

ONLINE OPPORTUNITIES

Keep the trade updated from just £75

The newest opportunities introduced to the group travel programme is via online marketing.

This activity focuses on themed e-newsletters sent to Tourism South East database of contacts providing inspiration for future itineraries being planned 9-12 months in advance.

Targeted banner advertising is also available on www.visitsoutheastengland.com



Target Audience

- Over 2,000 Group Travel Organisers contacts
- Over 1,100 Coach & Tour Operators contact

Campaign Elements

- Bi-monthly e-newsletters to Group Travel Organisers
- Bi-monthly e-newsletters to Coach & Tour Operators
- Banner Advertising—5 month hosting

Booking Deadlines

On going throughout the year—see overleaf

Business Benefits

Update the travel trade with latest news, in a timely manner and early enough for inclusion within 2011-2012 itinerary plans. See overleaf for dispatch dates and content themes.

Group Organisers
E-newsletter

31% av. open rate

18% av. click through

EARLY BIRD DEAL

Book FOUR e newsletter entries editions* before the end of June and you will received a fifth one FREE OF CHARGE**

*any edition can be booked during the year time of
**cheapest entry free of charge

Campaign Costs

- Group Travel Organisers bi-monthly e-newsletter
- Coach Operators quarterly e-newsletter
- Combined GTO and Operators
- Banner Advertising

Member Rate*

- £95 + VAT per edition
- £75 + VAT per edition
- £150 + VAT per edition
- £150 + VAT per 5 months

*There is a 40% surcharge for non TSE members.
There is a 15% surcharge for boundary members

For further information or a booking form contact :
Joanne Channon Tel: 023 8062 5472 Email jchannon@tourismse.com

**TOURISM
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E-newsletter dispatch dates

A series of e-newsletters are scheduled throughout the year targeting both Coach & Tour Operators and Group Travel Organisers with new ideas for future itineraries.

Each newsletter has appropriately themed content co-ordinated in line with research which has identified that lead-times for itinerary planning within the travel trade is approx. 9-12 months ahead.

Group Travel Organisers e-newsletter—Over 1400 contacts

Dispatched Bi-monthly on following dates.

Dispatch Date	Content Theme	Copy deadline
April 5 2011	Winter 2011	25 March
June 7 2011	Group Organisers go free	27 May
August 9 2011	Spring/Summer 2012	29 July
October 11 2011	Summer ideas 2012	30 September
December 6 2011	Autumn ideas for 2012	25 November
February 7 2012	Winter ideas 2012	27 January
April 10 2012	Winter ideas 2012	30 March

Each entry allows 40 words, landscape picture and web link

Coach & Tour Operators e-newsletter—Over 700 contacts

Dispatched Bi-monthly on following dates

Dispatch Date	Content Theme	Copy deadline
May 3 2011	Winter 2011	21 April
July 5 2011	Spring/Summer 2011	23 June
September 6 2011	Accommodation for groups	26 August
November 8 2011	Late Summer/Autumn 2012	28 October
January 10 2012	Autumn ideas 2012	23 December
March 6 2012	Autumn/Winter 2012	24 February
May 8 2012	Winter/Summer 2013	27 April

Each entry allows 40 words, landscape picture and web link

Combined GTO & Operator e-newsletter— Over 2100 contacts

Sent to both Group Organisers and Coach Operators

Dispatch Date	Content Theme	Copy deadline
May 17 2011	Lunch stops	6 May
July 19 2011	Education package	8 July
September 20 2011	Coach parking	9 August
December 20 2011	Afternoon tea packages	9 December
March 20 2012	Lunch stops	9 March

Each entry allows 40 words, landscape picture and web link

Banner Advertising

Banner advertising opportunities are available on the Group Travel Pages of www.visitsoutheastengland.com/groups. Our trade pages received highly targeted visitors looking for group travel activities across the region. Tourism South East group travel team drive all trade traffic to these pages within marketing communications throughout the year. Take advantage of our value for money banner advertising opportunities. £150 for five months.

Banner Dimensions: 190px wide and 500px high, and should be supplied as JPG, GIF, or SWF

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