

As a case in point, Adam and Vishna would love to take a trip to Barbados during March. Here is the value equation as they see it:

Table 1.1 Trip to Barbados			
Benefits	Assigned Value (1–10)	Costs	Assigned Value (1–10)
Pleasure: great food, warm weather, lots to do, escape from the Canadian winter blahs	6	Monetary Costs: \$4000. Adam and Vishna are saving to buy a house. This trip would take up over 10% of their savings.	10
Prestige: pictures to show to friends, dinner party conversation, tans	3	Safety: Neither Adam nor Vishna think that air travel is safe. Vishna wants to know more about the health-care situation in Barbados, in case of an emergency.	6
Adventure: Adam has never flown before; both would love to learn scuba diving; a new place is exciting	6	Timing: Adam and Vishna both work. Adam is off during the March break, but Vishna needs to negotiate with her employer for time off.	5
Romance: They have been married for only a few years and would like a second honeymoon.	4	Complexity: Neither Adam nor Vishna have travelled outside of North America, and need passports and knowledge about how to plan a trip like this.	2



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The value equation for Adam and Vishna would look like this:

$$\text{Total Benefits (19)} - \text{Total Costs (23)} = -4$$

Given that the value equation has a negative result, Adam and Vishna aren't likely to go to Barbados.

One of the goals of the marketing plan for a tour company, the Barbados Hotel Association, or the Government of Barbados Department of Tourism would be to increase the benefits and/or decrease the costs of a Barbados vacation in order to create positive value for consumers like Adam and