

# **Food & Drink Providers Partnership Pack for 2021/2022**

## 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 and Poole Highlights**

## **Bournemouth Website Stats (October 2019 to October 2020)**

- 2.4 Million pages Views
- 1.3 Million Sessions
- 47 Million Url's seen on users Google search results

## **Bournemouth Social Media Stats**

- Bournemouth Facebook account has over 90,000 Likes.
- Bournemouth Twitter account has over 10,000 Followers.
- Bournemouth Instagram account has over 41,000 Followers.

## **Christchurch Website Stats (May 2020 to October 2020)**

The Christchurch website was launched May 2020.

- Over 41,000 Pages Viewed.
- Over 21,000 Sessions.
- Over 1.3 Million Url's seen on users Google search results.

## **Christchurch Social Media Stats**

- Christchurch Facebook account has over 4,700 likes.
- Christchurch Twitter account has over 650 followers.
- Christchurch Instagram account has over 4,000 followers.

## **Poole Website Stats (October 2019 – October 2020)**

- Over 500,000 pages viewed.
- Over 250,000 sessions.
- Over 11 Million Urls seen on users Google search results.

## **Poole social media stats**

- Poole Facebook account has over 27,000 likes
- Poole Twitter account has over 4,400 followers
- Poole Instagram account has over 9,200 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

### Megan Cameron, manager of the Houseboat

"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!"

### Mark Cribb, Owner of Urban Guild

"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."

### B Merna, Managing Director of Compton Acres

"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."

### Tim Lloyd, Managing Director of Captains Club Hotel

"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."

## 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.

## Partnership Options

Partnership runs from 1 April 2021 to 31 March 2022. We have several different Tourism Partnership options, so you can choose one to suit your own business needs.

| <b>Individual Restaurants, Cafes and Bars</b>  | <b>Single Partnership</b>                     | <b>Joint Partnership</b>                       | <b>New Christchurch Partnership (introductory rate)</b> |
|--|---|--|---|
| Price  | £150 + VAT                                    | £250 + VAT                                     | £75 + 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 Christchurch Website                          |
| Dedicated business landing page to include name, address, telephone, opening times & email link                              | Included                                      | Included                                       | Included  |
| Direct link to your website  | Included                                      | Included                                       | Included  |
| Number of images (images can be changed throughout the year)   | 12  | 12 per site                                    | 12  |
| Rich text description: headers, bold text, bullet points and hyperlinks (including a hyperlink to one downloadable brochure) | Unlimited                                     | Unlimited                                      | Unlimited   |
| Promotion of your special offers (T&C's apply)   | Included                                      | Included                                       | Included  |
| Display your TripAdvisor Traveller Rating  | Included                                      | Included                                       | Included  |
| Display your social media feed: Facebook & Twitter feed  | Included                                      | Included                                       | Included  |
| Directions & map   | Included                                      | Included                                       | Included  |
| Opportunity to upload, as a link, one YouTube or Vimeo video   | Included                                      | Included                                       | Included  |

## Additional Partnership Benefits

| <b>Individual Restaurants, Cafes and Bars</b>  | <b>Single Partnership</b> | <b>Joint Partnership</b> | <b>New Christchurch Partnership (introductory rate)</b> |
|--|---------------------------|--------------------------|---|
| Individual Restaurants, Cafes and Bar Partners: Feature in the Bournemouth, Christchurch & Poole Official Dining Out Information Sheet. Includes: thumbnail image, name, address, telephone number and website address. Printed and distributed via Bournemouth and Poole Tourist Information Centres and downloadable version on <a href="http://bournemouth.co.uk">bournemouth.co.uk</a> , <a href="http://visit-christchurch.co.uk">visit-christchurch.co.uk</a> and <a href="http://pooletourism.com">pooletourism.com</a> | Included                  | Included                 | Included  |
| PR: Opportunities to be involved in PR campaigns, promotional activities and press trips   | Included                  | Included                 | Included  |
| Opportunities to become a guest blogger and feature on <a href="http://bournemouth.co.uk">bournemouth.co.uk</a> , <a href="http://pooletourism.com">pooletourism.com</a> & <a href="http://visit-christchurch.co.uk">visit-christchurch.co.uk</a> (editors discretion)   | Included                  | Included                 | Included  |
| Free access to Bournemouth, Christchurch & Poole Tourism photo-library for your own marketing & promotional material   | Included                  | Included                 | Included  |
| Access to seasonal marketing toolkits & be part of our seasonal campaigns  | Included                  | Included                 | Included  |
| Trade representation at Destination Management Board & Tourism Marketing Group   | Included                  | Included                 | Included  |
| Opportunity to 'opt-in' to receive Bournemouth, Christchurch & Poole Tourism's industry e-newsletter, information on industry news, what's on and marketing opportunities  | Included                  | Included                 | Included  |
| Use of Tourism Partnership branding  | Included                  | Included                 | Included  |



## 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.

### Google Position and Page rankings

- Search term “Bournemouth” ranks 1st Position & 1st Page.
- Search term “Where to Stay Bournemouth” ranks 1st Position & 1st Page.
- Search term “What’s On Bournemouth” ranks 1st Position & 1st Page.
- Search term “Things to do Bournemouth” ranks 1st Position & 1st Page.
- Search term “Bournemouth Attractions” ranks 1st Position & 1st Page.
- Search term “Bournemouth Food & Drink” ranks 1st Position & 1st Page.
- Search term “Poole” ranks 1st Position & 1st Page.
- Search term “Where to Stay Poole” ranks 1st Position & 1st Page.
- Search term “What’s On Poole” ranks 1st Position & 1st Page.
- Search term “Things to Do Poole” ranks 2nd Position & 1st Page.
- Search term “Poole Attractions” ranks 2nd Position & 1st Page.
- Search term “Poole Food and Drink” ranks 1st Position & 1st Page.
- Search term “Christchurch uk” ranks 2nd Position & 1st Page.
- Search term “What’s On Christchurch uk” ranks 1st Position & 1st Page.
- Search term “Things to Do Christchurch uk” ranks 3rd Position & 1st Page.
- Search term “Christchurch Attractions uk” ranks 3rd Position & 1st Page.
- Search term “Christchurch uk Food and Drink” ranks 5th Position & 1st Page.

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

**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), [pooltourism.com/partner](http://pooltourism.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 instalments 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 on our social channels:

### **Bournemouth:**

Facebook - @bournemouthofficial

Instagram - @bournemouth\_official

Twitter - @bmouthofficial

### **Christchurch:**

Facebook - @lovexchurch

Instagram - @lovexchurch

Twitter - @lovexchurch

### **Poole:**

Facebook - @lovepooleuk

Instagram - @lovepooleuk

Twitter - @lovepooleuk