

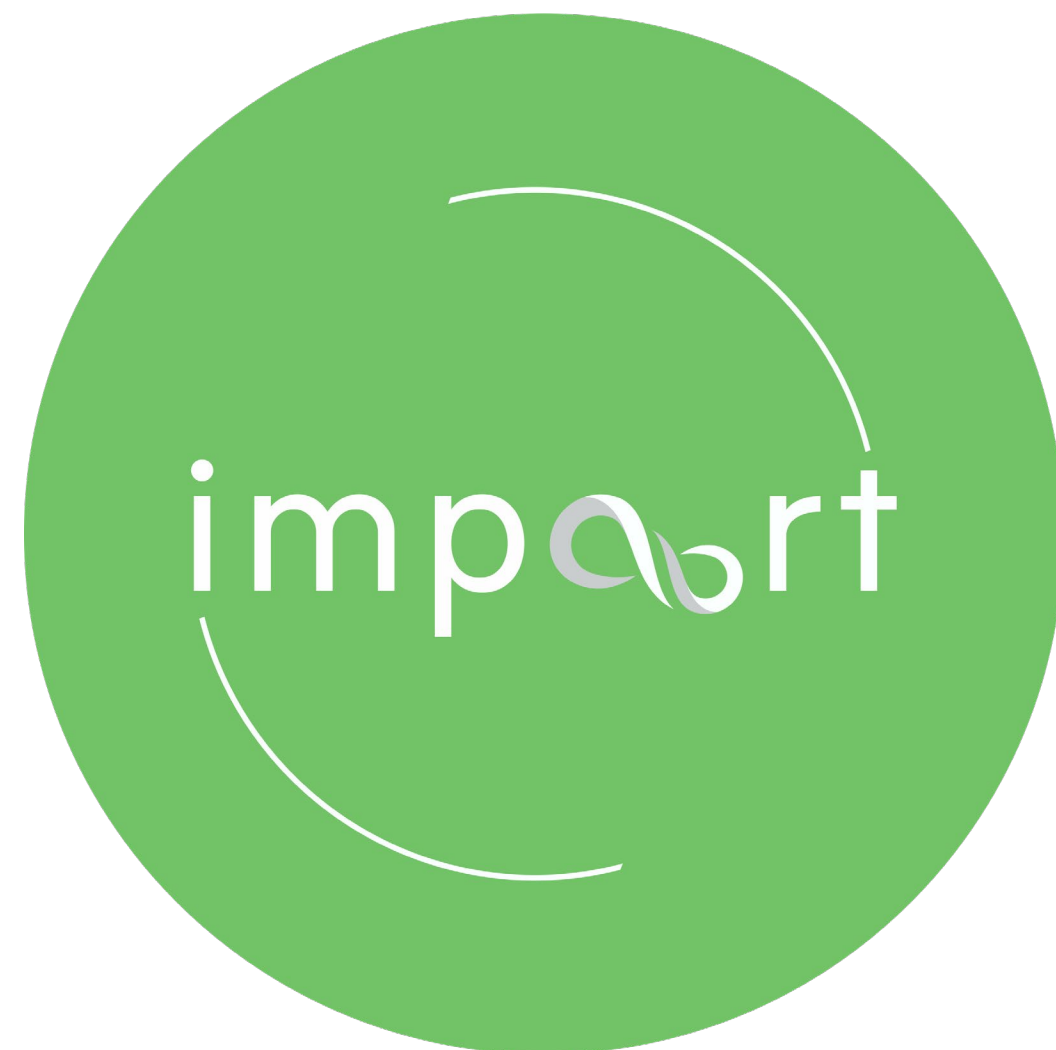
# Dusit Thani

HOTELS & RESORTS

---

MALDIVES

# Communication Strategy



# Executive Summary

This executive summary presents a comprehensive LOHAS (Lifestyles of Health and Sustainability) communication strategy proposal for Dusit Thani Maldives, an esteemed luxury resort in the Maldives. The proposed strategy aims to leverage Dusit Thani Maldives' commitment to sustainability, wellness, and immersive experiences to effectively engage and attract the growing market of conscious travellers seeking meaningful and eco-friendly vacation experiences.

The LOHAS communication strategy for Dusit Thani Maldives encompasses three key pillars: Sustainable Practices, Wellness Offerings, and Authentic Experiences. By emphasizing these pillars, the resort can differentiate itself from competitors and resonate with the target audience seeking transformative experiences aligned with their values.

**Dusit Thani**

# Market Analysis

Creating a Unique Brand Image  
and positioning of Dusit Thani  
Maldives in the LOHAS  
Segment of India

Primarily Families from well educated  
backgrounds

The LOHAS segment in India is a  
growing market that is estimated to  
be worth \$15 billion by 2025

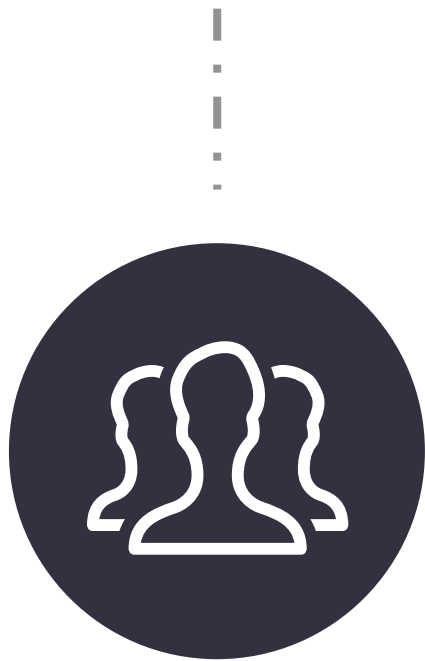


Company

## Competitors



Soneva  
Six Senses  
Aman



Customers

## Collaborators



Travel Agents from Major Cities  
Journalists from Magazines  
Influencers + Bloggers



Climate

# An introduction to LOHAS



# LOHAS

- The LOHAS segment is a demographic that stands for **Lifestyles of Health and Sustainability**. It is a market segment that is focused on green or ecological initiatives and is composed of a relatively upscale and well-educated population.
- The LOHAS segment is socially engaged and wants to know where the things they buy come from, how they are made, and by whom.
- The LOHAS segment is willing to pay more for ethical products that align with their values, such as fair trade, organic, natural, energy efficient, and socially responsible products.
- The LOHAS segment is influenced by factors such as health and fitness, the environment, personal development, sustainable living and social justice.





# India x LOHAS

- The LOHAS segment in India is a growing market that is estimated to be worth **\$15 billion by 2025**, according to a report by the Indian Institute of Management Bangalore (IIMB) and the Centre for Responsible Business (CRB).
- The report defines the LOHAS segment as consumers who are conscious of their health and wellness, environmental and social impact, and ethical values.
- The report also identifies four sub-segments within the LOHAS segment in India, based on their level of awareness and engagement:
  1. LOHAS LEADERS (10% in India)
  2. LOHAS LEARNERS (35% in India)
  3. LOHAS LAGGARDS
  4. LOHAS REJECTERS





# S.W.O.T. Analysis



## Strengths

- Dusit Thani Maldives is part of Dusit Thani Public Co Ltd, which operates and owns hotels, resorts and service apartments in Thailand, Philippines, the US, Bhutan, Kenya, the UAE, Egypt, and the Maldives.
- Dusit Thani Maldives offers luxury accommodation, dining, spa and wellness facilities, and recreational activities in a tropical island setting.
- Dusit Thani Maldives has won several awards and recognitions for its excellence in hospitality, such as the World Luxury Hotel Awards, the World Travel Awards, and the TripAdvisor Travellers' Choice Awards.



# S.W.O.T. Analysis

## Weaknesses

- Lower market share in primary target audience. Particularly Soneva
- Sustainability focus of the resorts is not communicated effectively on owned media



# S.W.O.T. Analysis



## Opportunities

- Dusit Thani Maldives can leverage its brand name and network to expand its presence and market share in the Maldives and other emerging markets.
- Dusit Thani Maldives can adopt innovative technologies and practices to enhance its customer experience, operational efficiency, and sustainability.
- Dusit Thani Maldives can capitalize on the growing demand for wellness tourism, experiential travel, and personalized services among affluent travellers.



# S.W.O.T. Analysis

## Threats

- Dusit Thani Maldives may face risks related to competitive brandjacking, where competitors use similar or identical names, logos, or slogans to confuse or mislead customers.
- Dusit Thani Maldives may face legal or regulatory challenges due to changes in laws or policies that affect its business operations or taxation.
- Dusit Thani Maldives may face negative publicity or customer backlash due to any incidents of poor service quality, safety breaches, environmental damage, or social responsibility issues.



# MARKETING OBJECTIVES



## Brand Awareness

A Branding led marketing strategy to educate our Target group about DTM and the philosophy.



## Groups & Events

We should target to organize a branded event in 2023

1. Responsible Travel Convention in collaboration with Ministry of Tourism



## Bookings/Revenue

The Target for the year is to maintain and improve ARR so that brand positioning in the premium sector is achieved



## Guest Retention/Loyalty

We should Launch a Loyalty Program to boost DTM's base. This could also be combined with Wellness & Sustainable Lifestyle brands with similar ethos



## Service/Reputation

Target more reviews on Google Business and TripAdvisor. We should focus on getting Brand philosophy-oriented reviews.



## Colleague Engagement

We need to engage Dusit's Employees on Social Media Social positioning



# S.M.A.R.T. Goals



Specific

What exactly do I want to accomplish here?



Measurable

How will I know when I've achieved this goal?



Achievable

Do I know how to accomplish this goal or can I learn how?



Realistic

Is this goal really possible, or even worthwhile?

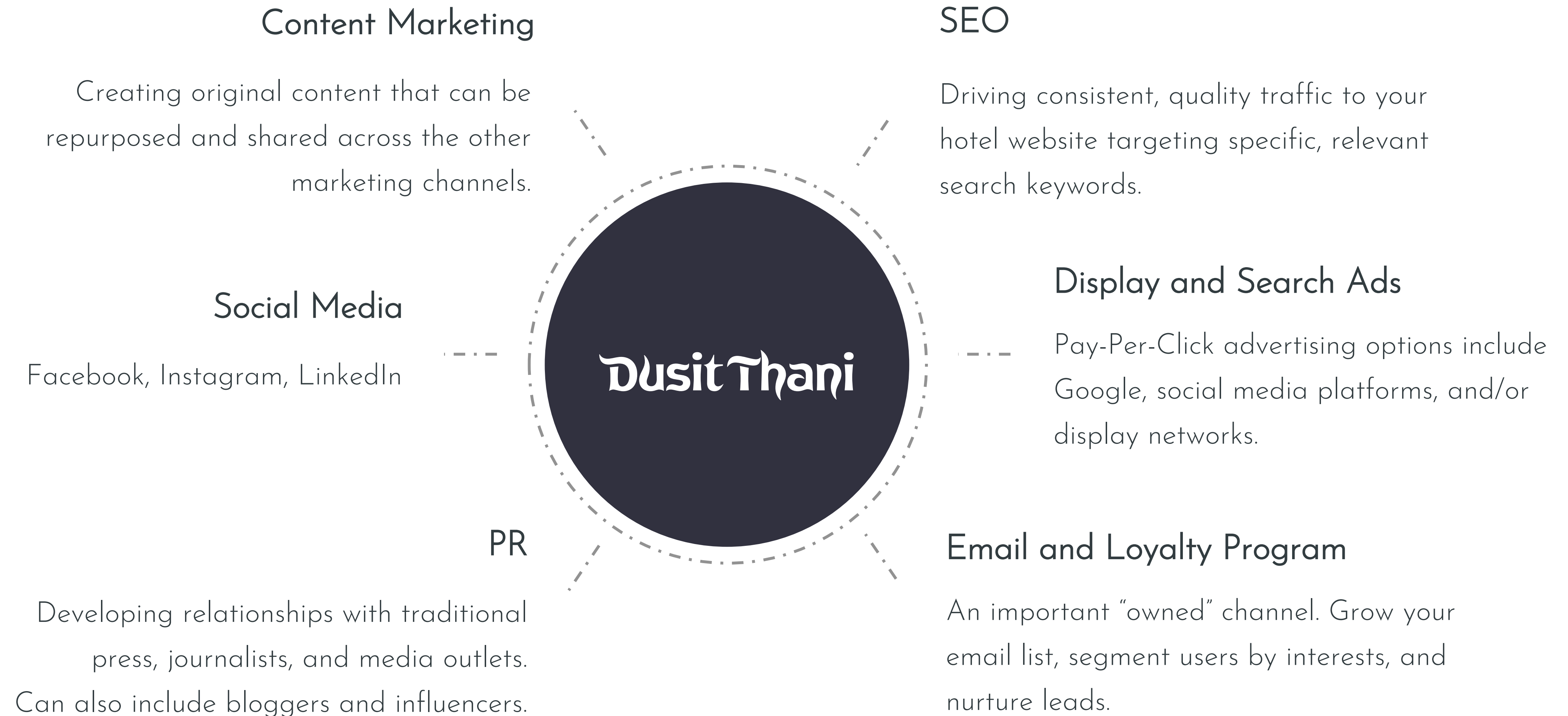


Time-Bound

Can I accomplish this goal within one year?

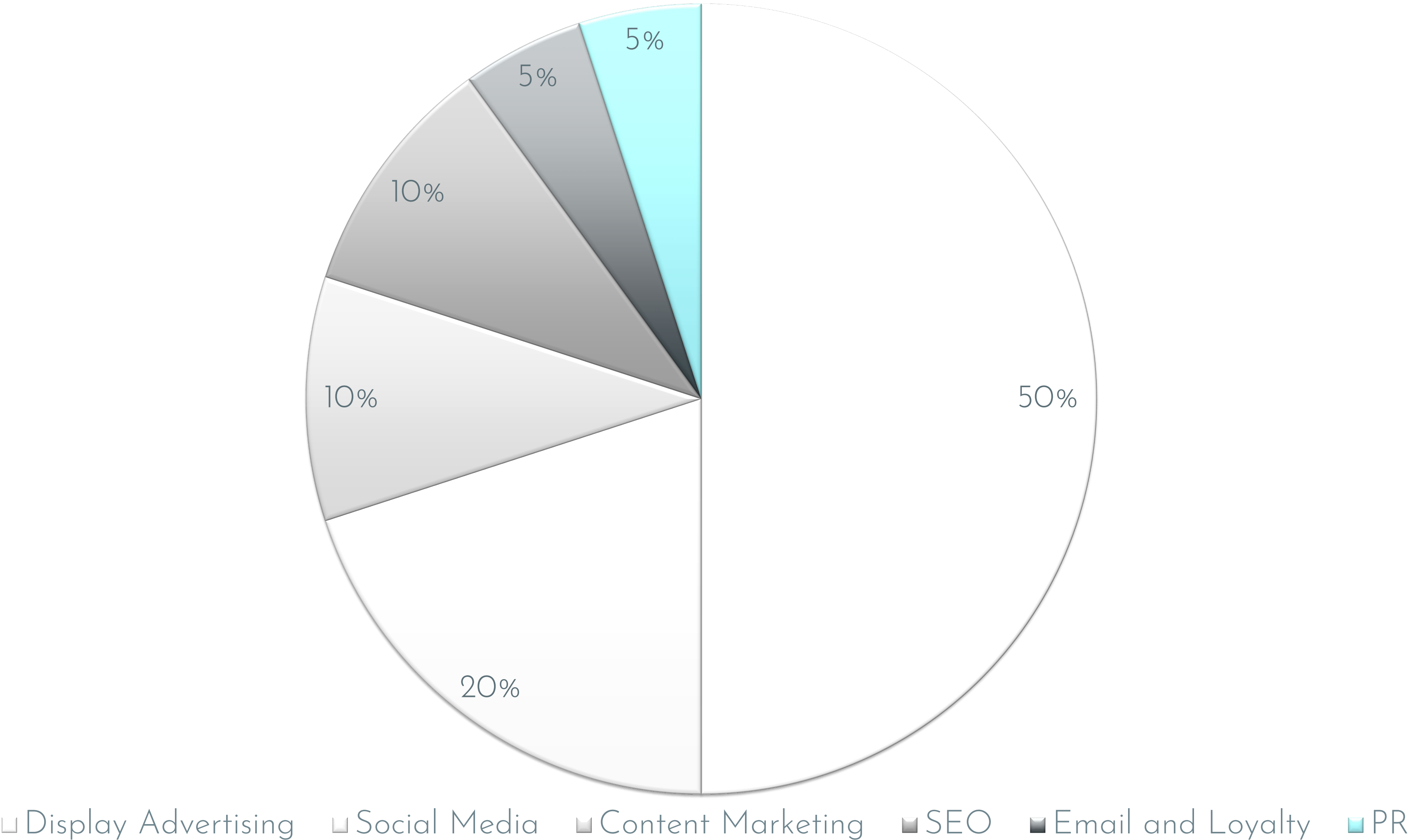
## Dusit Thani

# Marketing Channels





# Channel Distribution



# Key Marketing Metrics/Goals

Action Item	Metric	Measured by
Content Marketing	Traffic to Website	Ranking of Primary and Secondary Keywords and Blog Page Views
Search Engine Optimization	Traffic to Website % of Direct Bookings	
Social Media Ads	Traffic to Website New Followers Engagement Rate Leads	Traffic Measured by UTM on GA Comparative analysis of past engagement and increase in followers No. of Leads that converted into room nights
Brand Awareness Campaign	Impressions/Reach/Clicks/Traffic	UTMs on GA Increase in Search Volume of 'Brand Keyword'
Public Relations	Press Mentions / Articles	Increase in Search Volume of 'Brand Keyword'
Email Marketing	Open Rate Traffic	UTMs on GA



# Direct Competitor Benchmarking





Authority Score

**48**

Semrush Domain Rank **25.8K** ↓

Organic Search Traffic

**38.4K** -1.6%

Keywords **2.1K** ↑



Paid Search Traffic

**507** +134%

Keywords **8** ↓

Backlinks

**5.6K**

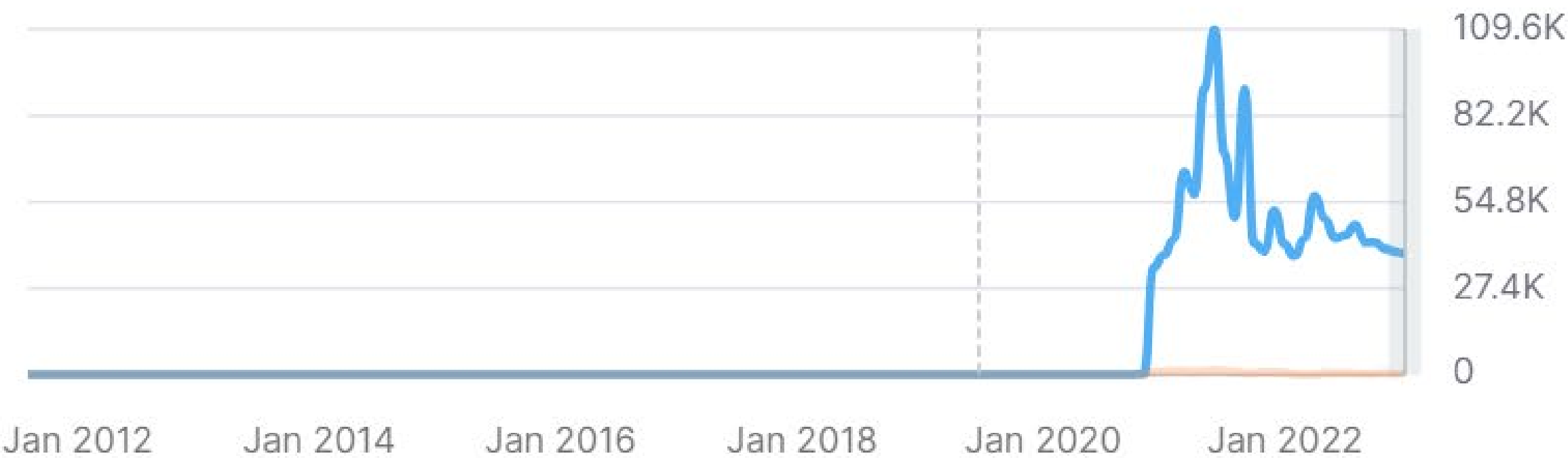
Referring Domains **737**

Distribution by Country

Countries		Traffic Share	Traffic	Keywords
Worldwide		100%	38.4K	2.1K
IN		22%	8.6K	188
US		20%	7.6K	652
UK		10%	3.8K	257
Other		48%	18.4K	1K

Organic Traffic 38,389/month

☒ Organic Traffic ☒ Paid Traffic | Notes ▾





Authority Score

**54**

Semrush Domain Rank **34.4K**

Organic Search Traffic

**18K** -4.1%

Keywords **2.4K**



Paid Search Traffic

**57** -83%

Keywords **17**

Backlinks

**2.5K**

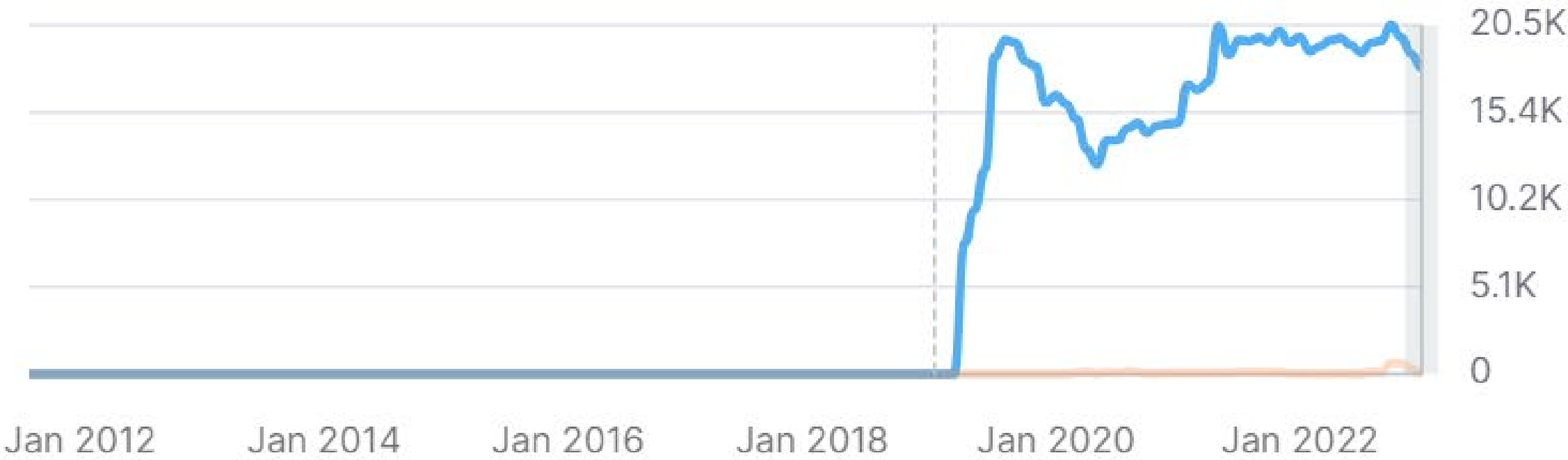
Referring Domains **614**

Distribution by Country

Countries		Traffic Share	Traffic	Keywords
Worldwide		100%	18K	2.4K
US		20%	3.5K	824
UK		18%	3.2K	301
IN		7%	1.3K	116
Other		56%	10K	1.1K

Organic Traffic 18,027/month

☒ Organic Traffic ☒ Paid Traffic | Notes





Dusit Thani



Traffic share



●	www.dusit.com/dusi...	19%
●	www.sixsenses.com...	26%
●	soneva.com/resorts/...	55%

Non-branded / Branded

www.dusit.com...	6%	<div></div>	94%
www.sixsenses...	4%	<div></div>	96%
soneva.com/res...	4%	<div></div>	96%

# An atoll utopia where sumptuous meets sustainable

Could this be your idyllic palm-fringed paradise? It's the only resort on the remote Laamu Atoll in the southern Maldives yet just a short inter-island flight and boat hop away. On-land and over-water villas, dolphins playing in the warm sapphire seas and restaurants serving mouthwatering East-West cuisine create an exceptional, natural nirvana.

## CONTACT

Olhuveli Island

Laamu Atoll

Maldives

[reservations-laamu@sixsenses.com](mailto:reservations-laamu@sixsenses.com)

+960 680 0800



LOCAL TIME 5:47 PM



HOW TO GET THERE



27 EXPERIENCES





**sixsenseslaamu** The journey to plastic freedom is made of many journeys. Here is just one of them.

Every year, we eliminate more than 1.5 million bottles by bottling our own drinking water in reusable glass bottles. This video illustrates a day in the life of a Six Senses glass bottle. It was just one of many bottles that made its way out of the refinery that day, and it is just one day in one bottle's long life.  
#PlasticFreedom #SimplySixSenses

26w



**abeachcreature** Incredibly important in such a delicate ecosystem! Thank you for leading the way

25w 1 like Reply

— View replies (1)



**sixsenseslaamu** Six Senses Laamu introduces Sustainability Camp, a three day program during which teenage guests and their families learn sustainable living skills to take back home.

Covering the topics of "Zero Waste", "Home Grown", and "Nature Conservation", it aims to give insights into the sustainability initiatives and techniques used for the resort's operations and provide a skillset for the daily improvements they can make at home, striving towards a more sustainable way of life.

#sixsenseslaamu #sustainability #simplysixsenses #zerowaste #nature #conservation #maldives

Edited · 37w



**kimberlyhcoleman** Beautiful and empowering

32w 1 like Reply



**sixsenseslaamu** We are excited to announce that Six Senses Laamu has won the Marine & Coastal category of the 2022 Skål Sustainable Tourism Awards for the third time since 2018. From all of us, underwater and on land, thank you to everyone who voted, for your support in our projects and for giving us a voice and influential space in the global community. #maldives #conservation #ocean #marinelife #simplysixsenses

34w



**ralu\_teodorescu**

34w 1 like Reply



**sixsenseslaamu** Meet Chef Yashitha.

He has worked at Six Senses Laamu for 3 years, and is known for his fresh handmade pasta. From ravioli to linguine, he can prepare pasta of all shapes and sizes.

He loves spaghetti and enjoys making a classic white cream sauce.

30w



**experiencetravelgroup**

30w 1 like Reply





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[RESPONSIBILITY](#) [WELLNESS](#) [CONTACT US](#)

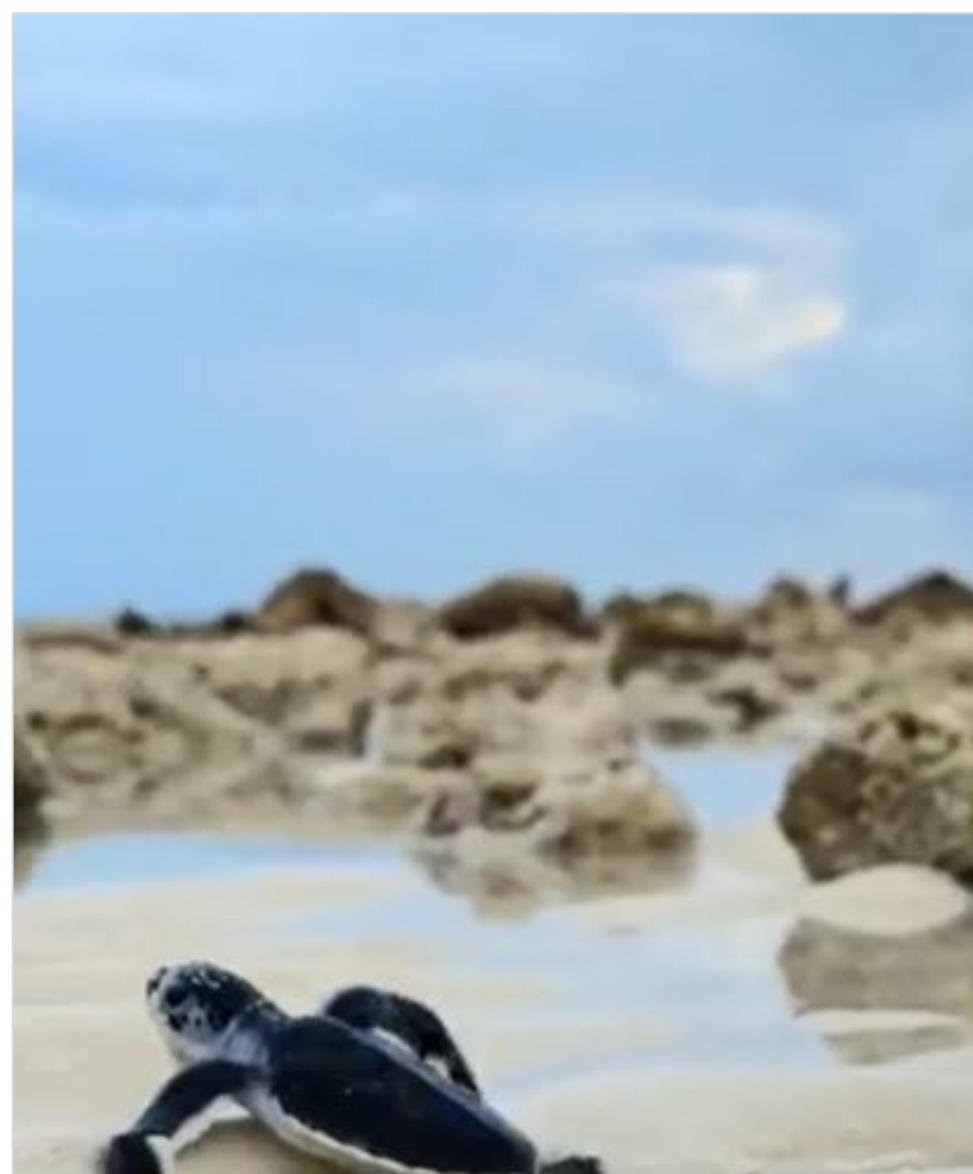
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[VILLAS](#) [EXPERIENCES](#) [DINING](#) [EVENTS](#) [FAMILY](#) [EXCLUSIVE OFFERS](#) [FAQ](#)

The original barefoot hideaway

Soneva Fushi is an unparalleled paradise of barefoot luxury, in a sustainable ecosystem of lush jungle, pristine beaches and crystalline waters.





**discoversonewa** 🌊 The ocean always, always beckons. Several sea turtles call **#SonevaJani** their home and many tiny hatchlings find their way to the waters with a little help from our marine biologists.

**#DiscoverSoneva**  
**#SonevaJani**  
**#ExperienceSoneva**

2d



**sophiechoudry** 🌊 Seeing these little guys and rescuing a few with your amazing team is one of my most memorable life experiences 💜

2d 2 likes Reply



**nataliarodionova683** 😊👍



**louiscannell** 🌊 Dine above the rainforest canopy at Soneva Kiri! 🍷

Elevate your dining experience at Soneva Kiri's Treepod, where fine dining meets nature's embrace. Seated in a bamboo pod, you're gently lifted high into Koh Kood's rainforest, offering breathtaking ocean views. Delight in gourmet creations delivered by your ziplining waiter. Every bite showcases local and international flavours, meticulously crafted by this hotel's extremely talented chefs. Amidst the rustling leaves, time stands still as you immerse yourself in this enchanting ambiance 🌿🌴

📍 **@discoversonewa #SonevaKiri**

Who's joining me for lunch?

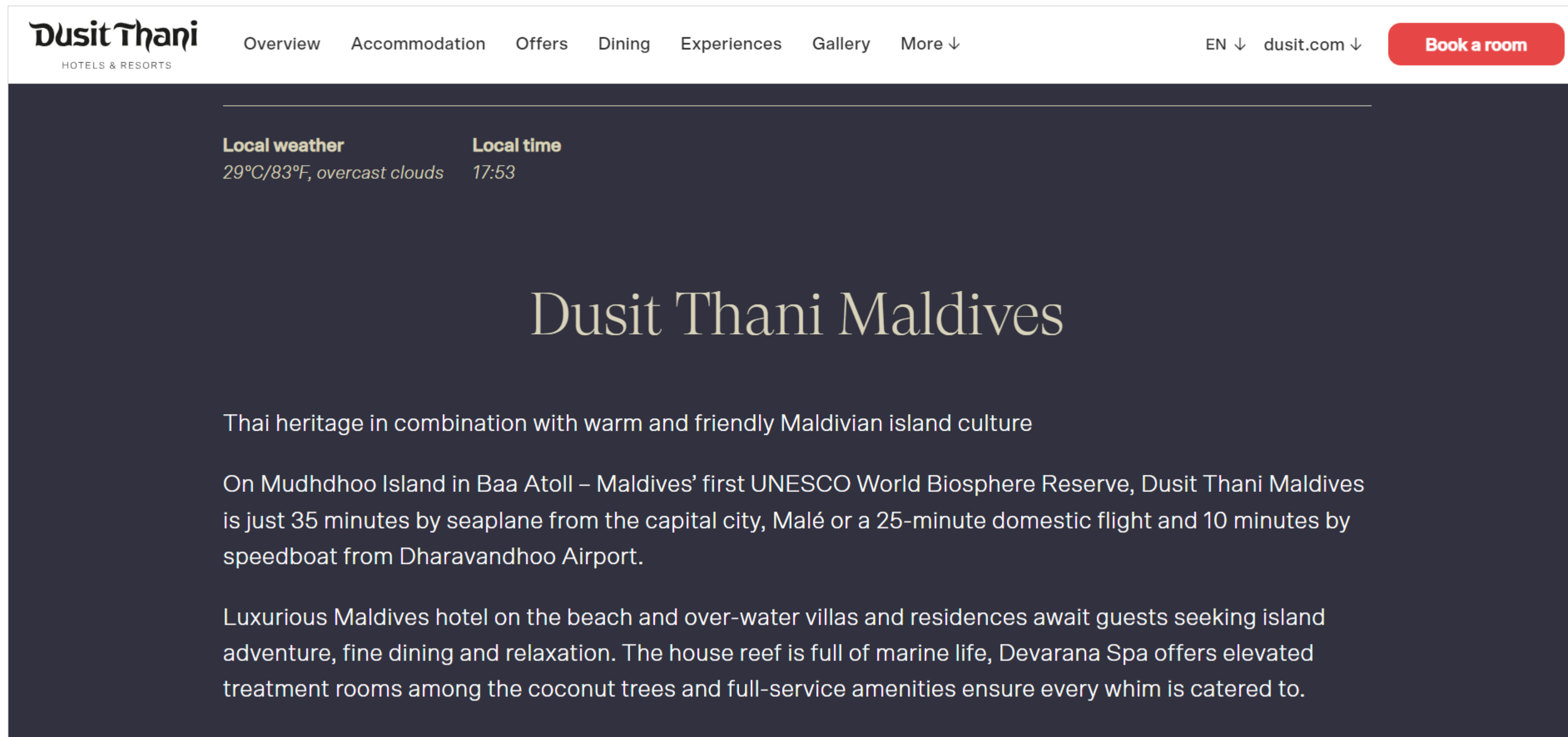


**discoversonewa** 🌊 'Fun fact: 'Thank you' in Dhivehi is 'shukuriyaa'. The vast majority of our team at **#SonevaFushi** and **#SonevaJani** are local Maldivians so you're bound to hear this during your stay in the Maldives.

**#DiscoverSoneva**  
**#ExperienceSoneva**

3w





The website and digital presence hugely lacks communication of sustainability and wellness. A revised communication strategy integrating LOHAS is recommended.

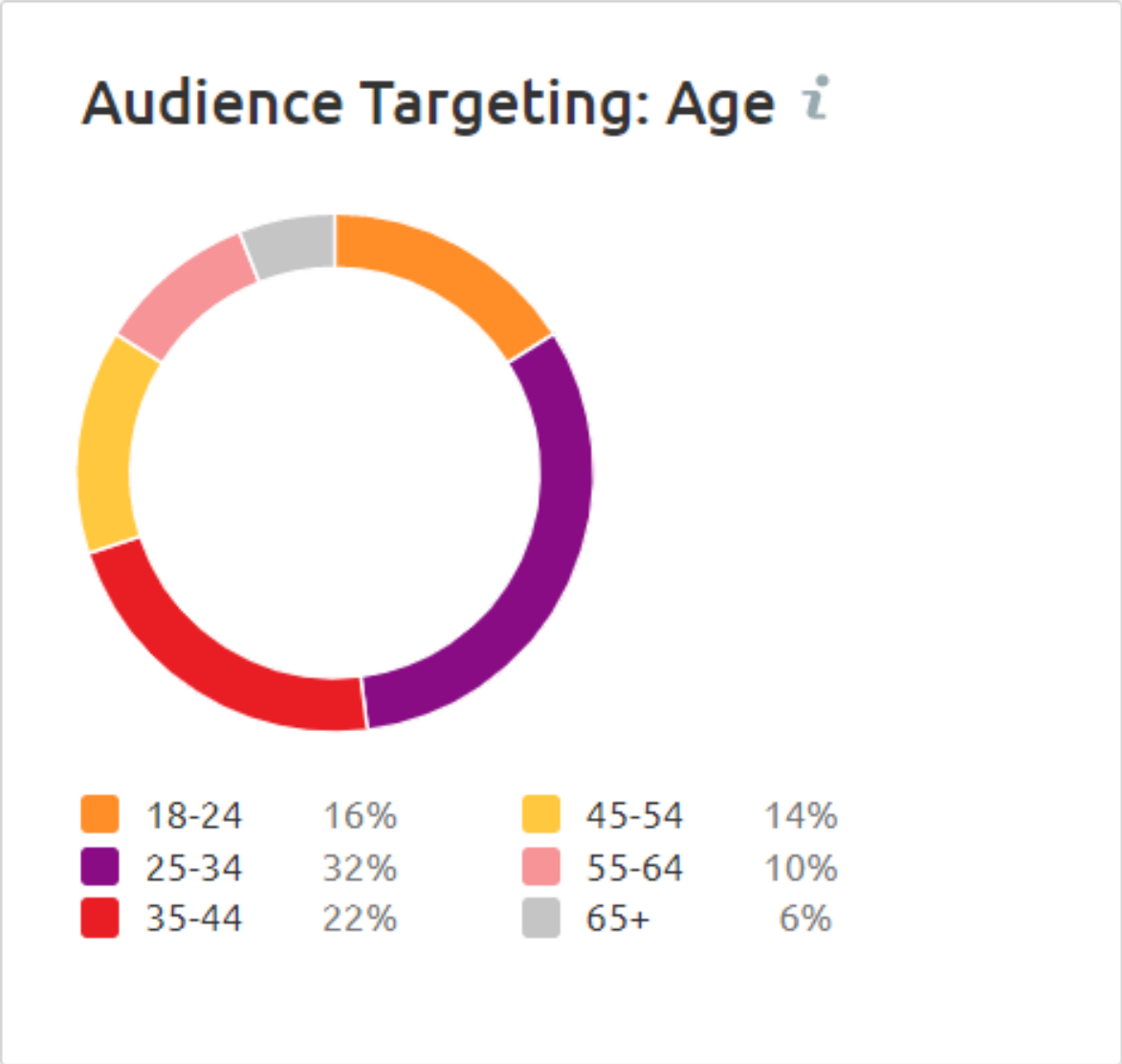
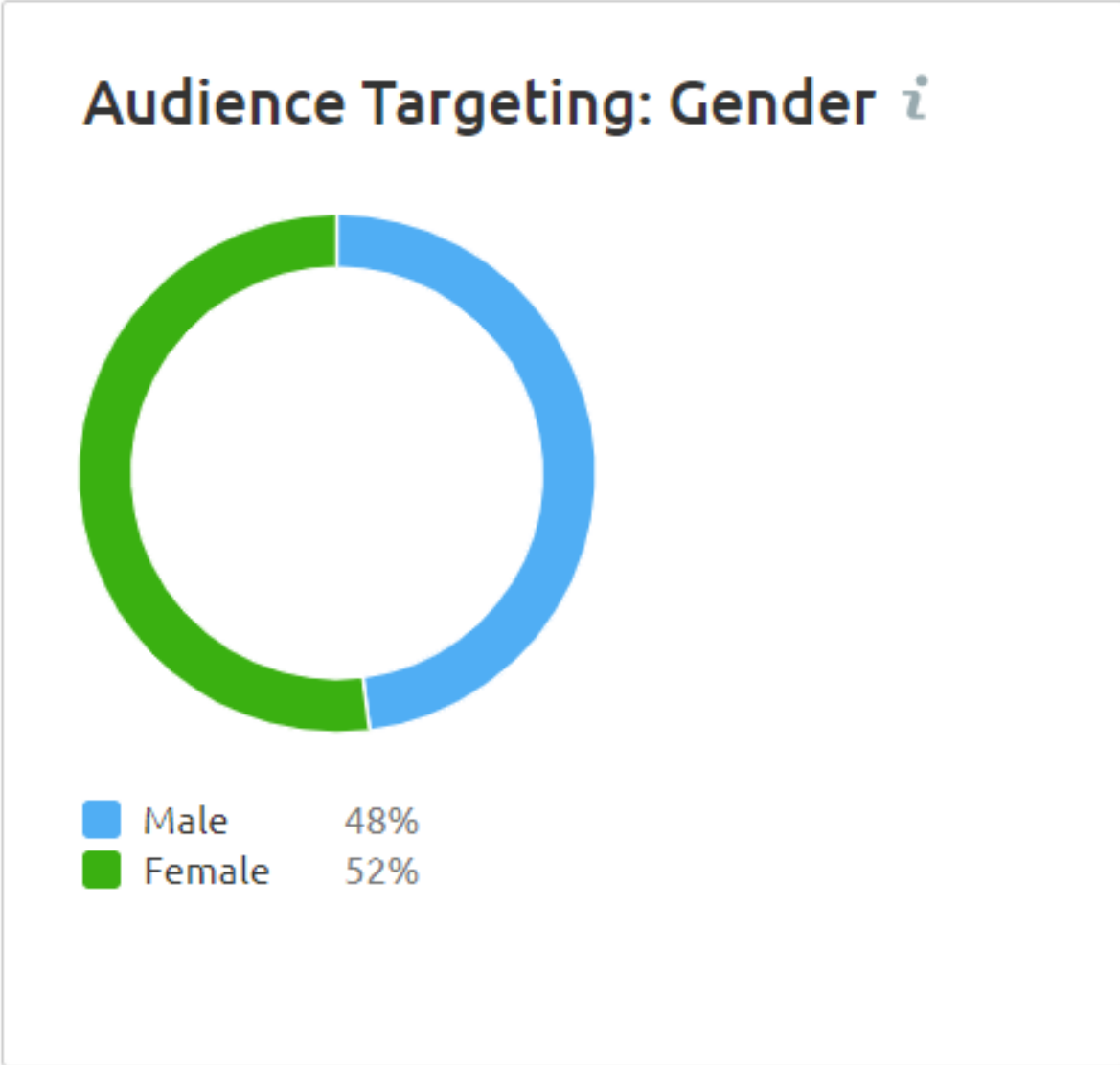


# Branding Case Studies of Successful Hotels and Groups (LOHAS)

(Small Luxury and Boutique Hotels)

# Ananda In The Himalayas

## WELLNESS



### Top Audience Interests *i*

Interest	Percentage <i>i</i>
Media & Entertainment	48%
Technology	43%
News & Politics	38%
Travel	23%
Beauty & Wellness	22%

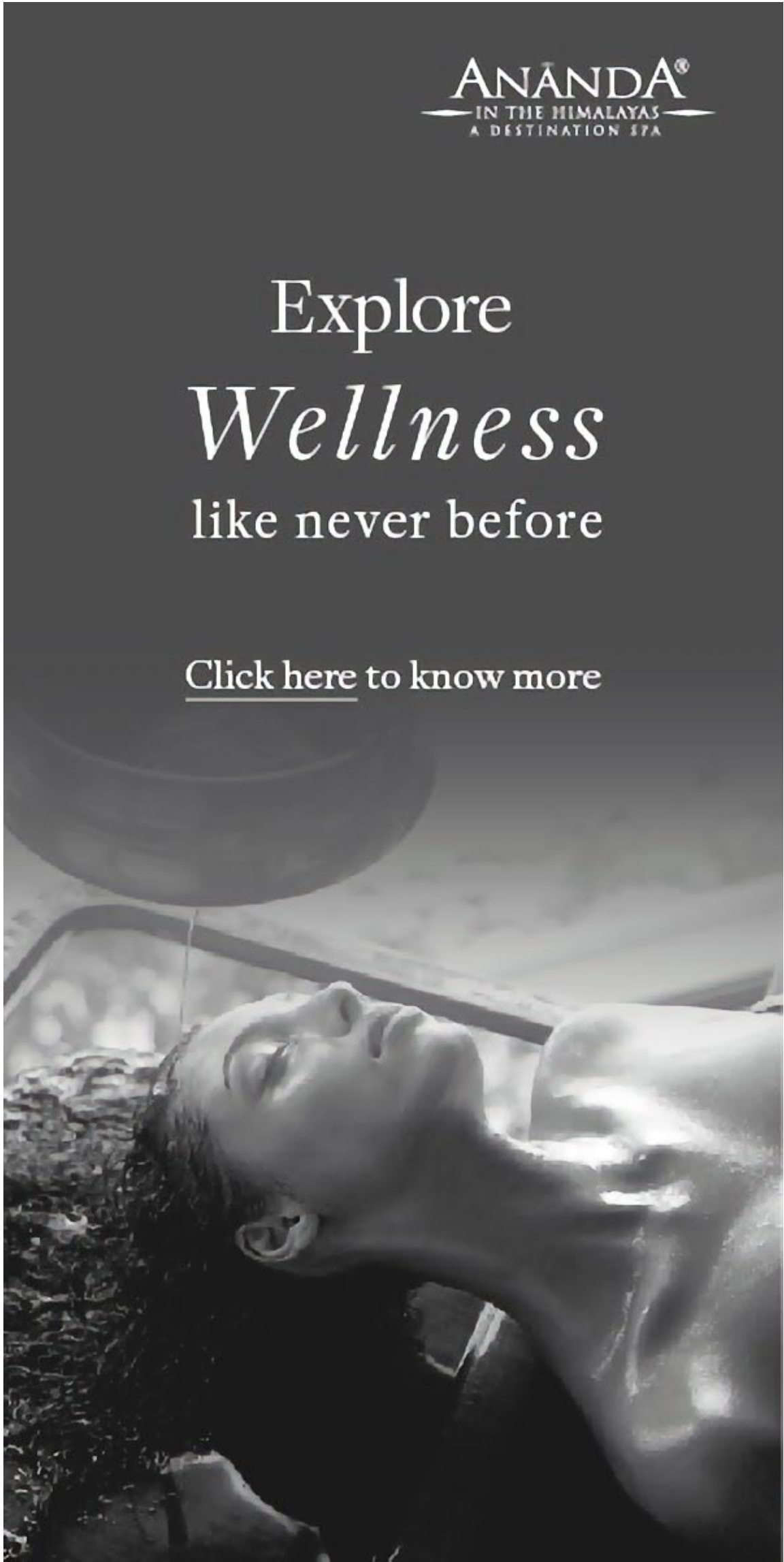


ANANDA IN THE HIMALAYAS

ANANDA<sup>®</sup>  
IN THE HIMALAYAS  
A DESTINATION SPA

Explore  
*Wellness*  
like never before

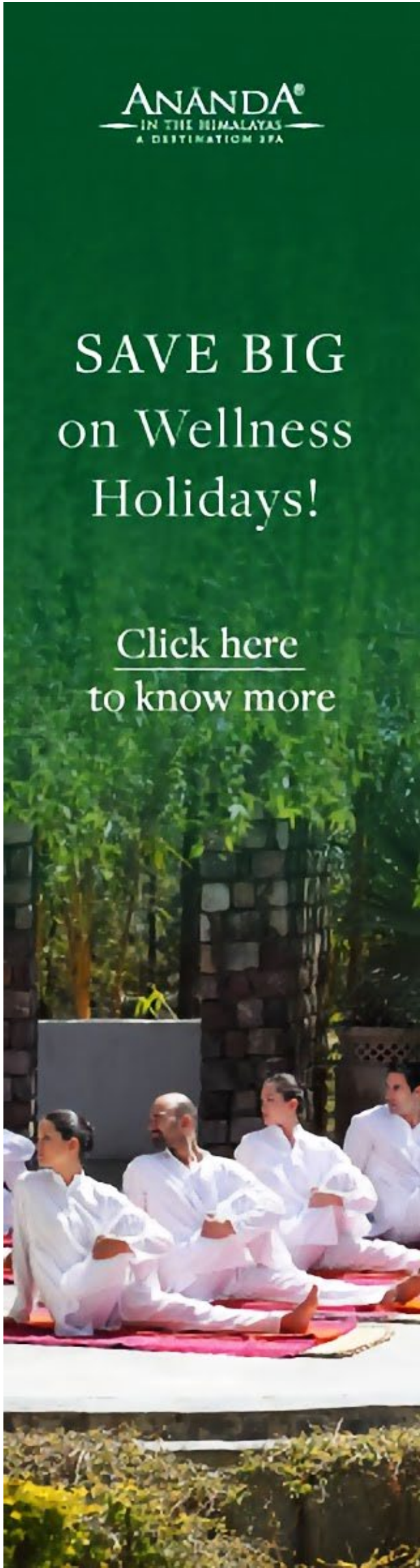
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A DESTINATION SPA

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Holidays!

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SAVE BIG on  
Wellness Holidays!

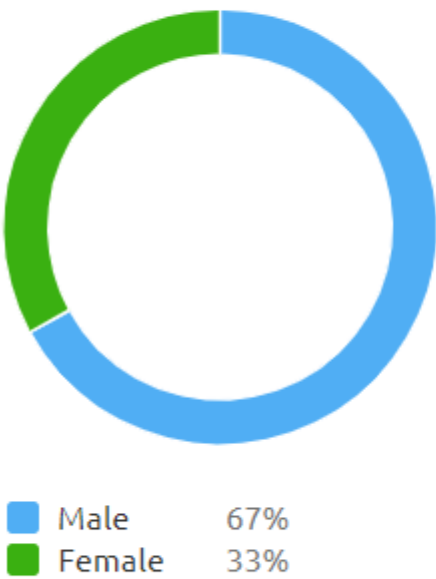
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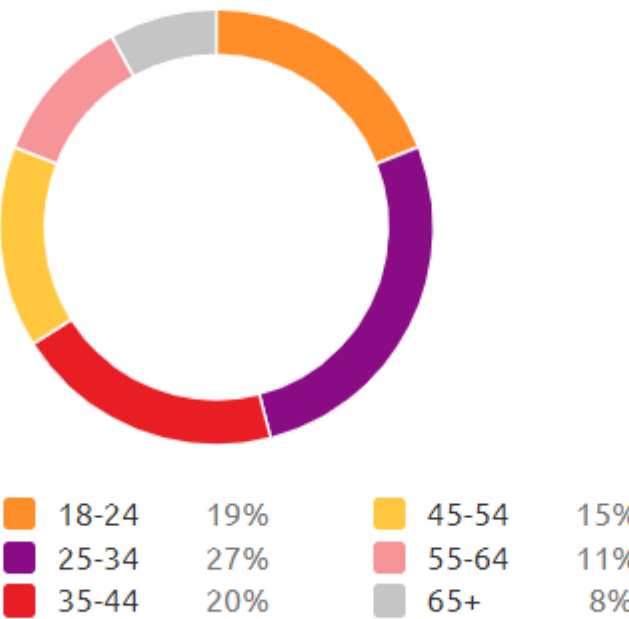


# SIX SENSES

## Audience Targeting: Gender *i*








## Audience Targeting: Age *i*



## Top Audience Interests *i*

Interest	Percentage <i>i</i>
Technology	40%
News & Politics	40%
Media & Entertainment	38%
Shoppers	25%
Lifestyles & Hobbies	19%

## Publishers 233 *i*

Domain	Ads <i>i</i>	Last seen <i>i</i>
 gbhackers.com <a href="#">↗</a>	1	Oct 8, 2021
 www.healthline.com <a href="#">↗</a>	2	Sep 14, 2021
 www.studmed.ru <a href="#">↗</a>	1	Jun 17, 2021
 www.compgramotnost.ru <a href="#">↗</a>	1	May 30, 2021
 wirtualnagrecja.pl <a href="#">↗</a>	1	May 26, 2021

[View all publishers](#)

## Top Publisher's Categories *i*

Category	Percentage <i>i</i>
Internet & Telecom	40%
News	40%
Arts & Entertainment	38%
Business & Industrial	35%
Reference	34%



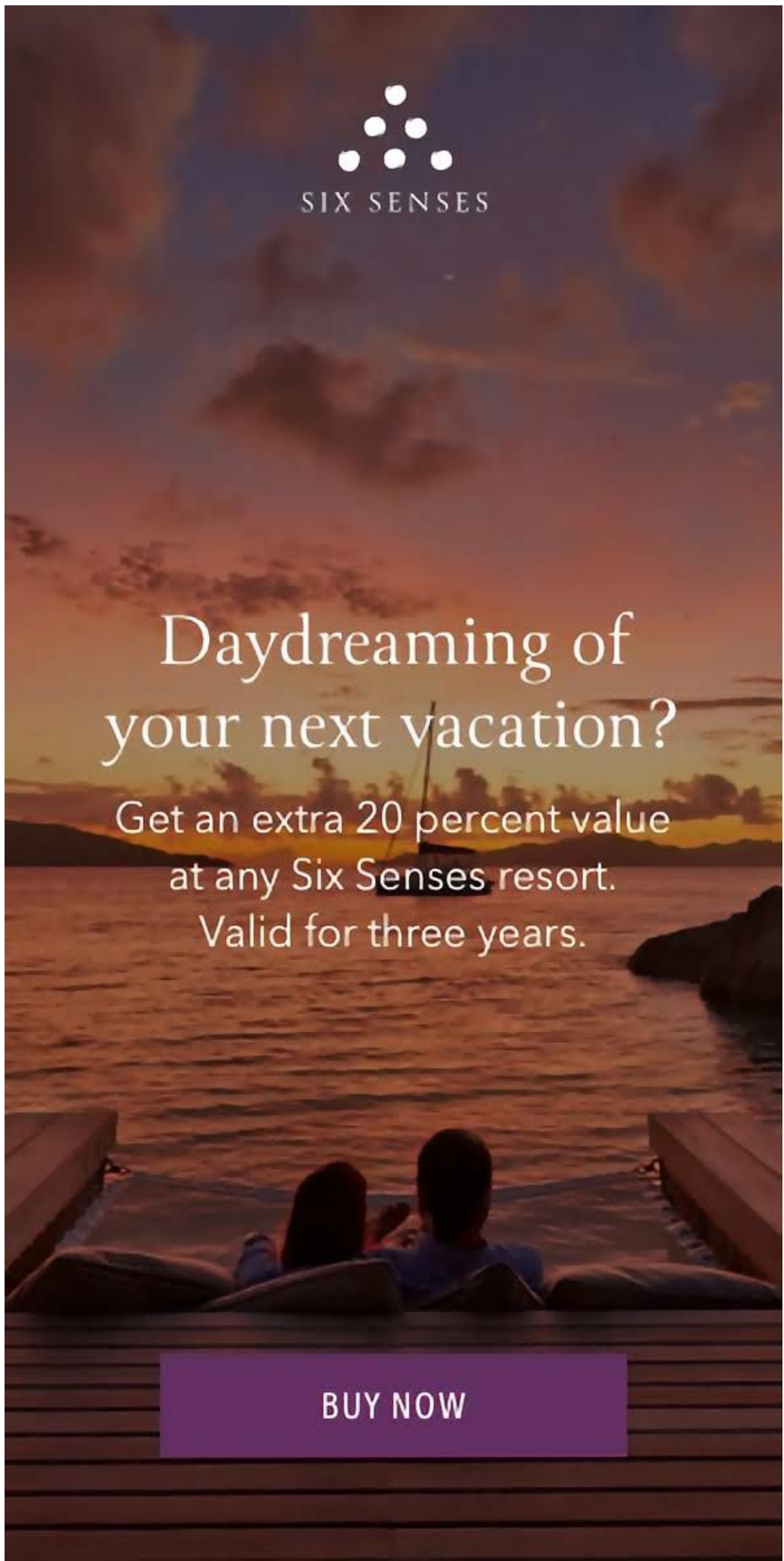


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Daydreaming of your next vacation?

Get an extra 20 percent value at any Six Senses resort. Valid for three years.

BUY NOW



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Get an extra 20 percent value at any Six Senses resort. Valid for three years.

BUY NOW

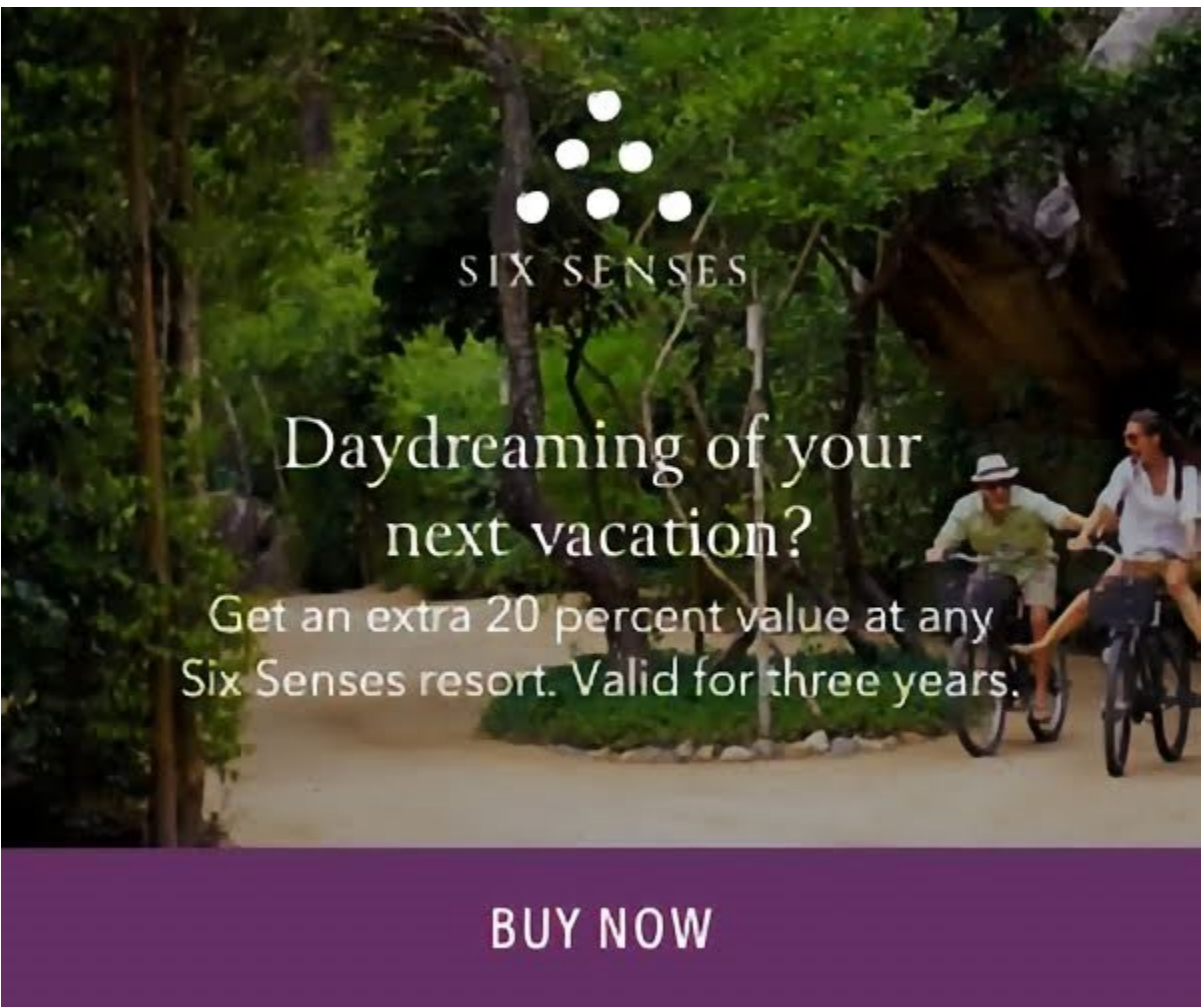


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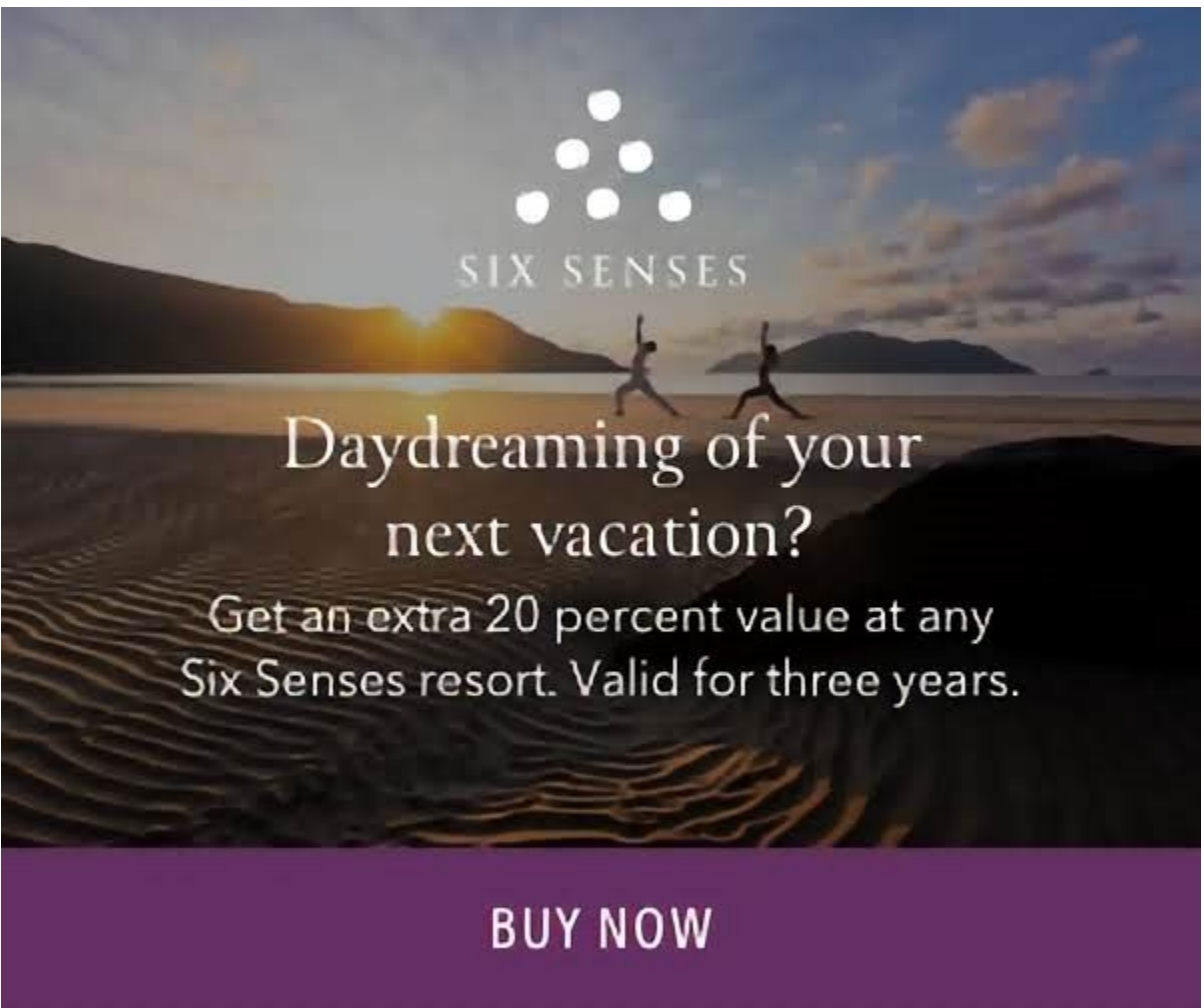


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BUY NOW



SIX SENSES

Daydreaming of your next vacation?

Get an extra 20 percent value at any Six Senses resort. Valid for three years.

BUY NOW



# POSTCARD HOTELS

### Audience Targeting: Gender *i*

Male	65%
Female	35%

### Audience Targeting: Age *i*

18-24	11%	45-54	15%
25-34	25%	55-64	13%
35-44	23%	65+	13%

### Top Audience Interests *i*

Interest	Percentage <i>i</i>
Media & Entertainment	45%
Technology	38%
News & Politics	30%
Lifestyles & Hobbies	27%
Shoppers	21%

### Publishers 2.7K *i*

Domain	Ads <i>i</i>	Last seen <i>i</i>
<a href="#">www.visitcumbria.com</a>	1	4 days ago
<a href="#">belize.com</a>	4	Jan 7, 2022
<a href="#">www.caribjournal.com</a>	2	Jan 6, 2022
<a href="#">www.indiamike.com</a>	2	Jan 4, 2022
<a href="#">iloveinns.com</a>	1	Jan 3, 2022

View all publishers

### Top Publisher's Categories *i*

Category	Percentage <i>i</i>
Business & Industrial	45%
Computers & Electronics	38%
Internet & Telecom	38%
Arts & Entertainment	35%
Reference	34%








**ENJOY 10% OFF**  
USE PROMO-CODE POSTCARD10  
on a maximum of 2 rooms







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USE PROMO-CODE POSTCARD10  
on a maximum of 2 rooms








**ENJOY 10% OFF**  
USE PROMO-CODE POSTCARD10  
on a maximum of 2 rooms





**10% OFF**  
USE PROMO-CODE POSTCARD10  
on a maximum of 2 rooms



# OBEROI

### Audience Targeting: Gender *i*

Male	72%
Female	28%

### Audience Targeting: Age *i*

18-24	16%	45-54	15%
25-34	30%	55-64	10%
35-44	21%	65+	7%

### Top Audience Interests *i*

Interest	Percentage <i>i</i>
Media & Entertainment	43%
Technology	31%
News & Politics	26%
Shoppers	25%
Sports & Fitness	22%

### Publishers 2.2K *i*

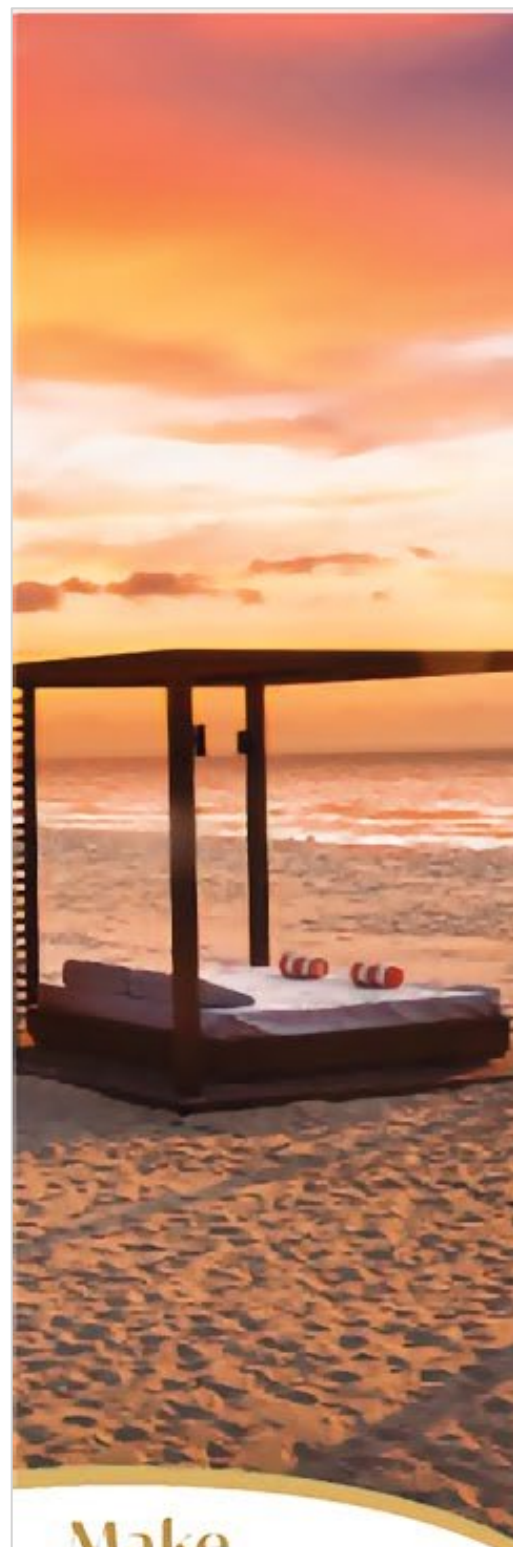
Domain	Ads <i>i</i>	Last seen <i>i</i>
<a href="#">eatsleepcruise.com</a>	1	Dec 13, 2021
<a href="#">www.pensionhotel.com</a>	3	Dec 13, 2021
<a href="#">www.excellent-romantic-vacations.com</a>	1	Dec 12, 2021
<a href="#">phuketnews.phuketindex.com</a>	2	Dec 12, 2021
<a href="#">www.japan-guide.com</a>	3	Dec 12, 2021

View all publishers

### Top Publisher's Categories *i*

Category	Percentage <i>i</i>
Arts & Entertainment	43%
Computers & Electronics	31%
Business & Industrial	31%
Games	27%
Internet & Telecom	26%





## Make The Oberoi Al Zorah Your Perfect Escape

Enjoy your summer with exclusive offers



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Visit Us : [www.oberoihotels.com](http://www.oberoihotels.com)



## Valentine's Special

Gift LUXURY to your loved one

[BOOK NOW](#)



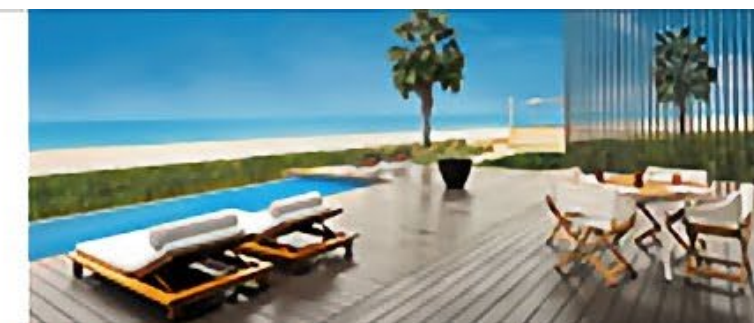
## Make The Oberoi Al Zorah Your Perfect Escape

Enjoy your summer with exclusive offers



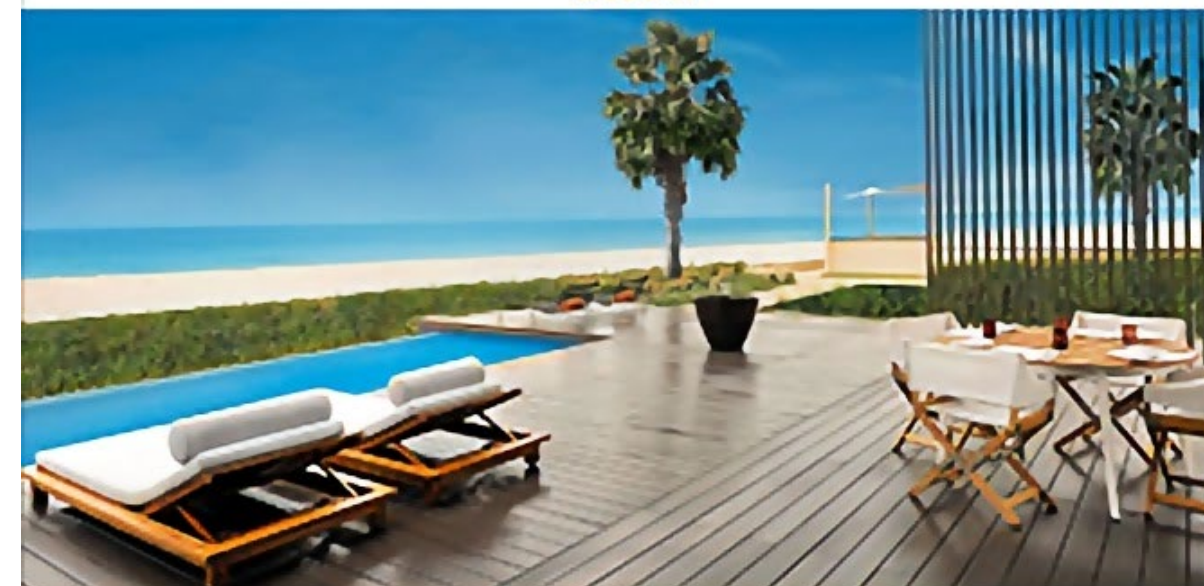
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Enjoy 50% savings on 3<sup>rd</sup> night.  
For stays between 5<sup>th</sup> January and 15<sup>th</sup> April, 2020.

[Book Now](#)

## Valentine's Special

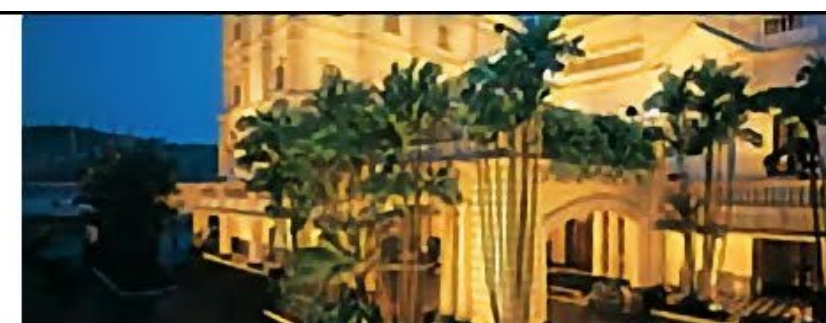
Gift LUXURY to your loved one

[BOOK NOW](#)



Enjoy 10% Savings.  
Book direct to avail offer.

[Know More](#)



Enjoy 10% Savings.  
Book direct to avail offer.

[Know More](#)



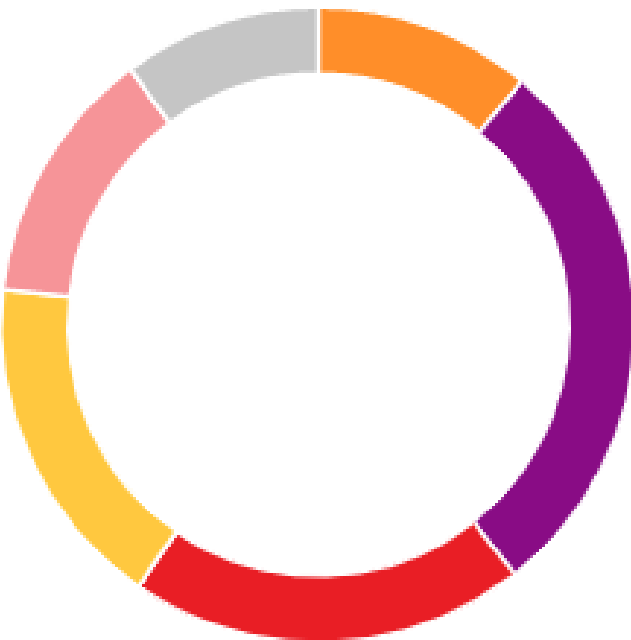
# ONE & ONLY

Audience Targeting: Gender *i*



Male 61%  
Female 39%

Audience Targeting: Age *i*



18-24 11%  
25-34 28%  
35-44 20%  
45-54 17%  
55-64 13%  
65+ 10%

Top Audience Interests *i*

Interest	Percentage <i>i</i>
Travel	52%
Media & Entertainment	36%
Lifestyles & Hobbies	30%
Banking & Finance	30%
Technology	27%



Emirates  
*One&Only*  
WOLGAN VALLEY  
*Australia*



Here & Now

Now open

BOOK NOW



Now open

Emirates  
*One&Only*  
WOLGAN VALLEY  
*Australia*

BOOK NOW



Nature's playground

Emirates  
*One&Only*  
WOLGAN VALLEY  
*Australia*

BOOK NOW



Now open

Emirates  
*One&Only*  
WOLGAN VALLEY  
*Australia*

BOOK NOW

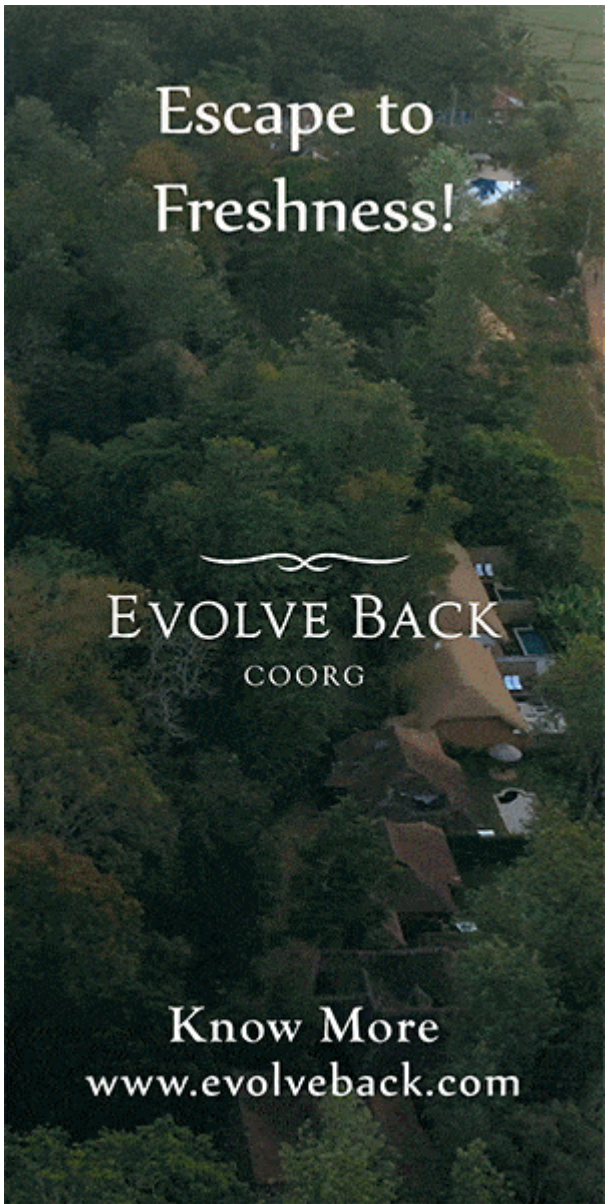




EVOLVE BACK  
COORG

*It's that time  
of the year!*

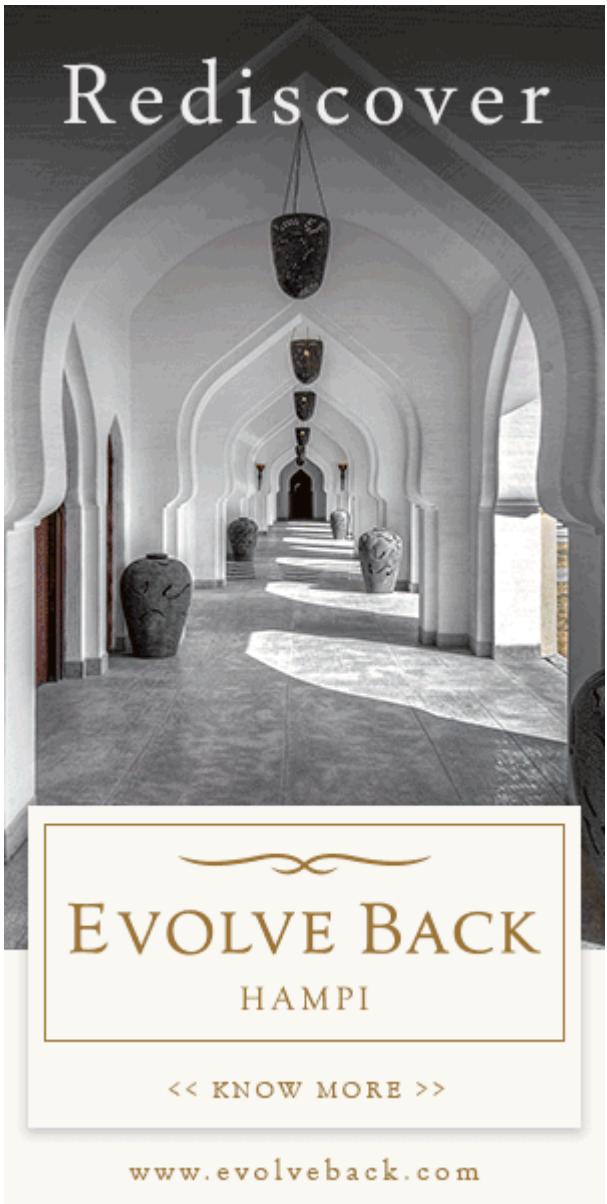
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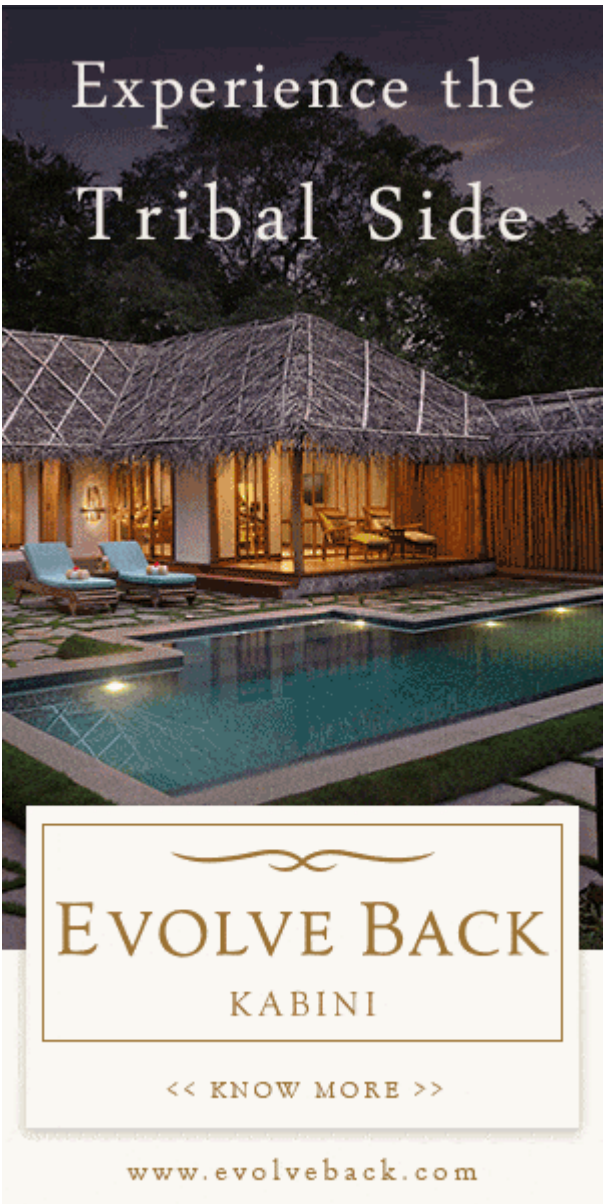


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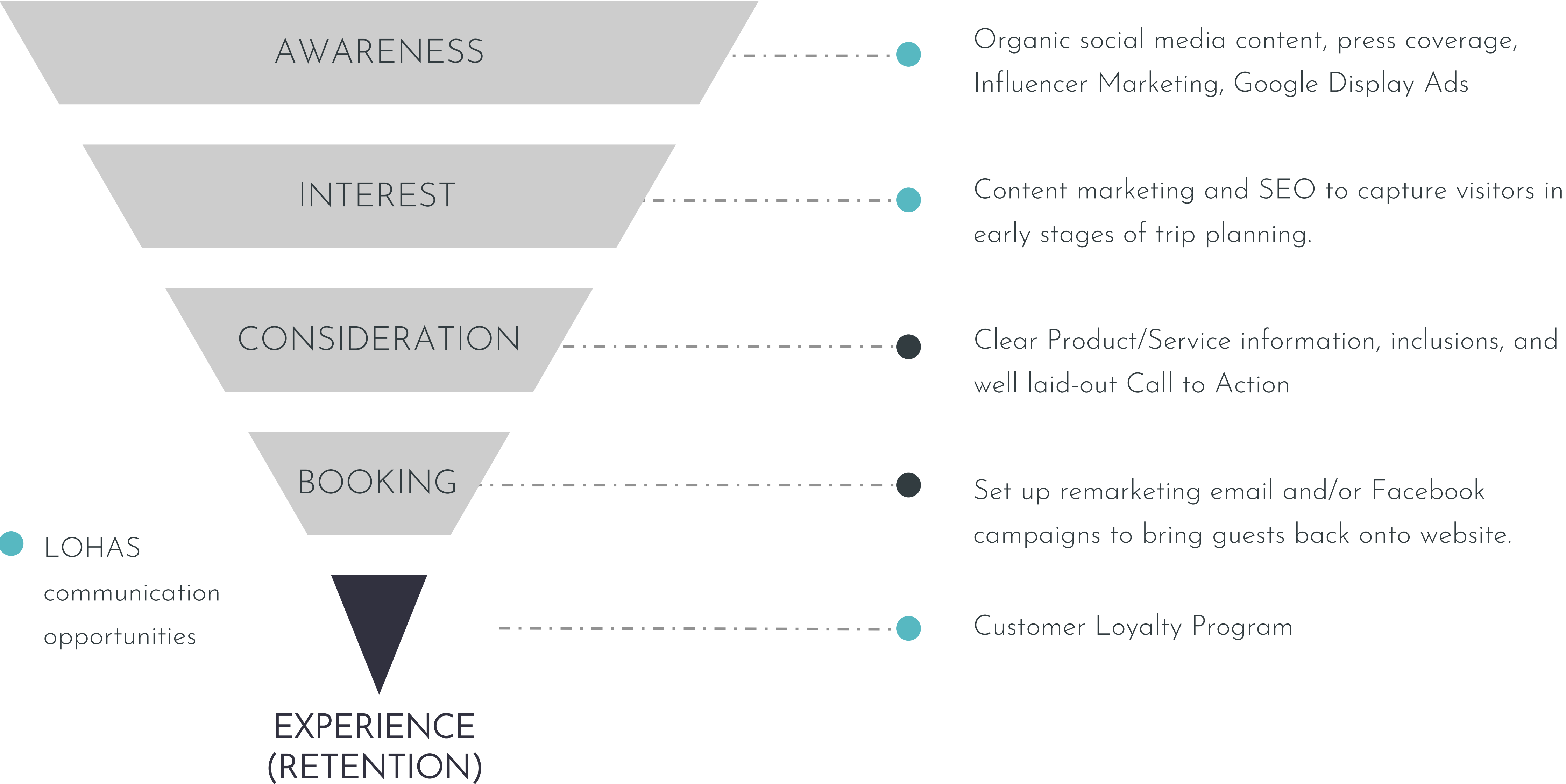


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# The Funnel







## Intellectual Positioning

It is recommended that Dusit Thani Maldives positions itself as the champion of Maldivian ecosystems, culture, art and history. To this end, creating a channel of constant communication by co-opting thought leaders in relevant domains with possible experiences curated by them for special interest groups will create the necessary aura and gravity propelling the brand into the cerebral realm.

A perfect case study for this is the river cruising and hospitality company of Southeast Asia, Pandaw.



## Responsible Hospitality Positioning

- Every communication starts with Brand Assets
- Begin with content about DTM's Sustainability practices on the website and Social Media Channels
- Dusit Thani's guide to Responsible Travel
- Become a member of organizations such as RTSOI and use their platform to create a brand identity and niche
- Blogger engagement with bloggers talking about Responsible travel
- Intellectual Brand Positioning

# Dusit Thani Maldives

STYLISH & SUSTAINABLE

Embrace the harmonious blend of Thai heritage and the **eco-conscious Maldivian island** culture at Dusit Thani Maldives. Located on Mudhdhoo Island, within the Maldives' esteemed UNESCO World Biosphere Reserve, our resort is a sustainable haven, just 35 minutes by seaplane from Malé or a 25-minute domestic flight followed by a brief speedboat ride from Dharavandhoo Airport.

Indulge in the lap of luxury with our beachfront and over-water villas and residences, designed with a **commitment to sustainability**. Immerse yourself in **authentic wellness** and the island adventure, Savor fine dining experiences, and find serenity amidst the vibrant marine life of our house reef. Our Devarana Spa, nestled among coconut trees, offers elevated treatment rooms that honour nature's beauty, while our full-service amenities ensure that every desire is met with utmost care for the environment.

Proposed Homepage Content





# Content Marketing

Launch a blog section on the microsite of Dusit Thani Maldives with a sharp focus on **Responsible Hospitality and Sustainable Tourism** as below:

- DTM's Responsible Travel Commitment
- Sustainability Goals
- Local Community & Sustainability
- What is Responsible Tourism And Why Is It Important?
- Responsible Experiences at DTM
- Kitchen Garden Walk & Lunch (Farm to Fork)
- Protecting the fragile Ecosystems of Maldives



## Headlines

- 📌 How To Travel Sustainably In The Maldives
- 📌 5 of the Most Eco-Friendly Resorts in the Maldives
- 📌 Sustainable Tourism in Maldives
- 📌 How to Take an Eco-Friendly Trip to the Maldives
- 📌 These luxury resorts want to save the Maldives
- 📌 Eco Friendly Resorts Maldives | Atmosphere Core
- 📌 Green Initiative
- 📌 Sustainable Places to Stay in Maldives
- 📌 What 'sustainability' means in the Maldives
- 📌 Maldives Eco-Friendly Resorts: 7 Sustainable Choices

## Questions

All What Why How Is

- When did tourism start in the Maldives?
- Why did the Maldives start local tourism?
- What are the tourist-y things to do in the Maldives?
- How to promote ecological tourism?
- What is the best Maldives island for vacation? Why?
- What don't they tell you about Maldives?
- What is life like in the Maldives outside of tourism?
- What is the most interesting fact about the Maldives?
- Can unmarried couples go to the Maldives?
- Why is Bhutan a green sustainable destination for tourists?
- Will Maldives disappear under the water?
- Will the Maldives disappear by 2050?



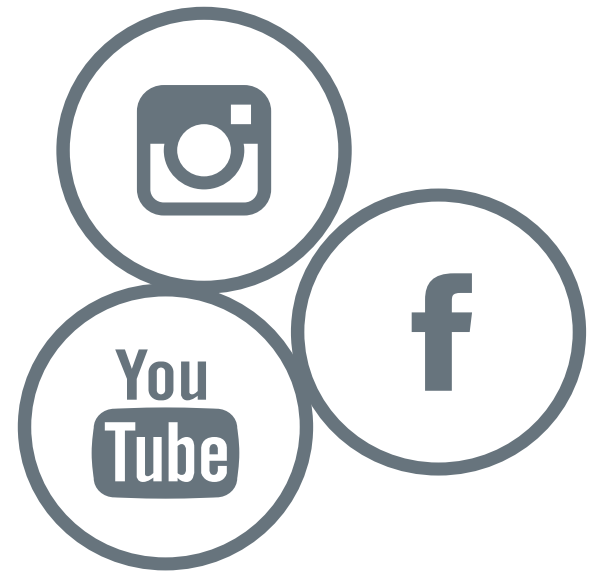


## Digital Advertising: Branding + Lead Generation

We propose running two set of campaigns:

**Branding Display Campaign:** Identify Common Brand Communication message (integrated with LOHAS) and run Branding Display campaigns across Google Display Network and Social Media.

**Lead Generation Campaign:** Run Display and Search Lead Gen Campaign to boost revenue during valley period.



# Social Media

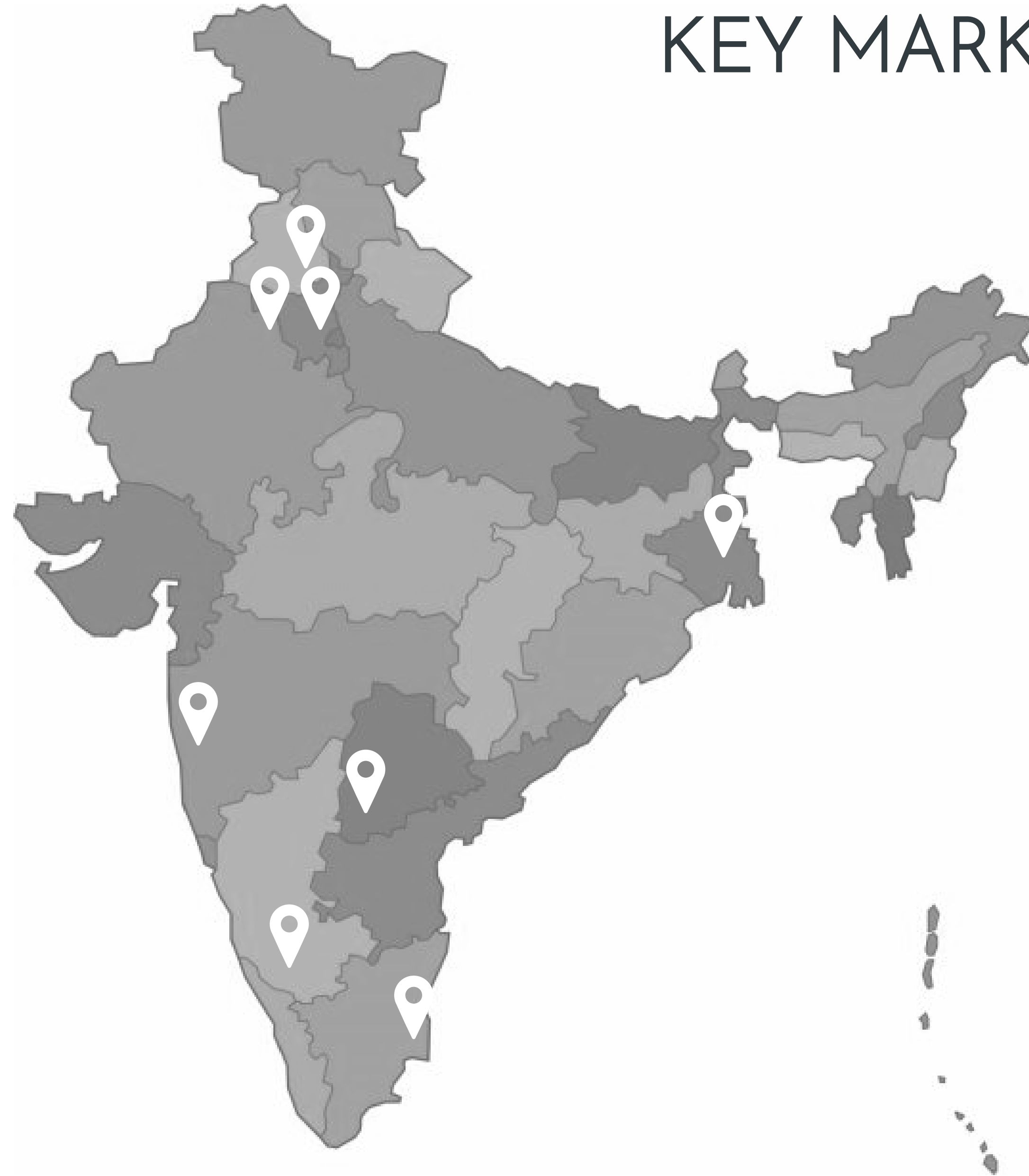
Social Media should carry the same brand communication message as suggested earlier with a sharp focus on Responsible Travel and Sustainability

## Influencer Marketing:

- Shortlist Indian influencers who have the power to bring in Brand Awareness as well as guests.
- Recommend at least three influencers to be hosted every month
- Have a brand communications kit ready and sent to the influencers prior to their arrival so that they speak a coordinated brand language
- Blogger engagement as an additional activity along with Influencer engagement
- Co-branding activities with brands like Mama Earth and PARO will help accelerate the brand message
- YouTube Ads will play a good role for Branding and conversions

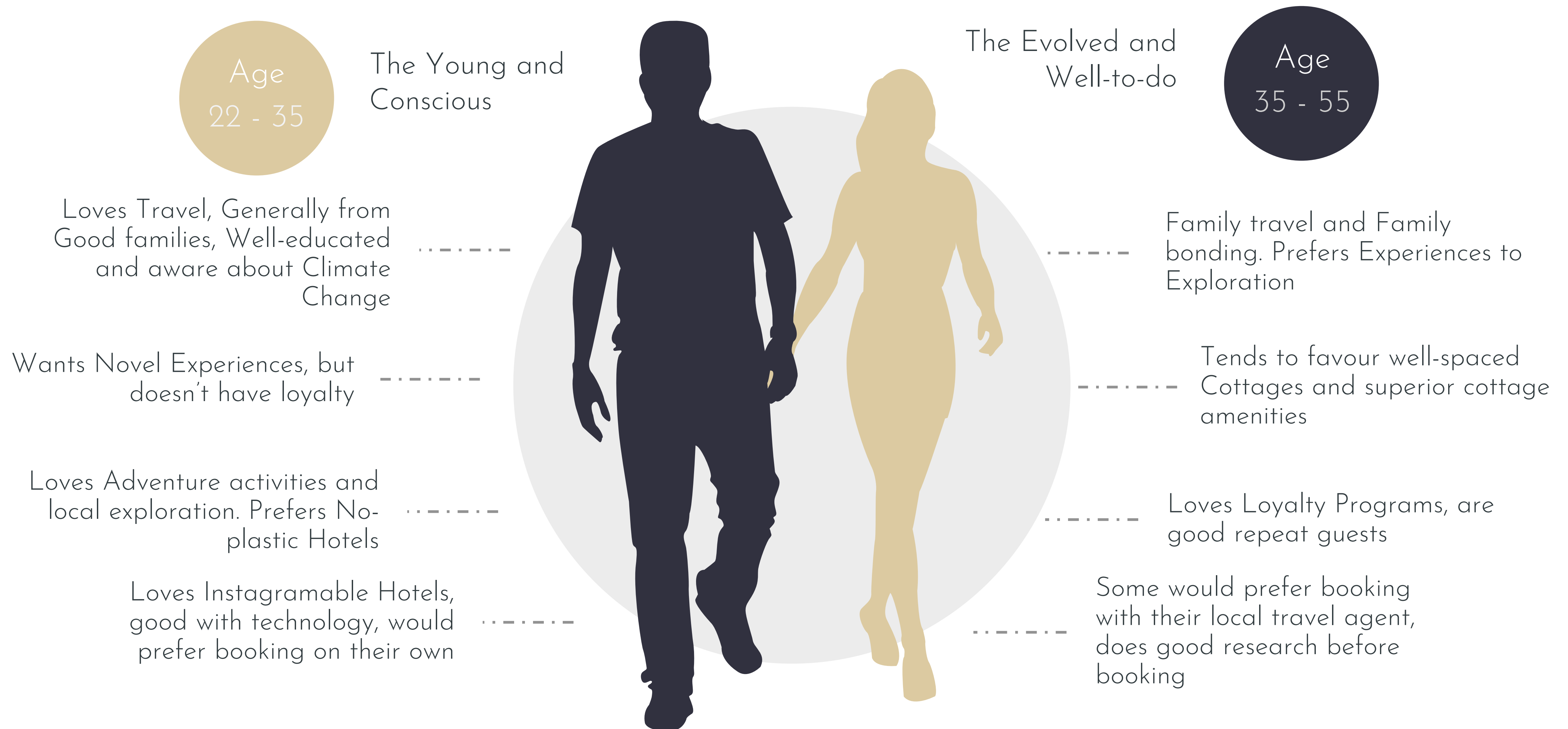


## KEY MARKETS (INDIA)



- Delhi NCR
- Chandigarh
- Mumbai
- Bangalore
- Hyderabad
- Chennai
- Kolkata
- Pune
- Jaipur
- Patiala
- Ludhiana
- Jalandhar

# PRIMARY GUEST PERSONA





## LOHAS INDIA FACEBOOK AUDIENCE

Wellness and Mindfulness:	Sustainable Living and Eco-friendly Practices:	Luxury Travel and Experiences:	Adventure and Outdoor Activities:	Honeymoon and Romantic Getaways:	Behaviours:
<ul style="list-style-type: none"> <li>• Yoga</li> <li>• Meditation</li> <li>• Ayurveda</li> <li>• Spa and wellness retreats</li> <li>• Wellness lifestyle</li> </ul>	<ul style="list-style-type: none"> <li>• Sustainable travel</li> <li>• Organic and natural products</li> <li>• Environmental conservation</li> <li>• Renewable energy</li> <li>• Zero waste lifestyle</li> </ul>	<ul style="list-style-type: none"> <li>• Luxury resorts and hotels</li> <li>• High-end travel</li> <li>• Fine dining and gastronomy</li> <li>• Exclusive travel experiences</li> <li>• Luxury spa and wellness</li> </ul>	<ul style="list-style-type: none"> <li>• Scuba diving</li> <li>• Snorkelling</li> <li>• Water sports (e.g., kayaking, paddleboarding)</li> <li>• Nature exploration</li> <li>• Wildlife enthusiasts</li> </ul>	<ul style="list-style-type: none"> <li>• Recently engaged or married</li> <li>• Honeymoon destinations</li> <li>• Romantic travel experiences</li> <li>• Couple retreats</li> </ul>	<ul style="list-style-type: none"> <li>• Frequent travellers</li> <li>• Affluent individuals</li> <li>• Online purchase behaviour (luxury goods, travel-related products)</li> </ul>



## Email Marketing

Two emailers per month to target groups.

1. Responsible Travel x Dusit Thani Maldives
2. Experiences x Dusit Thani Maldives
3. Email communications to Travel Agents with clear information about experiences integrated with LOHAS.



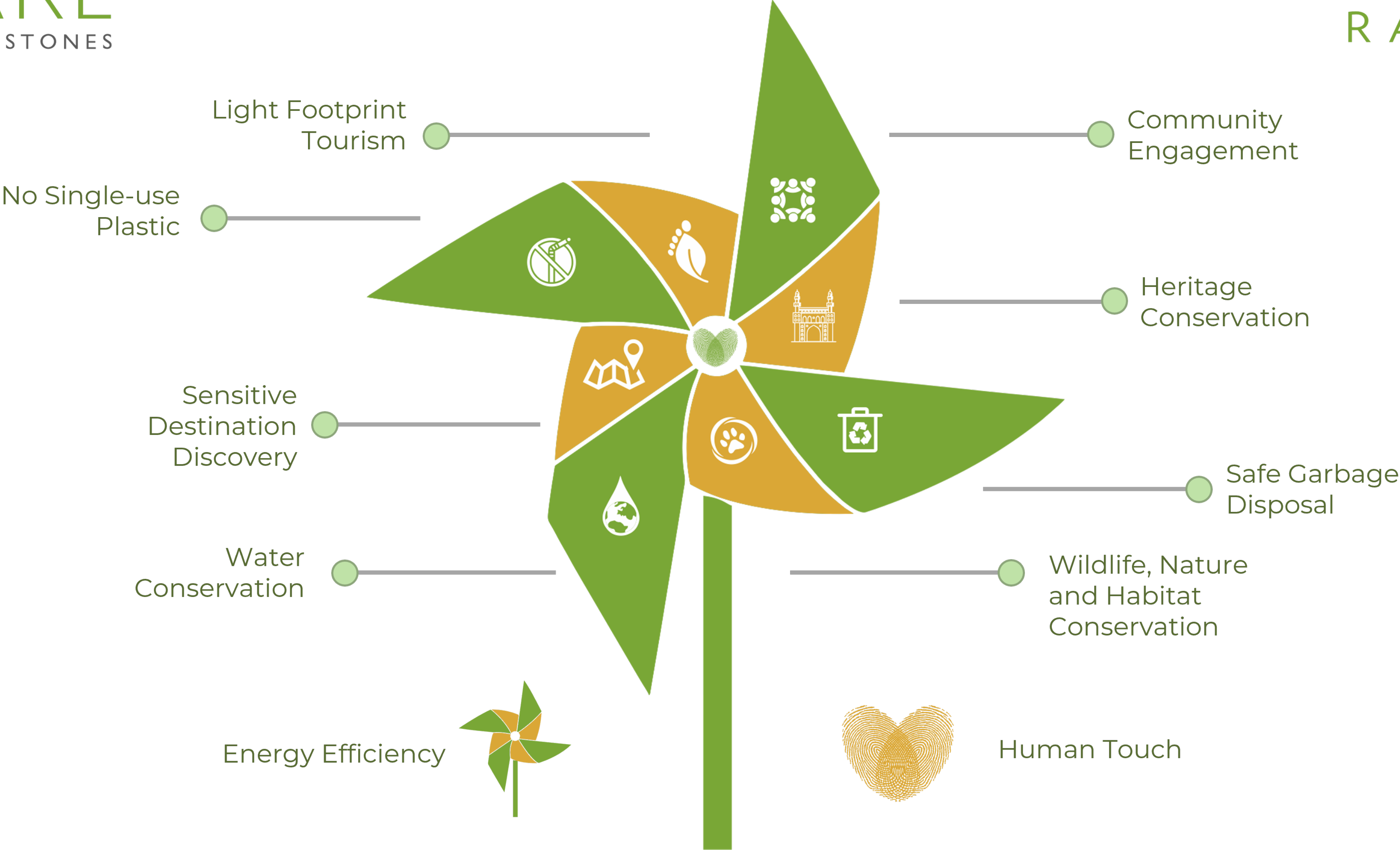


## Dusit Thani Maldives x RARE

RARE India is a community of Owner led, small and medium, stand alone and independent groups of hotels, palaces, forts, homestays, retreats and lodges with an uncanny sense of 'Conscious Luxury Travel', hence pioneering ideas for innovations in luxury and experiential travel.

The community has organically developed since 2004, RARE has defined and often defied trends and the community of pioneering hoteliers have promoted concepts and continue to create value within the community and the industry. RARE is the singular largest group of experiential hotels in India, Nepal and Bhutan constantly referred to for its strength of narratives, ideology and value.

COUNTRIES: 4 | STATES: 18 | BRANDS: 86 | HOTELS: 100



# Summary of Proposal

Short Run	Medium Run	Long Run
<p>Start with low hanging fruits such as:</p> <ul style="list-style-type: none"><li>- Create a LOHAS brand kit</li><li>- Content on the website</li><li>- Social Media Content</li><li>- Email Newsletter</li></ul>	<p>Launch a country-wide brand campaign on Facebook &amp; Instagram (and their ad network). Target the LOHAS segment as proposed.</p> <p>Use content heads from Brand Kit.</p> <p>Establish Partnerships with entities such as RARE and RTSOI.</p>	<p>Launch a content section on DTM microsite with categorized list of Sustainability initiatives undertaken.</p> <p>Roll out a Loyalty Program based on Sustainability values, co-created with guests.</p>



# Dusit Thani

HOTELS & RESORTS

Thank you