



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

OVERVIEW OF VISIT WALES MARKETING PLANS AND WORKING WITH THE PR TEAM

Beverley Jenkins



MARKETING ACTIVITY INCLUDES:-



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1. MARKETING CAMPAIGNS
2. DIGITAL CAMPAIGNS
3. TRAVEL TRADE
4. VISIT WALES PR

TOURISM STRATEGY FOR WALES AND MARKETING – KEY POINTS



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- Partnership for Growth: The Welsh Government Strategy for Tourism 2013-2020 and the new strategy focus on five key areas:
 - Promoting the Brand
 - Product Development
 - People Development
 - Profitable Performance
 - Place Building

FOCUS OF STRATEGY



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The Tourism Strategy is following a product led approach and focus more on:-

- Luxury branded hotels
- Facility hotels and spas
- Heritage hotels
- All year activities and cultural experiences
- Innovative and distinctive product
- Major Events

KEY MARKETS FOR WALES MARKETING ACTIVITY



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- PRIORITY MARKETS
- UK AND IRELAND
- US
- GERMANY
- IN WALES

MARKETING ACTIVITY IN OTHER GEOGRAPHICAL AREAS TO INCLUDE



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- Travel Trade and PR activity in wider markets in partnership with Visit Britain and Welsh Government International Team in:-
- France Spain Italy
- Netherlands Belgium
- PLUS
- India China Japan
- (Visit Britain in our key overseas partner across all marketing activity)
- Social media (Facebook, Twitter) Worldwide



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Wales View 2014

WW

Coast & Country: award-winning beaches & mountain waterfalls

A tale of two cities: an insider's guide to Swansea & Cardiff

Chris Packham: celebrating the natural wonder of Wales

Adventure playground: mountain biking in Wales

Matthew Rhys: celebrating the life of Dylan Thomas



Plus travel and holiday information —
visitwales.com



1. MARKETING CAMPAIGN PLANS (BUDGET TBC)



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- January to March 2014 Campaign
- September to October 2014 Campaign
TBC
- Print - Wales View plus Marketing Area brochures.
- Visitwales.com



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For UK Holidays, Short B... x
www.visitwales.com

Wales Cymru

Home Things to do Where to stay Holidays and breaks Explore Wales

Conwy Castle, North Wales

Castles everywhere

With over 500 castles, wherever you go on holiday in Wales, you won't be too far from a castle.

UK Holidays, Short Breaks & Weekends in Wales

Hello, you've found us! We've recently launched this brand new website with a wealth of new content to help you **explore Wales**. As **Autumn** settles in and **Winter** approaches it's the perfect time to **discover Wales**. Visit one of our **historic castles**, take a **city break** or **relax in a luxury spa**. You can find **things to do**, **somewhere to stay** and start planning a perfect **short break in Wales**.

Let us know if you think we've **missed anything** or to find out more about our development plans, **read our 'in beta' story**.

Need inspiration?

Your next steps...

- Accommodation search →
- Activity search →
- Attractions search →

DIGITAL CAMPAIGNS (ALL YEAR ROUND) (FACEBOOK, TWITTER, SOCIAL MEDIA)



- To engage with Digital Activity:-
- Engaging with us via social media – primarily Facebook and Twitter
- Helping us create content about all the great things going on in Wales
- Ensuring your tourism business or related event appears via our onsite search
- <http://www.visitwales.com/working-with-us>

HOW TO ENGAGE WITH SOCIAL MEDIA?



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- FACEBOOK
- Like us on [Facebook](#). If you have something to say you can post it on our wall and we can share it from there.
- TWITTER
- Follow us on [Twitter](#). You can then @message us or use the hashtag #visitwales to keep us up to date and bring things to our attention. We'll retweet the good stuff.
- SHARE WALES
- Work with [Flickr](#) that allows the trade to share images and have them appear on relevant pages on the Visit Wales website. We'll link back to the image on Flickr profile of those who contributed.

SOCIAL MEDIA - how to measure?

- Tripadvisor



ROI

– Measured by awareness, influencing decision making, sale, relationships with customers. The key is to decide what you want to achieve before getting involved.

Trends in Social Media



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- Travellers will increasingly look to Social Channels to help inspire holiday making choices.
- Travellers will increasing use their mobile devices (phones, tablets etc) to use social media channels and will also expect to use these devices when on the move.
- Local Digital Marketing will become more increasingly important because holiday information will need to be planned and shared in real time.
- (Look at Google Now for information.)

Travel Trade



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Engaging with Tour Operators, Ground
Handlers and Travel Agents

to

Target and influence key marketing partners
and intermediaries.



Wales
Cymru

Travel Trade Approach



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1. Programme of digital marketing/familiarisation trips/appointment workshops/Key Account Management) emphasizing on key markets.
2. Build in key travel industry events: exhibit at World Travel Market and ITB Berlin. Host a Wales-based travel trade event 'Discover Wales'. Provide Wales branded presence at Best of Britain and Ireland Show.
3. Engage Wales suppliers more with travel trade opportunities & develop and adopt product-led approach aligning with VisitBritain & Wales branding work.
4. Information shared with the Travel Trade has a lead in time of 1 – 2 years in order to fit in with their programmes.

Travel Trade Approach



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Global markets & audiences	www.traveltrade.visitwales.com E-newsletter communications Events & Workshops BritAgent dedicated Wales module
Category A: UK & Ireland	Events & Workshops Targeted sales development
Category B: North America & Germany (Category C: Catalonia, Spain)	Key Account Management - Targeted product/sales development Events & Workshops Tailored E-newsletter communications Tailored BritAgent Wales module
Category C: France, Netherlands, Belgium, Spain, Switzerland, Austria, Australasia	Limited targeted product/sales development. Events/workshops.
Category D: 'Special Group': China, India, Japan. Emerging: Brazil, Latin America, Nordic/Russia, Eastern & Southern Europe	Limited targeted product/sales development Destination Britain Asia Pacific Middle East & Africa (APMEA)



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What can the trade in Wales do to work with Travel Trade?



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- **Register their product on our globally promoted B2B website: www.traveltrade.visitwales.com**
 - Send us information on new products, developments, new themes well in advance to productnews@wales.gsi.gov.uk
 - Get the pricing right to allow for trade rates
 - Demonstrate you are receptive to travel trade opportunities:
 - Support us when we organise familiarisation trips
 - Be well prepared with your confidential net rates/commissionable prices
- Follow-up all meetings and enquiries professionally.
Build & maintain relationships for the longer term
- **Keep abreast of opportunities – sign up for industry e-news: www.wales.gov.uk/tourism**



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Discovering Dylan Thom... x

articles.washingtonpost.com/2013-08-15/lifestyle/41412491_1_childhood-home-copper-thomas-house

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Home > Collections > Poetry

Discovering Dylan Thomas's Wales

By Michael Shapiro, August 15, 2013



The Blue Bell, once a pub that poet Dylan Thomas frequented, is being renovated... (Michael Shapiro/For The...)

"This is not a museum," says Annie Haden, the vivacious Dylan Thomas enthusiast who has restored the poet's childhood home in Swansea, an industrial city on the south coast of Wales. "I'm the oldest thing in this house!"

At about 60, Annie, who tells me to call her by her first name, is displaying some Welsh hyperbole — she's hardly the oldest thing in this loving memorial to Wales's best-loved English-language poet. There's a typewriter from the 1920s, colorful drawings based on phrases from Thomas's poetry, antique copper kettles, even oblong filament light bulbs that look like something fashioned by Thomas Edison.

(2 people are spying on you)

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But she's right — it's not a museum. Annie, who has spent years refurbishing Thomas's first home with her husband, Geoff, is intent on making this a living, breathing house, a place where the writer's admirers can eat, drink, recite poetry, play music and stay the night.

Waiting for metrics.washingtonpost.com... "Would you like a drink?" she asks. "It is a

WORKING WITH PUBLIC RELATION (Beverley Jenkins)



TO

Generate positive media coverage and stories for Wales and tourism businesses.

BY

Building Relationships with Trusted Media based on trust and understanding in order to stimulate worthy editorial coverage.

How does the PR team do its work?



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- WITH A NETWORK OF AGENCIES WORKING WITH NATIONAL MEDIA IN UK, IRELAND, FRANCE, GERMANY, NETHERLANDS, US AND CANADA
- WITH VISIT BRITAIN TO OVERSEAS DESTINATIONS
- THROUGH:-
 - Themed mailings to mailing list
 - News angles
 - One to one meeting with journalists
 - Late availability mailings
 - E Newsletters
 - Media visits
 - Visit Wales Blog posts
 - Visits by bloggers

How to work with us to promote Wales



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- THE MEDIA LIKE NEW, UNIQUE STORIES ON PLACES AND PEOPLE
- Provide news updates to the PR Team (new accommodation, new event, new activity)
- What's on information linked to key times of the year:-
 - Christmas and New Year
 - Easter
 - Children's school holidays
 - Bank Holidays
 - Halloween
 - Bonfire Night

When to send information through?



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- REMEMBER
- The media work 3-6 months in advance when planning features. Overseas markets have a longer lead in time.
- The media require information on things to do (eg: Bank Holidays) 3 months in advance
- Last minute and late availability are requested 2 weeks in advance (mainly UK).

WORKING WITH JOURNALISTS



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- WHAT WE NEED TO GIVE TO JOURNALISTS WHEN THEY COME:-
 - Best visitor experience to “wow”
 - Value for money for PR budget
- RESULTS:-
 - There are no guarantees when coverage will appear and what will be said.
 - Results are measured – AVE, Opportunities to see
 - (Targets for AVE - £10 Million and OTS for 1 Million)

Thank you and any questions?



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- PLEASE SEND INFORMATION FOR MARKETING, TRAVEL
TRADE AND PR TO: productnews@wales.gsi.gov.uk