

# Regional Customer Panels March 2022

## Feedback & Actions

08 April 2022

**AVANTI**  
WEST COAST



## What we did:

Our Commercial Partnerships team wanted to optimise their regional marketing activities by understanding how consumers perceive content from Destination Marketing Organisations (DMOs) and how they can be engaged in the best way.

To gather ideas on this, we spoke to panel members to understand their awareness of DMOs, their opinions about the content on DMO websites and how effective they are when planning a domestic trip compared to other online and offline channels.

We did this via 5 focus groups, each with 4-6 customers with a mix of age, gender, class of travel and reason.

The key themes are summarised in this report along with the actions being taken.



## Awareness

People are generally aware of Destination Marketing Organisations (DMOs), referring to them most commonly as Tourism Boards, and were familiar with the likes of Visit Manchester, Visit Liverpool and Visit Lake District.

They've seen them by searching online and on both TV and outdoor advertising.

We will encourage DMOs to consider all available marketing channels in order to inspire UK travel, as traditional advertising methods were identified as important ways to catch attention whilst people are considering travel destinations.

## Attraction

Social media has an important role, but posters in the station/underground, features/advertising on TV/cinema and print advertising help catch peoples attention.

Picking the right image for creatives is essential and any text used should not distract too greatly.

Messaging around ease of getting to and around the destination is also essential to get across – especially for rural areas.

We will encourage DMOs to continue to invest in multiple marketing channels to deliver both inspirational above-the-line destination marketing as well as more targeted, digital led activity to drive specific journey time/price led activity.

We'll work with them to ensure images they use clearly represent the destination and aren't covered by text, and that text is as relevant as possible.

We're doing research with customers about integrated transport options so we can help people get to their final destination, beyond the train station, as well as clearly identifying direct service availability to our more rural destinations that customers might otherwise expect to require a change for.

## Using the marketing content

Many expect content from DMOs to be sponsored and generic.

DMO websites are therefore typically used to reaffirm destination choices and to get general ideas, rather than inspire a journey.

When prompted to review content, people are pleasantly surprised by the range and quality of content online.

We'll work with DMOs to ensure their content offers the most value to our customers. This includes giving general ideas and helping them find accommodation so they can design a trip that's tailored and suitable for them.

We will also work with DMOs to ensure the content we produce for Avanti West Coast channels is as relevant and effective as possible, utilising their destination expertise.