

Folly Farm Adventure Park and Zoo

This report will be covering the details of the World Travel Market and the type of stand that Folly Farm will be hosting in the year 2023. The report will be covering the details of the layout of the stand and the Financial liability of the event. In the report the different marketing and tourism theories will be displayed to show why it's important to make the stand unique and interesting to create interest for consumers. The short-term goal of the stand will be to create excitement and marketing opportunities for the company. The long-term goal will make a profit from the event. Finally, the main purpose of the report is to summarise and conclude if a Folly Farm stand will be financially viable with a positive ROI after the event.

The world travel Market is a well-known business to business event where companies from all around the world come to sell their products and services to try and expand their businesses to new areas of the globe. Currently the world Travel Market is hosted in the Excel centre in London where over seven billion of industrial sales are made in the conference every year, (WTM.com). The Excel centre in London is perfect for the event because it has great transportation links and facilities for business travellers to use on their journeys. The Excel centre has a total area of 100,000 metres squared floor space to hold exhibition stands, (Excel London.com). The world Travel Market was launched in 1980 at the Olympia creating the start of the World Travel Market as we know today, (WTM.com). Today we see over 30,000 business travellers attend the event to make business to business deals.

The World Travel Market 2022 is the second year that held the event in person after the Covid-19 Pandemic as the pandemic made the event turn into an online event only in the year 2020. This meant that the year of 2022 was extremely busy as business owners were eager to start making business deals again in person. According to (WTM Team, 2022), "WTM London saw ministerial representation from 55 nations across the world- up 15% on 2021, 165% increase in exhibiting personnel versus 2021, and over 1500 media in attendance- representing over 70% increase on 2021". Included in those 55 nations is Wales.

In 2022 the Welsh stand was in the UK section of the building which included England, Scotland, Northern Ireland and Wales. The Welsh stand had Welsh companies included on it including Caerphilly Castle and Adventure Tours UK, (Visit Wales 2022). An advantage of the Welsh stand in 2022 was that it had well known and great companies that were being advertised to other companies to do business with. On the other hand, the Welsh stand had a lot of negative feedback. The main feedback was that the Welsh stand was not very

inviting and was easy to miss with other countries catching people's attention and taking away sales from Wales.

Folly Farm Adventure Park and Zoo is a company who wants to have its own exhibition stand in the World Travel Market 2023. Folly Farm is a park where families can come to enjoy seeing zoo animals or even enjoy themselves in the fairground and play area. For 2023 Folly Farm aims to provide an attractive stand in the World Travel market to catch the eye of potential new business opportunities with tour companies from other countries to come visit Folly Farm in large groups. The main objective of the stand at the world travel market is to provide deals to tour companies to visit Folly Farm to try and increase visitor numbers in the park.

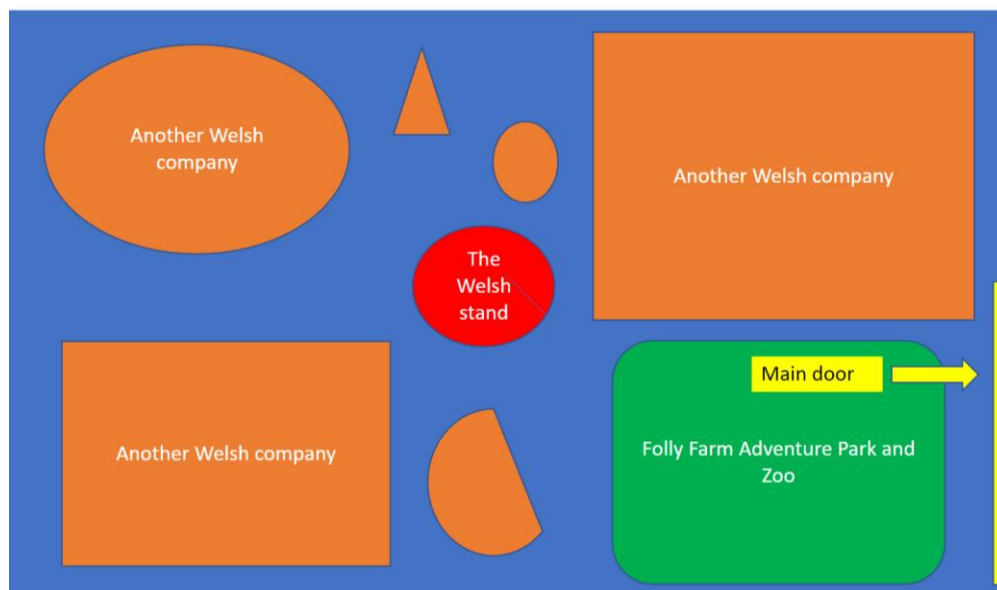
The target market for Folly Farm will consist of inbound and domestic tour companies who run tours for families in and around Pembrokeshire. It will be important for Folly Farm to use the four types of market segmentation including demographic, psychographic, behavioural and geographics to ensure they hit companies running family tours. The Folly Farm stand will consist of eye-catching visuals and live animal experiences. This is important as Middleton, Fyall, A., & Morgan, M. (2009) states "One of the classic definitions of marketing is that it is the process of satisfying customer needs." this means that it is important that Folly Farm get their stand right to impress and satisfy the businesses. Folly Farm also need to ensure that they offer quality and reasonable products and services to its clients to make lots of sales. Kotler P, Armstrong G, Harris, LC, Piercy N (2013) states "Administrative & social process through which individuals & groups obtain what they need & desire by the generation, offering & exchange of valuable products with their equals." For Folly Farm to achieve this they can use the "AIDA" method to attract business by using attention, interest, desire and action.

Folly farm can also use a "SWOT" analysis to find the strengths, weaknesses, opportunities and threats (Dolnicar, S., Leisch, F., Grün, B. 2018). Folly Farm can use these for strategic and tactical planning of their stand to make the stand more eye catching. Folly Farm also needs its stand to provide the basic needs and wants of consumers. This can include aspects from Maslow's law including biological/physiological needs, affection and belongingness and esteem needs. Without using aspects of Maslow's law the stand will be on a disadvantage as you won't pull the interest of your consumers. (FH Stralsund, 2002)

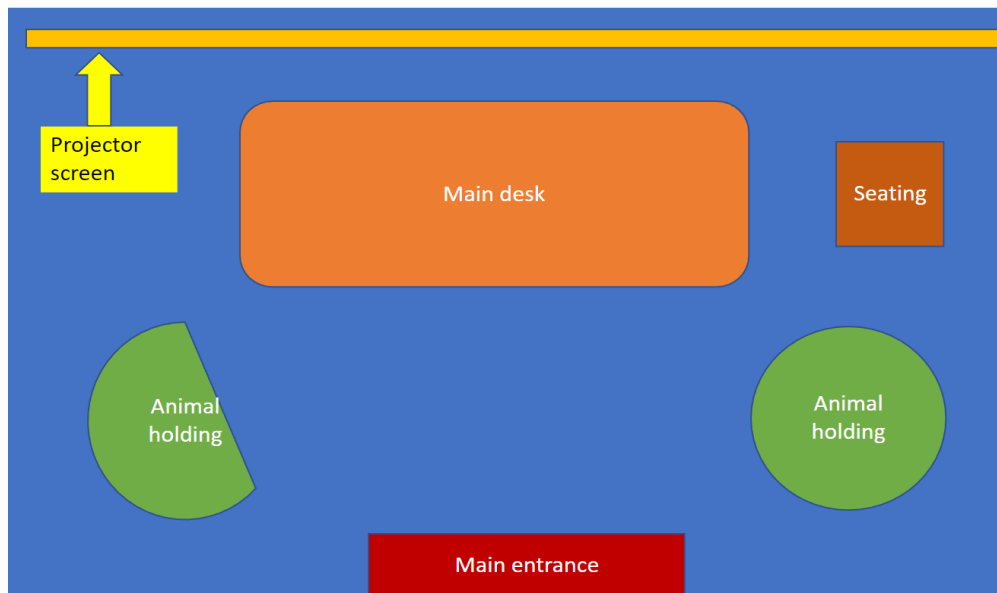
Folly Farm has a range of competitors as Folly farm is in Pembrokeshire, Wales which has a high level of tourism and hospitality organisations. Some of its current competitors include Oakwood theme park which is located a couple of miles away which is a family theme park that has the same target market as Folly Farm. Another competitor is Heatherton World of Activities which also attracts families which can take customers away from Folly Farm.

Using the general sense of the four Ps of marketing price, place, product and promotion Folly Farm can create the perfect stand to create a sense of place. (Koc, & Ayyildiz, A. Y. 2021). The Folly Farm stand will be in the United Kingdom section of the World Travel Market next to England, Scotland and Northern Ireland as the stand will be located under the Welsh section of the stand. The stand will be set up in the Corner of the Welsh stand right in front of the main door where people come in and out of the UK section so that the stand gets the right attention it deserves. The size of the stand will be 10 metres squared which is big enough to fit everything in it.

The stand is going to consist of a main desk where business can take place and then the stand is going to be surrounded by employees of Folly Farm who offer an experience to consumers of holding onto snakes and spiders to help promote the stand on social media as people will be taking photos. Behind the main desk and animal experiences will be a big screen that showcases what animals and products and services that Folly Farm has to offer its guests. These videos will use the appropriate hashtags to help further promote the stand on social media. The colour of the carpet in the stand will be green because it represents not just Wales but also nature. In the background there will be the sound of tropical animals to further gain people's attention.



The staff on the stand will be wearing the Folly Farm uniform with the branding of Folly Farm all over the desk. The desk will have leaflets on it so people can pick them up and take them away if they want further information. Or they can scan the QR code on the desk to find out information on their phones. Folly Farm will also be sponsoring the RSPCA on their stand to help raise awareness on animal abuse by using the logo in the video in the background. To evaluate the success of the stand there will also be a feedback QR code on the desk so when business is completed they can fill out the questionnaire online at any time or place.



Folly Farm will have a range of different finances from hosting their stand in the World Travel Market. The first cost will be the price of the stand itself. The stand will cost Folly Farm between £1500-£3,500 for the table chairs. The projector screen in the background will cost £1020 to higher. The staff will be paid their normal rate of pay plus extra bonuses at the end of the year. The cost of bringing the animals to the event will be £2000 because transportation and storage is needed to keep them safe. Additional costs such as leaflets, pens, sound system, carpet and posters will come to another £1000. Altogether the stand should cost Folly Farm £7020 for the three days. This makes the event financially stable if Folly Farm get enough sales to tour companies. To create a positive ROI and make profit Folly Farm needs to sell tickets to 15 tour companies if Folly Farm gets £500 per tour. From the strategy Folly Farm has in place for its stand they will be on track to make a profit in the year of 2023/2024.

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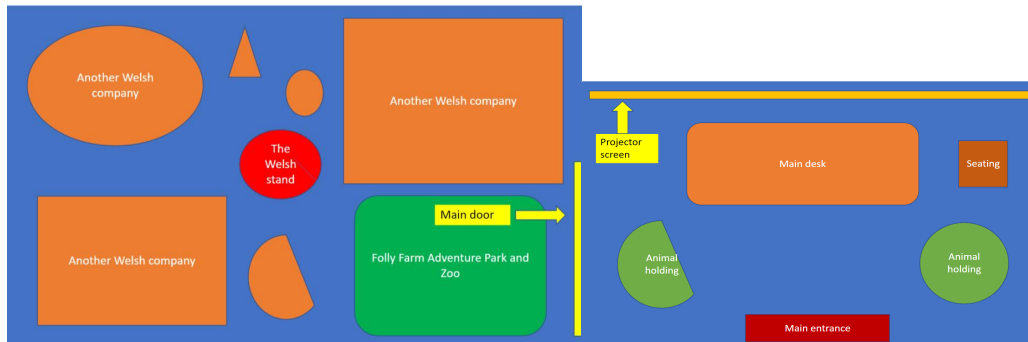
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Appendices



Folly-Farm.co.uk





Personal work