

visit CANTERBURY

Visit Canterbury
Partnership Scheme



Our primary website, www.canterbury.co.uk receives approximately 140,000* visits per month and is consistently in the top three results for the most popular key words for Canterbury on search engines.

*Figures from January to end July 2011



Who are we?

Visit Canterbury is the official tourism organisation for the city and district of Canterbury within the Culture and Enterprise division of Canterbury City Council

We promote the district to potential visitors across the UK and overseas through a variety of means including websites, printed literature, PR and partnership working.

Our primary website, www.canterbury.co.uk receives approximately 140,000 visits per month and is consistently in the top three results for the most popular key words for Canterbury on search engines.

We manage the Canterbury Visitor Centre and all visitor services, including our interactive kiosks and information points in the coastal towns, as well as our welcome service at the Canterbury Coach drop-off point in the city centre.

We also work with our Local Economy team to promote and develop conference sales and business tourism to the area.

How will we work with local businesses?

As a local tourism-related business you have the opportunity to join the partnership scheme. This will open the door to a wide range of promotional, training and networking benefits only available to partners.

There is an annual fee to join the scheme and all the benefits listed in this guide are included in that fee.

Partnership fees will be ring-fenced and invested in the continued marketing of the district to visitors. To that end, in joining Visit Canterbury you will be contributing not only to the promotion of your own business, but will also be supporting the destination as a whole.

What are the benefits of joining Visit Canterbury?



- A dedicated page for your business on canterbury.co.uk and canterburygroups.co.uk (where relevant) with up to six images, contact details and email and web-links (see specific packages for exact specification)
- Standard entry in the 2012 Canterbury District Guide (40,000 print run) distributed at visitor centres and other outlets in the UK and selected British and international travel exhibitions
- Free basic (DL or A5) racking for your promotional literature in the Canterbury Visitor Centre (500,000 visitors per year)
- Opportunity to feature on m.canterbury.co.uk, the dedicated mobile website for tourism in the district
- Opportunity for relevant businesses to feature on our touch screen and interactive kiosks in the coastal towns
- Opportunity for support and potential exposure through our national and international PR activities
- Opportunity to promote your special offers on canterbury.co.uk and canterburygroups.co.uk through seasonal on-line campaigns
- Opportunity to be included in our bi-monthly consumer newsletter with a rapidly growing database of contacts
- Opportunity to provide competition prizes to be featured in our bi-monthly newsletter and on canterbury.co.uk
- Opportunity to feature your events on the official Canterbury Events guide on canterbury.co.uk and the city council's corporate website, www.canterbury.gov.uk
- Invitations to industry networking events throughout the year
- Subsidised training opportunities for you and your staff via TSE
- Receive 'Visit Canterbury News' – our quarterly online newsletter to the tourism trade
- Access to a dedicated trade section on canterbury.gov.uk/tourismtrade with useful links and business advice
- Use of official 'Visit Canterbury' brand logo and 'Visit Canterbury – Official Partner' when available
- Access to national and district-wide research including Economic Impact Study and district-level comparison data

Further benefits for accommodation providers

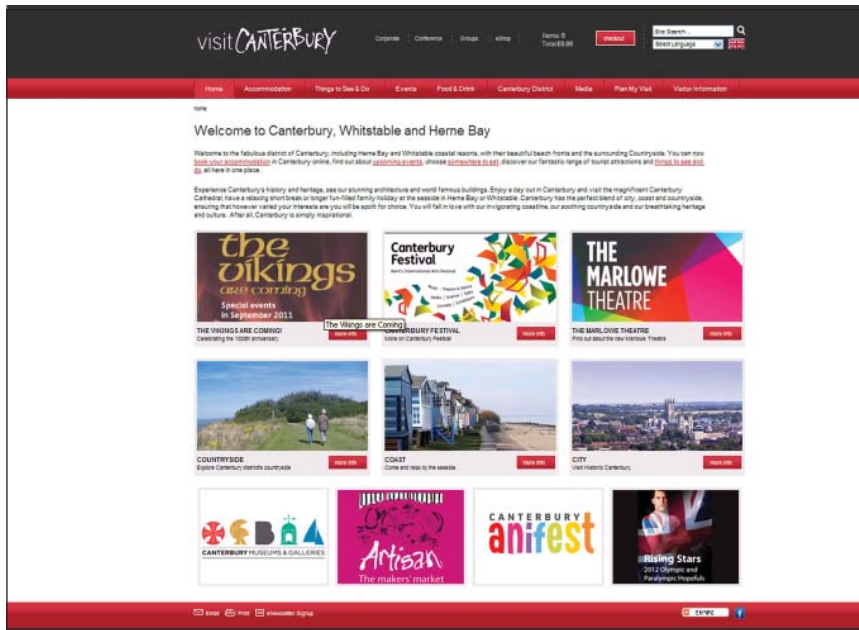
Please note: Visit Canterbury will only work with QIT or AA graded accommodation

- Access to online bookings via www.canterbury.co.uk (booking commission applies)

- Access to bookings through the call centre at the Visitor Centre (booking commission applies)
- Opportunity for relevant businesses to feature on conference and business tourism website, www.conferencecanterbury.co.uk
- Option to upgrade entry in the 2012 Canterbury District Guide

Further benefits for attractions, tours and venues

- Opportunity to sell your tickets through Canterbury Visitor Centre (500,000 people per year) (commission payment applies)
- Opportunity to sell your tickets through the e-shop on Canterbury.co.uk (just under 1,000,000 hits per year) (commission payment applies)



Visit Canterbury website



Coastal town touch screens



Visit Canterbury groups site



Visit Canterbury conference site



Welcome to Canterbury

Welcome to the fabulous district of Canterbury, including Herne Bay, Whitstable and the surrounding Countryside. You can now book your accommodation online, find out about upcoming events, choose somewhere to eat, discover things to see and do, all here in one place.



Visit Canterbury mobile site



Visit Canterbury e-newsletter

Some examples of the benefits of becoming a Visit Canterbury Partnership Member

Specific packages:

Language schools

- Full listing on www.canterbury.co.uk to include:
 - Up to six images
 - Descriptions
 - Prices
 - Opening hours
 - Contact details
 - Events at your venue
 - Weblink
 - Directions
 - 'Nearby'
 - Google mapping
 - Accessibility details
- Free basic (DL or A5) racking for your promotional literature in the Canterbury Visitor Centre (500,000 visitors per year)

£150

Conference support services

- To feature on www.conferencecanterbury.co.uk
 - Image
 - Description
 - Contact details
 - Web address
 - Nearby venue

£50

Attractions and Tours:

- Full listing on www.canterbury.co.uk to include:
 - Up to six images
 - Description
 - Prices
 - Opening hours
 - Contact details
 - Events at your venue
 - Weblink
 - Directions
 - 'Nearby'
 - Google mapping
 - Accessibility details
- Full listing on www.canterburygroups.co.uk with details as above (where relevant)
- Free basic (DL or A5) racking for your promotional literature in the Canterbury Visitor Centre (500,000 visitors per year)
- Listing in the 2012 Canterbury District Guide

Small (attractions with less than 20,000 visitors) £200

Medium (attractions with 20,000 to 200,000 visitors) £500

Large (attractions with more than 200,000 visitors) £1,000

Sports, activities and workshops:

- Full listing on www.canterbury.co.uk to include:
 - Up to six images
 - Description
 - Prices
 - Opening hours
 - Contact details
 - Events at your venue
 - Weblink
 - Directions
 - 'Nearby'
 - Google mapping
 - Accessibility details
- Full listing on www.canterburygroups.co.uk with details as above (where relevant)
- Free basic (DL or A5) racking for your promotional literature in the Canterbury Visitor Centre (500,000 visitors per year)
- Listing in the 2012 Canterbury District Guide

£150 per venue

Shops/Bars/Clubs/Cafés/ Restaurants:

- Full listing on www.canterbury.co.uk, with details page to include:
 - Up to six images
 - Address
 - Weblink
 - Opening hours
 - Menu (where applicable)
 - Contact details
 - Map reference
- Full listing on www.canterburygroups.co.uk with details as above (where relevant)
- Full listing on www.conferencecanterbury.co.uk where relevant (i.e. if you offer meeting space/conference facility hire)
- Listing in the the 2012 Canterbury District Guide
- Free basic (DL or A5) racking for your promotional literature in the Canterbury Visitor Centre (500,000 visitors per year)

£150 per venue

Please note the joining fee covers the period January to December 2012.

Serviced and self-catering accommodation

- Full listing on www.canterbury.co.uk to include:
 - Up to six images
 - Description
 - Address
 - Contact details
 - Booking availability grid
 - 'Nearby' details
 - Directions
 - Facilities list
 - Google mapping
 - Accessibility details
- Full listing on www.canterburygroups.co.uk with details as above (where relevant)
- Full listing on www.conferencecanterbury.co.uk (where relevant)
- Free basic (DL or A5) racking for your promotional literature in the Canterbury Visitor Centre (500,000 visitors per year)
- 1/8 page listing in the 2012 Canterbury District Guide

£275 + £10 per room or unit (except camping/caravanning pitches-these are not charged the extra £10 per pitch)

Option to upgrade to an Enhanced ¼ page listing in the 2012 Canterbury District Guide £125

Option to upgrade to Superior ½ page listing in the 2012 Canterbury District Guide £225

ABODE CANTERBURY
★★★★





Abode Canterbury is in the heart of the city. The hotel boasts 72 luxury bedrooms. Room categories are - Comfortable, Desirable, Enviable and Fabulous.

Abode is home to Michael Caines restaurant serving the best local produce. From intimate meals in the restaurant, to a private party at the Chef's table or hot food in the Old Brewery Tavern, a glass of something sparkling in the Champagne Bar, Abode is the place to be.

For something special be it a wedding, private party or meeting, look no further than Abode Canterbury, we can tailor a personal package to suit your needs.

Rooms 72 (13T, 59D) All en-suite
Open All year
Prices Comfortable per night £99 - £150; Desirable per night £109 - £180; Enviable per night £149 - £265; Fabulous per night £295 - £495

Contact: Lisa Anderson
 Abode Canterbury, High Street, Canterbury CT1 2RX
T +44 (0) 1227 766 266
F +44 (0) 1227 784 874
E sales@executivecanterbury@abodehotels.co.uk
www.abodehotels.co.uk

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BEST WESTERN ABBOTS BARTON HOTEL
AA ★★



Country house style of hotel in acres of gardens, with free parking, yet only a few minutes walk from the city centre. Recently refurbished and modernised to high standard. Free WiFi.

Prices per single room per night from £74 - £134; per double/twin room per night from £89 - £193; per family room per night £113 - £200

Rooms 53 (106 28D 12T 3F)

Contact: Christine Cooper (Manager)
 36 Hawk Dover Road, Canterbury CT1 3DU
T +44 (0) 1227 750 341
F +44 (0) 1227 750 442
E info@abbotsbartonhotel.com
www.abbotsbartonhotel.com

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THANINGTON HOTEL
★★★★




18th century setting 21st century facilities
 A warm welcome awaits you at the Thanington Hotel. Relax in the heated indoor swimming pool, unwind in our guest lounge or private bar, perhaps sampling one of our extensive collection of single malt whiskies or simply enjoy the secluded courtyard garden. Our refurbished en-suite accommodation includes family, superior (four posters) and standard rooms. Each room has free wifi. The hotel has its own secure car park. Just 10 minutes walk from Canterbury city centre and cathedral and a five minute stroll to Canterbury East station. We are ideally situated for the city, East Kent and the channel coast.

Rooms 15 (10D 3T 2F)
Open All year
Price per night for B&B
 Single £65 - £85
 Double/Twin (single occ.) £70 - £90
 Double/Twin (two sharing) £80 - £135
 Family room £110 - £140

Contact: Jennie Chapman
 140 Wincheap,
 Canterbury CT1 3RY
T +44 (0) 1227 453 227
F +44 (0) 1227 453 225
E thanington@neone.net
www.thanington-hotel.co.uk

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CHAUCER HOTEL
AA ★★



Warm, welcoming and traditional, Chaucer Hotel offers the benefits of a highly respected professional hotel chain, coupled with the intimacy of one of the oldest and most unique local hotels.

Prices per single room per night £50 - 100; per double/twin room per night from £60 - £120; per family room per night from £80 - £130

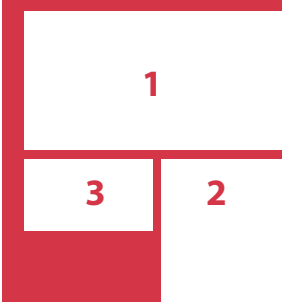
Rooms 42 (12S 19D 11T)

Contact: David Osborne
 63 Ivy Lane, Canterbury CT1 1TU
T +44 (0) 1227 464 427
F +44 (0) 1227 450 397
E gm.chaucer@creramgmt.com
www.swallow-hotels.com

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2011 Canterbury District Guide



- 1 Canterbury District Guide Superior package advert
- 2 Canterbury District Guide Enhanced package advert
- 3 Canterbury District Guide Standard package advert

visit CANTERBURY

Visitor Economy Team

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Web **www.Canterbury.co.uk**

www.Canterburygroups.co.uk

www.conferencecanterbury.co.uk

m.canterbury.co.uk