

Data in Action

Using a data-driven approach to combine data from Stan and their own Customer Relationship Management (CRM) database, Royal Albatross successfully repositioned its service offering to target a new market of consumers during COVID-19.

COMPANY PROFILE



ROYAL
ALBATROSS

Founded in 2008, Tall Ship Adventures Pte Ltd is a Singapore-based company dedicated to delivering world-class experiences aboard its luxury tall ship, Royal Albatross. With a network of partners and clients, Tall Ship Adventures Pte Ltd is a leader in the Asian Super Yacht industry and continues to push boundaries by offering hoteliers, event managers and convention planners more options for cruises, corporate meetings and entertainment, integrated brand events and private charters.

Royal Albatross is an award-winning unique venue and dining experience at sea having won the TripAdvisor Travellers' Choice in 2020 & 2021 and the World Luxury Awards 2021 for "Global Water Travel Company of the Year" and the "Global Winner for Dining at Sea Experience".

THE CHALLENGE

Before COVID-19, Royal Albatross was primarily focused on collecting its customer data through sources such as web traffic and online conversions. This strategy worked well, with the company's main target market of B2B and corporate services.

However, when Safe Management Measures restrictions were implemented, Royal Albatross found itself unable to continue organising large-scale company events, and its two main revenue streams were greatly affected.

To stay afloat, Royal Albatross decided to pivot to B2C-centric projects such as dinner cruises and other dining-focused sailings. Repositioning itself as a unique fine dining attraction, the company required a new data strategy that was focused on targeting new revenue streams from consumers.

THE SOLUTION

To get a head-start in the international travel market, Royal Albatross harnessed the Singapore Tourism Analytics Network (Stan) — a data analytics platform on tourism-related data aggregated from STB and the industry.

Royal Albatross conducted market feasibility studies cross-referencing data from Stan with the company's own CRM database. Analysing data such as tourist arrivals, consumer receipts and length of stay, Royal Albatross was able to derive data-driven project proposals for their new positioning.

Stan's consolidated platform of ready and digestible data helped the company to eliminate guesswork, save on company resources while providing quick, actionable insight into their next steps.

For example, using Stan's clean data, Royal Albatross identified a small potential market of foreign visitors who were still staying in Singapore during COVID-19. Other drilled-down data such as tourism receipts further helped the team to focus its efforts on targeting tourists with higher spending power in Singapore.



RESULTS



A data-first approach allowed the company to allocate budget and manpower resources to areas with the highest potential.



MORE EFFICIENT RESOURCE ALLOCATION

Team was able to set its marketing dollars to the right partners and media channels to drive more effective marketing within its target markets.



MORE EFFECTIVE MARKETING MIX

Drilling down to specific data such as traveller budget and accommodation location allowed the team to plan more tactical promotions such as pre-arrival promotions or collaborations with other online travel agencies.



MORE TACTICAL MARKET EXPANSION

KEY TAKEAWAYS



Teams must determine clear objectives before embarking on data projects, to ensure that the data analysis is structured and aligned to their business goals.



Training is necessary to building data savvy teams, as data handling may still be unfamiliar to most.



Drive organization-wide buy-in by educating staff on the use and importance of data analytics, to foster a data-minded organization.



Stan SINGAPORE TOURISM ANALYTICS NETWORK

Stan is a data analytics platform to view visualisations and perform analysis on tourism-related data, aggregated from STB and the industry, to derive actionable insights about Singapore's visitors. More info on Stan: <https://stan.stb.gov.sg/portal/>

"Data is your key to unlocking the world. Use it."

Raphael Lim

Head of Marketing, Tall Ship Adventures Pte Ltd



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