

2010 Group Travel Guide to the South East



The 2010 Group Travel Guide to the South East will continue to build on an established reputation as the comprehensive guide to the South East. It enables group organisers, coach and tour operators and travel agents to reference information, build itineraries and establish contacts for their group's requirements.

As well as advertisements and informative editorial, the key features for the guide include listings of **attractions, accommodation, places to eat, coach operators, transport providers and useful contacts** including **destinations, coach parking and events**.

Key Statistics from 2008 guide:

- 91% of readers made bookings to establishments within the guide
- 91% rated the guide's comprehensiveness as 'good' or 'very good'
- 80% of readers will retain the guide for 9-12 months

Opportunities

TSE Members will receive a **free listing** within the guide; simply complete the online form forwarded to you by Group Travel Organiser Magazine on behalf of Tourism South East.

Enhance your free listing with an eye-catching image and 40 words of copy, or place a display advertisement within the guide. Simply complete the enclosed **booking form**.

Distribution

Published in November 2009, the guide is widely distributed through the following networks:

- Group travel and trade contacts on the group database
- Regional Group Travel Fairs
- Excursions Exhibition
- Best of Britain & Ireland Exhibition
- In response to enquiries and requests at Tourism South East
- In response to editorial and features in travel trade media
- Promoted through newsletter to travel agents

Booking Deadline

Free listing entries

26th August 2009

Advertising entries

4th September 2009

Enhanced entries

26th August 2009

Artwork specifications attached.