

Tourism Marketing Plan

Bournemouth and Poole Tourism Marketing Plan 2018



Goals

- Maintain resort individuality, highlighting key USPs. Promote:
 - Bournemouth as THE most eventful town and entertaining destination
 - Poole as a resort for all seasons
- Develop and build the '*Coast with the Most*' umbrella brand for joint marketing campaigns.
- Maintain and build upon our strong reputation as the 'the UK's premier destinations' with world-class experiences.



Goals

- To deliver and develop special events and festivals across both towns.
- Promote *Bournemouth and Poole* as key destinations for International Educational Tourism.
- Promote *Bournemouth and Poole* as major offering for the conference and business events market.



Industry Collaboration

- BPTMB – sector groups including PAG and BTMG
- BIDs, BU, IEF, BEB, BAHA, Transport, Retail, Food & Drink, Night Time Economy

B2B Communication Channels

- *Bournemouth and Poole* trade newsletters
- BIDs newsletters
- BPTMB marketing updates
- Social media – LinkedIn, Twitter, Facebook
- Residential publications



Marketing Strategy



Target Market Profile

| Retain | Retain |
|--|------------------------------|
| Domestic - Families | Day Visitors |
| 30-50 | All generations |
| Working | Working/Retired |
| 2+ holidays a year | Up to 2 hour drive time |
| Beach, visitor attractions and entertainment | Beach and related facilities |



Target Market Profile

| Growth | Growth |
|--|--|
| Domestic – Empty Nester (Over 55) | Domestic – Independents (Under 35) |
| 55+ | 25-40 |
| Retired/working | Working |
| Short breaks – during shoulder months | Independent travel/short breaks during shoulder months |
| Beach, scenery, culture and entertainment activities and retail. Health and wellness breaks. | Authentic experiences |



Strategic Focus

- 1** Amplify the *Bournemouth and Poole* brands
- 2** Align marketing channels
- 3** Engage, delight and build advocacy
- 4** Innovative visitor experiences



Amplify the *Bournemouth and Poole* brands

- Develop brand campaigns to target new segments (Under 35s).
- Continue to build the brands within the families and day visitor segments.
- Devise campaigns to retain loyal visitors.



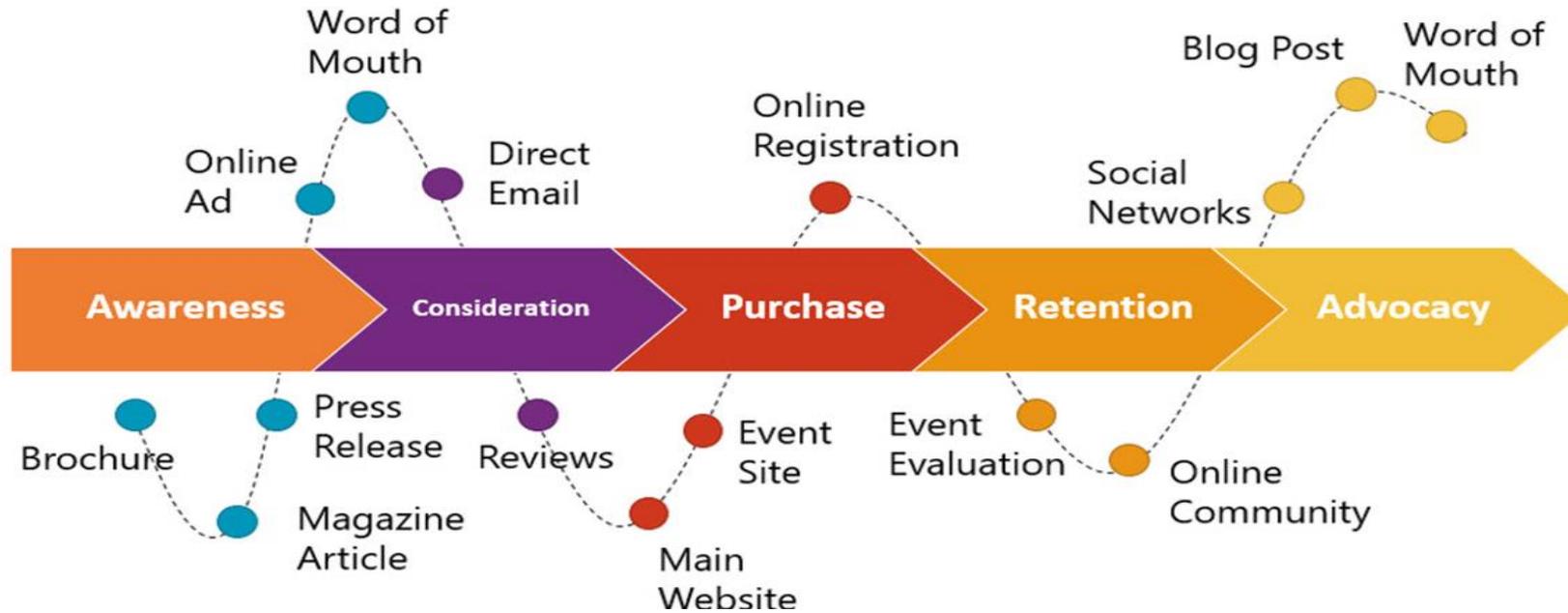


Amplify the *Bournemouth and Poole* brands

- Create campaigns and content to showcase to potential visitors that *Bournemouth and Poole* are 'year-round' resorts.
- Promotion to local resident population to experience both towns' tourism products, and act as ambassadors.



Align marketing channels



Develop integrated marketing campaigns to *engage* and *convert* potential visitors.

Engage, delight and build advocacy

- Activate and engage visitors through relevant content across all marketing channels.
- Build partnerships with influencers/bloggers, travel brands and trade partners.

#lovebournemouth

#lovepoole



| Winter | | Spring | | | |
|------------------------------|-----------------------------|--|---------------------------|-------------------------------|-------------------------------|
| January | February | March | April | May | June |
| | | | | | |
| | 03Feb-Pizza Day | Mothers Day | 21Apr - National Tea Day | National Walking Month | 17Jun - Fathers Day |
| Blue Monday | Shrove Tuesday/Pancake Day | World Book Day | 23Apr -Intl Dance Day | 03May -Sun Awareness Week | 01Jun -Ntnl Fish and Chip Day |
| National Hug Day -21st Jan | 14Feb-Valentines Day | St Patricks Day | Jazz Appreciation Month | 14May - British Sandwich Week | 08Jun -World Oceans Day |
| Burns Night - 25th Jan | 15Feb-Singles Awareness Day | 20Mar- Day of Happiness/Spring Equinox | 21Apr -Intl Astronomy Day | 28May - National BBQ Week | 09Jun - Bike Week |
| 27Jan-3Feb -Storytelling Wee | Chinese New Year | 17Mar - Tourism Week | 23Apr -World Book Night | National Walking Month | Drowning Prevention Week |
| | | Sport Relief | 25Apr- World Penguin Day | 18May - Intl Museums Day | 15Jun - National Picnic Week |
| | | Easter | 30Apr -Intl Jazz Day | | 21Jun - World Music Day |
| | | International Day of Forests | | | 16Jun -Intl Surfing Day |
| | | National BED Month | | | Day |
| | | | | | 27Jun - Intl Sunglasses Day |
| | | | | | |
| | | | Easter Bunny Hunt | Gin Festival | Jazz Festival |
| | | | Bay Run | Bournemouth 7s | Food & Drink Festival |
| | | | Beer Festival | Thundercat Racing | 30Jun-01Jul - Shake n Stir |
| | | | Thai Food Festival | Mini Steam on the Quay | Poole Harbour Boat Show |



| Summer | | | Autumn | | | Winter |
|--------------------------------|----------------------------------|----------------------------|---------------------------------|-------------------------|---------------------------|------------------------|
| June | July | August | September | October | November | December |
| 17Jun - Fathers Day | 29Jul - Natl Marine Week | Day | Rosald Dahl Day | Halloween | Vegan Month | Christmas |
| 01Jun - Ntnl Fish and Chip Day | 07Jul - World Chocolate Day | World Photo Day | National Doodle Day | The Big Draw | 01Nov - Vegan Day | |
| 08Jun - World Oceans Day | 21Jul - Natl Fishing Month | 14Aug - Afternoon Tea Week | British Food Fortnight | World Vegetarian Day | 03Nov - Ntl Sandwich Day | |
| 09Jun - Bike Week | National Parks Week | | World Tourism Day | 06Oct - World Smile Day | Guy Fawkes/Bonfire | |
| Drowning Prevention Week | 30Jul - World Friendship Day | | National Poetry Day | National Baking Week | | |
| 15Jun - National Picnic Week | | | 15Sep - Grt British Beach Clean | National Spa Week | | |
| 21Jun - World Music Day | | | | 01Oct - Intl Coffee Day | | |
| 16Jun - Intl Surfing Day | | | | 01Oct - Vegetarian Day | | |
| Day | | | | 03Oct - Chocolate Week | | |
| 27Jun - Intl Sunglasses Day | | | | 30Oct - Ntl Spa Week | | |
| | | | | Halloween | | |
| Jazz Festival | Pier to Pier Swim | Friday night Fireworks | FitLiving UK | Marathon | Fireworks Poole | |
| Food & Drink Festival | 13-15Jul - Bourne Free | Bournemouth Air Festival | Triathlon | Arts by the Sea | Christmas Tree Wonderland | |
| 30Jun-01Jul - Shake n Stir | British Beach Polo Championships | BSO -Proms in the Park | Inside Out Dorset | | | Christmas Celebrations |
| Poole Harbour Boat Show | Poole Goes Vintage | | Poole Blues Festival | | | |



Innovative visitor experiences

- Support new product innovation.
- Strengthen the *experience* quality and profitability.



Campaign Themes



Coast with the Most

- Develop *Coast with the Most* as an overarching brand to provide an even stronger appeal for the visitor.
- Showcase the resorts USPs and create relevant content to appeal to target segments, group travel and travel media.



B Here / Poole Seasons

Spring Campaign

- Showcase the seasonal experiences for *Bournemouth and Poole* through 24/48 hour itineraries.
- Focus on key events – *Valentines, Easter, Gin Festival, Bay Run.*

Summer Campaign

- Build on the **B Here** campaign content from 2017.
- Develop a tailored summer campaign for *Poole*, taking key learnings from **B Here**.
- Highlight summer events including the *Air Festival, Poole Maritime Festival* and *Boat Show* and *Summertime in the South* programme.



B Here / Poole Seasons

Autumn Campaign

- Showcase the seasonal experiences for *Bournemouth and Poole* through 24/48 hour itineraries
- Focus on activities, nature and key events – *Arts by the Sea*.

Winter Campaign

- Develop the *Christmas Tree Wonderland* brand proposition, and support *Poole* BIDs aspirations to develop a Christmas events programme.



Always Bournemouth / Poole

- Develop content targeting the over 55s to remind visitors how special *Bournemouth and Poole* are.
- Utilise content from retro channels.



Hidden Bournemouth and Poole

- Create a series of blogs/content to highlight the hidden side to *Bournemouth and Poole*
- Evoke positive feelings about the resorts and for visitors to discover the unknown side of the resorts.



on Nov 2017



First dates and 'cosy nights out' this autumn

Get back in the game... read on for date night ideas in Bournemouth

[Read more](#)

on Dec 2017



A G&T beside the sea? Yes - don't mind if we do!

Gin's global popularity has spread as far as Dorset – read on to find out more

[Read more](#)

on Nov 2017



Coastal treats for a bride-to-be beside the sea

Read on for the adventures of a city girl planning a celebration in Bournemouth

[Read more](#)



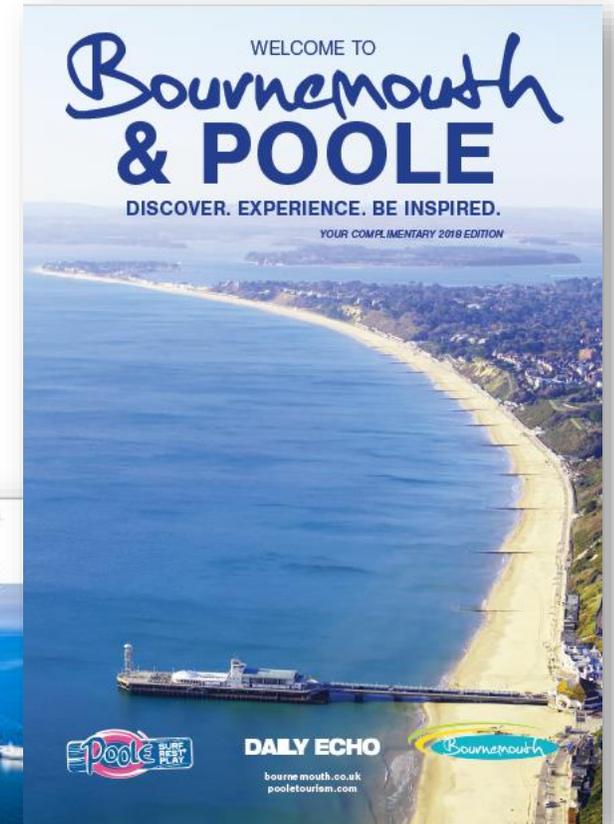
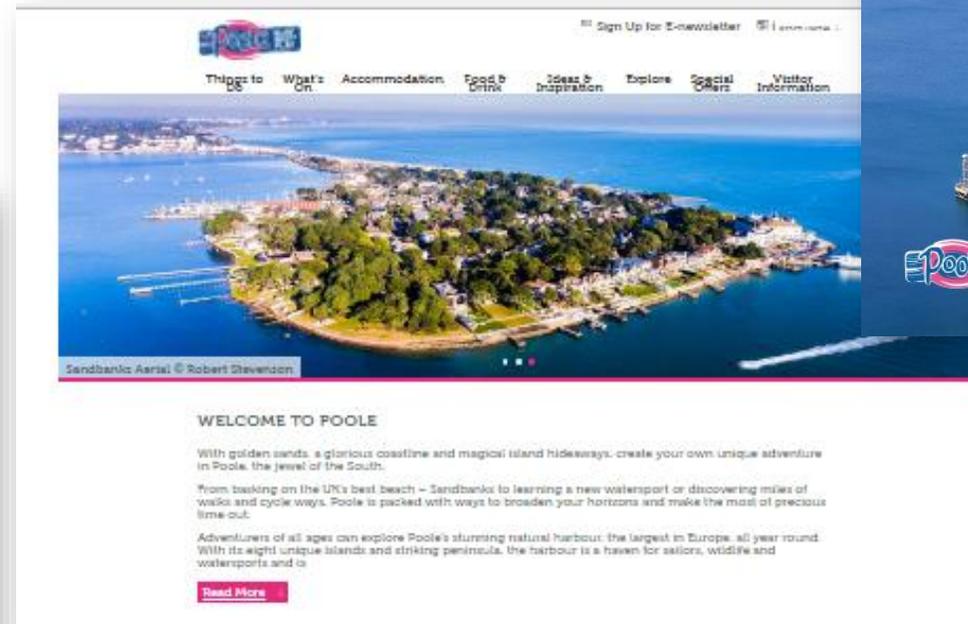
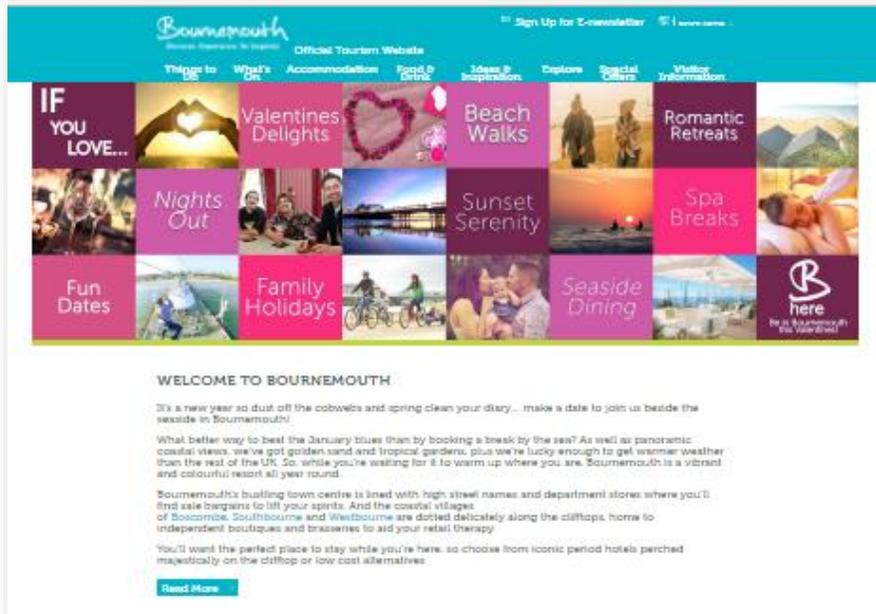
Marketing Evaluation

| Measurement | Source | Targets | Reporting |
|---|--|--|-----------------------------------|
| Visitor traffic/reach Engagement Social following | Google Analytics, New Mind CMS, Granicus Email Platform, Mailchimp, Facebook, Instagram, Google+, Twitter, YouTube | Website traffic: 900k Email reach: 20k Email engagement: 3% Social audience: 170k Social reach: 15m Social Engagement: 2m | Monthly Quarterly trade update |
| Media coverage/reach/value | Kantar Media Monitoring | Media coverage: 1800 items National newspaper volume: 180 items Blog volume: 9 items Total news value: £6m Total news reach: 60m | Monthly Quarterly trade update |



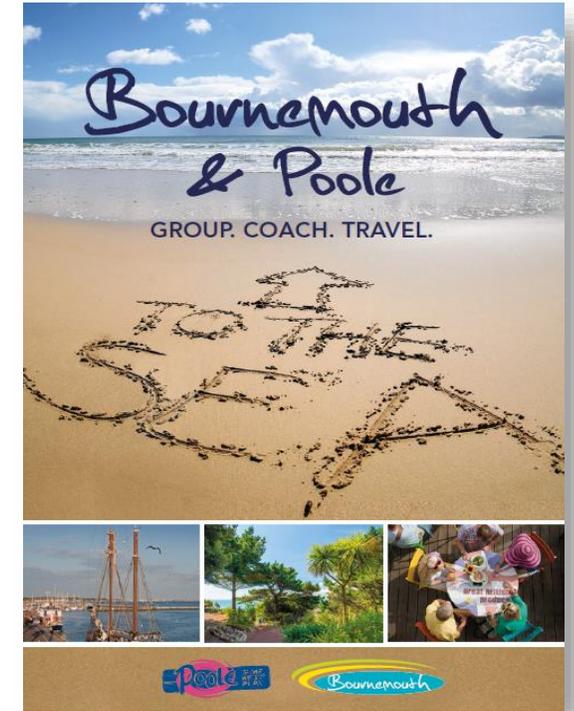
Project Action Programme

- Tourism Promotion
- Digital Engagement / Social Media
- Tourist Information / Visitor Services
- Seafront Marketing



Project Action Programme

- Festival Marketing and Management
- *Bournemouth and Poole Tourism Partnership*
- Industry Liaison
- PR and Media Relations
- Coach and Group Travel



POOLE HARBOUR
BOAT SHOW
8th ~ 10th JUNE 2018

in association with Sunseeker



Business Plan / Investment

Income (£s)

| | |
|---|----------------|
| Partnership (Bournemouth) | 45,000 |
| Partnership (Poole) | 70,000 |
| Other Income/sponsorships/advertising (Bournemouth) | 20,000 |
| Other income/sponsorship/advertising (Poole) | 15,000 |
| Seafront marketing investment | 75,000 |
| | |
| Total | |
| Council Contribution – Marketing Activities | 50,000 |
| TOTAL INCOME | 275,000 |



Business Plan / Investment

Expenditure (£s)

| | |
|---|----------------|
| Campaign Budget | |
| Seafront marketing (Catering, Arcade, Beach Huts & Beach Lodges) | 75,000 |
| Destination Promotion (incl: Travel Trade and Events Marketing) | 81,000 |
| Digital Marketing | 53,000 |
| Travel media (PR Newswire, TravMedia, Kantar / Precise Media Monitoring + NLA licence & press trip contingency) | 14,000 |
| Contribution to Poole Events | 20,000 |
| Contribution Poole staff and support costs | 32,000 |
| TOTAL | 275,000 |



Questions



Bournemouth

Poolle
SURE
REST
PLAY