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MARKETING RESEARCH FOR LLC "LET'S GO WITH US"

Market research was conducted for LLC "Let's go with us", which is engaged in providing travel services in Ukraine and abroad.

Network of agencies "Let's go with us" dynamic offers a wide selection of vacation for every taste, as well as latest offerings in hotels and resorts in different categories around the world, including Ukraine. In addition, the travel agency can purchase tickets to any destination in the world.

The main objective LLC "Let's go with us" - not just selling tours and tickets as well as providing clients with all the necessary documents, tickets, useful information - all that will help tourists feel more at ease in preparation and during the trip.

The company enjoys a high reputation and trust in the Ukrainian tourism market as travel agencies and tourist destination thanks to the high quality of service, reliability, individual approach to every request.

The company consists of highly qualified staff with extensive experience in tourism. The paper uses only high-tech solutions for organization and booking of sales, which allows accurately track every tourist from the moment of booking to return from vacation.

During market research, it was found that the products travel agency demanded by consumers. But few of them are interested in bus tours through Europe. So Directorate agency decided to hold a stimulating campaign.

The objectives of this work: to conduct segmentation, select the target segment, make pest and swot-analysis, calculate the capacity of the market to find media consumer preferences, calculate advertising budget, determine the effectiveness of advertising exposure for the target audience.

After segmentation was selected segment that is guided bus tours and it was conducted questionnaire survey to the media preferences of consumers.

The paper has been used primary and secondary information.

Questionnaire includes 15 questions with multiple choice, alternative or open answers.

After the questionnaires were determining media preferences of consumers travel agency "Let's go with us" - Internet and Bill-boards.

The work was carried out segmentation and selected target segment, which enjoys or is interested in bus tours through Europe.

Campaign, which was aimed at the target segment - has been successful, as evidenced by increasing the number of bookings bus tours through Europe among consumers.

