

Tourism marketing analysis at wrest park gardens

[Business](#), [Marketing](#)



Introduction

Wrest Park is one of the most important Gardens in England. The natural landscape and statues was built during the late 18th century. Wrest Park's formal gardens provide a fascinating history of gardening styles of 150 years old and inspired by the great gardens of Versailles in England. The gardens are overlooked by a stylish French-style 18th century mansion and contain amazing garden buildings. Visitors looking for an unusual day out will find Wrest Park a wonderful place to explore in the company of our audio tour. The main Theme in this Wrest part is should be implements are market segmentation, targeting and positioning and marketing communications including their Internet presence to capture park atmosphere to the people and improve the continuous visitor to the park for a day. Wrest park has following the different strategy to adopt the visitor Like Event program, Demonstration about the park and all so the beauty wrest park

Tourism marketing communication

In the Wrest Park the important aspect is the marketing mix is a traditional way to understand marketing garden in general. The marketing practitioners consider the Mix as the toolkit of operation of marketing segmentation, target and positioning and marketing communication for the operational planning in the park. The exact role for the Wrest Park to contribute the Mix to the success of commercial organizations is very limited; the several studies confirm that the 4Ps Mix is indeed the trusted conceptual platform of practitioners dealing with tactical/operational marketing issues. The marketing mix has been defined as a mixture of controllable marketing variables that the firm uses in order to pursue the marketing mix have been <https://assignbuster.com/tourism-marketing-analysis-at-wrest-park-gardens/>

adapted by many scholars and marketing professional, also within the tourism industry, in a number of forms. Firms marketing strategies use marketing mix variables in order to plan an operational marketing plan are used in the wrest park in different aspects are segmenting the group of peoples and positioning the park according to their age group, Gender. The wrest park has the competitive environment with other parks that bring the Targeting in the Tourism Market. And the tourism marketing has the customer demands and competitors? strategies to capture the segmentation, Positioning and targeting the people for the park and changing The Traditional marketing P's as product, place, and promotion.

In the wrest park has the multisensory tourism marketing communication has use the term inter medial marketing to the people to understand the tourism market to have the interactive with the peoples in the around areas.

The Wrest Park that provides the marketing to visitors is only part of the job. And the park service marketing must also incorporate internal marketing, Segment marketing and Target marketing. The resources should be allocated to communicating the park mission and values to all members of staff to ensure they share the philosophy of service excellence and visitor satisfaction.

The national is the more successful regional parks, in particular, developing longer-term relationships between the key focus for marketing. Segment marketing programmers are increasingly being used by park to diversify from their traditional audiences. They are employing audience development and product diversification, building unpaid assistant and supporters to

offering loyalty incentives and demonstrating their relevance to their communities through wider cultural, social and economic initiatives.

Segmentation and targeting marketing relationship often overlap the park, particularly in the public sector form collaborative partnerships or to contract out some of their ancillary services. The park's perspective this integrated and holistic marketing strategy approach should ensure that the park brand maintains its qualities, image and reputation; the park is best placed to achieve its mission, and above all, visitors receive a quality experience.

Multiple senses in marketing through Segmentation, positioning and also target the tourism Marketing

In the wrest park, are using to communicate with the public by the Marketing communication that also defined by the new media techniques as the Tourism Marketing for its procedures. With the help of tourism market communication the park association has providing the customers services and the consumer behavioral culture. The wrest park should have to fulfill the public perception of service quality and future behavioral, so the next time the peoples will have the intention to visit the park again, this bring the positioning for the tourism marketing. The wrest park have the different process of senses to depends on age, gender, cultural background and their Behavioral experience about the nature, that the peoples expect from the wrest park to provide to visitor to the wrest park, the that shows the Targeting the visitor in the tourism segment for the Wrest Park.

In the Wrest Park Market segmentation are correctly using to understanding the needs of customers expectation, and Park authorities will decide between one offer and another. Between the customers who have shared their experience with the other peoples will be similar with their criteria. The Park should able to determine the groups of customers have been comfortable with their service should fully satisfy their need and wants of the customer. The primary objective of the park segmentation should have proper procedures and they should have the analytical aim to satisfy the customers.

In the Wrest Park they should creates and maintains a product mix that specifically that fits the needs and preferences of the parks activities. The Wrest Park should have the proper marketing procedures that can be divided into segments that relate the contemporary and traditional. The Park should choose to target the entire customer expectation service and pricing strategy that should accepted by all the customers and also the Tourism visitor to the park.

And the Park should have the target market segment for providing the service to the tourism peoples that gives the entire market popularity between the efficient tools for the park should have the promotion between the income and gaining the benefits to the wrest park authorities. The wrest park haves the greater market share between locals peoples and tourism peoples from other countries that gives the segmentation that the Wrest park has carefully directing the marketing plan that reaches to the right people and the right opportunities that park has to capture park visitor. The

Park authorities should have the well planned resources that they can concentrated on their service and package that are offers the customers to visit again and again to the park. In the Wrest park there are marking the restoration of new facilities for the visitor in the formal gardens. The gardens have been completely lost or simplified to make them easier to maintain for the workers and also capturing the marketing between the tourist visitors.

And the park has Targeting the tourist visitor by providing the facilities like a new cafe, new shop and plant centre and a new play area for both young and older children. There will also be space to hold events and a new events programme is created there to targeting the different segment of Gender, Age and Size of the family and looking the Geography factor to attract the visitor for the park.

In the park they are marketing the facilities to the new visitor for the Wrest park by showing the rooms will open and the house with new exhibitions telling the story of the de Grey family who lived at Wrest Park and how they created the gardens. Historical images are showing to Visitor and the rooms are well furnished and creating good atmosphere for the visitor that bring the Marketing about their product, quality and service to the tourism visitor.

The Wrest Park has also opening the Countess's Sitting Room and this will be the only furnished room in the mansion. Visitors will be able to enjoy the view through to the conservatory and the walled garden just as the Henrietta, Countess de Grey did. Outside, the garden buildings will also have interpretation and a new guidebook, family trail and audio guides are being created. There will also be a selection of activity backpacks for children to

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borrow with all sorts of games and activities to help them explore and learn about Wrest Park.

Conclusion

Thus the Wrest Park has the appropriate and effective segmentation, Targeting and positioning the marketing activities are likely to be mediocre at best. The tourism sector has traditionally lagged behind the Park in utilizing the concept of segmentation in marketing decision making, there is evidence to suggest that increasingly better market selection in the Wrest Park on the basis of resource allocations decisions are made for developing the Park strategic level according to current trends.

The Wrest Park has too many destinations, attractions and tourism organizations, that they are using well, but outdated and unsophisticated segmentation bases to define their markets. The Park has clearly have an improvement on the traditional, simplistic segmentation bases and can provide more refined visitor profiles in the fact they were initially designed for servicing the visitor, that means they are doing their yield with multi-dimensional benefits of the tourism and Leisure values . Ultimately are decisions are taken in the park to segmenting the visitor market and they have eligible to employ will be dependent upon the scope of the destination's market planning needs and resources and expertise. The Wrest Park should remember about the tourism to understanding and they should have the distinct and homogenous needs of different visitor that they based on their motivations and attitudes that will allow the destination or attraction to the visitor in the Wrest parks.

The Wrest Park has most successful tourist destinations have undertaken a detailed segmentation, Targeting and positioning the analysis about the tourism marketing. The Park have the targeted those segments that closely matched their strengths before designing a value-added composite visitor experience the all aspects have been extended with marketing mix are integrated with the needs of the selected target segments of the Park visitors.

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