



CUPHAT 2023  
*Wales & Ireland*

# REGENERATIVE TOURISM MARKETING STRATEGY

4 page summary





# Objectives

The overall objectives of this marketing strategy are influenced by the original CUPHAT project. Ultimately the goal is to promote regenerative tourism participation and raise awareness about destination that could benefit from economic contributions of tourism.

## A succinct objective

Data and logic used to in estimates for this objective can be found in the appendix. The objective for this marketing strategy would be to promote the awareness of regenerative tourism whilst increasing the average lifetime value of a tourist daytrip to £4011.1 and increase tourist footfall in a specific county by 44,80011.2 in 12 months. This will be referred to in the document as the 12 month objective.

## Objectives that support outcomes and structure of the strategy

Creation of a network:

Developing a business network in specific destinations should represent the due diligence for this strategies implementation.

Establishing transformational leadership and stakeholder support:

Encouraging and actively seeking transformational leaders withing the areas that will be marketed could be crucial for the continued success.



## TARGET TOURIST PERSONAS

P1) Families

P2) Mature couples

P3) Walkers and hikers

P4) Members of history groups and societies

P5) People interested in Geology and Biodiversity

## Regenerative tourist

**What does a regenerative tourist look like in terms of how a standard consumer would change when becoming a regenerative tourism:**

- Mindset shift
- Continuous planning and decision making
- Respect and admiration for culture and customs
- Environmentally conscious travel
- Learning experiences
- Advocacy

**What would a regenerative tourist do?**

- Participate in community projects
- Support for local communities and businesses
- Environmentally conscious

**How would a regenerative tourist behave?**

- Community engagement
- Being culturally sensitive
- Being advocates of the environment
- Knowledge and experience sharing

**What is the appeal of being a regenerative tourist?**

- Authentic and meaningful experiences
- Contributing to the enhancement and preservation of the environment, relative to perpetuating many hobbies and lifestyles
- Immersion in culture and access to 'hidden gem' experiences
- Fulfilment and purpose through identifiable social impact

**Why should anyone be interested?**

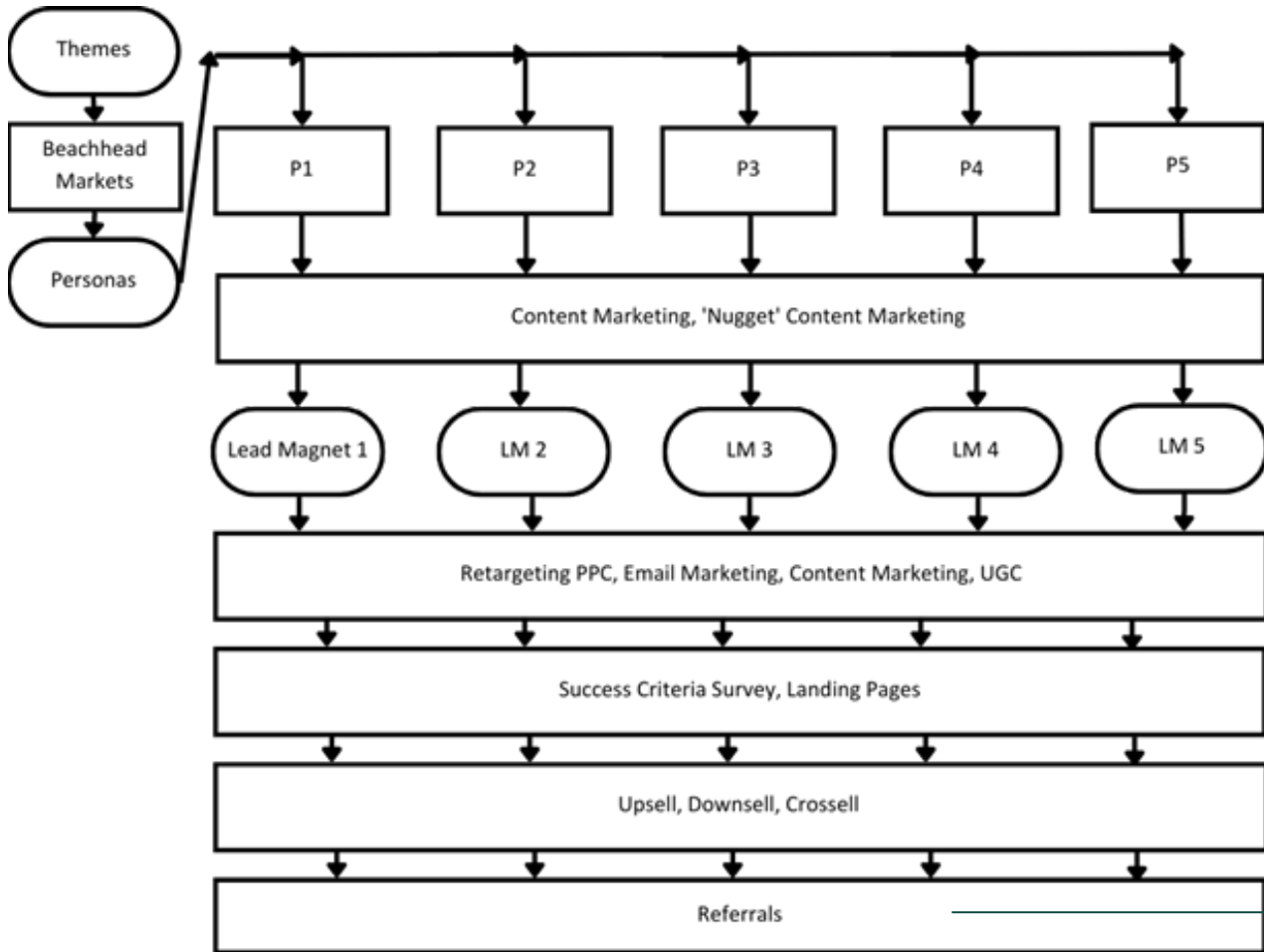
- An enhanced and holistic travel experience
- Sustainable future
- Personal growth and fulfilment
- Responsible global citizenship

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*Full Strategy Available [HERE](#)*





## MARKETING APPROACH

Building upon a standard marketing funnel we can create a more complex structure that addresses multiple customer personas, increases CLV, promotes areas holistically and promotes experiences within them. Aggregating all analytics, email lists and bookings into one funnel provides economies of scale and scope for all embers of the business network. Explicit breakdown of methodology and examples can be found in the full strategy appendices.

### Leveraging and contributing to a business network

- Cross selling and upselling
- Offering copy and increased value propositions advice and consultations
- Email marketing on their behalf
- A network and multiple site for traditional media marketing
- Contributors and sources of content
- Social media traffic at a large scale than they could achieve individually

### Promoting tourist experiences

- Retargeting
- Email marketing
- Content marketing
- Earner media

### Targeting tourist personas

- One created as a beached market for each of the marketing themes, along side
- Content and funnel elements specifically targeted for each
- CRM separate for each

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# ACTION POINTS FOR IMPLEMENTING THIS STRATEGY AS A COUNTY COUNCIL



- Define clear goals utilising the SMART framework and identify scope and scale
- Sequentially complete the frameworks used in the situational analysis section of the strategy
- For each objective to be achieved it should be taken forward and have its own framework completed
- Sequentially complete the frameworks used in the strategic options section of the strategy
- Sequentially complete the frameworks in the analysis of potential tactics section of the strategy
- Sequentially complete the frameworks in the analysis of actions section of the strategy
- Sequentially complete the frameworks in the controls section of the strategy
- Begin customer discovery interviews with community stakeholders
- Begin customer discovery interviews with your selected target consumer segments such as 'Mature Couples'
- Begin 100 hours of research towards a lead magnet for each of your target consumer segments
- Begin 100 hours of research towards target audience 'pop culture' and what is required to make content platform specific to each social media platform
- Create and facilitate a business network for community stakeholders
- Begin content marketing campaign
- Begin paid marketing campaigns that are informed by the content that performs best organically
- Gamify the business network to promote transformational leadership and provide economies of scope to them regarding marketing as well as support services
- Use iterative learning to reduce their cost of customer acquisition regarding tourist footfall
- Use iterative learning regarding the support services provided to business network to help them to increase the value they offer, and in turn their price

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