

Pearlfisher.

The North Wales outdoor sector

A unique positioning for the future

Final Report

Pearlfisher.



Report contents

Introduction

A summary of the outdoor sector and North Wales

Conclusion

A strategic approach to the North Wales outdoor sector

Recommendations

A name and line that delivers a clear positioning

Introduction

A summary of the outdoor sector and North Wales

Introduction

After being appointed by TPNW we set out to analyse the outdoor sector in more detail, both at home and abroad, in order to understand the full scope of the project. We visited key areas in North Wales, met stakeholders and saw the issues first hand.

From these two exercises we were able to uncover the opportunity for the North Wales outdoor sector.

The task

To define a unique, compelling and ownable positioning for the North Wales outdoor sector and the numerous businesses within it.



The challenge faced

To develop a position that both unifies internal stakeholders as well as appealing to - and attracting – new external customers.



Our approach

To immerse ourselves in the world of the outdoor sector – and specifically in the activities, the stories and the characters that make North Wales unique.



A vision for the future

To create a brand that firmly establishes North Wales as *the* destination for outdoor activity in the UK.



The outdoor sector: in focus

A growing consumer base

Given the Euro-crisis and the rise of the stay-cation your potential consumer base is in a period of rapid growth - from weekend adventurers to committed enthusiasts, they are actively looking for new places to visit and developing holiday repertoires that will last a lifetime – something your competitors are only too aware of.



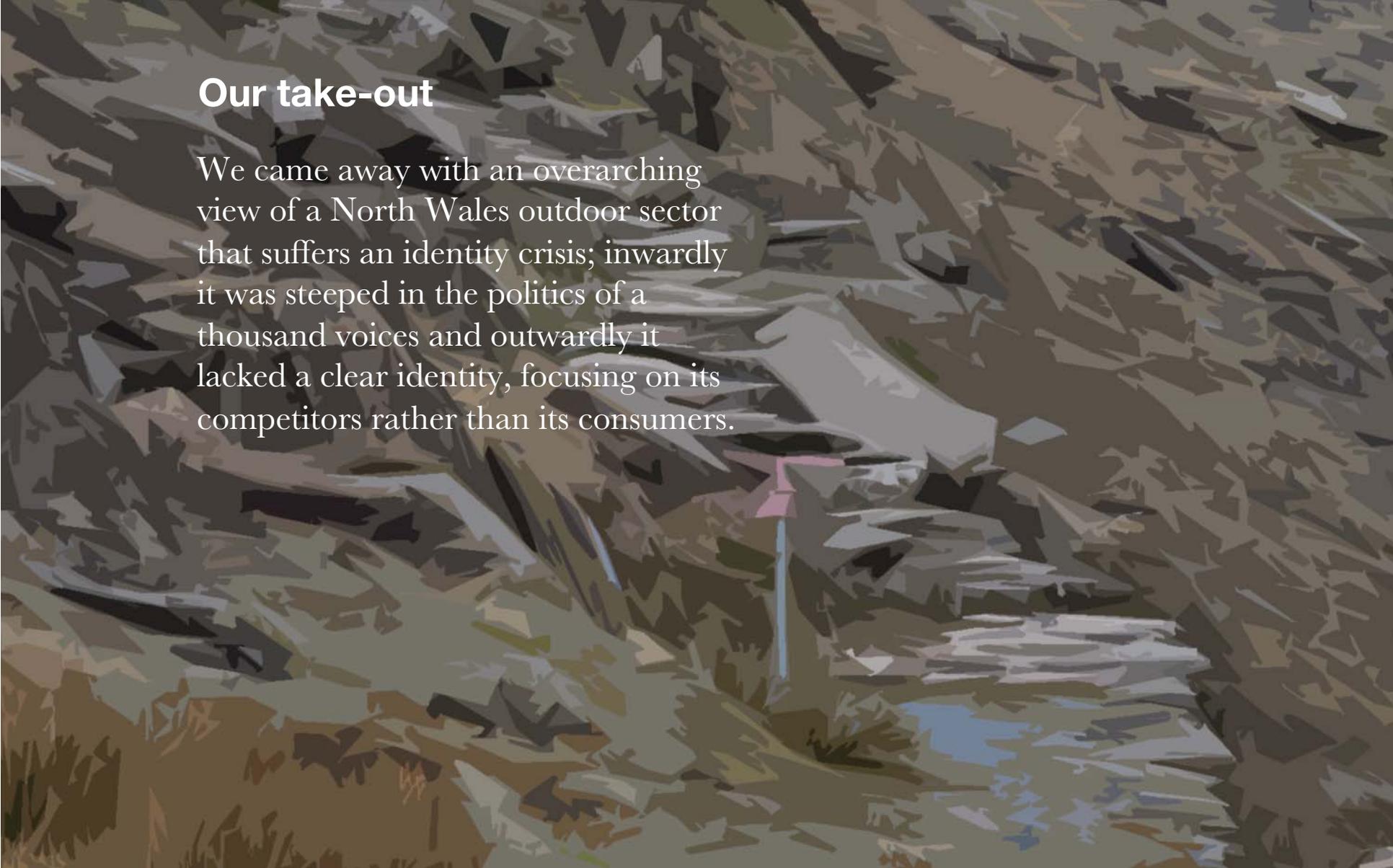
The state of play

With more and more people looking to the UK to fulfill their holiday and lifestyle aspirations there is a real opportunity to act now – and differentiating your offer from your competitors will be key to success.



Our take-out

We came away with an overarching view of a North Wales outdoor sector that suffers an identity crisis; inwardly it was steeped in the politics of a thousand voices and outwardly it lacked a clear identity, focusing on its competitors rather than its consumers.



Conclusion

A strategic approach to the North Wales outdoor sector

Conclusion

You have many individual voices so there is a need for one clear, compelling point of view.

You have two distinct yet equally important consumers, with different mindsets. One that builds aspiration, one that brings revenue.

You have a growing opportunity owing to ongoing economic constraints and a potentially lucrative demographic within geographic proximity.

You need to find a way to appeal to your consumers that rises above the competition, giving you the confidence to act under a united positioning that also highlights your individual strengths.

Build bridges not fences

Inwardly:

Develop partnerships with each other based on a single brand positioning message.

Create a hub that forges greater links between access, accommodation and activities.

Outwardly:

Offer a warm welcome that helps people experiment with adventure on their terms.

Embrace technology making navigation intuitive at both on & off-line touch-points.

Your opportunity

To become the future of adventure
- using your unifiers to build
credibility whilst communicating
your differentiators in a deeply
emotional and empowering way.

Brand unifiers: what all outdoor destinations share & you excel in

Quality — *of your activities*

Variety — *of your adventures*

Passion — *for your outdoors*

Brand differentiators: attributes that are unique to your destination

Compact — *all in one place*

Central — *perfectly placed in the UK*

Cultural — *a different country*

Brand truth

The heart of adventure.

This statement celebrates your excellence in the outdoor sector, while pulling together your three brand differentiators:

demonstrating your **compact** environment, your **central** location

And the emotional importance of your **cultural heritage**.

Brand character: who you are & how you communicate

Passionate — *full of real heart and humour*

Proud — *of your unique culture and heritage*

Pioneering — *full of an individual spirit*

Your brand positioning

North Wales is the only outdoor adventure destination that provides both dabblers and daredevils with a unique, culturally rich and central location. It is home to a variety of quality activities all in one place that are facilitated by experts with real passion.

Recommendation

A name and line that delivers a clear positioning

Recommendation

In pulling your brand unifiers and brand differentiators together, we have arrived at a truth that not only sits at the heart of your brand but can also be used as an external expression of the many voices within the North Wales outdoor sector and your unique proposition brought to life through a functional yet emotional positioning.

As a result, our recommendation is to use this truth as your supporting line both internally to unite stakeholders and externally to recruit and inspire new and existing visitors.

By leading with North Wales in your name supported by a statement of who you are and what you offer, you are creating a confident, bold and strong brand, with flexibility and potential to be adopted by everyone who needs it.

Outdoor North Wales

the heart of adventure

We are central

Our outdoor space is close to hand.

Only a two hours' drive from many major UK cities, discover adventure on your doorstep.

From hardened city dweller into hardy adventure seeker in just a matter of hours.

It can easily be an action-packed weekend, but who wants to be back at their desk for Monday?

We are compact

There's something for everyone, all within a few square miles. Mountains, gorges, coastal paths, beaches, rapids, even an island – take your pick.

Three designated areas of outstanding natural beauty, a National Park and World Heritage Site – we may be compact but we're perfectly formed.

You can be in the surf before breakfast, on a summit at lunch, mountain-biking by tea and sailing at sunset. Whatever your age, ability or hobby we've got the outdoors to suit you.

In fact, we've got everything except the crowds.

It's in our culture

Adventure is in our blood - we live, breathe and create it.

And we are experts at play, always on the look out for fun new ways to share our outdoors.

We believe you only feel truly alive when you challenge yourself, whether that's a breath of fresh air in the hills or an icy lake swim. Pushing your limits changes your view.

So let us show you what the heart of adventure is all about.

Outdoor North Wales

the heart of adventure



Awyr Agored Gogledd Cymru

calon antur



Coed Llandegla

the heart of adventure



Coed Llandegla

calon antur



Snowdonia Mountains & Coast

the heart of adventure



Eryri Mynyddoedd & Môr

calon antur



Plas Menai

the heart of adventure



Plas Menai

calon antur



National Whitewater Centre

the heart of adventure



Canolfan Tryweryn

calon antur



Isle of Anglesey

the heart of adventure



Ynys Môn

calon antur



Pearlfisher.