

Key visitor marketing recommendations

Susan Briggs





Why? What? When? How?

What makes Lichfield District special, better, different?

How does this area stand out?

How can we attract visitors to stay longer & spend more?

Lichfield District – some challenges

- Where is it?
- What's there? Why should I visit?
- Is there enough to do to make me stay?
- Diverse, unique...





Be more specific & targeted

*History, shopping, beautiful places,
green spaces, events, food and drink*

- Differentiate – sense of place
- Make it easier to see & feel why it's special
- Stronger, shared sense of purpose
- Marketing collaborations
- Capitalise on strengths



An incredible opportunity

- At the heart of England, just 40 miles from Stratford-upon-Avon
- Johnson, Garrick, Erasmus Darwin, Lichfield Cathedral, Literary Festival, Speaker's Corner, NMA, Drayton Manor, Cannock Chase + food + drink + great places to stay + shopping + activities



Build on key trends & lead the way



- **Tell a story**
- Spirituality, pilgrimages, wellbeing
- Arts, events, heritage
- Interest in independent & purpose-driven businesses
- Susie Dent – Lexicographer & Robert McFarlane – Lost Words

Make Lichfield stand out

- A Way with Words – trails
- Quotes, words, phrases, stories
- Swallow a dictionary, tell stories, use rich language, convey by word of mouth, social media & PR
- Events and festivals. Visit triggers e.g. school holidays & City of Philosophers events
- **Intrigue – educate – entice**



Strengthen Lichfield's visitor economy



- ▶ Stand out opportunity: a way with words
- ▶ Product development
- ▶ Showcase the range of attractions, stories, people
- ▶ Encourage more word of mouth recommendations

- Support indy businesses – no leakage effect
- Build local pride + VFR
- Encourage development of appropriate accommodation
- Promote weddings & celebrations
- Build the profile of literary Lichfield



How to increase visitor spend

Work with other organisations & businesses



- Build a project board: include festivals, writing groups, artists, attractions, anyone with a literary/art interest
- Create a business network & offer support
- Create a collaborative marketing calendar

Be more aspirational: make Lichfield the centre for the power of words in all their forms

- Identify all word, art, story connections, angles
- Create physical word trails
- Launch activity & develop programme of events
- Tell stories, build profile with PR & social media
- Use the power of the Long Tail effect
- Involve wide range of businesses & organisations with a shared purpose & collaborative marketing calendar



Steps to success

Thank you for listening

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