



TOURISM  
SOUTH EAST

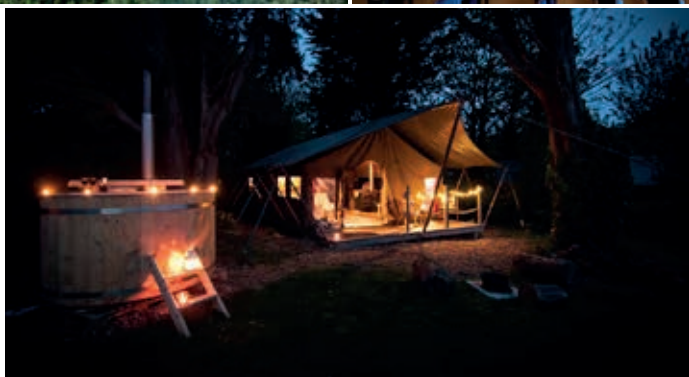


## MEMBER BENEFITS 2020

TSE - helping  
tourism businesses  
succeed



the  
Beautiful  
South





the  
Beautiful  
South



TOURISM  
SOUTH EAST



**MEET** Beyond  
London  
[www.meetbeyondlondon.com](http://www.meetbeyondlondon.com)

the Beautiful South  
AWARDS FOR EXCELLENCE



# ABOUT TSE Join us and you will be in great company!

From world class attractions and national institutions to small B&Bs and local pubs, TSE provide a range of services including free and discounted benefits to suit all levels of membership. As a not-for-profit organisation TSE's mission is to support the performance and growth of tourism businesses and destinations across southern England.

The extensive range of services include:

- **Marketing**
- **Digital Services**
- **Group Travel**
- **International Marketing**
- **Business Tourism - MEET Beyond London**
- **PR**
- **Business Support**
- **Welcome To Excellence Training**
- **Market Research**
- **Beautiful South Awards**
- **AGM And Tourism Conference**
- **Corporate Website**
- **Money Saving Offers**



# MARKETING

Whether you want to attract more domestic or overseas visitors, through a range of opportunities, including digital media and traditional promotional activities TSE can make sure you get to your target markets. Members can receive up to 40% discount on marketing activities.

## DIGITAL SERVICES

Digital marketing is a targeted and measurable way of generating sales leads and engaging with your audience. TSE offers a variety of digital opportunities that can help you maximise your online presence.

### TSE digital solutions include:

visitsoutheastengland.com the website for the South East of England receives over 2.3 million views per year from visitors looking to plan their trips, places to stay and ideas for things to do.

We have made significant investment to improve the website. The website is fully responsive to users on a range of interfaces including mobile, PC and tablet.

It now provides opportunities for members to feature on the site and increases the chances of being found within the main search engines.

### Your website listing includes:

#### 1. 12 landscape photographs

We know the importance of good quality images. It really helps sell your business.

#### 2. Contact details and links

You can feature your location map, link to your website and all other contact details.

#### 3. YouTube video footage

Featuring video on your entry is a powerful tool.



Behold our for summer... The collective cheer from little voices but every red if you're still looking for family fun ideas for planned days out or an impromptu play date, then look no further than South East England. From exciting exhibitions to all round family friendly entertainment, this guide will certainly keep your kids entertained throughout the summer.

- **Kew Gardens** are celebrating their animals this summer
- **Amazing Summer Adventures** at Cods Farm Park
- **Visit Media Gallery** - Actors, Talents in Puppet and make arts and crafts
- **The Street & Science Museum** in Hove will be so exciting with science this summer
- **Native Games** are running three weeks of journey camps at the **Robert Hooke and Sir**
- **The UK's biggest** still festival returns to **West Dean Gardens**
- **Visit SouthEast** for the prestigious annual **SouthEast South Festival**
- This summer **Quadrant Park** is brimming with events and activities
- **Children's Farm** - Here to mark the 100th anniversary of the summer holidays
- **Little Domes** - Family fun come shopping this summer
- **British Airways** - Let their imagination take off



Over 4 million unique  
page views on  
visitsoutheastengland.com

#### 4. Detailed description with direct links to your website

The opportunity to really sell your business and emphasise its unique selling points.

#### 5. Logos representing your grading and achievement awards

#### 6. Social Media Integration

We can pull through your Facebook and Twitter feeds onto your entry giving visitors the very latest information.

#### 7. Online Booking

Accommodation members can take advantage of bookings through [visitsoutheastengland.com](http://visitsoutheastengland.com) providing prospective guests an opportunity to book online with familiar brands. You may use one of our nominated Online Travel Agents (OTA) where rates and availability will be pulled directly from the OTA. TSE will not charge commission on any bookings made.

#### Website advertising

Maximise your exposure and gain a greater return by targeting specific landing pages with banner and placement advertisements.

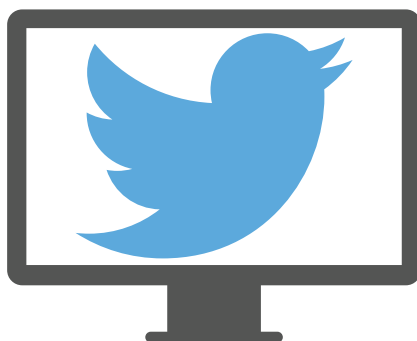
Unlimited events and offers can be posted for free as part of your membership.

#### Email marketing

TSE has a database of over 40,000 repeat visitors to the area. Target the data and promote your products with inclusion in one or more monthly themed e-newsletters or your own solus e-newsletter, designed to your specification and brand guidelines.

#### Digital Training

In conjunction with our Training Services we can help you boost the productivity of your website and digital marketing. These include sessions on Google Analytics and Search Engine Optimisation (SEO).



# GROUP TRAVEL

Approximately 9 million people take a coach holiday or day trip each year. With over 11,000 group organisers in the UK this is a key market for the tourism industry. If you can cater for groups of ten or more, As a member you can benefit from a range of activities targeting the group travel trade.

TSE maintains high quality data for group travel organisers and coach and tour operators which drive our successful activity that includes the Group Travel Guide, familiarisation trips, direct mail and digital marketing campaigns. Access this database and target the organisers and trade to firmly position your product in the groups market.

Excursions™ is one of the leading one day group travel show in the country. This is TSE's flagship group travel event held annually in London. It brings together over 300 exhibitors and travel trade visitors all looking for and providing inspiration and ideas.



**Our database includes:-  
1700 Group Travel Organisers**

**1100 Coach and Tour  
Operators**

**9000 postal database**

We can work with you to segment this data so you can more effectively target your customer base by type, geography, etc.

Members are entitled to a free entry in the Group Travel Guide and significant discounts in all of the above opportunities.





# INTERNATIONAL MARKETING

Tourism South East has been working on behalf of our members in key international markets including Europe, US, Nordics & China. 2018 was the fourth consecutive year that the South East hosted more than 5 million international visits to the region, (5.27m) contributing £2.01bn to the local economy over 2018, with each visitor spending on average £381 per visit, up 0.86% on 2017.

Working as a collective group our campaigns offer a range of activity to target both the travel trade and consumer in these countries with a mix of activities from sales missions, digital newsletters, social media and print. Tourism South East works in partnership with industry organisations and tour operators including Visit Britain, UK Inbound, China Holidays, House of Britain.



Directly promoted  
over 80 Members  
& Partners in  
China, USA,  
Nordics & Europe



Members are entitled to a discount of up to 40% on our intentional campaigns. In working together TSE can help you target international markets which would otherwise be out of reach.

# BUSINESS TOURISM - MEET Beyond London

**MEET**Beyond  
London  
[www.meetbeyondlondon.com](http://www.meetbeyondlondon.com)

Working together with its destinations and venues in the region, TSE's MEET Beyond London campaign drives awareness of the exciting array of venues; promoting ease of access and great value as an alternative to London. It boosts inspiration and showcases venues that are not only tourist attractions but offer unique, and often state of the art meeting and event facilities.



The campaign targets conference and event organisers, event management agencies, associations, as well as PA's and secretaries who are an important audience in this market. The Executive PA Corporate Event Organiser Survey 2017 revealed that of all the business events taking place in the UK personal assistants organise more than any other professional group.

Members are entitled to 40% discounts off all marketing opportunities in the campaign.





# DESTINATION PR

In conjunction with the region's destinations we work closely with journalists, broadcasters and social media influencers to generate coverage for our destination partners. We also work directly with VisitEngland and VisitBritain.

Our PR activities generate extensive coverage in domestic and international publications, including newspapers, magazines, websites and blogs, as well as on TV and radio. For all our activities, including the hosting of press trips, we look to member businesses for help in return for the benefit of exposure in the media.

**HOSTED** Press trips and generated press and media coverage for destinations



in numerous publications including The Times, The Daily Telegraph, The Guardian, The Independent, The Daily Mail, The Family Traveller, The Daily Express and publications overseas



# BUSINESS SUPPORT

If you are looking for support in improving the skills and quality within your business for you or your staff, TSE offers a range of nationally recognised training services. Equally, if you would like to know more about your customers or the market you would like to engage with or need evidence to support new initiatives and development, then TSE has years of experience to offer in research.

## WELCOME TO EXCELLENCE

In this age of social media, how tourism businesses welcome and look after customers can make or break a business. TSE has over 20 years experience running one day training and workshops to help businesses get it right – whatever the customers' needs.

Welcome to Excellence is one of the biggest customer service programmes for leisure and tourism businesses in the UK with over 400,000 participants. It is a suite of cost effective one day courses covering every aspect of customer service aimed at front facing staff and managers. It's nationally accredited and available on an open and in-house basis. We can even work with you to tailor the delivery and content to reflect your specific business needs. We are also a City and Guilds examinations centre so that participants can gain a nationally recognised customer service award – over 14,000 have achieved a Level 2 qualification.

And we are refreshing and adding new courses every year. In 2019 we launched a brand new Welcoming International Customers course to help front line staff in tourism businesses offer the warmest possible welcome to visitors from overseas.



If you are ready to put customer service training back at the top of your agenda contact  
**Sue Gill, Training Services Director.**



# RESEARCH

A thorough understanding of customer profiles, needs, motivations and levels of satisfaction will ensure efficient use of marketing budgets and the best possible experience for customers. Knowing what your venue or event may be contributing to the local economy to support development proposals or securing planning approval is often key to their progression.

TSE has a specialist team that can provide a full range of research services including visitor and customer satisfaction surveys, customer profiling, economic impact studies for venues, events and new development and evaluation of marketing activity. We can work with you to design a bespoke programme of research to meet your specific needs. All TSE members receive a 20% discount.



## BEAUTIFUL SOUTH AWARDS

The Beautiful South Awards celebrate the achievements of the South East's very best tourism businesses, experiences and talented individuals. They culminate in a spectacular Awards black tie event in December. In addition to two main categories, members can also enter the accessibility, sustainability and Customer Service Superstar categories completely FREE of charge.





# FREE INVITATION TO AGM AND TOURISM CONFERENCE

The annual member's conference is the highlight of the year and provides the opportunity for you to be inspired by industry experts and meet up with fellow members.

It's one of the many events we arrange to provide you with opportunities to meet other businesses and benefit from practical guidance that will help you develop your business.

## B2B E-Newsletter

Our regular e-newsletter is a single point of reference to keep you updated with the latest industry news, market intelligence, and the launch of new campaign opportunities, legislation updates and TSE lobbying activity on your behalf.

## CORPORATE WEBSITE

The [tourismsoutheast.com](http://tourismsoutheast.com) website will provide you with lots of online support and guidance about TSE's activities and opportunities.

### These include:-

- Information on our Training, Research and Visitor Information services.
- The latest on the marketing campaigns.
- All of the latest PR activity can be found in our media centre.
- Free advertising for job vacancies.
- Latest dates for local networking events and current news stories.
- Directory of businesses offering TSE member discounted services.
- Featured businesses on the TSE B2B website.
- Latest news on legislation updates and TSE's lobbying activity on behalf of members.
- Tips on a wide range of topics.
- A full list of TSE staff and their individual contacts.



Update from Tourism South East



TSE would like to welcome new members, The Courtyard & The Hedgecote, Cotswolds; Oute Maze, Buckinghamshire; Robin Creative, Hampshire; Meina, Winchester; Whitcombe Plants, Oxfordshire; Elze TIC, Berkshire; Stanlake Park Wine Estate and Thames Houseboats, Berkshire.

Here is the latest news from Tourism South East:

EXCURSIONS<sup>™</sup>  
2020



If you would like to find out more about the any of the opportunities available to TSE members please contact the Membership Team on [membership@tourismse.com](mailto:membership@tourismse.com)

# SAVING MONEY TOO

Because of its large and diverse membership TSE is able to negotiate preferential rates with external trade suppliers for a wide range of products and services, providing great value for members in the process.

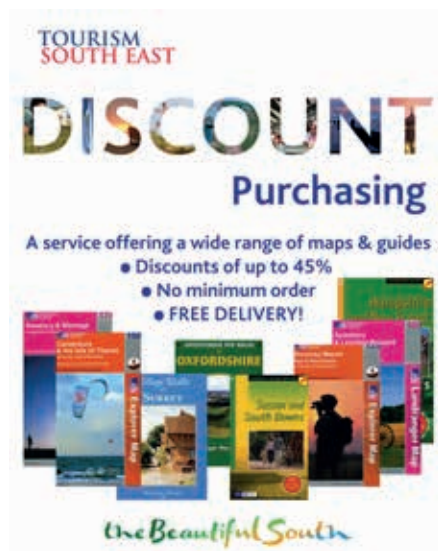
## TOURISM SOUTH EAST

### DISCOUNTED TOURISM BOOKS, GUIDES AND MAPS

One of the ways you can enhance your customers' experience is by providing an attractive retail offer. TSE has negotiated with suppliers to give you access to an extensive range of publications.

You can benefit from discounts of up to 45% with items being delivered to your door. Free postage and packing for orders over £100 and no minimum order.

Contact the TSE visitor services team for more details, call 02380 625 485 or email [visitorservicesenquiries@tourismse.com](mailto:visitorservicesenquiries@tourismse.com)



### Horizon Imaging

Horizon Imaging has been providing bespoke, eye-catching, aerial and ground-based media to businesses across the South East of the UK since 2007. Using state-of-the-art aerial drones, telescopic masts as well as an array of ground-based photography and filming equipment, Horizon Imaging can provide unique perspectives on your site from ground-level to 400 feet in the air.



As well as professional photography and video production services, Horizon Imaging also produce virtual tours, allowing your visitors to take a virtual walk around your site on a computer, tablet or Smartphone – ideal if you run a tourist attraction or offer accommodation and want your potential customers to be able to explore all the facilities your site has to offer.

As valued members of Tourism South East, Horizon Imaging is pleased to offer an exclusive 25% discount on your first shoot with us – simply quote 'TSE25' when contacting us.

For further information please visit Horizon Imaging's website at: [www.horizonimaging.co.uk](http://www.horizonimaging.co.uk). Alternatively, contact Horizon Imaging's Director, David Hogg on 01483 610 535, 07792 139 506 or by email at: [david@horizonimaging.co.uk](mailto:david@horizonimaging.co.uk)

## ZC Social Media

Social Media is a big BUZZ word right now and many businesses are starting to harness the power of the online tools. ZC Social Media can help individuals and small to large businesses to achieve their business goals via social media with a social media strategy.



We provide in depth step by step social media workshops, online webinars, social media consultancy, one-to-one social media training and self study products and bespoke social media campaigns and social media in a box.

ZC Social Media is offering TSE Members 25% off their first month's social media management, training or consultancy package. To find out more call the Tourism South East Membership team on 02380 625 544.

## eviivo

For anyone with rooms to sell and a story to tell, eviivo deliver the original all-in-one booking suite for independent accommodation providers. Their user-friendly online booking solution lets you manage bookings from your website and all the leading travel sites in one simple click. You can confirm bookings and take payment anytime, anywhere, on any device. It's so easy! That's why eviivo is proud to count so many properties in the South East among its more than 5,500 UK customers.



To find out more call the Tourism South East Membership team on 02380 625544.

## Tiger Ink

We supply high quality design & print solutions, branded corporate and retail gifts & clothing. Our motto is "Printing – we've got it covered" & we like to think we have.



Do you need to promote your venue, provide work wear for your team, sell gifts and souvenirs, create brochures or leaflets, if so, we can help!

Being British Promotional Merchandise Association (BPMA) members means you can relax and buy from us with confidence.

We regularly tweet about new products, special offers & great gift ideas. Make sure you're following us @tigerinkprint.

As well as first class customer service we provide TSE members with discounted pricing.

To find out more call the Tourism South East Membership team on 02380 625540 or visit [www.tigerink.co.uk](http://www.tigerink.co.uk)



## Pure Brand Media - Free marketing review and 25% off your first video

Pure Brand Media offers a dedicated tourism multimedia marketing service, specifically designed to raise the profile of destinations, attractions, accommodation providers and events and increase footfall.



Run by broadcast journalists, we specialise in creating effective, high-quality business-focused videos and podcasts. We also have the PR and marketing skills to maximise your content's reach and potential.

Our comprehensive services include innovative marketing strategies, video production for events, websites and social media, audio and video news releases, blogs, podcasts and enhancing your visitor experience with multimedia. We can help you generate media coverage, go viral or show off your business on the small screen.

We are offering members a Free 2-Hour Video, Audio and PR Booster Consultation to look at how you can amplify your marketing and PR through video, podcasts, digital channels and the media to promote your business and attract new visitors. We are also offering a 25% Discount Off Your First Video or Podcast.

To find out more call 01489 668262 quoting TSEBOOST20 or visit [www.purebrandmedia.co.uk/marketing-branding/tourism-marketing/](http://www.purebrandmedia.co.uk/marketing-branding/tourism-marketing/)

## Barclaycard Business Solutions

As Tourism South East's payment partner we understand that more visitors than ever rely on paying by card or on other devices. By giving you the power to take faster, simpler card payments, we can help you grow business – and give you more time for those personal touches.



Our range of payment solutions are secure and easy to set up, so you can welcome a wide range of payment cards and devices with minimal fuss. Preferential rates are available to TSE members.

The payments you take arrive in your bank account within four working days and you don't even need to hold a bank account with Barclays to take advantage of this special offer. Meaning you can save money while growing your business.

Get in touch with the Tourism South East membership team on 02380 625544 to find out more.

## Take one Media

Take advantage of the FREE Online Brochure Ordering Service, [www.selectonetopup.co.uk](http://www.selectonetopup.co.uk). You can choose from a long list of leaflet titles from some of the best tourist attractions across your county. Or if you want your own leaflets distributed by Take One Media spend £1,000 and receive the complimentary Select One distribution service in the county of your choice. Spend over £1,100 and receive complimentary distribution in three counties of your choice.





**84% of traffic**  
is new users  
or 2 million new  
users a year

Directly  
Promoted Over  
**80 Members  
& Partners**  
In 80 Members &  
Partners China,  
USA, Nordics  
& Europe

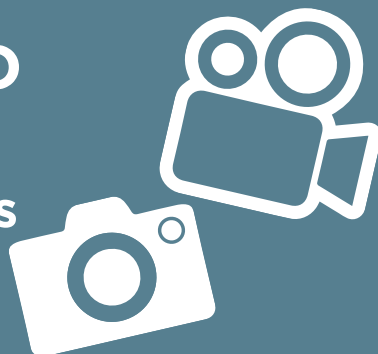


**HOSTED 15  
NETWORK  
MEETINGS**

**ATTENDED BY OVER  
500 MEMBERS**



**HOSTED  
180  
press trips**



**OVER 4.4 MILLION**  
unique page views on  
[VisitSouthEastEngland.com](http://VisitSouthEastEngland.com)

**TRAINED 1,000  
PARTICIPANTS**  
from member business



#### **Your Membership Team**

##### **Georgina Coleman**

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