

Thursday 26 January 2012 – Morning

A2 GCE APPLIED TRAVEL AND TOURISM

G734/01/CS Marketing in Travel and Tourism

CASE STUDY

Duration: 2 hours



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Welcome to Shropshire

Despite being the nicest of England's quiet counties, it may come as a surprise that many people still do not know where Shropshire is, let alone what makes it so ideal for a short break away from the stresses of modern life, or indeed perfect for a day's escape into the countryside.

Shropshire sits very comfortably on the English Welsh border. 5

The real surprise is, of course, what Shropshire has to offer; so here is just a taster.

In the Medieval town of Shrewsbury you can marvel at the black and white buildings and, at the same time, take advantage of the fact that Shrewsbury has far more than its fair share of independent and unusual shops.

In Ironbridge - birthplace of the Industrial Revolution and one of two World Heritage Sites which bless the county - you will find, set within the gorgeous Severn Valley, ten hands-on museums which will both enlighten and entertain. 10

Ludlow is not just beautiful, it's delicious! Shropshire's gastronomic capital sits within the famous Blue Remembered Hills of the south of the county.

Much Wenlock, whose local games inspired the very creation of the modern Olympics, offers an Olympic trail to explain this momentous achievement. 15

The meres and canals of north Shropshire give a gentle, more contemplative experience within a truly rural setting.

Along with the most interesting and diverting places to visit, Shropshire has some of the very best bed and breakfasts (B&Bs), award-winning hotels and superb self-catering accommodation. 20

Perhaps the best surprise of all is that Shropshire is still so unspoilt.

Fig. 1a

Marketing Opportunities

Shropshire Tourism conducts a range of marketing activities on behalf of the industry and the destination itself. Some of these are about raising awareness of Shropshire as a visitor destination; others are concerned with providing tourism businesses with opportunities to reach the national and international market place. 25

In order to discharge our duty of care to visitors and to comply with VisitBritain and Enjoy England criteria, Shropshire Tourism only promotes accommodation businesses which are inspected and graded to national standards or are subject to a direct agreement with VisitBritain or other inspecting organisations. 30

Along with marketing activities included as member benefits, Shropshire Tourism also offers specific activities which businesses can buy into. These include:

Members' website entry

As part of your member benefits you are provided with a free web entry with a link to your own existing website. You also get automatically included in the Shropshire Tourism database so you appear when visitors conduct a search on the main county website. If your business is inspected by the Automobile Association (AA) or VisitBritain, it will also appear on the national and regional websites. 35

Bespoke websites 40

Shropshire Tourism designs, builds and hosts websites for many individual tourism businesses, as well as district websites for most of the Tourist Associations. As a not-for-profit company our prices are very competitive indeed. If you are looking for a new, individually designed website or if your existing website is in need of updating, then contact Shropshire Tourism today.

Fig. 1b

Marketing Consultancy and Support Services

45

In addition to the membership benefits which Shropshire Tourism provides businesses, we also provide a full range of marketing support services. These include:

- marketing reviews. Shropshire Tourism can conduct bespoke one to one marketing reviews (also known as a Marketing Audit) for your business which are designed to provide you with a clear picture of where your business is now and recommendations for where you would like to be - all delivered by our qualified, experienced team who have a passion for helping tourism businesses in Shropshire to grow and succeed. 50
- logo design.
- full design and print from simple letterheads, business cards and leaflets to full colour brochures – proofreading included. 55
- signage, banners and exhibition material.
- creative copywriting and advertisement artwork – Shropshire Tourism can write the content of your website or leaflets for you.
- professional photography – a discounted rate for Shropshire Tourism members.
- one to one press and public relations (PR) support and advice – Shropshire Tourism can undertake local, regional and national press and PR campaigns to promote your business. 60
- advice on joint marketing initiatives.

Marketing Support, Advice, Media and Campaigns

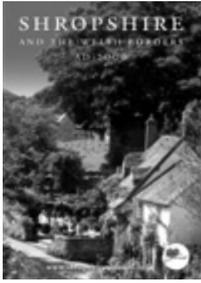
Shropshire Tourism provides one to one support and advice for member businesses. This can include preparing marketing campaigns, accessing research, media buying, direct marketing, conducting mail campaigns, help with dealing with the travel trade and other bespoke marketing services. 65

Fig. 1c

Some of Shropshire's marketing campaigns include:

Shropshire and the Welsh Borders brochure

70



This is the main tourism and accommodation guide for Shropshire. Supported by a targeted marketing and distribution plan, this brochure provides an effective platform for members to reach the regional, national and international visitor markets. An A4 size magazine with high editorial content which is supported by quality images, this magazine has consistently proven to work for advertisers and delivers a high conversion to business rate.

75

Places to visit



This handy A5 publication is Shropshire's main brochure targeting day visitors which is ideal for attraction operators and event organisers. The Places to Visit is in sections so the visitor can access information quickly on gardens, family attractions, heritage sites and stately homes. Complete with an events directory, this is a highly successful and popular publication.

80

Other publications



Shropshire Tourism regularly produces other promotional publications either as a commission such as The Mary Webb Trail Guide, or as a joint initiative such as On The Trail of King Arthur. Other publications include Fishing in Shropshire and Riding in Shropshire.

85

Love from Shropshire stickers and logo



As a member benefit you can use the 'Love from Shropshire!' logo in your publications and advertisements and as stickers on envelopes. If you want to get hold of some more stickers, please contact us at Shropshire Tourism.

90

Market and visitor profiles



The team at Shropshire Tourism has a detailed understanding of Shropshire's visitor markets including who they are, where they come from, what they are interested in doing and what they are looking for from a visit to Shropshire. So we can help you to be even more effective in your own marketing activities.

95

Fig. 1d

Press Release

100

2009/10 a record breaking year for Shropshire Tourism

It has been a bumper year for press coverage and website traffic.

Shropshire Tourism is delighted to report that www.shropshiretourism.co.uk received 459574 unique visitors from 1 April 2009 to 31 March 2010. These are real people who will actually visit, not search engine 'bots' and 'spiders'. But it is not just the website which we have been busy looking after...

105

As you know, our team works hard all year to generate media coverage for the whole county, from the BBC's Hairy Bikers series which was filmed in Ludlow and Shrewsbury, Countryfile magazine and the Mail on Sunday to name but a few.

Location, Location, Location has been filming in Shropshire recently and we have just organised a press trip for two journalists from the Sunday Telegraph who wanted to stay in Ludlow and cycle to Stokesay Court and Stokesay Castle. They also paid a visit to Rocke Cottage Tea Rooms in Craven Arms and had a guided tour of Ludlow Castle Apartments.

110

In December we reported that we had received 104 enquiries from journalists last year – well, that number is now up to 137... and still counting! Over the past 12 months we have issued 138 press releases and hosted nine press trips, all contributing to the generation of positive press coverage for the county. We are pleased to say that we have generated £8.19m advertising equivalent coverage.

115

Fig. 2

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