



**Report to:** Bournemouth and Poole Tourism Management  
Bournemouth and Poole Marketing Group

**Report From:** Jon Weaver/ Graham Richardson/Nicola Goode

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**Title:** Destination Marketing Strategy

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This report presents to Board members the proposed Destination Marketing Strategy for 2019/20 for Bournemouth and Poole incorporating Christchurch

The following proposed strategy is intended to support the new Destination Strategic priorities agreed by the Joint Tourism Partnership Board in October 2017 and to support the aspirations and core values and principles of the Bournemouth, Christchurch and Poole Council Economy and Environment Strategy.

In line with the Destination Strategy, we will develop a strategic omnichannel plan to deliver agile marketing campaigns, prioritising the promotion of the towns, business partners and resort brands to increase year-round demand and build greater economic resilience.

To secure funding from the private sector, the Bournemouth and Poole Tourism Partnership scheme will launch in February 2019. The joint scheme has been designed to meet income targets and partner requirements. The scheme has been presented and agreed with the respective Marketing Groups.

Other commercial opportunities will be explored throughout the year with the aim to increase revenue levels that allow additional activity and profile to be achieved.

## **1.0 Strategic Destination Goals**

The Destination Marketing and PR team is responsible for managing the individual and umbrella brands of Bournemouth and Poole across the UK, Europe and globally, through the most cost-effective and innovative marketing tools to increase market share and improve the tourism support for the economy.

The team which will have responsibilities for Bournemouth Poole and Christchurch as from 1<sup>st</sup> April being part of the new Council to promote the Destination. At the time of the report, the resources for promoting tourism that were undertaken by Dorset have not been quantified.

Currently, there is no tourism service within Christchurch Borough Council. Marketing activities and web presence has been channelled through the Visit Dorset Team. Christchurch is a key component of the wider destination offer when visiting Bournemouth and Poole, therefore existing marketing activities delivered by Bournemouth and Poole Tourism will continue to promote Christchurch's unique Historic and Heritage and Coastal offer.

Marketing and PR activities will continue to maximise the opportunities in rapidly growing digital channels, particularly social media and influencer marketing. The Marketing and PR team is responsible for the overall management and delivery of the strategic marketing and PR aims working in partnership with the Bournemouth and Poole Tourism Marketing Groups including representatives from BID companies, BHLive, BAHA and Attractions, Accommodation, Transport and Eating Out sectors. Further progress will be made during the year to look at potential businesses groups and organisations in Christchurch to widen the scope of strategic partnership.

The primary focus of the team is leisure tourism; however, support will be provided to key projects within B2B and International Education sectors.

As identified in the Destination Strategy, the goals for 2019 include:

Maintain resort individuality, highlighting key USP's.

- Promote Bournemouth as THE most eventful and entertaining destination.
- Promote Poole as a resort for all seasons.
- Promote Christchurch with strong coastal historic and heritage offer as part of the Coast with the Most campaign

Maintain and build upon our formidable reputation as 'the UK's premier destinations' with world class experiences.

Aspire to the City by Sea strategy.

Develop and build the 'Coast with the Most' umbrella brand for joint marketing campaigns.

Continue to deliver and develop unique events and festivals across both towns.

Promote Bournemouth and Poole as key destinations for International Educational Tourism.

Promote Bournemouth and Poole Events Business as major offering for the conference and events market.

Be flexible and adaptable to focus on emerging markets from a poor Brexit outcome.

## **2.0 Marketing and Communications Strategy**

Bournemouth and Poole Tourism Marketing Plan – NG 2019

The strategic plan outlined below sets out to achieve the goals identified in 1.0. The team will collaborate with both commercial and public-sector partners to deliver the plan.

### **Amplify the Destination brands**

- Refresh the destination logos to create a family under the Coast with the Most umbrella.
- Develop brand campaigns to target new segments (Under 35's). Utilise a storytelling approach to attract millennials.
- Continue to build the brands within the families and day visitor segments
- Create campaigns and content to showcase to potential visitors that Bournemouth Christchurch and Poole are “year-round” resorts.
- Promotion to local resident population to experience both towns’ tourism products, and act as ambassadors to promote the Coast with the Most lifestyle.

### **Align marketing channels**

Support integrated marketing campaigns to engage and convert potential visitors.

### **Engage, delight and build advocacy**

Activate and engage visitors through relevant content across all marketing channels. Build partnerships with influencers/bloggers, travel brands and trade partners.

#lovebournemouth

#lovepoole

### **Support innovative visitor experiences**

Drive product innovation to strengthen the quality of the visitor experience and business profitability.

## **3.0 Target Market Profile**

As identified in the Destination Strategy, the marketing team will focus on the following four leisure markets, within a 3 to 4 drive time.

|   |   |
|---|---|
| <b>Retain</b>                                 | <b>Retain</b>   |
| Domestic - Families                           | Day visitors  |
| 30 -50  | All generations   |
| Working                                       | Working/retired   |
| 2+ holidays a year                            | Up to 2-hour drive time                                 |
| Beach, visitor attractions and entertainment. | Beach, water sports and related facilities              |
| <b>Growth</b>                                 | <b>Growth</b>   |
| Domestic – Empty Nester (over 55's)           | Domestic – Independents (under 35)                      |
| 55+   | 25 - 40   |
| Retired/working                               | Working   |
| Short breaks – during shoulder months         | Independent travel /short breaks during shoulder months |

Beach, scenery, culture and entertainment, outdoor activities and retail. Health and wellness breaks

Authentic experiences

#### 4.0 Campaign Themes

Outlined below are the key themes for 2019. These will be underpinned by tactical campaigns for each resort.

##### **So much more than you think!**

Aim – A series of PR campaigns to challenge outdated perceptions of the destination and celebrating our history and heritage alongside our colourful lifestyle and modern developments.

##### **Spring campaign**

Aim - Showcase the seasonal experiences through itineraries 24/48 hours and micro-moment campaigns. Focus on key events – Valentines, Easter, Christchurch Food and Drink Festival.

##### **Summer campaign**

Aim – Build on the campaign content from 2018. Highlight summer events including the Air Festival, Poole Boat Show, Bike nights, Summertime in Poole and Beach Polo and Sandfest.

##### **Autumn campaign**

Aim – Showcase the seasonal experiences through itineraries 24/48 hours and micro-moment campaigns. Focus on activities and nature, and key events – Arts by the Sea and Bike nights.

##### **Winter - Christmas**

Aim – Develop and the build the Christmas Tree Wonderland brand proposition, and support Poole BID’s aspirations to develop a Christmas events programme.

#### 5.0 Marketing Scorecard and KPIs

To share best practice and knowledge between the destination team and partners, we will be using the metrics and KPIs below.

| Measurement   | Source   | Targets  | Reporting                            |
|---|--|--|--------------------------------------|
| Visitor traffic/reach<br>Engagement<br>Social following | Google Analytics,<br>New Mind CMS,<br>Granicus Email<br>Platform,<br>Mailchimp,<br>Facebook,<br>Instagram, | Website traffic:<br>Bournemouth 1.5m<br>Poole 300K<br>Email reach: 10K<br>Email engagement:<br>40%<br>Social audience:<br>Bournemouth 140k | Monthly<br>Quarterly trade<br>update |

|                            |                           |  |                                   |
|----------------------------|---------------------------|--|-----------------------------------|
|                            | Google+, Twitter, YouTube | Poole 60k<br>Social reach:<br>Bournemouth 15m<br>Poole 6m<br>Social Engagement:<br>Bournemouth 4m<br>Poole 600k  |                                   |
| Media coverage/reach/value | Veulio Media Monitoring   | Media coverage:<br>3000 items<br>National newspaper volume: 375 items<br>Blog volume: 24 items<br>Total news value: £16m<br>Total news reach: 150m<br>Total broadcast reach: 20m | Monthly<br>Quarterly trade update |

## 6.0 Project Action Programme

The proposed Action Plan continues to follow the structure of ten designated project areas.

### 6.1 Tourism Promotion

- Targeted campaigns throughout the year with emphasis on digital channels to maintain the profile of Bournemouth and Poole as Premier Destinations and demand for products/experiences.
- Work with Bournemouth and Poole Tourism Marketing Groups to raise profile and demand for partner products.
- Promotion to coach group travel market including attendance at selected regional group travel/great days out fairs. Organisation of FAM trips throughout the year.
- Produce printed resources, including
  - Welcome to Bournemouth, Poole and the surrounding areas Visitor Guide – produced by The Daily Echo and supported by Bournemouth, Christchurch and Poole Tourism team. The Guide will be distributed via 120 outlets, including resort TIC's. The guide will also be available from the resort websites as online page turners.
  - Bournemouth and Poole Coach and Group Travel Guide – 7k print run, distributed via the Bournemouth and Poole Tourism group and coach database, enquiries via the TIC and bournemouth.co.uk and pooletourism.com.
  - Poole Attractions Map (65k print run) of local area featuring all partner attractions. If viable.

- Bournemouth Wayfinding map
- Bournemouth and Poole Seafront map
- Commitment to IEF for international education.
- Commitment to BBE for business events/conferences.
- Continued investment in adding to the library of stunning photographs and video content for the destination.
- Explore joint promotion opportunities with Dorset wide projects, with local businesses, Visit Dorset, Go New Forest, Jurassic Coast and Dorset Tourism Association.

## **6.2 Coast with the Most**

- Develop and build the Coast with the Most as an overarching brand to provide an even stronger appeal for the visitor. Showcase the resorts key USP's and create relevant content to appeal to target segments, group travel and the travel media.
- Develop and launch the Coast with Most campaign website to deliver paid-for advertising opportunities to achieve additional income by selling as advertising space (inc to third parties).
- Manage the delivery of the Coast with the Most Destination Awards.

## **6.3 Digital Destination**

- Continuous development of bournemouth.co.uk, pooletourism.com and affiliated sites, to deliver a website framework that is interoperable and features inspirational/relevant content to increase engagement and influence visitors.
- Assess the best option to begin the support/migration of existing digital assets for Christchurch currently provided by Visit Dorset.
- Develop a content strategy for all digital platforms to ensure all information is current and relevant. Where appropriate invest in SEO management tools.
- Develop paid-for advertising opportunities to achieve additional income by selling as advertising space (inc to third parties).
- Use website analytics to determine performance KPIs, sections of interest and sources of visitors to guide advertising/promotional spend.
- Develop our social media interaction and engagement across all platforms. Embrace new channels and opportunities
- Develop email retention and engagement strategies. Ensure compliance to GDPR regulations.

## **6.4 Tourist Information/Visitor Services**

- Maintain professionally staffed Information Centres (operated by Seafront Services and Poole Museum).
- Establish partnership link with the Tourism Information Centre operated in the Regent Centre.

- Undertake familiarisation visits to partner businesses. Set up knowledge and skills sharing opportunities across all centres.
- Define and agree service level agreements with Seafront Services and Poole Museum to maintain quality

## **6.5 Festival Marketing and Management**

- Create awareness and drive commercial revenues for the growing Festival portfolio for Bournemouth and Poole. Attract over 5 million people to a wide range of Festivals and Events in the destinations including the Bournemouth Air Festival, Dream Machines, Quay for my Car, Folk on the Quay, Poole goes Vintage, Polo, Christmas Tree Wonderland, Arts by the Sea, Fireworks and Bournemouth Bay Run.
- Work in partnership with external organisers including the BID companies to promote Christmas in Bournemouth and Poole including the Christmas Tree Wonderland, Light up Poole, Shake and Stir, Bournemouth Marathon, Christchurch Food and Drink Festival, Poole Maritime Festival, Poole Harbour Boat Show, Sandbanks Beach Polo and Sandfest.
- Administer over 500 requests per annum for events in Bournemouth and Poole across parks, gardens, open spaces, seafront and the town centres to ensure they are both entertaining and safe.
- Organising, promoting and supporting major events assisting the strategic development of tourism, including the Bournemouth Air Festival, Arts by the Sea Festival, Christmas Tree Wonderland, Bournemouth Marathon, Bournemouth Bay Run and Food Festival.
- Oversee the Events Development Group, monitoring and evaluating major events in the town and considers new proposals.
- Ensure all event procedures, guidance and compliances complement and adhere to those of the Councils and ensure that other event organisers comply and have the relevant supporting documentation.
- Continue partnership working with Police, transportation services and Consumer protection services to minimise disruption to residents during events (esp. noise and anti-social behaviour).
- Develop sponsorship programme to secure funding for BAF, Bay Run, Christmas Tree Wonderland and various Poole events.

## **6.6 Seafront Marketing**

- Develop commercial Seafront marketing and PR campaigns highlighting key themed beach areas across Bournemouth and Poole (e.g. Boscombe Bournemouth, the Chines (Alum Durley Branksome) Sandbanks) to increase exposure of products/experiences and where possible link to destination marketing activities. Areas include - catering businesses i.e. Smugglers Cove Adventure Golf, Prom Diner, Prom Café, Kiosks, Waterfront Space and attractions, Pier, Amusements, Beach Lodges, Beach Huts, Land Train, and hireable beach equipment.
- Support the development and delivery of new seafront experiences, generating to the Council and its contractors up to £10 million turnover per year.

- Manage and deliver the marketing communications strategy for Bournemouth Beach Lodges.
- Amplify the Leave Only Footprints campaign across the destination.
- Roll out BCP branding across all Seafront assets.
- Create and deliver the strategic marketing and communications for Smugglers Cove Adventure Golf.

### **6.7 Bournemouth and Poole Tourism Partnership**

- Drive sales to increase partnership numbers and new advertisers across all digital and traditional channels to deliver agreed income targets. Retain existing partners.
- Develop partner communications through regular newsletters and updates.
- Maintain the partner toolkit website to share campaign assets and messaging for a unified approach across Bournemouth and Poole.
- Visit partners to maintain links via familiarisation visits.

### **6.8 Industry Liaison**

- Liaise with other tourist boards/organisations and National Coastal Tourism Academy to disseminate information and be involved where relevant.
- Develop a series of partner days to facilitate product development and knowledge sharing.
- Secretariat role of Destination Management Board and the respective Marketing Groups.
- Explore opportunities for collaboration between tourism and commercial sectors, to ensure market needs are met.

### **6.9 PR and Media Relations**

- Increased PR and social media activity to support reduction in advertising expenditure – including regular releases on events, festivals, seasonal offers, tourism investment, resort development and destination achievements / awards targeting specific industry media (PR Newswire).
- Host journalists / feature writers/bloggers on press trips to promote coverage at a national level and from key influencers.
- Target travel writers / journalists/bloggers looking for destination news and trends via industry media networks (TravMedia) to ensure consideration for hotlists.
- Further develop 'LoveBournemouth', 'LovePoole' and joint resort 'Coast with the Most' initiatives as year- round campaigns via PR and social media activity to target niche and special interest audiences. Incorporate "Love Christchurch" where it benefits the whole conurbation and Christchurch.
- Monitor and evaluate media coverage to gauge quantity and quality of coverage and calculate advertising equivalent values to maximise ROI (Veulio media monitoring).

### **6.10 Coach and Group Travel**

- Development of group friendly Poole and Bournemouth scheme.
- Explore joint promotional opportunities with the cruising market.
- Creation of Coach and Group Travel content for destination websites, including itineraries
- Dedicated exhibition group promoting the destination at selected group travel shows under the 'Coast with the Most' branding. Exhibitions include:
  - a.) Excursions 2019 (Alexandra Palace -Jan)
  - b.) Coach Tourism Association Conference and Networking Events (March)
  - c.) Go Travel Show Kempton Race Course (April)
  - d.) British Tourist & Travel Show (NEC Birmingham– March 2018)
  - e.) CTA Conference and Workshop (Reading)
  - f.) *Explore GB (May) Harrogate*
  - g.) *Group Leisure and Travel Show (October) Milton Keynes*
- Joint membership of Coach Tourism Association and UK Inbound 2019
- Production and distribution of Bournemouth and Poole Coach and Group Guide.
- Create paid-for advertising opportunities to achieve additional income by selling advertising space with the Guide.
- Joint TSE campaigns promoting the destination to Group Organisers in China and Europe.
- Development of marketing opportunities across key Coach and Group Travel Media

## 7.0 Summary Business Plan

The Destination Proposed Business Plan 2019/20

Marketing and PR team resource and budget will be allocated accordingly to meet business needs and deliver the outlined KPI's.

Proposed investment split:

69% Bournemouth

30% Poole

1% Christchurch/Dorset

### Summary of activity

#### Income (£s)

|   |                |
|---|----------------|
| Partnership (Bournemouth and Poole)         | 80,000         |
| Other Income/sponsorships/advertising       | 20,000         |
| Seafront marketing investment               | 75,000         |
|   |                |
| <b>Total</b>                                |                |
| Council Contribution – Marketing Activities | 55,000         |
| <b>TOTAL INCOME</b>                         | <b>230,000</b> |

## Expenditure (£s)

|   |                |
|---|----------------|
| <b>Campaign Budget</b>  |                |
| Seafront marketing (Catering, Arcade, Beach Huts & Beach Lodges, LOF, Adventure Golf) | 75,000         |
| Destination Promotion (incl: Travel Trade and Events Marketing)                       | 86,000         |
| Digital Marketing   | 49,000         |
| Travel media (PR Newswire, TravMedia, Veulio + NLA licence & press trip contingency)  | 20,000         |
| <b>TOTAL</b>  | <b>230,000</b> |