

ANALYSE LONDON TOURISM BY MARKETING MIX ‘4PS’

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Abstract:

The aim of this paper is to analyse the ‘4Ps’ of marketing in London tourism. We underlined the peculiarities of tourism marketing mix in case of the capital of UK. We presented the main tourism products and some characteristics of promotion, price and place in this case study.

Key Words: London, marketing mix, tourism marketing

JEL Classification: L83

‘4Ps’ of marketing was designed by Mc Carthy (1960). It is the key professional principle to achieving the marketing objective. It includes **Product, Promotion, Price and Place**.

I. PRODUCT

Tourism industry should find the right products to meet global tourists’ needs. The main London tourism products are **culture, nature, health, activity holidays and business tourism**.

1.1. Towns and culture

The website Mayor of London (2015) (Figure 1) shows that 4/5 visitors choose ‘**culture**’ as their main reason for travelling to London. Most famous culture tours include Buckingham Palace Tour (Changing of the Guard Ceremony), Studio Making of **Harry Potter Tour** (Figure 2) and World Heritage sites tour.

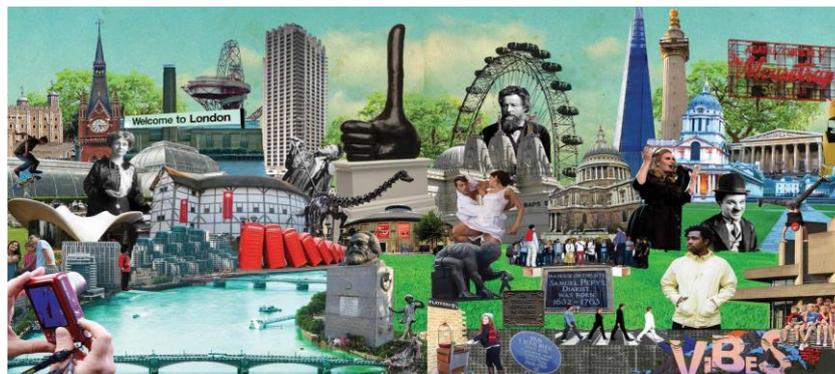


Figure 1. Culture tourism vision, Mayor of London, 2015



Figure 2. Making of Harry Potter, visit London, 2018

1.2. Nature environment

Most of London’s nature space is free for the public, such as **Green Park** located in central London, which is connected with **Hyde Park** and **St. James’s Park**. **Bushy Park** is famous for its massive number of animals, especially wild horse and red, fallow deer (Figure 3).



Figure 3. Top 20 Natural Attractions in London, Echo. 2016

1.3. Health and wellbeing

Exploring the London by health and wellbeing sports. Tripadvisor (2018) shows the top 10 outside activities in London such as **London Bicycle Tour** (Figure 4), **City Jogging Tours**, and **Rock ‘n’ Roll Walking Tour**. The expert guide will stop at intervals to speak about the history of the surroundings.



Figure 4. Love London Tour, Londonbicycle. 2018

1.4. Activity holidays and breaks

London’s sights, culture and nightlife are world famous. The adventurous activity holidays and breaks package are also continuously emerging. Lonelyplanet (2018) shows London's top 10 action-packed adventures, such as fast **drop UK’s tallest sculpture Orbit** (Figure 5), **kayaking down the Thames**, **bungee jumping by the O2** and **cycling in the world’s fastest track**.



Figure 5. Fast drop UK’s tallest sculpture Orbit, Lonelyplanet, 2018

II. PROMOTION

Promotion has been a central activity of DMOs. It mixes **advertising, print & electronic material** and **Direct mail**.

2.1. Advertising

TV programmes, Videos and News

BBC travel show has presented a series of programs for several years, such as **London Nightclubs** (Figure 6), **London Beer** (Figure 7) and **London Food App** (Figure 8). **Europe Productions** (2014) made travel video: discover the London tourism, to appeal to global tourists (Figure 9). After China president **Xi Jinping** had a pint with Ex-prime **Minister David Cameron** (Figure 10) at a pub in Buckinghamshire in 2015. It is considered the “golden era” between the two countries, especially for tourism and international trade. As tourism product, the sales of **Greene King Beer** rising unbelievable, some of the restaurants using this images to draw in customers (Figure 11).



BBC Travel Show - London Nightclubs (2017 Week 6)
Unlisted

Figure 6. BBC travel show, London nightclub, 2017



The Travel Show: London Beer (2016 Week 18)
Unlisted

Figure 7. BBC travel show, London beer 2015 Figure



The Travel Show: London Food App (2016 Week 11)

Figure 8. BBC travel show, London Food App. 2015



London tourism - England - United Kingdom - Great Britain travel video

661,555 views

2.7K 133 SHARE

Europe Video Productions
Published on Aug 1, 2014

SUBSCRIBE 7.8K

Europe Video Production travel video: discover the tourism of London the capital of England / United Kingdom. London, leading European travel destination with Big Ben, Tower Bridge, Buckingham Palace, Palace of Westminster, Trafalgar Square, etc. Useful link.

Figure 9. Europe Video, London tourism. 2014

Greene King strikes gold as Chinese demand soars after Xi Jinping pint

Orders up for British beer in China after president photographed enjoying a pint with David Cameron in Buckinghamshire pub



▲ Xi Jinping had a pint with David Cameron at a pub near Chequers during his state visit to Britain last month

Figure 10. Greene King IPA, Support the Guardian. 2015



Figure 11. Twitter, David,M . 2015

2.2. Print & electronic material

It could be all kind of brochures, city map and tourism guidebooks, such as the London Pass (Figure 12), London&Partners and London Culture Vision.



Figure 12. Londonpass, The London Pass. 2018

2.3. Direct mail

Direct mail is the efficient way to capture the specific audience, as can be seen (Figure 13). After registered the account online, the London pass, City of London, Business Traveller continuously updates the London tourism information.

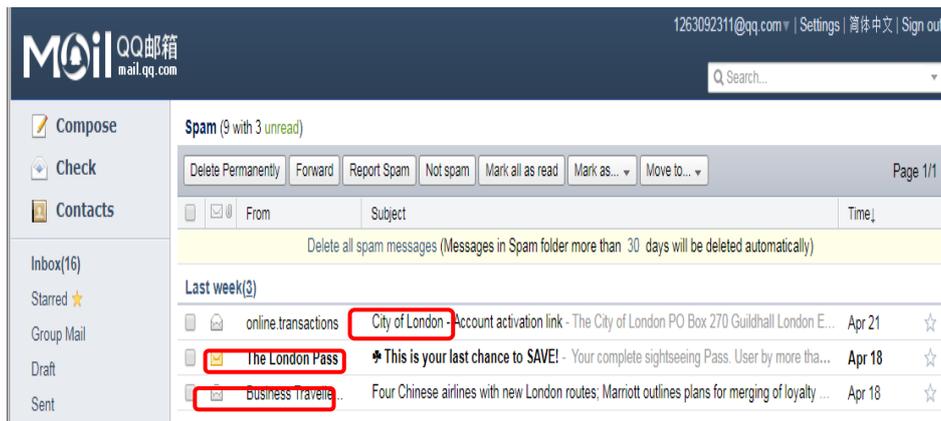


Figure 13. Direct London tourism email, Shengnan Yin. 2018

4.3. Price

Compared to Bucharest the travelling cost, restaurant, transport and rents are much higher in London. The cost of transport in particular is 91.4 % higher (Table 1). Londonpass (2018) shows 94% of customers

suggest buying the London Pass tour ticket, which is divided by one day, two days and three days. It offers reduced entrance fees, including the free bus tour and some famous attractions.

	London	Bucharest	Difference
Restaurants	[Edit]	[Edit]	
Meal, Inexpensive Restaurant	15.00 £ (79.24 lei)	5.40 £ (28.50 lei)	-64.03 %
Meal for 2 People, Mid-range Restaurant, Three-course	53.50 £ (282.62 lei)	22.72 £ (120.00 lei)	-57.54 %
McMeal at McDonalds (or Equivalent Combo Meal)	6.00 £ (31.70 lei)	3.60 £ (19.00 lei)	-40.05 %
Domestic Beer (0.5 liter draught)	5.00 £ (26.41 lei)	1.33 £ (7.00 lei)	-73.50 %
Imported Beer (0.33 liter bottle)	4.50 £ (23.77 lei)	1.70 £ (9.00 lei)	-62.14 %
Cappuccino (regular)	2.70 £ (14.24 lei)	1.59 £ (8.38 lei)	-41.15 %
Coke/Pepsi (0.33 liter bottle)	1.25 £ (6.59 lei)	1.13 £ (5.96 lei)	-9.56 %
Water (0.33 liter bottle)	0.98 £ (5.17 lei)	0.92 £ (4.84 lei)	-6.31 %
Transportation	[Edit]	[Edit]	
One-way Ticket (Local Transport)	2.50 £ (13.21 lei)	0.28 £ (1.50 lei)	-88.64 %
Monthly Pass (Regular Price)	132.00 £ (697.30 lei)	11.36 £ (60.00 lei)	-91.40 %
Taxi Start (Normal Tariff)	3.50 £ (18.49 lei)	0.31 £ (1.64 lei)	-91.13 %
Taxi 1km (Normal Tariff)	3.00 £ (15.85 lei)	0.30 £ (1.60 lei)	-89.90 %
Taxi 1hour Waiting (Normal Tariff)	30.00 £ (158.48 lei)	3.06 £ (16.15 lei)	-89.81 %
Gasoline (1 liter)	1.22 £ (6.42 lei)	1.00 £ (5.29 lei)	-17.60 %
Volkswagen Golf 1.4 90 KW Trendline (Or Equivalent New Car)	20,000.00 £ (105,650.88 lei)	14,119.11 £ (74,584.82 lei)	-29.40 %
Toyota Corolla 1.6l 97kW Comfort (Or Equivalent New Car)	20,542.62 £ (108,517.27 lei)	15,263.25 £ (80,628.78 lei)	-25.70 %
Rent Per Month	[Edit]	[Edit]	
Apartment (1 bedroom) in City Centre	1,624.91 £ (8,583.64 lei)	306.03 £ (1,616.60 lei)	-81.17 %
Apartment (1 bedroom) Outside of Centre	1,174.85 £ (6,206.21 lei)	210.69 £ (1,112.97 lei)	-82.07 %
Apartment (3 bedrooms) in City Centre	3,056.91 £ (16,148.26 lei)	541.79 £ (2,862.03 lei)	-82.28 %
Apartment (3 bedrooms) Outside of Centre	2,014.68 £ (10,642.64 lei)	359.29 £ (1,897.96 lei)	-82.17 %

Table 1. Cost comparison Bucharest and London, Numbeo. 2018

London tourism also offers high prices to appeal to the **luxury market**, such as **London helicopter tour** (Figure 14), **luxury shops**, **luxury cocktail bar**, **London best spas** and **Chauffeur services** (VisitLondon, 2018).



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- Fly directly above the heart of central London in a private helicopter
- See iconic London landmarks such as Buckingham Palace and Big Ben

More

Overview What to Expect Important Information Reviews Q&A Related Activities

Figure 14. Luxury London, VisitLondon, 2018

4.4. Place

London DMO draws visitors by using online and traditional distribution Channels (Figure.18), through the direct and indirect way. Target visitors **directly** helps additional sales opportunities and greater profitability to suppliers.

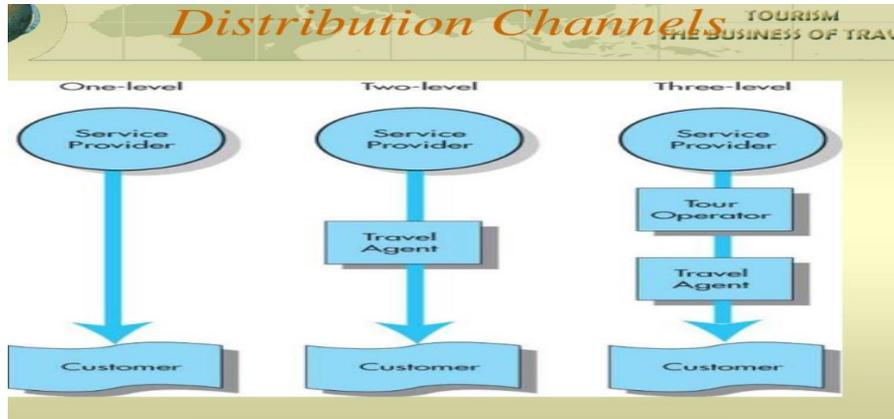


Figure 15. Tourism Distribution, Lakesia, 2011

An example of an **indirect** way would be tourism distribution channels such as **travel agents**. The advantage of travel agents is that they offer **professional knowledge** and **experience**, the best **discount packages** to save money. **Thomas Cook** (2018) a British global travel company is a good example, operating packages with their own-brand Airline, Hostel, Cruise, destination (including London), money transfer and insurance.

III. USP “LIVE WITH LONDONER”

What makes London different to everywhere else? Currently, increasing number of global tourists are looking for more than London attractions. They are fascinated by the most **authentic local experience** ‘**London culture**’. The idea ‘**Live with Londoner**’ could be the USP for London tourism.

Airbnb and **homemade food platform** (Eatwith& VizEat), which connects travellers with on-the-ground hosts for the ultimate authentic staying and eating experience, could cooperate and design tourism packages together (Figure 16; Figure 17).

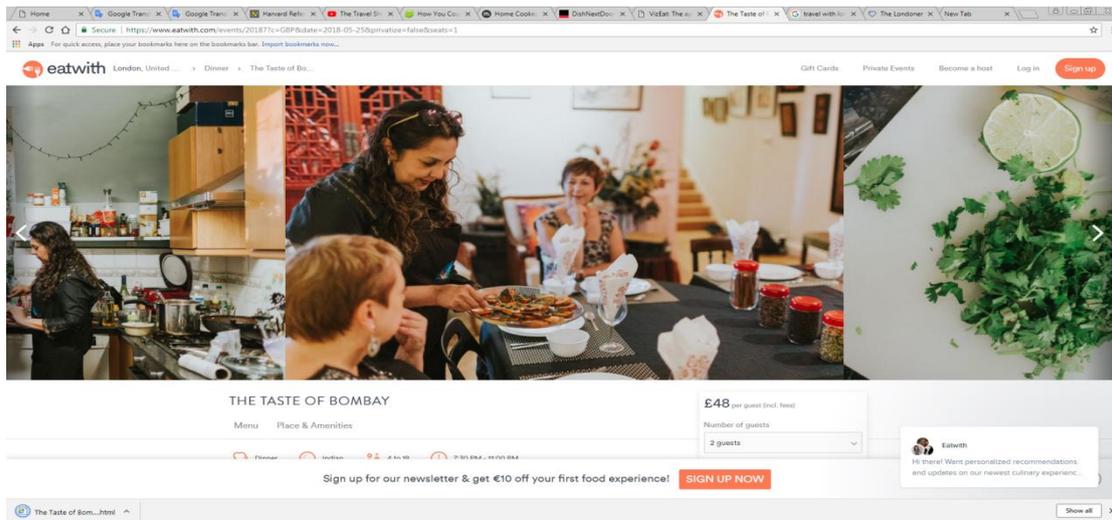


Figure 16. The taste of Bombay, EatwithLonder, 2018



Figure 17. European ‘social eating platform’, VizEat, 2018

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