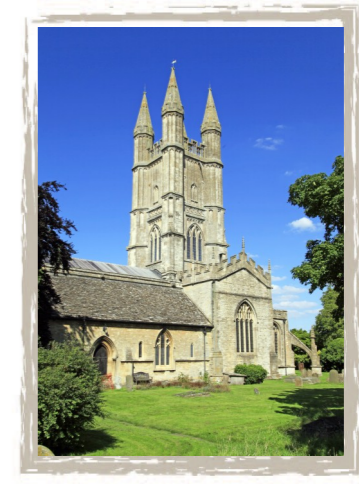


Listed below is a range of marketing opportunities that the Royal Wootton Bassett & Cricklade Area Board may wish to consider investing in, in addition to the core Town Partner benefits, in order to extend the coverage of the towns and surrounding villages through VisitWiltshire activities.

Campaign	Detail	Rates from
Print		
Ideas for Great Days Out Guide 2014	Full page inside back cover	£800
	Full page inside pages	£700
	Half page inside pages	£350
Accommodation & Destination Guide 2014	Full page inside back cover	£800
	Full page inside pages	£600
	Half page inside pages	£300
Group Visits & Travel Trade Guide 2014	Full page inside back cover	£400
	Full page inside pages	£200
	Half page inside pages	£100
Travel Trade Press advertising	Group Travel Organiser—Nov/Dec '13 & Jan '14 Group Leisure Magazine—Feb & March 2014 1/12 th A4 feature page	£399 (minimum partner requirement)
Exhibitions		
Excursions 25 January 2014 Alexandra Palace, London	<i>Premier one day Group Travel Exhibition attracting over 1,000 organisers and 250 exhibitors</i> Stand share within Wiltshire exhibition space Literature distribution	(minimum partner requirement) £450 £150
South West Group Travel Show 8 February 2014 Wintergardens, Weston-Super-Mare	<i>Long standing popular local show</i> Stand share Literature distribution	£200 £150
Best of Britain and Ireland 12 – 13 March 2014 Birmingham	<i>Over 200 exhibitors, 3,000 visitors and hosted buyers, 4,300 meetings through the online planner</i> Branded pod within Wiltshire exhibition space Literature distribution	(minimum partner requirement) £1,000 £150 per day
Destinations Holiday & Travel Show 23 – 26 January 2014 Earls Court, London	<i>The must attend consumer travel show</i> Branded pod within Wiltshire exhibition space Literature distribution	(minimum partner requirement) £1000 £250
On line		
visitwiltshire.co.uk	Extended profile with access to ¼ million visitors Home Page Banner Advertising Featured Page Adverts	£100 per month £50 per month
Videos & Filming	Feature in Wiltshire promotional video for on line distribution as well as cross track projection and social media channels	Bespoke filming opportunities also available.
Targeted e-newsletters	Access to over 13,000 consumers who have expressed an interest in Wiltshire	£100 per month
Travel Trade E-newsletter November 2013 February 2014	1200 GTO contacts Thematic Summer 2014 ideas plus separate Accommodation and Lunch stops promotion	£100 each edition
Integrated campaigns		
Wiltshire Thematic Campaigns	Focussing on key Wiltshire strengths heritage, shopping and eating, arts and culture. Campaign will include e-newsletter, banner advert in featured section in the VisitWiltshire website and display print advertising	£1,000 (minimum partner requirement)
Joint Advertising Campaigns	Major promotional campaigns in key travel publications and national newspapers	£5,000
High profile consumer advertising with national media partners Autumn 2013	Focussing on 3 key themes – Rural Escapes, Active Outdoors and Heritage Cities. Campaigns include advertising, direct mail in national press, magazines and e-newsletters	From £299 (TBC dependant on number of participants and different elements)

Partner Proposal
for
Royal Wootton Bassett and Cricklade
Area Board
2013/14



VisitWiltshire is committed to building the value of tourism in Wiltshire by working in partnership with our members and other stakeholders to generate additional visits and spend

Introduction

Further to our conversations we would be delighted if Royal Wootton Bassett and Cricklade Area Board continues as a VisitWiltshire Town Partner along with the other 17 towns, parishes and villages who have become partners of VisitWiltshire over the past 18 months. In addition there are now 516 tourism business who are partners with us from across the whole visitor economy.

Becoming a Town Partner gives Royal Wootton Bassett, Cricklade and surrounding villages enhanced content and marketing across a range of online and offline VisitWiltshire marketing activity. In addition, it opens the door to a range of additional VisitWiltshire opportunities, routes to market and marketing channels. It also offers a signal to the businesses in the area that the Area Board recognises the potential for tourism to boost the local economy. It can be used as a mechanism to bring individual businesses together, promoting partnership collaboration for the benefit of all.

The annual fee for the Area Board to join VisitWiltshire as a Town Partner is £700 plus VAT.

This document is designed to provide a summary of the core Town Partner benefits in addition to a range of opportunities which can be tailored to meet agreed local tourism objectives.

Growing the local visitor economy

VisitWiltshire is keen to work in partnership with Royal Wootton Bassett & Cricklade Area Board to effectively draw together the tourism interests in the area in support of collaborative tourism related activities. These include:-

- industry engagement activities
- sharing best practice
- joint marketing opportunities
- providing specialist destination development expertise
- business support and advice



Regular Newsletter

Stay in touch through our regular industry e-newsletter packed with useful information, news and advice. Submit your stories and have your messages heard by over 1000 tourism businesses and influencers across Wiltshire.

Getting your voice heard

VisitWiltshire, directly and in partnership with the Tourism Alliance, lobbies at local regional and national level on the issues that matter most to members and tourism in Wiltshire.



Input to / Ownership of VisitWiltshire activity

The Area Board will have the opportunities to influence and shape our activities through business planning events such as the Tourism Forum, networking opportunities and surveys as well as sector groups such as the On line and Travel Trade Groups



VisitWiltshire's main season marketing campaign generated an additional £5.1m of visitor spend in the local economy last year. As a Town Partner the Area Board joining will gain access to and inclusion in a range of routes to market including :-

VisitWiltshire.co.uk

Enhanced exposure on our destination website featuring the latest in online marketing technology including your feature videos. On target to achieve 800,000 unique visitors in the coming year. Top in Google searches for many Wiltshire related holiday phrases.

Additional exposure on our design responsive mobile website, recently launched to maximise potential from the growing number of visitors who access our website on a mobile device.

Wiltshire App

Town coverage in the first ever Wiltshire tourism related App and tablet version, launched in May 2013.

Accommodation & Destination Guide

Enhanced Town editorial in and throughout our flagship publication. 50,000 copies distributed nationally and internationally in response to campaigns promoting Wiltshire as a must see now destination.

Great Days Out

Putting Royal Wootton Bassett, Cricklade and surrounding villages in front of potential staying and day visitors. Inclusion via an A5 1/4 page advert in 200,000 printed copies plus digital versions will be distributed extensively nationally and internationally.

Travel Trade

- **Inclusion in Travel Trade Press Activity, as appropriate**
- **Group Travel Operators Association Annual Convention 2014**
Exposure in this high profile national convention attracting up to 300 Group Tour Operators to the County including the opportunity to take a stand at the event to meet GTOs directly.
- **Group Visits & Travel Trade Guide**
The area's inclusion in this targeted A5 booklet with 6,000 copies mailed to group contacts, distributed in response to trade enquiries and at trade shows.

Consumer Press & PR

VisitWiltshire commissions a PR agency specialising in tourism. They are dedicated to securing national and international media coverage. Our PR activity now generates over £1.4m of advertising value equivalent. Royal Wootton Bassett, Cricklade and surrounding villages will be included in press releases where relevant, in addition to periodic round ups, themed PR campaigns and press visits.

Social Media

The towns and villages will benefit from inclusion in our extensive and proactive social media activity including :

- **Twitter**
Regular tweets, images, interactions, events and so fourth with over 7618 followers.
- **Facebook**
Proactive Facebook activity including mystery photos, videos and competitions with over 3597 likes.
- **Blogs**
A recently started VisitWiltshire blog site featuring various aspects around the county including Royal Wootton Bassett and Cricklade, with opportunities for the town to increase its profile through guest blogs.
- **Pinterest**
Exposure on our dedicated Royal Wootton Bassett and Cricklade boards.
- **Videos**
Enhanced inclusion in our pan Wiltshire video and future videography opportunities.

