



## Case Study on Promotional Strategies for *Ştrand Termal Deta*

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**Abstract:** *This case study explores the promotional strategies employed by Ştrand Termal Deta, a thermal spa seeking to enhance its visibility and attract a broader clientele. The study examines both online and offline marketing approaches and their effectiveness in customer engagement. A key component of this analysis is a customer survey designed to assess awareness, travel preferences, service satisfaction, and promotional reach. (Pizam & Mansfeld, 2000) The findings highlight the impact of marketing strategies, customer retention, and areas for improvement in future promotions. (Buhalis, 2000)*

**Keywords:** *tourism promotion; marketing strategies; digital marketing; customer engagement; offline advertising; thermal spa; customer satisfaction.*

**How to cite:** Bude, F. A., (2021). Case study on promotional strategies for *Ştrand Termal Deta*. *BRAND. Broad Research in Accounting, Negotiation, and Distribution*. 12(1), 26-41. <https://doi.org/10.70594/brand/12.1/2>

## 1. Introduction

Tourism businesses rely heavily on well-structured promotional strategies to attract and retain customers. *Ştrand Termal Deta*, a well-established thermal spa, has adopted a combination of digital and traditional marketing methods to increase its market presence. (Kotler, Bowen, & Makens, 2017) This study aims to evaluate the efficiency of these strategies through a detailed customer survey, providing insights into visitor behaviours, preferences, and satisfaction levels. By understanding the key drivers behind customer decisions, *Ştrand Termal Deta* can optimize its marketing efforts and improve service offerings. (Govers & Go, 2009)

## 2. Promotional Methods Used

Based on the innovative idea introduced by *Ştrand Termal Deta*, aimed at attracting new customers and re-engaging previous ones, the company decided to create a questionnaire. This questionnaire was designed to gather feedback from past customers regarding the promotional strategies used by the company and to analyse which method was the most effective based on the collected data.

The questionnaire was conducted online and targeted both former customers of *Ştrand Termal Deta* as well as individuals who had heard about the thermal spa. It consisted of 20 questions, and 100 participants responded, demonstrating a significant level of awareness about *Ştrand Termal Deta*.

Additionally, some respondents indicated that they had never heard of *Ştrand Termal Deta*. To address this, the questionnaire was programmed to continue, incorporating promotional links that could spark curiosity and potentially convert these individuals into future customers while also helping the company better understand its target audience.

Below is the questionnaire addressed to both existing and potential customers:

1. Have you heard of *Ştrand Termal Deta*?
  - o Yes
  - o No
2. How do you prefer to travel?
  - o Alone
  - o With family
  - o In groups with friends
  - o In organized groups with new, unknown people
3. How important are the following aspects when choosing a thermal spa with its own accommodation capacity?

| Aspect                          | Not at all Important     | Less Important           | Important                | More Important           | Very Important           |
|---------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Brand Awareness                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Proximity to Place of Residence | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Easy Access to the Spa          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| Aspect                                             | Not at all Important     | Less Important           | Important                | More Important           | Very Important           |
|----------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Quality of Services                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Number of Services Offered                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Total Price                                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Level of Comfort (Accommodation on Spa Facilities) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Diversity of Activities and Leisure Opportunities  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Service Access and Reservation Policy              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Table 1. Questionnaire

Participants were asked to evaluate each aspect based on their level of importance when selecting a thermal spa with on-site accommodation. The results of the survey help *Ştrand Termal Deta* refine its marketing and service offerings to better meet customer expectations.

#### 4. How did you find out about *Ştrand Termal Deta*?

- ☐ From friends
- ☐ Internet
- ☐ From activities at *Ştrand Termal Deta*
- ☐ From a website (specific/official)
- ☐ Others (please specify)

#### 5. To what extent do you agree with the following objectives of your stay at *Ştrand Termal Deta*?

| Objective                       | 1p - Strongly Disagree   | 2p - Partially Disagree  | 3p - Neutral             | 4p - Partially Agree     | 5p - Strongly Agree      | 0p - Don't Know          |
|---------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Visiting the urban area of Deta | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Urban recreational tourism      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Business tourism                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Group outings                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| Objective                                             | 1p -<br>Strongly<br>Disagree | 2p -<br>Partially<br>Disagree | 3p -<br>Neutral          | 4p -<br>Partially<br>Agree | 5p -<br>Strongly<br>Agree | 0p -<br>Don't<br>Know    |
|-------------------------------------------------------|------------------------------|-------------------------------|--------------------------|----------------------------|---------------------------|--------------------------|
| Event organization<br>(name days,<br>birthdays, etc.) | <input type="checkbox"/>     | <input type="checkbox"/>      | <input type="checkbox"/> | <input type="checkbox"/>   | <input type="checkbox"/>  | <input type="checkbox"/> |
| Training<br>organization                              | <input type="checkbox"/>     | <input type="checkbox"/>      | <input type="checkbox"/> | <input type="checkbox"/>   | <input type="checkbox"/>  | <input type="checkbox"/> |

Table 2. Questionnaire

This questionnaire table helps *Ştrand Termal Deta* assess the motivations and preferences of its visitors to improve services and better tailor marketing efforts.

6. Have you visited *Ştrand Termal Deta*?

- ☐ Yes
- ☐ No (*If selected, skip to Question 13 in the questionnaire.*)

7. When was the last time you visited *Ştrand Termal Deta*?

- ☐ Summer season 2021
- ☐ In 2020
- ☐ Three years ago
- ☐ More than three years ago

8. What was the average length of your stay at *Ştrand Termal Deta*?

- ☐ 1-2 nights
- ☐ 2-5 nights
- ☐ More than 5 nights
- ☐ I did not stay overnight, I only used the thermal pool

9. Please indicate your level of satisfaction regarding the following facilities in the service package of *Ştrand Termal Deta*.

| Facility/Service        | 1p -<br>Dissatisfied     | 2p - Partially<br>Dissatisfied | 3p -<br>Neutral          | 4p -<br>Satisfied        | 5p - Very<br>Satisfied   | 0p - No<br>Answer        |
|-------------------------|--------------------------|--------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Pools                   | <input type="checkbox"/> | <input type="checkbox"/>       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Recreational Space      | <input type="checkbox"/> | <input type="checkbox"/>       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Catering Service        | <input type="checkbox"/> | <input type="checkbox"/>       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Accommodation<br>Cabins | <input type="checkbox"/> | <input type="checkbox"/>       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Parking                 | <input type="checkbox"/> | <input type="checkbox"/>       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Wi-Fi                   | <input type="checkbox"/> | <input type="checkbox"/>       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| Facility/Service                                                  | 1p - Dissatisfied        | 2p - Partially Dissatisfied | 3p - Neutral             | 4p - Satisfied           | 5p - Very Satisfied      | 0p - No Answer           |
|-------------------------------------------------------------------|--------------------------|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <b>Recreational Space Dedicated to Company Project Activities</b> | <input type="checkbox"/> | <input type="checkbox"/>    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Table 3. Questionnaire

This section allows *Ştrand Termal Deta* to assess customer satisfaction levels across different services and improve its offerings based on visitor feedback.

10. Would you recommend *Ştrand Termal Deta* to your acquaintances?

(1 – Definitely not, 5 – Definitely yes)

- 1 ☐
- 2 ☐
- 3 ☐
- 4 ☐
- 5 ☐

11. Would you return to *Ştrand Termal Deta*?

(1 – Definitely not, 5 – Definitely yes)

- 1 ☐
- 2 ☐
- 3 ☐
- 4 ☐
- 5 ☐

12. Would you share your experience at *Ştrand Termal Deta* with others?

- ☐ Yes
- ☐ No

13. How do you perceive the promotional strategies of *Ştrand Termal Deta*?

(1 – Very inefficient, 5 – Very efficient)

- 1 ☐
- 2 ☐
- 3 ☐
- 4 ☐
- 5 ☐

14. If you have never visited *Ştrand Termal Deta*, how likely are you to visit in the future?

(1 – Unlikely, 5 – Very likely)

- 1 ☐
- 2 ☐
- 3 ☐
- 4 ☐
- 5 ☐

15. What would motivate you to visit *Ştrand Termal Deta* more frequently in the future?

- ☐ Affordable prices
- ☐ Improvement in service quality
- ☐ More recommendations from others
- ☐ Special offers
- ☐ Development of new facilities
- ☐ Other (please specify)

16. Demographic Information

These details help us better understand customer behaviour.

17. What is your age group?

- ☐ Under 24 years
- ☐ 24-34 years
- ☐ 34-54 years
- ☐ 54-64 years
- ☐ Over 64 years

18. Your gender?

- ☐ Male
- ☐ Female
- ☐ Prefer not to answer

19. Your occupation?

- ☐ Employed
- ☐ Retired
- ☐ Unemployed
- ☐ Student/Pupil

20. Which county are you from?

*(Please specify the name of your county)*

This final section helps *Ştrand Termal Deta* improve its marketing approach and tailor services based on customer preferences and demographic insights.

### **3. Visualization and Interpretation of Results**

After collecting responses from the customer feedback questionnaire, the next step is to analyse and interpret the results.

1. The first question aims to determine how well-known this thermal spa is.

Ați auzit de Ștrand Termal Deta ?  
100 de răspunsuri

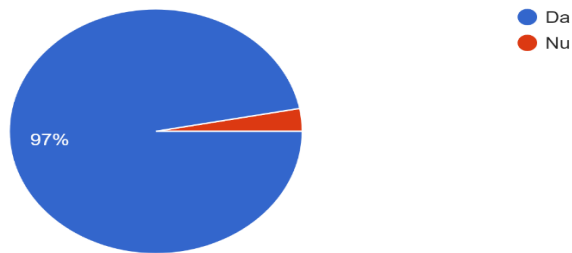


Diagram 1.

Therefore, for this question, 97% responded that they have heard of this thermal spa, which represents a total of 97 out of 100 people who answered this survey.

2. This question aimed to determine the travel preference of potential or existing clients.

Cum preferați să călătoriți ?  
100 de răspunsuri



Diagram 2.

The options for this survey question were:

- Alone
- With family
- In a group with friends
- In organized groups with new, unfamiliar people

It was observed that among the respondents:

- 17% prefer to travel alone
- 54% prefer to travel with family
- 18% prefer to travel in groups with friends
- 11% prefer to travel in organized groups with new, unfamiliar people

Given the variety of individuals surveyed, it is natural for travel preferences to vary from person to person, depending on various factors.

3. The third question aims to determine the factors influencing a client's decision when choosing a thermal spa.

Cât de importante sunt următoarele aspecte în alegerea unui ștrand cu capacitate de cazare proprie ?

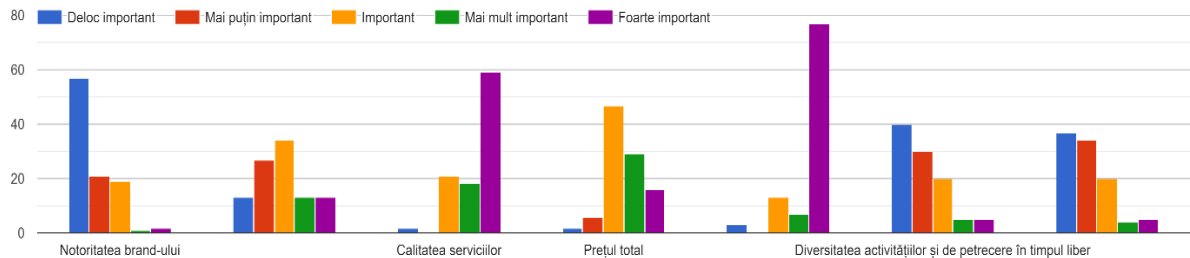


Diagram 3.

Due to an error in the survey platform used (Google Forms), it was not possible to display all the aspects I formulated in the image. Therefore, I will list the relevant aspects in the order of the statistical graphs:

Brand awareness

Proximity to the place of residence

Service quality

Total price

Level of comfort (accommodation + thermal spa itself)

Variety of activities and leisure options

Service access and reservation policy

In this question, we will focus on discussing the highest or nearly equal response rates.

This survey began by assessing brand awareness, where respondents evaluated the importance of a brand's reputation when choosing a thermal spa. As a result, 60 respondents considered brand awareness to be unimportant when selecting a thermal spa.

Proximity to the place of residence was noted by respondents as a fairly important factor, though not an extremely critical one. Its relevance depends on individual or group needs. However, for residents around the city of Deta, the spa's location is clearly an important factor, as they are accustomed to this advantage.

As shown in the graph, 60 respondents rated service quality as a very important factor. The current business primarily focuses on this aspect.

Total price was considered important by approximately 50 respondents. However, it is noted that the overall cost does not seem to be a major concern when it comes to relaxation.

Comfort level is a significant factor, with 80 respondents considering it very important. Therefore, the company strives to provide the highest possible comfort level in terms of quality-price ratio.

Diversity of activities and leisure options was perceived as having very low importance based on the survey responses. As a result, the company plans to introduce new activities tailored to customer preferences.

At a similarly low level of importance was the service access and reservation policy, possibly due to the fact that most customers are day visitors, do not stay for extended periods, or reside in the Deta area.

4. This question shows us where customers find out about this thermal spa.

Cum ați aflat de Ștrand Termal Deta ?  
100 de răspunsuri



Diagram 4.

45% found out through friends, followed by 17% from the internet, 12% from various activities, 14% from the official website, and 12% from other sources. This indicates that Ștrand Termal Deta is present in multiple channels to attract new customers and retain existing ones.

Recommendations play a crucial role in the current marketing strategy, as most customers visit the spa based on referrals from friends and other acquaintances.

5. This question aimed to identify the most important objectives of a stay at this thermal spa.

În ce măsură sunteți de acord cu următoarele target-uri ale sejurului în vederea Ștrandului Termal Deta ?

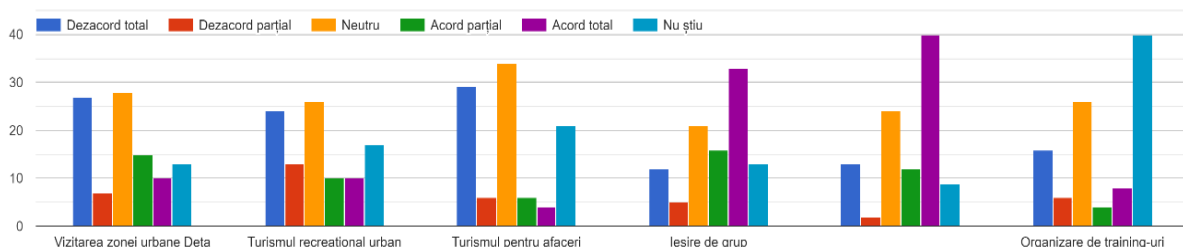


Diagram 5.

As mentioned earlier, this question also has display issues with the graph. Therefore, all package options are listed below:

- Visiting the urban area of Deta
- Urban recreational tourism
- Business tourism
- Group outings
- Event organization (name days, birthdays, etc.)
- Training organization

This survey question highlights that most respondents prefer group outings (35 people) and event organization (40 people), followed by business tourism (33 people). As a result, current stays contribute positively to the business turnover.

Additionally, the variety of reasons why customers visit the thermal spa is noteworthy, indicating its versatility in attracting different types of visitors.

6. Question 6 aimed to determine the number of respondents who have actually visited *Ștrand Termal Deta*.

Ați vizitat Ștrand Termal Deta ?  
100 de răspunsuri

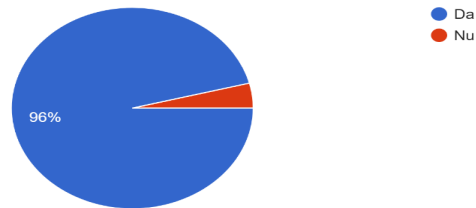


Diagram 6.

96% have visited the thermal spa. Compared to Question 1, this shows a difference of 1%, indicating that 1% of respondents have heard of the spa but have not visited it.

7. With this question, we aimed to determine how frequently the surveyed respondents have visited the spa.

Când ați fost ultima dată la Ștrand Termal Deta ?  
100 de răspunsuri

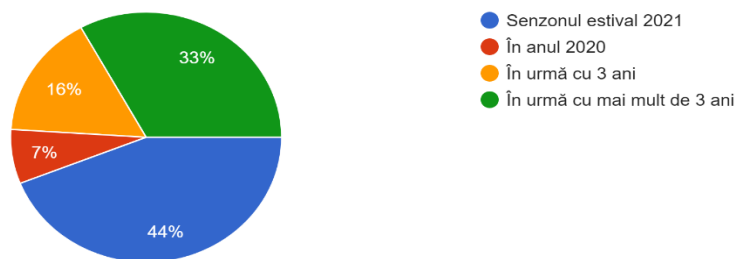


Diagram 7.

We can observe that in 2021, 44% of respondents visited our thermal spa, while in 2019, the percentage was 33%. In 2020, the percentage dropped to only 7% due to the pandemic, as the spa was open for only a short period, or because people were hesitant to visit.

8. This question aimed to determine the average length of stay.

Care a fost media de cazare a sejurului la Ștrand Termal Deta ?

100 de răspunsuri

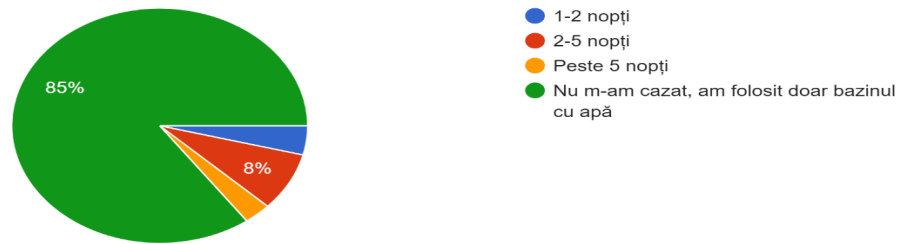


Diagram 8.

85% of respondents did not stay overnight, while 8% stayed for more than two nights. This indicates that the thermal spa maintains a steady flow of day visitors who come primarily for various events or to use the pool.

9. This question highlights the usefulness of each service package.

Menționați nivelul de satisfacție referitor la următoarele facilități din pachetul de servicii al Ștrandului Termal Deta.

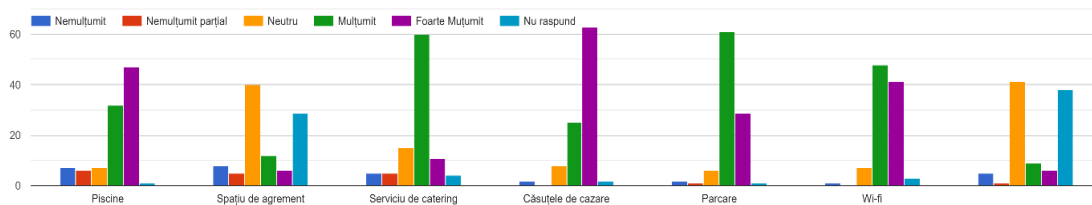


Diagram 9.

As mentioned earlier, this question also has display issues with the graph. Therefore, all service packages are listed below:

- Pools
- Recreational space
- Catering service
- Accommodation cabins
- Parking
- Wi-Fi
- Recreational space dedicated to corporate project activities

10. Would you recommend Ștrand Termal Deta?

Ați recomanda Ștrand Termal Deta și cunoscuților ?  
100 de răspunsuri

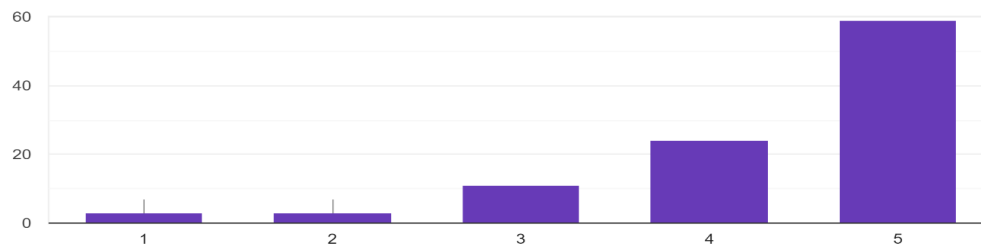


Diagram 10.

60 people gave a 5-star rating for recommending the thermal spa, 22 gave 4 stars, 14 gave 3 stars, and the rest gave 2 stars. The majority are satisfied and willing to recommend *Ștrand Termal Deta*.

11. Would you return to *Ștrand Termal Deta*?

Ați reveni la Ștrand Termal Deta ?  
100 de răspunsuri

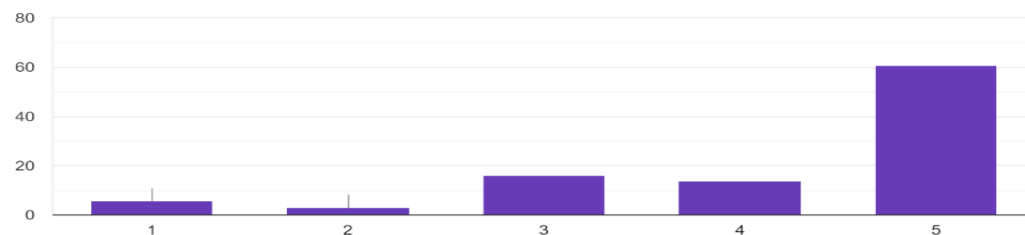


Diagram 11.

For this question, we considered that respondents who rated between 3 and 5 are somewhat willing to return to *Ștrand Termal Deta*. As a result, 60 people gave the highest score for returning, while only a very small number of respondents stated that they would not return.

The significant gap between those who want to return and those who do not highlights the success of the business. The company is very satisfied with the results of this question, which reinforces confidence in its current marketing strategies and customer relations.

12. Would you share your experience at *Ștrand Termal Deta* with others?

Ați relata și cunoscuților experiența trăită la Ștrand Termal Deta ?  
100 de răspunsuri

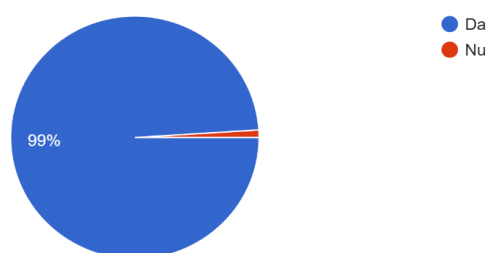


Diagram 12.

99% of respondents stated that they would share their experience at Ștrand Termal Deta with others. From this, we can deduce that visitors were satisfied with the services and overall atmosphere.

13. The next question aimed to determine the customers' rating and opinion on how they perceive the promotion of Ștrand Termal Deta.

Cum vedeți strategiile de promovare ale Ștrandului Termal Deta ?  
100 de răspunsuri

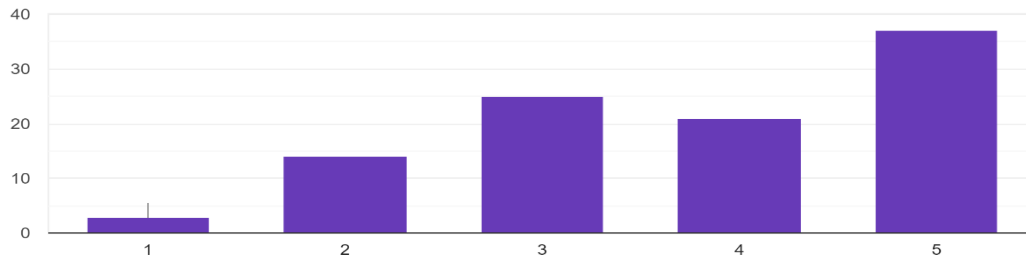


Diagram 13.

The total number of ratings between 3 and 5 adds up to approximately 81 points, a satisfactory score that indicates the marketing efforts are being recognized, along with the ongoing research into new promotional strategies.

14. Will you visit Ștrand Termal Deta in the future?

Veți vizita în viitor Ștrand Termal Deta ?  
100 de răspunsuri

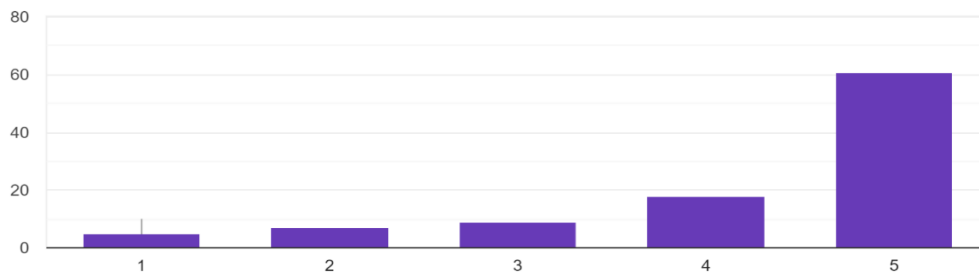


Diagram 14.

The purpose of this question in the survey was to ensure that the total number of ratings for scores 3, 4, and 5 exceeded 50. As observed, the final sum reached approximately 85 points, which indicates a high level of customer satisfaction with Ștrand Termal Deta.

15. What would encourage you to visit Ștrand Termal Deta more frequently in the future?

Ce anume v-ar determina să vizitați mai des, în viitor Ștrand Termal Deta ?  
100 de răspunsuri

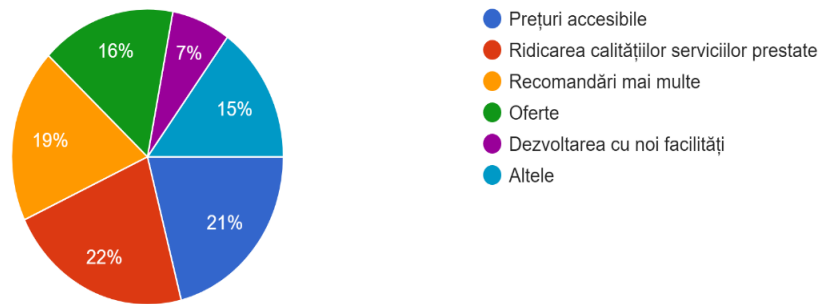


Diagram 15.

To understand the diversity of reasons why customers would visit *Ștrand Termal Deta* in the future, we included the question above. The responses are presented in a clear and structured manner, as this is a key criterion in developing an effective marketing strategy:

- 21% - Affordable prices
- 22% - Improvement in service quality
- 19% - More recommendations
- 16% - Special offers
- 7% - Development of new facilities
- 15% - Other reasons

16. What is your age?

Ce vârstă aveți?  
100 de răspunsuri

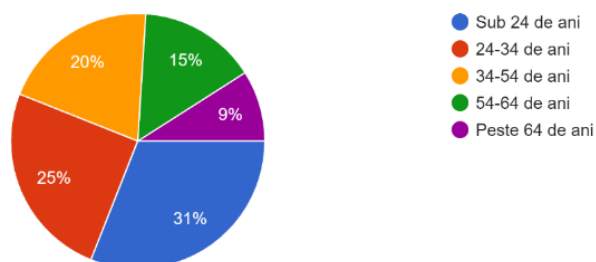


Diagram 16.

17. What is your gender?

Genul dvs. ?

100 de răspunsuri

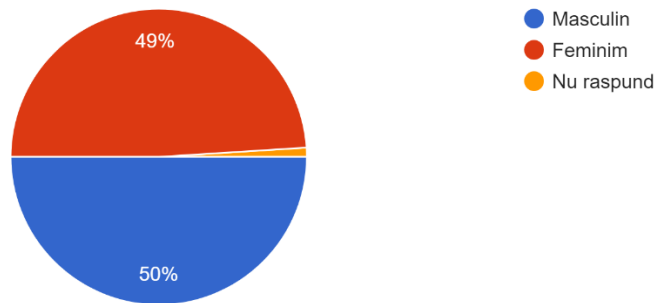


Diagram 17.

The company aimed to identify the gender distribution of visitors to *Ștrand Termal Deta* in order to create gender-specific offers. The results indicate a balanced proportion of male and female visitors. Therefore, future marketing campaigns will be designed in a balanced manner to appeal to both genders.

Additionally, Question 16 focused on audience segmentation by age. The results from Questions 16 and 17 will help refine the targeting strategy with more specific and tailored marketing campaigns.

18. What is your occupation?

Ocupația dvs. ?

100 de răspunsuri

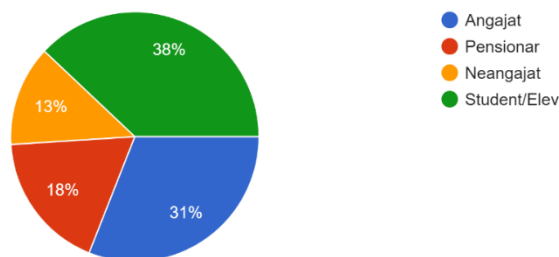


Diagram 18.

To develop targeted marketing campaigns for a specific audience, the company aimed to determine the occupation of its clients. The results indicate that the majority are students/pupils, making up 38%, followed by 31% employees, 18% retirees, and 13% unemployed individuals.

19. Which county are you from?

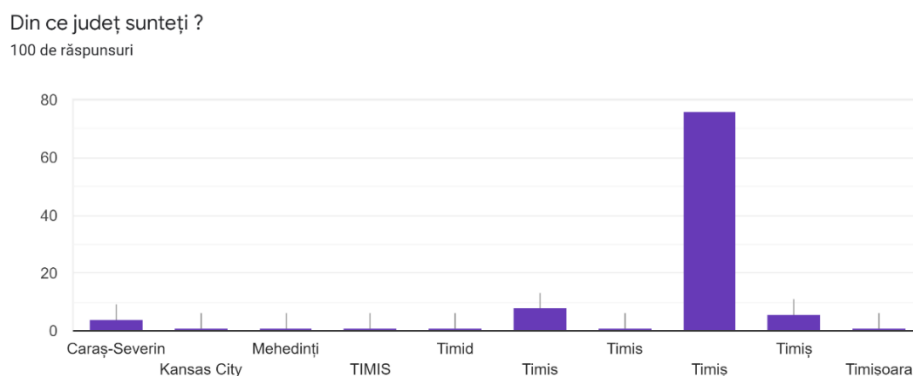


Diagram 19.

This question was designed to allow each respondent to specify their county of residence. It can be observed that the majority of respondents are from Timiș County, highlighting the strong presence of *Ștrand Termal Deta* on the map of thermal spas in Timiș.

#### 4. Conclusion

The promotional strategies employed by *Ștrand Termal Deta* have played a significant role in maintaining and growing its customer base. The findings from the customer survey reveal high levels of satisfaction and brand awareness, primarily driven by recommendations and online marketing efforts. (Xiang & Gretzel, 2010) Although the spa has successfully leveraged various advertising channels, further improvements in service quality, special offers, and enhanced leisure activities could further boost visitor engagement. (Sigala, Christou, & Gretzel, 2012) Future marketing initiatives should focus on expanding digital outreach and refining targeted promotions to maintain long-term customer loyalty. (Morrison, 2018)

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