

Northumberland Estates Customers and Competitors

Customers

Foreigners- foreigners from across seas come across to see new scenes or just for a relaxing break and as they are doing this, if they decide to visit the Castle, then they most likely will spend money in the gift shop as a memorabilia.

Tourists- Tourists can come on bus trips or fly up from other parts of the Country to see different parts of history in our area.

Families- Some families can come to the Castle and Gardens as a tourist or they can come just out of interest if they are local. Some families want their children to have the best knowledge of their area and may like a tour guide around the castle and may be hounded by their children for some gifts for themselves.

School Children- Teachers often bring their pupils to the castle to learn the history of Alnwick and its Castle.

O.A.P- Old people, local or tourist, may like to see the change's of the Castle from when they were younger. They may be coming as part of their day centre group or maybe just with family or friends.

Film Fans- Many films have been shot in Northumberland and at the castle which lots of tourists love to see where their favourite film was shot.

Shooters- In the parks, people can pay to shoot for a while to get some of the wild Grouse or Pheasant etc.

Farmers- Some Farmers in Northumberland rent their land off the Estate.

Film Companies- Films or Television programmes are regularly shot in Alnwick and they hire the castle or other parts of Northumberland, which the Estate owns to do their film shooting.

Holiday makers- The Estate owns a number of Holiday homes, which are rented out to tourists.

Coach Parties- Bus Companies can set up day trips or even long weekend trips to the Castle or other areas the Estate owns where everything comes included, e.g. Bus ticket, Castle and Garden entrance, overnight stay etc. This is also helping the bus companies make money as well as the Estates.

Locals- Locals often visit the Castle and can come from local parts maybe on a daytrip. Whilst they are here they can also visit other places such as the gardens and then go home later on in the day.

Competitors

Shopping centres- People can choose between going to the castle for the day or going to another amusing place e.g. Metro Centre

Beaches- This is a free option which is also fun on a summer or warm day where the whole family can spend a day relaxing.

Football clubs- If there is a big game on; some people would choose to stay indoors or go to the football grounds and watch the match.

Theme Parks- Some people would rather choose to go to a theme park for the day to entertain children a little better than a castle.

Activity Parks- Activity parks are another option people may choose to entertain children or they may think that is more fun and a healthier way to enjoy your day.

Cinemas- Cinema's (although they are not very popular in Alnwick) are still a competitor as films are such a big thing these days that at weekends or in holidays a lots of people of different interests may take a trip to the cinema to see the latest film.

Other Castles- There are lots of Castles around the country and Northumberland is a prime area for Castles. Tourists may think that somewhere such as Bamburgh Castle is a better castle because of its appearance so they may go there for the day instead of Alnwick Castle.

Other Historical places- Again there may be places such as Hadrian's Wall or a museum which may tickle someone's fancy.

Television- There may be programmes on which people may be more interested in.

Weather- If the weather is bad, which is quite inevitable in North- East, tourists could decide to stay in as they would rather see the Castle at it's best in the shining sun. Or a person may want to go when it is wet and cold as it will be quieter.

Castle Collectables Customers and Competitors

Customers

Northumberland Estates (Alnwick Castle) - Northumberland Estates use Castle Collectables as their supplier for their quality goods.

Alnwick Gardens Shop- The gardens also use Castle Collectables as their supplier for the souvenirs.

Souvenir shops in Alnwick- Souvenir shops may buy from Castle collectables with Alnwick logos on

Tourist Information- The Tourist Information buy a small amount of souvenirs from Castle Collectables to sell to people as they are looking for information.

Competitors

Other factories that make souvenirs (Local Or National)