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Carrera de Administración Hotelera

**TRABAJO DE INVESTIGACIÓN
CASA ANDINA PREMIUM**

**Trabajo de Investigación para optar el Grado Académico
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EXECUTIVE SUMMARY

In this paper we will talk about the 'Casa Andina' hotel chain and more in depth about one of its brands: Casa Andina Premium. We will start by knowing its history, and how it became one of the best hotel chains in all of Latin America.

This work will consist of a proposal to make a better version of Casa Andina Premium, for this we have proposed 3 objectives which we will develop throughout the work, the first objective is to reduce seasonality by increasing the presence of corporate clients from 20% to 50%, attracting the main companies to hold events and hotel at Casa Andina Premium. The second objective is to increase brand awareness and make the company become top of mind in 80% of our clients. Finally, our third objective is to increase sales by 45% to reactivate Casa Andina's infrastructure after the pandemic.

Throughout the work we will mention the strategies that we will carry out to make Casa Andina have good management and become an improved version of what it is today. In addition, for each strategy we will make a plan of 3 actions / tactics to make the objectives are met in the short term.

Finally, we evaluate the Marketing Mix of our new proposal of Casa Andina Premium, which means that we will mention which aspects of the company will be changed to the approach of the established tactics.

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1. Introduction

Casa Andina was founded in 2003 by Juan Stoessel, the first Casa Andina hotel that opened its doors was in Miraflores at the beginning of 2003, hotels in Cusco and other provinces of Peru will soon be inaugurated.

In 2004, Casa Andina launched its Private Collection brand with a hotel in Valle Sagrado, Cusco. Since that time they have evolved and created different value offers to see how to attract more customers.

Nowadays, Casa Andina is today one of the most recognized hotel chains in both Peru and Latin America, over the years it has become a recognized name, winning different awards, both for its infrastructure, Best Hotel Destination and Best Place to Work.

However, we have evaluated some specific market problems, such as that the hotel has a lot of seasonality and low demand between the months of March to June and from August to November, also that Casa Andina does not have partnerships with tourism companies or business companies Furthermore, it does not have active social networks either, and being the youngest public part of its target is a point of utmost importance. On the other hand, it does not have marketing for its older public either, and due to the pandemic it has not been able to reactivate its income through OTAS or its website, finally, the last problem we identified was the fact that although It is true if it has some promotions during the year, it does not have the number of promotions that its main competitors (Westin and Swissotel) have, which offer packages for special dates such as Valentine's Day, weddings, among others.

2. The company

2.1 Business Description

Casa Andina is a Peruvian hotel chain, made up of purely Peruvian capitals. Over the years, the company has consolidated 3 own brands: Casa Andina Standard, Casa Andina Select and Casa Andina Premium.

Nowadays, Casa Andina has different achievements and recognitions worldwide and with 3 brands that are located throughout the country: Standard, Select and Premium, which we will see in more detail below.

Casa Andina Standard

Strategically located hotels with impeccable basic amenities and efficient service.

Machu Picchu	Colca
Chincha	Cusco San Blas
Puno	Arequipa
Nazca	Miraflores (2)
Cusco Koricancha	Trujillo
Cusco Catedral	Piura
Cusco Plaza	Talara

Nuestros servicios

-  Desayuno
-  Guardaequipaje (gratis)
-  Boarding pass printer
-  WiFi gratis
-  Servicio médico
-  Lavandería (De pago)
-  Servicio de tintorería
-  Dog friendly (costo adicional)
-  Cafetería
-  Teléfono (salida nacional e internacional)

Casa Andina Select

Strategically located hotels with modern and innovative infrastructure and a proactive service.

Pucallpa	Arequipa
Zorritos	Miraflores
Chiclayo	Tacna
Moquegua	Tumbes

Nuestros servicios

-  Desayuno
-  Spa (De pago)
-  Jacuzzi
-  Room service
-  Restaurante
-  WiFi gratis
-  Concierge
-  Centro de internet
-  Coffee kit
-  Cajero Automático
-  Guardaequipaje (gratis)
-  Servicio médico
-  Lavandería (De pago)
-  Servicio de despertador
-  Salas de eventos
-  Restaurante
-  Teléfono (salida nacional e internacional)
-  Rampas para discapacitados

Casa Andina Premium

Strategically located hotels with highly comfortable facilities and a service oriented to attention to detail

Arequipa	Miraflores
Puno	Valle Sagrado
Cusco	Piura
San Isidro	Trujillo

Nuestros servicios

 Desayuno	 WiFi gratis	 Restaurante
 Concierge	 Room service	 Spa (De pago)
 Piscina temperada	 Gimnasio	 Cajero Automático
 Coffee kit	 Boarding pass printer	 Centro de internet
 Dog friendly (costo adicional)	 Tiendas (Gift shops)	 Peluquería (de pago)
 Lavandería (De pago)	 Masajes (De pago)	 Salas de eventos
 Servicio de despertador	 Guardaequipaje (gratis)	 Teléfono (salida nacional e internacional)

2.2 Vision

"To be the leading Peruvian hotel chain in the world thanks to our collaborators, excellence in service and extraordinary results."

2.3 Mission

"We create experiences that go beyond what the traveler expects."

2.4 Target Audience of the company

The Casa Andina Premium service is aimed at people of socioeconomic level A and B+, who prefer a quality service, and all the comforts that it offers, young people who have the facilities to acquire that service who like the comforts, adults who want to have a relaxing moment on work vacations, or corporate clients who stay at the Casa Andina premium hotels either for work meetings or for business trips.

2.5 Description of the service

Casa Andina offers different services for different audiences, we can find the chain of Casa Andina Standard and Casa Andina Select, however, Casa Andina Premium hotels have a more complete and exclusive accommodation and the services they offer are the following:

- ❖ Breakfast
- ❖ Free WIFI
- ❖ Restaurants
- ❖ Concierge
- ❖ Room service
- ❖ Spa
- ❖ Heated pool
- ❖ Gym
- ❖ ATM
- ❖ Coffee kit
- ❖ Boarding pass printer
- ❖ Internet center
- ❖ Dog friendly
- ❖ Gift shops
- ❖ Hairdressing
- ❖ Laundry
- ❖ Messages
- ❖ Event rooms
- ❖ Alarm Service

- ❖ Keep the bags
- ❖ Telephone with national and international output

In addition to that, it has a list of restaurants to be chosen by customers:

- ❖ Alma bar restaurant
Offers a menu that blends tradition and local ingredients in a modern and international proposal. Buffet breakfast, and a varied menu of national and international dishes of your choice.
- ❖ La plaza grill & bar
La Plaza is the ideal place to meet friends and have a good time. It has strong snacks, hamburgers, main dishes that fuse the best of Peruvian cuisine with contemporary cuisine and the must-see drinks.
- ❖ Sama restaurant cafe
It has a contemporary style where you will find a varied proposal of delicious, healthy and unique dishes. Delicious breakfasts and a tasty lunch in a cozy and comfortable environment.
- ❖ Sama healthy express

3. Strategy and Market Analysis

3.1 Analysis of macroenvironment

3.1.1 Demographic environment

According to the latest population estimates and projections, Peru as of June 30, 2020 reaches the 32 million 625 thousand 948 inhabitants and it is estimated that this number will begin to decrease in 41 years.

Of the total Peruvian population, 16 million 190 thousand 895 corresponds to the male population and 16 million 435 thousand 53 a female population, corresponding to a masculinity ratio of 99 men for every 100 women.

CUADRO N° 1.2
PAÍSES DE AMÉRICA CON MAYOR POBLACIÓN, 2020
(Miles)

Puesto	País	Población
1	EE.UU.	331 003
2	Brazil	212 559
3	México	128 933
4	Colombia	50 883
5	Argentina	45 196
6	Canadá	37 742
7	Perú ^{1/}	32 626
8	Venezuela	28 436

1/ Instituto Nacional de Estadística e Informática-Boletín Especial N° 24.
Fuente: United Nations, Department of Economic and Social Affairs, Population Division (2019). World Population Prospects 2019, Online Edition. Rev. 1.

Source: INEI

The diminishing growth of the population, mainly resulting from the decrease in fertility, leads the country to reach its maximum population in 2061, with a total of 39'793.386 inhabitants.

Departamento	Población			Población máxima	
	1995	2020	2030	Año	Población
Total	24 242 600	32 625 948	35 792 079	2061	39 793 386
Amazonas	375 202	426 806	428 576	2026	430 305
Áncash	1 036 065	1 180 638	1 216 561	2030	1 216 561
Apurímac	416 711	430 736	414 184	2020	430 736
Arequipa	1 006 567	1 497 438	1 755 684	2030	1 755 684
Ayacucho	550 262	668 213	661 885	2021	670 579
Cajamarca	1 368 052	1 453 711	1 417 012	2021	1 455 245
Prov. Const. del Callao	704 064	1 129 854	1 319 706	2030	1 319 706
Cusco	1 127 101	1 357 075	1 439 741	2030	1 439 741
Huancavelica	425 733	365 317	290 010	2004	471 337
Huánuco	719 741	760 267	715 363	2006	787 626
Ica	620 601	975 182	1 189 708	2030	1 189 708
Junín	1 159 999	1 361 467	1 388 418	2030	1 388 418
La Libertad	1 386 270	2 016 771	2 277 363	2030	2 277 363
Lambayeque	1 013 016	1 310 785	1 419 648	2030	1 419 648
Lima	7 001 163	10 628 470	12 214 119	2030	12 214 119
Loreto	789 261	1 027 559	1 087 623	2030	1 087 623
Madre de Dios	77 878	173 811	234 432	2030	234 432
Moquegua	139 967	192 740	211 157	2030	211 157
Pasco	255 024	271 904	252 048	2006	286 112
Piura	1 505 035	2 047 954	2 277 711	2030	2 277 711
Puno	1 174 525	1 237 997	1 148 667	2005	1 303 201
San Martín	618 293	899 648	1 003 377	2030	1 003 377
Tacna	241 795	370 974	430 642	2030	430 642
Tumbes	170 804	251 521	286 684	2030	286 684
Ucayali	359 471	589 110	711 760	2030	711 760

Fuente: Instituto Nacional de Estadística e Informática-Estimaciones y Proyecciones de la Población por Departamento, 1995-2030-Boletín de Análisis Demográfico N° 39.

Source: INEI

ESTIMATED AND PROJECTED POPULATION, 1995, 2020, 2030 AND YEAR IN WHICH THE MAXIMUM POPULATION WILL BE REACHED

3.1.2 Economic environment

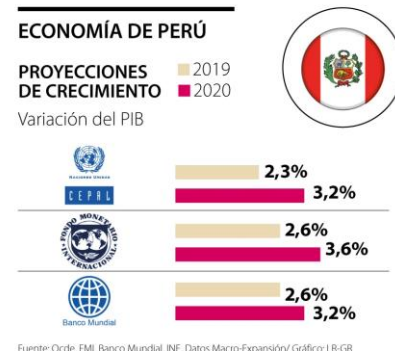
Peru is the 50th economy by volume of GDP. Its public debt in 2019 was 55,897 million euros, with a debt of 27.12% of GDP. Its debt per capita is € 1,719 per inhabitant.

GDP per capita is a very good indicator of the standard of living and in the case of Peru, in 2019, it was € 6,340 euros, which ranks 90th in the table, therefore its citizens have, according to this parameter, a very low standard of living in relation to the rest of the 196 countries in the per capita GDP ranking.

The Peruvian economy closed the year 2020 with a great fall that gave close to 13%, however, according to ECLAC projections, in 2021 it would grow around 9%.

Currently, Peru leads the list of Latin American countries whose economies will experience a greater rebound effect this year.

If it were to happen that the country's economy grows by 9% as seen in the projections, that would make Peru the country with the highest economic take-off in the region, after having led the ranking of the worst regional performance in 2020.



3.1.3 Socio-Cultural environment

In the socio-cultural sphere, Peru has gone through many ups and downs in the last year due to the pandemic, since from one moment to the next the doors of all establishments were closed and quarantine was implemented by decision of the state in order to protect the population . However, overnight the entire population had to stay at home and until today the activities that previously existed have not been reactivated, for example, dance classes, swimming classes, restaurants, discos, outings. to another place that is not inside the house.

Although it is true, there was a time when infections fell and certain socio-cultural activities could be reactivated in a low percentage, dance schools opened their doors for a certain number of students, restaurants opened their doors for a capacity of 50% and of no more than 3 people per table, however, in January 2021, infections increased again and the government decided to extend the quarantine again, thus prohibiting all socio-cultural activities.

3.1.4 Technological environment

Today, the technological environment is highly developed. The country has evolved a lot in this aspect because also due to the pandemic, everything has been digitized, making the majority of the Peruvian population have more contact with technology, since business, studies and other things were put in virtual mode. We realized that classes could be taught to a large number of students through a camera, or held conferences or work meetings. In addition to that, not only due to the pandemic, if not since before, when libraries lowered their number of customers because today they find everything on the internet or in the famous ebooks.

Finally leaving virtualization aside, technological inventions have also had a strong impact, as there are more trends and people are adapting to them in a way that they are becoming more technological.



3.1.5 Political-Legal environment

In the political environment, Peru is categorized as one of the most corrupt countries in Latin America, this undoubtedly plays a lot against the moment that someone wants to invest in a project in Peru, however nowadays, due to increased productivity in Peru, the country decided to improve the laws to facilitate business creation. Laws have been changing the way of creating businesses, hence the support for the economic sector, therefore Peru is qualified for new ventures. Today people in Peru can create their own business online, due to the covid and it is no longer necessary to present so many documents. Legislative Decree 1409 helps entrepreneurs to gain more time, with fewer requirements. These types of laws support the efficiency of national commerce, develop a competitive market and also the quality of life.



3.2 Analysis of microenvironment

3.2.1 Competitors

3.2.1.1 Strategy (4Ps)

Westin



Price

Deluxe Room	S/ 793.00
-------------	-----------

Deluxe Grand Room	S/ 879.00
Deluxe Executive Room	S/ 1,035.00
Suite Presidencial	S/ 2,001.00

Place

Is a direct channel between the company and the customers, is located in Calle las Begonias 450, San Isidro, Peru.

Product

Exclusive hotel with eleven different rooms located in San Isidro with a total of 301 rooms.

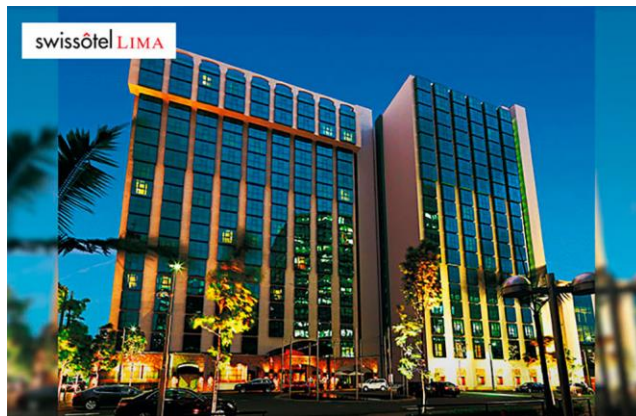
Promotion

Social networks such as instagram and Facebook that are of greater reach are active, in these networks you can see photos of the facilities.

They also offer:

- Discounts on packs
- Discounts in SPA
- Discounts for special dates: Weddings and Valentine's Day.

Swissotel



Price

Doble Business	S/ 549.00
Doble Premier	S/ 597.00
Advantage Room	S/ 618.00
Grand Room	S/ 653.00
Business Suite	S/ 699.00

Place

Is a direct channel between the company and the customers, is located in Av. Santo Toribio 173, Via central 150, Cercado de Lima.

Product

Exclusive Hotel with 5 different types of room located in Cercado de Lima with a total of 345 rooms.

Promotion

Social networks such as Instagram and Facebook that are of greater reach are active, in these networks you can see photos of the facilities, they also have more direct contact with the public, as they share promotions and messages of encouragement after the covid-19 pandemic.

They also offer a tempting promotion:

- By reserving a room through the website, they offer you at the same price a higher level room.
- 20% discount if you go for work.

3.2.1.2 Differentiation

Westin

Differentiation focused on the corporate segment, business tourism, since The Westin Lima Hotel & Convention Center has managed to position this segment. This allows you to increase the price and therefore the profit of the hotel.

Swissotel

They differ by being contemporary hotels designed with the quality and care of Swiss hospitality. They differ by saying that they are Swiss at heart and global by definition. They offer guests the quality of life, vitality, and inner peace they need to explore the world and discover the true rewards of life.

3.2.1.3 Positioning

Westin

Best hotel in Peru in the Tourism and Hospitality sector, especially aimed at the corporate segment.

Swissotel

Classic - Premium International 4/5 stars.

3.2.1.4 Target audience

Westin

Business travelers who enjoy leisure elements of the hotel—what they want and fulfilling those expectations. To do that, Jacobs and his team are zoning in on that traveler's sweet spot, which is helping the brand grow

Swissotel

People of socioeconomic level A and B who want some time to relax and have a good time, and corporate clients.

3.2.2 Consumer behavior

3.2.2.1 Culture:

Casa Andina Culture is to serve their guests with Peruvian warmth, as if they were at home. In comparison to other cultures where the service may be cold and short, Peruvian culture makes the guest feel comfortable and enjoyable since they enter the building.

3.2.2.2 Buying decision Process

1. Need Recognition

Clients have the need to find an accommodation either for a relaxing trip, work or vacation.

2. Information Search

They look for information on what service they want, they put filters in their search for the things they want, for example, close to work meetings, close to tourist places, hotel exclusivity, etc.

3. Evaluation of alternatives

They evaluate the different alternatives of some hotels that they have in mind, these hotels comply with the filters that they have previously seen, for example, they have to choose between Casa Andina, Swissotel or

Westin.

4. Purchase decision

Finally, they choose Casa Andina due to the exclusivity of the hotel and that it offers everything they are looking for at their fingertips. Once the hotel is chosen, they separate a room or a package from the hotel and make a reservation.

5. Post purchase behavior

Finally, they will do a post-purchase evaluation, which means that they will evaluate their total experience in Andean house and see if it met their expectations or if they did not like something about the hotel.

OBJECTIVES, STRATEGIES AND TACTICS

As part of our analysis, we have been able to identify some market problems for Casa Andina, such as:

- Casa Andina Premium hotels have a lot of seasonality during the months from March to June and from August to November.
- Casa Andina does not have partnerships with tourism companies, in the same way it lacks alliances with different important companies in Peru.
- Casa Andina does not have an active presence on social networks, so it is difficult for them to position the hotel as the top of mind of their clients.
- Casa Andina also doesn't have marketing for its older public, so if they don't look for Casa Andina, they would not know the facilities or promotions offered by the hotel.
- Due to the covid 19 pandemic, Casa Andina has not been able to reactivate its income level through OTAS or website.
- Casa Andina doesn't have special promotions such as its main competitions that have discounts for special dates such as Valentine's Day, weddings or others, in spa, or discounts on some packs.

It is for this reason that we have made 3 specific objectives to be able to correct mostly these issues or market problems, for this each of the objectives will have 2 strategies and each of the strategies with 3 tracts, this will allow us to have a greater scope to our solutions.

A) OBJECTIVE 1

Reduce seasonality by increasing the presence of corporate clients from 20% to 40% in the next 12 months by attracting the main companies to host events / accommodations at Casa Andina.

STRATEGY 1

Make alliances with stakeholders in the industry, airlines, tourism companies. The alliance will consist in offering exclusive prices to the customers referred by them.

Tactic 1:

Define a work plan with travel agencies and airlines in which it is established: the quota of clients that they would help us cover, the discounts and exclusive services designed for that group of clients.

Tactic 2:

Make alliances or partnerships with airlines such as LATAM, which also offers ticket sales, travel packages which include tickets + accommodation + tourism.

Tactic 3:

Make partnerships with tourist places and transport to facilitate the tour of visitors: Casa Andina Premium Cusco, will enter into a partnership with Peru Rail and Inca Rail, which is the best known Cusco train, and will offer promotions that include accommodation at the Hotel.

STRATEGY 2

Make alliances with corporate companies, so that every time they need where to stay or where to make strategic plans, the company suggests us as key partners that they can trust and will receive outstanding attention.

Tactic 1:

Make alliances with different companies to carry out sane activities to strengthen the union of their employees and strengthen ties before they can carry out a strategic plan for their company at the hotel Casa Andina Premium.

Tactic 2:

Create alliances with different companies so that they reward their sales forces in the Casa Andina hotels.

Tactic 3:

Offer corporate rates so that if for any reason of work an employee of a company with which we have a partnership has to travel to a department for work or a meeting, they can be installed in a Casa Andina Premium suite.

B) OBJECTIVE 2

Increase the brand awareness that covers 80% of the customers to become top of mind of customers through awareness strategies in a period of time of 8 months.

STRATEGY 1

Invest more in social media. Nowadays social media for teenagers is really important in their life. They can spend hours traveling in different apps to see what's new, gossip, photos, videos, even news. One strategy that Casa Andina Premium can apply is paid sponsors, daily raffles and creation of hashtags for clients and future customers to interact with the brand.

Tactic 1:

Paid ads in social network, where is most of our public. For example Instagram you can pay for your brand to appear as publicity in the feed of the instagram users, as well in

youtube you can pay for 5 seconds of ad before a video start playing, in addition, having brand ambassadors so that our younger audience feels attracted and identified.

Tactic 2:

Raffles are well appreciated by the teen target. Creating raffles in social media for free meals, all-inclusive and free weekend package make not only the actual followers of the page to participate, but other people too.

Tactic 3:

Hashtag creation. The company should launch a hashtag for the customer that visits the hotel to use when they upload pictures, stories, etc. This hashtag could be a free drink or dessert for the customers. In this way guests win a free product while they make publicity of the hotel on the internet.

STRATEGY 2

Our second strategy will be based on the older public. As we know, the percentage of people around 55 who have facebook or instagram accounts and are daily active on it is very low. That is why our second strategy is mailing. For our previous clients we will send mails informing about promotions, discounts if they are frequent clients, also what is new in the hotel, new projects, new destinations, etc. Also to attract future clients. Casa Andina can join with family Rodriguez-Pastor brands like Plaza Vea, Papa Johns, interbank, Dunkin Donuts, etc. As a strategy we will use this companies to extend our target and create promotions.

Tactic 1:

Work with other family (Rodriguez-Pastor) owned companies like Interbank,. Plaza Vea , Dunkin Donuts, Inkafarma, etc to increase the target.

Tactic 2:

Mails for previous clients offering them discounts, promotions, new destiny's, news, etc.

Tactic 3:

Reach our elderly guests quickly and efficiently through different talks, activities or activations where we will talk about the luxury facilities and accommodation that Casa Andina Premium offers them.

C) OBJECTIVE 3

To increase sales by 45% in the next 12 months by reactivating 80% of Casa Andina consumer's influx through OTAS presence and Casa Andina website.

STRATEGY 1

Use OTAS, in order to gain exposure and to diversify the ways a consumer can book our service.

Tactic 1:

By considering features such as cost, target market, experience and functionality we will choose the right OTA for every Casa Andina service

Tactic 2:

To evaluate the payment method, the cancelation policy, check out, checking, and the OTA vs direct sales differentiation.

Tactic 3:

To manage the brand image by paying close attention to the comment clients are leaving in the comments sector of every OTA.

STRATEGY 2

To position Casa Andina on the top pages of the different search engines when clients look for hotels to stay, by using SEO, SEM, social ads.

Tactic 1:

To use SEO strategy to positionate organically Casa Andina on the top page searches. To do this, we will identify the key words and an outstanding user experience and user design strategy.

Tactic 2:

To use paid strategies such as SEM and social ads to position Casa Andina in the top searches. To do so we will use a well developed segmentation to optimize the budget.

Tactic 3:

Apply data analytics to understand online users behaviors as well as well as to identify well established strategies and to identify the ones that are not adding value for the consumers.

4. Segmentation strategy, positioning and target audience

4.1 Segmentation Strategy

Segmentation is done in a practical way at Casa Andina. Hotels already have a type of profile designed for the type of traveler. Depending on the reason for the trip and/or budget, the consumer can choose between Standard, Select and Premium. They mainly target people from the socioeconomic level A and B, because they have medium to high acquisition power, which means greater possibilities of taking into consideration Casa Andina.

Regarding direct competences, the Westin hotels for example, is also focused on similar socioeconomic levels, A and B. However all the perception, culture, and the environment are focused from diverse points of view, Casa Andina tries to highlight the peruvian culture in every service they offer.

❖ Geographic segmentation

The guests come from all over the world such as England, Spain, Russia, the United States, China, among others.

Casa Andina, founded in February 2003, focused on providing guests with a travel experience. They integrate the particularities of each destination where they are located from architecture, decoration, gastronomy, activities and music, thus offering visitors a unique travel experience. They currently have 3 brands, Select, Classic and Private Collection, and they are also a team of approximately 1000 employees. The first hotel to open Casa Andina Classic - Miraflores San Antonio, which opened its doors in April 2003. Then followed hotels in Cusco and other destinations in southern Peru under the Classic brand. In 2004 they launched the Private Collection brand with the hotel in Valle Sagrado, Cusco. Since then they have developed an explosive growth rate, opening an average of 3.5 hotels or 200 rooms per year. In 2012 they launched the Select brand oriented to the corporate segment, with a hotel in Miraflores. They currently have a portfolio of 22 hotels under the 3 brands: Private Collection, Select and Classic; distributed in the cities of Tumbes, Chiclayo, Chachapoyas, Lima, Chinchu, Nazca, Arequipa (and Colca), Cusco (and Sacred Valley) and Puno, (and Isla Suasi).

❖ **Demographic Segmentation**

Aimed at international tourists of both genders from 25 to 65 years old, belonging to a high socioeconomic level who travel for business and leisure. They also have a adventurous lifestyle, that's why they enjoy traveling, however they also enjoy comfortable staying in the facilities they choose to stay in. Our target must value the user experience designed by Casa Andina, which will be focused on offering them a quiet stay and in which in each space they can reconnect with the Peruvian culture

❖ **Psychographic Segmentation**

Focused on tourists who have a high purchasing power who seek pleasure and comfort in a luxury hotel without reaching the eccentricities, security and a good environment to fraternize with different activities that the hotel can offer. These modern and sophisticated people are characterized by the constant use of technology combined with an environment of human warmth, an ideal

combination between the automated and the human. These tourists also seek respect for each other and the cultural differences that may exist.

❖ **Behavioral Segmentation**

The guests choose to always go with a reservation because they plan their entire trip, they usually stay on average 4 nights as they seek to experience everything that Cusco can offer them. Guests traveling for business tend to stay 2 to 3 nights and seek quality in the hotel's internal services since they only leave the hotel for business meetings.

According to Casa Andina CEO, Juancho Stoessel, what their clients look for is “Today we see a very marked trend in the preferences of tourists: focus on experience. Tourists are not just looking to add one more place to their visit history but they want to have authentic and unique experiences. For tourists, part of living unique experiences in Peru is knowing the citadel of Machu Picchu, tasting our renowned gastronomy and being able to delight the different natural landscapes that we can offer. In addition, they are no longer looking only for a hotel that has a good location and service, but they want to know what is behind the brand that receives them, what story it tells. In this sense, at Casa Andina we no longer only seek to exceed the expectations of our clients in terms of their accommodation and the “what to do” in the hotels, but we also want to be more and more transparent with our usual personality as a social and environmentally responsible and a company hyper passionate about Peru.”

4.2 Positioning

Position Casa Andina in such a way that the highest percentage of people who want to travel within Peru, take Casa Andina as their first option, thus making it top of mind for consumers. In addition, being the first hotel with the highest number of agreements with both national and international companies, where companies feel that the best place to send their employees either to put together strategic plans or as prizes, think of Casa Andina Premium as the first option.



4.3 Target audience

The target audience of Casa Andina Premium will be (1) people between 21 and 65 years old from the socioeconomic sector A and B, who have purchasing power and who want to relax and enjoy a service in detail.

(2) Corporate clients who need hotel facilities to carry out strategic plans or accommodation for work, where they are looking for a service oriented to detail with added values.

According to his CEO, Juancho Stoessel, about their target “Being a multi-segment, multi-brand and multi-destination chain, I would have to say that it all depends on which destination and brand we are talking about. Our main nationalities of guests are Americans and Peruvians, aged between 37 and 57 years. Casa Andina del Norte hotels have a higher penetration of young Peruvians from the corporate segment. On the other hand, our hotels in the south of the country have a higher proportion of Americans and

Europeans in the inbound tourism segment than in many cases have Peru on their “bucket list”.”

5. Marketing Plan

5.1 Product



5.1.1 Service variety

5.1.1.1 General Public

We will keep the service to the general public (people between 21 to 65 years old) the same, because we consider that Casa Andina Premium provides an excellent service with attention to detail and that must be maintained that way.



3.1.1.2 Business Companies

The service to companies will be given in a different way than the others, because in this service, so that there is a profit for both Casa Andina and the companies that trust us to send their employees, a personalized service will have to be offered, where activities will be carried out for corporate clients where before their meetings to plan strategic or discuss important matters of your company, the first days rope activities will be carried out, which will create a bond between clients and that will make later develop your meetings in a more efficient and committed way.

In addition, we also offer service for companies so that if for any reason an employee of your company needs to go to a department where there is a Casa Andina hotel, they can stay with access to all facilities, and breakfasts included.

Packs for activities of strengthen the union of employees:

Cusco Pack: Tour of Caminos del Inca and tour of the most important places.

Mancora Pack: Extreme sports in the sea and fun guaranteed all included.



5.1.1.3 Airlines and Tourism Companies

The service will be given directly to tourism companies and airline companies that offer packages to their frequent clients in low seasons (LATAM), to these companies we will sell certain quantities of rooms at a lower price since they buy rooms by quantity for a number of dates.



5.1.2 Quality

Although it is true that Casa Andina Premium hotels are characterized by always providing a quality service, this will multiply when performing more personalized

services such as companies, in which quality must be one of the key factors for Casa Andina to achieve its maximum level.

5.2 Price

5.2.1 List prices

Habitaciones Casa Andina Premium Miraflores	Precio por noche	
	Desde	Hasta
Habitacion tradicional Twin	S/.435.00	S/.483.00
Habitacion superior Twin	S/.483.00	S/.489.00
Habitación Superior Matrimonial	S/.489.00	S/.543.00
Suite Matrimonial	S/.652.00	S/.720.00
Senior Suite	S/.724.00	S/.805.00
Suite Imperial	S/.942.00	S/.1,046.00

Habitaciones Casa Andina Premium Piura	Precio por noche	
	Desde	Hasta
Habitacion superior Twin	S/.309.00	S/.344.00
Habitación Superior Matrimonial	S/.309.00	S/.344.00
Junior Suite	S/.403.00	S/.448.00

Habitaciones Casa Andina Premium Cusco	Precio por noche	
	Desde	Hasta
Habitacion tradicional Twin	S/.356.00	S/.417.00
Habitacion Superior Triple	S/.534.00	S/.625.00
Habitación Superior Matrimonial	S/.356.00	S/.417.00
Suite Matrimonial	S/.481.00	S/.566.00

Habitaciones Casa Andina Premium Valle Sagrado	Precio por noche	
	Desde	Hasta
Habitacion tradicional Twin	S/.482.00	S/.676.00
Habitacion superior Triple	S/.723.00	S/.1,015.00
Habitación Superior Matrimonial	S/.482.00	S/.676.00
Suite Matrimonial	S/.677.00	S/.869.00
Habitacion Villa Matrimonial	S/.560.00	S/.786.00
Habitacion Villa Doble	S/.560.00	S/.786.00

These are the prices and rooms of the Casa Andina Premium hotels that we will mention below. These prices in the regular rate will not change, however, it is necessary to keep this in mind for the part of discounts and promotions.

5.2.2 Discounts

General Public

Casa Andina will maintain its normal rates to its general public because until today it has worked well, in addition, it is related to the prices of its main competitions, which are within the same price ranges.

Business companies

In the case of partnerships with companies, they must pay a higher price because the service is exclusive for their employees and it is a quality service with minimal detail.

Airlines and Tourism companies

Casa Andina will sell rooms wholesale to tourism companies, airlines and 2 train companies in Cusco, for the same reason that it is selling a high number of rooms for a period of time, the rooms are left at a lower price, because Casa Andina will be gaining more demand and they will have more income.

5.3. Place

5.3.1 Channels

The hotel field faces challenges such as competitiveness and innovations in information and communication technology, which consequently causes consumers to be more demanding. Hotels can use only the direct channel to reach their consumers due to its feature that any consumer should go to the establishment if he/she is interested in acquiring the service. However, we can also consider the online booking, for example if a tourist is interested in visiting a peruvian city, let's call it Cusco, he can make the

reservations through its cell phone by using the mobile application the hotel could have. Online channels and other digital channels became diversified, allowing consumers more options for varied and intense use of the available channels, generating constant changes in user preferences and greater control in the process of orientation and purchase of goods and services. Even before Covid-19, online channels were taking more importance in the hospitality field, it allows the business to anticipate abrupt changes the market can get, so they can reduce seasonality by using OTAS or apps that help them with the booking of weeks or months in advance.

Regarding Casa Andina they have a direct sales channel, which is when the customer uses the service at the same hotel, but they have also been able to adapt to sales through WhatsApp, website, and delivery applications. We strongly recommend to allocate more resources on online channels, as global pandemic has shown, the future is on digital services, and this does not mean to forget about physical channels, but to understand

On the other hand, when we sell our rooms to airlines, tourism companies or trains in Cusco, our channel changes, since it is no longer a direct channel where the service for Casa Andina to customers, but it becomes a channel indirect where our rooms become part of another company and this other company is in charge of selling them in different packages to generate more sales.

5.3.2 Coverage

Casa Andina hotels covers a great part of the peruvian main peruvian touristic cities, those are Arequipa, Chiclayo, Chinchu, Colca, Cusco, Lima, Machu Picchu, Miraflores, Moquegua, Nasca, Piura, Puno, Pucallpa, Tacna, Talara, San Isidro, Trujillo, Valle Sagrado, Zorritos. We suggest to expand to some other touristic cities, like the ones that are in the forest for example, we hardly believe that is a good opportunity to expand horizons, besides, some other great hotels chains have already presence in those cities an everything is going well, which shows the good opportunity it means for Casa Andina to implement some hotels there.

5.3.4 Transport

Currently, Casa Andina does not offer the transportation service from the airport, however we strongly believe this is a feature they should add as soon as possible. This service is a differentiation point for the hotels, because it is part of a complete service. When a future client needs some help

5.3.5 Location

While it is true we are carrying out strategies that apply to all Casa Andina premium hotels, which are 8 around Peru, there are promotions or sales that will be made in a destination. For example, the same activities for companies will take place only in Cusco, in the Sacred Valley, and in Piura. Another clear example is the issue of the partnership with Peru Rail or Inca Rail, which will take place only at the Casa Andina Premium Cusco and Casa Andina Premium Valle Sagrado hotels.

5.4 Promotion

5.4.1 Sales promotion

Sales promotion stimulates demand for the service and increases brand awareness. That's why we've created limited offers to generate new leads and keep existing customers engaged.

- Couples package
- Birthday discount 20% discount
- Discounts for Valentine's Day
- Discounts for the purchase of 2 or more rooms
- Packages for frequent customers
- Social media discounts (coupons or promotional codes)
- Raffles where you can win from a free buffet to an all-inclusive, all-paid stay on your next visit.
- Holiday promotions
- Gifts
- Contests

- Reward points
- Special prices
- First-purchase coupons
- Hashtag creation

5.4.2 Advertising

In times where technology is increasingly present in the world and has evolved very quickly in people, advertising has become that best friend for companies. This tool contributes to the knowledge and positioning of the products or services in the market, at present there are many means to carry out advertising; the presence in the network is one of them, but without abandoning the traditional advertising that continues to be of great importance for companies, whose business requires a physical headquarters.

Due to the pandemic, advertising in companies has been affected, but the importance is in sustaining the advertising activity, at least as far as possible and not “disappearing” completely from the mind of the consumer. A study by the UPC University confirms that the crisis has allowed and is allowing some companies to improve their social position and corporate image. And this "engagement" always has an effect, at some point in time, even in the medium or long term, on the sales of the brands' products and services. Sustaining advertising, although changing the type of strategy has fulfilled its role, in addition to fulfilling a fundamental social role through the actions developed. Many other brands, on the contrary, have not been able or decided to carry out actions or campaigns of this type, of a corporate nature and linked to the COVID-19 crisis. However, because of the crisis, they have chosen to withdraw their advertising investment and their entire line of communication of services and products.

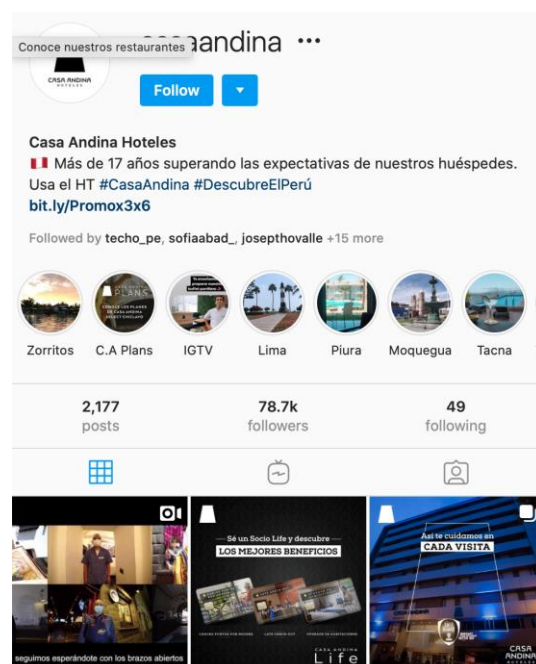
Advertising campaigns will be carried out through social networks and mailing, since we have 2 audiences, the youngest who are active in social networks will be able to receive advertising through instagram and facebook, which are the most used and interactive social networks today Over there you can see how you can reserve a room through the web, promotions, discounts, dynamics, in this way we will attract part of our public to want to try the facilities of Casa Andina Premium.

On the other hand, we have our older audience, which does not have much knowledge of social networks, however they like advertising by mail and in this way they also find out about promotions or discounts for special dates that may exist.


Casa Andina's facebook



Casa Andina's Instagram



Casa Andina's LinkedIn



Casa Andina Hoteles
Hacer que el Perú supere toda expectativa
Hostelería · Lima, Lima · 49.421 seguidores

38 personas de tu universidad trabajan aquí · 700 empleados

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Acerca de

30 hoteles - 30 restaurantes - 18 destinos Somos una cadena hotelera peruana fundada en el 2003 enfocada en proporcionar a nuestros huéspedes una experiencia auténticamente local bajo 3 marcas: Standard, Select y Premium. Por más de 16 años de exitoso desempeño, nos hemos convertido en la cadena hotelera más ... [ver más](#)

[Ver todos los detalles](#)

Casa Andina's Twitter



Casa Andina Hoteles
4.111 Tweets

Casa Andina Hoteles
@CasaAndinaHotel

Más de 17 años superando las expectativas de nuestros huéspedes - 30 hoteles en 18 destinos del Perú - Usa el HT [#CasaAndina](#)

📍 Peru 🌐 casa-andina.com/es/home?partne... 📅 Se unió en marzo de 2009

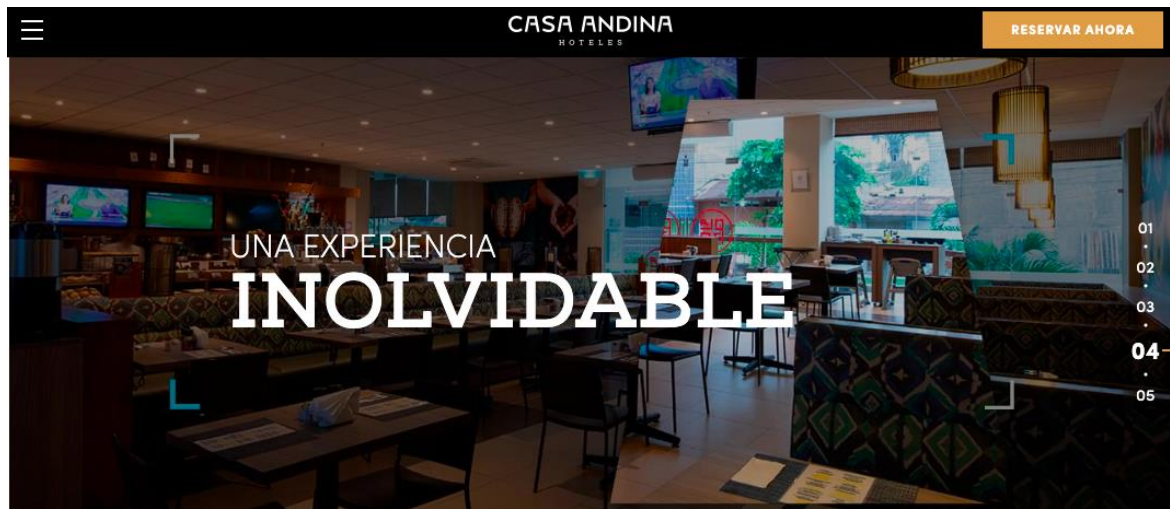
44 Siguiendo 6.621 Seguidores

Ninguna de las cuentas que sigues sigue a este usuario

[Tweets](#) [Tweets y respuestas](#) [Fotos y videos](#) [Me gusta](#)

Casa Andina Hoteles @CasaAndinaHotel · 11 may. 2020
Casa Andina Hoteles comprometido con sus huéspedes y colaboradores está elaborando procedimientos integrales de salud y seguridad que serán certificados por Bureau Veritas [#ViajaSeguroConCasaAndina](#) [#SeguridaddeTodos](#) [#Certificación](#)

Casa Andina's web page



5.4.3 Sales force

With regard to the sales forces, we will have trained personnel who will be in charge of carrying out activations in the Regatas Lima and Club El Golf clubs, in this way we can also reach the greater public in a more personalized way, because by doing this the forces personnel Sales will be responsible for providing information about the accommodation, facilities, activities that can be carried out, and some promotions and discounts that they can access.

5.4.4 Public relations

Casa Andina's public relations is a point that will be changed to make it more efficient, since it is in charge of managing communication, interaction and the image that the hotel projects to consumers, although it is true, Casa Andina has good image and has won many awards for it, it is not enough, because someone has to better handle the subject of public relations and interact in a participatory and direct way with the different clients, this can be signaled through social networks where people have more time on screen, however for the older public, they may be in charge of going to perform

activations at different clubs, where they talk to their older public about the things that Casa Andina has that make it considered the best hotel in Peru and Latin America.

Interview to Casa Andina's CEO at Economía journal



°Social responsibility

On the other hand, Casa Andina will carry out social responsibility due to the covid 19 pandemic, as this has left many people without work and without money to buy their basic needs, that is why as Casa Andina Premium has 5 restaurants, one of them They will be dedicated to putting together menus and taking them to the most distant towns.



Información sobre protocolo de seguridad en la página web de Casa Andina

5.5 Process

5.5.1 Customer focus

We will leave the focus on the client as it is currently Casa Andina, because this hotel has always been characterized by providing detailed customer service and we want it to continue to be maintained that way.

5.5.2 Business led

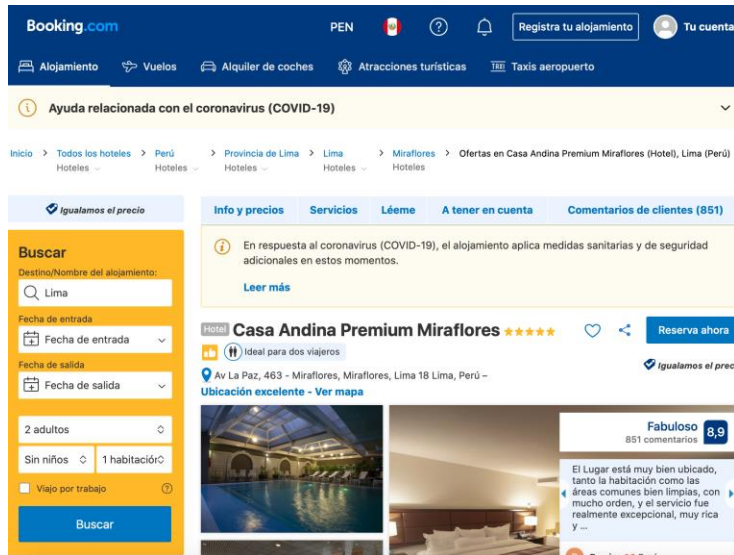
Casa Andina's care process will change as the service passes from us to tourism companies and from them directly to the consumer. Casa Andina will invest in these companies to help them achieve more sales to achieve the desired results based on their business needs. On the other hand, as it is an indirect service, Casa Andina provides Latam with the power of the rooms sold so that it is in charge of selling them in different packages.

Once the service passes from our hands to those of another company, these are directed and managed, as is the case with LATAM, tourist companies, Inca Rail and Peru Rail.

5.5.3 IT support

The experience of an OTA should be taken into account when choosing platforms. do an analysis and statistics of How many reservations provide the OTAS, How long has the OTA been present in your market of interest ?.

In addition, when developing SEO, SEM, social ads strategies, it will be customer-focused, and to design WOW moments, we will apply UX / UD.



Casa Andina

Empresa



Casa Andina es una cadena de hoteles peruana, conformada por capitales netamente peruanos. Además de los hoteles, opera también los Restaurantes: Alma Bar Restaurante, La Plaza Bar & Grill y Sama Restaurante Café. [Wikipedia](#)

Tipo: Cadena de hoteles peruana

Propietario: Intercorp

Fundador: Juan Stoessel

Fundación: 2003

Marcas: Casa Andina Standard; Casa Andina Select; Casa Andina Premium

Sede: Lima, Perú

Anuncio · www.casa-andina.com/

Hoteles Casa Andina Perú® - Casa Andina Hoteles®

Reserva en uno de Nuestros 30 Hoteles y Conoce Perú con Nosotros. Te Esperamos! Reserva por Nuestra Web y Obtén Beneficios Exclusivos para tu Estadía. Todos los medios de pago. Mejor Tarifa Online. Web Oficial.

Select Pucallpa - PEN 186.00/noche - Por tiempo limitado · Más ▾

Nuestros Hoteles

Tenemos 30 Hoteles Casa Andina a tu Disposición

Paquetes de Noches

Reserva 3 o 6 Noches
Úsalas cuándo quieras en 29 Hoteles

Novo

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Llegada Salida

1 habitación 2 huéspedes **Buscar**

Alojamiento **Puntuación** **Ubicación** **Más filtros**

☐ Hotel ☐ Casa / Apartame... Todo Casa And... Elegir

Casa Andina Premium Miraflores

★★★★★ Hotel

Elección popular

Miraflores, a 0.4 km de: centro de la ciudad

9.0 Excelente (1553 opiniones)

Despegar

Desayuno gratis · Paga en el hotel

S/. 394 **Ver oferta >**

Booking.com

S/. 395

Nuestro precio más b...

S/. 394 Despegar

5.5.4 Design Feature (Customer experience/ WOW moments)

General public

The experience of Casa Andina consumers has always been expected, and it is something we want to keep that way, as it is very important for customers who have already gotten used to such a good service, do not feel that it is changing, Casa Andina has always tried to add value to its service, it can be with free welcome cocktails, or with some amenity in the room to make your stay pleasant.

Corporate clients

The personalized service to the different companies will lead the employees of the different companies to carry out activities to strengthen ties between them and have fun on the way doing different activities according to the destination, which can be Cusco, Sacred Valley and Piura.

In addition, in the awards to the sales forces of the companies with which we have a partnership, we will offer the client and their guest an unforgettable experience in the 3 days of stay, providing them with personalized and predictive attention.

Finally, if a corporate client has the need to travel to a department by work, the consumer experience will be pleasant and different from any business stay, since they will not only have access to the hotel facilities, but will also carry out 2 activities of their own of the place where they are.

Cusco: Tour of the main tourist attractions, Bungee jumping or Inca Trail tour.

North: Activities in the ocean.

5.6 Physical environment

5.6.1 Photographs

Casa Andina will provide a photography service to all the guests of its premium hotels, in this way it will generate pleasant memories for its clients that they can save and remember. Once this is done, loyalty will be generated by the service which will make your visit more pleasant and full of fun that you can remember.

5.6.2 Awards

Casa Andina will carry out competitions in its different hotels from time to time, which will make it more dynamic, this will generate greater demand so that for more

motivation, there will be prizes that could be from a free buffet to one would be all paid for your next travel at any Casa Andina (Standard, Select or Premium).

5.6.2 Certificates

On the other hand, for rope activities that will be exclusive for executive clients, a certificate will be awarded at the end of the 2 days of activities detailing the activities carried out and will be thanked for your participation and trust.

5.6.3 Promotional photos

Promotional photos on mailing or social media

Other physical evidence is undoubtedly the photos that are used both on social networks and on the website to promote the facilities and rooms and luxuries of the Casa Andina Premium hotels. In addition, we also consider the photos of the hotel and facilities that we will send to our target audience by email, where the latest promotions, packages and discounts will be detailed.

Promotional photos to companies

In addition, we also count as physical evidence the photos that we send to the different tourism companies, or to the LATAM airline or Peru Rail or Inca Rail, which are exclusive photos of Casa Andina that will be used for these companies to use to promote their special packs and discounts.

5.6.4 Raffle

As we mentioned before, there will be raffles to win some prizes, and these raffles will have rules, which will be considered as physical evidence, which are likes, comments, tags, shares and those who follow the Casa Andina page on social networks using Instagram as our main social media raffle source. In addition, These raffles will increase

the followers of the page and will allow to have a more dynamic audience in social networks.

5.6.5 Social media

Last but not least, there is physical evidence that is very important for socially active companies and that is that frequent contact with customers is of the utmost importance, therefore, we have determined as physical evidence the different surveys that will be carried out by networks social, the photos that we upload both as posts and stories and everything that can be used as digital marketing for the hotel.

5.7 People

Casa Andina has a great community behind the company which includes:

- Personnel trained to perform these adventure or extreme sports and trained to have direct contact with clients.
- Marketing area especially community managers and digital sellers.
- General public who want constant communication through social networks such as instagram who want to participate and enjoy one of Casa Andina's Premium services.
- Hotel staff from the marketing area and human resources to have the customer database and send them emails.
- Clients who do not interact or do not have an account on any of the social media pages such as Facebook and Instagram, and who must be reached through emails or direct marketing.
- VIP clients interested in the growth of the brand and the new services it will offer.
- SEO, SEM, and social ads will be developed by marketing experts, a design and user experience expert, and a web developer.

6. Conclusions

- ❖ In conclusion, Casa Andina has a well developed integrated marketing plan, because they already have a friendly and easy to use web page, where consumers can book, but also they have presence in almost all social media and OTAS, considering the ones that better fits with their target. About that they have reservation and cancelation policy which is strict, no matter what is the medium the consumer books its bedroom. About the web page, since it can be the first contact Casa Andina have with future clients and therefore it serves as a channel for recruitment and loyalty, Casa Andina has created a customer-centric design, with a simple interface, with clear information that adds value to the user and that is easy to navigate. In addition, having a website where consumers can book directly, see frequently asked questions, see opening hours, is very useful for the user.
- ❖ Even though Casa Andina manages high prices for almost all their services, it is well segmented into three services: premium, select and standard. Each of them has unique characteristics that justify the price. Each service and feature is thought based on the needs the target could have.
- ❖ Casa Andina has channels that have been adapted to the context of the Covid-19 pandemic situation, taking that into consideration, Casa Andina has an outstanding disinfection and cleaning process, which can bring calm to Casa Andina's customers. One of the sectors most affected by the pandemic was the hotelier, but Casa Andina has managed to fit in very well, developing strict security protocols that can encourage customers.
- ❖ Regarding physical evidence, the restaurant has strategically designed its locale for it to generate a positive impression on the consumer moreover the strict cleaning protocol, Casa Andina has always been recognized for the protocols they have to maintain its places as clever as possible. Photos and ratings provided by pages like TripAdvisor also account as evidence of the service.

7. Recommendations

- ❖ As a group, we recommend Casa Andina give more power to social media as it is a very important tool nowadays, specially for sharing and knowing your target.
- ❖ Also, we recommend joining other brands, not only the ones managed by the same family, but travel agencies, otas and even influencers for the brand to expand not only just the target they already know, but others.
- ❖ As being a Peruvian brand, Casa Andina could also expand into the sport area. Publishing ads in the national stadium when Peru national team plays against other countries, make future international clients.
- ❖ To keep their employees motivated and with a positive attitude towards daily tasks and the work they do; it is key that all the processes in which they are involved are more productive.
- ❖ The enterprise could focus on developing and launching innovative products and services which can later serve as content for press notes. This regarding public relations strategy, considering that great part of their target are corporate clients who pay close attention to what specialized journals said about the services they are getting, moreover avoiding cognitive dissonance about whether they made the right decision when staying at the Casa Andina hotel, will help maintain the i
- ❖ Measure the tactics in percentage so that we know how much of our strategy will cover that tactic, in the same way also measure the strategies in percentage to know how much that strategy will cover the main objective.
- ❖ About the online presence, OTAS for example we propose to be aware of each comment, whether positive or negative, that there is on their part, and follow up by commenting on each one, to provide post- purchase customer service.

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ANEXO 1 – Presentation of the project



MISSION

We create experiences that go beyond what the traveler expects.

VISION

To be the leading Peruvian hotel chain in the world thanks to our collaborators, excellence in service and extraordinary results.

CULTURE

Casa Andina Culture is to serve their guests with Peruvian warmth, as if they were at home. In comparison to other cultures where the service may be cold and short, Peruvian culture makes the guest feel comfortable and enjoyable since they enter the building.

BUYING DECISION PROCESS



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graph TD; A[Need recognition] --> B[Information search]; B --> C[Evaluation of alternatives]; C --> D[Purchase decision]; D --> E[Post purchase behavior];
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FIRST OBJECTIVE

Reduce seasonality by increasing the presence of corporate clients from 20% to 50% in the next 12 months by attracting the main companies to host events / accommodations at Casa Andina.

SECOND OBJECTIVE

Increase the brand awareness that covers 80% of the customers to become top of mind of customers through awareness strategies in a period of time of 8 months

THIRD OBJECTIVE

To increase sales by 45% in the next 12 months by reactivating 80% of Casa Andina consumer's influx through OTAS presence and Casa Andina website.





FIRST OBJECTIVE

Reduce seasonality by increasing the presence of corporate clients from 20% to 40% in the next 12 months by attracting the main companies to host events / accommodations at Casa Andina.

Obtener Cor

STRATEGY 1: Make alliances with stakeholders in the industry, airlines, tourism companies. The alliance will consist in offering exclusive prices to the clients referred by them.	TACTIC 1: Define a work plan with travel agencies and airlines in which it is established the quota of clients that they would help us cover, the discounts and exclusive services designed for that group of clients.
	TACTIC 2: Make alliances or partnerships with airlines such as LATAM, which also offers ticket sales, travel packages which include tickets + accommodation + tourism.
	TACTIC 3: Make partnerships with tourist places and transport to facilitate the tour of visitors: Casa Andina Premium Cusco, will enter into a partnership with Peru Rail, which is the best known Cusco train, and will offer promotions that include accommodation at the Hotel.
STRATEGY 2: Make alliances with corporate companies, so that every time they need where to stay or where to make strategic plans, the company suggests us as key partners that they can trust and will receive outstanding attention.	TACTIC 1: Make alliances with different companies to carry out same activities to strengthen the union of their employees and strengthen ties before they can carry out a strategic plan for their company.
	TACTIC 2: Create alliances with different companies so that they reward their sales forces in the Casa Andina hotels.
	TACTIC 3: Offer corporate rates so that if for any reason of work an employee of a company with which we have a partnership has to travel to a department for work or a meeting, they can be installed in a Casa Andina Premium suite.

TACTICS STRATEGY I

 <p>1. Define a work plan with travel agencies and airlines in which it is established: the quota of clients that they would help us cover, the discounts and exclusive services designed for that group of clients.</p> 	<p>PLACE</p> <p>Channel:</p> <p>It is an indirect channel, because the company offers a certain number of rooms or packages at a special price to tourist companies that are responsible for providing those services with a lower value to the different consumers who are willing to pay that price for the facilities of Casa Andina plus the additional that the tourist package can offer you.</p>	<p>PRICE</p> <p>The rooms that are sold to tourism companies will be sold at a lower price since these companies buy rooms in bulk to be able to sell them in tourist packages at a lower price.</p>	<p>PROCESS</p> <p>Business led:</p> <p>The Casa Andina service process changes with this tactic, as the service passes from us to the tourism companies and from them directly to the consumer. C.A invest in in these companies that help them reach more sales to achieve the desired results based on their business needs.</p>
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<p>2. Make alliances or partnerships with airlines such as LATAM, which also offers ticket sales, travel packages which include tickets + accommodation + tourism.</p>	<p>PLACE</p> <p>Channel:</p> <p>Indirect channel, due to the fact that the company offers a certain number of rooms or packages at a special price to the LATAM company, which will be in charge of providing those services within packages that include flight tickets + stay in a destination (LATAM will provide these package promotions to frequent customers).</p>	<p>SERVICE</p> <p>The service provided would be directly for Latam of sales of a number of rooms so that they can sell them to their frequent clients.</p> <p>PROCESS</p> <p>Business led</p> <p>Being an indirect service, Casa Andina provides Latam the direction of the rooms sold so that they are in charge of selling them in different packages.</p>	<p>PRICE</p> <p>The rooms will be sold at a lower price for LATAM due to a partnership and that they are buying a large number of rooms.</p> <p>PHYSICAL EVIDENCE</p> <p>The physical evidence that will be granted are the photos that Casa Andina Premium will provide to LATAM so that they can put them in their promotions.</p>
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3. Make partnerships with tourist places and transport to facilitate the tour of visitors: Casa Andina Premium Cusco, will enter into a partnership with Peru Rail and Inca Rail, which is the best known Cusco train, and will offer promotions that include accommodation at the Hotel.	PLACE This tactic will be applied at Casa Andina Premium Cusco, because it is the destination that has the most demand in train promotions due to Machu Picchu and Valle Sagrado.	SERVICE The service offered would be directly to the aforementioned train companies so that they can sell them in special packages from their company.	PRICE As it is a b2b service, the price due to a partnership with the companies is lower.
	PROMOTION What the train companies will do is offer Casa Andina accommodation at a lower price, for the purchase an exclusive train ticket.	PROCESS Business led Once the service passes from our hands to those of another company, they are directed and managed by Inca Rail and Peru Rail.	PHYSICAL EVIDENCE The physical evidence is the photos that Casa Andina provides to the Inca Rail and Peru Rail companies of their facilities so that these companies can promote the hotel in their promotions.

TACTICS STRATEGY 2

I. Make alliances with different companies to carry out sane activities to strengthen the union of their employees and strengthen ties before they can carry out a strategic plan for their company at the hotel Casa Andina Premium.	PROMOTION Cusco Pack: Tour of Caminos del Inca and tour of the most important places. Mancora Pack: Extreme sports in the sea and fun guaranteed all included.	SERVICE Sane activity packages plus meeting room for strategic plans and luxury rooms for corporate companies.	PRICE The price will be discussed directly with the company that requires the services and being an agreement and offering a personalized service to its employees the price will be higher.
	PLACE Casa Andina Premium Cusco, Valle Sagrado - Mancora hotel will have different activities for the different companies, which will decide the destination of their choice.	PROCESS Customer experience/ WOW moments. This service will take the employees of the different companies to carry out activities to strengthen ties between them and have fun along the way doing different activities according to the destination.	PHYSICAL EVIDENCE At the end of the activities program the employees of the companies will be awarded a certificate of sane activities. PEOPLE Personnel trained to perform these adventure or extreme sports and trained to have direct contact with clients.

2. Create alliances with different companies so that they reward their sales forces in the Casa Andina hotels.

PROMOTION

Casa Andina will have partnerships with different companies and will offer packs for awards for employees of the different companies, these will include some tourist activity at the destination, lodging, meals, free drinks, and access to all the facilities of the hotel for the employee and 1 guest.

PLACE

These rewards packs will be available for any destination since all will have a typical activity of the department.

SERVICE

It will be a detailed service from Casa Andina to corporate clients who will enjoy a well-deserved rest.

PRICE

Because this is an exclusive package for the companies with which we have a partnership, the price will be higher, however the value of highly comfortable facilities and a service oriented to attention to detail is very important for the main companies.

PROCESS

WOW moments

We will give the client and their guest an unforgettable experience in the 3 days, giving them personalized and predictive attention.

PHYSICAL EVIDENCE

In the different activities that the guest performs, a totally free photography service is included to provide them with photos of their best moments of the trip.

3. Offer corporate rates so that if for any reason of work an employee of a company with which we have a partnership has to travel to a department for work or a meeting, they can be installed in a Casa Andina Premium suite.

PROMOTION

20% discount Junior Suite Matrimonial x 3 noches + 2 typical activities of the of the costumer election + all included + Desayunos.

PRICE

Because we work with companies with a personalized service, the price will have an added value, which will take place in quality - price concept, however it would be a 20% off.

PROCESS

Customer experience

The consumer experience will be pleasant and different from any business stay, since they will not only have access to the hotel facilities, but they will also carry out 2 activities typical of the place where they are.

Cusco: Tour of the main tourist attractions, Bungee jumping or Caminos del inca tour.

Piura: Activities in the ocean.

SERVICE

Casa Andina will also make alliances with different companies so that when any of its employees need to go to a city where there is a Casa Andina Premium, they spend their stay in the hotel with all access to all the facilities + the amenities and breakfast included.

PLACE

These promotions with the different companies will take place at the Casa Andina Premium Cusco and Piura Hotels.



SUPPORT / JUSTIFICATION TACTICS OF STRATEGY 2

Making corporate alliances for a premium hotel is of the utmost importance, in the same way it is important to offer the companies an added value of why they should trust Casa Andina Premium, in this way the companies send their employees to the hotel to work knowing that they will have a good time and that will be worth it due to the work in the same activities, since not only will employees strengthen but also their ties, which will make them have a better performance at the time of work.

SUPPORT / JUSTIFICATION TACTICS OF STRATEGY 1

Many times for hotels, making alliances with different tourism companies, airlines, or major trains in the city that offer packages at good prices and attract the attention of the public, is beneficial for the demand of a hotel, because in this way you have rooms of hotel purchased periodically by these companies and your seasonality low.



SECOND OBJECTIVE

Increase the brand awareness that covers 80% of the customers to become top of mind of customers through awareness strategies in a period of time of 8 months

STRATEGY 1:

Invest more in social media. Nowadays social media per teenagers is really important on their life. They can spend hours trying in different apps to see what's new, going photos, videos, even news. One strategy that Casa Andina Premium can apply is paid sponsors, daily raffles and creation of hashtag for clients and future clients interact with the brand.

STRATEGY 2:

Our second strategy will be based on the older public. As we know, the percentage of people around 55 who have a Facebook or Instagram account and are daily active on it is very low. That is why our second strategy is making. For our previous clients we will send mails informing about promotions, discounts if you are a frequent client, also what is new in the hotel, new projects, new destiny's coming, etc. Also to attract future clients, Casa Andina can join with the brands that the Family Rodriguez Pastor also own in Peru like Plaza Vea, papa johns, interbank, during discounts etc. As a strategy we will use this companies to extend our target and creating promotions.

TACTIC 1: Paid ads in social network, where is most of our public. For example, Instagram you can pay for your brand to appear as publicity in the feed of the Instagram and Facebook users, as well as YouTube you can pay for 5 seconds of ad before a video start playing, in addition, having brand ambassadors so that our younger audience feels attracted and identified.

TACTIC 2: Raffles are well appreciated by the teen target. Creating raffles in social media for free meals, all-inclusive and free weekend package make not only the actual followers of the page to participate, but other people too.

TACTIC 3: Hashtag creation. The company should launch a hashtag for the customer that visit the hotel can use when they upload pictures, stories, etc. This hashtag could be a free drink or dessert for the customers. In this way guests win a free product while they make publicity of the hotel in internet.

TACTIC 4: For a certain number of points in plaza Vea, you get a discount in a drink or a free breakfast in the hotel restaurants. Interbank could offer discounts and free meals if a customer pays a quantity of money using their bank card.

TACTIC 5: Mails for previous clients offering them discounts, promotions, new destiny's, news, etc.

TACTIC 6: We will also reach our elderly guests quickly and efficiently through different sales, activities or activations where we will talk about the luxury facilities and accommodation that Casa Andina Premium offers them.

TACTICS STRATEGY I

<p>1. Paid ads in social network, where is most of our public. For example Instagram you can pay for your brand to appear as publicity in the feed of the instagram users, as well in youtube you can pay for 5 seconds of ad before a video start playing, in addition, having brand ambassadors so that our younger audience feels attracted and identified..</p>	<p>Price</p> <p>The price of social media for promoting a brand is not expensive. For just a few dollars the community manager can share post very ig user even though they are not following the page to attract people attention.</p>	<p>Place</p> <p>Internet: Facebook, Instagram and Youtube are daily used social media. Through this channels our tactic will be well known.</p> <p>People</p> <p>Marketing area especially community managers and digital sales people.</p>	<p>PROCESS</p> <p>Sponsors will promote Casa Andina ads between their followers in a way that the range will be higher due to the multiple targets the sponsor has.</p> <p>Promotion</p> <p>Social media will take care to promote ads, promotions, discounts and more in their pages.</p>
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<p>2. Raffles are well appreciated by the teen target. Creating raffles in social media for free meals, all-inclusive and free weekend package make not only the actual followers of the page to participate, but other people too.</p>	<p>Promotion</p> <p>Free buffet breakfast for two people, discounts in Casa Andina restaurants, free massage session in the spa from the hotel, etc.</p> <p>Place</p> <p>Instagram as main raffle page.</p>	<p>Physical Evidence</p> <p>The raffle rules are, likes, comments, tagging, following and sharing.</p> <p>As the raffle goes on, Casa Andina followers will increase in a big way because following the page is one of the rules of the raffle.</p>	<p>People</p> <p>Every real instagram user who want to participate and enjoy one of the Casa Andina Premium services.</p>
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<p>3. Hashtag creation. The company should launch a hashtag for the customer that visit the hotel can use when they upload pictures, stories, etc. This hashtag could be a free drink or dessert for the customers. In this way guests win a free product while they make publicity of the hotel in internet.</p>	<p>Promotion</p> <p>Automatic hashtag creation code if you ask for it. with this code the client hashtagged it on their stories or post to receive discounts inside the hotel services.</p>	<p>Price</p> <p>The price of the dessert or drink the hotel will offer to the client because of the hashtag used, will be balanced with the range of people our customers will get as a way of free marketing.</p>	<p>Physical evidence</p> <p>Social media stories and posts in the internet. That photos could be used for the hotel marketing.</p> <p>Place</p> <p>Inside Casa Andina Premium installations.</p>
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TACTICS STRATEGY II

<p>I. Work with other family (Rodriguez-Pastor) owned companies like Interbank,. Plaza Vea , Dunkin Donuts, Inkafarma, etc to increase the target.</p>	<p>Promotion</p> <p>Interbank could offer discounts and free meals in Casa Andina establishments, if am interbank customer pays a quantity of money using their bank card</p>	<p>Place</p> <p>Authorized establishments owned by the Rodriguez-Pastor family.</p> <p>People</p> <p>Hotel staff like marketing and human resources in order to have the data base of the clients and send them the mails.</p>	<p>PROCESS</p> <p>Clients buys or use one of the authorized brands. Immediately they have a record about the client and depend of the frequency they use some service of this establishments, the benefits given to them.</p>
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<p>2. Mails for previous clients offering them discounts, promotions, new destiny's, news, etc.</p>	<p>Promotion</p> <p>Free buffet breakfast for two people, discounts in Casa Andina restaurants, free massage session in the spa from the hotel, etc.</p>	<p>Physical Evidence</p> <p>Photos, videos and links to click and see the latest news about the hotel.</p>	<p>People</p> <p>Clients that does not interact or didn't have an account in one the the social media pages li Facebook and Instagram</p>
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<p>3. Reach our elderly guests quickly and efficiently through different talks, activities or activations where we will talk about the luxury facilities and accommodation that Casa Andina Premium offers them.</p>	<p>Place</p> <p>This talks will be organized inside the hotel.</p> <p>Promotion</p> <p>This kind on conferences and talks will be provided just for the vip customers.</p>	<p>People</p> <p>VIP clients who are interested in the growthness of the brand and the new services they will offer.</p>	<p>Physical Evidence</p> <p>Hotel installations for the meeting. Coffee break for the managers meet the clients.</p>
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SUPPORT / JUSTIFICATION: FIRST STRATEGY

Nowadays, teenagers and young people are currently searching for trips and adventures and Peru have great destinies to offer. That is why Casa Andina should invest more in social media because of the engagement it has with young people and trend to travel in young people is everyday bigger.

Through social media, you can offer discounts, promotions, packages all inclusive for teenagers who want to explore not just one place in Peru. but the most of the, having a guarantee place to stay.

SUPPORT / JUSTIFICATION: SECOND STRATEGY

The peruvian chain hotel is too big for just one target. In these days older people want to relax, forget about the routine, and enjoy good moments. That is why our second strategy is based in older people, for them to come to the Casa Andina Premium installations in Peru to have a good time feeling in peace, resting and experiencing all the attractions the hotel can offer.

THIRD OBJECTIVE

To increase sales by 45% in the next 12 months by reactivating 80% of Casa Andina consumer's influx through OTAS presence and Casa Andina website.

STRATEGY 1: Use OTAS, in order to gain exposure and to diversify the ways a consumer can book our service.	TACTIC 1: By considering features such as cost, target market, experience and functionality we will choose the right OTA for every Casa Andina service
	TACTIC 2: To evaluate the payment method, the cancellation policy, check out, checking, and the OTA vs direct sales differentiation.
	TACTIC 3: To manage the brand image by paying close attention to the comment clients are leaving in the comments sector of every OTA.
STRATEGY 2: To position Casa Andina on the top pages of the different search engines when clients look for hotels to stay, by using SEO and SEM.	TACTIC 1: To use SEO strategy to positionate organically Casa Andina on the top page searches. To do this, we will identify the key words and an outstanding user experience and user design strategy.
	TACTIC 2: To use paid strategies such as SEM and social ads to position Casa Andina in the top searches. To do so we will use a well developed segmentation to optimize the budget.
	TACTIC 3: Apply data analytics to understand online users behaviors as well as to identify well established strategies and to identify the ones that are not adding value for the consumers.

TACTICS STRATEGY I

I. Use OTAS, in order to gain exposure and to diversify the ways a consumer can book our service.			
↑ price ↑ exposition ↑ comission ↓ cancelation anticipation	TACTIC 1	TACTIC 2	TACTIC 3
	By considering features such as cost, target market, experience and functionality we will choose the right OTA for every Casa Andina service	To evaluate the payment method, the cancellation policy, check out, checking, and the OTA vs direct sales differentiation.	To manage the brand image by paying close attention to the comment clients are leaving in the comments sector of every OTA.



I. Use OTAS, in order to gain exposure and to diversify the ways a consumer can book our service.			
↑ price ↑ exposition ↑ comission ↓ cancelation anticipation	PROMOTION	CHANNELS	PRICE
	Major benefit on OTAS is the exposure these platforms has. Not only does an OTA distribute your business to a wider audience than you would be otherwise capable, but it can also act to promote direct bookings on your website due to the billboard effect. And it's worth noting that OTAs can aid international customers in understanding and booking with your property. Offering details in the appropriate language and currency helps open your doors to guests from all over the world.	Each OTA has its own commission which is applied to the final consumer. It is important to consider each commission per OTAS in order to get equal prices to the final consumer.	We can create a positive experience for customers by telling them ahead of time what forms of payment we accept, including cash and credit cards.
		SERVICE	- Online payments: this allows you to easily secure payments from customers who cannot or do not want to pay with a credit card. Customers pay with the local payment method they prefer. Online payments not only make it easy for customers to pay for the reservation the way they want, but customers who pay online tend to cancel up to four times less.
		PROCESS	- Advance Payments and Damage Deposits - A damage deposit can reduce the number of reservations you receive and increase your chances of cancellation.

TACTICS STRATEGY 2

<p>2. To position Casa Andina on the top pages of the different search engines when clients look for hotels to stay, by using SEO, SEM, social ads</p>	<p>TACTIC 1</p> <p>To use SEO strategy to positionate organically Casa Andina on the top page searches. To do this, we will identify the key words and an outstanding user experience and user design strategy.</p>	<p>TACTIC 2</p> <p>To use paid strategies such as SEM and social ads to position Casa Andina in the top searches. To do so we will use a well developed segmentation to optimize the budget.</p>	<p>TACTIC 3</p> <p>Apply data analytics to understand online users behaviors as well as well as to identify well established strategies and to identify the ones that are not adding value for the consumers.</p>
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<p>2. Position Casa Andina on the top pages of the different search engines when clients look for hotels to stay, by using SEO, SEM, social ads.</p>	<p>PROMOTION</p> <p>By reserving a room through the Casa Andina website, our clients will be able to receive a higher standard room at no additional charge. This will be a special service when reserving for the main webpage, so the commission for OTAS will not be charged.</p>	<p>PRICE</p> <p>The SEM price will depend on the exposition level we want for the company. The same will apply for social ads, in which segmentation will play an important role.</p> <p>PROCESS</p> <p>When developing the SEO, SEM, social ads strategies will be customer focus, and to design the WOW moments, we will apply UX/UD.</p>	<p>PEOPLE</p> <p>SEO, SEM and social ads will be developed by marketing experts, an user experience & user design expert, and a web developer.</p>
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El Lugar está muy bien ubicado, tanto la habitación como las áreas comunes bien limpias, con mucho orden, y el servicio fue realmente excepcional, muy rica y ...

B Barrios Perú

SUPPORT / JUSTIFICATION TACTICS OF STRATEGY I

The OTAS strategy currently is a must for every hotel, it brings benefits such as a target a wider market, to have big exposition paying less in comparison to social ads.

Talking about facts, by 2017, it's predicted that online will account for 37% of all bookings in Asia Pacific, 45% in the U.S., and 52% in Europe.

In developed markets, between 61-75% of customers used an OTA to shop for hotels and accommodation, but just 15-44% visited a hotel website. It shows the importance of being present in OTAS rather than having an own web page

SUPPORT / JUSTIFICATION TACTICS OF STRATEGY 2

Talking about the main benefits of having both organic and paid campaign, we have the keyword research, paid advertising uses keywords to create campaigns and ad groups, and organic marketing uses keywords to optimize web pages and create content based campaigns. Both marketing channels are based on the premise of showing up for a specific keyword, phrase or topic when a person uses a search engine to find a solution.

BY using both we can increase visibility on social media, but of course social ads accompanied with an outstanding segmentation, will let us reach the sell quota.



En general el hotel es muy bueno El desayuno bastante completo, la ubicación es buena porque está cerca de todo Recomendable 100%

C Cristian Perú