

MARKET RESEARCH & STRATEGIC PLANNING



MAY 2025

TABLE OF CONTENT

↘ **MARKET RESEARCH**

↘ **COMPETITOR POSITIONING**

↘ **TARGET AUDIENCE**

↘ **BRAND MESSAGING**

↘ **CAMPAIGN COPY**

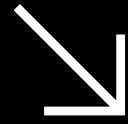
↘ **DIGITAL & PRINT MATERIALS**

↘ **MARKETING KPIS**

↘ **COUNTRY—SPECIFIC CAMPAIGN**

↘ **CONTENT CREATION**

↘ **BRAND VOICE**



This phase focuses on gathering actionable insights into the luxury travel behaviors , preferred communication channels , and cultural nuances of high-net-worth individuals across Qatar, KSA, and UAE . The goal is to inform targeted marketing strategies that align with local preferences, ensure brand relevance, and drive successful participation in upcoming exhibitions.

EXECUTIVE SUMMARY



MARKET RESEARCH



Market research involves gathering, analyzing, and interpreting data about a specific market or target audience to make informed business decisions . For Elite Escape, this step will provide critical insights into:

- Travel preferences and motivations of affluent audiences
- Preferred digital and traditional media channels
- Cultural expectations and values influencing travel decisions
- Competitive positioning in the luxury tourism and safari segments
- Opportunities for differentiation and value proposition clarity

COMPETITOR POSITIONING

Luxury travel brands operating in the GCC region position themselves primarily around exclusivity, legacy, and global recognition. However, few players focus deeply on culturally tailored safari experiences that resonate with the values, preferences, and lifestyles of GCC nationals and affluent expats. This gap presents a clear opportunity for Elite Escape to establish itself as a regional-first, culturally-aligned safari provider.

Brand	Core Positioning	GCC Focus	Safari Offering	Brand Messaging in GCC
Abercrombie & Kent	Legacy-driven, classic British luxury	Strong in UAE, KSA (via agents)	Premium safaris as part of broader Africa tours	Trust, prestige, Western luxury heritage
&Beyond	Eco-luxury, sustainability-focused	Present via tour operators, weak direct visibility	High-end, conservation-based safari lodges	Nature immersion, eco-tourism
Micato Safaris	Personalized, family-run luxury safaris	Low presence in GCC, known among HNW expats	Fully escorted, ultra-premium	Award-winning intimacy and personal care
Wilderness Safaris	Adventure-luxury with conservation edge	Minimal market-facing efforts in GCC	Exclusive lodge access in Botswana/Namibia	Elite environmentalism, untouched landscapes
Platinum Heritage (Dubai)	Emirati-owned desert safari operator	UAE-focused, city-based	No African safari services	Arabic-language friendly, heritage appeal
Quintessentially	Lifestyle management for UHNWIs	Trusted concierge brand for GCC elites	Arranges safaris upon request	Privacy, discretion, high-touch service

TARGET AUDIENCE



QATAR

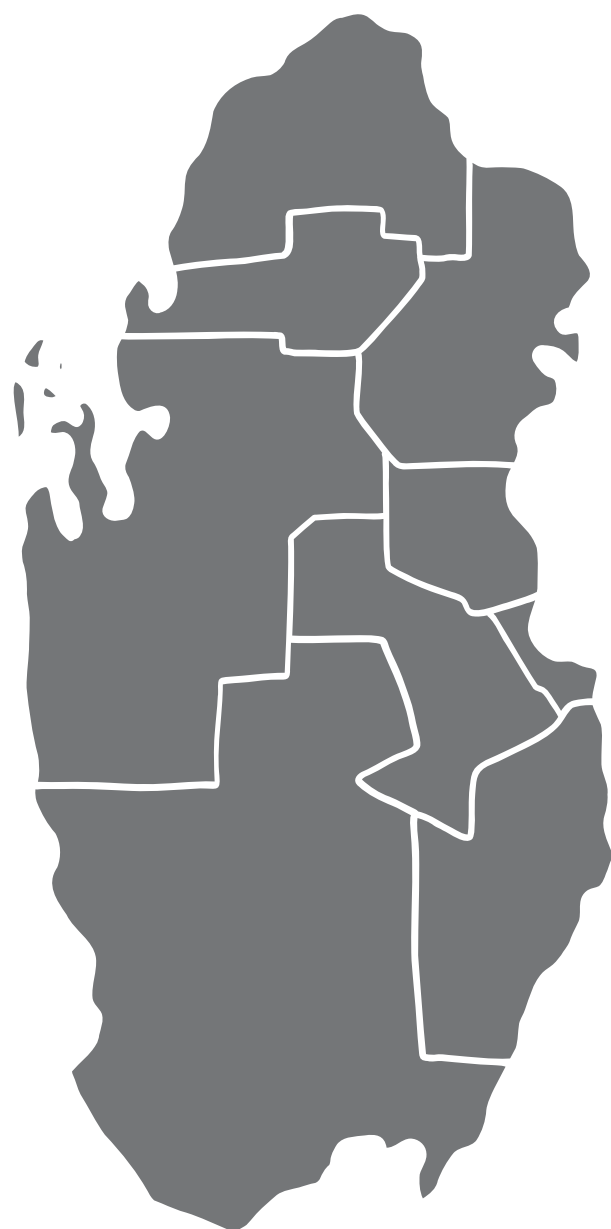


KSA



UAE

QATAR



TRAVEL BEHAVIOR

- Prefer short-haul trips during long weekends and long-haul luxury trips during summer or Eid holidays.
- Often travel with extended family, preferring privacy, cultural familiarity, and halal-certified services.
- Rely heavily on recommendations from elite circles, concierge services (Mandarin, Ritz), or exclusive WhatsApp groups.
- Value status-driven travel experiences: private charters, ultra-luxury lodges, and high-end service.

PREFERRED CHANNELS:

Social media platforms like Instagram and Snapchat are popular among younger demographics, while traditional media such as Gulf Times and Qatar Radio remain influential. WhatsApp is widely used for communication, and concierge services at luxury hotels play a significant role in travel planning.

HOW TO TARGET

- **Media channels:** Arabic social media (Snapchat, Instagram), Youtube
- **Touchpoints:** Partner with luxury hotels' concierges (e.g., St. Regis, Mondrian), private banks, and premium travel advisors.
- **Message positioning:** "Private luxury safaris designed for distinguished Qatari gentlemen and their families."
- **Sales conversion:** Offer tailored WhatsApp consultation with Arabic-speaking advisors + invite to private pre-exhibition events.

QATAR PERSONA



OMAR EL SAADI

- **Age:** 34
- **Occupation:** Energy sector executive
- **Income:** QAR 65,000/month
- **Family:** Married
- **Interests:** Adventure travel, tech gadgets, high-performance cars
- **Behavior:** Prefers immersive and Instagram-worthy travel, with a high focus on brag-worthy experiences
- **Channels:** LinkedIn, Instagram, Al Kass Sports, lifestyle magazines, Snapchat.
- **Pain Points:** Overpriced packages, lack of seamless booking processes, boring itineraries, Poor service delivery, hidden costs
- **Safari Preference:** Adrenaline safaris, hot air ballooning, social influencer packages, Family lodge packages, photography tours, tailored wildlife conservation experiences

KSA



TRAVEL BEHAVIOR

- There is a growing demand for unique, immersive experiences, including private tours and curated trips. The integration of state-of-the-art technology and personalized services is setting new benchmarks for luxury travel.
- Exhibit adventurous travel aspirations—willing to explore, but only when comfort, luxury, and religious values are guaranteed.
- Prefer to travel in groups or with family, especially in July/August, during school breaks or Eid.
- TikTok, Snapchat, and YouTube are major influence platforms.
- Strong reliance on word of mouth from family, tribe, or influencers they trust.

PREFERRED CHANNELS:

- Social media platforms like TikTok and Twitter are widely used, particularly among younger travelers. Online travel agencies and mobile apps are increasingly popular for booking and planning trips.

HOW TO TARGET

- **Media channels:** Sponsored TikTok influencer reviews, strategic ads on Instagram, TikTok, & Youtube.
- **Touchpoints:** Personal outreach to Saudi luxury travel agents, event partnerships in Riyadh, WhatsApp newsletter strategy.
- **Message positioning:** “Escape the ordinary with a safari adventure curated for Saudi luxury travelers.”
- **Sales conversion:** Include family-friendly itineraries, Arabic-speaking staff, and prayer-friendly experiences in all marketing.

SAUDI PERSONA



MAJED AL HARBI

- **Age:** 45
- **Occupation:** Government advisor in Riyadh
- **Income:** SAR 95,000/month
- **Family:** Married, 5 children
- **Interests:** History, faith-based travel, Islamic heritage sites, minimalist travel
- **Behavior:** Plans far in advance, prefers culturally sensitive operators, prioritizes educational value for kids
- **Channels:** TikTok, Instagram, startup circles, exclusive men's clubs, travel expos, WhatsApp
- **Pain Points:** Untrustworthy operators, visa challenges, inappropriate content, Generic luxury
- **Safari Preference:** Faith-compatible family tours, Arabic-speaking staff, focus on nature & education, Modern eco-lodges, drone photography packages, Ultra-luxury game reserves, bespoke cultural add-ons

UAE



TRAVEL BEHAVIOR

- UAE nationals often seek weekend luxury getaways, while expat professionals plan destination-based seasonal holidays.
- Emiratis value privacy and personalization; expats seek exclusivity and uniqueness.
- Influenced by Instagram, travel YouTube, and experiential marketing (events, previews).
- Expect ease of booking, online support, and clear itineraries with attention to visa, logistics, and comfort.

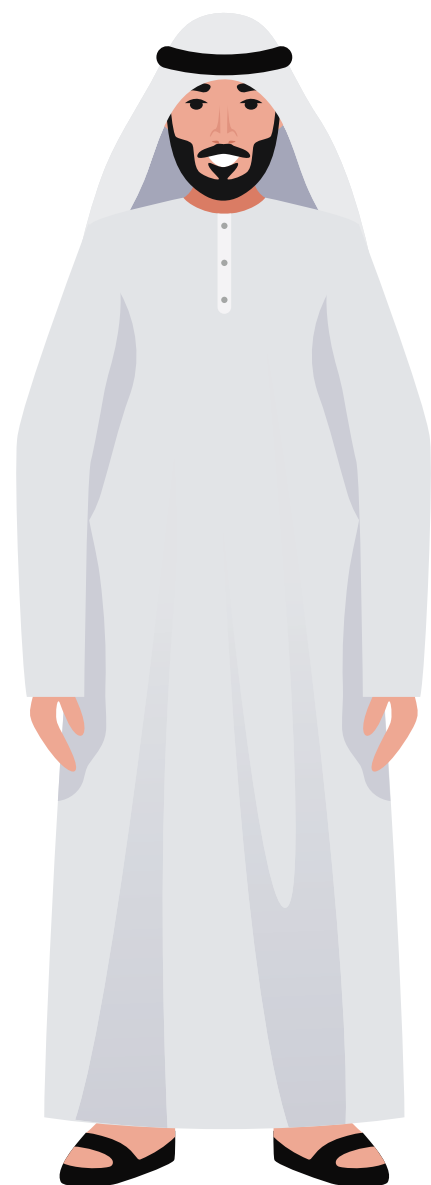
PREFERRED CHANNELS:

- Social media platforms like Instagram and YouTube are widely used for travel inspiration and planning. Online travel agencies and mobile apps are popular for booking and organizing trips.

HOW TO TARGET

- Media channels: Targeted Instagram ads, Google search ads
- Touch Points: Outreach, expat associations, travel advisor
- Message positioning: “Unforgettable African safaris curated for the UAE’s most refined travelers.”
- Sales conversion: Streamlined online booking experience, digital brochure downloads, concierge booking hotline.

UAE PERSONA



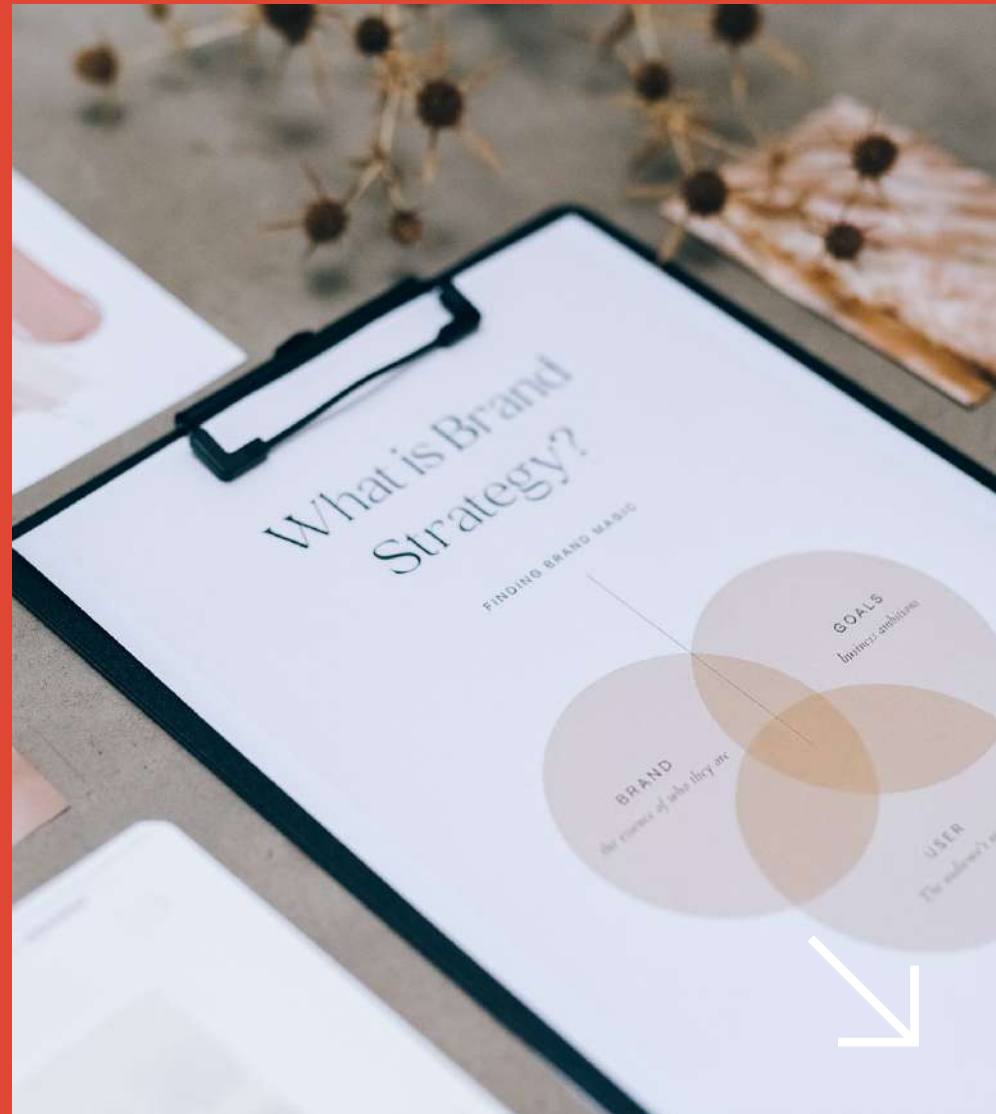
HASSAN AL HAMMADI

- **Age:** 35
- **Occupation:** Wealth manager at HSBC UAE
- **Income:** AED 65,000/month
- **Family:** Married
- **Interests:** nature retreats, luxury cars, fitness, spontaneous getaways
- **Behavior:** Makes quick bookings, trusts digital ads, loves “off-grid” exclusivity
- **Channels:** Google Ads, travel deal newsletters, Instagram, Expat Insider
- **Pain Points:** Limited travel windows, oversold destinations, poor personalization, Safety concerns, language barriers abroad, poor service quality, slow bookings, low cultural relevance
- **Safari Preference:** Ultra-modern lodges, digital concierge, weekend-friendly safari itineraries, Private reserve tours, design-led lodges, weekend-friendly safari itineraries

BRAND MESSAGING STRATEGY

Objective:

To create a cohesive, culturally relevant, and emotionally resonant brand voice that speaks directly to affluent travelers in the GCC, positioning Elite Escape as the go-to luxury travel curator for personalized safaris and exclusive escapes.



Core Brand Messaging Pillars

1

Exclusivity & Prestige

Your journey. Your story. No crowds—just curated African wilderness on your terms.

2

Cultural Sensitivity & Privacy

Experiences designed with your traditions and lifestyle in mind—halal, private, and seamless.

3

Effortless Luxury

We plan every detail. You live every moment.

4

Adventure, Refined

From big cat sightings to sunset fine dining—Elite Escape redefines safari travel.

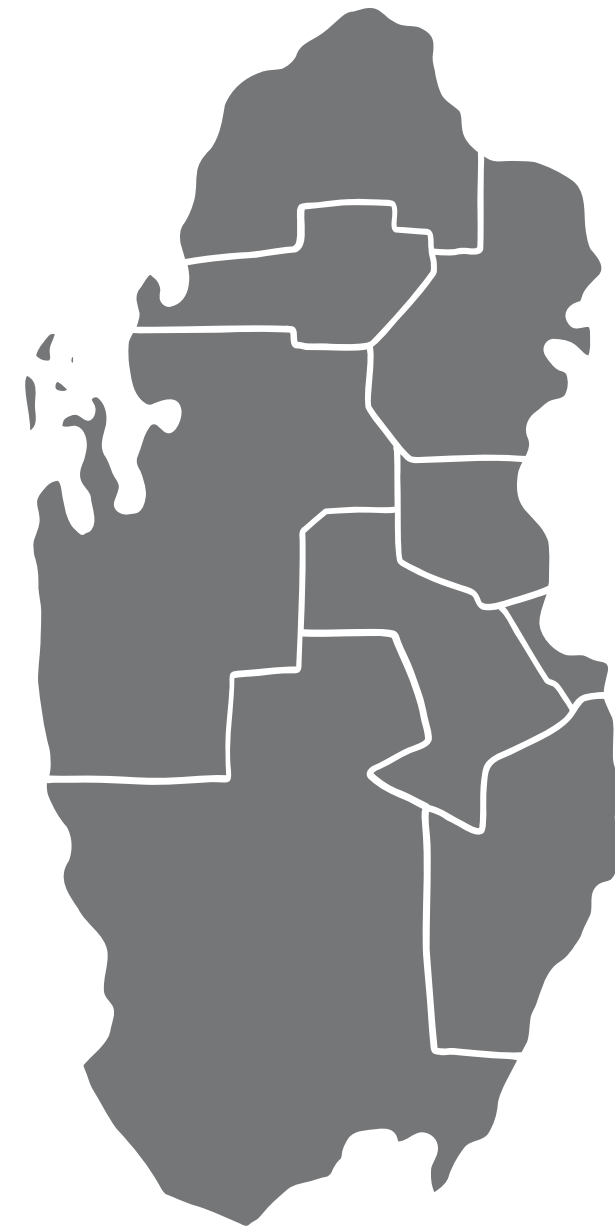
LOCALIZED MESSAGING VARIATIONS (PRE—EXHIBITION)

ELITE QATARI MEN

- **Messaging Tone:** Sophisticated, family-oriented, culturally familiar.
- **Taglines:**
 - “Where your next escape meets African elegance.”
 - “A private safari worthy of your name.”
- **Channel Use:**

Arabic videos, personalized WhatsApp invites, Instagram Stories with Arabic VO.
- **CTA Examples:**
 - “Join our private Doha pre-exhibition to preview exclusive family packages.”
 - “Book a one-on-one safari experience with your Elite Escape concierge.”

QATAR



AFFLUENT SAUDI MEN

- **Messaging Tone:** Bold, tribal-pride aligned, adventure-leaning, Islamic values-aligned.
- **Taglines:**
 - For those who lead, not follow—your next journey awaits.”
 - “Explore Africa with full comfort, privacy, and Saudi values
- **Channel Use:**

Sponsored TikTok videos, direct WhatsApp + SMS marketing in Arabic, Instagram.
- **CTA Examples:**
 - Get early VIP access to our Saudi safari showcase.”
 - “Safari trips now crafted with full family and cultural accommodations

SAUDI ARABIA



EMIRATI & EXPAT MEN

UAE

- **Messaging Tone:** Modern, sleek, experiential, tailored to urban luxury lifestyles.
- **Taglines:**
 - Safari, the UAE way—luxury, precision, and a story worth telling.”
 - “Because your weekends deserve more than resorts.
- **Channel Use:**

Instagram Carousel ads, TikTok, Google search and YouTube pre-rolls.
- **CTA Examples:**
 - Register for your personal VIP pass to the Dubai Safari Preview.”
 - “Explore Africa through your concierge—book via WhatsApp.



POST—EXHIBITION MESSAGING STRATEGY

Post—Exhibition Goals

- Convert warm leads into bookings.
- Maintain premium brand recall.
- Deepen trust via personalized engagement and post-event storytelling.

MESSAGING EVOLUTION:

PRE VS POST

Phase	Objective	Messaging Focus	Example Line
Pre-Exhibition	Attract & Educate	Luxury, privacy, cultural alignment	“Discover Africa reimagined for Gulf royalty.”
During Exhibition	Showcase & Engage	Trust, authority, personalization	“Let us build your story, one safari at a time.”
Post-Exhibition	Convert & Retain	Urgency, value, exclusivity	“Your journey begins now—few private slots left

TACTICS POST—EXHIBITION



**FOLLOW—UP EMAIL
CAMPAIGNS**



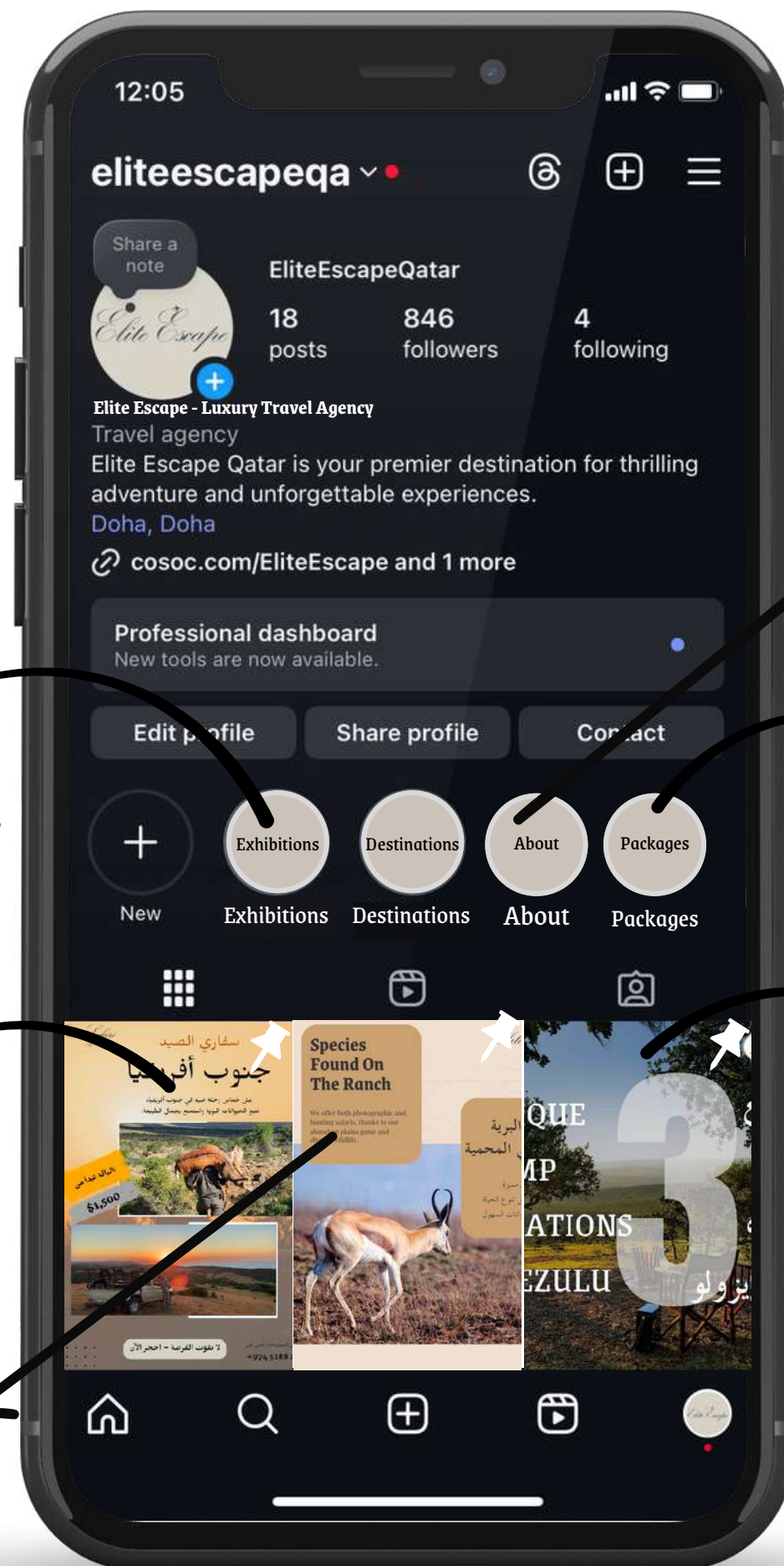
**WHATSAPP VIP
NURTURING**



**RETARGETING
CAMPAIGNS**



DIGITAL BROCHURE SENDING



Posts about Elite to provide info about us to increase our credibility

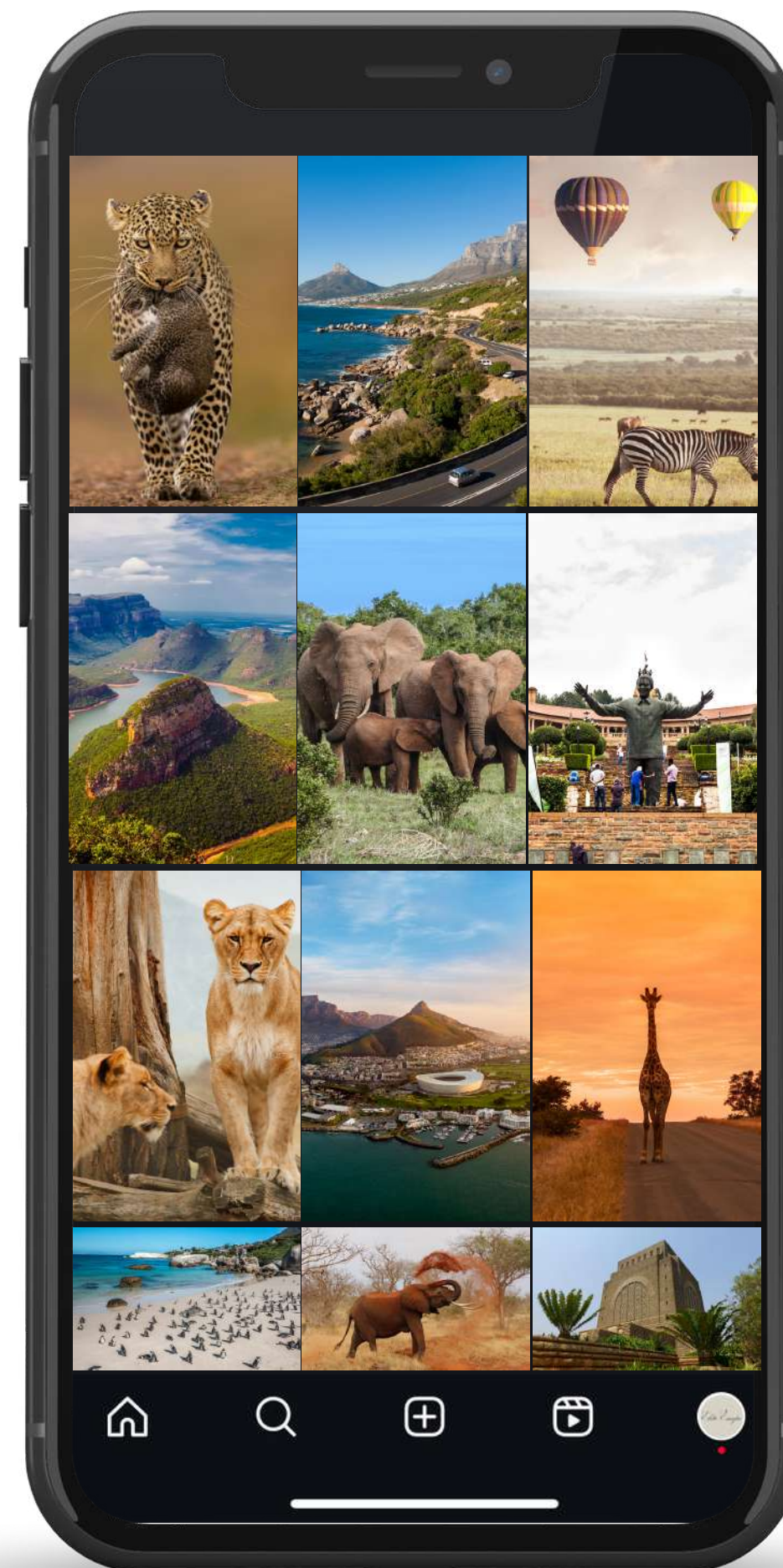
Post containing our available Packages

Post with the Accommodation

Highlight all snippets of all the Events attended

Post with the Starting Price

Post with the Animals to hunt



- Should be more focused on User Experience especially with traveling to such place
- Calm
- Not too texty
- Attractive
- More on Nature, Place, and simple text on screen and not selling only