

*promoting Fowey as a visitor destination*

# enjoy!

## FOWEY

[www.fowey.co.uk](http://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](http://www.fowey.co.uk)  
**Over 380,000 page  
views in 2018**

### 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**  
3,400 + followers  
across Facebook and Twitter  
growing at 25% per annum

e-newsletter customer database  
of people interested in visiting Cornwall

20,000 Fowey Visitor Guides distributed  
in 2018, in town and by post nationally

MEMBERSHIP TYPE	BRONZE	SILVER	GOLD
<b>SHOPPING</b>	<b>£25</b>	<b>£40</b>	<b>£50</b>

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	✓	✓	✓
<b>Description:</b> Section used to promote member's business	300 words	500 words	unlimited
<b>Number of Pictures:</b> These images may be changed throughout the year as often as required	3	5	10
<b>Priority in search results</b>	3rd	2nd	1st
<b>Inclusion in 'Highlights':</b> Members will be included in the following image galleries:-			
<b>On the Home Page:</b> with a clickable link to your entry			✓
<b>On the Shopping Page:</b> with a clickable link to your entry		✓	✓
<b>Add videos and downloadable files to your entry:</b>		✓	✓
<b>Additional, tailored pages in other categories:</b> 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.	+£20/page + VAT	+£25/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 2,750 active followers.		✓	✓
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### DIGITAL SCREEN ADVERTISING

A full colour advertisement on our digital display screen – visible in our shop window from 10am to 10pm. 7 days a week from Apr to Oct and 5 days per week from Nov to Mar.	10 secs per cycle	20 secs per cycle	30 secs per cycle
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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 homepage of www.fowey.co.uk. At the top, there is a navigation menu with links for 'Accommodation', 'Eating Out', 'Shopping', 'Things to Do', 'What's On', 'Special Offers', 'Visitor Information', and 'Enjoy! Fowey'. A search bar is located in the top right corner. Below the navigation is a large gallery image of Fowey Town Quay, with a caption 'Fowey Town Quay (c) Paul Watts Photography'. Underneath the gallery is a search filter section with tabs for 'Accommodation Search', 'Things to Do Search', 'What's On Search', and 'Food & Drink Search'. The search filters include 'Check Availability', 'Arrival Date: 16/09/2017', 'Nights: 1', 'Flexible visit date? None', 'Guests in Room/Unit: 1', and 'Add Room'. There is also a 'Type' dropdown set to 'Any' and a 'Keyword' input field. Below the search filters is a row of four small images with captions: 'Eat in Fowey', 'Stay in Fowey', 'Shop in Fowey', and 'Play in Fowey'. The main content area starts with a welcome message: 'Welcome to Fowey.co.uk - The Official Visitor Guide'. It follows with a video player titled 'Fowey in South Cornwall, a video guide'. Below the video, there are three paragraphs of text: 'We have listings of all the restaurants, shops and activities that will make your holiday, or short break, one to remember.', 'We have a great selection of self-catering, bed & breakfasts, hotels, and caravan and camping sites, you can browse our Accommodation section and, in many cases, book your perfect holiday, online, right away.', and 'Take a look at the wide range of activities in the area - many are water-based, including boat trips, kayaking, watersports and...'. There is a 'Read More' button. Below the text is a banner for 'FREE UK CENSUS SEARCH' with a search button. At the bottom, there are three featured listings: 'RETIRE TO FOWEY' (luxurious apartments), 'Harbour's Edge' (fabulous house with stunning views), and 'CORNISH HORIZONS' (The Fowey holiday makers). Below these are 'Highlights' with three images and captions: 'The Old Ferry Inn', 'Fowey Hotel', and 'Andrew's Apartment'. Each highlight has a short description below it.