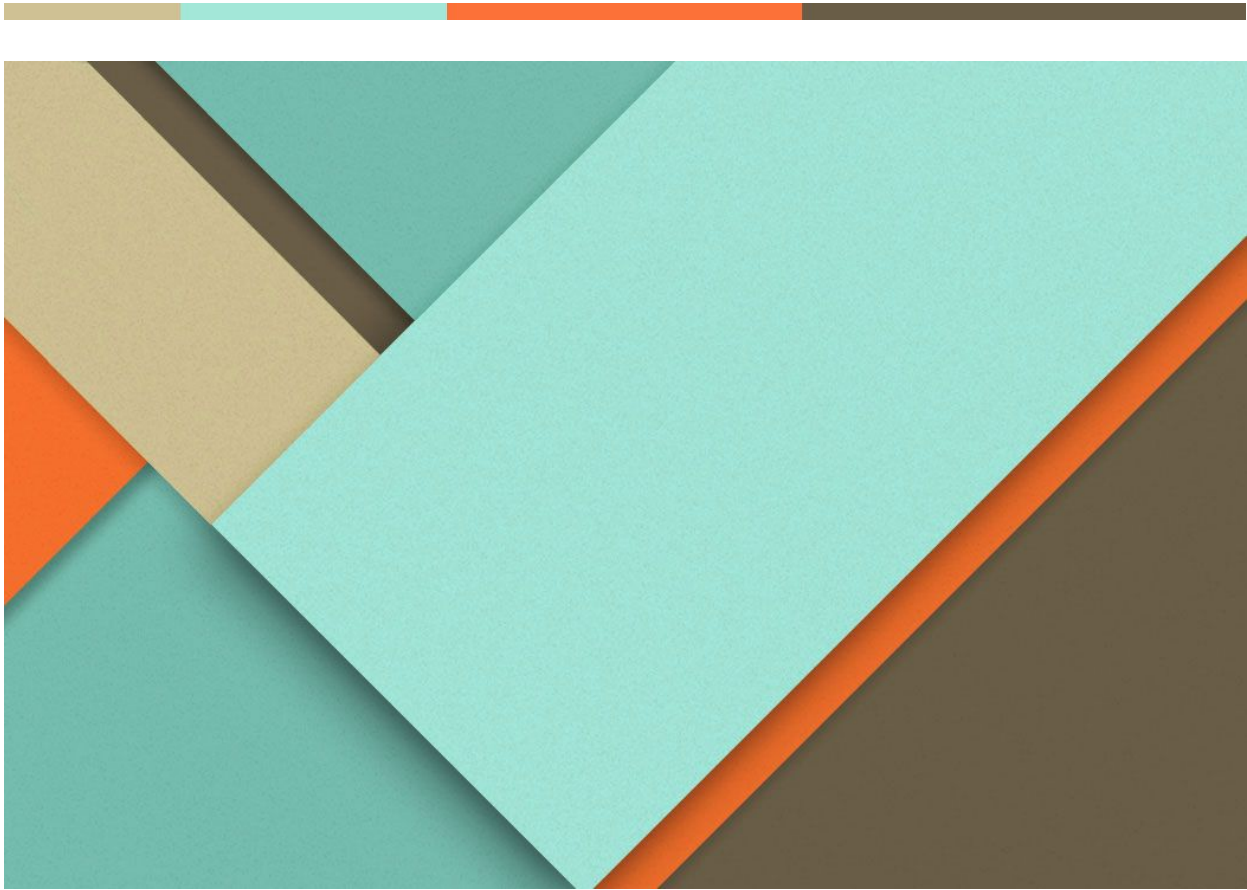




Marketing Plan

M4X02102

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1. Executive Summary

This report will be creating a product that would be suitable for Eco-Tourists. An analysis of the Swansea and Gower area then assesses the suitability of the location and determines what existing elements the location already has to offer. A PEST/LE and SWOT analysis have been used to assess the internal and external factors that could affect the decisions made in creating the product. After further research into Eco-Tourists this report then defines the mission statement and aims it has developed that can be used to assess the success for the product. Using the 4 P's, this report then explores the details of the product (Itinerary), what estimated cost could be charged, where and why the specific section of the Swansea Gower had been chosen and discusses what promotional techniques could be used.

2. Destination and Product Description

The Gower Peninsula is a nineteen mile long stretch of coast that spans just off Swansea Bay from The Mumbles Pier, through Rossilli and continues up to the west. According to WorldPopulation.com (2017), in 2017 Swansea had an estimated population of 317,000 and the Swansea Council estimated a population of 3,600 in the Gower area in 2016 (Swansea Council, 2018). Besides from this sum of local residents, Swansea and the Gower area also receives a surge of tourist attraction especially throughout its summer months.

Throughout the coastline visitors can experience the vast beaches and renowned rocky cliffs that makes this section of Wales an aesthetically pleasing attraction to visit (Visitswanseabay, 2018). It could be argued that the mass of visitors the Gower Peninsula receives every year can be accredited to its display of history and culture or simply due to the scenery and its award for Britain's first Area of Outstanding Natural Beauty which was presented in 1956 (Coffey, 2014). Either way, Swansea and The Gower Peninsula have a range of activities and accommodation to provide for most any demographic.

A survey by Swansea Council estimated that 2,064 people visited Swansea and the Gower area in 2015. Around 50% of them stayed for at least one night and 75% had travelled from outside Wales . This survey also showed that 54% of the visitors who spent the night preferred to stay in the Gower rather than Swansea, and the highest ranked reason for their visit was for the beaches and coastal areas (SwanseaCouncil, 2015).

To attract and maintain visitors appeal to the coastline, public and private companies have a variety of activities on offer. To provide for its thrill seeking visitors, Swansea Bay is the destination of 360 beach and water sports. This company allows visitors to take part in activities such as surfing, volleyball, kayaking and paddleboarding (360Swansea.co.uk). Further up the coast other companies offer more inland thrill activities such as rock climbing, abseiling and cliff diving. However, this area also caters for those who would prefer to relax or capture as much of the scenery possible. For these visitors there are open beaches, nature trails, cliff top cafes and picnic tables throughout (Visitswanseabay.com).

From the research gathered in the destination analysis, this report will be creating a three day itinerary that will consist of activities and accommodation that would be appealing to Eco-Tourists. This demographic has been chosen due to the high percentage of people who travel for the nature and scenic aspect of the Gower peninsula. The accommodation will be based in the Gower also due to the statistics shown in this research.

3. Situation analysis

PEST/LE and SWOT

Political/Economic/Strengths

The most evident political issue that has changed the way visitors travel within Britain is the implementation of Brexit. Due to exchange rates, it is now more affordable for international tourists to visit Britain. This has been witness in the mass of American visitors that have traveled to the UK since the British pound weakened (Morley, 2017). However, to access the coastline visitors will need additional transport. Due to the increase in petrol prices this may result in a lack of affordability to travel from the mainland, to the outer coastal area (Smith, 2018). However, as the Gower attracts tourists due to natural resources it reduces the money people have to spend whilst there, this may persuade tourists to spend on the petrol as this is may be the only thing they pay for. Another factor that may affect the Gowers attraction is the rise in food prices. The Gower Peninsula is well known for its fish and chip outlets and is an iconic part of the destination. Due to the price rise in food importation, around 10,500 fish and chip shops throughout the UK, including the Gower, are going to be affected and amount of product may lessen (Waugh 2016).

Technological/Weaknesses

As the demographic for this report is focused on the environment, including too many technological elements may reduce their experience and satisfaction. The only elements that have to be technological is the booking system and transportation. Online booking systems is an easy and secure way for people to book and pay for experiences and accommodations online. These systems also reduces the possibility of issues occurring, such as double booking or over booking an activity (Dunster, 2017). This has become essential to some people who worry about giving out their bank details to any business. Transportation is also a necessity for visitors to travel from their residency to the assembly point. However, once there the majority of travel will be on foot along the nature trails until a destination is unfeasibly far to walk. However this may be viewed as a weakness as it is focused on only one demographic. Young teens and adults have become enveloped in technology and this natural area may not appeal to them. The weather is also another weakness factor. Little wet weather activities may reduce the amount of visitors during the winter and wet weather seasons.

Full PEST/LE audit can be found in appendix A and SWOT in appendix B.

4. Analysis of Key Market Segments

According to BBC (2014) 'Ecotourism encourages visitors to a country to leave a small carbon footprint, to the benefit of local communities and environments.' It has been estimated by an that in 2000 nearly 20% of international travel has been accountable to Eco-Tourism (Trails.com).

A person who is attracted to Eco-Tourism has a deep rooted passion for nature and its preservation. To attract this type of customer, the destination is crucial. Inland areas that have little natural environmental aspects will not appeal to this demographic. The activities and accommodation that would be most used by Eco-Tourists are ones that are environmentally friendly and have a continuous sense of nature.

It could be argued that to reach these customers a company would be most successful if they worked closely with nature groups and preservational organisations. This would gain the company access to promote to all of their volunteers and others who appreciate their work.

5. Marketing Objectives

The marketing objectives of this report will be defined as a mission statement and set of objectives. Using the analysis of the destination and chosen demographic, an aim can be formed to determine what elements will be achievable and successful to a company. This aim is the core element of a mission statement. The objectives then provided a description of how a company wishes to achieve this set aim. For this report the mission statement will include; the destination, demographic, price and level of satisfaction. These elements have been chosen due to their relation to what will make the itinerary successful.

Mission Statement

'To produce a low cost, attractive product that will entice Eco-Tourists to Swansea and the Gower Peninsula whilst fulfilling their passion to explore and care for the environment.'

Objectives

'To determine what the Gower Peninsula has to offer Eco-Tourists geographically, and what existing products cater for their needs'

'To analyse my demographic and establish what elements attract them to a product/destination'

'To produce a three day itinerary that includes activities, events and accommodation that will satisfy the needs of an Eco-Tourist'

These objective have been chosen as they are specific, measurable, achievable, realistic and timed.

6. Marketing Mix

Product:

As the demographic chosen in this report thrives from natural environments, choosing to work with the events held by the National Trust will ensure that all the activities will be suitable to Eco-Tourists. The itinerary will also be quite relaxed. As Eco-Tourists aim to relax and enjoy their surroundings, there will be periods of time in which the participants will be able to spend their time as they wish.

The itinerary will begin on the 6th April at 10:50am. This date was chosen as it is during the Easter Holidays so there will be more opportunity for people to attend. The participants will meet at the National Trust shop in Gower. Ten minutes will then be allotted for sign in and introductions between the participants themselves and the staff.

From there they will then take part in '50 things at Rhossili' between 11am and 4pm. This event sends participants into the Gower, Rhossili area to try and scrapbook as many of the 50 different leaves and flowers as possible (SwanseaCouncil 2018). This has been chosen as the first event as it gives the participants free range to explore the nature and environment the Gower has to offer.

Between 4pm and 5pm the participants will then be led on a short walk through the nature trails to their accommodation in Scamper Shepherds Huts. The participants can either bring tents or pay to spend their nights in five person 'Glamping' huts. This accommodation offers a free of charge BBQ with every hut purchased (Bulson 2018). To allow the participants to use the BBQ's, at 6pm group will be led to the local produce shop so they can purchase local meats to have as their dinner. If any participants wish to not have BBQ food, a small mini bus will be on offer to transport them to local restaurants if they wish. After food there will be a campfire, local beers/wine and music and the participants can choose to continue socialising, or return to their huts/tents with their own company.

After a 9am start the participants will be taken to Dryadbushcraft for 10:30am. This activity will teach the participants how to build shelters, find wild foods, how to set traps and track animals (dryadbushcraft 2018). Once this activity finishes at 5pm, the participants will receive a symbol of completion which will possibly remind them of this activity and may persuade them purchase this product again. Once back at the accommodation, there will be an opportunity to walk back down to the coastline to experience the starry skies and night time wildlife during the last evening in the Gower.

Price:

The price for this product will vary on the activities and accommodation the visitors wish to choose. As this product is linked with the National Trust the first day will consist of free activities that the company offers to all visitors to the Gower area. This product will also not cater for any food or drink throughout the day and will supply some alcohol and hot drinks the first night and a complimentary BBQ on the second night for those who attended the night time experience. Dryad bushcraft will also be booked as a group experience so the price will be split between attendees.

Estimated prices:

Activity:	Price:
Hut lodges	£30 for 5 people, per night
Tents	£7 a night per tent (Max 4 people)
Dryad bushcraft	£10 each
Full experience: Hut lodges	- £110 per 5 people - £22 per person (if willing to share accommodation)
Full experience: Tents	----- £54 per 4 people £13.50 per person (if willing to share accommodation)

Place:

The Rhossili area of Gower has been chosen for day ones experience and both nights accommodation due the research completed prior to the product creation. The high percentage of people that said they'd prefer to purchase accommodation in the Gower rather than Swansea city center means there is a possibility more Eco-Tourists may also follow this belief (SwanseaCouncil, 2015). The place of accommodation was also chosen due to what it offered. The outdoors atmosphere of the lodges still relates to the environment and nature that Eco-Tourists have a passion for but also have solid structures if there is potentially wet weather during the nights. The place the activities of the first day and night time experience was chosen due to the scenery that Rhossili has to offer. Also this area is where one of the National Trusts shops are based so the visitors can browse other opportunities the company offers.

Promotion:

As Eco-Tourists tend spend their leisure time outside experiencing and preserving nature there is a high possibility that they have heard of or have been to the National Trust. Due to the link between this product and their company this will allow promotion of the product to be advertised in the National Trusts bases and online website. Doing this will open a higher possibility of reaching the chosen demographic of this product. This product may also be promoted on the Visit Wales website or the Swansea events calendar.

7. Summary

In summary this product is designed to attract as many Eco-Tourists to the Gower area as possible. If successful, this influx of Eco-Tourist may not only increase Swansea and the Gowers economy but create an Eco-Tourist relationship in which Gower may become perceived as somewhere they will regularly travel too. If successful this product may also be altered to become suitable for all seasons in the events calendar and adjusted to become suitable for all weathers. The Dryad Bushcraft activity may also open up the age range of this demographic by attract younger children who enjoy getting muddy and camouflaging themselves and showing them the attraction that nature and its preservation can have.

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9. Appendix

Appendix A: PEST/LE analysis

Topic	Comments
Political	Brexit- More american tourists. Less British can afford to travel so may influence local tourism.
Economic	Linked with political. Price rise and the British pound is worth less. Fish and chips are iconic in Gower, petrol rise- may cause unaffordability.
Social	Protected by the locals, determined to maintain the natural beauty, some affected by the mass tourists in the summer- Gower. Swansea/Mumbles beaches can be dominated by drunk locals and students.
Technological	As their Eco-Tourists, better to include less technology as possible. Asides from booking and transportation. Swansea is dominated by technology, cars, lights, noise pollution from bars/houses. Gower is quieter and more natural.
Legal	The Gower has had an Environmental protection act since 1990. However after a failed partition to ban lights in some sections to maintain the dark scenic areas, in 2005 the act was amended by Clean Neighbourhoods and Environment Act to now include artificial light as a statutory nuisance. This will mean that lights will only be deemed as not a nuisance if they are only directed in the area that needs it. If the light pollution over flows into woodlands or areas that will potentially affect customer experience or animal sleeping patterns the owner will be given a notice. If unchanged they will be prosecuted.
Environmental	Outstanding natural beauty award, beaches, beach cleans, rocky cliffs, protected by a variety of

	laws- Gower. Mumbles/Swansea has litter issues, light pollution and sound pollution as its so close to the city centre.
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Appendix B: SWOT analysis

Strengths	Attracts most demographics; couples, thrill seekers, families, empty nesters, eco-tourists... Has a strong selling point (Outstanding natural beauty). Endorsements from nature preservatists and local companies. Uniquiness.
Weaknesses	Lack of technological activities may remove teens from appreciating the gower's opportunities. Lack of wet weather attractions.
Opportunities	Expand winter events: Winter wonderland/air show. Short package breaks- Like the one in this report.
Threats	Bad weather that's unpredictable. Makes seasonal changes hard, no structure.

Itinerary

Saturday 7th April

10:50am - Meet at the National Trust Shop, Gower.

10:50/11am - Admin, Sign in. Introductions.

11am/4pm - 50 things in Rhossili.

4pm/5pm - Visit accommodation (Scamper Shepherds Huts)

6pm/8pm - Local produce shop, or restaurant.

8pm onwards - Free time to socialize around a campfire or have some private time with their company.

Sunday 8th April

9am - Wake up call

9am/9:30 - Breakfast

9:30/10:30 - Bus to dryadbushcraft.

10:30/5pm - Learn about surviving in nature/Trying wild foods

5pm/6pm - Travel pack to the accomedation



6pm/6:30- Time to change out of muddy clothes and shower

6:30pm - 8:30pm - Night time experience OR restaurant

8:30pm onwards - BBQ for those who went on the night experience, and free time.

Monday 9th April

9am - Wake up call

9am/11pm - Breakfast and packing

11pm/2pm - Final time to visit tourist locations

2pm - FINISH