

Final Presentation - Business Research

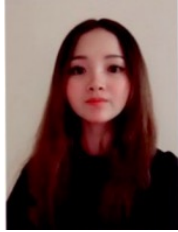
Destination Marketing Project

Royal Coast Riviera Club and Stamford International University





Michael
Molini



Baoxuan Hui
(Holly)



Professor
Richard Meaders



Kanokpan
Kohien



Thammanoon
Mahasuk



Jantira
Khongchan



Chawanchai
Intasuwannang



Wisuttinee
Muang In

Research Goal & Benefit

The goal is to assist the Royal Coast Riviera Club in understanding how the 'Royal Coast' brand is currently perceived. This will aid their strategy in promoting sustainable development by attracting high-quality residents, domestic and international tourists, and long-term visitors.



By gaining insights into brand perception and preferences, business and community leaders can develop coordinated marketing and communication strategies that leverage the region's historical significance, natural beauty, cultural offerings, recreational activities, and culinary experiences.

Phetchaburi

Cha-am
Hua Hin

Prachuap
Khiri Khan



Part 1- Qualitative Research

Sample

20 people

10 international and 10 Thai nationals

Familiar with Thailand

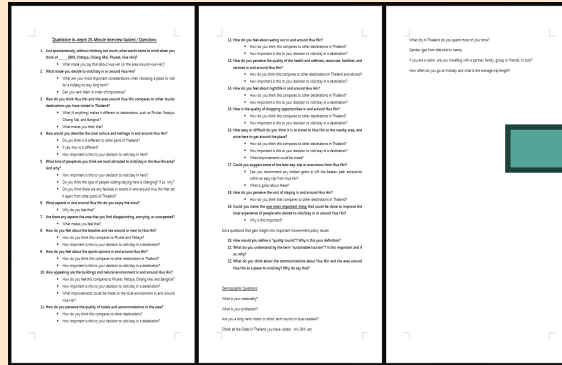
Interview Guide

Background reading informed the Interview Guide developed by the students in class workshops.

- Tourism For Good - Enhancing our quality of life in The Royal Coast Tourism Cluster
- National Tourism Development Plans
- 'Working Together For A Better Tourism For All'
- The Final Report on the Royal Coast Thailand Riviera
Ministry of Tourism & Sports
- Strategies for Rebranding Hua Hin Tourism to Enhance Image and Reputation.
Dr Revita Saisud

Currently, the term 'Royal Coast'/'Royal Coast Riviera' is not widely recognized.

Therefore, in order to get perceptual responses, we had to use a destination description that was easily recognized, e.g., "The area in and around Hua Hin" or "Hua Hin region".



1. How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin?	2. How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin?	3. How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin?	4. How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin?
5. How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin?	6. How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin?	7. How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin?	8. How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin?
9. How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin?	10. How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin?	11. How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin?	12. How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin? • How do you describe the area in and around Hua Hin?

Examples of Interview Prompts

- *'Just spontaneously, without thinking too much, what words come to mind when you think of _____ (Destination)*
- *'What aspects in and around Hua Hin do you enjoy the most?'*
- *'Are there any aspects of the area that you find disappointing, worrying, or unexpected?'*
- *'How do you feel about eating out in and around Hua Hin?'*
- *'Could you name the one most important thing that could be done to improve the local experience of people who decide to visit/stay in or around Hua Hin?'*

Result From Qualitative Interviews

Spontaneous Perceptions

'Royal Coast' area

"Friendly", "Comfortable", "Quite Calm", "King's Summer Place", "Small, Easy to get around" "Convenient travel", "A little of everything", "Many Good Restaurants", "Nice Beach", "Good weather", "Nice Shopping", "Nice Hotels"



<https://www.dropbox.com/s/udxamub65atyr8p/final%20version.mp4?dl=0>

Result From Qualitative Interviews

Spontaneous Perceptions

'Royal Coast' area

"Friendly", "Comfortable", "Quite Calm", "King's Summer Place", "Small, Easy to get around" "Convenient travel", "A little of everything", "Many Good Restaurants", "Nice Beach", "Good weather", "Nice Shopping", "Nice Hotels"

Bangkok

"Lively", "City with good food", "Nightlife", "Traffic, "Chaotic"

Chiang Mai

"Beautiful", "Cozy", "Nature", "Quiet", "Lots to do", "Local People"

Phuket

"Good Beaches", "Many hotels", "Many tourist", "Wild nightlife"

Pattaya

"Near Bangkok", "Beach", "Islands", "Tourist place", "Lots of sex tourism"

Result From Qualitative Interviews

Attributes that Motivate Choice

Quality of activities and attraction in and around destination

Transportation to or around destinations

Cost of visiting destination

Beautiful of natural environment and buildings

Peaceful & Relaxing

Authentic Thai culture

Part 2 - Quantitative Research: Measuring Attribute Importance & Perceptions

Population & Sampling
Sample Size - 153 people

Nationality: 66 International and 87 Thais
Age: 77 people over 35 and 75 people under 35

Attribute Importance to Choice of Destination

Table 1a - Segment Attribute Importance Comparison by Age

Rank	All Over 35: n=77
1	Beauty of the natural environment and buildings
2	Quality of activities and attractions
3	Ease of transportation
4	Peaceful/relaxing
5	Quality of food selection

For over 35s – ‘Beauty of the Natural Environment and Buildings’ is the top motivator

Table 1a - Segment Attribute Importance Comparison by Age

Rank	All Over 35: n=77	All Under 35: n=75
1	Beauty of the natural environment and buildings	Beauty of the natural environment and buildings
2	Quality of activities and attractions	Quality of activities and attractions
3	Ease of transportation	Cost of visiting
4	Peaceful/relaxing	Ease of transportation
5	Quality of food selection	Peaceful/relaxing

For under 35s – The top 5 motivators are the same, except for 'Cost of visiting'

Table 1a - Segment Attribute Importance Comparison by Age

Rank	All Over 35: n=77	All Under 35: n=75
1	Beauty of the natural environment and buildings	Beauty of the natural environment and buildings
2	Quality of activities and attractions	Quality of activities and attractions
3	Ease of transportation	Cost of visiting
4	Peaceful/relaxing	Ease of transportation
5	Quality of food selection	Peaceful/relaxing
6	Cost of visiting	
7	Energy/excitement	
8	Authentic Thai culture	
9	Health and wellness services	
10	Family friendliness	

For over 35s – All these attributes are important, but the three less important ones are surprising.

Table 1a - Segment Attribute Importance Comparison by Age

Rank	All Over 35: n=77	All Under 35: n=75
1	Beauty of the natural environment and buildings	Beauty of the natural environment and buildings
2	Quality of activities and attractions	Quality of activities and attractions
3	Ease of transportation	Cost of visiting
4	Peaceful/relaxing	Ease of transportation
5	Quality of food selection	Peaceful/relaxing
6	Cost of visiting	Energy/excitement
7	Energy/excitement	Family friendliness
8	Authentic Thai culture	Quality of food selection
9	Health and wellness services	Health and wellness services
10	Family friendliness	Authentic Thai culture

Importance of 'Quality of food selection' is higher for Over 35s, and 'Cost of visiting' is more important for younger segment.

Table 1b - Segment Attribute Importance Comparison by Nationality

Rank	International: n=66	Thai: n=87
1	Beauty of the natural environment and buildings	Beauty of the natural environment and buildings
2	Quality of activities and attractions	Quality of activities and attractions
3	Peaceful/relaxing	Ease of transportation
4	Quality of food selection	Cost of visiting
5	Cost of visiting	Peaceful/relaxing
6	Ease of transportation	Energy/excitement
7	Energy/excitement	Family friendliness
8	Authentic Thai culture	Quality of food selection
9	Health and wellness services	Health and wellness services
10	Family friendliness	Authentic Thai culture

Quality of Food Selection was higher for International than the Thai segment

Table 1b - Segment Attribute Importance Comparison by Nationality

Rank	International: n=66	Thai: n=87
1	Beauty of the natural environment and buildings	Beauty of the natural environment and buildings
2	Quality of activities and attractions	Quality of activities and attractions
3	Peaceful/relaxing	Ease of transportation
4	Quality of food selection	Cost of visiting
5	Cost of visiting	Peaceful/relaxing
6	Ease of transportation	Energy/excitement
7	Energy/excitement	Family friendliness
8	Authentic Thai culture	Quality of food selection
9	Health and wellness services	Health and wellness services
10	Family friendliness	Authentic Thai culture

‘Ease of transportation’ and ‘Family friendliness’ were more important to the Thai segment.

Perceptions of Destinations

Table 2a - Attribute Ranking Comparison by Segment

Top 1-2	Beauty of the natural environment and buildings		
Ranking	All	Inter	Thai
1	Chiang Mai	Chiang Mai	Chiang Mai
2	Phuket	Phuket	Phuket
3	Royal Coast	Royal Coast	Royal Coast
4	Bangkok	Bangkok	Bangkok
5	Pattaya	Pattaya	Pattaya

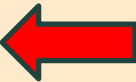


On the most important attribute, 'Beauty of the natural environment and buildings', the 'Royal Coast' is ranked below Chiang Mai and Phuket, but above Bangkok and Pattaya.

Being in the middle, suggests that there is room for improvement and opportunity to promote the beauty of the region, including the palaces, temples, mountains, national parks, waterfalls, and beaches.

Table 2a - Attribute Ranking Comparison by Segment

Top 1-2	Beauty of the natural environment and buildings			Quality of activities and attractions		
Ranking	All	Inter	Thai	All	Inter	Thai
1	Chiang Mai	Chiang Mai	Chiang Mai	Bangkok	Bangkok	Bangkok
2	Phuket	Phuket	Phuket	Phuket	Phuket	Phuket
3	Royal Coast	Royal Coast	Royal Coast	Chiang Mai	Chiang Mai	Chiang Mai
4	Bangkok	Bangkok	Bangkok	Royal Coast	Royal Coast	Royal Coast
5	Pattaya	Pattaya	Pattaya	Pattaya	Pattaya	Pattaya



On the second most important attribute, the ‘Royal Coast’ is rated 4 out of 5.

This suggests more needs to be done to promote the quality of activities and attractions that already exist in the region, and to develop even better activities and events to provide visitors with enjoyable experiences - in a beautiful setting (top attribute).

Table 2b - Attribute Ranking Comparison by Segment


Top 3-4	Ease of transportation		
Ranking	All	Inter	Thai
1	Bangkok	Bangkok	Bangkok
2	Royal Coast	Chiang Mai	Royal Coast
3	Chiang Mai	Royal Coast	Pattaya
4	Pattaya	Pattaya	Chiang Mai
5	Phuket	Phuket	Phuket



Perception of 'Ease of transportation' for the 'Royal Coast' is better than Chiang Mai, Pattaya, and Phuket.

This indicates that transportation in region is relatively convenient and accessible.

Table 2b - Attribute Ranking Comparison by Segment

Top 3-4	Ease of transportation			Peaceful/relaxing		
Ranking	All	Inter	Thai	All	Inter	Thai
1	Bangkok	Bangkok	Bangkok 	Royal Coast	Royal Coast	Chiang Mai
2	Royal Coast	Chiang Mai	Royal Coast	Chiang Mai	Chiang Mai	Royal Coast
3	Chiang Mai	Royal Coast	Pattaya	Phuket	Phuket	Phuket
4	Pattaya	Pattaya	Chiang Mai	Pattaya	Bangkok	Pattaya
5	Phuket	Phuket	Phuket	Bangkok	Pattaya	Bangkok

The 'Royal Coast' is ranked top for 'Peaceful/relaxing, and this is also one of the top destination motivators.

This suggests that peacefulness can be a big part of the 'Royal Coast' brand positioning.

Table 2c - Attribute Ranking Comparison by Segment

5-6	Cost of visiting		
Ranking	All	Inter	Thai
1	Royal Coast	Chiang Mai	Royal Coast
2	Chiang Mai	Royal Coast	Chiang Mai
3	Pattaya	Pattaya	Pattaya
4	Bangkok	Bangkok	Bangkok
5	Phuket	Phuket	Phuket

The 'Royal Coast' is ranked top for the 'Cost of visiting'.

This is an important factor, especially for the Thai and younger segments.

Table 2c - Attribute Ranking Comparison by Segment

5-6	Cost of visiting			Energy/excitement		
Ranking	All	Inter	Thai	All	Inter	Thai
1	Royal Coast	Chiang Mai	Royal Coast	Bangkok	Bangkok	Phuket
2	Chiang Mai	Royal Coast	Chiang Mai	Phuket	Phuket	Chiang Mai
3	Pattaya	Pattaya	Pattaya	Chiang Mai	Chiang Mai	Bangkok
4	Bangkok	Bangkok	Bangkok	Royal Coast	Pattaya	Royal Coast
5	Phuket	Phuket	Phuket	Pattaya	Royal Coast	Pattaya



The 'Royal Coast' ranks 4th for 'Energy/excitement'

Promoting the quality of activities, attractions, and events, without negatively impacting peacefulness and family friendliness could be an important strategy.

(Pattaya's lower ranking on this attribute is surprising and suggests an overall negativity surrounding the Pattaya 'brand').

Table 2d - Attribute Ranking Comparison by Segment

7-8	Quality of food selection		
Ranking	All	Inter	Thai
1	Bangkok	Bangkok	Bangkok
2	Phuket	Chiang Mai	Phuket
3	Chiang Mai	Phuket	Chiang Mai
4	Royal Coast	Royal Coast	Royal Coast
5	Pattaya	Pattaya	Pattaya



The ‘Royal Coast’ is ranked 4 out of 5 for ‘Quality of food selection’, which means it is not perceived as having as much to offer as Bangkok, Phuket, or Chiang Mai.

Given the qualitative comments about good restaurants in Hua Hin and the fact that Phetchaburi is designated (as well as Bangkok, Phuket, and Chiang Mai) by UNESCO as a ‘Creative City of Gastronomy’, promoting the quality of food selection in the region is a major opportunity.

Table 2d - Attribute Ranking Comparison by Segment

7-8	Quality of food selection			Family friendliness		
Ranking	All	Inter	Thai	All	Inter	Thai
1	Bangkok	Bangkok	Bangkok	Royal Coast	Royal Coast	Royal Coast
2	Phuket	Chiang Mai	Phuket	Chiang Mai	Chiang Mai	Chiang Mai
3	Chiang Mai	Phuket	Chiang Mai	Phuket	Phuket	Phuket
4	Royal Coast	Royal Coast	Royal Coast	Bangkok	Bangkok	Bangkok
5	Pattaya	Pattaya	Pattaya	Pattaya	Pattaya	Pattaya



The 'Royal Coast' ranks top for 'Family friendliness'.

This is already a strength of the 'Royal Coast' brand positioning.


Table 2e - Attribute Ranking Comparison by Segment

9-10	Health and wellness services		
Ranking	All	Inter	Thai
1	Royal Coast	Bangkok	Royal Coast
2	Chiang Mai	Royal Coast	Phuket
3	Bangkok	Chiang Mai	Chiang Mai
4	Phuket	Phuket	Bangkok
5	Pattaya	Pattaya	Pattaya

The 'Royal Coast' ranks top for 'Health and Wellness services'.

Having good medical and wellness services, spas, sports, and a natural environment are strengths that can be expanded, built upon, and promoted.

Table 2e - Attribute Ranking Comparison by Segment

9-10	Health and wellness services			Authentic Thai culture		
Ranking	All	Inter	Thai	All	Inter	Thai
1	Royal Coast	Bangkok	Royal Coast	Chiang Mai	Chiang Mai	Chiang Mai
2	Chiang Mai	Royal Coast	Phuket	Bangkok	Bangkok	Bangkok
3	Bangkok	Chiang Mai	Chiang 	Royal Coast	Royal Coast	Phuket
4	Phuket	Phuket	Bangkok	Phuket	Phuket	Royal Coast
5	Pattaya	Pattaya	Pattaya	Pattaya	Pattaya	Pattaya

The Chiang Mai and Bangkok are ranked higher than the ‘Royal Coast’ for ‘Authentic Thai culture’. Phuket and Pattaya are lower.

The ‘Royal Coast’ is the beach destination with the most Thai heritage. For destination marketing the combination of beach and heritage provides a unique advantage.

Regression Analysis

How likely are you to visit or stay in (destination) in the next 5 years?

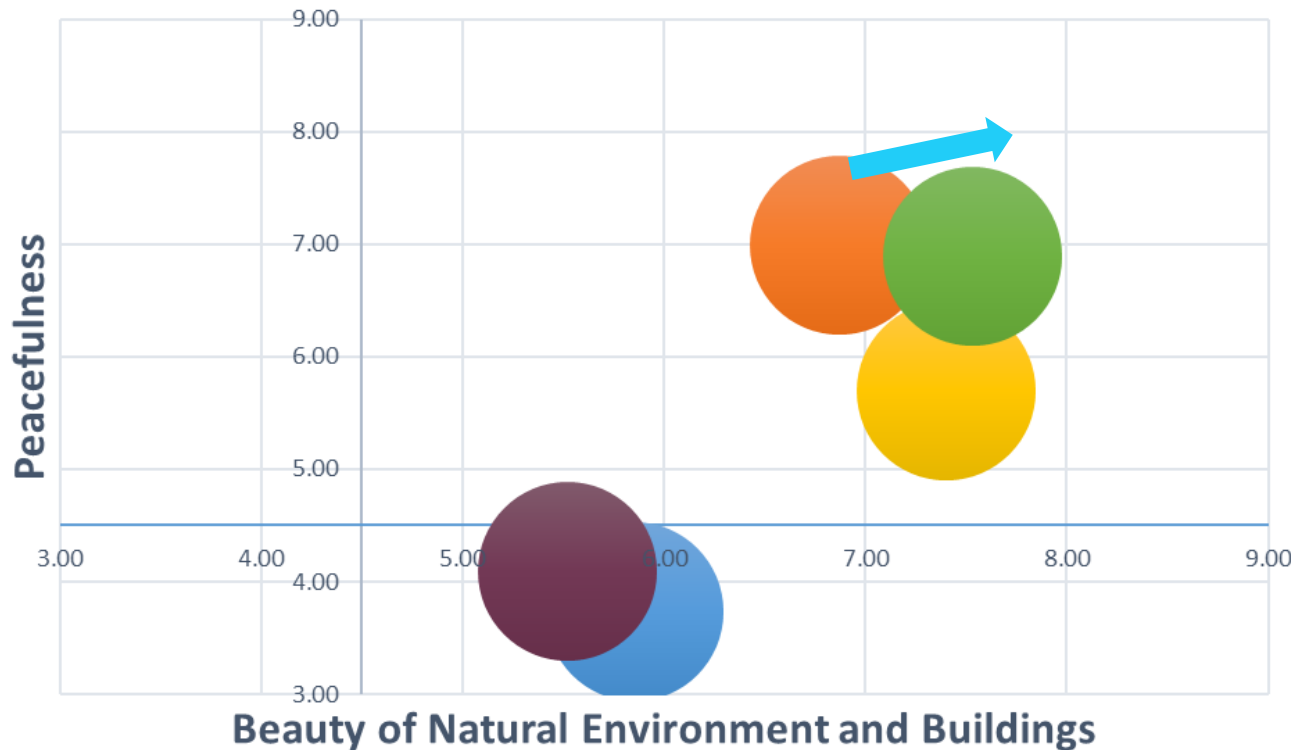
Measured Attributes:	Bangkok		Royal Coast		Pattaya		Phuket		Chiangmai	
	Correlation	P-value	Correlation	P-value	Correlation	P-value	Correlation	P-value	Correlation	P-value
Beauty of the natural environment and buildings	0.27	0.0011	0.38	0.0000	0.38	0.0000	0.40	0.0000	0.43	0.0000
Quality of activities and attractions	0.47	0.0000	0.37	0.0000	0.55	0.0000	0.32	0.0001	0.53	0.0000
Ease of transportation	0.30	0.0002	0.28	0.0007	0.23	0.0051	0.14	0.0904	0.27	0.0015
Peaceful/relaxing	0.01	0.8689	0.44	0.0000	0.46	0.0000	0.38	0.0000	0.31	0.0002
Cost of visiting	0.25	0.0024	0.05	0.5262	0.28	0.0008	0.12	0.1414	0.24	0.0044
Energy/excitement	0.31	0.0002	0.25	0.0019	0.39	0.0000	0.43	0.0000	0.57	0.0000
Quality of food selection	0.38	0.0000	0.32	0.0001	0.41	0.0000	0.39	0.0000	0.24	0.0038
Family friendliness	0.33	0.0001	0.40	0.0000	0.55	0.0000	0.46	0.0000	0.45	0.0000
Health and wellness services	0.15	0.0636	0.24	0.0038	0.38	0.0000	0.47	0.0000	0.29	0.0005
Authentic Thai culture	0.27	0.0009	0.18	0.0249	0.48	0.0000	0.32	0.0001	0.42	0.0000
Number of Tourist	0.12	0.0000	0.06	0.0042	0.07	0.0014	0.09	0.0004	0.09	0.0002

Table 5 - Correlation between Dependent Variable (Intention to visit or stay) and perceptions of measured attributes.

As expected, regression and correlation analysis supports the significance of these attributes to the intention to visit or stay.

Perceptual Map

● Bangkok ● Royal Coast ● Pattaya ● Phuket ● Chiang Mai



'Peacefulness' is a core strength of the 'Royal Coast' in importance, differentiation, and comparative ranking.

'Beauty of Natural Environment and Buildings' is the top motivator and strong differentiator.

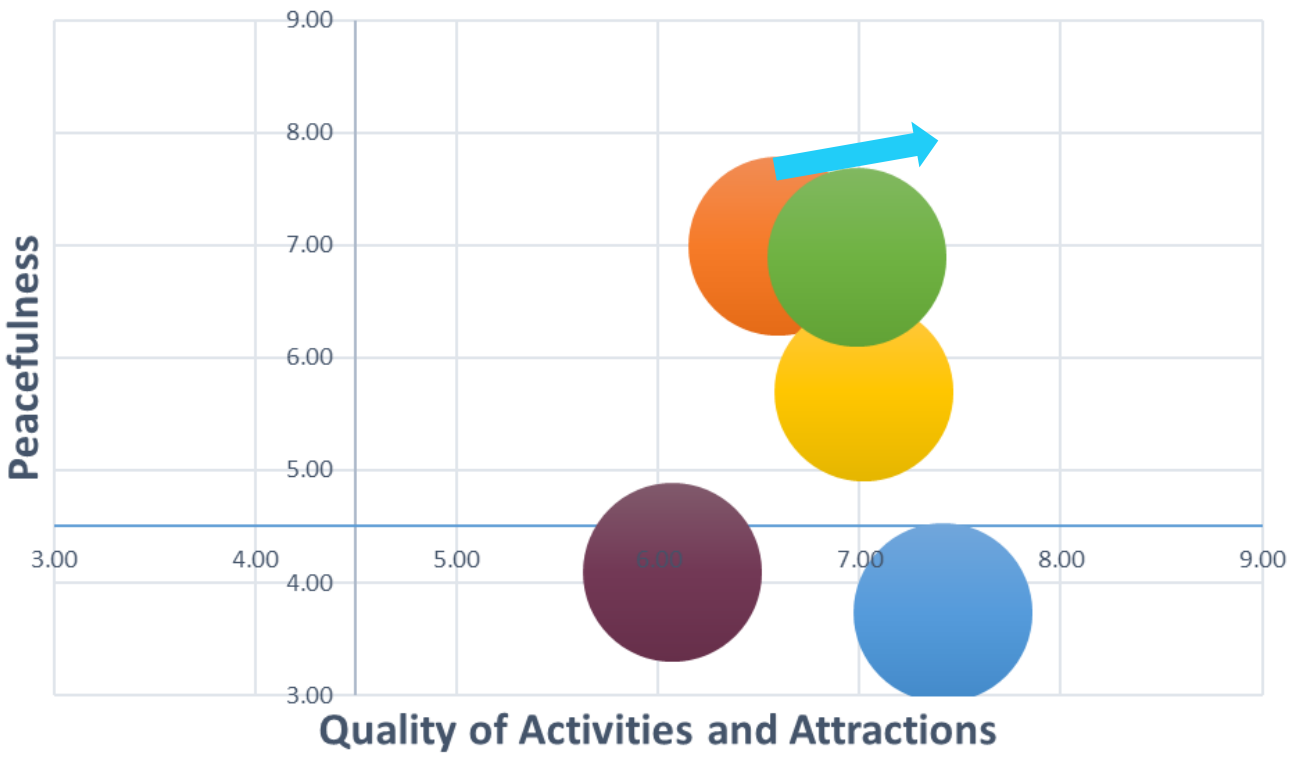
Recommendations:

A beautification strategy and branding.

Maintain and build on the core strength of 'Peacefulness'

Perceptual Map

● Bangkok ● Royal Coast ● Pattaya ● Phuket ● Chiang Mai



'Peacefulness' is a core strength of the 'Royal Coast' in importance, differentiation, and comparative ranking.

'Quality of Activities and Attractions' is the second most important motivator.

Recommendations:

Develop communication strategies to raise awareness of the quality of activities and attractions.

Create events and activities (in ways that don't negatively impact the peacefulness perception)

Places of Interest - Day/Half-Day Trip In or Out of Hua Hin

The perception of the second most important attribute, 'Quality of Activities and Attractions', in the 'Royal Coast' is not ranked high. But, when prompted, respondents named a number of interesting attractions. Promoting such attractions will make them more top-of-mind to visitors and tourists.

Mentions:	Activity/Attraction	Mentions:	Activity/Attraction
24	Hua Hin Beach	8	Phraya Nakhon Cave
24	Khao Takiab (beach, temple, mountain)	7	Pranburi (forest park, beach, Pak nam Pran)
13	Monsoon Valley Vineyard	6	Kaeng Krachan National Park
12	Pala-U waterfall	6	Market Village
12	Vana Nava (Water Park)	6	Khao Kalok (beach, mountain)
11	Night Market	5	Khao Tao (beach, lake, temple)
10	Sam Roi Yod National Park	5	Wat Huay Mongkol
8	Cicada Market	5	Sam Roi Yod Beach
8	Phetchaburi		

Places of Interest - Day/Half-Day Trip In or Out of Hua Hin

The perception of the second most important attribute, 'Quality of Activities and Attractions', in the 'Royal Coast' is not ranked high. But, when prompted, respondents named a number of interesting attractions. Promoting such attractions will make them more top-of-mind to visitors and tourists.

Mentions:	Activity/Attraction	Mentions:	Activity/Attraction
4	Wat Hua Hin	3	Hua Hin Zoo
4	Dolphin Bay	3	Prachuap Kiri Khan
4	Golf courses	3	Tamarind Market
4	Kui Buri National Park	2	Artist Village
4	Maruekatayawan Palace	2	Ao Manao
4	Khao Hin Lek Fai	2	Bluport
3	Black Mountain	2	Hua Hin Train Station
3	Cha Am	2	Huai Sai Wildlife Breeding Center
3	Hua Hin Floating Market	2	Jurassic Fishing

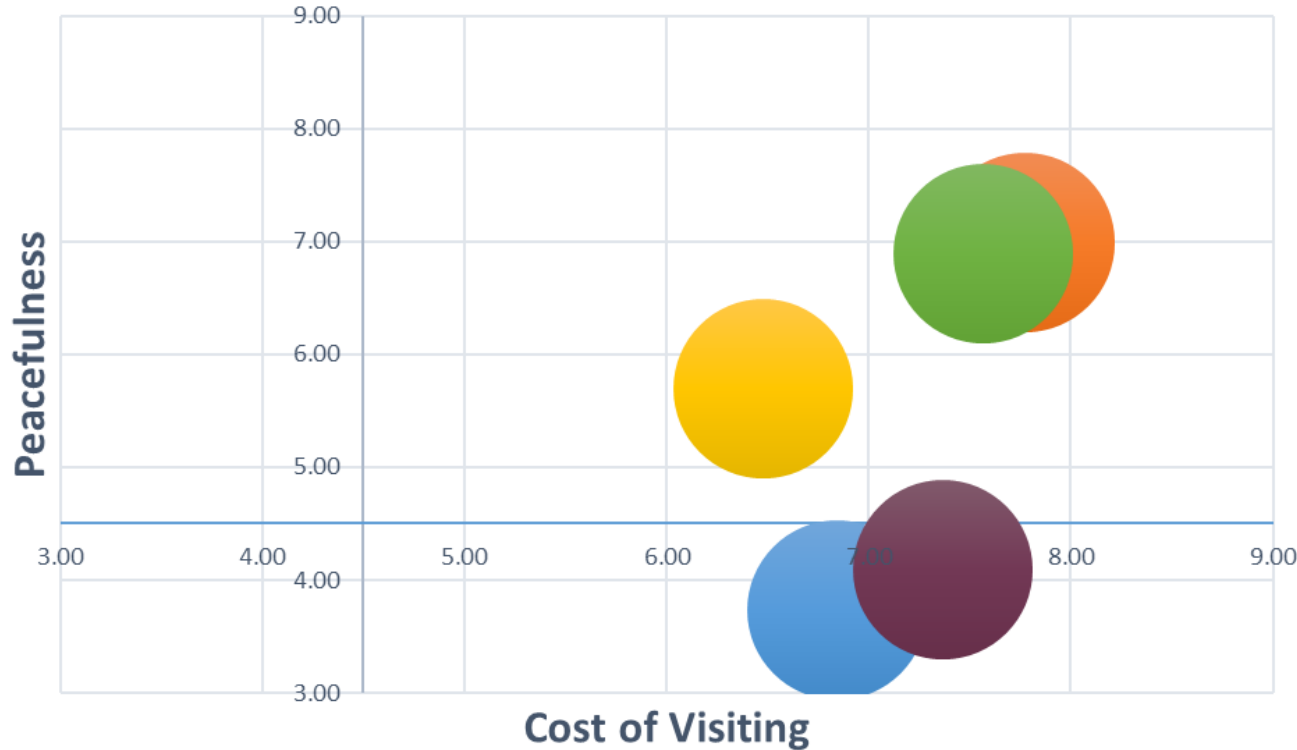
Places of Interest - Day/Half-Day Trip In or Out of Hua Hin

The perception of the second most important attribute, 'Quality of Activities and Attractions', in the 'Royal Coast' is not ranked high. But, when prompted, respondents named a number of interesting attractions. Promoting such attractions will make them more top-of-mind to visitors and tourists.

Mentions:	Activity/Attraction	Mentions:	Activity/Attraction
1	Cycling to the country side	1	Rajabhakti Park
1	Elephant village	1	River Kwai
1	Foxes	1	Sam Phan Nam Floating Market
1	Friendship bridge area	1	Soi 51
1	Full moon party	1	Koh Phangan
1	Had Sai Noi Beach	1	Koh Tao Island
1	Huai Sai Tai Restaurant	1	Koh Samui Island
1	Hushing beach	1	Pranburi Dam
1	Inazuma	1	Stamford International University
1	Chatchai Market	1	Thap Sakae
1	Chumphon	1	Vana walking street
1	Ratchaburi	1	Wat Khao Noi

Perceptual Map

● Bangkok ● Royal Coast ● Pattaya ● Phuket ● Chiang Mai



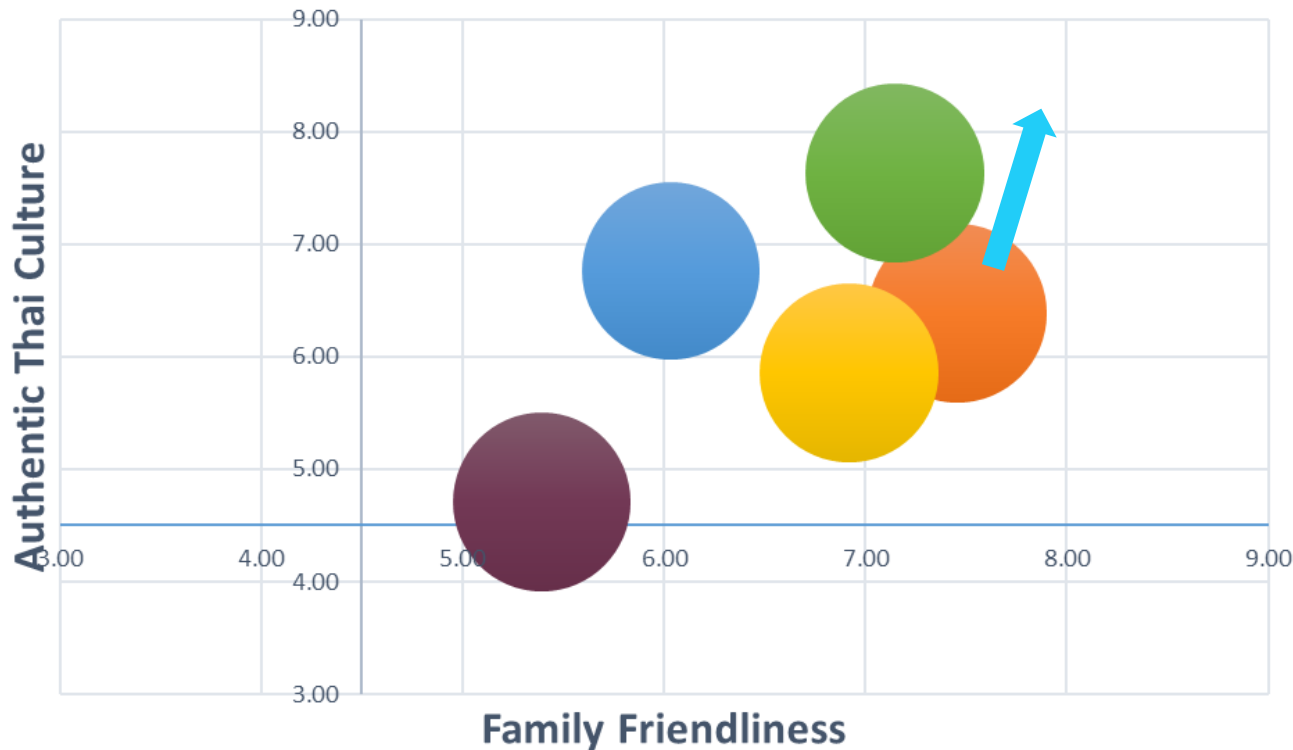
'Peacefulness' is a core strength of the 'Royal Coast' in importance, differentiation, and comparative ranking.

'Cost of Visiting' is an important motivator. The 'Royal Coast' is perceived to be more affordable than other destinations.

Recommendation:
Reinforce affordability in communications to price sensitive segments.

Perceptual Map

● Bangkok ● Royal Coast ● Pattaya ● Phuket ● Chiang Mai



‘Authentic Thai Culture’ is a strong ‘Royal Coast’ differentiation, but less important motivator.

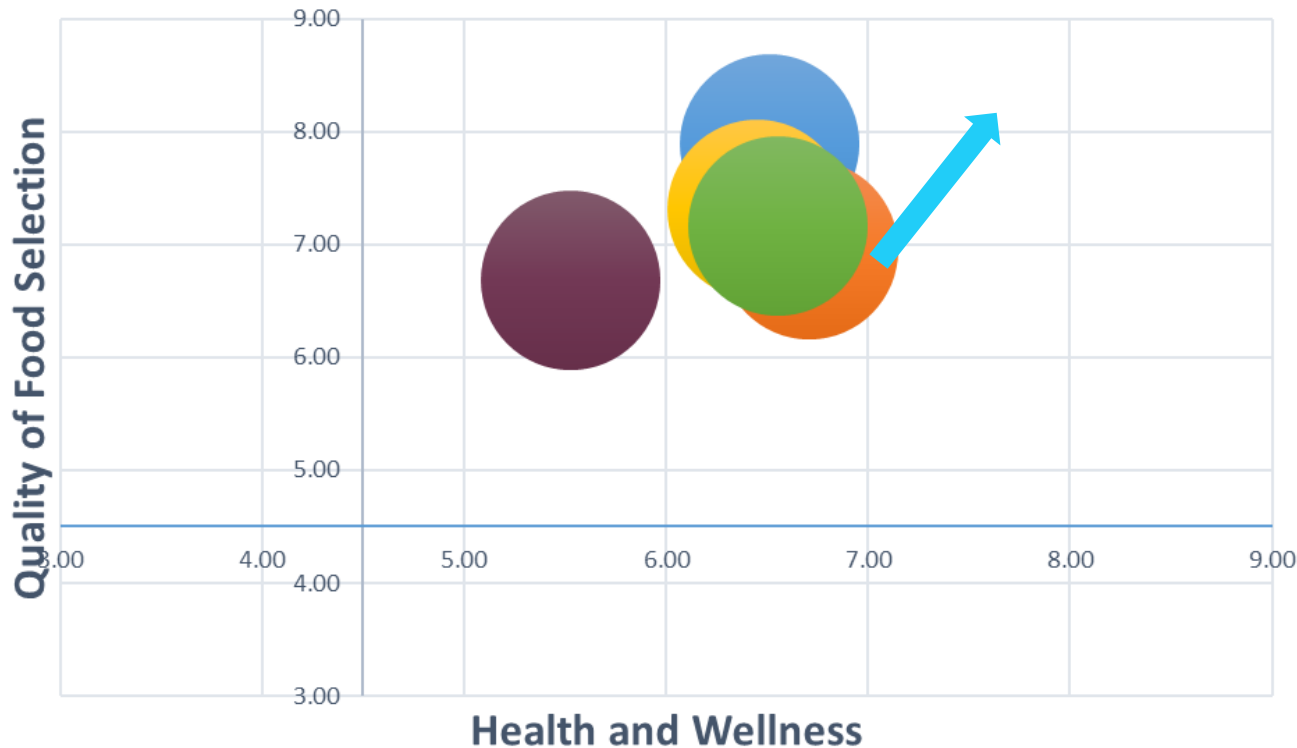
‘Family Friendliness’ is ranked top for the ‘Royal Coast’ but a less important motivator.

Recommendations:
Maintain our family friendly position.

Promote more strongly the existing richness of Thai Cultural Heritage and community of the ‘Royal Coast Riviera’

Perceptual Map

● Bangkok ● Royal Coast ● Pattaya ● Phuket ● Chiang Mai



'Health and Wellness' is a top ranked attribute for the 'Royal Coast', but a less important motivator.

'Quality of Food Selection' is not perceived as having as much to offer as Bangkok, Phuket, or Chiang Mai.

Recommendations:

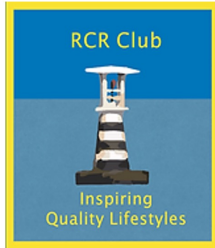
'Health and Wellness' is an opportunity to build on existing strength.

Strategies to promote 'Quality of food selection' are important to the 'Royal Coast' brand.

Summary of Recommendations

- ✓ ***Champion a beautification strategy and branding that builds on the beauty of the region.***
- ✓ ***Maintain and build on the core strength of 'Peacefulness'***
- ✓ ***Develop communication strategies to raise awareness of the quality of activities and attractions.***
- ✓ ***Create events and activities (in ways that don't negatively impact the peacefulness perception)***
- ✓ ***Reinforce affordability in communications to price sensitive segments.***
- ✓ ***Maintain our 'family friendly' position.***
- ✓ ***Promote the existing richness of Thai Cultural Heritage in the 'Royal Coast Riviera'***
- ✓ ***Recognizes 'Health and Wellness' is an opportunity to build on existing strength.***
- ✓ ***Implement strategies to better promote 'Quality of food selection' throughout the 'Royal Coast' region.***

Q&A



Final Presentation - Business Research

Destination Marketing Project

Royal Coast Riviera Club and Stamford International University

