

2023/24 Marketing opportunities with **ENJOY STAFFORDSHIRE**



enjoy Staffordshire
Staffordshire's official tourist board



Membership prices
frozen for 2023

What is ENJOY STAFFORDSHIRE?

Enjoy Staffordshire is the official tourist board for Staffordshire.

We work with all sorts of tourism and hospitality businesses to raise awareness of Staffordshire as a place to visit, and attract more visitors to the county, both for day trips and longer stays.

We liaise with local and national politicians to increase their understanding of the importance of tourism to Staffordshire's economy and communities, and the challenges you face.

And we encourage funding agencies to invest in our campaigns and business development.

Through our marketing campaigns, we support and develop an industry which employs almost **33,000** people and generates over **£1.87 billion** a year for the Staffordshire economy

There is huge potential and talent in Staffordshire tourism, but we need your help!

The more businesses that join Enjoy Staffordshire, the more we can invest and grow the fabulous tourism, hospitality and leisure sector.

So join today and help Staffordshire's visitor economy reach its potential.



Message from the Chair



Across Staffordshire and Stoke-on-Trent, the Visitor Economy has enormous potential. Pre-pandemic it was worth £1.87bn to the local economy and supported 33,000 jobs. It employs over 80 percent of those leaving education and acts as a springboard of influence for future career paths.

A successful visitor economy can sustain business, safeguard jobs, and positively impact the lives of residents and communities through opportunities for employment and enjoyment. It can help produce a place that offers those who live, work, and study here a healthier work-life balance and unrivalled quality of life.

At the height of the Covid 19 Pandemic, it became clear that to overcome the severe challenges facing the sector, there was the need for the public and private sectors to pull together and share best practice and resources to support each other. The Enjoy Staffordshire (DMP) Board was rebooted.

As the pandemic recedes, the board is building on promising foundations and is committed to strengthening the partnership further. We are seeing positive signs of recovery and have recently played host to Commonwealth Games events and supported the Queen's Platinum Jubilee; demonstrating our potential and ambition to act at the regional level and on the national stage.

There is a myriad of opportunities for the sector to add even more value, building on Staffordshire's strengths including our world-renowned brands, strong visitor attractions and excellent transport connections.

Through partnership and collaboration, we are committed to ensuring visitors and residents can experience all that the county has to offer and are encouraged to return frequently and stay longer.

We hope that you will join us in championing Staffordshire as the UK's biggest and best playground, which is inclusive and accessible for all to enjoy.

Cllr Philip White
Cabinet Member for Economy and Skills, Staffordshire
County Council and Chair of Enjoy Staffordshire.

5 REASONS TO JOIN

1

THE TOURISM & GOOD FOOD AWARDS

Enter the biggest and best tourism awards competition in the Midlands, the Enjoy Staffordshire Tourism & Good Food Awards. It's your only route to the national VisitEngland Awards for Excellence.

2

FEATURE IN MAJOR CAMPAIGNS

Raise your profile by starring in our marketing campaigns, which put Staffordshire in front of millions of UK households. The only businesses with the right to feature are members of Enjoy Staffordshire.

3

PART OF A COMMUNITY

Enjoy Staffordshire is the county's largest community of tourism and hospitality businesses, who all share the same goal – bringing in more visitors to stay longer and spend more. Join and give us a louder voice in our conversations with decision-makers in Government and the industry.

4

GET THE SUPPORT YOU NEED

We partner with the Stoke-on-Trent & Staffordshire Growth Hub and Skills Hub to provide training and advice and keep you up-to-date on grants and other funding available through our local authority partners.

5

GENERATE MORE BOOKINGS

Join Enjoy Staffordshire and promote your business on EnjoyStaffordshire.com, which attracts an ever-growing audience and is integrated with TXGB and OTAs like Booking.com and Expedia, making it easier to bring you more bookings.



ANDREA WEBSTER, WESTON PARK

“As a member of Enjoy Staffordshire, we feature in national online and offline marketing campaigns, which helps us reach a larger audience than we could on our own. Being a member helps us be part of a collective, working together to show the diversity of Staffordshire's offer and encouraging more people to visit.”

FRANCIS JACKSON, ALTON TOWERS RESORT

“Enjoy Staffordshire plays an important part in lobbying local and national government, and working closely with VisitEngland. They give all members a say in how the industry develops, and the more of us that are involved the louder Staffordshire's voice will become.”



JAMES ODDY, THE DUNCOMBE ARMS

“As a member of Enjoy Staffordshire, we have the opportunity to take part in press trips from national journalists, and many have stayed at our pub, which is something we would have difficulty organising ourselves.”

CHRIS LEWIS, MOAT HOUSE ACTON TRUSSELL

“We were one of the original members of Enjoy Staffordshire and being part of it has opened lots of doors, for example helping us to access external funding and training. We are proud to be in Staffordshire and doing our bit to help promote the county on a national level – Staffordshire's a fantastic place.”



ANDY MCGEE, THE LITTLE GEORGE

“We were delighted to win the B&B and Guest House of the Year at the Enjoy Staffordshire Tourism Awards 2022. Entering the awards is a good way of finding out how your business has progressed in the past 12 months, as well as being a huge boost for the team if you win.”



MEMBERSHIP PACKAGES

All membership levels include a listing within the relevant section on the Enjoy Staffordshire website.

Listings appear in the following order Premium, Enhanced, Standard, Basic.

Accommodation providers can take bookings via the following booking channels at no additional cost – you just pay your usual channel commission – regardless of listing level:

Booking.com

Expedia

freetobook

Tx GB Tourism Exchange Great Britain

supercontrol
Booking & Management System

JOIN NOW PAY LATER

Complete the simple online form...
<https://www.enjoystaffordshire.com/trade/information/apply-for-membership-form>
and we'll do the rest.

Membership fees have been frozen for 2023 and invoices will be issued after 1st April 2023



*Offer extended
for 2023*

FREE MEMBERSHIP

- ✓ Basic website listing
- ✓ Short marketing description inc no more than 1 photo
- ✓ Contact details inc email address and weblink

Price From
£750+VAT

PATRON MEMBERSHIP

In addition to all the Gold membership benefits:

- ✓ One Solus e-newsletter to our database OR a session with a professional photographer
- ✓ Tailored blog on the Enjoy Staffordshire website
- ✓ Promote an event or competition with a boosted post on social media
- ✓ Feature in at least one marketing campaign

and Advertising Opportunities

GOLD MEMBERSHIP

Price Frozen
£250+VAT

- ✓ Feature in at least one blog on EnjoyStaffordshire.com
- ✓ Promote your business in at least one e-shot
- ✓ Promotion on social media
- ✓ Feature on key website landing pages
- ✓ Premium website listings for all aspects of your business
- ✓ Detailed marketing description inc up to 16 photos
- ✓ Integrated YouTube video on your listing
- ✓ Integrated Social Media feeds (Facebook & Twitter)

SILVER MEMBERSHIP

Price Frozen
£180+VAT

- ✓ Promotion on social media
- ✓ Enhanced website listing
- ✓ Detailed marketing description inc up to 8 photos
- ✓ Integrated YouTube video on your listing
- ✓ Integrated Facebook feed

BRONZE MEMBERSHIP

Price Frozen
£100+VAT

- ✓ Promotion on social media
- ✓ Standard website listing
- ✓ Detailed marketing description inc up to 4 photos
- ✓ Integrated Facebook feed



CLICK HERE TO JOIN NOW & PAY LATER

<https://www.enjoystaffordshire.com/trade/information/apply-for-membership-form>





THE ENJOY STAFFORDSHIRE TOURISM AND GOOD FOOD AWARDS

The annual Tourism & Good Food Awards recognises tourism and hospitality businesses that provide truly memorable visitor experiences and demonstrate excellence across every aspect of the business.

The competition opens for entries in Spring, with 20 categories to choose from – everything from Accessible & Inclusive Tourism, to specific awards for hotels, holiday cottages, restaurants, attractions and more!

All entries go through the national awards portal, and you can enter multiple categories.

When all the entries are in, our independent team of judges assess them against criteria set down by VisitEngland, before shortlisting the best applications for the second stage – a mystery shopper visit.

The businesses which perform best at both stages are crowned the winners at our glittering awards ceremony, with many progressing to the national VisitEngland Awards for Excellence.

So why should you enter? Here are five great reasons:

1. Great PR for your business
2. Prove you're the best in the county
3. Free feedback from professional judges
4. A boost for staff morale
5. Progress to the national VisitEngland Awards for Excellence

Find out more about the awards competition at www.enjoystaffordshire.com/awards

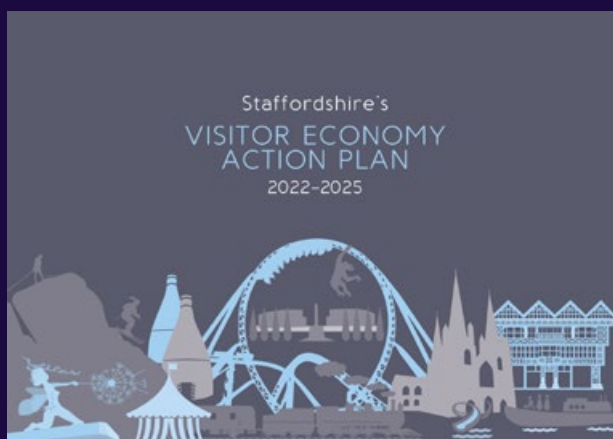


OUR PLANS TO GROW VISITOR NUMBERS

This year we will be commissioning the Scarborough Tourism Economic Activity Monitor (STEAM) model to show the economic impact of tourism across the county and to better understand how we can grow visitor markets for Staffordshire.

The STEAM model shows the number of visitors attracted to a destination along with the amount they spend in the local economy, using data such as attractions footfall, car park usage, festival and event statistics and hotel market data to generate the report.

This model is determined on data provided by our operators, and we need your help to ensure that this data is as accurate as possible. We are working with the West Midlands Growth Company to capture this data for the county and the whole region. We will shortly be circulating information on how you can get involved and access the results of the study.



All who participate will be subject to signing a nondisclosure agreement so you can rest assured that commercially sensitive data is kept confidential. We hope that you will participate to support us to continue to successfully regrow the visitor economy for Staffordshire.

OUR MARKETING Campaigns

Our main role is putting Staffordshire on the map as a great place to visit for a short break or day trip.

By positioning Staffordshire as the UK's biggest and best playground, we use targeted messaging which appeals to our key audiences:

OUR MARKETING MIX

We promote the county in a variety of ways, online and offline.

Our digital campaigns combine paid-for and organic activity, on the most popular platforms:

- Gmail
- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn
- Email
- Google Display Network



And our traditional campaigns continue to target potential visitors through:

- PR
- Printed materials
- TV & radio advertising

Through these activities, and new partnerships with Reach PLC and Sky AdSmart, we are reaching millions of people every year, and helping to draw 27m visitor trips into the county and contributing £1.87bn to the local economy.

Be part of it and help us grow the sector and bounce back in 2023 and beyond!



HOW OUR CAMPAIGN MEASURED UP

GOOGLE NETWORK IMPRESSIONS INCREASED BY 68%

167,642 PEOPLE CLICKED OUR ADS

OVER 540,000 NEW WEBSITE VISITORS IN THE LAST YEAR

1.09 MINUTES AVERAGE SESSION DURATION

1,165,000 NUMBER OF VISITS ACROSS THE WEBSITE

8.3 MILLION IMPRESSIONS ON THE META NETWORK

15,522,305 TOTAL IMPRESSIONS

42% INCREASE IN VIDEO VIEWS FROM LAST YEAR






Printed on 100% recycled paper.

FSC paper logo
Placed by printer

Social media handles

Consumer

-  @enjoystaffs
-  @enjoystaffs
-  @enjoy_staffordshire

Industry

-  @EnjoyStaffsBiz
-  EnjoyStaffordshire



Click here to
JOIN ONLINE NOW

www.enjoystaffordshire.com/trade/join-us

For more information contact our team:

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Industry website www.enjoystaffordshire.com/trade

enjoy Staffordshire

Staffordshire's official tourist board



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