

Marketing strategy

The marketing mix and positioning

Marketing plans are programmes of action which incorporate answers to the following questions:

- *What will be done?*
- *When will it be done?*
- *What will it cost?*
- *Who will do it?*
- *How will it be measured?*

Tourism marketing involves identifying local attractions, developing facilities and services to meet visitor needs, identifying the tourism market segment, which applies to the attraction, and pursuing linkages within those market segments.

Tourism marketing must consider complex factors – distance from population centres, availability of good transportation, cost involved, competition, etc.

The plans are usually based on manipulating the marketing mix to help the attraction implement its strategy.

A **Marketing Strategy** means emphasizing key elements of your **Marketing Mix. The marketing mix is:**

- **P** _____
- **P** _____
- **P** _____
- **P** _____

P _____

- **Characteristics and packaging:** Could be the building, artefacts (works of art) or support services such as shops and cafés
- **Service component:** number of **st** _____, their **appea** _____, competence and **atti** _____
- **Im** _____ or **repu** _____ of the visitor attraction
- **Positioning:** market leader or at the bottom end
- **Ben** _____ offered to the customer
- **Quality:** quality management systems. Could be number of complaints, questionnaires or feedback etc.
- **Guarantees** and **after-sales service:** service recovery, how customers are looked after and if they are contacted after for customer satisfaction
- **Packaging** could mean all-inclusive trips

P _____

- **Television & Radio**
 - Obvious benefits of exposure but can be **co**_____y and the target market is not **defined** so easily
- **Sponsorship:**
 - *McDonalds* and *Coca-Cola* for example
- **Signposting:** Well positioned signs around the attraction or on main motorways
- **Internet marketing:**
 - The 21st century way of marketing. Cost effective, easily changeable and can reach a mass **mar**_____ quickly
- **Advertising:** Advertising is paid non-personal promotion of ideas or products by an identifiable sponsor
 - The role of advertising is to stimulate the desired images of the brand in the mind of the consumer in such a way that it **leads to action**.
- **PR and publicity:**
 - For destinations, publicity represents public exposure, including “word of **m**_____,” which may be *favourable* or *unfavourable*.
- **Public relations (PR)** on the other hand are a concerted effort by the **DMO** to develop favourable impressions of a destination.
- **Personal selling**
 - Arguably the most effective means of stimulating meaningful dialogue with consumers is personal selling. Travel trade **ev**_____ are a common feature of **DMO** action plans.
- **Direct marketing**
 - Direct marketing creates a *direct* relationship between the customer and the business on an individual basis.
- **Sales Promotion**
 - Sales promotion refers to the provision of incentives to customers or to the distribution channel to stimulate demand for a product.

P _____

- **List p_____ or standard p_____:** standard admission, usage charge which is usually the individual adult rate
- **Discounts:** used for marketing purposes to attract visitors at **qu_____** times or attract *market segments* who are **desirable**; *fam_____*, groups etc. Reduced cost (-5RMB) or added value (*2 for the price of one*)
- **Concessions:** reductions on the normal price which are made on the basis of *social objectives*, the idea being to allow '**disadvantaged**' people who may not be able to normally afford to visit. For example: unemployed, students, old people or disabled.

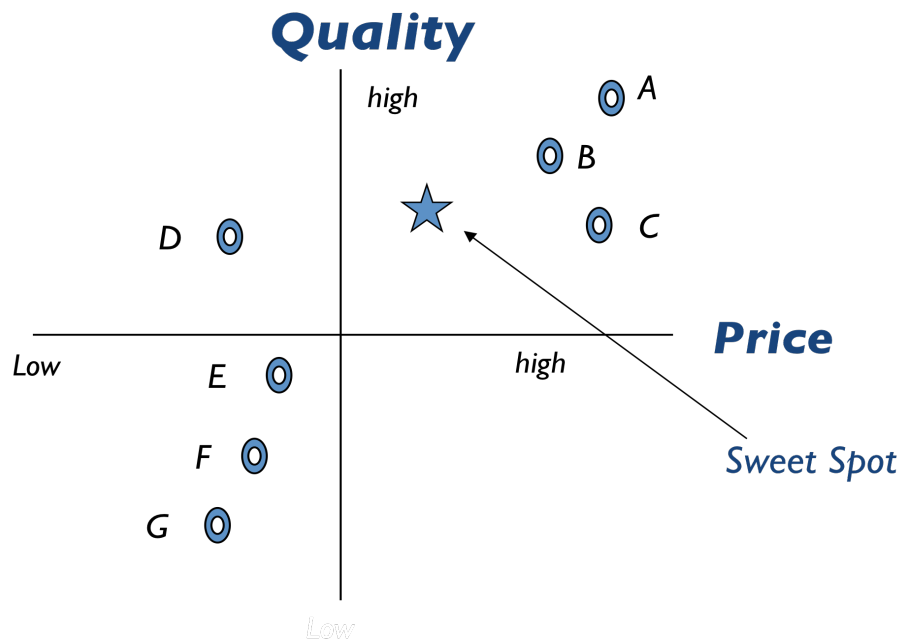
P _____

- **P_____** of purchase and includes distribution
- *The customer travels to the product and not the other way as in traditional distribution*
- **Pre-purchase** or **pre-booking** of the product is *rare*. Most people arrive and buy a ticket at the attraction gate
- Attraction booking agencies including tourist information centres
 - **Advantages** for the customer could be **dis_____**, no **pr_____** increase, no queuing, no worrying about being sold out and being able to plan your visit better.
 - May be able to print your own ticket online, saving costs to the attraction owner

The Marketing Mix can be extended to 8Ps:

- **Product** - transport, lodging, souvenirs
- **Price** - lifecycle, competition, TM
- **Promotion** - advertising, PR, sales, publicity
- **Place** - channel, intermediaries
- **Packaging** – all-inclusive trips
- **Programming** - activities, events
- **People** - human resources
- **Partnership** - cooperative ads and packaging

Positioning: (p.211)



- **Product Positioning** is often used to see where the attraction **is now** or where it wants to be (*aspiration*). Management usually look at the above type of graph.
- Many firms (or attractions) look at the *competition* and attempt to **place** their **products** *near* to others at the beginning. Why?
 - However, later they tend to find their own '**spot**' where they believe they can achieve their goals and satisfy customer demands
- In the example above, there is a tendency for **high quality** to be **high price** and low quality, low price. *This is not always true.*
 - However, some firms (or attractions) *move up* or *down* or *across* depending on where they see the best opportunity or after they consider what resources they have
- **Market research** is often done to see where customers **PERCEIVE** the product to be. There may be a difference between management and customer perspective.
 - *Why?*
 - *What can we do?*

Summary of worksheet	Summary of worksheet in Chinese

In your opinion, what is the most important thing to remember?

What are the keywords from this worksheet?

English:	Chinese translation: