

**NEW FOR
2019**

**only Visit Swansea Bay Partners
can feature in the new A5
DISCOVER THINGS TO DO GUIDE**

Partner Package: £225 (+VAT)

Early Bird £205 (until end of December 2018)

Core Benefits:

Dedicated visitswanseabay.com webpage

- including 6 x images and 300 words, with unlimited updates to images, text and downloads

Unlimited social media sharing

- of your news, offers and events on our Visit Swansea Bay Facebook, Twitter and Instagram pages

Promotion of events and offers

- on visitswanseabay.com dedicated Offers and Events pages

2019 Swansea Bay Directory

- a business listing in the downloadable directory for the customer to print or save

Marketing and PR campaigns

- an exclusive opportunity to get involved e.g. hosting journalists visits

Discover Things to Do, Beaches and Gower Coast Path Guides

- priority delivery and dedicated Visit Swansea Bay dispenser

Monthly trade e-newsletters

- keeping you up to date with tourism related news and new marketing opportunities

Visitor Information Point (V.I.P)

- opportunity to become a V.I.P. for increased footfall and customer awareness

PLUS Accommodation Partner Benefits:

- 2 x Must Stay homepage features and social media push
- Unlimited exclusive Late Availability feature on the homepage

PLUS Attraction, Activity and Food & Drink Partner Benefits:

- 2 x Must See Must Do homepage features and social media push
- Entry in the **New A5** Discover Things to Do Guide - 1 x image, approx 30 words and inclusion in dedicated launch email to our customer database

Premium Package: £665 (+VAT)

Early Bird £595 (until end of December 2018)

All the Core Benefits and more:

Dedicated Premium visitswanseabay.com webpage

- including 8 x images and 400 words with unlimited updates to images, text and downloads
- opportunity to embed a video or playlist*

Boosted results

- that appear higher in listing page results on visitswanseabay.com†

Homepage web banners

- 1 x top homepage banner, live for one week**
- 1 x mid-page homepage banner, live for one week**

Customer email features

- feature on 3 x emails to our customer database with a link to your visitswanseabay.com webpage

PLUS Accommodation Premium Benefits:

Must Stay feature

- 3 x Must Stay homepage features and social media push

Late Availability

- unlimited exclusive Late Availability feature on the homepage

PLUS Attraction, Activity and Food & Drink Premium Benefits:

Must See Must Do

- 3 x Must See Must Do homepage features and social media push

New A5 Discover Things to Do Guide

- 1 entry including 2 x images, approx 80 words
- inclusion in dedicated launch email to our customer database

Premium Plus Package: £1,275 (+VAT)

Early Bird £1,150 (until end of December 2018)

All the Core Benefits and more:

Dedicated Premium Plus visitswanseabay.com webpage

- including 10 x images and 500 words with unlimited updates to images, text and downloads
- opportunity to embed a video or playlist*

Boosted results

- that appear highest in listing page results on visitswanseabay.com^{††}

Homepage web banners

- 2 x top homepage banners (each live for one week)**
- 2 x mid-page homepage banners (each live for one week)**

Customer email features

- feature on 5 x emails to to our customer database with a link to your visitswanseabay.com webpage

Beaches Guide

- quarter page advert in 250,000 Beaches Guides

PLUS Accommodation Premium Plus Benefits:

Must Stay feature

- 3 x Must Stay homepage features and social media push

Late Availability

- unlimited exclusive Late Availability feature on the visitswanseabay.com homepage

New A5 Discover Things to Do Guide

- half page advertisement using supplied artwork (design service extra charge)

PLUS Attraction, Activity and Food & Drink Premium Plus Benefits:

Must See Must Do

- 3 x Must See Must Do homepage features and social media push

New A5 Discover Things to Do Guide

- half page advertisement using supplied artwork (design service extra charge) **PLUS**
- 1 entry including 1 x image, approx 30 words
- inclusion in dedicated launch email to our customer database

EXTRA webpage: only £55 (+VAT)

Early Bird £50 (until end of December 2018)

For example, both your accommodation and restaurant, or attraction and café could each have a webpage in the appropriate section of visitswanseabay.com

(Please note: separate businesses in different geographical locations will require a separate package.)^{¥^}

Dedicated visitswanseabay.com webpage

- including 6 x images and 300 words, with unlimited updates to images, text and downloads

PLUS for Attractions, Activities and Food & Drink

- entry in the **New A5** 'Discover Things to Do' Guide, 1 x image, approx 30 words

PLUS for Accommodation

- unlimited exclusive Late Availability feature on the homepage

Boost Your 2019 Partner Package

visitswanseabay.com Homepage Banner Advertising:

Top homepage banner x two weeks: **£99****

Mid-page homepage banner x two weeks: **£69****



For illustration purposes only, not actual size.

Book early, the best positions sell out fast!

New A5 Discover Things To Do Guide

A new A5, full colour, 56 page guide, featuring articles on the Year of Discovery and Swansea City at 50! Celebrating 50 years of city status.

Launching in Spring 2019, 250,000 copies will be distributed across Swansea Bay and at key transport hubs into the destination.

Exclusive advertising opportunities for Visit Swansea Bay Partners include:

Full page:	£610
Inside front cover:	£715
Back cover:	£795
Half page:	£310
Quarter page:	£175

Advertise in the Beaches Guide ^^

Four options are available - to be allocated on a first come, first served basis:

Standard advert (¼ page) **£155** (only 20 adverts are available)

Inside front cover (full page) **£560** (artwork to be supplied)

Back cover (full page) **£610** (artwork to be supplied)

Full page **£510** (artwork to be supplied)

Advertise in the Gower Coast Path Guide ^^

Two options are available – to be allocated on a first come, first served basis:

Standard advert to feature on the map pages - **£155** per entry, only **5** entries are available

Back cover (full page) **£610** (artwork to be supplied)

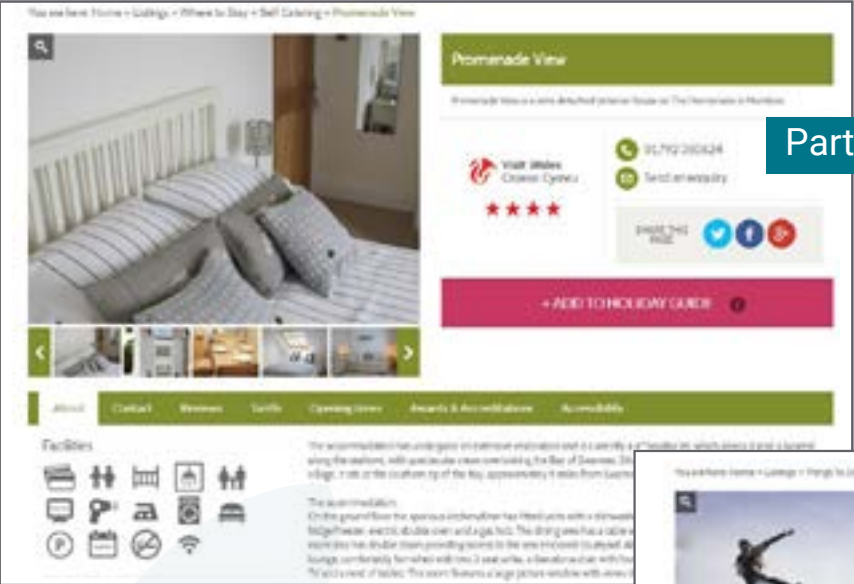
Book early, the best positions sell out fast!

If you would like to take advantage of our **in-house design service** turn to page 7 for details

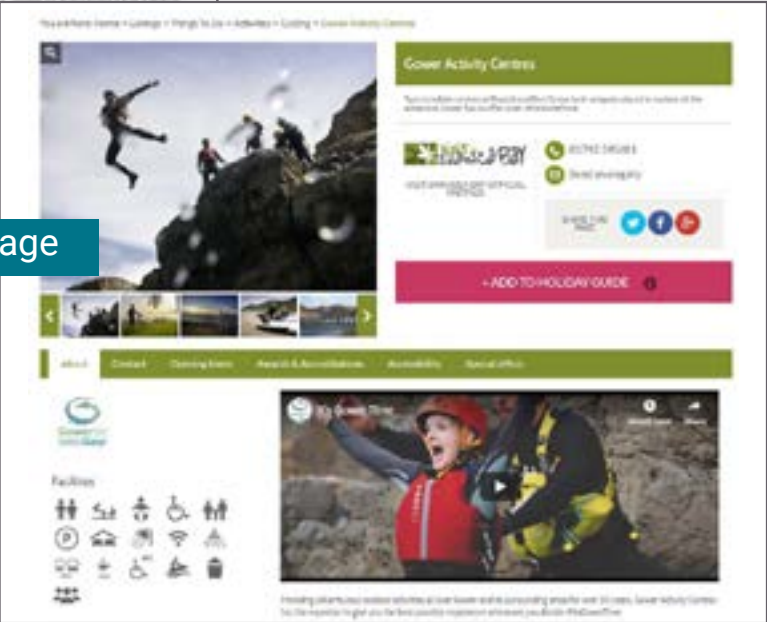


Examples of Partner Packages and Benefits

For illustration purposes only, not actual size.



Partner Package webpage



Premium Package webpage

Example of half page advertisement in the A5 Discover Things To Do Guide



Example of advertisement in Beaches & Gower Coast Path Guides



Standard layout example, quarter page

Supplied artwork example

Must See Must Do example on homepage



Stand Up Paddle boarding is an easy, accessible and versatile water sport that offers a fantastic way to experience the water. It's one of our most popular watersport activities – so why not try it out with Bay. Close this Half Term before Winter strikes!

Twitter Partner Promotion



Facebook Partner Promotion



Partner Event & Offer Promotion



Click the link below to renew for 2019

I'm an existing Partner and would like to renew

Click the link below to become a a Visit Swansea Bay Partner

I would like to become a new Partner

Partner Package Extras

Package Extras: Costs	Extra Must See/ Must Do x 1 week	Embed a video on webpage x 1 month	Email Feature x 1 email
	£49	£105	£105

In-house Design Service

Design Costs	Quarter Page (Things To Do only)	Half Page (Things To Do only)	Full Page
	£52	£79	£105

Notes

All prices are exclusive of VAT

* Subject to suitability and approval

** Each banner can refresh (subject to availability) to host a maximum of 3 Partners in any 1 or 2 week period. Timeslots will be allocated on a first come, first served basis

† on a rotational basis with other Premium Partners

†† on a rotational basis with other Premium Plus Partners

^To qualify, the extra webpage needs to be the same business on the same premises in the same location. Please note that this additional feature does not include any other package benefits, although the main package benefits can be shared

^^ This opportunity is only eligible to Partners paying business rates to the City & County of Swansea

¥ Subject to Visit Wales or AA grading

Terms and Conditions

- The City & County of Swansea Council work to promote relevant tourism businesses with registered offices in Swansea by offering Partner Packages.
- All accommodation must be graded, awaiting grading or listed by Visit Wales or the AA. All activity providers must be accredited (as appropriate) by the relevant National Governing Body or association, as recognised by Visit Wales or where no accreditation is available demonstrate that they comply with all relevant fire and safety regulations and provide proof of Public Liability Insurance with a minimum value of £5 million. All food and drink operators must have scored a Food Hygiene Rating between 2 and 5.
- It is the responsibility of the operator to apply to the relevant organisation for grading/accreditation.
- Only accommodation operators, accredited activity providers (see above), attractions and food & drink operators (with a consumer facing business) paying business rates within the Swansea Bay Marketing Area (including the City and County of Swansea and Neath Port Talbot County Borough Council) are eligible to become Visit Swansea Bay Partners.
- Invoices will be issued in January/February 2019. Payment to be made promptly on receipt and within 30 days.
- The City and County of Swansea reserves the right to moderate content before publication (in print or online) and to reject unsuitable images or other promotional material.
- By becoming a Visit Swansea Bay Partner, you are agreeing to receive relevant information from us in relation to your tourism business and Partner Package. Your contact details will not be passed on to a third party.
- Partner Packages run from January to December in any calendar year.
- All entries must comply with the Consumer Protection from Unfair Trading Regulations 2008 and any other relevant statutes.
- The City and County of Swansea accepts no liability for errors, inaccuracies or omissions.
- The City and County of Swansea has, at its discretion, the absolute right to refuse any application.
- We reserve the right to edit any promotional copy to ensure it fits the available space. This includes Welsh translated material.
- By providing images as part of a Partner Package, a business confirms that they own the appropriate copyright and permissions to use them.
- Businesses also consent that any images provided as part of a Partner Package can be used for any promotional activity carried out by Visit Swansea Bay, for example on social media or in media coverage.
- By applying to become a Visit Swansea Bay Partner, you confirm that you are the business owner or you have received permission from them to do so.
- To register an extra webpage of your business for the special rate of £55, the business is required to be on the same premises in the same location, please note that this additional feature does not include any other package benefits. (Separate businesses in different geographical locations will require a separate package.)

**If you have any queries or need any help, then please contact
The Tourism Team at
marketing.partners@swansea.gov.uk or ☎ 01792 635209**