

## River Thames Alliance Marketing Partnership (RTAMP)

### Marketing Highlights, September–December 2009 (includes year round-up)

- 38 members to date – an 18% increase on 2008
- Unique website visits up by 21% (up by 18% for whole of 2009)
- Free advertising on London billboard, worth £7,500
- Successful launch of Time for Us in September 2009

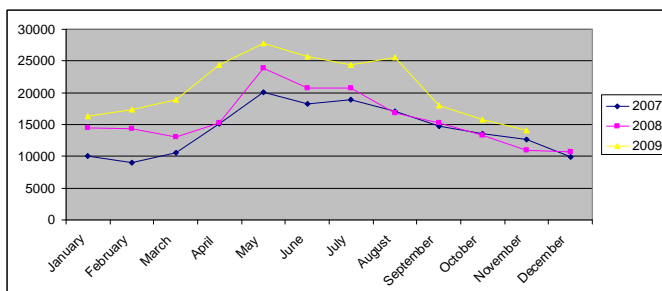
### New members since last report

We're delighted that the River Thames Society has joined RTAMP.

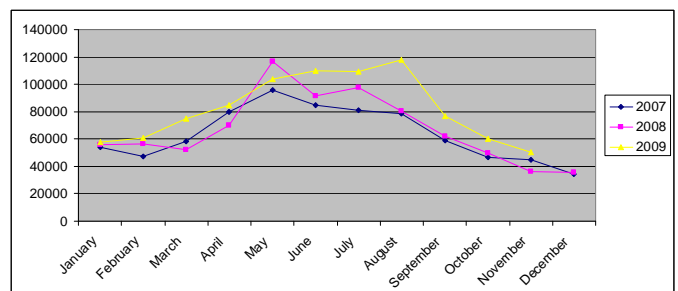
### [www.visitthames.co.uk](http://www.visitthames.co.uk) development

During the period September to December, unique visits to [www.visitthames.co.uk](http://www.visitthames.co.uk) were up by 21%. When comparing visitors during the whole of 2009 to 2008, the increase is 18%.

The graphs below compare unique computer visit to pageviews year on year from 2007.

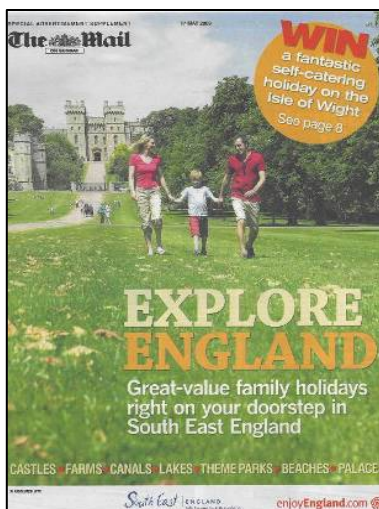


Unique computers



Pageviews

### Tourism South East Campaigns



#### Family Fun 2009/2010 - Update

The 'Family Fun' campaign, which launched in the Mail on Sunday supplement on 17 May 2009, has resulted in 1,392 unique hits and 1,877 pageviews to our dedicated family fun web page: [www.visitthames.co.uk/familyfun](http://www.visitthames.co.uk/familyfun). The Mail on Sunday supplement featured PBA, Hampton Court and Runnymede Hotel and Spa, and included a link to [www.visitthames.co.uk/familyfun](http://www.visitthames.co.uk/familyfun), which promoted additional partners. The articles on the family fun web page included: 'Get Active', 'Rainy Days' and 'Free Family Fun'.

In partnership with First Great Western, we produced over 200 'Get Active' posters, which went on display at station platforms and on First Great Western trains.

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### ***Winning in Recession 2008/2009 - final campaign results***

Winning in Recession was a 3-part campaign, which launched in January 2009. The campaign focused on promoting special offers and discounts through [www.southeastoffers.com](http://www.southeastoffers.com). Media coverage included: the Evening Standard, The Guardian and The Telegraph, and led to over 90,000 visits on the TSE offers web page.

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### ***Time for Us 2009/10 - Update***

Phase 1 of the Time for Us campaign launched in September 2009, targeting cosmopolitans. We were lucky enough to get almost a page of coverage in the Independent supplement for Sir Christopher Wren's House hotel and coverage for Thames Path. The supplement included the advert show below. The second phase launches in the Telegraph in February 2010, and will target 'traditionals'.

Highlights from TSE campaign evaluation:

- River Thames is 3<sup>rd</sup> most popular destination (survey completed by 1805 registrants)
- 62% of 455 (post campaign online survey respondees) recalled the 'River Mild' article, which featured the River Thames.



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### **Take a River Trip – final evaluation**

In partnership with the Passenger Boat Association, we launched 'Take a River trip' in April 2009. The campaign promoted special offers on passenger boat trips throughout summer 2009. Ten boat operators took part. Highlights include:

- Over 200 customers downloaded a voucher from Visit Thames, which entitled them to a variety of discounts including children go free with fare-paying adults
- Local radio and press picked up on the campaign resulting in articles in Berkshire Life, Surrey Comet, Kingston Guardian and other online and traditional newspapers.
- We raised awareness of the opportunities for taking boat trips on the River Thames.

## Press coverage

Autumn saw a good spread of press coverage across national, regional and trade media thanks to our continuing work with TSE and our own promotion of [visitthames.co.uk](http://visitthames.co.uk). In addition to our Time for Us coverage in the Independent (see above), we achieved numerous mentions promoting our mini-campaigns on a variety of tourism websites. Here's a selection:



**Romantic rooms with a view** – this promoted our hotel/B&B partners as romantic places to stay with great views over an autumnal River Thames. The campaign was picked up the Time for Us e-newsletter (distributed to over 20,000 people) and by Britain Magazine online (<http://www.britain-magazine.com/articles/where-to-stay-thames>).

Through our work with TSE, we achieved coverage for Hampton Court Palace's Halloween events in the Saturday Guardian and sun.co.uk and for the Palace generally in the Kent Messenger Series, which is a newspaper group.



**Even Santa's cruising the Thames** – a seasonal promotional of all things fun, quirky and festive along the River Thames. This campaign promoted a range of partners including the Royal Borough of Windsor and Maidenhead, Hobbs of Henley, Hampton Court Palace and National Trust Coverage was achieved for all partners involved in the Ordnance Survey Magazine, and for Hobbs of Henley's Santa cruises on The Times website and [travelbite.co.uk](http://travelbite.co.uk).

## New photographic images



In July 2009, Jemma Boynton and our freelance photographer, Louise Broom, braved the elements to visit Iffley, Osney and Sandford lock to boost our photography stock. Despite the awful weather, we now have some great new images, like the one on the left taken at Godstow lock. Watch out for these in future campaigns.

## Revealing the River Thames reprint

We are due to reprint and distribute 100,000 Revealing the River Thames leaflets in early 2010. Runnymede Hotel has agreed to sponsor a competition prize draw, which will appear on the back of the leaflet. This will be linked to a unique page on the [www.visitthames.co.uk](http://www.visitthames.co.uk), and will help drive more visitors to the website.

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## £7,500 of free billboard advertising

Through our contacts at the Environment Agency, we secured FREE advertising on a Digital Screen at Hogarth roundabout on the A4, one of London's well known junctions. The 35m x 3m size advert, displayed [www.visitthames.co.uk](http://www.visitthames.co.uk) and was up for 5 days, which would normally cost £7,500. All we had to pay for was the design, which cost £570.

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## London Boat Show 2010

We are working with our member, the Thames Boating Trades Association, on a stand at the **London Boat Show** (8 – 17 January 2010). This will feature 'River Thames' dedicated days in the Inland Waterways section. As well as showcasing a luxury 3-bedroom cruiser and a top of the range narrow boat, we are offering a range of fantastic prizes, including luxury weekend breaks sponsored by RTAMP partners. To encourage new boaters to the River Thames, we're offering a 20% discount voucher on boat licences for visiting boaters to encourage them to visit the River Thames.

### Useful Contacts:

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