



# BREAN LEISURE PARK MARKETING FACT SHEET

## MARKETING & PROMOTION

**Holiday Resort Unity**, combining the facilities available at Unity Farm and Brean Leisure Park.

**What's On offer** 'The Product' Holidays - Camping, Touring Caravans, Trailer Tents, Motorhomes, Lodges, Static Holiday Homes, Rent-a-Tent

**Also** - Seasonal Tourers, Owner Occupied Static Caravans, Static Owners Caravans for letting (Agency).

**Awareness of (a) 'The Destination**, Brean Sands', Somerset, 4½ miles Junction 22 M5 motorway in the West Country.  
(b) The profile of a holiday park with lots to see and do - slogan 'More Than Just A Holiday'

**Customer and Market Awareness** - Knowing your customer categories - Young Families, Retired, Special Interests etc.

**Competitive prices**, value for money, aware of other parks similar to HRU and what they offer.

### **In Addition to Holidays:**

Diverse business offering a variety of products: Day Out, Fun Park, Pool Complex, Garden Centre, Bars, Restaurants, Takeaway, Close to Beach, Schools, Groups etc., Night Out Cabaret, Private Functions, Weddings, Conferences, Special Events, Golf Societies, Corporate Services.

### **Method of marketing, promotion and awareness.**

Media newspapers, national, regional, local.

Magazines: Specialist Touring/Camping.

Self Catering (Lodges, Villas, Caravans, Rent-a -Tent) Local/district brochures guide.

Specials: Sun Breaks, Hosesasons.

Golf Breaks, Golf Publications.

Schools, Groups, Special magazines, Mailouts. Teletext, www.brean.com or www.hru.co.uk, Local Radio, Exhibitions/Trade Shows, Mail outs, Brochures

Holiday Resort Unity brochure, Brean Leisure Park leaflet, Tavern entertainment leaflet,

Golf leaflet, Special promotions, Secret World Wild Life Trust/Clarks Village.

Brean Leisure Park 'The South West's Largest Fun Park'

It is most important to emphasize that the profile of Holiday Resort Unity becomes more and more known throughout the UK. We rely on the home market, at the moment more than foreign.

National Press: Mirror, Sun, News of the World, Sunday People.

Regional Press: Sunday Mercury, Birmingham Post, South Wales Echo, Western Daily Press, Bristol Evening Post.

Local Press: Weekly News, WSM/ Bridgwater Mercury, The Times Series, Somerset County Gazette.

'Magazines Specialist': Motor Home, Caravan, Freedom, Practical Caravan, Big Site Guides, Cades, Daltons Weekly, Model Flyers, Southern Country, West Country Golf, Golf Somerset. District/County Guides: Sedgemoor Guide, WSM, Brean Broadsheet, Somerset Things to Do & See.

Local Radio: Orchard, Vibe (Galaxy), Red Dragon.

TV advertising – New for 2006 on HTV/ Wales during the months of May, June & July.

Partnership with 'Sedgemoor Tourism Association' and Sedgemoor District Council.

Special Promotions: Cardiff Caravan & Leisure Show - January.

www.brean.com www.hru.co.uk