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PRT 3211 Marketing

Case Study #4

Adventure Recreation & Natural Resource Management

Zion Adventure Company

1. Strengths – Zion National Park is one of the premier destinations not only in Utah, but the American west for tourists. Having a location near this park is definitely an advantage for the company.

Weaknesses - Since Zion Adventures offers so many different activities, there is little room for error. It could be a disadvantage to offer so many things to do when it comes to liability.

Opportunities – There are many companies in Utah that offer the same type of activities and adventures. By having the branding of “Zion,” there is opportunity to expand throughout the area, as well as expand their customer base.

Threats - The threats to the business could be other companies who offer the same activities, but focus on just one. Other businesses could offer lower rates or a better experience because of their primary focus.

2. The Zion Adventure Company web page is eye-catching and very informative. The giant slide show banner at the top of the page provides great images and photography of adventures to reel the visitor in right away. There is also an icon below the banner for eight different activities you might be interested in. Each of these also has a link with more information. There is nothing really that stands out to me as missing. There is a ton of information, as well as contact information in case you get lost. I think the front banner and pull down menus at the top of the page work very well.

3. I think was makes Zion Adventure Company different from other outfitters is their branding and reputation. It seems to me that they are very well respected in the area when it comes to outdoor recreation. Because they offer so many different activities for all different types of people, there is a chance for them to reach out to everyone in their target market. Their reputation definitely makes them stand apart from smaller and less reputable companies.

4. Since many of these adventures take place in the park, they must abide by the rules of the National Park management. Although using this land is a huge advantage, there can also be a few downsides. It would be difficult for this company to function without following the guidelines set out by the general management plan of the park. I am sure that operating permits are a huge part of the business being able to function. Without understanding the rules of the park, the business would most likely not be running.

5. Some segmentation strategies could be used by the company to bring in more business:

Geographics – Market your business to surroundings towns and families in the area. Make your company the best place for people to spend time on vacation.

Demographics – There is a wide variety of people that will come and take advantage of what the company offers. By marketing to every age group, gender, income, and culture, the company can have a wide variety of business.

I believe that these are the two best segmentation strategies for marketing the business. With a guide company like this, it is extremely important to reach out to anyone you can.

6. Primary – I think that the primary target market has to be outdoor enthusiasts that live in the state of Utah. People looking for organizing adventure, such as couples, families, and group of friends are constantly looking for new ways to explore the state and engage in outdoor activities. By reaching out to these people within Utah, I think it is the best way to ensure steady customers. Convenience and a common relationship with the land will make people who live in Utah interested in what the business has to offer.

Secondary – Surrounding states in the western US have the potential to send customers our way. I think that traveling is a very popular activity in the west, and everybody loves to see and experience new place. Personally, I love to see new places in the surrounding states, and many other young people are constantly tripping through Utah. By marketing to road travelers, we can bring in business from people who want to experience what Utah has to offer, with the comfort of an adventure guide.

7. Brand Map for our primary target market – People of Utah

Low

Risk

Personal Adventure

Experience Experience

High

Risk