

Join forces to boost your tourism business



Tourism South East Membership Benefits 2009

- benefit your business
- cut your operating costs
- attract more customers
- develop your tourism product
- support you locally and influence the big issues



Hampshire
Tourism Partnership

in
partnership
with

**TOURISM
SOUTH EAST**

www.industry.visitsoutheastengland.com



Join Tourism South East (TSE) and enjoy a range of benefits, support services and special deals designed to help tourism businesses of all sizes.

As a member of the Regional Tourist Board for South East England, you have access to a range of specialist services and exclusive opportunities. We are here to provide practical, expert support to tourism businesses and ensure their voice is heard at a regional and national level.

Whether you're an established, growing business, or a start-up just entering our vital £10 billion industry in the region, we can help. TSE aims to help you attract more visitors, cut costs and improve your operational efficiency and quality. We are constantly developing and introducing new benefits to reflect the needs of our members.

Membership of TSE enables you to join forces with thousands of hotels, B&Bs, self-catering property owners, visitor attractions and other, diverse, tourism businesses.

We aim to bring the industry together at a local level through a network of sub-regional partnerships – backed by specialist central services.

Please take a look at how membership of TSE can benefit your business.

Core membership benefits

Consumer Marketing

- enhanced free entry on www.visitsoutheastengland.com the leading visitor website, that includes up to five images, priority search ranking and has a link to your own business website
- exclusive opportunities to take part in TSE's high profile domestic consumer marketing campaigns at discounted member rates. Includes e-marketing, national newspaper supplements and PR
- low cost, effective trade and overseas marketing opportunities
- stylish colour membership stickers, certificates and use of logo online to highlight your membership

Events and Information

- regular e-newsletters and news magazine with information, offers and opportunities
- annual members' conference to hear from international experts
- local events and members' days provide the chance to network and debate topical issues
- a dedicated website www.industry.visitsoutheastengland.com including information, news, advice and contacts

Market Research and Intelligence

- exclusive access to the latest market intelligence and research findings

Local support and Initiatives

- access to local partnerships comprising local authorities and other businesses which drive activities to boost tourism in your area
- TSE sub-regional staff are based locally to help you access support and new opportunities
- training and skills co-ordinators are on hand locally to provide guidance and training solutions

Introduce a New Member and you both win

Introduce a new business to membership and receive **£50** of Argos and Homebase vouchers with our thanks
(open to full individual commercial members only)



Free business support and services

TSE's specialist teams are on hand to provide a wide range of advice and practical support - totally free of charge to members.

Our dedicated development team works with individual businesses and partner organisations to research, pilot and develop new products and quality initiatives. Guidance, advice and information is available directly from specialist TSE staff by phone and email with face-to-face support from our teams of sub-regional staff. Business advice and support covers areas like:

Planning applications and policy

Strategic and practical advice and, where appropriate, supporting letters to planning authorities

Coping with new legislation

The latest news, issues and legal compliance requirements for businesses across areas like health and safety, employment law, fire regulations and tax regulations

New business development initiatives

TSE members get the best access to exciting new development schemes and pilot projects, designed to add value to your business and improve visitor experiences. Recent examples include projects in the Well Being Tourism, Equestrian Tourism and Golf Tourism markets

Join campaigns

TSE members enjoy advance notice of opportunities to take part in promotional and lobbying campaigns, such as British Tourism Week

Top class training

Members enjoy priority access to TSE's huge range of training courses, seminars and advice/support programmes, ranging from customer service and management skills to e-business capabilities and new skills for chefs! We provide you with advance details of courses, availability and details of subsidised rates - or free of charge training

Key industry issues

Ensure you are fully up-to-date with issues affecting individual businesses ranging from national and regional policy decisions and proposals, particularly in the light of the current economic downturn

Publications and handbooks

A wide range of business guidance publications are available free of charge to help businesses develop new services and tackle key legal and quality issues

Free picture library

Thousands of images of the region available for use in your promotional materials

Sustainable Tourism

A wide-ranging programme of information, practical tips and new opportunities gives TSE members a head start in taking advantage of the fast-growing 'green tourism' market – and access to initiatives to improve your own sustainability and environmental performance

Research and Market Intelligence

Regular updates on new research via e-newsletters and industry website. Discounted research services are available to enable members to undertake their own research

Winning in Recession

It is now clear that we are in the midst of one of the most difficult set of economic conditions for several decades. Tourism South East has been reviewing what the recession is going to mean for businesses across the whole of the visitor economy and how it can provide assistance both directly or in signposting to other key support agencies and initiatives. Visit www.industry.visitsoutheastengland.com/winning-in-recession



A voice for the region's tourism industry

Join TSE and you will also be supporting our efforts to drive the industry forward, lobby on the issues that matter to you and attract more visitors to the South East. Our work includes:

Representing the industry:

reflecting the views, concerns and real-life issues that members are facing. Whether it's working with local authorities, regional bodies, government or a host of other organisations, we play a lead role in representing the South East and influencing key decisions and future plans.

Promoting the region:

on and off-line, Tourism South East undertakes creative, targeted and wide-ranging marketing campaigns to promote the region within the UK, overseas and to the travel trade.

Informing and guiding:

working locally and region-wide, with local authorities and sector-specific groups, we form genuine partnerships with members and the industry as a whole. We aim to drive new initiatives and developments from quality assurance schemes to funding opportunities.

Structured to meet our members' needs:

Tourism South East now provides resources at a local level through our sub-regional teams, backed by specialist central departments to ensure we give the best service and support to members and their business.

Contact Us

To find out more about opportunities in Hampshire and to join TSE please contact the Hampshire Team or our central membership department.

TSE Membership Team

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TOURISM
SOUTH EAST

Special Membership Deals and Discounts



15% OFF

15% discount on AA accreditation fee

Applies to first year fees for AA Hotel and Guest Accommodation Assessments



25% OFF

RAC Breakdown Cover

25% off annual RAC membership fees (including European cover)



NEW

Brochure distribution

Become a new Take One Media client booking over £1000 of business and receive the complimentary Select One brochure distribution service in a county of choice



Credit card processing

Barclaycard offers discounted rates, a state-of-the-art chip and pin machine and no joining fee. These savings alone could cover your annual TSE membership fees!



5% OFF

Discount on all Argos and Homebase products

5% discount on c50,000 household products including leading brand products at low prices for the living room, kitchen, bedroom and garden environments



10% OFF

Specialist deals with Windsor Insurance

Up to 25% no claims discount on general insurance for accommodation providers through the CrownPlan (6+ guests) and KeyPlan (up to six guests) schemes.



10% OFF

10% off VisitBritain National Quality Assessment Scheme

Join the scheme through your TSE membership (using our special application form) and receive vouchers to the value of 10% of your assessment scheme fee to spend at Homebase and Argos or on TSE services



Become more accessible for less

VisitBritain and TSE are collectively offering all participants in the VisitBritain Quality Assurance Scheme 50% off the joining fee for participation in the National Accessible Scheme for a limited period



30% OFF

BUPA healthcare discount

Discounts of 30% on the BUPA Health Care scheme and 25% on the BUPA Employee Change scheme



IPA Suppliers Guide

Free membership to IPA purchasing consortium, offering preferential terms from suppliers to the hospitality and licensed sectors



FREE

Free online HR advice

TSE members (fewer than 250 staff) get free access to the HR Business Adviser website containing advice and resources on HR and employment law



NEW

e-brochure for £250

In addition to the current E-brochure service discounted to £250, the specialist marketing agency EBXP are also offering members their new low-cost solution Paperwiz, which converts an existing paper brochure into a electronic version at a special member rate of just £12 per printed page



FREE

Cash flow solution

IA market leading Cash Flow solution for YOUR business Cashflow Plus is designed to help solve business cash flow problems with a cash advance based on your future earnings generated through credit and debit card transactions



20% OFF

Tailored voiceovers

Stand out from the crowd with individually-tailored voiceovers, interviews and soundtracks. Bring your business to life talking directly to your visitors, increasing your profile, and adding wait to your pr campaigns

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The Hampshire Tourism Partnership

The Hampshire Tourism Partnership is a strategic framework that provides a real opportunity for everyone engaged in tourism in the sub region. It links national and regional priorities to the specific challenges and opportunities of Hampshire, a sub-region of contrasts.

Using 50% of TSE membership fees, during 2009 the Partnership will focus on developing more attractive, cost-effective offers for our visitors. Working with key transport providers such as South West Trains, it will be encouraging more people to come to Hampshire as well as raising awareness of what's available on local doorsteps for the people who live here.

Hampshire is such an exciting sub-region. The waterfront cities of Portsmouth and Southampton, well known as centres of maritime history as well as their arts, culture and exciting retail opportunities, are also important ports for the growing cruise liner business. Further north, the historic city of Winchester with its' magnificent cathedral and the business centres of Basingstoke, Farnborough and Aldershot. However, fundamental to the sub-region's visitor appeal is Hampshire's countryside and the attractive towns and villages it contains.

Short breaks and day visits from outside and within Hampshire make up the core of leisure tourism business with a smaller proportion of long holidays taking place in the New Forest and the seaside resorts of Southsea and Hayling Island. Around 70 miles of Solent coastline makes Hampshire the UK's premier location for yachting and watersports.

Hampshire has excellent road, rail and sea connections to other parts of the UK and Europe and a popular and expanding airport.

Hampshire boasts:

- 282 attractions in Hampshire visited by over 3.2 million people
- over 1,700 accommodation businesses in the sub-region with over 31,500 bedrooms
- 40.4 million trips made to Hampshire in 2007
- over 51,000 full-time equivalent and over 59,000 actual jobs supported by tourism expenditure in the sub region

The Hampshire Tourism Partnership is committed to helping local businesses by delivering a strong, effective and focussed programmed designed to support tourism in Hampshire.