

“Marketing Plan for Tourism Shrewsbury”

Developed by Dr Maxwell Winchester

Discipline Leader, Marketing, Victoria University, Melbourne Australia

Background

Many local authorities around the world see tourism as a major contributor to their economic development (e.g., Rogerson, 2002; Briedenhann & Wickens, 2004). It has benefits that range from increasing local business turnover in related industries to increasing employment. As a result many local governments set goals to increase tourism as part of their economic development strategy.

Introduction

Shrewsbury is a “quintessentially English country town” on the border of England and Wales, with a population of around 60,000 people (p4, BrittonMcgrath Associates, 2011). The town boasts 14th Century Tudor architecture, original town walls and a castle from the 10th Century. However, because it is over 3 hours by car or train from London and at least 1 hour travel time from any major UK city, it has not benefited from the numbers of tourists of similar towns such as Lincoln, York, Oxford or Cambridge.



Shrewsbury Castle

Source:

https://upload.wikimedia.org/wikipedia/commons/ff/f2/Shrewsbury_Castle_Keep.jpg



Shrewsbury Old Market Hall & Town Square

Source:

<http://i4.mirror.co.uk/incoming/article3843621.ece/ALTERNATES/s1200/Shrewsbury.jpg>

In 2011, the town’s local authority received scathing criticism in the local press for not being able to attract tourists given the beauty and attractions of the location (Shropshire Star, 2011). Studies cited in this article demonstrated that similar sized cities such as Chester were able to attract nearly 42 million visitors, while Shrewsbury was only able to attract 2.5 million per annum (BrittonMcGrath, 2011).



This work is licensed under a Creative Commons Attribution-Non-Commercial-No Derivative Works 3.0 License.

© 2016 Victoria University
Attribution: Dr Maxwell Winchester
Please send feedback to:
Maxwell.Winchester@vu.edu.au



In response to this the local authority, Shropshire Council, developed a “Destination Shrewsbury Visitor Economy Strategy” (Shropshire Council, 2011).

Current Context

Since this criticism, a new campaign has been developed based on a tudor theme to reflect the historical architecture of the town. This campaign has been titled “Shrewsbury – the original one-off” (Seadon, 2012). The aim of the campaign is to increase tourism numbers to 4 million visitors per year. The campaign can be seen at the organisation’s web page <<http://www.originalshrewsbury.co.uk>>. Some of the promotional videos can be seen at the [Tourism Shrewsbury Youtube page](#). These videos include a campaign on Charles Darwin (who was born and educated in Shrewsbury), Christmas activities and Summer in Shrewsbury.

The major reason visitors come to Shrewsbury are to enjoy the food culture, shopping and sightsee (BrittonMcgrath Associates, 2011).

There are four target markets (p4,McCloy, 2011):

- “Traditionals” - ABC1, aged 46 to 65. This more mature market, enjoy intellectual challenges, arts and culture, museums, churches, and historic sites. Enjoy experiences out of the ordinary, favour UK, enjoy short breaks and gardens.
- “Discoverers” – C1, mainly under 55, the most active day visitor market but are last minute deal takers and will consider short breaks in rural locations. They are higher spenders and enjoy a relaxed pace of life. They enjoy intellectual challenges but arts and culture are not an important part of their profile.
- “Cosmopolitans” - ABC1, age 42 plus, post-family, high income, urban based, active like arts, culture, shopping. Enjoy intellectual challenge and discovery, value peace and relaxation.
- “Sightseers and Potterers” (Day Visitors) - ABC1, 45 plus visiting as couples. Demographically broad in its characteristics, this group would be looking for a day out or to get away from it all enjoying the street scene and independent shops and food offer.

The Marketing Plan

While Shrewsbury has seen a slight increase in numbers since the first implementation of the plan, there is a desire to further increase visitors to the region. You have been asked to act as a consultant and develop a detailed marketing plan for Tourism Shrewsbury. Tourism Shrewsbury have asked that the marketing plan achieve the following:

1. A situation analysis of the marketing environment
2. Identification of one target market
3. Development of marketing objectives that will achieve the desired increase in tourism numbers in the chosen target market.

Tourism Shrewsbury has a budget of £100,000 per annum. You will need to consider the constraints of this budget when developing marketing strategies.



This work is licensed under a Creative Commons Attribution-Non-Commercial-No Derivative Works 3.0 License.

© 2016 Victoria University
Attribution: Dr Maxwell Winchester
Please send feedback to:
Maxwell.Winchester@vu.edu.au



Resources

The following web pages are two tourism websites for Shrewsbury:

<http://www.shropshiretourism.co.uk/shrewsbury/>

<http://www.visitshrewsbury.co.uk>

The following marketing plan template may be useful in helping you design your marketing plan. Please note not all headings will be appropriate for a tourism-based organisation:

<http://www.business.gov.au/business-topics/templates-and-downloads/Pages/marketing-plan-template-and-guide.aspx>

The following marketing plan guide on how to write a tourism-based marketing plan may be useful:

<http://smallbusiness.chron.com/write-tourism-marketing-plan-52853.html>

The following statistics will be useful in conducting the situation analysis:

http://www.visitengland.org/Images/GBDVS%20Main%20Annual%20Report%20FV3%20-%2025%20May%202012_FINAL_tcm30-32969.pdf

References

Briedenhann, J., & Wickens, E. (2004). Tourism routes as a tool for the economic development of rural areas—vibrant hope or impossible dream? *Tourism management*, 25(1), 71-79.

BrittonMcgrath Associates (2011). Destination Shrewsbury: Visitor Economy and Action Plan. Accessed 12th January 2016. Available:

http://www.marcheslep.org.uk/download/economic_plans/european_structural_and_investment_fund/tourism/Shrewsbury%20Visitor%20Economy%20Strategy%20FD.pdf

McCloy, S. (2011). Destination Shrewsbury DDP Marketing Strategy. Accessed 12th January 2016. Available:

<http://www.stmem.com/downloads/company-documents/Destination-Shrewsbury-Marketing-Strategy.pdf>

Rogerson, C. M. (2002). Tourism-led local economic development: the South African experience. In *Urban Forum* (Vol. 13, No. 1, pp. 95-119). Springer Netherlands.

Seadon, D. (2012). Tudor theme chosen to promote Shrewsbury tourism. *Shropshire Star*, July 2nd. Retrieved from: <http://www.shropshirestar.com/news/2012/07/02/tudor-theme-chosen-to-promote-shrewsbury-tourism/>, Access Date: 10th November 2014.

Shropshire Council, 2011. *Destination Shrewsbury Visitor Economy Strategy*. Accessed 12th January 2016.

Available: <http://shropshire.gov.uk/committee-services/Data/Cabinet/20111019/Agenda/11%20Destination%20Shrewsbury%20Visitor%20Economy%20Strategy%202011%20to%202016%20report.pdf>



This work is licensed under a Creative Commons Attribution-Non-Commercial-No Derivative Works 3.0 License.

© 2016 Victoria University
Attribution: Dr Maxwell Winchester
Please send feedback to:
Maxwell.Winchester@vu.edu.au

