

*promoting Fowey as a visitor destination*

# enjoy!

## FOWEY

[www.fowey.co.uk](http://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](http://www.fowey.co.uk)

**Over 350,000 page  
views per annum**

### Social Media Accounts

5,000 + followers across  
Facebook, Twitter & Instagram  
growing at 25% 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*

e-mail customer database  
of people interested in visiting Cornwall

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

| MEMBERSHIP TYPE     | BRONZE     | SILVER     | GOLD        |
|---------------------|------------|------------|-------------|
| <b>THINGS TO DO</b> | <b>£63</b> | <b>£84</b> | <b>£116</b> |

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   | ✓                  | ✓                  | ✓         |
| <b>Description:</b> Section used to promote member's business  | 300 words          | 500 words          | unlimited |
| <b>Number of Pictures:</b> These images may be changed throughout the year as often as required  | 3                  | 5                  | 10        |
| <b>Priority in search results</b>  | 3rd                | 2nd                | 1st       |
| <b>Inclusion in 'Highlights':</b> Members will be included in the following image galleries:-  |                    |                    |           |
| <b>On the Home Page:</b> with a clickable link to your entry   |                    |                    | ✓         |
| <b>On the Things To Do Page:</b> with a clickable link to your entry   |                    | ✓                  | ✓         |
| <b>Add videos and downloadable files to your entry:</b>  |                    | ✓                  | ✓         |
| <b>Additional, tailored pages in other categories:</b> build pages in other categories to highlight other areas of business (food and drink, accommodation, etc). For Gold members, the number of additional pages is unlimited. | +£99/page<br>+ VAT | +£99/page<br>+ 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. |  | ✓ | ✓ |
|--|--|---|---|

## Gallery Images

Advertise here on our Home page gallery for just

**£190**

per year

or on any

Sub-Category page

for just

**£115**

per year

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

## Lower Gallery

A lower gallery 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 of a modern living room with a fireplace and a view of the water. The text overlay on the image reads: "Luxurious surroundings with wonderful views... to find out more, click here". Below the gallery image is a search bar with fields for Arrival Date (19/04/2021), Nights (1), Flexible visit date? (None), and Guests in Room/Unit (1). There are also dropdown menus for Type and Keyword, and a Search button. Below the search bar is a section titled "Welcome to Fowey.co.uk - The Official Visitor Guide" with a video player and a "Read More" button. Further down, there is a "Highlights" section with three featured listings: "Cornish Traditional Cottages", "Elegant B&B near Par", and "Cornish Retreat". At the bottom, there is another "More Highlights" section with three featured listings: "Lantic Bay", "Sundaes Fowey", and "Hidden Valley Gardens".