

Welcome to the  
**Spring Adventure 2015**  
**Hotel Workshop**



Spring Overview

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# The perfect spring-board

Last Autumn our campaign was '**all in Bournemouth**'

Spring campaign 2015 will be '**all around Bournemouth**'

Our in-a-nutshell brief for spring was to place Bournemouth as the perfect hub for 'soft' adventure - exploring gardens, walking and the odd (flat!) bike ride for the general outdoor enthusiast rather than avid hikers and the more serious hobbyists from our 35-55, open target market.

A photograph of a formal garden. In the center, a tall, sculptural topiary tree stands on a raised platform. A path leads through a series of hedges and terraces. The background shows a stone wall and more trees under a bright sky.

Gardens

# Hedging our bets

To attract people who enjoy visiting gardens to take a short break in Bournemouth this spring we aim to create a unique one-stop information hub for a range of well known and privately owned gardens in and around Bournemouth, for the period 7th April to 30th June 2015.

We will package a range of offers specific to this campaign only available from participating accommodation providers.

Walking

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# Strutting our stuff

Bournemouth is blessed with some of the best coastal walking scenery in the UK. We plan to attract people who enjoy “leisure” walking to take a short break, bringing together information in one place (on the Tourism website) offering a range walks in and around Bournemouth (both ‘go-as-you-please’ and guided ) for the period 7th April to 30th June 2015

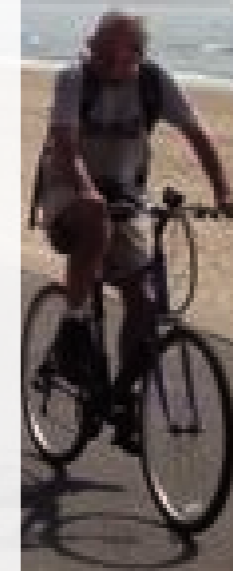
We will also create 3 and 4 night packages only available from participating providers with a range of added value extras.

Cycling and activities

# Wheel adventure

We plan to offer a fun ‘adventure ‘ package based around exploring the seafront aimed at attracting short break visits this spring.

This includes creating a flexible “fun” package which you can tailor to your existing markets with leisure cycling and zip wire inclusive packages – only available from participating providers which themselves offer discounts and added value extras.



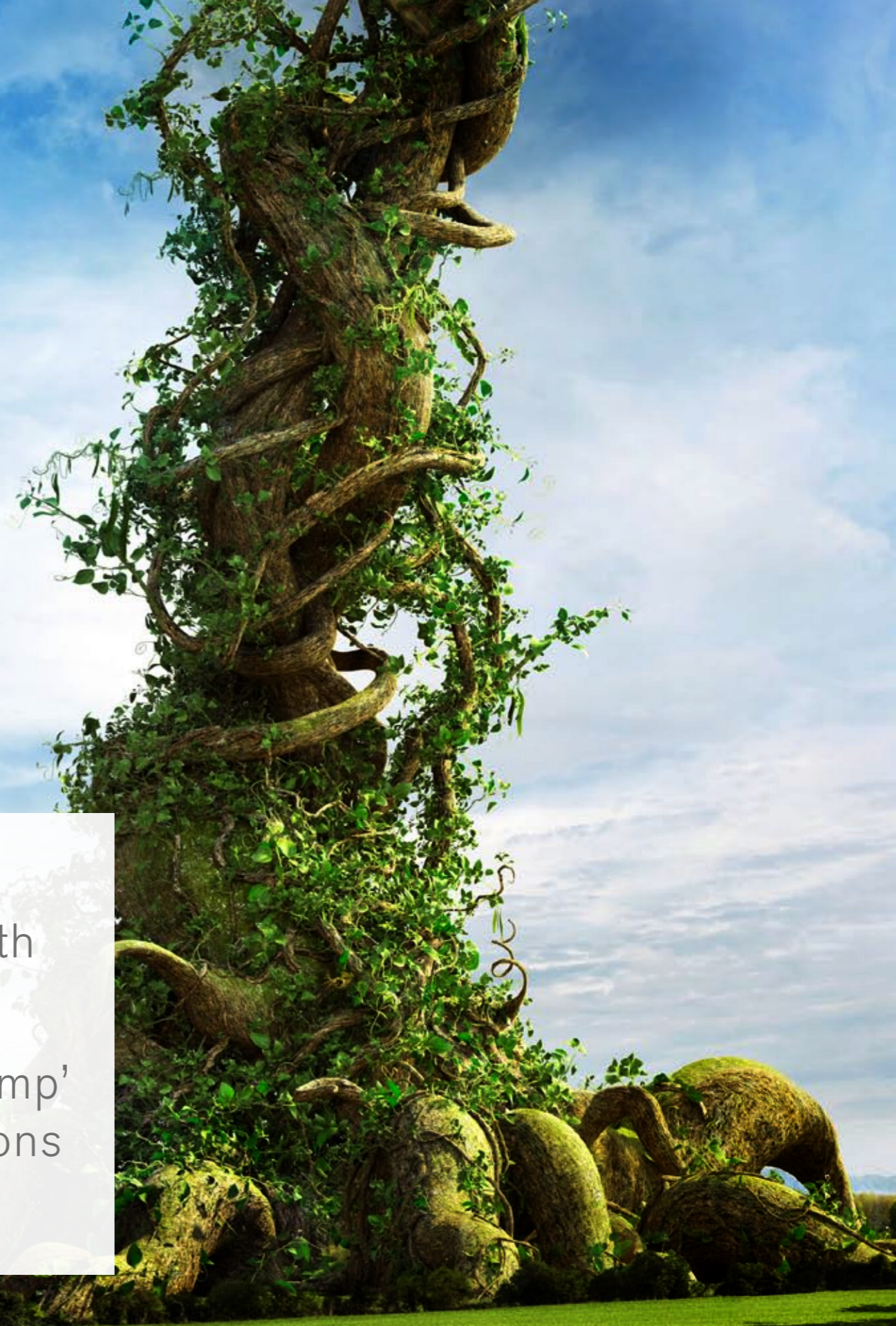
Our spring concept:

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# Bournemouth: Your **BIG** adventure

For spring we aim to emphasise the multitude of attractions and locations, taking what Bournemouth has to offer and make it giant-sized.

Our aim is to establish Bournemouth as a 'basecamp' for nature-lovers to explore one of the best locations not just on the south coast but in the UK.



How can you  
get involved?

# Short Break Packages



Gardens



Walking



Adventure



# Spring Garden breaks in Bournemouth

## Aim

To attract people who enjoy visiting gardens to take a short break in Bournemouth this spring

## Objectives

- Create a unique one-stop information hub
- Target gardens in/around Bmth
- 7th April to 30th June 2015
- Range of offers
- Participating provider packages

## Delivery

- Information hub
  - Bournemouth Tourism website
- Information/location of featured gardens
- Special Offers when booking a featured provider
- Special events diary
- Regular tours, talks etc
- Weekly updates
- Facebook and Twitter
- National Gardens Scheme
- List of participating providers\*

\*Accommodation providers must add some sort of additional offer to participate

# Garden breaks

## What do you get to include for your guests?

**2 for 1 entry vouchers**  
to participating gardens

**20% off**  
restaurants in  
participating gardens

**???**  
other offers TBC



6 page DL leaflet showing participating gardens and their locations with attached vouchers

Value to guest = min £30pp (on entry price alone)

Cost to you = £0

+ Your unique offer to complete the package

NB: Packages exclude Bank Holidays

# Spring Walking breaks in Bournemouth

## Aim

To attract people who enjoy leisure walking to take a short break in Bournemouth this spring.

## Objectives

- Create a unique one-stop information hub
- Offer a range of walks
- Go-as-you-please & guided walks
- 7th April to 30th June 2015
- Participating providers packages

## Delivery

- Information hub
  - Bournemouth Tourism website
- Information on featured walks
- Location of walks
- Special Offers when booking a featured provider
- Special events diary
- Group walk information
- Weekly updates
- Facebook and Twitter
- List of participating providers\*

\*Accommodation providers must add some sort of additional offer to participate

# Walking breaks

## What do you get to include for your guests?

**5 x self  
guided tours**

A5, 2 page flyers (£2 each)

**1 x free  
guided tour**

with Jurassic Jaunts (£5pp)

**1 x Free  
OS map**

(£5pp)



- 6 page DL leaflet guide to walking in the area
- 1 x Bournemouth Coastal Walking Guide

Value to Guest = £20pp

Cost to you = £5pp

+ Your unique offer to complete the package

NB: Additional Guided tours can be purchased at £5 each Packages exclude Bank Holidays

# Spring Adventure breaks in Bournemouth

## Aim

To offer a fun 'adventure' package based around exploring the seafront, aimed at attracting short break visits this spring.

## Objectives

- Flexible "fun" package
- Leisure cycling
- Discount vouchers
- 7th April to 30th June 2015
- Participating providers package

## Delivery

- Information hub
  - Bournemouth Tourism website
- Information on featured providers
- Special Offers when booking a featured provider
- Facebook and Twitter
- List of participating providers\*

\*Accommodation providers must add some sort of additional offer to participate

# Adventure breaks

## What do you get to include for your guests?

**1 x half day  
seafront bike hire**  
(£10pp)

**Discounted  
entrance**  
to selected providers



- 8 page DL leaflet guide to walking in the area
- 1 x Bournemouth Coastal Walking Guide

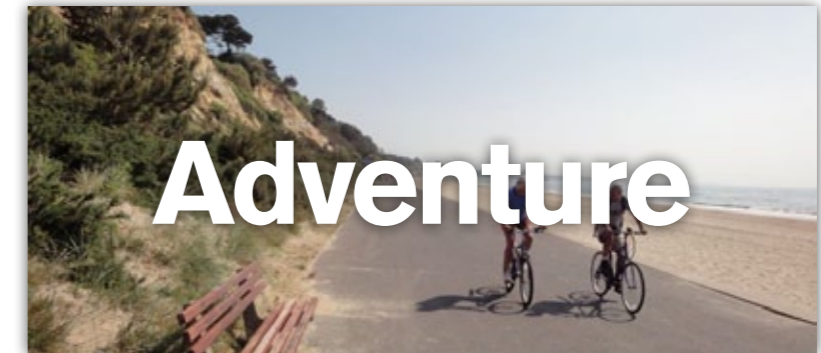
Value to Guest = £10pp

Cost to you = £5pp

+ Your unique offer to complete the package

NB: Packages exclude Bank Holidays

# Spring breaks overview



## Offers

Discounted entry  
20% off selected shops/restaurants  
Guide to gardens

Value **£30pp** (min)  
Cost **£0**

+ Your offer

5 x Self Guided  
1 x Free Guided Tour  
1 x Free OS map  
Guide to local walks  
Bournemouth Coastal Walking Guide

Value **£20pp**  
Cost **£5pp**

+ Your offer

1 x Half day seafront bike hire  
1 Entry discounts  
1 x Self Guided Leaflet  
Bournemouth Coastal Walking Guide

Value **£10pp**  
Cost **£5pp**

+ Your offer

# Mix & Match

You don't have to only offer 1 package, you can join 2 or all of them to make the ultimate soft adventure break in Bournemouth!

**£78**

value to  
your guests

cost to you!

**TBC**



worth  
**£250**

# Added Value to your Campaign

To be involved in the Spring campaign you must offer a little incentive of your own.

To sweeten this deal we have also negotiated a 3 month full listing (worth £250/yr) in the brand new tourism site launching 1st April.

**Includes:** Description, multiple images, website link and live booking engine commission free!



Lunches



High Tea



Dinner

# Why should I get involved?

These packages are part of a **£64,000** campaign being co-ordinated this spring by the Coastal BID.

The campaign is designed to:

- Drive **bookings** direct to you
- Give you **extra full rate** (ie non-commissionable) business
- Help you tap into the key markets identified in the VisitEngland & NCTA research
- Provide you with **ready made**, easy to use special interest packages which are unique to Bournemouth



# How do you get involved?

To participate in this spring campaign:

**Identify** which of these packages would suit guests staying with you

**Tailor** packages specifically to your clientele

Add **your own offer** to make them even more unique and attractive to your guests



# How do I promote my offer?

- You can use the new Bournemouth Tourism website FREE for 3 months
- Directly through your own marketing to past guests

# What other tools will we provide?

In the next few weeks, you'll find the following available to download from our website:

- Campaign graphics  
- web and print ready files
- General flyer for all activities  
pdf (no offers on this)
- Printed flyers and material  
itemised in campaigns
- Links to weekly competitions



# What **offers** can you bring to the table?

Unique, fun, useful, indulgent or quirky  
- it's up to you!

Split into groups and see who can come  
up with best package deal!



# Need some help?

If you have great package ideas that you would like help to realise please get in touch with creative partners **Tandi Creative Media**. We're here if you need us.



**01202 552926**

**kevinc@tandi.co.uk**