

Lyman Orchards Case Study

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Abstract

This case study is about the products that we recommended for the Lyman Orchards to create. The products that were recommended are to build a resort with cabins, a restaurant with a botanical garden, and create hiking and biking trails. The target markets that were chosen for these attractions, along with Lyman's current attractions, will be the same target market they go after now as well as adding a new segment to it. The segment that is recommended to be added is for an outdoor enthusiast. This market segment would be a great addition to the market makeup Lyman has because, along with our recommended products, Lyman has the land and resources this segment is looking for in their adventure.

Along with these target markets, this case study also discusses price, place, and promotions to reach out to our target markets. Lyman Orchards should advertise within a 4-hour driving distance to entice those in the surrounding areas to come and visit. The recommendation that is given is to advertise in TV commercials in cities within a 4-hour driving distance. Most of these commercials should be on TV channels that are outdoor or nature-based for this is what the target markets watch in common. This study also discusses the SWOT analysis that goes with the proposed products. This will clarify anything that would be a strength or weakness to Lyman Orchards. It will also show what opportunities and threats the product may face in the future. Finally, we came up with eight recommendations for Lyman to follow to generate a much bigger profit while still keeping their mission and goals.

Product

The new product that we will be introducing into Lyman Orchards is the building of a resort on the property. Due to the lack of hotels in the surrounding area, this will now enable visitors to extend their stay and because it will be conveniently located on the property, this will increase tourism to the orchards. The addition of a hotel will not only increase visitors to Lyman Orchards but also to Middlefield, CT. This addition to the property will not only benefit guests of the orchards but this will now provide the opportunity to hold special events at the orchards like golf outings, wine tastings, provide banquet facilities for weddings and other special events and hold holiday experiences. The closest hotels near Middlefield, CT and Lyman are “about 3 miles away at a low rate of \$80 and a high rate of \$200” ("TripAdvisor", 2018). By adding a resort on the property of Lyman Orchards, this will save visitors the trip of driving back and forth. This also provides the guests to stay on the property and wake up to the great outdoors right outside their door. They will be surrounded by nature, beautiful gardens and have the opportunity to having the first tee of the day. The resort will also offer guests the chance to relax and enjoy a few things on day one of their visit and then on day two, the chance to see the rest of the property and what Lyman Orchards has to offer.

In addition to the resort, a restaurant will also be built with gardens surrounding it. The restaurant will provide the orchards another destination for visitors and a good reason why they should stay longer at the orchards and extend their day trip to a weekend get-away. The restaurant will provide an atmosphere of togetherness and relaxation while enjoying a freshly cooked meal with ingredients taken from the property. This will lead into the marketing side of the venture as the longer the tourists stay, the more likely they will spend money on themselves with food and gifts from the gift shop.

Another idea that goes along with building a resort on the property is to add cabins in another part of the undeveloped land area. Guests will then have the choice of either staying in the resort or in a remote cabin but still on the property. This cabin living adds to the picturesque scenery of the orchards. The cabins will be nestled in one area of the property. They will be heated and have a living room, a full-service kitchen as well as bedrooms. Depending on the size of the cabin, it could have anywhere from one to four bedrooms.

Since the Lyman Orchards has approximately 700 acres of undeveloped land, hiking trails can also be added to provide visitors with outdoor exercise and firsthand nature experiences. The hiking trails will expand the Lyman property for those visitors who wish to go biking and hiking. These trails will also provide the opportunity to hold races and bring in a new target market of people who want to be active and looking for fun outdoor activities. The hiking trails will offer the guests a chance to be one with nature and be able to see what Lyman Orchards has to offer.

Holidays, as well as the four seasons, will bring another target market to the orchards. Many people like to plan outings as a way to have a tradition within their families and Lyman Orchards is a prime example of where they can start this tradition. The orchards and other areas on the property can be decorated for the specific holiday or season. This can lead to having holiday-themed festivals that can draw people in for a weekend trip or even a day trip. By adding seasonal festivals, the orchards will be able to celebrate the seasons and holidays and continue to grow the target market. The holiday festivals are seen as a memory-maker and will draw the crowds in so that "memories" can be made. The festivals can take place along the hiking trails and include tractor rides during Halloween and sleigh rides during winter. A light show can be added to fit the holiday or seasonally-themed trails too. Middlefield, CT can turn itself into its

own Christmas, Halloween, New Year's, Spring, Summer and other festivals on a rotational basis.

Target Markets

Our target markets we are focusing on those people who enjoy being outdoors and the experiences that come with being in the outdoors. The target markets to Lyman Orchards are solely based on the activities that are being added from the attractions. We will be focusing on couples and families with the addition of a resort on the grounds of the orchards. We will also be focusing on outdoor enthusiasts who enjoy hiking and biking trails and finally, a restaurant with botanical gardens for those people who enjoy spending time at the orchards but also want to enjoy a nice meal. Although not large target groups in general for the area, the goal is to increase these areas by the addition of the amenities to the orchards (population of “4,403 in 2016”) (“Towncharts”, 2018). Since this does not give us a large population of target markets to draw from, the focus will be directed to target markets that are two to four hours away. This will attract a new crowd from the surrounding areas of New Port, CT to Samford, CT and even west to New York, NY and east to Providence, RI. This can also be expanded northeast to Boston, MA and north to Manchester, NH as well as south of Philadelphia, PA. As the radius will be two to four hours, we will be able to focus on couples and families in the middle to upper class to escape for the weekend and enjoy luxury in the outdoors. The radius will also help with marketing a new target that will bring in new tourists. Residents in the surrounding big city areas will be able to start a wave of a new tourism destination. They will be able to travel for a long weekend getaway for the holiday season or to a new summer hot spot for golf without going too far from home.

We will also be focusing on the age groups of 21-45 years old because they are in the age group that is in the workforce with disposable income who are always looking for a unique place to get away from work and their daily routines. More and more people in this age group want to relax and enjoy what nature has to offer to them. We will also be focused on families when it comes time for festivals and holiday-themed events. Again, this target group also has disposable income because they want to provide unique experiences for their children to enjoy and at the same time be able to spend time as a family. Since the orchards will have a resort and cabins, this makes it easier for families to come and enjoy the festivals for more than just a day. These target markets are always looking for things to do so they will constantly come to participate in the activities at different times of the year. Lyman Orchards has a captive audience in terms of exploiting these target markets since they can offer unique accommodations and outdoor activities. These target markets are always looking for things to do so they will come constantly to participate in the activities. So, since they will come for all the activities Lyman can use this to exploit their target market.

Price

Pricing for Lyman Orchards will be based off of the surrounding hotels in the area and be similar to resorts that offer the same amenities Lyman is offering by having a resort, golf course and an orchard with festivals being offered during the holiday season. With the current hotels in the area of a "three-mile radius ranging from a low rate of \$80 and a high rate of \$200" ("TripAdvisor", 2018), the price we will set for the Lyman Resort will be at \$200 during low times of the season and during the high season, the price will be set at \$350 per room at the resort. The cabin prices will start at \$450 per night during the low season and during the high

season at a rate of \$650. These prices will be set at this range for the start of the opening of the new expansion areas to draw people in and may be adjusted as demand gets higher or lower for the rooms. All resort guests will be offered a full breakfast and dinner daily and unlimited golf. As seen at the Grand Hotel in Mackinac Island, Michigan, pricing is “Standard Room: \$1,075 per couple, \$975 single and Lakeview: \$1,570 per couple, \$1,470 single” (GrandHotel.com, 2018) These prices include “Accommodations as Full breakfast and dinner daily and Unlimited golf on The Jewel, Sunday evening Welcome Reception, Monday morning golf scramble, Monday evening reception, Box lunch on Monday, Free admission to the Richard and Jane Manoogian Mackinac Art Museum, Special discount on ferry boat tickets, No tipping within Grand Hotel” (Grandhotel.com, 2018). The Grand Hotel on Mackinac Island has been there a long time and has become the Jewel of Michigan’s summer life. As time goes on, Lyman will also become a jewel in Connecticut and prices can be adjusted accordingly. For now, prices are set to bring guests in and not scare them off.

Place

The information for the new attractions will be on the Lyman Orchards website. This will provide everyone the opportunity to see what the orchards has to offer in terms of new attractions, accommodations and activities. Visitors will be able to directly book a room on the Lyman Orchards' website and find additional information about the holiday festivals and booking a tee time. Lyman Orchards will also be offered on third party websites ranging from booking.com and hotels.com, groupon.com for the festivals and on golfnow.com for golfing opportunities. Direct phone calls will also be accepted to book a room or tee time or set up a group for the festivals.

Promotion

Our promotional approach will be the use of sending/posting videos throughout the year to promote Lyman Orchards. These videos will be able to be used on multiple levels. They will focus on the events that are held at the orchards but also promote the attractions available during the holidays and specific festivals that will be held. There will also be videos to promote Lyman Orchards as a whole. A Facebook page will also be set up so that all of the videos can be seen in one area. These videos can also be sent in emails. These videos can also be turned into commercials to be able to reach more people. By making a commercial out of these videos, Lyman Orchards will be able to use local TV channels and major news channels to promote itself to its target markets. The commercials will run during the morning hours before work, in the evening hours right after work and then again after the dinner hour when the family is altogether. The commercials would be run from Wednesday to Sunday. We will also place our product on billboards in Boston, MA, New York, NY and Philadelphia, PA to provide the target markets outside the immediate area with information about Lyman Orchards. By advertising on billboards, the advertisements can reach people who are traveling on the highways coming in and out of the big cities. The beautiful photos of Lyman Orchards will entice them to want to inquire what they have to offer and why they should come here for a day or weekend trip. The promotion mix will be the use of a mix of the three promotion mixes but mainly focusing on direct marketing. Advertising by the use of paid ads will take place in the form of advertising in local travel magazines and in TV commercials. This will help provide an advantage to getting the word out that there are new facilities that Lyman Orchards has to offer. By using public relations, we will build connections with the public who already visit Lyman Orchards by

sharing information of the new facilities with them while at the same time, going after new tourists who travel to places similar to Lyman Orchards.

Finally, the last part of the direct marketing will be placing personal phone calls and the use of emails and paper mail inviting people to Lyman Orchards. By using mail, email, and the internet to promote Lyman Orchards and what we have to offer to the public, the target markets will be captured on all levels. With the use of direct marketing, we have the advantage of being personal to the potential guests by inviting them to Lyman Orchards and showing them that we have what fits their needs. We will be focusing on the emotional aspect of the target markets when marketing so that potential guests immediately feel connected to Lyman Orchards and they will feel the need to come and visit.

SWOT

Strength

1. The area that we are marketing to is extremely close to Lyman Orchards. This allows for easy access to the attractions we are proposing. According to the tourism gravity model, this will attract more people from around the areas we have mentioned.
2. The new accommodations will allow more people to stay longer at the resort which is a great strength. The longer people stay, the more they will spend on the property. This will hopefully increase the profits at Lyman Orchards.
3. By creating hiking and biking trails, the land that Lyman Orchards owns is preserved under their supervision. This will also attract a new target market of outdoor nature enthusiasts. By adding one more target market, this will diversify the market and lower the risk of dependency on a specific market.

4. The last strength is that these trails and gardens provide Lyman Orchards a portrayal as an ecological supporter which is good for public relations.

Weaknesses

1. Future revenues cannot be predicted when going after a new target market. These new accommodations may not provide the new target market Lyman Orchards is seeking and may react differently than what is predicted.
2. This proposal has a large amount of investment costs for the resort and it may take a while to build.
3. This project will be very costly in terms of land. The resort including the cabins, gardens, and trails will use a significant amount of land to build and prepare.

Opportunities

1. The trails can promote conservation in the area and can bring investors in this field into the area.
2. The seasonal festivals will bring people in annually to Lyman Orchards.
3. The resort has the potential to bring several different types of people to stay who would otherwise not come at all.

Threats

1. The hotels in the area might lessen their rates in order to try to compete with Lyman Orchards. This could threaten the amount of people who stay overnight versus only coming for the day.
2. An extreme change in the environment could deter people who want to come and see all the attractions we are proposing.
3. The new target market is unpredictable in what they will pay for such products.

Recommendations

We have produced several recommendations for Lyman Orchards.

Our first recommendation is to build a resort along with cabins to allow those who visit to be able to stay longer and therefore, more money to be spent. This will help with increasing revenue for Lyman Orchards as that money will be spent on the property instead of somewhere else in Middlefield.

The second recommendation would be to create a botanical garden with a restaurant in it to allow for guests to have a new attraction to visit that does not only highlight apples. This will be variety to Lyman's product and allow for more customers to interact with the orchards.

The third recommendation is to create hiking and biking trails. The beautiful landscape of Lyman Orchards can be preserved while at the same time being used to enhance the experience received at the orchards. These trails would promote conservation and would help the environment but also provide good public relations to Lyman Orchards. These new trails would target the outdoor enthusiasts, a new diverse market, by engaging them in the outdoors with these new hiking and biking trails. The outreach to this new market can be done by advertising through TV commercials on Outdoor channels like Discovery, Animal Planet, and Natural Geographic.

The fourth recommendation is to create larger festivals for each season to attract more people. The events that Lyman Orchards has now can be enhanced and added to a festival line-up to create a more successful experience. Lyman Orchards has enough land to create these events and would be able to attract more people from the surrounding areas who reside within a 4-hour radius. Another recommendation is to market to those within this 4-hour radius.

According to the gravity model for tourism, these are the people who would bring in the most success for Lyman Orchards. They visit often because it is so close to their homes. A short drive to a destination is more likely to draw people in than having to make more complicated travel arrangements.

The fifth recommendation is directed towards pricing for the resort. Once it is built, the price of the resort should be lower than the surrounding hotels for the first few months to entice the guests to stay at the resort. Then, once credibility is established, the prices can be raised to the same or more than the hotels in the area of Middlefield.

The final recommendation is to promote Lyman Orchards as the recommended resort in the area because of the new restaurant, lodging accommodations, hiking and biking trails and of course the festivals as packaged deals to attract more people to the property. The more people at the property and the longer they stay, the more money will be spent on the property by the guests. These are the recommendations for Lyman Orchards to grow and generate additional revenue.

APA Citations

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