



What is a tourism marketing plan?

adapted from: <http://smallbusiness.chron.com> "How to Write a Tourism Marketing Plan", by Robert Morello

A tourism marketing plan defines the advertising and generally marketing approach that will be used to promote a destination. Marketing plans create a customized action statement that the entire tourism organizations can follow and use to measure the effectiveness of each campaign involved in the effort. The process of writing a tourism marketing plan involves serious research and a good understanding of the marketing avenues that are open to you.

Here some few steps to follow in order to establish a tourism marketing plan:

- 1.** Review the marketing methods and results of the past years trying to illustrate what has worked and what needs to be improved with the New Year's approach.
Create a first section of your marketing plan titled "Past Campaigns".
List the campaigns that have resulted in increased visits and use of your travel destination separately from those that have failed, along with their cost and some suggestions about any possible improvement.
- 2.** Research current market trends in tourism to gauge the climate in which you will be advertising.
Review the successes and failures of your competitors – destinations with similar attractions or the same target audience – so you do not repeat any mistakes made.
Analyze the geographic areas and demographics you wish to target with your marketing.
Learn as much as you can about trends, income levels and travel habits and then report these findings in the second section of your marketing plan to underline the initiatives and marketing tactics to follow. Title the section "Current Market Trends".
- 3.** Lay out the strategies you like best to market the destination. These strategies should be divided into categories like online marketing, print marketing and partnership marketing, for example.
Call the section "Marketing Strategies" and use it to describe the purpose of each strategy as compared to the others, the intended audience and reach, and the potential benefits of each method.
A distinction should also be made between business-to-business and business-to-consumer marketing.
- 4.** Describe the goals of your approach in the fourth section of the plan, "Objectives". Here you describe the intended market placement of the destination itself, growth goals over the short and the long term, and financial goals regarding return on the general marketing investment. These projections should be based on past performance and should highlight the cost of each initiative compared to its potential return.
- 5.** Examine the strategies portion of your plan selecting any individual marketing campaigns in the fifth section of your plan, which you should label "Initiatives". List each specific program that will be adopted as part of the year's marketing for the destination. This includes everything from internal website postings to mailers to major television ad launches. Each listing should include a description of the initiative, cost analysis, projected audience and potential return figure. List the theme of each campaign and if possible, include some copy and or samples of the ads themselves to best convey the concept.
- 6.** Close your plan with a detailed schedule of all marketing for the entire year to come with specific dates for each initiative to be run. Timing can be the most important aspect of any marketing piece, so plan your dates wisely based on the product or destination you are selling, the high and low travel seasons, any holidays that may occur and the goals you are trying to reach during the year.

A) Decide if these sentences are true (T) or false (F) 

T F

1. The tourism marketing plan is the report of tourist advertising costs		
2. The competitors' actions are not important when you draft the tourism marketing plan		
3. The section Current Market Trends is the report of the competitors' initiatives		
4. The online marketing can be considered a marketing strategy		
5. The timing is an optional element of a tourism marketing plan		

B) Match the definition... 

... to the correct word

1. A new development or change in a situation or in the way that people are behaving	a. customized
2. A detailed plan for achieving success in situations	b. campaign
3. A planned group of especially business, or advertising activities in order to achieve a particular aim	c. trend
4. The number of people watching or listening to a particular television or radio programme, visiting a particular website	d. strategy
5. Something made or changed according to the buyer's or user's needs	e. audience

C) Choose the correct option looking at the text 

1. The expression *MARKETING AVENUES* means:

- a. important shopping streets
- b. marketing researches
- c. marketing investments
- d. marketing strategies

3. The expression *TO BEST CONVEY* means:

- a. to transmit an idea in the least efficient way
- b. to transmit an idea in the worst way
- c. to transmit an idea in the funniest way
- d. to transmit an idea in the most efficient way

2. The verb *TO GAUGE* means:

- a. to understand
- b. to deal with
- c. to compare
- d. to estimate

D) Considering the different sections of the tourism marketing plan, decide which the following statements refer to 

a. *Past Campaigns* – b. *Current Market Trends* – c. *Marketing Strategies* – d. *Objectives* – e. *Initiatives*

- 1. Build a community of customers who love the food and connect with the food tourism.
- 2. The United States welcomed 56 million visitors from 213 countries last year, an increase of about 10% from the previous year. Canada and Mexico still account for a majority of the visitors to the United States for a total of 58% of all arrivals last year. Europe is second at 20.6%, with a growth in numbers of about 13% before the last two years.
- 3. Create a Facebook page.
- 4. Countryside is GREAT Britain... Explore the breathtaking Yorkshire Mooredland.
- 5. Share specific discounts on social media.