

# **Ayurveda Health Travel Marketing**

**Creating product awareness for Ayurveda health travels  
for Stana.nl and Dosha Praktijk.**



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## Executive Summary

This final project assignment was provided by Stana.nl and Dosha Praktijk. Stana.nl is responsible for all marketing activities of Dosha Praktijk, an Ayurveda practice located in Amersfoort and The Hague. The aim of the research is to increase product awareness on Ayurveda health travels. In order to do so, the right marketing communication strategy has to be formulated. Therefore the main research question is: ***“What is the best marketing communication strategy for Stana.nl to create more product awareness for Ayurveda health travels abroad?”***

Essential for a good marketing communication strategy is the definition of the target group. Research via a literature study, an analysis of the customer list, a postal code analysis, two online surveys, and an interview have been used to define the target group. In conclusion, the target group is a young to middle-aged woman – between the age of 30 and 45, without children with a higher than average income. They live mostly in single household neighbourhoods and the average income in the neighbourhoods is higher than average.

Ayurveda health travels are (relatively) new on the Dutch market, therefore the communication strategy for a new product or service is best. A new market has to be created and the customers' needs need to be formulated and shaped. This strategy includes the highlighting of all benefits. The main benefits are the improvement of health and wellbeing during and after an Ayurveda health travel, the price of the travels compared to other Ayurveda health travels in Europe, but also the expertise and knowledge of Dosha Praktijk and their recommendation which causes credibility. Essential for a new product or service are introductory price reductions, and evaluations. Word-of-mouth communication is important to gain product awareness and to increase consumer confidence.

In conclusion, a product strategy with influence of a promotion and advertising strategy is recommended to increase product awareness for Ayurveda health travels abroad.

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## CHAPTER 1: Introduction

Ayurveda health travels are promoted via the website of Dosha Praktijk. All marketing activities for Dosha Praktijk are managed by Stana.nl and therefore Stana.nl is responsible for the marketing of Ayurveda health travels. It is a small niche market, and not many people are aware of the Ayurveda health travels. Little information can be found on Ayurveda in the Netherlands which indicates that only a small amount of the Dutch is currently aware of Ayurveda.

The promotion of Ayurveda health travels started after several clients of Dosha Praktijk expressed their needs for a get-away. Beside their current clientele, the target group has not clearly be defined by Stana van Ginkel and is therefore a key subject in the performed research and need to be formulated. Basically, Ayurveda is for everyone (van Ginkel, 2014). But the target group has to be able to spend their money on Ayurveda health travels, and needs to be willing to do so. Stana.nl asked me to help design a marketing communication strategy to create more product awareness. In order to do so, the following main research question has been developed: ***“What is the best marketing communication strategy for Stana.nl to create more product awareness for Ayurveda health travels abroad?”***

In order to reach a conclusion an internal and external analysis has to be performed. For the internal analysis it is important to look at Dosha Praktijk, Stana.nl, and the hotels promoted by Dosha Praktijk. For the external analysis the market trends, the customers, the target group, the competitors, and the economic environment are key subjects. A SWOT analysis will be made with the results of both the internal and external analysis. Research on their current promotion and all marketing possibilities need to be done in order to reach a conclusion.

### 1.2 Introduction on Ayurveda

‘Ayur’ means life and ‘veda’ means knowledge (Mehta & van Burink, 2009), so Ayurveda literally means knowledge on life. In order to understand Ayurveda, the five big elements need to be understood. These elements are earth, water, fire, air or wind, and space (Manhave, 2008) and are the basis for Ayurveda. Earth is the heaviest element, because it is solid. Earth as a type of energy provides the human body solidity and strength. Water is the liquid element. It is flowing and provides flexibility and softness. It is important to understand that 80% of the skin is made out of water. The third element is fire. This is an instable element without mass and shape. Air, or wind, is also an instable element, but it

is the only element moving on its own energy and power. It is a dispersible element. The final element is space. This element only exists in Ayurveda. Space is infinite. *Everything is located in space and we are all surrounded by space* (Manhave, 2008)

Tridosha, or the three dosha's, can be translated as the three body fluids (Manhave, 2008). They are used to determine one's constitution. The three physical dosha's are Vata, Pitta and Kapha. The dosha Vata is made out of the elements air and space and can be compared as to what is known as gas. Dry, cool, light, subtle, dynamic, bright, raw, and fast are the characteristics of Vata. This body fluid is responsible for the movement within the human body. It is present in the contraction of the muscles, movement of joints, in the intestines, breathing, nerve signals and gas in the intestines. Pitta is known as the burning power and its elements are fire and water. Its main characteristics are hot, sharp, liquid, dynamic, and oily. Pitta is responsible for all the combustion processes in the body. Pitta is mainly present in pyrosis, gall, and blood. The final dosha is Kapha. It consists of the elements earth and water. Its main features are heavy, slow, flexible, cold, motionless, troubled and smooth. It provides strength to the body. It is highly present in the mucous membrane, bones, muscles, and the cartilage. Every person has a unique composition of the dosha's, creating different personalities. People with a high dosha of Vata are mainly dynamic and restless. Besides the physical dosha's, there are also psychological dosha's present. These are jnana, meaning ratio, bhavana meaning emotion, and dharana meaning stability (Mehta & van Burink, 2009).

Food according to Ayurveda also consists of the five elements named before and has a big and important role within the Ayurveda. It is important to adjust food to the Tridosha in one's body. Different types of food can add or reduce a certain dosha in the body (Table 1 Vata, Pitta, Kapha).

	Vata	Pitta	Kapha
<b>Sweet (earth and water)</b>	-	-	++
<b>Salt (earth and fire)</b>	-	++	+
<b>Sour (water and fire)</b>	-	++	+
<b>Spicy (fire and air)</b>	+	++	-
<b>Bitter (air and space)</b>	++	-	-
<b>Sourish (earth and air)</b>	++	-	-

Table 1 Vata, Pitta, Kapha (Manhave, 2008)

It is important to realise that Ayurveda can be used for preventative measures. According to Ayurvedic health, illnesses can be categorized in three main causes. They can be either psychological, spiritual or physical. In Ayurveda it is important to establish where the disease originated and where it is manifested.

## CHAPTER 2: Methodology

Several methods of research have been used in order to answer the question on the best marketing communication strategy for Stana.nl to create more product awareness for Ayurveda health travels abroad. The different methods that have been used are described below:

- A **literature study** has been done in order to gain information on Ayurveda, Ayurveda health travels, market trends, and an overview of the market.
- Several **websites** have been visited, more specifically those of Dosha Praktijk, Stana.nl, and the hotels.
- Via **internet** several reports, papers, and information were found for the internal analysis, external analysis, and the marketing mix.
- Two **online surveys** were conducted to gain information on the target group. Both surveys were created via Thesistools.nl. The first online survey was focussed on finding the target group via a general questionnaire on health and travel. Two types of prizes were made available. The first was an online food course, and the second was a workshop on basic Ayurveda knowledge. The survey has been conducted among family and friends, and has been shared via Facebook. Besides sharing the survey with my own contacts, the survey has also been shared by Stana.nl, Dosha Praktijk and Stana van Ginkel her personal Facebook. Additionally the link to the survey has been shared on the Facebook pages of Vriendin, Veronica Magazine, Arke, Palmolive NL, Studeersnel.nl, Honig, Lipton, Team Kapsalon, Pickwick Nederland, Jumbo Supermarkten, Lidl Nederland, Zonnatura, Unox, HEMA, De Ruijter, Colgate Nederland, Erica Kruiden, Etos Online, Winkelcentrum Leyweg, and Den Haag in order to address a great diversity of people. The second survey was a more specific survey on Ayurveda health travels in order to perceive information about the opinion on Ayurveda health travels. For this survey I personally provided for a possible prize. I gave away five Ayurveda Shower Gels from Therme. This survey has been shared the same way as the first survey, but in order to reach for those above the age of 50, the survey has also been shared via the Facebook pages of 50plusser.nl, Conservative 50 plus, 50pluspartij, Man bijt hond, Omroep MAX, and Troskompas. Facebook pages that have also been used to share the link are Voetbal International, LINDA. Magazine, Happinez, VROUW, Flair, Story Magazine, Allerhande Recepten, Santé, Avrobode, Centrum voor Mensontwikkeling en

Spiritualiteit, Earth-matters.nl, Wellness mama, Health & Wellness Today, Eigentijds Festival, Boeddhamagazine, and NRC.

- Stana van Ginkel has been **interviewed** about Dosha Praktijk, Stana.nl and the Ayurveda health travels. Also their current marketing strategies were addressed.
- **Google Analytics** was used to analyse the visitors of the website of Dosha Praktijk Amersfoort and Dosha Praktijk The Hague.
- The **customer list** of Dosha Praktijk Amersfoort and The Hague was used to get informed on the gender, age and location of the clients.
- **CBS in uw buurt** was used to gain more information on the neighbourhoods of the clients, and the postal codes provided via the second survey.

## CHAPTER 3: Results

This chapter addresses all the results found via the several research methods. The first section addresses all the results of the internal analysis, followed by the external analysis. The internal and external analysis will be combined and examined through the SWOT analysis and the confrontation matrix.

### 3.1 Internal analysis

For the internal analysis it is important to analyse Stana.nl, Dosha Praktijk and the hotels offering the Ayurveda health travels. It is important to understand that Stana.nl is responsible for all marketing activities of Dosha Praktijk, but the Ayurveda health travels are promoted under the name of Dosha Praktijk. In this part Stana.nl will first be examined, followed by Dosha Praktijk and ultimately the three Ayurveda health travels that are being offered will be analysed.

#### 3.1.1 Stana.nl

Stana.nl is a project and advisory agency that is specialised in four main categories. The first specialisation is the analysis and optimisation of business processes within the travel branch. Secondly, Stana.nl is specialised in strategic tourism marketing with an emphasis on Ayurveda travels. The developing, review and improvement of Ayurveda health travels offered by hotels and Spa's worldwide is another specialisation of Stana.nl. Ultimately Stana.nl is responsible for Foodboard, which highlights the importance of food in relation to health (Stana.nl). Stana.nl wants to share information on Ayurveda with hotels in order to increase product awareness, but also to make sure Ayurveda is presented, used and performed in an authentic manner (van Ginkel, 2014).

#### 3.1.2 Dosha Praktijk

Dosha Praktijk is an Ayurveda practice located in Amersfoort and The Hague. Their mission is to share their knowledge on the functioning of mental and physical health, the knowledge on which factors can influence the mental and physical health, how one can maintain or restore balance in their life, and to share knowledge on how one can have a fit and vital life up till the age of 100. Their vision is: "Every person, who is interested, should know their genetic predisposition and thereby should know how these illnesses can be prevented or cured, or at least decrease the symptoms, and every person should have access to both regular medicine and Ayurvedic medicine." (Dosha Praktijk). In total Dosha Praktijk has 73 clients, of which 40 in Amersfoort and 33 in The Hague. Dosha

Praktijk is active on the internet with their own website, a Facebook page, a Twitter account, and a Pinterest account.

Dosha Praktijk is founded by Henrica van den Berg and she is located in Amersfoort. Stana van Ginkel is located in The Hague and they are both certified Ayurveda practitioners by the Dutch Association for Ayurveda Medicine (A.N.V.A.G). Henrica van den Berg started her study for Ayurvedic Practitioner at the European Institute for Scientific Research on Ayurveda (EISRA) in The Hague and fulfilled an internship in 2009 in India. In 2010 she successfully completed her study. Complementary she received a diploma Ayurvedic Nutrition Therapist at the Academy of Ayurvedic Studies in Amsterdam in 2009. Stana van Ginkel began her study for Ayurvedic Practitioner at the EISRA in 2006 and like Henrice van den Berg, she also successfully completed the study Ayurvedic Nutrition Therapist in Amsterdam. Her Ayurveda knowledge has also been passed on by her grandmother, who is from Macedonia. They are both responsible for their own practice.

Their expertise in Ayurveda is being used for promoting the Ayurveda health travels. The promotion of these Ayurveda health travels started by the need of their current clients for a quiet and healthy get-away (van Ginkel, 2014).

### 3.1.3 Thermana Laško

Thermana laško is a four-star hotel located in the east of Slovenia. The hotel is stationed beside the river Savinja next to the town of Laško. The hotel is surrounded by a green scenery and mountains. It possesses a Thermana & Veda Ayurveda Centre with “*a specialist in Ayurvedic medicine, experienced Indian therapists, a yoga trainer, and a chef of the company Veda from the south Indian state of Kerala*” (Thermana Lasko). This hotel offers five Ayurveda programmes and one Ayurveda weekend programme. The full Ayurveda programmes are the Ayurveda anti-aging programme, the Ayurveda weight loss programme, the Ayurveda burn-out programme, the Ayurveda detox programme, and the Ayurveda yoga & mediation programme. All these programmes include accommodation in a double room with river view and balcony, full board, initial consultation with an Ayurveda specialist and the making of the individual therapies plan and diet plan and a daily 20 minute consultation with an Ayurveda



specialist. A final consultation with an Ayurveda specialist, Ayurveda nutritional supplements during therapy, Ayurveda herbal tea served in the restaurant and one to two therapies a day are also included. All programmes are also including access to the fitness centre after consultation with an Ayurveda specialist, unlimited access to the sauna centre, bathrobe in the room, possibility to use wireless internet in the room, and an animation, relaxation and recreation programme (Thermana Lasko). The Ayurveda weekend is more an introduction to Ayurveda health travelling and does not provide a room with river view or a balcony. Instead of full board, the Ayurveda weekend contains half board and includes unlimited swimming in the thermal water pools even on the day of departure. The fitness studio is also accessible in this weekend. The programme itself consists of a 60 minute consultation with an Ayurveda specialist, one Ayurveda therapy as advised by the specialist, and one 60 minute individual yoga lesson. As can be seen in Appendix I : Pricelists hotels recommended by Dosha Praktijk, the average day price for an Ayurveda programme at Thermana laško is € 130,37.

### 3.1.4 Grand Hotel Portorož & Shakti Ayurveda Centre

Grand Hotel Portorož is classified as a five-star hotel and it is located in the south west of Slovenia. It is situated near the beach in the town of Portorož (Life Class Hotels & Spas). The hotel has access to the Shakti Ayurveda Centre since 2006 (Shakti Ayurveda Centre), where all Ayurveda treatments are performed by professional Ayurvedic therapists. The centre is hiring eight certified Ayurvedic therapists from India who are chosen by the Government of Kerala. The hotel offers an Ayurveda detox and regeneration package of 7 days and one of 14 days. They both include a stay in a double



room, full board, a welcoming fruit-juice cocktail, access to the sun terrace and the swimming pools, entrance to the fitness centre, guarded parking, the hotel's programme for entertainment and recreation, VAT, entrance to the casino's Riviera Casino and Grand Casino Portorož, and the basic package of Ayurveda detox

treatments. This package consist of a medical examination, a consultation with an Ayurvedic medicine specialist, six Ayurveda treatments suggested by the Ayurvedic specialist, four yoga lessons, an Ayurveda detoxification therapy, and a colon

hydrotherapy (Life Class Hotels & Spas). The 14 day packages contains seven additional Ayurvedic treatments, two extra yoga classes, three times meditation and a consultation with an Ayurveda therapist (Life Class Hotels & Spas). The average day price at Grand Hotel Portorož & Shakti Ayurveda Centre with an Ayurveda treatment package is € 177,00 (Appendix I : Pricelists hotels recommended by Dosha Praktijk).

### 3.1.5 Kempinski Palace Portorož & Shakti Ayurveda Centre

The Kempinski Palace Portoroz is a luxurious five-star hotel situated in the centre of Portorož near the sea. This hotel, just as the Grand Hotel Portorož, also provides access to the Shakti Ayurveda Centre. The Kempinski Palace Portorož only offers an eight day Ayurveda detox programme. This includes a stay in a self-chosen room at the Kempinski Palace Portorož hotel, daily breakfast buffet, every day an



Ayurvedic dinner, access to the Rosa Spa, and free wireless internet. The Ayurvedic programme is very similar to the programme offered by the Grand Hotel Portorož. It includes a medical examination, one consultation with an Ayurvedic medicine specialist and three brief additional consultations, twelve Ayurvedic treatments, three yoga classes, two times meditation, one colon hydrotherapy, one Ayurvedic herbal treatment, and lunch every day at the Fit Bar (Kempinski). The average day price at this hotel is € 246,31 as can be seen in Appendix I : Pricelists hotels recommended by Dosha Praktijk.

### 3.1.6 Conclusions internal analysis

The strengths and weaknesses of the organisation(s) can be defined by the information provided in the previous chapters. Stana.nl is responsible for the marketing activities of Dosha Praktijk, but it is the strengths and weaknesses of Dosha Praktijk and the promoted hotels that are important and need to be either communicated or improved.

The expertise in Ayurveda is one of the most important strengths of Dosha Praktijk. This results directly into credibility, along with the experiences of Henrica van den Berg and Stana van Ginkel. The small size of Dosha Praktijk benefits the personal relationships with the customers, but also with the hotels they are promoting for. Problems can be addressed quickly because there is no long communication line. On the other hand, the

weaknesses of Dosha Praktijk can be distinguished in three main categories. The first is their low resources. As a small business, Dosha Praktijk does not generate a large income, and therefore cannot invest much in the company. Also Dosha Praktijk is locally active in Amersfoort and The Hague and therefore they are not well-known throughout the Netherlands. At last, it is hard to sell the Ayurveda health travels, because they are not a travel agency. It is important to understand that the customers book directly at the hotel, but the booking runs via a form on the website of Dosha Praktijk so the hotel gets informed on the recommendation.

The Ayurveda health travels promoted by Dosha Praktijk have several benefits and strengths. The hotel Thermana Laško is situated in a green scenery at a river. This location is relatively close, and it could be reached by plain or car. By plain the travel takes about three hours – including the travel from the airport of Ljubljana to the hotel by taxi. By car this location can be reached in 12 hours driving. The other two hotels are situated half an hour further driving by car, and by plain they can be reached in four hours and 15 minutes. The location can therefore be considered a benefit. Another strength of the hotels is the experts available on Ayurveda and Stana.nl guarantees a true Ayurveda experience. A true Ayurveda experience is not merely Ayurveda massages and therapies, but it also includes the right personal diet and consults with Ayurveda specialists. Finally their biggest strength is their price. Market research – as can be read in 3.2.1 – has shown that prices are low in comparison with other Ayurveda hotels and treatments in Europe. However, their location can also be considered a weakness, because Ayurveda originated in India and could therefore be perceived as not authentic.

### 3.2 External analysis

This chapter analyses the external factors such as the market trends, or the predicted market trends. The customers – or potential customers – will be discussed in the second part. Another important external factor are the competitors and therefore a competitors analysis will be conducted. Ultimately all these external factors will be combined in a conclusion.

#### 3.2.1 Market trends

Ayurveda health travels are part of the tourism and travel industry. The tourism market will continue to grow (UNWTO, 2013) and in 2012 just over a quarter of the vacations and/or travels were visits to friends and relatives, health related travels, religious journeys or other type of holidays. In Europe tourism continues to be a growing market, but the growth will decline. A growing number of destinations in Central and Eastern Europe are

one of the reasons of the continuous growth. But more specifically Ayurveda health travels can take place in both the wellness travel industry and the health, or medical travel industry. According to CBI, 2013 the European Union has the biggest wellness market in the world and most wellness travels stay within the European Union. Stana.nl and Dosha Praktijk want to increase product awareness on Ayurveda health travels, and therefore this chapter is focussed on the wellness travel industry.

According to CBI, 2013 there are six main market trends. The first is the ageing population. Medication is becoming too expensive and waiting lists are long, therefore many older EU residents are trying to find ways to prevent illnesses. Among these preventative measures is the wellness travel. The awareness and recognition of wellness treatments has also contributed to this trend. The second distinguished trend according to CBI, 2013 is family-wellness travel. It is even expected to be the dominant trend in 2013. On the contrary, single travels are increasing in popularity as well. Due to the increasing single households and their increasing interest in wellness, wellness travels among them is expected to increase. The fourth market trend described is the increased awareness and acceptance of wellness. The second last trend is the shifting from pampering to wellbeing. It is now believed that wellness travels are not merely pampering, but they can increase one's health. The CBI also highlights that the number of male wellness travellers is increasing, but there are no statistics on the specific market size.

In 2013 Wellness Tourism Worldwide released a top 10 list for wellness travel trends for 2014. The first anticipated trend for 2014 was the growing importance of a mindful holiday. Regeneration, stress management, and a good balance for body and mind are key words. The second trend is the rise of wellness travel agents. Another important trend is a growing need for living the local life, whereby local and authentic experiences become important (confirmed by CBI, 2012). Food is gaining interest in the wellness travel market as well, because it affects the wellbeing. As fifth on the list, more and more doctors are prescribing holidays as a remedy for stress. The next trend is the need for personal enrichment. The seventh trend mentioned by Wellness Tourism Worldwide is slow travel. The importance here is not to visit as many tourist attractions as possible, but just slowly enjoying the vacation without rushing around. Volunteering is now also considered to increase one's wellbeing and is therefore a new trend in the wellness travel market. The second last trend on the list is not a specific wellness travel trend, but tourists want to maintain their healthy lifestyle while on vacation. The last trend on the list is the change of the image of spas. They are not merely for pampering, but they are branding themselves as true wellness resorts.

### 3.2.2 Customers and the target group

The customer list of Dosha Praktijk has been analysed and it reveals an average age of 44, and 83,6% of their customers are female. This suggests that the target group is female around the age of 44. The analysis of the postal codes of the clients of Dosha Praktijk provides more information on the areas they live in. For privacy matters, the list with the postal codes and the found information will only be made available to Stana van Ginkel, and in the electronic file for The Hague University of Applied Sciences. The main results will be discussed in this chapter. The neighbourhoods they live in can be portrayed with an average neighbourhood size of 3.647 inhabitants. They live in neighbourhoods with a higher density per km<sup>2</sup> than the national average, namely 6.481 inhabitants per km<sup>2</sup> against a national average of 496 inhabitants per km<sup>2</sup>. According to the postal code analysis the target group lives in mostly single household neighbourhoods (41%). Further it is interesting to highlight that the average income in these neighbourhoods is higher (€ 38.423) than the national average of € 29.800. In accordance with the higher incomes, the average house value is also higher than the national average (€ 323.387 against € 237.000 nationally).

According to Google Analytics for Dosha Praktijk Amersfoort and Dosha Praktijk The Hague, one third of the visitors of both websites are categorised in the age between 25 and 34 and 27,5% is between 18 and 25. It is interesting to see that the website is visited more by men than by women (54,15% versus 45,85%). The main interests of those who visited the website of Dosha Praktijk are running and hiking, electronic accessories, biking, soups and stews, and historic locations and buildings. The website of Dosha Praktijk Amersfoort is visited more often than the website of Dosha Praktijk The Hague and the bounce percentage is higher on the website of The Hague. The analysis of Google Analytics demonstrates that the website of Dosha Praktijk Amersfoort is visited more, more frequently, longer, and more intense than the website of The Hague (Analytics).

After the customer list analysis, the postal code analysis and the Google Analytics analysis, a literature study has been conducted to find indicators for the target group. Ayurveda can be considered as both wellness, and as medical. Therefore several sources on both wellness and medical travels have been analysed. According to Afdeling Research van het Nederlands Bureau voor Toerisme & Congressen, 2008 the target group for wellness treatments during holidays can be portrayed as 25 to 44 year old with a higher education in a higher social segment, and mostly dual-earners. Six consumer groups have been defined by CBI, 2013. The first is *the ambitious health vacationer*. This

is the largest group of the tourists interested in wellness vacations (27%). They usually have experience with wellness holidays and they are usually in the age between 40 and 69. The second consumer group is *the recreation-seeking vacationer* (25% of wellness-interested tourists). This group can be described as in the age of 20 to 49, a low to average income and some experience with wellness holidays. Another specified consumer group by the CBI is *the dignified bon-vivant* (19%). They are usually above the age of 50 with an average income. One out of five has some experience with these type of holidays. Their main interests is in beauty treatments. *The athletic and active vacation* (14%) is another distinguished group of wellness-interested tourists. Almost half of this group is younger than 40 with an above average income. *The sceptic* and *the problem-oriented novice* are the smallest groups – 11% and 5%. The latter are usually older than 60 without any experience with wellness vacations. Another document states that the wellness holidays are mostly made by young females in the age of 18 to 35. Most of these women have a medium and above average income and live in the upper-middle class. However, those who travel abroad are usually older than 35 and are active in the upper social segment and like to combine a wellness holiday with cultural activities (CBI, 2012). The Dutch SPA & Wellness Association confirms that the wellness holiday booker is mostly female in the age of 25 to 34 with an upper-middle class income. The favourite wellness destination is within the Netherlands with 59% (DSWA, 2011).

With the aging population in the Netherlands it is interesting to analyse the age group older than 50. As stated in the document Brancheonderzoek 'Vakantiegedrag 50-plussers' by Bindinc, 2012, 79% of the 50 to 80 year olds in the Netherlands had gone on a vacation. On average they made 3,13 holiday travels a person. 50% of those above 50 years went abroad and spent on average € 742 euros a person on their holiday abroad. Only 1% of the holidays abroad was focussed on pampering. Being together and having a good time is the most important reason to go on holiday. The second most important reason is to rest and relax. 13% is leaving on vacation for their health and vitality. Only 2% has had a medical reason or made a health travel – a total amount of 272.000 holidays made for a medical or health reason.

To define the target group specifically for Ayurveda health travels, and not the broader wellness travels, two surveys have been conducted. The first survey consists of 28 questions. The questions and answers can be found in Appendix II : Results Survey 1 Trendonderzoek Gezondheid en Reizen. In total 134 persons started the survey, but it has been completed by 114 (a percentage of 85%). The majority of the respondents is female (82%) and between the age of 16 and 25 (34%). More than one third of the

respondents has a low income (36%). 93% considers their health important or very important. Two third responded to be satisfied or very satisfied with their own health. It is remarkable that almost one third (30%) does not know how much they spend monthly on their health. 73% mentions healthy food being an important factor for a healthy life, which is in accordance with Ayurveda. Most people go one to three times a year on vacation and holidays abroad are more popular than vacations in the Netherlands. One out of eight has visited Slovenia, but the most visited country is Germany (visited by 75% of the respondents). The most popular types of vacation are the city trip and the sun and beach vacation. The respondents spend between 300 and 900 euros a person on their vacation. Almost half is willing to pay more for a healthy vacation (47,4%). The grand majority is not familiar with Ayurveda or Ayurveda health travels. 15.7% answered to be interested in an Ayurveda health travel, and another 25% answered to maybe be interested in an Ayurveda health travel.

The customer list analysis and the literature analysis implies that the target group is female, therefore it is wise to take a closer look at the answers given specific by women. It is interesting to see that the majority of women have a low income (45%), while almost the same percentage of men (44%) mentions to have a high income – higher than €41.300. However, this could also be a consequence of the age, because 40% of the female respondents is in the age of 16 to 25, while only 19% of the male respondents falls in the same age category. The best activities for women to feel more healthy are healthy food (74%), exercise and sports (61%), and resting time (59%). 45% of the women that answered the survey mention to go on holiday twice a year. In total almost 43% is interested in, or maybe interested in an Ayurveda health travel. Since most women are in the young age category, and most have a low income, it is wise to analyse the answers of women with a higher income. Immediately it can be noticed that the high percentage with a low income is a direct result of the young ages – 73% of those women with a low income is in the age of 16 to 25. 57% of the women with a high income fall in the age category of 46 to 55 years. It is remarkable that of the women that did not like to share their income, 37% of them fall in the age category of 36 to 45 years. Income does not affect the importance of health or the satisfaction on one's own health. It appears that those with a lower income seem more interested in an Ayurveda health travel. While 54% of those with a low income, and 55,5% of those with an income between € 19.200 and € 25.000 mention to be interested in an Ayurveda health travel, or to maybe be interested in one, none of those with a high income mentions to be interested and only 15,8% is maybe interested in an Ayurveda health travel.

The second survey has been conducted to receive clarity on the attractiveness of Ayurveda health travels specifically. This survey was made with 45 questions and the questions and answers can be found in Appendix III: Results Survey 2 Ayurvedische Kuurreizen. 75 persons started the survey, but 58 completed the survey (77%). The average age of the respondents is 36. Again, as answered in the first survey, the majority has a low income. More specifically, it is interesting to look at the information that the survey provides of those who mention to be interested in Ayurveda, which is 22% of the respondents, and to analyse the answers given by those who mention they would book, or maybe book, an Ayurveda health travel via the recommendation of Dosha Praktijk (29% of the total respondents of which 7% would book, and 22% would maybe book). The analysis of those interested in Ayurveda, over 90% is female. The family composition does not influence the interest in Ayurveda, and is almost equal to all family compositions, except for the single parents. The most popular sport is running. The most read magazines are Psychologie Magazine, Happinez, Linda and Santé. However, analysis of those who would book – or maybe book, the Ayurveda health travels recommended by Dosha Praktijk read Quest the most, followed by Linda and Psychologie Magazine. Running is also the most popular sport among this group and 82% is female. Remarkable is that while the interest in Ayurveda is not related to family composition, the actual booking of an Ayurveda health travel does. The majority of those who claim they would book, or maybe book, are single or couples without children.

The most read magazines are Allerhande (29%), Quest (26%), Linda (19%) and Happinez (19%). The most popular newspapers are Metro (40%) and AD Dagblad (36%). Only 19% mentions to have booked a vacation via an advertisement in either a magazine or a newspaper at least once. Almost all the respondents look for holidays on the internet (95%). The most used ways to book a holiday are via the internet directly at the specific accommodation (55%), via the website of a travel agency (47%), and via a price comparison website (29%). Advertisements on social media, via a digital newsletter or on television are not an inspiration for the respondents to book their holiday. Most holidays are being booked three to 1 month(s) in advance. A majority of 71% has never heard of Ayurveda health travels. 64% believes Ayurveda health travel is a fitting name for these travels, and another 22% thinks it is an attractive name. However, another 17% disagrees with the name. Some suggestions are Ayurveda prevention travel, Ayurveda in-balance-travel, Mental relaxation, and Life knowledge health travel. 26% answered to be interested in receiving more information on Ayurveda health travels and 38% is interested or maybe interested in these travels. The preferred countries without considering the

prices for an Ayurveda health travel are India (34%), Spain (16%), and the Netherlands (14%). When taking the prices into account, the most popular destinations are still India with 34%, followed by Portugal (28%) and Slovenia with the hotels promoted on the website of Dosha Praktijk (17%). The majority (83%) stated they would mention that the hotel was recommended by Dosha Praktijk. The booking form on the website of Dosha Praktijk is mostly considered handy (64%) for not separately having to visit the website of the hotel and handy for not having to mention the recommendation separately to the hotel.

### 3.2.3 Competitors

This section is focussed on a competitors analysis of both Dosha Praktijk and a competitors analysis of the hotels.

There are 75 persons subscribed with the Dutch Association of Ayurvedic Medicine (A.N.V.A.G). Both Stana van Ginkel and Henrice van den Berg are Ayurveda practitioners. In total there are 32 Ayurveda practitioners in the Netherlands recognised by the A.N.V.A.G. Stana van Ginkel is active in the province of South-Holland, and this province contains 12 Ayurveda practitioners. In addition four Ayurveda therapists, one Ayurveda practitioner and Vaidya, two Ayurveda practitioners and doctors, and one nonactive Ayurveda practitioner are present in this province. The province of Utrecht, where Henrica van den Berg is active, has 5 active Ayurveda practitioners. Utrecht also houses two Ayurveda practitioners and doctors, and one Ayurveda therapist. For the competitors analysis, only the actual Ayurveda practitioners will be taken into account.

In total, Stana van Ginkel and Henrice van den Burg – thus Dosha Praktijk, have 32 competitors, but within the two provinces they are active, 17 Ayurveda practitioners are active, meaning they have 15 direct competitors as listed in table 2. It also demonstrates that Dosha Praktijk is unique in promoting Ayurveda health travels. Therefore they are competing with the travel agencies. At the moment there are three big wellness travel agencies, Puur en kuur, Fontana, and Spa Dreams. Therefore a short competitors analysis has been made, as can be seen in table 2. Years of existence, activity on social media, contact accessibility, Ayurveda offers and their guarantee for travel money compensation at the Compensation Fund Travel Money (SGR).

Name practitioner	Location	Company name	Exclusively Ayurveda?	Web-site?	Offering of Ayurveda health travel?
Wilma Damen	Delft	MindDynamics	x	√	x
		PsyVeda	√	√	
Pramila Dhanai-Harnam	The Hague	Art of Ayurveda	x	√	x
Paul Gieben	The Hague	Bharosa	√	√	x
Tamara Slijepcevic	The Hague	Unknown	Unknown	x	Unknown
Sharda Somer	The Hague	Chaksu	x	√	x
Indra Radjkoemar	The Hague	Shivani Ayurveda	√	√	x
Maaïke van den Biggelaar	The Hague	Laraiz	x	√	x
Jeanette de Snoo	Hendrik Ido Ambacht	Samanalaya	√	√	x
Hans Scheffer	Spijkenisse	Health and wealth wish	x	√	x
Carla van Dijk	Vlaardingen	Villa Palagonia	√	√	x
Liese van Dam	Utrecht	Shanti Yoga	x	√	x
Marisa Wessel - Tassinari	Veenendaal	Intouch Total Balance	x	√	x
Ria Reijnhoudt	Woerden	Ayurvedische Praktijk Sukha	√	√	x

Table 2 Ayurveda Practitioners in the provinces South-Holland and Utrecht.

Table 3 on the next page demonstrates that Spa Dreams is the biggest competitor, considering offerings of Ayurveda travels, followed by Puur en Kuur, and ultimately Fontana Travel. But, as mentioned before, Dosha Praktijk is not a travel agency and is therefore no direct competitor of the wellness travel agencies. Therefore it is also important to analyse the competitive hotels with Ayurveda health services. Puur en Kuur is already offering an Ayurveda health travel to Thermana Laško, for a lower price. The price via Dosha Praktijk is on average €130,37 per day, which is the price given by the hotel. With the 5% discount this makes it an average price of € 137,23 a day. Puur en Kuur offers the Ayurveda health travel to Thermana Laško for an average price of €131,25 per day.

	Weight	Fontana Travel	Total	Puur en Kuur	Total	Spa Dreams	Total
Existence	1	3	3	2	2	1	1
Activity on social media	2	3	6	1	2	3	6
Contact accessibility	3	1	3	2	6	3	9
Ayurveda offers	3	1	3	2	6	3	9
SGR	2	3	6	3	6	0	0
Total		<b>11</b>	<b>21</b>	<b>10</b>	<b>22</b>	<b>10</b>	<b>25</b>

Table 3 Competitors analysis wellness travel agencies

Another important type of competition are the different hotels offering Ayurveda health facilities. Appendix IV : Competitors Analysis Hotels contains an overview of the main competitors in Europe and in India. The analysis demonstrates that Elbresidenz Bad Schandau in Germany is the biggest competition for the hotels promoted by Dosha Praktijk. Two other big competitors are Hotel Caesius Thermae Spa in Italy, and the Kinga Hotel Wellness in Poland. Elbresidenz Bad Schandau has an average price per day of € 158,22. This is a relatively low price for a five star hotel. Also it is relatively close by, with a perpendicular distance of 640 kilometers. Remarkable is the difference between the rating on Tripadvisor – a 7,9, and the rating at Zoover which is a 9,2. The Hotel Caesius Thermae Spa in Italy is a four star hotel and has an average price per day of € 225,39. The perpendicular distance from Utrecht is 836 kilometers and is scored high on both Tripadvisor and Zoover. The Kinga Hotel Wellenss in Poland offers the most types of Ayurveda treatments and has an average price of € 157,84 per day. It is a four star hotel and has an average rate of 6,6 at Tripadvisor and has not been rated on Zoover. Out of the three main competitors, this hotel has the largest perpendicular distance from Utrecht with 1094 kilometers. The average price per day of all the competitors is € 196,35. The Elbresidenz Bad Schandau and the Kinga Hotel Wellness have a below average price, while the Hotel Caesius Thermae Spa is higher than average.

### 3.2.4 Economic environment

The economic environment in the Netherlands has not been stable for the last five or six years (Dossier De Economische Crisis). The economic crisis did not affect the vacation plans, and vacations of the Dutch (Hersbach, 2012) until recently. A press release of the Nationale Nederlanden, 2013, highlights that almost half of the Dutch experienced that their vacation plans and/or vacation was affected by the crisis. However, 70% of the

young, and those with a higher income, claim that the crisis is not affecting their vacation, or vacation plans. Instead of changing vacation plans, they change their frequency, and are therefore indirectly also affected by the crisis.

### 3.2.5 Conclusion

In conclusion, Dosha Praktijk is recommending Ayurveda health travels after several requests from their clients. They are currently recommending three hotels in Slovenia with an Ayurveda programme. These hotels are the Thermana Laško, the Grand Hotel Portorož and the Kempinski Palace Portorož. The last two mentioned hotels share the Shakti Ayurveda Centre for the Ayurveda treatments. The research has shown that the prices of the hotels recommended by Dosha Praktijk are relatively low compared to other hotels in Europe. However, a large amount still prefers an Ayurveda health travel to India where Ayurveda began.

From the external analysis, a target group can be described. While the young women have the greatest interest in Ayurveda health travels, they do not have sufficient resources to pay for these travels. Therefore the target group is female between the age of 30 and 55. They have an average, or above average, gross annual income. The magazines they read are the Quest, Psychologie Magazine, and the LINDA.

### 3.3 SWOT analysis

With the results from the internal and external analysis, the SWOT analysis will be performed in this section, as can be seen in table 4.

<p><b>Strengths</b></p> <p>S1: Reliable S2: Speed S3: Good relationships S4: Price S5: Communication S6: Unique</p>	<p><b>Weaknesses</b></p> <p>W1: Little resources W2: Not a travel agency W3: Unknown company</p>
<p><b>Opportunities</b></p> <p>O1: Niche market O2: Only Ayurveda practice recommending Ayurveda health travels O3: Customer demand O4: Health care insurances</p>	<p><b>Threats</b></p> <p>T1: (Online) travel agencies T2: Competitors prices T3: Decline in holidays T4: Low flight prices</p>

Table 4 SWOT analysis

**Explanation strengths:**

S1: Reliable. Their reliability comes from their knowledge on and their experience with Ayurveda and Ayurveda health travels.

S2: Speed. As a small company, decisions can be made quickly. Therefore a client can be served quickly.

S3: Good relationships. Relationships can be well maintained, because it is all based on personal relationships and there are no employees that could affect these relationships.

S4: The price of the Ayurveda health travels are below European average.

S5: Communication. Direct communication is important and supports strengths 2 and 3.

S6: Unique. Dosha Praktijk is the only Ayurveda practice in the Netherlands that recommends and advises Ayurveda health travels.

**Explanation weaknesses:**

W1: Little resources. As a small company, there is no great amount of savings available.

W2: Not a travel agency. The Dutch prefer to insure and secure their holidays. Travel agencies can offer this, while Dosha Praktijk cannot because it is not a travel agency.

W3: Unknown company. Dosha Praktijk is a small company and can therefore not (yet) attract clients for their strengths.

**Explanation opportunities:**

O1: Niche market. It is a new, upcoming market and has not been fully explored yet. This provides a great opportunity for a small company like Dosha Praktijk to address this niche market, while big companies are most likely not interested in investing resources in something insecure.

O2: Only Ayurveda practice recommending Ayurveda health travels. It is a unique manner of recommending, promoting and advising Ayurveda health travels. Reliability can have a great impact on customers.

O3: Customer demand. As a niche market that has not been fully addressed yet, the target group can fulfil their needs via these Ayurveda health travels.

O4: Health care insurances. Insurances might be prepared to compensate for Ayurveda health travels – either as a preventative measure or as a cure or treatment measure.

**Explanation threats:**

T1: (Online) travel agencies. They have greater power, and bigger resources, and could therefore offer better deals and promote the travels more. They can also give the insurances and guarantees most Dutch holiday makers require.

T2: Competitors prices. Some competitors have lower prices and can therefore affect the attractiveness of the Ayurveda health travels offered by Dosha Praktijk.

T3: Decline in holidays. The aftermath of the economic crisis could cause a further decline in holidays of the Dutch. This could also mean they spend less money on their vacations, go on holiday closer to home.

T4: Low flight prices. If prices for airplane tickets drop, the attractiveness of Ayurveda health travels in India grows.

**3.4 Confrontation Matrix**

		Strengths						Weaknesses			TOTAL
		S1	S2	S3	S4	S5	S6	W1	W2	W3	
<b>Opportunities</b>	O1	+++	+	++	+++	++	++	+-	-	+-	+12
	O2	++	-	+	+	+	+++	+-	+	++	+10
	O3	+++	++	+	+++	++	+++	-	+-	+	+14
	O4	++	-	+	+++	+++	+	-	--	--	+4
<b>Threats</b>	T1	+-	-	++	---	+	+	---	---	---	-9
	T2	+	--	+	--	++	+	--	+-	+-	-1
	T3	--	---	--	+	---	-	--	+-	--	-14
	T4	--	--	+-	+-	-	--	-	-	-	-10
<b>TOTAL</b>		+7	-7	+6	+6	+7	+8	-10	-6	-5	

Table 5 Confrontation Matrix

As shown in table 5, the biggest strengths are their uniqueness, their communication, and their reliability. Their biggest weakness is their little resources. However, this cannot be improved quickly. The biggest opportunities are the customer demand, the niche market, and the unique market. The biggest threats are the possible decline in holidays, and the decreasing price of flights. Considering the confrontation matrix, it can be concluded that Dosha Praktijk should use their uniqueness and the new niche market to their advantage. Their good relationships can avert the threat (online) travel agencies, while quick communication can help undermining threats of competitor prices. ‘

## CHAPTER 4: Current Marketing Communication Mix

This chapter addresses the current marketing communication mix for the Ayurveda health travels. The Ayurveda health travel can be considered a (relatively) new service and *customers have to learn what the new product – or service – can mean to them* (Floor & van Raaij, 2011).

The marketing objective is to sell 100 Ayurveda health travels before the end of the year of 2015 and the marketing communication objective to persuade 100 people to go on an Ayurveda health travel via Dosha Praktijk before the end of the year of 2015.

### 4.1 Advertising

No advertisements are placed by Dosha Praktijk for the Ayurveda health travels, but advertisement for the Ayurveda health travel to Slovenia has been displayed in RTL Medical Travel in three episodes in November 2013. However, the cooperation was not very successful and ratings did not meet up with the expectations. The total costs for this television article were € 19.600, of which € 5.600 was paid by Dosha Praktijk and Stana.nl, and the other € 14.000 was invested by the hotels.

### 4.2 Personal Selling

Personal selling is a method that Dosha Praktijk is currently using. As van Ginkel, 2014 mentioned in the interview they recommend Ayurveda health travels to their clients.

### 4.3 Discounts and promotions

After the booking of an Ayurveda health travel at Thermana Laško, Grand Hotel Portorož, or Kempinski Palace Portorož via the recommendation of Dosha Praktijk, the hotel offers a 10% marketing fee of the total price of the travel booked by the client to Dosha Praktijk. Currently Dosha Praktijk is splitting the marketing fee, of which half goes to the customer. This means that the customer gets a 5% discount on the total price, while the other 5% is invested in the website and the promotion of the Ayurveda health travels.

## CHAPTER 5: Conclusions

It can be concluded that the Ayurveda health travel is a small niche market and has not been fully explored yet. Even with the little information available on Ayurveda in the Netherlands, several sources and the surveys that were conducted demonstrate that there is a demand for these travels.

The target group can be described as young to middle-aged women with a higher than average income. They are either single or a couple or married, but without children. The most read magazines of the target group are Linda, Psychologie Magazine, Quest, Happinez and Santé.

For the marketing communication it is important to get the essence of the Ayurveda health travels across. Therefore the benefits must be emphasised. The main benefit is the increase of one's health. This should be highlighted in every marketing communication. Further benefits are the personal guidance and treatment, the luxury of the hotels, and the knowledge and expertise of Dosha Praktijk and their recommendations.

In short, it is important to define the needs and wants – The need for a healthy lifestyle and life and the want to combine this with a holiday. Ayurveda health travels are usually unheard of in the Netherlands and therefore a good promotion and advertisement is important.

In conclusion, the best marketing communication strategy is the product strategy with an influence of the promotion and advertising strategy.

## CHAPTER 6: Recommendations

1. Focus on the target group middle-aged women – in the age of 30 to 45 – with a higher than average income without children – either single or with a partner.
2. Keep using social media. Even though surveys conclude social media is not the way people book their holiday – or even get inspired by it, it is known that unconsciously people do get affected by social media. The more a message is being exposed to the target group it becomes more likely they will unconsciously take it into account when booking their vacation. This is a good way to keep highlighting the benefits without spending a lot of money on advertisements.
3. Start a blog or rating site/page. Research has shown that people want to be well-informed, but they also want to know others' experiences. When current customers can post their positive ratings somewhere – specifically for Ayurveda health travels, it is likely that this could persuade more people.
4. Try to cooperate with the larger (online) travel agencies. Puur en kuur is already offering an Ayurveda health travel to Thermana Laško cheaper than Dosha Praktijk can. Therefore I would recommend to contact Puur en kuur and try to work on a marketing fee agreement with them.
5. Pursue negotiations via the A.N.V.A.G with health insurances. When compensation can be offered for Ayurveda health travels it is more likely the number of bookings will increase.
6. Decrease prices. However, this relies on contacts with the hotel. If this is not possible, I highly recommend to follow recommendation 4.
7. If recommendation 4 and/or recommendation 6 are not possible, it is recommended to delete Thermana Laško from the recommendation list and focus on the other two hotels.
8. Research absenteeism at companies and try to find out if they are willing to use Ayurveda health travels as a preventive measure.

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## Appendix I : Pricelists hotels recommended by Dosha Praktijk

Thermana Laško Programme	Days	Costs treat- ment	Costs hotel stay	Costs meals	Total costs	Costs per day	Average costs per day
Ayurveda Detox *	4	490	Incl.	Incl.	490	122,50	130,37
	6	780	Incl.	Incl.	780	130,00	
	8	1050	Incl.	Incl.	1050	131,25	
	11	1490	Incl.	Incl.	1490	135,45	
	15	1990	Incl.	Incl.	1990	132,67	
Weight loss programme **	4	490	Incl.	Incl.	490	122,50	
	6	780	Incl.	Incl.	780	130,00	
	8	1050	Incl.	Incl.	1050	131,25	
	11	1490	Incl.	Incl.	1490	135,45	
	15	1990	Incl.	Incl.	1990	132,67	
Ayurveda Yoga & Meditation programme ***	4	490	Incl.	Incl.	490	122,50	
	6	780	Incl.	Incl.	780	130,00	
	8	1050	Incl.	Incl.	1050	131,25	
	11	1490	Incl.	Incl.	1490	135,45	
	15	1990	Incl.	Incl.	1990	132,67	
Ayurvedic Anti- Aging Programme ****	4	490	Incl.	Incl.	490	122,50	
	6	780	Incl.	Incl.	780	130,00	
	8	1050	Incl.	Incl.	1050	131,25	
	11	1490	Incl.	Incl.	1490	135,45	
	15	1990	Incl.	Incl.	1990	132,67	
Burnt-Out Ayurvedic Programme *****	4	490	Incl.	Incl.	490	122,50	
	6	780	Incl.	Incl.	780	130,00	
	8	1050	Incl.	Incl.	1050	131,25	
	11	1490	Incl.	Incl.	1490	135,45	
	15	1990	Incl.	Incl.	1990	132,67	
Average costs per day							

\* Source: <http://www.thermana.si/en/novice/novica/ayurveda-detox/>

\*\* Source: <http://www.thermana.si/en/novice/novica/hujsajmo-z-ayurvedo/>

\*\*\* Source: <http://www.thermana.si/en/novice/novica/ayurveda-yoga-meditacija/>

\*\*\*\* Source: <http://www.thermana.si/en/novice/novica/ayurveda-anti-aging-program/>

\*\*\*\*\* Source: <http://www.thermana.si/en/novice/novica/ayurveda-burn-out/>

<b>Grand Hotel Portorož Programme</b>	<b>Days</b>	<b>Costs treat- ment</b>	<b>Costs hotel stay</b>	<b>Costs meals</b>	<b>Total costs</b>	<b>Costs per day</b>	<b>Average costs per day</b>
Ayurveda Detox & Regeneration	7*	1252	Incl.	Incl.	1252	178,86	
	14**	2452	Incl.	Incl.	2452	175,14	
<b>Average costs per day</b>							<b>177,00</b>

\* Source: <http://www.lifeclass.net/en/ponudba/90/ayurveda-detox-regeneration>

\*\* Source: <http://www.lifeclass.net/en/ponudba/91/ayurveda-detox-regeneration>

<b>Kempinski Palace Portorož Programme</b>	<b>Days</b>	<b>Costs treat- ment</b>	<b>Costs hotel stay</b>	<b>Costs meals</b>	<b>Total costs</b>	<b>Costs per day</b>	<b>Average costs per day</b>
Ayurveda Detox	8	1970,50	Incl.	Incl.	1970,50	246,31	
<b>Average costs per day</b>							<b>246,31</b>

Source: <http://www.kempinski.com/en/portoroz/palace-portoroz/special-offers/new-offerhotelpage-2/>

## Appendix II : Results Survey 1 Trendonderzoek Gezondheid en Reizen

The survey was conducted in Dutch, but the questions are translated in this appendix.

### Part I

1. What is your gender?	%
Male	28,1
Female	71,9
I don't like to share that information	0,0

2. What is your age?	%
15 years or younger	0,9
16 - 25 years	34,2
26 - 35 years	16,7
36 - 45 years	16,7
46 - 55 years	21,1
Above 55 years	10,5
I don't like to share that information	0,0

3. What is your family composition?	%
Single	23,7
Couple/married without children	28,1
Couple/married with children	29,8
Single with children	4,4
Different	13,2
I don't like to share that information	0,9

4. What is personal gross income?	%
Lower than €19.200	36,0
Between €19.200 and €25.000	12,3
Between €25.000 and €35.000	7,9
Between €35.000 and €41.300	5,3
Higher than €41.300	18,4
I don't like to share that information	20,2

5. What is your nationality?	%
Dutch	92,1
German/Swiss	0,9
German	1,8
Belgian	2,6
Dutch/Moroccan	0,9
Dutch/Norwegian	0,9
Dutch/Serbian	0,9

**Part II**

6. How important do you consider your health?	%
Very unimportant	2,6
Unimportant	0,0
Neutral	4,4
Important	47,4
Very important	45,6

7. How satisfied are you with your health?	%
Very unsatisfied	2,6
Unsatisfied	10,5
Neutral	21,1
Satisfied	57,0
Very satisfied	8,8

8. How much do you spend monthly on your health?	%
Less than €4,99	7,0
Between €5,00 and €14,99	9,6
Between €15,00 and €24,99	9,6
Between €25,00 and €34,99	11,4
Between €35,00 and €44,99	10,5
More than €45,00	21,1
I don't know	29,8
I don't like to share that information	0,9

9. Which activities make you feel more healthy?	%
Healthy food	72,8
Sport	64,9
Massage	30,7
Sauna	29,8
Wellness weekend	17,5
Physical exertion	50,9
A resting moment	50,9
Different	8,8

10. Theorem: I believe food has a great impact on my health.	%
I fully agree	52,6
I agree	40,4
Neutral	6,1
I do not agree	0,9
I completely do not agree	0,0

**Part III**

11. How often do you go on holiday a year?	%
0	6,1
1	27,2
2	41,2
3	19,3
4	3,5
5	1,8
6	0,0
7	0,0
8	0,9

12. How often do you go on holiday in The Netherlands a year?	%
Not	53,5
1 time	36,0
2 times	9,6
3 times	0,0
4 times	0,0
5 times or more	0,9

13. How often do you go abroad, but within Europe a year?	%
Niet	19,3
1 keer	46,5
2 keer	28,9
3 keer	3,5
4 keer	0,0
5 keer of meer	1,8

14. Which countries in Central and Eastern Europe have you visited?	%
I have never been there	7,0
Bulgaria	6,1
Germany	74,6
Hungary	14,9
Liechtenstein	7,0
Macedonia	2,6
Moldova	0,0
Austria	52,6
Poland	9,6
Romania	2,6
Serbia	7,0
Slovenia	12,3
Slovakia	7,0

Czech Republic	23,7
Switzerland	43,0
Different	9,6

15. How often do you go abroad, outside of Europe a year?	%
Not	64,0
1 time	34,2
2 times	1,8
3 times	0,0
4 times	0,0
5 times or more	0,0

16. Which of the following continents have you visited?	%
Africa	33,3
Antarctica	0,0
Asia	30,7
North-America	34,2
Oceania	3,5
South-America	16,7
None of these	33,3

17. Which of the following Asian countries have you visited?	%
I have never been in Asia	56,1
Bangladesh	0,0
Cambodia	0,9
China	6,1
Philippines	4,4
Hongkong	7,9
India	9,6
Indonesia	16,7
Japan	1,8
Laos	0,9
Maldives	1,8
Malaysia	4,4
Mongolia	0,0
Nepal	2,6
North-Korea	0,0
Sri Lanka	2,6
Taiwan	0,0
Thailand	8,8
Turkey	14,9
Vietnam	4,4

South-Korea	0,0
Different	2,6

18. What type of holiday do you usually book?	%
City trip	45,6
Beach and/or sun holiday	45,6
Active vacation	17,5
Wellness holiday	8,8
All-inclusive holiday	20,2
Adventurous holiday	21,1
Calm holiday	30,7
Nature holiday	30,7
Different	7,0

19. Which activities do you usually perform on holiday?	%
Walking	68,4
Biking	25,4
Getting a massage	14,0
Visiting the sauna	7,9
Sunbathing	66,7
Shopping	57,9
Different	21,9

20. When do you usually go on holiday?	%
Winter	22,8
Spring	31,6
Summer	86,8
Fall	24,6

21. How much do you spend per person per holiday?	%
Less than €299,99	13,2
Between €300,00 and €599,99	24,6
Between €600,00 and €899,99	22,8
Between €900,00 and €1199,99	11,4
Between €1200,00 and €1399,99	7,0
Between €1400,00 and €1599,99	2,6
More than €1600,00	6,1
I don't know	9,6
I don't like to share that information	2,6

22. How do you book your holiday?	%
I search via internet and book directly at the hotel	58,8
I search via internet and book at a travel agency	33,3
I search and book via a travel agency	7,9
Different	19,3

**Part IV**

23. How do you feel after a holiday?	%
Much healthier	19,3
Healthier	38,6
The same	36,0
Less healthy	6,1
Very unhealthy	0,0

24. How much are you prepared to pay extra for a holiday which makes you healthier?	%
I am not prepared to pay extra for this	52,6
Less than €50,00 pp	10,5
Between €50,00 and €200,00 pp	24,6
Between €200,00 and €350,00 pp	8,8
More than €350,00 pp	2,6

**Part V**

25. Are you familiar with Ayurveda?	%
Yes, I know everything about it.	7,0
Yes, I know something about it.	23,7
Yes, I have heard of it.	17,5
No	51,8

Ayurveda offers ways to solve problems and treatment of chronic diseases and has a preventative working. It emphasises the strengthening of the body's own healing power and the balance between the mental and physical wellbeing of the human.

26. Have you ever heard of Ayurveda health travels?	%
Yes	31,6
No	68,4

An authentic Ayurveda health travel takes 1 or 2 weeks. The goal of your treatment will be defined with an Ayurveda specialist and all meals and treatments will be justified according to your goal and constitution.

27. After reading the previous information, would you be interested in an Ayurveda health travel?	%
Yes, definitely	6,1
Yes, probably	9,6

Maybe	25,4
No, probably not	32,5
No, definitely not	26,3

28. Dosha Praktijk offers the possibility to directly book an Ayurveda health travel at a hotel via a form on their website. Imagine you would get a 5% discount for booking via this form. Why do you decide to book?	%
The knowledge and recommendation	14,9
The information on the travel, not the knowledge	15,8
The discount	8,8
I would rather book directly at the hotel, without the discount	1,8
I do not book	57,0

#### Part VI

29. Would you like to be able to win one of the following prizes? If so, please leave your e-mail.	%
De online Food Cursus	51,8
Workshop basiskennis Ayurveda	23,7

### Appendix III: Results Survey 2 Ayurvedische Kuurreizen

This survey was conducted in both English and Dutch. The results of both will be displayed in this appendix.

#### Part I

1. What is your gender?	%
Male	21
Female	78
Unknown	2

2. What is your age?	%
Under 18	2
Between 18 and 25	34
Between 26 and 35	21
Between 36 and 45	9
Between 46 and 55	28
Between 56 and 65	7
Over 65	0

3. What is your personal gross annual income?	%
Less than 19.200	41
19.200-25.000	21
25.000-35.000	9
35.000-41.300	3
More than 41.300	9
Unknown	17

4. What is your profession?
-----------------------------

5. Where do you live?	%
The Netherlands	88
Outside the Netherlands, but in Europe	7
Outside of Europe	5
Unkown	0

6. What are the digits of your postal code?
---

7. What is your nationality?
------------------------------

8. What is your family composition?	%
Single	26
Couple/married without kids	21
Couple/married with kids	24
Single with kids	9
Different	21
Unknown	0

**Part II**

9. Which sport(s) do you practice regularly?	%
Fitness	41
Swimming	12
Running	26
Biking	2
Hiking	9
Soccer	2
Tennis	7
Dancing	7
Yoga	12
Pilates	9
Other	24
None	28

10. Are you interested in one of the following subject?	%
Spirituality	41
Ayurveda	22
Yoga	26
Healing	22
Wellness	40
Health	62
Buddhism	22
Diet	31
Natural medicinee	28
None of these	14

11. Did you ever go to one of the following festivals in The Netherlands?	%
Eigentijds festival	0
Leef!	0
Festival Lentevuur	0
Love and light festival	0
Healing festival	0
Boeddhisme festival Leiden	0

Magisch festival Rotterdam	0
Tantra festival	0
Other	7

**Part III**

12. Which of the following (Dutch) magazines do you read?	%
Libelle	14
Veronica Magazine	10
Margriet	5
Elsevier	3
Voetbal International	7
Privé	7
Troskompas	2
Plus	3
Linda	19
Happinez	19
VARAgids	3
Vrouw	12
Vriendin	7
Flair	9
Kampioen	16
Story	0
Weekend	5
Allerhande	29
Quest	26
Flow	9
GezondNU	2
Psychologie Magazine	17
Santé	9
Yoga Magazine	5
AVRObode	0
Other	14

13. Which of the following (Dutch) newspapers do you read?	%
AD dagblad	36
Financieel dagblad	0
Nederlands Dagblad	0
NRC Handelsblad	12
NRC.next	10
Reformatorisch dagblad	3
de telegraaf	31
trouw	5

volkskrant	14
metro	40
spits	31
Regional newspapers	22

14. Have you ever booked a vacation via an advertisement in a magazine or newspaper?	%
Yes	19
No	81

15. If answered yes where did you see the advertisement and what type of holiday was it?

#### Part IV

16. How do you search for your holiday?	%
Internet	95
Travel agency	17
Family, friend and acquaintances	41
Travel journals	16
Other	3

17. How do you book?	%
Internet, directly at accommodation	55
Internet, website travel agency	47
Internet, price comparative website	29
Internet, auction website	7
Travel agency	14
Directly via family, friends, acquaintances	9
Other	5

18. Have you ever booked a holiday via an advertisement on Facebook, Twitter or Pinterest?	%
Yes, directly via Facebook	0
Yes, directly via Twitter	0
Yes, directly via Pinterest	0
No, but I searched and/or booked my holiday inspired by the advertisement on Facebook	3
No, but I searched and/or booked my holiday inspired by the advertisement on Twitter	0
No, but I searched and/or booked my holiday inspired by the advertisement on Pinterest	0
no	97

19. Have you ever booked a holiday via an advertisement in a digital newsletter?	%
Yes, via the newsletter of a travel agency, named	3
Yes, via the newsletter of a magazine, named	0
Yes, via the newsletter of	5
No	91

20. Have you ever booked a holiday via an advertisement on tv?	%
Yes	2
No	98

21. Do you sometimes go on holiday in spring and/or autumn?	%
Yes in spring	10
Yes in autumn	14
Yes in spring or in autumn	28
Yes in spring and in autumn	28
No	21

22. How far in advance you book your holiday usually?	%
Within 1 month	22
Between 3 and 1 month(s)	38
Between 6 and 3 months	28
Between 9 and 6 months	3
Between 12 and 9 months	7
More than a year	2

### Part V

23. What comes to your mind when you read 'Ayurveda health travels'?
--

24. Are you familiar with Ayurveda health travels?	%
Yes, I made a trip myself	5
Yes, I have heard of it	24
No	71

25. If you have made an Ayurveda health travel yourself, how did you come up with the idea?	%
Via a newsletter of	0
Facebook	2
Twitter	0
Pinterest	0
family/friends/ acquaintances	2
different	3
Never made one	93

26. If you have made an Ayurveda health travel yourself, where did you go?

#### **Ayurveda**

Ayurveda exists of two words: Ayur, which means life, and Veda, which stands for knowledge and science. Translated Ayurveda means science of life. It originated 5000 years ago and has its origin in India. It is known for being the 'mother' of contemporary medicine.

Ayurveda is all about finding the balance between body and mind, by creating the right balance between body, food, exercise and mind. Every person is unique and according to Ayurveda needs to be approached as unique.

Ayurveda can be applied for chronic diseases, but mostly it is used as prevention of diseases.

#### **Ayurveda health travels**

An Ayurveda health travel is suitable for every person - so it doesn't matter if you have a chronic disease, some health issues or having no health issues at all. It improves the physical condition, strengthens the immune system and has a positive influence on (chronic) health issues. Spring and autumn are the best seasons for releasing our bodies from all the stocked waste and to make us stronger. The best way to do so is through an Ayurveda detox health travel of at least one week. In case of a disease or recovery from a disease, the Ayurveda detox health travel can be performed any time of the year.

27. After reading the information above, how do you feel about the name Ayurveda health travel?	%
This is an attractive name	22
This is a fitting name	64
This is an unattractive name, better is	14
This is an unfitting name, better is	3

28. After reading the information on Ayurveda and Ayurveda health travels, would you be interested in receiving more information on the subject?	%
Yes, please send information to the following e-mail:	26
No, because	74

29. After the previous information, would you be interested in an Ayurveda health travel?	%
Yes	10
Maybe	28
No	62

30. Market research has shown that an Ayurveda health travel in Europe has an average price of €253,54 per day. An average Ayurveda health travel takes 7 days, which puts the total price on €1.774,78. All treatments, meals and the hotel stay are included. But the travel is not included in the price. How do you feel about this price?	%
I think it is too expensive	59
I think it is a bit expensive	29

I think it is the right price	10
I think it is cheap	0

31. With the above mentioned price, would you book this travel and why?	%
Yes, because	0
Maybe, because	16
No, because	84

31. Market research has shown that the average costs per day for an Ayurveda health travel in India €147,13 is. A 7-day Ayurveda health travel costs on average thus €1.029,91. All treatments, meals and the hotel stay are included. But the travel is not included in the price. How do you feel about this price?	%
I think it is too expensive	24
I think it is a bit expensive	36
I think it is the right price	26
I think it is cheap	9

32. With the above mentioned price, would you book this trip and why?	%
Yes, because	2
Maybe, because	24
No, because	74

## Part VI

33. Price analysis has shown that the average day price for Ayurveda health travels recommended by Dosha Praktijk is €148,32. The average total costs for an Ayurveda health travel is €1.038,24. This also includes treatment, meals and hotel stay. These are located in Slovenia, and the travel is not included in the price. How do you feel about this price?	%
I think it is too expensive	19
I think it is a bit expensive	38
I think it is the right price	29
I think it is cheap	7

34. Would you book this trip for this price and why?	%
Yes, because	7
Maybe, because	22
No, because	71

35. Without considering the costs, which country do you prefer for an Ayurveda health travel?	%
Germany	9
Italy	10

Poland	0
Portugal	12
Spain	16
Netherlands	14
Slovenia	5
India	34

36. When taking the prices in consideration, which country do you prefer for an Ayurveda health travel and why? Remind that the travel is NOT included. The answers are the country, average price per day, average price for a 7-day trip.	%
Germany, €285,41, €1.997,87	7
Italy, €225,38, €1.577,66	3
Poland, €157,84, €1.104,88	3
Portugal, €169,95, €1.189,65	28
Spain, €248,28, €1.737,96	0
The Netherlands, €318,90, €2.232,30	3
Slovenia, €170,71, €1.194,97	3
Slovenia recommended by Dosha Praktijk, €148,32, €1.038,24	17
India, €147,13, €1.029,91	34

37. Dosha Praktijk provides recommendations on Ayurveda health travels. Imagine you would book an Ayurveda health travel via the recommendation of Dosha Praktijk, would you be prepared to mention this to the hotel?	%
Yes, but I do not want anything in return	52
Yes, but only for a discount of €50,00 per person	12
Yes, but only for a discount of 5% on the total price	5
Yes, but only for a welcome gift	0
Yes, but only for an additional treatment at site to the value of €50,00.	10
Yes, but only for:	3
No, because	17

## Part VII

38. The website of Dosha Praktijk offers a form which can be used for direct booking of an Ayurveda health travel to one of the recommended hotels. How do you feel about this system?	%
Handy, because I won't have search for the hotel's website for booking first.	50
Handy, because I won't have to separately mention the recommendation by Dosha Praktijk	14
Unhandy, I would rather book via the website of the hotel.	9
Other	5
Unanswered	22

39. How do you feel about Ayurveda health travels?
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40. Do you have any suggestions for Dosha Praktijk on how to increase the attractiveness of Ayurveda health travels?

**Part VIII**

41. If you want to have a chance on winning one of the Ayurveda Shower Gels of Therme, please write your e-mail below. Winners will be informed on the 2nd of May by e-mail.

42. Do you have any questions and/or suggestions?

## Appendix IV : Competitors Analysis Hotels

Hotel	Country	Nr. of Ayurveda programs	Weight 1. Total points	Average cost per day	Weight 3. Total points	Distance from Utrecht	Weight 2. Total points	Stars	Weight 3. Total points	Rating on tripadvisor	Weight 1. Total points	Rating on Zoover	Weight 1. Total points	TOTAL POINTS
Vier Jahreszeiten am Schluchsee	Germany	5	5	419,31	9	524	16	4	24	83	8,3	9,6	9,6	71,9
Elbresidenz Bad Schandau	Germany	2	2	158,22	24	640	16	5	30	79	7,9	9,2	9,2	89,1
Resort die Wutzschleife	Germany	3	3	190,17	24	606	16	4,5	27	63	6,3	0	0	76,3
AUM Kurzentrum	Germany	1	1	142	27	449	18	-	0	0		0	0	46
Oasis Ayurveda - Villa am Park	Germany	1	1	217,51	21	361	18	3	18	0		0	0	58
Maharishi Ayurveda Bad Ems	Germany	5	5	380,37	12	266	18	-	0	0		0	0	35
Park Schlössen Bad Wilstein	Germany	4	4	337,26	15	276	18	5	30	0		10	10	77
Hotel Caesius Thermae Spa	Italy	2	2	225,39	21	836	16	4	24	94	9,4	9	9	81,4
Kinga Hotel Wellness	Poland	10	10	157,84	24	1094	14	4	24	66	6,6	0	0	78,6
Galo Resort Hotels - Alpino Atlântico	Portugal	3	3	169,95	24	2736	8	4	24	90	9	9	9	77
Ayurveda Mallorca - House of Silence	Spain	6	6	248,28	21	1404	14	-	0	0		0	0	41
Ayurveda Twente	NL	1	1	318,9	15	105	18	-	0	0		0	0	34
Hotel Kristal	Slovenia	1	1	338,57	15	917	16	4	24	87	8,7	10	10	74,7
Bethsaida Hermitage	India	5	5	138,41	27	8054	2	3,5	21	87	8,7	-	0	63,7
Manaltheeram Ayurveda Beach	India	4	4	122,66	27	8039	2	3,5	21	87	8,7	-	0	62,7
Ananda in the Himalayas Spa	India	1	1	331,94	15	6305	2	5	30	90	9	-	0	57
Beach & Lake Ayurveda Resort	India	4	4	88,23	30	8053	2	3	18	83	8,3	-	0	62,3
Somatheeram Ayurvedic Health Resort	India	2	2	118,66	27	8039	2	3,5	21	65	6,5	10	10	68,5
Devaaya Ayurveda & Nature Cure Centre	India	1	1	105	27	7219	2	3,5	21	83	8,3	-	0	59,3
Isola di Cocco	India	9	9	157,56	24	8062	2	3	18	82	8,2	-	0	61,2
Kadaltheeram Ayurveda Beach Resort	India	7	7	97,71	30	8051	2	-	0	92	9,2	-	0	48,2
Shreyas Yoga Retreat	India	1	1	277,4	18	7691	2	-	0	97	9,7	-	0	30,7

## Point systems

Weight 1	Number of Ayurveda programs	Points
	1	1
	2	2
	3	3
	4	4
	5	5
	6	6
	7	7
	8	8
	9	9
	10	10

Weight 3	Average cost per day	Points
	> 500	1
	451-500	2
	401-450	3
	351-400	4
	301-350	5
	251-300	6
	201-250	7
	151-200	8
	101-150	9
	< 100	10

Weight 2	Distance from Utrecht	Points
	> 4001	1
	3501 – 4000	2
	3001 – 3500	3
	2501 – 3000	4
	2001 – 2500	5
	1501 – 2000	6
	1001 – 1500	7
	501 – 1000	8
	101 – 500	9
	< 100	10

Weight 3	Stars	Points
	0,5	1
	1	2
	1,5	3
	2	4
	2,5	5
	3	6
	3,5	7
	4	8
	4,5	9
	5	10

Weight 1	Rating tripadvisor	Points
	Rating tripadvisor	Rating tripadvisor divided by 10

Weight 1	Rating Zoover	Points
	Rating zoover	Rating zoover

**Appendix V : Overview marketing costs**

<b>Scouting – visiting of locations costs</b>	
<b>Year</b>	<b>Total costs</b>
<b>2011</b>	€ 400,-
<b>2012</b>	€ 400,-
<b>2013</b>	€ 3.500,-

<b>Costs website</b>	
<b>2013</b>	€ 600,-

<b>Tv costs, RTL Medical Travel</b>		
	By Dosha Praktijk & Stana.nl	By the hotels
<b>2013</b>	€ 5.600,-	€ 14.000,-

<b>Costs fair</b>	
<b>2014</b>	€ 1.500,-