



THE IMPACT OF SEASONAL MARKETING CAMPAIGNS ON RESORT REVENUE AND CUSTOMER RETENTION IN NASUGBU, BATANGAS

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ABSTRACT

This study aimed to understand the impact of seasonal marketing campaigns on resort revenue and customer retention in Nasugbu, Batangas. It focuses on how seasonal promotions influence revenue growth and repeat customer visits.

The participants in the study were of thirty (30) individuals, including ten (10) resort owners, ten (10) resort managers, and ten (10) marketing officers using correlational type of Quantitative Research methods. A purposive random sampling technique will be employed, allowing both large and small resorts to be proportionally included in the study.

The researcher conducted survey which was especially accustomed for the use of gathering significant data regarding respondents' profile specifically the age, sex, educational background and years in resort's operations. The significance of impact of seasonal marketing campaigns in terms of Resort Revenue, Customer retention and Marketing campaigns influence customer retention.

The study yielded the following findings: it shows that most of the respondents are 41 and above and the majority of them are Male Majority of them were college graduates and have been engage in resort operations for 1-5 years. The three significance of impact of seasonal marketing campaigns are not significant variables. Despite this, a marketing plan can be

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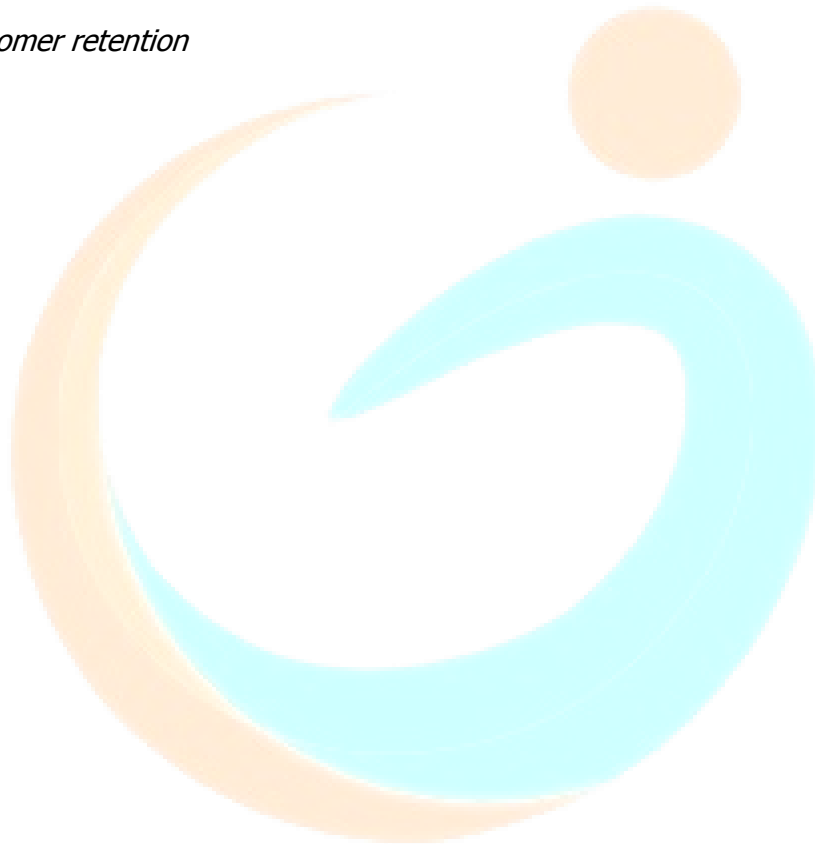
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developed to address these areas by focusing on seasonal strategies that appeal to both local and tourist markets, ensuring sustained resort revenue and enhancing customer retention in Nasugbu, Batangas.

Keywords: *Seasonal Marketing, Resort Revenue, Customer retention, Marketing campaigns influence customer retention*



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