

Marketing and Destination Management System update

Print and Brochure Request

- Heritage Britain & Ireland
- In Britain Magazine
- Brochure racking London Visitor Centre
- 24,000 to TICs nationwide
- Travel GBI
- Britain Planner
- Postcode Pigeon
- Best of Britain - Cotswolds

Campaigns

- Go China
- UK Holiday Collection 2 – Oxfordshire Cotswolds most requested out of 47 UK Holiday destinations – over 2,000 brochures
- Autumn Breaks Collection
- Time for Us
- Family Fun

Exhibitions

- Destination Oxford Showcase – London
- American Embassy Welcome Event

For 2010:

- The Holiday Travel Show Manchester (Cotswolds)
- BOBI – London (Oxfordshire)
- Group Travel Fair Henley (Oxfordshire Cotswolds)

Web Campaigns

- Catalink – www.catalink.com – over 4,000 brochures
- Time for Us – www.timeforus.co.uk
- Featured Destination on Visit Britain Sites: USA, Australia, New Zealand, Canada
- Heritage Britain – www.heritagebritain.com
- Go China – www.visitsoutheastengland.cn
- Regional and National Websites – www.visitsoutheastengland.com
www.enjoyengland.com

Media Coverage

- **The Times Online** : A Great British Weekend – The Oxfordshire Cotswolds
- **New York Times** : Going back in Time in Old England, Sip by Sip
- **England-travel.suite101.com** : The Swan at Ascott in the Oxfordshire Cotswolds, 10 Best things to do in the Cotswolds,
- **The Independent** : The Gilded Corner of Oxfordshire
- **Cotswolds Life** : Witney – A Living Thriving Town
- **Oxford Times** : What's a Tourist
- Local Press, Radio and PR for events, eg WOW, Explore Oxfordshire, Heritage Grants

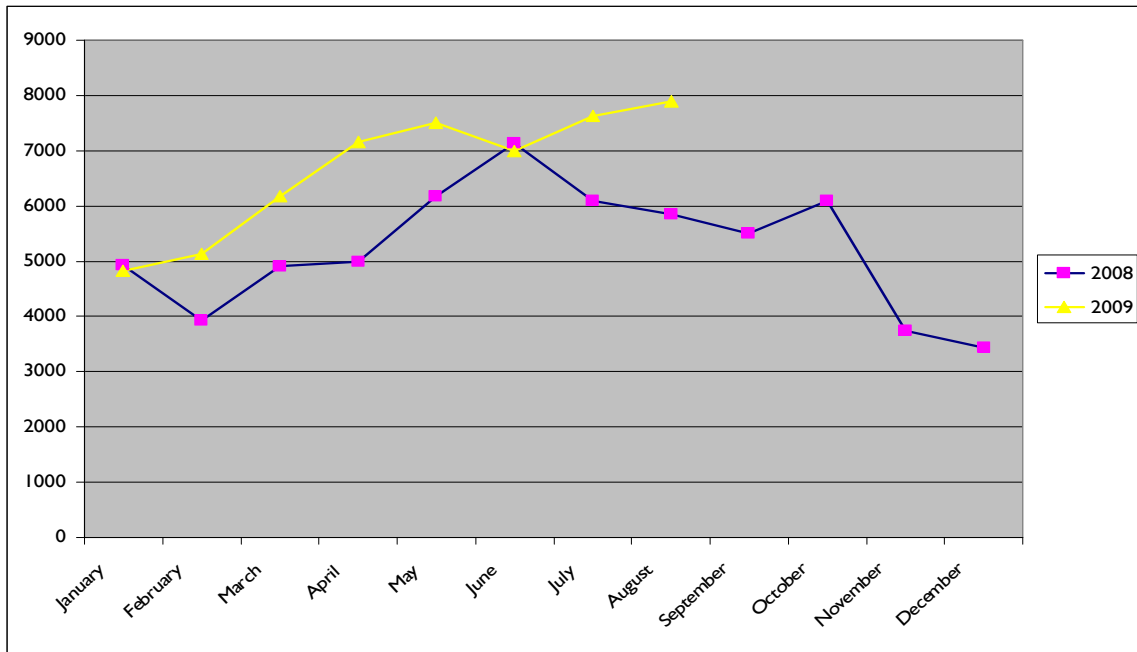
Recession Impacts

- Hotel Sales are set to tumble by 20%
 - 5* hit the worse, 4* down a quarter, 3* dropping by 10-15%, Budget hotels remain static
- Increase in Self catering Holidays
- Rise in the 'Nano Break'
- Conferencing: 24hr delegate rate reduced by 15%, Lead Times - 72% meetings now booked within 40 days
- Forward bookings up 10% compared to last year
- 90% will cut back on spending and all spend more time researching
- Holiday key driver for disposable income

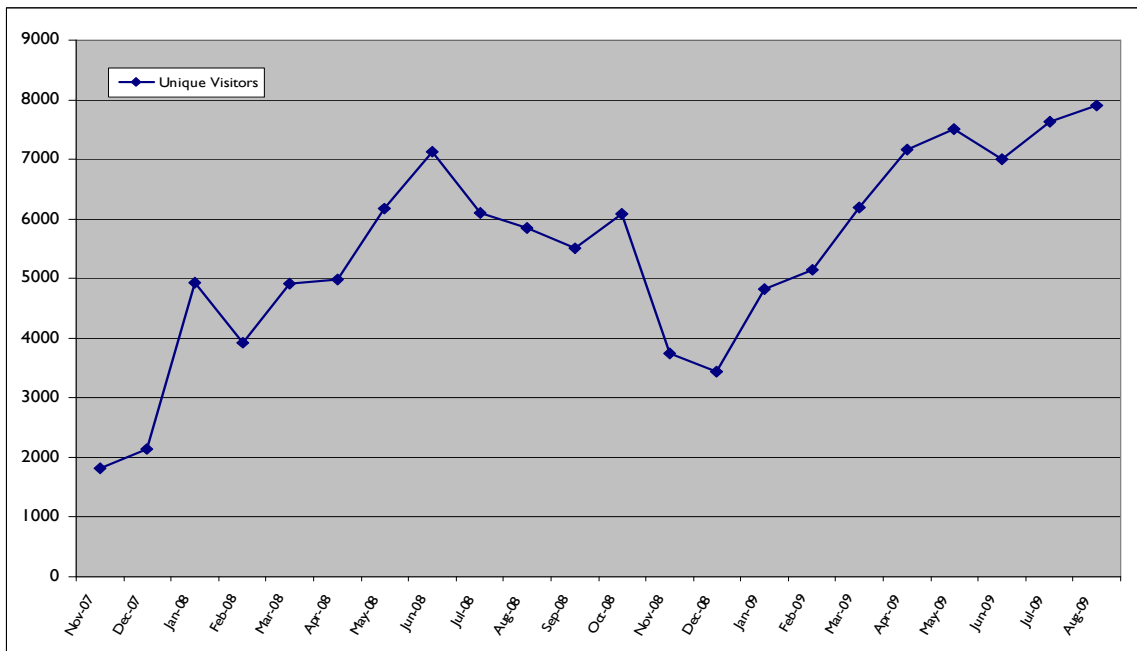
Utilise the Tourism Development Team!

- Keep us up to date with your PR stories
- Update availability on the website
- Put special offers on the website
- Help promote events
- Check industry section on website for training
- Attend meetings for updates
- And much more!!!

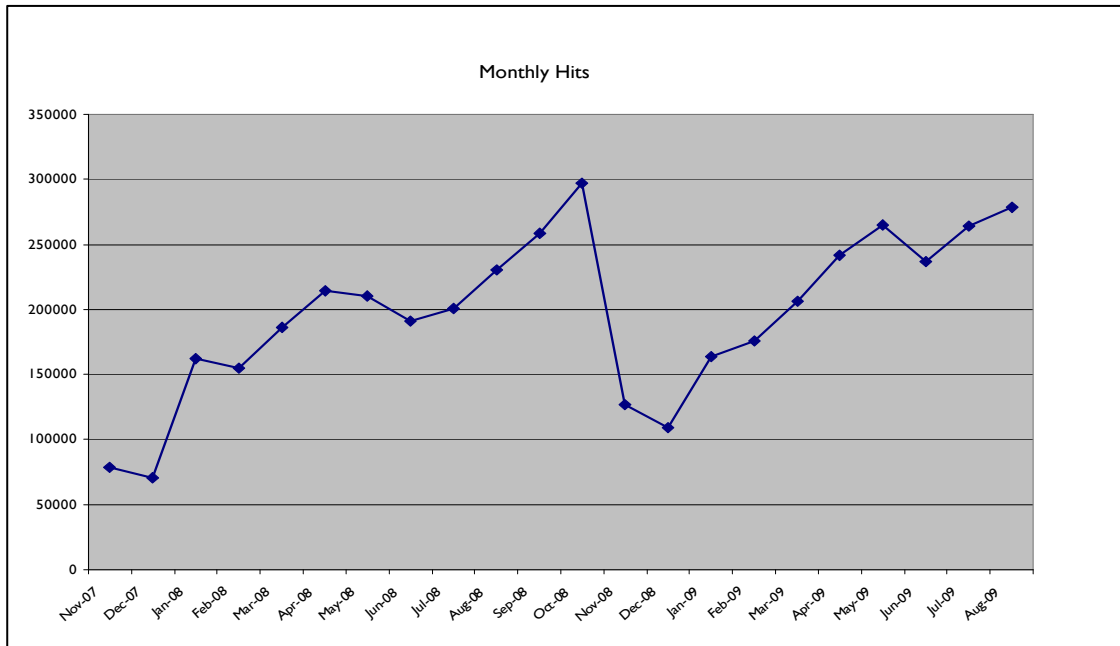
Unique Visitors



...and again



Website Hits



How do they find us?

- Links: 10% now 17%
- Search engines: 26% now 49%
- Direct address: 63% now 35%

Search words & phrases

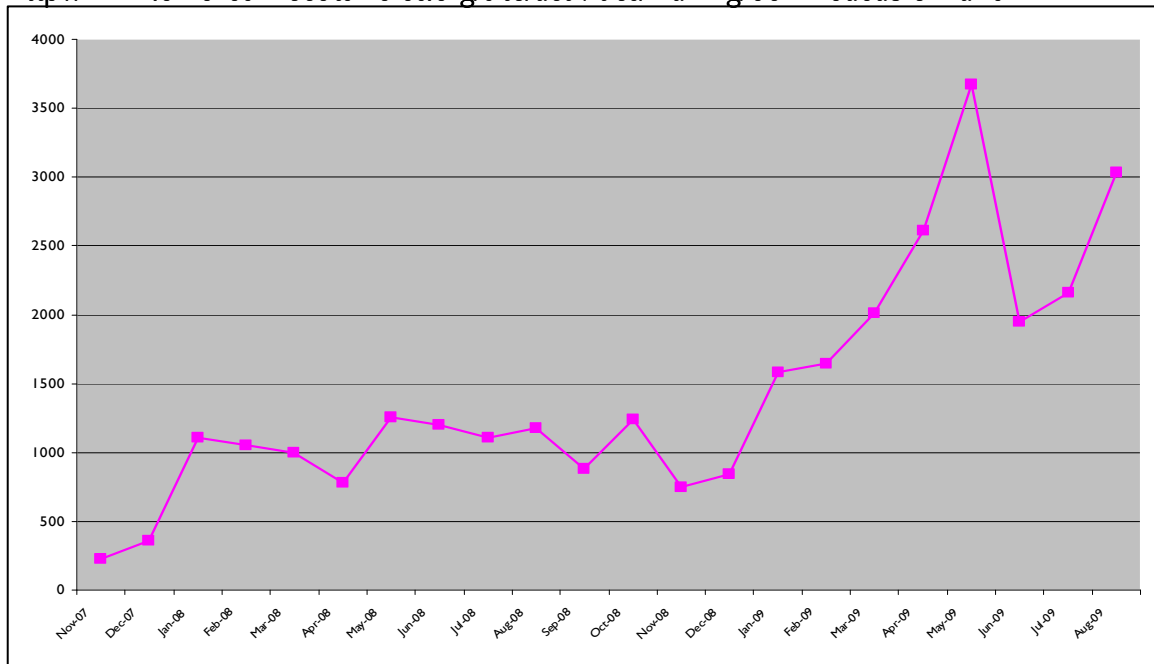
- Oxfordshire – 10.4%
- Cotswold(s) – 8%
 - Cotswolds 6%
 - Cotswold 2%
- Walks 4.6%
- Burford, Chipping Norton, Witney & Woodstock – 1% each

Accommodation details displayed

- Huge variation – highest ranked has almost 8,000 views, lowest has only about 500
- Updating availability puts you up the list
- Bookable rooms makes you a 'key' product
- Look at your own website record
 - better and more images
 - improved descriptions / short description

Downloaded walks

<http://www.oxfordshirecotswolds.org/site/activities/walking/downloadable-walks>



Industry Pages

<http://www.oxfordshirecotswolds.org/site/industry>

- Fire safety
- Access statements
- Training and workshops
- Green tourism
- Meetings and events
- Research