

# Group Travel Strategy and Marketing Opportunities 2009/10

VisitNorwich will be working hard to deliver the following promotional activity to target the group travel market in 2009/10: -

- Creation of itineraries for day visits, short breaks, special events & Christmas visits
- Content enrichment of groups pages on VisitNorwich website – [www.visitnorwichgroups.co.uk](http://www.visitnorwichgroups.co.uk)
- Promotion of retail coach excursions to Group Travel Organisers/Coach Operators
- Advertising in carefully selected group travel publications known to generate business
- Travel Trade e-newsletter
- Group travel organisers and coach operators familiarisation visit (timing tbc)
- Re-work and re-print of the Norwich Area Welcomes coaches leaflet – opportunities for sponsorship and advertising
- Advertising in the Norfolk Travel Trade Manual (Autumn/Winter 09)

## Why the Group Travel Market? What does it look like?

**Do you want to promote yourself to the group travel market and get your slice of this lucrative market sector?**

**Do you want your business to benefit from attracting coach tours?**

- The group travel market was worth £180 million to the UK in 2006
- The average amount of time in hours a group is prepared to travel in one direction in the UK, is 2.5 hours for day visits and 5 hours for longer visits.
- The table below shows the average spend per person on a UK group visit for evening and day trips as well as short and longer breaks.

Type of UK trip	Average spend per person
Evening trip	£38
Day visit	£25
Short break	£198
Long break	£347

- The UK group travel market has grown stronger in the form of day visits and evening trips with longer breaks trailing.
- The group travel market is attracted by the appeal of 'something new' which implies that we need to think creatively when developing a changing programme of themed experiences.
- Many group travel organisers prefer not to use websites as a source of information – word of mouth, personal experience, promotional literature from destination, articles and advertising in group travel magazines were cited as the most important sources of information when deciding on group visits.
- The 2006 findings suggest that the group travel market is looking for experiences that are unlikely to be purely city focussed but provide relaxing and stimulating experiences. The Norwich area is well placed to offer visits combining city, Broads and countryside.
- Destinations and attractions developing offers for groups should consider planning up to at least 6 months ahead maybe more.

(The National Group Travel Report, Aug 2006).

### **Why partner with us?**

VisitNorwich is well placed to help co-ordinate a partnership message and to develop group themes. We have secured some key opportunities and developed an extensive **advertising and editorial programme for 2009-10** with some of the major group trade publications and **we want you to be part of it.**

Advertising as part of a strong branded destination message will give your business a much bigger impact. You will of course also benefit from the competitive prices we have been able to secure.

Each opportunity can be purchased individually or as part of a more cost effective multi-buy package.

### **Additional benefits of participation:**

- Priority inclusion in familiarisation trips
- Priority inclusion in travel trade PR
- Promotion on the trade pages of our website [www.visitnorwichgroups.co.uk](http://www.visitnorwichgroups.co.uk)

### **Contact at VisitNorwich for more information:**

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 Tel: 01603 727943  
[lisa.howard@visitnorwich.co.uk](mailto:lisa.howard@visitnorwich.co.uk)

## Summary of Group Travel Marketing Opportunities 2009/10

### Sponsorship of the revised Norwich Area Welcomes Coaches leaflet

Print run 5,000

Price on application, timing Spring 09

### Sponsorship of the group travel fam trip and networking event

Target of 20 group travel organisers and coach operators to participate

Price on application, timing tbd

### Partner advertising summary

<b><i>Title</i></b>	<b><i>Timing</i></b>	<b><i>Size of ad</i></b>	<b><i>Theme</i></b>	<b><i>Cost</i></b>
<b>Group Leisure</b>	April 2009	Double page spread plus editorial	Children and family feature	¼ page ad £500, Partner box £300
<b>Coach Monthly</b>	May 2009	1 page advert plus editorial	East of England feature	Partner box £250
<b>Destination UK</b>	July/August 2009	8-page Norwich area supplement	A showcase for the Norwich area	£185 up to £500. Ad sizes vary
<b>Coach Monthly</b>	August 2009	Double page spread plus editorial	Christmas and shopping feature	¼ page ad £450, Partner box £250
<b>Group Travel Organiser</b>	August 2009	Double page spread plus editorial	Christmas and shopping feature	¼ page ad £500, Partner box £300

All prices exclude VAT

## GROUP LEISURE



Group Leisure is received by thousands of people organising all types of leisure days out, short breaks and full holidays for groups of people, both in the UK and overseas. It is read by group travel organisers (GTO's) working full time in this position, part time or simply because they love organising. It also reaches all major coach operators. Readership comes from sports and social clubs and organisations such as John Lewis, Tesco, BT, Hewlett Packard, major banks, the Post Office, the NHS and the Public Services. It also targets active leisure groups from societies and clubs such as the Conservative Club, Labour Clubs, University of the 3rd Age, Royal Legion, Women's Institute, PROBUS, Community Centres, Village Associations, Pensioner Groups, Active Retirement Associations and many more.

Group Leisure targets that one individual who is responsible for organising travel and holidays for numbers ranging from single figures to thousands of people.

**Frequency:** Monthly

**Circulation:** 11,000, readership is estimated at approximately 25,000.

**The Opportunity:**

Be part of a double page spread on the Norwich area within the **April** edition.

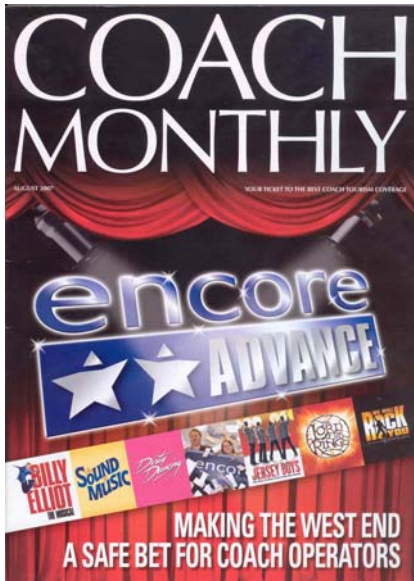
**Booking Deadline:** Fri 20<sup>th</sup> March

**Artwork/Copy Deadline:** Mon 23<sup>rd</sup> March

Opportunity	Specification	Cost	Artwork required
Partner advert	¼ page ad – (portrait: 135mm high x 92mm wide). Artwork to be supplied, along with 150 words of copy for advertorial	£500	Yes
Partner box	1 image, 50 words and contact details	£300	No

**The costs shown are exclusive of VAT. Artwork is required for ¼ page partner ads only. We can design your advert for you for an additional fee.**

## COACH MONTHLY



Coach Monthly circulates to over 6,000 named individuals, all personally involved in buying and specifying coach tour products. Approximately 3,000 of these are coach tour excursion operators and another 3,000 are members of the Coach Drivers Club of Great Britain. It also reaches individuals that are involved in planning and delivering coach tours and excursions. COACH MONTHLY is backed up in February by the Coach Drivers Club of Great Britain Yearbook – the most comprehensive directory in the coaching industry. VisitNorwich sponsors the East of England section of the Yearbook every year and the Norwich area will feature over three pages in 2009. Coach Monthly is also the organiser of the Coach Tourism Awards – the only dedicated award ceremony for the coach tourism market.

**Frequency:** Monthly

**Circulation:** 6,000 readership

### MAY EDITION

**The Opportunity:**

Be part of a full page advertorial in the **May** East of England feature.

**Booking Deadline:** Mon 13<sup>th</sup> Apr

**Artwork/Copy Deadline:** Thurs 16<sup>th</sup> Apr

Opportunity	Specification	Cost	Artwork required
Partner box	1 image, 50 words and contact details	£250	No

### AUGUST EDITION

**The Opportunity:**

Be part of a double page spread on the Norwich area within the **August** edition.

**Booking Deadline:** Mon 13<sup>th</sup> Jul

**Artwork/Copy Deadline:** Thurs 16<sup>th</sup> Jul

Opportunity	Specification	Cost	Artwork required
Partner advert	¼ page ad (portrait: 135mm high x 92mm wide). Artwork to be supplied along with 150 words of copy for advertorial	£450	Yes
Partner box	1 image, 50 words and contact details	£250	N

**The costs shown are exclusive of VAT. Artwork is required for ½ page partner adverts only. We can design your advert for you for an additional fee.**

# DESTINATION UK



Destination UK is the leading magazine for promoting the UK's travel and tourism industry to travel trade professionals in Britain and abroad. This monthly magazine covers the latest news and information on tourist markets and attractions across England, Scotland and Wales as well offering in-depth features exploring special areas of interest, market trends and growth opportunities.

Destination UK is the only magazine offering direct access to travel trade professionals based both in the UK and abroad who promote tourism within the UK. A dedicated database team ensures that the magazine continues to deliver to this targeted audience.

Within the UK, it is sent directly to all travel trade professionals with an interest in the domestic market. Abroad, the magazine is sent to key companies and organisations involved in promoting and selling UK holidays. These include key travel associations and group travel organisers in Ireland, France, Germany, The Netherlands, the Benelux countries and the US. In addition, Destination UK is promoted at tourism fairs in the UK and abroad.

**Frequency:** Bi-monthly      **Format:** B4

**Circulation:** 10,000 UK, 2,000 overseas

### The Opportunity:

Building on the fantastic success of last year's 8 page 'Norwich, Norfolk Broads & Countryside' supplement that appeared in the June edition, we're running another supplement in this year's **July/August** edition. As an **added benefit this year**, all partners will be included in the online A-Z partner listing plus the Norwich webpage with live web links to your own site on [www.destination.uk.com](http://www.destination.uk.com) – worth £150.

**Booking Deadline:** Mon 29<sup>th</sup> Jun

**Artwork Deadline:** Mon 13<sup>th</sup> Jul

Opportunities	Specification	Cost	Artwork required
Front page platinum partner	Strip ad – 77mm H x 220mm W	£500	Yes
½ page on choice of pages – attractions, shopping, eating out & arts/entertainment	158mm H x 220mm W	£500	Yes
Hotel partner spot on dedicated accommodation page	2 images, 50 words and contact details	£350	No
¼ page on choice of pages – attractions, shopping, eating out & arts/entertainment	158mm H x 108mm W	£300	Yes
⅛ page on choice of pages – attractions, shopping, eating out & arts/entertainment	77mm H x 108mm W	£185	Yes

The costs shown are exclusive of VAT. If you are unable to supply ready artwork, we can design your advert for you for an additional fee.

# GROUP TRAVEL ORGANISER



Group Travel Organiser magazine is the UK's first and leading publication exclusively addressing the needs of group travel organisers. GTO was first published in 1988 and over the past 20 years has brought a wealth of news, information and ideas for group trips to organisers all over Great Britain.

GTO is the only UK magazine exclusively dedicated to the leisure group travel organiser. This market encompasses sports and social clubs affiliated to companies, women's groups, retirement associations, special interest groups etc. The organiser of each group, the recipient of GTO, is the decision maker; the person who arranges travel and decides destinations and, therefore, will be the person whom you will want to reach and influence with your group marketing message.

Numerous supplements are also published on particular countries, regions and subjects of interest to groups.

**Frequency:** 10 times a year (Jun/Jul and Nov/Dec are combined issues).

**Circulation:** 10,000

**The Opportunity:**

Double page spread in the **August** edition. Partner spots available. Focus on shopping, Christmas shopping, Christmas events and festive days out.

**Booking Deadline:** Fri 31<sup>st</sup> Jul

**Artwork Deadline:** Weds 5<sup>th</sup> Aug

Opportunities	Specification	Cost	Artwork required
Partner advert	¼ page ad – (portrait: 135mm high x 92mm wide). Artwork to be supplied, along with 150 words of copy for advertorial	£500	Yes
Partner box	1 image, 50 words and contact details	£300	No

The costs shown are exclusive of VAT. Artwork is required for ¼ page partner adverts only. We can design your advert for you for an additional fee.

# Group Travel Marketing Opportunities 2009/10



## ENQUIRY & BOOKING FORM

Please tick all that apply

I am interested in advertising and/or sponsorship of the **Norwich Area Welcomes Coaches** leaflet Edition 2. Please send me more information. See page 3

Please send me more details on sponsorship of the **Group Travel Fam Trip** and/or I am interested in taking part in a networking event, timing tbc. See page 3

**I would like to book:**

**Group Leisure – Apr – see page 4**  
 Partner advert – quarter page (£500)  
 Partner box (£300)

**Coach Monthly – May – see page 5**  
 Partner box (£250)

**Coach Monthly – Aug – see page 5**  
 Partner advert – quarter page (£450)  
 Partner box (£250)

**Destination UK – Jul/Aug – see page 6**  
 Front page (£500)  
 Half page (£500)  
 Hotel spot (£350)  
 Quarter page (£300)  
 Eighth page (£185)

**Group Travel Organiser - Aug – see page 7**  
 Partner advert – quarter page (£500)  
 Partner box (£300)

All prices are exclusive of VAT. Upon receipt of this form we will contact you to confirm your inclusion and to provide specific details of artwork/information required.

### CONFIRMATION

I confirm that the information supplied on this form is correct. I understand that an invoice will be issued to me by VisitNorwich on receipt of this form for the items booked.

Name: .....

Company: .....

Address: .....

Tel: ..... Fax: .....

Email: .....

Please fax back to 01603 727955 or email to [tourism@visitnorwich.co.uk](mailto:tourism@visitnorwich.co.uk)

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### TERMS AND CONDITIONS

Participation will be subject to available space and your suitability for involvement.  
Payment will be required prior to publication.  
Inclusion is dependent upon receiving artwork from you when indicated.