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Best in the West!

www.visitnewquay.org, the official tourism website and key marketing tool for Newquay has been voted the best website in the South West for 2009 by the prestigious Media Innovation Awards (MIA).

MIA recognises online excellence and design in a number of categories and this year received 150 entries.



tourism newquay

for the trade...

March 2009 Issue 1

Welcome...



to the first Tourism Newquay trade newsletter! I'll be regularly updating you on the exciting initiatives I'm implementing on behalf of the recently formed official marketing body Tourism Newquay. This first newsletter is available to all but in future only Tourism Newquay members will receive them. You can become a member by taking out an enhanced entry on www.visitnewquay.org, the official website (so far over 90 businesses have done just that). If you haven't yet but would like to find out more, my contact details are on page 3.

Cheers! Richard Wilcox

Visitnewquay.org

Since the successful launch to Newquay businesses before Christmas, the official tourism website for Newquay has gone from strength to strength:

- No 1 in Google rankings for 'Newquay' search term
- 40,000 unique hits in first two months
- Voted the best website in the South West
- Over 100 Newquay businesses have taken out enhanced entries and advertising opportunities

Revenue raised from businesses taking advantage of promotional opportunities on the site then enables us to undertake a wider range of marketing, some of which are touched upon in this newsletter.

Do visit www.visitnewquay.org/trade, the trade section of the website, where you can download the marketing plan, read about the Newquay First project, browse the business website directory and keep up to date with Tourism Newquay meetings.

To discuss marketing opportunities on the website, do get in touch with me using the contact details on page 3 of this newsletter.

Taste of Newquay Road- show

The campaign, which will run throughout the season, will aim to celebrate the best of Newquay and Cornish produce.

We will be collaborating with Newquay chefs and food producers and partnering Air SouthWest to promote the Newquay food scene and Newquay across the Air SouthWest route starting with Newcastle, Glasgow and Dublin.

A Taste Newquay display will feature live cooking demos, food giveaways, an on stand competition, with flyers on Newquay fares and visitnewquay.org being distributed. Local PR at each destination will reinforce the campaign.

Interested in getting involved?
Then please get in touch using the contact details on page 3.



PR Campaign

Revenue raised via the website has enabled some exciting PR work to be carried out, encompassing press trips, building an online social media campaign, PR events and exploring partnership opportunities. Work is being carried out to raise awareness of the marketing effort both at regional and national levels. So what's being done?

Regional

- Regular column in Newquay Guardian so look out for that!
- Regional newspaper/magazine exposure—Cornwall Today, Inside Cornwall, Western Morning News
- Online/Radio—This is Cornwall, Business Cornwall, Pirate FM

National

- Press trips —Abroad Magazine (Ireland), Birmingham Mail, Dare (Superdrug) magazine, Daily Mail
- Editorial—stickyfingerstravel.com, BBC Countryfile

Events

- Taste of Newquay Roadshow (see left)
- Newquay does London event - 5 min sandcastle competition in central London with 10,000 flyers distributed, raising Newquay profile and driving website traffic
- Face of Newquay Campaign—invite people to upload images of their Newquay experience. Winning images plus 'experience montage' image to be taken on UK roadshow to UK galleries and art spaces
- Tell a Story Campaign—targeting youth market. Invite children to write coast themed short story, tie in with national charity/schools and take concept on storytelling roadshow. Wining entries to form short story publication

Online Networking PR

- Official pages on Twitter, Facebook, Bebo and You Tube (see page 3)

All of a Twitter!

Newquay has joined the social networking revolution with official Tourism Newquay pages on Facebook, Twitter, Bebo and You Tube.

This has already generated hundreds of followers interested in finding out news, views and plans on future Newquay projects.

This form of marketing offers exciting opportunities, opening Newquay up to a potentially vast new audience and thus will form a key part of future campaigns.



Newquay First

Tourism Newquay has become a key partner in the Newquay First project, an exciting retail and upskilling initiative soon to be launched.

Utilising ERDF (Convergence) monies and being administered by Newquay For Excellence, the idea behind the scheme is two-fold:

1. To produce a loyalty card for all residences, aimed at encouraging locals and visitors to shop in Newquay. Participating businesses will be offering in-store discounts and offers
2. To encourage the upskilling of our tourism and wider business workforce by offering FREE training opportunities to businesses who sign up to the Newquay First charter

This is a real opportunity to develop and upskill staff and what's more because of Convergence monies, the training is FREE. More details and downloads are available on the trade section at www.visitnewquay.org/trade/newquay-first.php

REMINDER—IF YOU HAVE ANY SPECIAL OFFERS YOU WISH TO PROMOTE THEN PLEASE EMAIL THEM THROUGH TO ME TO ADD TO SPECIAL OFFERS PAGE ON THE WEBSITE

Adwords

A Google ad campaign has been undertaken to further promote and reinforce the www.visitnewquay.org website. A wide variety of search terms were used in order to generate awareness and the first 2 months results are:

- Over 310,000 - total impressions
- Over 5,000 - total click throughs to website
- £0.54p - average cost per click

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