

MARKET PLAN REPORT

Swansea Bay and The Gower Peninsula



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Executive Summary

The report will show the research undertaken in the over 55 market segment enable to produce an itinerary best suited for the chosen market segment. The itinerary will include museum trips, such as the Swansea Waterfront, sight down on the mumbles pier and local cuisine from the Marriott hotel, La Braseria and Verdis. There will also be free time sections in the itinerary to allow the guest to go and explore in their own time in the city.

Destination and produce description

The purpose of this report is to plan an itinerary for four days. It will look into different segmentations in the over 55 market. It will then analysis and discuss the findings, this will give a better idea of what the over 55 market is looking for in order to product the itinerary. Research into the different accommodations will be undertaken to ensure the best value for money, and quality. It will also look at different destinations and locations within the Swansea bay and The Gower Peninsula, this will give a range of activities to put into the itinerary. The itinerary will have free time allowing the guest to explore place they they did not as part of the tour, this gives them the freedom to experience the city in their own way, whether they are more active or more relaxed, this lets them adapt the trip to fit themselves better resulting in a better experience.

Situation Analysis

External-

There are already many of companies already creating tours for specific segments, the largest and most poplar is the Sage holidays. These holidays include accommodation, tours and transportation. The company does everything for the customer and caters to all their needs. The author has planned out an itinerary that is unlike sage is it is not run by a tour group, there is more freedom and an option to participate. Many things can go wrong for an example on the 22nd June there is a small festival in Swansea, starting at 22:00 pm ‘The day of the dead’ which could result in road closures affecting transportations. Another event will be taking place in Swansea then on the 24Th that will have road closures leaving traveling difficult but still possible, ‘The Swansea Half Marathon’ is also a very popular event that many locals attend to show support. During the time of the marathon Swansea will be very busy. Also the weather in Swansea is very unpredictable and if it does rain the destinations chosen all have indoor ability.

Internal-

The itinerary was created as an exclusive one time only. The creator is not part of a

company and is a stand alone, this means there are no other members helping with the trip. The itinerary will be carefully planned around local events to ensure the visits go ahead and not missed. The purpose of visiting museums is to get an even contrast to the old and the new. The museums chosen were the 'Waterfront' and 'Dylan Thomas' as they both show in great detail the local heritage. A possible problem could occur when hire a vehicle, depending on how many guest there are they may need to hire a larger or smaller mini bus to accommodate the guest.

Analysis of key market segment

The chosen market segment is over 55, this is a very broad segment market as it could be broken down into three groups, 55-65, 65-75.75+ allowing to be more define to the exact target market, with over 60's now feeling around 10 years younger (Hopflinger,2005) more older adult have become active and outgoing. However there are a further three categories within over 55 as said by Boksberger, P et al (2008) they can be divided into 'Grizzled Explorers', 'Time Honoured Bon Vivants' and 'Retro Travellers'. After reading this article the author chose to focus on 'Grizzled Explorers', their main motivation is to enjoy sights and culture. With the itinerary being based in Swansea bay and The Gower Peninsula they were the best segment to chose as there is a lot of culture within the area and also award winning sights. With the 'Grizzled Explores' taking up 35.3% of all over 55s (Boksberger, P 2008), this itinerary will target the largest segment within the over 55s.

Marketing Objectives

The marketing objectives are to plan an itinerary that is well suited for the over 55 target market, give them a memorable time and experience. The make this happened there is also a time plan that would have to be followed in order to get the best out of the trip.

Marketing Mix

Product-

The produce is a 4 day itinerary planned with over 55 in mind, this includes modern

trends and old favourites, such as the local museums bring a little old and the Swansea City Centre shopping area to the new. There is also a large amount of free time allowing the guests to explore further. This enables the trip to tailor specifically to them, by them having free time they can chose to do or visit places not on the itinerary whilst their in the area.

Price-

Due to prices continuously changing and booking can only be placed when guest numbers are full or closer to day this will be an average price will be given for the trip, possibly over the cost instead of under meaning any unspent money will go back to the guest rather having them pay extra.

Place-

The place chosen for this trip is Swansea bay and The Gower Peninsula. The Swansea city has a strong welsh culture with award winning sight in the gower. This attracts tourist all year around. This will get the guest an experience they will remember.

Promotion-

When it comes to promotions the author chose to promote with an advert within the saga magazine, this will specifically target the over 55s. In addition there will be posters put up around local post offices and care homes. This will give the best chance of attracting the correct target market rather than wasting money on social media or leaflets through doors.

Summary

In summary the report has produce a well thought about plan for a trip and enabled the author to create an itinerary that is marketed to over 55's. This report shows research needed to research the market segment and how to choose which segment would be best for the area chosen. Resulting in a itinerary that has historical, sights and local cuisine to give the best experience for the guests.

Appendices

APPENDIX 1

APPENDIX 2

STRENGTHS	WEAKNESSES
The trip has been planned that it would satisfy adults 55 and over.	This is a one time trip meaning now room for additional income
OPPORTUNITIES	THREATS
Older people are now feeling 10 years younger, fitter and healthier. This enables them to participate in more activities	Terrorist threats leaving people scared to leave their homes and travel

APPENDIX 3

POLITICAL	ECONOMIC	SOCIAL	TECHNOLOGICAL
Brexit	Brexit	Brexit	Brexit
Religious beliefs	Affordability	Trends	Accessibility
Funding	More disposable income	Local events	Transportation

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