

THE COMMUNICATION MIX

GOWER TOURS

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WHAT WE ARE GOING TO PRESENT

- Our target market and why we chose it
- A brief overview of the itinerary
- What is integrated marketing communications (imc)?
- Suitable media marketing for our chosen group target
- How we will advertise our itinerary
- A logo and poster for our organisation

OUR TARGET MARKET

- Families with children
- Domestic tourists from around the UK
- Our aim is to increase the tourism in Swansea and around The Gower Peninsula.
- There are many activities around Swansea and The Gower for all ages.
- Cheaper than a holiday abroad

A BRIEF OVERVIEW OF THE ITINERARY

- 2 night stay, 3 days of activities
- Continuous itinerary that you can book in the summer, from may to September
- Each day will include 3 activities, all age and gender friendly



BRIEF OVERVIEW CONTINUED

- Based on the coastline of Swansea and the gower peninsula
- Travelodge 2 night stay
- £500 for a family of 4, £125pp including breakfast, accommodation and activities
- Activities include, lc2 swimming and rock climbing, Waterfront museum, Pony rides, Mumbles arcade, lifeboat building in Mumbles, Port Eynon walking, rock hopping and paddle boarding.

WHAT IS INTEGRATED MARKETING COMMUNICATIONS? (IMC)

- Integrated Marketing Communications, also known as IMC ensures that all forms of communication are linked together.
- Promotion is one of the P's in the marketing mix. Promotion has its own mix of communications.
- Integrated marketing can be a lot of effort but it does have its benefits, these can include;
 - Competitive advantage
 - Boost sales and profits
 - Saves money, time and stress
- Integrated Marketing Communications increases profits through increased effectiveness as a unified message has more of an impact rather than a disconnected number of messages.

APPROPRIATE MEDIA MARKETING FOR FAMILIES WITH CHILDREN



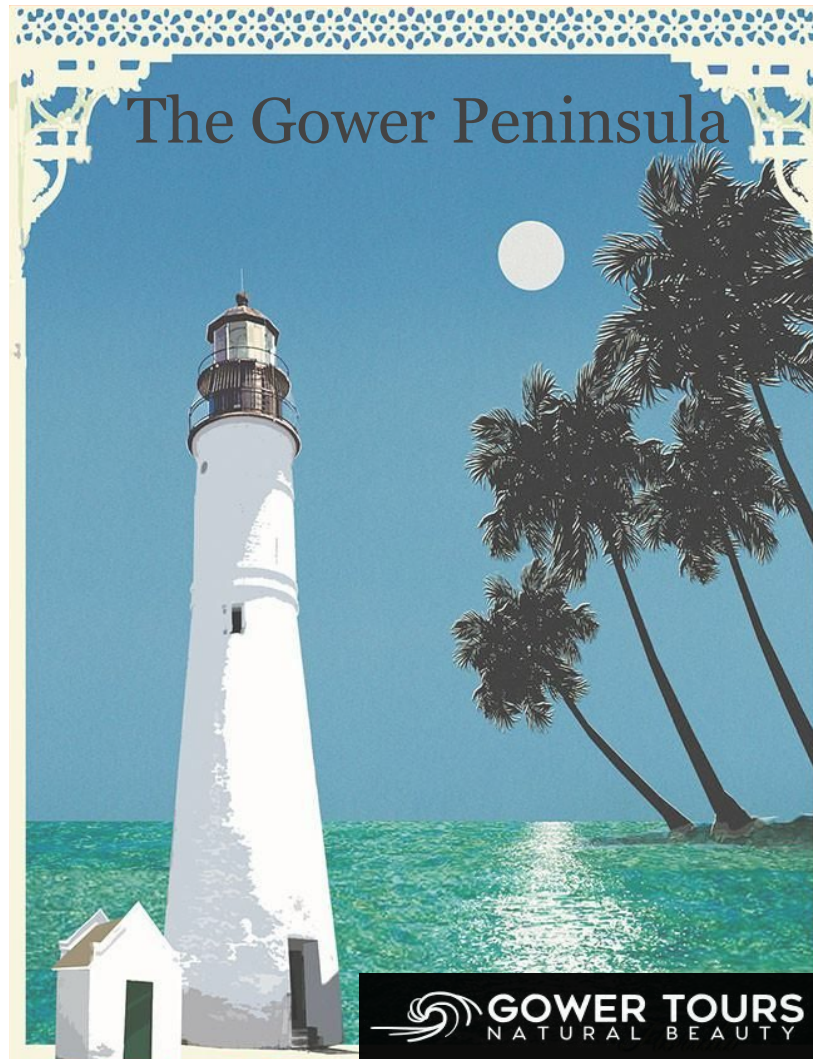
- Social media including Facebook, Twitter and Instagram.
- Online
- Posters
- Leaflets
- Travel agents (window advertisement)
- Radio advertisements
- Small advertisement in a newspaper

VISUAL DISPLAY OF BRANDING

LOGO & UNIFORM



POSTER



ANY QUESTIONS?