


HERITAGE BUZZ



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HOW TO SUPERCHARGE YOUR HERITAGE MARKETING



What's the secret to successful heritage marketing right now?

In a tough economic climate, this is a question many heritage attractions are asking, as the impacts of the cost of living crisis bite and persistent rainfall continues to disrupt the traditional peak season of some venues.

But it's too easy to blame the economy and the weather. Maybe these factors contribute to the problem but perhaps the root cause of your issues are down to the tactics you are using? Maybe there's a malaise in your marketing? Maybe you just need to work a lot harder to ensure visitors feel compelled to visit? Perhaps your marketing is just too hit-and-miss, with no real spine to it?

To quickly test this, ask yourself how much you actually align yourself with your visitors' viewpoints and habits. To what degree do you simply do what you've always done, or just jump on social media because that's what everyone does? Are you simply regurgitating the same old materials every year and doing nothing to switch things up?

If you realise that you perhaps do need to focus and have a rethink, this booklet will help guide you.



Do you know what your visitors are thinking?

If the answer to the above question is 'no', this latest insight from our Heritage Buzz (www.heritagebuzz.co.uk) team – the tourism and culture experts within serial marketing award winners, Catapult PR (www.catapultpr.co.uk) – should assist your planning.

We literally have the answers that you need, in order to inform your marketing strategies, because we commissioned YouGov to directly pose key questions to consumers across the UK.

This has allowed us to step inside the head of the potential visitor, as we have done on two previous occasions through our own

specially commissioned research, because we know this is the foundation of all the phenomenal success we have with our arts, culture and tourism PR and content campaigns – and all the others that have seen us win 60 top marketing awards thus far (as of July 2023).



However, we are also happy to share some of this insight with you, knowing that our award-winning campaigns are not just based on having the right strategy but very much focused on brilliant ideas and creativity – the Catapult PR/Heritage Buzz secret ingredients that are the 'magic beans' within our numerous brand-building and award-winning campaigns in heritage and tourism.

So read on and take on board the insight. Just remember that it's both what you do and the way that you do it that will be the difference between a supercharged marketing campaign and mediocre one.

Cutting back and saving money



The cost of living crisis is going to greatly influence the majority of your visitors in 2023/4. **85%** of people interviewed by YouGov for our survey said that the crisis will affect their ability to visit heritage attractions.

In areas such as the South East, it will impact **77%** of people; in the West Midlands, it's **96%** of people. The area least affected will be London, where **73%** say the crisis will influence their visits to heritage visitor attractions.

More than a quarter of people (**26%**) say they will only visit heritage attractions that

demonstrate good value for money at the present time. This rises to a hugely significant four-in-ten (**40%**) in the South West, a third of people in the Midlands (**33%**) and **29%** of people in the South East. Least likely to be looking for value for money in a visit are those in London, where this will be sought by **17%**.

One-in-ten people (**10%**) also said they would only consider a visit if there were a special offer on admission. Huge regional variations were seen here, with this being the viewpoint of nearly a third (**30%**) of people in the North East and just **2%** of people in Scotland.

Marketing takeaway:

Heritage attractions must seek to 'add value' to visits by enriching the visitor experience as much as possible, to create good value for money from an experience. Tactical offers should be considered, particularly over the next few months, if numbers need to be boosted. However, the communication of 'value' is still imperative and marketing messaging around this point needs to be compelling and consistent. Even with an offer, people will not turn up unless they feel it will provide a special experience that they can regard as a 'treat' or worth spending on.

