

Marketing Plan Proposal



Fly Fishing Service

Georgia Grown Marketing
Georgia
White County FFA
GA0239
2023

SERVICE DESCRIPTION

Cabin on the Creek is a family-owned cabin rental business in the Northeast Georgia Mountains. The idea started when Bruce Adams identified a need for cabin rentals in the beautiful hills of Cleveland, Georgia in 1997. He discovered from in person conversations, that visitors were traveling to the area to escape hectic everyday life by enjoying nature, so he built four cabins on a catch and release trout stream, becoming the only business in White County to offer cabins directly over the water with fishing directly on the property. Current owner, Mark Adams, who recently retired from high school education, is looking to cherish every moment of this time and revel in this new stage of life. He wants to invest more into the family business that meant so much to his father and share his passion for fly fishing with others.

Georgia Grown Marketing suggests the following updates to the current business:

- Implement guided fly fishing as a service.
- Identify marketing strategies to promote the new service.



CLIENT'S STATUS IN THE CURRENT MARKET

Cabin on the Creek is located in Cleveland, Georgia amid Northeast Georgia's gentle peaks and rushing waters which provide a natural paradise for visitors. Only 80 miles from metro-Atlanta, the rental business offers four deluxe rustic cabins overhanging the Little Tennesse trout stream, which can host 22 visitors at a time. Each cabin is constructed of beautiful, native white pine processed at the family's sawmill and consists of a wrap-around porch immersing visitors in the tranquil sound of the stream rushing over the rocks. The rental business has on average 100 rentals each year through marketing on their website, local chamber of commerce, and word of mouth promotion by repeat customers. Summer is the main season for rentals according to Cabin on the Creek data, with renters aging 30-60. 70% of renters are couples, 28% families, and 2% singles. Depending on size, the cabin rentals cost \$110 - \$120 on weekdays and \$135 - \$155 on weekends, with cleaning fees ranging \$35 - \$50. Discounts are available if you stay five to seven nights. With the new proposed service, competitors include Unicoi Outfitters and Blackhawk Fly Fishing, both of whom have established client bases, but lack the connection with nature that Cabin on the Creek can provide.

INDUSTRY TRENDS

Outdoor activity based travel has experienced a 500% increase in bookings and experience longer stays than the rest of the travel industry. ¹

About 1/3 of travelers are likely to choose a destination that is within a drivable distance. ²

According to VRBO, demand for cabin rentals is up 25% year-over-year. ²

2015-2021 data shows that fishing ranked number 3 on the top 5 outdoor activities list, with 52.4 million participants. ³

Fly fishing is gaining in popularity. From 2018 to 2019, fly fishing grew by 100,000 people, keeping the participation rate at 2% but bringing the total number of participants to a record 7 million. ⁴

Sources

¹ Kahr, A. (2021, October 9). 6 creative ways you can market for Outdoor Activity-Based Travel. Stay22. Retrieved December 12, 2022, from <https://www.stay22.com/blog/6-creative-ways-you-can-market-your-hotel-for-outdoor-activity-based-travel/>

² Vrbo. (2021, August 31). The 2022 Vrbo Trend Report. Vrbo. Retrieved April 12, 2023, from <https://www.vrbo.com/vacation-ideas/explore-vrbo/travel-trends/the-2022-vrbo-trend-report>

³ 2021 Outdoor Participation Trends Report. (2021, June 30). Outdoor Industry Association. Retrieved November 28, 2022, from <https://outdoorindustry.org>

⁴ Kepka, B. (2023, March 22). 2023 Fly Fishing Industry Statistics & Facts. Fly Fisher Pro. Retrieved December 4, 2022, from <https://flyfisherpro.com/fishing-statistics/>

BUYER PROFILE AND BEHAVIOR

The Georgia Grown Marketing focused on the six key roles of buyer behavior. In addition, the current rentals sales for Cabin on the Creek include 70% couples, 28% families, and 2% singles. Consumers booking the rentals are ages 30–60, looking to commune with nature, typically March through October. Additionally, these consumers prefer outdoor recreation options on their trip. By targeting this buyer profile and behavior, Cabin on the Creek seeks to increase profits.

COMPETITOR'S SWOT ANALYSIS

STRENGTHS

- Five highly skilled guides which resulting in more guided fishing experiences each week for anglers.
- Two professional Orvis endorsed store fronts operated by knowledgeable staff which serves to attract new anglers.



WEAKNESSES

- Located in Helen, Georgia, a tourist area that hosts 3 million tourists annually.
- No on-site lodging which decreases the experience, while increasing the cost of the trip.

OPPORTUNITIES

- Availability to land area if they wanted to pursue on-site lodging accommodations for anglers.

THREATS

- Environmentalists with agenda-driven campaigns for preservation policies that are often not back by scientific evidence.

STRENGTHS

- Provides private fly fishing on two miles of a trophy trout stream allowing anglers a once-in-a-lifetime experience.
- Two knowledgeable female guides who assist in reversing gender stereotypes in the industry.



WEAKNESSES

- Offers an 1860s farmhouse onsite which can only accommodate eight anglers with communal areas which does not appeal to all anglers.
- Ten guides which increases overhead and expenses.

OPPORTUNITIES

- Owner is a recognized Field to Fork chef who has cooked for people all over the world for twenty years and is co-founder of a cooking magazine, as well as host two two cooking shows Ingles Table and Field to Fork.

THREATS

- People gain new interests in other outdoor recreation and disposable income decreases.

Sources

⁵ Blackhawk Fly Fishing. (2023, January 1). About Us. Blackhawk Fly Fishing: Home. Retrieved December 8, 2022, from <http://www.blackhawkflyfishing.com/>

⁶ Unicoi Outfitters. (2023, January 1). About Us. Unicoi Outfitters – North Georgia's Fly Fishing Specialists. Retrieved December 8, 2022, from <https://www.unicoioutfitters.com/>

CLIENT'S SWOT ANALYSIS

STRENGTHS

- Owner is newly retired and will serve as a fly fishing guide in the initial year decreasing an expense and increasing ROI.
- Only cabins in the area, located directly on a catch and release trout stream which allows visitors to have an outdoor experience.
- Located 80 miles outside of metropolitan-Atlanta which provides a quick, drivable getaway.

WEAKNESSES

- Competition from Unicoi Outfitters and Blackhawk Fly Fishing which have established customer bases making it more challenging to attract and maintain new customers.
- Limited fishing guides which restricts reserving a guided fly fishing trip.

OPPORTUNITIES

- Expansion into social media outlets to promote and build brand awareness to increase customer base.
- Hire new guides that can increase guided fly fishing trip availability.

THREATS

- Economic factors such as a recession or other financial downturn that could affect tourists' disposable income leading to decreased participation in travel and fishing.
- Climate change which could increase water temperatures in turn decreasing dissolved oxygen causing native trout to die.



PRIMARY RESEARCH

Primary research results were compiled from 142 surveys collected from a QR code provided to guests of Cabin on the Creek and a local outdoor outfitters. The goal of the survey was to determine travel preferences, outdoor recreation habits, favorite lodging accommodations, and fishing statistics. Furthermore, in-person interviews with Unicoi Outfitters owner David Dockery and Blackhawk Fly Fishing owner Abby Jackson were conducted to understand service and pricing structure. Below are key findings from qualified respondents as they travel to participate in outdoor recreation:

- Respondents indicated they would travel on average 88 miles one-way for outdoor recreation.
- 80% were interested in participating in outdoor recreation.
- 53% prefer overnight trips when participating in outdoor recreation.
- 78% prefer cabin rentals over hotels.
- 57% have participated in trout fishing.
- 24% prefer full day guided trips.

In person interviews with David Dockery and Abby Jackson:

- Blackhawk Fly Fishing charges \$125 per night for lodging.⁷
- Blackhawk Fly Fishing only offers full day guided trips at \$300 per person plus a guide fee of \$150 plus gratuity.⁷
- On average, Blackhawk Fly Fishing completed 167 full day trips.⁷
- Unicoi Outfitters offers half-day and full day guided trips ranging from \$410 to \$585 for two anglers plus gratuity.⁸
- On average, Unicoi Outfitters completed 250 half-day trips and 84 full day trips.⁸



Sources

⁷ A. Jackson, personal communication, November 22, 2022

⁸ D. Dockery, personal communication, November 18, 2022

MISSION STATEMENT

Providing guests with a rustic getaway focusing on creating memories through an outdoor experience among Northeast Georgia's gentle peaks and rushing waters.

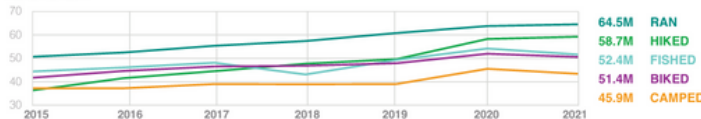
KEY PLANNING ASSUMPTIONS

The following assumptions were made to help develop the marketing plan.

1. Outdoor recreation is a growing industry.
 - a. Secondary Research: The outdoor participant base has increased 6.9% since the COVID pandemic began in early 2020.³
2. Fishing is a popular form of outdoor recreation.
 - a. Secondary Research: 52.4 million Americans went fishing in 2021.⁹
3. Fly fishing has the fastest annual growth rate.
 - a. Secondary Research: Fly fishing recorded almost 450,000 more participants in 2021 than in 2019—and nearly one million more participants than a decade ago.⁹



TOP FIVE OUTDOOR ACTIVITIES (MILLIONS OF PARTICIPANTS)
2015 TO 2021



SHORT AND LONG TERM GOALS

2024

2025

2026

By January 1, 2024, Cabin on the Creek will update their existing website to feature the fly fishing service providing, rate information and booking option. Obtain 20 bookings by March 1, 2024.

Mark Adams, new retiree and Cabin on the Creek owner, will conduct 48 half day and 8 full day, two angler guided trips, March through October,

By January 1, 2025, Cabin on the Creek will begin posting two angler reports each week on already established social media outlets increasing presence.

Mark Adams and a hired guide will conduct 64 half day and 12 full day, two angler guided trips, March through October, 2025.

Mark Adams and two hired guides will conduct 96 half day and 16 full day, two angler guided trips, March through October, 2026 generating ___ money.

LONG TERM GOAL

Strive to gain consumer satisfaction utilizing follow-up surveys to provide input on consumer satisfaction.

Sources

⁹ Take Me Fishing. (2021, June 20). 2022 Special Report on Fishing. All the Fishing resources you need in one place. Places to fish. Retrieved December 5, 2022, from <http://takemefishing.org>

TARGET MARKET

Based upon State of Georgia data and primary research data, the target market is males and females looking to travel and participate in outdoor recreation. We concluded that the average age of anglers is 50, with an average annual income of \$69, 694, and 58% holding an undergraduate or graduate degree. They value nature, adventure, healthy lifestyles, relaxation, and quality time with others. The target market consists of consumers who are willing to spend money on outdoor recreation and whom want to escape the hectic everyday lifecycle to relax and make memories.

STRATEGIES AND ACTION PLAN

PRODUCT/SERVICE	PRICE	PLACE	POSITION
Cabin on the Creek will implement an outdoor recreation activity for consumers, guided fly fishing. The trip options include: half day (4 hours) or full day (8 hours), for one or two anglers from March through October. Fly fishing equipment such as waders, rods, reels, and flies will be provided by the owners for the guided trip or consumers may bring their own equipment if that is their preference.	Cabin on the Creek will begin by comparing prices of guided trips to its competitors, Blackhawk Fly Fishing and Unicoi Outfitters. Georgia Grown Marketing recommends that prices be relative to current market prices. Price Structure Two anglers: Half day: \$350 Full day: \$525 One angler: Half day: \$200 Full day: \$325	Bookings for the guided fly fishing service will be handled on the updated website using the convenient reservation system. We suggest online booking with an option to pay with credit card, including a 48 hour cancellation policy.	Located only 80 miles from metro-Atlanta, Cabin on the Creek and the new service is an easy drive for a day or weekend getaway. Its rustic cabins and location on a catch and release trout stream host an ideal location for visitors who are looking for an escape to enjoy outdoor recreational activities. It is within minutes of state and national parks providing exposure to potential anglers.

PROMOTION

WEBSITE	Improve the previously established website to build brand awareness of the new service with a booking option. New information will be added to the website, including guide links and a rate chart. Georgia Grown Marketing recommends implementing a customer testimonial feature to emphasize different angles of the new service, as well as, posts weekly during trout season.
SOCIAL MEDIA	Update Facebook and create an Instagram account to assist in reaching visitors and anglers better, creating online networks, and promoting the new guided fly fishing service. Social media will assist in creating customer loyalty, increase the market reach, reduce marketing costs, and increase revenue. It is recommended that a majority of the posts occur prior to trout season in Georgia and during March to October.
COMMUNITY EVENTS	Attend Georgia Council of Trout Unlimited and Atlanta Fly Fishing Club with agenda time and promotional materials. Through these events, you can foster relationships and increase knowledge of local markets focusing on an added value of outdoor recreation.

PROMOTION

PRINT MEDIA

Invest in a quarterly publication in Trout Unlimited, which includes a digital ad that is a benefit of being a Trout Unlimited member. Reserve a space in the Atlanta Fly Fishing club newsletter to promote the new service. Place promotional information at the local chamber of commerce and Visitors Center.

OUTDOOR MEDIA

In addition to the already implemented Cabin on the Creek sign located on a major highway leading to the local tourist town, create a new sign which promotes the new guided fly fishing service. This will draw potential consumers seeking to participate in an outdoor recreation activity.

PROMOTIONAL ITEMS

Invest in customized sportsman bucket hats, waterproof smartphone cases, and cozies to increase brand awareness while providing promotional items that can be utilized while fishing or participating in outdoor recreation. All bookings will receive promotional items.

EVALUATION

Goal	Measurement Tool	If goal is not met:
2024 48 half day trips 8 full day trips 2 anglers Update existing website to include new service booking feature and obtain 20 bookings.	Cabin on the Creek record keeping system. Evaluate numbers of bookings by March 1, 2024.	Consider new promotional materials and methods.
2025 64 half day trips 12 full day trips 2 anglers Join Instagram and begin posting two angler reports each week on established social media outlets.	Cabin on the Creek record keeping system. Evaluate whether two reports were made each week during trout season, March through October.	Re-evaluate marketing techniques to ensure they align with target market.
2026 96 half day trips 16 full day trips 2 anglers	Cabin on the Creek record keeping system.	Consider new target markets.

LONG TERM GOAL

Strive to gain consumer satisfaction utilizing follow-up surveys to provide input on consumer satisfaction. If not met, evaluate how the service can be improved to meet consumer wants and needs.

BUDGET

	2024	2025	2026
TOTAL REVENUE	\$21,000	\$28,700	\$42,000
EXPENSES			
Waders	\$1500	\$500	\$500
Rods and Reels	\$1350	\$1350	\$1350
Flies	\$650	\$975	\$1300
Net	\$250	\$250	\$250
Guide	\$0	\$4400	\$7600
Fishing License	\$0	\$25	\$50
Stocking Fee	\$2400	\$2400	\$2400
Feed	\$480	\$480	\$480
TOTAL EXPENSES	\$6,630	\$10,380	\$13,930
MARKETING			
Sportsman Hats	\$1855	\$2517.50	\$3710
Waterproof Phone Baggies	\$294	\$399	\$588
Coozies	\$238	\$323	\$476
Road Sign	\$435	\$0	\$0
Subscriptions	\$65	\$65	\$65
Classified Ad	\$150	\$150	\$150
Marketing Services	\$0	\$2600	\$2600
TOTAL MARKETING	\$3,037	\$6,054.50	\$7,589
NET PROFIT BEFORE TAXES	\$11,033	\$12,265.50	\$20,481
ROI	117%	75%	95%