

# [Interpret marketing trends and developments assignment](https://assignbuster.com/interpret-marketing-trends-and-developments-assignment/)

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The alma of this report Is to determine If potential alternative hub airports to service the growing of Australian and Pacific markets by researching and identifying considerable inroads into this large market for expanding and growing opportunities for Virgin Australia’s potential abilities Methods used A questionnaire (Appendix 1) was distributed to students attending Metropolitan South Institute of Taft (MIST) as well other data conducted to research preliminary and secondary data from the Tourism Australia market profile.

As well as conducting Risk Analysis from other countries In the Pacific and Australian countries, which includes airlines and traveler statistics and performances. When undertaking the questionnaires, the data was distributed and collated by answering question on what students preferred as their haul destinations. As a result the analysis was conducted that most of the students preferred Fiji in category 1 while category 2 the students preferred Malaysia that has the highest percentage of students followed by Vietnam and Philippines as their hub destination.

Students preferred Its natural beauties of Its countries rather that Its Infrastructure, ND rich heritage. As well as its scenic views and luckily 23 students have traveled internationally while 4 students said they never traveled at all. From the students conducted In this questionnaire students were around 21 to 30 years old more than the rest of the respondents in this demographic.

Sources Other than the questionnaire, this report did not use any other sources but analyzing a risk matrix of countries whether the profile status was able to be a hub destination or not. Scope This report looks at the opinions of students attending MIST Mat Aggravate, and Investigations of countries in the Pacific and Australian regions for strategies to conduct major airlines services.

Background From this report It will be Investigated by the following elements of regional analysis in Australia and the Pacific. It will also look at the trends from the landscape of 1 OFF its carrier. Demographics will also be analyses by the market performance of the country in each category and its destination ports and statistics. Establishing a performance on its international routes will be the key priority in building successful and stronger platforms for the future.