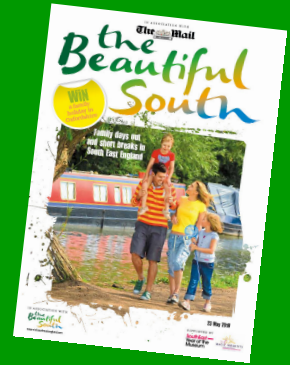




Want to reach the Family Market?

Tourism South East's domestic marketing campaign, promoting the South as an outstanding family-friendly destination, provides an opportunity to engage with a market that is taking more holidays and days out in the UK.



Family Fun 2010 results

- Family Fun delivered £7.8m incremental visitor spend into the South East last year.
- Funfamilydaysout.com attracted over 220,000 page visits.
- The campaign delivered a 16,000 Family database.
- Generated over 29,000 additional staying visits and over 96,000 nights to the region.
- Over 82,000 day trips were taken with an average spend of £41.91.
- Research shows that the profile of visitors taking day trips to the region are 47% from the South East, 24% from Greater London and 8% from the Midlands.

Target Audience

- Arkleisure segments – Primary; High Streets. Secondary; Cosmopolitans and Functionals.
- Parents aged 30-45 with children under the age of 16 - living in London, South East, West Midlands.

Campaign Costs

Premium Partner	£6,500 + VAT = £7,800
Key Partner	£4,500 + VAT = £5,400
Standard Partner	£1,260 + VAT = £1,512
Online Partner	£540 + VAT = £648
E-Newsletter Partner	£360 + VAT = £432
Website Partner	£120 + VAT = £144

Campaign Timescales

- May 2011 to April 2012.

Ensure you are involved in...

- Mail on Sunday supplement.
- Family Fun micro-site www.southeastengland.com/familyfun.
- E-marketing activity with Family focused websites.
- E-newsletter programme to 16,000 family database.
- Dedicated PR campaign by top London agency.

"Since becoming a Family Fun partner with Tourism South East, at Ascot Racecourse we have seen a dramatic increase in sales. The team at TSE understand the marketplace, are dedicated to the cause of promoting tourism in the region and genuinely care about helping their partners boost sales."

John Blake
Head of Sales and Marketing
Ascot Racecourse

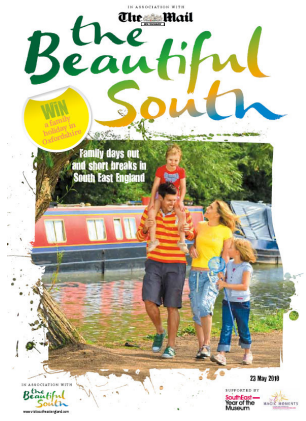
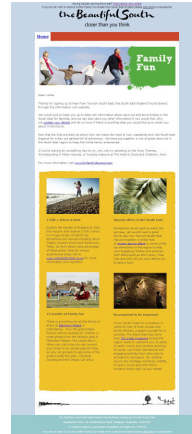
VAT rates shown at 20%
Prices shown are for TSE members. A 40% surcharge applies to non TSE members.

For further information or a booking form, please contact:
Belinda Rounce Tel: 023 8062 5477 Email: brounce@tourismse.com

TOURISM
SOUTH EAST



Activity snapshots from 2010 campaign



Family Fun Marketing Campaign Partner Packages 2011-12

Premium Partner Package £6,500

- Full page inclusion in editorial brief for newspaper supplement and advert if required.
- Inclusion in 3 areas of the Family Fun website.
- Banner advert space for partners own banner on the Family Fun website for the duration of the campaign.
- Inclusion in 2 Visit South East England newsletters sent to Family Fun database.
- One-off use of 3rd party campaign data when requested.
- Guaranteed coverage in Family Fun PR campaign.

Standard Partner Package £1,260

- Line listing in national newspaper supplement.
- Inclusion in 2 areas of the Family Fun website.
- Banner advert space for partners own banner on the Family Fun website for the duration of the campaign.
- Inclusion in 1 Visit South East England newsletter sent to Family Fun database.

E-newsletter Partner Package £360

- Inclusion in 1 Visit South East England newsletter sent to Family Fun database during the campaign period.

Campaign sponsorship is available on request

Key Partner Package £4,500

- Half page inclusion in editorial brief for newspaper supplement (no advert).
- Inclusion in 3 areas of the Family Fun website.
- Banner advert space for partners own banner on the Family Fun website for the duration of the campaign.
- Inclusion in 2 Visit South East England newsletters sent to Family Fun database.

Online Partner Package £540

- Inclusion in 1 area of the Family Fun website.
- Inclusion in 1 Visit South East England newsletter sent to Family Fun database.
- Banner advert space for partners own banner on the Family Fun website for six months of the campaign.

Website Partner Package £120

- Inclusion in 1 themed area of the Family Fun website during the campaign period.

All packages will benefit from the awareness raised and traffic driven to the Family Fun website by the campaign PR activity and e-marketing activity.

FREE - all partners can promote special offers free of charge through www.southeastoffers.com

For more information or a booking form please contact:
Belinda Rounce Tel: 023 8062 5477 Email: brounce@tourismse.com

**TOURISM
SOUTH EAST**

the Beautiful South