



Cambridge Technical PROJECT BRIEF

Your project is to plan the next new visitor attraction for Marwell Zoo.

Your tasks will be:

Undertake market research into the UK tourist attraction market

Propose a coherent marketing campaign for the launch of a new visitor attraction

In order to do this, you will need to:

Undertake market research using appropriate methods

Analyse market research results

Plan a marketing campaign

In order to maintain their position as a top tourist destination Marwell Zoo is planning the next new visitor attraction, and would like market research to be carried out in order to inform a marketing campaign for the new visitor attraction.

Successful marketing is essential if a business is to survive in a very competitive business world. It's not something that just happens though; it takes careful planning to ensure that the right customers are targeted, and that the marketing activities are co-ordinated in a way that sends out a consistent message and raises awareness of a brand.

Marwell Zoo is the closest zoo to Bournemouth, situated a 40-mile drive out of town at Owslebury near Winchester, Hampshire. This expansive site is home to more than 1,200 animals of some 235 different species and was one of the first zoos in Europe to place an emphasis on conservation. Marwell opened its doors to the public in 1972 and has become an important breeding centre for some species already extinct in the wild (like the Mongolian wild horse) or close to it (the snow leopard and Siberian tiger). Within the grounds stands Marwell Hall, which was built in 1320 and the park itself is divided into various zones including Into Africa, Tropical World, Australian Bush World and Penguin Cove. The zoo has 449 mammals of 81 species, 309 birds of 42 species, 61 reptiles of 24 species, 31 amphibians of 7 species, 18 fish of 7 species and 839 invertebrates of 27 species.

