

Title:

Active holiday in the Austrian Alps - Marketing project of utilization pension
Appartemens Auf Wind

Goals:

This work suggests one of the possibilities, how to deal with critical months in pension Appartements Auf Wind. It includes the creation of four trips of active holiday in the Stubai, where the guest house is located. Each trip is designed to make use of the maximum capacity of the house and was able to cover all monthly costs of landlord.

Methods:

Situation analysis, SWOT analysis.

Results:

Performed a detailed analysis of the current situation of the pension, discussed the shortcomings of the current state pension and designed four thematic tours to increase clients' pension and pension cover.

Keywords:

Tourism, programming, marketing mix, pricing.