



ROMAN BATHS EASTER FAMILY BRIEF 2019

1. Campaign Objectives

Key objectives of this campaign are:

- to raise awareness, consideration and help drive family ticket sales to the Roman Baths over the February Half Term (18-24 February 2019) and Easter school holidays (8-21 April 2019 state; 1-21 April private; some London schools return 24 April)
- to raise awareness, consideration and help drive sales of associated children's activities over these periods (detailed overleaf)
- all activity must articulate the Roman Baths' brand
- in terms of quantification, targets set for visitor number increases (all audiences) over February (Half Term) and April (Easter holidays) are +10% and +20% respectively. Within this, we are targeting 23% of visits to be by children across both Half Term and Easter (2018 Half Term children share was 15%).

2. Target Audiences

Family: ABC1 Parents (predominantly Mums, as the main decision makers and planners for children's activities) who are looking for fun but informative things to do with their children over the Half Term & Easter holidays. Core age group of 25-45 yrs (core children 5-11yrs). 70% women, 30% men.

Key geographies: London, West Midlands, Devon & major South Coast cities (Exeter, Portsmouth, Southampton, Brighton) . Bath & surrounding areas (both visitors already in Bath and also visitors/residents within 1 hour drive time including Bristol, Frome, Trowbridge, Gloucester and Cotswolds), M4 corridor (Swindon, Reading).

3. Detailed Product Information

Family

This campaign runs over the key school holiday period April Easter holidays. Over this period the Roman Baths are open 9am to 5pm (exit 6pm) offering a wonderful day out for all the family, with lots to see and do for children of all ages; somewhere children can have lots of fun whilst learning about life in Roman times. Some of the key aspects of the Roman Baths for families are:

- **Location.** Located in the heart of the beautiful World Heritage City of Bath, a 'glorious place to visit' and a wonderful day out for families.
- **Lots to see and do.** As well as lots to see and do at the Roman Baths - such as wandering through the magnificent temple area and around the Great Bath (there are plenty of grim but compelling objects to discover along the way, like the **curse tablets!**) with **film projections, soundscapes and CGI reconstructions**

that really bring the Roman world to life, and free public guided tours every hour (subject to availability); there are also our **specialty-designed children's audio guide narrated by Michael Rosen** and our **lively and colourful Roman characters** who can guide you through real life in Roman times. In action from 10am to 5pm daily, on any one day you might meet the Roman soldier and armourer, or Flavia & Apulia our Roman lady and slave girl; or Sulinus and Brucetus who are stonemasons or the priest Gaius Calpernius Receptus and a travelling merchant called Peregrinus. These characters are based on real people who lived and worked at Aquae Sulis 2,000 years ago.

- **Some special children's activities for the Easter holidays:**
 - Children's Activity Trails: We have family activity trails which you can collect at the reception desk
 - Potty about Pots: use wax crayons and a wax resist effect to create some amazing pot designs inspired by our collection of Roman pots. Monday 15 April, 10am – 12.30pm and 1.30pm – 4pm. Included in admission. Children must be accompanied by an adult.
 - Children's Easter Afternoon Tea: special children's teas at the Pump Room over the Easter holidays
- **A digital app trail:** we have created a special interactive children's trail around the Roman Baths site and museum, where we have hidden 12 coins for parents and children to find using our specially designed Coin App.
- **Food and Drink:** if you want to make a day of it, as well as the Children's Easter Afternoon Tea in the magnificent Pump Room Restaurant during the Easter holidays, the Pump Room serves coffee, lunch and afternoon tea accompanied by live music across the year. The Roman Baths Kitchen opposite offers bistro-style food and drink (including a children's menu) for breakfast, lunch, coffee & cake and dinner in an original Georgian townhouse directly opposite the Roman Baths

5. Headline/body copy and key messages

- Discover the secrets of the Temple of Sulis Minerva
- Explore the treasures beneath the Roman Baths in Bath
- A wonderful day out for all the family, with lots to see and do for children of all ages
- Book online to save 10%

7. Anything to avoid saying please

The Roman Baths is not a spa – there is a strict policy of no bathing in the waters, so please avoid any reference or imagery to spa, touching the water or going into the water.

9. URL & Social Media Pages References

URL Specific Web Page: www.romanbaths.co.uk/family-activities for online.
homepage: www.romanbaths.co.uk.

Social Media:

Facebook: www.facebook.com/TheRomanBaths

Twitter: twitter.com/RomanBathsBath

Instagram: www.instagram.com/theromanbaths

YouTube: www.youtube.com/romanbathscouk

APPENDIX

1. TripAdvisor

Just a few TripAdvisor Quotes relating to Family visits (see [here](#) for more):

Reviewed 15 March 2018

Family visit to the Roman Baths

We visited the Roman Baths in half term to help with our daughter's school project on the Romans. Not only was the city of Bath a glorious place to visit the Roman Baths are well developed as an attraction for adults and kids. The audio guide is fab and the kids loved having their own control over what they listened to and views. The holographic videos of actors playing Roman people was brilliant and the proximity you can get to the history of it all is great - you are not stuck behind glass or fencing - you get to touch and feel the history - even tasting the (very mineral!) water. Great day trip for all the family and amazing history captured within a stunning city. A must visit. **Date of experience:** February 2018

Reviewed 11 February 2018

Fantastically preserved - a must see!

A well worth it day out for all the family. The Baths, displays, science and preservation is 1st class. The audio guides were perfect, especially the kids version which kept our 3 year old amused. The baby carriers were a great touch and there were lots of great photo opportunities. Fantastic! **Date of experience:** February 2018

Reviewed 30 October 2017

Wonderful value for families

My wife and I joined up under the family ticket whereby we got entry for ourselves and up to 5 children for 3 years. It was a firm favourite with our 8 grandchildren and one week we visited twice and were recognized by the Roman Lady reenactor. **Date of experience:** November 2016

Reviewed 21 March 2018 via mobile

Must see in Bath

Very family friendly, huge amounts of history. This is just an absolute must see. I was astonished at the extent of the historical exhibits and how well maintained everything was. Lots of things to touch and audio guide with kid specific sound bites