

The New Forest Tour – Marketing Action Plan 2007

HCC – Hampshire County Council
NFDC – New Forest District Council
NPA – National Park Authority
SBL – Solent Blue Line

	Strategy Reference	Description	Cost (in 2007)	Detail	Lead Partner	Action Dates	Distribution	Monitoring
1	7.3 Branding Strategy	Bus Livery	SBL to fund	Revised bus livery for 2007 moving away from the CitySightseeing Brand and incorporating a revised livery to follow the other local open top bus tours.	SBL	Feb 07 – partners agree livery April/May 07 – buses painted	Buses	N/A
2	7.3 Branding Strategy	Brand and logo	SBL to fund	Branding will fall out of the livery. Agree 'the logo' (in terms of text) for use as part of the brand, adverts, etc THE NEW FOREST TOUR SEE MORE...EXPLORE MORE...ENJOY MORE!	SBL	Feb 07 – agree logo	NFT marketing materials where appropriate	<ul style="list-style-type: none"> ▪ Customer feedback. ▪ Ticket sales
3	7.4 Product Strategy	On board commentary	£0	To continue to research and develop a case for a high quality NFT commentary, for launch in the 2008 season	NPA	2007 – develop a proposal for 2008.	Buses	<ul style="list-style-type: none"> ▪ Customer feedback. ▪ Ticket sales
4	7.4 Product Strategy	Branded shelters and flags	SBL to fund	To ensure NFT branded bus stops and flags are present along the route for 2007.	HCC	Feb 07 – assess requirements April/May 07 – install measures as appropriate	All bus stop flags and shelters	<ul style="list-style-type: none"> ▪ Customer feedback. ▪ Ticket sales
5	7.4 Product Strategy	Cycle carriage	SBL to fund	In the absence of cycle trailers in 2007 appropriate measures are required to accommodate cycles within the buses.	SBL	Feb 07 – agree detail April/May 07 – prepare buses	Buses	<ul style="list-style-type: none"> ▪ Number of cycles carried over season
6	7.6 Place Strategy	VIC ticket sales	N/A	To ensure VIC's are adequately stocked with NFT tickets and that staff are appropriately trained.	HCC NFDC	April 07 – ticket stocks available and briefing sessions fro	Lyndhurst, Lymington & Ringwood	<ul style="list-style-type: none"> ▪ Ticket sales

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						VIC staff	VIC's	
7	7.6 Place Strategy	Online ticket sales	NFDC to organise	Online ticket sales through NFDC website	SBL NFDC	Feb 07 – agree requirements Mar onward 07 - develop facility		<ul style="list-style-type: none"> ▪ Ticket sales through channel
8	7.7 Promotional Strategy	Website	SBL to develop	<p>One stop shop website providing all NFT info through www.thenewforesttour.info</p> <p>Website needs to include:-</p> <ul style="list-style-type: none"> - timetable - map - high quality imagery - online ticket sales - links 	SBL	May 07 – website live	<ul style="list-style-type: none"> ▪ Bus livery ▪ All hard copy promotion material ▪ Site will link to:- ▪ Destination sites ▪ Accommodation sites ▪ Visitor attraction sites ▪ Food & Drink sites ▪ Local Authority sites 	<ul style="list-style-type: none"> ▪ Website feedback form.
9	7.7 Promotional Strategy	Day out Guides	£3390	<p>Expanded version for 2007 to include additional information on 'things to see' en route.</p> <p>Could act as product commentary for 2007 season.</p>	HCC NPA NFDC	April 07 – Official Guides available	Should be seen as adding value to the product i.e. included as part of the ticket price.	<ul style="list-style-type: none"> ▪ Feedback form to be included in the publication.
10	7.7 Promotional Strategy	A4 (3 folded) leaflet	SBL to fund?	40 000 leaflets dedicated to promoting the NFT	SBL	Feb 07 – develop leaflet design April 07 – leaflets available and distribute	Through distribution agency 'places to go'	<ul style="list-style-type: none"> ▪ Website URL on leaflet

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11	7.7 Promotional Strategy	A3 and A4 posters	£300	150 posters	HCC NPA	Feb 07 – develop poster design April 07 – leaflets available and distribute	Through distribution agency 'places to go'?	<ul style="list-style-type: none"> Website URL on leaflet
12	7.7 Promotional Strategy	Portable pop-up displays	£1000	Mobile NFT branded 'pop up' display(s) for use at locations such as rail stations, campsites, VIC's and ferry terminal	NPA	May 07 – develop product and agree suitable locations	Agreed locations	<ul style="list-style-type: none"> Ticket sales
13	7.8 Advertising Strategy	New Forest Official Guide ½ page advert, plus editorial	FREE	NFDC produce the New Forest Visitor Guide for 2007. It is a high profile publication with a print run of 150k.	HCC NPA	Feb 07 – Advert agreed	Print run of 150 000 distributed through distribution agency 'places to go' within 30 mile radius of the New Forest	<ul style="list-style-type: none"> Website URL on advert
14	7.8 Advertising Strategy	New Forest National Park Public Transport Map and Guide	FREE HCC fund as part of core business.	Public Transport guide created and distributed by HCC. Contains a section on the NFT which needs to be updated for the 2007 revision	HCC	Current version is valid until June 2007. HCC will update.	HCC distribution network	<ul style="list-style-type: none"> Website URL in text.
15	7.8 Advertising Strategy	Forest Focus	FREE	Potential coverage or paid advertising for 2008	NPA	2007 – develop proposal for FC to consider in next edition.	Forest-wide via Forestry Commission	
16	7.8 Advertising Strategy	Other publications	£2000	To evaluate and identify suitable publications for advertising in for 2007 season .	All	Feb – May 07 -		<ul style="list-style-type: none"> Customer feedback
17	7.8 Advertising Strategy	The Visitor Network	£1000	NFT to feature in the Visitor Network in 2007.	HCC	Feb 07 – meet with Visitor Network	VIC's and other subscribers to the channel	<ul style="list-style-type: none"> Customer feedback
18	7.9 Public	2007 Product	£1000	High Profile 2007 launch designed to attract	All	April 07 – organise	Invited guests	<ul style="list-style-type: none"> Feedback

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	Relations Strategy	Launch		maximum press coverage. Complimentary tour of the		launch May 07 - Launch	to include Councillors, selected NFTA members.	from attendees
19	7.9 Public Relations Strategy	Build relationships with influential transport and tourism correspondents	FREE	Free tickets and personal guides for transport and tourism correspondents from local and national media.	NFDC	Launch and at anytime throughout the season.	Via media	▪ Ticket Sales
20	7.9 Public Relations Strategy	To maximise the value of Press Releases	FREE	To prepare partner press releases at least 4 times per season:- - Launch - Special Offers - Mid-season success story Out of season 'new business'	All	Anytime during season	Via media	
21	7.9 Public Relations Strategy	To maximise opportunities for editorial in local and national media	FREE	To draft articles for publication in local and national media, and sector specific publications.	All	Anytime during season	Via media	
22	7.10 Market Research	Market Research	FREE	Joint working with Brockenhurst College to create a co-ordinated market research campaign to assist with product development in 2008 and beyond.	NPA HCC	March -7 – Develop research proposal June and July 07 – undertake customer research Nov 07 -Final report	N/A	
23	7.10 Market Research	Ticket sales data	SBL	To develop a robust reporting mechanism in partnership with Solent Blue Line in order to obtain detailed and accurate revenue and ticket number/type information.	SBL	March – concept development with SBL	N/A	