



# TSE - helping tourism businesses succeed

## Member Benefits 2016



**TOURISM**  
**SOUTH EAST**

[www.tourismsoutheast.com](http://www.tourismsoutheast.com)

# About TSE

You'll be in great company.

Tourism South East is a not-for-profit organisation providing services and expertise to support the performance and growth of tourism businesses and destinations across southern England. From world class attractions and national institutions to small B&BS and local pubs, TSE provides a range of services and free and discounted benefits to suit all levels of membership.

## Marketing

Whether you want to attract more domestic visitors or those from abroad, TSE can help. Through a range of opportunities via digital media or more traditional promotional activities TSE can make sure you get to your markets cost effectively. Members can get up to 40% discount on marketing activities.

## Digital Services

Digital marketing is a cost effective, measurable way of generating sales leads and targeted visitors to your website. TSE offers a variety of digital solutions, advice and support that can help you maximise your online presence.

### **TSE Digital solutions include:**

Entry on [visitsoutheastengland.com](http://visitsoutheastengland.com), the official website for the South East of England that receives over 1.2 million visits per year from visitors looking for places to stay and ideas for things to do.

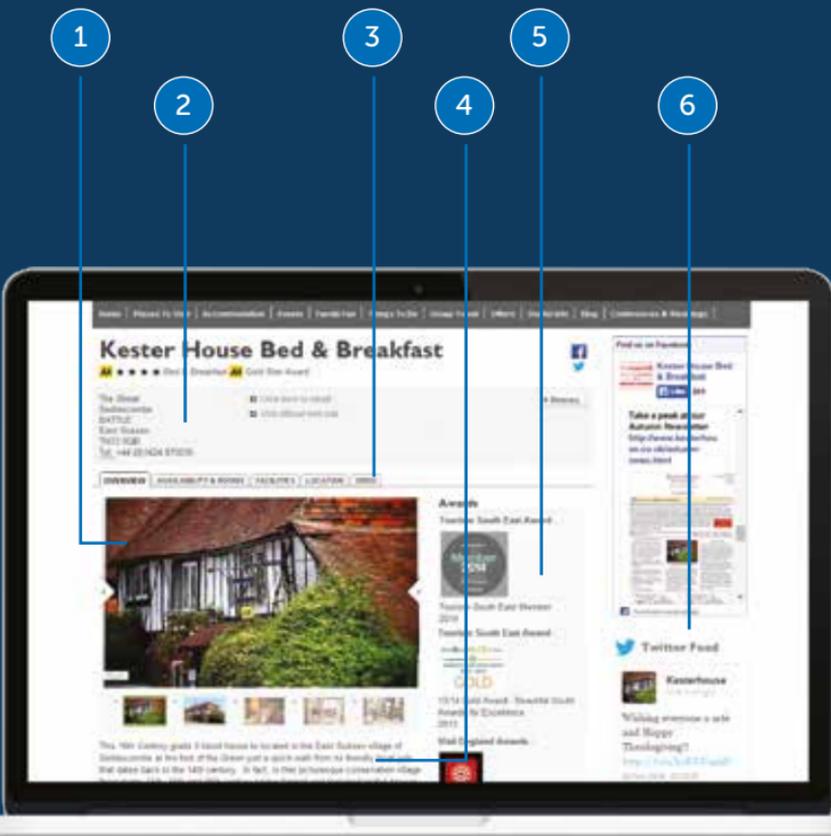
Your entry on the website can be found through a number of routes providing multiple opportunities for your business to be discovered. Your business can be found through themed landing pages that are relevant to your business and what the visitor is looking for. You will also be featured on 'spotlight' areas across the site such as 'what's nearby', 'promoting your business on numerous pages such as our extensive towns and events guides.

**Banner Advertising** - A great way to get you noticed ahead of your competitors and drive business to your website, in sections of your choice.

**Directly target hot leads** - TSE has a database of over 60,000 repeat visitors to the area who have asked to be sent more information on a regular basis. You can opt for inclusion in monthly themed e-newsletters distributed to this database or your own solus e-newsletter, designed to your specification and brand guidelines.

**Boosted on Social Media** - Our online and social media outlets - Facebook, Twitter and blog provide visitors with a wealth of information about our members. Let us know if you have any news, unusual offers or quirky stories that we could help promote.

**Don't forget** - TSE can also offer bespoke digital support and advice to help you fathom the digital world and market your business more effectively online. Price on application.



Here's a screenshot of an entry on visitsoutheastengland.com

**Your listing includes:**

1. **8 landscape photographs**  
Good quality images really help sell your business.
2. **Contact details and links**  
You can feature your email, link to your website and contact details
3. **YouTube video footage**  
Featuring video on your entry is a powerful tool.
4. **Detailed description with direct links to your website**  
Your opportunity to really sell your business and emphasise your unique selling points. Our new Google Translate functionality means your content can be read in nine different languages.
5. **Logos representing your grading and achievement awards**
6. **Social Media Integration**  
We can pull through your Facebook and Twitter feeds onto your entry, giving visitors the very latest information.

**Additional functionality:**

Email enquiry form; location map, comprehensive facility listing and dedicated link for accessibility features.

**Special Offers**

You can feature special offers on your entry and within our popular special offers section.

**Events**

If you are running an event, you can submit an event to visitsoutheastengland.com via our online form easily and quickly.

**Online Booking**

Accommodation Members can now take advantage of bookings through visitsoutheastengland.com giving prospective guests an opportunity to book online with familiar international brands.

There are two options available. You may use one of our nominated Online Travel Agents (OTA). Where rates and availability will be pulled directly from the OTA or, if you are using the eviivo front desk system (all in one booking solution) your rates and availability will be displayed on your entry. eviivo users will also be prioritised in the search results and TSE will not charge commission on any bookings made.

**Google Analytics Training – New for 2016**

Would you like to boost the profitability of your website without paying hundreds of pounds for a training course? If so, Tourism South East is offering members Google Analytics training that will help you better understand how visitors are finding and using your website.

Google Analytics is a powerful tool and far more useful than simply recording traffic to your websites. This half-day course which costs only £95.00 + VAT will give insights into how content, navigation and search engine optimisation can be improved using data you may never knew existed.

If you would like to find out more about the many digital opportunities available to TSE members please contact the digital team direct on 02380 625 507.





## International Marketing

South East England is the most popular visitor destination for international travellers outside of London. International Passengers Survey figures show a total of 2.3 million visitors for the first two quarters of 2015, a year on year increase of 6.6%.

Tourism South East has a strong reputation in the overseas markets. Our unique and collaborative approach to International Marketing campaigns is designed to create a presence, raise awareness and generate business for South East destinations and attractions in overseas markets.

We are currently active in Nr Europe, China, USA and have recently ventured into the Scandinavian markets.

We offer a wide range of marketing activities allowing full partner buy-in or opportunities to engage for a relatively small outlay. As a member you may be entitled to considerable discounts of up to 40%.

With our vast experience and collaborative approach with organisations such as VisitBritain, VisitEngland, China Holidays and UKInbound we can make your budget go further and help to target markets that may ordinarily be out of reach.



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## PR

In conjunction with local destinations, we work closely with journalists, VisitEngland and VisitBritain to generate media coverage for our members.

Our PR activities generate extensive coverage in both domestic and international publications, including newspapers, magazines, websites and blogs, as well as on TV and radio. For all our activities, including the hosting of media and press trips, we look to member businesses for help in return for the benefit of exposure in regional, national and international media.

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## Business Tourism

The conference, meetings, events and incentives market is worth over a billion pounds to the South East and creates both direct benefits as well as complimentary leisure spend from accompanying guests and relatives. It has both a domestic and international market place especially with the region being so close to London and key gateways into the country.

Working together with destinations in the South East, TSE has developed the Meet Beyond London campaign to boost activity in this area. The Meet Beyond London campaign will be undertaking a series of promotional activities aimed at encouraging domestic and international meeting professionals to host a diverse range of events outside of London. TSE are looking to support commercial members who are active in this market. Members are entitled to discounts of up to 40%.



## Business Support

If you are looking for support in improving the skills and quality within your business for you or your staff, TSE offers a range of nationally recognised training services. Equally if you want to know more about your customers or the market place you really want to get to then TSE has years of experience to offer in research.

## Welcome to Excellence training

The award winning Welcome to Excellence suite offers businesses the most comprehensive programme of customer service training in the UK.

Welcome  
to Excellence

Over 385,000 people from an array of service sector businesses have discovered how to deliver great service through participating in our one day courses and over 11,200 have gone on to achieve a Level 2 City and Guilds customer service award through our training.

NEW! Exceeding Visitor Expectations – content specifically designed for visitor attraction front line staff and combining the expertise of VisitEngland's Visitor Attraction Quality Scheme with the experience of Welcome to Excellence.

TSE Members benefit from a 10% discount on open and in-house course bookings.

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## Market and Customer Research

A thorough understanding of customer profiles, needs, motivations and levels of satisfaction will ensure efficient use of marketing budgets and the best possible experience for customers.

TSE has a specialist team that can provide a full range of research services including visitor and customer satisfaction surveys, customer profiling tourism impact studies and evaluation of marketing activity.

**TSE members receive a 20% discount.**

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## Beautiful South Awards

The Beautiful South Awards recognise and celebrate tourism businesses that achieve the very best in quality, innovation and service.

In addition to FREE participation in up to two main award categories, members can also enter accessibility, access and 'unsung hero' awards.

The Beautiful South Awards are a route through to VisitEngland's Awards for Excellence at national level.

the Beautiful South  
AWARDS FOR EXCELLENCE



## Business Networking

TSE provides its members some great opportunities to meet and exchange information with each other and experts in their field on both formal and informal occasions. TSE also co-ordinates lots of news and useful information through regular B2B communications and the members website.

## Free Invitation to AGM and Tourism Conference

The annual member's conference is the highlight of the year and provides the opportunity for you to be inspired by industry experts and meet up with fellow members.

It's one of the many events we arrange to provide you with opportunities to meet other businesses and benefit from practical guidance that will help you develop your business.

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## B2B E-Newsletter

Our monthly e-newsletter is a single point of reference to keep you updated with the latest industry news, market intelligence, and the launch of new campaign opportunities, legislation updates and TSE lobbying activity on your behalf.



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## Corporate Website

Support, guidance and business advice is available from our industry website [www.tourismsoutheast.com](http://www.tourismsoutheast.com)

Visit the site to find:

- Latest news on legislation updates, the red tape challenge and TSE's lobbying activity on behalf of members.
- Free advertising for job vacancies.
- Latest dates for local networking events and current news stories.
- Directory of businesses offering TSE member discounted services.
- Featured businesses on the TSE B2B website.
- Tips on a wide range of topics.
- Full list of TSE contacts

# Saving Money Too!

Because of its large membership TSE is able to negotiate preferential rates with external trade suppliers for a wide range of products and services, providing great value for members in the process.

## Discounted Tourism Books, Guides and Maps

One of the ways you can enhance your customers' experience is by providing an attractive retail offer. TSE has negotiated with suppliers to give you access to an extensive range of publications.

You can benefit from discounts of up to 45% with items being delivered to your door free of postage and packing and no minimum order.

**Contact the TSE visitor services team for more details, call 023 8062 5485 or email [visitorservicesenquiries@tourismse.com](mailto:visitorservicesenquiries@tourismse.com)**

## Barclaycard Business Solutions

### Discounted Debit/Credit Card Scheme

Save money on your credit transactions. Members of TSE benefit from a waived joining fee of £150.00, no minimum billing (normally £20.00 per month) and merchant service charges from 1.25%, depending on turnover.

**For further information please contact the Tourism South East Membership team on 02380 625540**



## ZC Social Media

ZC Social Media is a social media agency based in the UK specialising in social media management, training, consultancy and workshops. With a team of social media and digital marketers they are able to put together their expertise and help you get your business online.

Partner, Zoe Cairns is a highly respected and proficient International Social Media Speaker, Trainer and Consultant. Specialising in many areas but focusing on Social Media and Social Media Strategy.

**ZC Social Media is offering all TSE Members 25% off their first month's social media management, training or consultancy package.**

**To find out more call the Tourism South East Membership team on 02380 625540**





## eviivo

eviivo have been championing small independent hotels, B&Bs, and guesthouses for over 10 years. Its user-friendly, all-in-one online booking solution lets you manage your bookings from your own website and leading travel sites in just a few clicks. It's so easy! You can take payment and confirm bookings online - anytime, anywhere, on any device. Eviivo packs a very big punch at a very low price to help you boost your bookings. That's why it is proud to count so many properties in the South East among its more than 5,300 customers.

**For further information please contact the Tourism South East Membership team on 02380 625540**



## Signly: the sign language interpreter in your pocket

Revolutionary new app unlocks visitor attractions for deaf families.

The Signly app delivers smart signed content directly to the user's device. Deaf users and sign language interpreters appear via the app, as if the visitor had brought their own interpreter along in their pocket.

For further information about Signly, to arrange a demo or a visit to our friends at the Roald Dahl Museum to see Signly in action, please contact:

**Mark Applin on 07870 591332 or [mark@signly.com](mailto:mark@signly.com)**

**Special offer for TSE members – up to 50% off**



## Pure Brand Media - Free 2 hour multimedia marketing consultation and 25% off your first video

Pure Brand Media is a unique production and PR company specialising in high-quality, professional video, audio and PR content for tourism, events, retail and business. As video fast becomes a must-have marketing tool, Pure Brand Media is offering TSE members a complimentary multimedia marketing consultation to look at how you can best use video, podcasts, digital marketing channels and the media to promote your business and attract new customers. You will also receive 25% discount off of your first video production.

**To find our more call the Tourism South East Membership team on 02380 625540**





## Take One Media

Take advantage of the FREE Online Brochure Ordering Service. You can choose from a long list of leaflet titles from some of the best tourist attractions across your county. The service is available twice a year; once before Easter and then again before the summer holidays start. Or if you want your own leaflets distributed by Take One Media spend £1,000 and receive the complimentary Select One distribution service in the county of your choice. Spend over £1,100 and receive complimentary distribution in three counties of your choice.

**For further information please contact 0800 389 6636 or email [sales@takeonemedia.co.uk](mailto:sales@takeonemedia.co.uk)**



## HMRC

TSE have teamed up with HMRC for free online member support. HMRC knows that most small businesses want to get business process and tax affairs right but may need help to do so. HMRC is offering TSE members a range of free advice and support on-line to make it easy for you to understand your obligations and at a time that suits you, this includes E-learning packages for self-employed and employers.

**To see an example of the products available visit [www.hmrc.gov.uk](http://www.hmrc.gov.uk)**



## Horizon Imaging

Horizon Imaging specialises in Aerial and Architectural Photography, using radio-controlled helicopters or "drones", and telescopic masts to provide unique perspectives on your projects for marketing, inspection, surveying and documentation purposes. In addition Horizon Imaging also offers Virtual Tours where visitors can explore your attraction in a virtual world on a computer or tablet. As valued members of Tourism South East, Horizon Imaging is pleased to offer an exclusive 25% discount off your first shoot with them.

**For further information please contact 01483 610535 or email [david@horizonimaging.co.uk](mailto:david@horizonimaging.co.uk)**





## Artisan Print Solutions

Artisan has a wealth of experience working with the Tourism sector. Its web2print platform will allow TSE members to access a selection of 'DL' templates from which logo's, text and images can be added to create your professional brochure or leaflet.

It is easy to use, plus designing your brochure / leaflet from this platform is 'Free of Charge' – saving you time and money with our discounted print prices.

In addition Artisan can offer a full design and print service or if required a complete print management solution.

**To find our more call the Tourism South East Membership team on 02380 625540**



## Shopper Anonymous

See How Customers See You.

Shopper Anonymous can help increase your profitability by improving the experience you give to your customers and potential customers.

**To find our more call the Tourism South East Membership team on 02380 625540**



## Textlocal – Business Mobile Messaging

Sign up to Textlocal, the UK's leading business SMS platform for free, and receive a discounted SMS purchase rate at 4p per text, 50 free credits, and a range of other benefits. Communicate with your customers and visitors in a cost effective and engaging way using SMS for booking confirmations, reminders, promotions, questionnaires and more.

**For further information please contact the Tourism South East Membership team on 02380 625540**



In 2015 we...

Trained over  
**1000**  
PARTICIPANTS FROM  
MEMBER BUSINESSES

PROMOTED NEARLY

**12,000**

BUSINESSES DESTINATIONS AND EVENTS  
ON VSEE WEBSITE

HOSTED **12** NETWORK MEETINGS  
ATTENDED BY OVER 400 MEMBERS

DIRECTLY  
PROMOTED  
OVER  
**80**

**members &  
partners**

in China, USA  
and europe

WELCOMED

**OVER 100**

members & guests to our successful  
**AGM and Tourism Conference**

Hosted **press trips** and **generated press  
and media coverage** on and off line  
for over **350 member businesses and  
destinations** in numerous publications  
including The Times, The Daily Telegraph,  
The Guardian, The Independent, The Daily  
Mail, The Daily Express and many more

SENT OVER

**750,000**

**Enewsletters to Consumer  
and Trade Databases**

GENERATED

**2,000 GROUP TRAVEL BUYERS**

to events organised by TSE

## Your Membership Team

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**TOURISM  
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