



THE DEEP

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PESTEL Analysis

Political

- No governing body (Lee ,2014)
- Safety Requirements

Economic

- Decreased tourism (Mintel, 2013)

Social

- Household income squeeze (Mintel, 2013)

Technological

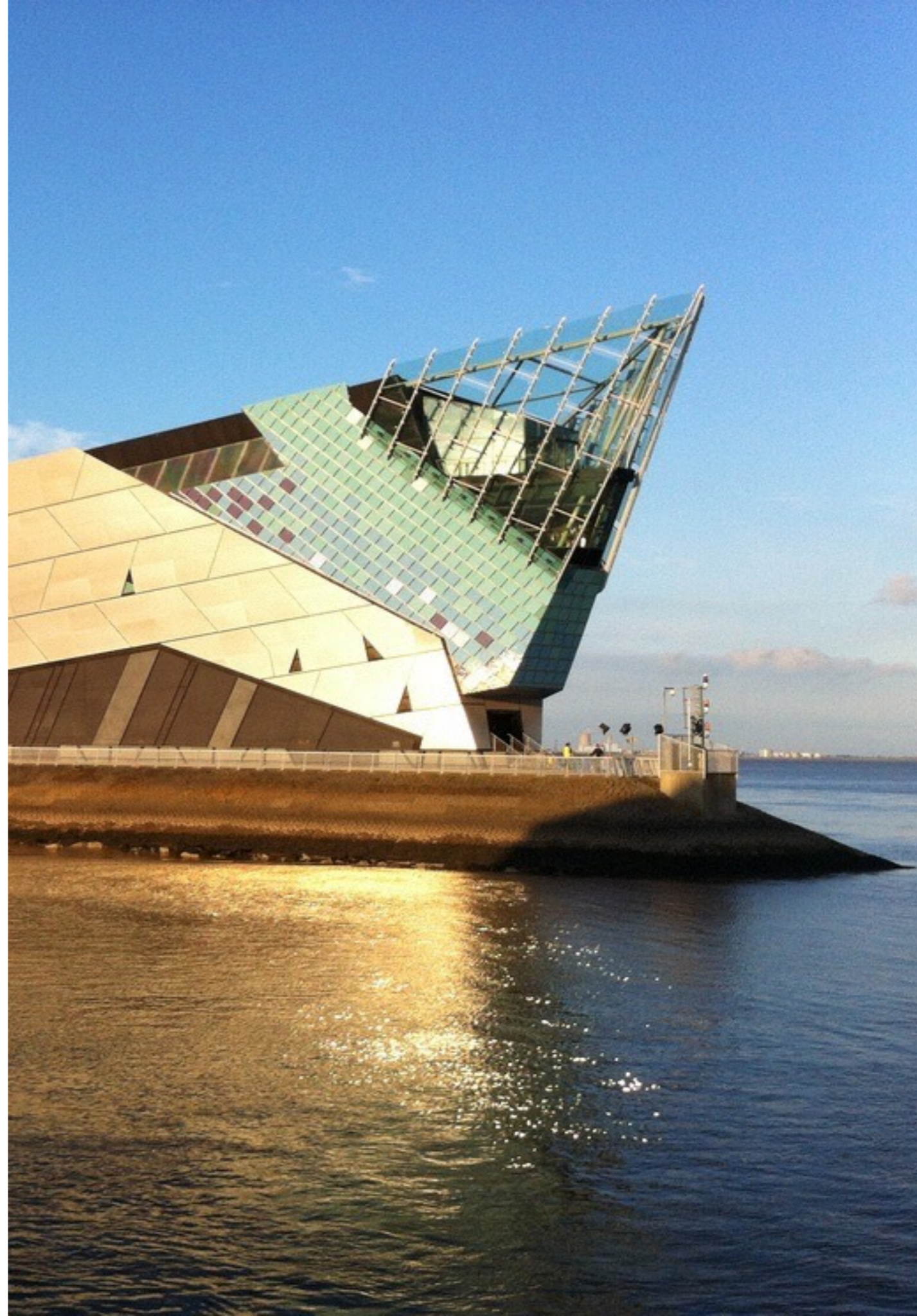
- Apples iBeacon (Mintel, 2013)
- Use of touchscreen devices (Mintel, 2013)

Environmental

- Endangering Species (Peta, 2013)

Legal

- Zoo's Licensing registration (Ltd, W, 2014)



CUSTOMER PROFILES

Families

Group: Family

Location: Hull (Humberside)

Age: Young Families

Aim: Day trip featuring both/or either fun and learning

Decision Maker: Mother
(Mintel, 2013)



Competitors

Flamingo LAND

Topic: Zoo and Theme Park

Cost: Family Ticket (2 adults & 2 children or 1 adult & 3 children)
£95.00 (online price) and £110.00 (on the day price)

USP: Theme park with rides tailored to families and a Zoo. Plus a resort if families wanted to stay the weekend.

(Flamingo Land, 2014)

Hull Arena

Topic: Sport, Fun, Leisure

Cost: Family Ticket (2 or 3) £10 or £14.60 Skate Hire £2.30 Little
Icicles Session: £5.20 (including S.H)

USP: Only ice rink in area. Also do dancing lessons for adults and juniors.

(Hull City Council, 2014)

Little Monkeys

Topic: Fun/Leisure

Cost: Weekends/School Holidays: Under 5's £4.00 and 5's and Over £5.00.

Weekdays (School Term): Under 5's £2.80

5s and Over £2.80, Adults go free (when accompanying a child)

USP: Very popular among kids and it's cheap

(Little Monkeys Fun House, 2014)



Schools

Location: Yorkshire and
Humburside

Age: 5–15

Aim: Scientific learning and fun

Decision Maker: Course
Leader, Head teacher, School
Board



Competitors

SEALife: Scarborough

Age: Mainly primary school

Topics: Environment Centres, Geography, History, Leisure & Tourism, Science

Background: Big multinational

Prices: Ranging from £4.50 per student – £7.50

USP: Interactive, hands on experience

(Visit Sealife, 2014)

Thackray Medical Museum

Age: Younger audience

Topics: History, Team Building, Engineering, Science

Prices: Student £4 per student, special workshops (£150)

USP: Specially tailored to the National Curriculum

(Thackray Museum, 2014)

Yorkshire: Living Seas Centre

Age: Primary school orientated

Topics: Preservation, Environmental Studies, Science, Geography

Background: Non-profit organisation for preservation

Prices: Free to visit, reserved for school visits during term time

USP: Based near sea and has the “Seashore Safari”

(UK School Trips, 2014)

Magna Science Adventure Centre

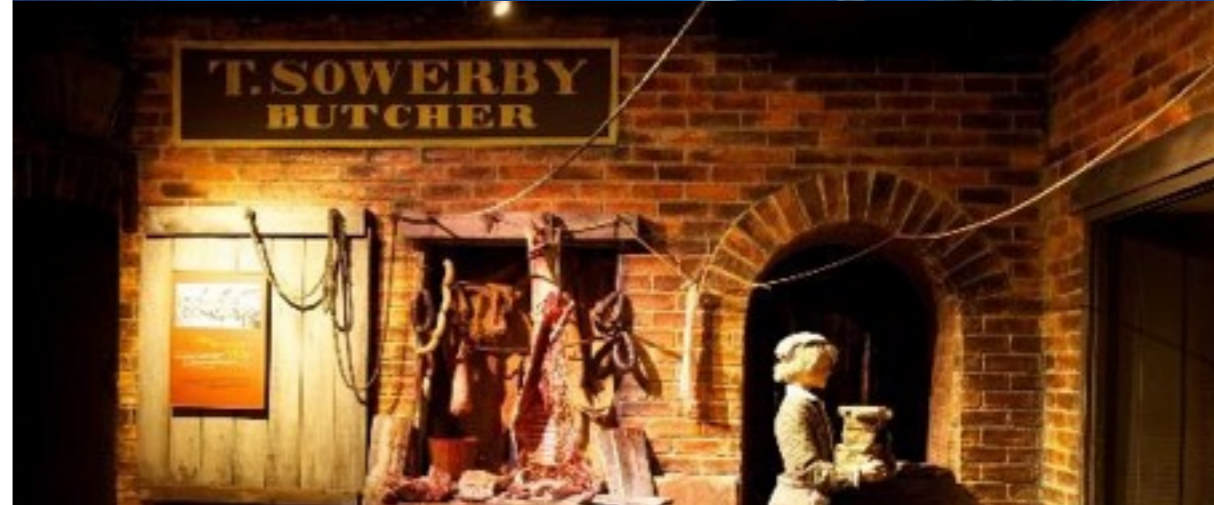
Topics: Science, Geography, Environmental

Background: Charity for heritage

Prices: Adults £9.85, Child £8.05, deal for families of 3-6

USP: Sci-Tek outdoor playground & big set piece rooms

(Visit Magna, 2014)



Educational Parties

Group: Universities, Colleges and specialist groups

Location: North of England

Aim: Focused Learning

Decision Makers: Course Leaders, Group Involvement, Lecturers



Competitors

Chester Zoo

Prices: Groups (15+) – Adults £12.50 (OP), £15.50 (P), Student £11.50 (OP) & £14 (P)

USP: Have trips designed around AS/A2 courses for college students, will design trips around parties as per request.

(Chester Zoo, 2014)

Twycross Zoo

Prices: College & University Students £9, Staff £10

Background: Charity ran organisation

USP: Trips designed around groups with talks from experts lasting 45–60 mins, “World Primate Centre”.

(Twycross Zoo, 2014)

Blue Reef Aquarium (Tynemouth)

Prices: (Online) Standard £9

Background: Backed by big multinational ASPRO Parks in partnership with local charities for conservation

USP: Rockpool encounters, includes colonial of Cotton Top Tamarin monkeys.

(Blue Reef Aquarium, 2014)

Knowsley Safari

Prices: Group (15+) in 1 vehicle from £7.50

USP: In car safari, “keeper for the day” package, Travellers Choice 2014 Winner

(Knowsley Safari Experience, 2014)



SWOT

Strengths

- Strong attractions
- Socially responsible
- Unique restaurant
- Traveller choice 2014

Weaknesses

- Doesn't relate to National Curriculum
- Lack of diversity
- Located next to the sea
- Not mentioned in some Tourist / Aquarium list

Opportunities

- Charity based
- Lack of direct competitors within Hull
- New Twilight Zone
- People going on "stay cations" (Mintel, 2013)

Threats

- Competitors abide by National Curriculum
- Economics of scale of competitors



PLATFORMS AND MEDIA

Families

TV: iTV (Nationwide)

Share of Viewing: 11%

Average Weekly Reach: 32,855,000

Average Daily Reach: 14,673,000

Newspaper: Hull Daily Mail Supplement

Target Audience: Females, families aged 25-44

Circulation: 39,800

Price: Free

Magazine: Yorkshire Womens Life

Target Audience: ABC1&2, independent women

Circulation: 15,000

Price: Free



HULL DAILY MAIL



Schools

Magazine: Education in Science

Target Audience: all phases of education; early years, primary, secondary and post-16

Circulation: 14,000

Email: Primary & Secondary School Bulletin

Target Audience: Head teachers, deputy heads, subject heads and other senior education decision makers



Educational Parties

Journal: Annals of Applied Biology

Target Audience: Scientists, researchers, universities

Circulation: 800



Newspaper: The Guardian

Target Audience: Typically AB social economic background, left wing

Circulation: 177,915



Marketing Communications

Demographic Type	Looked for a special discount/ offer before visiting (%)	Choose to visit an attraction because it combined elements of fun & learning (%)
Family	52	30
Family (Under 10s Only)	53	33
Family (10–15s Only)	51	28
Working Mother	56	28
No Family	47	20
Yorks / North East	42	28
London	41	19
Broadsheet	33	24
Mid-Market Tabloid	39	20
Popular Tabloid	38	14

Base: 1,308 adults aged 16+ who have visited attraction in the last 12 months

Source: Mintel

- The DEEP needs to have a clear message of a combination of fun and learning and this should be channeled through broadsheets like the Guardian
- The use of vouchers through tabloids

Summary

- Background information on the macro business environment
- Clear segmentation of audience by location, decision makers and expectations
- Selected relevant competitors for each audience
- Detailed analysis micro environment
- Appropriate platforms to appeal to target audiences
- Communication methods on how to convey the message to the target audiences



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