

# MARKETING MIX

## Family trip

### PRODUCT

Our borders are closed most of the time because we want our inhabitants to live in peace. But we know family members miss our inhabitants. So we have an annual vacation trip when family members can visit for 2 weeks and have an amazing trip with their grandparents. So while the family is there, they can make amazing memories: like bungee jumping, swimming with dolphins; zipline and lots other stuff. Because we know people enjoy different kind of trips and the physics of our inhabitants are also important. So we have three different trips:

- Culture and shopping
- Beach
- Adventure

### PLACE

The place where the holiday sets is of course in Seniora; we have special hotels for our trips where the families can stay. Our hotels are totally family proof and have fun facilities such as a pool, a spa, a playground, sport fields,...

### PRICE

The price depends on the activities of the trip. Including in the price: accommodation, transport meals, activities and some excursions. You can book a trip on our official website

### PROMOTION

Product and service information are sold to the guest via personal selling, direct marketing, advertising and the Internet. Delivery channels include travel agents and international reservations systems.