

# SELF-LED ACTIVITY

## BRING IN THE TOURISTS!



KS3

KS4+

### Recommended for

KS3 & KS4+ (English, Business Studies, Leisure & Tourism)

### Learning objectives

- Understand Whitby Abbey's role as a popular heritage tourism destination.
- Plan and present a marketing campaign that encourages people to visit Whitby Abbey.

### Time to complete

May vary, depending on depth of study



This iconic view of the abbey from across the pond is a popular photo opportunity for the thousands of visitors who come to Whitby Abbey each year.

### SUMMARY

Whitby Abbey has been popular with tourists since Victorian times. Put students in groups and ask them to imagine they work for English Heritage and have been given the task of organising a marketing campaign to encourage people to visit the site.

Students can use their site visit as inspiration for their marketing campaign. They should take photos, gather information, make notes and observe the way different types of visitors engage with the site.

### SIMILARITIES AND DIFFERENCES

Ask each group to plan their marketing campaign, using these guidelines to help:

- **WHAT** – plan and create a marketing campaign to persuade people to visit Whitby Abbey.
- **WHO** – choose whether you are going to market to families with young children, families with teenagers, retired people, young professionals or couples.
- **WHY** – think about why your chosen audience would want to come to Whitby Abbey. What will they be most interested in when they visit?
- **HOW** – consider how best to communicate with your audience and decide which method/s you are going to use to reach them, e.g. leaflet, poster, banner, web page, social media, press release. Decide which 'tone of voice' to use, e.g. you could use simple, fun language and lots of pictures for families with young children.

### MORE LEARNING IDEAS

Each group can use their plans to produce a set of marketing materials for their chosen audience and present these to the rest of the class. After each presentation, you could ask the rest of the class to evaluate how successful the group's marketing campaign is by asking:

1. Does this campaign make you want to visit Whitby Abbey? Why/why not?
2. How well does this campaign meet the needs of their chosen audience?
3. How could they make this campaign even better?