

























About Marketing Blackpool:

"The main objective of Marketing Blackpool is to help achieve sustainable long-term growth of Blackpool's tourism industry and the wider economy. The company's role is to provide a shared vision for the management of Blackpool as a destination."

- Marketing Blackpool Destination Management Plan























About VisitBlackpool:

- To deliver innovative and creative marketing to showcase the Resort to potential visitors
- Achieve innovative and targeted marketing to improve brand perceptions and raise awareness of the depth of tourism and investment products and experiences























Blackpool Resort Pass:

Definition:

"The Blackpool Resort Pass provides the best of Blackpool in one easy ticket at great value for money."

- www.blackpoolresortpass.com























Aims of initiative:

- Develop partnerships with key Blackpool organisations
- Establish Blackpool as a quality family resort
- Drive longer overnight visits to the resort
- Deliver whole Blackpool experience to visitors and residents
- Generate revenue for Marketing Blackpool and its partners
- Improve the customer experience from partner scheme in 2012
- Challenge perceptions of the resort and its tourism offer























Development:

- Developed an e-commerce platform for sales of the Blackpool Resort Pass (Live from 11th February 2013)
- Repackaged the Resort Pass to deliver consistent customer journey and experience in line with the Blackpool brand
- Work in partnership to establish clear terms and conditions
- Developed new system of delivery of the pass from the VisitBlackpool Tourist Information Centre















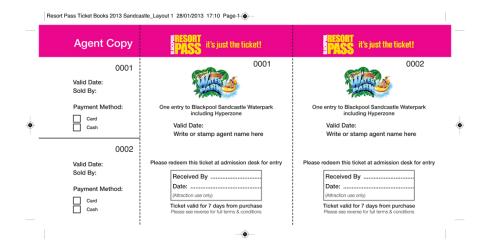








Development:



MARKETING **BLACKPOOL**

























Marketing Communications:

- Marketing campaigns targeted to geographical areas Glasgow, Edinburgh, Birmingham, Nottingham, Newcastle & Leeds
- Multi-channel campaigns including print, radio, digital, OOH, PR
- •Digital Campaigns included digital display advertising, PPC, social media and SEO.
- Photo sharing viral campaign established to raise brand awareness – yourblackpool.com
- Marketing coordinated in partnership with Blackpool attractions, events and accommodation providers























Audience & message:

- Messages targeted to family audience
- Primary target is a female, aged 25-45, within a C/D family
- Supported by mascot character for experiential marketing























Audience & message:

































Success of the Resort Pass:

- More than £980k sales revenue in 2013
- 92,346 individual attraction or event tickets sold in 2013
- 81.7% increase in sales in 2013 compared to pilot scheme in 2012
- 2013 marketing delivered an ROI of 792%























Customer Feedback:

- 98.9% would recommend to a friend
- 97.7% had a positive booking experience
- 97.1% stated the pass was value for money
- 17.9% of customers had not visited Blackpool before
- 39.9% visited Blackpool because of the Blackpool Resort Pass
- 67.1% stayed in Blackpool for 4 nights or more

Based on sample size of 349 survey responses



















