

promoting Fowey as a visitor destination

enjoy!

FOWEY

www.fowey.co.uk
the official visitor guide

Membership & Media Pack

Enjoy! Fowey is a private company whose mission is to promote Fowey as a holiday, short breaks and day visits destination to consumers in the UK and overseas.

- We provide vital information on where to stay, how to get here and things to do when visitors are here.
- We own and manage the Enjoy! Fowey brand, the fowey.co.uk website and a range of visitor guides on where to stay, eat, shop and play in the area.
- We also organise on-going daily e-mail publicity and social media campaigns to promote visits to Fowey and the surrounding area.
- We work closely with Visit Cornwall and are members of Let's Go Cornwall, a group of similar officially recognised organisations responsible for promoting other destinations around the Duchy.

We are a membership organisation, currently with over 40 members – most of whom are local businesses including those working in hospitality, business tourism, retail and active lifestyles. We rely upon finance from our members to promote the area and can only increase our activity through increased membership.

By joining **Enjoy! Fowey** you can promote your own business, and help to put Fowey up there amongst the UK's top tourism destinations.

All members of **Enjoy! Fowey benefit from the following**

- A listing on fowey.co.uk and further presence on the website depending upon the membership level chosen (see next page).
- Special member rates for all of our premium advertising options (see over).
- Social media support to further promote your business.
- The ability to promote any events, special offers and special breaks/menus via the Enjoy! Fowey website - free of charge.
- Inclusion in one of our targeted guides, distributed via several channels to potential and actual visitors
- An advertisement on the digital display screen in our shop window – visible to visitors 12 hours a day, 11 months a year.

**NUMBER ONE on Google
generic searches for:**

Fowey
Fowey Accommodation
Fowey B&B's
Fowey Self Catering
Fowey Food & Drink
Fowey Events
Fowey Self Catering
Fowey Walking
Fowey Watersports
Fowey Shops
Fowey Shopping
Fowey What's On
and many more

www.fowey.co.uk
**Over 350,000 page
views per annum**

**In the Top 3 on
Google for:-**

Fowey Camping & Caravanning
Fowey Attractions
Fowey Activities
Fowey Things to Do
Fowey Family attractions
Fowey Eating Out
Fowey Horse Riding
Fowey Boats
and many more

Social Media Accounts
5,000 + followers across
Facebook, Twitter & Instagram
growing at 25% per annum

e-newsletter customer database
of people interested in visiting Fowey

20,000 Fowey Visitor Guides distributed
annually, in town and by post nationally

MEMBERSHIP TYPE	BRONZE	SILVER	GOLD
EATING OUT	£52	£74	£99

All prices stated are for annual membership.

What's included:-

WEB ADVERTISING - fowey.co.uk

Name, map, address, tel number, website link, email link, list of facilities, gradings, awards	✓	✓	✓
Description: Section used to promote member's business	300 words	500 words	unlimited
Number of Pictures: These images may be changed throughout the year as often as required	3	5	10
Priority in search results	3rd	2nd	1st
Inclusion in 'Highlights': Members will be included in the following image galleries:-			
On the Home Page: with a clickable link to your entry			✓
On the Eating Out Page: with a clickable link to your entry		✓	✓
Add videos and downloadable files to your entry:		✓	✓
Additional, tailored pages in other categories: build pages in other categories to highlight other areas of business (accommodation, things to do, etc). For Gold members, the number of additional pages is unlimited.	+£99/page + VAT	+£99/page + VAT	FOC

SOCIAL MEDIA PROMOTION

Re-posts and re-tweets of all appropriate social media activity that you undertake to our growing band of over 5,000 active followers.		✓	✓
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Gallery Images

Advertise on our
Home page
gallery for just

£190

per year

or on any

Category page

for just

£115

per year

Ad includes photo of your
choice, 10 words of text &
a link to your website or listing

Banner Ads

A banner
advertisement
costs just

£115 per year

on our

Home page or

£58 per year

on any

Category page

Ad includes a link to
your website or listing

The screenshot shows the homepage of www.fowey.co.uk. At the top, there is a navigation menu with links for Accommodation, Eating Out, Shopping, Things to Do, What's On, Special Offers, Visitor Information, and Enjoy Fowey. A search bar is located in the top right corner. Below the navigation is a large gallery image advertisement for a 'RETREAT TO FOWEY' property. The image shows a modern living room with a fireplace and a view of the water. The text overlay reads: 'Luxurious surroundings with wonderful views... to find out more, click here'. Below the gallery image is a search bar with fields for 'Check Availability', 'Arrival Date' (19/04/2021), 'Nights' (1), 'Flexible visit date?' (None), 'Guests in Room/Unit' (1), and 'Add Room'. There is also a 'Type' dropdown menu and a 'Keyword' field. Below the search bar is a row of four small thumbnail images: 'Eat in Fowey', 'Stay in Fowey', 'Shop in Fowey', and 'Play in Fowey'. The main content area starts with a 'Welcome to Fowey.co.uk - The Official Visitor Guide' section, followed by a video player for 'Fowey in South Cornwall, a video guide...'. Below the video is a 'BOOK NOW' section with a 'Read More' button. The 'Highlights' section features three featured properties: 'Cornish Traditional Cottages', 'Elegant B&B near Par', and 'Cornish Retreat'. A banner advertisement for 'The Galleon Inn Riverside Pub and B&B in Fowey' is prominently displayed, showing a room with a double bed and a window view. Below the banner is another 'More Highlights' section with three more featured properties: 'Lantic Bay', 'Sundaes Fowey', and 'Hidden Valley Gardens'.