

# Be a part of something special

As we look forward to 2019 and beyond, we remain committed to driving growth in our vital tourism industry through a collaborative approach, guided by the islands' Destination Management Plan.

We will continue to lead from the front, ensuring Scilly offers the most compelling propositions to our target audiences. Our marketing approach will be guided by the following principles:

- 1 A COLLABORATIVE APPROACH**  
We work together to ensure that the Isles of Scilly stands out as a destination.
- 2 A SHARED COMMITMENT TO THE DESTINATION BRAND**  
By all working together, we have one distinct voice.
- 3 DIGITAL FIRST**  
Keeping pace with the market and visitor expectations.
- 4 MAKING IT EASY**  
To convert more lookers into bookers, we strive to make the process seamless.
- 5 GROWING THE OFF-PEAK AND EXTENDING THE SEASON**  
Creating market growth and prosperity.
- 6 INTELLIGENCE LED**  
Understanding our audiences and reaching them in the right way.
- 7 PROVIDING EXCEPTIONAL VISITOR EXPERIENCES**  
So that every stage of the experience is of the highest quality and exceeds expectations.

[islandspartnership.co.uk](http://islandspartnership.co.uk)



## How to join...

It's easy to join the Islands' Partnership. Contact our team by email, phone or post and we can send you all the details to become a member. Or if you're on the islands, why not pop in and talk to us? We have an open-door policy and welcome all current and prospective members.

**Email** [enquiries@islandspartnership.co.uk](mailto:enquiries@islandspartnership.co.uk)

**Website** [islandspartnership.co.uk](http://islandspartnership.co.uk)  
[visitislesofscilly.com](http://visitislesofscilly.com)

**Phone** (01720) 620 601

**Drop in or post** Islands' Partnership  
Steamship House, Hugh Town  
Isles of Scilly, TR21 0LL

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ISLES OF Scilly

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# Joining the Partnership

Prospectus 2018/19

# Marketing that Works

## OUR WEBSITE

Our website [visitislesofscilly.com](http://visitislesofscilly.com) is the official destination website for the islands, **no 1 on Google** for all relevant searches and receives over **500,000** unique visitors a year. Our members receive over **10,000** visits to their listing on our website alone.

## EMAIL MARKETING

We have **75,000** email subscribers on our database who we communicate with regularly and as a member, you have the opportunity to advertise your business directly to them.

## SOCIAL MEDIA

Our social media following is going from strength to strength with a combined following of **32,000**, all eager for updates from our member businesses.

 16,000+  
 12,000+  
 3,700+

## THE OFFICIAL GUIDE

We produce the official guide to the islands in a beautiful printed format as well as online, reaching over **40,000** prospective visitors which our member businesses have the opportunity to advertise in. **42% of visitors** use the guide to plan their trip.

## PR & MEDIA

We generate and deliver the majority of the press and media coverage for the islands, ensuring we only feature our member businesses in press trips who benefit from the resulting coverage. This includes exposure on TV, radio, newspapers, magazines, radio, social media and blogs to a range of regional, national and international audiences.

## TRADE SHOWS AND EVENTS

We attend major domestic and overseas trade shows and events, representing only our member businesses when selling our offer to tour operators and other trade buyers.



## PRINTED MATERIALS

Through a range of print materials we produce, including the pocket map guide, we ensure visitors have all the details about our member businesses to plan their visit.

## CRUISE SHIP HOSTING

We greet up to **15,000** cruise ship passengers each year and give them a 'Passport to Scilly' welcome pack, which our members have the opportunity to advertise in.



**Our visitors' Pocket Map**  
The map has consistently proved to be very popular among visitors.



**Cruise Ships**  
A cruise ship visiting the Isles of Scilly.

# Exclusive benefits

**Become a member and benefit from a range of incentives, workshops and training opportunities**

## RATES AND DISCOUNTS

We work closely with a number of partners to provide our members with exclusive discounts for anything from hotel stays to photography for your business.

## TRAINING OPPORTUNITIES

We ensure you have all the current information and invites to training opportunities for you and your staff, including accredited courses.

## BUSINESS ADVICE AND INDUSTRY UPDATES

We communicate regularly with all our members via a closed social media group and a weekly email to update all our members on the latest industry news and business advice for the sector.

# Events and Partnership



## EVENTS

From Walk Scilly to the Taste of Scilly festival, ÖTILLÖ to Art Scilly, we create and sponsor events that have a huge impact on visitor numbers and ensure that people keep coming back, year after year. We feature member businesses in our events and advertise them widely through our PR channels to gain national coverage.

## TOURIST INFORMATION CENTRE

With an annual footfall of over **50,000** visitors each year, a dedicated team who answer enquiries in person, by phone and email and a huge reach to on-island visitors through social media and the What's On and Things to Do sheets, our tourist information centre is the essential information point for our islands.

## THE LATEST DATA AND RESEARCH

The IP invests in professional market research to understand more about the islands' visitors. We ensure that we know where the islands' visitors are from, their likes and dislikes about Scilly, how many visitors come over each year and how much they spend, amongst other things. This data is used to inform strategic decisions and best practice, all of which is shared with our members.

## A BIG BOOST

Every member works together to create a **£200,000+** marketing campaign for the islands. We are a non-profit organisation, so every **£1** we receive in membership fees converts to **£8** of investment in the islands, allowing this vibrant destination to go from strength to strength. Our continued investment creates a big boost to the local economy, attracting more visitors every year. This is made possible by every individual member's investment and support.

## CREATING A SUSTAINABLE FUTURE

We are a small team working closely with our partner organisations to ensure Scilly is protected and preserved for future generations. The islands are a special place full of historical sites and unique wildlife and we are proud to fly the flag for a sustainable, clean, green Scilly.

## THE VOICE OF TOURISM ON SCILLY

The IP provides important strategic leadership, acting as the spokesperson for the islands' visitor economy, providing insight and input on matters affecting or impacting on Scilly's vital tourism industry.



Reach up to **75,000** customers interested in Scilly every month

