



# **PR**WEEK

## **James Maxwell Award**

**‘Design a PR campaign that will persuade more British citizens to holiday in the UK’.**

**Strategy Document by James Fryer**



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## 1. Executive Summary

Although the UK now offers a magnitude of quality holidays, domestic holiday levels have fallen over the past 5 years. British citizens are increasingly choosing to holiday abroad whether for a weekend break or traditional 7-14 day holiday.

The UK media agenda is saturated with foreign holiday features and reviews, but the UK is beginning to achieve quite substantial coverage as the various tourist boards recognise the benefits to be gained by placing stronger emphasis on media relations.

- In order to persuade more British citizens to holiday in the UK, it is crucial to understand what influences holidaymakers' choice of destination. Established research proves that approximately 50% of holidaymakers are influenced by their friends and family. The influence of 'word of mouth' is significant.
- The government national statistics office reports that by the end of 2003, approximately 50% of households in the UK (12.5 million) had access to the Internet from home, compared with just 9% (2.3 million) in 1998. High speed broadband is now taking the UK by storm and 'silver-surfers' are increasingly using the Internet.

Given the realities of the market this report recommends a campaign entitled 'UltimateUK', which will encourage British citizens to discuss their ultimate UK holiday, spreading word of positive experiences to their peer groups. A website, [www.UltimateUK.org](http://www.UltimateUK.org), will form the focus for the campaign.

Website visitors will be invited to complete a review of their ultimate holiday. The website will essentially be a 'publicly owned' forum for discussion, with the long term objective of becoming *the* site for holidaymakers to identify their dream UK holiday. Alongside public reviews the campaign will use celebrity endorsement to promote the site.

- Newspapers will be targeted on a national level through to local level. Travel television programmes will also be targeted, as well as debate-specific radio programmes. One of the most important targets for the campaign will be existing on-line discussion forums and 'blogs'.

- Ultimate UK will also form a large-scale research-led PR tool. As website visitor levels increase and review trends emerge, this will provide a continual source of media sell-ins on a multitude of topics.

Site visitors will submit their reviews into one of a series of categories, and again, once trends emerge, this will provide an opportunity to focus on specific media such as GMTV discussing family holidays or MountainBiker magazine discussing UltimateUK biking destinations. Suggested categories include:

- Ultimate UK - Luxury
- Ultimate UK - Cities
- Ultimate UK - Activities
- Ultimate UK - Families
- Ultimate UK - Relax
- Ultimate UK - Bizarre
- Ultimate UK - Forgotten
- Ultimate UK - Culture

Quirky PR Stunts will be used to launch the campaign, including:

- A giant on Giant's Causeway – in Northern Ireland.
- A Loch Ness monster in the Loch in Scotland.
- A pattern of sheep feeding and spelling out the message UltimateUK when observed from an aerial view in Wales.
- Crop-circles carrying a similar message in the English countryside.

PR tactics will be used to sustain the campaign over the course of at least a year.

Such tactics include:

- Reiterating the campaign messages through using 'hook days'.
- Sending hairdressers and taxi-drivers on holidays to create an interesting news angle and overtly encourage 'word-of-mouth'.
- Tying the campaign in to seasonal holidays such as Easter, Valentines Day and the summer.

**An excellent product is now available in the UK – UltimateUK will spread the word through the use of peer groups and persuade people to take domestic holidays.**

## **2. Introduction**

This document details a PR campaign designed to persuade more British citizens to holiday in the UK.

This strategy report has been created to complement a 15 minute presentation; providing further justification for ideas, expanding upon suggested initiatives and detailing the sources used in the research process.

## **3. Brief**

PR Week James Maxwell Award Project Brief:

‘To design a PR campaign that will persuade more British citizens to holiday in the UK.’

## **4. Aims**

To increase the volume of British citizens who holiday in the UK.

To increase expenditure on domestic holidays within the UK.

## **5. Objectives**

Encourage ‘word of mouth’ endorsement of UltimateUK holidays.

Encourage a sense of pride in domestic holidaying.

Raise the position of domestic holidays on the media agenda.

Raise public awareness of the positive experience of holidaying in the UK.

## 6. Current Situation Overview

On a global scale, local, regional and national attempts are continually being made to encourage tourism both from overseas and from domestic holidays. The tourism industry is particularly important for nations such as the UK, where the decline in traditional industries has been met with an increase in tourism and a subsequent source of income for many businesses and individuals.

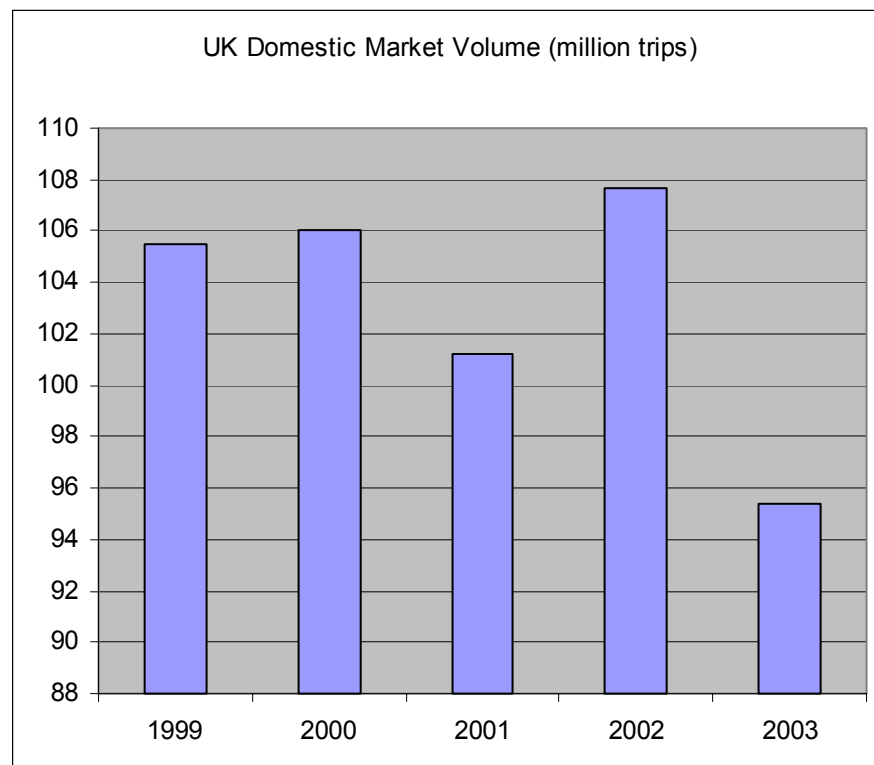
Approximately 2 million people are employed in tourism related jobs within the UK. In 2002, British citizens made 167 million trips within the UK, spending more than £26.6 billion.

The UKTS shows **expenditure** on domestic holidays has increased slowly in recent years. This is a reflection of:

- Greater competition from outbound holidays.
- Low cost airlines.
- Increase in the value of sterling.
- Outbreak of foot-and-mouth disease.

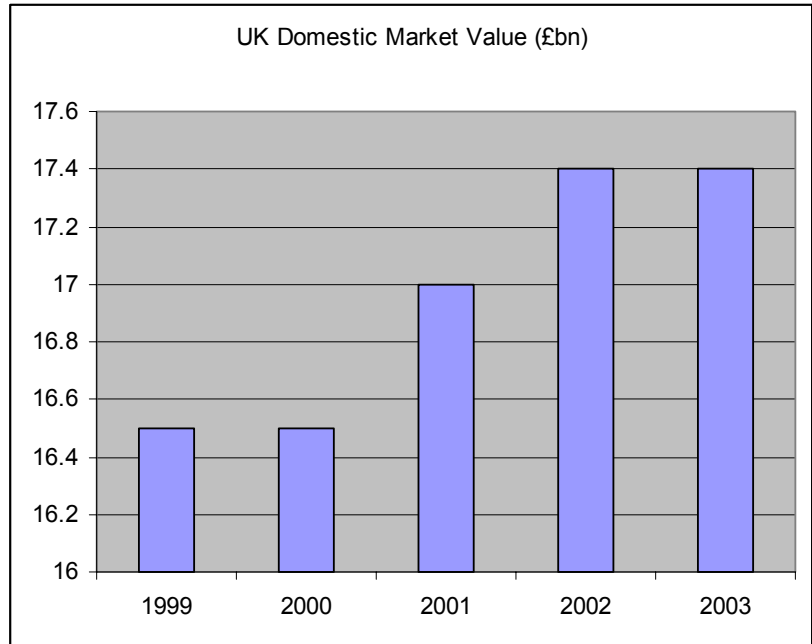
Between 1999 and 2003, the number of domestic holidays fell by 9.6% while the total number of outbound holidays increased by 24.3%.

Source: UKTS



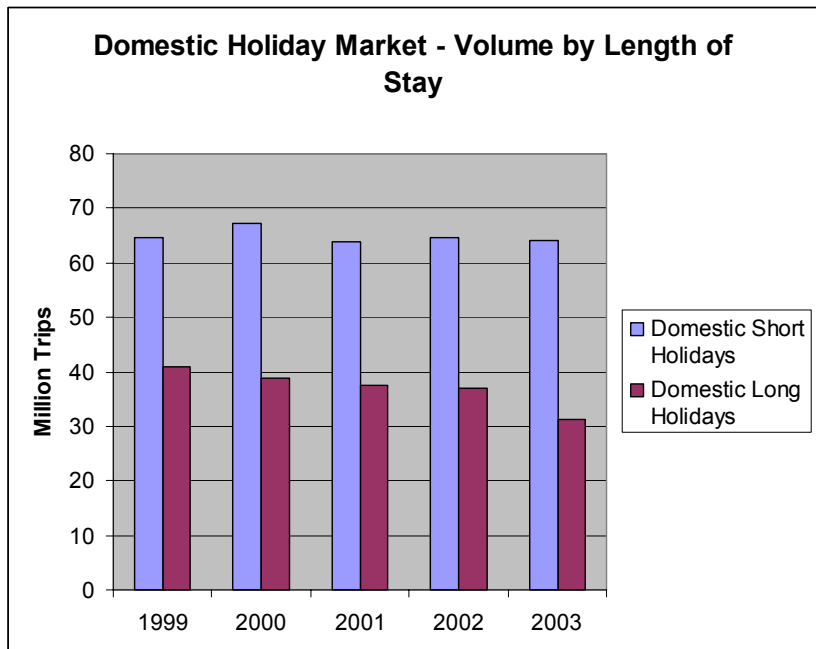
Between 1999 and 2003, the **value** of domestic holiday travel increased by 5.8% compared with an increase of 36.3% for outbound holidays.

Source: UKTS



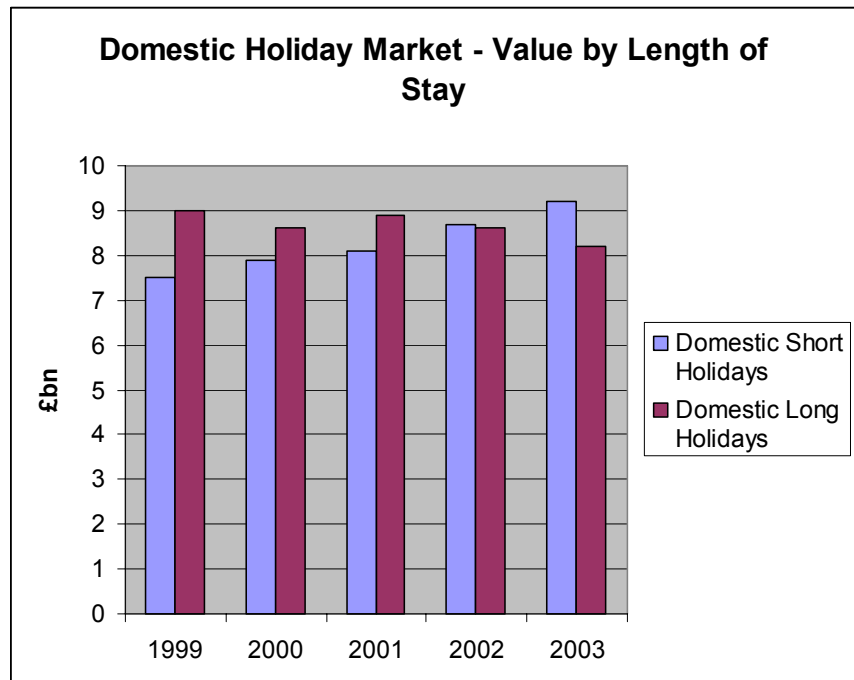
The number of long domestic holidays has decreased steadily while short-holidays have maintained their popularity.

Source: UKTS



The value of the long-stay domestic holiday market has fallen whereas domestic short holidays have risen in market value by a considerable level (despite constant volume levels).

Source: UKTS



- Most domestic long-holidays are taken in the summer months whereas much weaker seasonal trends exist in the case of the domestic short-holiday market.
- 75% of people use their own car to travel on a domestic holiday.

## 7. Key Audiences

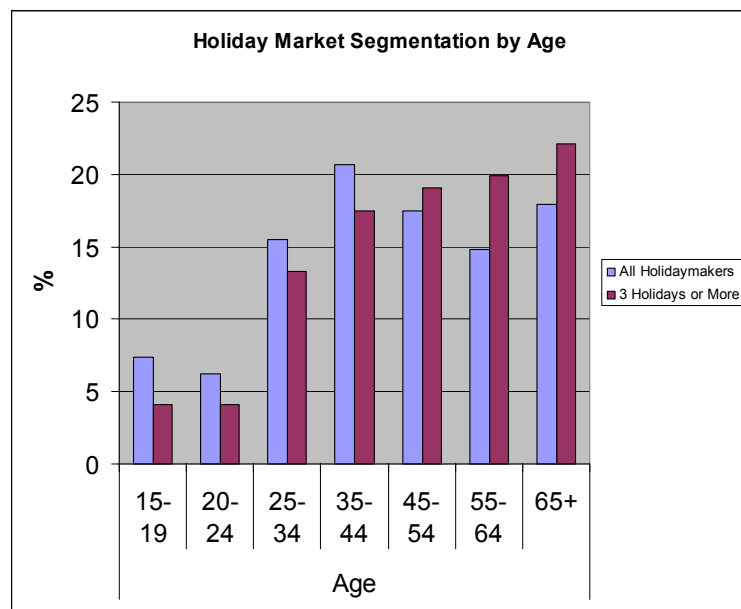
### 7.1 Consumers

- Broadly speaking, any British citizen who takes holidays, or is planning to take a holiday, whether domestic or overseas, will be part of the target audience.
- ‘Individuals who have the necessary disposable income to take a holiday’ provides further clarification of the target audience.

UK holiday makers can be segmented by age in order to provide a better understanding of the current market.

Those of ‘middle-age’ are most likely to take a holiday although the older generations are most likely to take a number of holidays through the year.

Source: Keynote Report – January 2004



The profile of short-break holidaymakers is biased towards younger people and singles, with 38% of short-break holidaymakers between 15-34, compared with 29% of long-holiday makers in this age range.

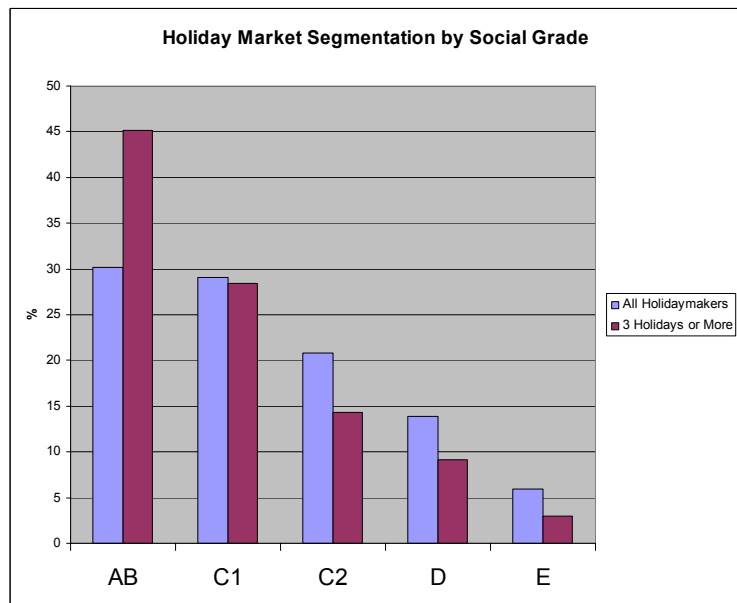
Short holidays have increased in popularity as a result of:

- Changes in work and leisure patterns.
- Increased stress in the workplace.
- High leisure expectations.
- Improved availability of regional flights.

Further understanding can be gained through looking at market segmentation by social grade:

Those individuals who fall into the higher social grades are more likely to take a holiday, with a significant number of 'AB' individuals taking 3 or more holidays a year.

Source: Keynote Report – January 2004



Tourism industry professionals generally segment the UK domestic holiday market in a broader way:

- Families.
- Working Couples (without children).
- Retired Couples.
- Specialist Groups (e.g. cyclists / birdwatchers).

Segmentation can also be made by type of holiday; for example by weekend break, a specialist activity holiday or a conventional beach holiday.

There are not great differences between the profiles of domestic and outbound holidaymakers. Domestic holidays are on average cheaper and so less affluent holidaymakers are slightly less likely to go abroad.

## 7.2 UK Travel Industry

The UK travel industry incorporates a wide range of organisations in the public and private sector. Some of the main audiences for communicating the launch of the campaign will include:

- Tour operators.
- Tourist Boards (including VisitBritain for example).
- National Tourist Information Centres.
- Major attractions.
- National Transport service providers.
- Airmiles.

Numerous magazines and other publications are distributed throughout the UK travel industry, these include, for example:

- Travel Agents News Magazine.
- Catering Update.
- Coach & Bus Week.
- Caterer & Hotelkeeper.
- Travel Trade Gazette UK & Ireland.
- Travel Weekly.

Key figures include Richard Caborn MP, Minister for Tourism.

## 7.3 Newspapers

- **National Newspapers**

The Guardian

The Observer

The Express

The Times

The Sun

The Daily Mail

The News of the World

The Daily Mirror

The Daily Telegraph

The Daily Star

The Belfast Telegraph

The Mail on Sunday

The Sunday Express

The Sunday Times

The Sunday Mirror

The People

The Sunday Telegraph

- **Supplements / Newspaper Magazines**

The Observer Escape

The People Magazine

The Mail on Sunday You

Magazine

Sunday Express Travel

The Sunday Times Magazine

The People Magazine

3am – Daily Mirror Magazine

Bizarre – Daily Star Magazine

- **National Newspapers Online**

<http://www.guardian.co.uk>

<http://www.timesonline.co.uk>

<http://www.express.co.uk>

<http://www.thesun.co.uk>

<http://www.dailymail.co.uk>

<http://www.newsoftheworld.co.uk>

<http://www.mirror.co.uk>

<http://www.telegraph.co.uk>

<http://www.dailystar.co.uk>

<http://www.belfasttelegraph.co.uk>

- **Regional Newspapers & Supplements**

Thousands of regional newspapers exist throughout the UK and present a significant opportunity for media coverage.

## 7.4 Magazines

- **Travel Magazines**

Condé Nast Traveler  
Wanderlust

- **Celebrity Focus Magazines**

Best Magazine  
Closer  
Hot Stars  
Heat  
NOW

- **Lifestyle Magazines**

Hello!  
Elle  
Bella  
Cosmopolitan  
Vogue  
Red  
B  
Company  
Maxim  
Chat  
Choice

Essentials  
Eve  
Zest  
Harpers & Queen  
Executive Woman  
Family Circle  
Men's Health  
Esquire  
GQ  
The Big Issue

- **Specialist Magazines**

Country Life  
Country Walking magazine  
Horse & Hound Magazine  
Mountain Biking UK Magazine  
Health and Fitness Magazine  
Angling Times  
Golf Magazine  
Golf Monthly  
The Skier and Snowboarder Magazine

BBC Good Food  
BBC Wildlife Magazine  
BBC Gardeners World Magazine  
BBC Homes and Antiques  
MMM Motorcaravan Motorhome  
Monthly  
  
Supermarket Magazines  
Food Magazines

## 7.5 Television

Travel television stations or travel programmes are the most obvious key audiences. However, lifestyle related stations or programmes also constitute a target audience.

Target **television stations** include:

Sky Travel.  
UKTV Style.  
Living TV.  
UK Bright Ideas.  
Discovery Travel.

Specific **programs** include:

BB1 'Holiday Programme'.  
ITV 'Wish you were Here'.  
GMTV.  
This Morning.

**Teletext** is well established in the UK as an information resource. Teletext holidays is, in particular, a popular subdivision of the service:  
<http://www.teletextholidays.co.uk>.

## 7.6 Radio

Many of the **national** radio stations, both public and independent, have discussion programmes as well as conventional news bulletins.

BBC Radio 1.  
BBC Radio 5 Live – ‘Speak your mind’.  
BBC Radio 4.  
BBC Radio Ulster.  
Cool FM.  
Radio Wales.  
Radio Cymru.  
Real Radio Network.  
Classic FM.  
Classic Gold.  
Virgin Radio.

Radio is now increasingly being reinforced as a popular media with the take-up of DAB Digital Radio.

Given the magnitude of **local and community** radio stations established across the UK, it is unrealistic to list them all here. The Radio Advertising Bureau offers the facility of identifying radio stations to target radio listeners across the country according to age, gender and by type of program for example. This can be done very easily through the website <http://www.rab.co.uk>.

## 7.7 Internet Communities and Chat Rooms

A multitude of online chat forums are now established, forming a largely untapped resource. Some of the most popular include:

BBCi	<a href="http://www.bbc.co.uk/communicate">http://www.bbc.co.uk/communicate</a>
Yahoo UK	<a href="http://uk.chat.yahoo.com/?myHome">http://uk.chat.yahoo.com/?myHome</a>
MSN Groups	<a href="http://groups.msn.com">http://groups.msn.com</a>
AOL UK	<a href="http://www.aol.com/community/chat/allchats.html">http://www.aol.com/community/chat/allchats.html</a>
Freeserve	<a href="http://www.freeserve.com">http://www.freeserve.com</a>
Undernet Chat Network	<a href="http://www.undernet.org">http://www.undernet.org</a> - 1 million users per week

Users are able to chat in real-time, on a multitude of subjects including Celebrities, TV, Events, Sport, and of course, Travel.

## 8. Issues

- A competition / conflict of interests exists between regional tourist boards. Increased popularity of Devon as a domestic holiday destination is, for example, of little value or interest to the Northumberland tourist board.
- Travel journalists often hold an opinion which reflects that of the general population. Some journalists have adopted general prejudices towards UK holidaying, which need to be challenged.
- What is the definition of a holiday? In contemporary society a night away in Dublin, a weekend cycling in the Brecon Beacons, a 2-day tour of Scottish distilleries or 7 nights in a Butlins resort all constitute a holiday.
- General lack of interest in the UK as a holiday destination.
- Poor perception of UK public transport.
- Promotion of cheap flights out of the UK to major destinations. More unusual destinations such as Budapest or Latvia are being pushed as short break destinations alongside popular destinations such as New York.
- Limited high-quality UK tourism media (including brochures and websites).
- The tourism industry is unique in the sense it can be dramatically affected by unforeseen events such as the recent bombings in Spain, the SARS outbreak and the spread of Foot and Mouth.
- When choosing which specific locations or attractions will be promoted at the forefront of the campaign, it is crucial to consider long-term stability and how this might affect a long-term campaign.

The tangible association between Stratford-Upon-Avon and Shakespeare is unlikely to be eroded. The same reasoning applies to the Scottish Highlands for example. Such attractions are subject to low risk and can therefore be emphasised in any campaign.

Beaches however, although currently a strength because of 'Blue-Flag' status and continual efforts to keep them clean, are very susceptible to EU regulation, meaning they are not a safe or suitable focus for the PR campaign.

- Non-white ethnic groups are generally excluded from being able to enjoy what the UK domestic tourism industry has to offer. Levels of ethnic minorities who visit the UK's beaches and countryside, are very low considering they now make up 10% of the English population, 2% in Scotland and Wales and around 1% in Northern Ireland. This presents both an issue and an opportunity for the UK tourist industry and campaigns must make cultural and language considerations.

## 9. Opportunities

- Rapid increase in Internet usage (now around 50% of UK population) – a method of booking holidays but more importantly a source of holiday information.
- Increasing take-up of digital interactive television, allowing consumers to view and book holidays from their living room.
- Research suggests many consumers still prefer a more ‘human touch’ when booking their holiday and committing large sums of money (Bugsgang 2004).
- Travel journalists are a very small community.
- Volatile international issues.
- The increase in the short breaks market, and decline in long holidays, is undoubtedly an opportunity for the UK domestic tourism industry to embrace.
- The increasing popularity of activity based holidays: some groups, such as mountain bikers, are reported to take up to 13 breaks a year.
- National disposable incomes rose by 19% from 1995 to 2002, with a 3.5% average increase in recent years according to the Government Statistics Office – thus allowing more than one holiday to be taken.
- The UK tourism industry continually exudes optimism when key figures are quoted in media interviews. VisitBritain reports 59% expecting domestic tourism to grow more quickly than outbound and inbound, according to 2004 Business Confidence Monitoring.

## 10. Current Perceptions & Influences

### 10.1 General perceptions

*See Video of Holiday Vox-Pops.*

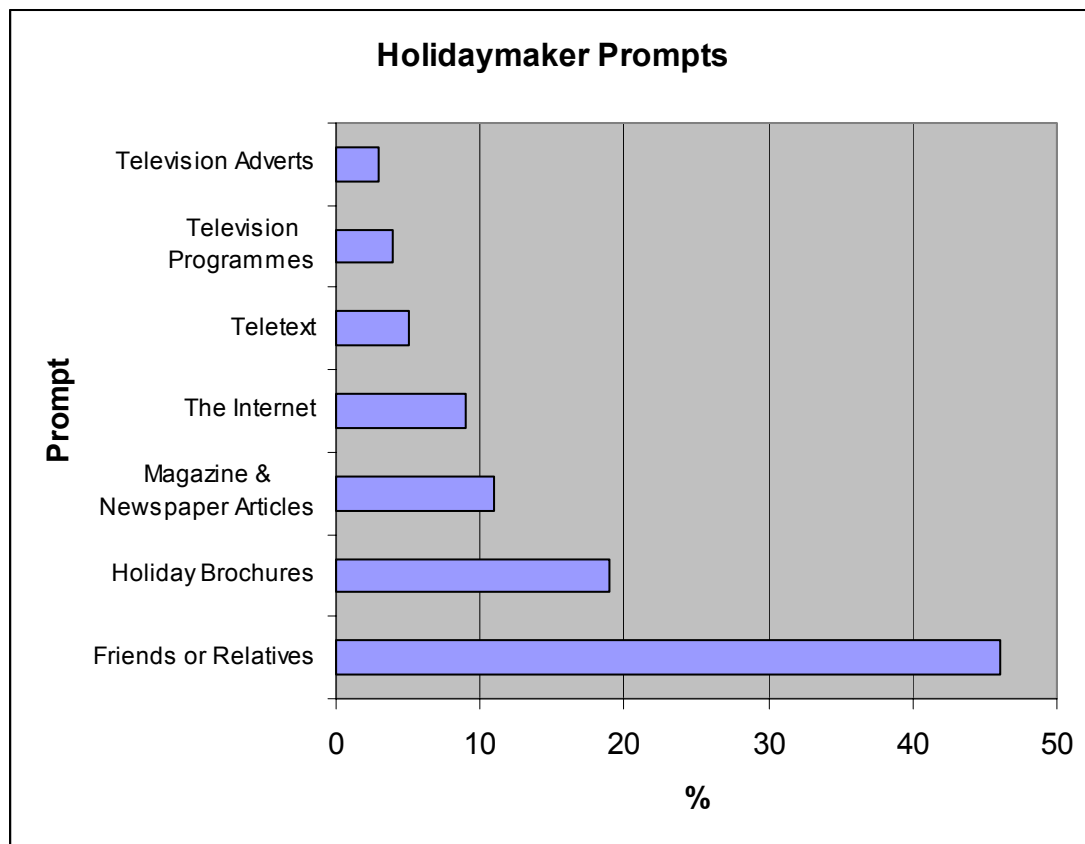
British citizens have a very mixed view of holidaying in the UK compared to travelling abroad, although negative connotations with the UK are strong:

- Poor quality & poor value
- Wrong climate for a holiday.
- Cheaper to go abroad.
- Better quality product available abroad.
- It's old-fashioned to stay in the UK.
- Misconception there is 'nothing to see or do' in the UK.
- Little aspiration in relation to the UK – a 'we are only going to Bournemouth this year' mentality exists.

**BUT – Positive Reflection** – although quick to promote foreign holidays, British citizens always have something good to say about the UK and enjoy discussion of this topic area.

As part of considering current perceptions, it is necessary to take this one step further and analyse what influences British citizens in their holiday choice.

## 10.2 Holiday Destination Influences



Sources: Keynote / StarUK / UKTS

The results shown in this graph are of significant importance. A huge number of holidaymakers are affected by their friends or relatives when making a decision about where to go on holiday. This has serious ramifications for the target media used in implementing a PR campaign. This trend is very similar to what happens in terms of restaurant recommendations.

## 11. Desired Behavioural/Attitude Change

- Public desire to discover the UK.
- There is no need to go abroad for a quality holiday.
- The UK has excellent accommodation / food / attractions / cities.
- UK holidays offer good value for money and good facilities.
- A few short holidays in the UK can be better than one expensive holiday abroad.
- Cultural experience.
- Ideal weekend break in today's busy lifestyles.
- An experience – feeling going something different.
- Realisation it is important to invest in UK tourism.

..... all leading to increased volume and value.

## 12. Key Messages

- Place your **trust** in real reviews.
- The UK offers a **quality** product on your doorstep.
- The UK offers something for **everyone**.

## 13. Strategy

### 13.1 Overview

#### UltimateUK – Spread the Word

The overriding theme of the campaign will be 'UltimateUK'. The idea being that, at all stages, the campaign will attempt to encourage British citizens to think about their ultimate UK holiday, and share their experiences. To raise the profile of the campaign, and also boost visitor levels for a particular area, celebrities will be commissioned to make comment on their 'UltimateUK' holiday.

Various forms of media will be used to carry message of UltimateUK, with different selling-in angles being used throughout the campaign.

A [www.ultimateuk.org](http://www.ultimateuk.org) website will form the core focus of the campaign. UltimateUK.org will essentially be a 'people's choice' of the ultimate holidays available in the UK.

The justification for this is that it focuses on the research findings that the greatest influence on individuals when choosing a holiday destination is their friends and family. As such, rather than primarily focusing on conventional media, the website will provide a forum where people can discuss their UK holidays, highlighting their UltimateUK experiences.

In order to submit an entry to the website, individuals will answer a set of questions under the branding 'My ultimate holiday'. This avoids the site becoming a conventional review forum, will avoid drawing upon negative experiences and will encourage British citizens to draw upon their positive experiences of holidaying in the UK.

Depending upon the focus of any given review, they will be featured under different subsections of the UltimateUK campaign in an attempt to target a series of different markets. These subsections will include, for example:

Ultimate UK - Luxury  
Ultimate UK - Cities

Ultimate UK - Activities  
Ultimate UK - Families  
Ultimate UK - Relax  
Ultimate UK - Bizarre  
Ultimate UK - Forgotten  
Ultimate UK - Culture

A quality holiday product is available in the UK and the primary focus of the campaign is to get people discussing their favourite experiences. Through a process of word of mouth, individuals will be able to draw upon, and **trust** the experiences of, reviews on the site over that of advertising and holiday brochures. The website will focus around the idea of 'read what Ian Smith from Reading says about his experience in Belfast.'

In a similar way to how the website Friend's Reunited became such a huge success and essentially now runs itself, the idea is that people in the UK will want to get their message out there, share their positive experiences and take a sense of **national pride**.

The term UltimateUK has been chosen because it is not age specific, can be tailored to all forms of holiday and holds connotations with being the best, the definitive, the supreme and the greatest.

## **13.2 Justification for the use of celebrities**

Targeting the media in an attempt to sell-in domestic holiday features and reviews is already being done and is unlikely to make a revolutionary change in levels of people choosing to holiday within the UK.

The value of third party celebrity endorsement over standard editorial/advertising is widely recognised and as such, using celebrities to endorse UK holidays is likely to boost visitor levels for a particular area. This has been demonstrated through, for example, a surge of tourists visiting Port Meirion after the location was featured in the program 'Cold Feet'. Celebrity endorsement means the public will associate a location with a lifestyle, imply the celebrity might even be seen there and suggest, if the holiday is of sufficient quality for the celebrity, it is something to aspire to. Using appropriate celebrities for different age groups will result in UK holidays being seen as 'the in thing to do'.

A quality holiday product exists in the UK; celebrities will be ambassadors for the brand and encourage British citizens to share their experiences about their UltimateUK holidays.

### **13.3 Briefing the UK tourism industry**

Although UltimateUK does not depend heavily on the efforts of tourist boards, before any national level campaign can be run, it is important that confidence and enthusiasm are instilled and reinforced within the UK domestic tourism industry.

The industry groups who will be briefed about the new UltimateUK campaign are identified under the 'Key Audiences' section of this documents.

The UK tourism industry will be initially briefed, and then updated on a quarterly basis, through a newsletter and separate section of the UltimateUK website. It is important all key industry groups are briefed. If for example a member of the public telephoned a holiday company in Northern Island, stating they had read good public reviews of the area through UltimateUK, the company spokesperson will need to be aware of the campaign.

## 13.4 National Newspapers

Given the demands of newspapers for articles/features to be topical, a series of ‘in’ celebrities will be identified on a national level, representing a range of age groups. The celebrity will submit a review of their ‘UltimateUK holiday’ to the website.

**Conventional** celebrity endorsements may come from, for example, celebrities who are currently in the media spotlight, celebrities who will be in an upcoming film or programme, celebrity chefs, celebrity designers, celebrity musicians, politicians and celebrity sports people. Some general examples include:

Charlotte Church	Ryan Giggs
Gloria Hunniford (Travel connections)	Sean Connery
Ioan Gruffudd (Hollywood actor)	Shirley Bassey
Jonathan Davies	Stuart Cable (Stereophonics ex-drummer)
Judith Chalmers (Travel connections)	Trevor Nelson
Keira Knightley	Eamon Holmes
Lorraine Kelly	Carol Smiley
Ewan McGregor	James Nesbit
Max Boyce	Robert Carlyle
Neil Morrissey	Bill Bryson
Orlando Bloom	Catherine Zeta-Jones
Patrick Kielty	Anne Robinson
Ray Gravel	
Robbie Williams	

However, the use of **unexpected celebrity** endorsements will provide a more quirky and attention-grabbing news angle. Unexpected celebrities will be those who would not normally be expected to endorse a particular UK holiday: It would be up to regional tourist boards to suggest celebrities who would be appropriate for their own area. Examples of using celebrities in this way include:

- Anne Robinson & Wales (particularly suitable after Room 101 comments criticising Wales).
- Trevor Nelson & the Gloucestershire countryside (usually associated with youth and London living).

Once trends begin to emerge on the website, from public and celebrity reviews of UltimateUK holidays, this will provide an opportunity to re-target newspapers and reiterate the key messages and website address.

## **Anticipated Results**

‘Ann Robinson eats her words when she reveals her true passion for the Welsh countryside’.

‘UltimateUK reports 1million visitors to the website’.

‘The A-Z of UltimateUK holidays’.

‘Summer is coming and UltimateUK visitors are discussing the endless possible holidays in the UK.’

‘Ultimate UK visitors report the best holidays are on our doorstep.’

‘UltimateUK – the hidden treasures are uncovered’.

‘UltimateUK thrives with visitors keen to explore the UK’.

‘Silver surfers report some unexpected UltimateUK holidays’.

‘UltimateUK citizens explain how the UK is a low-hassle holiday when you’ve got kids’.

‘Blackpool is the new Paris according to UltimateUK reviews’.

‘No more holidays from hell with the help of UltimateUK reviews’.

## 13.5 Regional Newspapers

The reach and impact of regional newspapers is significant.

Following the use of high-profile celebrities on a national scale, regional celebrities will be used in a slightly different way.

Using endorsement by celebrities which are not necessarily high profile, but who have a large following or identity within a given regional area, will encourage a sense of regional interest.

When celebrities from, for example, Bournemouth, Swansea or Glasgow submit an UltimateUK review on the website, this can be used in the regional media of the home area, as well as the destination area the celebrity identified. At all times the key messages will be tied in to press releases with the aim of promoting the website. Regional tourist boards are ideally placed to nominate appropriate celebrities for their area.

The same will be done with local members of public, with local papers featuring reviews from local residents.

Organising **competitions** on a local level encourages the chances of successfully targeting local media since they promote public interest and subsequent newspaper sales. Examples of competitions that could be run include:

- Submit a photo of yourself at your UltimateUK destination, whilst holding up a copy of your local Echo (for example), and get the chance to win a Kodak digital camera.
- Submit a review of your UltimateUK holiday and explain why other Gloucestershire (for example) residents should make the trip, and get the chance to win a weekend break in Cardiff.

Such competitions can be followed up by local newspapers, with 'vox-pop' type quotes from competition entries. This creates longevity of the feature for the

newspaper and increases the likelihood of visits to the UltimateUK website. For example:

‘Ian Holmes from the North-Town area said: ‘the Scottish highlands offer an excellent chance to escape from it all, and it didn’t cost as much as I thought to take the family’.

## 13.6 Magazines

When attempting to sell-in feature ideas to magazines, the importance of strong case studies and ‘glossy’ pictures is paramount.

Using the celebrity-endorsement angle will be most beneficial when targeting magazines. Linking a feature idea with a current series the magazine may be running, will also increase the likelihood of success.

**Celebrity** focused magazines will be contacted by press release, followed up with a telephone call, giving details of a ‘hot’ celebrity and revealing what their UltimateUK holiday is.

**Lifestyle** magazines will be targeted in a different way, potential angles might include:

- ‘Spree v Steal – UltimateUK reviews bring out the best of both.’
- ‘UltimateUK reviews reveal hot shopping spots’.
- ‘Squeeze more holiday time into your UK weekend break with the help of UltimateUK reviews’.
- ‘Rushing to book that UK city break during Friday lunchtime? Get advice quick from people all over the country who have done the same.’
- ‘Thousands of men talk on-line in last minute Valentines day planning-panic’.
- ‘UltimateUK citizens in hot debate over splurge or steal’.
- ‘Staying in the UK is reported as being the new going away according to UltimateUK citizens’.
- ‘Door to door, UltimateUK celebs show just how long it takes to have a UK weekend break compared to going abroad’.
- ‘4 hours to a quality Scottish Highland hotel compared to 14 hours getting through customs & clearance in order to rush to a New York hotel.’
- ‘Pampering spa-breaks prove to be popular amongst the men this year according to UltimateUK reviews.’

## **Exposing the popularity of ‘lists’**

As a nation we are obsessed with ‘lists’. It can be argued this is the result of time pressure on journalists, but whatever the reason, this forms an opportunity for UltimateUK. Potential lists as generated by UltimateUK reviews include:

Top 10 celebrity UltimateUK holidays.  
UltimateUK Top 10 weekend breaks.  
101 ideas for relaxing holidays.  
Top 10 West-End theatre breaks.  
Best winter warmers.  
Spring cleaning top spa breaks.

## **Specialist Magazines**

Drawing upon the subdivisions of UltimateUK, such as UltimateUK Activity or City, will allow specific feature ideas to be tailored for the needs of specialist magazines.

‘National Trust venues prove popular with UltimateUK silver surfers’.

‘Extreme enthusiasts use UltimateUK to meet up’.

‘Wales is out on top for Kayaking according to UltimateUK reviews’.

‘People’s choice of top 10 holidays in the UK’.

## 13.7 Television

Given the visuals driven nature of television, potential video and photo calls will have to be considered at all times when targeting television.

Rather than using press releases, key editors or producers will be contacted by phone by the head of UltimateUK.

### Travel television programmes

A number of holiday/lifestyle programmes have become well established within the UK. If UltimateUK were to be featured in one of these programmes, this would be likely to attract an audience which is slightly different to the conventional newspaper-reading markets.

Starting with the most popular programmes first, such as BBC's Holiday, the editor/producer will be contacted and informed about the new campaign. The idea of UltimateUK will be sold in as the programme is likely to feature some kind of domestic holiday on a regular basis. A presenter/reporter from the programme will be invited to sample a UK holiday, perhaps one which is already considered to be their favourite, so that a fresh opportunity is created for video footage.

More unusual holidays may be more likely to be incorporated by the program, such as those identified under the UltimateUK – Bizarre section which follows.

The program creators will be offered the opportunity to have a link to their site placed on [www.UltimateUK.org](http://www.UltimateUK.org).

### Lifestyle programmes

With lifestyle programs, a more magazine type angle is required. The 'Spree v Steal' angle may prove inviting for programme editors, as well as linking into regular features run as part of the show. The more bizarre UK holidays will also be more likely to be taken on board.

Presenters from the show will be invited to sample a bizarre UK holiday such as ‘Bog Snorkelling’ in Aberystwyth. A link can be made back to UltimateUK as this bizarre holiday feature might have proved popular amongst reviews, for example.

Using **competitions** will also increase the likelihood of penetrating Lifestyle TV programmes, such as:

Phone in competition: ‘What date is St George’s Day?’ – win a boating break in the Norfolk Broads.

## 13.8 Radio

When targeting national or local radio stations, the provision of ‘sound bites’ is paramount.

Key editors will be contacted through a press release and followed up with a phone call. Given the launch of UltimateUK, the radio stations will be encouraged to put domestic holidays on their discussion agenda. The stations may wish to take listener calls, but pre-recorded sound bites will be provided.

The aim is to get people talking about their UltimateUK holiday – with links to how useful the website is.

Offering the radio stations **competition** ‘giveaways’ will encourage the likelihood of success in targeting radio. Such competitions might include:

- In no more than 50 words tell us about your UltimateUK holiday and why you like it so much. One lucky listener will win the chance to re-live their dream holiday – organised by UltimateUK.org.

## 13.9 Internet

### Targeting the on-line audience: Web chat and Blogs

The reach and influence of Internet discussion forums stands at an unprecedented level. Internet users are continually engaging in debate and discussion in public and private arenas. Some of the most popular on-line discussion forums are included under the 'Key Audiences' section of this document.

These forums offer a significant opportunity for the campaign to encourage debate amongst peers, rather than simply push promotional editorial.

'Threads' will be posted on the travel discussion forums and chat rooms, outlining favourite UK holiday experiences. In line with instigating discussions, the [www.UltimateUK.org](http://www.UltimateUK.org) website will be identified.

## 13.10 Sustaining UltimateUK

As the campaign is developed and the website increases in popularity, the subdivisions will gain a greater sense of identity in their own right, will allow users to find exactly what sort of holiday they want when they visit the site, and will improve the process of targeting key media throughout the year. UltimateUK – Activities will for example, be strongly affiliated with key activity focused publications.

Below are examples of the type of subject matters that might be discussed when reviews are submitted under the campaign subdivisions:

### **Ultimate UK – Luxury**

The finest hotels.

Fine wine tasting.

### **Ultimate UK – Cities**

Compare to European Cities.

Glasgow – City of Style.

Liverpool – City of Culture.

### **Ultimate UK – Activities**

Mountain Biking around the Northern Irish coastline.

Caving in Cheddar.

Surfing in Newquay.

### **Ultimate UK – Relax**

Saga holidays.

Help the Aged.

Wallace Arnold Coach Trips.

### **Ultimate UK - Families**

Haven.

Butlins.

Centreparks.

### **Ultimate UK – Bizarre**

Wine Vineyard and grape pressing.

Cheese Rolling.

Buddhist Britain.

Bollywood Birmingham.

Bog snorkelling in Aberystwyth.

Morris Dancing.  
Hogmanay in Edinburgh.  
Henry VIII Football match.  
Stuntman training weekend.  
At sea with the seals – sea kayaking.

**Ultimate UK – Forgotten**

Royal Highland show.  
Air Tattoos.  
English Gardens & Abbeys.

**Ultimate UK – Culture**

Buddhist retreats in the UK.  
Gallery weekends.  
New museums and galleries.  
Glastonbury, Reading and V Festivals.  
Religious holidays.

**UltimateUK – Sport**

Ice hockey.  
Basketball.  
Tobogganing.  
Henley Royal Regatta.  
Weekend at the races.

### **13.11 [www.UltimateUK.org](http://www.UltimateUK.org) Links**

The website will feature a large number of links to UK holiday companies, attractions and hotels for example. These will not, however, form the main focus of the site as this will risk the 'publicly owned' ethos of the site. Numerous sponsorship opportunities can however, be explored.

## 14. Programme

Breaking down the implementation of the campaign into a series of phases will allow each idea to be fully exploited and will maximise coverage and longevity of coverage.

### 14.1 Launch Timing

Traditionally, the most popular booking time for holidays is from January through to February. Tour operators report, however, that the post-Christmas booking season is less important now than in previous years.

The Ultimate UK campaign will be launched in January 2005, with drives throughout the year in line with seasonal trends.

The campaign will be launched one day in early January 2005 (see 'Tactics' section of this document).

### 14.2 'Hooks' calendar

These established events offer an opportunity for the campaign to reinforce the key messages and 'piggyback' on the popularity already generated. Using hook days will furthermore encourage discussion. Please note many of these days fall too close to be 'hooked' onto, but illustrate the nature of events that should be targeted.

- Ordinance Survey Outdoors Show (NEC) – April 2004
- 60<sup>th</sup> Anniversary of the D-Day landings – June 2004.
- BBC Proms - July to September 2004
- The London – Brighton Classic Car Run – June 2004
- Cardiff double anniversary – In 1905 Cardiff became a City and in 1955 it became the capital of Wales – 2005

Further examples of potential 'hook' days can be found in the 'Year Programme Schedule which follows.

## 14.3 Sample Year Programme Schedule

### January 2005

Website goes live – including category subdivisions and ‘chat live’ tool.

Establish initial reviews on the website by celebrities and public.

Issue newsletter to UK tourism industry.

Campaign Launch day – PR Tactics.

(Website trends emerge).

Target national newspapers.

Target national radio.

Target all TV programmes.

Post ‘threads’ on internet discussion forums.

### February

Target local TV and Radio debates – including use of competitions.

Target local newspapers – including competitions.

Hook: Valentines Day.

Post ‘threads’ on internet discussion forums.

Local radio competition.

Local newspaper competition.

### March

Issue press releases - website receives 1 million reviews!

Hook: St David’s / St Patrick’s / St George’s days.

Hook: First day of spring.

Post ‘threads’ on internet discussion forums.

Local radio competition.

Local newspaper competition.

### April

Issue Quarterly newsletter to UK tourism industry.

Hook: Easter Holiday.

Hook: Ordnance Survey Outdoors Show (NEC).

Post ‘threads’ on internet discussion forums.

Local radio competition.

Local newspaper competition.

**May**

Hook: Summer is on its way.

Hook: Cardiff double anniversary.

Issue press releases to specialist magazines, identifying trends from the site.

Post ‘threads’ on internet discussion forums.

Local radio competition.

Local newspaper competition.

**June**

Hook: First day of summer.

Hook: 60<sup>th</sup> Anniversary of the D-Day landings.

Hook: London to Brighton Classic Car Run.

Tactic – Hairdressers and Taxi-Drivers.

Post ‘threads’ on internet discussion forums.

Local radio competition.

Local newspaper competition.

**July**

Hook: British Grand Prix.

Hook: BBC Proms begin.

Post ‘threads’ on internet discussion forums.

Local radio competition.

Local newspaper competition.

**August**

Hook: Cool off from the summer with water based holidays.

Issue Quarterly newsletter to UK tourism industry.

Post ‘threads’ on internet discussion forums.

Local radio competition.

Local newspaper competition.

**September**

Issue press releases to specialist magazines, identifying trends from the site.

Post ‘threads’ on internet discussion forums.

Local Radio competition.

Local newspaper competition.

**October**

Hook: Christmas shopping breaks.

Post ‘threads’ on internet discussion forums.

Local radio competition.

Local newspaper competition.

## **November**

Hook: Winter blues.

Post 'threads' on internet discussion forums.

Local radio competition.

Local newspaper competition.

## **December**

Issue Quarterly newsletter to UK tourism industry.

Post 'threads' on internet discussion forums.

Hook: Christmas holidays.

Hook: New Year approaching – New Years Resolutions.

Local radio competition.

Local newspaper competition.

## 15. Tactics

### 15.1 Campaign Launch

In each case, **local** media will be tipped off something is going on and it may be a good photo opportunity. Generic photos of the events will be made available and sent to the **national** media, along with a press release identifying the launch of the campaign. All of the following launch tactics will be time coordinated in order to gain maximum exposure.

- A **giant at Giant's Causeway**. A large inflated giant will be erected at the Giant's Causeway beauty spot, with a sign around its neck displaying the message, UltimateUK.org – Spread the word. A concerned tourist might be used to contact local media stations/newspapers.
- A **Loch Ness monster** in the Loch. A large inflated monster will be floated on the Loch. Perhaps a local tour group will spot the legendary beast.
- **Sheep-feed** will be scattered over a field somewhere in the Welsh Countryside, in a pattern that spells out 'UltimateUK.org'. When sheep are released into the field and begin to eat, this will provide an excellent aerial photo opportunity. Local news station traffic helicopters might be informed of a strange sight in the area.
- **Crop-circles** will be cut overnight in the English countryside, to display the message UltimateUK.org. Local farmers will be recruited to report the mysterious phenomenon to local reporters.

### 15.2 Relationship Building

Given the opportunity of a small community of travel journalists, continual liaison with key media contacts will help ensure stories are 'sold-in' effectively and the key messages of the campaign are included in any copy.

### **15.3 Product Sampling**

Journalists and travel journalists in particular act as the ‘middlemen’ in carrying a message to the public. In order to increase the likelihood of this message being portrayed positively, key journalists will be invited to sample UK holidays.

### **15.4 Taxi Drivers and Hairdressers**

Taxi cab drivers and hairdressers form a perfect medium to spread word of the benefits of a particular UK holiday destination. A number of taxi cab drivers and hairdressers from around the country will be invited to sample various forms of holiday.

This will then be followed up by issuing press releases to the media covering the area which was visited and the home destination of the taxi-driver / hairdresser. The main purpose of this tactic however, will be to encourage debate and endorsement through using two very influential social groups.

The underlying purpose of this tactic however, is to create a quirky news angle and overtly identify the ‘word-of-mouth’ nature of UltimateUK.

This tactic will also create an opportunity to target trade press – such as hairdresser and taxi-driver magazines.

### **15.5 UltimateUK tour operator day**

Tour operators are still favoured as a method of booking by many British citizens. The UltimateUK campaign and tour operators have a common goal in encouraging people to take holidays. An UltimateUK day will be run in conjunction with one of the major tour operators, such as ‘Going Places’. Internet terminals will be placed within stores, directly linked to [www.UltimateUK.org](http://www.UltimateUK.org). If this activity were to prove successful, the possibility of installing fixed UltimateUK terminals within holiday shops could be explored.

## 16. Evaluation

- The United Kingdom Tourism Survey collects figures on UK tourism by Volume and Value. This is done on a regional and national level and is funded by all UK tourist boards.
- **However**, this does not account for cause and effect. Additional methods of evaluation include:
  - Measuring the ‘advertising value’ of PR derived coverage.
  - Evaluating PR derived coverage on a key word basis, including positive and negative analysis.
  - Establishing a focus group before the launch of the campaign, followed by regular feedback sessions during and after the campaign.
  - Commissioning a series of questions to be run as part of an omnibus survey and again analysing results before, during and after the PR campaign.
  - Website hits.
  - Industry feedback.

## 17. Conclusions

The UltimateUK campaign's main purpose is not an attempt to solely gain media coverage, but instead think outside the box and meet the brief, causing more British citizens to develop the identified desired behavioural change.

UltimateUK can run in harmony with existing domestic tourism programmes and efforts – such as that of VisitBritain.

The UK is offering a different product from the foreign holiday market and as such should not try to compete in the same way. As shown from the vox-pops video, recognition exists that desirable holidays can be experienced by staying in the UK.

Encouraging British citizens to holiday in the UK is a significant challenge and established trends cannot be reversed easily in the short term. Encouraging British citizens to holiday in the UK is furthermore, an overwhelming challenge for PR to achieve alone. The PR campaign must therefore be complemented by broader marketing strategies.

Take simple celebrity endorsement a step further and make holidaying in the UK the 'in' thing to do.

It is clear from research that what influences people most in their choice of hotel, restaurant and holiday is recommendation from peers and family. Society has moved on from an age of deference to an age of reference – and this is how UltimateUK will encourage British citizens to holiday in the UK.

And don't worry – the [www.UltimateUK.org](http://www.UltimateUK.org) domain name is safe.

**UltimateUK – Spread the Word!**

## 18. Sources

### Reports & Presentations

Mintel Report – January 2004 - '**Holiday Centres – UK**'  
Mintel Report – September 2003 - '**Activity Holidays – UK**'  
Mintel Report – August 2003 – '**Holiday Bookings – UK**'  
Mintel Report – March 2002 - '**British on Holiday at Home**'  
Mintel Report – January 2002 - '**Holidays, Coping with a Crisis – UK**'

Keynote Report – Market Assessment February 2004 – '**Holiday Purchasing Patterns**'

English Tourism Council – March 2003 – '**The outlook for tourism**'  
English Tourism Council – March 2003 – '**Friends tourism**'  
English Tourism Council – March 2003 – '**Tourism trends & the Britain Brand**'

### Articles

Bugsgang Article – January 2004 – '**Visit Britain Insights Article**'

Society Guardian – January 2004 – '**Countryside Retreat**'  
Black and Asian people rarely visit rural Britain. Raekha Prasad examines why - and reports on moves to make them more welcome

Marketing Business – June 2003 – '**How to persuade the reluctant tourist**'.

### Individuals

**Roger Pride**  
Director of Marketing  
Wales Tourist Board

**Gillian Berntsen**  
Head of UK Marketing  
Wales Tourist Board

**Ben Dames**  
Tourist Information Centre Manager  
Tourism Southeast

**Kevin Murray**  
Chairman PR Division  
Chime Communications

**Wynford Emanuel**  
Director & Consultant  
Warwick Emanuel Public Relations, Cardiff

**Michael Smith**

Course Director, Postgraduate Diploma in Public and Media Relations  
Cardiff University School of Journalism

**Useful Websites**

<a href="http://www.yearahead.co.uk">http://www.yearahead.co.uk</a>	Website providing useful 'hook-days'
<a href="http://www.prweek.co.uk">http://www.prweek.co.uk</a>	PR Week Magazine Online
<a href="http://www.bbc.co.uk/celebdag">http://www.bbc.co.uk/celebdag</a>	Celebrity Share Trading Market
<a href="http://www.tourismforall.org.uk">http://www.tourismforall.org.uk</a>	Campaigning/Lobbying group on equal opportunities in access to UK and European tourism
<a href="http://www.tourismconcern.org.uk">http://www.tourismconcern.org.uk</a>	Campaigning for fairly & ethically traded tourism
<a href="http://www.staruk.org.uk">http://www.staruk.org.uk</a>	Statistics on tourism and research (from UKTS)
<a href="http://www.visitbritain.co.uk">http://www.visitbritain.co.uk</a>	Formed when the British Tourist Authority and the English Tourism Council merged
<a href="http://www.wtbonline.gov.uk">http://www.wtbonline.gov.uk</a>	Wales Tourism Board online
<a href="http://www.ireland.travel.ie/home">http://www.ireland.travel.ie/home</a>	Ireland Tourism Board online
<a href="http://www.visitscotland.com">http://www.visitscotland.com</a>	Scotland Tourism Board
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<a href="http://www.statistics.gov.uk">http://www.statistics.gov.uk</a>	Office of National Statistics
<a href="http://www.landmarktrust.co.uk">http://www.landmarktrust.co.uk</a>	Landmark Trust charity
<a href="http://www.mintel.com">http://www.mintel.com</a>	Market Intelligence
<a href="http://www.keynote.co.uk">http://www.keynote.co.uk</a>	Market Intelligence

**Books****Malcolm Gladwell – 'The Tipping Point'**

(Gladwell's bestseller discusses the power of word of mouth and how ideas reach a tipping point and become epidemics).