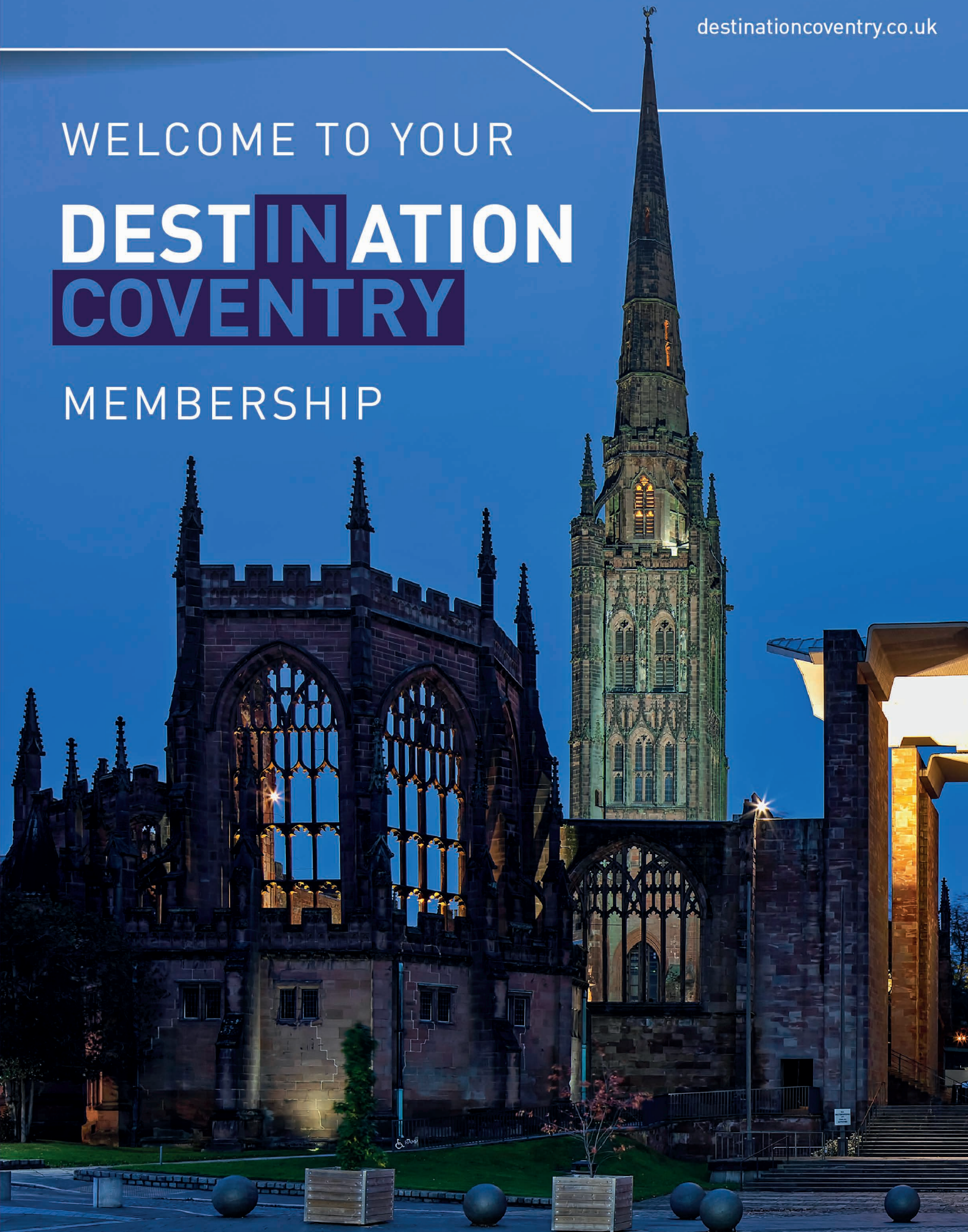


WELCOME TO YOUR

DESTINATION COVENTRY

MEMBERSHIP



Conference Coventry
and Warwickshire

Visit Coventry

WHO WE ARE

Destination Coventry is the official Destination Management Organisation (DMO) for Coventry, tasked with destination management and marketing for the city, promoting the area nationally and internationally, to grow and support the visitor economy.

We operate through two consumer-facing brands: Visit Coventry targets day and overnight leisure visitors, and Conference Coventry and Warwickshire, incorporating the region's Convention Bureau, works to attract business travellers, conferences, exhibitions and other business events.

IT'S BEEN A PLEASURE WORKING WITH THE TEAM AT DESTINATION COVENTRY AND WE VALUE THE SUPPORT THEY HAVE PROVIDED US OVER THE YEARS. THEY POSSESS THE SKILLS, EXPERIENCE AND CONNECTIONS TO HELP US REACH NEW LOCAL, REGIONAL AND NATIONAL AUDIENCES

Aman Surey, Marketing & Communications Manager
The Wave, CV Life

We are a two-year proof-of-concept collaboration between Coventry City Council and Coventry & Warwickshire Chamber of Commerce. Our Oversight Board includes representatives from the Council, the Chamber, the City of Culture Trust, the Business Improvement District, Visit England and the private sector.

We represent the city's valuable tourism, leisure and hospitality sector, which generates¹ almost £600 million, supports circa 7,000 jobs, and attracts over 10 million visitors annually. Working closely with sector members, local and national partners and the broader industry, we are committed to the successful and sustainable development of tourism, leisure and hospitality in Coventry and the wider region.

WORKING FOR YOU

Our friendly, professional and knowledgeable team works tirelessly to introduce you to the world and bring the world to you!

Members have the opportunity to work more closely with us on our marketing campaigns, attend major trade shows alongside us, host media visits and familiarisation trips, access to business events enquiries through our Convention Bureau, and so much more.

We think you'll agree that Destination Coventry membership is a worthwhile investment in your business. Members gain increased exposure, access to vital resources, and make meaningful connections in the industry and beyond. Read on to find out why we're so confident that we can help grow your business.



WHY JOIN?

Destination Coventry's membership program offers a compelling range of membership benefits, alongside a suite of marketing and advertising opportunities to suit all budgets. We also provide sector-specific business support and signposting to funding opportunities and specialist advice.

Becoming a Destination Coventry member will provide your business with a range of valuable opportunities designed to help your business reach a wider audience and provide routes to market that may not be possible independently. By joining us, you will become part of the bigger picture, helping to promote Coventry as a compelling destination of choice, regionally, nationally and globally.

IS MEMBERSHIP FOR YOU?

Our membership will benefit most tourism, leisure and hospitality businesses in the region. Below we list just a few of the sectors that we work with, but we welcome enquiries from any organisation that wants to attract leisure or business travellers, as well as the meetings, incentives, conference and exhibitions markets.

Our membership is for businesses that provide:

- Accommodation
- Food & Drink
- Visitor Attractions
- Activities and Tours
- Conference Venues
- Exhibition Halls
- Transport Operators
- Live Events
- Showgrounds
- Trade Suppliers

If you're unsure whether Destination Coventry membership is right for you, please get in touch as it's likely that there will be various options available to you.



WHAT WE DO

Our destination marketing activities are far-reaching (local, regional, national and international) and span all marketing and communications channels, including broadcast TV, radio, print, digital, outdoor, PR and social media. We deliver at least four multi-channel destination marketing and PR campaigns each year.

TYPICAL CAMPAIGN THEMES

SPECIFIC SECTORS

Such as Night-Time Economy or Independent Retail

SEASONAL

Typically Summer and Christmas

TARGET AUDIENCES

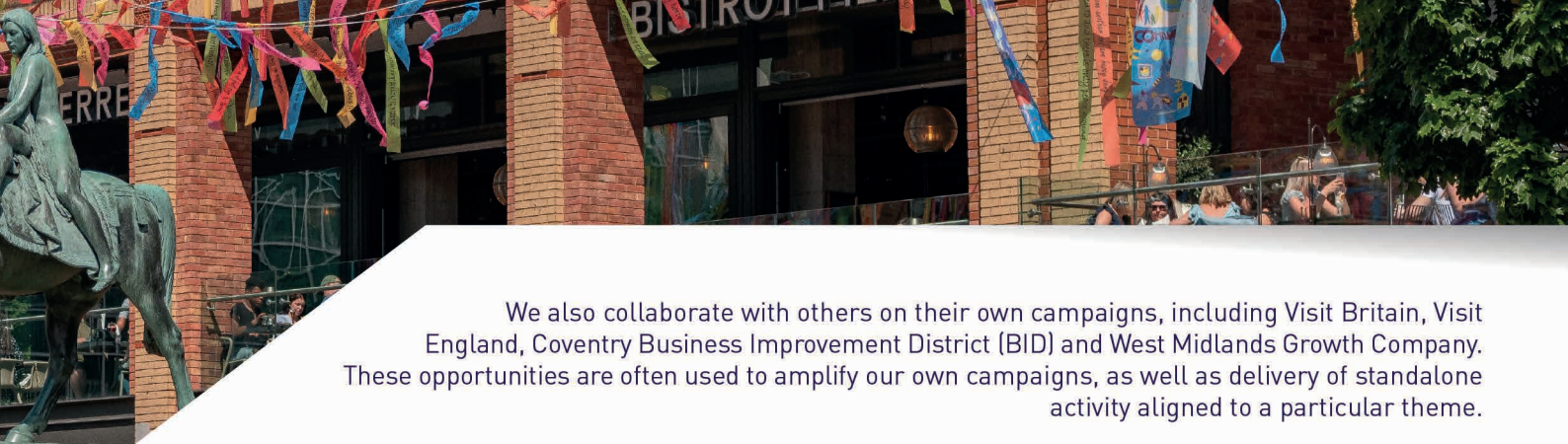
These might be Pre-School Families or Adventurous Singles

PRODUCT THEMES

Such as Medieval History or Sport and Wellbeing

But we're not just about destination marketing campaigns. Our activities are hugely diverse...

- Attend major business and leisure tourism trade shows
- Produce and distribute the city's Official Visitor Guide
- Host national and international journalists
- Operation of the city's Visitor Information Centres
- Conduct and share visitor economy research packages
- Group travel buyer and travel trade familiarisation trips
- Specialist business support and sector intelligence
- Programme of networking events and conferences



We also collaborate with others on their own campaigns, including Visit Britain, Visit England, Coventry Business Improvement District (BID) and West Midlands Growth Company. These opportunities are often used to amplify our own campaigns, as well as delivery of standalone activity aligned to a particular theme.

OUR MOST RECENT CAMPAIGNS HAVE INCLUDED...

FOOD & DRINK

Shining a light on Coventry's ever-developing food and drink offer and encouraging visitors to sample our fast-evolving, hugely diverse and high-quality product. The campaign included the launch of our hugely successful Coventry & Warwickshire Foodie Awards.



BUSINESS EVENTS

A PR campaign promoting Coventry & Warwickshire as a compelling and safe destination for business visits, events and exhibitions, whilst highlighting our outstanding venues and the major events taking place in the region throughout 2021 and 2022.

SUMMER CITY BREAKS

A key theme of Visit England's Escape the Everyday campaign has been city breaks. We worked with them to highlight Coventry as a city destination of choice. This included hosting a social media influencer in the city, a takeover of Visit England's Instagram channel, and an inspirational blog on the Visit England website, alongside our own Summer City Breaks activity.

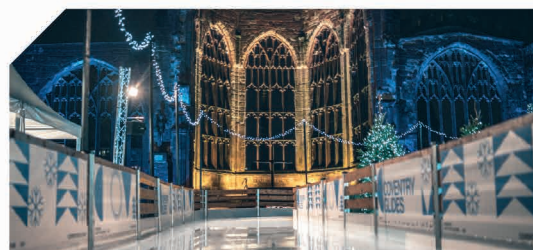


WELCOME BACK

A collaboration with City Council colleagues to deliver the multi-channel Explore Coventry campaign, backed by the ERDF Welcome Back Fund, which aims to support the return to high streets safely and help build back better from the pandemic.

WINTER WISHES

A big budget campaign focusing on city events, food and drink, seasonal product offering and shopping. Aimed at a broad target audience, the campaign positioned Coventry as a choice festive destination to rival its neighbours, with channels including TV, radio, social media, PR, outdoor, digital and print.



MEMBERSHIP CATEGORIES

WE HAVE WORKED WITH DESTINATION COVENTRY ON A NUMBER OF INITIATIVES ACROSS A VARIETY OF OUR VENUES AND EVENTS. THE TEAM ARE SUPPORTIVE AND HELPFUL, BRINGING A CITY-WIDE APPROACH TO THE CAMPAIGNS THEY WORK ON

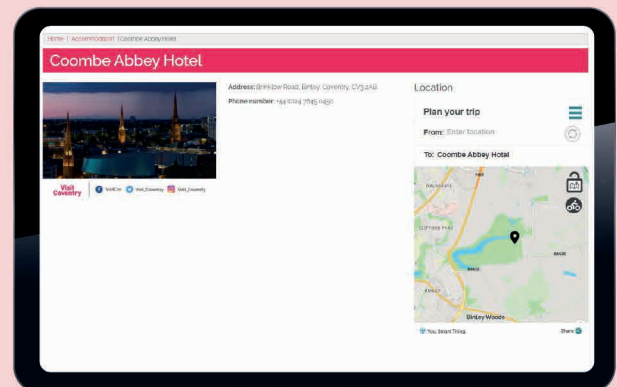
Ruark Jon-Stevens
Marketing and Communications Manager,
CV Life – Coventry Transport Museum /
The Herbert Art Gallery & Museum

BASIC DESTINATION COVENTRY MEMBERSHIP FREE OF CHARGE

BENEFITS INCLUDE

- Single basic listing in Visit Coventry or Conference Coventry & Warwickshire online directory (see right)
- Destination Coventry members' electronic newsletters

Open to all for a fixed period.



FULL DESTINATION COVENTRY MEMBERSHIP £450 + VAT PER ANNUM

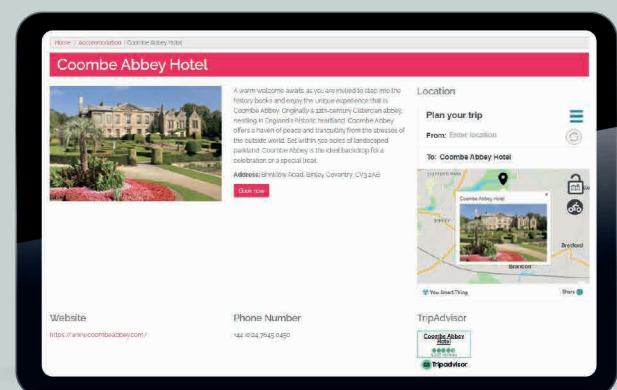
BENEFITS INCLUDE

- Free use of Destination Coventry branding & logo
- Enhanced listing in Visit Coventry or Conference Coventry & Warwickshire online directory
- Access to Visit Britain's integrated booking platform - TXGB
- Access to quarterly research and latest market intelligence
- Four special offers or news items on Visit Coventry or Conference C&W websites and social channels
- Unlimited events listings on Visit Coventry website
- Benefit from relevant destination marketing campaigns
- Access to participation in media and buyer familiarisation trips
- Opportunity to participate in appropriate trade events – contribution applies

- Preferential tickets to DMO managed or supported events
- All benefits of Basic Membership

MULTIPLE VENUES

If you are a business with multiple accommodation or visitor attraction venues, which require individual website listings, a supplement of £150 + VAT may be paid for each additional listing.





CHAMBER OF COMMERCE + FULL DESTINATION COVENTRY MEMBERSHIP

£150 + VAT P/A SUPPLEMENT

Already a Coventry and Warwickshire Chamber of Commerce member?

Our Full Destination Coventry Membership benefits are available to Coventry & Warwickshire Chamber of Commerce members in the tourism, leisure and hospitality sectors. And to make life easier, your Destination Coventry Membership will be charged as just a £150 + VAT supplement to your existing Chamber subscriptions - it's that simple! What's more, whilst you will pay your supplement at the time of adding your Destination Coventry Membership, your benefits will be free of charge until your Chamber of Commerce renewal date, meaning you won't pay your supplement again until the year after your next Chamber renewal.

BENEFITS INCLUDE

- Free use of Destination Coventry branding and logo
- Enhanced listing in Visit Coventry or Conference Coventry & Warwickshire online directory
- Access to Visit Britain's integrated booking platform - TXGB
- Access to quarterly research and latest market intelligence
- Four special offers or news items on Visit Coventry or Conference C&W websites and social channels
- Unlimited events listings on Visit Coventry website
- Benefit from relevant destination marketing campaigns
- Access to participation in media and buyer familiarisation trips
- Opportunity to participate in appropriate trade events –contribution applies
- Preferential tickets to DMO managed or supported events
- All benefits of Basic Membership

MULTIPLE VENUES

If you are a business with multiple accommodation or visitor attraction venues, which require individual website listings, a supplement of £150 + VAT may be paid for each additional listing.

DESTINATION COVENTRY PATRON MEMBERSHIP

£5000 + VAT PER ANNUM

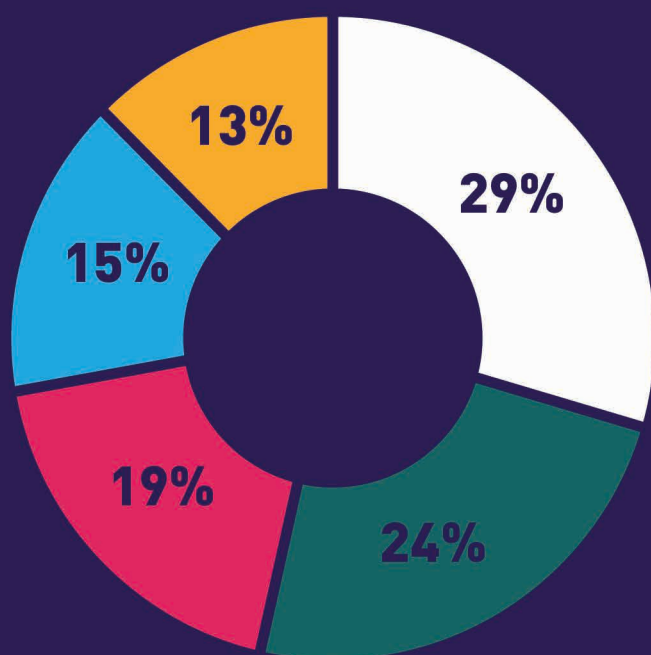
As a Destination Coventry Patron, your business is pledging support for the wider destination marketing and management efforts we undertake, to raise the profile of Coventry and the wider region to national and international audiences, helping position the area as destination of choice and increase the value of tourism to the local economy.

Patrons are our greatest ambassadors and whilst they may be visitor economy businesses, they could equally be large corporations with an interest in making Coventry an attractive place to visit, live, work and invest. Although you are likely to take a philanthropic approach to your patronage, we will work with you to deliver specific projects of interest to your organisation.

For more information on becoming a Destination Coventry Patron, please contact us - we'd love to discuss how patronage could work for you.

IN NUMBERS

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT



Source: STEAM 2019, GTS & West Midlands Growth Company

VISITOR NUMBERS



2018	2019	
9.70m	10.3m	+3.2%

TOTAL EMPLOYMENT



2018	2019	
6,575	6,760	+2.8%

ECONOMIC IMPACT



2018	2019	
568.3m	594.36m	+3.3%

JOIN US

Individually, Destination Coventry members take advantage of increased exposure, industry intelligence, business support, exclusive events and a diverse community of collaborators.

Collectively, we invest in the future of Coventry's visitor economy and the success of our incredible destination.

Interested in learning more about what membership entails and how it can benefit your business? Simply visit destinationcoventry.co.uk or reach out through one of our channels - we can't wait to speak to you!

Chamber House
Innovation Village, Cheetah Road
Coventry. CV1 2TL

T 024 7697 5526
E membership@destinationcoventry.co.uk
in [linkedin.com/company/destination-coventry](https://www.linkedin.com/company/destination-coventry)

**DESTINATION
COVENTRY**