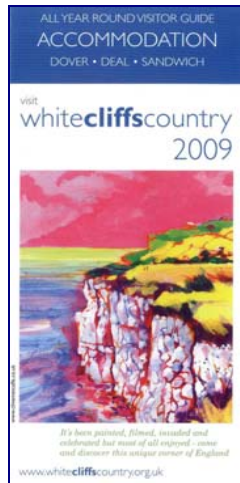


White Cliffs Country Advertising Opportunities 2010

Dover • Deal • Sandwich

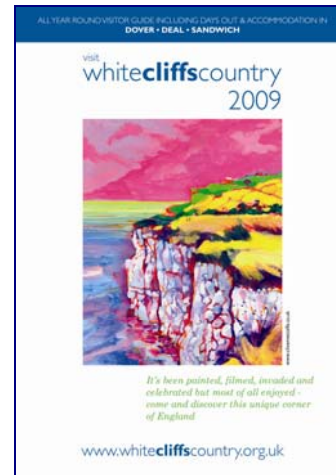
Maximise your impact – The Official Tourism Package for White Cliffs Country



Accommodation Leaflet
Print run: 80,000

Distribution

- Ferries
- Port of Dover
- VIC's
- Accommodation Providers



Visitor Guide
Print run: 70,000

Distribution

- VIC's Nationally
- Visitor Attractions
- Selected Motorway Stations
- Cruise Terminals
- Direct Mail



Website

- In excess of 1 million hits annually
- New content
- Film footage
- Available in French, German & Italian
- Visit micro sites



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Reasons to advertise with White Cliffs Country:

- New FREE listing option on White Cliffs Country website for all accredited accommodation providers in 2010
- Recognised and established brand
- The White Cliffs Country campaign is aimed at increasing tourism and its benefits to whole of the district
- Partnership working with Visit Kent, Cruise Connections, Tourism South East and Visit Britain
- Dedicated Media campaign

Your fee includes the following benefits:

- Promotion in the official annual visitor guide
- Exposure on the WCC tourism website – www.whitecliffscountry.org.uk, visitkent.co.uk, visitsoutheastengland.co.uk and visitbritain.co.uk
- Referrals through the district VIC's – footfall last year 150,000
- Research and Statistics
- Newsletter
- Advice on quality accreditation
- Associate membership with White Cliffs Country Tourism Association (WCCTA - excluding Option 2). The association is strongly representative of local tourism organizations and is recognized as an invaluable forum for local interests – see www.wccta.org.uk for further details.

Advertising Options

Visitor Guide - Accommodation



1/3rd page

1/6th page



1/12th page

White Cliffs Country Website



The WCC website is the official online source for tourist and accommodation information in the district. Exposure on the WCC website allows prospective visitors to access your business all year round, no matter what time of the day. Advertise in the visitor guide and get entry onto the WCC site and inclusion on Dover VIC's accommodation DMS booking service.

Advertising Rates (excl. VAT) - Early booking discount: 5% discount for forms returned by 24 July 2009

	Option 1* (see note)	Option 2	Option 3	Option 4	Option 5	Option 6
Name	1/12th page	Website Only	1/6th page	1/3rd page	Half Page	Full Page
Cost of advertising	£120.00	FREE	£340.00	£560.00	£755.00	£960.00
WHITE CLIFFS COUNTRY GUIDE						
Advert size	1/12th page	N/A	1/6th page	1/3rd page	Half page	Full page
Number of words	20	N/A	50	100	100	-
Referral to own site	No	N/A	Yes	Yes	Yes	Yes
Telephone Number	Yes	N/A	Yes	Yes	Yes	Yes
E-mail address	Yes	N/A	Yes	Yes	Yes	Yes
Photograph in guide	No	N/A	Yes	Yes	Yes	Yes
Number of symbols	6	N/A	6	6	6	6
Option for own advert	No	N/A	No	No	Yes	Yes
WEBSITE						
Listed on the WCC website	Yes	Yes	Yes	Yes	Yes	Yes
Bookings via website	Yes	Yes	Yes	Yes	Yes	Yes
Photograph	1 photograph	1 photograph	Yes	2 photographs	2 photographs	2 photographs
Referral to own site	Yes	Yes	Yes	Yes	Yes	Yes
Telephone and e-mail details	Yes	Yes	Yes	Yes	Yes	Yes
Number of words	30	30	100	100	100	100
Ability to be booked by other operators	Yes	Yes	Yes	Yes	Yes	Yes

* Option 1 is for accommodation providers with maximum of 2 serviced rooms, 1 self catering unit or 5 static caravans only.

White Cliffs Country Advertising Opportunities 2010

Dover • Deal • Sandwich

Marketing Survey Snapshot

Feedback from the 2009 Visitor Guide Survey indicates 33% increase in brochure requests and intention to stay in the district.

- After receiving the 2009 Visitor Guide 92% indicated that they intended to visit with 22% staying overnight, 22% staying a week and 23% for a day trip.
- Over 31% of enquirers were between 56-65 years old with the top reasons to visit the district being: History and Heritage (21%); the Countryside (15%) and Attractions (15%).

Full survey details and other research available on the website – www.whitecliffscountry.org.uk/local_industry/research.aspx

The Next Step

- Read and agree new Terms and Conditions
- Fully complete and return booking form
- Copy of inspection certificate - VB or AA
- Photograph(s) either by post or digital (jpeg to sandrakillick@dover.gov.uk)

Payment and completed booking forms to be returned by Friday 7th August 2009 via:

(To be eligible for early booking discount, forms must be returned by Friday 24th July 2009).

- **In Person** at Dover Visitor Information Centre – Payment by Credit/Debit Card or cheque.
- **Electronically** – forms and image(s) to sandrakillick@dover.gov.uk and payment online at <https://www.dover.gov.uk/epayments/ddcwebpayhome.asp> (please contact Sandra Killick either by e-mail or tel. 01304 872061 to obtain your Unique ID Number before paying online).
- **By Post** to Dover Visitor information Centre, Old Town Gaol, Biggin Street, Dover, Kent, CT16 1DL – Payment by cheque.

Advertising Terms and Conditions (Please read)

Destination Management System (DMS)

All advertisers (Visitor Guide and Website) receive a free listing (subject to accreditation terms and conditions) on Dover District Councils DMS. This listing forms the basis of your entry on the White Cliffs Country website, as well as populating other official tourism sites – Visit Kent, Visit Britain, Enjoy England and Tourism South East.

For Serviced accommodation advertisers, the DMS also serves as Dover Visitor Information Centres accommodation booking database. All bookings via the VIC or the website will be subject to 10% first night commission, with the accommodation provider deducting this from the customer's bill.

Accommodation Providers

Dover District Council operates a policy of promoting only those accommodation establishments that have been assessed by one of the two national agencies, The AA or Visit Britain.

Your advertisement will not be processed without evidence of your assessment or current rating. If your status becomes lapsed during the course of the year, Dover District Council will remove the property from ours and all official tourism websites within two weeks of becoming lapsed.

If the Visitor Information Centre (VIC)/Tourism section receives more than two written complaints in the course of the year, we reserve the right to remove the property from the website. In this case the decision would be discussed with the accommodation provider to ensure that this was the best course of action in the interests of customer satisfaction.

All providers must ensure that they meet all Fire regulations; are covered for Public Liability Insurance; agree to abide by Dover District Councils 'Code of Practice' on multi occupancy.

Advertisements

As far as possible, display advertisements (excluding accommodation) will be grouped according to theme in the relevant editorial section of the guide. All accommodation advertisers will be grouped according to type and geographic location. Late advertisers where accepted will be positioned as page layout allows. The final decision regarding layout and position is the editors. Full payment is required to process the advertisement booking - please see payment option section. All adverts must meet the provision of the 1968 Trade Description Act.

Proofing

It is the responsibility of the advertiser for checking and returning their proof within the stated time. If the proof is not returned within the stated time, Dover District Council will presume that no corrections are required. No refunds can be made for inaccuracies not corrected by the advertiser on the proof.

Photographs

A good quality photograph or colour transparency can be supplied to us (digital camera images must be 300dpi for acceptable reproduction). The Council have the right to reject any supplied image that is deemed not to be of sufficient high quality. Ariel views and artists impressions/line drawings will not be accepted, except in the case of a new development under construction or rebuilding. The picture should show the exterior of the building or a typical room.

General

Dover District Council reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements and website entries submitted at their discretion.

If there is any error or omission in respect to any advertisements as it appears in published form, DDC shall be under no liability to the advertiser other than to consider a refund of the advertisement charge or a correction to the website.