

Bournemouth & Poole Partnership 2019

Attractions, Activities, Retail
and Events



bournemouth.co.uk pooletourism.com

Photo courtesy Bliss Aviation

Who we are

Bournemouth & Poole Tourism is the **official tourist board** for the new joint resort. It's our mission to market Bournemouth 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 tourism industry with tourism generating **£950 million*** visitor spend across Bournemouth and Poole and attracting **9.7 million*** day and **1.5 million*** stay visitors to our resorts.



What we do

We are responsible for delivering integrated marketing and communications campaigns to promote Bournemouth and Poole.

We cover all aspects of **tourism marketing and PR**, including **digital marketing** through bournemouth.co.uk (**over 2.6 million page views November 2017 - October 2018**) and **Poole's new look website, which was launched in March this year, (pooletourism.com 498,600 page views March 2018 - October 2018)**.

The number of user sessions on bournemouth.co.uk have increased 23% year on year and are up 64% between June and August 2018.

Media coverage this year to date, across the resort, has achieved an average of 441 articles per month with national coverage including the Times, Daily Telegraph and i. We've hosted 15 broadcast media crews and 17 press trips. Total AVE** currently stands at **£15.5 million with a PR reach of 182 million - representing a 189% increase on 2017!**

As well as promoting our resort through **creative and exciting social media**, we also **develop and promote events and festivals** including the award-winning Bournemouth Air Festival, Wave 105 Summertime in the South, in Poole which includes the UK's biggest and best weekly motorbike meet, and new for 2018, the magical Bournemouth Christmas Tree Wonderland.



*Figures from 2016 ** 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.

Representation

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

Tourist Information

We run both professionally staffed **Resort Tourist Information Centres** throughout the year which can be found at Pier Approach in Bournemouth and in the Poole Museum adjacent to Poole Quay.

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 have the opportunity to buy into additional 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 with Poole and Bournemouth Tourism. 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 Manger
City Cruises, Poole



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

In May 2017 Bournemouth's official tourism website bourne-mouth.co.uk was re-launched and Poole's official website poole-tourism.com went live from March 2018.

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 enabled, so visitors can browse easily using a tablet or smartphone.

“Despite the plethora of information available to visitors on the web the Poole and Bournemouth Tourism partnership websites consistently appear in the top referrers to our site and form an important part of our marketing mix.”

Jackie Richmond
Group Marketing Director
Splashdown
Waterparks

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
- ✓ 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 pages fully up-to-date



“The Bournemouth & Poole Tourism Partnership group is an integral way of supporting local tourism and creating a strong and thriving local hub of businesses and opportunities to draw in tourist trade. It also gives more visibility to our business, great social media coverage and continues to help drive our company forward!”

Emily Freeman
South Lytchett Manor
Caravan and
Camping Park



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.

Source: via Google November 2018



| Search Term | Organic Search Results Position <small>excluding paid ads</small> | Organic Search Results Page |
|----------------------------------|--|-----------------------------|
| BOURNEMOUTH | 1st | 1st Page |
| Where to Stay Bournemouth | 1st | 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 |

2019 Partnership Options

Partnership will run from the 1 February 2019 - 31 January 2020

OPTION

1

Single Partnership £295 + VAT

Single partnership allows you to choose to feature either on the official Bournemouth or Poole Tourism website, positioned within the relevant section of the site.

Single partnership is **£295 + VAT per individual business**. It will provide you with a variety of marketing opportunities and benefits and includes a presence on **either** the Poole or Bournemouth official website.

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

OPTION

2

Joint Partnership £550 + VAT

Feature on both the official Bournemouth Tourism website **bourne-mouth.co.uk** and the official Poole Tourism website **poole-tourism.com**, positioned within the relevant sections of the sites.

Joint partnership is **£550 + 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 £1,500 + 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. Things to Do) on Bournemouth and Poole's Official websites.
- ✓ Inclusion on the spotlight featured section on our sub category page (i.e. Attractions) 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 number of Diamond Packages available.

These will be available on a first come, first served basis.



Example of your dedicated website page

You are here: Things to Do > Russell-Cotes Art Gallery & Museum

Russell-Cotes Art Gallery & Museum



Twitter

About

Welcome to the Russell-Cotes: House Gallery Garden – One of the most fascinating historic houses in England. The Russell-Cotes was the home of two Victorian collectors and travel enthusiasts, Sir Merton and Lady Annie Russell-Cotes.

There is a regular programme of exhibitions featuring both art and artefacts from the Russell-Cotes own extensive collections, and talks, tours and events take place throughout the year. See the website for full details, visit russellcotes.com.

"For many years I had it in mind that someday I would build a house after my own heart, as an offering of love and affection to my wife."
Merton Russell-Cotes

In 1901, Merton gave his wife Annie a dream house on a cliff-top, overlooking the sea. It was an extraordinary birthday present – lavish splendid, and with a touch of fantasy. They filled this exotic seaside villa with beautiful objects from their travels across the world, and lined the walls with a remarkable collection of British art.

Read More

| Ticket Type | Ticket Tariff |
|--------------------------------------|-------------------|
| Adult/Senior | £7.50 per ticket |
| Annual Pass Holder | Free |
| Child (5-17 yrs) | £4.00 per ticket |
| Child (Under 5) | Free |
| Concessions | £4.00 per ticket |
| Family (up to 2 adults & 3 children) | £20.00 per ticket |

East Cliff Promenade
Bournemouth
Dorset
BH1 3AA

- View Phone Number
- Email
- Visit Website

TripAdvisor

tripadvisor

1859 reviews
Certificate of Excellence 2018

TripAdvisor Traveller Rating:

| | |
|-----------|------|
| Excellent | 1307 |
| Very Good | 436 |
| Average | 73 |
| Poor | 28 |
| Terrible | 15 |

Write a review
© TripAdvisor 2018

Russell_Cotes Russell-Cotes

Join us on 15th & 16th December for a very Victorian Christmas weekend! Step back in time & discover how the Victor...
<https://t.co/gfNtrfwjK>
14 Nov 2018 16:31:20

RT @DorsetExplore: Have you visited the @Emily_Endean exhibition #SunrisetoSunset at @Russell_Cotes yet? 📷 📷 #art #photography #Dorset <https://t.co/kUneQsHEN4>
12 Nov 2018 09:39:42

Partnership Options 1 February 2019 - 31 January 2020

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

| Individual Attractions, Activities, Retail and Event Providers | SINGLE PARTNERSHIP | JOINT PARTNERSHIP | DIAMOND PARTNERSHIP <small>Limited availability</small> |
|---|---|---|---|
| PRICE | £295 + VAT | £550 + VAT | £1,500 + 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 page to include name, address, telephone, email link, opening information and ticket prices | ✓ | ✓ | ✓ |
| Direct link to your website | ✓ | ✓ | ✓ |
| Number of images | 12 | 12 per site | 24 per site |
| Description | Unlimited | Unlimited per site | Unlimited per site |
| 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 business <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 - Things to Do ** | — | — | ✓ |
| Inclusion on the Spotlight Featured Section on the sub- category page (i.e. Attraction, Activity or shopping) ** | — | — | ✓ |
| Priority listing in Search Results | — | — | ✓ |

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

Additional Partnership PR and Marketing Benefits

| Additional Partnership PR and Marketing Benefits | SINGLE PARTNERSHIP | JOINT PARTNERSHIP | DIAMOND PARTNERSHIP <small>Limited availability</small> |
|---|---|--|--|
| <p>Attractions, Activities, Retail & Events:</p> <p>One DL leaflet available to rack in Bournemouth and Poole* Tourist Information Centre</p> | <p>*Poole Tourism Partner racking in Poole TIC only and Bournemouth Tourism Partner racking in Bournemouth TIC only</p> | <p>✓</p> <p>In both Tourist Information Centres</p> | <p>✓</p> <p>In both Tourist Information Centres</p> |
| <p>Trade representation at Bournemouth and Poole Tourism Management Board and opportunity to attend the Bournemouth and Poole Attractions Group Meetings</p> | <p>✓</p> | <p>✓</p> | <p>✓</p> |
| <p>Opportunity to 'opt-in' to receive Bournemouth and Poole Tourism's industry e-newsletter, information on industry news, what's on and marketing opportunities</p> | <p>✓</p> | <p>✓</p> | <p>✓</p> |
| <p>PR: Opportunities to be involved in PR campaigns, promotional activities and press trips</p> | <p>✓</p> | <p>✓</p> | <p>✓</p> |
| <p>Use of Bournemouth & Poole Tourism's photo and film library for your own marketing and promotional material</p> | <p>✓</p> | <p>✓</p> | <p>✓</p> |
| <p>Access to seasonal marketing toolkits including our Destination Campaigns and Christmas Tree Wonderland toolkit</p> | <p>✓</p> | <p>✓</p> | <p>✓</p> |
| <p>Access to Tourism's Press Releases to use in your own marketing activities</p> | <p>✓</p> | <p>✓</p> | <p>✓</p> |
| <p>Opportunity to upload 5 events per annum (via our online events form application) on Bournemouth & Poole's online events calendar (terms and conditions apply)</p> | <p>—</p> | <p>—</p> | <p>✓</p> |

What to do next?

To become a Partner, please follow these steps:

Partnership will run from the 1 February 2019 - 31 January 2020

1. Please read the Terms and Conditions of Bournemouth and Poole Tourism's Partnership
2. Fill in the attached Booking Form or visit:
www.bournemouth.co.uk/business/become-a-partner or
www.pooletourism.com/business/become-a-partner
3. If you have a number of businesses, we offer a discounted sister rate.
Please call or email for further details.
4. Return your completed form by **Friday 21 December 2018**

@ tourism.marketing@bournemouth.gov.uk

✉ Partnership Office, Bournemouth & Poole 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 Partnership for 2019. 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 451707

@ tourism.marketing@bournemouth.gov.uk





2019 Partnership Booking Form:

Deadline Friday 21 December 2018

2019 Partnership Options:

For all Partnership Packages, Partnership will run from the 1 February 2019 to 31 January 2020. Please tick accordingly:

Option 1: Single Partnership £295+ VAT per individual business

Please indicate: Bournemouth Poole

Option 2: Joint Partnership £550 + VAT per individual business

Feature on both the official Bournemouth Tourism website **bourneouth.co.uk** and the official Poole Tourism website **pooletourism.com**.

Option 3: Upgrade your Joint Partnership to a Diamond Partnership £1,500 + VAT per individual business (limited spaces available)

Your Details

Name of Establishment: _____ 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 indicate which method):

By cheque payable Bournemouth Borough Council By Invoice

Order Number (if applicable) _____ Charity Number (if applicable) _____

Authorised Signature

I have read and agree to the General Terms and Conditions for Bournemouth and Poole Tourism Partnership 2019.

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, Bournemouth and Poole Tourism, Town Hall Annexe, St. Stephen's Road, Bournemouth, BH2 6EA email: tourism.marketing@bournemouth.gov.uk

FOR OFFICE USE ONLY:

WHY BECOME A BOURNEMOUTH AND POOLE TOURISM PARTNER?



Media Coverage

This year to date, across the resort we achieved an average of **441 articles per month** with national coverage including **The Times, Daily Telegraph** and **i**. We've hosted **15 broadcast media crews** and **17 press trips**. Total AVE* currently stands at **£15.5m** with a PR reach of **182m** - representing a **189% increase on 2017!**

*Advertising value equivalent

Social Media Stats

Bournemouth

Over **73K Likes**

19.8K Followers

8.9K Followers

Poole

Over **16K Likes**

2K Followers

3.4K Followers

Websites

*stats are based on the new-look Poole Tourism website

Bournemouth Tourism Website

(Nov 17 - Oct 18)

bournemouth.co.uk



Page Views:
2.6 Million



Sessions:
1.1 Million

Poole Tourism Website *

(Mar 18 - Oct 18)

pooletourism.com



Page Views:
498,600



Sessions:
207,600

2018 Resort Summer Campaigns

Live it in Poole Campaign

10 weeks of Summer Fun

Leave only Footprints

#loveselfiewalls
B-Here

Festival Sites

Bournemouth Air Festival
bournemouthair.co.uk



Bournemouth Christmas Tree Wonderland:
christmastreewonderland.co.uk



Poole's Summertime in the South:
pooletourism.com



E-Marketing Stats

Bournemouth

Email Subscribers:
6,883

Open Rate: **45%**

Poole

Email Subscribers:
1,522

Open Rate: **40%**

Tourist Information

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

161,555 visitors to Poole Tourist Information Centre/ Poole Museum adjacent to Poole Quay.



@bournemouth_official



@pooletourimpics



@Bournemouthofficial



@PooleTourism



@bmouthofficial



@more_poole