

ACEEPT Chambéry 2015

Segmentation and niche markets in Val d'Isère

valdisere.com



Val d'Isère
T.O.U.R.I.S.M.E



Summary

- ❖ My job as promotion, marketing and press officer
- ❖ Discover Val d'Isère!
- ❖ Val d'Isère's segmentation strategy
- ❖ Val d'Isère's niche markets

Since ACEEPT and the IAE...

- ❖ IAE SMBT Master 2 2012 « Tourist Destinations' Management and Marketing »
- ❖ ACEEPT 2011 Izmir, Turkey, « Health and Wellness Tourism »
- ❖ End of studies internship April – September 2012: Marketing and booking assistant – Madame Vacances UK / Ski France Travel Ltd. – Brighton in the United Kingdom
- ❖ Promotion and marketing assistant Val d'Isère tourist office (winter 2012/13 and 2013/14)
- ❖ Promotion, marketing and press officer Val d'Isère Tourisme since 01/09/2014

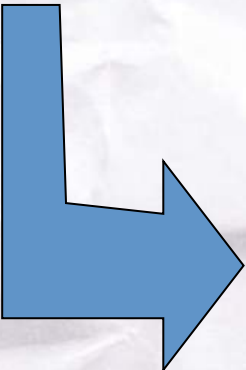
Promotion, marketing and press officer Tasks and responsibilities

- ❖ Promotion and marketing
- ❖ Research and analysis
- ❖ Information to media representatives and institutional partners
- ❖ Press kits, press releases,...
- ❖ Press cuttings and review
- ❖ Organise press conferences and manage press rooms
- ❖ Represent Val d'Isère in France and abroad on professional and general public meetings
- ❖ Update customer and journalist databases, work documents and supports
- ❖ Organise holiday and lift pass prizes

Val d'Isère




The only high altitude ski resort (1850m) which is also a real village



Enjoy one of the most beautiful and modern ski areas in the world

Appreciate the atmosphere of a traditional mountain village built around his XVII century church



Skiing area Val d'Isère - Tignes



- ❖ Ski area opening : **28/11/2015 - 01/05/2016**
- ❖ Base : **1550 m**
- ❖ Peak : **3450 m**
- ❖ Vertical Drop : **1900 m**
- ❖ Length of Slopes : **300 km**
- ❖ **154 runs** (20 green , 68 blue, 40 red, 26 black)
- ❖ **79 ultra modern ski lifts**
- ❖ **Guaranteed snow cover:**
 - **2 glaciers above 3000m**
 - **60% of the slopes above 2200 m**
 - **Snow Factory: 900 snow cannons**
- ❖ **Quiet-ski areas** for beginners and young kids
- ❖ **2 snowparks**
- ❖ **3 boarder cross runs**
- ❖ **44 km** of cross country skiing

International and quality services

- ❖ **Accommodation: high quality and traditional architectural style**

- 5***** hotels: 5, 4***** hotels: 6, 3*** hotels: 9, 2** hotels: 3, more than 800 apartments in residences and chalets, 9 tourist residences, 8 real estate agencies

- ❖ **Activities: Fun, adventure, relaxing**

- ❖ **Après-ski – Restaurants, Shops and bars**



Events



- ❖ November 28th-29th : **First tracks** (Resort opening weekend, Ski Force Winter Tour)
- ❖ December 11th-19th : **60th Criterium de la Première Neige** (Men and Women Alpine Skiing World Cup)
- ❖ January 20th-21st: **Alpine Skiing European Cup**
- ❖ January 26th-28th & March 8-10th: **23rd Classicaval** (Classical music festival)
- ❖ February 16th-18th: **Frostgun Invitational** (Freestyle event)
- ❖ March 28th – April 3rd: **4th ed. Winter Golf** (Golf on snow)
- ❖ April 5th-8th: **36th ed. La Scara** (International ski race for children and teenagers)
- ❖ April 18-21st: **20th Adventure and Discovery Film Festival**
- ❖ April 29th – May 1st: **4th Yoga Festival**



What's new this winter?

- ❖ **Redevelopment of Solaise:** New ski lift, beginners' area, tubing zone...
- ❖ **Digital development:** New App, new website, free WIFI, digital corner
- ❖ **Openings:** New 5* hotel Le Yule – at the bottom of the slopes, Hotel Village La Mourra, Ski Gallery & Fondue Factory



Welcome to Val d'Isère!



Summer

- ❖ Vanoise National Park
- ❖ Ouillette Lake
- ❖ Iseran Pass
- ❖ Electric Vehicle Show
- ❖ Foire Avaline
- ❖ Free Bike Park together with Tignes



Our segmentation and positioning strategy (study made for winter 2014/15)

❖ Analysis by agency “Rock”

→ Rejuvenate our customers and place Val d’Isère in the Top 10 of the world’s best ski resorts

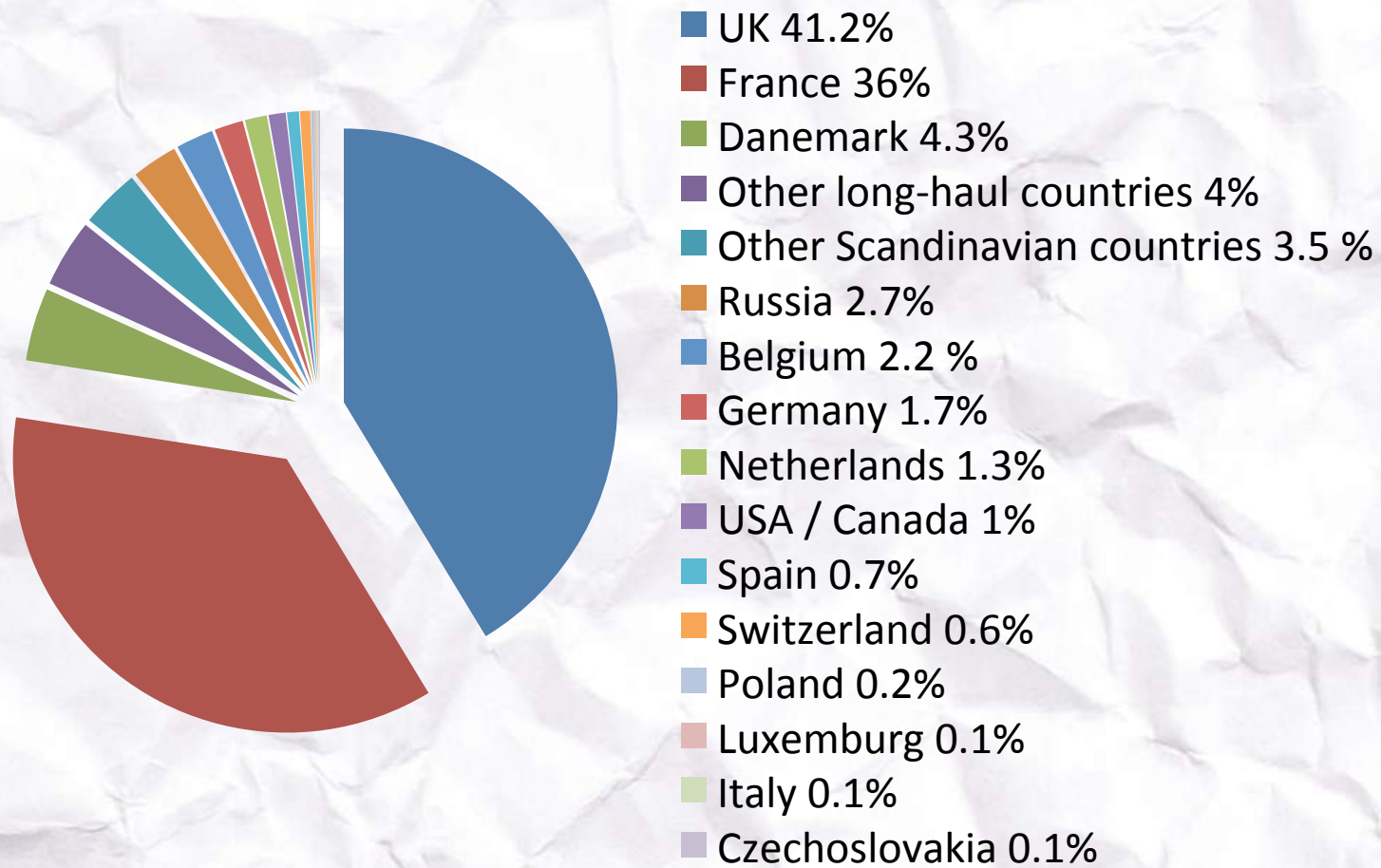
What distinguishes Val d’Isère from other ski resorts?

- ❖ High altitude resort with real village
- ❖ Good and varied ski area with snow guarantee
- ❖ Cosmopolite with big events
- ❖ International and quality services, warm and nice atmosphere
- ❖ Digital development

Segmentation criteria

- ❖ Interest: SKIING, sports, travel
- ❖ Brand image benefits: Emotion, service, social recognition
- ❖ Family / group of friends / children
- ❖ Age
- ❖ Socio-professional category
- ❖ Monthly revenue
- ❖ Length of stay
- ❖ Distribution, way of booking
- ❖ Our customers' nationalities: potential markets currencies other than €

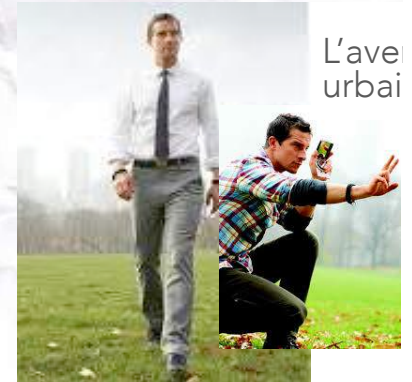
Breakdown clients' origin 2014-15



Our principal customer targets - Winter

1. The Urban Adventurer (35%, high potential)

- Most without children; 25-45 years; Revenue 35% >6000€, 60% >4500€; Manager and executive
- Works a lot, a lot of money – no limits please; Traveler, needs skiing, good services and the image



2. Family Chic (30%, good potential)

- Long-haul origin; SPC +; >4500€; Booking in advance
- Loves sports and fun for everyone in the family; Very demanding



3. Pionniers (10%, low potential)

- +45 years; SPC+; 50% >6000€; long stays, flexible; FR or UK

4. Futur Fans (7-8%, growing potential)

- -25 years; 75% <1500€; TO; 35% FR, 65% abroad (UK / Scan); connected, freestyler



Futur Fan



Summer season

- ❖ **Objective → Become one of the most famous mountain resorts for wellbeing and oxygenation**

What distinguishes Val d'Isère from other mountain resorts in summer?

- ❖ Exceptional natural environment
- ❖ Charming village
- ❖ Good value for money
- ❖ Easily accessible sport activities
- ❖ Quality services and warm atmosphere

Segmentation criteria

- ❖ Less the socio-professional category
- ❖ Family / group of friends / children
- ❖ Less the monthly revenue
- ❖ More important – their interests: Mountains, sports, fitness
- ❖ Brand image benefits: Emotion, service, social recognition
- ❖ Age
- ❖ Length of stay
- ❖ Distribution, way of booking: Direct bookings
- ❖ Customers' origin: FR, GER, NL, IT

Our principal customer targets - Summer

1. Itinerary Tourists looking for sport and discovery (10%, high potential)

- +50 years; Senior executive / senior manager; FR, Swiss or German; needs quality service
- Likes discovering nice places, restaurants...taking a break leaving with his motorbike



2. The Active Family (10%, good potential)

- FR or EN / NL;
- Looking on a good price value; Loves the nature, being outside, fitness



3. Sporty Itinerary Tourist (10%, good potential)

- 45 years; SPC+; FR or NL; group of friends cycling; likes sports but also enjoying life

4. Pionnier (65%, low potential)

- Retired couple, 65 years +; Apartment owners ; Very loyal but also demanding



5. Single-minded sporty (monomaniac) (5%, low potential)

- Young (20-30 years); FR or other; very independent; needs challenge; organized

Niche markets

Why targeting niche markets?

- ❖ Vary markets for business development – avoiding risks
- ❖ Niches more interesting than mass
- ❖ Promotion and communication – quicker and easier
- ❖ Find interesting niche markets first – avoid concurrence!
- ❖ Helps diversifying product
- ❖ Performance important, niche market clients very demanding
- ❖ Not all niche markets interesting for targeting

Our niche markets

- ❖ Most niche markets customers abroad – nationality criterion
- ❖ Other segmentation criteria: interest in skiing, SPC++, active, high income, age (25-45)

Winter niche markets:

- ❖ Customers from far away (long-haul flights)
 - Australian skiers, Family Chic
 - Americans,...
- ❖ Futur fans
- ❖ Ski + Winter Golf; ski + MICE; ski + gastronomy; ski + adventure (speed-riding)
- ❖ Development: Chinese people; Mexicans

Summer niche markets:

- ❖ Summer tourists niche market in general?
- ❖ Trail tourists
- ❖ Automobile Club members
- ❖ Development: Itinerary tourists; Fitness and wellbeing in the mountains

**THANK YOU FOR
YOUR ATTENTION**

