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Introduction

This report is a marketing plan to effectively promote Wales as destination in the WTM (World Travel Market) which takes place in London annually in November (wtm, n.d.) This report will discuss many key concepts such as SOSTAC, the 4PS and Ansoff's Matrix. The WTM stand will be planned using SOSTAC (Situation, Objective, Strategy, Tactics, Action and Control) and will be discussed throughout the report (Smith, 2020). The four P's of marketing stand for product, price, place and promotion (50Minutescom, n.d.). Ansoff's Matrix is a planning tool which helps businesses to evaluate and identify growth opportunities. (Peterdy, 2024) Some of the points will be backed up by the appendices which contains information that could not be included in the report but is still necessary to back up some points.

Situation Analysis

Wales is currently using adventure tourism such as the walking trails, mountains and outdoor activities as a selling point for the country, however they need to target a larger market. (Rough Guides, 2015)

Wales capitalizes on the cultural aspect of tourism which brings in a wider range of cultural tourists. Over 10 million tourists visit Wales cultural and heritage attractions each year which means that it is effective in bringing tourists to the country (The National Lottery Heritage Fund, 2016).

69% of people who look at Visit Wales are from the United Kingdom which makes the majority of tourists who visit Wales domestic tourists. The age that looks at Visit Wales the most are 25 – 34-year-olds at 23% which means that Wales appeals to young adults. People who look at this website also look at National Trust and Zip World so many people who visit Wales are interested in adventure tourism. This makes the target market and demographic clear, domestic adventure tourists in their twenties and thirties. (Similarweb, n.d.) (VisitWales, 2019)

After doing a lot of research and making a perceptual positioning map comparing different adventure tourism destinations, (Appendices 1) I have discovered that Wales is the best destination for the demographic as it's a budget friendly adventure holiday destination even though it may not have the best weather. (Responsible Travel, 2024) (The Adventure Mannual, 2023)

There are a lot of collaborators who work with Wales to promote the country like attractions in Wales such as Folly Farm, the Principality Stadium, Brecon Beacons and Cardiff Castle.

The Welsh Parliament are introducing a tourist tax for those staying overnight in Wales (Deans, 2024). This tax will go towards improving Wales for tourists like upgrading transport, cultural preservation and creating amenities that benefit both locals and tourists (Osti and Rhys ap Gwilym, 2024).

Tourists who visit Wales have the opportunity to be educated about Welsh traditions, culture and language, this can be used in the WTM by using traditional Welsh crafts (lovespoons) and food (welsh cakes) on the stall (Hwb, 2022). (Appendices 2)

Objective

The goal and reason for marketing Wales at the WTM is to increase tourism in Wales. This can be demonstrated through the SMART goal which is to increase the number of visitors to Wales by 15% by the end of 2025. (O'Neill and Conzemius, 2009) Wales received 892,000 visitors in 2023 and to increase this by 15% it would be 1,025,800 (Gov.wales, 2024) This is attainable as there is a new marketing strategy and two years to achieve it.

Strategy

There are four ways Wales can achieve the goal of increasing customers using Ansoff's Matrix. They can put out televised advertisements reminding people of the great things Wales has to offer such as the castles and beaches. They can focus on the natural beauty such as Bosherton Lily Ponds, Botanic Gardens and Colby Woodland Garden which tourists wouldn't usually be informed about (National Trust, n.d.), (National Botanic Gardens of Wales, n.d.). Wales could focus on a different customer demographic, for example, advertising to the elderly as Wales is a peaceful place to go on holiday (Bachmeier, 2009).

People may visit Wales due to a nostalgic attachment; they may have grown up there or had fond childhood memories there. Wales can use this as a way of marketing by using warm imagery of families throughout their advertisement as a way to spark that nostalgic

attachment. For example, the Visit Wales (2024) TV advert features families and young children playing.

Social media is an essential key in marketing as it gets the message out across various audiences cheaply and quickly. Wales could include links to the Visit Wales social media on the WTM stand so that tourists who visit the stand will have something interactive to look at if they need more information about the country. (Visit Wales, 2024) (Instagram, 2024)

Tactics

The communications mix blends personal selling, sales promotion, advertising, public relations and direct and indirect marketing tools that a company uses to develop customer relationships and communicate customer value (Kotler et al., 2018). An organization has to build their communications mix to stay current in the modern world (Ngwainmbi and Levi Zeleza Manda, 2023).

Wales uses indirect marketing through the films that have scenes in Wales such as Harry Potter and the Deathly Hallows which filmed part of their movie in Freshwater West in Pembrokeshire (Williams, 2022). On the WTM stand, there would be a monitor showing different images from famous film scenes filmed in Wales which is a way of using customer relationships with those films such as nostalgic attachment to attract tourists who recognize those images and want to visit Wales because of it.

The RACE framework has the same activities as the communications mix however it is a form of digital marketing. RACE stands for Reach (find the right customers and reach out to them in the right way), Act (try out different ideas), Convert (use what works best to make money) and Engage (build customer loyalty). RACE summarizes key multichannel and online marketing activities which need to be managed as part of digital marketing communications (RACE Model Examples, 2023).

Wales uses the RACE framework through their Visit Wales (2024) adverts to reach different types of customers as their videos feature everyone from adventure tourists to families to luxury tourists so that includes most of the markets that visit Wales the most.

Wales has an app which is a form of digital marketing. The Visit Wales app has various features which can be utilized for tourists planning their visit. It has a section for accommodation, attractions, activities and events so that tourists know the best places to

stay and what to do. It also has features on the best way to travel there and when to go. (Visit Wales, 2024).

Creating a brand identity is very important for marketing as it creates awareness for a brand and builds customer loyalty as customers know they can trust that brand. (Slade-Brooking, 2016). Wales creates a brand identity through its culture such as the language, historical monuments, food and national emblems. (BBC, n.d.).

Action

On the Wales stand in the WTM there will be a Welsh flag and include the Welsh colours to show brand identity. There will be four different sections for the four regions of Wales, North Wales, South Wales, Mid Wales and West Wales to ensure that each region is equally represented. There will be free tote bags with the Welsh flag on them as people who use those tote bags will be marketing Wales. There will be leaflets describing all that Wales has to offer from activities for adventure tourists to beaches for families.

The gantt chart in appendices 3 demonstrates how Wales will market the stand, the timeline for this and how it will be measured which is a great way of planning marketing for Wales. (appendices 3)

Control

To measure the success of the marketing plan Wales needs to identify key performance indicators such as new customers, social media interactions, web searches and profits.

To find out how many new customers come from the stall, Visit Wales will put out a survey to all of the people who visited Wales in the following year asking them what motivated them to go to Wales, this is useful as it helps Wales discover which marketing they need to focus on. If there are more people visiting than in the previous year due to the World Travel Market, then the stand has been a success.

To find out where the web searches are from Visit Wales will use similarweb as it analyses users' data and discovers what they are also looking at, this narrows down how they discovered holidays to Wales. This is an effective method of measuring success as customers typically look online when finding holidays.

Conclusion

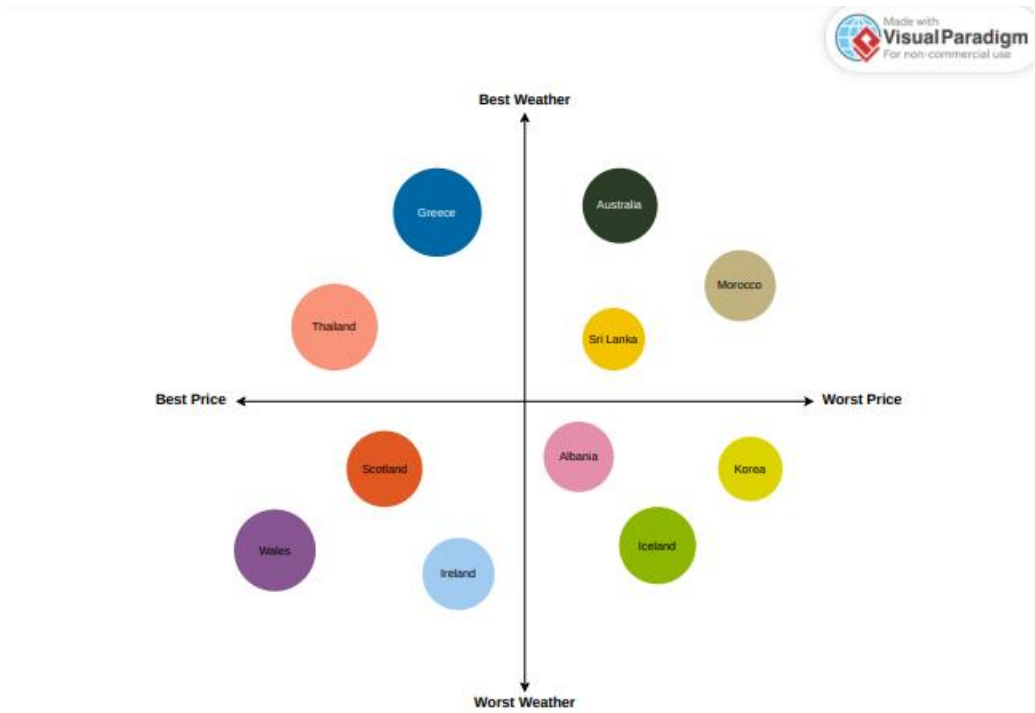
SOSTAC is used in the planning of this report. The situation is that Wales is a good place for adventure tourism. The objective is to increase tourism in Wales. The strategy is to promote adventure tourism. The tactics are to use social media, the WTM stand and TV adverts to attract tourism. The action is to promote the stand through leaflets, tote bags and brand imagery at the World Travel Market in November. The control is to monitor the success of the marketing plan through key performance indicators such as new customers, social media interactions, web searches and profits.

One of the biggest challenges in Wales marketing is that Wales is losing its culture which is the main reason cultural tourists visit Wales. There is a decline in Welsh speakers in Wales and no traditional Welsh foods in supermarkets such as laverbread, bara brith and Welsh rarebit. To overcome this Wales needs to educate the people who live in Wales and work in tourist areas on the Welsh language and there needs to be more places selling traditional Welsh foods.

Another challenge is the weather as a big reason tourists visit Wales is the outdoor activities. To overcome this Wales needs to market the indoor attractions in Wales such as Techniquet and The National Showcaves. (Tripadvisor, 2024).

Appendices

Appendices 1



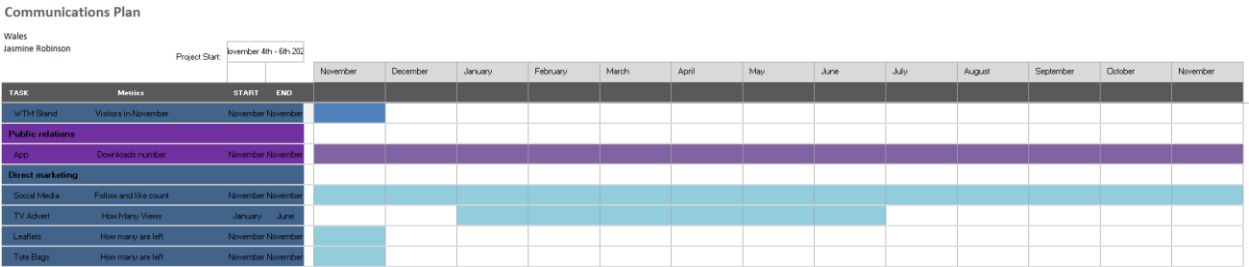
Appendices 2

Political	The Welsh Parliament is proposing a law requiring tourists to pay a tax to stay overnight in Wales (Deans, 2024).
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Economic	Tourism contributes over £2 billion to the Welsh economy annually (FSB, 2024).
Social	Tourists visiting Cardiff have the opportunity to be educated about Welsh traditions, culture and language (Hwb, 2022).
Technological	Visit Wales used virtual reality to create a Welsh-inspired landscape in the metaverse (GOV.WALES, 2024).
Legal	The Welsh Ministers have the power to encourage people to visit Wales and people in Wales to have staycations and the improvement of tourism facilities in Wales under the Government of Wales Act 2006 (Gov.wales, 2020).
Environmental	To reduce the negative environmental impacts of tourism Wales can encourage public transport, develop mountain biking routes and set regulations (WJEC, 2024)

Appendices 3

Gantt Chart Wales.xlsx



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