**A Vegas VIP**

**Strategic Plan**

**Mission**

An amazing vacation should not be stressful to plan. The mission of A Vegas VIP is to provide its customers with a great, affordable, all-inclusive, VIP Las Vegas experience they will never forget.

**Ethics**

A Vegas VIP believes that a code of ethics is essential for running a trustworthy and honest business. We first and foremost promise to treat all customers and business partners with the highest respect and consideration, and agree to comply with all written agreements, laws, and regulations that apply. We promise to be constructive and professional in communication, and fulfill all obligations agreed upon, and promise to provide the best possible deals and pricing available. We value safe, thoughtful, and organized trips and the ability for clients to enjoy themselves without the hassle or stress. Hotels, clubs, pool parties, and restaurants can rest assured that AVV will take care of any damages, injuries, and unacceptable conduct from its clients in other entertainment facilities, and have the right to refuse or terminate service to unruly customers. Finally, we agree to withhold all personal information about trips, and do believe that what happens in Vegas stays in Vegas.

**Situation**

A Vegas VIP is starting off its first year of business. Sean Eggelston, creator and head of the company, wants a public relations representative to create business with students from major universities in the nation, as well as small colleges and community colleges within roughly 300 miles of Las Vegas, Nevada, providing students 21 years old and above, the opportunity to experience “Sin City” for half the cost, and with a group of students like themselves.

Sean wants to keep the company somewhat under wraps as of right now, and only promote it to college students looking for a spring break or graduation celebration getaway. He wants to hire a PR rep to go to these education institutions, get to know the life on campus, and talk to students about making a trip out to Las Vegas with AVV.

Creating trust and communicating the unique, fun, inexpensive, trip offered by AVV will enhance the likelihood of customers, and also aid in securing future/long term customers from these areas. Sean hopes to appeal specifically to Greek life there, as he has had much success and interest from sororities at Washington State University for their spring break vacation. For now however, he wants to focus on areas that are within the 300 mile range, and will eventually branch back out to the rest of the nation.

**Objectives/Goals**

1. Reach out to potential clients and educate them about AVV and its offerings
2. Create trust and secure lasting clients
3. Provide a memorable trip
4. Expand the younger 21-26 year old demographic in tourism in Las Vegas

The main goal of reaching out to these potential clients is to promote the company, what it offers, and attract the appropriate clientele likely to utilize the services offered. Aiding in creating a young, hot Las Vegas atmosphere, bringing in freshly 21-year-old college students will increase the profits Sean will make while promoting all the clubs, bars, casinos, spas, and general business there.

Results are very measurable – Sean currently only has a very select number of people who have used A Vegas VIP or are even aware of its existence, and thus any new customers, especially from the target areas, will be measured and counted as successful new clients. Another measurement area will include the amount in which the visitors spend, and the costs differences between the discounts and actual rates. Finally,

**Audience**

For now, the main audience consists of college students within 300 miles of Las Vegas, Nevada . Sean is a young entrepreneur himself, and hopes to create lasting friendships with the people he’s showing Vegas to at inexpensive, all inclusive rates. This group is the most important. However, anyone else interested, even if they don’t necessarily fall into this target demographic, are welcome to use his business, and will be accepted clientele.

**Strategy**

Traveling from university to university, I will be contacting as many campus Greek life representatives as possible and asking to hold an informational face-to-face meeting at their house and others where I will be advocating AVV. There, I will inform, educate, and persuade them to look to the company for creating an inexpensive, all inclusive trip to Las Vegas. Since these locations are within driving reach, it is also possible to schedule day trips or long weekend trips within their school year, and not just on breaks.

I will make a point of the trip being a great bonding and friendship experience that they will always remember. Since Greek life is all about creating life-long friendships and memories, AVV on paper should fit in exactly with their goals and ideals. Already, many students travel all the way to tropical places like Mexico, yet they don’t know that they can make a far less expensive trip to an equally exciting place.

One thing I’ll also do is create a sweepstakes where the school with the most spirit or proves they are the best school to go to Vegas will win a free 3-day trip.

**Tactics**

Positive, trustworthy, persuasive communication to the prospective clients is the main tactic necessary to ensure a successful campaign. Word of mouth is a key element towards our campaign. If we can successfully advertise and provide an exciting and excellent trip, then we will give students discounts for referring new customers with special extras for their next trip.

Communication activities used will include a high level of viral marketing – Facebook specifically. An invite-only page where the client must ask to be apart of the group or receive an invitation from the page master will be created. The limitation of members allows the idea that the company really is VIP, and is a well kept secret in travel. The idea that it’s exclusive adds to its appeal. News features may be placed in university newspapers about students who used AVV to travel to Vegas and report an amazing, memorable trip. Pamphlets and videos will be used during the face-to-face promotion within the Greek houses for explaining what AVV attractions are offered.

This PR campaign will be occurring year round – always moving to a new university, establishing a connection, and scheduling trips.

There are many synergy opportunities for the campaign as well. Upon meeting and getting to know the potential clients and their story, we can utilize their birthdays, school breaks, graduations, long weekends, break from stress, engagements, or even just good grades as reason for scheduling a great weekend away.

**Calendar/Milestones**

Since AVV has just started up and is still in the growing process of securing access to clubs, hotels, pool parties, and etc., the company is currently not ready to begin any promotional campaigns since the list of attractions available is still growing. AVV projects that by the end of the summer, it will be ready to go semi-public to the Greek systems at various universities.

**Budget**

The budget for this campaign will need to cover hotel, car, airfare, and food for one, as well as a starting salary of $1000 a week. Scheduling promotional meetings with the Greek houses will be free.