



# ENGLISH RIVIERA

**BID COMPANY**

**BOOK NOW!**  
BOOKING DEADLINE  
31st OCTOBER 2017

## OFFICIAL DESTINATION MARKETING OPPORTUNITIES FOR 2018

WORKING  
TOGETHER  
TO TARGET THE  
DOMESTIC MARKET



★ 2017 PRICES HELD FOR 2018 ★



LOOK WHAT'S NEW FOR 2018

- NEW ENGLISH RIVIERA DESTINATION WEB SITE
- NEW COMMISSION FREE ONLINE BOOKING OPTIONS

# WORKING TOGETHER TO TARGET THE DOMESTIC MARKET

Competition within the domestic market is strong and visitor trends continue to change. For these reasons working together as a Business Improvement District (BID) to target the Domestic Market makes absolute sense. For the 5 year period of the BID, the ERBID Company will continue to invest around £500k per annum in a wide range of coordinated online and offline Destination Marketing activities. These activities will include the operation of the official English Riviera Website (on which all ERBID Levy Payers will have a free advert, please see details below) and the production of the official English Riviera Destination Guide.

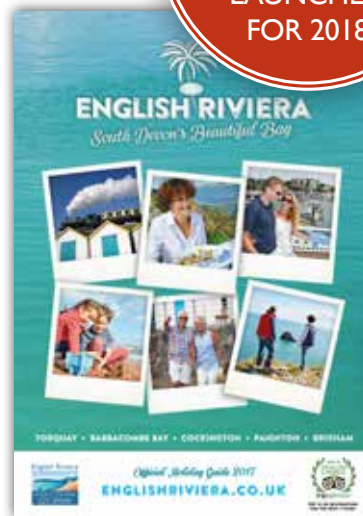
If your business would like to be included in the 2018 official **English Riviera Destination Guide** then now is the time to invest in a Bronze, Silver, Gold or Platinum 2018 Online/Offline Advertising Package described on page 3. Investing in one of these packages will ensure that your business is included in the 2018 English Riviera Guide and offer options to increase the profile of your business on the new website. **Booking your advertising package is easy; simply complete and return the enclosed Booking Form and return to us by the 31st October or contact us to discuss the various options available.**



**NEW FULLY MOBILE RESPONSIVE WEB SITE BEING LAUNCHED FOR 2018**

**NEW COMMISSION FREE ONLINE BOOKING OPTIONS**

**100,000 COPIES OF THE 2018 DESTINATION GUIDE PRINTED & DISTRIBUTED ACROSS UK!**



<b>ERBID BASIC ONLINE ADVERT FEATURES:</b>	<b>Basic Online Benefits Included For All ERBID Levy Payers</b>	<b>Optional Additional Benefits Bronze Package £250 +VAT</b>	<b>Optional Additional Benefits Silver Package £425 +VAT</b>	<b>Optional Additional Benefits Gold/Platinum Package £700/£1450 +VAT</b>	
Full page advert of your business worth £250 + VAT on the new English Riviera Web Site including: Business Name, Address, Telephone Number, Email Address, Directions, Facilities, Room Types, Opening Times, Grading, Awards and Prices, listed under your location: Torquay, Babbacombe, St Marychurch, Cockington, Paignton and Goodrington	✓	✓	✓	✓	✓
Editable description	250 words	500 words	500 words	500 words	500 words
Direct link to your Web Site	✓	✓	✓	✓	✓
Images to promote your business	1	8	16	Unlimited	Unlimited
Commission Free Online Booking Platform (please see insert for full details)	✓	✓	✓	✓	✓
Enhanced Product Display	Small Image	Large Image	Large Image	Large Image	Large Image
Your Business Included in the 'What's Nearby' image carousel	✓	✓	✓	✓	✓

**If you would like to book or discuss any of these 2018 Advertising Opportunities, please contact the English Riviera BID Company on 01803 296296 / 649784 or email: [angela@englishrivierabid.co.uk](mailto:angela@englishrivierabid.co.uk)**



# 10 GREAT REASONS TO UPGRADE

TO A BRONZE, SILVER, GOLD OR PLATINUM ADVERTISING PACKAGE IN 2018 TO INCREASE YOUR BUSINESS'S PROFILE ONLINE AND OFFLINE



	Optional Additional Benefits Bronze Package £250 +VAT	Optional Additional Benefits Silver Package £425 +VAT	Optional Additional Benefits Gold/Platinum Package £700/£1450 +VAT	
<b>1. IMPROVE YOUR POSITION IN THE SEARCH RESULTS ON THE NEW WEBSITE</b>	3rd	2nd	Joint 1st	Joint 1st
<b>2. PROMOTE YOUR BUSINESS IN THE ADDITIONAL MARKETING CHANNELS ON THE NEW WEBSITE</b> <b>INCLUDING:</b> Exclusively for Adults, Dog/Pet Friendly, Family/Child Friendly, Baby Friendly, Award Winning, Romantic Breaks, 5* Star/ Luxury/Boutique, Spa Breaks, Groups Welcome, Accessible Friendly, Waterfront, Business Stays, Spring Breaks, Autumn Breaks, Winter Breaks, Celebrations	2 channels	4 channels	6 channels	8 channels
<b>3. BIGGER IMAGES</b> – the new web site will include the option for you to promote your business with large full screen width images	Full Screen Width	Full Screen Width	Full Screen Width	Full Screen Width
<b>4. SOCIAL MEDIA INTEGRATION</b> – on the new web site there will be the option to pull through your Social Media posts as part of your advert (Facebook/Twitter/Instagram)	✓	✓	✓	✓
<b>5. Include your TRIP ADVISOR REVIEWS on your advert page</b>	✓	✓	✓	✓
<b>6. UPLOAD YOUR MENU'S AND VIDEOS</b>	✓	✓	✓	✓
<b>7. Promote your SPECIAL OFFERS</b> (applies to food & drink, attractions, activities, accommodation)	✓	✓	✓	✓
<b>8. PROMOTE YOUR RELATED PRODUCTS:</b> wedding, meeting facilities etc		✓	✓	✓
<b>9. ADVERTISE YOUR BUSINESS IN PROMINENT PLACES ON THE NEW WEBSITE</b>			✓	✓
a. Inclusion of your business in the new Highlights Carousel				
b. Inclusion of your business in the rotating Top Level Main Image Gallery				✓
c. Inclusion of your business in the rotating Top Navigation bar with image of your choice				✓
<b>10. INCLUDE YOUR BUSINESS IN THE 2018 ENGLISH RIVIERA DESTINATION GUIDE</b> Promoted nationally and generating a ROI of £58 for every pound invested, requests for the official English Riviera Destination Guide continue to increase so the English Riviera BID Company has increased the print run to 100,000 copies to satisfy increased demand from households across the UK.	1/16 Page Template Style Advert	1/8 Page Template Style Advert	1/4 Page Template or 1/4 page Display Advert*	1/2 Page Display Advert*



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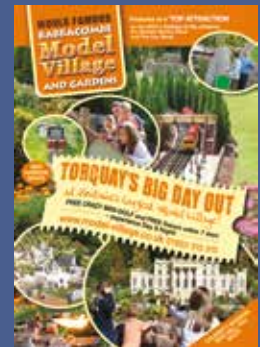
## HOW TO BOOK YOUR 2018 ADVERTISING PACKAGE

Please choose what advertising package you would like to book (Bronze, Silver, Gold, Platinum) and complete and return the enclosed Booking Form, posting it to **Angela Wright, ERBID Company, 5 Vaughan Parade, Torquay, TQ2 5JG**. The **deadline** for receipt of your Booking Form is **31st October 2017**.



## FULL PAGE DISPLAY ADVERTISING OPPORTUNITIES ALSO AVAILABLE:

Back Cover	£3,500 +VAT
Inside Back Cover	£3,000 +VAT
Inside Front Cover	£3,000 +VAT



## PAYMENT DETAILS

You will be invoiced by the English Riviera BID Company and full payment is required please by **15th December 2017**.



## CONTACT US

If you have any questions please do not hesitate to contact Angela Wright on **01803 296296 / 659784** or email **angela@englishrivierabid.co.uk**



## ALSO AVAILABLE FOR 2018 ENGLISH RIVIERA IN RESORT GUIDE

Produced as a sister publication to the English Riviera Destination Guide the ERBID Company will be producing a 2018 English Riviera In Resort Guide.

The In-Resort Guide is designed to target Day Visitors and provides an excellent platform for Food and Drink, Activity and Attraction businesses to promote their businesses to the 3 million plus Day Visitors that the English Riviera attracts every year.

The In-Resort Guide is printed later than the English Riviera Destination Guide and will be available from Spring 2018. We will forward all ERBID businesses full details of this publication as soon as they are available.

