



The Campaign

To kick start the market, inspire confidence in travel and inspire visitors to choose South East England as they begin to dip their toe in the water again, we invite you to be part of our 'Rainbow Campaign'

There's a light at the end of the rainbow, is Tourism South East's consumer-facing campaign providing inspiration and signposting for days out, short breaks, and holidays in South East England. Our messages will be flexible and sent at the appropriate time, as guidelines change. We are working alongside destinations and members to bring your business to the forefront of these communications

Target Audience

Targeted at domestic consumers, including independent travellers, couples, families, multi-generational travel, and small groups.

Our vision

A regional umbrella campaign working alongside our destination partners and members communications to inspire and signpost to partner information and encourage bookings across South East England

Campaign objectives

INSPIRE

WORK WITH PARTNERS TO
ENSURE SOUTH EAST
ENGLAND TOP OF MIND

INFORM

DISSEMINATE INSPIRING
CONTENT AND LATEST
NEWS

SIGNPOST

TO PARTNERS & MEMBER CONTENT
AND FURTHER INFORMATION

Key Campaign Element

Landing Pages on www.visitsoutheastengland.com
Themed Press Releases
E-newsletters to 44k subscribers
Social Media Campaign supported by ZC social media
Themed Image Showreels
Video Content
Press Releases/Content
Blog

DATABASE INTERESTS

46% FAMILIES
34% COUPLES
2% INDEPENDANT TRAVEL
1% GROUPS

190,000 VISITORS PER MONTH

44,000 ENEWS SUBSCRIBERS*
Average 28% Open rate
8.66% click to open*

10,000 SOCIAL MEDIA SUBSCRIBERS

*6 month average to June 2020.

Industry Benchmark -19.10% open rate | 12.4% cto

**based on reader sample 26460 of our database

all prices plus VAT

Social only package: 6 Guaranteed posts over 6 months shared on all 3 platforms, and pinned for 24 hour. Content agreed prior to each post

£125

Themed e-newsletter inclusion,

A slot within our theme e-newsletters dispatched to 44,000 each advertiser, and it will be boosted on social media. - Themes on pg 4

£160

Featured Listing on Themed campaign landing pages
Up to 3 relevant landing pages. See example on Page 4

£250

MPU advertising 300px(h) X 250px(w) on all campaign pages 6 months. See example on Page 4

£200

Zoom Interview, A pre-recorded interview with you talking about your business what you offer and how its been adapted.
Posted on social media *limited availability

£275

Header banner advertising 66px(h) x 474px (w) on all relevant pages of www.visitsoutheastengland.com

£450

Solus newsletters dispatch options from 26,000 - 44,000
from £655 (26k) + VAT to £995 + VAT.(44k)

**from
£655**

**Rainbow Package
10% off**

Social Media
Package

Themed
e-newsletter
inclusion

Featured Listing
on themed
pages

£480
plus VAT

Consumer Channels



www.visitsoutheastengland.com



[@visitsoutheastengland](https://twitter.com/visitsoutheastengland)



[www.fb.com/VisitSouthEastEngland](https://www.facebook.com/VisitSouthEastEngland)



[@visit_south_east_england](https://www.instagram.com/visit_south_east_england)



blog.visitsoutheastengland.com

To Book [email ecolley@tourismse.com](mailto:ecolley@tourismse.com)

Notes:

This is an ever changing situation and elements of the campaign may have to be adjusted at time goes on to reflect government guidance.

We will ensure you receive agreed exposure over the period of the campaign between July and December.

Prices are plus VAT

Campaign Landing Pages

All our campaign communication will link back to our recovery campaign landing pages initially. New pages will be added for each theme as the campaign progresses, and visitors have access to explore the whole site



Advertising options
Header Banners
Campaign MPU banners
Featured Listings

Header Banner

Featured Listing

MPU

Themed E-Newsletter Slot

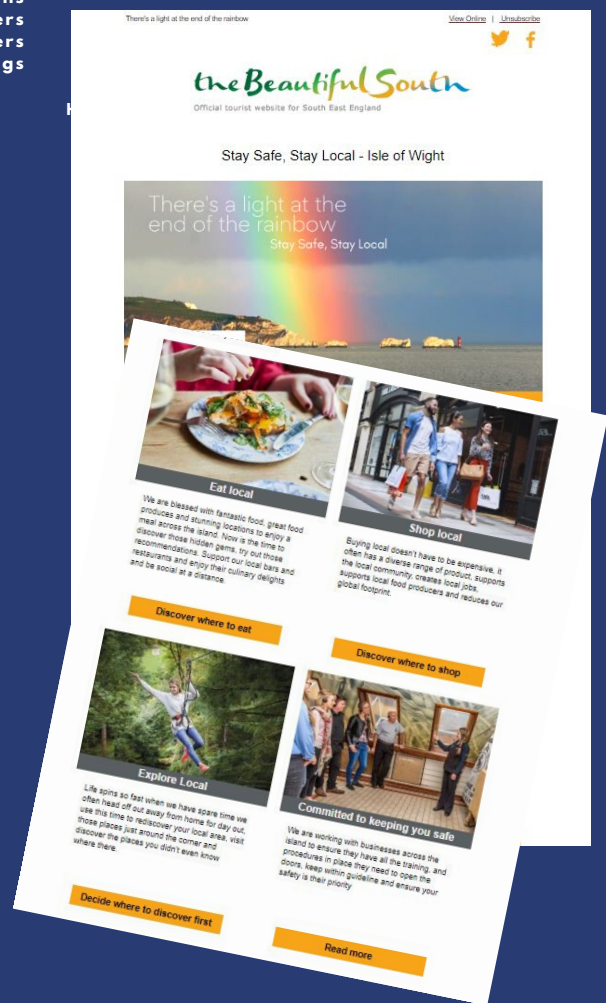
Our Themed e-newsletters go out to our database of 44,00 readers. There have featured content slots available to purchase. Each slot allows for 75 words, landscape image url link
See themes of page 4



E-NEWSLETTER
SLOT

Solus E-shots

All content is dedicated to your product, and sent to our database up to 44,000 readers



Social Media

Although we work to share our members messages throughout the year we can't share them all, by being part of our campaign you will be guaranteed to have your content posted and shared 6 times over the next 6 months. You retain control of what we post.



WORKING IN PARTNERSHIP WITH ZC SOCIAL
MEDIA TO DELIVER THIS CAMPAIGN

THEMES

June

THERE'S A LIGHT AT THE END OF THE RAINBOW

Inspirational Regional Messaging - Your South East adventures await
Education/Confidence Boosting - -Kite mark
Destination Signposting /Interviews
Offers Pages -inc Thank you to keyworkers

#SouthEastAdventuresAwait

EXPLORE LOCAL, SUPPORT LOCAL

Confidence Boosting / Outdoor Spaces/ Outdoor Activities/Local Business -
Signposting to local destination information / Geographical social boosting.

#SouthEastSupportLocal

July

ONWARDS
onwards

STARTING TO OPEN FOR BUSINESS

Ticketed Attractions
Signposting to local destination information
Special Offers page
#SouthEastAdventuresAwait

DAYS OUT

Ticketed attractions,
Days out with the kids/family/small groups up to 6

#SouthEastAdventuresAwait
#SouthEastDaysOut

LATE SUMMER STAYCATIONS

Self Catering/Camping/Glamping/ B&B, Hotel Packages
Signposting to local destination information /Special Offers

#SouthEastAdventuresAwait
#SouthEastStaycations

LONG OVERDUE 'NITE' OUT

Date Night / Small Group Meet Ups / Memorials
Commerical Member messages
Signposting to local destination information
Eating out offers page

#SouthEastAdventuresAwait
#SouthEastBigNiteOut

EXPERIENTIAL TRAVEL

Packages and Experiences

#SouthEastAdventuresAwait
#SouthEastExperiences

AUTUMN / WINTER WARMERS

October Half Term / Mid week breaks / Winter Warmers
Late Bank Holiday getaways / Christmas Getaways

#SouthEastAdventuresAwait
#SouthEastWinterWarmers

SUSTAINABILITY

Let's keep it going / Sustainable business messages
Sustainable Good News Stories

#SouthEastLetsKeepItGoing

These themes remain fluid and we reserve the right to adjust them
based on commerical uptake and government advice