

VisitWindsor
Partnership



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

Welcome

VisitWindsor is the official tourism department of the Royal Borough of Windsor & Maidenhead and sits within the Economic Growth service area. It works closely with colleagues at Make Maidenhead, Windsor, Eton & Ascot Town Partnership and Economic Development and incorporates the new 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.

Our aim is to deliver expenditure growth across the whole of the Royal Borough and surrounding area in a way which:

- Maximises the benefits of tourism for the local community (e.g. in terms of job creation).
- Minimises the impact on the community (e.g. in terms of congestion and overcrowding).
- Creates a destination with visitor numbers that can be accommodated within the local infrastructure.
- Creates a sustainable destination with visits year-round.

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.




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.


 **200,000** printed guides and leaflets distributed to target audiences

 **250,000** e-newsletters sent every year to residents, visitors and MICE buyers
44% open rate
6.5% click rate

 **850,000** website user sessions in 2021

 **1.6M** unique website page views

 **41.9M+** press and media worldwide reach in 2019

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



Facebook

20,878 Facebook likes

14,000 monthly avg reach

5% avg engagement

33,000 avg of people reached with competitions

1,400 competition entrants

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

Twitter

7,731 Twitter followers

53,000 monthly avg reach

1.9% avg engagement

Instagram

8,808 Instagram followers

25,000 monthly avg reach

10% avg engagement

The size and value of tourism in the Royal Borough



Source: *Economic Impact Assessment of Tourism in the Royal Borough of Windsor & Maidenhead 2019*

Visitor spend by sector

	Staying tourists		Day visitors		Total	
	£	%	£	%	£	%
Accommodation	£73,850,000	41%	£2,093,000	1%	£75,943,000	17%
Retail	£34,046,000	19%	£122,773,000	45%	£156,819,000	35%
Catering	£37,113,000	21%	£101,497,000	37%	£138,610,000	31%
Attraction/entertainment	£16,395,000	9%	£29,414,000	11%	£45,809,000	10%
Transport	£17,796,000	10%	£15,695,000	6%	£33,491,000	7%
TOTAL	£179,200,000	-	£271,472,000	-	£450,672,000	-
Other nontrip related expenditure*	£2,699,000	-	£0	-	£2,699,000	-
Total direct 2019	£181,899,000	-	£271,472,000	-	£453,371,000	-

*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: Economic Impact Assessment of Tourism in the Royal Borough of Windsor & Maidenhead 2019



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

- ✓ **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 created in 2020 to support the local community, working together to help local businesses bounce back stronger than ever before.
- ✓ **Box Office Sales** - Opportunity to sell your tickets through the Royal Windsor information Centre and online box office (commission rates apply).
- ✓ **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 our annual economic impact assessment, market intelligence and industry reports. Plus local economic data to help your research and development.
- ✓ **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 resident Advantage Card Holders.
- ✓ **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.



Enhanced Partner Benefits

All partner benefits plus:

- ✓ **Online Presence** - An enhanced web page on windsor.gov.uk with an increased exposure to the site audience.
- ✓ **VIC Promotion** - Leaflet racking at the Royal Windsor Information Centre.
- ✓ **Press & PR** - Opportunity to receive press and media visits from national and international journalists and bloggers.
- ✓ **Travel Trade** - Opportunity 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

All Enhanced Partner benefits plus:

- ✓ **Online Presence** - The most prominent inclusion on windsor.gov.uk including the highest returns on web search results.
- ✓ **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.
- ✓ **VIC Promotion** - Opportunities for additional promotion at the Royal Windsor Information Centre and access to team briefings.
- ✓ **Press Trip Support** - Itinerary planning and booking in support of your own press activities.



Premium Partner Benefits

All Enhanced **Plus** Partner benefits plus:

- ✓ **Online Presence** - Home page banner advert with direct link to your enhanced product page.
- ✓ **Solus E-newsletter** - Your own newsletter to our consumer database at a timing to suit you.
- ✓ **E-communications** - Guaranteed inclusion in consumer e-newsletters throughout the year.
- ✓ **Partnership Promotion** - Your corporate logo displayed at the foot of the tourism website and all 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	Size	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	£1025	-

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

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