



TSE - helping tourism businesses succeed

Member Benefits 2017



TOURISM
SOUTH EAST

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 receive 40% discount on marketing activities.

Digital Services

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

TSE Digital solutions include:

Entry on visitsoutheastengland.com, the official website for the South East of England that receives over 1.4 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. TSE will not charge commission on any bookings made.

Digital Training Courses for 2017

Boost the productivity of your website and digital marketing with a selection of training courses designed to improve the online visibility of your business and drive sales. Tourism South East offers affordable courses in Google analytics, Search Engine Optimisation and Email Marketing.

Register your interest in a group course or ask about our one to one sessions with a bespoke training guide tailored specifically to your requirements. If you would like to find out more about the digital opportunities available to TSE members please contact Digital Manager Jon Sharkey on 02380 625507, jsharkey@tourismse.com or through twitter [@JonSharkeyTSE](https://twitter.com/JonSharkeyTSE)



As experts in tourism and the visitor economy, we can offer you a range of compelling marketing opportunities starting from as little as £80.

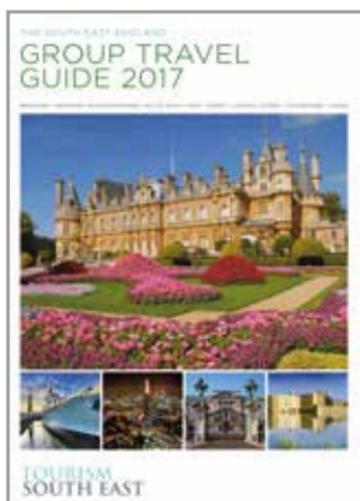
Group Travel

Approximately 9 million people take a coach holiday or day trip each year. With over 11,000 group organisers in the UK this is a key market for the tourism industry. If you can cater for groups of ten or more, TSE can support you with various options to increase your exposure to the travel trade.

Often in contrast to the consumer market, the travel trade hinges on building relationships with organisers and operators who need close communication with you from pre to post visit. Understanding the needs of group travel is key to growing your business and we work closely with the group travel trade and media to build lasting relationships. As a member you can benefit from our high quality data for group travel organisers, coach and tour operators that drive our successful trade shows, group travel guide, direct mail and digital marketing campaigns.

Group Travel Guide

This flagship publication is a one stop guide for the travel trade. Clearly set out for organisers by destination, the guide details over 500 attractions, accommodation providers and places to eat for groups. 8,500 copies are mailed directly to TSE key contacts and distributed at domestic and international trade events that TSE organise and attend.



Members of Tourism South East are entitled to a free basic listing in the guide worth up to £140.00, enhanced listings and other advertising opportunities are available at discounted rates for members of TSE.



Digital Marketing

Already firmly established as a consumer marketing channel, this is still a growth area for the travel trade. In addition to a growing group travel social media presence, we provide opportunities to reach over 1,700 Group Travel Organisers and 1,100 Coach Tour Operators through scheduled newsletters or by sending a Solus one of your own.

Direct Mail

The growth of consumer emarketing has given this tried and tested method a new lease of life. Our travel trade postal database is 11,000 strong and can be segmented by county and type of organisation; giving you a highly targeted and effective mailing of your leaflets to the travel trade.

Trade Shows

Exhibiting at trade shows is a vital way to gain awareness of your group offering and build those essential relationships face to face. Excursions™ is TSE's flagship national group travel show held every January in London. It brings together over 300 exhibitors and over 1,200 travel trade visitors all looking for inspiration and ideas and TSE members receive preferential rates.

We also attend regional and national travel trade events throughout the year, giving you the opportunity to partner with TSE to increase your exposure. Working with various trade organisations we also organise our own networking and familiarisation events, so that everyone has the opportunity to meet potential trade buyers face to face.





International Marketing

The South East of England is the most popular destination for inbound visitors to the UK, outside of London. In the year from April 2015 to March 2016, a third of all international visitors to England (excluding London) came to the South East region, contributing a valuable £2.2 million to the local economy. Figures for quarter one of 2016 show growth in nearly every international market.

Tourism South East has been working on behalf of our members in international markets for many years. Our collaborative approach has contributed to a strong track record in creating a presence for the region, raising awareness of the interesting attractions, quality accommodation and unique experiences on offer in the South East to overseas markets. Ultimately, TSE undertakes this international activity to generate business for our campaign partners.

Tourism South East has a dedicated international team who are currently active in Europe, China, USA and Nordic markets. With our holistic approach to sales and marketing solutions, our International team is involved with additional activity that includes: photo shoots, translation, in-country social media activity, foreign language websites and much more.

Tourism South East partners with industry organisations including VisitBritain, VisitEngland, China Holidays and UKInbound to offer a range of marketing opportunities to our members from full-partner buy in at international exhibitions to inclusion in overseas sales missions or within a e-newsletter to the trade. Members are entitled to a discount of up to 40% on our international campaigns which means that even with a limited budget, TSE can help you target international visitors which would otherwise be out of reach.





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.



Business Tourism

MEET beyond
London

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.

Over 395,000 people from a range of service sector businesses have discovered how to meet and exceed customer expectations through participating in our short courses and 13,000 have gone on to gain a level 2 City and Guilds customer service award through our training.

Two new industry specific one day programmes have recently been added to our suite of training. Exceeding Visitor Expectations (EVE), launched in partnership with VisitEngland, is designed for visitor attraction front line staff and Welcome Afloat, launched in partnership with British Marine, is designed for those working in the boating and leisure marine industry.

TSE Members benefit from a 10% discount on any open or in-house course booking.

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.

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, sustainability and Customer Service Superstar awards.

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





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.

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.



Corporate Website

Support, guidance and business advice is available from our industry website 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

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 1.15%, depending on turnover.

For further information please contact the Tourism South East Membership team on 02380 625544





ZC Social Media

Social Media is a big BUZZ word right now and so many businesses are starting to harness the power of the online tools, ZC Social Media can help individuals, small to large businesses to achieve their business goals via social media with a social media strategy. We provide in depth step by step social media workshops, online webinars, social media consultancy, one-to-one social media training and self study products and in addition to this the new Social Media for Business Diploma Level 3 qualification.

ZC Social Media is offering 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 625544



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 6,000 customers.

For further information please contact the Tourism South East Membership team on 02380 625544





Signly: The sign language interpreter in your pocket

This 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

Special offer for TSE members – up to 50% off



Signly

Pure Brand Media - Free video marketing strategy review 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, business and the media. As video fast becomes a must-have marketing tool, Pure Brand Media is offering a complimentary consultation to look at the different ways you can use video, podcasts, digital marketing channels and the media to promote your business and attract new customers. You will also receive a 25% discount off of your first video production.

To find out more call the Tourism South East Membership team on 02380 625544



Pure Brand Media
Video, Audio and PR for Business



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



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





Horizon Imaging

Horizon Imaging have been providing bespoke, eye-catching aerial and ground-based media to businesses across the South East of the UK since 2007. Using state-of-the-art drones, a telescopic mast as well as an array of ground-based photography and filming equipment, Horizon Imaging can provide unique perspectives on your projects for marketing, inspection and documentation purposes.

As well as professional photography and video production services, Horizon Imaging also produce Virtual Tours, allowing your visitors to take a virtual walk around your attraction on a computer, tablet or smartphone.

As valued members of Tourism South East, Horizon Imaging is pleased to offer an exclusive 25% discount off your first shoot with us – simply quote 'TSE25' when contacting us.

**For further information please visit Horizon Imaging's website:
www.horizonimaging.co.uk**

**Alternatively, you can contact Horizon Imaging's director, David Hogg, on
01483 610 535, 07792 139 506 or email 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 logos, 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 out more call the Tourism South East Membership team
on 02380 625544**





Shopper Anonymous

We conduct thousands of high quality mystery shops every month. All of our clients receive a tailored mystery shopping programme to help support the visitor experience. All feedback given helps to ensure a big difference to their bottom line.

Preferential rates are available for TSE members. To find out more call the Tourism South East Membership team on 02380 625544



Tiger Ink

Do you need to promote your venue, provide work wear for your team, sell gifts and souvenirs, or simply raise awareness of your brand? If so, we can help!

As proud members of the British Promotional Merchandise Association we have access to a network of approved suppliers, which allows us to supply the widest range and highest quality branded promotional merchandise and clothing to our customers.

With our ideas and expertise we can work with TSE members to help you choose the right products or garments to suit your requirements at the best price and quality.

We regularly tweet details of new products, great ideas and special offers. To make sure you don't miss out on these follow us on Twitter @tigerinkprint.

In addition, we would like to offer TSE members 10% of your first order.

For further information please contact the Tourism South East Membership team on 02380 625544



In 2016 we...

Trained over

1,100

PARTICIPANTS
FROM
**MEMBER
BUSINESSES**



PROMOTED
NEARLY



12,000

BUSINESSES DESTINATIONS
AND EVENTS ON VSEE WEBSITE

HOSTED **14** NETWORK MEETINGS
ATTENDED BY OVER 500 MEMBERS



DIRECTLY
PROMOTED

OVER

80

**members &
partners**

in China, USA
and europe

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

1 million



**Enewsletters to Consumer
and Trade Databases**

GENERATED

2,000 GROUP TRAVEL BUYERS

to events organised by TSE

Your Membership Team

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SOUTH EAST**

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