

2018

Marketing Plan, Swansea Bay and The Gower Peninsula



MyWonderfulLife.com – (2018)

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Executive Summary

This report will contain a four-day itinerary and a marketing plan for Chinese guests coming to Swansea and the Gower Peninsular. The four-day itinerary will include: accommodation, leisure and tourist attractions, activities and events, which are appealing to the Chinese guests. Research into the wants, needs and the recent trends for the Chinese guests will be conducted.

A four-day itinerary costing £1, 293.61 (11560.22¥) has been set in place to appeal and attract Chinese guests to Swansea and The Gower Peninsular, with the Chinese guests in mind. Statistics are also displayed from Swansea Council to show the recent visitor numbers, expenditure and the most popular attractions in Swansea and The Gower Peninsular. The market plan for the itinerary is to contact Chinese guests on the most popular social media in China, by sending a simple text with the itinerary and contact details, along with handing leaflets out at Swansea University regarding hoping that word of mouth tourism forms the students to their friends and families bring the Chinese tourism to Swansea and The Gower Peninsular.

Destination and product description

	May 20 th to 24 th					
Day 1	Arrive in Cardiff airport for 16:45 pm.	Transfer arrives at 17:30 pm.	Arrive at the hotel for 18:35 pm.	Un pack and three-hour free time.	21:30 pm, go to Garbo's Uplands Restaurant.	23:00 pm leave Garbo's Uplands Restaurant for the hotel.
Day 2	08:00 am wake up for breakfast.	10:00 am transported to The Gower.	11:00 am the tour will start.	17/18:00 pm the tour will stop, and the group will make their way back to the hotel.	17/18:00 pm the group will arrive at the hotel and have two hours free time.	20:00 am go to Tenpin Bowling. 21:30: pm leave Tenpin Bowling.
Day 3	08:00 am wake up for breakfast.	10:00 am leave for Morriston Golf Course.	Arrive back to the hotel, whenever the guests have finished.			
Day 4	08:00 am wake up for breakfast.	11:00 am trip to the Welsh Waterfront Museum.	12:30 pm trip to Swansea Museum.	14:30 pm back to the hotel.	Free time to experience Swansea Market.	02:00 am get picked up to go to airport for 06:05 am flight.

The plan for this report is to create a four-day itinerary that would appeal to Chinese guests, regarding Swansea and the Gower Peninsular.

Day 1

Day one will start with the guests leaving Beijing Airport, China at 10:55 am local time and arriving in Amsterdam Airport with a one hour and five-minute layover, before arriving in Cardiff Airport at 16:45 pm local time. The airline in which the guests will take is KLM Royal Dutch Airlines and is priced at £574.51 per person, refer to appendix 2 (Opodo – 2018). The guests will then be transported by From Cardiff Airport at 17:30 pm by a nine-seater Ford Transit, rented by Alamo,

which will cost £46.86 per person (refer to appendix 1) and will stay with the guests for the remainder of their itinerary.

The guests will then arrive at their hotel, Alexandre Hotel Swansea, for 18:35 pm which will cost £123 per person for four nights (refer to appendix 3). The guests will have a three-hour free time where they can unpack and have a small sleep before going to dinner. The Chinese guests will then leave the hotel at 21:30 pm to indulge in local Welsh cuisine at Garbo's Uplands Restaurant in the Swansea Uplands, before leaving the restaurant at 23:00 pm, back to the hotel. The group will then arrive back to the hotel for 17/18:00 pm, regarding when the tour ends, and have a two-hour free time to have food, experience the city or just hang around the hotel.

Day 2

The guests will wake up at 08:00 am for breakfast at the hotel. At 10:00 am the guests will then be transported to The Gower, where they will then be taken on a full day tour with the VisitSwanseaBay crew of The Gower beaches to experience the best beaches in Wales and some of the best beaches in the world (VisitSwanseaBay – 2018), this will cost £38 for a full tour per person and restaurants and shops are placed throughout the tour. The tour will take six to seven hours, with frequent breaks in-between.

20:00 pm the guests will then be taken to Tenpin Bowling to enjoy themselves and bowl while grabbing foods and drinks with prices at £7.95 per person, (refer to appendix 4). The group will then leave Tenpin Bowling at 21:30 pm and arrive at the hotel.

Day 3

The guests will wake up 08:00 am for breakfast. The guests will leave the hotel at 10:00 am for Morriston Golf Course. The guests will be at the golf course for the whole day, where they can experience their nations (China's) most popular growing sport in one of Wales's most prestigious golf courses. The entry fees are £18 per person. (refer to appendix 5).

Day 4

08:00 am wake up for breakfast. The fourth day will be filled with activities that will give the guests a feel for the heritage and history of Wales. Starting with a 11:00 am trip to the Welsh Waterfront Museum and at 12:30 pm trip to Swansea Museum. 14:30 pm back to the hotel. The guests have an hour's free time to experience Swansea Market, the biggest in Wales – VisitWales – 2018.

The guests will then head back to the hotel where they will be picked up at 02:00 am for their 06:05 am flight from Cardiff back to Beijing. (refer to appendix 6).

The overall price of the trip is £1, 293.61, which includes: accommodation, all transport and excursions.

The itinerary chosen has the similar set up of the itinerary of LeisureTime, (refer to appendix 7).

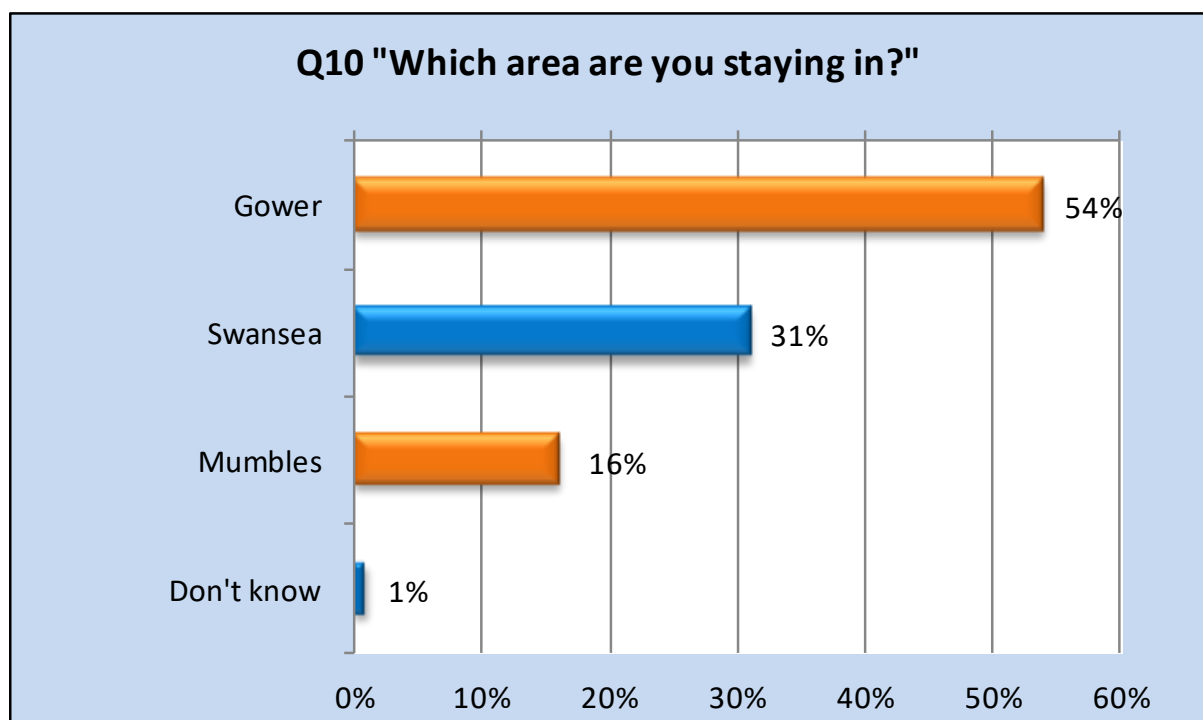
Situation Analysis

Swansea and the Gower peninsular have a range of different activities and attractions through-out their locations, however from the in-depth research conducted it seems to be that other competing cities across the UK for tourists seem to have more to offer. Swansea has next to none monuments and attractions to see, whereas other cities such as London and Cardiff have Big Ben and the Senedd. Swansea needs a major investment for the city, so attractions can be built, whether it be Wales's first aquarium or even to improve the infrastructure of the city as it is very outdated.

For a destination to be successful it needs its own wow factor, and Swansea seems to be very outdated and seen as more of a town rather than a city. Murray, N., Lynch, P. & Foley, A., 2016 state that destinations are increasingly getting competitive and for an upcoming destination to gain popularity it must offer a compelling and different visitor experience.

However, even though Swansea is felt to be outdated The Gower on the other hand is a one of a kind destination for all types of visitors, as The Gower Society & Countryside Council for Wales, 1996 state that The Gower was the first AONB (Area of Natural Beauty) in the UK. The fact that The Gower has this title should bring in a major amount of visitor numbers. Swansea and The Gower Peninsular in 2016 saw 4.59 million visitors according to Swansea Council - (27/03/2017). However, it's not just the city that contributes its worth to the economy but the football team itself is believed to bring £58 million into the Welsh economy according to the BBC (03/01/2013). However, Swansea Council – (2015) believe that tourism expenditure in Swansea and The Gower Peninsular was £400.3 million.

However, from reviewing a graph found on the Swansea Council website it is clear to see that most people who visit Swansea and The Gower Peninsular in 2015 stayed in The Gower rather than Swansea.



Swansea Council – (2015)

Analysis of Key Market Segment

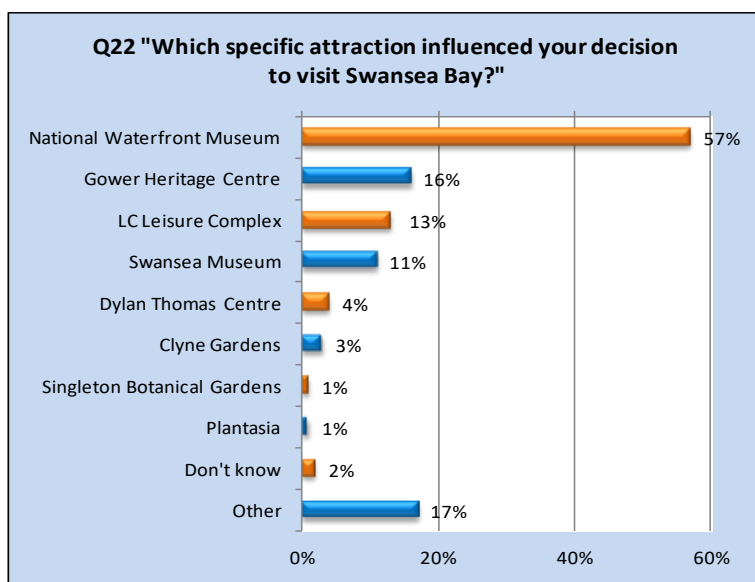
From research conducted on Chinese visitor coming to Swansea in the past, it is clear to see that it is not a very popular destination for Chinese guests. From the Swansea Council – (2015) table below it is clear to see that not a great number of Chinese visitors visited Swansea in both 2012 and 2015, with only 1% of 2,604 people interviewed where Chinese or another ethnic group. This indicates that there is not a lot of Chinese visitors who go to Swansea. However, Swansea Council – (2015) list the main overseas visitors in which Swansea receive: USA, Australia, Ireland, France, The Netherlands and Germany.

Ethnicity	% of interviews 2015	% of interviews 2012
White	96%	96%
Asian or Asian British	1%	1%
Chinese or other ethnic group	1%	1%
Black or Black British	0%	1%
Mixed / other	1%	1%

Swansea Council – (2015)

However, regarding the itinerary chosen for the Chinese guests, the main activity of which was chosen was the golfing activity. In China it believed that golf is an elite sport of which only the rich can play, however, as the trip chosen is lower than £2000, it could be considered cheap for middle and working-class visitors. As the trip is at a reasonable price, Chinese guests could see it as a more favourable trip to Swansea, rather than the rest of Europe, as the itinerary chosen has a golfing excursion included in the overall price. (The Independent – 13/09/2009).

The more Welsh heritage and history excursions chosen, where down to the fact that studies from Hugh Morris. Telegraph - (20/10/2015) that most Chinese visitors like to come to Britain to take photos with certain monuments and attractions, such as Edinburgh Castle. So, the reason behind the heritage sites chosen for the Chinese guests, such as; The Gower and Swansea Museum. Was in-fact to hopefully get repeat business from the guests and get word of Swansea and The Gower Peninsula's beauty out to China.



Swansea Council – (2015)

Marketing Objectives

For this itinerary to go ahead and appeal to Chinese guests, a range of marketing objectives were set in place to find what Chinese guests want and what are the current trends in China.

- What is the fastest growing trend in China?
Golf for the Middle Classes.
- The main reasons for why Chinese guests travel to the UK?
For attractions and monuments.
- To find visitor numbers of Chinese guests going to Swansea.
1% of 2,604 people.
- What influenced people to come to Swansea?
The National Waterfront Museum.
- How will the itinerary reach the Chinese guests?
By advertising at Swansea University, as they have great links with Chinese business men/women and social medias.
- What are the most popular social media sites in which Chinese people use?
WeChat.



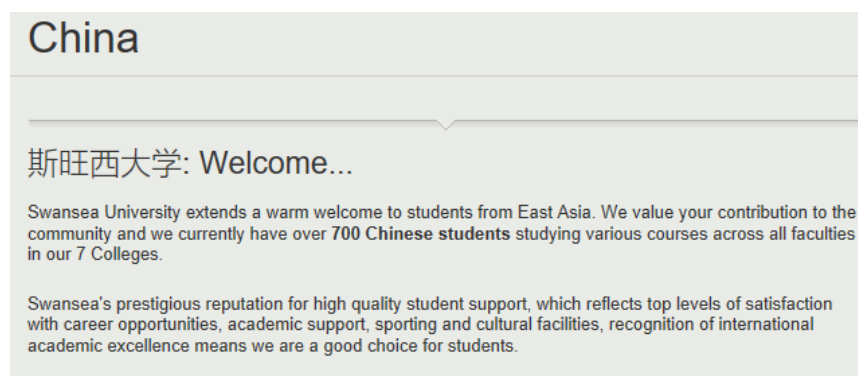
Marketing Mix

The plan of which the itinerary would be delivered to Chinese guests is by the form of social media. China's most important social media platform is WeChat, having over 400 million people download the app in China since 2011, Philip, M., 2017. WeChat allows its users to text and voice chat with people all over the world, weather it be the UK or China. This will be a great way for the itinerary to reach the Chinese guests, without spending money. As the social media platform is available for free and for the people in the UK to download it means that the itinerary can be sent to the Chinese guests free of charge.

The app allows its guests to search an area of the world and connect with people who have downloaded the app in their certain country. This again is cost effective, as money will not be sent looking for names and buying numbers of different organisations, as WeChat allows their guests to do so for free. WeChat. (2011).

The itinerary will then be sent to the people of China with WeChat in hope to create interest and word of mouth promotion for the itinerary. As China will be selected and the same text of the itinerary and contact details will be sent to all the Chinese Guests.

Another plan for promoting the itinerary would be to handout leaflets with itinerary and information on, around the university. This will be conducted as Swansea University has major links with Chinese investors and have several Chinese students at the university. Swansea University currently has 700 Chinese students studying a ray of different subjects. Swansea University. (2018). This will hopefully create word of mouth for the Chinese guests, by telling their friends and families who maybe coming to visit them and have nothing planned for when they're in Swansea.



Swansea University – (2018)

Summary

This report contained a detailed four-day itinerary target at the Chinese visitor market, for Swansea and The Gower Peninsular, with appropriate excursions for the guest to go on and all their recent trends that are assumed for their country. This report is also backed up with facts and statistics for the visitor numbers and the main locations in Swansea and The Gower peninsular. Explained in the report is also the way of which the itinerary is planned to be marketed for the Chinese guests. Social media and leaflets were the market chosen for the advertisement of the itinerary, as it contacts people in China and people in Swansea already to advertise to their friends and families back in China.

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Appendices

Appendix 1:



Ford Transit or Similar

This car is likely to sell out soon!

- 9 Seats
- 4 Large bags
- Air Conditioning
- 4 Doors
- Manual gearbox

People Carrier

Limited stock

Price for 5 days:
~~£459.65~~
£421.73

Book Now, Pay Later

Free Cancellation

Book Now

Save for later

Alamo Important information

8.3 Excellent (10+ reviews)

Fuel Policy: Full to Full

Mileage: Unlimited

Cardiff Airport In Terminal

We give you the following for FREE:

- Cancellation
- Amendments
- Theft Protection
- Collision Damage Waiver

Appendix 2:

Departure: Monday, 21 May

Duration: 12h 50'

Departure 10:55 Monday, 21 May

Terminal: 2 **Capital Apt** (PEK) Beijing – China

Arrival 15:20 Monday, 21 May

Schiphol (AMS) Amsterdam – Netherlands

Xiamen Airlines (MF 9801)

Operated by: Klm Royal Dutch Airlines

Class - Tourist

Duration: 1h 05'

Check boarding time and gate in the airport Change.

15:20 Monday, 21 May – 16:25 Monday, 21 May

Departure 16:25 Monday, 21 May

Schiphol (AMS) Amsterdam – Netherlands

Arrival 16:45 Monday, 21 May

Cardiff-Wales (CWL) Cardiff – United Kingdom

Klm Royal Dutch Airlines (KL 1063)

Operated by: KLM CITYHOPPER

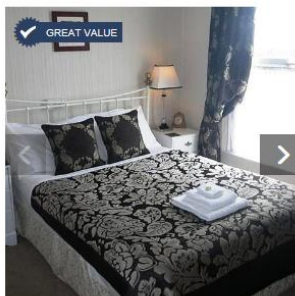
Class - Tourist

Appendix 3:

Alexander Hotel Swansea ★★★★★

1.2 mi from city centre, Swansea | [Show on map](#)

9.0 Superb
Based on 286 reviews



Booking.com

Only 1 room left!

£123
For 4 nights

View Deal

Expedia

FREE cancellation Only 1 room left!

£114
For 4 nights

>

ebookers.com

FREE cancellation Only 1 room left!

£114
For 4 nights

>

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Appendix 4:



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Bowling

Family Offers

Games	Adult	Junior
1 Game	£7.95	£6.45
2 Games	£13.70	£11.20
3 Games	£19.45	£15.95

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TENPIN SWANSEA

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VISITOR INFORMATION



GREEN FEE PRICES

Monday (All Day)	£10.00
Midweek	£18.00
Summer Midweek Twilight	£12.00
Summer Weekend Twilight	£14.00

Appendix 6:

£572.36*	One way price per passenger Price breakdown
06:05 - 09:50 +1 day Cardiff (CWL) to Beijing (PEK) operated by KLM CITYHOPPER	7 seats left 20h 45' 2 stops Check-in baggage included
✓ Free cancellation within the next 20 hours	
Book now	

Appendix 7:

Holiday Details

Accommodation

Itinerary

Excursions

Includes

Pickups

Important Notes

Day 1

After joining the coach, we head towards our destination that will have coffee/lunch stops along the way. We expect to arrive at our hotel late afternoon.

Day 2

Traditional English breakfast followed by free time. Dinner and entertainment at the hotel.

Day 3

After breakfast we make our way home. After stopping for a coffee/lunch break, we continue homewards.

Appendix 8:

PEST Analysis

Political:

A vision of Swansea's future will be shared with several different Chinese decision makers, who could potentially further the international investment in to Swansea. Swansea Council - 2015.

Economic:

Swansea has forged links with Wuhan, a Chinese city which go back as 1855 and create tourism, as the Wuhan Hospital send its students to Swansea University. Swansea Council - 2015.

Social:

Beijing University rugby tournament, Swansea University are the only overseas university to be invited to the games. This could cause word of mouth tourism and even exchange students to Swansea. Swansea Council – 2015

Technological:

Swansea council leader will show the Chinese government a fly through video of the regeneration of Swansea if major investment was to be partaken. Swansea Council – 2015.