

promoting Fowey as a visitor destination

enjoy!

FOWEY

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
**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
EATING OUT	£100	£145	£200

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	✓	✓	✓
Description: Section used to promote member's business	100 words	400 words	500 words
Number of Pictures: These images may be changed throughout the year as often as required	1	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 or website			✓
On the Eating Out Page: with a clickable link to your entry or website		✓	✓
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

EATING OUT GUIDE ADVERTISING

An entry in EAT , the eating out 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)

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

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

Any Category Page above	£100 per annum + VAT
The Home Page	£150 per annum + VAT

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.

Solus Sponsorship costs:-	£200 per annum + VAT
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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 various sections: Accommodation, Eating Out, Shopping, Things to Do, What's On, Special Offers, Visitor Information, and Enjoy! Fowey. A search bar is prominently placed at the top right. Below the navigation bar is a large hero image of Fowey Town Quay, credited to Paul Watts Photography. A teal-colored section contains search filters for Accommodation, Things to Do, What's On, and Food & Drink. Below this is a search form with fields for Check Availability, Arrival Date (16/09/2017), Nights (1), Flexible visit date? (None), Guests in Room/Unit (1), and a Search button. The main content area includes a grid of four small images: Eat in Fowey, Stay in Fowey, Shop in Fowey, and Play in Fowey. Below these is a welcome message and a video guide titled 'Fowey in South Cornwall, a video guide'. Further down, there are sections for 'We have listings of all the restaurants, shops and activities that will make your holiday, or short break, one to remember.' and '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.' A 'Read More' button is provided. A banner for 'FREE UK CENSUS SEARCH' is also visible. At the bottom, there are three featured listings: 'RETREAT TO FOWEY' (Two luxurious apartments with stunning views of the river and sea), 'Harbour's Edge' (Fabulous house with stunning views of the Fowey Estuary), and 'CORNISH HORIZONS' (The Fowey holiday makers). A 'Highlights' section follows, featuring three images: 'The Old Ferry Inn', 'The Fowey Hotel', and 'Andrew's Apartment', each with a brief description.