

# Join forces to boost your tourism business



## Tourism South East Membership Benefits 2009

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



**TOURISM  
SOUTH EAST**

[www.industry.visitsoutheastengland.com](http://www.industry.visitsoutheastengland.com)

in  
partnership  
with

*Visit  
Surrey*



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](http://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](http://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](http://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.

## 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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## Visit Surrey

Visit Surrey is a public/ private sector partnership established in 2006 as a forum for the development and marketing of tourism across the County. The Partnership also acts as the sub-regional committee for Tourism South East, with one of its members being appointed to the TSE board to represent the interests of TSE's Surrey members at a regional level.

The Visit Surrey Partnership includes Local Authority members from Guildford, Woking, Mole Valley, Waverley and Elmbridge plus a range of over 100 private sector tourism business interests under the Chairmanship of Michael More-Molyneux, Loseley House. The Partnership's main aims are to build on the co-operation between the private sector and local authorities, and raise the profile of Surrey as a visitor destination, whilst helping businesses improve their quality and business performance through networking and training.

Visit Surrey destination marketing activities include [www.visitsurrey.com](http://www.visitsurrey.com), consumer campaigns, exhibition attendance as a region, events and public relations work.

TSE invests 50% of its Membership subscriptions at a sub-regional level and is strongly committed to working with Visit Surrey to bring about these aims and increase the strength and effectiveness of the Partnership for the benefits of its' Surrey members.

## Contact Us

To find out more about opportunities and how to join TSE and Visit Surrey Partnership please contact:

### **TSE Membership Team**

Colin Whitcher  
Small Business Executive  
Tel: 023 8062 5490  
Tel: 07843 348629  
Email: [cwhitcher@tourismse.com](mailto:cwhitcher@tourismse.com)

Dan Holmes  
Membership and Communications Officer  
Tel: 023 8062 5449  
Email: [dholmes@tourismse.com](mailto:dholmes@tourismse.com)

### **Surrey**

Catherine Knight  
Key Account Executive/Sub-regional Manager  
Tel: 07725 792408  
Email: [cknight@tourismsoutheast.com](mailto:cknight@tourismsoutheast.com)