Marketing Magic
Top Ideas for Greater Success

MARTIN EVANS, THE TOURISM BUSINESS

Today’s Presentation

• Death by Powerpoint
• Death by Powerpoint
• Death by Powerpoint
• Death by Powerpoint
• Death by Powerpoint
• Death by Powerpoint
• Death by Powerpoint
• Death by Powerpoint
Marketing Attractions - Top Ideas for Greater Success
Marketing is...
Marketing is...

- The definition of Marketing
- “Common Sense”
- Mrs Evans, Jan 1987
- It’s more than that!
Marketing is Changing!
Congratulations!
Top Ideas for Greater Success
It goes without saying...

• Know your market
• Segment it
• Know your competitors
• Know and promote your USP’s
• Price carefully
• Decide your Distribution Channels
• Plan the Work – and Work the Plan
• And follow 10 “Magic Marketing” rules...
* 1. Integrate *all* your Sales, Marketing & PR activities
Integrate *all* your Sales, Marketing & PR activities

• Make Your Attraction’s marketing “Web Central”
• Communicate with *everyone*
• Sort out your Brand and Corporate ID
• Use Great Photography everywhere
• Integrate online/offline, onsite/offsite
A Word about The Brand
Which Attractions?

• “Feel on top of the world”
• “Keeping the story alive”
• “From a world of experiences to a world famous view”
• “Built on 150 years of passion”
• “Explore/engage/enjoy”
Focussing the Brand

- THORP PARK – “the nation’s thrill capital”
- DRAYTON MANOR – “the UK’s best theme park”
- TOWER BRIDGE – “enter the most famous bridge in the world”
- REAL MARY KING’S CLOSE – home to “the UK’s longest running ghost festival”
Integrate with great photography
Natalie, 
will you marry me?
Award-winning Integrated Marketing
Ulster Museum (NMNI)

• U&A Market Research
• Standing apart...
• Live radio broadcasts
• Traditional marketing
• Digital marketing via viral, SEO, youtube, twitter and flickr
• & the Dinosaur Crate
Ulster Museum – award-winner

Ulster Museum Tease Campaign

Unwrap history
22nd October 2009
www.nmni.com
Promotional Activity

Collections returning to the Ulster Museum - promotional dinosaur and crate in Belfast city centre on opening week
* 2. Maximise Repeat Business
Great Data Capture

- Isabel?
- Isobel?
- Isabelle?
- Richard Owen
- And the Value of Glamorgan!
Join our e-newsletter mailing list

This page allows you to join our e-newsletter mailing list, and/or request information, or view your existing details. To join our e-newsletter mailing list, please enter your name and email address details.

To request copies of our literature, please enter your name and full address details. Please note that you will not be added to our e-newsletter mailing list unless you select 'yes' in the section below.

To finish, please click on the 'Proceed' button (Fields marked with an * are required for the e-newsletter)

Title:*
First Name:*
Surname:*
Company Name (if applicable):*
Email Address:*
Daytime contact telephone:*
Address:*
Address Line 2:*
Address Line 3:*
Address Line 4:*
Postcode:*

Would you like to receive our email newsletter – Rheged e-xtra – on a regular basis?
- No
- Yes

Would you prefer to receive the newsletter with pictures or without pictures?
- No - without pictures
- Yes - with pictures
And Repeat Business through...

- A great product (of course)
- Referrals
- Cross-selling
- Bounce-backs
- Loyalty & Membership schemes
* 3. Word of Mouth is Great Marketing!
Award-Winning Word of Mouth from RHS Harlow Carr

- Commended in “The Drum” Marketing Awards 2011 for the “RHS Diamond Quest”
- £2,500 diamond
- Niche Media targets
- 1,000% RoI
- 750 competition entries
* 4. Partnership Marketing is credible and cheap
Award-Winning Partnership Marketing
The Royal Botanic Gardens Kew

• Highly commended – “PR Week”’s Team of the Year
• Profile-raising through its scientific role
• 1 year’s EAV = £15m
• Bespoke feature pitches
• “The Living Dead”
Award-Winning Partnership Marketing
Brunel’s SS Great Britain
Awards-Winning Partnership Marketing
Brunel’s SS Great Britain

- Winner, 2011 Museums & Heritage Awards for Excellence – Best Marketing Campaign
- Finalist in the CIM’s Marketing Excellence Awards (Hotels, Leisure and Travel category)
SS Great Britain –
Great Media & other partnerships
So who should you partner with?

• Other Attractions
• Hotels, B&B’s & Self-Catering
• Shops & Restaurants
• Local Businesses
• Groups and Associations
• Schools
• Transport providers
* 5. Low-Budget is (not) No Budget
A Word about your Marketing Budget

• In 2010, 20% increased, 66% same, 14% down
• % of sales?
• The team
• Discounts and commissions
• Directed to off-peak?
• Directed to online?
Low-Budget Marketing -
The Florence Nightingale Museum

• A Finalist in the “Low Budget” Category of the 2010 CIPR Awards
• Marking the Centenary of Florence Nightingale’s death
• Museum re-opened to great success
What else can we do with a low budget?

- Negotiate!
- Effective PR
- Better SEO
- Contra’s
- Prizes and Promotions
- Discounts and employee offers
* 6. Embrace The Digital Revolution
Embrace The Digital Revolution

- A Winning Website
- Mobile-friendly
- Great E-Commerce
- Social Discount Sites
- Visitor Review Sites
- To Tweet or not to Tweet
- Facebook, Linked-in etc.

- The importance of Apps
- Location-based services
- Virals & Youtube
- Bluetooth & SMS
- PPC, PPI & SEO
- QR Codes
- Blogs
- And Google!
Maximise Ticket Sales through your Website

• Currently only 18% of attractions have online booking

• And only 50% of those with over 200k visitors
Drive the potential of online discount vouchers

• Your vouchers via your own website

• Groupon, KGB Deals, Living Social, etc.

• Bluekoko, 40 Winks, GoogleOffers, MoneySupermarket, VoucherCloud
Living Social & London Zoo

Zoo Lates
Ticket to Zoo Lates at ZSL London Zoo
£9
buy now!

53% SAVINGS
1,587 PURCHASED
-- REMAINING

The early bird catches the worm... but aren't worms a poor reward for getting in early? Instead, grab a ticket to ZSL London Zoo's Zoo Lates -- guaranteed to sell out and with wild new offerings this year -- on July 8th for £9 (a £19 value). Explore the zoo's...
(show more)

Share now:
-- or --
Want it for free? Buy first, then share a special link. If three friends buy, yours is free!
Living Social & Ripley’s Believe It or Not!

Ripley's Believe It or Not! London Nights

Entrance to Ripley’s Believe It or Not! London Nights Including Mirror Maze

£12

54% SAVINGS
1,269 PURCHASED
-- REMAINING

When people mention variety shows these days, they're more likely to be talking about Britain's Got Talent than an old-fashioned circus attraction with a bearded lady and a sword swallower. Luckily, our fascination with the weird and wonderful prevails with today's deal: entrance to Ripley's Believe It or Not! London... (show more)

Share now: 

or
Living Social & Falconry Centres

West Sussex Falconry

Half-Day (Three-Hour) Falconry Experience for One Person (£22), or Two People (£38)

£22

71% SAVINGS
46 PURCHASED
-- REMAINING

No story of heroes, legends, and bold deeds would be complete without the noble presence of a bird of prey. If you've got a taste for the regal bearing of hawks and eagles, you won't want to myth out on a half-day (three-hour) falconry experience with West Sussex Falconry in... (show more)

Share now: 

--- or ---

MARKETING MAGIC
Living Social & Raby Castle

Raby Castle
Family Ticket for Two Adults and Up to Three Children to Raby Castle

£10

send as a gift

60% SAVINGS
228 PURCHASED
-- REMAINING

How many times have you caught your little soldiers using the packaging from your latest tumble dryer or dishwasher to build a fort? And have you seen the look in their eyes that condemns you to the dungeons when you throw the last of it out? Why not give the...

Share now:  

or

Want it for free? Buy first, then share & special link to three friends.

MARKETING MAGIC
Watch for the Attraction Review Sites

- TripAdvisor.com
- WeLoveLocal.com
- IgoUgo.com
- ReviewCentre.com
- Cosmotourist.com...
Social Media Great Practice – Go Ape!

• “Went social” in March 2009
• 12,500 Facebook friends
• 2,000 Twitter followers
• Google News Alerts to monitor social activity
• FourSquare promotions
Award-Winning Apps
The Museum of London

- VisitLondon’s Marketing/PR Campaign of 2010
- Launch of the Galleries of Modern London
- Integrated marketing communications
- 79% visitor increase
Posters and Installations
The StreetMuseum app
The StreetMuseum app
Apps Abroad – Cleveland Zoo, Ohio

• Detailed GPS-enabled maps
• Shows exhibits and animals
• Provides fun animal facts
• Retail and Catering locations
• Zoo history and educational materials
• Customised tours and special events
• Videos
Great Viral Campaigns – Walt Disney World

• Winner of 2010 PR Week Award for Best Use of TV, Radio & Internet

• Twinned Town campaign

• 25 UK towns entered – who won?
QR Codes – The Real Mary King’s Close

- ASVA Marketing Award winner
- Scottish Thistle Award for PR Excellence
- QR code links to tv ad
- Upgrades the quality of the print experience
- Great for tracking
Award-winning Blogs and lots more
Kensington Palace – Enchanted Palace

• 1st in the “Campaign” Media Awards 2010
• 3rd in the “Travel & Leisure” category of the 2011 “Marketing Week” Awards
• CIMTIG Silver Award
• PRCA award winner 2010 (consumer)
Award-winning Blogs and lots more
Kensington Palace – “Enchanted Palace”

- £12m refurbishment
- Core Markets – plus:
  - “Cool Rejectors”
- Traditional Media
- Digital “overload” –
digiwalls, facebook,
twitter, online PR, viral
games – and Peter The
Wild Boy’s blog
Enchanted Palace
Enchanted Palace
7. The Brochure is Dead, Long Live the Brochure
Lincoln Castle

A Call to Arms

A Civil War Re-enactment

Sat 28th/Mon 30th May
9:30AM - 5:00PM
Sun 29th May 11AM - 5:00PM
Adult: £4.50
Children/Concessions: £3.00
Family Ticket: £14.00
(2 Adults & 3 Children)

01522 511068

Helmsley Walled Garden

Step inside this magical hidden garden and discover surprises round every corner. Set against the backdrop of Helmsley Castle, the towering walls surround five acres of beautiful gardens with many unusual varieties of flowers, vegetables and herbs. Have a picnic on the lawn or stroll through time as you watch the restoration of our Victorian glasshouses with friendly staff and volunteers on hand for advice. 50 varieties of Heritage Yorkshire apples, British Clematis Society's National Display Garden, Conservatory café, craft workshops and extensive plant nursery complete the perfect day out.

A healing garden - offering horticultural therapy and a tranquil environment for those in need.

Member of Yorkshire Gardens
www.helmsleywalledgarden.co.uk
Cleveland Way • Helmsley • North Yorkshire
* 8. Tying into Big Brands
A CELEBRATION OF THE HARRY POTTER FILMS AT THE WIZARDING WORLD OF HARRY POTTER

11-13 NOVEMBER, 2011

PRESENTS

WARNER BROS.

ONLY AT UNIVERSAL ORLANDO RESORT
THE MAKING OF
Harry Potter

OPENING SPRING 2012

WBSTUDIOSTORE.CO.UK
Brand Licensing power
Celebrities sell...
Forget Film & TV Tourism at your peril...
Get yourself “the Downton Effect”
0 – 60 in One Month
Real Life meets the Silver Screen
9. We all need Off-Peak Marketing
Marketing Events to help the off-peak
* 10. Marketing – an Art or a Science?
Marketing is an art form
Signage is not all Brown and White
Attention Dog Walkers
Pick up after your dogs and use a leash. It's the law.

Attention Dogs
Grrrr, bark, woof-woof. Good dog.

City of South Burlington
BEWARE LOW-FLYING TEAROOMS
The Art of effective Attractions PR
Free entry for yobs at Dungeon

Youngsters will get free entry to a tourist attraction this weekend — but only if they’ve got an Asbo.

Thugs can walk into the London Dungeon for free, while well-behaved families will have to pay more than £70.

Helen Douglas, manager of the Dungeon, said: "I thought that it might shock the Asbos a little to see what would have happened to them a couple of hundred years ago.'" But Harriet Harman, MP for nearby Camberwell and Peckham, said: "The message it sends out and the atmosphere it creates is not appropriate."

One 14-year-old hoodie from Croydon, South London, said: "If we're getting treats like this it's only going to encourage my pals to get an Asbo."

A peak-time fast-track ticket for two adults and two children costs £71.80.
Creativity is key...

- Press Visits
- Press Reviews
- Trade PR
- Press Releases
- Press Packs
- Stunt Photos
- Celebrity Visits
- Anniversaries

- National Events
- Local Events
- Broadcast Media
- Competitions
- Working with Tourist Boards
- Cause-related PR
- Awards
Award-Winning PR
York Maize Maze

• Daily Mail full page
• Each year, a different design
• PR galore!
• York’s 2nd biggest paid-for attraction
Even made “Hello!” magazine

Corny Farewell. York farmer Tom Pearcy (above) wanted to give Harry Potter a truly magical send-off by creating the largest image of the character ever, so he turned his field of maize into a maze with the young wizard as its key feature. No doubt visitors will be spellbound for ages playing spot the difference.
Multi-Finalist in the CIPR Awards
Kempton Park Racecourse

- Why *not* race a man against a horse?
- Great intentions...
- Credible participants
- Stunning photos
- Charity benefits
The Royal Filly-Monic Orchestra
The People’s Race
Challenges, World Records etc.
Top Ideas for Greater Success
Top Ideas for Greater Success

1. Integrate
2. Maximise Repeats
3. Word of Mouth
4. Partnerships
5. Low Budget Activity
6. Embrace Digital
7. Brochures are alive
8. Tying into Big Brands
9. Off-Peak Marketing
10. Marketing’s an Art!
And Marketing is changing...

- Marketeers are giving up control
- Experiential marketing
- Crowdsourcing, flashmobs & new niche groups
- New anniversaries, events and destinations
- New fashions and the WOW factor
- Further media fragmentation
- LOL (“love our locals”)
- Pop-up Attractions
Marketeers – let’s lead the Fight for British Attractions!
Thank-you