

Bournemouth Tourism Partnership

bournemouth.co.uk



Trusted Official
Tourism Website

2.5 Million Page Views
780k Unique Visitors



Social Media



LoveBournemouth:
59,668 page likes
Bournemouth Air:
56,472 page likes
Arts by the Sea:
8,821 page likes



LoveBournemouth:
7,568 followers



LoveBournemouth:
12,188 followers



LoveBournemouth:
619 subscribers



Media Coverage

This year we have achieved
150+ articles per month! Our
national coverage has included
Good Morning Britain, BBC South
Today & Location, Location,
Location, The Sunday Times, The
Guardian & Coast as well as local
coverage including Dorset
Magazine, Dorset Life & Dorset
Echo!

Estimated total AVE* per year:
£10 million

20 premium press trips per year
hosting national consumer,
broadsheet & travel media

Average AVE* per trip estimated at
£10k

*advertising value equivalent



500 festivals & events
in Bournemouth a year!



E-Marketing

Tourism trade & consumer
e-newsletter

92,000
subscribers

15 newsletters
since January 17



Tourist
Information

3 Million visitors to
Pier Approach

Discover. Experience. Be Inspired.



Join us! Become a 2018 Bournemouth Tourism Accommodation Partner

Hotels, Guest Accommodation, B&Bs, Self Catering, Camping, Caravan & Holiday Parks

Be seen on Bournemouth's Official Tourist Information Website

bournemouth.co.uk with over **2.5 Million** page views in the last 12 months!

- ✓ **Tailor made benefits** - as a Bournemouth Tourism Partner, you will gain access to some fantastic benefits, designed to help promote your business to the visitor market.
- ✓ **The official tourist information website for Bournemouth - bournemouth.co.uk.** Bournemouth Tourism is the official tourist board for Bournemouth.
- ✓ **Bournemouth Tourism's new look website** was launched early June 2017, reflecting an inspiring content rich site, along with blogs and engaging social media. The main objectives of this new site include:
 - **Increasing our site's Search Engine Optimisation (SEO ranking)**
 - **Improving functionality for the user**
 - **Responsive design for PCs, tablets and mobiles**
 - **Increasing dwell time, page visits and repeat visitors to the site**
 - **Great visitor information, inspiring experiences and new ideas**
- ✓ **Seen globally by over 780,000 unique visitors** (October 16 – October 17)
Bournemouth Tourism promotes and drives visitors to bournemouth.co.uk through its PR, Online, Social Media and Marketing Campaigns.
- ✓ **Working closely with representatives from the tourism industry and the town** through the 'Bournemouth Tourism Marketing Group' (BTMG).
- ✓ **Re-investment** - all income received from partnership fees and paid for initiatives are directly re-invested into promoting the destination.

Annual Partnership fee of £275 + VAT?

The annual Partnership (1 January – 31 December 2018) entry fee of £275 + VAT provides many opportunities and benefits for your business. They include:

Website Benefits:

- ✓ **Feature on the destination's official and trusted website bournemouth.co.uk – 2.5 million** page views in the last 12 months! We promote bournemouth.co.uk through magazines, newspapers, press releases, exhibitions, leaflets and group literature, via Bournemouth Tourism's own social media channels (Love Bournemouth Facebook page currently has over 59,000 likes) and on Bournemouth Tourism's Official Air Festival and Arts Festival website and social media channels.
- ✓ **Your dedicated page on bournemouth.co.uk** will include up to six images, comprehensive 350-word editorial description, direct link to your own website (drives traffic to your website giving the visitor access to more information about your business and means of contacting you directly) email, telephone number, address, facilities, national accommodation grading and a location map with road directions.
- ✓ **You can change your images and text throughout the year** on your dedicated page to reflect seasonal changes and campaigns.
- ✓ **Promote your special offers** on bournemouth.co.uk.
- ✓ **Online Polling Accommodation Booking Service** - bournemouth.co.uk can poll online availability from the top booking sites such as Guestlink, LateRooms.com, Booking.com and Evivo Frontdesk, then offers it to visitors in one place! (All subject to individual commission rates). *excludes caravan, camping and holiday parks.
- ✓ **Link a YouTube or Vimeo video** to increase dwell time on your dedicated web page on bournemouth.co.uk to give the user a 'real experience' of your business.
- ✓ **Link your Facebook and Twitter feeds** on your dedicated web page on bournemouth.co.uk.
- ✓ **Display your TripAdvisor rating** on your dedicated web page.

Your website entry features...



Love Bournemouth



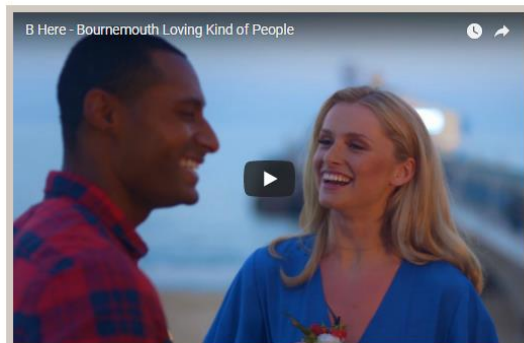
About

Welcome to Bournemouth Tourism! Become a partner with us to experience all the benefits of having a page on bournemouth.co.uk! You can have 350 words of text in your description with our standard package, as well as a video, Links to your Tripadvisor and Facebook feeds, availability polling for accommodation providers, opening times and ticket prices for our attractions and restaurants! Make sure you give us your Special Offers throughout the year and update your images whenever you have something new to promote!

Partners can also purchase our digital e-banners on the category pages, which drive traffic directly to your chosen website page, and are great for promoting a particular event or promotion!

Partners will feature on the destination's official and trusted website bournemouth.co.uk 2.5 million page views in the last 12 months (Oct 16 - Oct 17)! We promote bournemouth.co.uk through magazines, newspapers, press releases, exhibitions, leaflets and group literature.

[Read More](#)



Availability Search

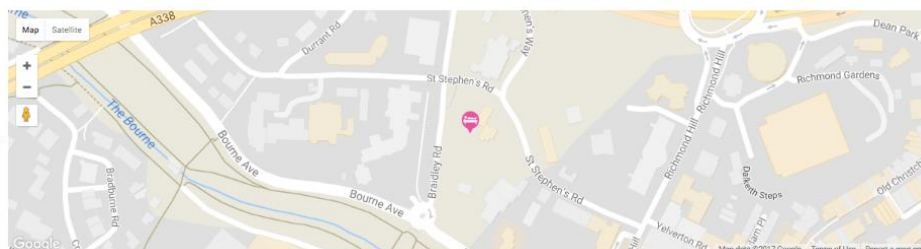
Arrival Date: 14/12/2017 Nights: 2 Guests in Room/Unit 1 2

[Check Availability](#)

Special Offers

Have your Special Offers displayed here and on our dedicated Special Offers page!
See more offers like this: [Midweek Specials](#)

Map & Directions



Display 6 hi-res images to promote your business!



350 word description with 'read more' function



Upload a YouTube or Vimeo video

GUESTLINK
Booking.com
LateRooms.com
eviivo

Displays the availability uploaded into several third party booking engines, so guest can book direct from your entry!



Send us your special offers to display!



Contact details and direct link to your website



Show your TripAdvisor ratings

Bournemouth Tourism
Town Hall Annexe
St. Stephen's Road
Bournemouth
Dorset
BH2 6EA

[View Phone Number](#)
[Email](#)
[Visit Website](#)

TripAdvisor



Display your Twitter feed



Display your Facebook feed



Interactive, Streetview enabled map powered by Google Maps



E-Newsletter Benefits

- ✓ **Receive Bournemouth Tourism's trade e-newsletter** containing industry updates, news and developments.
- ✓ **Opportunities to provide newsworthy stories** for Bournemouth Tourism's consumer e-newsletter (where appropriate and at the editor's discretion, terms and conditions apply).

PR, Marketing & Social Media Opportunities

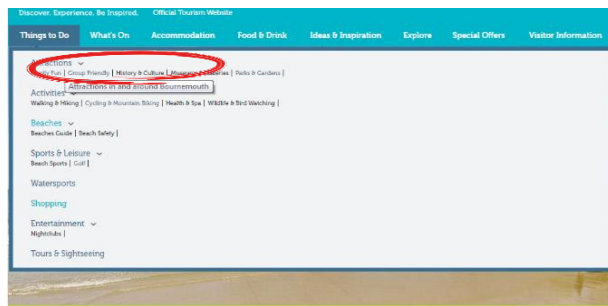
- ✓ **Opportunities to be involved in PR campaigns, press trips and familiarisation trips** with national, regional and local journalists (where appropriate and at the editor's discretion, terms and conditions apply).
- ✓ **Access to beautiful images of Bournemouth** to use in your own marketing materials for web and print via our new online FLICKR image library and from our PR department.
- ✓ **Access to our new B-Here videos** to use on your own website and social media accounts!
- ✓ **Access to press releases** to use in your own marketing activities.
- ✓ **Access to seasonal marketing toolkits** including our new B-here campaign toolkit.
- ✓ **Opportunities to feature in social media campaigns** throughout the year (where appropriate and at the editor's discretion, terms and conditions apply).
- ✓ **Opportunities to become a guest blogger** and feature on bournemouth.co.uk (where appropriate and at the editor's discretion, terms and conditions apply).

Tourist Information Centre Benefits

- ✓ **Feature in an 'Accommodation Information Sheet'** produced by Bournemouth Tourism. Details will include: establishment name, address, thumbnail image, telephone number and website address. This Information Sheet will be sent out following accommodation enquiries to the Tourist Information Centre and a digital, downloadable copy will also be hosted on bournemouth.co.uk.
- ✓ **Marketing support offered to accommodation providers** in relation to your dedicated page on bournemouth.co.uk.
- ✓ **Dedicated team at Pier Approach**, dealing with accommodation referrals for visitors on the telephone, via email and face-to-face, seven days a week.

UPGRADE to **GOLD PACKAGE** for only £495 + VAT... ADDITIONAL PARTNERSHIP BENEFITS:

- ✓ **Priority listing** in Search Results
- ✓ **Consumer E-Newsletter Feature** for one month
- ✓ **Inclusion on the Spotlight Featured Section** on the main page for your category (i.e. Hotels, Bed & Breakfasts, Self Catering, Caravan & Camping)
- ✓ **Unlimited word description** on your dedicated page
- ✓ **Feature up to 18 images** on your dedicated page



You are here: [Things to Do](#) > [Attractions](#)

Attractions in and around Bournemouth

We've got indoor and outdoor places for you to visit with friends or family while you're in Bournemouth. It doesn't matter what you're into or what the weather's doing – there are museums, galleries, amusement arcades, crazy golf, play parks, an oceanarium and more. Read on for ideas of things we think you'll enjoy.

All Year Round

Here in Bournemouth, we're blessed with a warm microclimate but we can't guarantee it for all 365 days of the year. So many of our attractions are designed to be enjoyed whatever the weather. We have indoor climbing and high wires, as well as museums and galleries meaning you'll be able to stay dry and still have a great time.

Family Fun

What could be more family friendly than a huge, sandy beach? Well, we've got one of those, as well as other seaside favourites – crazy golf, amusement arcades and an oceanarium. You can also bring tiny tots to play in the water feature on the seahorse or take your 'big kids' down the zipline on the pier!

Group Friendly

Whether you're celebrating a special occasion or indulging in a shared passion, your group will feel at home in Bournemouth. You'll be able to get group bookings and offers at lots of our attractions.

Beaches

Buckets and spades at the ready – we've got seven miles of sandy beaches for you! Surrounded by majestic cliffs, our beaches bask in their very own microclimate while some of the warmest seas in the UK lap onto the shore. You can hire deckchairs and sun loungers, as well as everything you need to play beach sports. Or, you can make your own fun building sandcastles and paddling in the shallow waters.

Aquariums

Bournemouth's right next to the sea so it's no surprise that we've got an oceanarium. Complete with penguin enclosure, you can find out about all aspects of marine life in this popular, family friendly aquarium.

History & Culture

Bournemouth has a rich history centred around literary inspiration and the medicinal benefits of the sea air. With its very own museum house and a variety of galleries and performance spaces showcasing a growing portfolio of high quality art, there's plenty for the culturally curious to explore.

Religious Landmarks

Bournemouth is home to a number of churches and religious centres in a variety of architectural styles, many of them home to points of interest including the resting place of Mary Shelley in one of our town centre cemeteries.

Museums & Galleries

Bournemouth's famous universities and renown for digital industries have made it a natural home for art and culture. Exhibitions are held throughout the year in its world class venues and there are museums to help you uncover the past, including a cliff-top treasure trove!

Parks & Gardens

We've got an enormous 2,000 acres of parks and gardens here in Bournemouth! The gardens in our town centre are grade II listed and date back to the Victorian era. There are plenty of golf courses and other green spaces. Dotted along the coast you'll also find a tropical paradise and nature reserve.

FEATURED



Bournemouth Beach

Whatever you want from a day at the beach, you'll find it all here. Whether it's chilling on a...



Southbourne Beach

Southbourne Beach is one of Bournemouth's favourite Blue Flag award winning beaches, particularly...



Land Train

There is no better way to travel along the seahorse at Bournemouth than on the Land Train.



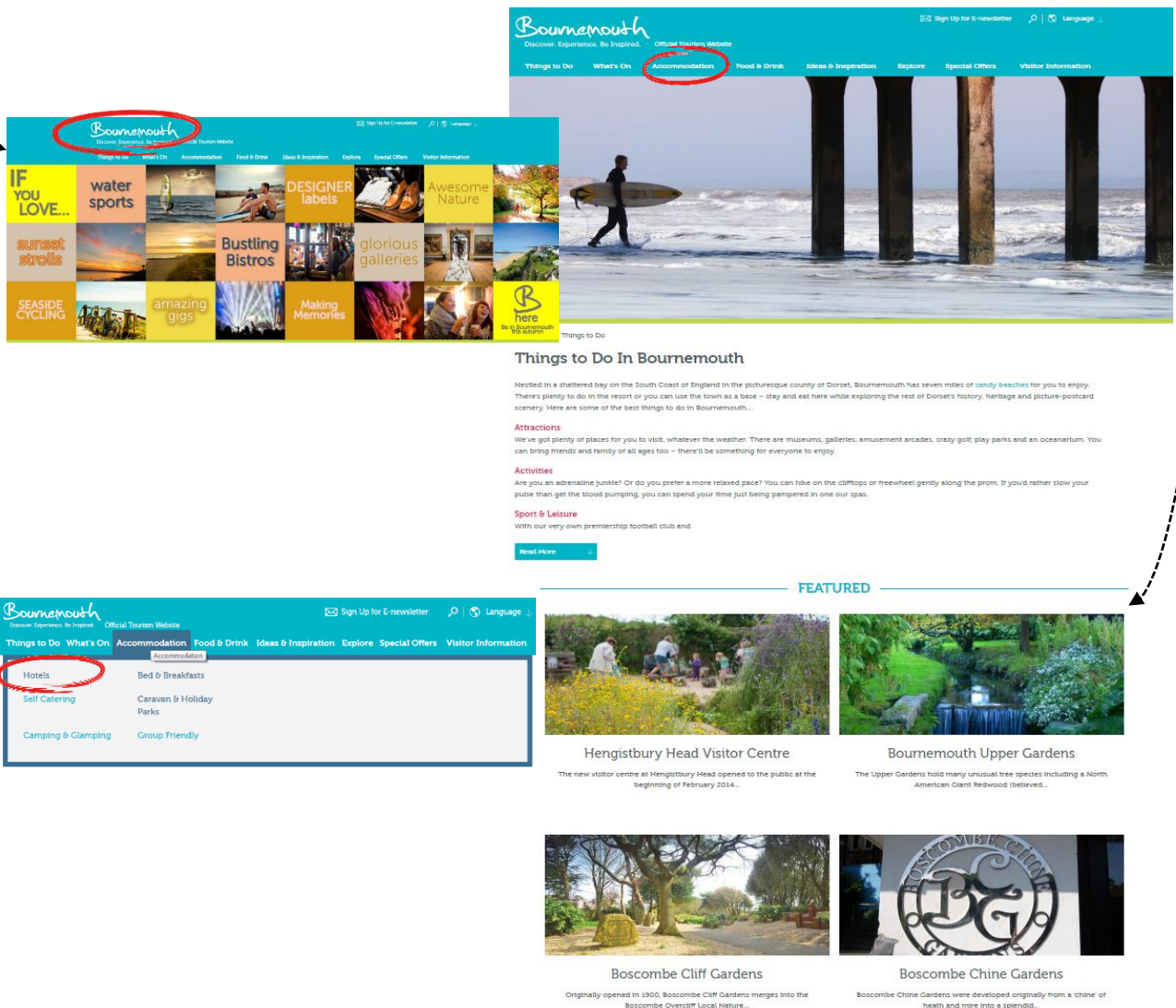
Fisherman's Walk Cliff Lift

The Fisherman's Walk Cliff Lift was built in 1935.

Spotlight features on a category subpage

UPGRADE to **DIAMOND PACKAGE** for only £995 + VAT... ADDITIONAL PARTNERSHIP BENEFITS:

- ✓ **Priority listing** in Search Results
- ✓ **Consumer E-Newsletter Banner and Feature** for one month
- ✓ **Inclusion on the Spotlight Homepage Featured Section**
- ✓ **Inclusion on the Spotlight Featured Section** for your business type (i.e. Accommodation)
- ✓ **Inclusion on the Spotlight Featured Section** on the main page for your category (i.e. Hotels, Bed & Breakfasts, Self Catering, Caravan & Camping)
- ✓ **Unlimited word description** on your dedicated page
- ✓ **Feature up to 18 images** on your dedicated page



SAVING... Bournemouth and Poole Tourism are working together to form a joint and fully integrated Tourism Service by 2019. The two partnerships will stay separate for 2018, but as an incentive, businesses joining both partnerships for 2018 will receive a discount of £25 for each.

What to do next?

To become a 2018 Bournemouth Tourism Partner, please follow these steps:

1. Please read the Terms and Conditions of Bournemouth Tourism 2018 Partnership.
2. Fill in the attached Booking Form or visit bournemouth.co.uk/business/become-a-partner
3. Return your forms to us by Thursday 14th December

 Email:

tourism.marketing@bournemouth.gov.uk

 Post:

Bournemouth Tourism, 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 2018 Partnership. We are happy to arrange a chat over the phone, a visit to our offices, or a meeting at your establishment.

 **The Marketing Team:**

Vivien Francis: 01202 454754

Kirsten Tribe: 01202 451256

Leika Hancock: 01202 451707

Further Opportunities

By becoming a Partner there are also several other marketing opportunities available to you to promote your business. Opportunities include purchasing an **E-banner on bournemouth.co.uk**; choose from our headline grabbing homepage banner or a banner on one of our other most visited pages. There are also opportunities to purchase a banner on our e-newsletter throughout the year.

Please visit bournemouth.co.uk/business/advertise-with-us

