



A Project Approach to Delivery: Marketing a new visitor attraction

Your project is to plan the next new visitor attraction for the Alton Towers Resort.

Your tasks will be:

- Undertake market research into the UK Theme Park market
- Create a marketing strategy to support the launch of a new visitor attraction
- Propose a coherent marketing campaign for the launch of a new visitor attraction

In order to do this, you will need to:

- Undertake market research using appropriate methods
- Analyse market research results
- Investigate the purpose of market strategies
- Develop a marketing strategy using appropriate tools
- Plan a marketing campaign
- Pitch a proposal for a marketing campaign

In order to maintain their position as the top tourist destination the Alton Towers Resort is planning the next new visitor attraction, and would like market research to be carried out in order to inform a marketing strategy for the new visitor attraction. This should then enable a marketing campaign to be planned and presented for approval.

Successful marketing is essential if a business is to survive in a very competitive business world. It's not something that just happens though; it takes careful planning to ensure that the right customers are targeted, and that the marketing activities are co-ordinated in a way that sends out a consistent message and raises awareness of a brand.

Home to the UK's favourite theme park with pure adrenalin-pumping thrill rides, the Alton Towers Resort is owned by the Merlin Entertainments PLC, and has grown to become a top UK tourist destination for both days out and short breaks.

This has been achieved by consistently investing in the Resort to meet and exceed customer expectations. The result is a resort that offers something for a wide age-range; from the recently added CBeebies Land to the world's first rollercoaster entirely dedicated to virtual reality; Galactica.



This work can be undertaken as an individual or within a team. If working within a team learners are expected to contribute to each of the areas (and be able to evidence this contribution) in order to gain the experience and knowledge required to successfully complete the Cambridge Technicals in Business Level 3.