

# DIRECT MAIL

## Put your product in front of 10,000+ trade contacts

Tourism South East maintains a Group Travel database which is continually serviced ensuring contacts are up to date and of high quality.

With over 23 categories to choose from Tourism South East can tailor mailings specifically to your requirements, enabling you to select organisation types and geographical locations.



### Target Audiences include

Contacts can be selected from the following categories below and geographical location

- Accommodation Providers
- Arts Interest Groups including Music, Drama, Dance and Camera Clubs
- Blue Badge Guides / Tourist Information Centres
- Charity
- Church Groups
- Coach / Tour Operators & Travel Trade including and
- Community / Local Groups
- Disabled Groups
- Educational Groups including Schools and Colleges
- Gardens including Horticultural Societies
- History / Heritage Groups
- Interest Group including Motoring, Railway, Aviation, Animal, and Political
- Men's Club including Rotary and Round Table
- Military including Veterans
- Press / Media
- Seniors & Retired Groups
- Social Clubs
- Sports Clubs including Bowling Clubs
- Staff / Business Clubs
- Women's Group including WI and Towns Women's
- Youth Groups including Guides & Scouts

*"Just a note to compliment you on the quality of your mailing list used for our mailing. We saw a marked increase in telephone calls immediately after the mailing hit the streets, and web stats also show a marked increase of web hits for the same period.*

*Many thanks for your help and advice, and we will certainly look to do this again in the future."*

*Diana Roberts,  
Tourism Marketing and  
Development Manager.*

### Costs

Tourism South East will provide you with a bespoke quotation based on your required criteria. Quotations include the cost of envelopes, labels, postage and labour. Costs depends on weight, size and quantity of contacts to be mailed. Mailings are sent from Tourism South East offices for data protection purposes.

Please complete the quotation request form on the reverse and send to  
Joanne Channon T:02380 625472 jchannon@tourismse.com

**TOURISM  
SOUTH EAST**



## Bespoke Mailing Quotation Request

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### Please provide quotation based on

- Leaflet Size:( Eg: A4, A5, DL)  Weight (g):
- Number of inserts in mailing.
- Will you be providing an additional cover letter to be included YES/NO

### Please quote based on a mailing to the following categories: Please tick all applicable

- Accommodation Providers
- Arts Interest Groups including Music, Drama, Dance and Camera Clubs
- Blue Badge Guides / Tourist Information Centres
- Charity
- Church Groups
- Coach / Tour Operators & Travel Trade including Transport Operators and Tourism Related Businesses
- Community / Local Groups
- Countryside/rural including Ramblers, Environmental and Cycling Groups
- Disabled Groups
- Educational Groups including Schools and Colleges
- Gardens including Horticultural Societies
- History / Heritage Groups
- Interest Group including Motoring, Railway, Aviation, Animal, and Political
- Men's Club including Rotary and Round Table
- Military including Veterans
- National Trust Groups
- Press / Media
- Seniors & Retired Groups
- Social Clubs
- Sports Clubs including Bowling Clubs
- Staff / Business Clubs
- Women's Group including WI and Towns Women's Guilds
- Youth Groups including Guides & Scouts
- Other

### We would like to target the following geographical area only:

(e.g. Towns, Counties, Postcodes). If this section is not completed we will assume you wish your quote to be based on all contacts we have within categories selected above

FAX QUOTATION REQUEST TO JOANNE CHANNON ON 02380 618018

**TOURISM  
SOUTH EAST**

*the Beautiful South*



**DIRECT MAIL**

## Combined Mailing Opportunities

Although Tourism South East offers bespoke mailings to the Travel Trade database there are also a number of limited opportunities for members to join forces and participate within joint mailings to key contacts in the group travel database.

Mailings will be dispatched on scheduled dates below—members are invited to include their leaflets. Unfortunately members cannot select categories or regions within these joint mailings as these are pre-defined however the contacts will be key travel trade contacts within the database. If you wish to specify categories and regions that your literature is distributed to a bespoke mailing would be more appropriate.

### 28 September - Member Literature Mailing

A4 mailing to 5000 key group travel contacts within South East Area—( 6 spaces available in each mailing)

Inserts can be maximum size A4 and weigh up to 25g each.

Extra charge if insert is a consortia leaflet required—price on application.

Minimum of 3 partners will be required in order for mailing to go ahead.

Cost per insert will depend on the number of partners that book. Cost will be a min £600 (if 6 partners) max £900 (3 if partners) Members can express an interest to be included in a reduced quantity of the mailing however these members would appear on a reserve list if there is space, and prices calculated accordingly.

Please express your interest by 23rd May and 29th August respectively.

Interested partners will be informed of actual cost once we know how many people would like to be involved.

### Inclusion within a TSE communication mailing:

#### W/C 7 November - Group Travel Fair Invitation Mailings

9000 A5 mailing ( 4 spaces available, max size A5, max 16gm insert)

This is an opportunity for partners to include their literature within the Group Travel Fair invitation mailing which is being dispatched to the full database. Please note, no literature advertising alternative trade event literature can be included in this mailing. Extra cost if insert is consortia fold - price available on request. See qty options below

#### W/C 6 February - 2012 Group Travel Guide Mailing

6000 approx—( 5 spaces available, max Size A4, max 16gsm insert)

Opportunity for partners to include literature with the 2012 Group Travel Guide mailing which takes place straight after Excursions 2012 and removes all those that attended the event to avoid duplication. Extra cost if insert is consortia fold - price on request.

See quantity options below for two mailings above.

QTY	TOTAL COST	Equiv. Cost per unit
2,000 contacts	£400 + VAT	0.20p
3000 contact	£575 + VAT	0.19p
4000 contacts	£725 + VAT	0.18p
5,000 contacts	£850 + VAT	0.17p
6000 contacts	£960 + VAT	0.16p
7000 contact	£1050* + VAT	0.15p
8000 contacts	£1120* + VAT	0.14p
9000 contacts	£1170* + VAT	0.13p

\*These qty only available within Group Travel Fair Invitation Mailing

For more information or to book please contact Joanne Channon on

T: 02380 625472

or

E: [jchannon@tourismse.com](mailto:jchannon@tourismse.com)

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