

SMK

Travel Agency

The logo consists of the letters 'SMK' in a white, serif font, centered within a dark gray square. The letters are surrounded by a circular pattern of small white dots that form a larger, faint 'SMK' shape.

SMK

See My Kolberg

Localization:
St. Rzečna 78-100 Kołobrzeg



See My Kolberg

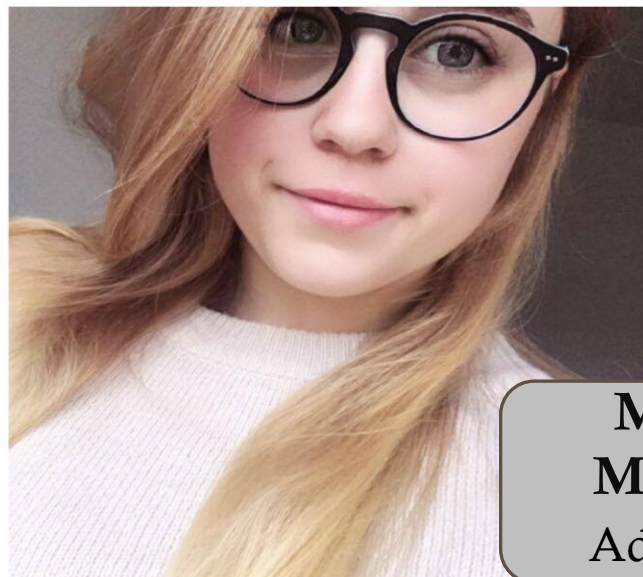
**Małgorzata
Połńska**
Commercial director



Oliwia Gawot
Tourist information
menager



**Andżelika
Błaszczak**
Marketing menager



**Martyna
Marszałek**
Ad menager

SMK

See My Kolberg

Persona

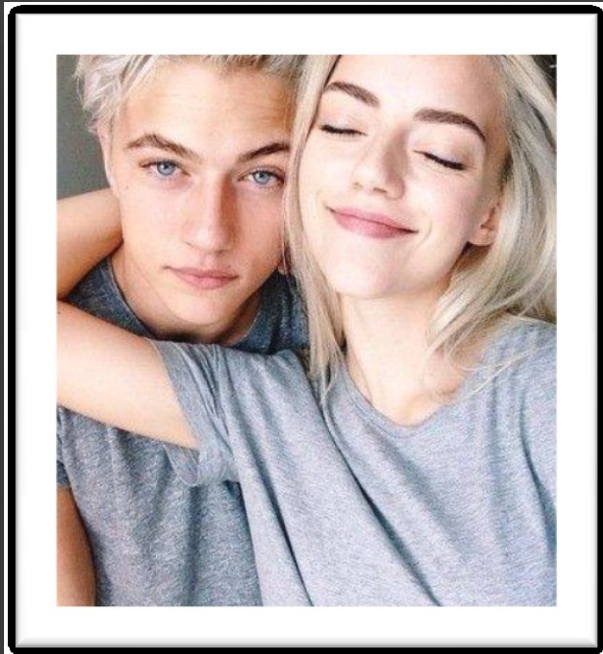
Young people

The logo consists of the letters 'SMK' in a stylized, serif font, centered within a square. The letters are surrounded by a circular pattern of small dots, creating a textured effect.

SMK

See My Kolberg

- Names: Rasmus (21), Magnus (19), Bjørn (21), Lene (21), Tina (20), Jena (19)
- The group of students from University of Copenhagen.
- Their family town is Roskilde, they have been friends for almost 10 years.
- All of them have part time jobs.
- Apart from Bjørn and Lene they live in a dormitory.



SMK

See My Kolberg

Family life

- Rasmus used to live with his parents and two older brothers. He's a lifeguard.
 - Magnus live with his mom and grandparents. He works in a restaurant as a waiter.
- Bjørn and Lene are twins. They lived with their parent. Now they live in Copenhagen and work in a café.
 - Tina lived with her older sister and younger brother. She has job in a souvenire shop.
- Jena lived with her dad. She is the only child. She works as a climbing instructor.

The logo for SMK (See My Kolberg) features the letters 'SMK' in a stylized, white, serif font. The letters are surrounded by a circular arrangement of small white dots, creating a starburst or halo effect. The entire logo is set against a dark gray square background.

SMK

See My Kolberg

Hobbies and interests

- Rasmus is into cycling and swimming.
 - Magnus likes bowling and he loves taekwondo.
- Bjørn really likes playing tennis and watching movies.
 - Lene is interested in fashion and fitness, especially zumba.
- Tina is into reading books, making things herself – DIYs and horse riding.
- Jena likes practising the climbing wall and learning new languages.

The logo for SMK (See My Kolberg) features the letters 'SMK' in a white, stylized, handwritten font. The letters are surrounded by a circular arrangement of small white dots, creating a textured, starburst-like effect. The entire logo is contained within a dark gray square.

SMK

See My Kolberg

Goals in life

- Rasmus would like to win a triathlon or big swimming competition.
 - Magnus dreams about opening his own Taekwoondo School.
- Bjørn would like to be an actor or a director in a theatre.
 - Lene wants to be a worldwide known fashion designer.
- Tina would like to write a book about DIYs.
 - Jena would like to teach Danish or English abroad.

The logo for SMK (See My Kolberg) features the letters 'SMK' in a stylized, white, serif font. The letters are surrounded by a circular arrangement of small white dots, creating a textured, globe-like effect. The entire logo is set against a dark grey square background.

SMK

See My Kolberg

Marketing Plan

The logo consists of the letters 'SMK' in a white, serif font, centered within a square area. The square is filled with a pattern of small white dots that form a larger, faint square shape around the text.

SMK

See My Kolberg

Marketing plan for your company 2017-2018	Target group												
	Young people	Plan for aktiviteter											
		2017				2018							
		September	Oktober	November	December	January	February	March	April	May	June	July	August
OWNED MEDIA													
Website													
Text about your tourist attraction	X												
Products/services offered	X												
Customer cases - satisfied customers													
Case 1	X												
Showroom/reception area													
brochure, posters	X												
Customer segmented printed materials													
Customer segment 1	X												
Newsletter													
Newsletter	X												
Archive with previous newsletters/blogging	X												
Gimmicks													
Ball pens	X												
Umbrellas	X												
PAID MEDIA													
Online advertisement	X												
Internet banners	X												
EARNED MEDIA													
Press releases	X												
Case 1	X												
SOCIAL MEDIA													
Social media													
Facebook (videos, photos, text, links)	X												
Instagram	X												



Owned media

WEBSITE <https://see-my-kolobrzeg.blogspot.dk/>

See My Kolobrzeg

🔍 Szukaj na tym blogu

[STRONA GŁÓWNA](#) [SUNRISE](#) [RESTAURANTS](#) [ACCOMMODATION](#)



SUNRISE FESTIVAL

września 27, 2017

Translate

Wybierz język

Technologia [Google](#) Tłumacz

Popularne posty



SUNRISE FESTIVAL

SUNRISE FESTIVAL

Sunrise Festival is 3 days of continuous fun in great company ...



See My Kolberg

Questionnaire

Satisfaction from last trip

Satisfaction from last trip

What is your sex?

- Female
 Male

How old are you?

- 18-25
 26-35
 35-50
 51+

Where are you from?

Twoja odpowiedź _____

Where did you get information about our travel agency ?

- own experience
 recommendation from other people
 advertisements
 internet
 newspaper
 Inne: _____

Why did you choose our offer?

- good price
 promising opinion
 interesting travel plan
 Inne: _____

Which offer did you choose?

Twoja odpowiedź _____

How long did the trip last?

Twoja odpowiedź _____

How do you judge collaboration with our office?

1 2 3 4 5 6 7 8 9 10
very bad really good

Will you choose one of our offers again?

- Yes
 No
 Maybe

What would you change?

Twoja odpowiedź _____

The logo for SMK, consisting of the letters 'SMK' in a stylized, white, serif font, centered within a dark grey square background.

See My Kolberg

Owned media

BROCHURE

Hotels



Hotel Aquarius SPA

The five star hotel located in Kolobrzeg, one of four five star hotels in the Kolobrzeg district

Hotel Diva SPA

This modern 4 star hotel is located in the heart of the Kolberg seaside park.



Arka Medical Spa

This 4-star hotel complex is 50 meters from Kolobrzeg's beach and features a revolving café with panoramic sea views.

Website: see-my-kolobrzeg.blogspot.com
Facebook: See My Kolobrzeg
e-mail: seemykolobrzeg@onet.pl

SMK

See
My
Kolobrzeg



A few words about history of Kolberg

One of the oldest cities in Pomerania. Recent battles were about Fort Ujście. The city was taken on March 18, 1945. The same day the ceremonial wedding of Poland was celebrated with the sea, the announcement of the acquisition of Pomerania by Poland. During war over 90% of the buildings were destroyed. In the post-war period, the city maintained the status of the seat of district authorities. The reconstruction began quickly.



Are you hungry?



SUBLIMA

The Sublima Restaurant is a place for all guests who expect to eat more than just satisfying their hunger. The restaurant features a unique atmosphere and a location in the heart of the city

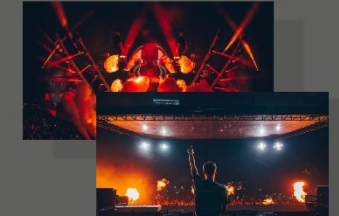


CoffeDesk

The café is inspired by the best places in the world that have the opportunity to visit. So now you can enjoy the place with top-quality products, a team of baristas and a modern interior design!

Festivals

SUNRISE FESTIVAL



Sunrise Festival is 3 days of continuous fun in great company. Kolobrzeg is then the world's capital of electronic music, and thanks tens of thousands of fans will live here one of the greatest weekends in your life.

Nagle nad morzem



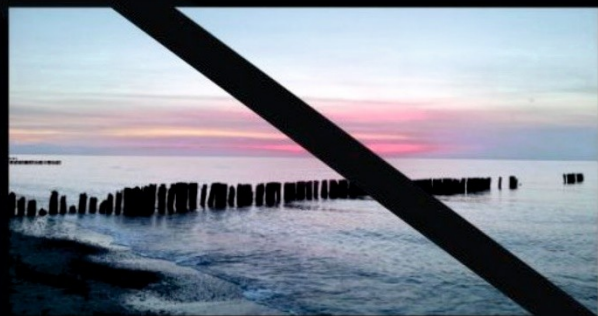
It is an independent festival of electronic and club music, organized by Berlin musicians and regulars of local clubs.

SMK

See My Kolberg

Paid media

INTERNET BANNERS



See My Kolobrzeg

*Come and see what
we got for you!*



*Kolobrzeg
Perfect place for young soul...*



SMK

See My Kolberg

Social media

FACEBOOK

The screenshot shows the Facebook interface for the page 'See My Kolobrzeg'. At the top, there is a search bar with the text 'See My Kolobrzeg' and a search icon. To the right of the search bar are icons for profile, messages, and a question mark. The main content area features a large banner with the text 'Kolobrzeg Perfect place for young soul...' in a white, cursive font. Below the banner are two images: one of a bar with neon signs and another of a gym interior. Under the banner, there are buttons for 'Lubię to!', 'Obserwuj', 'Poleć', and 'Wyślij wiadomość'. Below these buttons, there are sections for 'Status' and 'Zdjęcie/film', and a text input field with the placeholder 'Napisz coś na tej stronie...'. To the right of the main content, there are sections for 'Reklama/marketing w: Kolobrzeg', 'Społeczność' (with a 'Zobacz wszystko' link), and 'Informacje' (with a 'Zobacz wszystkie' link). At the bottom left, there is a 'Posty' section showing a recent update from 'See My Kolobrzeg' with the text 'zaktualizował(a) swoje zdjęcie w tle.' and a timestamp of '2 min'. At the bottom right, there is a map showing the location of the page, with a red pin and labels for 'Hala Millennium', 'ulica Szpitalna', and 'ulica Rzeszowska'.



Travel Plan

The logo consists of the letters 'SMK' in a white, serif font, centered within a square area. The square is filled with a pattern of small white dots that form a larger, faint square shape around the text.

SMK

See My Kolberg

SMK Travel Agency

Invites you for a travel
Music Adventure



SMK

See My Kolberg

Transportation: Plane and train

Date of the trip: 19.07-23.07.2018

Arrival: 4 pm

Departure: 12 am

Length of the trip: 5 days

Number of people: max. 30

Board: HB

Accommodation: Diva SPA Hotel
St. Kościuszki 16

The logo for SMK (See My Kolberg) features the letters 'SMK' in a stylized, white, serif font. The letters are surrounded by a circular arrangement of small white dots, creating a textured, globe-like effect. The entire logo is set against a dark gray square background.

SMK

See My Kolberg

Transportation

Arrival



Copenhagen – Berlin Tegel 11:10am-12:15pm



Berlin Lichtenberg – Szczecin Główny – Kołobrzeg Główny 1:00pm – 5:35 pm

Departure



Kołobrzeg Główny – Szczecin Główny – Berlin Lichtenberg 11:00am – 3:35pm



Berlin Tegel – Copenhagen 6:00pm – 7:00pm

SMK

See My Kolberg

Travel programme

Day 1

- Flight from Copenhagen to Berlin
- Train from Berlin to Kołobrzeg
- Check in
- Dinner
- Tasting local beer in Redoubt Solna



Day 2

- Breakfast
- Guided tour in Kołobrzeg
- Dinner
- SUNRISE



Day 3

- Breakfast
- Balticsurf – water sports
- Time on the beach
- Dinner
- SUNRISE



Day 4

- Breakfast
- beach volleyball
- Dinner
- SUNRISE



SMK

See My Kolberg

Day 5

- Breakfast
- Cruise on Viking
- Check out
- Train from Kołobrzeg to Berlin
- Flight from Berlin to Copenhagen



SMK

See My Kolberg

Price includes:

- Accommodation
- Board
- Resident
- Insurance
- Tour guide
- Travel attractions
- Sunrise tickets

Contact:

tel.: +48 574 865 965

www: <https://see-my-kolobrzeg.blogspot.dk/>

e-mail: seemykolobrzeg@onet.pl

EXPERIENCE SUNRISE WITH US



See My Kolberg

Accommodation

This is our guests' favourite part of Kołobrzeg, according to independent reviews.



Hotel Diva SPA Catalog

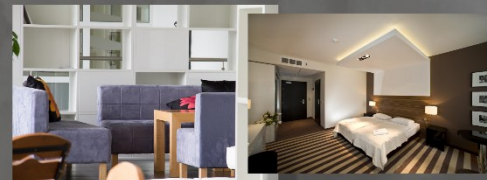
Couples particularly like the location — they rated it 8.0 for a two-person trip.



This property is 3 minutes walk from the beach. Located in a quiet seaside park in Kołobrzeg, 2 minutes walk from the beach, 4 star Hotel Diva Spa offers rooms with a balcony and free internet access. Guests can relax in the on-site spa centre with Spa sauna, hot tub, a salt cave and large indoor swimming pool.



The elegantly appointed rooms at the Diva Spa come with a safety deposit box. All feature satellite TV and a shower cabin in the bathroom. Beach screens and loungers can be rented. Every room features a balcony.



During their stay at the Diva, guests visit hotel restaurants, Bella Donna and Riccardo, well as Figiel cafe. In evening, the Q Club is perfect place to be.



Hotel Diva Spa situated in picturesque, green part of Kołobrzeg, about 1 km from Kołobrzeg Railway Station. Kołobrzeg Lighthouse is 2 km away from the hotel.



SMK

See My Kolberg

WEBSITE

<https://see-my-kolobrzeg.blogspot.dk/>

The logo consists of the letters 'SMK' in a white, serif font, centered within a square area. The square is filled with a pattern of small white dots that form a larger, faint square shape around the text.

SMK

See My Kolberg

See My Kolobrzeg

🔍 Szukaj na tym blogu

HOME

SUNRISE

RESTAURANTS

ACCOMMODATION

MONUMENTS



SUNRISE FESTIVAL

września 27, 2017

Translate

Wybierz język

Technologia Google Tłumacz

Popularne posty



SUNRISE FESTIVAL

SUNRISE FESTIVAL

Sunrise Festival is 3 days of continuous fun in great company ...

See My Kolberg



Sightseeing flights

września 27, 2017



Karting Tor

września 27, 2017



Paintball

września 27, 2017

Sunrise Festival is 3 days of continuous fun in great company ...

Archiwizuj



Zgłoś nadużycie



Cinema 7D

września 27, 2017



BalticSurf

września 27, 2017

SUNRISE FESTIVAL

Sunrise Festival is 3 days of continuous fun in great company. Kolobrzeg is then the world's capital of electronic music, and thanks tens of thousands of fans will live here one of the greatest weekends in your life.



Popularne posty



Karting Tor

The machine park consists of 4 karts - although there are some chances to enlarge it. Each of them has a power of 6.5 kW. Compared to sports karts, they have extra...

Restaurants

🔍 Szukaj na tym blogu



września 27, 2017

0



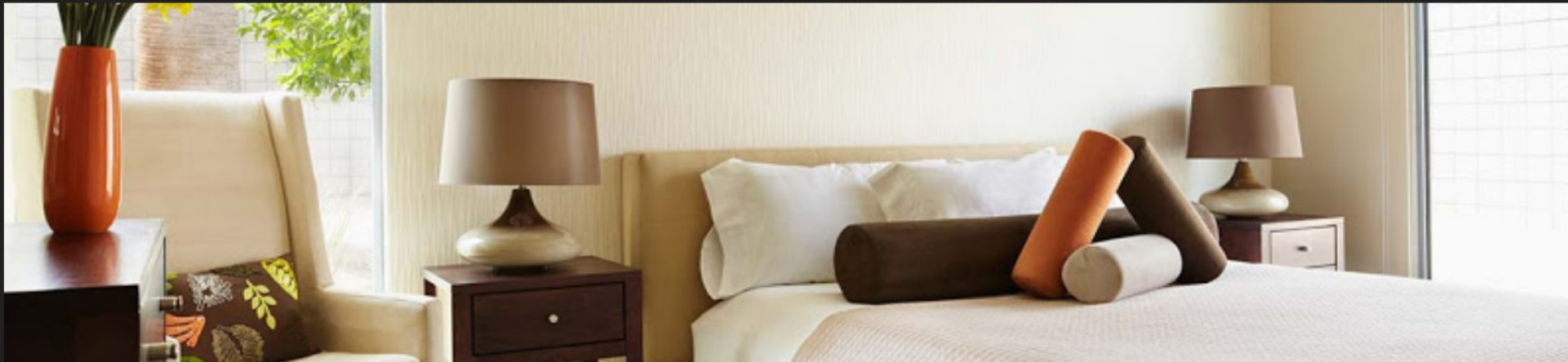
Archiwizuj

Zgłoś nadużycie



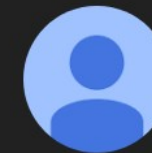
Accommodation

🔍 Szukaj na tym blogu



września 27, 2017

🗨️ 0



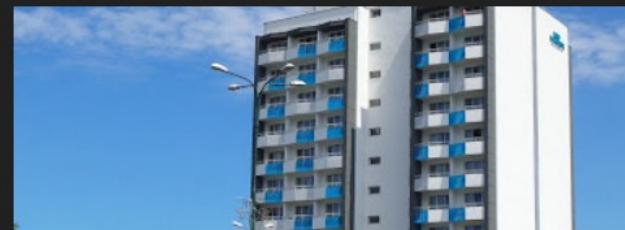
Angie Real Channel

👤 Obserwuj 4

Zobacz profil

Archiwizuj ▾

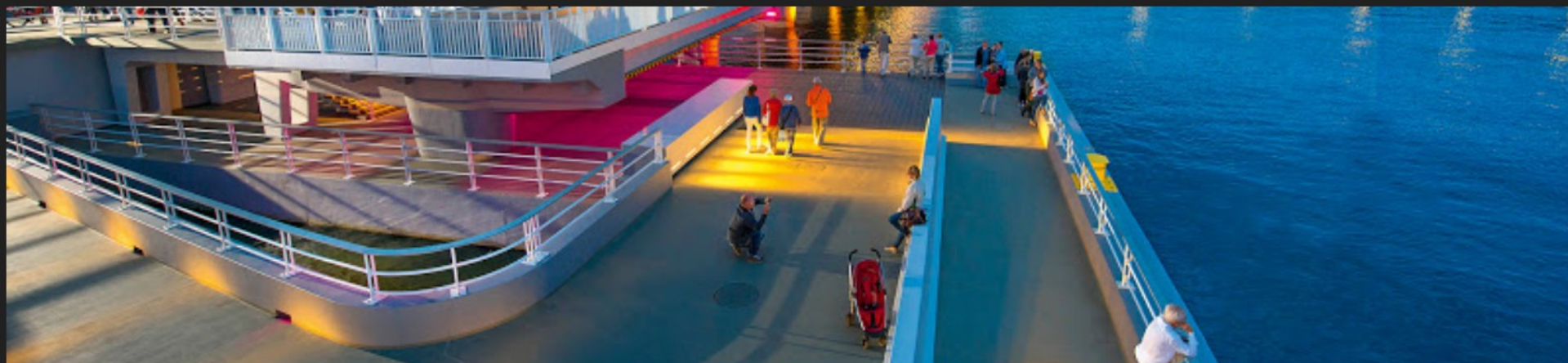
Zgłoś nadużycie



See My Kolberg

Monuments

🔍 Szukaj na tym blogu



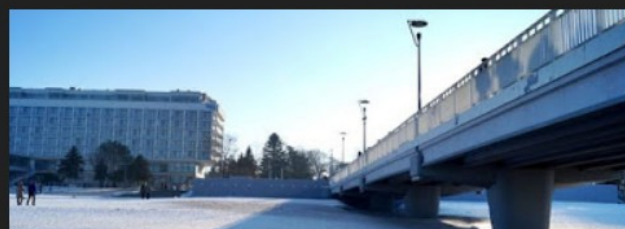
września 28, 2017



Archiwizuj



Zgłoś nadużycie



See My Kolberg



Erasmus+

TECH COLLEGE AALBORG



E-script

Market analysis in the context of constructing the tourism offer

Project title:

„Creating tourism services based on the needs as defined in the tourist’s country of origin”

Project number:

2016-1-PL01-KA102-024218

SMK

See My Kolberg



- What we can tell about customers from Denmark?
- Do we know their tourist needs?
- What tourist products does market offer to them?
- Do we know the ways to cater for their special tourist needs?

**If we know the answers to these questions,
we can be sure our travel business will work !!!
We have the chance to find our target market!!!**

SMK

See My Kolberg



from Denmark

What do we know about Danmark and Danes?

- ⦿ Danes are proud of their culture.
- ⦿ Denmark is a democratic society.
- ⦿ Denmark is a country giving everyone - regardless of gender, race, origin or creed - freedom, duties and opportunities.
- ⦿ Citizens of this small country are very involved in political and social life.

SMK

See My Kolberg

How do Danish people spend their free time?

- ⦿ They like different activities (they do a lot of cycling).
- ⦿ They like doing a barbecue in different places like a zoo or in amusement park.
- ⦿ They go to the cinema, theatre, opera, house of culture.
- ⦿ They hang out with their friends or family.
- ⦿ They like going to sport events like: ice hockey matches, soccer matches.
- ⦿ Danes usually go on weekend trips or for maximum one week trip.
- ⦿ They like when the destination country has something in common with Denmark.



SMK

See My Kolberg

Satisfaction from last trip

Satisfaction from last trip

What is your sex?

- Female
- Male

How old are you?

- 18-25
- 26-35
- 35-50
- 51+

The logo for See My Kolberg (SMK) features the letters 'SMK' in a white, serif font, centered within a dark grey square. The square is surrounded by a pattern of small white dots that form a larger, faint square shape.

SMK

See My Kolberg

Where are you from?

Twoja odpowiedź

Where did you get information about our travel agency ?

- own experience
- recommendation from other people
- advertisements
- internet
- newspaper
- Inne: _____

The logo for SMK, featuring the letters 'SMK' in a stylized, white, serif font. The letters are surrounded by a circular arrangement of small white dots, creating a starburst or halo effect. The entire logo is set against a dark grey square background.

See My Kolberg

Why did you choose our offer?

- good price
- promoting opinion
- interesting travel plan
- Inne: _____

Which offer did you choose?

Twoja odpowiedź _____

How long did the trip last?

Twoja odpowiedź _____

The logo for SMK (See My Kolberg) features the letters 'SMK' in a white, stylized, handwritten font. The letters are centered within a dark grey square. The square is surrounded by a circular pattern of small white dots, creating a starburst or halo effect.

SMK

See My Kolberg

How do you judge collaboration with our office?

1 2 3 4 5 6 7 8 9 10

very bad

really good

Will you choose one of our offers again?

- Yes
- No
- Maybe

What would you change?

Twoja odpowiedź

PRZEŚLIJ

Nigdy nie podawaj w Formularzach Google swoich haseł.

SMK

See My Kolberg



SMK

See My Kolberg