



IGCSE Cambridge Travel & Tourism

Unit 5: Marketing & promotion

Name: _____

Form: _____ Teacher: _____



GCSE

Marketing and promotion:

Role and function of marketing and promotion

Market segmentation and targeting

Marketing Mix: Product

Marketing Mix: Price

Marketing Mix: Place

Marketing Mix: Promotion



When we launched a new company, I reviewed the ads and marketing materials and asked the client to present the campaign to reach everything to test the phrasing and concept. If I could grow quickly, they passed with master. We got it across only if it was understandable at first glance.

Richard Branson

Marketing

Matching the product or service to meet customers' needs.

Communicate benefits of your product or service.

Develop relationships.

Build a brand.

Innovate to improve.



Importance of marketing and promotion to travel and tourism businesses

. Increase sales / usage / profitability

attract more customers, increase number of new customers, boost sales

. Competitive advantage

help make business attract more customers

. Positive brand image

link brand to positive image = more customers

. Customer satisfaction

meet needs of customers, repeat business, recommend to others

5.1 Role and function of marketing and promotion

Main marketing and promotion techniques used in travel and tourism

Marketing allows travel and tourism businesses to plan for the future, to understand their competitors and target their next customers.

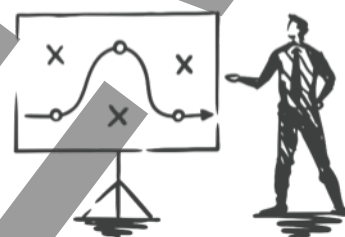
A business needs to understand its position in the market, and demand for travel and tourism products and services.

Market research helps a business understand these things.

Market research

- planned way of collecting, recording, analysing and evaluating data about customers and the market itself (Market Research Society)

Business can do the research itself, or get market research companies to do the research for them.



Five stages of market research

1. Set objectives

Why are you doing the research?

A statement to prove or not e.g. only rich people come to Dubai

2. Design the research

Decide research method

Time and resources needed for research

3. Data collection

Main research carried out

Primary and secondary research

4. Analyse the data

Collate and interpret what the data means

Statistical analysis

5. Report the results

Conclusions of the research

Answers to the question

5.1 Role and function of marketing and promotion

Main marketing and promotion techniques used in travel and tourism

Types of research



Primary research (field research)
in person / telephone / internet / postal

- . asking customers directly:
- . survey
- . questionnaires
- . interviews
- . focus groups

Secondary research (desk research)
collect data from other sources

- . internal: own data (sales, no. of visits etc)
- . external: government records, academic data, professional organisations
- . secondary data, not always fit what you want as done by others

Types of data



Qualitative data

- . data from customers' opinions
e.g. customers views about products and services
- . difficult to summarise

Quantitative data

- . numbers and statistics
e.g. how many visitors, when people visited, how much they spent
- . shown in graphs and charts

5.1 Role and function of marketing and promotion

Activity 1

You have the answer but what is the question?

Answer

Question

1. Data
collection2. Desk
research3. Qualitative
data4. Secondary
research5. Quantitative
data

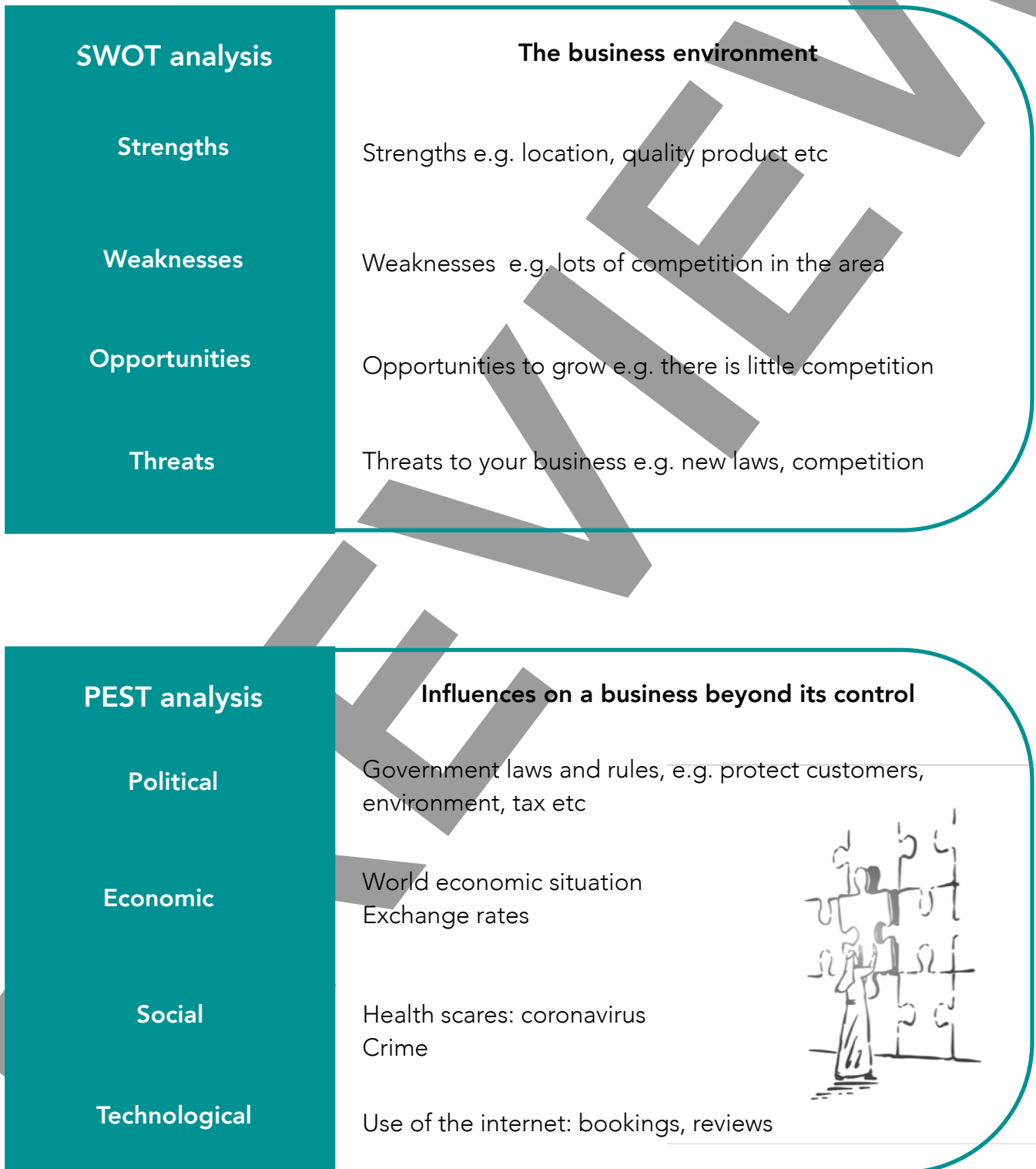
6. Interviews

7. Primary
research

5.1 Role and function of marketing and promotion

All businesses operate in an environment, or a new business needs to look at the environment in which it might operate. It is important to understand your business environment.

Situational analysis



5.1 Role and function of marketing and promotion

Activity 2

Complete a SWOT analysis for the Burj Al Arab

Strengths

Weaknesses

Opportunities

Threats



5.1 Role and function of marketing and promotion

Activity 3

Complete a PEST analysis for Dubai in 2020



Political

Economic

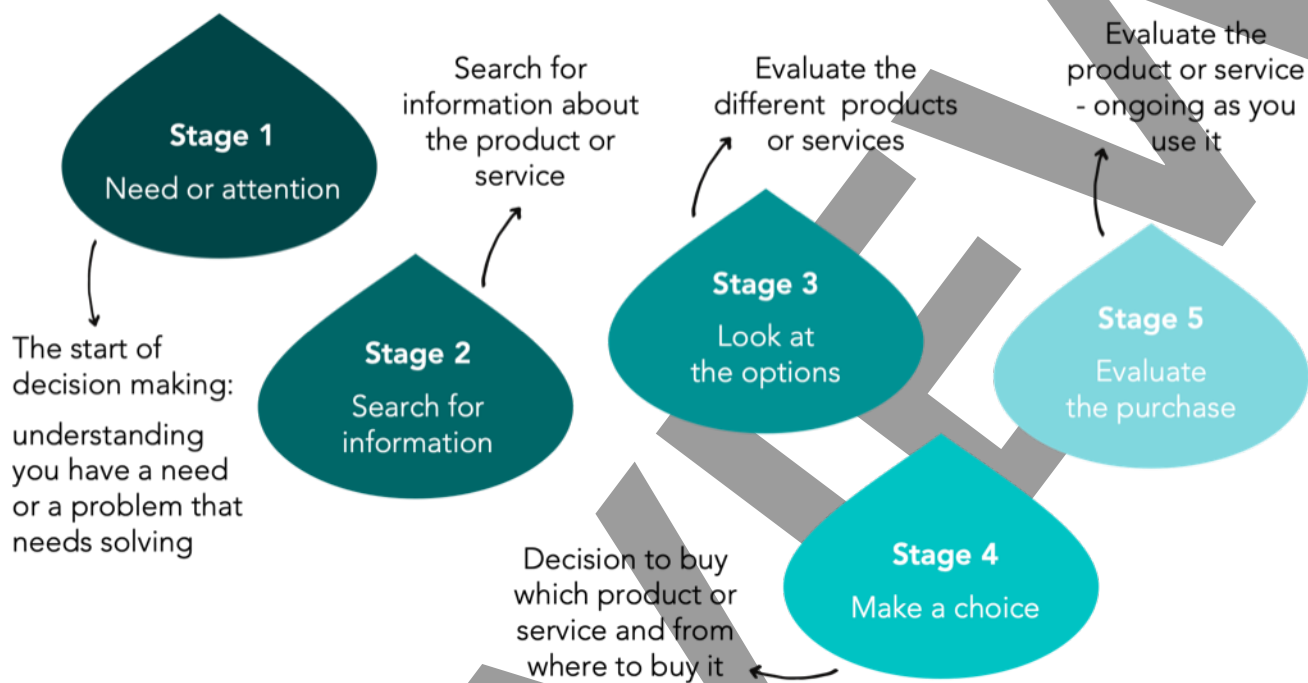
Social

Technological

5.1 Role and function of marketing and promotion

Function of marketing and promotion

Understanding the customer: the buyer decision-making process



Activity 4

Using the 5 stages explain the decision making process for choosing a holiday in Dubai staying at the Burj Al Arab

5.1 Role and function of marketing and promotion

When a product or service is introduced to the market, it is difficult to stand-out from all the other competitors.

Unique = design, functions, taste/flavour, better performance etc

Part of marketing is to find or create something to use an Unique Selling Proposition, this might be psychological - link product with a slogan or famous person



Activity 5

How does Dubai try to stand-out from other destinations?



5.1 Role and function of marketing and promotion

Exam style questions: role & function of marketing & promotion

1. Define the following terms: (4 x 2)

a. Market research _____

b. Qualitative data _____

c. Interviews _____

d. USP _____

2. Give two reasons why you should carry out a : (2 x 3)

a. SWOT analysis _____

b. PEST analysis _____

3. Give two reasons why it is good to have a USP (4)

5.1 Role and function of marketing and promotion

4. Explain the decision making process in choosing a holiday (6)

5. Explain how a hotel might try to stand out from the other hotels in the area (6)

6. Give two reasons how a government can effect your business (4)

5.1 Role and function of marketing and promotion

Role and function of marketing and promotion

Review and summary**Key points:**

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Key words:

1. _____
2. _____
3. _____
4. _____
5. _____

5.2 Market segmentation and targeting

Segmentation and targeting

Segmentation and targeting is about identifying different markets. Different products/services appeal to different ages/gender/locations/religions etc. Knowing who your customers are helps target the marketing to reach the right people



Activity 6

For each attraction/accommodation, list who it might appeal to.

Disneyland Paris



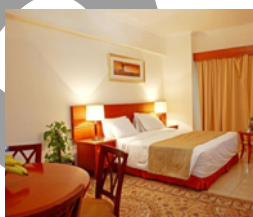
Who does it appeal to?

MGM 5* Grand Hotel Las Vegas



Who does it appeal to?

Garden 2* Hotel Apartment London



Who does it appeal to?

5.2 Market segmentation and targeting

Benefits and features - from a customers point of view



Features

- . things about the product or service
- . cheaper
- . more thrilling
- . luxury
- . facilities

Benefits

- . give customers a reason to buy because they explain how the product or service improves their lives
- . best value
- . more thrilling
- . great location
- . 5 star

So what?

Product or service may have many features
BUT
Why do people want to buy that product or service?

Features

- . 20,000 + entertainments & shows *so what*
- . Weekend fireworks *so what*
- . 60+ rides & games *so what*
- . 100+ places to eat *so what*
- . 3500+ shops *so what*
- . 25+ country pavilions *so what*

Benefit to customer

- . entertainment for everyone
- . spectacular firework display
- . most rides in Dubai
- . world food in one place
- . something for everyone
- . shop around the world

5.2 Market segmentation and targeting

Benefits and features - from a customers point of view

Activity 7

*List five attractions or hotels + its features
Write the 'SO WHAT' for each of the tourist attractions*



Attraction

Features

SO WHAT?

5.2 Market segmentation and targeting

Exam style questions: market segmentation & targeting

1. Define the following terms (6 x 2)

a. tangible _____

b. intangible _____

c. primary research _____

d. qualitative data _____

e. quantitative data _____

f. market segmentation _____

2. Explain the benefits of using primary research (4)

5.2 Market segmentation and targeting

3. Explain the decision making process for choosing a holiday (6)

4. Give two reasons why market research is important (4)

5. Give three reasons why marketing and promotion is important to travel and tourism businesses (6)

5.2 Market segmentation and targeting

Market segmentation and targeting

Review and summary

Key points:

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5.3 Marketing Mix

PRODUCT

PRICE

PLACE

PROMOTION

PRODUCT

The aim of any travel or tourism business is to meet the needs of the customer, to keep them happy so they buy the product or service again - repeat business.



Product

Tangible: physically hold the product

Service

Intangible: cannot be taken away - not physically held

Homogeneous: things like or similar to each other - standardised

Heterogeneous: not standardised - individualised

Separable: products different from each other

Inseparable: service the same every time

Storable: product will last a long time (not perishable)

Not storable: services perishable, not used later

For travel and tourism products sometimes these things are not clear.

Example: package holiday

- . very similar for customers but differences in what they have chosen
- . product perishable - if nobody books for the dates, holiday company loses money

Example: hotel

- . same rooms and restaurant
- . customer can experience different level of service from different people: reception, waiter, gym staff etc.



5.3 Marketing Mix

PRODUCT

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PROMOTION

The aim of any travel or tourism business is to meet the needs of the customer, to keep them happy so they buy the product or service again - repeat business.

PRODUCT

Products can be **tangible** or **intangible**

Tangible is something you can take away with you e.g. shoes

Intangible is something you can't take away with you e.g. a cinema experience

Activity 8

List travel and tourism products that are tangible and intangible

Examples of tangible products

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Examples of intangible products

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

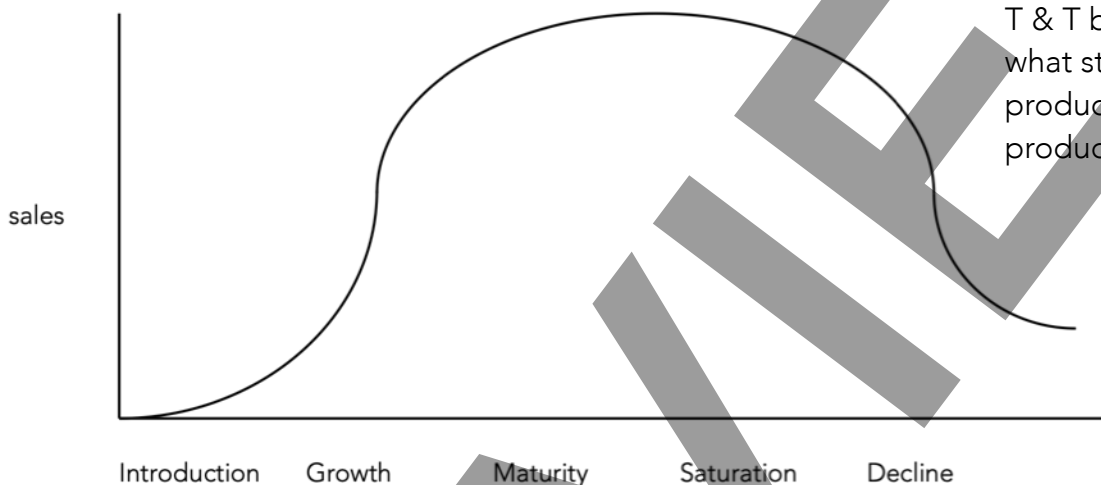
5.3 Marketing Mix: Product



Product life cycle

Customers needs and wants change all the time, so T & T businesses need to meet those needs if they are going to be successful.

Product life cycle allows T & T businesses to see what stage of the product life cycle their products are in.



Introduction

new product, low sales - persuading people to buy the product
perhaps little or no competition

Growth

sales start to increase, repeat business, people know about the product and are interested - perhaps some competition

Maturity

sales good but not increasing - loyal customers
strong competition

Saturation

market full of the product, many competitors
perhaps pricing very competitive (lower prices to keep customers)

Decline

too much competition, lower prices, perhaps people no longer want the product
perhaps newer better products on the market

5.3 Marketing Mix: Product

PRODUCT

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PROMOTION

PRODUCT

Product life cycle

Activity 9

Give examples of products/services in the different stages of the life cycle

Examples of 'introduction' products

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Examples of 'growth' products

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Why is the 'introduction' stage risky?

- _____
- _____
- _____

5.3 Marketing Mix: Product

PRODUCT

PRICE

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PROMOTION

Examples of 'maturity' products

- _____
- _____
- _____
- _____
- _____
- _____

Examples of 'saturation' products

- _____
- _____
- _____
- _____
- _____
- _____

Examples of 'decline' products

- _____
- _____
- _____
- _____
- _____
- _____

How do you know your products are in decline?

- _____
- _____
- _____
- _____
- _____
- _____

5.3 Marketing Mix: Product

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Why is the product life cycle important?

Activity 10

Give examples for each scenario

Marketing

- . focus on different aspects at different times
- e.g. introduction = people knowing about the product

Example

Promotion

- . before and at the start of the life cycle
- . create customer loyalty
- . find new customers

Example

Price

- . perhaps higher price at introduction (unique selling point)
- . price lower with more competition

Example

Extension strategy

- . if product in saturation or decline stage:
- . change product to get more interest and sales
- . change to include latest trends e.g. eco friendly
- . promote more and try different types of promotion

Example

5.3 Marketing Mix: Product

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Product life cycle

Brand image

The travel and tourism industry is very competitive.
To stand out in the market is it important to have a brand.

A brand is what identifies a company to its customers - it's the impression people get of the company from its:

- . logo
- . name
- . packaging
- . typography
- . customer service
- . price
- . product quality
- . corporate responsibility

Plus it's about how people feel, how it looks, historical - its the experience.

In addition, a unique selling point, can be a big part of the brand image.



Visit Dubai

Most popular tourism brand on social media
with 7.5m followers in 2019



Booking.com

booking.com

Most popular online booking brand on social
media with 14.5m followers in 2019



Marriott hotels

Most popular hotel brand on social media
with 3.1m followers in 2019

5.3 Marketing Mix: Product

PRODUCT

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Brand packaging

Packaging is a big part of branding - but less so in the travel and tourism industry.



Peninsula Hotels branded toiletries



Renaissance Hotel luggage tag

Price is sometimes used to create a brand image - low cost airlines, link price with brand.



AirArabia
العربية للطيران

Brands can be created for a specific target market.

Tui Group has many different brands.



Hotels with a
local flavour



Family Hotels



Premium Beach
Hotels



All inclusive
Hotels

5.3 Marketing Mix: Product

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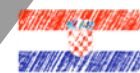
PRODUCT

Rebranding a product: Croatia

Croatia was seen as a very dangerous place after the war of independence 1991-1995 against Yugoslavia.

Situation in 1994

In 1994 a "Washington Post" article wrote about whether people would want to visit war-torn Croatia. "Only the more intrepid (brave) will consider a trip."



CROATIA

Getting to Croatia

Croatia when it was part of Yugoslavia did not encourage tourists to come. From most major cities, getting to Croatia was difficult required flying to Italy, Hungary or Austria and then taking a bus, train or ferry.

"We had to improve a lot of the flight connections," Mr. Stanicic said. "We now have flight connections with main European hubs like Frankfurt, Amsterdam, Munich, London." During the war the pictures on TV did not encourage tourist to want to visit Croatia.

In 2013, the low-cost carrier Ryanair made the airport in Zadar, a city on Croatia's Dalmatian coast, a base, and in 2017 Aer Lingus, the Irish carrier, began service to Split. Other airlines followed including Alitalia and America Airlines then flights from China, India and Australia. Mr. Stanicic said, there has been a real effort to work with airlines from those countries.

Once countries started to fly to Croatia, the rebranding could start and Croatia could change the story from war torn country to a holiday destination.....

5.3 Marketing Mix: Product

PRODUCT

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PRODUCT

Rebranding a product: Croatia



Get lucky and make the most of it

When HBO began filming "Game of Thrones" in Dubrovnik in southern Croatia, people around the world became interested in where it was filmed. After eight seasons and, the show's fans wanted to visit and now are a "significant" part of the country's tourism market, Mr. Stanicic said.

Croatia, too, looked for a way to make tourists connect with the country. Ahead of the 2018 World Cup, Croatia's tourism board created a video that took viewers across the country, through the eyes of its national team's most popular soccer players. After the players emerged as stars of the Cup, the video hit social media. It includes Luka Modrić inviting people to his hometown, Zadar, and Mario Mandzukic suggesting that people travel to Slavonia. The video got nearly a million views.



The situation in 2018

In 2018, nearly 560,000 Americans visited Croatia, up from about 41,000 in 1998. Overall, 19.7 million tourists visited the country in 2018, compared with about 1.5 million in 1995.

"Nowadays, Croatia is one of the top destinations in the Mediterranean," said Kristijan Stanicic, director of the Croatian National Tourist Board. "Our competitors are Spain, Italy, France, Greece and that hasn't always been the story. People know now that we have great beaches and other things to do."

5.3 Marketing Mix: Product

PRODUCT

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Activity 11

Read pages 27 and 28, about how Croatia rebranded and answer the questions below

1. Explain why it was difficult to get to Croatia in the 1990s. (4 marks)

2. Give two reasons why Ryanair flying to Croatia has made a difference (4 marks)

3. Explain how the HBO series the 'Game of Thrones' has led to an increase in tourists to Croatia (6 marks)

5.3 Marketing Mix: Product

PRODUCT

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PRODUCT

Development of a product

Each travel and tourism business offers a variety of products and services
= **product range and service range**

Example: hotel

Products

- . accommodation
- . restaurants
- . health club/spa/gym

Services

- . valet park
- . executive lounge
- . free wifi
- . reward points



Problem range of products and services is limited in travel & tourism

- few variations but mostly pretty much the same

Development or differentiation is important:

- . be seen as an innovator
- . grow the market in an area
- . expand to new areas
- . defend against new competition
- . follow the success of a competitor
- . use technological advances
- . re-position themselves in the market

5.3 Marketing Mix: Product

Exam style questions: marketing mix - product

1. Define the following terms (6 x 2)

a. homogeneous _____

b. separable _____

c. storable _____

d. perishable _____

e. a brand _____

f. rebrand _____

2. Explain the 'Product Life Cycle (6)

5.3 Marketing Mix: Product

3. Give three examples of hotel's product range (6)

4. Give two reasons why the product life cycle is important (4)

5. Give three reasons why product might need a rebrand (6)

5.3 Market mix: Product

Market mix: Product

Review and summary

Key points:

1. _____
2. _____
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8. _____

Key words:

1. _____
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5. _____

5.3 Marketing Mix: Price

PRODUCT

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PROMOTION

PRICE

Factors affecting price

- . does it have to make a profit
- . price of the competitors' products/services
- . image of product/service
- . time or season can change the price
- . can the price be subsidised
- . affordability
- . political consideration

Activity 12

Give an example for each, in the boxes below

1. Does the product or service have to make a profit?

Example of a non profit service/product:

2. Can the product or service be subsidised?

Example of a subsidised product/service:

3. Competition can effect the price of a product/service

Give an example of how competition can change price:

5.3 Marketing Mix: Price

PRODUCT

PRICE

PLACE

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4. What can the customer afford for a product/service?

Give an example:

5. Image of a product/service can effect the price

Give an example of image buying:

6. Political considerations for a product/service

Give an example:

7. Time or season can change the price of a product/service

Give an example:

5.3 Marketing Mix: Price

PRODUCT

PRICE

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PROMOTION

PRICE

There are different ways of pricing your product or service. These may be temporary or permanent.



Activity 13

For each type of pricing, give its advantages and disadvantages

Price leader (market skimming)	Sets the price - often for a new product or service
Advantages	Disadvantages
Prestige	Sets a higher price for a better quality product or service
Advantages	Disadvantages

5.3 Marketing Mix: Price

Leader pricing (market penetration)	Sets a low price to get new customers
Advantages	Disadvantages
Loss leader pricing (market penetration)	Sets a low price (make a loss) to attract customers, who then might buy other products/services.
Advantages	Disadvantages
Variable pricing	Different price at different times of the day or year etc
Advantages	Disadvantages

5.3 Marketing Mix: Price



Price bundle	Grouping products/services together and selling them at one price
Advantages	Disadvantages

Activity 14

Read the statement and decide which type of pricing it describes

Hotel has a special rate (price) for bed, breakfast and dinner.

1.

Ryanair offers for flights for £20 one way, for month only.

2.

Restaurant has special price for lunch on weekdays .

3.

A flight to Dubai is cheaper when it is not a school holiday.

4.

Hotel has a special rate (price) for bed, breakfast and dinner.

5.

World's first 8 star hotel opens.

6.

5.3 Marketing Mix: Price

PRODUCT

PRICE

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PROMOTION

PRICE

Deciding on the final price for a product or service depends on a number of factors.

Costs: fixed & variable

Fixed costs = rent, electricity, internet, insurance
Variable = salaries, raw materials

Profitable

Price - costs = profit

Subsidies, tax & surcharges

Subsidy = get money from another (govt.) to provide a service
tax/surcharge = tax on travel/tourist products
e.g. flight, food and accommodation

Competitors

Higher price if no substitute/competition
Competition = lower prices, better products & service

Customer expectations

Customer expects value for money - whatever the price.
Price & quality are linked.

Seasonality

Variable prices according to season (high & low, off peak).

Economic factors

State of the economy from where the customers come from.
Boom = more expensive holidays & more of them

5.3 Marketing Mix: Price

PRICE

PRODUCT

PRICE

PLACE

PROMOTION

Activity 15

Read each statement and decide which factor (page 35) it is being influenced by

1. Dubai hotels charge a 'Tourist Dirham Fee'.

2. The price of the flight to Dubai was more expensive in the school holidays.

3. New iPhone should last for several years

4. The price of flight only was AED. 2000, but the total price was AED.3500

5. Hotels have reduced their prices as there is a recession around the world

6. Business was good because the government workers had a large pay increase.

7. With more and more hotels being built, the prices starting going down.

8. Restaurant levy of 6%

5.3 Marketing Mix: Price

Exam style questions: marketing mix - price

1. Define the following terms (6 x 2)

- a. Price leader _____
- b. Loss leader _____
- c. Price bundle _____
- d. Profit _____
- e. Seasonality _____
- f. Surcharge _____

2. Explain why an airline might have a 'loss leader' price for some of its flights? (4)

3. Explain why flights to Dubai are cheaper when it is the summer (4)

5.3 Marketing Mix: Price

4. Discuss what a hotel needs to consider when deciding on its prices for rooms (6)

5. Assess the impact of school holidays on pricing in the travel and tourism industry (6)

5.3 Market mix: Price

Market mix: Price

Review and summary

Key points:

1. _____
2. _____
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5. _____

5.3 Marketing Mix: Place

PRODUCT

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PLACE

PROMOTION

PLACE

Factors that influence the choice of location for travel and tourism businesses

Costs

The better the location the higher demand and the higher the cost will be. Away from the main tourist area the price will be less.

Availability of suitable place

Travel agents, tourist information and money exchangers will want to be in central locations. Same for hotels, restaurants and tourist attractions. Larger plots may need to be away from central areas because of higher costs.

Character of an area

The character of an area is very important. The area needs to be attractive to tourists - low crime, near other attractions etc

Local population

Travel and tourism businesses need local people as workers. Ideally a local population can also be customers too.

Local facilities

Other tourist linked facilities close by desirable. Money exchange are often near to travel agents.

Access/transport

A tourist business needs to easily accessed - airport, railway, roads etc. Ideal little or no congestion. Parking on site or nearby.

Human resources

Local population can act as the workforce, but sometimes workers need to be recruited from other countries. This however, can lead to leakage

5.3 Marketing Mix: Place

PLACE

PRODUCT

PRICE

PLACE

PROMOTION

Activity 16

For the attraction or accommodation give the advantages/disadvantages of its location

Business:

Location:

Advantages:

1.

2.

Disadvantages:

1.

2.

Business:

Location:

Advantages:

1.

2.

Disadvantages:

1.

2.

Business:

Location:

Advantages:

1.

2.

Disadvantages:

1.

2.

Business:

Location:

Advantages:

1.

2.

Disadvantages:

1.

2.

5.3 Marketing Mix: Place

PLACE

PRODUCT

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PLACE

PROMOTION

Business:

Location: _____

Advantages:

1. _____

2. _____

Disadvantages:

1. _____

2. _____

Business:

Location: _____

Advantages:

1. _____

2. _____

Disadvantages:

1. _____

2. _____

Business:

Location: _____

Advantages:

1. _____

2. _____

Disadvantages:

1. _____

2. _____

Business:

Location: _____

Advantages:

1. _____

2. _____

Disadvantages:

1. _____

2. _____

5.3 Marketing Mix: Place

PLACE

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PLACE

PROMOTION

Activity 17

For a tourist business of your choice, rate (1-10) it for each of the factors that influence the location

Name of tourist business: _____

Costs

Suitable place

Character of an area

Local population

Local facilities

Access/transport

Human resources

5.3 Marketing Mix: Place

Exam style questions: marketing mix - place

1. Define the following terms (4 x 2)

a. Character of an area _____

b. Local facilities _____

c. Human resources _____

d. Access _____

2. Explain why the character of an area is important for a hotel (4)

5.3 Marketing Mix: Place

3. Give two benefits of a hotel being located near an airport (4)

4. Give two reasons why a hotel might want to locate in on a beach (4)

5. Discuss the importance of choosing the right location for a hotel (6)

5.3 Market mix: Place

Market mix: Place

Review and summary

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5.3 Marketing Mix: Promotion

PRODUCT

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PROMOTION

PROMOTION

Four aims of promotion:

Inform customers of the product's features

To create demand

To increase sales

Raise and maintain awareness of products and services

Main methods of promotion:

Advertising

- . Good way to reach customers but can be expensive:
 - . broadcast media (TV, radio, cinema)
 - . print media (newspapers, magazines, leaflets)
 - . display media (billboards, posters, signs)

Public relations

- . Good way to reach customers but can be expensive:
 - . broadcast media (TV, radio, cinema)
 - . print media (newspapers, magazines, leaflets)

Publicity

- . Anything that brings attention to the business
 - . press releases
 - . sponsorships
 - . partnerships (charity work)

Internet

- . Inexpensive ways to promote products/services
 - . Websites and apps
 - . Video clips

Electronic & social media

- . SMS alerts for bookings to phones
- . Travel updates
- . Social media accounts

Trade promotions

- . Link with other travel and tourism partners - travel agents, travel writers and bloggers
- . Raises the profile of the business

Direct marketing

- . Link with other travel and tourism partners - travel agents, travel writers and bloggers
- . Raises the profile of the business

Point of sale displays

- . Promote products and services at sales desks and counters - local tours in hotel receptions

Sales promotions

- . Very common method used by travel and tourism providers
- . Lots of different methods - 2 for 1, discounts, loyalty cards and incentives

Personal selling

- . Face to face selling to customers
- tickets at attractions, memberships to hotel spas

5.3 Marketing Mix: Promotion

PRODUCT

PRICE

PLACE

PROMOTION

Decide on the message

Activity 19

Decide whether the promotion is to:

. increase sales

. promote the brand

. give information



a. _____



b. _____



c. _____



e. _____



e. _____

5.3 Marketing Mix: Promotion

PRODUCT

PRICE

PLACE

PROMOTION

PROMOTION

Factors in producing effective promotional materials

Promotion - let people know about the product or service.
People need to know about the destination, hotel, attraction etc
Promotion can be a done in lots of different ways.

Choose an audience

- . Who are you promoting to?
- . Who are your customers?

Decide on the message

- . Are you looking to increase sales?
- . Do you want to promote the brand?
- . Do you want to tell them about your products?

Select the appropriate media

- . Where are you going to promote your product/service?
- . Link to your customers

Timing of campaign

- . When do you start your campaign?
- . Which part of the life cycle?
- . Different media at different times?

Advertising budget

- . How much will it all cost?

Measure the results

- . How do you know if the promotion has worked?

“

*Doing business without advertising (promotion) is like winking at a girl in the dark.
You know what you are doing but nobody else does.*

Stuart H. Britt

5.3 Marketing Mix: Promotion

PRODUCT

PRICE

PLACE

PROMOTION

Choose an audience

Activity 18

Who do you promote the following products and services to?



Burj Al Arab Hotel



Centre Parks Adventure Resorts



Camping Holidays



Ski Holidays

5.3 Marketing Mix: Promotion

PRODUCT

PRICE

PLACE

PROMOTION

PROMOTION

Selecting the appropriate media, is a difficult task for travel and tourism providers. There is a lot of choice and different markets may need different approaches to advertising. Most will promote on a national or international level, making it more challenging - and potentially expensive. Promotions are usually a combination of different media.

Select the appropriate media

Advertising

Usually paid promotions through newspapers, magazines, TV, radio, billboards etc



magazines

Promotional activities

Short term activities to get interest in product/service & get customers to respond e.g. coupons, offers, discounts, giveaways etc



coupons



Direct marketing

Contacting customers through different ways (email, post, telephone) with a 'call to action'



5.3 Marketing Mix: Promotion

PRODUCT

PRICE

PLACE

PROMOTION

Public relations

Usually use PR companies,
placing information about
a product or company
in the news



Starbucks 'sign-language'



Virgin Atlantic LGBT flight

Direct mailing

Sending postal mail
(ads, leaflets etc)
to large groups
of customers

**Sponsorship**

Financial support for an event,
activity often through
advertising



Dubai Duty Free- horse racing

Personal selling

Personal contact between
company and the buyer
Examples: meetings, emails,
telephone etc

**Digital communication**

Promotions for internet &
phone etc. including
social media



5.3 Marketing Mix: Promotion



Activity 19

Read each scenario and then decide which media is the most appropriate and explain your decision.

A new travel agency business is going to open in four weeks, in a large town.

Media: _____

Why? _____

One of largest airlines in the world, is taking delivery of the newest fastest passenger airplane.

Media: _____

Why? _____

A family have opened a small cabin and campsite resort with children's activities by a lake. It is 6 weeks before the summer holidays.

Media: _____

Why? _____

A large ski holiday company is reducing the price of it's holidays by 50% in 2 weeks time.

Media: _____

Why? _____

A new 6 star hotel and resort with Michelin chefs and spa facilities is opening on the Jumeirah Palm has been opened for 6 months but not have enough guests.

Media: _____

Why? _____

5.3 Marketing Mix: Promotion

PRODUCT

PRICE

PLACE

PROMOTION

Activity 20

For each type of promotion, give its advantages and disadvantages.

Type of promotion: **Direct marketing**

Advantages

Disadvantages

Type of promotion: **Digital communication**

Advantages

Disadvantages

Type of promotion: **Sponsorship**

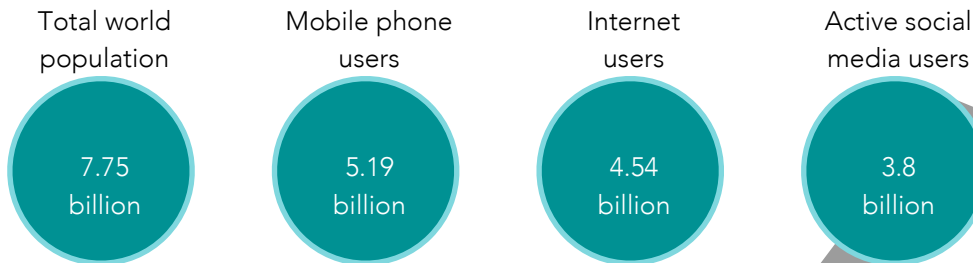
Advantages

Disadvantages

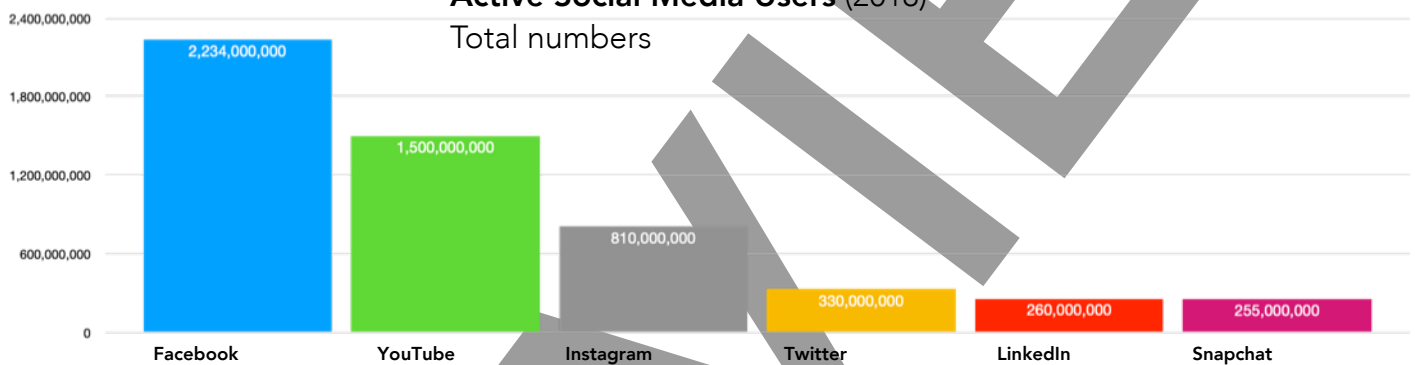
5.3 Marketing Mix: Promotion



Access to the internet (2018)

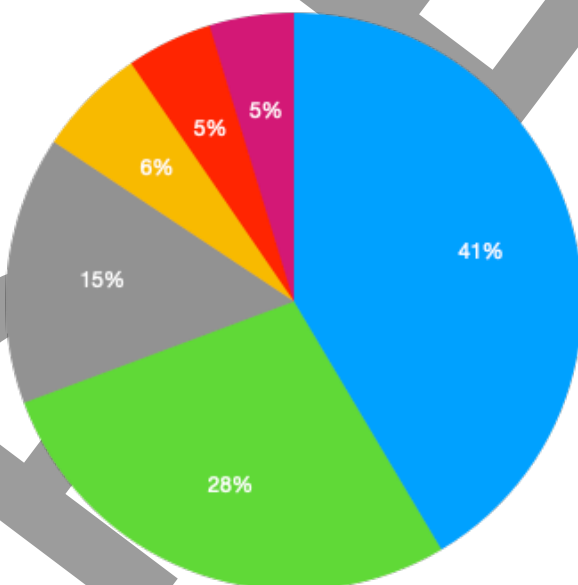


Active Social Media Users (2018) Total numbers



● Facebook ● YouTube ● Instagram ● Twitter ● LinkedIn ● Snapchat

Active Social Media Users (2018) As percentage share (top 6)



5.3 Marketing Mix: Promotion

PRODUCT

PRICE

PLACE

PROMOTION

Social Media Facts (2018)



- . Easy to use, public & private
- . Linked with Instagram
- . Tracking



- . Privacy issues
- . A lot of ads
- . Marketing is time consuming



- 2 million businesses pay for ads
- 40 million small businesses
- 85% of 50 years+ have an account
- 54% female, 46% male



- . Open to everyone - no membership
- . Easy to find content
- . 2nd most popular search engine



- . Upload standards have to be high
- . Time and effort needed to get it right
- . Lots of competition



- 73% of USA population use YouTube
- 95% of internet users have watched YouTube
- 2nd most visited site on the internet
- 62% of users are male, 38% female



- . Easy to use
- . Tweets appear in Google
- . Messaging short & to the point



- . Too many messages, can get lost
- . Not very visual



- Higher income users
- 38% users 18-29, 26% aged 30 - 49 years
- 66% users male, 34% female
- Wide user base - inc. govts.



- . Easy to use
- . Wide audience
- . Fast grow



- . Photo based, can lack information
- . Difficult to get noticed



- 72% of teenagers use Instagram
- Over 70% of US businesses use Instagram
- 44% users male, 56% female
- 65% of users under 35 years old

5.3 Marketing Mix: Promotion



Use of Social Media by Age Group

Generation Z (13-19)



Attention span: 8 secs



32% prefer Instagram



33% prefer ads via email

Millennials (20-35)



\$2000 pa online



87% use Facebook



43% prefer ads via email

Generation X (36-49)



23% of online shopping



48% use Twitter (half active)



40% prefer using laptops

Baby Boomers (50-65)



70% of disposable income



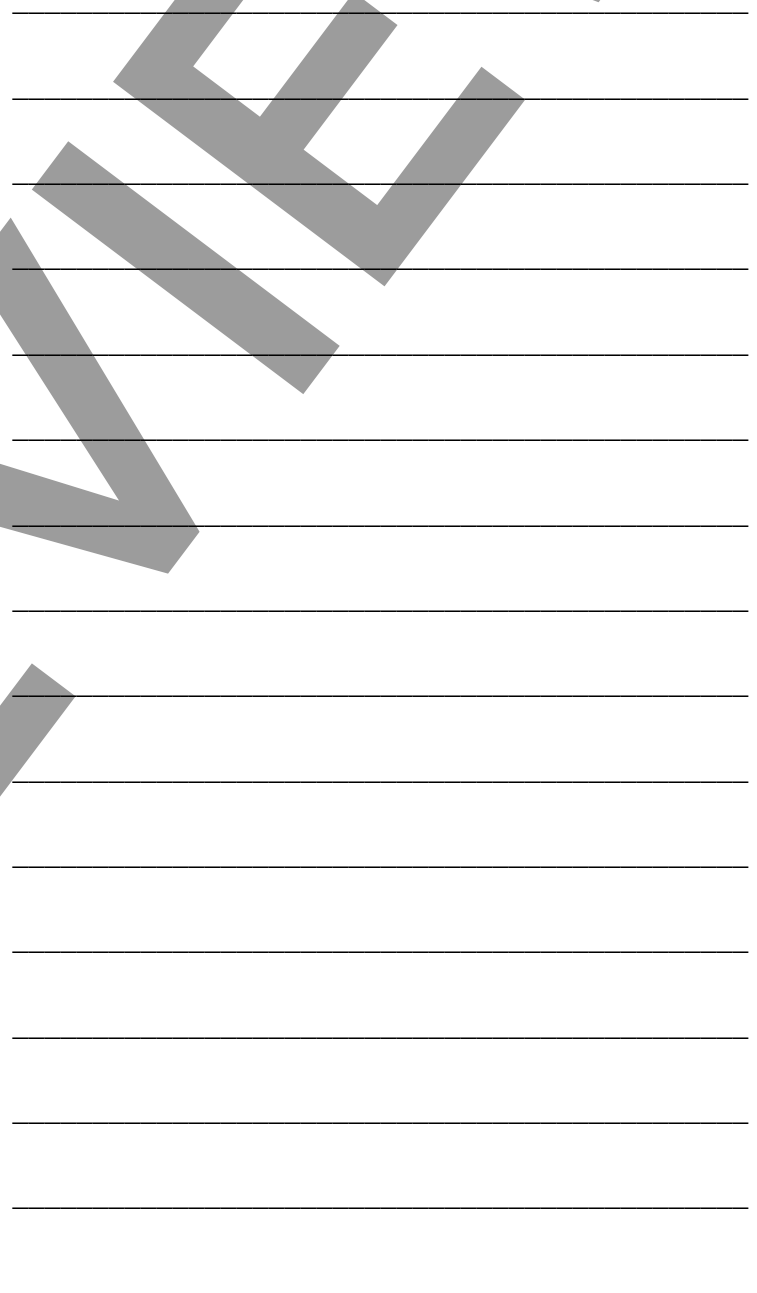
84% use Facebook



58% prefer using computers

Activity 21

Discuss why understanding the different social media platforms is important for travel and tourism businesses. (6)



5.3 Marketing Mix: Promotion

Activity 22

Give advantages and disadvantages of using each of the following social media for promotional purposes

Advantages

Disadvantages









5.3 Marketing Mix: Promotion



Activity 23

Read each scenario and then decide which social media is the most appropriate and explain your decision

A new luxury, adults only, cruise ship company is about to start offering its exclusive holidays.

Social Media: _____

Why? _____

A resort in Ibiza is launching beach and party holidays for 18 - 30 year olds.

Social Media: _____

Why? _____

A couple are going to Air BnB their one bed apartment in London for 6 weeks in the summer.

Social Media: _____

Why? _____

A large family holiday company is reducing the price of all its holidays by 50% in for 1 week on June.

Social Media: _____

Why? _____

The Water Park has a new ride opening in time for the summer holidays.

Social Media: _____

Why? _____

5.3 Marketing Mix: Promotion

PRODUCT

PRICE

PLACE

PROMOTION

Activity 24

Choose one social media platform e.g. instagram and prepare persuasive powerpoint presentation convincing a tourism business to use that media.

5.3 Marketing Mix: Promotion

PROMOTION

Timing of campaign



Targeting specific times of the year allows travel and tourism businesses and to appeal to customers at a time when they are paying the most attention, increasing engagement, leads and sales.

Different markets have different timings for their campaigns:

UK

Many travel and tourism companies launch their campaigns for summer holidays in the winter, often starting around December, going into January and February. In winter people are looking forward to holidays in hot places in the summer. Discounts are often given for early bookings.

Dubai

The travel and tourism market in Dubai, is considered to be a 'last minute' buying market. Many people do not decide when and where they are going until a few weeks or even days before they book.

Trends

A campaign may be linked to a trend. Perhaps a certain place is in the news - are people are then attracted. Launched a campaign to take advantage of this makes sense. Films and TV shows based in certain places are one way a destination becomes on 'trend'. e.g. Game of Thrones, Harry Potter, The Beach etc

Events and festivals

Campaigns may be based upon specific events and festivals. If aiming to attract international tourists, a campaign may start earlier than for domestic tourists. Annual events, may focus on additions from previous years.



5.3 Marketing Mix: Promotion

PROMOTION

PRODUCT

PRICE

PLACE

PROMOTION

Advertising budget

Advertising costs money.
The costs of advertising vary enormously.

Activity 25

Research the cost of advertising using different media.

Example media: _____

Costs: _____

Example media: _____

Costs: _____

Example media: _____

Costs: _____

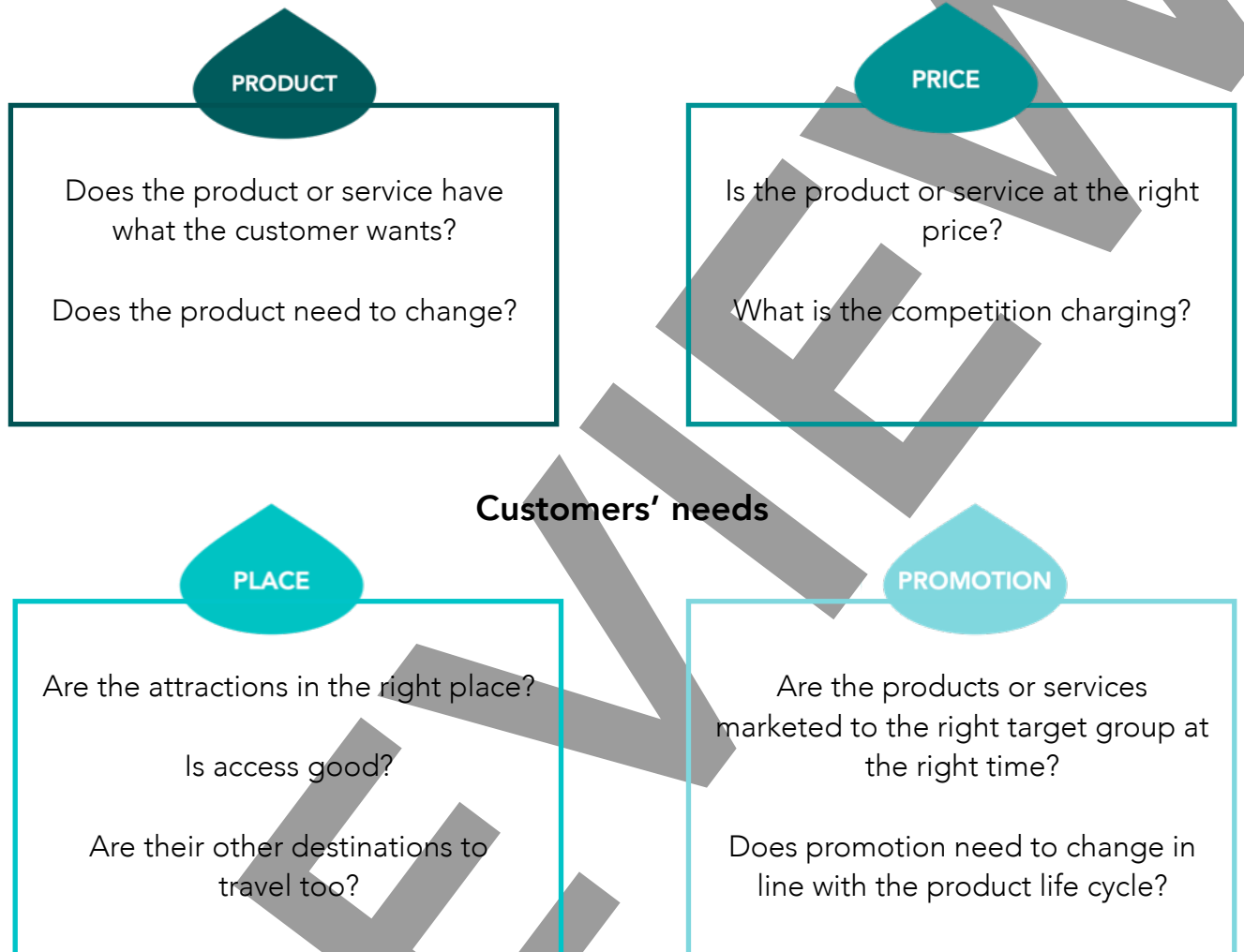
Example media: _____

Costs: _____

5.3 Marketing Mix



Important to design marketing mix to meet customers' needs



Activity 26

Explain how customers' needs can be met

5.3 Marketing Mix

PRODUCT

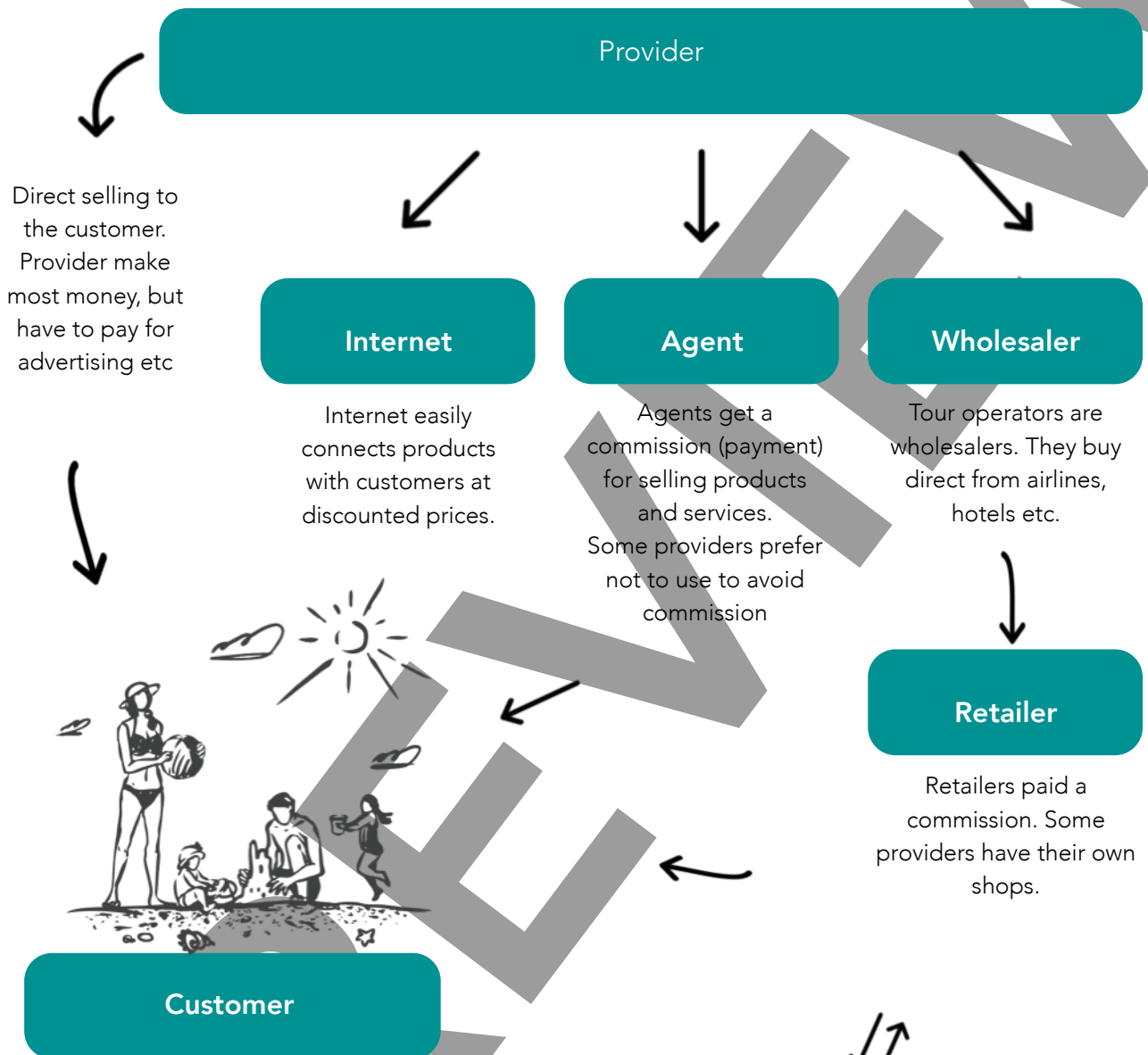
PRICE

PLACE

PROMOTION

Distribution channels for travel and tourism products and services

Airlines, resorts, hotels etc



Global distributions systems

GDS enables travel agents to book airline tickets and hotel rooms in real time. Examples: Sabre, Galileo, Worldspan, Apollo and Pegasus

5.3 Marketing Mix

PRODUCT

PRICE

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PROMOTION

Activity 27

Explain the distribution channels for travel and tourism products and services

5.3 Marketing Mix: Promotion

Exam style questions: marketing mix - promotion

1. Define the following terms (8 x 2)

a. Social media _____

b. Public Relations _____

c. Direct marketing _____

d. Point of Sale _____

e. Personal selling _____

f. Sales promotion _____

g. Trade promotion _____

h. Publicity _____

5.3 Marketing Mix: Promotion

3. Give two benefits of using social media (4)

4. Give two advantages of using sponsorship to promote an airline (4)

5. Discuss using social media as a way of promoting a business hotel (6)

5.3 Marketing Mix: Promotion

6. Give two benefits of using Facebook to promote family holidays (4)

7. Explain why the timing of a promotional campaign is important (6)

8. Discuss why meeting customers' needs is important (6)

5.3 Market mix: Promotion

Market mix: Promotion

Review and summary**Key points:**

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Key words:

1. _____
2. _____
3. _____
4. _____
5. _____

PREVIEW

