

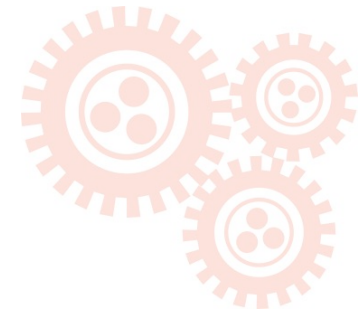
# Wiltshire Association of Visitor Attractions



Jo Andrews  
January 2017

[Jo@themarketing-collective.com](mailto:Jo@themarketing-collective.com)

Twitter @The\_MCollective

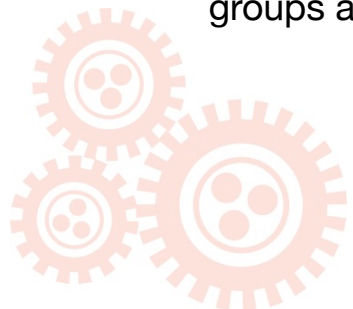


# Background

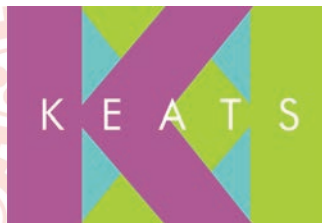
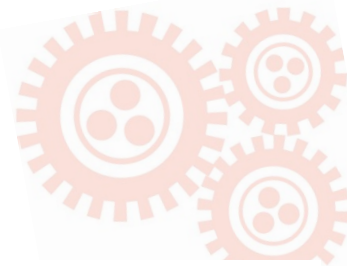
The Marketing Collective is a marketing partner - helping to nurture and establish collaborative marketing projects and campaigns. We work in the tourism, arts and culture industry as well as helping businesses with their marketing & creative needs.

Our work includes:

- Publishing of magazines, leaflets and guides that engage with the reader and encourage call to action.
- Marketing campaigns to develop and strengthen brand awareness through creative solutions.
- Provide strategy and plans to businesses in order to focus activity, reach new audiences and increase visitor numbers / visitor spend.
- Creative solutions through collaborative marketing opportunities to deliver bigger aims.
- Inspirational content marketing ideas, themed campaigns and brand engagement to help build reputation and portfolios.
- A number of marketing, PR and social media services for attractions, events, collaborative groups and hospitality venues



# Our clients





Established in 2007



# Purpose

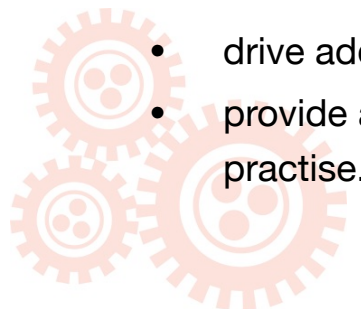


**Aim to:** To work together to increase the profitable business of individual members from their tourism related activities.

**Focus:** To promote Hampshire & the IOW as a destination for families.

With the objectives to:

- publicise the wealth and variety of fantastic visitor attractions in Hampshire to potential day and staying visitors living in the surrounding counties and beyond
- benefit from economies of scale and achieve significantly more coverage over and above what can be achieved by individual attractions
- drive additional visits to member attractions, and thus generate additional spend
- provide a confidential forum within which members can compare and discuss and share best practise.





# Operation & Management



- Participation to HTA is via annual membership of which there are 3 tiers.
- Members agree to a Membership Policy / declaration of working together.
- Chairpersons rotate every 2 years
- The Marketing Collective are paid a % fee for :
  - Management of the group
  - Developing strategy and marketing activities / campaigns
  - Delivery of marketing activities such as social media, content, campaign / project delivery.
  - KPI reporting
- Full members meet quarterly, all members meet annually in September as an AGM





# Achievements



- 2007 Established with 7 members
- 2007 Leaflet print run 200,000
- Development of four website over the 10 years.
- On 4<sup>th</sup> website with traffic 220, 545 visits – 38% increase on previous year.
- Top 5 for 'Days out in Hampshire' | 'Things to do in Hampshire' | “Family days out” ; Top 8 for ‘Events in Hampshire’ ; Rank 1 for 'attraction vouchers Hampshire' and top 3 for 'attraction vouchers’
- Budget of £65,000 for 2017
- Targeted campaigns eg. SW London partnering with Heart Radio, Radio Jackie, Parent News, Richmond Times
- Featured advertising & editorial: Family Traveller, Eagle Radio, Wave FM
- 31,000 email subscribers | 39,000 vouchers downloaded in 2016
- Bloggers | content generation
- 2017 There are 59 Members
- 2017 Leaflet print run 350,000





# Achievements

#HantsDaysOut



@Hampshiretopattractions

6892 likes



@HantsTopDaysOut

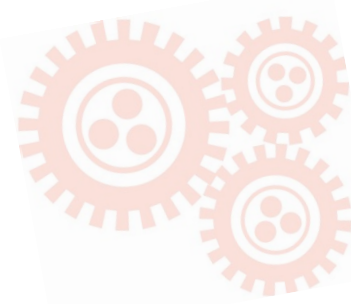
717 followers



@HantsTopDaysOut

6628 followers





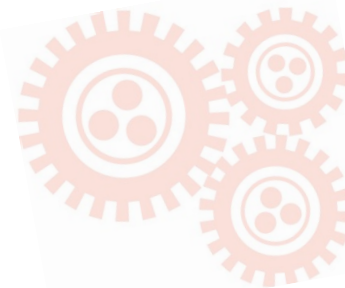
# Achievements







# Activities



FROM WILDLIFE, ROLLER COASTERS, ACTION AND ADVENTURE THROUGH TO STEAM TRAINS, CLASSIC CARS, MUSEUMS, GARDENS AND HERITAGE - HAMPSHIRE'S TOP ATTRACTIONS HAS THEM ALL.

Visit the website for attractions, ideas for family days out, events and special discount vouchers.



## HELLO!

My name is Harry Hampshire and I am the new mascot for Hampshire's Top Attractions. However, I am not quite finished and need some colour.

Colour me in for a chance to win a family ticket to five Hampshire Top Attractions of your choice (worth £200) and to see your design live on [www.hampshireattractions.co.uk](http://www.hampshireattractions.co.uk)

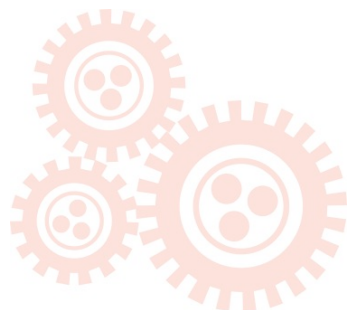
## COMPLETE YOUR DETAILS AND POST TO THE ADDRESS BELOW:

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Age \_\_\_\_\_  
Parent Name \_\_\_\_\_  
Contact no. \_\_\_\_\_

OR SCAN AND EMAIL TO:  
[info@hampshireattractions.co.uk](mailto:info@hampshireattractions.co.uk)

## COMPETITION DETAILS:

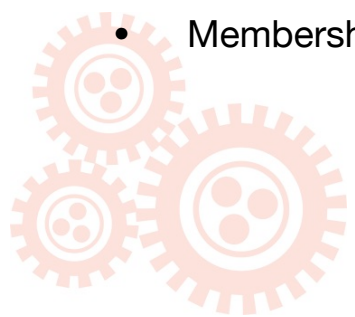
Colour Harry Hampshire and send to: Hampshire's Top Attractions, C/O The Marketing Collective, The Point (West Wing), Eastleigh, Hampshire, SO50 9DE. Closing date 1st March 2014. A winning design will be picked by Hampshire's Top Attractions. The final Harry Hampshire will feature on [www.hampshireattractions.co.uk](http://www.hampshireattractions.co.uk) and on promotional material. HNT - The logo on my t-shirt needs to be pink and green, just like the Hampshire's Top Attractions colours. By entering this draw you agree to your name & county you live in being published if chosen as the winner.



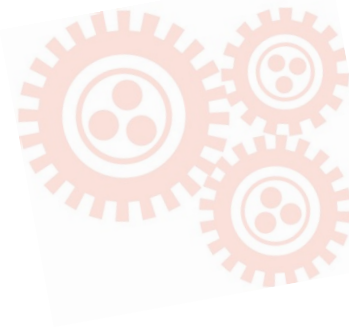


# Our involvement

- Development and review of strategy
- Design, print management, distribution
- Management of annual budget
- Reporting on KPI's / Budget at each meeting
- Seek proposals and collaboration opportunities for campaigns, projects and events.
- Delivery of PR and content generation.
- Organising Harry's diary
- Seek and liaise with bloggers
- Competitions
- Digital & Social media delivery
- Membership sales



# Thank you & Questions



## Contact details:

023 80 001655 / 07591170720

[jo@themarketing-collective.com](mailto:jo@themarketing-collective.com)

[www.themarketing-collective.com](http://www.themarketing-collective.com)

Twitter @The\_MCollective

