

Mangia DC Food Tours
3430 Connecticut Avenue, NW
Suite 11177
Washington, DC 20008



About Mangia DC Food Tours

Mangia DC Food Tours is a locally owned and operated small culinary tour business. Mangia is the Italian interjection for “eat” and “enjoy”. We are committed to helping out of town visitors and fellow Washingtonians enjoy the best local food in our nation’s capital. Together, we experience the sights, the sounds and, most importantly, the tastes of our vibrant city.

Overview of our Food Tours

A knowledgeable guide with a passion for food takes a group around the city as if they were on a historic sightseeing tour — with the added bonus of stops along the way at some of the area's most unique and delicious eateries for tastings. We learn eat and enjoy the city!

DC’s First Italian Food Tour

This Italian Food Tour pays tribute to the Italian population that resided in Washington DC in the late 1800's. You learn about the Italian history, architecture and culture as well as other fun facts in the Dupont and Logan Circle neighborhoods of Washington DC while tasting from the best off-the-beaten path, local, and historic Italian eateries. The tour includes:

- Five food tastings
- Three to four locations
- 2.5-3.5 hours
- Server gratuities
- Professional guide
- Vegetarian and Gluten free are welcome

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What is Mangia DC Food Tours Target Market?

Age:

Late 20s, mid 30's/40's/50's, and retired with disposal incomes. 78% of buyers are female and 22% are male.

People:

Public Audience

- Foodies
- Culinary adventures
- Gastronomic tourists
- Thrill seekers

Private Events Audience

- Corporate Functions – team building, holiday parties
- Events – birthday, anniversaries, bachelorette parties

Regions:

Higher Focus

- Washington DC Metropolitan Area

Other Domestic Regions

- Baltimore, MD
- New York, NY
- Boston, MA-NH
- Philadelphia, PA
- Chicago, IL
- Atlanta, GA
- Los Angeles, CA
- San Francisco, CA
- Detroit, MI
- Dallas-Ft. Worth, TX

Less Focused

International

China, United Kingdom, Germany, France, Australia, India, South Korea, Brazil, Japan, Italy



Case Study Mangia DC Food Tours

Over the last five years, each year on average \$6 billion dollars is spent on tourism in Washington DC, 84% are domestic and 16% are international travelers.

The food tourism industry was developed in 1999, and is a relatively new industry. In fact, most tourists do not know what a food tour is. Our strategy this year to create marketing campaigns through a variety of marketing platforms, engage our target audience to inform them of the food tourism industry and entice them to attend Mangia DC Food Tours.

Expectations:

Develop a PowerPoint presentation: Develop suggestions on how you would convey what a food tour is to our target audience. Remember, your audience may not necessarily be looking for a food tour but should gain interest after seeing your marketing campaign.

Analysis our target market. Show us how you would engage our audience, using different messaging through various marketing platforms and outlets. What do you recommend are the most cost effective methods of engagement to our target market? We expect your team to develop campaigns that captivate our audience. We prefer a social media or grass roots marketing campaign that costs as close to \$0 as possible, but are willing to spend up to \$5K. At minimum prepare four marketing campaigns. Note here are suggestions but do not limit the team to the following mediums:

- *Social Media – Facebook, Twitter, Instagram campaigns, Google Plus*
- *30 Second YouTube Commercial – produce a video*

Note that, our company is open to the idea of changing our name to engage a larger audience, but also recognize that our existing brand has become well-known in the Washington DC community. In addition to creating the marketing campaigns, identify if the name of the company should be changed to achieve the outlined goals. If so, what will the new name be and why? Be sure to show how did your team came up with your decision. Use quantitative and qualitative decision making methods.

SUGGESTION: Conduct site surveys to our target audience and come up with questions that will yield quantifiable answers.