

Hadrian's Wall Heritage Ltd

November 2009

Dear Hadrian's Wall Country Accommodation Provider,

As an inspected* accommodation provider within the Hadrian's Wall Corridor, I am delighted to invite you to participate in the "2010 Hadrian's Wall Country Holiday and Short Breaks Guide". This is the only dedicated accommodation guide for the Hadrian's Wall Country Corridor, and a key publication produced by Hadrian's Wall Heritage Ltd. It is used in direct fulfilment to all Hadrian's Wall Country enquiries or for those in the area looking for somewhere to stay. A total of 30,000 copies will be printed and the Guide will be available from January 2010.

Who will use the Guide?

In being precise about target audiences, we will minimise wastage and deliver a greater return on your advertising investment:

- As the key response piece to all our 2010 marketing and PR activity
- Anyone planning to visit Hadrian's Wall Country who has not booked their accommodation
- All enquiries to the Hadrian's Wall Country Information Line
- All brochure requests generated by www.hadrians-wall.org and the www.nationaltrails.co.uk/hadrianswall websites
- Personal callers to tourist information centres within Hadrian's Wall Country and other distribution points within a 3 hour travel time



Hadrian's Wall Country has seen some excellent results in 2009. Overnight occupancy levels have reached record levels, and are greater than those for the rest of the North East of England and the UK. Since April, Hadrian's Wall Country serviced accommodation; in particular the bed & breakfast sector, has seen occupancy peaks of almost 80%, compared to 64% in Cumbria and the Lake District, 58% in the North East and 72% for the rest of England. This is an outstanding improvement from the previous summer of 2008.

The Hadrian's Wall Information Line, operated by the Haltwhistle Tourist Information Centre on behalf of HWHL, handled 21,575 enquiries between January-October 2009 and the hadrians-wall.org has had over 225,801 visitors – and when you add the figures for the Hadrian's Wall Path National Trail website, this equates to an on-line annual audience in excess of 500,000.

How has Hadrian's Wall Heritage made a difference?

In 2009 Hadrian's Wall Country marketing activities have reached an audited potential audience in excess of 25.5million, with publicity generating £578,000 in advertising equivalent value. Some highlights include:

- In May, the Hadrian's Wall was brought back to life with a series of events and re-enactments for the *Living Frontier*. 55% of visitors from outside the North of England came specifically for Living Frontier. A further 26% had never visited Hadrian's Wall Country previously. The campaign generated an estimated £519,000 for the visitor economy.

- Between July and October, Carlisle and Hadrian's Wall Country featured as part of Enjoy England's "Enjoy Every Minute" campaign with features in supplements in The Mail on Sunday and in the Guardian, together with e-marketing activity to VisitEngland, Cumbria Tourism, and Hadrian's Wall Country databases
- August saw the Limes Congress return to Hadrian's Wall for the first time in 40 years. This coincided with the Hadrian's Wall Pilgrimage which occurs every ten years when archaeologists and other specialists revisit much of the Wall to examine how the Wall is being protected.
- In early September Hadrian's Wall Country was featured prominently on BBC Radio Two when Mark Radcliffe and Stuart Maconie conducted a week long broadcast from Hadrian's Wall Country as they walked the Hadrian's Wall Path National Trail, reaching over 2 million listeners every evening.

Looking forward into 2010, we are anticipating further heightened awareness and demand for Hadrian's Wall Country:

- In March, the *Illuminating Hadrian's Wall* event will see a continual line of light from coast to coast along the line of the Hadrian's Wall Path National Trail
- A supporting Hadrians Wall Country Spring campaign will put Hadrian's Wall firmly in the minds of visitors planning 2010 holidays.
- Hadrian's Wall Country will be represented at the Best of Britain and Ireland consumer travel exhibition, and the Outdoors Show
- PR campaigns throughout the year will focus on themes such as The Outdoors and Food and Drink

What will the Holiday and Short breaks Guide contain?

The Hadrian's Wall Country Holiday & Short Breaks Guide will act as THE essential holiday planning tool, giving users the right amount of information in a compact pocket sized format, that can be browsed at home or while walking and/or travelling in Hadrian's Wall Country itself. The guide will see further enhancements to the presentation of the accommodation entries and clearer referencing and location placement within the map with accommodation grouped by geographically around certain key sites and towns with a handy map showing the visitor where these are located.

The printed version of the Guide will be supported by a 'featured property' section within the accommodation search of the Hadrian's Wall Country website www.hadrians-wall.org and so your participation will ensure your product is presented to our extensive personal and on-line audiences.

In addition to accommodation entries, the guide will contain a section dedicated to tour operators, transport providers, guided services and baggage handlers, as well as a preview of each of the three distinct sections of Hadrian's Wall Country.

In addition to this Guide, we will also be producing the Hadrian's Wall Country Essential Map and 2010 AD122 Bus Timetable, both designed to attract visitors to and disperse people throughout Hadrian's Wall Country.

What will accommodation adverts contain?

We will gather the details for your entry from the national database held on EnglandNet. This means the only additional information we require from you is an accurate OS Grid Reference, your distance from the Hadrian's Wall Path National Trail, and your membership or participation in locally produced schemes or Fair Trade initiatives. We will send you a draft copy of your entry for approval before publication.

Each accommodation entry will be classified according to the following Visit England Quality in Tourism category type: hotels, guest accommodation, self-catering, campus, hostels, camping barn, bunk house, holiday parks, and holiday villages.

On-line, we will display your full EnglandNet entry from the live database, and for those establishments with the facility, on-line availability and booking options will be shown.

How much will it cost to advertise in the Guide?

- **¼ page entry - £150 (86mm X 42mm) + free featured property web enhancement**

To include, where applicable, symbols for:-

- VisitBritain Quality Rating (1-5 stars)
- Disabled access and the 3 different signs that may apply
- Gold and silver awards
- Enjoy England Award for Excellence
- Walkers welcome
- Cyclists welcome
- Families welcome
- Pets welcome
- Use of HWC Local Produce
- Use of Fair Trade products

Plus detail on:-

- Cost pppn
- Contact details
- OS Grid Reference*
- Distance from the National Trail
- Opening times
- **½ page entry - £275 (86mm x 84mm) + free featured property web enhancement**
- As above, plus 25 word product description and an additional image

Section Two Hexham to Brampton

BED AND BREAKFAST National Trail: 8 miles ★★★★★
Thornley House

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Thornley Gate, Hexham, Northumberland, NE47 9NH
T 01434 683 255
E enquiries@thornleyhouse.co.uk
W www.thornleyhouse.co.uk

Prop: Mrs Eileen Finn Open: All Year
Cost: £30 pppn

PKEM SS 1D 2T 3E 902

SELF CATERING National Trail: 14.6 miles ★★★★★
Greystead Coach House

30

Greystead, Tarsset, Hexham, Northumberland, NE48 1LE
T 01434 240 244
E wafm@greystead.fsnet.co.uk
W www.sykescottages.co.uk (property ref: 1096)

Prop: Mrs A Monroe, Open: All Year
Cost: £275 - £637

Sleeps 2 - 6 409

BED AND BREAKFAST National Trail: 11 miles ★★★★★
High Keenley Fell

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The recently converted barn is situated in a stunning position in the rolling hills of the Allen Valley with wonderful views across to Hadrian's Wall.

Allendale, Hexham, Northumberland, NE47 9NU
T 01434 618 344 M 07765 001 005
E camaclean@btinternet.com W www.highkeenleyfarm.co.uk

Prop: Mrs C MacLean
Cost: £27 pppn

PKEM SS 2D 1D/T 3E 447

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How to book your advert

All bookings for the Guide are being channelled through Linda Porter and the team at the Hadrian's Wall Information Line at the Haltwhistle TIC. To reserve your space, complete the attached booking form and send it, together with a cheque for **payable to Hadrian's Wall Heritage Ltd** to: Holiday & Short Breaks Guide 2010, Haltwhistle Tourist Information Centre, Station Road, Haltwhistle, NE49 9HN **to arrive before Friday 27th November 2009**. **The Holiday & Short breaks Guide will be produced for the beginning of the 2010 season. TO BE INCLUDED IN THE GUIDE WE ENCOURAGE BOOKINGS BY THIS DATE TO MEET PRINTING AND DELIVERY DEADLINES.**

I very much look forward to including you in the *2010 Hadrian's Wall Country Holiday and Short Breaks Guide*, and to a successful 2010 season ahead.

Yours sincerely,



Neil Carney
Marketing Manager