



Marketing and Brand Strategy for Santani's new Property

Presentation by:

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Hotel Info

Hotel Name

Kirana

Location

Bentota, Sri Lanka

Rooms

4

Dining/F&B Outlets

Outdoor/indoor

Gym/Spa

Currently not available

Beach

Yes direct access to the beach

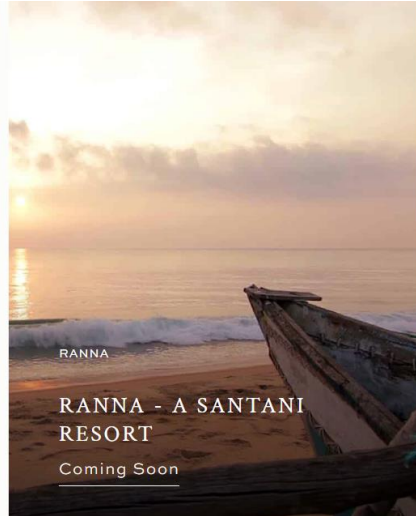
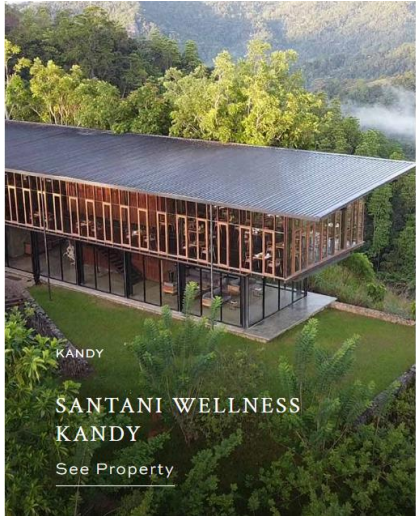
Pool

Yes, 20m infinity pool



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Brand Architecture



Santani Wellness Kandy

- 5* luxury
- True well-being – Holistic wellness
- The architecture of silence
- Nutritious gourmet cuisine
- Pristine locations
- Focus on human sustainability – an eco-friendly resort

Kirana – A Santani Resort ***Ranna – A Santani Resort*** ***Sama A Santani Resort***

- Beach retreat
- Wellness resort – wellness packages
- The architecture of silence
- Nutritious gourmet cuisine
- Pristine locations
- Focus on human sustainability – an eco-friendly resort

The Santani collection of **luxury properties** is based on the sincere belief that **true well-being is achieved by bringing oneself into balance**. Our collection amplifies this belief through our design concept **‘the architecture of silence’**, **nutritious gourmet cuisine** created by expert hands, **holistic wellness** and **pristine locations** that let you escape the everyday and begin again.

The new property is identified as an **‘A Santani Resort’** – carries key attributes of Santani Wellness Resorts, whilst having its own identity and characteristics which pay homage to its locale.

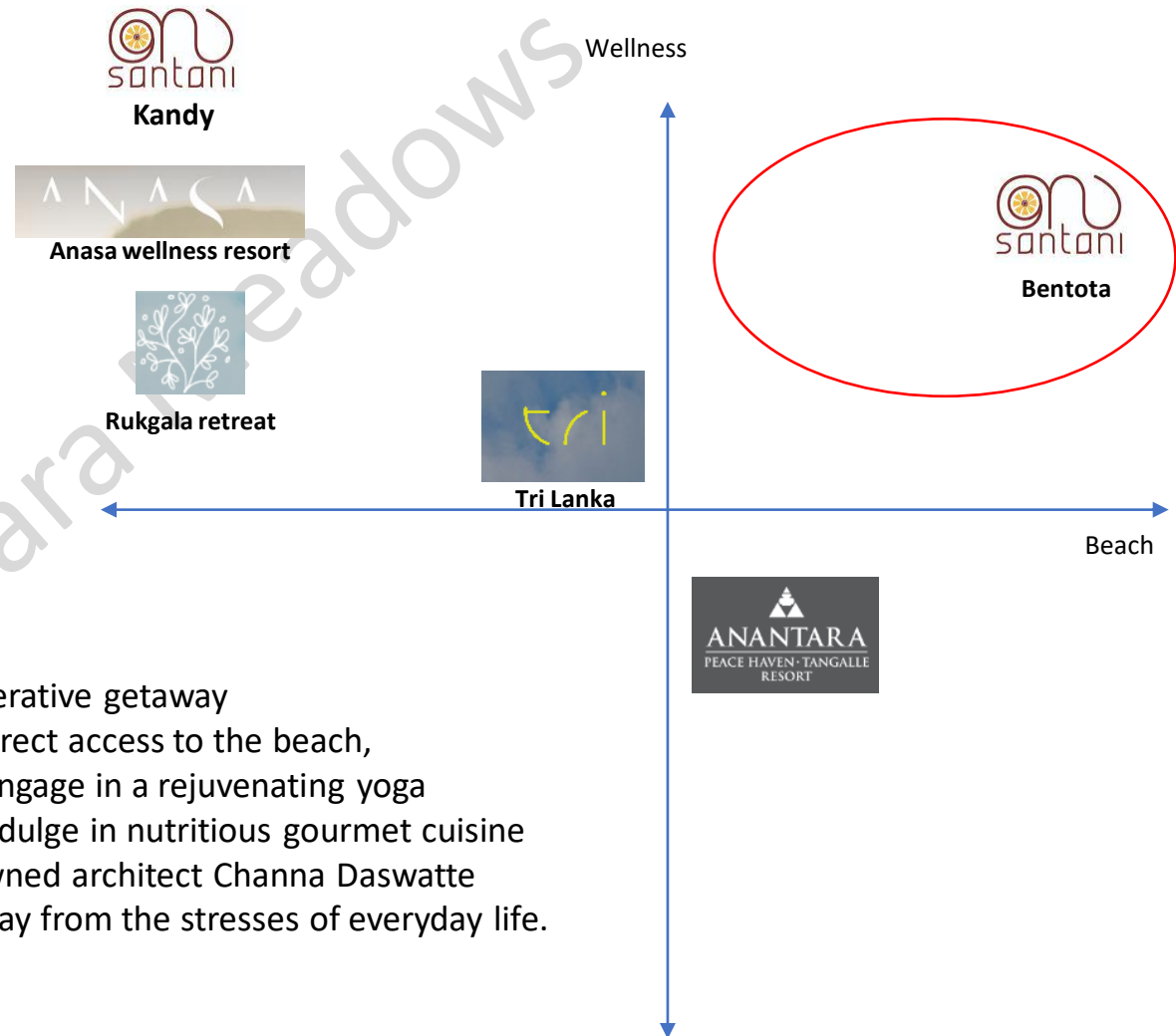
Hotel Positioning

Unique Selling Propositions

- Part of the renowned Santani Group
- Great location with direct beach access
- Beach retreat with bespoke wellness packages
- Unique architectural features – Channa Daswatte
- Special nutritional gourmet cuisine
- Many things to do and see in the area

Positioning statement

Santani Bentota is a luxury beach retreat offering bespoke wellness and a regenerative getaway for the modern traveller who desires a tranquil and restorative vacation. With direct access to the beach, guests can expect to be serenaded by the serene sounds of the waves, as they engage in a rejuvenating yoga or meditation session on the beach or in the lush green gardens of the resort. Indulge in nutritious gourmet cuisine specially prepared to suit each lifestyle and taste preference. Designed by renowned architect Channa Daswatte the resort offers luxurious yet simple spaces to relax, unwind and rejuvenate away from the stresses of everyday life.



Target Markets

Leisure Groups

- Primary wellness traveller - Luxury wellness-oriented traveller (yoga/meditation)
- Secondary wellness traveller - Travellers who participate in wellness experiences whilst on a leisure/business trip
- Locals who desire an invigorating luxury getaway away from everyday life

Medical/Spiritual traveller

- Travellers seeking specific treatment (e.g. recovery, detox, weight loss, de-addiction, sleep etc)

Corporate FIT

N/A

MICE

N/A

Key geographical markets

- US
- UK
- Russia
- Germany
- France
- Australia
- Middle East
- Nordic countries
- India
- China
- Sri Lanka

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<p>A Santani resort, the ability to piggy back on the established reputation of the brand</p>	<p>Lack of spa/fitness centre at present</p>	<p>Limited competition for wellness beach retreats</p>	<p>Poor destination image for luxury wellness travelers in comparison to competitors like those in the Maldives, Bali, Thailand etc.</p>
<p>Location – direct beach access</p>		<p>Launch the resort in a correct manner and position it locally as well as internationally as a luxury beach retreat</p>	
<p>Architectural and interior design features</p>		<p>Work with local communities to provide job opportunities to develop the local community and as a sustainability initiative</p>	
<p>Newly built resort</p>		<p>Promote the resort as an eco-friendly and sustainability oriented resort</p>	
<p>Infinity pool, lush lawn – ideal for yoga and meditation</p>			
<p>Popular beach vacation destination with many activities to explore and do – water sports etc.</p>			

Marketing, PR and Communication initiatives

Name of Marketing Activity	Description	Target mediums
Branding		
Visual identity	Develop complete brand identity including logo, brand guidelines and visual assets	Offline and online visual assets
Advertising		
Brochure advertising	Reserve space on key tour operator brochures for promotions and for exclusive listings of wellness packages Identify international lifestyle and wellness magazines for advertising	Offline tour operator brochures Online and offline wellness/business magazines (e.g. Conde Nast Traveller, Vogue, Forbes etc)
Public Relations		
International PR	Disseminate at least 1 story per month to international media using the support of an international media agency	Print, Magazines, Tabloids, Online Websites
International VJP	5-6 journalist from 1-2 source markets to be hosted	Print, Magazines, Online Websites, Social Media
Digital		
Blogs	Blog articles and infographics covering experiences within and around the hotel. External blog articles on high-ranking blogs	Santani blog, FB, Instagram, Twitter, LinkedIn, external blogs
Social media content plan for maximum social visibility	Social media content plan for inspiration and to encourage conversions	Facebook, Instagram, Twitter, LinkedIn
Video strategy	Production of inspiring videos highlighting property USPs, surrounding experiences etc.	Instagram, Facebook, YouTube, TikTok
Influencer marketing	5-6 foreign influencers from 1-3 key source markets to be hosted	Instagram, Facebook, YouTube, TikTok

Marketing, PR and Communication initiatives

Name of Marketing Activity	Description	Target mediums
Influencing itinerary planning		
PPC Strategy	PPC Strategy Display banner campaign targeting people interested in Sri Lanka travel, wellness travel driving traffic to the website to build a remarketing audience	Google/YouTube
	SEM campaign targeting brand and generic keywords of people actively searching online for wellness travel	Google/YouTube
Social media tactical campaigns	Tactical campaign targeting prospects from the key source markets	Facebook, Instagram, LinkedIn
SEO	SEO strategy driving organic traffic to the website	Google
Influencing Purchasing Stage		
Retargeting campaign	Re-targeting campaign on Google, YouTube, Facebook and Instagram with the latest offers and promotions available to induce bookings	Google, YouTube, Facebook
Website merchandising	Geo-locked push notifications and banners pushing appealing offers for different segments	
	Introduction of book direct benefits and best rate guarantee with visibility for the same	
SM inquiries	Cross-selling, upselling, 100% response rate within 24 hours improving lead to conversion rate	

Marketing, PR and Communication initiatives

Name of Marketing Activity	Description	Target mediums
Production		
E-brochure and fact sheet	Design and develop eBrochure and Fact Sheet to be integrated to the website	Santani website
Photography	Develop the resort's visual assets through product shoots, lifestyle shoots	Website, social media
Videography	Develop main TVC for the property including multiple adaptations for the purpose of social media and content marketing	Website, social media
Sales presentation	Visually engaging presentation for DMCs and product trainings	Travel agents, Tour operators
Events & Trade Exhibitions		
Trade Fairs	Participation in health, fitness and wellness fairs including tourism fairs such as ITB, WTM, ATM etc.	
Wellness retreats	Organise international wellness retreats attracting key bloggers, influencers, journalists and other popular influential parties as a nation branding effort inclusive of an opportunity to experience Santani resorts	

Thank you!

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