



## Partnership Pack 2021/2022

# A promotional partnership for the BCP tourism industry

Collaborate, Communicate & Create Value





## Who are Bournemouth, Christchurch & Poole Tourism?

We are the official tourist board for Bournemouth, Christchurch & Poole. It's our mission to market the three towns as a world-class destination, 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 which generates over **£1 billion\*** visitor spend across Bournemouth, Christchurch and Poole and attracting an incredible **11.5 million\*** day and **1.65 million\*** staying visitors annually 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 our **official tourism websites** [bournemouth.co.uk](http://bournemouth.co.uk), [pooletourism.com](http://pooletourism.com) and [visit-christchurch.co.uk](http://visit-christchurch.co.uk). Our mobile friendly websites have a consumer-friendly feel with new changing content, beautiful images and comprehensive visitor information, inspiring residents and visitors to explore new ideas and experiences. We monitor traffic and content to continually improve user experience (UX) and grow visitor numbers by investing in Search Engine Optimisation (SEO) to achieve strong search engine rankings.

## Industry Liaison & COVID 19 – Recovery Plans

Since March 2020 when the country went into Lockdown, we communicated with the industry across our digital and social media platforms to ensure local tourism businesses were up to date with the latest guidelines, funding packages and information including intelligence and statistics from government, VisitBritain and industry experts.

BCP Tourism have and continue to develop agile campaigns for each phase of the Recovery Roadmap Strategy, to establish strong foundations to rebuild the industry and maintain brand equity. We work closely with our partners via the Destination Management Board (DMB) where we provide a robust and trusted voice to represent and lobby for the industry on a local, regional and national level.

\*2019 value and volume



# Bournemouth, Christchurch & Poole Tourism Highlights



## BOURNEMOUTH

Website (Oct 2019 - Oct 2020)

2.4+ Million pages viewed

1.3+ Million sessions

47+ Million URL's seen on Google

Social Media

90,000+ Facebook Likes

10,000+ Twitter Followers

41,000+ Instagram Followers



## CHRISTCHURCH

Website launched May 2020

Website (May 2020 - Oct 2020)

41,000+ pages viewed

21,000+ sessions

1.3+ Million URL's seen on Google

Social Media

4,700+ Facebook Likes

650+ Twitter Followers

4,000+ Instagram Followers



## POOLE

Website (Oct 2019 - Oct 2020)

500,000+ pages viewed

250,000+ sessions

11+ Million URL's seen on Google

Social Media

27,000+ Facebook Likes

4,400+ Twitter Followers

9,200+ Instagram Followers



## Media Coverage

From January to December across the resort we achieved **11,735** media pieces with national coverage totalling **474** articles and features. We've hosted **more than 15** broadcast media crews and **27** press/blogger trips.



## Tourist Information

Close to **7 Million** visitors to Bournemouth Seafront, which include Lower Gardens and Pier Approach where the Bournemouth Tourist Information Centre is based. **34,472** visitors to Poole Tourist Information Centre / Poole Museum.

## What our partners say...

“Poole Tourism has helped catapult The Houseboat into the public’s view. We have been inundated with enquiries by their loyal client base. Contacting them is always so easy and always met with a warm prompt reply. They are so helpful!”

**Megan Cameron, Manager of The Houseboat**

“We’re going to need all the help we can get to re-build in 2021 and having the experience and resources of the tourism marketing team behind us, now more than ever, is probably the best bang for buck support we can invest in.”

**Mark Cribb, Owner of Urban Guild**

## Campaigns

Our role in tourism is to create and deliver inspiring and engaging Marketing, PR & Social Media Campaigns throughout the year. In 2020, we have delivered **consumer campaigns** via traditional practices and digital platforms. Highlights include producing ‘destination videos’ and “We’re Good To Go” business engagement videos enabling businesses to demonstrate their safety and cleanliness credentials.

We have produced **engaging blogs and itineraries** during each phase of lockdown to suit audiences and when appropriate, these have been used to support relevant projects including the VisitEngland “Escape the Everyday” campaign.

We have created **digital content** to showcase how our partners have been agile and flexible in responding to safety and lockdown measures offering online food services, activities and virtual events.

We regularly work alongside and collaborate with VisitBritain, VisitEngland and Visit Dorset to communicate and encourage businesses to adopt the new standards and accreditations on offer building trust and confidence with our visitor audience. Campaign highlights include ‘**We Are Tourism....**’, ‘**Respect, Protect Enjoy**’ and ‘**Escape the Everyday**’ as well as adopting ‘**Good to Go**’ and ‘**Know Before You Go**’ standards and accreditations; all reinforcing and building resort and industry trust and confidence.

Our team organise regular **press and blogger trips** to Bournemouth, Poole and Christchurch which highlight the beautiful resorts with specific itineraries and partner support. 2020 trips include My Travel Monkey (family travel blogger), Emily Luxton (solo female travel blogger), Demagazine and Forbes, Wanderlust - Deputy Editor Think Travel and the Mail on Sunday.

## Rebuild and Beyond....

Into 2021 we will **continue to build and maintain confidence and trust** amongst past, present and potential visitors and influence them to **book their staycation** in Bournemouth, Christchurch and Poole.

Our strategic focus is to deliver a **'Welcome Back Campaign'** in line with our DMB Tourism Strategy via our digital and social platforms and various marketing, and PR activities.

As well as promoting our resort, we also develop, promote and deliver events and festivals including the **Bournemouth Air Festival**, the magical **Bournemouth Christmas Tree Wonderland** and in Poole, **Summertime in the South** programme, which includes the UK's biggest and best weekly motorbike meet and weekly summer fireworks. *(Please note, all events are subject to change)*

## Re-investment

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.

## What our partners say...



“In what has been the most difficult year, Bournemouth, Christchurch and Poole Tourism have informed, advised, connected and helped their members. Their invaluable input has helped us come through the pandemic thus far and I have no doubts will help us thrive in the coming tourist season.”  
**B Merna, Managing Director of Compton Acres**



“How lucky are we in Christchurch to have the support of such a great group of Tourism Marketing professionals to call upon? They help keep Bournemouth, Christchurch and Poole on the Visit Britain map in very innovative ways. This partnership offers exceptional value for money and if we don't embrace them during this time when we need them the most, we will lose them. It is worth every penny of your investment as together in a global pool we can achieve much more.”  
**Tim Lloyd, Managing Director of Captain's Club Hotel**

# Partnership Options

1 April 2021 - 31 March 2022

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

Local Accommodation Agencies	Single Partnership	Joint Partnership	Diamond Partnership (Limited availability)	New Christchurch Partnership (introductory rate)
Price	<b>£585</b> + VAT	<b>£800</b> + VAT	<b>£1870</b> + VAT	<b>£300</b> + VAT
<b><u>Website Benefits</u></b>	Appear on Bournemouth <b>or</b> Poole Website	Appear on Bournemouth <b>and</b> Poole Website	Appear on Bournemouth, Christchurch & Poole Website	Appear on Christchurch Website
Dedicated business landing page to include name, address, telephone, email link & grading awards. Your page will be listed on all relevant website pages (T&C's apply)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Direct link to your website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Number of images (images can be changed throughout the year)	12	12 per site	24 per site	12
Rich text description: headers, bold text, bullet points and hyperlinks (including a hyperlink to one downloadable brochure) Additional 7 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.	Unlimited	Unlimited	Unlimited	Unlimited
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 (all subject to individual commission rates)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
For 2021 we have integrated a 'Book Now' function allowing users to book directly from our websites with TXGB, in partnership with VisitEngland. (T&C's & commission apply)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Promotion of your special offers (T&C's apply)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Display your TripAdvisor Traveller Rating	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Display your social media feed: Facebook & Twitter feed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Directions & map	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to upload, as a link, one YouTube or Vimeo Video	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Priority listing in search results	<b>X</b>	<b>X</b>	<input checked="" type="checkbox"/>	<b>X</b>
Inclusion on the spotlight featured section on the main category page – Accommodation	<b>X</b>	<b>X</b>	<input checked="" type="checkbox"/>	<b>X</b>
Inclusion on the Spotlight Featured Section on one sub- category page (i.e. Self Catering)	<b>X</b>	<b>X</b>	<input checked="" type="checkbox"/>	<b>X</b>

# Additional Partnership Benefits

Local Accommodation Agencies	Single Partnership	Joint Partnership	Diamond Partnership (Limited availability)	New Christchurch Partnership (introductory rate)
Individual accommodation partners: Feature in the Official Bournemouth, Christchurch & Poole Accommodation Information Sheet: thumbnail image, name, address, telephone number & website address. Printed & distributed via Bournemouth & Poole Tourist Information Centres & downloadable version on bournemouth.co.uk, visit-christchurch.co.uk & pooletourism.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Plus priority listing and an extra 25 words + 2 images	<input checked="" type="checkbox"/>
Opportunity to upload ten events via our online events submission form on Bournemouth, Christchurch & Poole's online events calendar (T&C's apply)	<b>X</b>	<b>X</b>	<input checked="" type="checkbox"/>	<b>X</b>
PR: Opportunities to be involved in PR campaigns, promotional activities and press trips	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunities to become a guest blogger and feature on bournemouth.co.uk, pooletourism.com & visit-christchurch.co.uk (editors discretion)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Free access to Bournemouth, Christchurch & Poole Tourism photo library for your own marketing & promotional material	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to seasonal marketing toolkits & be part of our seasonal campaigns	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Trade representation at Destination Management Board & Tourism Marketing Group	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to 'opt-in' to receive Bournemouth, Christchurch & Poole Tourism's industry e-newsletter, information on industry news, what's on and marketing opportunities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Use of Tourism Partnership Branding	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



# Bournemouth, Christchurch and Poole websites are 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 such as Google or Bing, our websites will rank first. We constantly monitor our website traffic and content, ensuring quality organic Search Engine Optimisation (SEO) on broad keywords and terms for our destinations.



Search Term	Ranking	Page
Bournemouth	1st Position	1st Page
Where to Stay Bournemouth	1st Position	1st Page
What's On Bournemouth	1st Position	1st Page
Things to do Bournemouth	1st Position	1st Page
Bournemouth Attractions	1st Position	1st Page
Bournemouth Food & Drink	1st Position	1st Page
Poole	1st Position	1st Page
Where to Stay Poole	1st Position	1st Page
What's On Poole	1st Position	1st Page
Things to Do Poole	2nd Position	1st Page
Poole Attractions	2nd Position	1st Page
Poole Food and Drink	1st Position	1st Page
Christchurch uk*	2nd Position	1st Page
What's On Christchurch uk	1st Position	1st Page
Things to Do Christchurch uk	3rd Position	1st Page
Christchurch Attractions uk	3rd Position	1st Page
Christchurch uk Food and Drink	5th Position	1st Page

\*Christchurch website was created May 2020 as a microsite with a soft launch during lockdown restrictions.

Google Search    I'm Feeling Lucky

**Disclaimer:** Please note that all search results are correct at the time of creating this document. Also due to caching, digital user profiles, location, machine learning and other factors search results and experiences on search engines will vary for users.



## What to do next?

To become a partner, please follow these steps:

Partnership will run from the 1 April 2021 - 31 March 2022

1. Please read the Terms and Conditions of Tourism Partnership
2. Fill in the attached booking form or visit: [bournemouth.co.uk/partner](http://bournemouth.co.uk/partner), [pooletourism.com/partner](http://pooletourism.com/partner) or [visit-christchurch.co.uk/partner](http://visit-christchurch.co.uk/partner) for further information.
3. Return your completed form by email to: [bcptourism@bcpcouncil.gov.uk](mailto:bcptourism@bcpcouncil.gov.uk) or [use the online booking form](#).

Our friendly marketing team will be happy to help you with any questions regarding your partnership for 2021/22.

**Please note:** If you have a number of businesses, we offer a discounted sister rate. There is also a 10% early bird discount available to businesses that return their booking form by Friday 26th February 2021.

Direct Debit option available with three installments taken 1 May 2021, 1 August 2021, and 1 October 2021. Please contact us for further details.

## The Partnership Team:

Email: [bcptourism@bcpcouncil.gov.uk](mailto:bcptourism@bcpcouncil.gov.uk) to request a call back.

## Additional Marketing Opportunities

We also offer our 'tourism partners' preferential rates on a host of additional digital marketing opportunities available on the official Bournemouth, Christchurch and Poole Tourism websites, including slider header banners, letterbox banners, footer banners and opportunities to advertise your business on the official, monthly BCP Tourism consumer e-newsletters.

For further details and to book your additional marketing opportunities please contact [bcptourism@bcpcouncil.gov.uk](mailto:bcptourism@bcpcouncil.gov.uk) or visit [bournemouth.co.uk/business/advertise-with-us](http://bournemouth.co.uk/business/advertise-with-us)

# Follow Us:

## Bournemouth:

Facebook - @bournemouthofficial  
Instagram - @bournemouth\_official  
Twitter - @bmouthofficial

## Christchurch:

Facebook - @lovexchurch  
Instagram - @lovexchurch  
Twitter - @lovexchurch

## Poole:

Facebook - @lovepooleuk  
Instagram - @lovepooleuk  
Twitter - @lovepooleuk

