

2nd International Excursion STEP

Visitor Payback Scheme Exploration

The Role of Marketing



 nurture tourism

Sheona Southern

Director, Cairn Consultancy

- Marketing & communications specialist
- Blend of commercial and public sector experience: eg BBC, M&S & Cumbria Tourism
- Consultancy for 'green chip' organisations in visitor economy:
 - National Trust, Forestry Commission, Lake District National Park Authority
 - Ireland, The Broads, Nurture Lakeland, Cognation South Wales
 - Newcastle, Liverpool – Baltic Triangle and Ropewalks
 - Cheshire Gardens of Distinction, Lancaster City Cultural Heritage

Visitor Payback: Raising funds for conservation



 nurture tourism

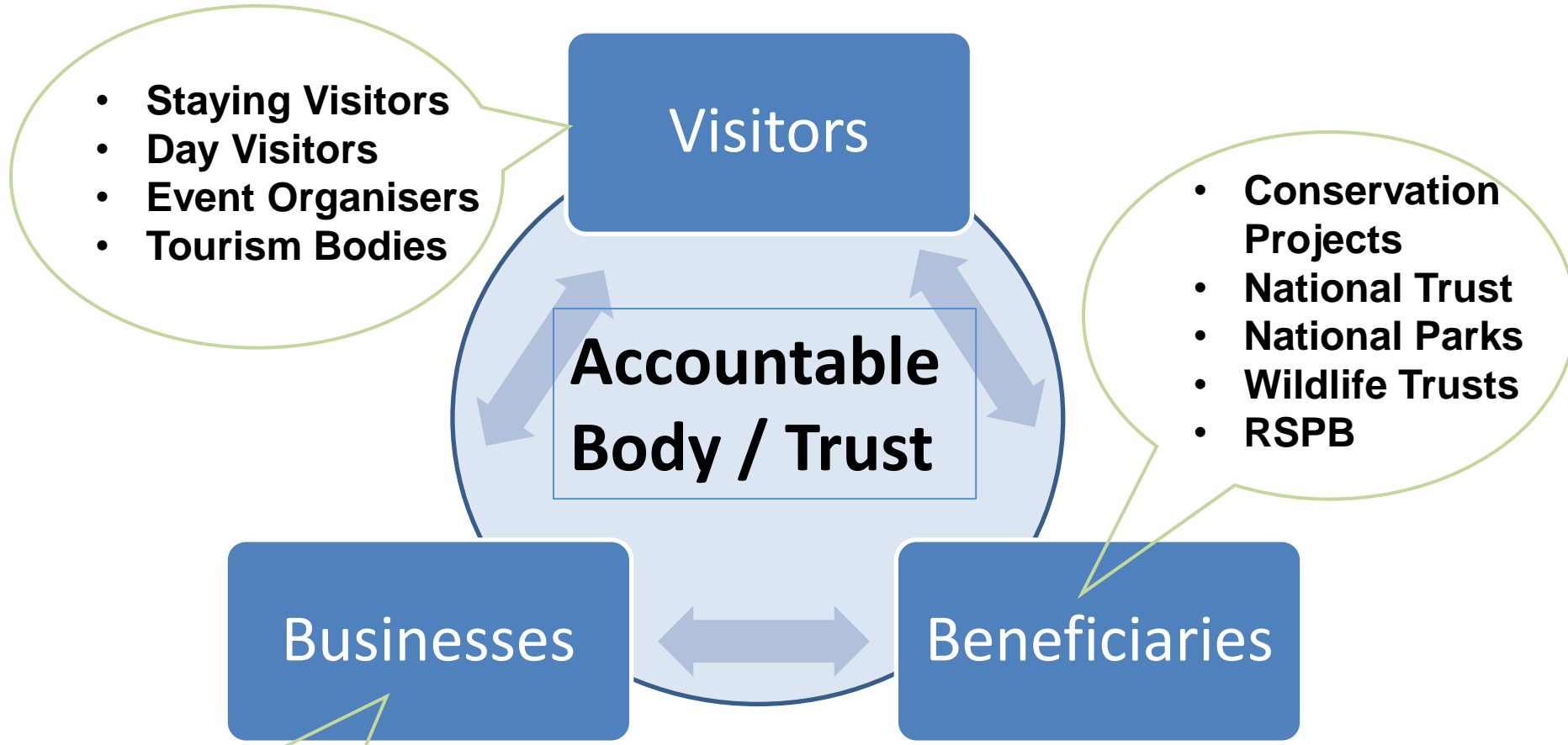
Role of Marketing in Visitor Payback

- Promotes the benefits to 3 target groups
- Builds emotional bond with visitors, businesses & beneficiaries
- Ties the scheme together



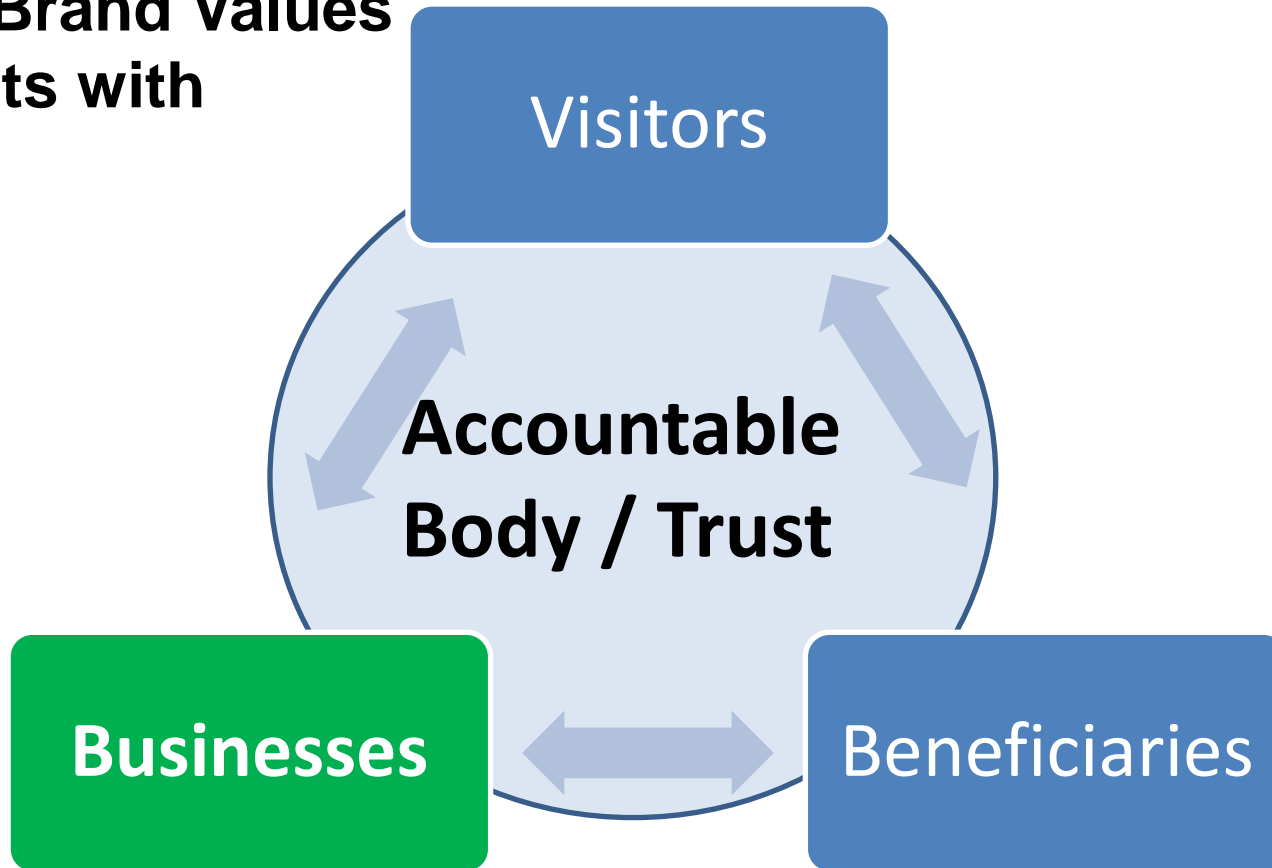
 nurture tourism

Key Components of Visitor Payback



Benefits for Businesses

- Looking After Place
- Part of Brand Values
- Connects with visitors





Visitor Gifting Options

Opt Out schemes

- £1 levy on hotel bookings
- 25p ticket levy schemes

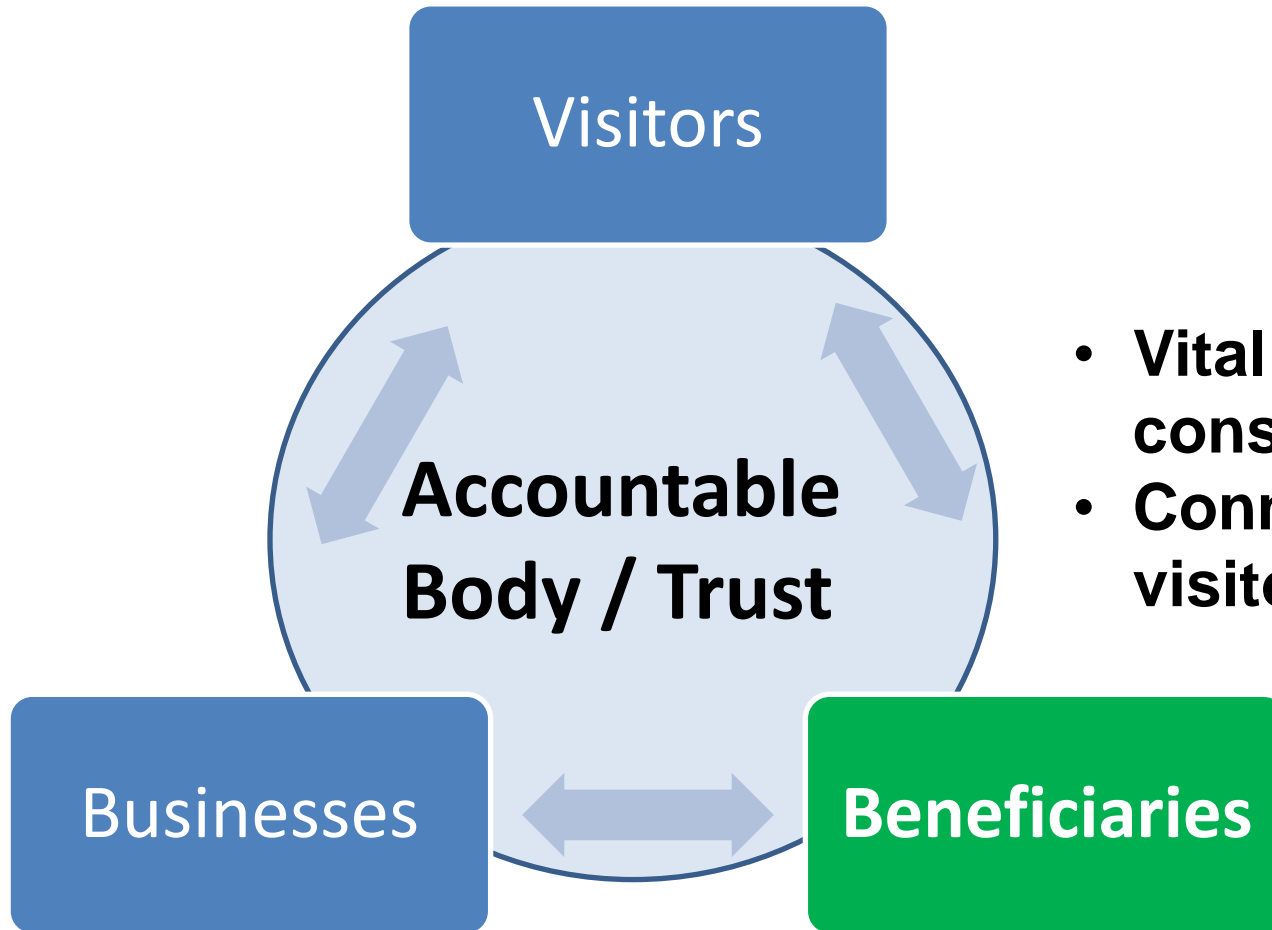
Sponsored products

Match funding

Text & Online Donations

 **nuture tourism**

Benefits for Beneficiaries



- **Vital Funds for conservation**
- **Connects with visitors**

Beneficiary Projects

Access



**Culture &
Communities**



Climate Change



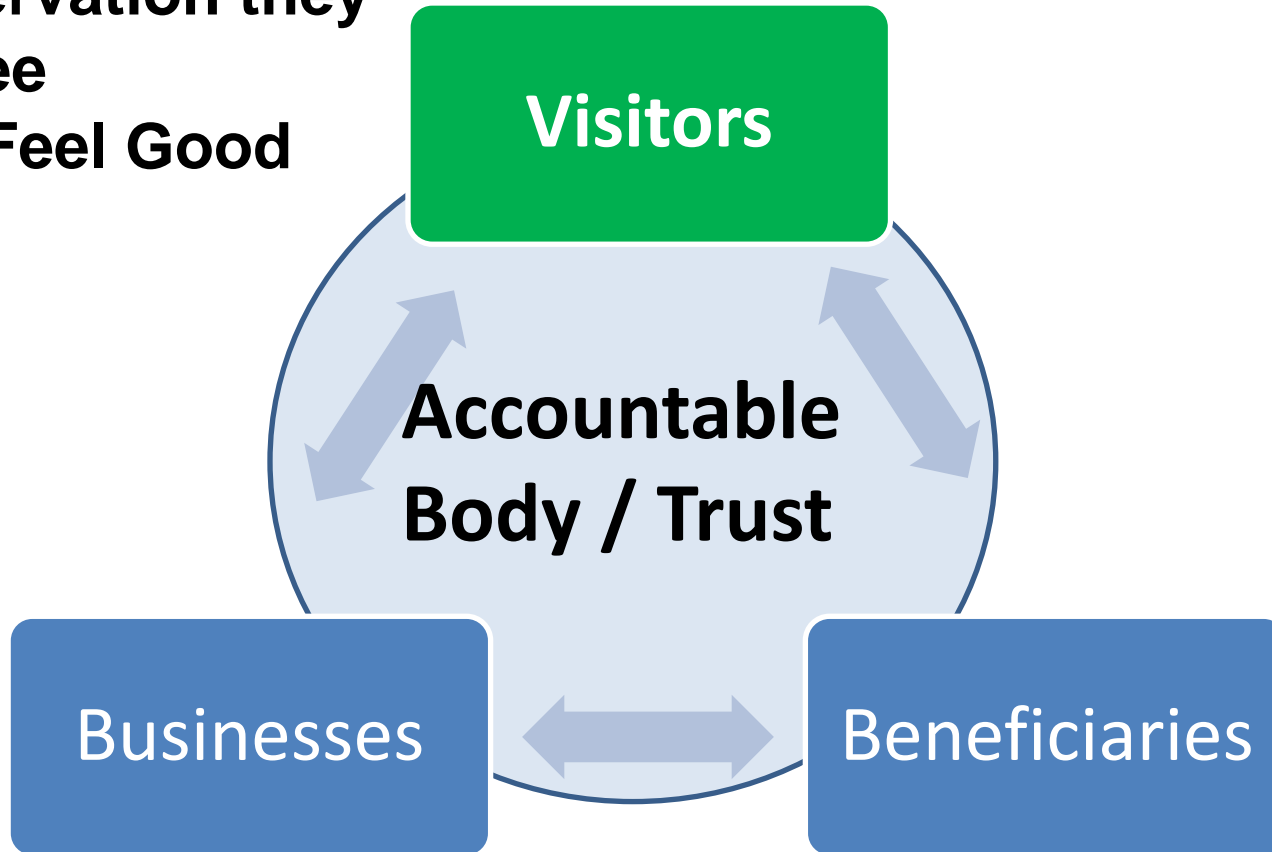
Wildlife



nurture tourism

Benefits for Visitors

- **Keeps Place Special**
- **Conservation they can see**
- **They Feel Good**



National Visitor Payback Brand

nurture tourism



The National Logo



**VISIT
GIVE
PROTECT**

Colour Range



nurture lakeland |  **VISIT
GIVE
PROTECT**

The Broads Branding Options

Both orientations work here and
can be used to control the emphasis



ENJOY
GIVE
PROTECT

Hierarchy

National Brand Owner



National Brand



Destination Brand



Business Brand



Straplines & Campaign Messages

We help to
Protect 
The Lakes

Help us to
Protect 
The Lakes

You can help
Protect 
The Lakes

Straplines & Campaign Messages

We help to
Protect 
The Broads

Help us to
Protect 
The Bittern

Help us to
Protect 
Wetland Wildlife

The Broads Campaigns

The protect message can be used as headlines for marketing materials such as posters to bring attention to particular campaigns.

A3 Poster example:



Help us to Protect  The Broads

Help us to look after the places you love to visit.

The Broads is a Special Area of Conservation (SAC) and a Site of Special Scientific Interest (SSSI). It is a protected area of natural beauty and wildlife. The Broads is a unique landscape and wildlife area. It is a protected area of natural beauty and wildlife. The Broads is a unique landscape and wildlife area. It is a protected area of natural beauty and wildlife.

By just part in protecting the Broads you help to make a difference to the places you love to visit. The Broads is a unique landscape and wildlife area. It is a protected area of natural beauty and wildlife. The Broads is a unique landscape and wildlife area. It is a protected area of natural beauty and wildlife.

Donate Now To find out more visit www.visitthebroads.com/enjoyyourvisit



Help us to Protect  The Broads

Help us to look after the places you love to visit.

The Broads is a Special Area of Conservation (SAC) and a Site of Special Scientific Interest (SSSI). It is a protected area of natural beauty and wildlife. The Broads is a unique landscape and wildlife area. It is a protected area of natural beauty and wildlife.

By just part in protecting the Broads you help to make a difference to the places you love to visit. The Broads is a unique landscape and wildlife area. It is a protected area of natural beauty and wildlife.

Donate Now To find out more visit www.visitthebroads.com/enjoyyourvisit



Help us to Protect  The Broads

Help us to look after the places you love to visit.

The Broads is a Special Area of Conservation (SAC) and a Site of Special Scientific Interest (SSSI). It is a protected area of natural beauty and wildlife. The Broads is a unique landscape and wildlife area. It is a protected area of natural beauty and wildlife.

By just part in protecting the Broads you help to make a difference to the places you love to visit. The Broads is a unique landscape and wildlife area. It is a protected area of natural beauty and wildlife.

Donate Now To find out more visit www.visitthebroads.com/enjoyyourvisit



The Broads Thank You Certificate



The Broads Information Board

Help us to Protect The Broads



Helping us to look after the places you love to visit...

The Broads is Britain's magical wetland, a truly special environment shaped by people working hand in hand with nature over thousands of years. 20% of all UK Rare and Priority Action Site species, which are defined as the most threatened species, can be found in the Broads.

The Broads Trust, a not-for-profit project to ensure that the Broads are kept just the way they should be for the benefit of local communities and visitors alike. Our customers help us by donating to worthwhile projects. It is voluntary, there is no pressure, they give because they want to. Donations are limited after by The Broads Trust, an independent registered charity with a board of Trustees. Each year your money will go towards a host of projects, including:

- Practical nature conservation
- Caring for our historic heritage
- Improving land access
- Providing education for the next generation



Helping the environment

Conserving and enhancing the natural environment, and ensuring that the Broads are kept just the way they should be for the benefit of local communities and visitors alike. Our customers help us by donating to worthwhile projects. It is voluntary, there is no pressure, they give because they want to. Donations are limited after by The Broads Trust, an independent registered charity with a board of Trustees. Each year your money will go towards a host of projects, including:



Under threat

Conserving and enhancing the natural environment, and ensuring that the Broads are kept just the way they should be for the benefit of local communities and visitors alike. Our customers help us by donating to worthwhile projects. It is voluntary, there is no pressure, they give because they want to. Donations are limited after by The Broads Trust, an independent registered charity with a board of Trustees. Each year your money will go towards a host of projects, including:



What's being done?

Conserving and enhancing the natural environment, and ensuring that the Broads are kept just the way they should be for the benefit of local communities and visitors alike. Our customers help us by donating to worthwhile projects. It is voluntary, there is no pressure, they give because they want to. Donations are limited after by The Broads Trust, an independent registered charity with a board of Trustees. Each year your money will go towards a host of projects, including:

Play your part in protecting this precious landscape.
 Diggy, Gemy, Protect.

Lake District Posters & Browsers



Help us to look after
the places you love to visit.

Learn more about all our conservation activities, and the different ways you can help, at www.visitlakes.org.uk. All content is subject to availability. Please check our website for the latest information on our activities and events.

Our water from the lakes is used for a wide range of purposes, including drinking water. We work with our partners to ensure that our water is safe and of the highest quality. We also work with our partners to ensure that our water is used in a sustainable way.



Donate Now

To find out more visit:
www.visitlakes.org.uk/give



Help us to look after
the places you love to visit.

Learn more about all our conservation activities, and the different ways you can help, at www.visitlakes.org.uk. All content is subject to availability. Please check our website for the latest information on our activities and events.

Our water from the lakes is used for a wide range of purposes, including drinking water. We work with our partners to ensure that our water is safe and of the highest quality. We also work with our partners to ensure that our water is used in a sustainable way.



Donate Now

To find out more visit:
www.visitlakes.org.uk/give

Lake District Postcards & Donation Cards



Help us to look after
the places you love to visit.

Lake District is a special place, full of natural beauty and outdoor activities. It's a place where you can enjoy the outdoors and get some exercise. We're here to help you look after it.

This is a special place and we need your help to look after it. We're here to help you look after it.

Donate Now

to find out more visit
www.lakedistrict.org.uk/givingnow



Help us to look after the
places you love to visit.
Spread the word, send to
a friend...



© 2015 Lake District National Park Authority. All rights reserved. This is a special place and we need your help to look after it.

Postcard size is 100mm x 150mm. Please use the back of the card for your message.
POST YOUR POSTCARD

Lake District Campaign Postcards



Help us to protect Red Squirrels. Spread the word, send to a friend...

© 2010 National Trust. All rights reserved. The National Trust is a registered charity. All other trademarks are the property of their respective owners.

Postcard printed on recycled paper with 100% recycled content. All other materials are recycled where possible. Recycled content is not guaranteed. All other trademarks are the property of their respective owners.



Badges



Merchandise



Reflection

- Think of the things you have learned
- What is the 1 thing that stands out for you?
- Write it on a post-it note

Next Steps

- Conduct an Audit of your destination
- Set up a Pilot scheme:
 - Set up accountable body
 - Identify beneficiary projects
 - Engage businesses
 - Produce promotional materials

Role of Marketing in Visitor Payback

- Promotes the benefits to 3 target groups
- Builds emotional bond with visitors, businesses & beneficiaries
- Ties the scheme together



 nurture tourism



Any Questions?
&
Thank You

www.nurture-tourism.co.uk

Pilot Projects

Possible Options & Targets

Pilot Business	Potential Donation Option
Serviced Hotel	£1 Opt Out
Self-catering	£2 Opt Out
Cycle Hire	£1 Opt Out
Visitor Centre	Text donation
Attraction	Wishing well
Retail	£0.50 per product

Sheona Southern

Director, Cairn Consultancy

- Marketing & communications specialist
- Blend of commercial and public sector experience: eg BBC, M&S & Cumbria Tourism
- 3 years marketing consultancy with 'green chip' organisations in visitor economy:
 - National Trust, Forestry Commission, Lake District National Park Authority
 - Ireland, The Broads, Nurture Lakeland, Cognation South Wales
 - Newcastle, Liverpool – Baltic Triangle and Ropewalks
 - Cheshire Gardens of Distinction, Lancaster City Cultural Heritage