

Case study – Macdonald Compleat Angler (Level 3)

Overview

Taking its name from Izaak Walton's famous book on angling, the Macdonald Compleat Angler is a four AA star hotel and restaurant. Overlooking the River Thames, it offers stylish accommodation, conference facilities and exceptional cuisine in its two restaurants, *Bowaters* and *Aubergine*. The hotel caters for corporate and private functions on board its charter hire boats.



Working in partnership is the way forward

Macdonald Compleat Angler joined the **River Thames Alliance Marketing Partnership** (RTAMP) in February 2008. Initially the attraction was the opportunity to work with organisations such as the National Trust, to raise awareness of the River Thames as a short break destination.



"I believe that partnerships are the way forward. It makes sense to pool resources and drive business to the River Thames through joint effort. The hotel enjoys a privileged position on the River Thames, and I'm proud to support the Partnership." **Gaius Wyncoll, General Manager, Macdonald Compleat Angler**

Increased business through high-profile campaigns

RTAMP's marketing team, including a dedicated Press and PR Officer, work closely with Tourism South East to create PR coverage. Through high profile campaigns such as 'Time for Us' and 'Family Fun', the Macdonald Compleat Angler benefits from articles in national newspapers including The Guardian and The Telegraph. Gaius Wyncoll explains: *"Joining RTAMP at level 3 meant that we could take advantage of a high level of PR coverage. This would be difficult to achieve without RTAMP's partnership with Tourism South East - it makes a good addition to our own marketing work."*



PR highlights

- Macdonald Compleat Angler appeared in a full page article called 'Just the Two of Us' in the **Sunday Telegraph Explore England** travel supplement.
- Circulation = 600,000+
- Readership = one million+
- Equivalent to over £20,000 of advertising

Coverage on an award-winning website and national flyer

Macdonald Compleat Angler also receives regular coverage on www.visitthames.co.uk, RTAMP's award-winning website, which attracts over 18,000 visitors a month. Plus complimentary advertising space in the 'Revealing the River Thames' leaflet - distributed to over 120,000 destination outlets, including tourist information centres, airports and accommodation providers. And there are also opportunities to rub shoulders with like-minded organisations, such as the *National Trust* and *First Great Western* through workshops and networking events.

Angela Quayle, Strategic Waterways Manager, Environment Agency, explains how a recent workshop created new business ideas between members. *"It is encouraging to see RTAMP members get so fired up about working with each other – the River Thames really seems to stimulate great ideas, which will attract people to this fantastic destination."*