

DOMESTIC MARKETING OPPORTUNITIES

TOURISM
SOUTH EAST

the Beautiful South

ESCAPE

Want to reach pre-family couples?

The Tourism South East NEW "Escape" domestic marketing campaign is designed to boost awareness of South East England as an ideal destination for a day out or short break for affluent young couples, ABC1. The campaign promotes the South East as a vibrant destination through a mix of online, social media and offline marketing initiatives.



Target Audience

- Couples aged 25-35, ABC1
- Arkleisure segments – *Cosmopolitans and Discoverers*
- Living in London, South East and West Midlands

Campaign Timescale

- September 2011 launch to August 2012

Ensure you are involved in...

- South East supplements in the Independent national newspaper September 2011
- Trip Advisor online marketing activities including a South East destination page for one year and an e-marketing to 1,900,000 contacts

- Web presence within visitsoutheastengland.co.uk, 100,000 visitors per month
- Social media promotion on Facebook and Twitter
- Coverage in Time Out, late 2011
- E-marketing activity for this target market
- E-newsletter programme to 35,000 couples database
- Dedicated PR campaign by top PR agency to reach all media.

Booking Deadline

August 2011 to be full campaign partner.
Online opportunities available on an ongoing basis

Campaign Costs

• Full Campaign Partner Escape	£5,000 + VAT = £6,000
• Standard Partner	£1,260 + VAT = £1512
• Online Partner	£540 + VAT = £648
• E-Newsletter Partner	£360 + VAT = £432
• Website partner	£120 + VAT = £144

Special Offer: Full campaign partner Escape and Time for Us £10,500 + VAT

Full package breakdowns shown overleaf.

A 40% surcharge applies to non TSE members. A 15% surcharge applies for Boundary members. VAT rates 20%

"VisitEngland research (Olive, March 2011) indicates clearly, cities, coast, events, cuisine and lifestyle motivate pre family couples. The South East can offer all these."

For more information or a booking form please contact:
Catherine Knight Tel: 023 8062 5477 Email: cknight@tourismse.com

**TOURISM
SOUTH EAST**

Escape Marketing Campaign Partner Packages 2011-12

ESCAPE

Full Campaign Partner "Escape" £5,000 + VAT

- Half page inclusion in editorial brief for Independent newspaper supplement September 2011
- Inclusion in South East destination guide for Trip Advisor plus e-marketing to over 1,900,000 contacts
- Coverage in Time Out feature, late 2011
- Inclusion in visitsoutheastengland.com website.
- Inclusion in two Visit South East England e-newsletters sent to couples database
- Guaranteed coverage in Escape PR campaign
- Inclusion in Facebook and Twitter social medias

Standard Campaign Partner Package £1,260 + VAT

- Line listing in The Independent newspaper supplement
- Inclusion in Time Out editorial late 2011
- Inclusion in visitsoutheastengland.com website.
- Inclusion in one Visit South East England e-newsletter sent to 35,000 couples database

E-newsletter Partner Package £360 + VAT

- Inclusion in one Visit South East England e-newsletter sent to couples database of 35,000 during the campaign period

Special offer: "Escape" and "Time for Us" Full Campaign Partner package £10,500 + VAT (save £1,000)

- Inclusion in editorial brief for two national newspaper supplements. The Independent, half page, late September 2011 and the Telegraph, full page, March 2012
- Inclusion in South East destination guide for Trip Advisor plus e-marketing to over 1,900,000 contacts
- Inclusion in Time Out feature late 2011
- Inclusion in two Visit South East England e-newsletters sent to couples database
- One-off use of 3rd party campaign data when requested

Online Partner Package £540 + VAT

- Inclusion in themed area of visitsoutheastengland.com
- Inclusion in Facebook and Twitter social medias
- Inclusion in one Visit South East England e newsletter sent to couples database of 35,000

Website Partner Package £120 + VAT

- Inclusion in themed area of the visitsoutheastengland.com website

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

Campaign sponsorship is available on request

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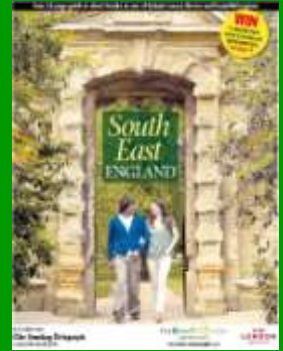
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TIME FOR US

Want to reach affluent couples?

The Tourism South East "Time for Us" domestic marketing campaign is designed to boost awareness of South East England as an ideal destination for a day out or short break for couples. The campaign runs in Spring 2012 and promotes the South East through a mix of online and offline marketing initiatives.



Time for Us 2010-11 Results

- Time for Us delivered £8,100,000 incremental visitor spend into the South East.
- Romanticdaysout.co.uk attracted over 71,000 visits
- Generated 27,000 additional staying visits to the region
- 84,000 additional day trips were in the region. Up 66%
- Overall campaign ROI of 62:1

Target Audience

- Arkleisure segments – *Cosmopolitans and Traditionals*
- Couples aged 40 -60 with no children or children have left home
- Living in London, South East, West Midlands

Campaign Timescales

- September 2011 to August 2012, main print feature March 2012

Ensure you are involved in...

- South East supplement in the Telegraph newspaper in March 2012
- Campaign website on visitsoutheastengland.com 110,000 unique users per month
- E-marketing activity on sites such as Classic FM
- E-newsletter programme to 35,000 couples database
- Dedicated PR campaign by top PR agency

Booking Deadline

August 2011 to be double campaign partner

Campaign Costs

• Full Campaign Partner Time for Us	£6,500 + VAT = £7800
• Standard Partner	£1,260 + VAT = £1512
• Online Partner	£540 + VAT = £648
• E-Newsletter Partner	£360 + VAT = £432
• Website partner	£120 + VAT = £144

Special offer: Full campaign partner Escape and Time for Us £10,500 +

Full package breakdowns shown overleaf.

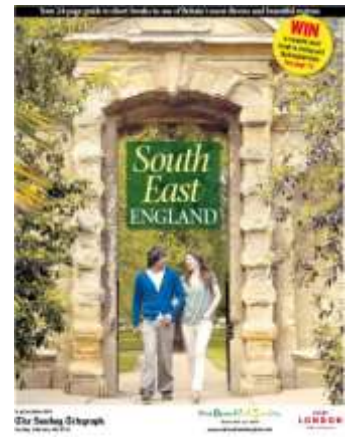
A 40% surcharge applies to non TSE members. A 15% surcharge applies for Boundary members
VAT rates 20%

"The coverage we gain from working with Tourism South East on the Time for Us campaign is invaluable."
Trudi Righton,
Marketing Manager,
River Thames
Alliance Marketing Partnership

VAT

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Special offer: Double Campaign Partner "Escape" and "Time for Us" £10,500 + VAT

- Inclusion in editorial brief for two national newspaper supplements. The Independent, half page, late September 2011 and the Telegraph, full page, March 2012
- Inclusion in destination guide for Trip Advisor destination guide and e marketing to over 1,900,000 contacts
- Inclusion in Time Out feature late 2011
- Inclusion in 2 Visit South East England. E-newsletters sent to couples database
- One-off use of 3rd party campaign data when requested
- Guaranteed coverage in Escape and Time for Us PR campaign
- Opportunity for increased promotion via competition

Standard Campaign Partner Package £1,260 + VAT

- Line listing in The Independent newspaper supplement
- Inclusion in Time Out editorial late 2011
- Inclusion in visitsoutheastengland.com website.
- Inclusion in one Visit South East England e-newsletter sent to 35,000 couples database

E-newsletter Partner Package £360 + VAT

- Inclusion in one Visit South East England e-newsletter sent to couples database of 35,000 during the campaign period

Full Campaign Partner Time for Us £6,500 + VAT

- Editorial inclusion in editorial brief for one page in the Telegraph newspaper supplement March 2012
- Inclusion in visitsoutheastengland.com campaign website
- Inclusion in two Visit South East England e-newsletters sent to couples database 35,000
- One-off use of 3rd party campaign data when requested
- Guaranteed coverage in Time for Us PR campaign

Online Partner Package £540 + VAT

- Inclusion in themed area of visitsoutheastengland.com
- Inclusion in one Visit South East England e-newsletter sent to couples database of 35,000

Website Partner Package £120 + VAT

- Inclusion in themed area of the visitsoutheastengland.com during campaign period

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

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