

HOSPITALITY & LEISURE – CHANGING NEEDS

PROMOTING A DESTINATION
ABU DHABI - AL AIN – LIWA – EMPTY QUARTER

DAVID GWODZIK, ED.M.
TRAVEL & TOURISM CONSULTANT
LEISURE MANAGEMENT & BUSINESS DEVELOPMENT

davidgwodzik@yahoo.com

Telephone : 0049 (0)176 2410 5597

IN A HIGHLY DYNAMIC AND RAPIDLY EVOLVING MARKET, DEVELOPERS AND OPERATORS MUST CONSTANTLY STRIVE TO IMPROVE A DESTINATION.

MOST IMPORTANTLY, THE APPROACH MUST BE CHARACTERIZED BY PRO-ACTIVE AND CO-OPERATIVE INNOVATIONS.

EMPHASIS ON THE COMPETITIVE STRATEGY!

QUALITY MANAGEMENT

**MARKETING & PROMOTION – NEW PROGRAMS
LOCALLY AND INTERNATIONALLY (GERMANY
OFFICE)**

TAKE ADVANTAGE OF THE CHANGES...

**ABU DHABI AND AL AIN PROMOTES ITSELF AS THE
DESTINATION IN THE EMIRATES WITH NEW
LIFESTYLE ACTIVITIES**

SALES & DEVELOPMENT – REINVENT THE IMAGE:

LIFESTYLE FOR ALL AGES

NEW BROCHURE, LOGO, ETC.

PROGRAM ACTIVITIES:

CAPITALIZE ON NICHE MARKET, TALENT

REGULAR WEEKEND BASE CAMP IN THE LIWA DUNES

TRAIN THE SPIRIT...

DOWNUNDER THE DUNES & STARS

DUNE ROLL- A –ROUND

MILLION STAR HOTEL

WESTERN REGION TOUR

**STUDENT-PROFESSIONAL TRAINING CERTIFICATE
FOR LOCAL NATIONALS**

(ALL ASPECTS OF THE TRAVEL & LEISURE BUSINESS)

EMPTY QUARTER CHILL WEEKEND

ROMANTIC ESCAPADES

HONEYMOON UNDER THE STARS

CORPORATE CLIENTS –

BOARD MEETINGS IN THE OASIS

LIWA CONCERTS – EMPTY QUARTER CLASSICS

(FUND RAISERS – COMPANY PROMOTIONS)

**VIPS TRAVEL EXCURSION – EMPTY QUARTER...
MILLION STAR HOTEL**

PROMOTIONS:

TELEVISION, RADIO, PRINT MEDIA - EUROPE

PROMOTE DESTINATION – HOTEL OF THE MONTH

COMPETITIONS, GIVE-A-WAYS

**LIVE BROADCAST – TV & RADIO, SPONSORS – EMPTY
QUARTER – A UAE FIRST!**

**LIWA CONCERTS! EMPTY QUARTER CONCERTS – A
UAE FIRST!**

LEISURE WEAR, OFF ROAD SHOWS - A UAE FIRST!

HOSPITALITY SECTOR

UNIQUE SELLING POINTS: WHAT ARE WE ABOUT?

**STUDENT – PROFESSIONAL TRAINING: NEW
DEVELOPMENTS - ON-SITE COACHING**

ADVERTISING / SMS / NET - COMPETITIONS...

SERVICES: TRAINING, EDUCATION, FUND RAISERS,

COLLABORATIONS:

**AIRLINES, HOTELS/RESORTS, COMPANIES;
EDUCATIONAL INSTITUTIONS, MEDIA FUND RAISING;
ETC:**

ENTERTAINMENT – PRINT, RADIO, TV, EXHIBITIONS

NEW MARKETS:

**GERMANY, UK, RUSSIAN TOURISM – LOCAL AND
INTERNATIONAL REPRESENTATION AND
PROMOTION!**

CORPORATE / CONFERENCES; TEAM BUILDING

UP-SCALE & SPECIAL INTEREST GROUPS - CLIENTS

DESIGN AND IMPLEMENTATION:

**REAL TIME BOOKING AND RESERVATIONS SYSTEM
FILM AND VIDEO PRODUCTION OF ALL HOTELS IN
THE REGION – FREE PRODUCTION!**

COORDINATE TARGETS - GOALS

ANALYZE & IMPROVE SERVICES

**ESTABLISH STRATEGIC LOCATION – OFFICE IN
MUNICH, GERMANY TO PROMOTE DESTINATION**

CONTACT INFORMATION

DAVID GWODZIK, Ed.M.

LEISURE MANAGEMENT & BUSINESS DEVELOPMENT

**MUEHLEN STRASSE 37-A, 13187 BERLIN, GERMANY
TELEPHONE: 0049 (0) 176 2410 5597 FAX: 0049 4703 6635**

davidgwodzik@yahoo.com

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