

# Jump ship and shop

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Jump Ship and Shop s get attraction from marketing activities and advertising during the Christmas season. The consumers spend their time and money in the resorts, which increases the revenues, and profit margin. The reasons might market themselves as ideal places for travelers to shop for Christmas in various ways (Mill 314). The first way is to use deals to their advantage to encourage shoppers to spend more at the resorts. Deals include free offers and discounted expeditions whereby a customer buys a specific number of items and gets one free or at a discounted rate. The second way is hosting events for customers with decorations and background carols (Mill 314). It allows customers to spend more time in the resort, explore the various products and services offered, and ask questions and clarifications where necessary. The third way to market is using the internet for the resorts with websites. The resorts design the home page to reflect the Christmas season and email any deals to their customers in the mailing list.

Many shoppers would want to buy things for themselves and their friends and families. Resorts draw attention to larger groups of young people and families and especially between twenty-five years to fifty years and hence they direct any marketing activity to this age bracket. The resort needs also to target website visitors and make their home pages stand out to attract the attention.

If we market resorts properly, they may receive customers from all over the world who are looking for exclusive and unique products and services. Proper marketing enhances increased sales returns and in return, customers expect efficient services.

Works Cited

Mill, Robert Christie. Resorts: Management and Operation. New Jersey: John Wiley & Sons, 2007.