



# WHO WE ARE

Destination Coventry is the official Destination Management Organisation (DMO) for Coventry and Warwickshire, responsible for marketing and promoting the area nationally, and internationally, to grow and support the visitor economy. Additionally, we support the tourism and hospitality sector by tackling regional challenges and finding solutions, including skills, recruitment and sustainable tourism.

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, working to attract meetings, incentive trips, conferences and other business events.

We also manage the two Visitor Information Centres, located at main transport gateways into the city. Here, our experienced team are first point of contact to visitors, providing expert knowledge of the city to enhance their overall experience.

## WHY JOIN

Becoming a Destination Coventry member will provide you with a range of valuable opportunities designed to help your business reach a wider audience, opening routes to market that may not be possible independently.

Membership ensures that you will become part of the bigger picture, promoting Coventry and Warwickshire as a compelling destination of choice, nationally and globally.

Naturally benefitting most tourism, leisure and hospitality businesses in the region, we also welcome enquiries from organisations that want to attract business, meetings, incentives, conference and exhibition visitors.

Our membership is for businesses that provide:

- |                           |                        |
|---------------------------|------------------------|
| ■ Accommodation           | ■ Transport Operators  |
| ■ Food, Drink & Nightlife | ■ Live Events          |
| ■ Visitor Attractions     | ■ Showgrounds          |
| ■ Activities and Tours    | ■ Trade Suppliers      |
| ■ Conference Venues       | ■ Outdoor Event Spaces |
| ■ Exhibition Venues       | ■ Experience providers |

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.

Find out more how membership can benefit your business, visit [destinationcoventry.co.uk](https://destinationcoventry.co.uk) or email [membership@destinationcoventry.co.uk](mailto:membership@destinationcoventry.co.uk)



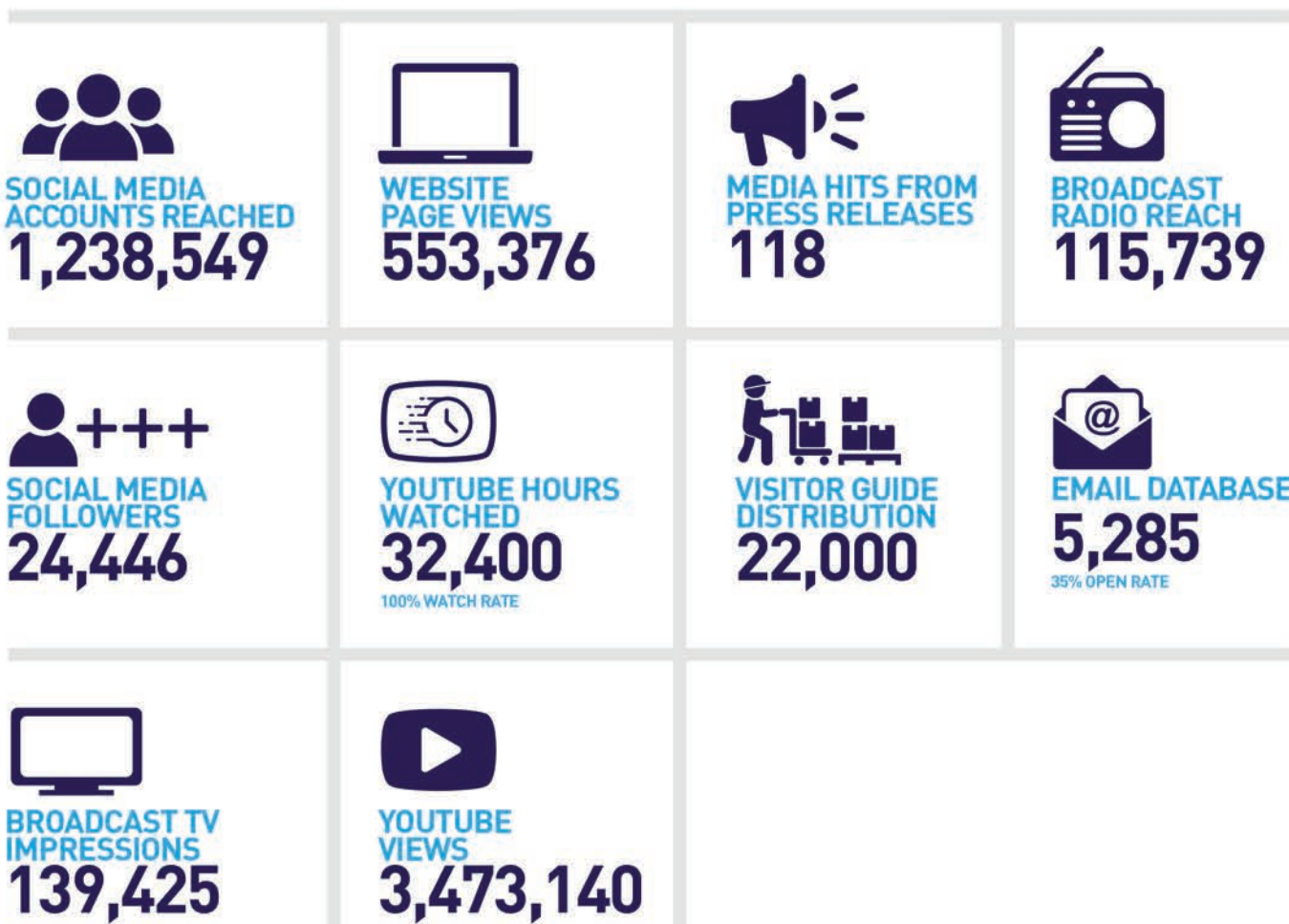
**DESTINATION  
COVENTRY**



# OUR REACH IN 2022

2022 saw incredible growth in our digital reach, distribution of destination marketing collateral, and the delivery of key marketing messages.

With articles being picked up in trade and travel press, globally reaching audiences as far as India, Australia and Canada, we always strive to amplify the unique stories of Coventry and Warwickshire to domestic and global audiences alike. And what's more, by keeping up with the latest digital trends, we endeavour to engage all ages and audiences, as well as welcoming familiarisation trips and travel influencers to the city and wider region.



We have another exciting year ahead of us in 2023, and we look forward to working with you to share your unique experiences as part of our wider destination offer.





# 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 VisitBritain, VisitEngland, 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 and Warwickshire Foodie Awards.



### BUSINESS EVENTS

A PR campaign promoting Coventry and 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 2022 and 2023.

### SUMMER CITY BREAKS

A key theme of VisitEngland'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 VisitEngland's Instagram channel, and an inspirational blog on the VisitEngland website, alongside our own summer city breaks activity.



### 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.

In addition, we run smaller campaigns throughout the year for seasonal events such as Easter and Halloween inspiring our residents and visitors to make the most of their visit.



# MEMBERSHIP CATEGORIES

## DESTINATION COVENTRY PATRON MEMBERSHIP

**£5000 + VAT PER ANNUM**

### BENEFITS INCLUDE

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.

### OUR CURRENT PATRONS





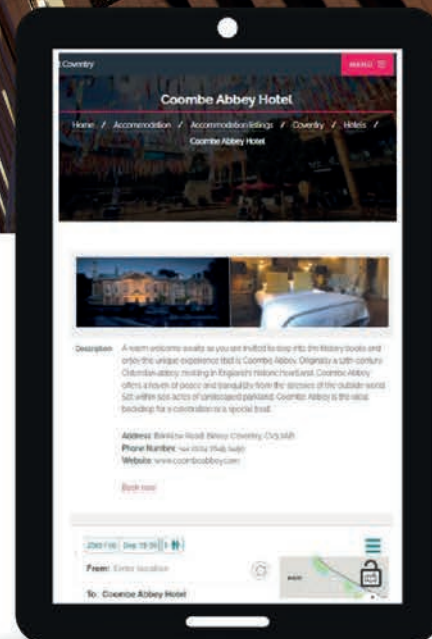




# MEMBERSHIP CATEGORIES

## FULL DESTINATION COVENTRY MEMBERSHIP

£450 + VAT PER ANNUM



### BENEFITS INCLUDE

- Use of Destination Coventry branding and logo
- Enhanced listing in Visit Coventry or Conference Coventry and Warwickshire online directory
- Access to VisitBritain's integrated booking platform - TXGB
- Access to quarterly research and latest market intelligence
- Four special offers or news items on Visit Coventry or Conference Coventry and Warwickshire 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

### MULTIPLE LISTINGS

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 BOLT ON OPTION

£150 + VAT PER ANNUM SUPPLEMENT

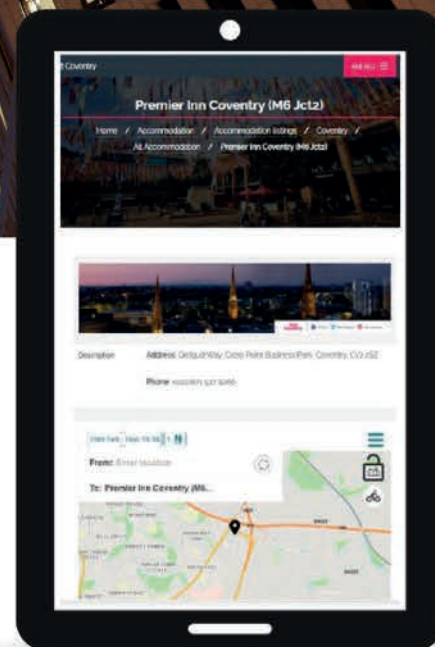
Our benefits are available to Coventry and Warwickshire Chamber of Commerce members in the tourism, leisure, and hospitality sectors as a bolt on to their existing package.



# MEMBERSHIP CATEGORIES

## DESTINATION COVENTRY LITE MEMBERSHIP

**£225 + VAT PER ANNUM**



### BENEFITS INCLUDE

- Use of Destination Coventry branding and logo
- Enhanced listing in Visit Coventry or Conference Coventry and Warwickshire online directory
- Access to quarterly research and latest market intelligence
- Two special offers or news items on Visit Coventry or Conference Coventry & Warwickshire websites and social channels
- Unlimited events listings on Visit Coventry website
- Benefit from relevant destination marketing campaigns at our discretion
- Opportunity to participate in appropriate trade events – contribution applies
- Preferential tickets to DMO managed or supported events

### MULTIPLE LISTINGS

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 BOLT ON OPTION

**£150 + VAT PER ANNUM SUPPLEMENT**

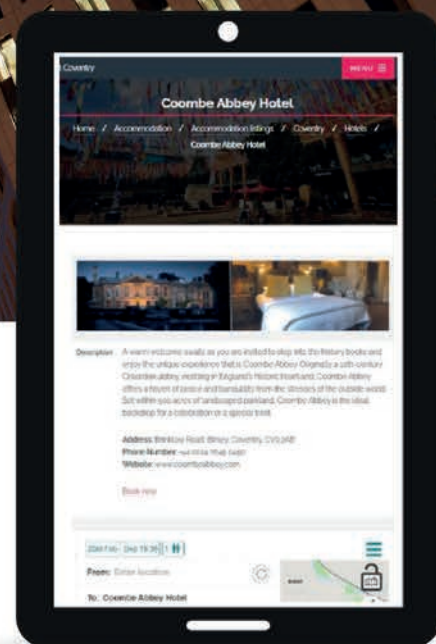
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# MEMBERSHIP CATEGORIES

## FOOD, DRINK & NIGHTLIFE DESTINATION COVENTRY MEMBERSHIP

£300 + VAT PER ANNUM



### BENEFITS INCLUDE

- Use of Destination Coventry branding and logo
- Enhanced listing in Visit Coventry online directory
- Access to quarterly research and latest market intelligence
- Unlimited events listings on Visit Coventry website
- Benefit from relevant destination marketing campaigns relating to food, drink and nightlife
- Access to participation in media and buyer familiarisation trips where appropriate
- Preferential tickets to DMO managed or supported events
- Two special offers or news items on Visit Coventry and social channels

### MULTIPLE LISTINGS

Destination Coventry Food, Drink and Nightlife Membership is available to single-site independent businesses. 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 BOLT ON OPTION

£150 + VAT PER ANNUM SUPPLEMENT

Our benefits are available to Coventry and Warwickshire Chamber of Commerce members in the tourism, leisure, and hospitality sectors as a bolt on to their existing package.





# MEMBERSHIP CATEGORIES

## SUPPLIER MEMBERSHIP DESTINATION COVENTRY MEMBERSHIP

**£300 + VAT PER ANNUM**

### BENEFITS INCLUDE

- Use of Destination Coventry branding and logo
- Enhanced listing in Destination Coventry Supplier Directory and Conference Coventry and Warwickshire online directory
- Access to quarterly research and latest market intelligence
- Two special offers or news items on Conference Coventry and Warwickshire website and social channels
- Benefit from relevant destination marketing campaigns
- Preferential tickets to DMO managed or supported events, including networking
- Limited opportunity to exhibit at DMO managed events – contribution applies
- Access to participation in media and buyer familiarisation trips
- One dedicated 'Meet the Supplier' event per year

### MULTIPLE LISTINGS

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 BOLT ON OPTION

**£150 + VAT PER ANNUM SUPPLEMENT**

Our benefits are available to Coventry and Warwickshire Chamber of Commerce members in the tourism, leisure, and hospitality sectors as a bolt on to their existing package.