

HOW TO ATTRACT THE TARGET MARKETS

Method	Impact on		
	Tourist/Visitor	Shopper	Commuter
Ticketing and Fare Structure			
1. Season tickets			✓
3. Reduced tariff after 10.30	✓	✓	
6. Overnight ticket	✓		✓
Retention of existing customers			
10. Loyalty scheme			✓
11. Season ticket lottery draw			✓
Giving customers something extra			
12. Lockers in city centre to store large items	✓		
13. Provide newspapers in the waiting area	✓	✓	✓
14. Provide newspapers on the buses	✓	✓	✓
15. Vending machines at waiting facilities	✓	✓	✓
16. Radio playing in waiting area	✓	✓	✓
17. TV screen at waiting facilities	✓	✓	✓
Working with businesses			
18. Posters to be put up by employers (e.g. in canteen or break area)			✓
19. Build P&R into travel plans			✓
20. Provide discounts for bulk purchases to business of season tickets			✓
21. Discounted books of P&R vouchers sent to businesses for them to send out to people coming to their office for a meeting	✓		
22. Promote P&R to businesses (Flyer in payslips/leaflet to each new starter)			✓
Signage			
23. Improved signage	✓	✓	✓
27. Clear instructions at barrier to instruct use	✓	✓	✓
28. Removal of temporary signs at sites and replaced with professionally made posters with a corporate identity	✓	✓	✓
29. Use of existing opening signs at London Road	✓	✓	✓
Advertising			
31. Use advertising space inside buses and at waiting facilities	✓	✓	✓
32. Advertise in competing centres	✓	✓	
33. Car stickers	✓	✓	✓
34. External advertising space on the buses	N/a		
Promotion			
35. Display on market day in city centre	✓	✓	✓
36. Work with city centre management to make P&R clear in the marketing of any event	✓	✓	
37. Celebration of special dates (e.g. Christmas/St. Georges Day etc) aimed at raising profile of P&R.	✓	✓	✓
38. Promote the benefits of P&R (time saving on Beehive)	✓	✓	✓
39. Publicise the weekly, monthly and annual savings gained from using P&R as part of marketing			✓
40. Effectively communicate the rationale of P&R to the public in an attempt to appeal to their environmental consciousness	✓	✓	✓
41. Schools promotion as a route in for parents	✓	✓	✓
42. Specific promotion to elderly to advise that it is free and how to use	✓	✓	
43. Link to New Forest NPA	✓	✓	
44. Credit card style flyers	✓	✓	✓
45. Piggy back on City Centre management mailings	✓	✓	✓
46. Have a strap line on council envelopes	✓	✓	✓

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	Tourist/Visitor	Shopper	Commuter
47. Put a flyer in with the Council Tax Letter	✓	✓	✓
49. Partnerships with schools (e.g. Leaden Hall School)	✓	✓	✓
50. Promotion of connectivity to the Railway Station	✓		✓
51. Establish a user forum	✓	✓	✓
52. Use bus in town centre to host events - Charity collections/speed dating/Christmas wrapping	✓	✓	✓
53. Promotional material sent to TICs, libraries, Colleges, bus stations, places of interest (Cathedral)	✓	✓	
55. Target the army bases	✓	✓	
Logos and Livery			
59. Investigate the potential for bus sponsorship		N/a	
60. Change an aspect of the livery		N/a	
Website			
61. Provide a logo and link for places of interest to put on their websites under "How to find us"	✓	✓	
62. Website changes/improvements	✓	✓	✓
Site			
63. Vending machines	✓	✓	✓
64. Better use of RTP1 display units	✓	✓	✓