

MARKETING PLAN

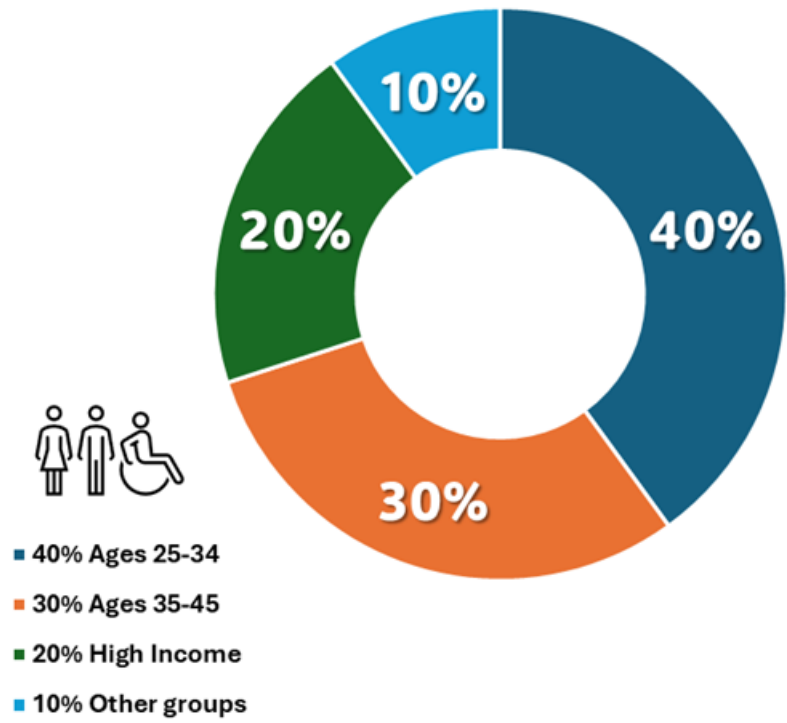
Section 1. Target Market Profile

Understanding our target market allows ANCORACÁ ROUTES to design experiences that truly connect with travelers’ motivations. By analyzing demographic, geographic, psychographic, and behavioral factors, we can identify who our ideal visitors are, where they come from, what they value, and how they make travel decisions. This approach ensures that our services align with both national and international tourism trends, as reported by MINCETUR (2023) and PromPerú (2024).

Demographic

The demographic profile reveals who our main travelers are in terms of age, income, and lifestyle. These insights help us understand the purchasing power and travel motivations of our visitors.

Age Group: 25-45 years old
Income Level: Middle to high income
Profile: Local and international travelers seeking authentic cultural and nature experiences.



Graphic 1. Circular chart showing the demographic distribution of ANCORACÁ ROUTES’ target audience by age and income level. The data highlights that most

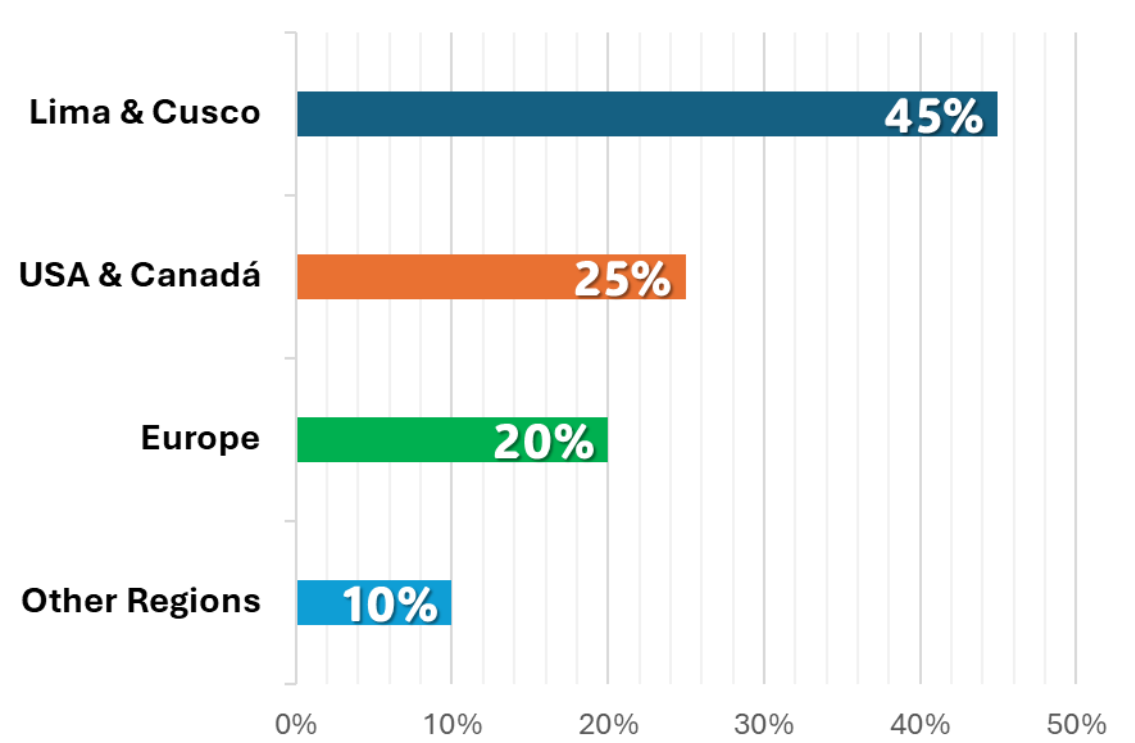
travelers are adults between 25–45 years old, representing the core segment for cultural and nature tourism in Peru. (Sources: MINCETUR, 2023; WTTC, 2025)

The circular chart reveals that 70% of our target market consists of adults between 25-45 years old, with the majority (40%) being younger professionals aged 25-34. According to WTTC (2025), Peru’s tourism sector continues to grow steadily, supported by middle- and upper-income travelers who seek meaningful, sustainable experiences. This demographic alignment allows ANCORACÁ ROUTES to position itself for travelers aged 25–45 with disposable income and a desire for authentic adventure.

Geographic

The geographic analysis identifies the main origins of our customers and their preferred travel routes.

- Primary Markets:** Lima, Cusco (Peru)
- International:** USA, Canada, Europe
- Destination:** Cordillera Blanca & Huascarán National Park



Graphic 2. Horizontal bar chart representing the geographic origin of ANCORACÁ ROUTES’ customers, emphasizing domestic visitors from Lima and Cusco and international tourists from North America and Europe. (Sources: PromPerú, 2024; TripAdvisor, 2025)

Data from PromPerú (2024) shows that the majority of domestic travelers come from Lima and Cusco, while international tourists primarily arrive from North

America and Europe. This aligns with TripAdvisor (2025) insights showing increasing foreign interest in Huaraz as an eco-tourism destination. Knowing these patterns helps us focus digital campaigns and partnerships in the regions most likely to generate visits.

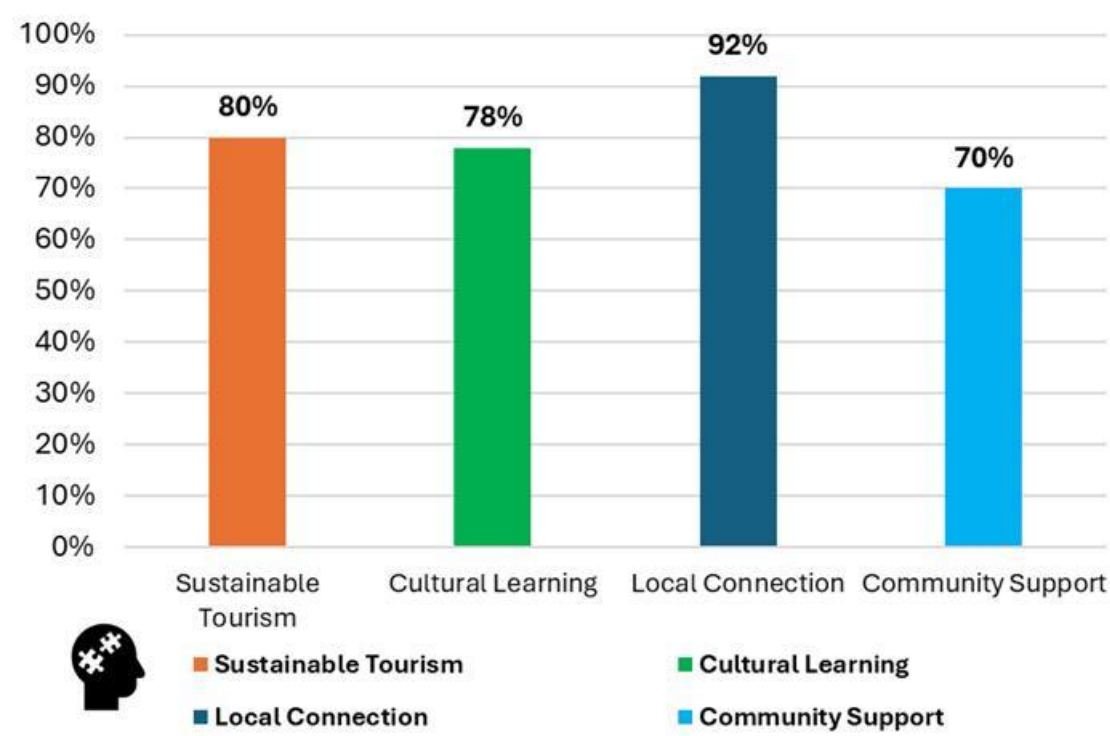
Psychographic

Psychographics explore travelers’ attitudes, lifestyles, and motivations.

Interests: Sustainable tourism, cultural learning, local connection

Values: Support for small family-run projects and community development

Preferences: Authentic experiences over luxury



Graphic 3. Column chart illustrating travelers’ interests and values such as sustainability, cultural learning, and local connection. It reflects the high importance of meaningful and ethical travel experiences among ANCORACÁ ROUTES’ audience. (Sources: PromPerú, 2024; WTTC, 2025)

Research from PromPerú (2024) suggests that modern tourists prioritize sustainability, cultural learning, and meaningful community engagement. These values match ANCORACÁ ROUTES’ mission to offer local connection and environmental responsibility. By emphasizing authenticity and sustainability, we align with the growing segment of “conscious travelers” who value ethical tourism practices.

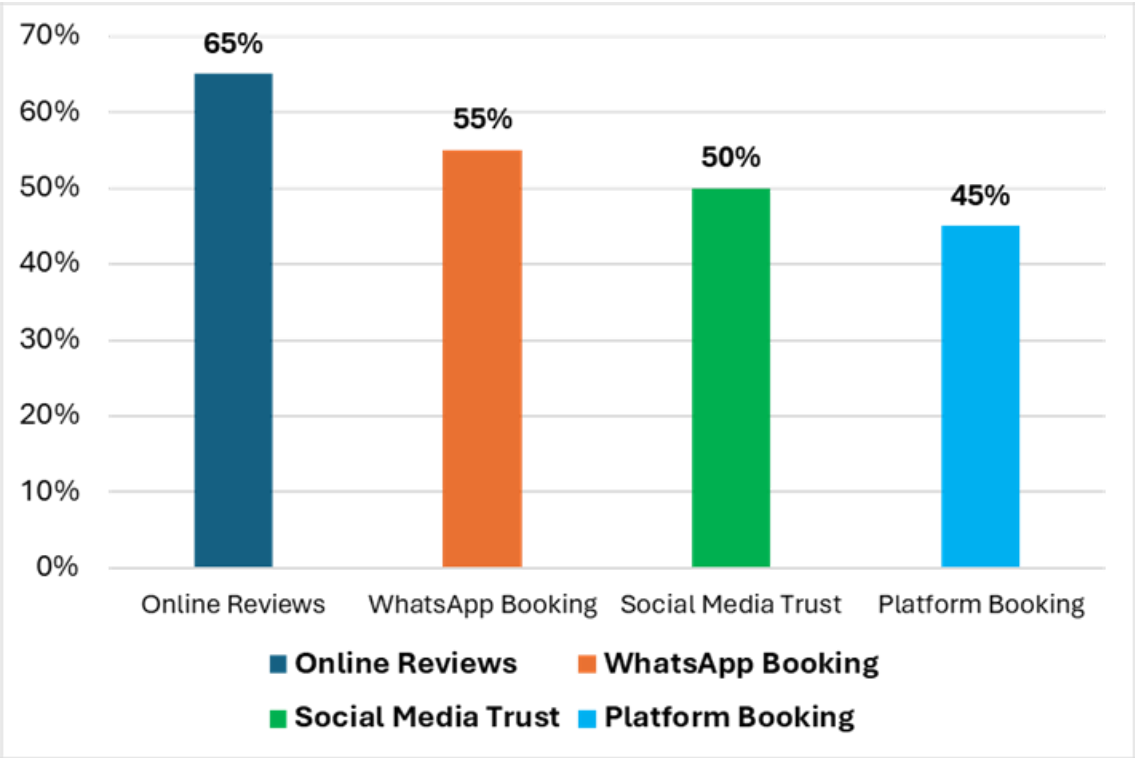
Behavioral

Behavioral factors focus on how tourists make decisions, from initial research to final booking.

Booking Channels: WhatsApp, Booking.com, Instagram

Decision Factors: Clear online reviews, easy booking

Trust Sources: Social media recommendations and authentic experiences



Graphic 4. Column chart presenting tourist behavior related to booking methods and decision factors, highlighting the dominance of online reviews and WhatsApp bookings in customer trust and purchase intent. (Sources: TripAdvisor, 2025; Booking.com, 2025)

According to TripAdvisor (2025) and Booking.com (2025), reviews and social media recommendations play a crucial role in influencing travel choices. Tourists increasingly prefer platforms like WhatsApp and Instagram for direct, personalized communication. ANCORACÁ ROUTES leverages these trends to build trust, provide transparent information, and simplify the booking process.

Conclusion

Overall, ANCORACÁ ROUTES targets modern travelers who value authenticity, sustainability, and digital accessibility. They trust online reviews, prefer personalized communication, and seek experiences that support local communities. These findings reinforce our focus on sustainable, community-based tourism grounded in national data and global travel trends.

Section 2. The Marketing Plan – The 4 Ps + People

The marketing plan integrates Product, Price, Place, Promotion, and People into a unified strategy that defines ANCORACÁ ROUTES’ market position. Following MINCETUR’s (2024) tourism best practices and PromPerú’s (2024) sustainable destination guidelines, our goal is to deliver authentic, accessible, and responsible experiences while supporting local communities.

Product

This product mix ensures guests don’t just visit Huaraz—they live it, creating memorable connections with the Ancash culture and community

Product Type	Description
Cultural Tours	Guided visits to traditional towns, museums, and natural areas around Huaraz led by local guides who share regional stories and customs.
Accommodation	Family-style lodging in a traditional home decorated with local materials, offering space for 6–10 guests and an authentic Andean atmosphere.
Authentic Local Connection	Personalized interactions with local families, including traditional meals, artisan workshops, and cultural storytelling.

Chart 1. Table showing the main tourism experiences provided by ANCORACÁ ROUTES, emphasizing cultural, lodging, and community-based activities that strengthen local identity. Source: Huaraz Turismo (2025); MINCETUR (2024); Andean Summit (2025).

Our product strategy focuses on offering immersive cultural and natural tourism experiences. Cultural tours, family lodging, and local workshops reflect the essence of Ancash’s traditions. This approach follows MINCETUR’s (2024) standards for community-based tourism and responds to travelers’ increasing interest in authentic interactions.

Price

This value-based pricing attracts budget-conscious travelers without compromising the authentic, personalized experience that defines our brand.

Company	Price per	Type of Service	Data Source
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	Day (CAD)		
ANCORACÁ ROUTES	\$95– \$120 CAD	Small group tours + family lodging	Company estimate (2025)
Huaraz Turismo	\$130– \$160 CAD	Guided tours + hotels	https://www.huarazturismo.com/
Golden Expeditions	\$135– \$205 CAD	Full-day tours + transport	https://www.goldenexpeditionperu.com/
TourRadar	\$165+ CAD	Large group tours	https://www.tourradar.com/d/peru

Chart 2. Comparative bar chart illustrating ANCORACÁ ROUTES' daily prices in Canadian dollars compared to other tour operators, emphasizing its affordability and value-added service. Source: Company estimate (2025); Huaraz Turismo (2025); Golden Expeditions (2025); TourRadar (2025).

The company's pricing strategy offers competitive and fair rates that balance affordability with quality. As a family-operated business, ANCORACÁ ROUTES minimizes external costs, enabling lower prices without sacrificing authenticity or comfort. With daily rates between \$95 and \$120 CAD, the company remains 20–40% below the main competitors, appealing to travelers who seek meaningful and budget-friendly experiences.

Place

ANCORACÁ ROUTES benefits from Huaraz's excellent accessibility through two main routes: comfortable overnight buses from Lima (8 hours via bus) and direct flights to Anta Airport (under 1 hour). Located just 20 km from the airport, our family home provides convenient pickup and transfer services. This dual-access strategy allows us to serve both budget travelers preferring buses and time-conscious visitors choosing flights, maximizing our market reach across different customer segments.

(Sources: PromPerú, 2024; MINCETUR, 2024, LATAM Airlines, 2024)

Promotion

Promotion focuses on communicating our brand through storytelling, visuals, and authentic experiences. WTTC (2025) notes Peru’s rapid growth in digital tourism marketing, while Booking.com (2025) emphasizes travelers’ reliance on social media and online reviews. ANCORACÁ ROUTES integrates these findings by prioritizing Instagram, TikTok, WhatsApp Business, and TripAdvisor for engagement, visibility, and trust.

Platform	Description	Purpose
Instagram & TikTok	Short videos and visual storytelling of tours, landscapes, and cultural activities.	To attract young and digital-oriented travelers.
WhatsApp Business & Phone Calls	Direct communication through messages and voice calls for inquiries, bookings, and personalized assistance.	To build trust and ensure real-time, personal attention for clients.
TripAdvisor & Google Reviews	Transparent feedback and ratings from previous visitors.	To demonstrate credibility and customer satisfaction.
Local Partnerships	Collaboration with restaurants, artisans, and local guides.	To promote community integration and mutual support.

Chart 3. Diagram showing the combination of digital and local promotional strategies used by ANCORACÁ ROUTES to reach both international and domestic audiences. (Sources: WTTC, 2025; Booking.com, 2025; TripAdvisor, 2025)

Our integrated digital marketing approach combines visual storytelling on Instagram and TikTok to attract younger travelers (ages 25-34), while WhatsApp and phone calls provide human interaction that increases reliability and emotional connection. TripAdvisor and Google Reviews build credibility through authentic guest testimonials. Additionally, strategic partnerships with local restaurants, artisans, and guides create a referral network that strengthens community ties and

generates organic word-of-mouth promotion. This combination of modern technology and traditional communication ensures that potential customers feel both informed and personally cared for.

People

People are the foundation of the ANCORACÁ ROUTES experience. Every team member — from local guides to caretakers — embodies the warmth and authenticity of Huaraz. By following MINCETUR’s (2024) “Manual de Buenas Prácticas para Servicios Turísticos,” the business ensures high-quality service while empowering local employment and skill development. This human-centered approach strengthens community resilience and enhances visitor satisfaction.

Role	Responsibility
Local Guides	Lead cultural and natural tours, sharing historical and ecological knowledge.
Caretakers & Cleaning Staff	Ensure the accommodation remains clean, safe, and comfortable for all guests.
Customer Service Team	Manage communication, reservations, and online reviews to maintain client satisfaction.

Chart. 5 Infographic showing the main service roles within ANCORACÁ ROUTES, highlighting the importance of community employment and personal interaction with visitors. (Sources: MINCETUR, 2024; TuSalario, 2024)

Conclusion

ANCORACÁ ROUTES integrates marketing strategy and local identity to promote sustainable tourism with a personal touch. By balancing digital communication with genuine community involvement, the brand creates a model of responsible, inclusive tourism that supports both visitors and residents.
(Sources: MINCETUR, 2024; PromPerú, 2024; WTTC, 2025)