



Marketing Your Boating Opportunities

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Plan for this session:

1. Round-up of tools currently in use;
2. Reflect on your business needs & USP's;
3. Latent Demand & Segmentation – hopes, fears and aspirations;
4. Marketing Tools & ideas;
5. Sources of further information



Exercise – How do you market now?

- www.yoursite.com
- RYA Where's my nearest
- Social media:
 - FB, Twitter, You Tube, Instagram?
- Listings Guides;
- Other local businesses;
- Review sites;



Digital Residents & Digital Visitors





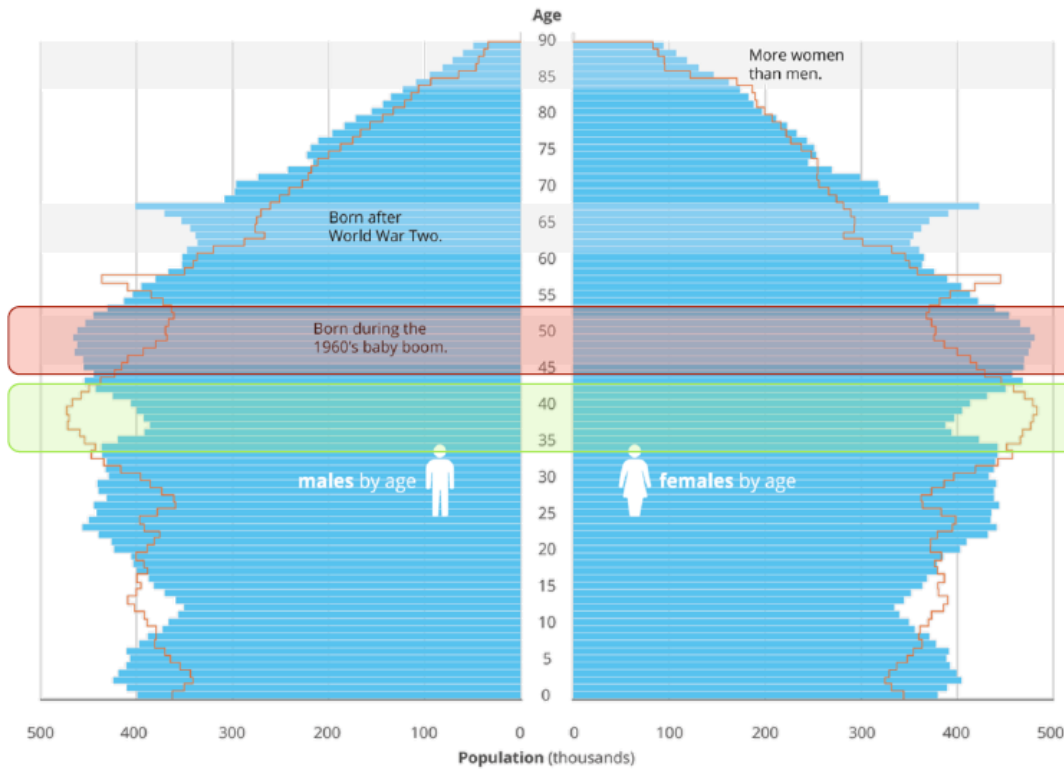
Introduction

- Who is your perfect customer?
- What is your USP? What is it you are proudest of?
- How do you engage with your potential customers?
- How do you retain your customers?



The aging population

■ UK population by age 2014
 ■ UK population by age 2004

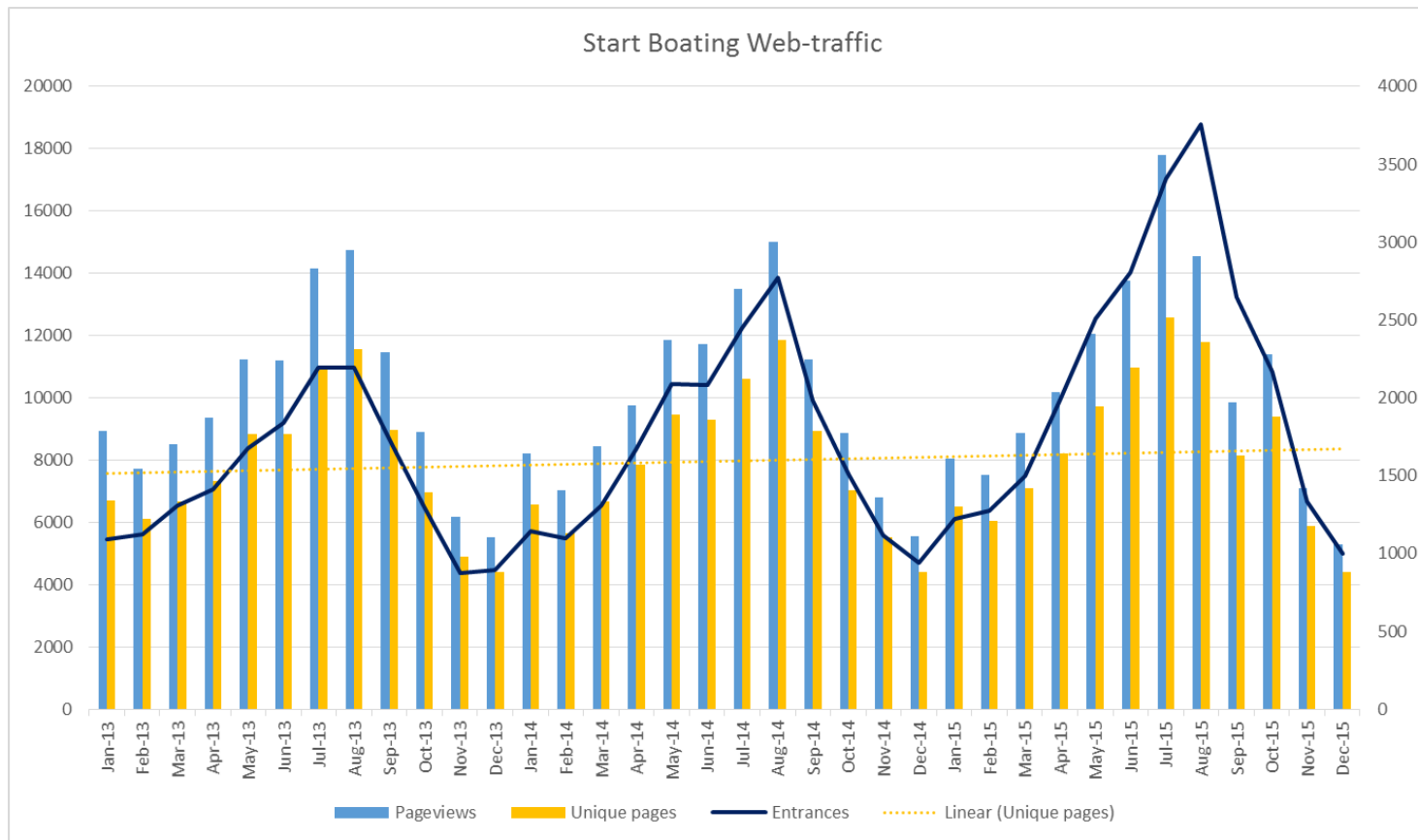


- The table shows to the left the 2004 population pyramid and the 2014 pyramid. The graph shows the age and movement of a large proportion of the population in the 1960s baby boomers.
- Historically speaking, those over the age of 55 have always had a much lower participation rate than the those younger than 55.
- As this large group are slowly approaching this age it is possible that they are retiring from the sport, and due to the ageing nature of the UK population, are not being replaced by younger participants.



Current Latent Demand

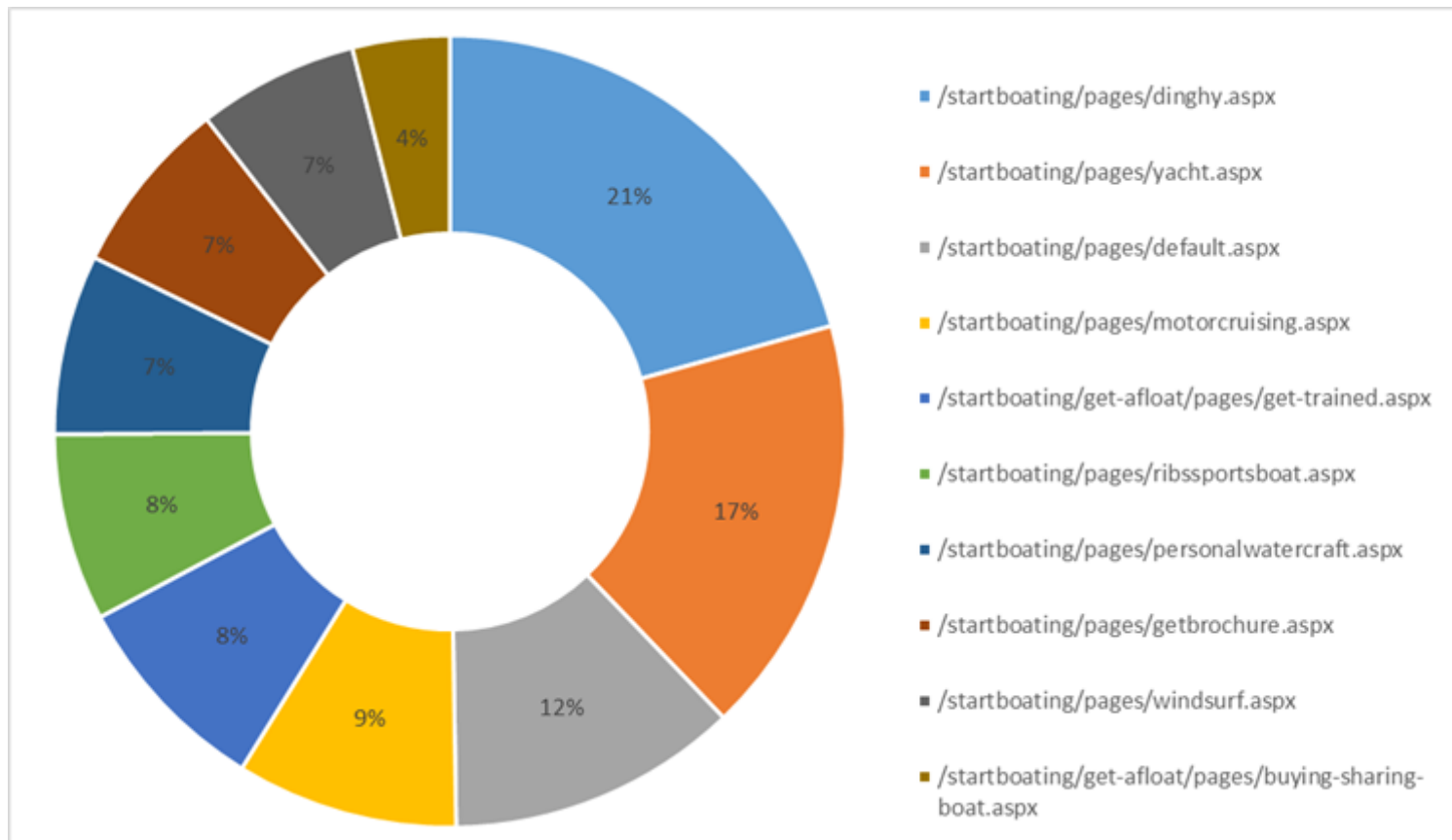
- According to Sport England Active People Survey = 142,400;
- Outdoor Research = 182,000 (of people that either enjoy the outdoors or aren't currently active outdoors but would like to be);
- Outdoor Research = 1,638,000 (not participated in the outdoors in the last 12 months but may Sail in the next 12 months);
- 100,665 unique visitors to RYA Start Boating in 2016;





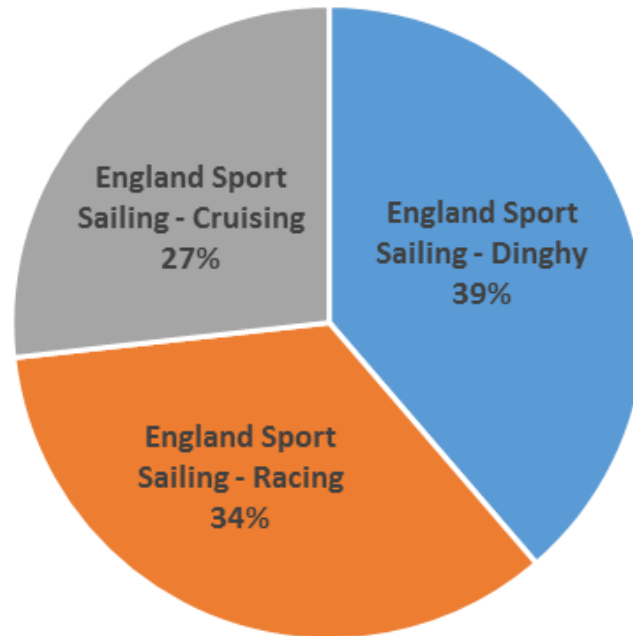
Who are they?

- By TV area the order of prominence is London, Midlands, Meridian (Thames Valley, South & South East), East, Yorkshire, West, South West and North East and then Borders;
- Relatively affluent males younger than around 45 and families (often driven by the mother) of household income between £35 - £55K;
- Key drivers are (approximate order): Enjoyment, Sense of adventure, Social (with friends and family), Enjoying the outdoors, learning a new skill, winding down and relaxing and seeking adrenaline;





2014/15 (APS9)





Who are they?

- They are not necessarily interested in sport or being competitive, they are as passionate (or more so) about the outdoor element, the social and the developmental opportunities provided by the sport;
- Key barriers (perceptual or real) are: Cost – financial, time and distance travelled (links to time) – these demographics & segments are time poor due to careers, family or other social commitments;



Perceived attributes of venue and single sports

	Combined watersports offer	Rowing	Canoeing	Sailing
Fun	78%	37%	51%	43%
Sophisticated	11%	16%	10%	29%
Competitive	24%	44%	32%	30%
Physically demanding	40%	63%	53%	47%
Technical	17%	28%	29%	51%
Open to all	52%	29%	33%	25%
Popular	62%	27%	32%	27%
Social	54%	33%	29%	32%
Individual	18%	36%	50%	26%
Alternative	19%	17%	21%	22%
Modern	33%	17%	21%	20%
Elitist	6%	27%	11%	38%

KEY:

- High resonance
- Potential barriers
- Neutral

Q14/Q15. Here is a list of words – which do you think best describe the multiple watersports and activity centre and these other single sports?)



Sport England Segments

Tim - 6

Settling Down Males

Sporty male professionals, buying a house and settling down with partner

9% of all adults; 18% of adult men

- Mainly aged 26-45
- Married or single
- May have children
- Professional

Philip - 11

Comfortable Mid-Life Males

Mid-life professional, sporty males with older children and more time for themselves

9% of all adults; 18% of adult men

- Mainly aged 46-55
- Married with Children
- Full time employment and owner occupier

Ben - 1

Competitive Male Urbanites

Male, recent graduates, with a 'work-hard, play-hard' attitude

5% of all adults; 10% of adult men

About Ben

Ben, 22, has recently graduated and is now working as a trainee accountant. Loving his single life, which is just an extension of university days, he is certainly in no hurry to settle down. His 'work-hard, play-hard' attitude to life sees him putting in long hours at the office, doing a lot of sport and enjoying plenty of socialising with friends. Ben is also more likely to be a student than other groups.

Currently renting with ex-university friends, he is contemplating the housing ladder, but will probably move back into the parental home. Whatever he chooses, little time is spent



Roger & Joy - 13

Early Retirement Couples

Free-time couples nearing the end of their careers

7% of all adults; 6% of adult women, 8% of adult men

- Mainly aged 56 - 65
- Married
- Full time employment or retired



About Roger & Joy

Roger is 57 and Joy is 56. Last year Roger's accountancy firm made outbacks and he was offered a generous long-service redundancy payment with which to take early retirement. Joy has always worked mornings as a receptionist in the local GP surgery, but is planning to retire herself late next year.

Having paid off the mortgage on their semi-detached house, Roger and Joy may not have a large income, but also haven't many financial responsibilities. If they need to they can always downsize, possibly to be nearer the grandchildren.

Roger walks the dog to the paper-shop each morning, and often plays golf. When Joy's around, they often go for a walk together or help out with childcare.

Sometimes Joy goes to over fifties aqua aerobics class at the leisure centre. Her daughter said it might be good exercise and easier on her joints.



Elaine - 12

Empty Nest Career Ladies

Mid-life professionals who have more time for themselves since their children left home

6% of all adults; 12% of adult women

- Mainly aged 46-55
- Married
- Full time employment and owner occupier



About Elaine

Elaine is 53 and married with two children who have now left home. Having picked up her career again after the children went to school, Elaine is now a full time senior teacher. In a few years' time she'll consider dropping her hours ready for retirement, but for now she's enjoying the career opportunities and chance to stretch herself.

When Elaine gets home from work she enjoys a glass of wine while making a healthy dinner for herself and her husband. They chat over dinner and might even call their son who is away at university, though inevitably they'll be talking to his voicemail.

Elaine goes to a class at the gym one evening a week and enjoys watching dramas or reading a book other nights. Weekends see her going to the stables, gardening or going for a long walk with her husband.



Ethnic origin





Start Boating – Segmentation targeting

	Sport England Segments	Getting Active Outdoors Research
Yacht Sailing	Roger/Joy & Ralph/Phyllis Philip (+ family Inc. Alison & Jackie)	Explorer Learner Adventurer
Yacht Racing	Tim, Philip & Helena Ben & Chloe	Challenger Tribe Member Adventurer Thrill Seeker
Small Boat Sailing	Tim (Alison) Philip (Jackie) Roger & Joy Kev (Jackie) Elaine Frank, Terry & Norma	Explorer Adventurer Tribe Member
Small Boat Racing	Tim, Philip Ben Elaine Helena	Challenger Tribe Member Adventurer Thrill Seeker Fitness in Nature
Windsurfing	Tim Ben Elaine Jamie Chloe	Freestyler Thrill Seeker Fitness in Nature

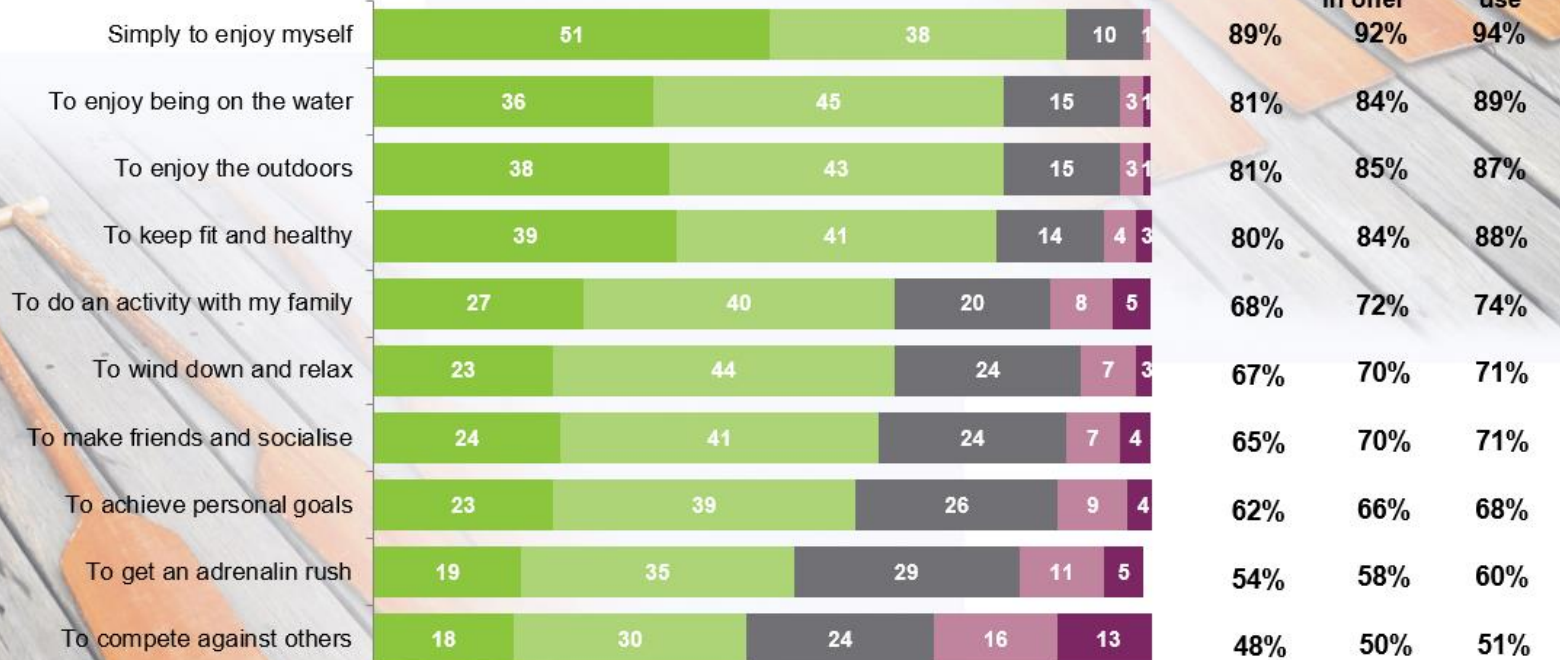


→ Reasons for participation in watersports

Enjoyment is the key driver for participation; and this view is particularly strong among those interested in using the centre for family and friends

■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree

T2B (out of 5)





Wind-Down

Enjoyment Relax Family

Goals Fit Achievement
Outdoors

Adrenaline
Socialise

Competition
Friends

Adventure
Development
Water



Travel-distances
Real
Equipment-cost
Time-poor
Family
Financial
Cost Perceptual
Time-commitment
Commitments
Membership-cost



So What?

- Growing evidence base to suggest:
 - Those potential customers who crave(d) training for trainings sake may be declining – shift towards training as an enabler;
 - Pursuit of qualification may **initially** be secondary to perceived quality of experience;
 - Decision to undertake training may be influenced by perception of how it will ‘enable’ access to the motivations – makes the ‘sell’ complicated;



Web-site:

- Search Engine Optimisation & Google Pay Per click;
- Make sure it invokes the impression you want - Road-test it;
- Use appropriate images;
- Embed (RYA?!) Video's;
- Include case studies & testimonials images – people like them;



Facebook = Engagement.....

- Shop-window or retention tool? Or both?
- Private/public - clique?
- Facebook advertising – a little money goes a long way:
 - Geographic or demographic targeting;
- You or them? Create venue to check in at;
- Pictures & Video – motivations, lifestyle;



Other Simple options:

- Listings Guides – “things to do in XXXX” etc.....
- Target demographic sites & locations – Activities and editorial;
- Embrace Celebrity – various guises;
- Local media – regional radio & regional press – RYA Push the Boat Out;
- Local Businesses with similar demographic – referral, physical & virtual;
- Reviews.....



Review Sites

Why?

- If your customers are happy, you will let them pass on their reviews
- If they are unhappy, you can address the issue about it and regain their trust – Google Alerts – YouTube – TripAdvisor – Facebook – Twitter
- Review Sites: Google Alerts, TripAdvisor, Facebook, YouTube, reviews, Twitter, your own site;



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Rya youth

As-it-happens update · 29 January 2016

WEB

[Entry open for 2016 RYA Youth Nationals](#)

Daily Starfish

Entries are now open for the 2016 RYA Youth National Championships at the Welsh National Sailing Academy, Plas Heli from the 2-8 April



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Sources of Information:

1. RYA Guide to embedding a YouTube video - [here](#)
2. Getting Active Outdoors – [here](#): Mapping ‘Offer’, segmentation and consumer insights;
3. Sport England Market Segmentation – [here](#): Potential latent demand & segmentation & demographics;
4. Watersports Participation Survey – [here](#): trends, frequency, other activity combinations etc.;
5. RYA Club Membership Census – [here](#): Club Membership trends, reasons for lapsing, also perceptions etc.;



Questions?