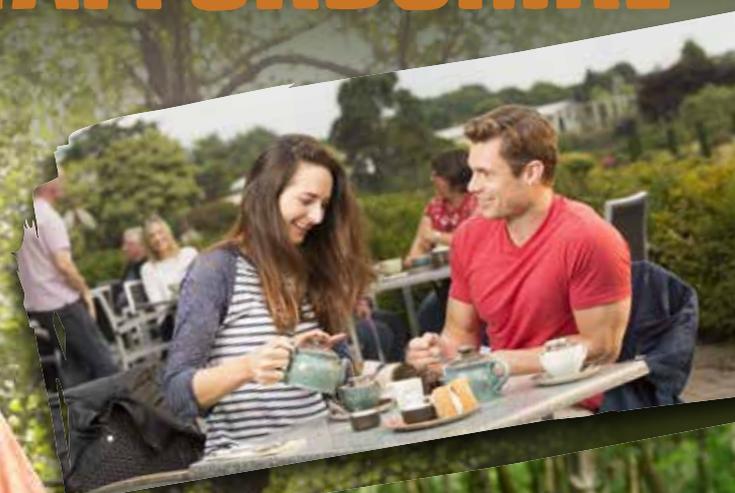


2021 Marketing opportunities with **DESTINATION STAFFORDSHIRE**



destination Staffordshire
Staffordshire's official tourist board



Membership prices frozen
or reduced for 2021

What is DESTINATION STAFFORDSHIRE?

Destination Staffordshire is the official tourist board for Staffordshire.

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

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

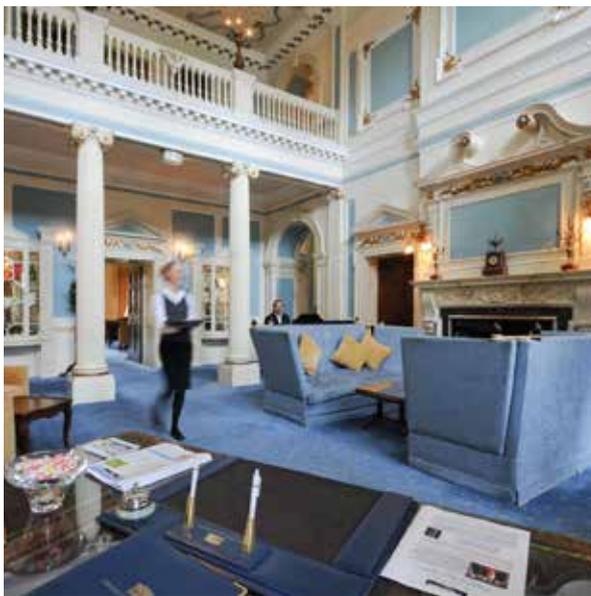
And we encourage funding agencies to invest in our campaigns and business development.

Through our marketing campaigns, we support and develop an industry which employs almost **33,000** people and generates over **£1.87 billion** a year for the Staffordshire economy

There is huge potential and talent in Staffordshire tourism, but we need your help!

The more businesses that join Destination Staffordshire, the more we can invest and grow the fabulous tourism, hospitality and leisure sector.

So join today and help Staffordshire tourism reach its potential.



Message from the Chair



2020 has brought unprecedented challenges for our business community, as a result of the Coronavirus pandemic, and it continues to impact businesses of all sizes and sectors in 2021.

Destination Staffordshire is here to help support your business throughout these challenging times, and as part of our tourism industry recovery plan, we have reviewed our membership pricing. Alongside a range of affordable membership packages, I'm pleased to announce a free membership offer and website listing for 2021. This is being made possible by enhanced investment into the sector by public sector partners across Staffordshire at a time when the industry most needs our support.

We plan to tap into the pent-up demand for UK short breaks and holidays by telling our 'Staffordshire Story', through a series of targeted destination marketing campaigns which will highlight our world-class attractions, outstanding countryside, indelible history & heritage and unrivalled hospitality.

As the official tourist board for Staffordshire, we want to reassure you that we are working hard with our local and national partners, to not only ensure that you can survive this difficult period, but that you can take advantage of the 'Staycation' opportunities that lay ahead and build a better future for tourism and for the people who work within the industry in Staffordshire.

Philip White, Interim Chair

5 REASONS TO JOIN

1

FEATURE IN OUR CAMPAIGNS

We promote Staffordshire as a must-visit destination and showcase our members in major nationwide marketing campaigns.

2

FREE ENTRY TO THE AWARDS

We run the prestigious Enjoy Staffordshire Tourism & Good Food Awards, which feed into the national VisitEngland awards. Fee paying members do not have to pay £100 entry fee.

3

WE ARE YOUR VOICE

We represent the Staffordshire tourism industry as the official tourist board for the county, recognised by VisitBritain/VisitEngland.

4

SUPPORT WHEN YOU NEED IT

We can help you source financial support, training and advice through the Stoke-on-Trent & Staffordshire Growth Hub, Staffordshire Chambers of Commerce and Federation of Small Businesses.

5

MORE BOOKINGS

Promote your business on EnjoyStaffordshire.com and generate more sales and bookings.



ANDREA WEBSTER, WESTON PARK STATELY HOME & EVENTS VENUE

Weston Park features in Destination Staffordshire marketing campaigns, for example on social media, digital marketing and PR. By working together as a region and promoting the diversity of the experience that can be enjoyed here, we have the ability to reach more people and inspire them to enjoy a day out or a holiday in our region.

FRANCIS JACKSON, ALTON TOWERS RESORT

UK'S NUMBER ONE THEME PARK

Being part of Destination Staffordshire allows us to have a voice in helping shape the industry. They played a really important role in helping the sector open up safely after lockdown, working with VisitEngland on the 'We're Good To Go' industry standard and making sure our needs were communicated to national government. The more we work together, the stronger our voice becomes in positioning Staffordshire as the Number One tourist destination.



NERYS WILLIAMS, GLADSTONE POTTERY MUSEUM

PRESERVED VICTORIAN POTTERY FACTORY

Gladstone won Gold for Best Small Visitor Attraction at the Enjoy Staffordshire Tourism Awards. As a result, we went through to the national VisitEngland Awards for Excellence competition, and we were absolutely thrilled to win Gold again! The awards system is a good experience to go through, and if you win, the benefits are huge.

JAMES ODDY, THE DUNCOMBE ARMS GASTROPUB WITH ROOMS

The Duncombe Arms has been a member of Destination Staffordshire since 2017. They help us with press visits, so we've had lots of national media who have visited and stayed at the pub. It's really opened up doors and generated the coverage that perhaps wouldn't have been available to us if we were working on our own on a local basis.



CHRIS LEWIS, MOAT HOUSE ACTON TRUSSELL

HOTEL, RESTAURANT AND WEDDING VENUE

The Moat House has been part of Destination Staffordshire since the very start. Key benefits for us is how we interact with the wider community, how we manage to get external funding and how it opens doors. It's also helped us get training, 1-2-1 seminars and the accreditation that we demand. It helps for the whole of Staffordshire to be on board with it, and as a brand, Staffordshire is a fantastic place.



MEMBERSHIP PACKAGES

All membership levels include a listing within the relevant section on the Enjoy Staffordshire website.

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

Accommodation providers can take bookings via the following booking channels at no additional cost – you just pay your usual channel commission – regardless of listing level:

Booking.com

Expedia

freetobook

T GB Tourism Exchange
Great Britain

supercontrol
Booking & Management System

JOIN NOW PAY LATER

Complete the simple online form...

www.enjoystaffordshire.com/trade/information/apply-for-membership-form

and we'll do the rest.

Invoices will not be issued until after 1st June 2021 and you can choose to spread the cost via monthly Direct Debit payments.



New for 2021

FREE MEMBERSHIP

- ✓ Basic website listing
- ✓ Short marketing description inc no more than 1 photo
- ✓ Contact details inc email address and weblink
- ✓ Free membership does NOT include entry to the Tourism & Good Food Awards

PATRON MEMBERSHIP

Price Frozen
£750+VAT

In addition to all the Gold membership benefits:

- ✓ One Solus e-newsletter to our database OR a session with a professional photographer
- ✓ Tailored blog on the Enjoy Staffordshire website
- ✓ Promote an event or competition with a boosted post on social media
- ✓ Feature in at least one marketing campaign

and Advertising Opportunities

GOLD MEMBERSHIP

Price Frozen
£250+VAT

- ✓ Free entry to the Tourism & Good Food Awards
- ✓ Feature in at least one blog on EnjoyStaffordshire.com
- ✓ Promote your business in at least one e-shot
- ✓ Promotion on social media
- ✓ Feature on key website landing pages
- ✓ Premium website listings for all aspects of your business
- ✓ Detailed marketing description inc up to 16 photos
- ✓ Integrated YouTube video on your listing
- ✓ Integrated Social Media feeds (Facebook & Twitter or Instagram)

SILVER MEMBERSHIP

Price Drop
£180+VAT
(WAS £220)

- ✓ Free entry to the Tourism & Good Food Awards
- ✓ Promotion on social media
- ✓ Enhanced website listing
- ✓ Detailed marketing description inc up to 8 photos
- ✓ Integrated YouTube video on your listing
- ✓ Integrated Facebook feed

BRONZE MEMBERSHIP

Price Drop
£100+VAT
(WAS £180)

- ✓ Free entry to the Tourism & Good Food Awards
- ✓ Promotion on social media
- ✓ Standard website listing
- ✓ Detailed marketing description inc up to 4 photos
- ✓ Integrated Facebook feed



CLICK HERE TO JOIN NOW & PAY LATER

www.enjoystaffordshire.com/trade/information/apply-for-membership-form

MEMBERSHIP Offers

New for 2021

FEDERATION OF SMALL BUSINESSES

FSB is proud to be partnering with Destination Staffordshire on this crucial initiative to get robust, on-the-ground and immediate business support to local sole-traders and small businesses involved in the hospitality/tourism sector to help them not only survive this crisis, but to go on to revive and then thrive.

FSB membership provides vital support including:

- 24/7 legal advice and a legal hub
- Fact sheets and documents which are oven-ready for use
- Funding platform
- Medical care helpline
- Free debt recovery
- Cyber protection

Destination Staffordshire has always demonstrated a real passion for identifying businesses in need of support, and this partnership will be pivotal in ensuring this aim is met. We look forward to supporting more businesses across Staffordshire to weather this crisis.

FSB will be happy to provide a £30 discount to anyone joining them as a result of this partnership arrangement. Email karen.woolley@fsb.org.uk for more information.

ALREADY AN FSB OR CHAMBER MEMBER?

Join Destination Staffordshire and get £30 off our membership fees for 2021.

STAFFORDSHIRE CHAMBERS OF COMMERCE



Staffordshire
Chambers of
Commerce.

Destination Staffordshire is proud to have partnered with Staffordshire Chambers of Commerce – an affiliated member of the British Chambers of Commerce (BCC).

The BCC is the UK's largest and most influential business membership organisation that offers members access to new market opportunities, customers, and suppliers through an international network of 80,000 businesses around the globe.

CHAMBER MEMBERS RECEIVE:

- Access to FREE 24/7 legal, finance, tax and health and safety advice
- Networking and promotional opportunities
- Access to Chambers' events and communications programmes
- Exclusive discounts on vital business support services

Widely regarded as the voice of Staffordshire business, Staffordshire Chambers of Commerce also represents the needs and views of local businesses, helping to campaign and lobby for a better business environment to create the right conditions for growth.

Join Destination Staffordshire and receive a £30 discount from your annual Staffordshire Chambers of Commerce membership cost. Email karena.pawlak@staffordshirechambers.co.uk for more information.

AFFILIATE MEMBERSHIP

Does your business supply the tourism and hospitality sector? Our new Affiliate Membership package would be ideal for you! Costing **£500+VAT**, the package includes:

- A Solus e-shot promoting your business directly to our members
- Sponsorship of a category at the Enjoy Staffordshire Tourism & Good Food Awards
- An optional role in judging entries to your category
- Promotion all-year round on the Destination Staffordshire website and social media

Contact the Destination Staffordshire team at info@enjoystaffordshire.com for more information.

OUR MARKETING Campaigns

We promote Staffordshire as a short break destination, targeting two key audiences:

FAMILIES with teenagers & school aged kids, plus those with young pre-school children.

COUPLES without children, including pre-family couples and the newly retired.

HOW WE PROMOTE STAFFORDSHIRE

We use a combination of organic and paid-for activity to market Staffordshire.

Paid-for activity is targeted within a 2 – 3 hour drive time of the county.

Digital:

- Gmail
- Facebook
- Instagram
- Twitter
- YouTube
- LinkedIn
- Email
- Google Display Network

Traditional

- PR
- Radio advertising
- Printed materials including our visitor map



HOW OUR CAMPAIGN MEASURED UP

GOOGLE NETWORK IMPRESSIONS
6 MILLION

NUMBER 1
GOOGLE RANKINGS

- THINGS TO DO WITH KIDS
- WEEKEND BREAKS
- EVENTS IN STAFFORDSHIRE

87% NEW VISITORS | **378K VIDEO VIEWS** | **1.85 PAGES PER SESSION**

1 MINS 42 SECONDS AVERAGE SESSION DURATION

438,580 NUMBER OF VISITS ACROSS THE WEBSITE

SOCIAL MEDIA IMPRESSIONS
8 MILLION



DIRECT DEBIT



Sign up to our monthly Direct Debits payment scheme, it's quick and easy.

Paying your fees by direct debit allows you to spread the cost, interest free, over a period of up to 12 months – meaning you could pay as little as £8 per month. Modern life is hectic but Direct Debit takes away the hassle of paying. You will know exactly how much is going out each month and be secure in the knowledge that it is one of the safest most reassuring ways of paying.

Contact us and request a Direct Debit mandate form.

Social media handles

Consumer

- @enjoystaffs
- @enjoystaffs
- @enjoystaffordshire

Taste of Staffordshire

- @tasteofstaffs
- @tasteofstaffs

Industry

- @EnjoyStaffsBiz
- EnjoyStaffordshire & Taste of Staffordshire

destination Staffordshire



For more information contact our team:

Andrea Sammons
07530 261409 / 01785 276261

Richard Swancott
07468 468729

info@enjoystaffordshire.com

Industry website - www.destinationstaffordshire.com
Staffordshire County Council
2 Staffordshire Place, Tipping Street, Stafford, ST16 2DH

Click here to

JOIN ONLINE NOW

www.enjoystaffordshire.com/trade/join-us