

MARKETING **BLACKPOOL**



MASSIVE SAVINGS
family fun!





MARKETING **BLACKPOOL**

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





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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





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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





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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





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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








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Development:

Resort Pass Ticket Books 2013 Sandcastle_Layout 1 28/01/2013 17:10 Page 1

Agent Copy	0001	0002
Valid Date: Sold By:		
Payment Method: <input type="checkbox"/> Card <input type="checkbox"/> Cash	One entry to Blackpool Sandcastle Waterpark including Hyperzone	One entry to Blackpool Sandcastle Waterpark including Hyperzone
	Valid Date: Write or stamp agent name here	Valid Date: Write or stamp agent name here
Valid Date: Sold By:	Please redeem this ticket at admission desk for entry	Please redeem this ticket at admission desk for entry
Payment Method: <input type="checkbox"/> Card <input type="checkbox"/> Cash	Received By Date: (Attraction use only) Ticket valid for 7 days from purchase Please see reverse for full terms & conditions	Received By Date: (Attraction use only) Ticket valid for 7 days from purchase Please see reverse for full terms & conditions

I ♥ BPL VISITBLACKPOOL
RESORT PASS



RESORT PASS
it's just the ticket!

Hello Summer

The best of Blackpool in one easy ticket at great value for money!

great value family fun!

BOOK NOW

Book your Blackpool Resort Pass now and enjoy massive savings on your favourite attractions!

Ensure you have the best possible time in Blackpool - buy your best value ticket here to provide you with one visit per attraction across seven days - you can't help but save, save, save!

Simply choose from one of our great value packages below or add an extras to personalize your Blackpool Resort Pass - **JUST LIKE THAT!** You can now also add a visit to The Blackpool Tower Circus on to your pass for just £6!

To help you get around the resort's top attractions stress free why not add a Blackpool Transport ticket to your pass and travel in style on the new **Resort Hopper** bus.

SAVE! SAVE! SAVE!

Book now and save **more than £55*** on a Blackpool Resort Pass including one visit to each of these attractions...



PICK YOUR RESORT PASS

Choose from one of our amazing value Resort Passes or simply tailor to suit

RESORT PASS NEW 2013

Nine amazing Blackpool attractions:

- ★ Blackpool Pleasure Beach (includes verisland)
- ★ Mickledon Land
- ★ The Blackpool Tower Eye B&4D Experience
- ★ The Blackpool Tower Dungeon
- ★ SEA LIFE Blackpool
- ★ Madame Tussauds Blackpool
- ★ Blackpool Zoo
- ★ Sandcastle Waterpark
- ★ Blackpool Model Village & Gardens

only £77.50 save more than £50*

Quantity: **ADD TO BASKET**

RESORT PASS ORIGINAL PASS

Six amazing Blackpool attractions:

- ★ Blackpool Pleasure Beach (includes verisland)
- ★ Mickledon Land
- ★ The Blackpool Tower Eye B&4D Experience
- ★ The Blackpool Tower Dungeon
- ★ SEA LIFE Blackpool
- ★ Madame Tussauds Blackpool

only £52.50 save more than £15*

Quantity: **ADD TO BASKET**





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





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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





MARKETING BLACKPOOL

Audience & message:

SPEND A GREAT SUMMER IN *Blackpool*
AND ENJOY THE BLACKPOOL RESORT PASS

BLACKPOOL RESORT PASS
it's just the ticket!

ONE TICKET NINE GREAT BLACKPOOL ATTRACTIONS
SAVING MORE THAN £55! BUY ONLINE NOW AT www.blackpoolresortpass.com
For further information on accommodation, what's on and events go to www.visitblackpool.com or tel: 01253 478222

*Savings based on full individual standard adult rates

VISITBLACKPOOL VisitEngland

SAVE! SAVE! SAVE!

Book now and save more than **£55*** on a Blackpool Resort Pass including one visit to each of these attractions...

SAVE MORE THAN £55!

VISITBLACKPOOL VisitEngland

SAVE MORE THAN £55!

VISITBLACKPOOL VisitEngland

SAVE MORE THAN £55!

VISITBLACKPOOL VisitEngland





MARKETING **BLACKPOOL**

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%





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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

