



Bournemouth



Accommodation
Agency
Partnership Options

Christchurch



Poole

Accommodation Agency Partnership Options

1 April 2023 – 31 March 2024

We have several different Tourism Partnership options, so you can choose one to suit your own business needs.

Single Partnership for £500 + VAT:

- Appear on Bournemouth OR Christchurch OR Poole Website
- Dedicated business landing page to include name, address, opening times, telephone and email link
- 10 property landing pages
- Direct link to your website
- Directions & map
- Unlimited rich text description: headers, bold text, bullet points & hyperlinks
- Up to 12 images per site (images can be changed throughout the year)
- Online booking (polling) functionality via online booking providers including: booking.com, Expedia, Sykes cottages, Eviivo, Super Control, Free to Book, freeonlinebooking.com, Hotel planner & Guestlink
- Integrated 'Book Now' function allowing users to book directly from our websites with TXGB, in partnership with VisitEngland. (T&C's & commission apply)
- Promotion of your special offers (T&C's apply)
- Display your TripAdvisor Traveller Rating
- Display your social media feed: Facebook & Twitter feed
- Opportunity to upload, as a link, one YouTube or Vimeo video
- Preferential advertising rates in email newsletters and on websites
- Partnership meetings: invites to our knowledge sharing and industry information events.
- Opportunity to hyperlink in your description to one downloadable brochure (from your website) promoting your individual property (T&C's apply)

Joint Partnership for £950 + VAT:

- Everything included in single partnership
- + Appear on Bournemouth AND/OR Christchurch AND/OR Poole Website
- + 15 property landing pages

Diamond Partnership for £1,850 + VAT:

- Everything included in single and joint partnership
- + Appear on Bournemouth, Christchurch and Poole websites
- + 20 + property landing pages
- + Unlimited Rich text description: headers, bold text, bullet points & hyperlinks
- + Up to 24 images per site
- + 4 seasonal social media mentions on Love channels, such as instagram and facebook (Scheduled at our discretion).
- + Priority listing in search results
- + Inclusion on the spotlight featured section on the main category page – Accommodation
- + Inclusion on the spotlight featured section on one sub-category page (i.e. Hotels, Bed & Breakfast, Self Catering, Caravan & Holiday Parks, Camping & Glamping)
- + Opportunity to upload ten events via our online events submission form on Bournemouth, Christchurch & Poole's online events calendar (T&C's apply)
- + Priority listing and an extra 25 words + 2 images in the Official Bournemouth, Christchurch & Poole Accommodation Information Sheet (limited space).

Additional benefits included in Single, Joint and Diamond partnership types:

- + Feature in the Official Bournemouth, Christchurch & Poole Accommodation Information Sheet (limited space): thumbnail image, name, address, telephone number and website address. Printed and distributed via Bournemouth and Poole Tourist Information Centres and downloadable format on bournemouth.co.uk, visit-christchurch.co.uk and pooletourism.com
- + PR: Opportunities to be involved in PR campaigns, promotional activities and press trips
- + Opportunities to become a guest blogger and feature on bournemouth.co.uk, pooletourism.com & visit-christchurch.co.uk (editor's discretion)
- + Single and Joint partnerships can add their events on websites at £75 per 10 events.
- + Free access to Bournemouth, Christchurch & Poole Tourism photo library for your own marketing & promotional material
- + Opportunities to 'opt-in' to receive Bournemouth, Christchurch & Poole Tourism's industry e-newsletter
- + Trade representation at Destination Management Board and Tourism Marketing Group
- + Opportunity to sign up to the NEW TXGB – free to sign up and only 2.5% transaction fee
- + Use of Tourism Partnership branding and seasonal marketing toolkits

Contact us: bcptourism@bpcouncil.gov.uk