

Destination Marketing for Market Towns and Rural Areas

“How to maximise your marketing opportunities”

Duration 1 Day
Timings Start 10.00am – Finish (Approx) 3.30pm

Do I need previous knowledge and skills?

No

Who is the course intended for?

Market town and project managers, staff and volunteers involved in market town and rural area regeneration, town and parish councillors, market town co-ordinators, rural community leaders.

What will I gain from the course?

An understanding of the main elements of tourism destination marketing, including e-marketing and web site development, tips and techniques for making the most out of a limited budget, and who to work with to maximise your market reach.

What does the course cover?

- Why destinations need marketing
- Key trends and competition
- Using local distinctiveness
- Segmenting your market
- Understanding the “Customer Journey”
- Matching your marketing to the product
- The methods of marketing and the core considerations
- Using public relations
- Getting the web site right
- Effective e-marketing
- Press and radio advertising
- Brochure production and distribution
- Direct mail
- Maximising customer recommendation
- Who to contact and cultivate for help

Course Method Trainer presentation, discussion groups and small team workshops – participants will also have a short presentation from their local tourism officer as well as a Q & A session with a local Editor (subject to availability).

Assessment None

Next steps The course leads onto more in depth training in e-marketing, web site optimisation, and the “Welcome to Excellence” range of customer welcome programmes.

If you require any further information, please contact:

Gill Heighington, Training Department, Tourism South East, 40 Chamberlayne Road, Eastleigh,
Hampshire, SO50 5JH

Tel: (023) 8062 5400 Fax: (023) 8062 0010 Email: gheighington@tourismse.com