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Introduction



Marketing plan for Calming retreat is to promote the brand image to create awareness of this product for potential guests and say why Calming retreats is the perfect accommodation for children living with neurodiversity. Furthermore, neurodiversity includes ADD, ADHD, Autism, Dyslexia, Dyscalculia and Dyspraxia. For a marketing plan strategies will be in place.

Marketing Objectives

One SMART objective is conduction secondary and primary research....

Specific is looking at the current customer base and the new target market conduct research within these categories to see of the new accommodation type is appealing to the market segmentation.

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Measurable by taking one-hundred families from the current customer and one hundred from the current market and see the percentage from each category that would be instead at staying at the new accommodation type.

Achievable by carrying out the survey to the target audience.

Realistic by looking at the results of the survey and applying this to the business forecast.

Time-based is around 6months.

Another SMART objective is to conduct promotional activities.

Specific as there will be a lot of promotional activities including online and offline advertisements.

Measurable by guest engagement with the promotional activities and how many bookings are attended.

Achievable by employing a keen advertiser which will help grow the businesses and by analysing the amount of growth of customers.

Realistic as this objective with the right recourses and employees to achieve these goals set.

Time-based is within the space of a year the promotional activities could be in place for brand awareness to increase and that guests will book their stay.

Market research

Current market conditions: with there being a campsite which accommodates children living with autism 'Autistic Heaven' in North Wales which is in popular demand shows there is a gap in the market where calming retreat will expand into.

Customer preference: The target customer. Demographic factors include millennials mothers with an average income which may be single mothers or married. Geographic to start of target national market in Wales. Psychological factors where the mother wants a safe holiday

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that values their child's well-being. Also, likes to be contacted by businesses by email, text and social media. Their behaviour will purchase online and buy the holiday with a loyalty program.

Competitive landscape: centre parc is the main competition. The Grove Narberth is the direct competition. While nationally Butlins and Heaven are competition.

My marketing strategy is to advertise existing loyal guests of Bluestone Wales and to a new market nationally.

Target Market

Demographic would be families with children from 2 to 16 with neurodivergent. Preferably single millennials mothers.

Geographic is that they live in Wales to start with then expanding the market further to national and international market.

Psychological factors include wanting a holiday that accommodates their children's needs. The target customer also prefers to be contacted by texts, emails and social media.

Behavioural factors include the customer purchasing online and make recurring purchases via a loyalty program.

SWOT Analysis

Strengths

A strength of calming retreats is that the product is a new accommodation style with unique selling points. This could attract a new market to Bluestones and this generate sales.

Weaknesses

As this is a new accommodation type it may not be overall successful and is a risk that Bluestone makes a loss.

Opportunities

An opportunity is promoting to loyal guest will increase further sales when the guests have a positive experience.

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Use the promotional strategies to create a positive image of the brand and create engagement from Bluestone current guests

To use engage advertising to promote the accommodation too potential guests. This could be done by looking at the target market and the customer segmentations.

Threats

There is a similar accommodation type at 'Autistic Haven' the target audience may prefer their accommodation.

Unique Value Proposition

Calming retreat for Bluestone Wales. As Bluestone is a family resort with lots of activities for children there is no calming space for children that live with neurodivergent. By having accommodation for children living with Neurodivergent- a calming accommodation will help with the children's needs when they may be overwhelmed on holiday. With this most of the accommodation will be sustainable from the furnishing to the resources used to construction resources. Moreover, the main objective is about inclusion where the children can have a more enjoyable holiday at Bluestone Wales as they feel safer as from the indoor design and calming zone included. Where families will have a more relaxing stay as they feel safer as their social and emotional needs are met throughout the stay experience.

Marketing Mix

Affordable pricing will be similar pricing to the standard accommodation at Bluestone Wales. Why? The importance of affordable pricing could draw in new guests as they will see the price as affordable, they are more likely to book a stay at the accommodation. The prices will be lower than the Bluestone 'accessible accommodation' to attract potential customers...

People within the business are the guests they may want to stay in this accommodation as its new experience for them whilst on holiday.

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The accommodation will be placed within Bluestones Wales.

The product is the accommodations with a calming room and cater for neurodiversity which a Niche and unique selling point

There are different promotional methods that can be used for example direct and in-direct advertising.

Marketing activities

Marketing activities are to increase brand awareness to improve Calming retreats image and showing the product and service that are provided within this accommodation.

Search engine optimisation SEO use key word and phrases which stakeholders may use when searching calming retreat via the internet.

Creating a message campaign which will convey clear message to the target audience to increase sales and revenue for Bluestone. With the addition of marketing activity post stay for the guest.

To start with the main message campaign for pre-sale and to have a clear slogan for calming retreats and one sentences that sums up the brand.

Social media: build a community shared values generate mindful conversations to build deeper relationships with guests with clear information communicated to the guests, so they understand that the product is for them from the understanding of the products purpose.

Sales rep to pitch to local companies about the accommodation with business-to-business interaction to gain customers from their business to become potential guests at calming retreats. This could include a brochure to pitch ideas and handing out booklets and lefts to the companies to hand out to their consumers... In addition, can create sponsorships with 'Autistic Heaven' to further promote to the target audience.

Videos on social media for example Facebook, TikTok, YouTube, YouTube shorts, Threads and Instagram. Content shows how the accommodation benefits the guests and builds an emotional relationship with guest-which is a form of branding-with storytelling. There will be

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short video clips which include story telling on Bluestones: website, Facebook, threads, YouTube shorts and Instagram.

Email marketing direct distribution to existing guests at Bluestone to create awareness of the new accommodation.

Post-stay at the accommodation strategy of the marketing campaign. This includes responding to guest reviews after their stay at the new accommodation. This is to gain customer loyalty and attract new guests from following up on comments.

Promotional Methods

Promotional methods are used to generate sales; to create loyal guests and continue guest retention.

Celebrity endorsement to promote a wider audience as the target audience may have an emotional connection to the celebrity by being a fan of theirs. This can increase sales by one fifth of the potential market.

Online promotional methods involve social media, E-magazines, emails, websites, online advertisement.

Social media is a great way to communicate with loyal guests and future guests as social media reaches a mass market if paying for promotion...

E-magazines that are national and local that will help to promote calming retreats. Local magazines including 'Welsh Country' and 'Coast' may attract the demographic or other potential guests because they are the local audience that may know of relatives or customers – if a business- that would like to stay in the accommodation type.

Offline promotional methods involved are newspapers, television, radio, direct mail. By advertising to a wider demographic this allows an increasing brand visibility

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Gantt Chart

Marketing activities	Task dates											
Task name	Jan-1-26	Feb-1-26	Mar-1-26	Apr-1-26	May-1-26	Jun-1-26	Jul-1-26	Aug-1-26	Sep-1-26	Oct-1-26	Nov-1-26	Dec-1-26
Market research												
Selling product												
Promotion												
Advertisement												

Monitoring

To monitor the success of the marketing plan the number of followers gained on social platforms and the number of bookings will be presented. Once the guests have stayed the amount of positives reviews will be considered. Also, with the loyalty scheme calming retreat will review how many new loyal guests there are. This will be undertaken within the first year of business sales and afterwards.

Conclusion

To conclude, Calming retreat is an initiate idea with a potential to generate an increase of sales for Bluestone Wales. From a concedes marketing plan which involve all factors that will make the Branding a success. This is shown by increased positive publicity, building an emotive relationship with guests and to generate sales that will build loyal customers.

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