



NEW Marketing Opportunities With VisitCornwall In 2010

Earlier in the year, South West Tourism announced a £1 million campaign to support the region for 2010.

The South West RDA has put up £750,000 and has sought key partners to support a number of large scale campaigns who are expected to raise the remaining £250,000.

The overall campaigns objectives are to increase enquiries and generate bookings during the off-peak months for that particular partner. Campaign activity commences in late January for 6 months.

VisitCornwall has been working very closely with South West Tourism since the announcement to ensure maximum benefit for Cornwall and has signed up to the following five campaigns:-

- *Green Tourism**
- *Pre-School**
- *Spring In The Countryside**
- *Gourmet Breaks**
- *Overseas [Germany & Holland]**

Whilst the campaigns will be led by the region, Cornwall will have independent representation based on our level of contribution. The activity supporting each them will vary per campaign but each will have

- its own specific “Cornwall” website
- referrals from the regional website
- Supporting PR activity

Green Tourism

The aim of this campaign is to encourage responsible visitors to take holidays and short breaks in Cornwall, spend time and money in destinations, accommodation and on days out where there is a commitment to sustainable values. **Target Market:** Active urban professional couples / young families / active seniors from the M4/M5 corridor and the South East.

Pre-School

The aim of this campaign is to encourage families with pre-school age children to visit the region for either short breaks or long stay holidays predominantly during the Spring months. **Target Market:** Parents of young children who have greater flexibility on their travel dates.

Cont >>>>

Spring In The Countryside

The aim of this campaign is to encourage long stay holidays and short breaks to rural holiday locations, moorland and plains. **Target Market:** Couples and young families from the M4/M5 corridor and the South East.

Gourmet

The aim of this campaign is to attract couples and groups who value quality food and drink to visit the region for short breaks through the Winter and Spring for a food themed break. **Target Market:** Couples [pre and post family stage], groups of friends – young professionals and mature adults.

Overseas

Details are being finalised and will follow by e-mail at a later date. Please indicate your expression of interest by ticking the relevant box on Page 4.

VisitCornwall have made contributions to these campaigns and are now seeking additional partner contribution / participation.

Within each campaign you will have the choice of booking the following:

Main Sponsorship – One Opportunity Per Campaign

- Premier position on ALL site pages – along the main header strip with click through to your own website
- Featured Product on ONE page of site - consisting of highlighted entry of 15 words introduction and one image. This gives the added advantage of your entry being featured prominently on the page before the visitor runs searches. This links directly through to your
- Standard Entry – similar to that on VisitCornwall main website consisting of listing level search result entry [one image and short description] clicking through to full product page of up to 500 word description and 6 images.
- Opportunity for PR activity and reference on main advertisements

Banner Advertising – Two Opportunities Per Campaign

- Banner Advertisement on the foot of ALL STATIC SITE pages [does not include search results page and individual product pages]
- Standard Entry – similar to that on VisitCornwall main website consisting of listing level search result entry [one image and short description] clicking through to full product page of up to 500 word description and 6 images.
- Support of the PR activity



Pydar House, Pydar Street, Truro, Cornwall TR1 1EA Tel: 01872 322900 Fax: 01872 322895
www.visitcornwall.com e-mail: enquiries@visitcornwall.com
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Featured Product

- Featured Product on ONE page of site - consisting of highlighted entry of 15 words introduction and one image. This gives the added advantage of your entry being featured prominently on the page before the visitor runs searches. This links directly through to your
- Standard Entry – similar to that on VisitCornwall main website consisting of listing level search result entry [one image and short description] clicking through to full product page of up to 500 word description and 6 images.
- Support of the PR activity

Campaign Participant

- Standard Entry – similar to that on VisitCornwall main website consisting of listing level search result entry [one image and short description] clicking through to full product page of up to 500 word description and 6 images
- Support of the PR activity

If you would like to discuss specific campaign content please contact Penny Woodman, Interim Head of VisitCornwall, penny.woodman@visitcornwall.com or [01872] 322906.

Terms & Conditions For Acceptance

[1] Any information provided by the establishment, its agents or representatives to VisitCornwall in relation to or in connection with the establishment is accurate and that it will notify VisitCornwall promptly of any changes to such information.

[2] Whilst VisitCornwall will use all reasonable endeavours to ensure the accuracy of any entry relating to the applicant's establishment which is published, the applicant agrees that VisitCornwall shall not be responsible for any errors or omissions in such entries, or for failure to include any such entry in any media. VisitCornwall will not be liable for any loss, damage, costs or expenses incurred by the applicant as a result of any such error or non-publication. VisitCornwall will, as a matter of goodwill, take all reasonable steps to rectify any errors if made.

[3] Whilst VisitCornwall endeavours to ensure that its websites are normally available, VisitCornwall or its contractors will not be liable, if for any reason, the websites are unavailable for any period. Access to the websites may be suspended temporarily or permanently and without notice and no refund will be given.

[4] Payment must be received and processed before additional advertising can be published.

[5] All advertisers on the websites must have the appropriate yearly assessment carried out by either The AA and/or VisitBritain.



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Cornwall Development Company Limited is a local authority company controlled by Cornwall Council
Registered in England and Wales No: 3668828 Registered Office: Pydar House, Pydar Street, Truro TR1 1EA
Vat Registration no: 730 2883 45

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Name: _____

Establishment Name: _____

Address For Correspondence: _____

_____ Post Code: _____

Telephone: _____

E-Mail: _____

Web: www. _____

Date: _____ Signed: _____

Please indicate the campaign[s] which you would like to be involved in by ticking the respective box[-es] within the table[s] below.

Overseas – details are being finalised and will follow by e-mail at a later date.

**** Special Offer rate available until Friday 8 January 2010****

Green Tourism Campaign – VisitCornwall Member Rates

Tick	Content	Rate	Special Offer	VAT	Total
	Main Sponsorship	£1000.00	£600.00	£90.00	£690.00
	Banner Advertising	£500.00	£325.00	£48.75	£373.75
	Featured Product	£300.00	£200.00	£30.00	£230.00
	Campaign Participant	£250.00	£150.00	£22.50	£172.50

Pre-School Campaign – VisitCornwall Member Rates

Tick	Content	Rate	Special Offer	VAT	Total
	Main Sponsorship	£1000.00	£600.00	£90.00	£690.00
	Banner Advertising	£500.00	£325.00	£48.75	£373.75
	Featured Product	£300.00	£200.00	£30.00	£230.00
	Campaign Participant	£250.00	£150.00	£22.50	£172.50



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Spring In The Countryside Campaign – VisitCornwall Member Rates

Tick	Content	Rate	Special Offer	VAT	Total
	Main Sponsorship	£1000.00	£600.00	£90.00	£690.00
	Banner Advertising	£500.00	£325.00	£48.75	£373.75
	Featured Product	£300.00	£200.00	£30.00	£230.00
	Campaign Participant	£250.00	£150.00	£22.50	£172.50

Gourmet Campaign – VisitCornwall Member Rates

Tick	Content	Rate	Special Offer	VAT	Total
	Main Sponsorship	£700.00	£400.00	£60.00	£460.00
	Banner Advertising	£400.00	£200.00	£30.00	£230.00
	Featured Product	£200.00	£125.00	£18.75	£143.75
	Campaign Participant	£150.00	£100.00	£15.00	£115.00

Green Tourism Campaign – Non VisitCornwall Member Rates

Tick	Content	Rate	Special Offer	VAT	Total
	Main Sponsorship	£1300.00	£780.00	£117.00	£897.00
	Banner Advertising	£650.00	£422.50	£63.38	£485.88
	Featured Product	£390.00	£260.00	£39.00	£299.00
	Campaign Participant	£325.00	£195.00	£29.25	£224.25

Pre-School Campaign – Non VisitCornwall Member Rates

Tick	Content	Rate	Special Offer	VAT	Total
	Main Sponsorship	£1300.00	£780.00	£117.00	£897.00
	Banner Advertising	£650.00	£422.50	£63.38	£485.88
	Featured Product	£390.00	£260.00	£39.00	£299.00
	Campaign Participant	£325.00	£195.00	£29.25	£224.25

Spring In The Countryside Campaign – Non VisitCornwall Member Rates

Tick	Content	Rate	Special Offer	VAT	Total
	Main Sponsorship	£1300.00	£780.00	£117.00	£897.00
	Banner Advertising	£650.00	£422.50	£63.38	£485.88
	Featured Product	£390.00	£260.00	£39.00	£299.00
	Campaign Participant	£325.00	£195.00	£29.25	£224.25



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Gourmet Campaign – Non VisitCornwall Member Rates

Tick	Content	Rate	Special Offer	VAT	Total
	Main Sponsorship	£910.00	£520.00	£78.00	£598.00
	Banner Advertising	£520.00	£260.00	£39.00	£299.00
	Featured Product	£260.00	£162.50	£24.38	£186.88
	Campaign Participant	£195.00	£130.00	£19.50	£149.50

Please Note: All prices shown include VAT @ 15%. If the National VAT rate should change the appropriate VAT rate will need to be levied at the time of purchase.
Don't delay – join today!

Membership Status: You do **not** need to be a member of VisitCornwall to participate within these campaigns. However, **details of VisitCornwall membership may be obtained from Claire Willis on 01872 322905. If you need to check your membership status, please feel free to call Claire on 01872 322905.**

Standard Entry - Please attach the 500 words of text that you will require within your advertisement to this booking form or you can e-mail it through to marketing@visitcornwall.com but **PLEASE head up the subject line with your establishment name and the campaign to which it pertains.** Alternatively, you may supply on disk with your application. **Thank you.**

Imagery - may be e-mailed through to marketing@visitcornwall.com but **PLEASE head up the subject line with your establishment name and the campaign to which it pertains.** Alternatively, you may supply on disk with your application. **Thank you.**

Imagery Note: Imagery should be no more than 72 dpi and of a maximum size of 400 pixels wide, either to a square or landscape format.

Banner Advertising and Main Sponsorship - a specification sheet will be e-mailed through to you upon receipt of this application form so that artwork can be supplied at the correct size, format and provide you with the respective details.



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Payments

Please complete the details below should you wish to pay by Debit/Credit Card.
Debit/Credit Card payments will incur an additional £2.00 handling fee for administration purposes.

Card Holder's Name: _____

Card Type: _____

Card Number: _____

Valid From Date: _____ Expiry Date: _____
if applicable

Issue Number: _____ Security Number: _____
if applicable *Last 3 digits on reverse*

Payment Enclosed

Total Price of Campaign Participant
Advertisement[s] inc VAT £ _____

Total Price of Featured Product[s] inc VAT £ _____

Total Price of Banner Advertising inc VAT £ _____

Total Price of Main Sponsorship inc VAT £ _____

Credit Card Handling Fee £ _____
[if applicable, £2.00]

Total Payment Enclosed inc VAT £ _____
Please make cheques payable to Cornwall Development Company

Please Note: All prices shown include VAT @ 15%. If the National VAT rate should change the appropriate VAT rate will need to be levied at the time of purchase.

Don't delay – join today!

Please send your completed booking form – page 4, 5 and 6 if applicable, and page 7 with the appropriate remittance to Lynn Pascoe @ VisitCornwall, Pydar House, Pydar Street, Truro, Cornwall TR1 1EA .



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