



DMO membership information 2017/18

WHO WE ARE... >>

The Suffolk Coast DMO (Destination Management Organisation) was formed in 2012. We are an industry-led, not for profit, membership organisation working to boost the visitor economy, develop our tourism infrastructure and support businesses along our coast.

Using 'The Suffolk Coast' brand we are able to communicate a clear, consistent message, raising the profile of the Suffolk coast, attracting visitors - focusing on improving out of season trade and working hard to get your business noticed.

Every business listed on www.thesuffolkcoast.co.uk and involved in our marketing activity contributes to the Suffolk Coast's success - with every penny of your membership fee and all advertising revenue going into promoting and developing the Suffolk Coast as a destination.

Whether yours is a small, medium or large organisation, we want you to join us and help shape the future of tourism on our coast.



WHAT YOU GET >>

Our membership year runs from 1st April to 31st March and you'll get:



1 free website listing on www.thesuffolkcoast.co.uk

Your business included in The Suffolk Coast's **PR, content, campaign and social media activity**

Discounted advertising rates on www.thesuffolkcoast.co.uk



Access to The Suffolk Coast's **Festival and Events Fund**

Regular communications
- updates on industry insights, research, latest news and funding opportunities

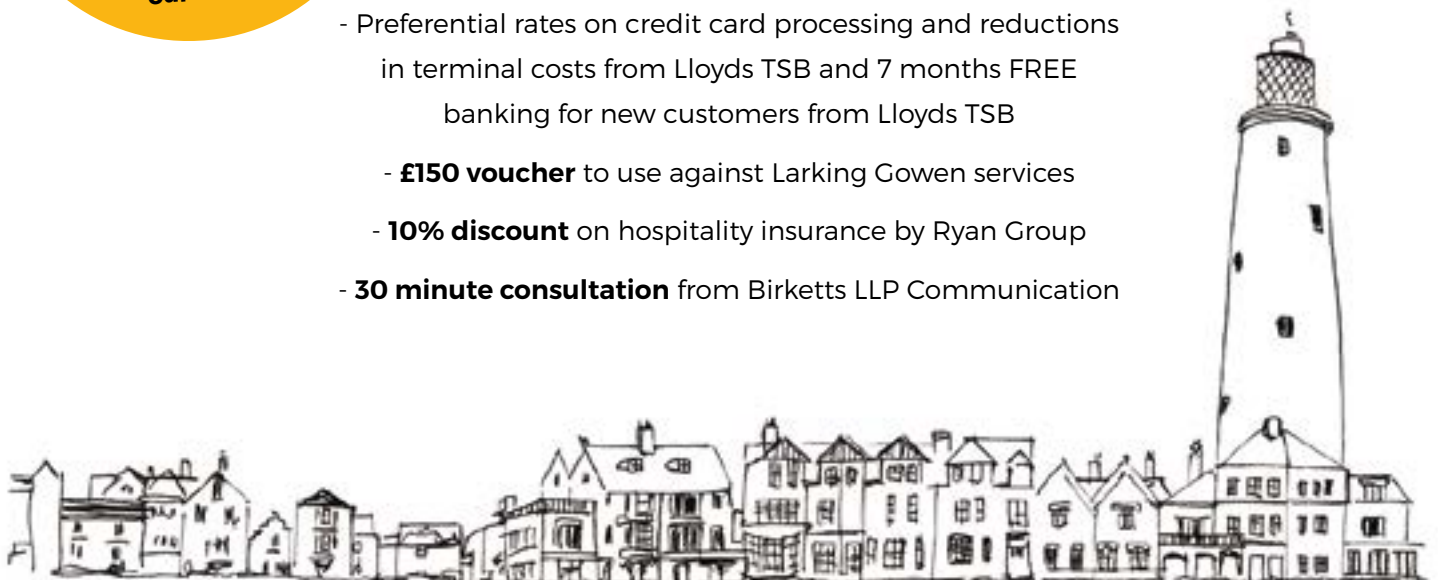
25% discount on www.visitsuffolk.com Enhanced Listings

WIN AN ADVERTISING CAMPAIGN WORTH £300!

Renew your membership online by 17 March 2017 to be entered into our draw

Free basic listing on www.visiteastofengland.com and access to their member benefits including:

- Preferential rates on credit card processing and reductions in terminal costs from Lloyds TSB and 7 months FREE banking for new customers from Lloyds TSB
- **£150 voucher** to use against Larking Gowen services
- **10% discount** on hospitality insurance by Ryan Group
- **30 minute consultation** from Birketts LLP Communication



HOW IT CAN WORK FOR YOU... >>

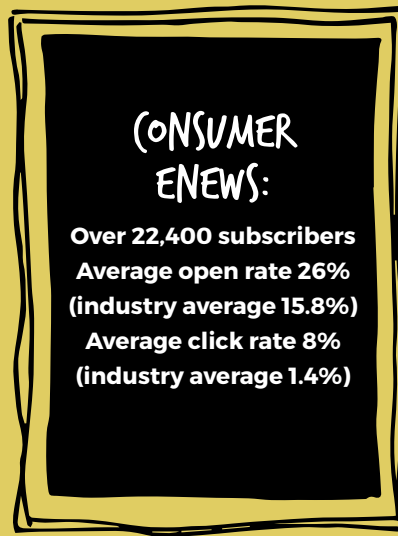
Our beautiful user friendly, mobile responsive website is our shop window – jam packed with fresh content, stunning imagery and video - driving visitors to your business! Traffic to www.thesuffolkcoast.co.uk has increased by over 155% in the last year!

USEFUL WEBSITE AND SOCIAL MEDIA STATISTICS



TOP 5 LOCATIONS
WHERE WEBSITE TRAFFIC COMES FROM:

London
Suffolk
Norfolk
Essex
The Midlands



CONSUMER NEWS:

Over 22,400 subscribers
Average open rate 26%
(industry average 15.8%)
Average click rate 8%
(industry average 1.4%)



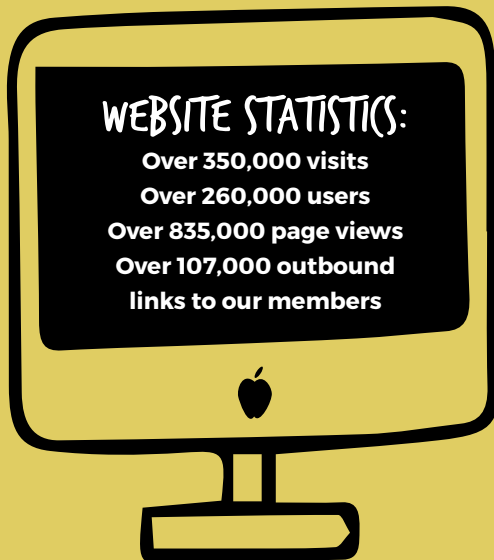
GENDER:

63% female
37% male



AGE:

65+ 17%
55-64 20%
45-54 23%
35-44 20%
25-34 15%
18-24 5%



WEBSITE STATISTICS:

Over 350,000 visits
Over 260,000 users
Over 835,000 page views
Over 107,000 outbound links to our members



SOCIAL MEDIA:

Facebook likes
over 11,100 up
52% on previous year
Twitter followers over
4,900 up 48% on
previous year



MOST POPULAR PAGES:

What's On
Towns and Villages
Homepage
Where to Stay
Explore
Things to do
Food and Drink

YOUR FREE WEBSITE LISTING >>

WHAT'S INCLUDED...



Your business listed in either 'Where to Stay'/ 'Things to Do' or 'Food and Drink'



Your business included in the nearest Town/ Village guide



Map pin on the interactive 'Explore' map page



Four carousel images on your listing page



Contact information, address, email and phone number



External link to your own website or Facebook page



Summary description and unlimited main description



Add PDF documents to your listing e.g. maps, rate cards, menus etc.



Listing rotation so your business appears 1st on the overall list of businesses at regular intervals



Listing featured at intervals on landing pages - 'Where to Stay'/ 'Things to do'/ 'Food and Drink'



Location map



Add one video to your listing

Annual
Membership fee
£95+VAT
(£114.00 total)

Listing in additional
sections of the website
£35+ VAT
(£42.00 total)



Value for money...

Example, as a hotel your listing will appear in 'Where to Stay', you can also have a separate listing for your restaurant in 'Food and Drink' for £35+VAT.

**WIN AN
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WORTH £300!**

Renew your membership
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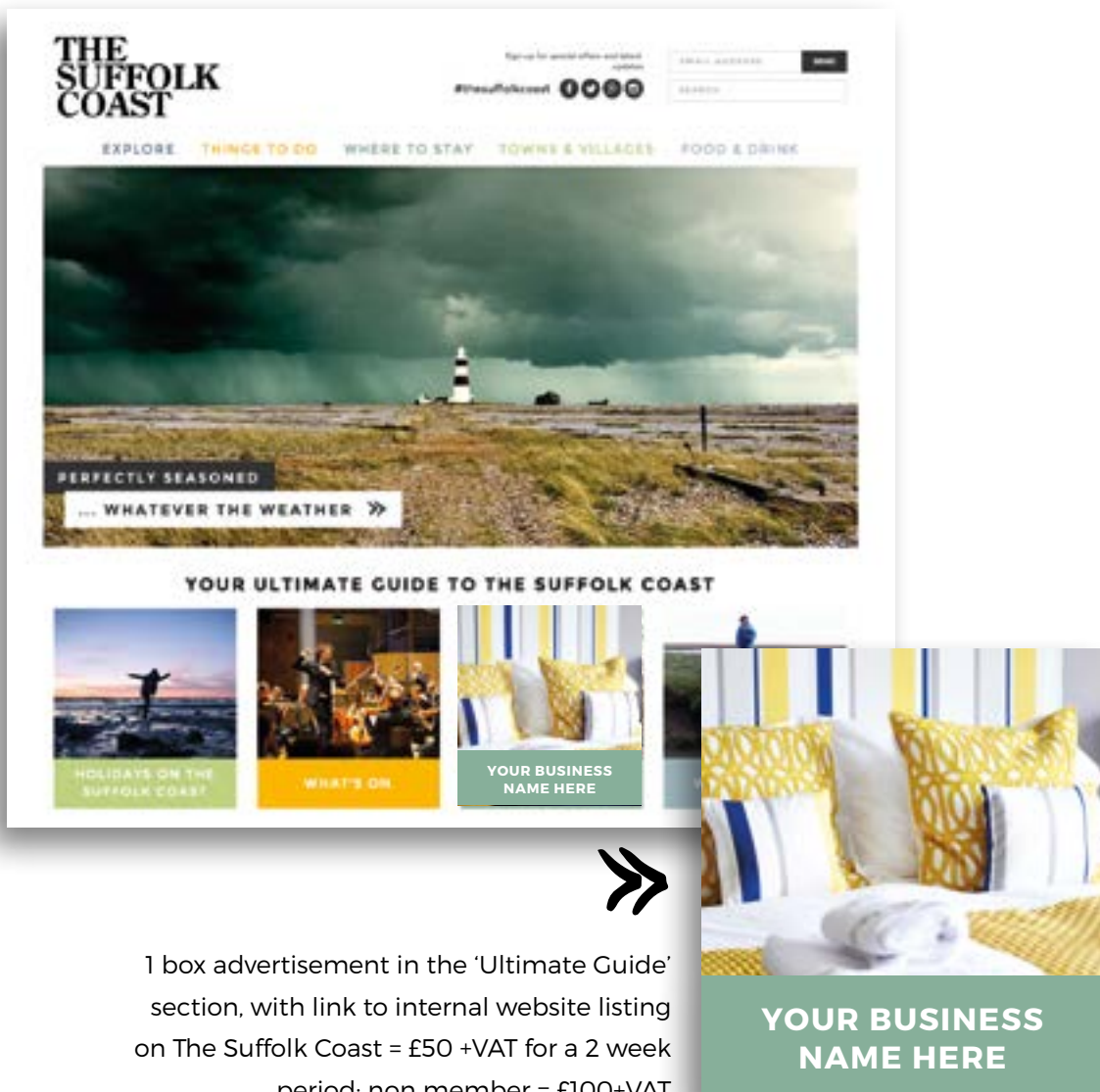
ADVERTISING ➤

As a DMO member we would love to offer you further discounted opportunities to promote your business/organisation across www.thesuffolkcoast.co.uk. We can offer prime advertising space on pages of the site that attract a high level of traffic, including our homepage and landing pages. Drive custom your way by being identified as a principle brand/business in our destination.

(Please note that The Suffolk Coast will help design your advertisement in line with our website style.

All advertising is subject to availability and must conform to our 'house style')

HOMEPAGE



The image shows a screenshot of the 'The Suffolk Coast' website homepage. At the top, there is a navigation menu with 'EXPLORE', 'THINGS TO DO', 'WHERE TO STAY', 'TOWNS & VILLAGES', and 'FOOD & DRINK'. Below the menu is a large hero image of a lighthouse on a beach under a dramatic, cloudy sky. A text overlay on the hero image reads 'PERFECTLY SEASONED ... WHATEVER THE WEATHER ➤'. Below the hero image is a section titled 'YOUR ULTIMATE GUIDE TO THE SUFFOLK COAST' with three sub-sections: 'HOLIDAYS ON THE SUFFOLK COAST', 'WHAT'S ON', and 'YOUR BUSINESS NAME HERE'. A large, detailed view of the 'YOUR BUSINESS NAME HERE' advertisement box is shown to the right, featuring a background image of a bed with yellow and blue patterned pillows and a white towel. The text 'YOUR BUSINESS NAME HERE' is displayed in white on a green background at the bottom of the box.



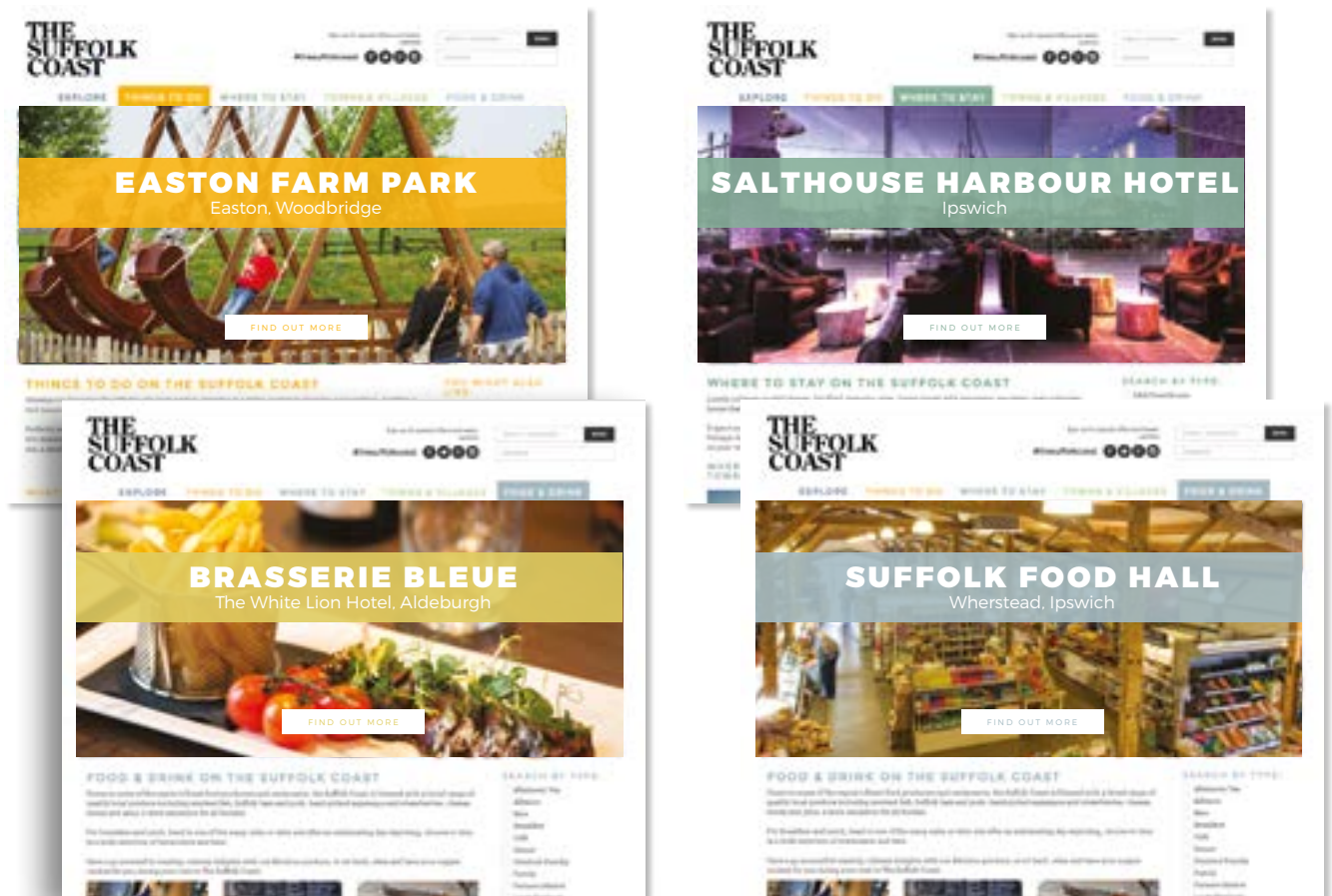
1 box advertisement in the 'Ultimate Guide' section, with link to internal website listing on The Suffolk Coast = £50 +VAT for a 2 week period; non member = £100+VAT

ADVERTISING ➤

LANDING PAGES

Where to Stay, Things to Do, Food and Drink, Towns and Villages

Large carousel banners across the top of our landing pages lend themselves naturally to advertising your business, they attract great traffic and link through to your internal listing page.



1 x banner advertisement on a landing page, with link to internal website listing on The Suffolk Coast = £100+VAT per month; non member = £200+VAT

ADVERTISING ➤

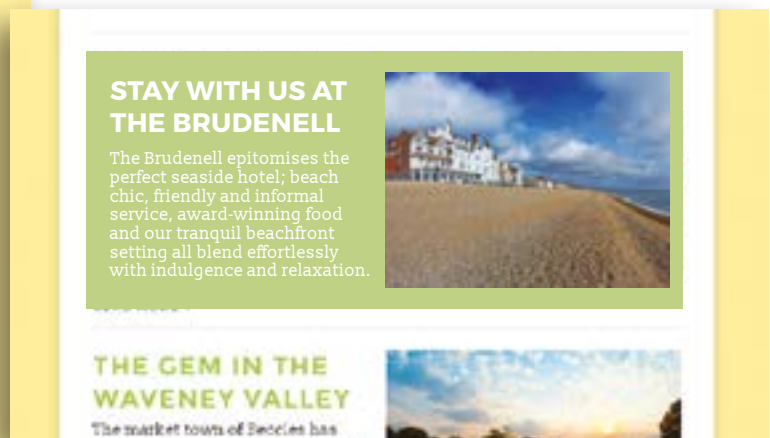
MONTHLY CONSUMER eNEWS

We currently have over 22,400 subscribers to our monthly enews, with an average open rate of 26% and click through rate of 8%.



1 x content slot in each monthly eNews is available, with a link through to your internal business listing on www.thesuffolkcoast.co.uk for £150 + VAT.

This option is only available to DMO member.



JOIN ONLINE TODAY
www.thesuffolkcoast.co.uk/join-us

CONTACT US

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visit: **www.thesuffolkcoast.co.uk**



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