

promoting Fowey as a visitor destination

enjoy!

FOWEY

www.fowey.co.uk
the official visitor guide

Membership & Media Pack

Enjoy! Fowey is a private company whose mission is to promote Fowey as a holiday, short breaks and day visits destination to consumers in the UK and overseas.

- We provide vital information on where to stay, how to get here and things to do when visitors are here.
- We own and manage the Enjoy! Fowey brand, the fowey.co.uk website and a range of visitor guides on where to stay, eat, shop and play in the area.
- We also organise on-going daily e-mail publicity and social media campaigns to promote visits to Fowey and the surrounding area.
- We work closely with Visit Cornwall and are members of Let's Go Cornwall, a group of similar officially recognised organisations responsible for promoting other destinations around the Duchy.

We are a membership organisation, currently with over 55 members – most of whom are local businesses including those working in hospitality, business tourism, retail and active lifestyles. We rely upon finance from our members to promote the area and can only increase our activity through increased membership.

By joining **Enjoy! Fowey** you can promote your own business, and help to put Fowey up there amongst the UK's top tourism destinations.

All members of **Enjoy! Fowey benefit from the following**

- A listing on fowey.co.uk and further presence on the website depending upon the membership level chosen (see next page).
- Special member rates for all of our premium advertising options (see over).
- Social media support to further promote your business.
- The ability to promote any events, special offers and special breaks/menus via the Enjoy! Fowey website - free of charge.

NUMBER ONE on Google generic searches for:

Fowey
Fowey Accommodation
Fowey B&B's
Fowey Self Catering
Fowey Food & Drink
Fowey Events
Fowey Self Catering
Fowey Walking
Fowey Watersports
Fowey Shops
Fowey Shopping
Fowey What's On
and many more

www.fowey.co.uk
**Over 370,000 page
views per annum**

In the Top 3 on Google for:-

Fowey Camping & Caravanning
Fowey Attractions
Fowey Activities
Fowey Things to Do
Fowey Family attractions
Fowey Eating Out
Fowey Horse Riding
Fowey Boats
and many more

Social Media Accounts
4,300 + followers across
Facebook, Twitter & Instagram
growing at 25% per annum

e-newsletter customer database
of people interested in visiting Cornwall

15,000 Fowey Visitor Guides distributed
annually, in town and by post

MEMBERSHIP TYPE	BRONZE	SILVER	GOLD
ACCOMMODATION	£120	£160	£195

All prices stated are for annual membership. Excl. VAT

What's included:-

WEB ADVERTISING - fowey.co.uk

Name, map, address, tel number, website link, email link, list of facilities, gradings, awards	✓	✓	✓
Description: Section used to promote member's business	300 words	500 words	unlimited
Number of Pictures: These images may be changed throughout the year as often as required	3	5	10
Priority in search results	3rd	2nd	1st
Live availability search and online bookings, please ask for details.	✓	✓	✓
Inclusion in 'Highlights': Members will be included in the following image galleries:-			
On the Home Page: with a clickable link to your entry or website			✓
On the Accommodation Page: with a clickable link to your entry or website		✓	✓
Add videos and downloadable files to your entry:		✓	✓
Additional, tailored pages in other categories: build pages in other categories to highlight other areas of business (food and drink, things to do, etc). For Gold members, the number of additional pages is unlimited.	+£99/page + VAT	+£99/page + VAT	FOC

SOCIAL MEDIA PROMOTION

Re-posts and re-tweets of all appropriate social media activity that you undertake to our growing band of over 4,300 active followers.		✓	✓
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Gallery Images

Advertise here on our **Home page** gallery for just

£150

per year exc VAT

or on any

Category page

for just

£100

per year exc VAT

Ad includes photo of your choice, 10 words of text & a link to your website or listing

Lower Gallery

A lower gallery advertisement costs just

£100 per year

exc VAT on our

Home page or

£50 per year

exc VAT on any

Category page

Ad includes a link to your website or listing

The screenshot shows the website www.fowey.co.uk, the official visitor guide. At the top, there are navigation links for Accommodation, Eating Out, Shopping, Things to Do, What's On, Special Offers, Visitor Information, and Enjoy! Fowey. A search bar is also present. Below the navigation is a large gallery image of a luxurious living room with a fireplace and a boat model. A text overlay on the image reads: "Luxurious surroundings with wonderful views... to find out more, click here". Below the gallery is a search section with fields for Arrival Date (19/04/2021), Nights (1), Flexible visit date? (None), Guests in Room/Unit (1), and Add Room. There are also dropdown menus for Type and Keyword, and a Search button. Below the search section is a grid of four small images with captions: Eat in Fowey, Stay in Fowey, Shop in Fowey, and Play in Fowey. Below this is a section titled "Welcome to Fowey.co.uk - The Official Visitor Guide" with a video player. Further down is a "BOOK NOW" section with a "Read More" button. Below that is a "Highlights" section with three images and captions: Cornish Traditional Cottages, Elegant B&B near Par, and Cornish Retreat. At the bottom is a featured advertisement for "The Galleon Inn" with a large image of a room and a "click to find out more" button. Below this are "More Highlights" with three small images and captions: Lantic Bay, Sundaes Fowey, and Hidden Valley Gardens.