

# 2024/25 Marketing opportunities with **ENJOY STAFFORDSHIRE**



enjoy Staffordshire  
Staffordshire's official tourist board



Membership prices  
frozen for 2024/25



# What is ENJOY STAFFORDSHIRE?

## Enjoy Staffordshire is the official tourist board for Staffordshire.

We work with all sorts of tourism and hospitality businesses to raise awareness of Staffordshire and Stoke-on-Trent as a place to visit, and attract more visitors to the county, both for day trips and longer stays.

Recognised by Central Government and VisitEngland, we administer the delivery of the Staffordshire and Stoke-on-Trent's Local Visitor Economy Partnership – the official tourist board for both the county and city.

We liaise with local and national politicians to increase their understanding of the importance of tourism to Staffordshire and Stoke-on-Trent's economy and communities, and the challenges you face.

And we encourage funding agencies to invest in our campaigns and business development.

Through our marketing campaigns, we support and develop an industry which employs in excess of 24,000 people and generates over £2.3 billion a year for the Staffordshire economy.

So join today and help Staffordshire's visitor economy reach its potential.

Staffordshire & Stoke-on-Trent

Local Visitor  
Economy  
Partnership



The economic impact of tourism on Staffordshire and Stoke-on-Trent is substantial. The total spend by visitors in the county has exceeded £2.31 billion, contributing significantly to the local economy - accommodation, hospitality, attractions, events, and transport.

This figure is a significant increase on not only 2021 (38%) but also exceeds Staffordshire's pre-pandemic levels by 15.6%, bucking the trends of its nearest neighbours and surpassing many still aiming to match 2019 figures.

This important sector employs over 80 percent of those leaving education and acts as a springboard of influence for future career paths.

A successful visitor economy can sustain business, safeguard jobs, and positively impact the lives of residents and communities through opportunities for employment and enjoyment.

It can help produce a place that offers those who live, work, and study here a healthier work-life balance and unrivalled quality of life.

At the height of the Covid-19 Pandemic, it became clear that to overcome the severe challenges facing the sector, there was the need for the public and private sectors to pull together and share best practice, resources, and to support each other.

Through our collective efforts I am delighted that we have secured Visitor Economy Partnership (LVEP) Status for Staffordshire and Stoke-on-Trent.

Securing an LVEP is national recognition of excellence and trust, to deliver one of England's newly established tourism functions. The LVEPs will play an important part in destination management and shape our wider place activities.

Working alongside VisitEngland and Central Government we will not only make sure that Staffordshire and Stoke-on-Trent's voice is heard, but we will support the delivery of England's Tourism Strategy making sure businesses, big and small are represented.

Through partnership and collaboration, we are committed to ensuring that more visitors and residents can experience our world class offer.

To be world class, we recognise it's our people and business community who are responsible for this success.

We have therefore reviewed our membership packages with your feedback, making sure that there is opportunity for every business that supports our visitor economy to get involved in the Staffordshire and Stoke-on-Trent's LVEP activity.

We hope you will join us.

**Cllr Philip White**  
Cabinet Member for Economy and Skills, Staffordshire County Council and Chair of Enjoy Staffordshire.

## 5 REASONS TO JOIN

### 1 FEATURE IN REGIONAL AND NATIONAL MARKETING CAMPAIGNS

You can take centre stage as a member of Enjoy Staffordshire, featuring in major marketing campaigns on social media, email, the Google Display Network, and the local, regional and national media.

### 2 A LOUDER VOICE IN NATIONAL DECISION-MAKING

Thanks to Staffordshire and Stoke-on-Trent's status as a Local Visitor Economy Partnership (LVEP) – one of only 40 in England – it's now a great time to join Enjoy Staffordshire and get your voice heard.

### 3 PART OF A COMMUNITY

You can be part of Staffordshire's largest community of tourism and hospitality businesses, who all share the same goal – bringing in more visitors, for longer stays.

### 4 INCREASE YOUR SALES

You can work with us on joint promotions and list your business on EnjoyStaffordshire.com, which is integrated with OTAs including Booking.com, Expedia, and TXGB, the VisitEngland ticketing platform.

### 5 ACCESS TO DATA AND INSIGHTS

We commission annual reports on the Staffordshire visitor economy, providing valuable insights on visitor numbers, spend, length of stay, and more. These reports are available to all Enjoy Staffordshire members.

### BIANCA SAMMUT, ALTON TOWERS RESORT



“Enjoy Staffordshire actively engages in lobbying efforts with both local and national government, and partners closely with VisitEngland. All members are empowered to have a say in shaping the industry, and the more engaged we are, the stronger Staffordshire's voice becomes in advocating for our vibrant tourism sector.”



### JAMES ODDY, THE DUNCOMBE ARMS

“We have featured in national media as a result of being an Enjoy Staffordshire member. They have given us the opportunity to take part in press trips, hosting journalists for an overnight stay or a meal in the pub, which is something we would have had difficulty organising ourselves.”

### CHRIS LEWIS, MOAT HOUSE ACTON TRUSSELL



“We have been members of Enjoy Staffordshire since it began, as we are proud to be in Staffordshire, helping to bring visitors here from across the country and beyond. Being a member has opened doors for us too, for example helping us to access external funding and training.”



### ANDY MCGEE, THE LITTLE GEORGE

“We've been lucky enough to win at the Enjoy Staffordshire Tourism & Good Food Awards, which was a huge boost for the team. We enter every year, as it's a good way to find out how independent judges think your business has progressed in the previous 12 months. You can also get through to the national awards if you win locally.”

### ANDREA WEBSTER, WESTON PARK



“Enjoy Staffordshire's marketing campaigns reach a much larger audience than we could on our own, so being able to feature in them is a major benefit of being a member. Together, we can all show how diverse Staffordshire's offer is, and encourage far more people to visit the county, either for a day trip or a longer stay.”



# MEMBERSHIP PACKAGES

## and Advertising Opportunities

We offer three main membership packages, each including a listing within the relevant section of the Enjoy Staffordshire website.

Listings appear in the following order: Premium, Enhanced, Standard, Basic.

For accommodation providers, we can also integrate your listing with Booking.com, Expedia, FreeToBook, SuperControl, and TXGB, and take bookings for you at no extra cost.



### GOLD MEMBERSHIP

- ✓ Promotion on social media
- ✓ Feature on key website landing pages
- ✓ Premium website listings for all aspects of your business
- ✓ Detailed marketing description
- ✓ Up to 16 images
- ✓ Integrated YouTube video on your listing
- ✓ Integrated Facebook feed

Price Frozen  
£250+VAT

### SILVER MEMBERSHIP

- ✓ Promotion on social media
- ✓ Enhanced website listing
- ✓ Detailed marketing description
- ✓ Up to 8 images
- ✓ Integrated Facebook feed

Price Drop  
£125+VAT

### BRONZE MEMBERSHIP

- ✓ Standard website listing
- ✓ Detailed marketing description
- ✓ Up to 4 images

FREE

### BESPOKE MEMBERSHIP

We also offer bespoke packages for Patron members – speak to the team for details.

## BOLT-ONS

Paying Enjoy Staffordshire members can also add these bolt-ons to their package.

### SOLUS E-SHOT

£500+VAT

An e-shot just about your business, sent to our entire consumer database.

### BOOSTED FACEBOOK POST

£100+VAT

Partner with us on a week-long Facebook promotion for a competition or offer.

### BUSINESS OF THE MONTH

£50+VAT

Promote your business with a dedicated section in a consumer e-shot.

### WEBSITE ADS PLEASE SPEAK TO THE TEAM

Book advertising space on EnjoyStaffordshire.com to drive traffic to your website.

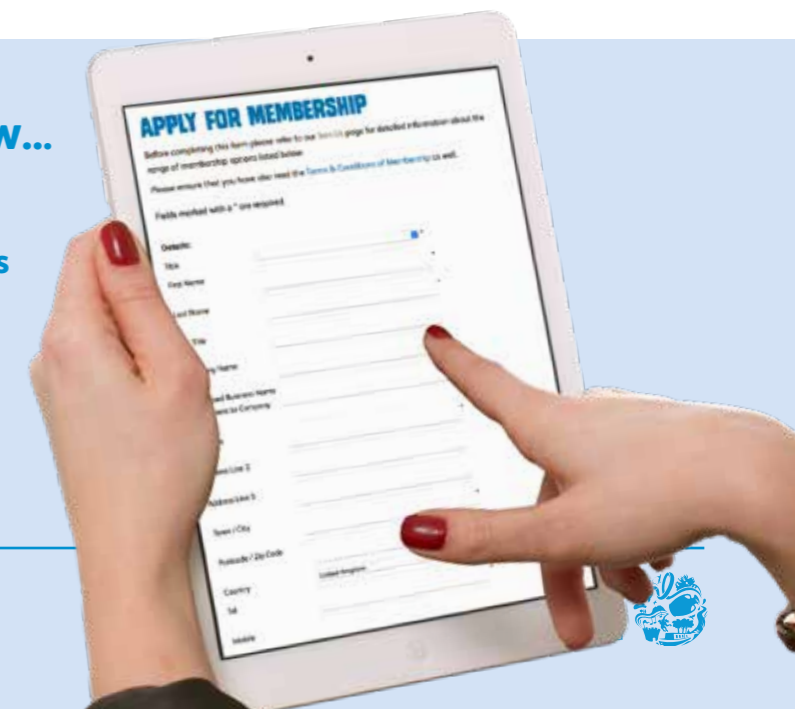
### It's really easy to join or renew...

Just complete the online form at

[www.enjoystaffordshire.com/trade/join-us](http://www.enjoystaffordshire.com/trade/join-us)

We have frozen or reduced membership fees for 2024-25.

Invoices will be issued after 1st April 2024.





# ENJOY STAFFORDSHIRE TOURISM & GOOD FOOD AWARDS



With a record number of entries in 2023/24, the Enjoy Staffordshire Tourism and Good Food Awards is the largest awards competition in Midlands tourism – and the second-largest in the whole country!

This annual competition, celebrating its 10th anniversary in 2024, has 20 categories to enter, with many of our winners going forward to the VisitEngland Awards for Excellence to compete for the national awards.

So, why should you enter the 2024/25 competition? Here are five great reasons:

- Great PR for your business
- Prove you're the best in the county
- Free feedback from professional judges

- A boost for staff morale
- Progress to the national awards

Full details of the tourism awards and how to enter are available at

[www.enjoystaffordshire.com/awards](http://www.enjoystaffordshire.com/awards)



# MAKE YOUR BUSINESS COUNT

One of the commitments we made in 2022 as we rebooted the DMP was to invest in data and research to better understand the economic impact of tourism and how we can grow visitor markets in Staffordshire.

We commissioned the Scarborough Tourism Economic Activity Monitor (STEAM) model, which captures data on visitor numbers, visitor spend, length of stay, the number of jobs in the sector, and other insights.

The 2022 data is now available. It shows the sector is now worth £2.3bn a year to the Staffordshire economy – £300m more than before the pandemic.

There was an increase in visitor numbers of 600,000 compared to 2019, and more than 24,000 people are employed in the visitor economy.

We now need your help to compile the 2023 report, and have again commissioned the West Midlands



Growth Company to capture the data for the county and the whole region.

All who participate in the study will be protected by a non-disclosure agreement, which guarantees all commercially-sensitive data remains completely confidential.

Find out how to submit your data at: [www.enjoystaffordshire.com/trade/what-we-do/facts-figures/steam-tourism-economic-impact-assessment-for-staffordshire](http://www.enjoystaffordshire.com/trade/what-we-do/facts-figures/steam-tourism-economic-impact-assessment-for-staffordshire)

# OUR MARKETING Campaigns

We promote Staffordshire as a great place to visit for a short break or day trip, working with members to show the diversity of the county's visitor offer, and using targeted messaging to appeal to our key audiences.

Our three key markets – 'Country-Loving Traditionalists', 'Aspirational Family Fun', and 'Free & Easy Mini-Breakers' – reflect the county's vast visitor offer, and represent 68% of the potential domestic market.

You can read more on our target markets in the Marketing Strategy & Plan 2024-25, at:

[www.enjoystaffordshire.com/trade/what-we-do/marketing-campaigns](http://www.enjoystaffordshire.com/trade/what-we-do/marketing-campaigns)

## OUR MARKETING MIX

We use a variety of channels, online and offline, to promote Staffordshire, including:

- EnjoyStaffordshire.com
- Facebook
- Instagram
- YouTube
- X
- LinkedIn
- Google Display Network
- Email
- PR
- TV & radio advertising
- Printed materials

We reach millions of potential visitors each year, investing every penny raised from membership into growing the Staffordshire visitor economy.



## HOW OUR CAMPAIGN MEASURED UP

**GOOGLE NETWORK IMPRESSIONS INCREASED BY 18.5%**

**124,051 PEOPLE CLICKED OUR GOOGLE ADS**

**531,611 NEW WEBSITE VISITORS IN THE LAST YEAR**

**1.39 MINUTES AVERAGE WEBSITE SESSION DURATION**

**5.9 MILLION IMPRESSIONS ON THE META NETWORK**




**11.7 MILLION TOTAL IMPRESSIONS**

**GOOGLE NETWORK CLICKS INCREASED BY 18.6%**





## Social media handles

### Consumer

-  @enjoystaffs
-  @enjoystaffs
-  @enjoy\_staffordshire

### Trade

-  @enjoystaffsbiz
-  Enjoy Staffordshire



## JOIN ONLINE NOW

[www.enjoystaffordshire.com/trade/join-us](http://www.enjoystaffordshire.com/trade/join-us)

For more information contact our team:

Charlotte Cain: 01785 895306

Andrea Sammons: 01785 276261

Richard Swancott: 01785 277986

Kim Hill: 01785 277261

Industry website [www.enjoystaffordshire.com/trade](http://www.enjoystaffordshire.com/trade)

enjoy Staffordshire

Staffordshire's official tourist board



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