



CITY AND COUNTY OF SWANSEA
DINAS A SIR ABERTAW E

For the attention of:
All Swansea Market Traders

*Please ask for: Sarah Lawton
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*Date: 16 July 2015
Dyddiad:*

Delivered by hand

Dear Market Traders

RE: ADVERTISING WITH COACH TOUR OPERATORS – OPPORTUNITIES FOR TRADERS

In September, we will be starting a programme of advertising activity through group travel media, whereby we'll be targeting decision makers in Wales and the rest of the UK responsible for organising tours and day trips. These trips may be organised by coach tour operators or special interest clubs and societies, social clubs, retirement groups, sporting clubs and other bodies.

The advertising will of course showcase what Swansea Market has to offer but evidence shows that incentives work best when it comes to attracting these groups.

I would like to be able to offer a special discount card for these shoppers which would have unique offers and be valid for the date of travel only. These day trippers would have to show the Swansea Market branded card at your stall in order to receive their offer. The discount card would form part of a broader information and incentive package including a free lunch offer for the coach driver.

Please could you let me know by **Friday 24 July** if you would like to include an offer in this new initiative. It is free of charge to take part and a new audience for you to promote your business with. I look forward to hearing from you!

Yours sincerely

Sarah Lawton
Project Officer – Swansea Market

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