

# Reaching Your Target Markets & Distributing Product



We'll begin shortly. Please mute your microphone and introduce yourself in the chat window. If you don't have one already - grab a cuppa!



**EUROPEAN UNION**  
European Regional Development Fund



**Norfolk**  
County Council

**Interreg**   
France ( Channel  
Manche ) England  
**EXPERIENCE**  
European Regional Development Fund



# Welcome & Housekeeping



Please keep **your microphone muted during the presentation**; and please show your full name if you can ('more button' next to name)



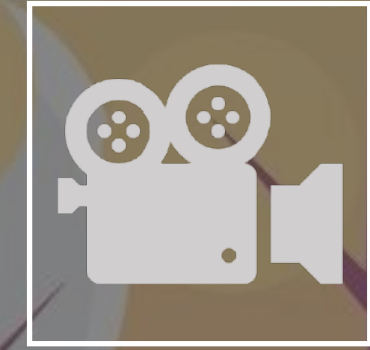
If you have connection issues, **turning off your video** can help



Questions are welcome at any time – please **type your query in the chat**.



A copy of the presentation and next steps will be **circulated after the workshop**.



This session is **being recorded** but you and the chat are not.



# 2022 Training & Networking opportunities



- Previous training available on our YouTube channel (what experiential tourism is, how to develop a visitor experience, storytelling)
- More training is on the way on:
  - Marketing and Social media
  - Promoting your experience
  - Sustainable Tourism
  - Accessibility & Inclusivity
  - Attracting walkers and cyclists

Sign up to our Norfolk newsletter to receive updates: [www.norfolk.gov.uk/experienceupdates](http://www.norfolk.gov.uk/experienceupdates)

## ■ Networking events

→ Join our [Norfolk EXPERIENCES Facebook Group](#)





# COMING UP

- Introduction to domestic & inbound tourism
- Meet the markets
- Welcome to the travel distribution industry
- Getting to market
- A word on pricing and value
- Q&A discussion



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# INTRODUCTION TO DOMESTIC AND INBOUND TOURISM

# Domestic and inbound tourism



## Domestic

Activities of a resident visitor within the country of reference.

- Travellers are familiar with England
- Lower marketing costs
- Traveller needs have many commonalities across segments
- Distribution system is consistent across the one market and operators often deal with consumers directly
- Simpler, short break style itineraries
- No language or cultural barriers
- Easy market to enter and return on investment established more quickly

## Inbound

International tourist traffic coming into a country. Also referred to as export tourism.

- Travellers may have limited knowledge of England
- Higher marketing costs
- Traveller needs vary in each market and segment
- Distribution systems vary in each market
- Complex itineraries
- Language and cultural differences
- Long term investment to recoup costs

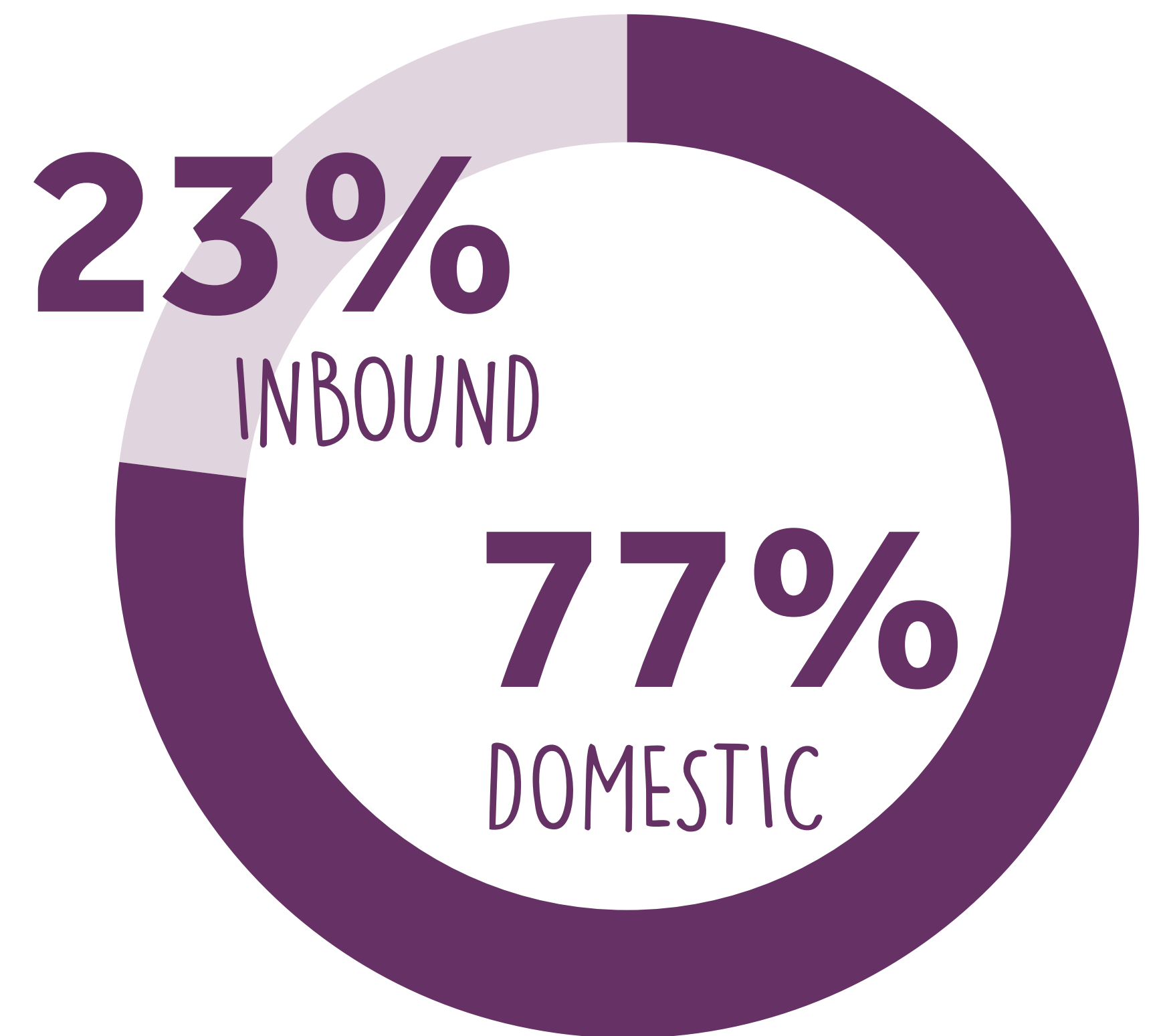
# Domestic and inbound tourism



In **2019** domestic tourism accounted for approximately 77% of all tourism value in England.

International visitors to England make up the remaining 23%.

International tourists usually travel for longer and spend more money than domestic travellers – hence the appeal.





# MEET YOUR MARKETS





**Which regions in Britain spent the  
most on holidays to the East of England in 2019?**

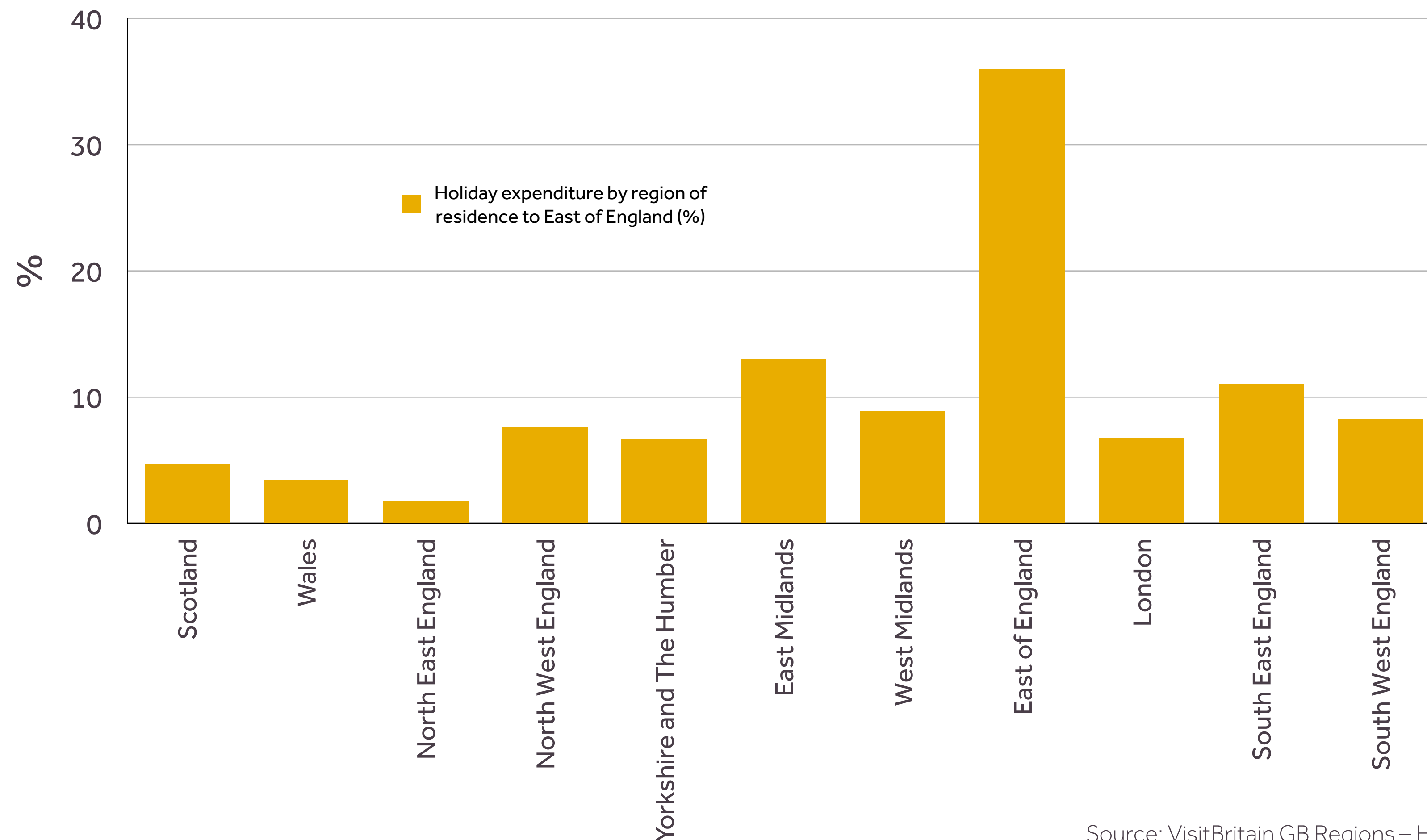
POLL ACTIVITY



# Meet your markets



## Domestic Domestic spend/nights to the East of England (2019)



### Take Away Tip

**Focus on regional/  
local market for  
2022/23**



# Meet your markets



## Economic Impact of Tourism in Norfolk – Year on year comparisons

	2019	2020	Annual variation
Day trips volume	48,835,000	21,750,000	-55%
Day trips value	£1,639,298,000	£740,572,000	-55%
Overnight trips	3,164,000	1,442,000	-54%
Number of nights	12,642,000	5,377,000	-57%
Trip value	£759,354,000	£289,002,000	-56%

Source: Economic Impact of Tourism Norfolk 2020



Which of these 4 neighbouring markets ranked highest for inbound visits to Britain in 2019?



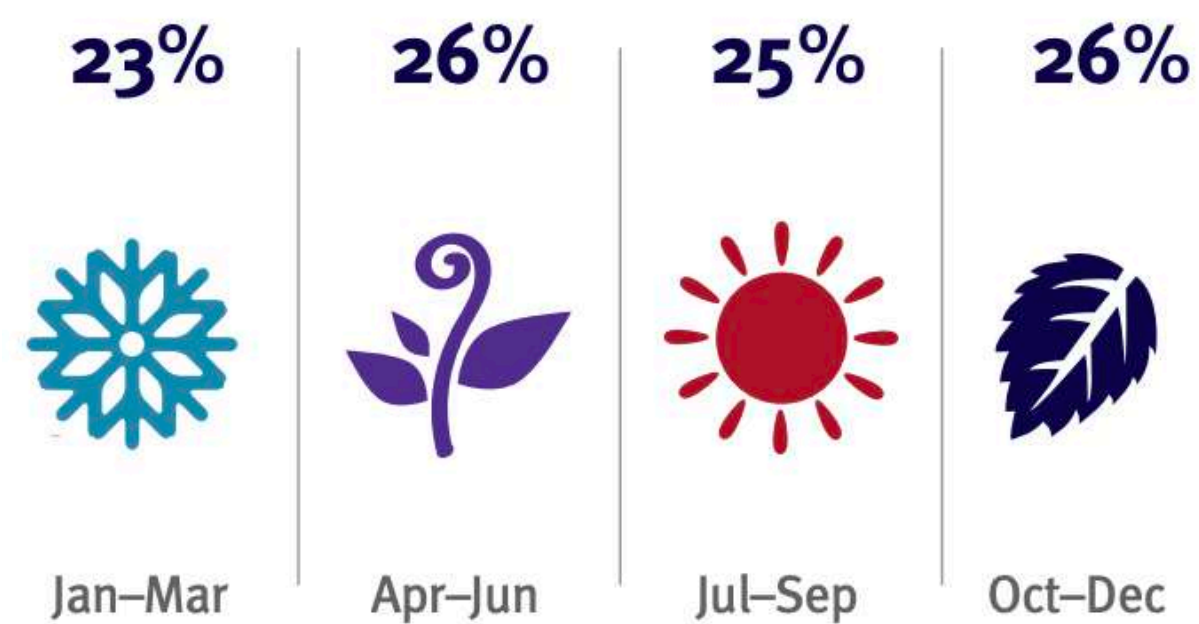
POLL ACTIVITY



# Meet your markets

## France

### Seasonal spread of travel to the UK



### Average length of stay\* (2019)

**5 nights**

# #2

Global ranking for  
inbound visits to the  
UK in 2019

### Market access from France to the UK



### Useful to know...

More than one in ten French visits are likely to go to the countryside or villages as part of their visit and almost one in ten to the coast or beaches. The propensity is higher among those visiting on a holiday or when they come to see their friends or relatives in the UK. (2021). >50% of French visitors booked within two months of their arrival in Britain.

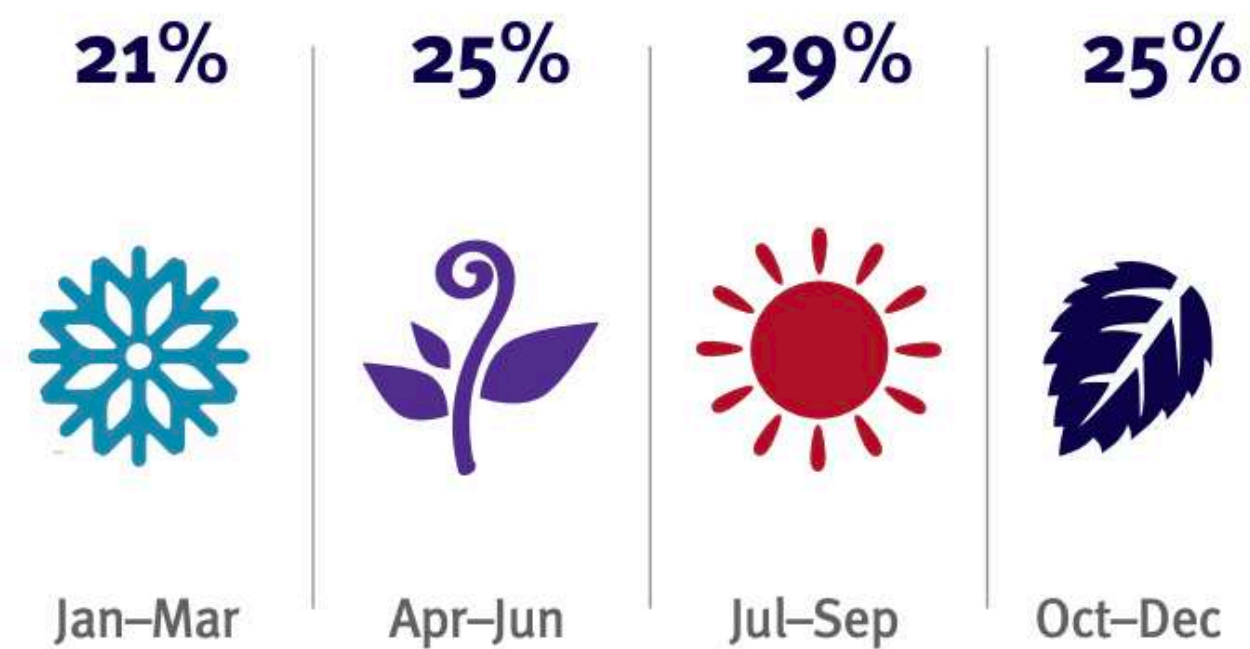




# Meet your markets

## Germany

### Seasonal spread of travel to the UK



### Average length of stay\* (2019)



# #3

Global ranking for  
inbound visits to the  
UK in 2019

### Market access from Germany to the UK



### Useful to know...

6 months+ Germans tend to start thinking about their trip to Britain early. The number one reason for returning to the UK was to visit another part of the country.

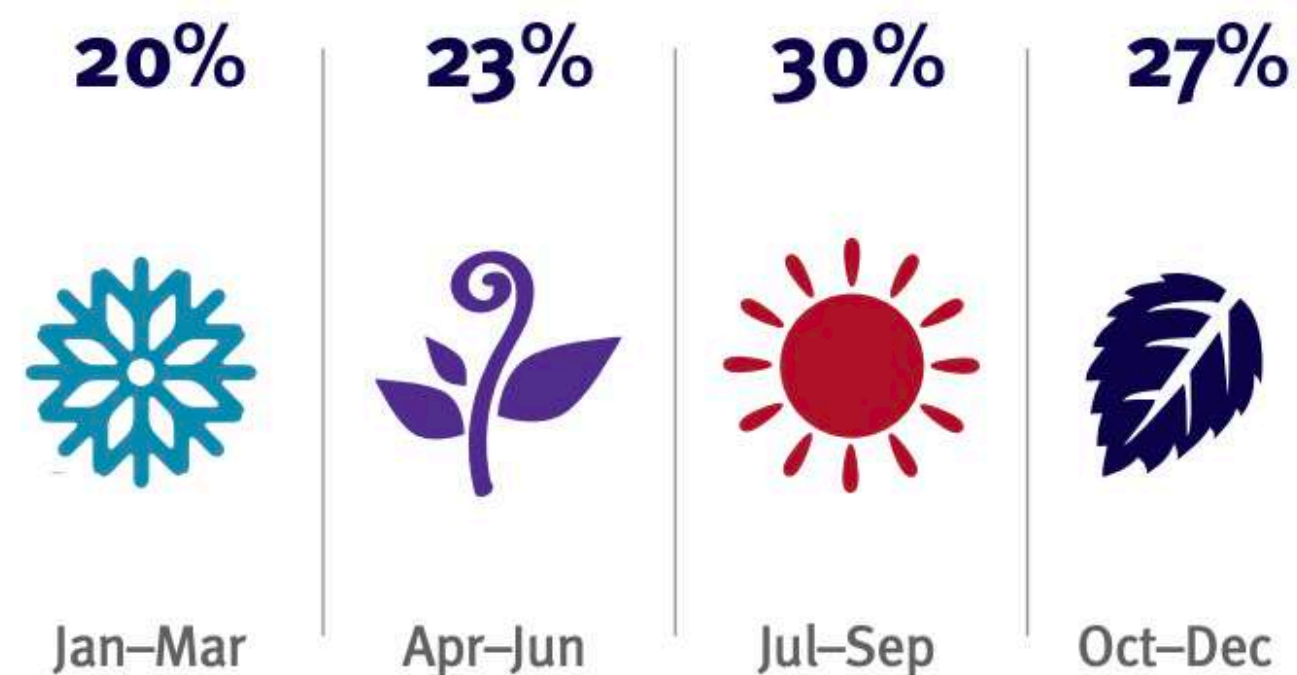




## Meet your markets

# The Netherlands

### Seasonal spread of travel to the UK



### Average length of stay\* (2019)



# #7

Global ranking for  
inbound visits to the  
UK in 2019



### Market access from The Netherlands to the UK



### Useful to know...

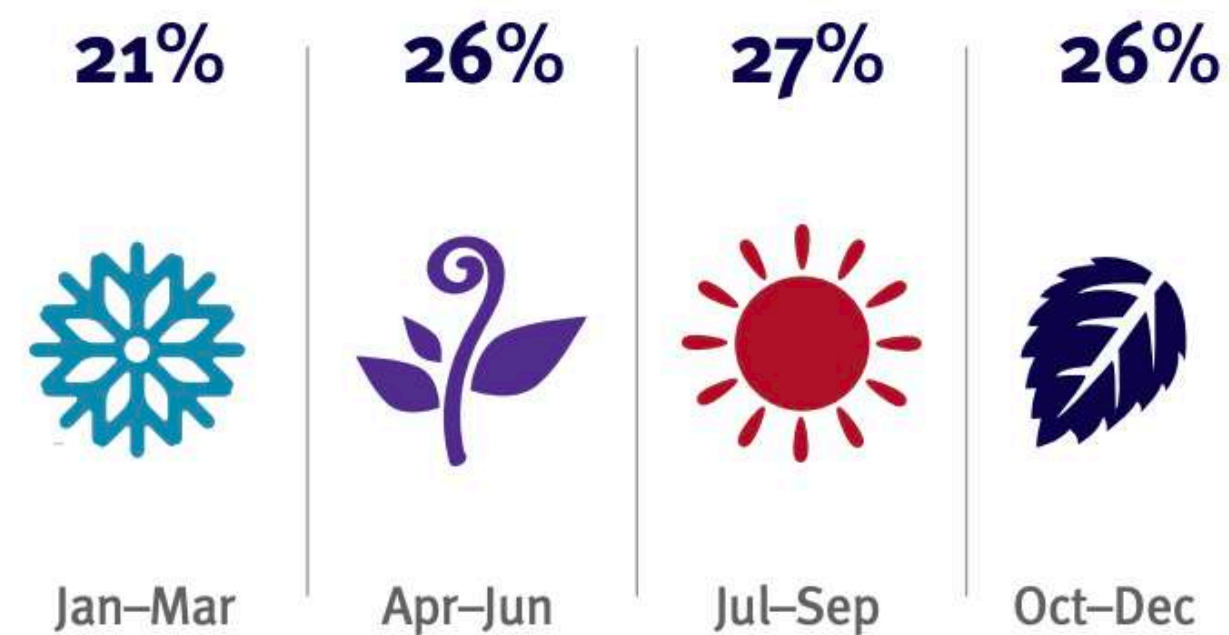
68% of Dutch visitors started thinking about their trip 3 or more months before their arrival in Britain. The most influential source for destination choice for Dutch visitors to Britain is information from search engines, closely followed by websites of accommodation providers/hotels and their friends, family and colleagues.



# Meet your markets

## Belgium

### Seasonal spread of travel to the UK



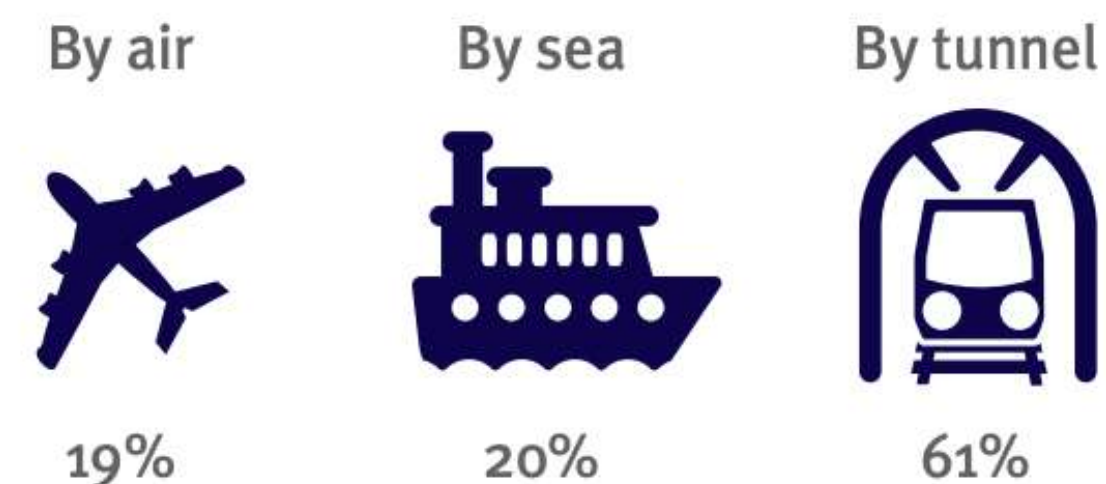
### Average length of stay\* (2019)



# #9

Global ranking for  
inbound visits to the  
UK in 2019

### Market access from Belgium to the UK



### Useful to know...

50% of Belgians like to spend their summer holidays by the sea. Amongst the main reasons for going on a holiday for Belgian travellers are: sun/beach, nature, visiting family/friends/relatives and culture followed by city trips. About one in five stated sport-related activities, which is well above average.





# Meet your markets



## Traditional booking lead in times

	France	Germany	Netherlands	All markets average
6+ months	7%	15%	7%	14%
3 - 6 months	37%	44%	29%	32%
1 -2 months	29%	17%	29%	28%
Less than a month	23%	19%	27%	21%
Don't' know	4%	4%	9%	5%

A white outline of a shopping bag with a handle, set against a dark purple background.

**Take Away Tip**

Working with international markets takes time to get established. Plan ahead for 2023/24

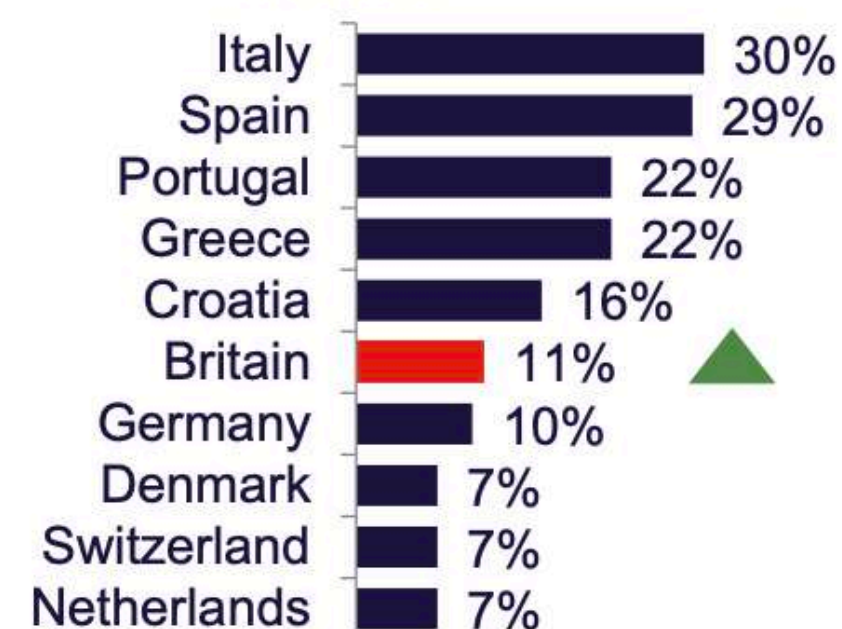


# Latest Inbound Travel Intentions



In September 2021, Britain has increased its competitive ranking in most short haul markets surveyed except in Spain and Germany, now enjoying a position in the top 3 in Nordic markets after gaining 2 places in the ranking. The increased consideration in France is real yet probably still below pre-COVID levels.

## France



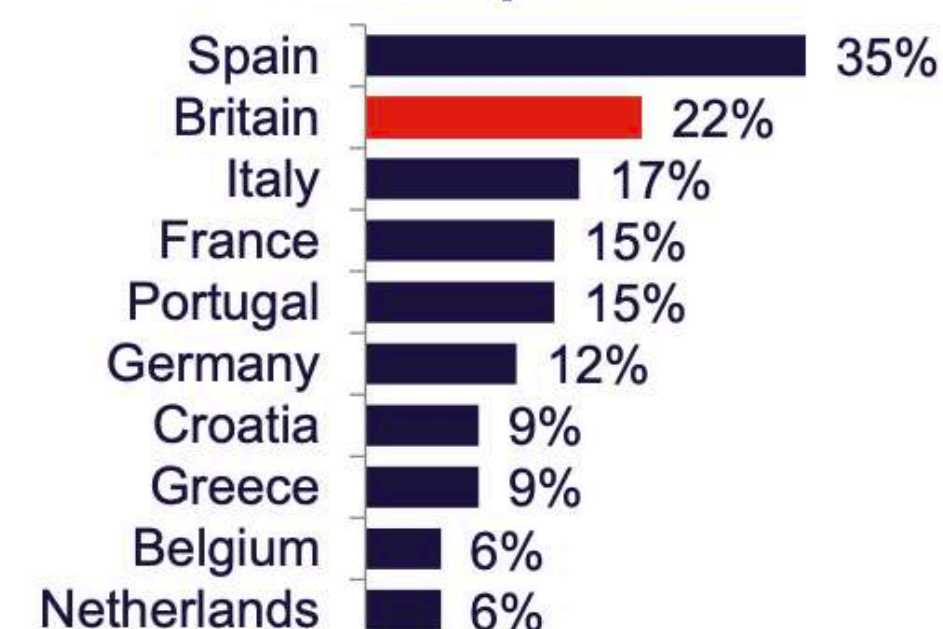
2.6 dest. mentioned on average

## Germany



1.9 dest. mentioned on average

## Irish republic



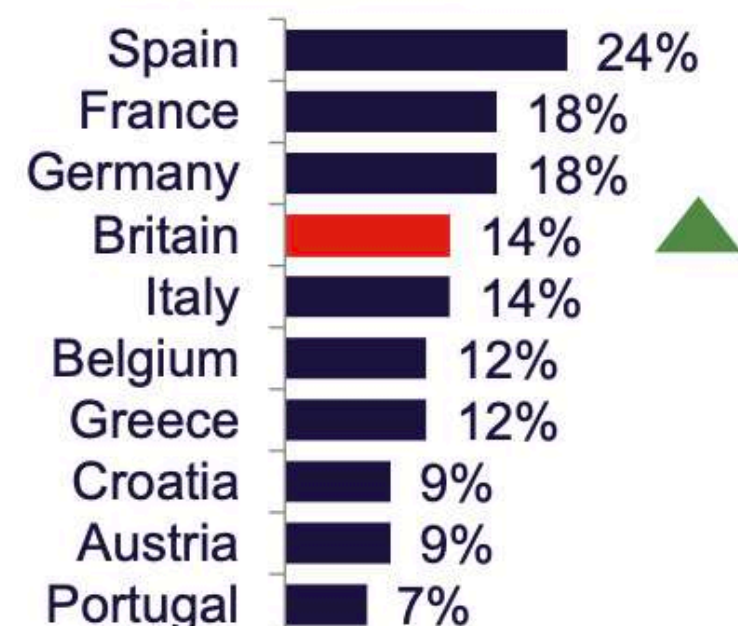
2.2 dest. mentioned on average

## Italy



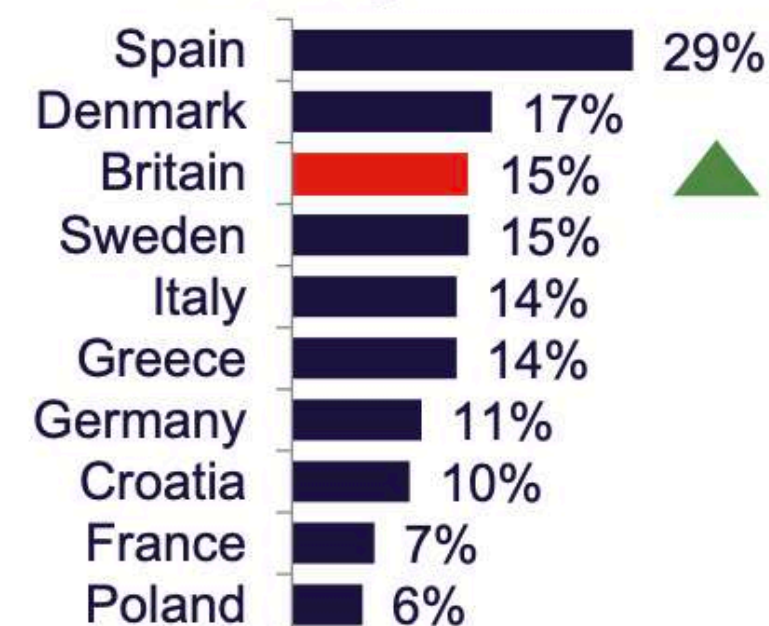
2.5 dest. mentioned on average

## Netherlands



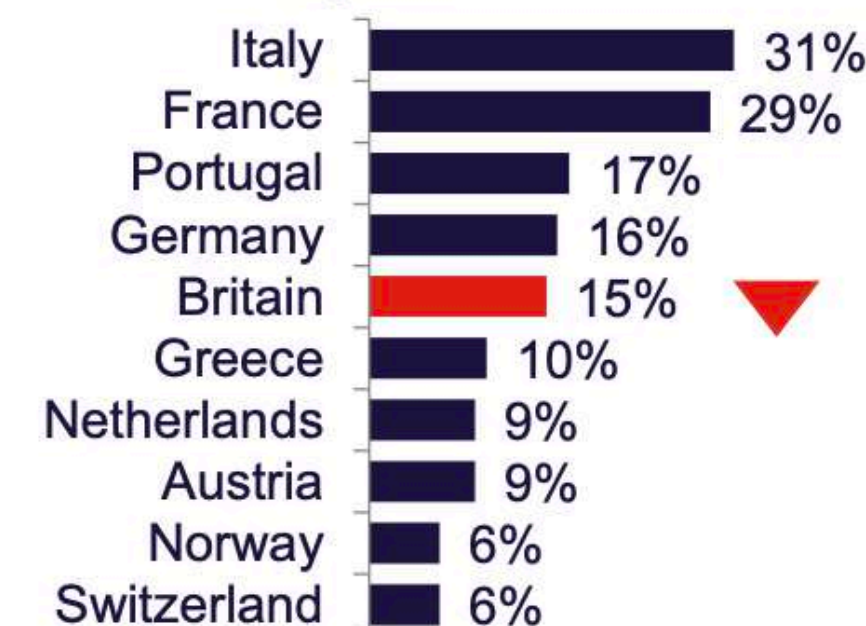
1.9 dest. mentioned on average

## Norway



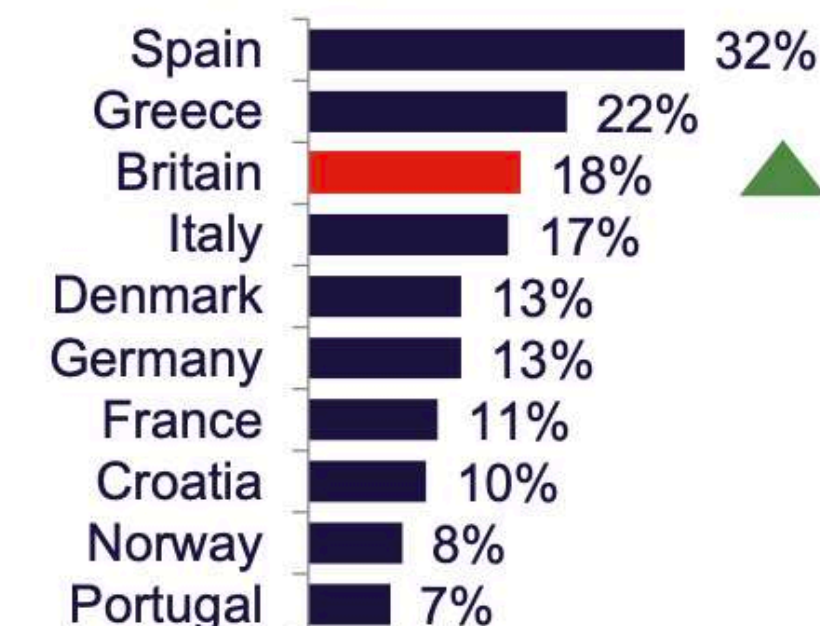
2 dest. mentioned on average

## Spain



2.3 dest. mentioned on average

## Sweden



2.2 dest. mentioned on average



# MARKET SEGMENTATION



# Market Segmentation



## Understanding who you are trying to attract

Market segmentation is a marketing tool that offers the chance to break down a specific market into groups or segments of individuals with shared needs or behaviours in order to better target them..

The 4 basic types of market segmentation are:

1. Demographic (Who)
2. Psychographic (Why)
3. Geographic (Where)
4. Behavioural (How)

In tourism we describe these as 'customer segments' and tend to be referred to when targeting inbound markets.



# Market Segmentation



## Target Segments

### Buzzseekers

Free spirited and spontaneous, they like holidays full of action and excitement.

Aged 25 -34

### Explorers

They enjoy outdoors, must-see sites, and embracing local cultures at a more relaxed pace.

Aged 45 - 64

## Who likes to travel in the low season?

Visiting in the low season is for those who:

- dare to think a little differently;
- have a spirit of adventure, courage, exploration and enlightenment;
- travel to seek genuinely new experiences and want to return with stories to tell of their experiences;
- quite literally go against the flow of the crowd.

## Take Away Tips

A European Explorer will be different to an American Explorer



# Market Segmentation

## Understanding your key target audiences coming to Norfolk

Diversify your markets and learn how to respond to their different needs.

### Walkers & Cyclists

#### What visitors are looking for

- Somewhere easy to get to
- Ways to freshen up when they arrive
- Food, they've been exercising to get to you
- Safe travel there and onward travels

#### Quick wins to entice this audience

- *Information beforehand about cycle routes and off-road paths and right of ways*
- *Dogs welcome information*
- *Water bowls and snacks for dogs*
- *Facility for muddy boots, towels to dry wet dogs and people, facility to dry clothes*
- *Safe place to store a bike*
- *Bike maintenance – details of local bike mechanic nearby, puncture repair kits*
- *Ways to freshen up when they arrive. Deodorant spray in bathrooms, blister plasters, welcome drink etc*
- *'No need to bring anything – it's all here!'*

### Car Free Visitors

#### What visitors are looking for

- An experience that's easy to get to and back to public transport
- Feeling good and not harassed when they arrive

#### Quick wins to entice this audience

- *Bigger meals and snack on arrival*
- *Provisions to take when they leave – water and snack*
- *Phone charging facilities*
- *Information on other experiences to do nearby to do while here*
- *Local taxi details available*
- *Pick up facility from local train station*
- *Be ready to allow for electric cars to recharge*



Try some of these quick wins to help diversity your markets



# Market Segmentation

## Understanding your key target audiences coming to Norfolk

Diversify your markets and learn how to respond to their different needs.

### LGBTQ+

#### What visitors are looking for

- Fitting in
- Feeling welcomed
- No awkward or insensitive moments

#### Quick wins to entice this audience

- Everyone's welcome
- No "His & Hers" wording anywhere
- Marketing photos showing same sex couples
- Toilets labelled sensitively

### Differently abled

#### What visitors are looking for

- Not feeling special, but catered for
- Fitting in
- No awkward or insensitive moments
- Able to access all facilities

#### Quick wins to entice this audience

- Everyone's welcome
- Easy access around the venue
- Signage at eyesight
- Marketing photos showing people differently abled
- Space around seating for wheelchairs
- Safe routes into and around the venue
- Accessible toilets
- Nothing too high up to reach

### Pre-Nesters & Empty-Nesters\*

#### What visitors are looking for

- Child free experiences and activities
- Visiting anytime (not tied to school holidays)
- Special time with their partner or friends
- Making memories
- Other activities (what else can they do when they are here?)

#### Quick wins to entice this audience

- Listings or links of other things they can do while they are here
- Keepsake from the day
- Easy ways to bring friends too
- Show child free activities in marketing

\* Pre-Nesters: 18-34, typically without children in household.

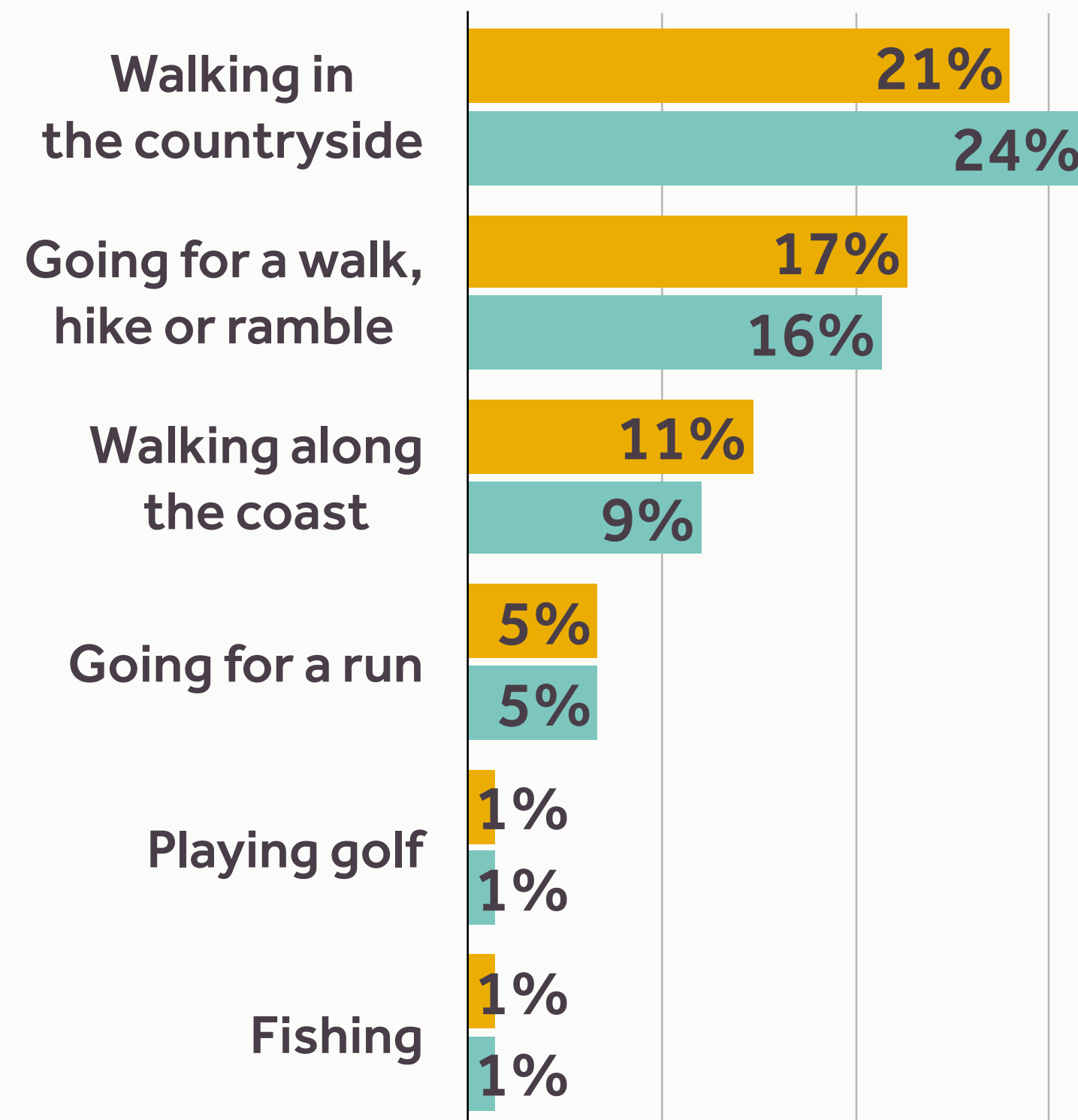
\* Empty-Nester: adult couples whose children have flown the nest.



# Market Segmentation

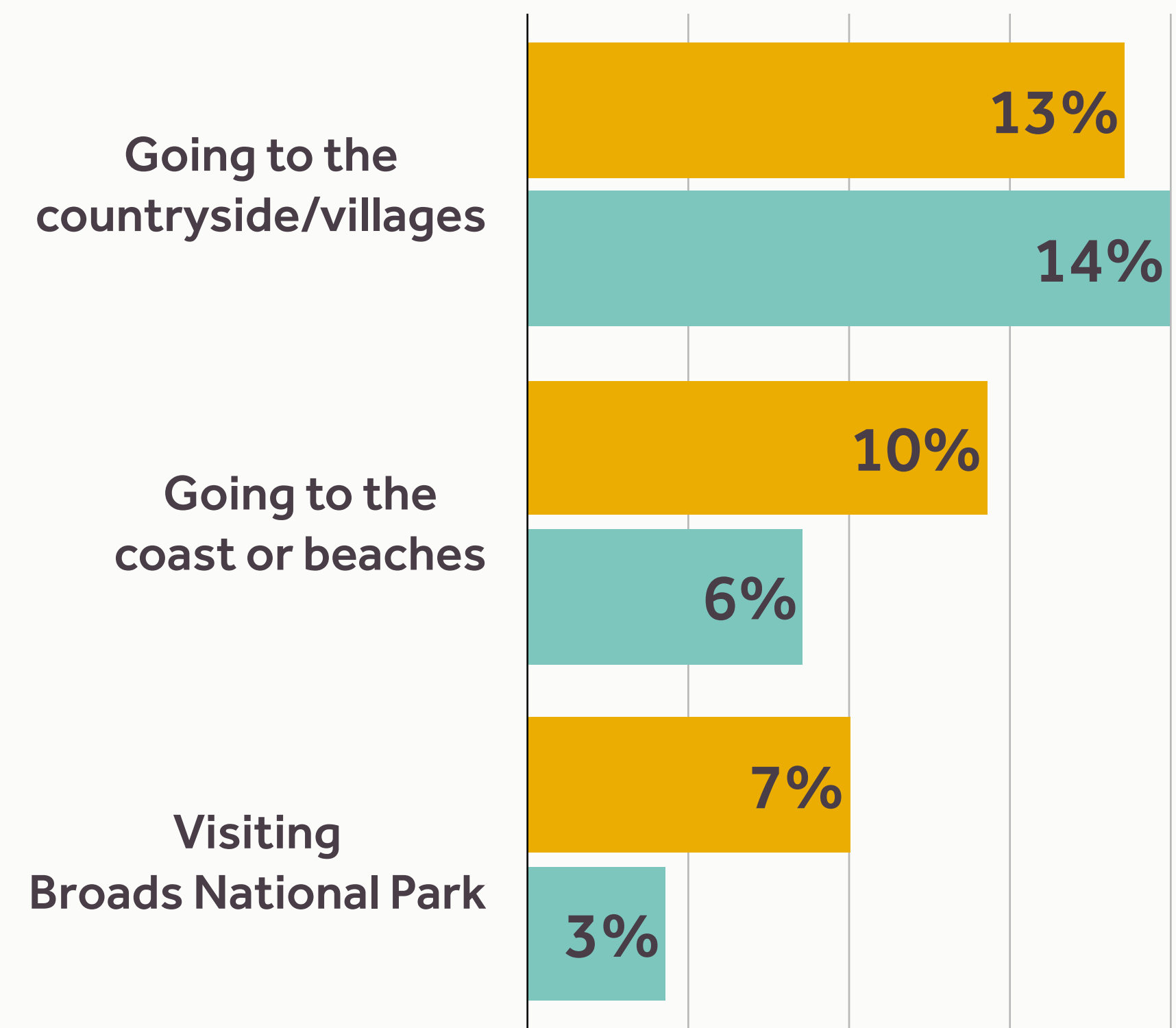


## OUTDOOR LEISURE PURSUITS



■ Total UK ■ East of England

## EXPERIENCING RURAL LIFE AND SCENERY



Source: VisitBritain, Activities in Britain's nations and regions research 2020





# WELCOME TO THE TRAVEL DISTRIBUTION INDUSTRY



# Travel Distribution Industry

## ASK A TRAVEL TRADE EXPERT



DEBORAH BROOKES

**EXPERIENCE** Travel Trade Business Support and Development Advisor

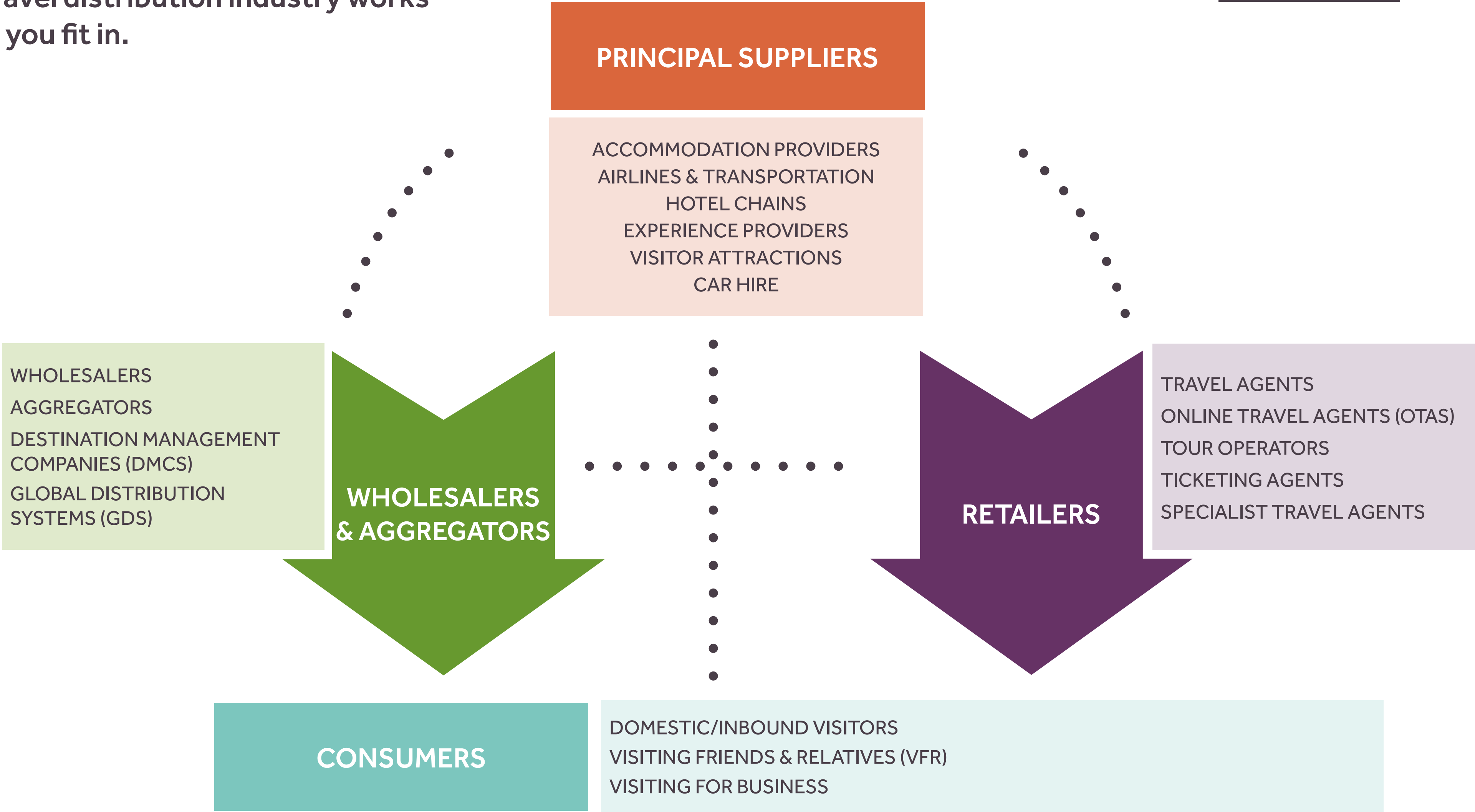
Supporting the Broads National Park and the wider Norfolk area and welcome the opportunity to engage with businesses wishing to work with international inbound markets.



# Travel Distribution Industry



How the travel distribution industry works  
and where you fit in.







**Which of the following distribution channels are you currently using to get your experiences to market?**

POLL ACTIVITY





# GETTING TO MARKET



# Getting to Market



## What do I need to do to be ready to work with travel distributors?

- ✓ Have your experience/product ready to be delivered
- ✓ Have copy and content and imagery ready to distribute
- ✓ Be reliable and contactable
- ✓ Look to make industry relations and have an elevator pitch ready
- ✓ Have your pricing structure ready with commission rates included
- ✓ Be happy to offer free trips for the trade and media
- ✓ Be ready for quick turnaround to respond to bookings/enquiries





# A WORD ON PRICING AND CREATING VALUE



# Pricing and Value

## How do I set my price?

- ✓ Work out your fixed/variable costs to run your experience/product
- ✓ Assess your profit margin in scaleable group sizes
- ✓ Do your research on your competitors pricing
- ✓ Find out what your target market(s) are prepared to pay
- ✓ Think about seasonality and how your price will reflect this
- ✓ Be ready to factor in distribution costs also known as commissions
- ✓ Be prepared to start lower and only increase your pricing one year later



	Time/Cost	Per person	Per group of 4
Your time & staffing resource in admin prior to experience; (e.g. enquiries and bookings, scheduling dates on OTAs etc)	1 hour	£10	£10
Your time & any staffing resource in delivering the experience	7 hours	£70	£70
Booking system fees, when making booking through distributor	TXGB	2.5% (£3)	2.5% (£12)
Commission to OTA's or trade (marketing budget)	TripAdvisor Experiences	20% (£24)	20% (£96)
Pay entry to venues	Boat museum donation	50p	£2
Equipment hire	Boat hire	£4	£16
Refreshments and meals	Pub lunch and pint	£7	£28
Local marketing	Leaflets in local hotels and website hosting	10p	40p
Transportation	Pick-up in company mini-bus - fuel	10p	10p
Insurances and licensing	Public liability insurance	5p	20p

### Totals

Sale	£120	£480
Costs	£118.75	£234.70
Profit*	£1.75 (+ £80 your time)	£245.30 (+ £80 your time)

\*it's good practice to count your time as a cost, especially if you're a business providing the experience. If you're an individual you might simply see this as a part of your profit line.



# Pricing and Value



## A word on commission

**Never add the cost of commission on to your price when working with travel distributors.**

**Distributors will see this a mile off and you could ruin all future business. Factor in the cost of commission from the word go!**

**And, remember this commission is a part of your marketing budget**



“Be different or be dead. Memorable experiences are about creating value. Value is the defining factor. When there is no difference people buy on price alone. You can only compete on price for so long, but you can compete on value forever.”

The Experience Economy

CREATING EXPERIENCES THAT VISITORS CANNOT  
SIMPLY DO BY THEMSELVES ADDS VALUE



# CHECK LIST



✓ Decided on your market

✓ Research your market

✓ Focus on understanding your segments

✓ Make quick wins to diversify your markets/respond to their different needs

✓ Work on your pricing plan and add value where you can



# WORKBOOK

NORFOLK EXPERIENCE MAKER TOOLKIT



## Reaching Your Target Markets & Distributing Product

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IN THIS CHAPTER

- Domestic & Inbound Tourism
- Meet Your Markets
- Market Segmentation
- Bookability
- Travel Distribution Industry
- Pricing Your Experience



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YOUR NEXT STEPS





# QUESTIONS



# NEXT EVENTS



## Marketing your Tourism Business using Social Media

**Session 1: 15 or 17 March**

**Session 2: 29 or 31 March**



## Peer to Peer Networking Events

**Tuesday 8 March - North Norfolk**

**Wednesday 9 March - West Norfolk**





# Next Steps

## Any ideas?

Contact us at [experience@norfolk.gov.uk](mailto:experience@norfolk.gov.uk)

**1:1 business support for activity development has become available**

**Experiences will feature on a new tourism website**

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# THANK YOU!





