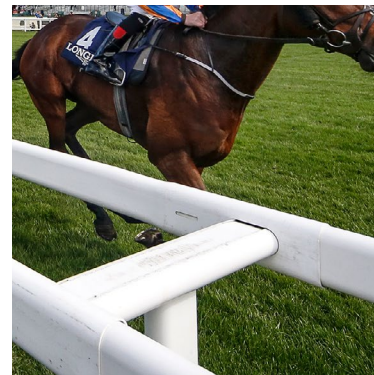
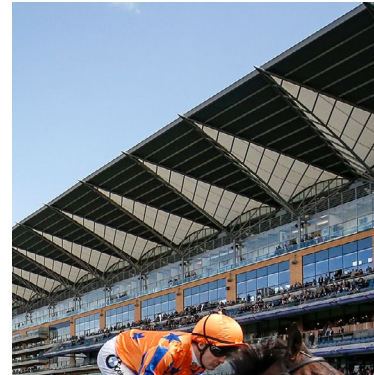


VisitWindsor
Partnership



Growing the visitor
economy in the Royal
Borough of Windsor
& Maidenhead

Welcome

VisitWindsor is the official tourism service of the Royal Borough of Windsor & Maidenhead and sits within the Economic Growth business area. We work closely with colleagues at Make Maidenhead, Windsor, Eton & Ascot Town Partnership and Economic Development and incorporates the My Royal Borough website and social media channels. This joined up approach to place making and place marketing offers more support to businesses than ever before.

Strategic Aim

To increase the value of the RBWM's visitor economy in a way that is economically, socially and environmentally sustainable and is supported by residents.

Vision

By 2029 the Royal Borough of Windsor and Maidenhead will be recognised as one of England's most accessible and sustainably managed tourism destinations which celebrates world-class heritage, delivers opportunity to its residents and sees every departing visitor delighted by their experience.

The Royal Borough of Windsor & Maidenhead places a high priority on tourism, however with more urgent challenges, the ongoing delivery of

tourism can only be successful with a stronger private sector role; beyond consultation and discussion; acting at the heart of delivery.

A number of individual businesses in the borough are strong iconic brands in their own right and help to support many micro businesses. We are now working towards a different delivery model to achieve real term growth, where more businesses contribute and more gain.

This is an exciting opportunity for your business to become a commercial partner and benefit from a wide range of services, marketing support, promotion and sales opportunities.

If the Windsor brand is important to you and your business we very much look forward to working with you.



Facebook

27,006 Facebook followers

118,000 monthly avg reach

6.64% avg engagement

33,000 avg of people reached with competitions

1,992 competition entrants

71% competition entrants sign up to e-news from all partners

(formerly Twitter)

8,325 X followers

21,000 monthly avg reach

2.3% avg engagement

Instagram

11,348 Instagram followers

19,000 monthly avg reach

7.6% avg engagement

My Royal Borough

3,875 web users

1,818 Facebook followers

3,692 Instagram followers


923 X followers


800 local businesses subscribed to e-newsletters



Destination marketing


We work with our partners to improve the visitor experience, encouraging them to stay longer, explore further, and spend more; maximising the benefits of the 'Windsor brand' for the broader area.

 **100,000** printed guides and leaflets distributed to target audiences


 **250,000** e-newsletters sent every year to residents, visitors, travel trade, hotel Concierge Service partners, MICE buyers, local businesses and VisitWindsor partners.


64% open rate

5% click rate

 **1M** unique web users in 2023

 **1.85M** website page views in 2023

 **104M+** press and media worldwide reach in 2021/22

 **300** trade contacts made per year on average at sales events, exhibitions and familiarisation visits

The size and value of tourism in the Royal Borough

12.73M trips were undertaken

12.19M day trips

0.54M overnight visits

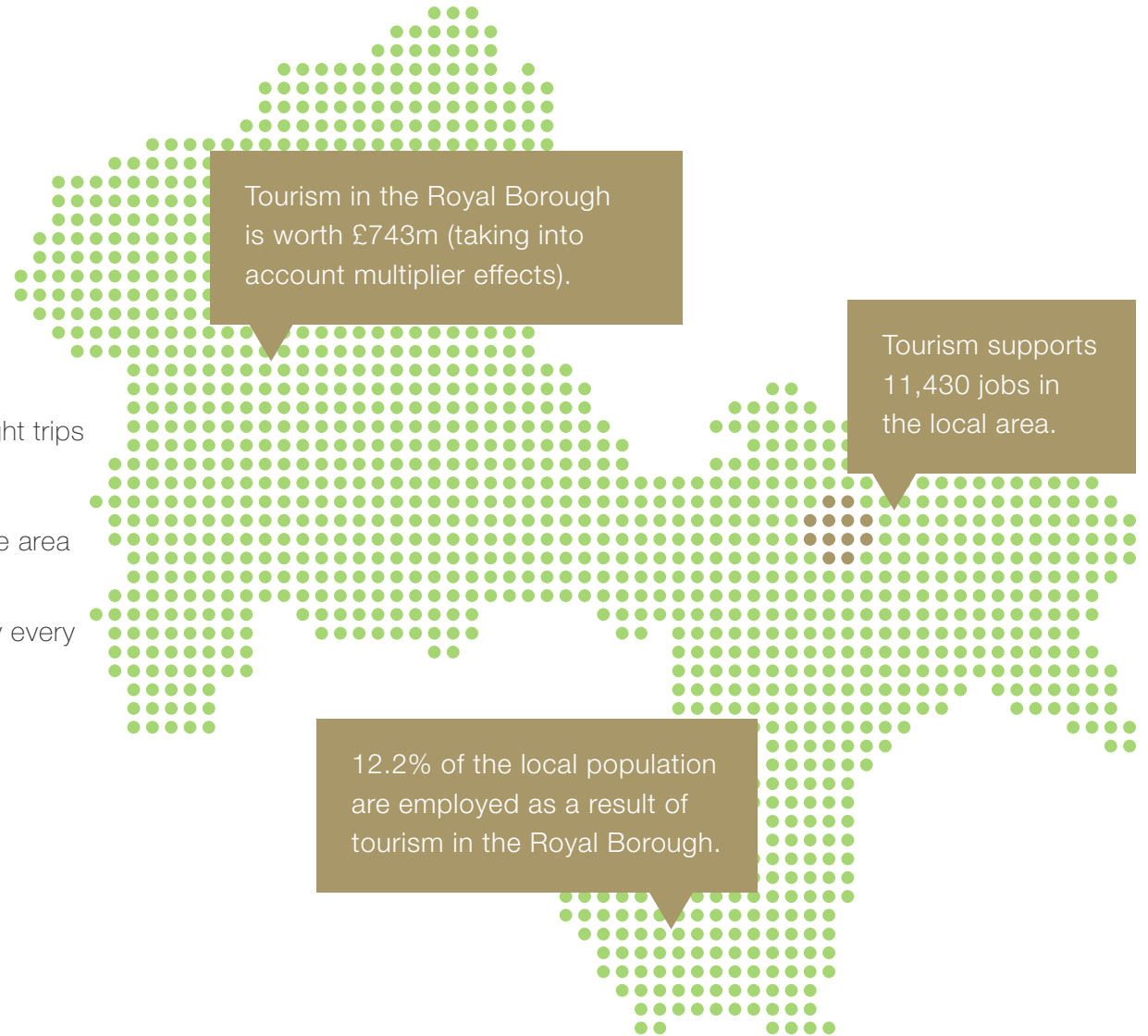
1.61M nights in the area as a result of overnight trips

£585M spent by tourists during their visit to the area

£48.75M spent on average in the local economy every month

£179M generated by overnight visits

£406M generated from day trips



Source: *The Volume and Value of Tourism in the Royal Borough of Windsor & Maidenhead 2021/22*

Visitor spend by sector

	Staying tourists		Day visitors		Total	
Accommodation	£69,435,000	41%	£3,014,000	1%	£72,449,000	13%
Retail	£31,239,000	19%	£176,798,000	45%	£208,037,000	37%
Catering	£34,675,000	21%	£146,160,000	37%	£180,835,000	32%
Attraction/entertainment	£15,244,000	9%	£42,358,000	11%	£57,602,000	10%
Transport	£17,079,000	10%	£22,602,000	6%	£39,681,000	7%
TOTAL	£167,672,000	-	£390,932,000	-	£558,604,000	-
Other non trip-related expenditure*	£2,521,000	-	£0	-	£2,521,000	-
Total direct 2022	£170,193,000	-	£390,932,000	-	£561,125,000	-

*Aside spending associated with the individual trips, additional spending by non-visitors, e.g. friends and relatives with whom the visitor is staying will also take place. Moreover, owners of second homes/boats will spend some money on maintenance and repair. Data is only available for additional expenditure made related to overnight trips.

Source: *The Volume and Value of Tourism in the Royal Borough of Windsor & Maidenhead 2021/22*



Partnership Benefits

We believe that the best way for us to succeed is to **all work together** with and on behalf of our partners. By joining VisitWindsor you will not only benefit from our valuable marketing activity but you will also become an integral part of the success of our destination and our local visitor economy.



Partner Benefits

All VisitWindsor partners enjoy the following benefits as part of their standard annual membership.

- ✓ **Online Presence** - A full page listing on the official Royal Borough tourism website including a “Book Now” button where appropriate, TripAdvisor reviews and social media feed.
- ✓ **Event Promotion** - Feature your events on our What's On pages and promotion through the Royal Windsor information Centre.
- ✓ **Social Media** - Opportunity to contribute content for the VisitWindsor social media channels, promotions and competitions.
- ✓ **My Royal Borough Website and Social Media** - additional exposure across these channels, which are designed to showcase the Royal Borough as an iconic place to live, work and visit. Through My Royal Borough we reach out to our local residents and business network, encouraging local tourism and spend within the borough.
- ✓ **Box Office Sales** - Opportunity to sell your tickets through the Royal Windsor information Centre and online box office (commission rates apply). 74,000 users and over 900,000 page views in 2023.
- ✓ **Concierge Service** - Opportunity to purchase tickets for attractions and events to sell on to your guests.
- ✓ **Business Support** - Invitations to meetings, networking events and workshops. Help and advice to maximise web presence.
- ✓ **Research and Insights** - Access to destination research such as our annual economic impact assessment, market intelligence and industry reports. Plus local economic data to help your research and development.



Partner Benefits (continued)

- ✓ **Royal Borough Image Bank** - Free access to hundreds of stunning images for your own marketing purposes.
- ✓ **Marketing to Local Residents** - Opportunity to promote your business to Royal Borough residents.
- ✓ **Digital Advertising** - Opportunity to enhance your promotion on a number of digital screens in Windsor town centre.
- ✓ **Street Promotions** - Opportunity to have space in Windsor or Maidenhead town centres for on-street promotions.
- ✓ **Partnership E-newsletter** - Opportunity to promote your offers to partner businesses through the VisitWindsor Partnership e-news.
- ✓ **Recruitment Support** - Opportunity to promote your job vacancies through the My Royal Borough social channels.
- ✓ **Online Training** - Disability Essentials E-learning for you and your staff and signposting to up-to-date, relevant and useful training from partners such as VisitBritain, Berkshire Growth Hub and the Thames Valley Berkshire Local Enterprise Partnership.
- ✓ **Membership Logo** - VisitWindsor member logo to use across your marketing channels.



Enhanced Partner Benefits

Enhanced partners enjoy all the standard benefits previously listed plus the following:

- ✓ **Online Presence** - An enhanced web page on windsor.gov.uk with an increased exposure to the site audience.
- ✓ **Press & PR** - Opportunity to receive press and media visits from national and international journalists and bloggers.
- ✓ **Travel Trade** - Opportunity to be listed in the VisitWindsor Travel Trade Guide and in relevant trade itineraries and to participate in travel trade promotions, familiarisation visits and events.
- ✓ **E-communications** - Opportunity to feature in consumer and business e-newsletters throughout the year.



Enhanced Plus Partner Benefits

Enhanced Plus partners enjoy all Standard and Enhanced benefits plus the following:

- ✓ **Online Presence** - The most prominent inclusion on windsor.gov.uk including the highest returns on web search results.
- ✓ **Instagram Gallery** - A gallery of Instagram images beautifully showcasing your business, drawn from our CrowdRiff platform, added to your web listing on windsor.gov.uk.
- ✓ **Digital Advertising** - Your choice of banner advert on the consumer e-news, website or display advert on the digital screens in Windsor for one month.
- ✓ **Featured Content** - Opportunity to feature in seasonal and thematic editorial content and blogs.
- ✓ **Press Trip Support** - Itinerary planning and booking in support of your own press activities.



Premium Partner Benefits

Premium partners can add the following benefits to all previously listed:

- ✓ **Online Presence** - Banner advert with direct link to your website.
- ✓ **Solus E-newsletter** - Your own e-newsletter to our consumer database at a timing to suit you.
- ✓ **E-communications** - Guaranteed inclusion in two consumer e-newsletters per year.
- ✓ **Partnership Promotion** - Your corporate logo displayed at the foot of windsor.gov.uk and all e-communications from the tourism team.
- ✓ **Strategic Development** - A place at the table to set and oversee the tourism development strategy.
- ✓ **Royal Borough Ambassadors** - Access to the Royal Borough Ambassadors to support your events.



Membership fees



HOTELS AND GUEST ACCOMMODATION

Type of Business	Rooms	Standard	Enhanced	Enhanced Plus	Premium
Hotel	Under 25	£595	£895	£995	£2,795
Hotel	26 to 50	£695	£1,095	£1,195	£2,995
Hotel	51 to 100	£895	£1,195	£1,295	£3,095
Hotel	101 to 200	£995	£1,295	£1,395	£3,195
Hotel	Over 200	£1,095	£1,395	£1,495	£3,295
Guest House, Caravan and Camping Sites	-	£425	£725	£825	-
Self Catering	Up to 3 units	£425	£725	£825	-
Self Catering	4 units or more	£625	£925	£1,025	-

Membership fees



ATTRACTIONS

Size	Standard	Enhanced	Enhanced Plus	Premium
Small: up to 49,999 visitors per year	£395	£695	£795	£2,595
Medium: 50,000 - 299,999 visitors	£595	£895	£995	£2,795
Large: 300,000+ visitors	£795	£1,095	£1,195	£2,995

SHOPS AND RESTAURANTS

Type of Business	Standard	Enhanced	Enhanced Plus	Premium
Shop	£295	£595	£695	-
Restaurant	£295	£595	£695	-
Shopping centre	£1,095	£1,395	£1,495	£3,295



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👆 www.windsor.gov.uk

🐦 twitter.com/visitwindsor

📷 [instagram.com/visitwindsoruk](https://www.instagram.com/visitwindsoruk)

📘 [facebook.com/visitwindsoruk](https://www.facebook.com/visitwindsoruk)

“The VisitWindsor Partnership is invaluable to the team at Accommodation Windsor. We not only benefit from the collective sales, marketing and PR efforts of the Partnership across many key markets but also the relationships with other members sharing best practice and opportunities.”

Rebecca Jessey, Accommodation Windsor

“We have been a member of VisitWindsor since it started in 2020. The VisitWindsor staff are very proactive and efficient. Our tenants and the shopping centre as a whole have benefited greatly from the website and the social media. We have been able to connect with a much wider audience. The team are 10/10 on their communication.”

Sue Watts, Centre Manager, Windsor Royal Station

“Our partnership with VisitWindsor has been invaluable, especially through the difficult times the hospitality industry has gone through. The Team has strived relentlessly to increase public awareness not only of the known landmarks, but also of the many great businesses and hospitality venues the Royal Borough has to offer. Keep up the good work; we’re very grateful.”

Tom Kadri, Hurley House Hotel

“As a small family business that’s been operating in Windsor for over 45 years, we have found VisitWindsor a really good addition to our business profile. Our ability to reach out to potential customers has been stretched greatly thanks to the site, an informative, modern tool that speaks to a large number of people on lots of different levels and platforms.”

Adam Logie, John Logie Motorboats Ltd.

“The Crown Estate has been a proud member of VisitWindsor since the Partnership was created in 2020.

We value the year-round support we get from the responsive VisitWindsor team; we know who to contact and there is always someone to talk to.

Through the Partnership we have ‘reach’ and can communicate our seasonal messaging to an audience that fits our target market.

We consider it good value for money too; the team ensures we are getting the most out of our membership with helpful reminders about upcoming opportunities.”

Henry Harris, Visitor Communications Coordinator, The Crown Estate

