

FOREST OF DEAN & WYE VALLEY

MEMBERSHIP RATES & BENEFITS

JOIN US TODAY!

wyedeantourism.co.uk



deanwey



Dean Forest Wye Valley

10 REASONS WHY YOU SHOULD BE A MEMBER

1. Advertise on our website and in our printed media

Commission free online accommodation booking from our website. Our website lists over 400 tourism businesses covering accommodation, things to do and places to eat. It is the main tourism website for the area and has over 500,000 unique visits per year.

2. We bring visitors to the area and to your business

Wye Valley & Forest of Dean Tourism is the only membership organisation for the area, the official Destination Management Organisation and the only body which promotes this cross county, cross country area to local, national and international visitors. Tourism contributes over £300m to the local economy and support 8% of employment.

3. Award winning PR and Social Media

We never miss a trick! We run successful press visits, stunts and prepare interesting media stories which are circulated to press contacts and via

our blog. This generates exceptional coverage; over 144,043,041 people reached in a three-month period.

4. We actively manage the destination website and creative digital campaigns

Our website is constantly updated and focused on key stories and messages, with relevant imagery and offers; we link this to our consumer newsletter and direct all of our social media activity to relevant pages. We have a dedicated pay per click campaign in place.

5. We deliver innovative and eye catching marketing campaigns

We work in partnership on no-cost and low cost digital marketing and activities which we know will attract the highest profile; whether it is surfing storm troopers, trending hashtags or partnership activity such as the recent South West Tourism Growth Fund. We also work on specialist activities, such as group market, with support from external professionals.



6. We provide market intelligence and research on the destination and for your business

We run annual value and volume research and work with external research companies on monthly how's business barometers.

7. We inspire and communicate with our members

We hold regular member meetings, events and an annual tourism forum, all great opportunities for networking with other members and businesses. We invite interesting and high profile speakers to update our members. We send regular news updates to members and have a 'closed' Facebook group to enable members to communicate with us and other members quickly and effectively. We ask you what you think, want and feel with regular member questionnaires and feedback sessions. We listen.

8. We provide advice and support to our members

We are here for our members, to provide support, advice and insight from other member experiences.

9. We represent your business and provide leadership for the visitor economy in the area

We attend national and regional events to represent our membership and the views of our members – we are asked to speak at events, give our opinion about the visitor economy and share our members' experiences.

10. We have a range of excellent benefits for our members

We work hard to find the best offers and benefits to our members, subsidies, discounts, special offers, and we listen to our members to source those offers which will benefit their businesses the most.



MEMBERSHIP RATES

We offer two grades of membership for tourism businesses, Silver and Gold, and at each grade we have rates for both small and large businesses.

A large business is one with 5, or more, staff (including agency and contractors) calculated on a full-time equivalent basis over the year. Using this approach, most B&Bs and self-catering accommodation, and many attractions, activities, pubs, restaurants and shops are small businesses. If in doubt, ask us.

All rates are for a 12-month period.

SILVER MEMBERSHIP

Small business £120+VAT

Large business £220+VAT

Additional listings have a 50% discount

Website listing includes

- Eight pictures
- 500-word description
- Contact details, including web link
- Opening times
- Prices
- Location and directions
- Social media links
- Accommodation availability and booking
- Ability to update entry

GOLD MEMBERSHIP

Small business £250+VAT

Large business £350+VAT

Additional listings have a 50% discount

Website listing includes all the benefits of a silver listing plus...

- Free banner advert
- Promote special offers
- Premium placement on website
- Unlimited length description
- Include videos

"I joined Wye Valley and Forest of Dean Tourism last year. It has been the perfect platform to launch a business and I have found it a very supportive network. We are certainly greater as an Association than the sum of the individual members!"

Jo Thompson, Wye Forest Retreats

“Being a member of Wye Valley & Forest of Dean Tourism is about being part of a dedicated team who work incredibly hard to put the whole area of the Wye Valley and the Forest of Dean (#Deanwye) firmly on the map, each of us in our own special way.” **Tracy Farmer, The Forest Coach House.**

“Most of my online sales come from clicking through from the Wye Dean website. Members receive a constant flow of marketing initiatives and ideas to get involved with and alerts about benefits, such as grant funding.” **Ben Searle, Cycling Guides.**

In addition to our standard Silver and Gold membership we offer a rate for non-tourism businesses and for very large businesses.

ASSOCIATE MEMBERSHIP

£50 (+VAT)

This is aimed at those businesses not directly involved in tourism themselves but who work with tourism businesses.

Examples include:

- Food and drink producers
- Web and print designers
- Taxis
- Laundries, cleaners etc
- Catering supplies

Benefits

- A page on our members' web site so they can present themselves directly to our members
- All the normal non-website benefits of membership

TOURISM PARTNERSHIP

£Price on application

This level of membership is suitable for the larger tourism businesses who are reliant and getting large numbers of visitors into the area to use their facilities.

Examples include:

- Large-multi-unit self-catering providers
- Very large hotels
- The largest and most popular attractions

Benefits

- Enhanced marketing and PR opportunities
- Working directly with us to bring visitors to the area
- Involvement in our major advertising projects

MEMBERSHIP BENEFITS

About Wye Valley & Forest of Dean Tourism and how we can support your business

- We provide strategic leadership for the tourism industry in the Wye Valley and Forest of Dean
- We are the official Destination Management Organisation for the Wye Valley and Forest of Dean
- We provide networking and development opportunities for our members
- We represent your business and the tourism industry at local, regional, national and international level

Promotion

- We promote the Wye Valley and Forest of Dean as a leading destination via press and PR, social media and partner marketing activity
- Popular "What's on" page on our website promoting local events
- We benefit from high profile press coverage and press visits, and feature our members and their offers
- We feature our members on our visitor facing website www.wyedeantourism.co.uk which generates over 500,000 unique visits per year
- We have produced a popular film and TV website which also has opportunities for member advertising
- We provide members with the opportunity to advertise on our website, in our publications and in our marketing campaigns
- We send a consumer newsletter to over 35,000 contacts per month with news stories and features on our members
- We have an active social media presence and work with our members to profile all activity with the #DeanWye hashtag
- Working with FreetoBook allowing commission free online bookings for our members
- We focus on consumers – day and overnight visitors – as well as groups and group organisers and are a member of the European Tour Operators Association

Discounts and Savings

- Adverts in our publications
- Training courses
- Various products and services to tourism

Communication

- Hear from inspiring speakers and network at our member meetings
- Receive regular eNewsletter updates
- Join in our closed Facebook group

Development

- Large picture library that you can use on your website or in your publications
- Obtain free advice on raising business quality standards
- Benefit from our extensive visitor and business research
- Attend business development workshops and training events, often subsidised

Strategic Partners

- Forest of Dean District Council
- Monmouthshire County Council
- Wye Valley Area of Outstanding Natural Beauty
- Forestry Commission

MEMBERSHIP APPLICATION FORM

BUSINESS NAME	
WEBSITE	
CONTACT NAME	
CONTACT ADDRESS	
EMAIL	
TELEPHONE	

Grade of membership:

- Silver (Small business)
£120+VAT
- Silver (Large business)
£220+VAT
- Gold (Small business)
£250+VAT
- Gold (Large business)
£350+VAT
- Associate Membership
£50+VAT
- Tourism Partner
£ Price on application

Type of business:

- Accommodation
 - Bed & Breakfast
 - Camping & Caravanning
 - Glamping
 - Group or Hostel
 - Hotel
 - Inn
 - Restaurant with Rooms
 - Self-catering
- Activity
- Arts & Crafts
- Attraction
- Pub, Restaurant or Cafe
- Shopping
- Weddings

Official Use Only:

DECLARATION

I apply to become a member of Wye Valley & Forest of Dean Tourism, a company limited by guarantee.

I understand that all members of the limited company (including me) will be liable to contribute £1 each to the assets of the company in the event of it being wound up (while I am a member or within one year after I cease to be a member).

I agree that if the business is eligible to be rated under the "Scores on the Doors" Hygiene system then it will maintain a minimum 3-star rating. Failure to do so will mean that my business is removed from membership and no refund of fees will be due.

By signing this declaration, you are confirming that you have read and accepted the terms and conditions of membership on our website.

You agree and accept that the financial liability of placing an advert remains with you, should the business be sold.

Payment must be received before your advert is published on any of our websites. It is a condition of membership that you sign up and pay for your membership by direct debit.

A £50 cancellation fee will be charged for cancellation of membership, within 14 days of sign up. Thereafter, no refund will be given for cancellation.

Name (in block capitals):

Business name:

Signature: Date:

An application for membership cannot be accepted without signing the above declaration.

Please return the completed form to:

Unit 1C, Mushet Industrial Park,
Crucible Close,
Coleford,
Gloucestershire
GL16 8RE

Contact: T: 01594 888216 E: info@wyedeantourism.co.uk www.wyedeantourism.co.uk

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