



Visit Cornwall

Marketing Cornwall Together

 [visitcornwall.com](https://www.visitcornwall.com)

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Marketing Priorities for 2024

Post Covid reduction in staycations and the poor weather has resulted in challenging times in 2023 for many of our members. As a result we are committed to undertake effective targeted marketing to help ensure that 2024 will be a successful and profitable year for our members.

To achieve this goal, we have not only segmented our customers but also the year, with detailed plans and opportunities for each sector of our membership.

We have segmented 2024 into 3 periods:

<u>Main seasons</u>	<u>Shoulder Periods</u>	<u>Out of Season</u>
Easter, July - August School holidays & half term (Feb, May & Oct)	April to end of June & September to end of October	November - March (excluding Christmas & New Year)

For each of these periods of time we will be targeting appropriate demographic/customer segments.



The target customer Segments for 2024



Multi Generations

Family groups re-connecting from the Covid years, as well as sharing special occasions & making memories. With opportunities for great affordable accommodation & attractions/experiences.



Families

Making childhood memories throughout the school holiday year.



Drive to Weekenders & mid-week treats

Why wait till the weekend. Couples/friendship groups. On trend experiences are high on the agenda, along with events. Generally, they tend to be only 2/3 hours away.



Active Empty Nesters

Perfect for the shoulder seasons in Spring & Autumn.

Key Themes & Messages 2024



Themes

- 👉 Wellness
- 👉 Coast
- 👉 Multi Gen
- 👉 Out of Season
- 👉 Heritage & Gardens
- 👉 Culture

Messages

- 👉 Quality, affordable stay
- 👉 Memories are made in Cornwall
- 👉 Enjoy the coast all year round
- 👉 Insiders' guide - using Visit Cornwall members
- 👉 Experiences, including attractions
- 👉 What's New
- 👉 Why wait till the Weekend



Marketing and PR Mix

In 2023 we saw the return of Visit Britain international press trips and travel trade with visits from Canada, Sweden & Italy. We also hosted UK based journalists writing for both the tabloids and broadsheets, as well as targeting influencers both UK and international based.



International

Continue growing the relationship with Visit Britain and their overseas offices in key/target locations both press, influencers & trade.

We will kick off in January 2024 by hosting an Australian familiarisation trip.



National

Supporting trips that are true to Visit Cornwall's core themes & messages.



Social Media

During 2023 we ran a targeted early summer campaign through paid for advertising to continue to grow followers organically. In 2024, we will use social media campaigns to drive traffic to the Visit Cornwall website where relevant, particularly to highlight offers and availability, and to drive out of season visits. Please ensure that your pages are up to date throughout the year and please familiarise yourself with our digital advertising opportunities for extra exposure.

Website

The website remains our most valuable of assets. Following the redesign of the website in 2023, we are now working with a local agency who are passionate about supporting Cornish tourism. We will work with them to further the development of the new site, to improve search engine optimisation, and to introduce new features that will directly benefit our members.

Tradeshows & Exhibitions

We would like to grow this area of our business with support from Visit Cornwall members. We will be attending Explore GB and are keen to explore other travel trade opportunities.

For more information, please email us at prtravel@visitcornwall.com. Alternatively, visit our travel trade website for media resources: www.visitcornwalltraveltrade.com

How will we measure our success for our members?

Using the segmentation of the year, combined with a targeted approach to our chosen customer segments, we aim to maintain good visitor numbers in the peak weeks, along with an attract and disperse approach to the lesser known places and most importantly to grow the value and volume in the shoulder and out of season periods.

This will result in:

1. Driving **increased traffic** from our new website to our members listings.
2. Increasing the effectiveness of our **digital marketing** to increase traffic to feature members and advertisers.
3. Engaging more effectively with appropriate **travel trade** contacts to

grow high value business for our members.

4. **Growing overseas** visitors in selected markets to boost shoulder month visits.

5. Driving increased **direct bookings** to limit the commissions paid to On Line Travel Agents paid by our members.

6. Promoting **what's new or changed** in the Cornwall offer for 2024.

7. Promoting emerging and new **experiential offers** to stay on trend with the market.

The above activity will be to result in increased stays for accommodation members, increase visitors to our attractions & experiences, especially

at the times of year when our members have spare capacity but very limited ability to fill rooms and the online travel agent do not help the sector.



Visit Cornwall E-Newsletter Survey

In 2024, we will be using a new agency to create our e-newsletters. We will then segment the target audiences based on their interests, tailoring content to be more specific and engaging to those demographics. In preparation, we conducted a survey that was sent to our entire database to find out what topics they are interested in.

The key takeaways were:

- There is a heightened interest in visiting out of season.
- The majority of visitors are travelling as a couple, or with immediate and extended family.
- All respondents were most interested in hearing about local attractions, places of interest to visit, and where to stay.
- Other key topics that respondents were most interested in include offers and discounts, eating and drinking, visiting gardens, and history and heritage-based activities.





January

- 7th** New Year, New Ideas
 - 14th** Off-Grid Adventures
 - 21st** Cracking Coastal Breaks
 - 28th** The F Words... February Family Fun
-

February

- 4th** Ruff Weather
 - 11th** Have You Booked?
 - 18th** Countdown to Cornwall's Spring
 - 25th** Cornwall's Savvy Savings
-

March

- 3rd** Best of Cornwall
 - 10th** Blooming Lovely
 - 17th** Save the Date
 - 24th** Cornwall's Savvy Savings
 - 31st** Lights On
-

April

- 7th** Seaside Bliss
 - 14th** Early Summer Escapes
 - 21st** Discovering Cornwall's Treasures
 - 28th** Cornwall's Savvy Savings
-

May

- 5th** Anchored in Time
 - 19th** Cornwall's Botanical Beauty
 - 26th** Cornwall's Savvy Savings
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June

- 2nd** Time Traveller's Guide
 - 9th** Flavour of Cornwall
 - 16th** Sea and Do
 - 23rd** Cornwall's Savvy Savings
-

July

- 7th** Playground by the Sea
 - 14th** It's not too late, book your break!
 - 21st** Postcards from Cornwall
 - 28th** Cornwall's Savvy Savings
-

August

- 4th** The Late Show
 - 11th** Delightfully Unique
 - 18th** Stretch out your Summer
 - 25th** Cornwall's Savvy Savings
-

September

- 1st** Top Picks for Half Term
 - 8th** A Coastal Christmas
 - 15th** Autumn Breaks
 - 22nd** Cornwall's Savvy Savings
 - 29th** Why Wait 'til the Weekend?
-

October

- 6th** Golden Times
 - 13th** Merry Moments in Cornwall
 - 20th** New Year Cheers
 - 27th** Cornwall's Savvy Savings
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November

- 3rd** Warm up to Winter
 - 10th** The Gift of Cornwall
 - 17th** Cosy Cornwall
 - 24th** Cornwall's Savvy Savings
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December

- 1st** Book your Cornish home-from-home
 - 8th** Spring into 2025
 - 15th** Unplug & Unwind
 - 29th** Cornwall's Calling
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Want to know more?

For further information or to discuss your membership opportunities, please do not hesitate to contact us.

Office no: 01208 276529

Membership & Advertising:
industry@visitcornwall.com

Press, Travel Trade and Media enquiries:
prtravel@visitcornwall.com

Data and Research:
industry@visitcornwall.com

