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Year 12 Travel and Tourism

Unit 1 – The World of Travel and Tourism

Learning Objectives

Learning Aim A – Types of Travel and Tourism

What previous knowledge is required?

No previous knowledge is essential – but year 13 will have completed Units 2 and 9.

How will this term's content help with future learning?

Students will apply this information to their summative Unit 1 exam in January 2027.

Common Misconceptions

Common to confuse travel agents and tour operators.

National Curriculum / Specification

A1 Types of tourism

Tourism – a trip away from home for one night or more:

- domestic – taking holidays and trips inside your country of residence
- inbound – visitors from overseas coming into the country
- outbound – tourists leaving their country of residence to travel to another country.

A2 Types of travel

- Leisure travel – travelling for pleasure, enjoyment, relaxation or special interests:
  - short breaks – city breaks, countryside breaks, stag and hen
  - holidays – package, independent, cruises
  - special events – major sporting occasions, seasonal events.
- Corporate travel – associated with work or job but it will take place away from the usual place of work. It may or may not involve an overnight stay.
  - Meetings, conferences, exhibitions.
  - Training – self or others.
  - Short-term work contracts – elsewhere in the UK or overseas.
  - Incentive travel – defined as a trip offered as reward for good performance in your job.
- Specialist travel – this is usually linked with the purpose of travel – a hobby, sport, interest, or to meet specific needs of the type of customer:
  - adventure
  - health
  - education
  - heritage, culture
  - gap year
  - conservation, sustainable tourism, responsible travel o special interests/hobbies/sports
  - weddings/honeymoons.
- Visiting Friends and Relatives (VFR):
  - may be domestic, inbound or outbound
  - involves overnight stay, usually in home of friend or relative
  - will involve travelling away from home area or region
  - may involve travelling to another country
  - could be for leisure or business purpose.
- Day trips – visits that do not involve an overnight stay:
  - visitor attractions
  - cities for specialist shopping or events

- countryside for relaxation or activities.

A3 Types of travel and tourism customer

- Individuals and couples, families with a range of ages and structures.
- Groups, educational, senior citizens, special interest.
- Corporate travellers.
- Customers with specific requirements – different languages or cultures, specific needs – visual, hearing or mobility.

Unit 1 – The World of Travel and Tourism

Learning Objectives

Learning Aim B - The types of travel and tourism organisations, their roles and the products and services they offer to customers

What previous knowledge is required?

No previous knowledge is essential – but year 13 will have completed Units 2 and 9.
Students will have completed base knowledge from Learning Aim A.

How will this term's content help with future learning?

Students will apply this information to their summative Unit 1 exam in January 2027.

Common Misconceptions

Common to confuse travel agents and tour operators.

National Curriculum / Specification

B1 Ownership and operating aims

Each type of organisation has different aims that it needs to achieve.

- Private:
  - characteristics – owned by private individual(s) or company, may be a public limited company (PLC) on stock market, could be large multinational company, may be SME (small to medium-sized enterprise), will be staffed by paid employees
  - aims – usually financial, to make a profit, to increase market share, to increase turnover, to improve or maintain its image, to increase and diversify the range of products/services offered to customers
  - organisations – tour operators, travel agents, most transport organisations and hubs, most large visitor attractions, most accommodation providers.
- Public:
  - characteristics – owned or funded by the government – local or national, will be staffed by paid employees but may also be supported by volunteers
  - aims – to provide a service to the public, to use funding appropriately, to maintain best quality service, to financially break-even, to ensure that service levels are maintained to reinvest profit to improve services
  - organisations – tourist information centres, tourist boards, some smaller visitor attractions, some local transport organisations, most regulatory bodies, government bodies.
- Voluntary sector:
  - characteristics – funded by grants, donations, legacies, entry fees, staffed by volunteers though larger organisations, will also have paid employees or tenants, most have charitable status
  - aims – to preserve or protect the environment, buildings, landscape features; to campaign or lobby against inappropriate developments; conservation; sustainability
  - organisations – some visitor attractions, including natural; some transport; charities.

B2 The key sectors of the travel and tourism industry – components of their role, and the products and services they offer to different types of customer

- Transport principals:
  - components: – air – scheduled, charter, low cost or no-frills – sea – ferry, cruises – road – bus, coach, hire car, private car, taxi – rail – local, national and international, high speed
  - role – to provide transport between destinations, to ensure safety
  - products and services – transport for passengers and luggage, catering, entertainment, information, shopping.
- Transport hubs and gateways:
  - components: – airports – rail and coach stations – ferry and cruise ports
  - role – to provide access for passengers to transportation, to ensure safety
  - products and services – check-in desks, information, catering, shopping, lounge facilities.
- Tour operators:
  - components: – mass-market, package – special interest, niche, luxury – tailor-made, dynamic packages
  - role – to assemble and operate package holidays comprising two or more products or services at an inclusive price. The packages then can either be sold directly or through travel agents
  - products and services – package holidays, accommodation, transfers, excursions, information on destinations, representative service in resorts.
- Travel agents:
  - components: – retail or high street, multiple, miniple, independent, franchised, specialist – online or web-based – call centres – business, conference and incentive
  - role – to provide expert advice and guidance; arranging and booking transport and package holidays or individual components and ancillary items
  - products and services – information on destinations and transport; holiday brochures; all types of package holidays; individually booked components – tailor-made packages; accommodation; flight only; ferries; cruises; coach tours; transfers, both in UK and overseas; excursions; holiday insurance; foreign exchange; passports, visas and health advice to travellers.
- Visitor attractions:
  - components: – natural areas – national parks – natural features – beaches, caves, cliffs, mountains, hills, waterfalls, islands, forests – purpose built or man-made – theme parks, museums, art galleries – historical or heritage – castles, walls, ruins, towers, monuments, religious, houses, palaces – sports – spectating, participating, stadium tours – special events – markets, festivals, parades, exhibitions
  - role – to provide entertainment, education, recreation, hospitality, special events, and facilities for visitors – parking
  - products and services – rides, experiences, interpretation, guidebooks, information boards, exhibits, guided tours, educational talks, hospitality, gift and souvenirs shops, catering.
- Accommodation:
  - components – catered accommodation – hotels (star rated, spa, golf resorts) – bed and breakfasts, guest houses, chalets (in ski resorts) – youth hostels o components – self-catered or non-catered accommodation – cottages, apartments, boats, log cabins, chalets – motels, aparthotels – caravans, static or touring – motorhomes – tents, including glamping, yurts, tepees
  - role – to provide different accommodation options according to customer type, needs and budget
  - products and services: – catered – room, reception, restaurant and bar, housekeeping, leisure facilities, gym or health club, conference and business facilities, entertainment – self-catered – rooms, kitchen, tent or caravan pitch, entertainment, sports facilities, amenities such as laundry and showers.
- Trade associations, government departments and regulatory bodies:

- components: – ABTA, The Travel Association – Association of National Tourist Office Representatives (ANTOR) – Association of Independent Tour Operators (AITO) – Civil Aviation Authority (CAA) which issues the Air Travel Organisers Licence (ATOL) – International Air Transport Association (IATA) – Department for Culture Media and Sport (DCMS) – Foreign and Commonwealth Office (FCO)
- roles – to provide information and support to organisations; to define, apply and ensure compliance with rules and regulations which ensure safe operations; to protect customers financially; to ensure high standards; to lobby the government on behalf of customers and organisations; to repatriate travellers
- products and services – logos, charters, agreements, bonds, repatriation arrangements, arbitration service, compensation schemes.

- Information and promotional service providers (names to be used as current at the time of teaching):
  - components: – United Nations World Tourism Organisation (UNWTO) – VisitBritain, VisitEngland, Tourism NI (Northern Ireland), VisitScotland, VisitWales – destination management organisations (DMO) – regional – local tourist information centre
  - role – to provide information to organisations and customers or prospective customers; to market and promote destinations and organisations; to sell products, merchandise and services relating to location; to research and produce statistics
  - products and services – brochures, leaflets, websites, mailing lists, merchandise.

B3 Interrelationships and interdependencies in the travel and tourism industry

- Distribution channels – direct to customer, through an intermediary company.
- Interrelationships – defined as 'organisations that work together to benefit them both'.
- Interdependencies – defined as 'organisations that rely on each other to enable them to provide a better product or service to the customer'.
- Potential advantages of interrelationships and interdependencies – shared costs and economies of scale, increased sales, better image, reputation, customer care, more customers, more income.
- Potential disadvantages of interrelationships and interdependencies – loss of individual image, less personal customer service, shared commission on sales, effects of poor service by one organisation may potentially impact on the other.
- Horizontal integration – where an organisation buys or merges with another organisation of the same type to enable it to offer a wider variety of products and services.
- Vertical integration – when an organisation buys or merges with another organisation of a different type to enable it to control more sectors of the market.

B4 Technology in travel and tourism

- Technology for communication, booking and promotion:
  - ebrochures and websites
  - reviews, blogs, virtual tours, videos
  - mailshots, popups, adverts
  - making and confirming bookings
  - emailing tickets and vouchers
  - apps for mobile and digital devices.
- Technology specific to different organisations:
  - visitor attractions – multimedia presentations, animatronics, interpretation, fast-track tickets, webcams
  - transport hubs and gateways – self-service check-in, body and baggage scanners
  - accommodation, for check-in, for in-room entertainment, for information

- travel agents, transport principals and tour operators – for eticketing, mticketing, payment systems, displaying availability, seat selection.

Unit 1 – The World of Travel and Tourism

Learning Objectives

Learning Aim C – The scale of the travel and tourism industry

What previous knowledge is required?

No previous knowledge is essential – but year 13 will have completed Units 2 and 9.
Students will have completed base knowledge from Learning Aim A and B.

How will this term's content help with future learning?

Students will apply this information to their summative Unit 1 exam in January 2027.

Common Misconceptions

Common to confuse travel agents and tour operators.

National Curriculum / Specification

C1 Importance of the UK as a global destination

- Tourist numbers:
  - world ranking
  - tourist arrivals
  - main generating areas.
- Economic importance:
  - value of inbound tourism, tourism receipts and employment
  - contribution of tourism to UK balance of payments and gross domestic product (GDP)
  - the UK's role in international tourism.

C2 Employment in travel and tourism

- Direct employment in travel and tourism:
  - transport principals
  - transport hubs and gateways
  - tour operators
  - travel agents
  - visitor attractions
  - accommodation
  - trade associations and regulatory bodies
  - information and promotional services.
- Indirect employment in organisations that support travel and tourism:
  - insurance companies
  - brochure and website content researchers and maintenance
  - suppliers for retail, catering and hospitality
  - souvenir shops and manufacturers
  - travel journalism.
- Roles:
  - customer-facing, including telephone and web-based roles
  - support or administration o graduate programmes or trainees
  - managerial and supervisory.

C3 Visitor numbers

- Visitor numbers by type of tourism:
  - inbound

- outbound
- domestic
- business
- VFR
- day trips.

- Visitor numbers by other factors:
  - type of transport
  - country of origin or destination
  - accommodation type
  - region or city visited
  - by types of activities carried out.
- Trends:
  - growth areas of origin and destination
  - changing purpose of visit
  - transport type used
  - length of stay
  - increase and decline in popularity of destinations, tourism types.

C4 Income and spending

- Income and turnover:
  - contribution to GDP – defined as the value of a country's economy
  - leakage – defined as tourist income that comes into a country but is not retained by that country
  - multiplier effect – defined as direct spending by tourists, which is circulated through the economy on indirect products and services o profit margins and commission levels.
- Spending on:
  - accommodation by type
  - food, drink, souvenirs by type
  - transport – local and arrival
  - entertainment
  - admission fees to attractions.

Unit 1 – The World of Travel and Tourism

Learning Objectives

Learning Aim D – Factors affecting the travel and tourism industry

What previous knowledge is required?

No previous knowledge is essential – but year 13 will have completed Units 2 and 9.
Students will have completed base knowledge from Learning Aim A, B and C.

How will this term's content help with future learning?

Students will apply this information to their summative Unit 1 exam in January 2027.

Common Misconceptions

Common to confuse travel agents and tour operators.

National Curriculum / Specification

D1 Product development and innovation

- Development and innovation:
  - larger and faster transportation; airport growth; improved accessibility to destination; improved facilities both on transport and in terminals, hubs and gateways
  - increased range of choice in accommodation and increased variety of attractions

- booking systems, computers, online, mobile, rise of call centres, advances in Computer Reservation System (CRS) and Global Distribution System (GDS) for agents and operators, comparison websites
- technology, including potential hackers and system failures and maintaining security of data.

- Media factors:
  - increased TV coverage, film locations, adverts
  - social media usage, by organisations and customers
  - influence of social media in research and customer reviews and opinions
  - media coverage of events
  - importance of managing – bad and good press, incidents, image.

D2 Other factors affecting organisations in the travel and tourism industry

- Economic factors:
  - recession or growth
  - currency exchange rates and fluctuations
  - available disposable income as a result of changes to mortgage rates, inflation and unemployment rates
  - world oil prices.
- Social and lifestyle factors:
  - changing family structure, one parent families
  - rise of the 'grey' market – increased proportion of retired people
  - changing working patterns
  - current fashions and trends
  - holiday allowance and amount of holiday with pay.
- Government legislation in both the UK and in destinations, relating to:
  - health and safety
  - airport tax/APD (air passenger duty)
  - passport and visa requirements
  - data protection requirements.
- Safety and security:
  - terrorist attacks
  - war, civil unrest
  - security measures – on transport, at terminals, at destinations, at events
  - transport disasters and crashes and safety concerns
  - health – reactions to disease outbreaks and prevalence of disease
  - e-safety.
- Environmental and climatic:
  - climate change
  - the importance of sustainability
  - extreme weather events – floods, landslides, hurricanes, cyclones
  - natural disasters – volcanic eruptions, earthquakes, tsunami.

D3 Responses of travel and tourism organisations to external and internal factors

- Competitive pricing.
- Increased range and new products and services to match changing and emerging markets.
- Membership of trade organisations for financial protection and repatriation.
- Fuel surcharges on holidays and flights.

- Increased security measures for maintaining security of data and prevention of hacking and system failures.
- Product diversification or specialisation.
- Increased research – local, national and international.
- Updated technology and staff training on legislation, compliance and new systems.
- Public relations management.
- Investment or upgrading facilities or introducing new facilities.
- Variable opening times and flexible staffing arrangements.
- Crisis management and major incident plan.

Unit 3 – Principles of Marketing in Travel and Tourism

Learning Objectives

Learning Aim A - Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism

What previous knowledge is required?

Core learning of components and factors impacting the travel and tourism industry from Unit 1.
Year 13 students will have prior learning from Units 2 and 9.

How will this term's content help with future learning?

Students will use this to complete 2 pieces of coursework for Learning Aim A in Term 3.

Common Misconceptions

Confusion between Butler's Tourist Area Life Cycle (TALC) and the Product Life Cycle.

National Curriculum / Specification

A1 Interrelationships between marketing and customer service in travel and tourism organisations

- Marketing principles and definitions of marketing.
- Marketing activities used to attract and retain customers, e.g.
    - identifying appropriate target markets for a travel and tourism product or service (market segmentation)
    - researching customer needs and preferences
    - establishing demand for a travel and tourism product or service.
    - promotional activities to influence key customer perceptions, e.g.
        - publicising positive first impressions of organisation
        - creating positive impression of image, reputation and trustworthiness
        - advertising products and services offered, such as perceived quality and value for money, consistency and reliability of product or services, organisational efficiency, speed and accuracy of service, how to contact the organisation, access information or advice and make a purchase
    - communication with customers to stimulate demand and to persuade them to buy the product or service
    - obtaining and interpreting feedback from customers:
        - use of social media and other types of media, trade articles, questionnaires, reviewing satisfaction levels, soliciting and acting on feedback, resolving and acting on complaints
        - identifying improvements as a result of customer communications and feedback, e.g. service-quality gaps, models of excellence.
- Goals of customer service are linked to marketing, e.g. uphold marketing messages.
- Interrelationships, e.g. marketing and customer service activities support each other to deliver superior customer service, exceed expectations, boost retention/repeat business/referral rates, resolve problems and complaints quickly.

A2 Influencing customer decisions and meeting needs

- Different types of customer, e.g. families, individuals, groups, leisure, business, educational.
- Importance of identifying who has influence over purchasing decisions.
- Factors influencing customer decisions, e.g. the marketing mix; desire or need; confidence in the organisation; perceived and actual quality of product/service; reputation/image; effective marketing communications; value for money; customer service.
- Considering customer needs when carrying out marketing activities and communications, including
  - stated and unstated needs
  - customers with cultural and language needs
  - special needs, e.g. medical conditions, mobility
  - other needs, e.g. relating to age, gender, socio-economic group, family circumstances.
- Balancing customer satisfaction with organisational aims and objectives, including commercial objectives.

A3 The marketing mix used by travel and tourism organisations

A typical marketing mix is made up of the 4P's – Product, Price, Promotion and Place:

- Product, including:
  - product life cycles and product portfolios, e.g. unique selling point (USP), product range, differences in tastes and fashions between geographic areas and social groups over time
  - branding, e.g. creating brand awareness and positioning.
- Price, including:
  - pricing strategies, e.g. penetration pricing, dynamic pricing, economy pricing, premium pricing, promotional pricing, peak and off-peak pricing, competitor pricing
  - tactics, e.g. discounts, promotions, regional differences
  - potential advantages and disadvantages of pricing strategies and tactics in the long- and short term, factors to consider when setting prices, customer perceptions of value, pricing in global markets.
- Promotion, including:
  - promotional materials, activities and channels, e.g. advertising, digital, social media pop ups, sales promotion, direct marketing, digital marketing, sponsorship, displays, leaflets/brochures, public relations, press releases
  - selecting an appropriate promotional mix based on relevant factors such as target market, brand image
  - promotion in global, national, regional and local markets.
- Place, e.g. physical location, distribution channels, supply chains, marketing channels, online distribution, face-to-face selling.

A4 Potential impacts of the marketing mix and customer service

- Potential positive impacts, e.g. keeping customers satisfied, retaining existing customers, increasing customers' loyalty, ensuring repeat business, attracting new customers, driving partnerships with other providers, increasing customer spend, growing new products and services, enhancing an organisation's image, providing an edge over the competition, positive staff morale.
- Potential negative impacts, e.g. dissatisfied customers, complaints, lack of repeat business, loss of reputation, adverse publicity, poor staff morale, financial loss.

Unit 3 – Principles of Marketing in Travel and Tourism

Learning Objectives

Learning Aim B - Examine the impact that marketing activities have on the success of different travel and tourism organisations

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What previous knowledge is required?

Core learning of components and factors impacting the travel and tourism industry from Unit 1.
Year 13 students will have prior learning from Units 2 and 9.

How will this term's content help with future learning?

Students will use this to complete 1 piece of coursework for Learning Aim B in Term 3 and 4.

Common Misconceptions

Confusion between Butler's Tourist Area Life Cycle (TALC) and the Product Life Cycle.

National Curriculum / Specification

B1 The role of marketing in different travel and tourism organisations

- The marketing process in a travel and tourism context, including understanding the market, designing a marketing plan, planning marketing activities, building customer relationships and reviewing the success of marketing activity.
- Marketing aims and objectives, including market share, profitability, customer loyalty, the importance of setting SMART (Specific, Measureable, Achievable, Realistic, Time-bound) marketing objectives.
- Development of a brand and brand extensions in a travel and tourism context.
- Implications of organisation size for marketing activity, e.g. budgetary constraints, availability of specialist staff.
- Mass and niche market, including definitions, growth and decline, relationship to product life cycles in a travel and tourism context.

B2 How marketing contributes to the success of travel and tourism organisations

- Growth, e.g. using the Ansoff Matrix to help an organisation determine its product and market growth strategy (market penetration, product development, market expansion, diversification), acquisition.
- Links between marketing and achieving an organisation's aims and objectives.
- Different approaches to marketing activities, including
    - creating a marketing mix to meet customer needs and the organisation's aims and objectives.
    - push and pull approaches, customer relationship management (CRM), business to business (B2B), business to consumer (B2C).
- Potential impact on customers:
    - attracting new business, e.g. different target markets, either domestically or internationally or both, gaining customers from a competitor
    - retaining customers/repeat business, e.g. increasing current customer spend by encouraging more premium business or extra product purchase
    - building and retaining customer loyalty, e.g. collecting points on an incentive scheme, strengthening the organisation's brand
    - building on CRM techniques.
- Potential impact on the organisation:
    - developing clearer links between marketing and an organisation's aims and objectives, e.g. to develop a budget/premium brand, attract a different demographic
    - development of a brand and brand extensions, e.g. niche markets, relationship to product life cycles where a brand is rejuvenated after moving towards decline
    - increase in profits, e.g. leading to greater budget for marketing activities, larger dividends to shareholders.

B3 Influences on marketing activity

- External factors, e.g.
    - political, e.g. unrest, war, terrorism, international political relations
    - economic, e.g. recession, exchange rates, interest rates, customer disposable income

- social, e.g. demographic and consumer trends, increase in older/younger consumers, decrease in number of children in families, new experiences, responsible travel, wellness
- technological, e.g. social media, apps, transport development
- legal and ethical considerations, e.g. current legislation such as consumer and data protection, advertising standards, sector codes of practice
- environmental, e.g. extreme weather, natural disasters, focus on sustainable tourism.

- Internal factors, e.g.
  - size of the organisation
  - organisational aims and objectives
  - culture of the organisation, e.g. social responsibility
  - budget, e.g. business profits, marketing budget, changes to product pricing, investment in new marketing technologies
  - resources, e.g. technology, availability and expertise of specialist staff.
- Globalisation, including changes in the competitive environment, adaptation of marketing activity for different markets in travel and tourism.

Unit 3 – Principles of Marketing in Travel and Tourism

Learning Objectives

Learning Aim C - Carry out market research in order to identify a new travel and tourism product or service

What previous knowledge is required?

Core learning of components and factors impacting the travel and tourism industry from Unit 1.
Year 13 students will have prior learning from Units 2 and 9.

How will this term's content help with future learning?

Students will use this to complete 1 piece of coursework for Learning Aim C in Term 4 and 5.

Common Misconceptions

Confusion between Butler's Tourist Area Life Cycle (TALC) and the Product Life Cycle.

National Curriculum / Specification

C1 Collecting market research data

- Preparing for market research activity, e.g. identifying the organisation's aims and objectives, setting market research objectives, choosing primary and secondary research methods in relation to objectives, target group on which to focus research.
- Appropriate sources of primary research, e.g. survey, interview, observation, trials, questionnaires, focus groups.
- Appropriate sources of secondary research, e.g. published reports, industry reports, back data on previous tourists or travellers, social media feedback, government data on population statistics, consumer trends, researching competitors.
- Importance of validity, reliability and currency.
- Quantitative and qualitative data, methods of collection, purpose of collection.

C2 Analysing market research data

- Using primary and secondary research data to determine if there is a demand for the new product or service.
- Using primary and secondary research data to determine the target market, including understanding customer needs, matching needs to products and services.
- Competitor analysis, e.g. identifying strong or weak competitors, determining close and distant competitors, identifying their marketing strategies.
- Data, including o quantitative, e.g. finance figures, customer numbers o qualitative, e.g. questionnaire responses, focus group responses.

C3 Using research results to help identify a new product or service

- Use of research data to determine and justify target market and demand for the product/service.
- Use of research data to help establish the essential purpose and features of the product or service.
- Use of research data to inform campaign aims and objectives and suitable communication methods
- Use of research data to inform the marketing mix (the 4Ps), determine features of the new product/service and characteristics of the target market.

Unit 3 – Principles of Marketing in Travel and Tourism

Learning Objectives

Learning Aim D - Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.

What previous knowledge is required?

Core learning of components and factors impacting the travel and tourism industry from Unit 1.
Year 13 students will have prior learning from Units 2 and 9.

How will this term's content help with future learning?

Students will use this to complete 1 piece of coursework for Learning Aim D in Term 4 and 5.

Common Misconceptions

Confusion between Butler's Tourist Area Life Cycle (TALC) and the Product Life Cycle.

National Curriculum / Specification

D1 Designing a promotional campaign to meet stated objectives

Key factors to consider in the design of a successful campaign.

- Campaign aims and objectives, e.g. to introduce a new product or service, to increase profit for the organisation, to gain more customers through short term discounts, to draw customers to a specific event aimed at a specific market.
- How the promotional campaign contributes to organisational objectives, reinforces and supports brand values and adds to sustainability of marketing activities.
- Identification of target market.
- Product or service information, including Unique Selling Points (USPs.)
- Price of product or service, including strategies, tactics.
- Place, including how and where the product or service can be purchased.
- Promotion, including timescale of campaign with rationale for decision, e.g. a week, a month, season for campaign to run, e.g. during peak or off peak times, types of promotional activities and materials to be used and planned distribution methods.
- Campaign budget.
- The Key performance indicators (KPIs) that could be used to judge the success of the promotional campaign, e.g. sales revenue, profit, customer retention and new customers gained.

D2 Producing promotional materials and activities

- Promotional materials and activities, e.g.
    - leaflets, brochures, door hangers, flyers, posters, banners, direct mail/email, endorsements on portable items and clothing, presentations, blogs, vlogs, advertisements such as TV/ radio/ magazine/online, demonstrations, public speaking, presence at trade fairs
    - landing page (a page on a website dedicated to a specific promotion) and Call-To- Action (CTA)asking potential customers to become involved in a campaign, e.g. a social media request to share a photo featuring a product and a specified #hashtag, resulting in a reward.
- Factors for consideration, including key objectives of the material and activities, most appropriate promotional activities/materials to be used, target audience, appropriate methods or platforms for

material and communication distribution, information to be communicated (e.g. product/service detail, price, where to buy, dates of event), headlines; images; typography.

- Use of AIDA (Attention, Interest, Desire, Action) for checking that promotional material will attract customers and encourage purchase of the product or use of the service.
- Keep It Short and Simple (KISS) strategy.