

Bournemouth, Christchurch & Poole Tourism Partnership 2020

Official Tourism Websites

**Accommodation Agencies
Information Pack**



bournemouth.co.uk pooletourism.com

Who we are

Bournemouth, Christchurch & Poole Tourism is the **official tourist board** for the resort. It's our mission to market Bournemouth, Christchurch and Poole as a world-class destination to the leisure visitor whilst encouraging visitors from the UK and overseas to experience the best of the South Coast lifestyle.

We recognise the importance of the local tourism industry with tourism generating over **£1 billion*** visitor spend across Bournemouth, Christchurch and Poole and attracting **10.8 million*** day and **1.75 million*** staying visitors to our resorts.



What we do

We are responsible for delivering integrated marketing and communications campaigns to promote Bournemouth, Christchurch and Poole. We cover all aspects of **tourism marketing, social media and PR**, including **digital marketing** through bournemouth.co.uk & pooletourism.com.

Media coverage this year to date, across the resort, has achieved 3,665 media pieces with national coverage including GQ, The Independent, ITV News and Good Morning Britain. We've hosted 27 broadcast media crews and 27 press trips/bloggers. Total AVE** currently stands at **£6.69 million with a PR reach of 94.7 million.**

As well as promoting our resort through our **social media channels**, we also **develop and promote events and festivals** including the award-winning Bournemouth Air Festival, the magical Bournemouth Christmas Tree Wonderland, and in Poole the Wave 105 Summertime in the South, which includes the UK's biggest and best weekly motorbike meet and weekly summer fireworks.

<p>bournemouth.co.uk Over 3.1 million page views Oct 2018 - Oct 2019</p> <p>pooletourism.com 742,599 page views Oct 2018 - Oct 2019</p>
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Christchurch: New from Spring 2020

To develop the successful social media, press and PR work already being undertaken, we are looking to fully incorporate Christchurch into the Tourism Partnership. From Spring 2020 we will be launching a brand new Christchurch website. As an introductory offer any Christchurch based business that joins the 2020 Tourism Partnership will also get a free business listing on this new Christchurch website for 2020.



*Figures from 2017 ** Advertising Value Equivalent

Re-investment

It is important to highlight that we are a **non-profit making organisation**. All income generated from partnership fees and paid for initiatives are directly re-invested into promoting the destination and creating business for you.

Industry Liaison

We work closely together with our members and partners via the Destination Management Board (DMB) and respective Marketing Groups and various other sub groups including the Bournemouth, Christchurch and Poole Attractions Group and Transport Group.

Tourist Information

We run professionally staffed **Resort Tourist Information Centres** throughout the year. Located at Pier Approach in Bournemouth and in the Poole Museum adjacent to Poole Quay. We receive **3 million** visitors to Pier Approach and **171,555** visitors to Poole TIC/Museum.

Promoting your Business - Partnership Benefits

To assist you promoting your business to a wider audience, we have prepared a selection of Partnership options which offer a comprehensive portfolio of digital opportunities. By joining our official Partnership Scheme, you will gain access to some **fantastic tailor-made benefits** designed to help promote your business to the visitor market.

You will also have the opportunity to buy into additional discounted marketing and promotional campaigns as well as business initiatives that appeal to both the leisure and business visitor, and in turn, benefit your brand.

For further details please refer to pages 6, 7, 8 & 9.

What our partners say...

Pound for pound nobody can beat what this team achieve in terms of national press and positive stories for our town. Such an awesome bunch of humans achieving so much awesome stuff that benefits us all. If you don't support them financially, they will be gone, and that would be a tragedy for the town, so show them some love please x.

Mark Cribb
Urban Guild

Every town needs a partnership like we have. Offering tourists and locals up-to-date information on what there is to do in the area. Fantastic platform to share your products and broaden your target audience with ease and a vital part to our marketing strategy.

Carol Scott
General Manager
City Cruises, Poole



bourne**mouth.co.uk** & **poole**tourism.com

official tourism websites

bourne**mouth.co.uk** **3.1 million** page views (Oct 2018 - Oct 2019) with a user increase of 20%.

poole**tourism.com** **742,599** page views (Oct 2018 - Oct 2019) with a user increase of 22%.

Both websites have a consumer-friendly feel with new content, images and great visitor information, inspiring visitors to explore new ideas and experiences.

The sites also include information on places to stay, things to see and do, eating out, itinerary ideas, places to explore and much more. With the tourism team creating engaging blogs and exciting videos, this all adds up to an excellent user experience. The sites are completely mobile friendly, so visitors can browse easily using a tablet or smartphone.

As one of the prime providers of entertainment, theatre and cinema in the BCP conurbation, it is vital that we reach out to the many visitors that come each year to enjoy our beautiful part of the country. The service provided by the Tourism team is unrivalled in achieving this aim for us. They are the "go to" source of information on everything that is happening in the area for our visitors and their comprehensive service to the tourism industry is second to none.

Gary Theobald, Press Officer,
Regent Centre, Christchurch

Our websites are constantly updated by a dedicated team to showcase our beautiful resorts including:

- ✓ Adding new content, providing great visitor information, inspiring experiences and new ideas
- ✓ Comprehensive and up-to-date resort event information, including events calendar on both sites which is updated daily
- ✓ Creating and uploading exciting videos
- ✓ Writing bespoke blogs
- ✓ Showcase business and media pages for all our partners
- ✓ Monitoring traffic and content to continually improve visitor numbers and user experience
- ✓ Investing in Search Engine Optimisation (SEO) and achieving strong search engine rankings
- ✓ Keeping individual partnership landing pages fully up-to-date

Partnership with Bournemouth, Christchurch & Poole Tourism provides a great platform that helps us promote our business and also explore how we can do more. Their proactive approach to developing partnerships with stakeholders really helps create a consistent strategy that we can all build on.

Jonathan Godson
Head of Trade Sales,
Condor Ferries

bourne-mouth.co.uk & poole-tourism.com

the 'go to sites for visitors'

If a new or repeat visitor searches for 'what's on', 'things to do', or 'accommodation' on a search engine, they are signposted to our websites. We constantly monitor our website traffic and content, ensuring maximum Search Engine Optimisation (SEO) with results showing strong search engine ranking invariably appearing on page 1 of Google search results.

Source: via Google October 2019

The Marsham Court Hotel values the Partnership Pack as it enables us to reach a much larger audience than we would be able to under our own steam. The additional resources that are available to Partners provide a huge range of opportunities that would just not be achievable within our marketing budget.

Jane Swift
Business Development
Director
Marsham Court Hotel

Search Term	Organic Search Results Position <small>excluding paid ads</small>	Organic Search Results Page
BOURNEMOUTH	1st	1st Page
Where to Stay Bournemouth	3rd	1st Page
What's On Bournemouth	1st	1st Page
Things to do Bournemouth	2nd	1st Page
Bournemouth Attractions	1st	1st Page
Bournemouth Eating Out	3rd	1st Page
POOLE	1st	1st Page
Where to Stay Poole	1st	1st Page
What's On Poole	1st	1st Page
Things to Do Poole	2nd	1st Page
Poole Attractions	2nd & 3rd	1st Page
Poole Eating Out	4th	1st Page

2020 Partnership Options

Partnership will run from the 1 February 2020 - 31 January 2021

OPTION

1

Single Partnership £690 + VAT

Single partnership allows you to choose to feature on either the official Bournemouth website or Poole Tourism website, positioned within the relevant section of the site. Single partnership is **£690 + VAT per individual business**. It will provide you with a variety of marketing opportunities and benefits and includes a presence on **either** the official Poole or Bournemouth websites.

For a full list of benefits, please refer to the table on page 8 & 9.

OPTION

2

Joint Partnership £1,283 + VAT

Feature on both the official Bournemouth Tourism website **bournemouth.co.uk** and the official Poole Tourism website **pooletourism.com**, positioned within the relevant sections of the sites.

Joint partnership is **£1,283 + VAT per individual business**. It will provide you with a variety of marketing opportunities and benefits and includes a presence on **both** official websites.

For a full list of benefits, please refer to the table on page 8 & 9.

OPTION

3

Upgrade your Joint Partnership to Diamond Partnership £3,500 + VAT

Upgrade and receive extra benefits including:

- ✓ Priority listing in search results on both Bournemouth and Poole's official websites.
- ✓ Inclusion on the spotlight featured section of our main category page (i.e. Accommodation) on Bournemouth and Poole's official websites.
- ✓ Inclusion on the spotlight featured section on our sub category page (i.e. Self Catering) on both Bournemouth and Poole's official websites.

For a full list of benefits, please refer to the table on page 8 & 9.

Please note there are limited Diamond Packages available. These will be available on a first come, first served basis.



Example of your dedicated website page

Bournemouth
Official Tourism Website

Home | Things to Do | What's On | Accommodation | Food & Drink | Events & Experiences | Facilities | Specific Offers | Visitor Information

You are here: [Accommodation](#) > [Urban Beach Hotel](#)

Urban Beach Hotel



23 Argyll Road
Boscombe
Bournemouth
Bournemouth
BH3 1EB

View Phone Number
Email
Visit Website



About

About us

Come and stay at a hotel that loves quality, but without the formality. A hotel that has real soul, an amazing atmosphere and great team of staff that are all about hugs and hospitality.

At Urban Beach, we think people should be able to sleep in comfy rooms, enjoy delicious, but unpretentious local and seasonal food, and only the finest quality beverages in our bar.

We think when you go away, or go out for food and drink, you should feel really relaxed. We believe in nice wine, but don't think you need to have a masters in grape varieties to justify your enjoyment. We believe in treating our customers like our friends, with morals, and ethics. We believe in working hard, and being rewarded for doing so. We believe you need to feel the sand between your toes, and the waves tickling your feet, and the warmth of the sun on your face.

Food

Food at the Urban Beach is served in our ground floor bar and bistro. Our food is local, seasonal and ethically sourced and made.

Next Steps

Urban Beach video



Availability Search

Arrival Date: 15/10/2019 Nights: 1 Guests in Vehicle(s): 1

[Check Availability](#)

Booking Details:

Arrival Date: Wed, 30th Oct 2019 | Departure Date: Thur, 31st Oct 2019 | No. of Nights: 1

Booking.com

Room 1 - for 1 guest(s)

- Single Room - First Floor - Non-refundable - £75.00 ✓
- Single Room - Second Floor - Non-refundable - £75.00 ✓
- Luxury Double Room with Four Poster Bed - Non-refundable - £209.00 ✓
- Superior Double Room - Second Floor - Non-refundable - £209.00 ✓

[Book](#)

Opening Dates

1 Jan 2019 - 31 Jan 2020

Open all year

Map & Directions



[View Map](#)

Partnership Options 1 February 2020 - 31 January 2021

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

Accommodation Agencies	SINGLE PARTNERSHIP	JOINT PARTNERSHIP	DIAMOND PARTNERSHIP <small>Limited availability</small>
PRICE	£690 + VAT	£1,283 + VAT	£3,500 + VAT
WEBSITE BENEFITS	Appear on either bournemouth.co.uk or pooletourism.com	Appear on both bournemouth.co.uk and pooletourism.com	Appear on both bournemouth.co.uk and pooletourism.com
Dedicated business landing page to include name, address, grading awards, telephone, email link	✓	✓	✓
Direct link to your website	✓	✓	✓
Number of images	12	12 per site	24 per site
NEW rich text description: headers, bold text, bullet points and hyperlinks	Unlimited	Unlimited per site	Unlimited per site
Additional 5 basic individual self-catering property entries; each entry will include 3 images, 50 word description, address, phone number and website link to the individual property on your website.	✓	✓	✓
Promotion of your special offers (<i>terms and conditions apply</i>)	✓	✓	✓
Display your TripAdvisor Traveller Rating	✓	✓	✓
Display your Social Media: Facebook and Twitter feed	✓	✓	✓
Map & Directions	✓	✓	✓
Opportunity to upload, as a link, one YouTube or Vimeo video	✓	✓	✓
Opportunity to hyperlink in your description to one downloadable brochure (<i>from your own website</i>) promoting your individual property (<i>terms and conditions apply</i>)	✓	✓	✓
Opportunities to become a guest blogger and feature on bournemouth.co.uk & pooletourism.com (<i>editor's discretion</i>)	✓	✓	✓
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. Self Catering)**	—	—	✓
Priority listing in search results	—	—	✓
Opportunity to upload 5 events via our online event submission form on Bournemouth and Poole's online events calendar (<i>terms and conditions apply</i>)	—	—	✓

****Your main image will link to your dedicated business page on bournemouth.co.uk and pooletourism.com**

Additional Partnership PR and Marketing Benefits

Accommodation Agencies

Additional Partnership PR and Marketing Benefits	SINGLE PARTNERSHIP	JOINT PARTNERSHIP	DIAMOND PARTNERSHIP <small>Limited availability</small>
<p>Feature in the official Accommodation Information Sheet:</p> <p>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 and pooletourism.com</p>	✓	✓	<p>✓</p> <p>Plus priority listing and an extra 25 words + 2 images</p>
Trade representation at the Destination Management Board	✓	✓	✓
Opportunity to 'opt-in' to receive our official industry e-newsletter, information on industry news, what's on and marketing opportunities	✓	✓	✓
PR: Opportunities to be involved in PR campaigns, promotional activities and press trips	✓	✓	✓
FREE access to Tourism's photo and film library for your own marketing and promotional material	✓	✓	✓
Access to seasonal marketing toolkits including our Destination Campaigns and Christmas Tree Wonderland toolkit	✓	✓	✓
Access to Tourism's Press Releases to use in your own marketing activities	✓	✓	✓

Tourism Partners receive preferential rates in a host of additional marketing opportunities, including putting events on our websites, see page 10 for details.

Christchurch: New from Spring 2020

To develop the successful social media, press and PR work already being undertaken, we are looking to fully incorporate Christchurch into the Tourism Partnership. From Spring 2020 we will be launching a brand new Christchurch website. As an introductory offer any Christchurch based business that joins the 2020 Tourism Partnership will also get a free business listing on this new Christchurch website for 2020.

What to do next?

To become a partner, please follow these steps:

Partnership will run from the 1 February 2020 - 31 January 2021

1. Please read the Terms and Conditions of Tourism Partnership
2. Fill in the attached booking form or visit: bournemouth.co.uk/partner or pooletourism.com/partner
3. Return your completed form by **Monday 13 January 2020** to: bcptourism@bcpcouncil.gov.uk
Partnership Office, Bournemouth, Christchurch & Poole Tourism, 1st Floor, Town Hall Annexe,
St Stephen's Road, Bournemouth, BH2 6EA

Our friendly marketing team will be happy to help you with any questions regarding your partnership for 2020. We are happy to arrange a chat over the phone, a visit to our offices or a meeting at your establishment.

The Partnership Team:

01202 454754 | bcptourism@bcpcouncil.gov.uk

Additional Marketing Opportunities

We also offer our tourism partners preferential rates on a host of additional digital marketing opportunities available on the official Bournemouth and Poole Tourism websites, including homepage and key page banner advertising, 'spotlight features' on the homepage, features in the official tourism e-newsletters or the 'Don't Miss' sections on both websites.

New for 2020 - upload your events on: bournemouth.co.uk and/or pooletourism.com

Opportunity to upload your events via our 'Event Submit Form' on bournemouth.co.uk and pooletourism.com. Introductory rate for partners for the year is £50 + VAT per website per individual business, (terms and conditions apply).

For further details and to book your additional marketing opportunities please refer to our Additional Marketing Opportunities Pack and Booking Form.

What's On pages:

- bournemouth.co.uk **159,483** page views (up 12% YOY)
- pooletourism.com **40,987** page views (up 22% YOY)

2020 Partnership Booking Form:

Deadline Monday 13 January 2020

2020 Partnership Options:

Partnership will run from the 1 February 2020 to 31 January 2021.

Please tick accordingly:



Option 1: Single Partnership £690 + VAT per individual business
Please indicate: Bournemouth Poole

Option 2: Joint Partnership £1,283 + VAT per individual business
Feature on both the official Bournemouth Tourism website **bourne-mouth.co.uk** and the official Poole Tourism website **poole-tourism.com**.

Option 3: Upgrade your Joint Partnership to a Diamond Partnership £3,500 + VAT per individual business (limited spaces available)

Name of Business:

Contact Name:

Full Address:

Email:

Tel No:

Invoice Address (if different from above)

Contact name:

Email:

Tel No:

Payment Method: I wish to pay by the following method (please tick ✓ accordingly)

By cheque payable to 'BCP Council'

By Invoice

Order Number:

Charity No. (if applicable)

(required)

Authorised Signature: I have read and agree to the General Terms and Conditions for Bournemouth, Christchurch & Poole Tourism Partnership 2020. I hereby confirm that I am authorised to do so on behalf of the above business.

Name in Caps: _____

Position: _____

Signature: _____

Date: _____

By returning this form by email you are authorising your partnership and the name on the email will be taken as the authorised signature. Your data will be stored in compliance with the General Data Protection Regulations. By joining the partnership, the partner agrees to be contacted via post, email or telephone.

PLEASE RETURN YOUR COMPLETED BOOKING FORM TO: Partnership Office, BCP Tourism, First Floor, Town Hall Annexe, St. Stephen's Road, Bournemouth, BH2 6EA | email: bcptourism@bcpcouncil.gov.uk

Bournemouth, Christchurch and Poole Tourism Marketing & PR highlights

(January - September 2019)



Media Coverage

This year to date, across the resort we achieved **3,665** media pieces with national coverage including **GQ, Independent, ITV News & Good Morning Britain**. We've hosted **27** broadcast media crews and **27** press/blogger trips. Total AVE* currently stands at **£6.69m** with a PR reach of **94.7m**

*Advertising value equivalent

Websites

Bournemouth Tourism
(Oct 18 - Oct 19)

 **bournemouth.co.uk**
20% year on year increase

 Page Views:
3.1M

 Sessions:
1.54 Million

Poole Tourism
(Oct 18 - Oct 19)

 **pooletourism.com**
22% year on year increase

 Page Views:
742K

 Sessions:
347K

Social Media Stats

Bournemouth

 Over **83K** Likes  Over **29.9K** Followers

 Over **8.9K** Followers

Poole

 Over **22K** Likes  Over **5K** Followers

 Over **4K** Followers

Christchurch

 Over **1K** Likes  Over **2K** Followers

 Over **446** Followers

Social Media Handles

 **@bournemouthofficial**  **@bmouthofficial**

 **@lovexchurch**  **@bournemouth_official**

 **@lovexchurch**  **@lovepooleuk**

 **@lovexchurch**  **@lovepooleuk**

 **@lovepooleuk**

Festival Sites

Bournemouth Air Festival 
bournemouthair.co.uk

Bournemouth Christmas Tree Wonderland:
 christmastreewonderland.co.uk

Poole's Summertime in the South 
pooletourism.com

Tourist Information

3 Million visitors to Pier Approach, where the Bournemouth Tourist Information Centre is based.

171,555 visitors to Poole Tourist Information Centre / Poole Museum.

160,000 visitors to Christchurch Tourist Information Centre.

Contact us

bcptourism@bcpcouncil.gov.uk | 01202 454754