

Attractions, Activities, Retail, Places to eat and drink, non-residential Conference Venues

INTRODUCTION TO SHAKESPEARE COUNTRY

Shakespeare Country Tourism Ltd, trading as Shakespeare Country, has been set up by Tony Merrygold (owner of The Open Road), Sally Carrick, and Ben Tagg (of New Vision Group) to promote Shakespeare Country as a leading visitor destination with the aim of increasing visitors to the area, thus increasing the value of the visitor economy. The company owns many assets and marketing tools, which have been used for many years to promote the area successfully, including:

- The Shakespeare Country brand
- The Shakespeare Country website (www.Shakespeare-Country.co.uk) and other branded domain names
- The visitor enquiry telephone numbers
- Visitor databases and ICT systems

Shakespeare Country believes that marketing programmes are vital to the success of the area, and we aim to deliver a full range of marketing services. Your participation in this membership scheme will be a valuable contribution to the delivery of these programmes.

BENEFITS OF JOINING SHAKESPEARE COUNTRY

WEB www.Shakespeare-Country.co.uk

Joining Shakespeare Country will give you an online entry on this award-winning website, our key tool in providing visitors with information on where to stay, places to visit, and what to see and do. With thousands of unique visitors each month, you can maximise distribution of your businesses promotions, offer online bookings and sell e-tickets. Through Guestlink you can manage the information shown about your business and promote your own special offers, giving you total control over the content of your online promotions. Act 2 and Act 3 members can also enter date specific events to the website.

We are currently improving the organic Site Engine Optimisation (SEO) of this website and plan to improve the content and functionality in the near future. We hope to develop micro-sites for the main market towns, and online town guides utilising the latest mobile technology, which will feature every member's business.

Your online marketing is enhanced through automatic uploads to the Visit Britain and Enjoy England websites, with direct links to your Shakespeare Country web pages.

You can increase your global marketing by opting for either the Act 2 or Act 3 membership, which includes entry on www.Shakespeare-Country.com (USA), www.Shakespeare-Country.cn (China) and www.Shakespeare-Country.jp (Japan). These websites are a great way for businesses to reach visitors from our largest international markets in their own language.

E-MARKETING

We expect to run a range of e-marketing campaigns over the next year, starting with a Shakespeare Country campaign and a Group Travel campaign, both this Autumn, a November shopping campaign to capture the pre-Christmas shoppers, and a Heritage campaign in the Spring. As a member, you be invited to participate in these campaigns by buying space in the e-newsletters, which will be distributed to thousands of consumers. There will also be the chance to purchase banner ads on the Shakespeare Country websites.

Shakespeare Country Member Scheme

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PRESS AND PR

Members of Shakespeare Country will benefit from our press and PR activity, which is due to start soon, as the Shakespeare Country website will be the main fulfilment tool of this activity. You will have the opportunity for free publicity if you send us stories that fit with our PR strategy, and can raise your profile by hosting press familiarisation visits.

TRAVEL TRADE MARKETING

Active marketing to group and travel trade organisers starts this Autumn with an e-marketing campaign directing consumers to our travel trade website (www.Shakespeare-Country.co.uk/groups). Members opting for the Act 2 and Act 3 level of membership will benefit from this activity by being featured on this website, and will also have the opportunity to partner with us at travel trade exhibitions and conventions through stand share and leaflet distribution.

CONFERENCE BUREAU

Act 3 members can benefit from a full range of marketing initiatives designed to increase the number of conferences and corporate events taking place in Shakespeare Country. Benefits include:

- Enhanced entry on our conference website www.Shakespeare-Country.co.uk/conference including the ability for you to promote any special offers you may have
- Opportunity to participate in Conference marketing activity
- Opportunity to partner with us at conference exhibitions through stand share and leaflet distribution
- Opportunity to host business tourism journalists and conference buyers
- Referrals from our enquiry service at just 8% commission rate +VAT

BUSINESS SUPPORT

Shakespeare Country will send Members regular communications and update our corporate website to provide you with information on how to improve your business and / or your marketing. We will provide members with a business support programme to help you, for example, reduce costs, keep up with current legislation, learn about best practice and access quality training events.

JOINING SHAKESPEARE COUNTRY

To become a member have a look at the following pages, which give more details of benefits and rates, and decide which level of membership is right for you. Then go online to www.guestlink.co.uk and log on in the usual way. (If you have forgotten your log on details please call the Guestlink helpdesk: 0845 166 2217). Click on membership, then opt for the level of membership you require. There is a simple online registration form and when this has been submitted and received, we will send you a welcome letter and your member card and sticker.

We look forward to working with you soon!

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Act One

Marketing Benefits

- Online advert (standard) on www.Shakespeare-Country.co.uk offering access to thousands of unique visitors. This includes 2 images (1 large and 1 small), business name, address, contact telephone number, short description and a special offer. (Website link not included)
- Online advert on www.enjoyengland.com and www.Visitbritain.com
- Guestlink online – your online tool for updating information, adding special offers, and viewing your statistics
- Online ticket sales from www.Shakespeare-Country.co.uk at a low commission rate of 10%
- Opportunities for participation in marketing campaigns throughout the year
- Opportunities for participation in Meeting Incentive Conference & Events (MICE) marketing
- Opportunities for participation in travel trade marketing
- Joint marketing initiatives with VisitBritain/Enjoy England partnership marketing programmes
- Promotion of Shakespeare Country through PR activity and the opportunity to participate in Press and PR work
- Packaging assistance for Group Travel organizers and promoters
- Use of Shakespeare Country logo
- 'Shakespeare Country Member' window sticker
- Membership card / Press Pass giving free access to participating attractions

Business Development Benefits

- Product development assistance for businesses
- Access to research including visitor profiles, economic impact profiles, trends and behavioural data
- Guestlink Training
- Business Development and Training events
- Information on grants and other business development assistance
- Information on sustainable tourism initiatives
- Vouchers for New Vision Group products such as Web Bookings and the Affiliates scheme
- Preferential rates for card payments with Streamline
- PR and publicity assistance

Other Benefits

- Quarterly / annual Direct Debit payment options
- Regular member e-newsletters
- Membership of the Shakespeare Country Attractions group

Act Two

Includes the above benefits plus:

- Enhanced online advert on www.Shakespeare-Country.co.uk This includes the standard listing plus 4 images (2 large and 2 small), long description, special offers, events, email address, fax number, directions and link to map.
- Link to your website from www.Shakespeare-Country.co.uk (to be reciprocated)
- Standard listing on www.Shakespeare-Country.com (USA), www.Shakespeare-Country.cn (China) and www.Shakespeare-Country.jp (Japan) (50 words of translated copy, thumbnail image and email address)
- Standard listing on www.Shakespeare-Country.co.uk/groups (150 words description, 1 large image, contact details, and website link)
- Brochure display for Visitor Attractions at participating TIC's and contracted distribution outlets

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Act Three

Includes the above benefits plus:

- Enhanced online advert on www.Shakespeare-Country.co.uk including website link (to be reciprocated)
- Enhanced listing on www.Shakespeare-Country.com (USA), www.Shakespeare-Country.cn (China) and www.Shakespeare-Country.jp (Japan) (200 words of translated copy, 5 images, full contact details, website link)
- Enhanced listing on www.Shakespeare-Country.co.uk/groups (200 words description, 2 images, contact details, website link)
- Member of Shakespeare Country conference bureau, with full listing on www.Shakespeare-Country.co.uk/conference, conference enquiries and referrals sent to you at low commission rate, and opportunity to participate in conference marketing campaigns and activities

Member Rates – Act One

Attractions & Entertainment	£190
Restaurants	£95
Retail	£95
Conference Venues (non-residential)	£190

Member Rates – Act Two

Attractions & Entertainment	£500
Restaurants	£225
Retail	£225
Conference Venues (non-residential)	£500

Member Rates – Act Three

Attractions & Entertainment	£1,500
Conference Venues (non-residential)	£1,000

All prices are subject to VAT