





The Roaches

# ENJOY STAFFORDSHIRE

We lead the Local Visitor Economy Partnership (LVEP), the Visit England accredited tourist board for Staffordshire and Stoke-on-Trent. We work in partnership with our stakeholders to attract and encourage visitors to our county.

In this brochure you'll find our marketing strategy, and marketing plan. Here we share our plans to drive awareness of our region, and how you can get involved, to ensure Staffordshire is a destination of choice in 2024 and beyond.

# OUR VISION

**We will create a joined-up experience and offer which draws visitors from near and far – encouraging them to stay longer, play, pause and experience more, returning time and again.**

Achieving our vision very much depends on us all working together to create that "joined-up experience". Together we can create compelling propositions, an abundance of reasons to visit, and a host of memories to encourage those all-important repeat visits and sharing 'must-do' experiences with friends and family.

# OUR PARTNERS

We work in partnership with you, our members, visitor attractions, experience providers, accommodation operators, hospitality businesses, land management organisations, and local authority districts.



McArthurGlen shopping outlet



Lichfield Cathedral

# WHAT MAKES STAFFORDSHIRE SPECIAL?

**We all know that Staffordshire is special, and there is much to be proud of.**

**Staffordshire's visitor economy performs well with an economic impact of £2.31bn in the sector creating over 24,200 jobs.**

As a county, we have much to offer, we perform well against our nearest destinations and have an ambition to achieve growth to sit alongside our national peers. Our current visitor profile is day visits 90% and 10% overnight stays. Our ambition is to increase the overnight stays by an additional 5% by targeting the short break market and showcasing Staffordshire's diverse offer.

Our marketing strategy sets out how we'll meet our ambitions, highlighting our greatest assets and hidden gems, and how we plan to engage with you, our members, partners, and stakeholders. This, our annual marketing plan aims to deliver against the **visitor economy action** plan as well as developing collaboration with our partners in the county and city of Stoke-on-Trent to create national growth for 2024/2025 and beyond.

# WHAT MAKES US SPECIAL...

Tourism is one of Staffordshire's top performing sectors and has doubled its value in a decade. It remains a key springboard for future economic growth.

## A PROUD PARTNERSHIP

We couldn't do any of this without working together.

## WITH ONE GOAL...

We will encourage more visitors to stay longer, spend more, and return!

It's better for business and jobs, with more opportunities for local people.



### UK'S BIGGEST & BEST PLAYGROUND

our offer screams quality with renowned world-class attractions and Britain's best brands



### TOURISM

Britain's fastest growing industry

**7.2%** of UK GDP

With **24,200+** jobs it's our 4th largest employment sector



### CENTRAL

At the centre of the UK, over 75% of the population can be in Staffordshire in under 3 hours



### GREAT LINKS

4 major airports bring over 3m visitors in our direction



### OUTSTANDING OUTDOORS

The only UK county with a National Park, National Forest and a National Landscape



Home to the UK's top

### THEME PARKS

we put the **FUN** into the heart of the UK



Recognition as **BEST IN CLASS** for England's **BEST LARGE VISITOR ATTRACTION & BEST SMALL VISITOR ATTRACTION**



### STAFFORDSHIRE

is the birthplace of the circus



Home to the

### STAFFORDSHIRE HOARD



More miles of

### CANALS

than any other 'Shire'



Not to mention our **1.1 MILLION** loyal residents



plus **16,000** students



With over **28 MILLION IMPRESSIONS**



**1/4 MILLION CLICKS**



**WE GET OUR MESSAGE OVER LOUD AND CLEAR**



Web traffic up **20%** on 2019  
**498,472** users in 2021



Day visitors spending **£41+ PER TRIP**



Staying visitors spending **£160+ PER TRIP**

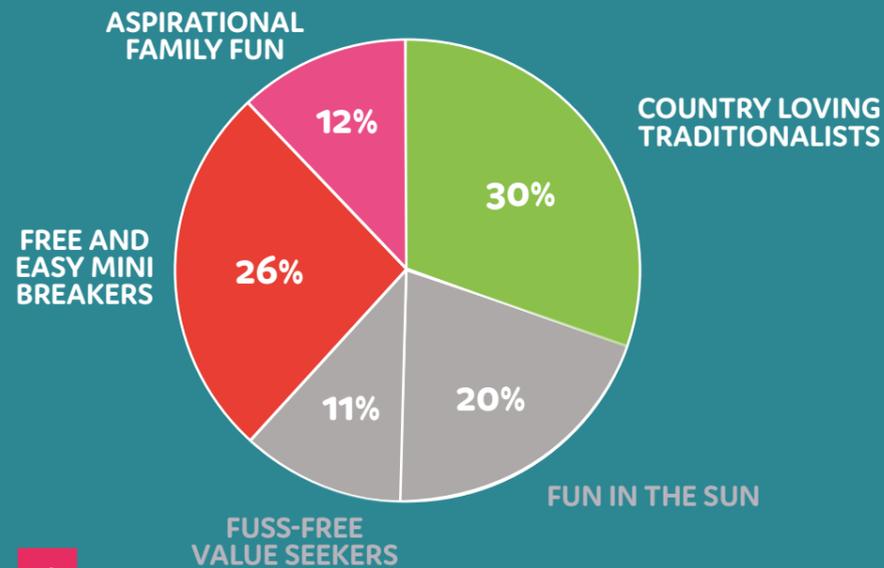


# OUR AUDIENCE

Working with VisitEngland's national audience framework to understand and align Staffordshire audiences, a great deal of research has been done in assessing our target segments – who they are and what drives them. We've identified three audience types reflecting our vast county offer and how we can reach them. Understanding our audience profiles gives us an opportunity to encourage repeat visits and cross sell the county.

## Our audience profiles represent 68% of the potential market.

By marketing to our identified audiences together, we will reap the benefits of a collective reach driving awareness and consistency of message and create the potential for repeat visits. Your property, attraction, or other visitor economy business may fit with one or more of these segments or maybe all of them.



## 1 COUNTRY LOVING TRADITIONALISTS

Typically, embracing traditional values, country loving traditionalists boast a moderate household income, coupled with the advantage of fewer family members to accommodate. This streamlined household dynamic allows their budget to extend further, making high-quality, secure accommodation a major consideration when planning getaways. They stay informed about UK tourism trends through platforms like English Heritage and the National Trust.

Their holiday preferences prioritise unspoiled countryside, a well-maintained environment, and ample opportunities to enjoy local culinary delights. In their quest for holiday experiences, this discerning couple seeks the charm of unblemished landscapes and the authenticity of regional produce reflecting their deep-rooted appreciation for tradition and a desire for a serene and enriching escape.



Cannock Chase

### How will they hear about us?

They are higher than average readers of broadsheets and visit UK tourism websites.

## 2 ASPIRATIONAL FAMILY FUN

The aspirational family fun audience represents a vibrant and dynamic demographic eager to curate unforgettable experiences for their loved ones. They aspire to weave moments of laughter, exploration, and relaxation into a tapestry of cherished memories. Their ideal family getaway involves a harmonious blend of adventure and luxury, where high-quality accommodations and immersive attractions come together seamlessly. Every activity is a carefully curated celebration of family bonds.

Keen on discovering the extraordinary, they often turn to travel and lifestyle platforms for inspiration, constantly on the lookout for the next destination that promises a perfect fusion of family bonding and aspirational leisure.



Drayton Manor Resort

### How will they hear about us?

These are the highest consumers of broadsheet press, visit UK tourism websites, and browse social media.

## 3 FREE AND EASY MINI BREAKERS

This carefree group of spirited adventurers embrace the spontaneity and freedom of short breaks. They seek the thrill of unplanned exploration, letting curiosity guide their journey. Armed with a sense of adventure, they relish the flexibility to choose their own path, indulging in leisurely strolls, local eateries, and unexpected detours.

For these wanderers, the essence of a mini break lies in the liberation from routine, allowing them to enjoy life's simple pleasures and create spontaneous memories that linger long after the brief escape has ended. Whether it's a weekend retreat to a charming countryside or an urban escapade filled with unexpected discoveries, free and easy mini breakers find delight in the unscripted, embracing the beauty of the unknown.



Lichfield

### How will they hear about us?

They're active on social media and read broadsheets.



## TRENDS AND DRIVERS – THINGS TO BEAR IN MIND...

As a result of the pandemic, international uncertainty, inflation, and the cost-of-living crisis, more consumers are willing to consider domestic breaks, and many are actively seeking less crowded areas and new experiences.

One of Staffordshire's advantages is the sheer volume and variety of contrasting experiences available and its geographical location making it an accessible location with **heritage** and **fun** in equal measure. This sets us apart from our competitor destinations, and these advantages are far more likely to be realised when we work together.

Whilst our target audience types are represented nationally across the UK, our focus is the undeniable reach of domestic visitors, both day visit and overnight stays within a 2–3-hour drivetime.

The **VisitEngland Domestic Sentiment tracker** tells us that 78% of respondents intend to book a short break in the next 12 months (an increase of 10% since 2022). The cost of living, UK weather and personal finances do still form a barrier to booking, but we know that UK holidays are easier to plan, they're recognised as cheaper, with less travel needed, avoidance of airport queues and flight cancellations.



Trentham Monkey Forrest

## STRATEGY

As the key delivery vehicle, Enjoy Staffordshire will bring our stories together, connect Staffordshire's narrative and each visitor economy business will tell its own stories within the broader concept of **ACTIVE, ADVENTUROUS, AND FUN.**

We'll provide a basic brand toolkit to help you incorporate key messages into your own marketing and help create a critical mass of promotion that will, over time, raise awareness, change perceptions, and enhance the county's image.

The result of our collective, combined efforts will create more focused promotion, targeting those potential visitor groups who are most likely to respond positively. Marketing activity, packaging, and PR can also be used to attract more visits.

Three new itineraries will be ready for use (focusing on two-night breaks across the breadth of the county), plus a further nine that will be brought forward to give choice and represent the diverse offer of the county. The itineraries will be used for PR, Travel Trade, and visitor itinerary planning. We will collate content and distribute widely and effectively to increase market reach.

Outlined below are the key elements of our marketing strategy:

### Market research and analysis

- We'll continually test visitor experiences and products with our identified target audiences.
- We'll continually review peers to understand what other destinations offer and identify gaps or opportunities in the market reflecting our audiences.
- We'll analyse current trends: travel trends - staycation, eco-tourism, adventure travel, cultural experiences, and wellness tourism.
- We'll continue to use STEAM data to collect information – staying visitors and type, day visitors – to measure spend and economic impact into our county and impact of our campaigns.

### Positioning and branding

- We'll highlight Staffordshire's unique selling points (USPs) – what sets our destination apart from others:
- **Adventure & Fun** – UK's biggest and best playground, theme parks, world class family attractions.
- **Nature & outdoors** – Only place in UK with **National Parks**, **National** landscapes, **National Forest**, **AND listed** parks, gardens, and Capability Brown landscapes. Unique Monkey Forest.
- **Culture & heritage** – World capital of ceramics, **National Memorial Arboretum**, centre of UK brewing industry, Staffordshire Hoard, and over 1,000 years of historic buildings and architecture.
- We'll develop a compelling brand message that emphasises Staffordshire's family-friendly offer and the convenience of short breaks.



## Harnessing the power of Digital

Our visitors are leaning ever more towards digital options to access information, itineraries, and bookings. We will use this to our advantage in reaching our audience reviewing customer journey, touchpoints and reach through our own digital channels – website, social media and digital marketing activity – to break barriers to entry, to accessing product information and to booking services, as well as to ensure that our offer is fully accessible and inclusive.

Our marketing plan will fully utilise and embrace digital marketing and distribution, including the creation of digital assets, distribution of digital content, and proactive management of online image and reputation.

We will review our digital platforms and offer the opportunity for more businesses to subscribe to a more accessible membership and for our county wide destination marketing partners to showcase their own localities. By working together, we can amplify a one county offer and increase awareness.

## Marketing Strategy and Plan

Staffordshire's marketing plan and activity will:

- Develop a narrative that animates the visitor experience in Staffordshire – stories about what you offer will bring the narrative to life.
- Create a brand toolkit for you to use across your marketing activity, which ties in with place branding across the county.
- Create at least two seasonal campaigns which will target the identified visitor segments and profiles effectively.
- Create 'always on' digital content that communicates Staffordshire's proposition to the consumer, layering the content according to audiences, so leading with strong brands and attractions for regional and national audiences across our social media platforms.



- Create a content distribution plan across local, regional, and national channels, and feed those channels with digital content for 'always on' activity.
- Create the platform for FAM visits by devising consumer facing itineraries for publication and use proactive PR to generate coverage, driving and managing press visits.

## Through our marketing and partnership activity we will:

- Work with our partners to identify marketing leads to build on their strength to maximise collective impact and common goals.
- As the accredited LVEP, we will work closely with VisitEngland to maximise impact and opportunities for the county.
- Create strong and inclusive partnerships – for us this is working hand in hand with the county's visitor economy businesses, extending market reach through partner channels and collaboration.
- Drive a positive perception and image. We're putting the focus on Staffordshire and all its wonderful places to stay, visit, and enjoy.
- Build a new website with new functionality - enhanced customer journey, bookability, and multi-site capability supporting our sub-regional partners ensuring consistency of tone of voice, message, and brand for our visitors.
- Deliver increased marketing impact – that means better results from the marketing work we do.

We will measure our success through: visitor numbers, STEAM data, digital transactions – social media engagement, website data and google analytics, and media stories. Our impact intends to raise the profile of the county increasing short breaks and repeat visits.

# MARKETING CONTENT PLAN

Our marketing content plan outlines our critical path to activity and dates for our partners to submit information – our call for content deadlines. It includes seasonal campaigns, 'always on' marketing activity, Staffordshire days and trade and industry essential dates.

CALL FOR CONTENT	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER FOR CHRISTMAS		
FOR ACTIVITY DURING	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
<b>Seasonal Advertising Campaigns</b>				Spring inc. Easter, May Day, May half term and late Spring Bank Hol			Summer inc. school hols and Aug Bank Holiday			Autumn/Winter inc. Oct half term and Christmas			
<b>#Enjoy Local Area Week awareness campaigns</b>			#Enjoy East Staffs	#Enjoy Newcastle	#Enjoy Staffs Moorlands	#Enjoy South Staffs	#Enjoy Stafford	#Enjoy Lichfield	#Enjoy Cannock	#Enjoy Tamworth	#Enjoy Stoke		
<b>Families Market Segments - Aspirational Family Fun</b>	Feb half term 10 Feb – 18 Feb	Mother's Day 10 Mar	Easter school hols 23 Mar – 7 April	May Day Bank Holidays 6 May & 27 May May half term 25 May – 2 June		Father's Day 16 June	Staycation ideas & affordable days out School Summer Holidays 22 Jul – 2 Sept		Oct half term 26 Oct – 3 Nov Halloween 31 Oct Bonfire night 05 Nov		Christmas family fun events & days out – Christmas countdown, Twixmas and NYE		
<b>Couples Market Segments - Country loving traditionalists, Free and easy mini breakers</b>	Romantic Spring breaks, Spa Days, Eating Out		Tourism Awards Winners	Walking breaks		Summer festivals & outdoor events. Staycation ideas & affordable days out		Aug Bank Holiday 24 – 26 Aug		Autumn foodie breaks, Halloween & Bonfire night		Christmas shopping, markets, events & dining. Twixmas, NYE	
	Valentine's Day 14 Feb	Easter Bank Holiday 29 Mar – 1 April	May Bank Hols 4 – 6 May 25 – 27 May										
<b>Staffordshire Day</b>			Wednesday 1st May										
<b>Trade / industry</b>	AGM / Conference, Member recruitment, Awards ticket sales		Tourism Awards 14 March	Launch 2025 Awards comp	Staffs Day	VEAE Awards	Awards entries	Awards entries	Awards entries deadline	Awards judging	Member recruitment		
	Awards Shortlist	Focus on careers & apprenticeships	English Tourism Week	VEAE Shortlist	Dementia Action week	Learners Disability Week							



Tamworth Castle

## HOW OUR CAMPAIGNS MEASURED UP FROM 2022 TO 2023 ...

**531,611 NEW WEBSITE VISITORS IN THE LAST YEAR**

**1.39 MINUTES AVERAGE WEBSITE SESSION DURATION**

**11.7 MILLION TOTAL IMPRESSIONS**

**GOOGLE NETWORK IMPRESSIONS INCREASED BY 18.5%**

**5.9 MILLION IMPRESSIONS ON THE META NETWORK**

**124,051 PEOPLE CLICKED OUR GOOGLE ADS**

**GOOGLE NETWORK CLICKS INCREASED BY 18.6%**



## LET'S WORK TOGETHER

By working together, we can collectively create a bigger impact for your destination and for Staffordshire as a whole. So, we want you to get involved. We want to shout about your business in our campaigns and taking part couldn't be easier.

## WE NEED YOU TO...

- Provide content for our campaigns
- Send us details about your events
- Keep us informed of activities – eg events, independent press visits
- Use the hashtag **#enjoystaffs**
- Share your press releases with us
- Say 'yes' to familiarisation visits for press and travel trade, so we can showcase your business

Please send information, images, and content to: [info@enjoystaffordshire.com](mailto:info@enjoystaffordshire.com)

Events can be submitted to the website – [www.enjoystaffordshire.com/whats-on/submit-event](http://www.enjoystaffordshire.com/whats-on/submit-event) with an image 1220 pixels wide and 664 high (see example below).

Simply add [info@enjoystaffordshire.com](mailto:info@enjoystaffordshire.com) to your PR mailing lists, newsletter subscriptions and digital marketing activity.



**STRUGGLING TO RESIZE YOUR PHOTO? NO PROBLEM!**  
Email it to... [info@enjoystaffordshire.com](mailto:info@enjoystaffordshire.com)

## JOIN US

Why not become a member to benefit first hand from all we have to offer, our campaigns, familiarisation visits, networking, and outreach to our audiences.

To join go to [www.enjoystaffordshire.com/trade/join-us](http://www.enjoystaffordshire.com/trade/join-us)



enjoy Staffordshire

Contact the team:

[info@enjoystaffordshire.com](mailto:info@enjoystaffordshire.com)

 @EnjoyStaffsBiz  EnjoyStaffordshire

Local Visitor  
Economy  
Partnership



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