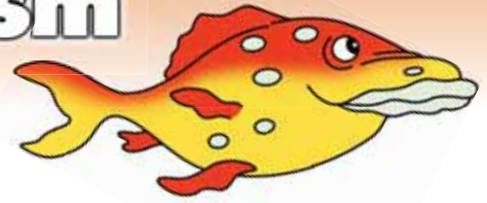


# Leisure and Tourism



**Subject** – Marketing, Leisure and Tourism  
**Year** – 9, 10 & 11  
**Key Stage** – 3 & 4

## Pre Activity – Ask the Question!

**Objective** – Discover who our visitors are, what they require from us as a Visitor Attraction, and how we excel in a busy market. Teachers can download information on how the aquarium segments its customer market (found in additional worksheets)

**Activity Description** – Design a questionnaire to ensure you discover all about our product and our marketing strategy. Please note if your pupils intend to use their questionnaire on visitors at the aquarium we would be grateful if you could submit the questionnaire to the education dep before your visit.

**Background** – All companies have budgets and targets, but the important part is how you use these to achieve a competitive advantage in the industry.

## Post Visit Activity – Analyse the Information

**Objective** - Have a look at our promotional material and website. Do you think they cover all the important issues? How well do we get our message across?

**Activity Description** – Look at promotional material e.g. leaflets, the website, signage and the actual visitor experience. What could we do (in your opinion) to improve our marketing material? Do the Visitor Surveys ask the correct questions? Is there anything you would change to the actual visit? Design your own marketing material to promote your attraction – this could be a flyer, poster, logo or even a leaflet.

**Background** – Without visitor feedback, it is impossible to ensure that you are meeting all customer expectations. Once feedback is collected, it must be analysed and built upon to ensure that you get the most possible benefit from it.

### Further Resources –

<http://en.wikipedia.org/wiki/Marketing>

[www.marketingteacher.com/Lessons/lesson\\_swot.htm](http://www.marketingteacher.com/Lessons/lesson_swot.htm)

[www.blueplanetaquarium.com](http://www.blueplanetaquarium.com)

