

Styrkumsókn - Menningar- og ferðamáli

Almennar upplýsingar

Nafn umsækjanda

Justas Suscickis

Kennitala

3010892609

Heimilisfang

Tungata 20

Póstnúmer

400

Staður

Isafjordur

Netfang

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Umsjónaraðili

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Samstarfsaðilar

Heiti verkefnis

Marketing campaign for Wakeboarding Iceland

Lýsing verkefnis eða viðburðar

Wakeboarding Iceland er nýstárlegt ferðaþjónustufyrirtæki með aðsetur í fallegu og tiltölulega ósnortnu svæði Vestfjarða á Íslandi. Markmið okkar er að sameina gleðina sem felst í wakeboarding og náttúrufegurð Vestfjarða til að skapa einstaka, ógleymanlega upplifun fyrir bæði byrjendur og vana wakeboardinga víðsvegar að úr heiminum.

Wakeboarding Iceland aims to advance its marketing efforts to solidify its presence in the Westfjords and attract more visitors. With support from Flateyri Development Fund grant, we've made significant strides but need additional funding to sustain our campaign until end of August 2025. Also, we want to introduce a new wakeboarding product. For Summer 2025, we plan to offer wakeboarding behind a boat, with options for private 4-hour and 7-hour adventure packages, combining water sports and whale watching. Also, we are purchasing a new addition to our tours - Portable Sauna. It will include into some of our tour packages and will be available for rent. It will require active marketing. At the moment we are paying 20 proc fee from each tour to other agencies which are selling our tours. With and active marketing we are aiming to reduce this cost and encourage direct bookings through our website.

Introduction to what have been done towards marketing already:

- April-May 2024: Initial social media ads on Instagram and Facebook with low-quality media. Regular posting.
- June 2024: Organized professional photo/video shoot, shifted to high quality visuals, added an outdoor marketing display in Isafjordur harbour, and distributed posters throughout the Westfjords. Regular posts on social media.
- July 2024: Published in the Around Iceland travel guide and branded our van with an official logo. Continued to be active via social media,

- August 2024: High-quality posts continued, with Meta ad spending reduced by 50.5%, maintaining steady engagement.

- September 2024: Reduced content by 70% to save funds for December, leading to a predicted 70% drop in Facebook results and 85% on Instagram.

During the new marketing campaign we aim to:

1. **Prioritize High-Quality Media:** Building on the engagement gains from June, we'll organize a shoot for our boat-based product and sauna.
2. **Optimize Ad Spending:** prioritize spending on Instagram Stories, Reels, and ads during the holiday booking period.
3. **Use Paid Boosts Strategically:** Organic posts will be boosted around key travel windows to stretch the budget effectively.
4. **Target Timing for Visibility:** The campaign will begin in early December, focusing on brand awareness, then shift to conversion-driven ads through January.
5. **Leverage Audience Targeting & Retargeting:** We'll use Custom Audiences to reach past visitors and Lookalike Audiences for similar profiles.
Funding will support the marketing specialists salary, a professional shoot, and Meta ads to drive brand awareness and conversions.

Samfélagslegt gildi verkefnis eða viðburðar

The social value of a marketing campaign for Wakeboarding Iceland could be multifaceted, focusing on various aspects of community, environmental, and cultural benefits. Here's how:

1. Promoting Healthy Lifestyles

Encourages Outdoor Activity: Wakeboarding involves physical exercise and being active in nature, inspiring people to adopt healthier lifestyles.

Mental Well-being: Promoting adventure sports like wakeboarding highlights the mental health benefits of outdoor recreation, particularly in the serene and stunning landscapes of Iceland.

2. Building Community Engagement

Local Participation: Campaigns could engage the local community by encouraging participation in events, creating jobs for guides and instructors, and fostering pride in Iceland's natural beauty.

Social Connections: Wakeboarding is often a social activity, and the campaign can position it as a way to build bonds and foster connections among enthusiasts and newcomers.

3. Showcasing Iceland's Natural Beauty

Sustainable Tourism Awareness: Marketing campaigns can promote Iceland's commitment to eco-tourism by showcasing the pristine conditions of the Westfjords and advocating for environmental preservation.

Cultural Identity: Highlighting Iceland's landscapes and culture enhances the country's image as a unique travel destination, strengthening national identity and pride.

4. Economic Opportunities

Boosting Local Economy: A successful campaign would attract more visitors to the Westfjords, benefiting local businesses like restaurants, hotels, and transportation services.

Skill Development: Employment opportunities in guiding, instructing, and event planning can empower locals and contribute to their professional growth.

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4. Empowering Marginalized Groups

Inclusivity in Sports: Wakeboarding Iceland could target campaigns to empower underrepresented groups, such as women, youth, and people with disabilities, by offering workshops or tailored experiences.

Youth Engagement: Collaborations with schools or youth organizations could foster interest in outdoor activities among younger demographics.

5. Encouraging Environmental Stewardship

Nature Appreciation: By connecting people to Iceland's waters and landscapes, the campaign can instill a greater appreciation for the environment and the need to protect it.

Eco-Conscious Branding: By emphasizing sustainable practices, such as eco-friendly boating and minimal impact tours, the campaign adds social value through environmental responsibility.

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7. Fostering Global Connections

International Awareness: Wakeboarding Iceland's marketing could promote Iceland as a global hub for unique adventure sports, fostering cross-cultural exchange and tourism.

Collaborative Campaigns: Partnering with international influencers, NGOs, or adventure sports brands could create a global community around Iceland's natural and recreational offerings.

Á ætlaður kostnaður og hvernig tilkominn

Funds required for this grant: 950 000 kr.

Marketing Specialist Salary: 400,000

Additional Media Creation: 150,000

Paid Meta Services Total: 400,000

- Instagram Ads (60%) 240,000

- Story Ads: 120,000

- Feed Ads (Reels/Posts): 90,000

- Retargeting Ads: 30,000

- Facebook Ads (40%): 160,000
- Video Ads (Reels): 80,000
- Event-Based Ads (Promotions): 60,000
- Retargeting Ads: 20,000.

Owners contribution for this campaign: 1 450 150 kr.

December - August salary to marketing specialist: 31 hours per month x 9 months x 4850 kr/h = 1,353,150 kr.

Salaries for Wakeboarding Iceland staff during the photo shoot: 10 hours x 2 staff members x 4850kr/h = 97,000 kr.

Áætlaðar tekjur og hvernig tilkomnar

Year 2024

Income from a trips:

1958300

Income from non marketing related grants (CE4RT project. Circular economy for regenerative tourism runed by EU). This grant covers costs for participating in networking events, business plan creation cost, sustainability strategy creation.

1200000.

Income from Flateyri development fund. Marketing grant.

1500000

Total: 3458300

Expenses for season 2024:

Salaries for 3 months of operation, 2 team members:

2100000

Sales commissions (20 proc of total sale number):

576000

Investment in Marketing development:

1599600

Website, reservation system, email, business insurance, accounting and bookkeeping fees, and other back office unkeep expenses:

55000

Transportation cost, vehicle expenses, fuel cost (for 32 tours operated this season, 3 months of vehicle insurance and maintenance):

148000

Unplanned expenses contains 10proc of estimated salaries:

210000

Total: 4688600

Balance: -1230300

Planned income for year 2025:

Income from a trips (120 tours this year):

10800000

Possible additional income from business development grants will not be listed.

Total: 10800000

Expenses for season 2025:

Wakeboarding/Waterskiing gear maintenance, purchasing additional gear. Half of the number already invested season 2022-2023:

621750

Salaries for 4 months of operation, 2 team members:

2900000

Sales commissions (We will be aiming to reduce this cost by active marketing and encourage direct bookings through our website):

2160000

Investment in Marketing advancement (continue with social media posts, website updates, paid marketing services on Google, Meta and Youtube):

794750

Website, reservation system, email, business insurance, accounting and bookkeeping fees, and other back office upkeep expenses:

65000

Transportation cost, vehicle expenses, fuel cost (for 120 tours operated this year, 4 months of vehicle insurance and maintenance):

420000

Unplanned expenses contains 10proc of estimated salaries:

290000

Total: 7251500

Balance: 3548500

Umbeðin styrkupp hæð

950000

Fylgigögn

Wakeboarding Iceland – sustainability policy 2024-2026-4.pdf

Skrá

Lýsing

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Um umsóknina

Staðfestingarnúmer: 128

Staðfestingarmáti: Rafræn skilríki í farsíma

Dagsetning: 30.11.2024 23:30:17