

*promoting Fowey as a visitor destination*

# enjoy!

## FOWEY

[www.fowey.co.uk](http://www.fowey.co.uk)  
the official visitor guide

**Membership & Media Pack 2018**

**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 45 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 500,000 page  
views in 2016**

## 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**  
2,750 + followers  
across Facebook and Twitter  
growing at 25% per annum

30,000+ e-newsletter customer database  
of people interested in visiting Cornwall

2,000 Fowey Visitor Guides distributed  
in 2016, in town and by post nationally

**NEW FOR 2018!**  
**Eat, Stay, Shop & Play**  
**Individual Guides for**  
**each membership**  
**category**



MEMBERSHIP TYPE	BRONZE	SILVER	GOLD
<b>ACCOMMODATION</b>	<b>£150</b>	<b>£195</b>	<b>£250</b>

All prices stated are for annual membership, starting 1st January. Excl. VAT  
Part year memberships charged pro-rata in year one.

## 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>Live availability search and online bookings,</b> please ask for details.	✓	✓	✓
<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 or website			✓
<b>On the Accommodation Page:</b> with a clickable link to your entry or website		✓	✓
<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.	+£99/page + VAT	+£99/page + VAT	FOC

### ACCOMMODATION GUIDE ADVERTISING

An entry in <b>STAY</b> , the accommodation guide in and around Fowey, distributed to approx. 2,000 people who have expressed an interest via fowey.co.uk or picked up a copy from dispensers around the town.	semi-bold listing	bold listing	boxed entry
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### 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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Stand out from the crowd and add to your advertising package with some of our premium options, designed to drive additional business to your website or listing.

## BANNER ADVERTISEMENTS

*A clickable link to your website or your listing. Sized 400 x 400 px (w x h)*

<i>Available on:</i>	
<b>Homepage</b> (also appears on What's On, Special Offers & Tourist Information pages)	<b>£100 per annum + VAT</b>
<b>Accommodation</b>	<b>£50 per annum + VAT</b>
<b>Eating Out</b>	<b>£50 per annum + VAT</b>
<b>Things To Do</b>	<b>£50 per annum + VAT</b>

## GALLERY IMAGES

*Each of our Category pages are highly viewed in Google search results, and are often ranked above the homepage in searches with more specific search terms. Place a page-dominating photograph of your business on one of the following pages:-*

*Accommodation*

*Eating Out*

*Things to Do*

*What's On*

*Special Offers*

*Tourist Information*

*A clickable link to your listing on fowey.co.uk*

*Sized 1750 x 600 px (w x h). Image JPEG or GIF and 10 words of text*

<b>Any Category Page above</b>	<b>£100 per annum + VAT</b>
<b>The Home Page</b>	<b>£150 per annum + VAT</b>

## DAILY EMAIL SPONSORSHIP

*We currently send out 300 emails per day, 30 days per month, 12 months a year (a total of 108,000 per year) to our consumer mailing list of over 30,000. All of the recipients have opted in to receiving information on either our own or, one of the other Cornish Tourist Information websites within the Let's Go Cornwall organisation. This is your chance to have the ONLY advertisement on these emails with a clickable link to your listing on fowey.co.uk.*

<b>Solus Sponsorship costs:-</b>	<b>£200 per annum + VAT</b>
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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 shows the homepage of [www.fowey.co.uk](http://www.fowey.co.uk), titled "the official visitor guide". The navigation menu includes: 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.

The main content area features a large gallery image of Fowey Town Quay (c) Paul Watts Photography. Below this is a search section with filters for "Check Availability", "Arrival Date: 16/09/2017", "Nights: 1", "Flexible visit date? None", "Guests in Room/Unit 1", and "Add Room". A "Search" button is present.

Below the search section are four small image thumbnails with captions: "Eat in Fowey", "Stay in Fowey", "Shop in Fowey", and "Play in Fowey".

The main heading is "Welcome to Fowey.co.uk - The Official Visitor Guide". The text below reads: "The ultimate online guide to Fowey and the beautiful Fowey Estuary in South Cornwall. As well as Fowey itself, we cover the villages of Poluan, Bodinnick and Lanteglos to the east of the river, Golant, Lostwithiel, Lerryn and St Winnow higher up the estuary and Tywardreath, Par, Polkeris and Menability to the west."

There is a video player titled "Fowey in South Cornwall, a video guide".

Text below the video: "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. Take a look at the wide range of activities in the area - many are water-based, including boat trips, kayaking, watersports and..."

A "Read More" button is visible.

Below this is a "FREE UK CENSUS SEARCH" banner with the text "Search for your family members & instantly access UK census records!".

There are three featured listings:

- RETIRE TO FOWEY**: "The luxurious apartments with stunning views of the river and sea."
- Harbour's Edge**: "Fabulous house with stunning views of the Fowey Estuary. [click here](#)"
- CORNISH HORIZONS**: "The Fowey holiday makers"

A "Highlights" section follows with three images and captions:

- The Old Ferry Inn**: "Situated on the banks of the Fowey River Estuary in the village of Bodinnick, The Old Ferry is a..."
- Fowey Hotel**: "The Fowey Hotel is a 37 bedroom, 4 star hotel perched on the hillside offering uninterrupted views..."
- Andrew's Apartment**: "Andrew's is a beautiful apartment with stunning, uninterrupted views over the River Fowey, with the..."