Perceptions & barriers

Think about the barriers to visiting this area in Autumn/Winter. What can we do about each barrier? For example: weather might be bad

- Show reality
- Use images as proof
- Show wet weather options – link to www.DalesDiscoveries.com/rain
- Show benefits e.g. cosy indoors after bracing walk

Remember to focus on our three target markets:

Feel Good

- Busy professionals from urban areas, Dales fringes, who want to feel refreshed, relaxed & healthier
- Want to enjoy new skills, get a new perspective & squeeze more out of time
- Sense of achievement & stories to tell
- Enjoy "wellness" tourism, ready to spend to feel good
- Broad circle of friends - will recommend & come back for repeat visits for celebrations & gatherings

Explore together

- Retired couples, couples with pre-schoolers
- Revel in the sense of timelessness
- Sense of exploration & learning about countryside, making memories
- Chance for children to learn & enjoy safe freedom

Treat yourself

- Day visitors, living in the moment, enjoy treats in cafes, pubs, shops and attractions
- Creating memories & enjoying time together
- Couples, small groups of friends or families, grandparents + children
- Rewarding themselves

Additional niches

- Do Something! Activity tourism, enjoying outdoors
- Birdwatching and nature tourism
- Social groups & celebrations
- Yorkshire Dales as inspiration for arts & crafts

For each key market, consider:

- Barriers
- Opportunities
- Potential new product development
• Words & images to appeal
• Key messages
• When/how you’ll use them

NB a grid with timescales helps

Key messages
• We have indoor facilities & attractions
• Value for time, value for money
• Increasing number of premium products
• Chances to try new skills
• Great place for a celebration
• Mid season escape, affordable treat “just because you deserve it”
• Escape bustle of daily life, many natural attractions close to great food & drink
• Learn something new

Small scale product development
• Add something extra. Show how you adapt, e.g. rugs, steaming mugs, candles
• Added value extras – candles, slippers, family onesies, hot water bottles

Words that work
• Cosy
• Comforting
• Warm
• Snug
• Welcoming
• Cheery
• Homely
• Inviting
• Reassuring
• Soothing
• Hospitable
• Open hearted

Promotional angles
• Be specific, directional & helpful e.g. “3 cosy pubs to try – five minutes from our doorstep”
• Think about every image you use and keep changing images
• Experiment with a new niche
• Reach out – collaborate – explore

Make the rest of your year easier - plan now, do less later
1. Choose the markets you really want
2. Work out what will attract them
3. Focus on the times you need more business
4. Use specific reasons to visit
5. Timetable website improvements, blogs, taking images, social media, newsletter
Some useful tools to use:

- Mailchimp
- Weebly.com
- Picmonkey.com

© Susan Briggs/The Tourism Network 2016/DalesTourism.com
www.DalesTourism.com
www.DalesDiscoveries.com
www.DalesCelebrations.com