



## VisitWindsor Partnership

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



# Welcome

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VisitWindsor is the official tourism department of the Royal Borough of Windsor & Maidenhead and sits within the Economic Growth service 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.

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.





## Facebook

**22,941** Facebook likes

**278,000** monthly avg reach

**4.4%** avg engagement

**33,000** avg of people reached with competitions

**1,400** competition entrants

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

## Twitter

**8,277** Twitter followers

**40,000** monthly avg reach

**2.9%** avg engagement

## Instagram

**10,197** Instagram followers

**26,000** monthly avg reach

**7.9%** avg engagement

# 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

**6.7%** click rate



**1.13M** website users in 2022



**2.2M** website page views in 2022



**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



Tourism in the Royal Borough is worth £606m (taking into account multiplier effects).

62% of staying visitors are from the UK and 38% are international.

Tourism supports 9,411 jobs in the local area.

11.2% of the local population are employed as a result 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	
<b>Accommodation</b>	£73,850,000	41%	£2,093,000	1%	£75,943,000	17%
<b>Retail</b>	£34,046,000	19%	£122,773,000	45%	£156,819,000	35%
<b>Catering</b>	£37,113,000	21%	£101,497,000	37%	£138,610,000	31%
<b>Attraction/entertainment</b>	£16,395,000	9%	£29,414,000	11%	£45,809,000	10%
<b>Transport</b>	£17,796,000	10%	£15,695,000	6%	£33,491,000	7%
<b>TOTAL</b>	£179,200,000	-	£271,472,000	-	£450,672,000	-
<b>Other non trip-related expenditure*</b>	£2,699,000	-	£0	-	£2,699,000	-
<b>Total direct 2019</b>	£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

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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

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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 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). 74,000 users and over 1 million page views in 2022.
- ✓ **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)

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- ✓ **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.
- ✓ **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 website and socials.
- ✓ **Online Training** - Disability Essentials E-learning for you and your staff.
- ✓ **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.
- ✓ **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 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.
- ✓ **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

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

- ✓ **Online Presence** - Home page 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.



# Meetings, Incentives, Conferences & Events Marketing Programme 2023-24

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The VisitWindsor Partnership will continue to showcase the area as a leading destination for meetings and events, highlighting partner venues and suppliers across its various channels and through collaborations with meetingsclub, MEET Beyond London and MeetEngland. Benefits include:

- ✓ Web listing on windsor.gov.uk meetings & events
- ✓ Instagram – venue and supplier content including video
- ✓ LinkedIn and Twitter
- ✓ Monthly e-shots to database of 10,000+ bookers
- ✓ Blog content showcasing venue and supplier partners
- ✓ Focus on sustainability content for website, socials and e-shots
- ✓ Representation at ExploreGB, plus up to four additional MICE exhibitions/sales events
- ✓ Partnership with meetingsclub to include:
  - Three showcase visits to RBWM. Guests chosen from meetingsclub direct booker database
- Membership of meetingsclub including one showround training feedback session with meetingsclub Founder and CEO, Alison Jenkins
- Editor's destination feature
- London event giving the opportunity to meet bookers where they're based in a fun and interactive way.
- ✓ Gold partnership with MEET Beyond London to include:
  - Web listing
  - Representation at two MICE exhibitions
  - Solus e-news.
- ✓ Partnership with VisitBritain's MeetEngland to include:
  - Destination web content
  - RFP circulation
  - Business visits and events insights.





# 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

## MICE MARKETING PACKAGE

Venue	£1,250
Supplier	£695



# Contact details

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