



Promotional Options

2012

Marketing & Tourism



Nearly 3million visitors enjoy coming to Carmarthenshire every year making it the fourth busiest tourist destination in Wales.

Over 6,200 people are employed in this sector making 1/3 of billion pounds contribution to the economy in 2010. Carmarthenshire County Council (CCC) is a major stakeholder in delivering growth in this sector and through its Marketing & Tourism section carry out a diverse and innovative range of marketing activities to achieve.

Information Centre Referrals



- County Council tourist information & contact centres support.

Public Relations



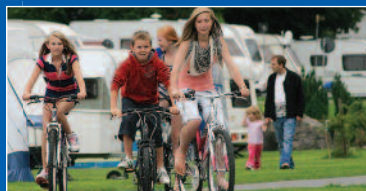
- Specialist PR team employed to raise both the County and individual businesses profile in the key English market.
- Full-page features gained in Mail on Saturday, Sunday Times, Countryfile, Daily Star, Financial Times as well as loads of "snippets" of special offers in the Mirror, News of the World and Trout & Salmon.

Brochure Campaigns



- 50,000 direct requests in 2011 for holiday guide + web downloads through features including Bitesize Britain (2,500,000 hits), ITV's This Morning programme & Telegraph newspaper.

Sector Campaigns



Days Out in Carmarthenshire

- 500,000 leaflets with national distribution and online campaign.

Castles & Gardens

- 200,000 leaflets with national distribution, direct mail to paid for database & online campaign.

Caravanning & Camping

- 300,000 leaflets with national distribution & pay per click Google campaign & radio.

Beaches, Bays & Coves of Carmarthenshire

- 400,000 leaflets with national distribution.

Fishing

- 10,000 leaflets with distribution to fishing shops & partnership with angling company.

Golf

- Printed & online flyer & brochure featuring Wales's rugby player.
- Paid for distribution.

Bus stops, Traffic Wardens & Road Signs



- Promotional messages across the County in hard to miss areas.

Branded Leaflet Stands



- Vibrant branded stands installed in high footfall council facilities (leisure centres, indoor markets) & shopping centres.

Official Tourism Website



- discovercarmarthenshire.com is constantly in top 5 search engine results with 61,000 visitors alone in October 2011.
- fully integrated website with huge brand awareness.
- 300 pages of relevant, constantly updated information with special offers to entice, what's on, accommodation, presenter-led video content and downloadable trails.
- Integrated enhanced media – location-based mapping (iMaps), virtual publications (turning pages), embedded video (YouTube), survey data capture, site visitor data analysis.

2012 promotional partners booking now

Each year over 150 businesses ranging from hotels, farmhouses, leisure centres, attractions, restaurants and pubs become Promotional Partners with Carmarthenshire County Council's Marketing & Tourism team. Offering great value for money options ranging from advertising in printed guides, on-line banner adverts to roundabout sponsorship. There is no hard sell or commission-led selling by external agencies and your money goes a lot further as the campaigns are heavily supported by core County Council funds. There are a number of cost effective levels of advertising available to cater for all types of business and budgets.

Regional, National & International Promotions



- High visibility for County by buying in at maximum levels into Visit Wales & Regional Tourism Partnership TV, direct mail and online promotions.

Radio



- Over 1,200 "Discover Carmarthenshire" adverts were placed in 2011 on Real Radio South East Wales, Capital FM in Cardiff and Heart FM in Gloucestershire & Bristol, The Wave & Swansea Sound in Swansea as well as the home market of Radio Carmarthenshire.

Events & Exhibitions



- Stands at huge travel shows in Belfast & Dublin, Cardigan, Royal Welsh, National Eisteddfod + Ffos Las meetings, Scarlets rugby fixtures, Beach Break Live & 40 local events.

Sponsorship & Partners



- Tourism branding on Scarlets rugby players shirts, Parc Y Scarlets perimeter signage, Llanelli football shirts, Heart of Wales train, Valleys marketing campaign.

Dog friendly holidays



- Web partnership with Pedigree Chum, 10,000 leaflets & online campaign.

Seasonal E-campaigns



- 4 times a year targeting the pure 40,000 database on visitors interested in latest special offers, availability and events.

Main Holiday Brochure



- Distribution of 80,000 printed brochures + online version, this editorial-style magazine has features on castles, gardens, events, activities, attractions and is the main "Where to stay".
- Proactively distributed at exhibitions, UK tourist information centres and to all our email, web, phone, and postal enquiries generated from our promotional campaigns.

Promotional Options

2012

All Carmarthenshire Tourism Businesses (see terms & conditions) will get a free line listing on the appropriate section on the official visitor website of www.discovercarmarthenshire.com, free entry into Carmarthenshire County Council Public Relations activities targeting national newspapers, magazines & websites.

A Advert in main Carmarthenshire visitor guide (printed and on-line turning pages)

Full colour with photo.

Full page	£2,000.00 + VAT
Half page	£1,000.00 + VAT
Quarter Page	£500.00 + VAT
Eighth page	£250.00 + VAT

Automatic advert entry into additional promotional campaigns for "Dog friendly Carmarthenshire", "Accessible Carmarthenshire", "Fishing in Carmarthenshire", "Active Carmarthenshire", "Golf in Carmarthenshire", "Castles & Gardens of Carmarthenshire" & "Beaches, Coves & Coastline of Carmarthenshire".

B Advert in "Caravanning & Camping in Carmarthenshire" visitor guide (printed and on-line) 350,000 A5 size brochures available 1st February 2012 with on-line available 1st January

Line listing with contact details	£100.00 + VAT
Single section without photo	£250.00 + VAT
Single section with photo	£500.00 + VAT

Automatic advert entry into additional promotional campaigns for "Dog friendly Carmarthenshire", "Accessible Carmarthenshire", "Fishing in Carmarthenshire", "Active Carmarthenshire", "Golf in Carmarthenshire", "Castles & Gardens of Carmarthenshire" & "Beaches, Coves & Coastline of Carmarthenshire" plus Automatic line listing in main area guide section on Caravanning & Camping.

C Advert in "Days out in Carmarthenshire 2012" guide (printed and on-line)

300,000 printed and distributed to authorised locations.

Promotional space through Carmarthenshire information centres.

Single section	£250.00 + VAT
Single section with photo	£500.00 + VAT
Double section	£400.00 + VAT
Double section with photo	£750.00 + VAT

Automatic advert entry into new "Carmarthenshire Bedroom browser".

Application Form Accommodation

Property Address

Name:
Address:
.....
.....
Postcode:
Telephone:
Web:
e-mail:

Invoice Address

Company:
Address:
.....
.....
Postcode:
Telephone:
e-mail:

Hotels, B&B's, Guest Houses

Visit Wales grading:
Classification: eg: hotel:
AA grading:
No. of single rooms:
£ -per person per night: Hi-£ Lo-£
No. of double rooms:
£ -per person per night: Hi-£ Lo-£
No. of twin rooms:
£ -per person per night: Hi-£ Lo-£
No. of family rooms:
£ -per person per night: Hi-£ Lo-£
Total No. of rooms:
Total No. of bedspaces:

Months Open

From: / / To: / /

Caravan & Camping

Visit Wales grading:
Classification: eg: touring park:
AA grading:
No. statics:
£ -per week:
No. of touring caravans:
£ -per person per night:
£ -per caravan per night:
No. of tents:
£ -per person per night:
£ -per tent per night:
No. of hook ups:

Self Catering

Visit Wales Grading:
Classification: eg: cottage:
Agency:
No. of units:
Sleeps:
£ -per unit per week hi:
£ -per person per night hi:
£ -per unit per week lo:
£ -per person per night lo:
Short breaks available:

Awards *(Please tick all that apply)*

VAQAS CTA Walkers Cyclists
Farm & Country Holidays Activity (VAQAS)
Green Dragon

Symbols *(Please tick all that apply)*

Children Welcome Dogs Welcome
Parking Walkers Welcome Fishing
Cyclists Welcome Swimming Pool Lift
Wi-fi

Application Form Accommodation (Continued)

I am supplying new copy for the 2012 guide advert (see word count on right).

I am supplying an image to be used in my advert, (all digital photos should be supplied by email or on a CD, as hi-res JPEGs. We can also accept good quality prints).

Note: Listed accommodation will not receive photos in the main holiday guide, we may however use these images in other promotions.



Carmarthenshire Visitor Guide

Full page	£2,000 + VAT	
Half page	£1,000 + VAT	
Quarter page	£500 + VAT	
Eighth page	£250 + VAT	
Line listing (New)	Free	
Website Special Offers Section	FREE for Promotional Partners	

Caravan & Camping in Carmarthenshire

Line listing	£100 + VAT	
Single section with photo	£500 + VAT	
Single section without photo	£250 + VAT	

Days Out in Carmarthenshire

Single section	£250 + VAT	
Single section with photo	£500 + VAT	
Double section	£400 + VAT	
Double section with photo	£750 + VAT	

TOTAL:

Declaration

I declare that the information given on this form is correct, and that I have agreed to the terms and conditions of advertising. I confirm that my establishment meets the requirements of the Visit Wales / AA published standards for such accommodation as part of their Verification / accreditation schemes.

Signed

Print Name

Date

Return Form to:

Tourism & Marketing Department,
Business Resource Centre, New Road, Ammanford,
Carmarthenshire SA18 3EP. Tel: 01269 590231.
e-mail: marketing@carmarthenshire.gov.uk

Closing Date: 28/11/2011

Advert examples



Carmarthenshire Hotel

★★★★★ GH

Llandeilo SA19 6UB



01269 5990200

Closest to the National Botanic Gardens, centrally located on the Towy riverbank with tranquil gardens and panoramic views, ideal for major towns, attractions, walking and cycling with residents bar and restaurant offering a la carte seasonal menu. Hotel style comfort and facilities, of a very high standard with a genuine friendly informal and personal touch.

www.carmarthenshire-hotels.com

L-2

Quarter Page - 93mm x 132mm. Max words - 55.

Carmarthenshire Hotel

★★★★★ B&B

Llandeilo SA19 6UB

01269 5990200

Beautifully converted, fully equipped stone barn with wood-burning fire, pine and exposed beams. In a tranquil valley, close National Botanic Gardens and Aberglasney. Perfect to explore west Wales.



www.carmarthenshire-hotels.com

M-8

Eighth Page - 93mm x 64mm. Max words - 30.

Upper Crust Hotel

★★★★★ B&B

Llandybie SA13 7RZ

01269 5990200

Line Listing

www.uppercrust.com

M-8

Application Form Attractions, Cafes, Restaurants & Pubs

Property Address

Name:

Address:

.....

.....

Postcode:

Telephone:

Web:

e-mail:

Invoice Address

Company:

Address:

.....

.....

Postcode:

Telephone:

e-mail:

Months Open

From: / / To: / /

Awards *(Please tick all that apply)*

VAQAS CTA Activity (VAQAS)

Symbols *(Please tick all that apply)*

Children Welcome Dogs Welcome

Parking



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Full page	£2,000 + VAT	
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Closing Date: 28/11/2011

Terms & Conditions of Advertising

- 1 It is a condition of entry into the Guide and its attendant marketing opportunities, those advertisers are in full receipt of all necessary statutory requirements operated by this and other relevant authorities.
 - 2 The Advertiser will indemnify Carmarthenshire County Council against any damage and/or loss, and compensate it for any expense which it may incur as a direct or indirect consequence of the Advertiser's announcement.
 - 3 Full payment must be made at time of booking following receipt of invoice from County Council .
 - 4 All space reservations shall amount to an undertaking to Carmarthenshire County Council that all advertisements comply with:
 - i) the Trade Descriptions Act, 1968; the Sex Discrimination Act, 1975; the Business Advertisements (Disclosure) Order 1977 and all other relevant statutes and regulations in force together with the British Code of Advertising Practice.
 - ii) any conditions stipulated on an agency's order form or elsewhere shall be void insofar as they are in conflict with the above conditions.
 - 5 The Council reserves the right to refuse entry into the Guide if photography and/or artwork are of an insufficient standard and will detract from the publication in the opinion of the Authority.
 - 6 Although every care will be taken, Carmarthenshire County Council cannot accept responsibility for the validity of any entry. In the event of this initiative being cancelled, full refunds will be made.
 - 7 **Only those accommodation premises Verified/Listed by the Visit Wales, AA or RAC, or those having applied for such Verification,** will place an advertisement with Carmarthenshire County Council displaying individual premises as suitable for holidaymakers to book any form of accommodation involving an overnight stay or longer. The publication will be advertised as displaying Verified/Listed only accommodation and Advertisers will indemnify the publishers against any variances from this practice in any subsequent action by members of the holidaying public of Visit Wales. The need for this clause is based, amongst other matters, on the need for the guide to have unrestricted marketing at various outlets. It is confirmed that details of all participants are being cross-referenced with the Visit Wales, AA or RAC and that the Council offers the facility to collect your verification fee and forward to Visit Wales, if desired.
- ## Listed providers - Serviced, self catering and caravan and camping
- The proprietor/management is required to undertake and observe the following:
- To provide Public liability insurance (minimum recommended cover-£2m) and to comply with all applicable planning, safety and other statutory obligations in force (further information can be obtained from Carmarthenshire County Council).
 - To maintain standards of guest care, safety and security, cleanliness, and service appropriate to the type and style of business.
 - To ensure that all facilities are thoroughly cleaned prior to each new let.
 - To accurately describe in any advertisement, brochure or other printed or electronic media, the facilities and services provided.
 - To make clear to visitors exactly what is included in all prices, including taxes, and any other surcharges. Details of charges for additional services/facilities should also be made clear. Written details of payments due and a receipt to any visitor who request it.
 - To give a clear statement of policy on cancellations to guests at the time of booking e.g. by telephone or in print if requested by guest.
 - To advise visitors at the time of booking, and subsequently of any change, if the accommodation/pitch is offered in an unconnected annex or similar and to indicate the location of such accommodation/pitch and any difference in comfort and/or amenities from accommodation/pitch at the business.
 - To deal promptly and courteously with all enquiries, requests, bookings and correspondence from visitors.
 - Ensure complaint handling procedures are in place and that complaints received are investigated promptly and courteously and that the outcome is communicated to the visitor.
 - To give due consideration to the requirements of visitors with disabilities and visitors with special needs, and to make suitable provision where applicable.
 - To give due consideration to operating the business in a sustainable way through the use of environmentally friendly products and practices.
 - To allow a representative from or on behalf of Visit Wales reasonable access to the establishment, on request, to confirm that the Code of Conduct is being fully observed and relevant scheme criteria attained.