

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.
- Inclusion in one of our targeted guides, distributed via several channels to potential and actual visitors
- An advertisement on the digital display screen in our shop window – visible to visitors 12 hours a day, 11 months a year.

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

4,500 + followers across
Facebook, Twitter & Instagram
growing at 25% per annum

e-newsletter customer database
of people interested in visiting Fowey

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

MEMBERSHIP TYPE	BRONZE	SILVER	GOLD
EATING OUT	£50	£70	£95

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
Inclusion in 'Highlights': Members will be included in the following image galleries:-			
On the Home Page: with a clickable link to your entry			✓
On the Eating Out Page: with a clickable link to your entry		✓	✓
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 (accommodation, 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 3,750 active followers.		✓	✓
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Gallery Images

Advertise 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*

Banner Ads

A banner
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 displays the Fowey.co.uk website, which serves as the official visitor guide for Fowey, South Cornwall. The site features a navigation bar with links to Accommodation, Eating Out, Shopping, Things to Do, What's On, Special Offers, Visitor Information, and Enjoy! Fowey. A search bar is prominently displayed at the top right. Below the navigation bar is a large gallery image of Fowey Town Quay, credited to Paul Watts Photography. A search filter section allows users to refine their search by checking availability, selecting arrival dates, nights, flexible visit dates, and the number of guests. Below this, there are four small thumbnail images representing different categories: Eat in Fowey, Stay in Fowey, Shop in Fowey, and Play in Fowey. The main content area welcomes visitors to Fowey.co.uk and provides an overview of the site's purpose as an online guide to Fowey and the surrounding area. It includes a video guide titled 'Fowey in South Cornwall, a video guide'. Below the video, there are sections for restaurants, shops, and activities, as well as a section for self-catering, bed & breakfasts, hotels, and caravan and camping sites. A 'Read More' link is provided for further information. At the bottom, there is a 'FREE UK CENSUS SEARCH' section, followed by three featured listings: 'Retreat to Fowey' (luxurious apartments), 'Harbour's Edge' (fabulous house with stunning views), and 'Cornish Horizons' (The Fowey holiday makers). A 'Highlights' section at the very bottom showcases three specific properties: 'The Old Ferry Inn', 'Fowey Hotel', and 'Andrew's Apartment', each with a brief description and a link to more information.