

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

- Spring 2012 to October 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 100,000 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 Hume Whitehead

Booking Deadline

December 2011 to be key campaign partner although many opportunities available on and on going basis

"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

Campaign Costs

• Full Campaign Partner Time for Us	£6,500 + VAT = £7800
• Half Campaign partner	£3,500 + VAT = £4200
• Standard Partner	£1,260 + VAT = £1512
• Online Partner	£540 + VAT = £648
• E-Newsletter Partner	£360 + VAT = £432
• Website partner	£120 + VAT = £144

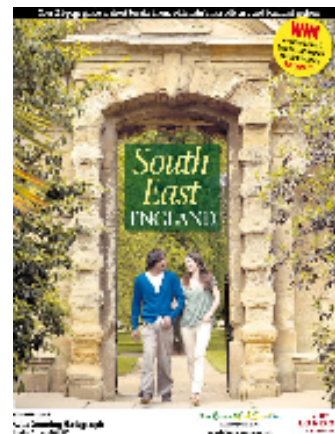
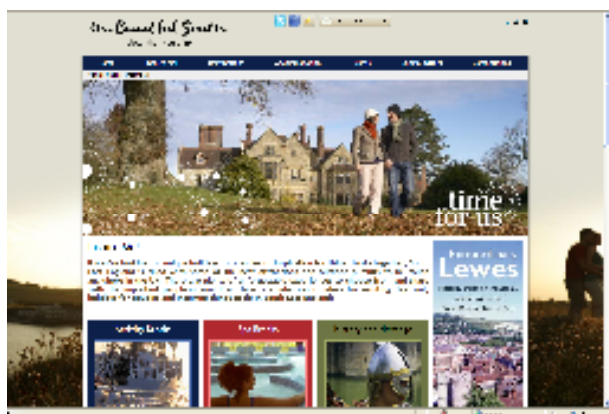
Special offer: Full campaign partner Escape and Time for Us £10,500 + VAT = £12,600

Full package breakdowns shown overleaf.

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

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

**TOURISM
SOUTH EAST**



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, October 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

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

Half Campaign Partner Time for Us £3,500 + VAT

- Editorial inclusion in half 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 of 35,000

Standard Campaign Partner Package £1,260 + VAT

- Line listing in The Telegraph newspaper supplement
- Inclusion in visitsoutheastengland.com website.
- Inclusion in one Visit South East England e-newsletter sent to 35,000 couples database

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

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

Website Partner Package £120 + VAT

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

Campaign sponsorship is available on request

For more information or a booking form please contact:
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TOURISM
SOUTH EAST

the Beautiful South