

How Colchester is Promoted

Colchester takes part in a variety of promotional activities which are targeted to those markets which research has demonstrated are looking for short breaks and daytrips to this area.

- **Advertising** is placed in publications which target daytrippers, shortbreakers and group travellers. Publications for 2005 include: East of England Tourist Board's Great Days Out Guide, Travel Trade Directory and Overseas Guide; The Real Essex Guide; Coach Drivers Yearbook; Email advertising campaign and Travel GBI. In addition, we take part in partnership promotions based on themes such as cycling in the East of England region.

- **Brochures**
35,000 of the Visitor Guide (A4) are produced. These are distributed to Tourist Information Centres all over the country and, as well as being available free of charge from the Visitor Information Centre, are sent in response to enquiries generated from the advertising placed above.

20,000 of the 'Discover Colchester' leaflet are produced. New for 2005, it echoes the identity and content of the brochure, featuring places to see and visit. It also includes detailed information on guided tours and Colchester Visitor Information Centre. It is distributed to local accommodation and attractions and Little Chefs along the M20.

1,000 copies of the Group Travel Organisers' Guide are published. This is a key market for Colchester. Promoting to the coach tourism market is effective in terms of the number of car visits saved. These guides are taken to 'trade' exhibitions below.

- **Exhibitions:** The Visitor Services team also attends many exhibitions throughout the year:

Market	Exhibition Name	Dates	Type of people who typically attend	Location
Day Tripper/Groups	Excursions	15 Jan 05	Group Travel Organisers	Alexandra Palace London
Southern	Destinations	3-6 Feb 05	National Consumer show	London Earls Court
Midlands/Northern	Destinations	25-27 Feb 05	National Consumer show	NEC Birmingham
Southern	Tourism & Leisure Show	17 Feb 05	National exhibition organised by the Essex Tourism Association aimed at Group Travel Organisers, Coach drivers and operators, teachers	Colchester
National / International	British Travel Trade Fair	2-3 March 05	3 day national exhibition aimed at tourism trade: Group Travel Organisers, Coach drivers and operators, teachers.	NEC Birmingham
Regional	Travel Fair	5 March 05	USAAF personnel and their families	USAAF Lakenheath



- **Group Travel Promotions**

The group travel market is very important to destinations such as Colchester. Coach tourism is both environmentally friendly and is an important social aspect of clubs and societies around the country.

Group visitors can find out about Colchester on www.colchesterforgroups.co.uk which contains information particularly relevant to them. Produced by the Colchester Tourism Team, the website was launched in March 2004 at the BTTF.

- **Public Relations**

Media releases are regularly sent out to the local and regional media about tourism in and around Colchester.

In addition, work is taking place to attract national journalists and the group travel press to feature the Colchester area.

Overseas media are targeted via the PROMPT partnership (see below)

- **Short Break Promotions using Direct Mail**

The EETB has also introduced direct mail campaigns aimed at attracting more short breakers into the region. These campaigns have proved to be very successful. Colchester has participated in many of these campaigns to attract this important market sector to the Colchester area. Each enquiry about Colchester is fulfilled with the main A4 guide.

- **Overseas Promotions - PROMPT**

All this activity is not just taking place in Britain. Colchester works in partnership with other local authorities in the East of England region plus the East of England Tourist Board to raise funds for overseas promotions. This partnership is called PROMPT (Promoting the Region in Overseas Markets in Partnership Together)

The region's collective budget of £100,000 is match-funded by each of the private sector carriers Stena/Buro Britain (for the Dutch market) and DFDS Seaways (for the German market). The total budget of £300,000 is then spent on exhibitions in northern Europe, taking advertising, publishing brochures to generate enquiries and getting involved in PR activities overseas in Northern Europe to encourage staying visits and day visits to the region.

- **The Haven Gateway Partnership**

Tourism is a substantial contributor to the economy of the Haven Gateway as a sub region because it includes:

- East of England's only international passenger port at Harwich
- coastal resorts of Clacton, Frinton, Walton and Felixstowe
- historic centres such as Ipswich, Colchester, Woodbridge and Hadleigh
- unique locations of 'Constable Country', the 'wool towns', and some very attractive villages and countryside.

The partnership has been awarded funding from EEDA to appoint a Cruise Coordinator. The Cruise Co-ordinator is currently working to promote Harwich International Port to cruise operators, building relationships with key cruise personnel and developing a programme for cruise passengers to take onshore and pre and post cruise excursions and short breaks in the HGP area.

In addition the Partnership is exploring ways to improve information provision via computerised kiosks in Harwich International Port.

- **The Internet**

Colchester launched its website (www.visitcolchester.com) in January 2004. It is intended that this website becomes fully interactive, allowing potential visitors to find out about the Colchester area and ultimately, be able to book accommodation on-line. The hit rate is very encouraging with more than 100,000 unique users visiting the site in its first year. In addition there are other websites – www.colchesterforgroups.co.uk and www.colchesterwhatson.co.uk - both of these sites stand alone but are driven within the context of the visitcolchester site.

- **Colchester Tourism News.**

The local tourism industry is key to delivering visitor satisfaction. It is well known that if people enjoy their visit they are more likely to come here again as well as recommend Colchester as a place to stay and visit to their friends and families. Encouraging strong communication links with this group is vital if we are to develop and sustain the industry in future. One way this is carried out is the publication of the biannual newsletter which goes to 750 local accommodation operators, attraction owners, Blue Badge Guides and other interests in tourism locally.

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