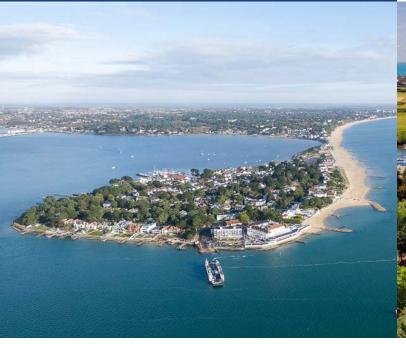




## Partnership Pack 2021/2022

# 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, pooletourism.com and 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.



#### **Bournemouth, Christchurch & Poole Tourism Highlights**

#### CCC **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 • •

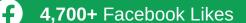




1.3+ Million URL's seen on Google G



Social Media





4,000+ Instagram Followers

#### **POOLE**

Website (Oct 2019 - Oct 2020)

**500,000+** pages viewed • •



**250,000+** sessions

11+ Million URL's seen on Google G



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.





#### **1** 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*)

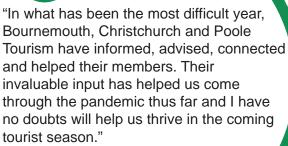
#### Re-investment

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...

"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



B Merna, Managing Director of Compton Acres

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.

Business Services e.g. Local individual finance, insurance companies, recruitment, photographers, food suppliers, design agencies & estate agents.	Single Partnership	Joint Partnership	New Christchurch Partnership (introductory rate)
Price	£150	£250 + VAT	£75 + VAT
Website Benefits	Appear on Bournemouth or Poole Website under "Business Services"	Appear on Bournemouth and Poole Website under "Business Services"	Appear on Christchurch Website under "Business Services"
Dedicated business landing page to include name, address, telephone & email link	V		$\overline{\checkmark}$
Direct link to your website	V	V	$\overline{\checkmark}$
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
Display your social media feed: Facebook & Twitter feed	V	$\overline{\checkmark}$	<b>I</b>
Directions & map	V	<b>V</b>	$\square$
Opportunity to upload, as a link, one YouTube or Vimeo video	<b>V</b>	<b>V</b>	V
Opportunity to 'opt-in' to receive Bournemouth, Christchurch & Poole Tourism's industry e-newsletter, information on industry news, what's on and marketing opportunities.	V	$\overline{\checkmark}$	<b>V</b>



## 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.



Bournemouth		1st Position	1st Page
Where to Stay Bo	ournemouth	1st Position	1st Page
What's On Bourn		1st Position	1st Page
Things to do Bou	rnemouth	1st Position	1st Page
Bournemouth Att	ractions	1st Position	1st Page
Bournemouth Food & Drink		1st Position	1st Page
Poole		1st Position	1st Page
Where to Stay Po	oole	1st Position	1st Page
What's On Poole		1st Position	1st Page
Things to Do Poo	ole	2nd Position	1st Page
Poole Attractions		2nd Position	1st Page
Poole Food and I	Orink	1st Position	1st Page
Christchurch uk*		2nd Position	1st Page
What's On Christ	church uk	1st Position	1st Page
Things to Do Chr		3rd Position	1st Page
Christchurch Attra	actions uk	3rd Position	1st Page
Christchurch uk F	Food and Drink	5th Position	1st Page
	was created May 2020	as a microsite with a soft laund	ch during lockdow
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: <u>bournemouth.co.uk/partner</u>, <u>pooletourism.com/partner</u> or <u>visit-christchurch.co.uk/partner</u> for further information.
- 3. Return your completed form by email to: bcptourism@bcpcouncil.gov.uk or <u>use</u> 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 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 or visit 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





















