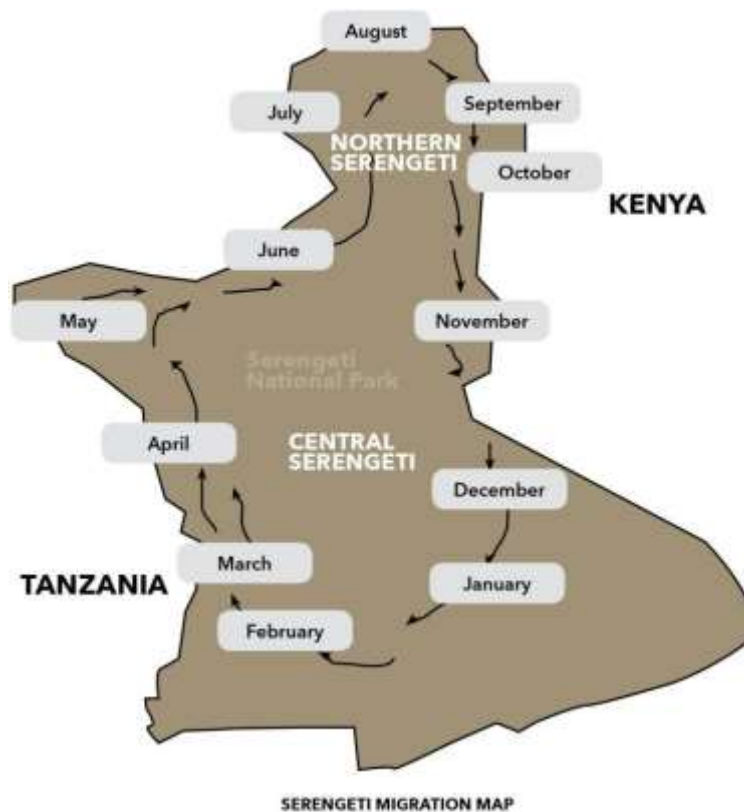
Private Mobile Camping is the most unique and rewarding way to experience that intangible "something" that makes the Serengeti so special. It offers total privacy in the middle of the remote African savanna, where you can embrace the peace of this wilderness completely uninterrupted by other tourists. With wildlife only a few feet away from your tent, you'll experience Africa in its most natural state. Many consider this as their "front row seat" to watching the migration.

Often many tourists feel like mobile tented camps are less comfortable than permanent camps and lodges however there will be a concerted effort to ensure that the standards of both the Mantis and Siringit brands are upheld eg *Siringit Migration Camp by Mantis* will have raised platforms and this alone will give us our Value Proposition as almost all mobile camps in the Serengeti does not have this feature which makes a difference to the guest experience.

The Migration Camp Route:

- September – October, Northern Serengeti **KOGATENDE**
- December – March: Southern Serengeti/ Ngorongoro, **NDUTU**
- May – June: Western Corridor, **KIRAWIRA** (after which the camp will move back to Kogatende)

Each area as depicted above has its very own airstrip for ease of guest arrivals and departures.



## ENVIROMENTAL OVERVIEW

Domestic stability has not translated into economic prosperity for Tanzanians, however. Many of its people live below the World Bank poverty line, although the country has had some success in wooing donors and investors. Tanzania is home to two renowned tourism destinations - Africa's highest mountain, Kilimanjaro, and wildlife-rich national parks such as the Serengeti - but has become a target for poachers.

Conservationists have warned that the entire elephant population could die out by the end of the decade if they continue to be killed for their ivory at the current rate.

Tanzania hosts one of the largest poor populations in Africa, with approximately 21.3million Tanzanians living below the poverty line, many of which depend on natural resources for their livelihoods.

Tanzania's total wealth per capita – the sum of all physical, human, and natural capital – declined between 1995 and 2014, despite sustained economic growth. This decline is attributed to rapid population growth which has outpaced investment and occasioned the loss of total renewable natural capital per capita by 35% over the past 20 years, and of non-land renewable natural capital per capita by 47%, the report highlights.

Some concerns raised by the report relate to more “traditional” environmental and natural resources challenges, which include degradation of land and water resources, deforestation, and biodiversity loss. These concerns are most relevant for rural areas, where natural resources are subject to competing demands. For example, Tanzania has an estimated forest area net loss of 483,859 ha per year – one of the highest deforestation rates in the world.

## **ENVIRONMENT ANALYSIS**

### **Political**

In October 2015, John Pombe Magufuli was elected the fifth president of the United Republic of Tanzania. Magufuli’s Fifth-Phase Government has prioritized efforts to clampdown on corruption, improve public administration and manage public resources for improved social outcomes. The people of Tanzania has just voted and sentiments are that John Magufuli will keep office.

In 2018, 72% of Tanzanians said corruption had decreased “somewhat” or “a lot” over the preceding year, compared to 13% in 2014. Similarly, 71% said the government is fighting corruption “fairly well” or “very well,” compared to 37% in 2014.

### **Economical**

Economic performance in 2018 was mixed, while inflation remains low and stable. The National Bureau of Statistics did not release any quarterly gross domestic product (GDP) data for 2018, pending completion of a rebasing exercise. However, available data suggest signs of softening of the growth momentum. Foreign direct investment has declined from high levels five years ago (about 5% of GDP in 2014), and export growth has stagnated.

The current account deficit has increased to 4.4% of GDP in the year ending in December 2018, from 2.9% in the preceding 12 months. Non-performing loans have declined recently to 9.7% in September 2018 from 12.5% in September 2017 but remain almost double the 5% statutory threshold. On the positive side, inflation has remained low and stable at 3% in January 2019.

Credit to the private sector has edged upward, reaching 4.9% in the 12 months ending September 2018. Gross official reserves remain high at \$5 billion in December 2018, equivalent to 4.9 months of projected import of goods and services, and the shilling has remained relatively stable.

The fiscal deficit remains low, not counting payment arrears and delayed refunds of value-added tax. The 2017/18 budget deficit after grants of 1.3% of GDP suggests effective spending management but does not factor in payment arrears, with an estimated stock of over 3% of GDP. The government is paying down roughly TZS 1 trillion of verified arrears per fiscal year. The low deficit is the result of controlled recurrent expenditures and under execution of the development budget by more than 40%.

Contributing factors include shortfalls in domestic revenue and external financing for large projects. Public debt is currently sustainable, but there is need for the Government to consider cost-effective financing options and manage associated risks to support

public investments. The 2018/19 budget targets public investments to consume 45% of total spending, equivalent to 9.1% of GDP compared to 5.5 a year prior.

## **Social**

Despite lower poverty rates, the number of poor people has stagnated due to high population growth. The national poverty rate had declined from 34.4% in 2007 to 28.2% in 2012 and then to 26.8% in 2016.

## **Cultural**

While each ethnic group speaks its own local language, almost all Tanzanians are also fluent in the national language, Swahili (Kiswahili in Swahili), a coastal Bantu language strongly influenced by Arabic. The second official language is English, a vestige of the British colonial period. Most Tanzanians with postsecondary educations speak both official languages fluently in addition to their tribal language.

Nyerere encouraged the adoption of Swahili for all Tanzanians in a concerted and successful effort to enable people from different parts of the country to communicate with one another and to encourage them to identify themselves as one people. The use of a single common language has greatly facilitated trade, political debate, nationalism, information dissemination, and conflict resolution.

Within the borders of Tanzania co-exist approximately 120 ethnic groups speaking languages representing all four major African language groups. These include Khoisan, or "click"-speaking hunter-gatherers, Nilotic-speaking pastoralists (such as the Maasai), Cushitic speakers, and Bantu speakers; the latter predominate in terms of population size. The largest ethnic groups include the Sukuma (over three million), and the Chagga, Haya, and Nyamwezi (over one million each).

Despite the tremendous cultural and linguistic diversity among Tanzanians, ethnic groups are united by the use of a common language—Swahili—and a sense of national identity.

The growing number of refugees (from neighboring Rwanda, Burundi, and Uganda in particular) do not appear to have caused serious ethnic tensions, but they have become a serious strain on the economy and the local environment.

## **SMART OBJECTIVES**

Our short to long term objectives will be as follows:

- Open for bookings 15<sup>th</sup> December
- Finalise Rate card 15<sup>th</sup> December
- Finalise budget 15<sup>th</sup> December
- Launch Marketing and PR campaign 15<sup>th</sup> December 2020
- Maintain high service and standards as stipulated by both Mantis and Siringit Brands
- Offer sliding scale DMC discounts if all three properties are booked
- Build and execute within budget
- Achieve 1000 bed nights in first 12 months
- Achieve budget net room revenue over 12 months
- Ensure Staff training before opening for operations
- Formulate a circuit package rate to DMC's to sell all 3 properties

## **SIRINGIT MIGRATION CAMP STRUCTURE**

Tenticle (stretch fabric) bespoke luxury tents will be used.



This camp will feature the following:

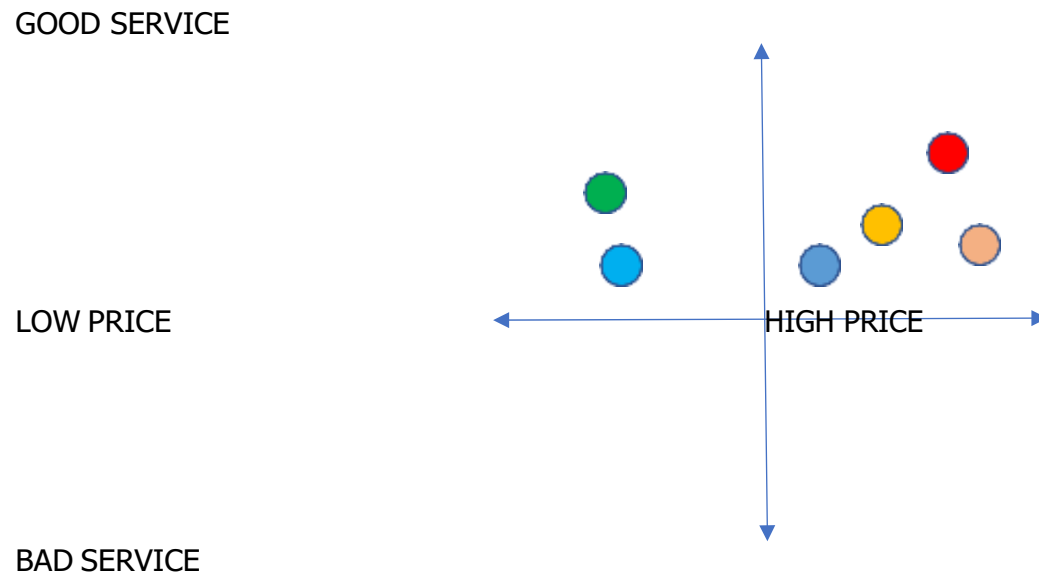
- 8 x Guests Tents (includes 2 family interlinking tents)
- 1 x Common Male and Female Toilets
- 1 x Dinning Tent
- 1 x Lounge Tent
- 12 x Staff Tents
- 1 x Kitchen Tent
- 1 x Stores Tent (cutlery, crockery, Linen, guest amenities, Maintenance etc)
- 1 x Staff Canteen Tent
- 1 x Camp Manager Tent
- 1 x Generator Tent
- 1 x Laundry Tent
- 1 x Waste Tent

This Camp will take 3/4 weeks to break down, load, move and rebuild in another area of the Serengeti so out of 12 months, 3 months to be considered lost.

### COMPETITOR ANALYSIS

Camp Name	Guests Tents	Services and Amenities	Rates PPPN - GP
Legendary MobileCamp	11	Morning and evening Game drives, bush picnics	Suite: 11Jan - 28Feb \$1000 Suite: 01 Mar - 15 June \$800 Suite: 16 June - 30 Sep \$1000 Suite: 01 Oct - 20 Dec \$800 Suite: 21 Dec - 10 Jan \$1000
AndBeyond	9 1 family tent	Safari's, Elfresco dining, Star gazing, hot air ballooning, Free Wifi, Private Butler	Suite: 11Jan - 28Feb \$1,240 Suite: 01 Mar - 15 June \$810 Suite: 16 June - 30 Sep \$1,240 Suite: 01 Oct - 20 Dec \$885 Suite: 21 Dec - 10 Jan \$1,240 Family Tent: 11Jan - 28Feb \$4,340 Family tent: 01 Mar - 15 June \$2,835 Family tent: 16 June - 30 Sep \$4,340 Family tent: 01 Oct - 20 Dec \$3,100 Family tent: 21 Dec - 10 Jan \$4,340
Nomad Tanzania		See attachment	See attachment
Sanctuary Mobile Camp	10	Game Drives, Honeymooners package, private picnics	Suite: 04 Jan - 31 Mar \$680 Suite: 01 June - 02 Jan \$680 Suite: Kids \$340 High Season \$850, kids \$425
Lemala Mara and Lemala Ndutu		See attachment	See attachment
Serengeti Migration Camp	8	Guide walking Safari, Sundowners, Game Drives, transfers to and from airstrip, Laundry	Suite: \$1840 PDPN (only advertised rate)

## Positioning Matrix



**Value Proposition/USP** – The Migration Camp will be built on a raised platforms hence this camp will have a small Eco footprint with no ground mats used unlike most mobile camps in the Serengeti with a competitor pricing structure whilst maintaining a luxury 6 star standard.

Two dollars from every bed night sold will be donated to the Baara Primary School in Moshono area of Arusha, Tanzania (School is currently funded by the Owner)

### Migration Camp Facilities and Services

- Morning and evening Safari's
- Picnic's
- Bush lunches and Dinners
- Airstrip Transfers
- Free WiFi

### RATES

The following must be considered when determining the Rates:

- Competitor analysis
- Operational Costs
- Facilities and Services offered
- High Season all round, you following the animals
- Possible Separate rate cards for Kogatende, Ndutu and Kirawira
- Camping Fees and Park Fees will be the same in all these regions

### SOCIAL DIGITAL MARKETING

Social Media has a benefit over traditional media because it can get your brand in front qualified leads. It is one of the most cost-efficient targeted, marketing methods used to syndicate content and increase your business' visibility. Implementing a social media strategy will greatly increase our brand awareness since we will be engaging with a broad,

targeted audience. With consistent updating, the right social media marketing strategy will lead to increased traffic, engagement, optimised SEO, higher conversion rates, improved brand loyalty and CRM.

Through Paid for advertising we will utilise the below initiatives:

- PPC Advertising (Paid Per Click)
- Search Advertising
- Social Media Advertising

Optimisation:

All digital platforms will be optimised for SEO

The following digital platforms will be developed and activated:

- Website
- Twitter
- Facebook
- Instagram

## **OBJECTIVES**

The main objectives from these Digital Platform will be to

- Attract customers,
- Get customer feedback
- Build customer loyalty
- Increase engagement

Receiving frequent relevant content from our properties involves the creation and sharing of material that does not explicitly promote our brand but is intended to stimulate interest in its products or services including guest interactions. We must provide unique and valuable content which resonates well to our targeted audiences.

Based on monthly/weekly bookings, Management of each property will be given target in categories that they will have to capture and provide feedback on namely;

- Food
- Scenery and surrounds
- Animal sightings
- Guest dinners/lunches/drinks/activities
- Action pictures
- Written content (guest names, occasions, type of activities etc)

The above must be supplied in the form of images, video's, written stories and reviews

## SWOT ANALYSIS

### STRENGTHS

Experienced operator  
Experienced partnership - Mantis  
Have Accor Distribution  
Have presence in South Serengeti  
Financially sound

### WEAKNESS

Maintain services and standards  
Finalise new Booking System  
Finalise Sales Structure for East Africa  
Lack of International Advertising  
Experienced Tour Guides  
Lack of goods and services

### OPPORTUNITIES

Closure of competitors due to Covid-19  
Increase offerings compared to competitors  
Use various Omni channels to advertise  
Create communication plan to DMC's  
Ensure favourable competitor Rates  
Produce DMC incentives based on them  
selling all 3 Siringit properties

### THREATS

TANAPA – Increase in Park Fees  
Environmental impacts ie drought, fire

## KEY FOCUS AREAS

The key focus areas will be as follows:

- Maintain services and standards at all properties
- Implement new booking system
- Mantis to finalise Sales structure for East Africa
- Need more International advertising and presence
- Employ or train staff to be professional Tour Guides
- Investigate alternative goods and services
- Increase offerings compared to competitors
- Implement Communication Plan
- Ensure favourable Rates
- Produce DMC incentives based on them selling all 3 Siringit properties

## MARKETING STRATEGY

### Maintain services and standards at all properties

Ongoing evaluation and training by property and General Managers is a must and will be reflected in monthly reports with a comprehensive preventative maintenance plan in place. Through Stenden South Africa, our Hospitality partner they will come and provide additional staff training before opening.

### **Implement new booking system**

A new Accor booking system is currently being tested in SA and once complete and accepted this system will be implemented for all Siringit properties to improve for all reporting and booking processes

### **Mantis to finalise Sales structure for East Africa**

This has been finalised and approved and needs to be implemented asap

### **Need more International advertising and presence**

International advertising opportunities to be explored within budget for the targeted market eg Travel Magazines

### **Employ or train staff to be professional Safari Tour Guides**

A more concerted effort will be made to train current staff on this alternatively properly trained Safari Guides will be employed

### **Investigate alternative goods and services**

Look at the other markets to source better goods and services to improve operations, costs that will also lead to better guest experiences

### **Increase offerings and services compared to competitors**

Identify through the competitor analysis if there is an opportunity to offer a service or facility that others are not doing for this Migration Camp that will enhance the guest experience

### **Implement Communication Plan**

Create a comprehensive Communication Plan that will speak and reach the intended target market based on the various Omni Channels available

### **Ensure favourable Rates**

Based on the Competitor Analysis ensure that our Rates is in line with operations budget, facilities and service and competitive

### **Produce DMC incentives based on them selling all 3 Siringit properties**

Produce further incentives/commissions if DMC's sell all 3 Siringit properties as a circuit to groups to encourage occupancies.

## **INVESTMENT BREAKDOWN**

Land and Building - \$881,356  
Plant - \$177,842  
Vehicles - \$381,293  
Furniture and fittings- \$526,528  
Pre- Expenses - \$19,065  
Working Capital - \$80,467

Total Investments \$ 2,066,551

### **PRE-OPENING BUDGET**

A pre-opening budget will be needed for the following initiatives:

- Social Media, PPC, Search Advertising
- Local print Advertising and Direct Mailers
- Top 10 DMC invite to the Migration Camp or launch dinner/lunch at Gran Melia
- Branded gifting items for DMC and VIP'

## **COMMUNICATION PLAN**

The following Communication Channels will assist to Market and expose the MigrationCamp further:

### **Online visibility**

Getting the product listing on Google Business and Tripadvisor

### **Websites**

- Mantis website
- Property listing (with offers/experiences)
- Focus on driving Web Traffic
- Specialist consultants utilized to increase web traffic via SEO (to Mantis site). Web analytics show good increase since changes implemented (last 6 months)
- Working on increasing traffic via social media referrals
- Property specific site (if applicable) or the update of the current site to include the migration camp
- Accor website
- Onboarding on various distribution platforms (Accor/TARS, Booking.com, Expedia, etc)
- GDS connectivity
- OTA negotiated rates (lower commissions for OTA bookings)
  
- Social Media (Facebook, Instagram, Twitter)
- Mantis brand social media (property features / brand awareness & offer campaigns)
- Property specific social media plan for "day-to-day" postings around the demand calendar, concentrating efforts around specific seasons and offers
  
- Database-Email Campaigns & Newsletters
- Mantis (and select Accor) database communications
- Siringit collection database communication—managed by Mantis & Rachel Ambrose
- Siringit collection to have own newsletter in 2021

Engage with the Local Tanzanian Tourism Office and educate the office of the new product offering and request communications to their databases. Need renders to besent with write up of the product to be shared.

Accor new product launch of 4 x reward points incentive to the Accor Loyalty Members database to promote and market the launch of the new migration camp. This will create a lot of brand awareness to a large database for the camp.

Accor SuperSale & group offers

Mantis PR contracted in the UK will engage with journalists and potentially host well-known travel journalists and influencers at the camp should there be budget.

To start creating some exposure in the luxury market – must consider budgeting for brand awareness campaigns to go into very high-end luxury magazines, eg:

Financial Times How to Spend it <https://www.ft.com/htsi>

Departures Magazine <https://www.departures.com/>

The Billionaire Magazine <https://www.thebillionairemagazine.com/>

Just the Planet Magazine <http://www.justtheplanet.com/>

Live, Share Travel <https://livesharetravel.com/>

Conde Nast Traveller <https://www.cntraveller.com/>

Diners Club Magazine <https://www.dinersclub.co.za/signature/>

Best in Travel Magazine <http://www.bestintravelmagazine.com/>

TTG Luxury <https://www.ttgmedia.com/luxuary>

The Luxury Travel Magazine <https://www.luxuarytravelmagazine.com/>