



## Dorchester Tourism Partnership Marketing Action Plan for 2025

		Marketing Target for the month	Heritage Highlights and Key Events (those is bold to be delivered by Tourism Partnership)	Delivery during this month	Budget	Tourism Development Officer Actions during this month	Partner actions during this month	Measuring Success and impact
'24	Oct					Contract Roman Festival Coordinator, Taste of Dorset Festival (£3000 request from Heritage Committee) and Walking Festival Coordinator (£3000 request from Dorchester Heritage Tourism Pot).	Subgroup to review tenders and appoint.	
	Nov and Dec					<p>Create brand identify for Learning and Luxury short breaks, Fun and Relaxation Day Trips, Nature and Culture base for your Dorset adventure.</p> <p>Website refresh to reflect Learning and Luxury</p> <p>Create itineraries for Learning and Luxury Short Breaks</p> <p>Set up January press trip with Dorset Museum &amp; Art Gallery.</p> <p>Create year in Dorchester poster and webpage with events and itinerary suggestions.</p>		Establish baseline of data for start of new marketing plan.
'25	Jan	<ul style="list-style-type: none"> <li>Learning and Luxury short breaks</li> </ul>	Gladiator Exhibition at Dorset Museum & Art Gallery (opens 25 <sup>th</sup> Jan)	<p>Agree brand identify for Learning and Luxury short breaks, Fun and Relaxation Day Trips, Nature and Culture base for your Dorset adventure.</p> <p>Website refresh to ensure that this target audience can see themselves on the home page,</p>	Free	<p>Set up Luxury paid for advertising.</p> <p>Working with Roman Festival Coordinator, Taste of Dorset Festival and Walking Festival Coordinator (contracted Autumn 2024)</p>	<p>Subgroup to agree content and imagery for luxury magazine ad.</p> <p>Provide fresh imagery for this target audience.</p>	<p>Write residents survey with Community Development Officer</p> <ul style="list-style-type: none"> <li>Record monthly footfall.</li> </ul>

				<p>create itineraries and blogs for this audience.</p> <p>Press trip with Dorset Museum &amp; Art Gallery to new Exhibition as part of a learning and luxury weekend in Dorchester.</p>	£500		<p>Input experiences for press trip.</p> <p>Send over Half term experiences and offers for promotion.</p>	<ul style="list-style-type: none"> <li>Record train ticket and parking data.</li> <li>Collate tourism partner collected visitor data.</li> <li>Record web and social media stats</li> <li>Record Enewssetter subscribers.</li> <li>Record Press trip take up and press coverage gained.</li> </ul>
Feb	<ul style="list-style-type: none"> <li>Learning and Luxury short breaks</li> </ul>	Gladiator Exhibition at Dorset Museum & Art Gallery	Luxury magazine paid for advertising for a Learning and Luxury Short break.	£2000	<p>Set up paid for advertising for Days out with the Kids.</p> <p>Working with Roman Festival Coordinator and Walking Festival Coordinator (contracted Autumn 2024)</p>	<p>Subgroup to agree paid for advertising for Days out with the Kids.</p>	<p>Carry out residents survey with Community Development Officer</p> <ul style="list-style-type: none"> <li>Record monthly footfall.</li> <li>Record train ticket and parking data.</li> <li>Collate tourism partner collected visitor data.</li> </ul>	

								<ul style="list-style-type: none"> <li>Record web and social media stats</li> <li>Record newsletter subscribers.</li> </ul>
Mar	<ul style="list-style-type: none"> <li>Learning and Luxury short breaks</li> </ul>	<p>Gladiator Exhibition at Dorset Museum &amp; Art Gallery</p> <p>Keep Military Museum TV and Film Exhibition</p>				<p>Do website refresh for April.</p> <p>Set up Photoshoot for April.</p> <p>Working with Roman Festival Coordinator and Walking Festival Coordinator (contracted Autumn 2024)</p> <p>Set up Instagram photo opportunity at Roman Festival and introduce Dora the Dora Mascot character.</p>	<p>Provide details of Easter Offers and activities by 1<sup>st</sup> March.</p>	<ul style="list-style-type: none"> <li>Record monthly footfall.</li> <li>Record train ticket and parking data.</li> <li>Collate tourism partner collected visitor data.</li> <li>Record web and social media stats</li> <li>Record Newsletter subscribers.</li> </ul>
Apr (Easter Hols)	<ul style="list-style-type: none"> <li>Fun and Relax Day trips</li> </ul>	<p>Gladiator Exhibition at Dorset Museum &amp; Art Gallery</p> <p><b>Durnovaria Roman Festival – Saturday 12<sup>th</sup> April</b></p> <p>Keep Military Museum TV and Film Exhibition</p>	<p>Website refresh to ensure that this target audience can see Easter Holiday offers and activities easily on the homepage.</p> <p>Paid advertising on <a href="http://www.daysoutwiththekids.co.uk">www.daysoutwiththekids.co.uk</a></p> <p>Set up Instagram photo opportunity at Roman Festival and introduce Dora the Explorer Mascot character.</p>	Free	£1000	<p>Do website refresh for May.</p> <p>Write blog for Visit Dorset for May and build relationships with wider Dorset partners to build reciprocal promotional relationships.</p> <p>Working with Roman Festival Coordinator and Walking Festival Coordinator (contracted Autumn 2024)</p> <p>Write and organise blog on Visit Dorset about using Dorchester as a base for your Dorset Nature and Culture Adventure.</p>	<p>Partners to focus on encouraging visitors to share Trip Advisor and google reviews with added images.</p> <p>Provide free access for photo shoot</p>	<ul style="list-style-type: none"> <li>Record monthly footfall.</li> <li>Record train ticket and parking data.</li> <li>Collate tourism partner collected visitor data.</li> <li>Record web and social media stats</li> </ul>

				<p>Photo shoot with kids enjoying their time in and around Dorchester for us in Summer campaign.</p> <p>Roman Festival Coordinator to deliver event</p>	<p>£1000</p> <p><b>Durnovaria Roman Festival - £3000 to request from Heritage Committee</b></p>			<ul style="list-style-type: none"> <li>Record Newsletter subscribers</li> <li>Number of people attending Roman Festival and stats on where they have come from, how long staying etc.</li> </ul>
	May	<ul style="list-style-type: none"> <li>Nature and Culture base for your Dorset Adventure</li> </ul>	<p>Gladiator Exhibition at Dorset Museum &amp; Art Gallery (closes 11<sup>th</sup> May)</p> <p><b>Dorchester Walking Festival</b></p> <p>Keep Military Museum TV and Film Exhibition</p>	<p>Website refresh to ensure that this target audience can see themselves on the home page, create itineraries and blogs for this audience.</p> <p>Blog on Visit Dorset about using Dorchester as a base for your Dorset Nature and Culture Adventure.</p> <p>Work with Walking Festival Coordinator and ensure festival has a Nature and Culture base for your Dorset Adventure focus – building on the train walks from last year.</p>	<p>FREE</p> <p>FREE?</p> <p><b>Dorchester Walking Festival - £3000 to request from Heritage Tourism Pot</b></p>	<p>Delivery of Walking Festival with coordinator.</p> <p>Advertising with National Trust about Dorchester as a base for your Dorset National Trust adventure.</p> <p>Set up posters along South Western Railway line.</p> <p>Advertising with National Trust about Dorchester as a base for your Dorset National Trust adventure.</p> <p>Set up posters along South Western Railway line.</p> <p>Social media carousels, reels and infographics to target audience.</p>	<p>Dorchester based Accommodation partners to echo “Nature and Culture base for your Dorset Adventure” messaging on their websites and social media.</p>	<ul style="list-style-type: none"> <li>Record monthly footfall.</li> <li>Record train ticket and parking data.</li> <li>Collate tourism partner collected visitor data.</li> <li>Record web and social media stats</li> <li>Record Newsletter subscribers</li> <li>Number of people attending Walking Festival and stats on where they have come from,</li> </ul>

								how long staying etc.
June	<ul style="list-style-type: none"> <li>Nature and Culture base for your Dorset Adventure</li> </ul>	<p>Advertising with National Trust about Dorchester as a base for your Dorset National Trust adventure.</p> <p>Set up posters along South Western Railway line.</p> <p>Social media carousels, reels and infographics to target audience.</p>	£500	£150	Prep for Fun and Relaxation Day Trips August Activities	<p>Send over summer holiday offers for Fun and Relaxation Day Trips August Activities.</p> <p>Sub group to agree summer leaflet and advert.</p>	<ul style="list-style-type: none"> <li>Record monthly footfall.</li> <li>Record train ticket and parking data.</li> <li>Collate tourism partner collected visitor data.</li> <li>Record web and social media stats</li> <li>Record Enewsletter subscribers</li> <li>Hits on National Trust advert.</li> </ul>	
July	<ul style="list-style-type: none"> <li>Nature and Culture base for your Dorset Adventure</li> </ul>				Prep for Fun and Relaxation Day Trips August Activities and September prep.	Prepare for Summer holidays!	<ul style="list-style-type: none"> <li>Record monthly footfall.</li> <li>Record train ticket and parking data.</li> <li>Collate tourism partner collected visitor data.</li> <li>Record web and social media stats</li> </ul>	

								<ul style="list-style-type: none"> <li>Record Newsletter subscribers</li> </ul>
	Aug	<ul style="list-style-type: none"> <li>Fun and Relax Day trips</li> </ul>		<p>Website refresh to ensure that this target audience can see Summer Holiday offers and activities easily on the homepage.</p> <p>Set up Instagram photo opportunity in town centre and use Dora the Explorer Mascot character at Summer events.</p> <p>Exclusive offers for Holidays Park.</p> <p>Summer leaflet with train and bus times, offers and events.</p> <p>Posters in Holiday Parks.</p> <p>Mums Net advert.</p> <p>Stands in target Holiday Parks on Changeover days with Dora the Explorer.</p> <p>Regular press releases to Dorset media outlets and paid advertising of offers in Dorset Echo and West Dorset Magazine.</p>	<p>£1750</p> <p>£100</p> <p>£500</p>	Delivery of August Activities	Delivery of August Activities	<ul style="list-style-type: none"> <li>Record monthly footfall.</li> <li>Record train ticket and parking data.</li> <li>Collate tourism partner collected visitor data.</li> <li>Record web and social media stats</li> <li>Record Newsletter subscribers.</li> <li>Number of people who have taken up exclusive Holiday Park Deal and offers in leaflet.</li> <li>Number of people engaged at Holiday Parks</li> <li>Clicks on Mumsnet advert.</li> <li>Number of people sharing</li> </ul>

								social media opportunity set up in town centre.
	Sept	<ul style="list-style-type: none"> <li>Nature and Culture base for your Dorset Adventure</li> </ul>		<p>Website refresh to ensure that this target audience can see themselves on the home page, create itineraries and blogs for this audience.</p> <p>Specific Autumn itinerary on Discover Dorchester.</p> <p>Build on relationships with wider Dorset tourism partners</p> <p>Arrange press trip for Taste of Dorset and Dorchester Literary Festival</p>	£500	<p>Press trip arrangements and Festival promotion.</p> <p>Create draft 2026 Marketing Action Plan</p>	Help with press trip arrangements.	<ul style="list-style-type: none"> <li>Record monthly footfall.</li> <li>Record train ticket and parking data.</li> <li>Collate tourism partner collected visitor data.</li> <li>Record web and social media stats</li> <li>Record Enewsletter subscribers</li> </ul>
	Oct	<ul style="list-style-type: none"> <li>Learning and Luxury</li> <li>Nature and Culture base for your Dorset Adventure</li> </ul>	<b>Taste Dorset – Fine dining and Local Produce For Dorchester Literary Festival</b>	Promotions of Taste of Dorset and Literary Festivals	<b>Taste of Dorset Festival - £3000 to request from Heritage Tourism Pot</b>	Finalise 2026 Marketing Action Plan	Review, discuss and agree 2026 marketing action plan	<ul style="list-style-type: none"> <li>Record monthly footfall.</li> <li>Record train ticket and parking data.</li> <li>Collate tourism partner collected visitor data.</li> <li>Record web and social media stats</li> <li>Record Enewsletter subscribers</li> </ul>



								<ul style="list-style-type: none"> <li>• Number of people attending Taste of Dorset Festival, where they come from, how long staying etc.</li> </ul>
	Nov		Campaign prep for 2026					<ul style="list-style-type: none"> <li>• Record monthly footfall.</li> <li>• Record train ticket and parking data.</li> <li>• Collate tourism partner collected visitor data.</li> <li>• Record web and social media stats</li> <li>• Record Enewsletter subscribers</li> </ul>
	Dec		Campaign prep for 2026					Annual report