Case Studies

Tourism, Travel, Hospitality

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About PANORAMA TRAVEL

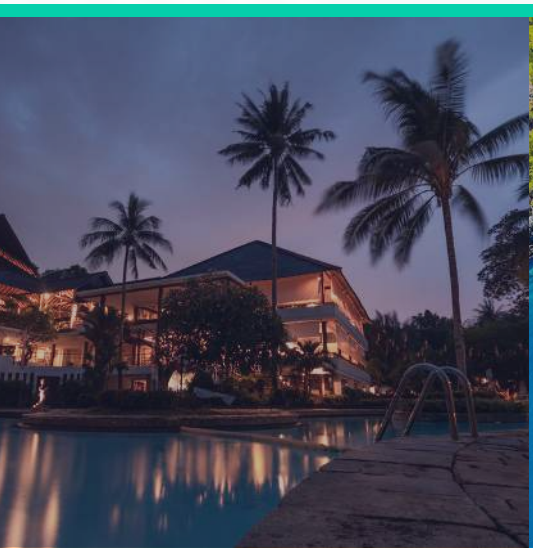
Industry: Travel

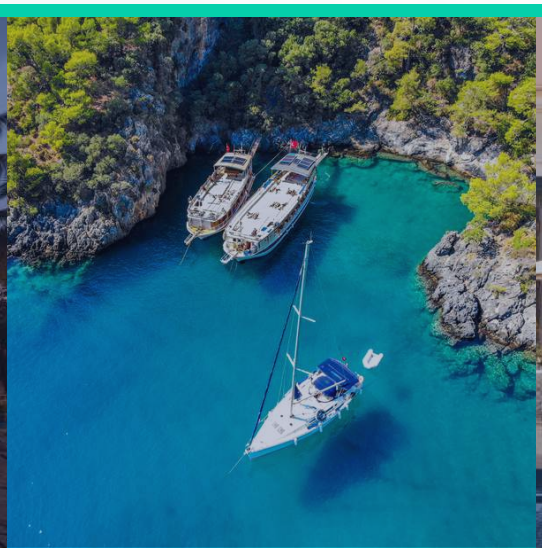
Panorama Travel is a full-service travel company that has been operating since 1990, helping travelers around the world make their vacation dreams come true. They specialize in Wellness and Medical SPA packages in Europe but also offer a variety of services, including airline tickets, hotel accommodations, tours, travel insurance, and more.

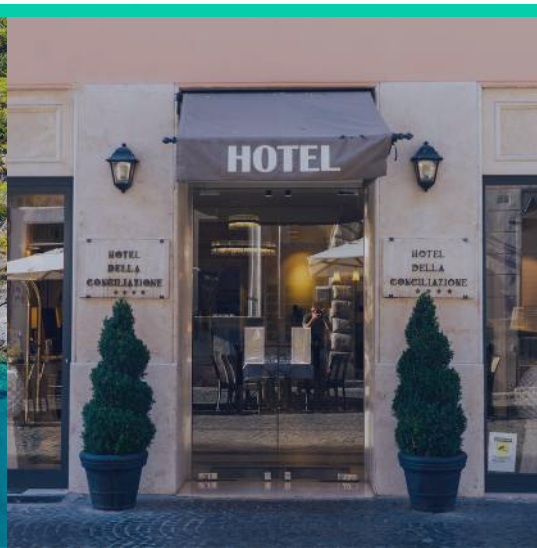
With over 30 years of experience, Panorama Travel guarantees the best possible experience for its customers, offering a wide range of services and options to meet individual needs and budgets for travel destinations spanning the globe.

Challenge

The problem here was simple and common – an outdated website that couldn't satisfy visitors, with little to no submissions. With a recent study showing that 81% think less of a brand if its website is not updated, we know that Panorama Travel made a smart business move by contacting us at GEM.



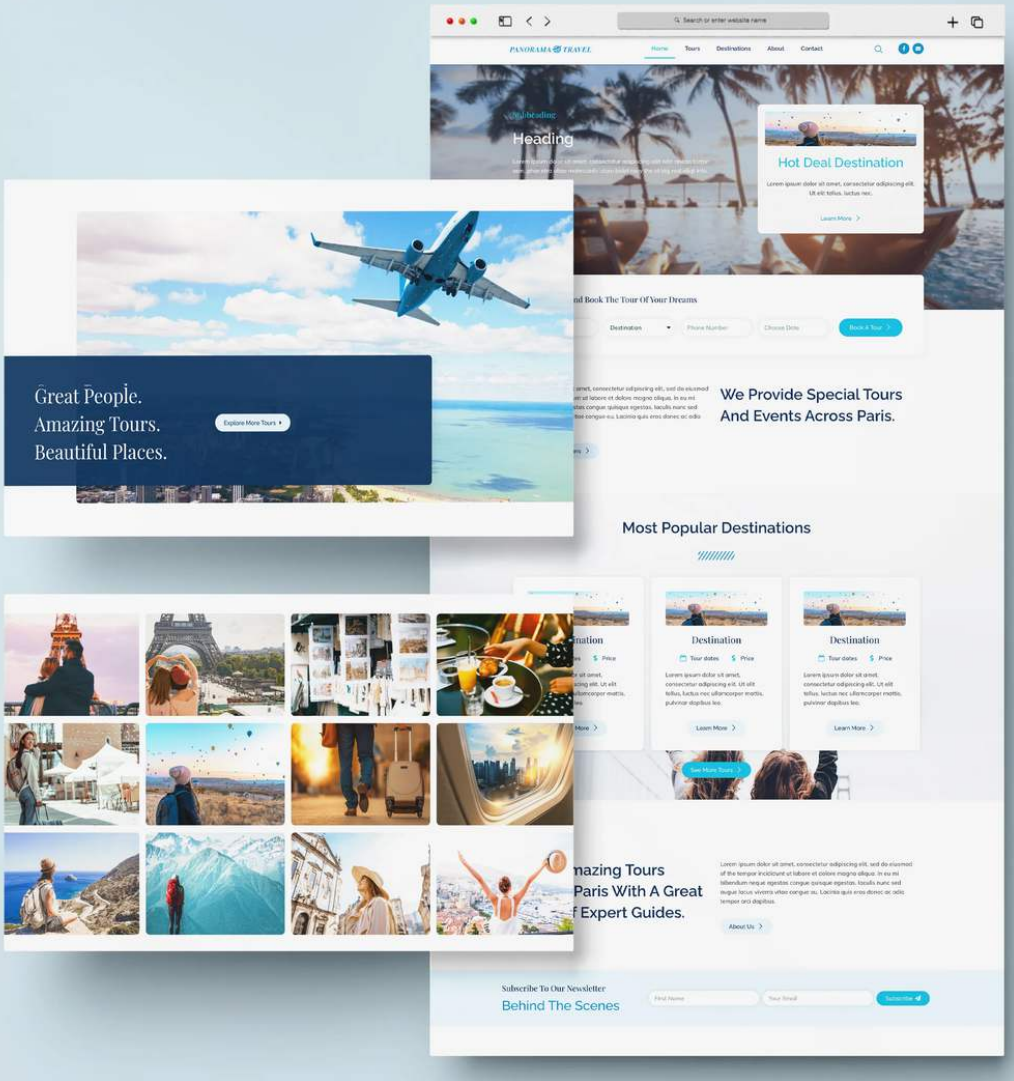




What we did

GEM provided web design and development services for Panorama Travel's website. They implemented an instant booking system to streamline the booking process for customers and created an easy tour search system, making it easier for customers to find the perfect tour for their needs.

The web development team worked closely with Panorama Travel to ensure the website met their specific requirements, resulting in a user-friendly website that effectively showcases the company's services and offerings. Overall, GEM helped Panorama Travel enhance their online presence and improve the customer experience on their website.



Testimonial

"The GEM Team has deep knowledge of the travel and tourism industry and dida great job at enhancing and elevating the brand of Panorama Travel and the brands of our clients: Czech Tourism, Tourism Ministry of Georgia, and many others."

Irene Sino
Founder & CEO of Panomara Travel Group

GEM accomplished the mission to empower businesses to excel in new markets. Our three-prong approach to help optimize operations, sales, and marketing place us at the intersection of business management consulting, marketing strategy, and productization.

PANORAMA TRAVEL

About EastEndGetaway.com

End up Here. Long Island NY

Industry: Tourism

East End Getaway is an initiative spearheaded by the East End Tourism Alliance (EETA) to promote the eastern region of Long Island, New York, as a premier travel destination. This initiative encompasses the well-known areas of the Hamptons, North Fork, and Montauk, aiming to attract tourists through a unified and sophisticated digital presence. East End Getaway's mission is to enhance tourism, drive economic growth, and support local businesses by offering a seamless platform for planning vacations, events, and other experiences in the region.

To achieve these goals, East End Getaway partnered with GlobalEdgeMarkets (GEM) to create a comprehensive marketing strategy that would bolster its digital engagement, unify its brand identity, and explore new economic opportunities.

Challenge

East End Getaway faced several key challenges that needed to be addressed to maximize its impact:

Fragmented Digital Presence

The initiative lacked a cohesive digital strategy, making it difficult to effectively engage with potential visitors and promote the region as a unified destination.

Seasonality Issues

Visitor engagement fluctuated significantly between peak and off-peak seasons, leading to inconsistent tourism revenue and underutilization of local resources.

Inconsistent Branding

The initiative's branding efforts were not fully aligned, resulting in a lack of resonance with the diverse target audience, which ranges from luxury travelers to nature enthusiasts.

These challenges called for a strategic approach to redefine the initiative's digital presence, brand identity, and overall marketing efforts.

What we did

GlobalEdgeMarkets (GEM) collaborated closely with East End Getaway to address these challenges through a multi-phase strategy:

Strategic Partnerships

Established alliances with local businesses, tourism boards, and global partners to boost visibility and create comprehensive visitor experiences.

Research and Analysis

Conducted in-depth research on consumer behavior, market trends, and competitive positioning to inform the overall strategy.

Digital Strategy Enhancement

Redesigned the East End Getaway website to align with the new branding, improving user experience and positioning the site as the central hub for planning visits and exploring attractions.

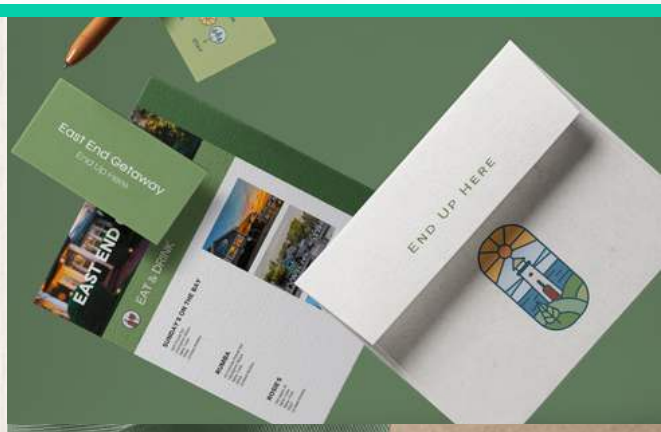
Brand Identity Development

Created a unified brand identity focused on "Relaxed Luxury" and "Natural Beauty," including a new logo, consistent visual elements, and key messaging like “End Up Here.”

Year-Round Engagement

Developed marketing strategies to mitigate the impact of seasonal tourism fluctuations, ensuring consistent visitor engagement throughout the year

Through these initiatives, GEM successfully revitalized East End Getaway's digital strategy, driving increased engagement and positioning the initiative as a leading force in promoting Long Island's eastern region as a top-tier travel destination.



About CITIZEN Suite CONCIERGE

Industry: Hospitality

CS Concierge is an elite luxury travel service dedicated to providing bespoke travel experiences for discerning clients worldwide. Established with a vision to redefine personalized travel, CS Concierge curates unique itineraries that cater to the specific tastes and preferences of high-net-worth individuals. The company offers an array of services including private jet charters, exclusive villa rentals, and access to once-in-a-lifetime experiences, all delivered with impeccable attention to detail.

With a solid reputation in Europe, particularly among ultra-wealthy clients who seek privacy and exclusivity, CS Concierge aimed to extend its exceptional services to the U.S. market, tapping into one of the largest luxury travel markets globally.

Challenge

CS Concierge faced several challenges as they prepared to enter the competitive U.S. market:

Market Maturity

Assessing whether CS Concierge was ready for the U.S. market required a thorough analysis of market conditions, consumer behavior, and competitor strategies.

Brand Identity

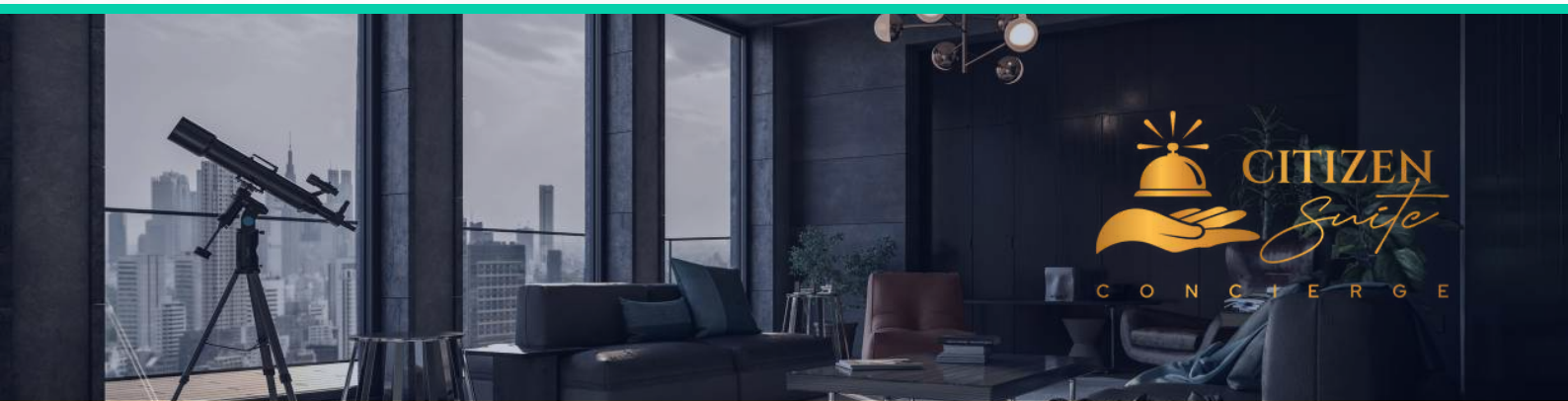
The brand needed to be evaluated and potentially revamped to resonate with the U.S. audience, especially within the luxury segment.

Digital Presence

Developing a comprehensive go-to-market plan and ensuring that the digital assets aligned with U.S. market expectations were critical.

Partnerships

Identifying and evaluating potential partnerships and business development opportunities to ensure successful market entry.



What we did

CS Concierge faced several challenges as they prepared to enter the competitive U.S. market:

Market Entry Strategy and Planning

- Conducted a detailed analysis of U.S. market conditions and assessed CS Concierge's readiness.
- Identified potential partnerships and business opportunities to support market entry.
- Developed 'what-if' scenarios to prepare for various competitive landscapes.

Market and Competitive Research

- Carried out primary and secondary research to understand market trends and consumer behavior.
- Analyzed competitors to uniquely position CS Concierge in the U.S. luxury travel sector.

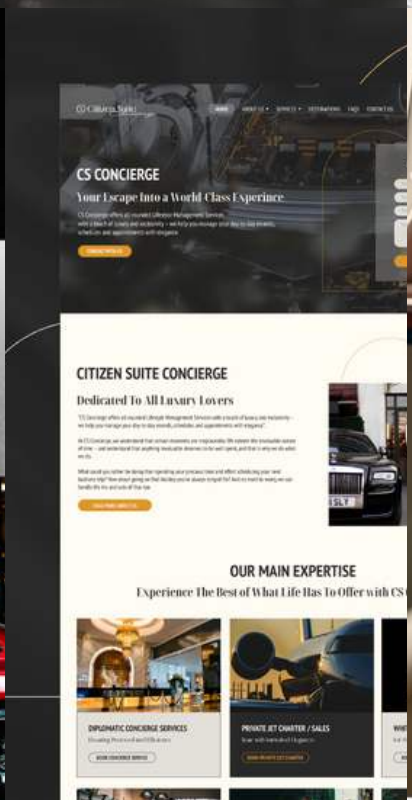
Branding Review and Activation

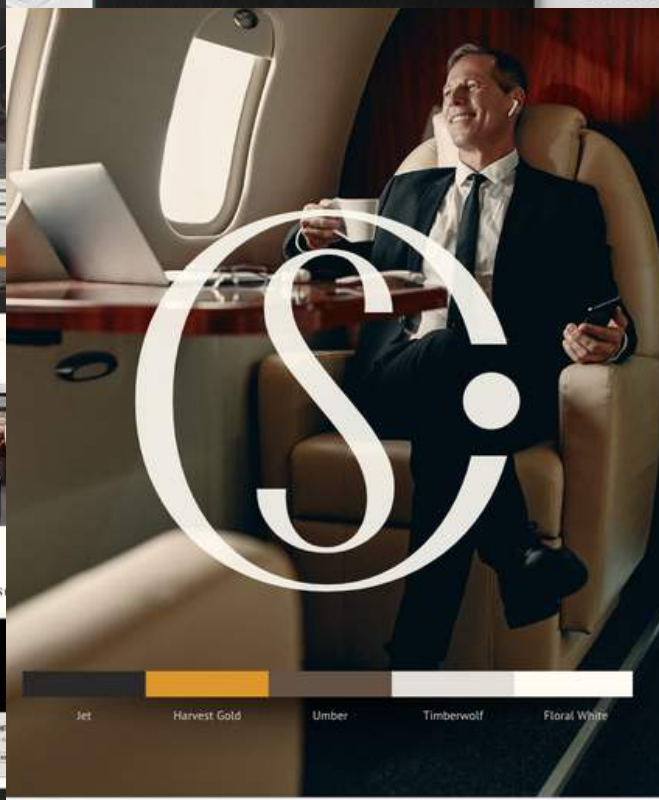
- Provided branding recommendations to align with U.S. luxury market preferences.
- Developed creative ideas and enhanced website content to reflect the refined brand identity.

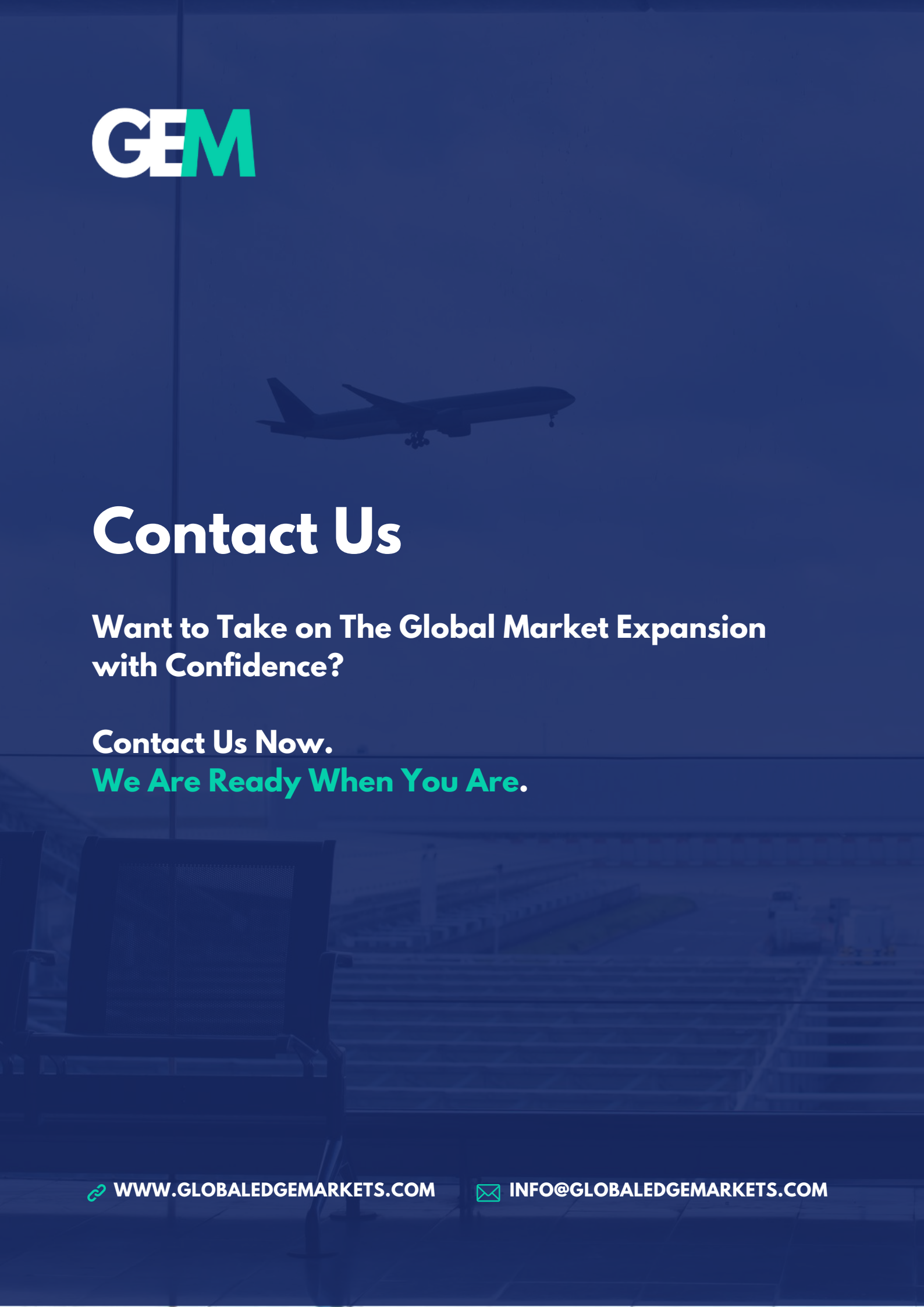
Tactical Planning and Deliverables

- Created a go-to-market plan and strategy document.
- Delivered sample digital assets, a comprehensive market research report, and a final media kit to introduce CS Concierge to the U.S. market.

Through these initiatives, GEM successfully revitalized East End Getaway's digital strategy, driving increased engagement and positioning the initiative as a leading force in promoting Long Island's eastern region as a top-tier travel destination.







Contact Us

Want to Take on The Global Market Expansion with Confidence?

Contact Us Now.
We Are Ready When You Are.

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