

Workshop 2A – KNOWING YOUR MARKET

4 September 2020

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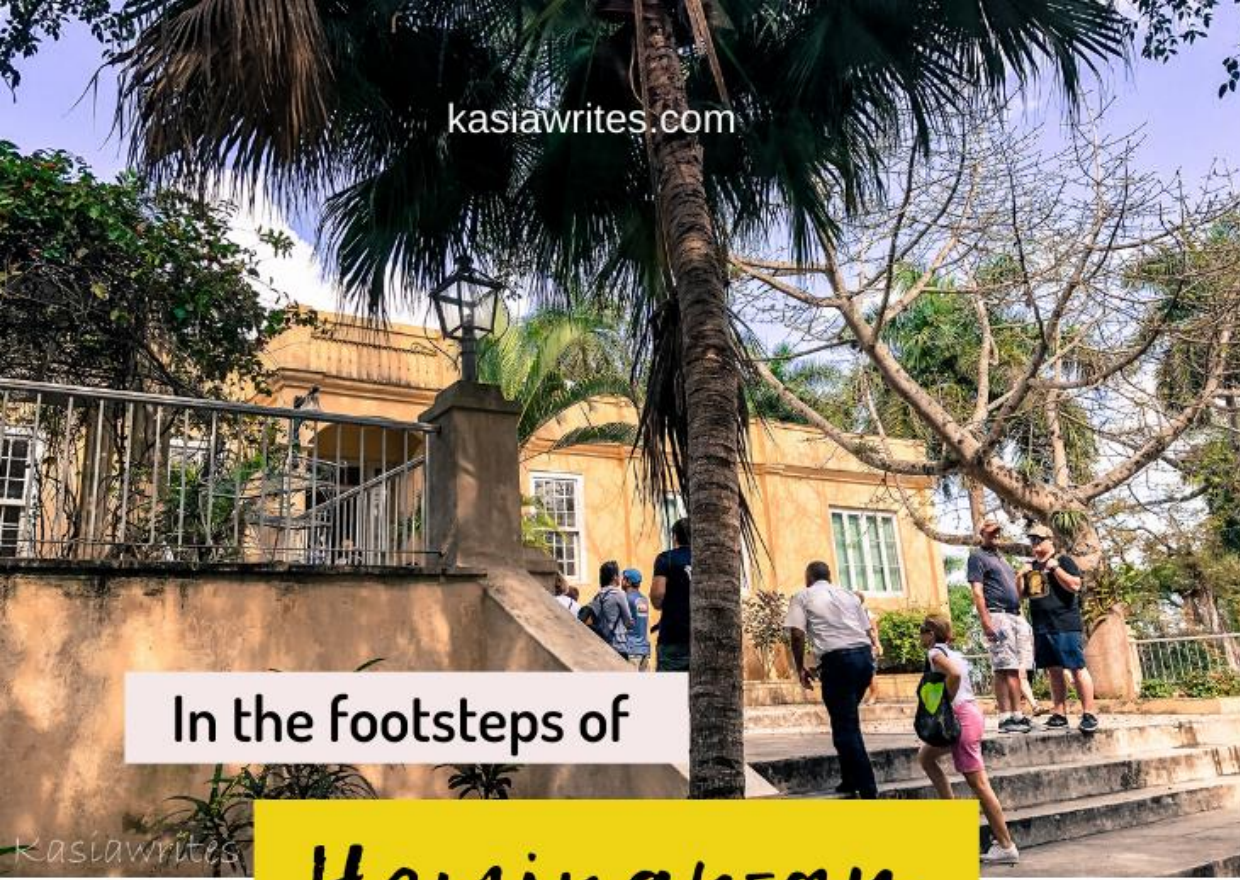
- Welcome
- Spot-Lit programme overview & update
- Round table project updates
- Understanding the market, finding & delivering on market opportunities
- Wrap up & assignment for next workshop

The Literary Tourist

Broadly speaking, one of two categories:

1. The Motivated or Inspired Literary Tourist
2. The Incidental Tourist





Hemingway

In Cuba



Motivated or Inspired Literary Tourist

- Drawn to a location for a specific reason – a destination tourist
- Seek immersive experiences
- The cultural fabric, literary attraction, heritage draws them to the destination
- Research & planning is key to their decision to travel
- Events, activities, tours and experiences are the hooks to bring them to the destination

Source: <https://www.theguardian.com/books/2020/apr/16/visitbritain-sorry-for-literary-map-ignoring-wales-and-scotland>

Joan & Richard

- Lifelong interest in the glamour & mystery of Hemingway & his life brings them on a journey of discovery to Cuba
- Empty Nesters, semi-retired, living in Florida
- Both play golf, have an active social life, live to travel and explore the world
- Their children live far away, so their holiday time is split between family visits & main holidays.
- Facebook is their main communication with family
- Like to holiday in warm countries, explore culture, food and enjoy scenery
- Sometimes travel with their extended family, so value for money is important

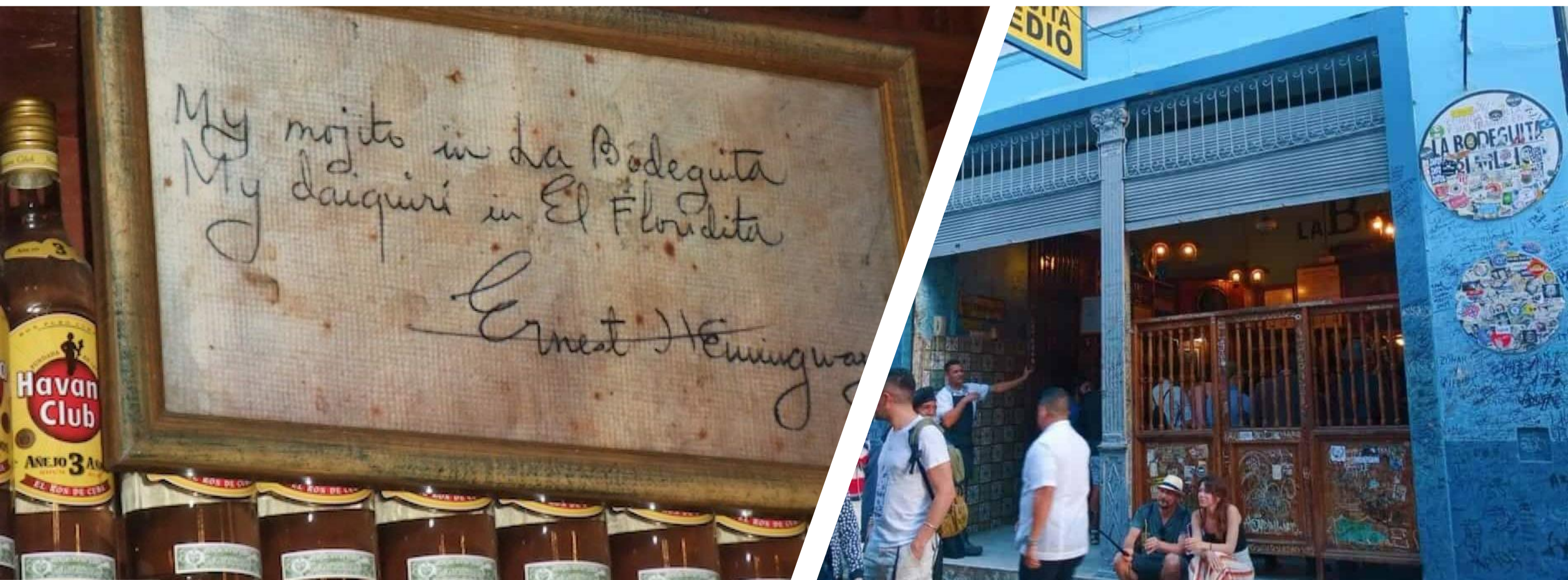




Hemingway House



Ambos Mundos Hotel







69th Annual Ernest Hemingway International Billfish Tournament

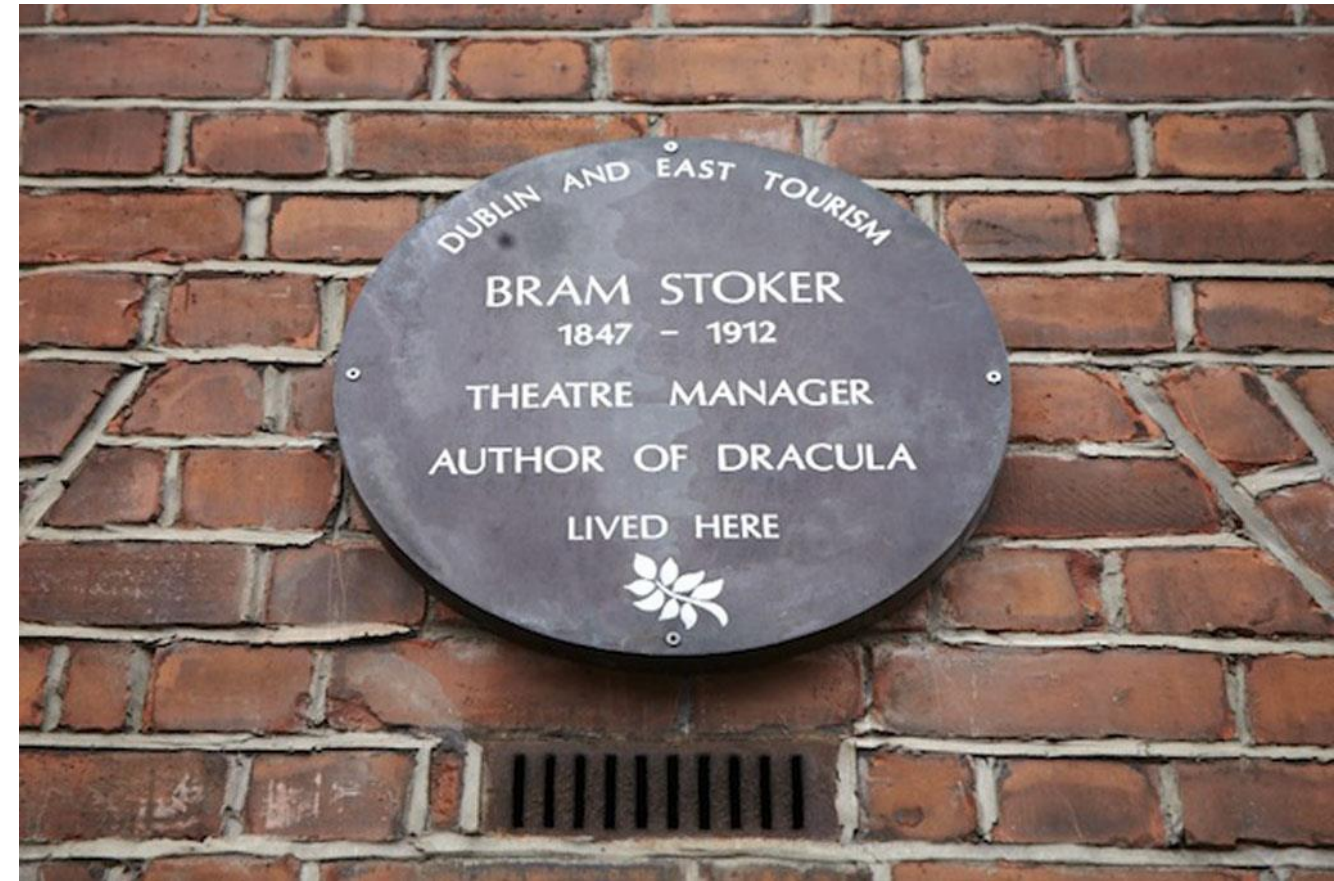
June 10-15, 2019
Havana, Cuba

About the Tournament

Established in 1950 by author Ernest Hemingway, this annual fishing tournament is considered the “highlight of Cuba’s fishing year” and one of the oldest big-game fishing tournaments across the globe.

Incidental Literary Tourist

- The accidental literary tourist – they are drawn by the destination rather than a specific literary touristic theme
- More likely to respond to their discovery of literary heritage in the destination rather than choosing specifically for its literary heritage
- Well positioned information in destination is key to their discovery
- A range of accessible and easily bookable events, activities, tours and experiences are the hooks to draw these tourists to your offering

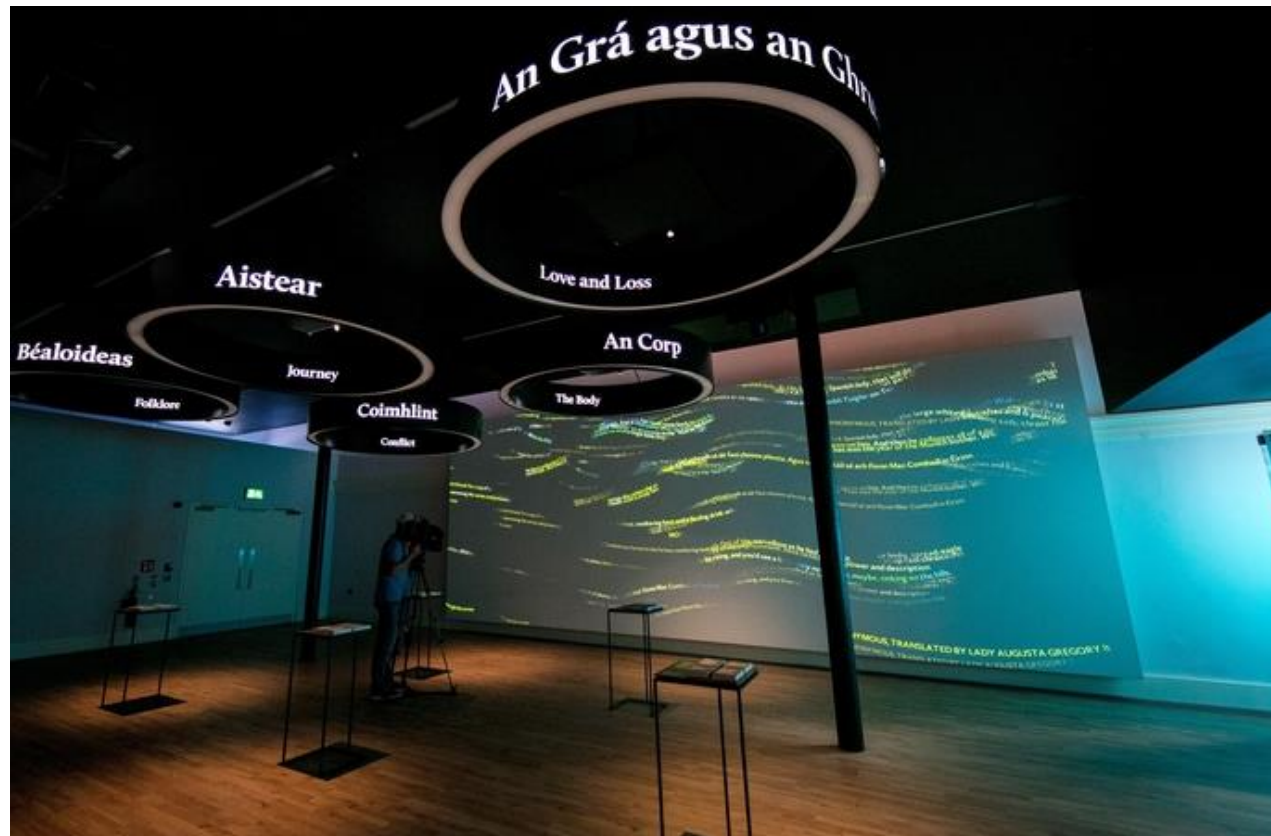




Pierre & Marie

- Live in Paris. Both worked in banking. Now retired, in good health and have good income.
- No children. Now spending their time enjoying their summer home in Spain & short trips around Europe.
- They love culture, art and music, and are regular theatre goers at home.
- They enjoy tours, music, visits to museums and galleries on holidays, particularly where they can see some of the iconic local sights.
- Sometimes travel with friends. Always stay in good hotels.







secure | <https://thetaste.ie/wp/the-winding-stair-dublin-1-review/>

RESTAURANT REVIEWS

Stairway to Irish Food Heaven – The Winding Stair Review



50
SHARES



What's more Dublin than cockles and mussels? The Winding Stair, overlooking Ha'penny Bridge, could scarcely be more Irish if you were serenaded up the steps with a feadóg. Restaurateur Elaine Murphy's original baby, before Woollen Mills, The Washerwoman and most recently, The Legal Eagle, has stood the test of time and appears time and time again on the must-visit list for tourists seeking out a genuine Irish food experience.

[il-at-this-cafe-storyboard-dublin-review/](#) nponing Irish artisans was considered a benchmark, The Winding Stair was going above



Analysing the profile of tourists visiting your destination

- Who?
- Where to get that info?
- Why you do this?
- What steps can you put in place to get more information?

Over to you!

Consider your target customers – who are they, are they visiting your destination already, how do you attract them?



EXERCISE 1

Identifying your target customers

Working through the questions below will help your business to identify its core market segments, to gain an understanding of why they choose your location and how they view what you have to offer.

In addition, it can offer you insights into how you can target these customers e.g. through package development or collaborative programming in your destination etc

<p><i>Who are your customers?</i> Your business doesn't only deal with the end user, sometimes your customer comes to you through an agent – you need to think about how you attract them too.</p>	<ul style="list-style-type: none"> ▪ Individuals (with a literary interest) ▪ Families ▪ Couples ▪ Special Interest Groups ▪ Tour operators and travel management companies ▪ Destination management companies
<p><i>How do they make their booking choices?</i></p>	<ul style="list-style-type: none"> ▪ As a group (special interest group, tour etc) ▪ Online as individuals ▪ Through a booking agent ▪ As part of a tourism package
<p><i>Why have they chosen your location?</i> Are they looking for what you have to offer specifically or your wider location? What is their motivator?</p>	<ul style="list-style-type: none"> ▪ Your location - what it has to offer as a holiday destination ▪ A festival or specific event ▪ Literary specific travel ▪ Itinerary stop on a tour
<p><i>How do they find out about your business?</i> Where do they seek information?</p>	<ul style="list-style-type: none"> ▪ Online – via your website, social media platforms ▪ Through a travel management company ▪ Through your packaging partners (e.g. hotel, restaurant, event/ activity provider's communications platforms ▪ TripAdvisor, Lonely Planet etc. ▪ Media – national, local, international ▪ Word of mouth ▪ Industry publications (e.g. literary, tourism publications etc) ▪ In destination – local tourism office etc
<p><i>When do they choose what you have to offer?</i></p>	<ul style="list-style-type: none"> ▪ In advance of arrival – (How far in advance?) ▪ In response to promotional information (e.g. festival dates/programme released) ▪ When they arrive ▪ During their stay in your location ▪ Impulse visit / purchase
<p><i>Why do they choose you?</i> Understanding their motivator will make it easier for you to target specific customer groups.</p>	<ul style="list-style-type: none"> ▪ Your programme ▪ Word of mouth ▪ Reputation ▪ Online presence ▪ You are a major attraction ▪ Trust in what you do as an organisation ▪ You formed part of a package – did they choose you specifically ▪ Learned about your business when they arrived in your location



THANK YOU