

7 April to 30 June 2015

Excluding bank holidays and major festivals

Bournemouth
COASTAL BID



BIG SPRING ADVENTURE CAMPAIGN 2015

Using research by Visit England and the NCTA, and working in partnership with Bournemouth Tourism, the Coastal BID has put together a range of brand new packages aimed at 35 to 55+ couples this spring.

The campaign budget of £64,000 will focus on driving people to visit www.bournemouth.co.uk/spring

The BID will concentrate on attracting new customers to Bournemouth, marketing to people within a 2 to 3 hour drive radius.

You as an hotelier you can also use these packages to attract repeat business by choosing those which will appeal most to your guests.

GARDENS

WALKING

SPRING ADVENTURE

What we need from you, ASAP please:

- **Confirmation of which package(s) you wish to promote**

For details of the packages, see over

You can promote more than one package; each will have its own page on the tourism website

Packages must be offered free to guests (the cost to you to be built into your special offer price)

- **Your hotel's special offer**

An added value offer or discounted deal, it's your choice

Remember bookings will come direct, so you'll save on commission

Offers will be promoted on the brand new tourism website

- **Details for entry on www.bournemouth.co.uk/spring**

Hotel name, phone number

Website link, ideally to your spring offers page

Maximum of 30 word description

1x photo

**USE THESE
OFFERS IN YOUR
OWN MARKETING**

www.coastalbid.co.uk
for details

For more information, or to arrange a face-to-face meeting please contact:
Anna Chamberlain, Business Support, Coastal BID
anna@coastalbid.co.uk 01202 291200

GARDENS

WALKING

SPRING ADVENTURE

**Value to guest
£50+**

**Cost to you
FREE**

Brand new leaflet featuring key gardens in and around Bournemouth with vouchers for:

2 for 1 entry to:

- Abbotsbury** (£11.50pp)
- Athelhampton** (£12.50pp)
- Edmonsham** (£4.00pp)
- Heale Gardens** (£6.00pp)
- Knoll** (£6.25pp)
- Larmer Tree** (£4.00pp)
- Minterne** (5.00pp)

- Kingston Lacy**
20% off in the restaurant
- Trehane Specialist Nursery** 20% off plants

Hengistbury Head Visitor Centre 10% off selected gardening products when you spend £10 on plants

King's Park Nursery
Spend over £20 and receive 10% off all plants

National Gardens Scheme
2 booklets (Dorset Gardens and Hampshire Gardens) per booking

**Value to guest
£15+**

**Cost to you
£5pp**

FREE Guided walk in the Purbecks one per person, to be taken on Tuesdays or Saturdays (value £5pp)

FREE OS Explorer Map of the New Forest, one per booking (value £7)

Specially commissioned self-guided walks for the Jurassic Coast and New Forest, plus printed guide for coastal self-drive tour

Coastal BID Walks Guide for Bournemouth, with 5 self-guided walks

Brand new leaflet on walking in and around Bournemouth, including discounts for:

Walking Picnics, New Forest £2 off per person when you book a walk for two people

The Greyhound Inn at Corfe Castle, 15% off food

Seventh Wave Restaurant at Durlston Country Park 10% off lunchtime menu

**Value to guest
£25+**

**Cost to you
£5pp**

FREE Half day seafront cycle hire (value £10pp)

Brand new leaflet on Spring Adventure in Bournemouth, including:

Self guided cycle trail information leaflet covering the routes along the prom to Southbourne and Sandbanks

Pier Zip
2 people ride together for £26 (discount of £10 compared to full pp price)

City Sightseeing Bus
two for one (£10.00pp)

Altitude, Littledown Centre
£5 off when booking 2x 'Extreme Adventures'

Front Bike Hire
15% off any hire for the duration of your stay

Urban Renaissance Cafe at Russell Cotes Museum
Cream tea for two £5

Plus discounts at:

- Key West**
- Aruba**
- Urban Reef**
- Bistro on the Beach**