

GROWTH accelerator for your business



DESTINATION
COVENTRY

THE RISE OF COVENTRY

Local Visitor
Economy
Partnership

Recognised by
VisitEngland

Coventry City Council

Coventry & Warwickshire
Chamber of
Commerce

VisitBritain

West Midlands
Growth Company



WHO ARE WE?

Destination Coventry is the official Destination Management Organisation (DMO) for Coventry, delivering the destination tourism strategy for our city through extensive marketing, connectivity and research, promoting the area nationally and internationally to grow and support the visitor economy.

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, works to attract business travellers, conferences, exhibitions and other business events.

We represent the city's valuable tourism, leisure and hospitality sector, which generates¹ over **£855 million**, supports circa **7,911 jobs**, and attracts over **11.3 million visitors** annually.

By collaborating with key partners, including Visit Britain, Visit England, West Midlands Growth Company and Shakespeare's England, we can capitalise on shared marketing opportunities, often used to amplify our own campaigns, as well as delivering standalone activity aligned to particular themes.

Our most recent campaigns have included shining a light on our ever developing offer:

- City and Business Events Throughout the Year
- Visitor Attractions
- Conference Facilities
- Sporting Events, Attractions and Venues
- Hotels & Accommodation
- Food & Drink Offerings
- City Breaks
- Explore Coventry and Surrounding Areas
- Business & Supplier Services to the Sector
- Wedding and Celebration Venues

Seasonal campaigns are also featured throughout the year.



MADE IN COVENTRY



Message from the
Managing Director
of Destination Coventry

I am thrilled to report another strong year for Coventry's visitor economy which continues to hit new heights, exceed expectations and lead the way in the West Midlands in pace of growth for visitor numbers, economic impact and total employment. At the core of our business, we believe in building lasting partnerships; driving innovation, collaboration and delivering an inclusive tourism strategy that works for all stakeholders.

We are determined to reach out further and increase our effectiveness into the UK domestic and international markets now worth \$16 trillion globally and supporting 449M jobs by 2034, with UK overseas visitors spend forecasted at 32.5 billion this year.

Our impact on the visitor economy across 2025 and beyond will be robust and tangible, while maintaining our social responsibility and close stakeholder engagement.

To energise our aims, we will be launching a new suite of websites, and evolving into our new partnership model, designed to be a targeted extension of our partners' marketing activity and budgets, adding greater return on investment by direct focus on increasing referrals and footfall to drive business growth. Benefits will be drawn by collaborating with the West Midlands Growth Company to deliver regional inclusion in a visitor pass, travel trade, accessibility guide, green tourism, tourism awards, networking, tradeshow, BID writing and Destination Coventry will be a key advisor in the regional taskforce for tourism strategy.

A passion of mine is to support the winning of UK domestic and international contracts for our region; to this end, Destination Coventry will be a leading partner in a newly formed steering group, incorporating key representatives, with the aim of creating a single voice: a more powerful outlet to win sporting and major events over the coming years.

Next year will see the launch of our new tradeshow strategy, focussing on the essential connection to wider audiences, placing our region and partner businesses directly before trade buyers.

As Destination Coventry evolves into leading the digital marketing landscape for the region and its partners, we ask all businesses to join us on a shared journey, integrating the new partnership packages into their annual marketing budgets, with the understanding that together we are stronger.

Paul McMahon

THE RISE OF COVENTRY

- Visitor numbers rose by **more than 1M** from **10.3M to 11.39M**
- Coventry's visitor economy has now reached **855M, up 44% (or 261M)** compared to pre pandemic and up by 100M in a 12-month period
- Number of full-time equivalent jobs supported by the sector was up by **17%, from 6.760 to 7,911.**
- Coventry has **outperformed its regional partners** in terms of % growth in Visitor Numbers, Economic Impact and Total Employment over a three year period
- Visitor numbers are up by 3.1%, direct expenditure is up by 13.9%, economic impact is up by 13.9%, **total employment is up by 7.6%**, in a 12-month period
- Compared to pre pandemic figures, visitor numbers are **up by 13.6%**, direct expenditure is **up by 43.5%**, economic impact is **up by 15.9%** and **total employment is up by 17%**

Data has been formulated by Global Tourism Solutions using its STEAM (Scarborough Tourism Economic Activity Monitor) model





WHAT DO WE DO FOR YOU?

We impact the business and leisure economy to support the growth of your business, providing a wealth of knowledge to help inform and direct your activities and provide full access to our marketing suite where your entire marketing strategy can be delivered, with return on investment at the heart of what we do.

We will promote you to all of our extensive reach: locally, **UK domestically and internationally** via all our multi-platform digital and physical marketing and events.

HOW DOES IT WORK DIGITALLY?

We directly attract website traffic via organic Search Engine optimisation (SEO), Paid SEO and Paid Per Click (PPC) to our leisure and business websites. Our website visitors will then click on your listings, banners, sponsored ads and mobile banners, delivering them straight to you... **your visitor has arrived!**

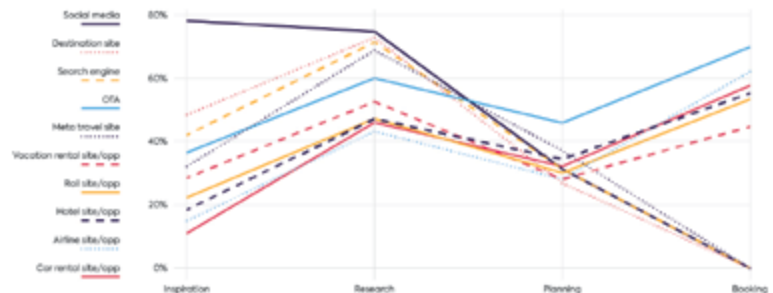
Our extensive social media reach, including Facebook, Instagram, Tik Tok, Twitter, LinkedIn and YouTube, will also **powerfully promote your business**, directing visitors to your site or business.



DOES THIS WORK?

Currently digital ad spend is 26 billion in the UK. Driven by social media and search advertising spend, this growth is propelled by effective return on investment, with the UK now leading the European market for digital advertising. Simply put, it demonstrates that all business needs to be competing in the digital marketplace for future growth, and by doing it well - it works!

HOW CRITICAL ARE YOU IN THE PATH TO PURCHASE?



Data Source: Expedia 2024

We are a recognised critical element in inspiring and attracting thousands of people daily.

We know decisions are made when visitors get to your website and you: getting them to you is the challenge! **Our social media and websites are a recognised driving force to attract, influence and inspire, acknowledged by such organisations as Expedia.** We then directly move that interest to your website and you, where the decision is often made, and that is why it is so critical for you to be part of our partner programme and reap the benefits.

WHAT IS A RETURN ON INVESTMENT?

A return on investment is a financial metric used to evaluate the profitability or efficiency of an investment, the measurement is commonly used to determine the effectiveness of marketing campaigns and the partnership, it is often compared to well-known metrics such as google ad words or social media boosts.

It is often calculated using the formula:

$$\text{Cost Per Click} = \frac{\text{Total Cost of Campaign}}{\text{Number of Clicks}}$$

In 2024 the average Cost Per Click was £1.52 (Source: Wordstream Google Ads benchmark report Currently)

So for example if you spent £1000 directly on digital advertisement

$$\text{Cost Per Click} = \frac{£1000}{684} = £1.46$$

This would mean a return on investment of £1.46 per referral compared to Google ads of £1.52, not with-standing the breadth of other benefits afforded by a Destination Coventry Partnership Package.



**DESTINATION
COVENTRY**

Coventry Cathedral

Coventry Cathedral



Coventry Building Society Arena

**WE HAVE
IT ALL**

Hartford Street



Fargo Village



Fargo Village

Godiva Festival



**SCAN HERE
TO SEE JUST
WHAT WE DO**





My Dhabba

ARE YOU ABLE TO **PROVIDE EXAMPLES** OF THE COST OF IMPRESSIONS, VIEWS AND REFERRALS?

By reviewing a 6-month real life example, we can see the sheer impact of digital marketing, and how that translates in terms of cost per impression, view and referrals; **demonstrably, the greater return on investment** is with enhanced listings and higher spend packages.

c. 100 ATTRACTIONS - LAST 6 MONTHS

	Impressions per product	Views per product	Referrals per product
GOLD	91,289	1,589	571
SILVER	23,859	496	209
BRONZE	8,046	268	117

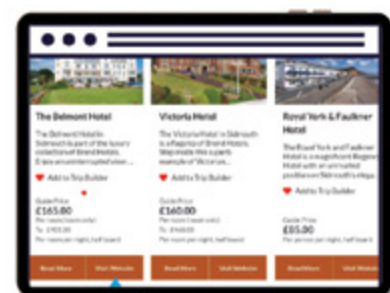
(Source: Simpleview, 2024)

c. 100 ATTRACTIONS - LAST 6 MONTHS

	Cost per impression	Cost per view	Cost per referral
GOLD	£0.4p	£0.24	£0.66
SILVER	£0.1	£496	£1.11
BRONZE	£1.8p	£268	£1.26

ARE IMPRESSIONS AND PRODUCT PAGE VIEWS **IMPORTANT**?

Definitely, as you want visitors to reach you through referral, so seeing your details is crucial to forming very warm leads, and potential business conversion.



DOES ADDING MY WEBSITE **INCREASE** MY REFERRALS?

In short, yes, by as much as 75% (Source; Simpleview 2024) as leads and visitors are now engaging with you direct on your website as they click through.

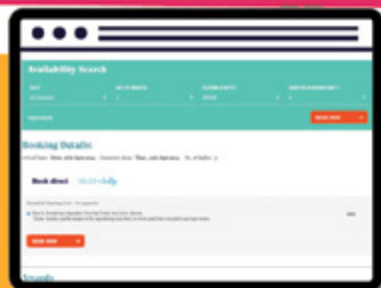
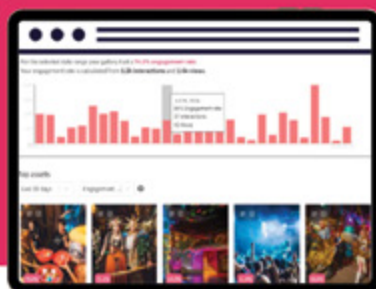
DO YOU PROVIDE INSIGHTS INTO **ENGAGEMENT**?

Absolutely, by providing you with detailed reporting metrics on the performance of your listings, banners and sponsored ads.



AM I ABLE TO UPLOAD MY EVENTS **DIRECT** TO THE SITE?

Yes, you can, and with the ability to add click throughs to your website and social media – it's powerful! Reporting on views, interactions and engagement rates can all be provided too.



ARE I ABLE TO **PROMOTE** TICKETS FOR MY EVENT DIRECT ON THE SITE?

Yes you can, **boosting your sales** with the ability to promote and get in front of visitors and local residents while using paid advertising to target your exact audience to really supercharge your sales.

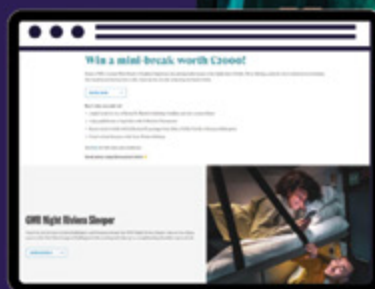
AM I ABLE TO **SPONSOR** BIGGER EVENTS AND ASSOCIATE MY BUSINESS?

Yes you can sponsor larger events and link your business to boost sales or branding; it's a fantastic way to get in front of much larger audiences.



CAN I RUN **COMPETITIONS** ON MY OWN OR JOINTLY FOR DATA CAPTURE?

Yes, we ensure we meet GDPR rules and we can run competitions on your behalf, sharing the data from the campaign.





OUR FORECASTED REACH FOR NEXT YEAR



TOTAL
MEMBERS
400



YOUTUBE AND
TIKTOK VIEWS
1 MILLION +



SOCIAL MEDIA
ACCOUNTS REACHED
1 MILLION



HOURS OF
CONTENT WATCHED
7,000



SOCIAL MEDIA
FOLLOWERS
30,000



VISITOR
GUIDE REACH
500,000



WEBSITE VIEWS
1 MILLION +



EMAIL DATABASE
10,000

Coventry City Centre



St Mary's Guildhall





WHAT ARE THE BENEFITS OF HIGHER SPEND PACKAGES AND GREATER LISTING?

By reviewing the average results of other Destination Management Organisations across the UK, the impact of higher packages is significant with greater listing power.

REFERRALS OVER TIME

(Source: Simpleview 2024)



DO YOU PROVIDE SEASONAL BREAKFAST FORUMS?

We celebrate the changing of the seasons with a curated plan of events across a diversity of partners' venues. By empowering your understanding of seasonal opportunities ahead, we can offer unique marketing possibilities for your business and products, capitalising on the revenue potential. Our forums are a wonderful space to connect with like-minded individuals, where our visions can be shared and brought to life.



WHAT MORE CAN WE DO FOR YOU?

Offering a full suite of marketing functions and social and corporate engagement we can also support you with:

- Full management of your digital marketing from 6k annually
- Platinum and entry level for banners, listings, sponsorship and mobile banners across our leisure, corporate and partner websites.
- Regional marketing packages to cover Coventry, Warwickshire, Birmingham and Solihull and more
- We support in winning BIDs for sporting and major events
- Press releases to shout about your business news
- Bus & taxi advertising locally
- TV advertising from 3.9K
- Radio advertising from 3.5K
- Paid PPC to attract new customers
- Paid SEO to attract new customers
- Content management
- Organic SEO
- Website landing pages
- Access to our extensive social reach via LinkedIn, Facebook, Instagram, Tik Tok, Twitter and YouTube
- Inclusion in our regular newsletters
- Representation at national and international tradeshows
- Physical advertisement at our Visitor Information Centre located outside Coventry train station with huge daily footfall and impressions
- Inclusion within the city's official visitor guide
- User generated content where you can upload events direct to our websites
- Networking locally and regional events
- Annual conference
- Market data exploring spending trends
- Incisive analytical reporting
- Local stakeholder management to build into a region wide tourism strategy
- Regional inclusion for support in travel guide, visitor pass, international trade, green tourism accreditation, accessible access guide, tourism awards and connectivity



The Meeting Show, London

**Invest in
Coventry**

Birmingham Airport

HOW WILL YOU **PROMOTE** THE COVENTRY & WARWICKSHIRE OFFER?

By ensuring we have representation at travel trade and business trade shows, **both UK and internationally**, we can ensure that Coventry & Warwickshire is **amplified as a destination** to visit and host successful corporate events.

HOW DO YOU **ATTRACT** BUSINESS CONFERENCES, MEETINGS AND EVENTS?

We bring our region's **outstanding sector strengths**, meet-in-the-middle location, and huge diversity of conference, meetings and events spaces out to the **national and international audience**. By showcasing our unique blend of manufacturing, innovation and culture, we attract delegates to the region, with our expert local knowledge, securing longer-term prosperity.

WHAT DO YOU DO WITH CONFERENCE ENQUIRIES?

Our Convention Bureau team offer unbiased venue finding information and referrals, matched to the enquiry - totally **FREE!** We connect accommodation providers with buyers, host regional or venue familiarisation visits, and can support your event with itineraries for unique social, incentive and memorable experiences.

WILL YOU **SUPPORT** BIDS TO HELP WIN EVENTS FOR THE CITY?

Absolutely - it's our passion to help secure conferences and events business, helping to support and grow the visitor economy.

WHAT DO YOU DO TO SUPPORT CORPORATE SUSTAINABILITY?

Compiling information about sustainability practice from venues and attractions across the city, we submit data to the Global Destination Sustainability (GDS) Index, giving us an **international ranking** valued by event bookers, as well launching initiatives such as **'The Final Course'** to address local food poverty.

Coventry Cathedral



Conference Coventry and Warwickshire | **FEED HUNGRY**

Birmingham Airport



REGIONAL MARKETING PACKAGES

Unlock the power of regional marketing opportunities within a dynamic market and resonate to a wider audience, by building deeper and more authentic connections while being seen, heard and embraced by larger audiences who are ready to engage.

You're not buying ad space, you will be investing in a strategy that drives meaningful, lasting impact in the wider communities you serve.

Destination Coventry works closely with its regional partners, such as the West Midlands Destination Development Partnership and its partners, delivering these bespoke wider marketing opportunities.

Are you ready to make an impact in your key regions? Let's discuss how we can put regional marketing to work for your brand.

SEASONAL MARKETING PROMOTIONS

Unlock the full potential of your business with our powerful seasonal marketing promotions. Designed to capture the excitement of every season, our promotions are crafted to boost your visibility and drive sales like never before.

With a strategic mix of engaging visuals, targeted messaging, and time-limited offers, our seasonal campaigns connect with your audience on an emotional level, inspiring action and loyalty. Our promotions create urgency and tap into the seasonal spirit that motivates customers to buy now. Don't miss the chance to elevate your business by leveraging our seasonal marketing promotions.

Drillon's Brewery Spire Bar



Coventry Cathedral



As a Destination Coventry partner, we will offer you first option on the sales and development opportunities available to you through our work with the West Midlands Destination Development Partnership.

LEISURE visitcoventry.co.uk | **BUSINESS** conferencecoventryandwarwickshire.co.uk | **PARTNERSHIP** destinationcoventry.co.uk



Coventry Building Society Arena

DIGITAL VISIBILITY IS THE PRESENT AND FUTURE OF MARKETING

Our sponsored advertising is powerful; it maximises your visibility and yields greater click throughs, boosting your referrals to you, where the highest conversion takes place: it's a super proven strategy that works.

All of our sponsored ads, banners and carousels are designed to be a natural part of our website, proving to bring greater return on investment as you get more click throughs and more business.

If you want to power up your referrals, this is a simple and dynamic way to ensure you're visible to all visitors.

Simply review the examples below to decide how best we can market your business. As the only official, dedicated and visitor economy targeted, not-for-profit business, we have one clear mission: to support your growth.

	Home Page	Main Category Page	Sub-Category Page
Premium Page Sponser	£250 +VAT per month	£200 +VAT per month	£175 +VAT per month
Banner Advert	£166 +VAT per month	£110 +VAT per month	£84 +VAT per month
Carousel Advert	£150 +VAT per month	£100 +VAT per month	£75 +VAT per month
Premium Mobile Banner	£350 +VAT per month		
Visitor Information Centre - Train Station Advertising	£125 +VAT per month		

PREMIUM
PAGE SPONSOR

BANNER
ADVERT

CAROUSEL
ADVERT

PREMIUM
MOBILE
BANNER

WELCOME TO THE AWARD-WINNING CBS ARENA

From state-of-the-art conference rooms to live music and sports venues, an integrated DoubleTree by Hilton hotel onsite and nearby accommodation, our 23,000 sqm of flexible event space can host a wide array of functions. Easily accessible near the UK's largest motorway network, Birmingham Airport, and London Euston rail station, click here to find out more.

We're part of Coventry's Christmas Cracker

Your gateway to hassle free success

DAY OF THE DEAD

GENERATORS

FOOD AND DRINK

Whether your trip to Coventry is just a day, or perhaps you're a local, we've got every taste to leave you hungry.

FAMILY FRIENDLY ATTRACTIONS

There are a wide variety of entertaining activities and great places to visit for all ages available throughout Coventry. From arts and culture, to history and heritage - it's all happening! Take a look at everything on offer throughout the city.

BE OUR GUEST

Whether you prefer the charm of a boutique hotel, the tranquility of a countryside retreat, or the unique allure of a 14th-century holiday cottage, Coventry's lodging options cater to various tastes. Imagine immersing yourself in the historical ambience of a centuries-old cottage or enjoying the modern amenities of a chic boutique hotel.

COVENTRY Transport MUSEUM

FREE ENTRY THIS BANK HOLIDAY

Limited Spaces: book now to secure your spot!

Rate Card Applicable for Destination Coventry Partners.

Happy to answer any questions or discuss the possibilities of how we can help. Email: partnerships@destinationcoventry.co.uk to put your business in the spotlight.

ENTRY PACKAGES

25% discount for limited period
Prices are subject to VAT

		Platinum Impact	Gold Impact	Silver Impact	Bronze Impact
		£1,119	£744	£494	£244
		£895	£595	£395	£195
LISTINGS	Listing on the Visit Coventry or Conference & Bureau Site	1 st Tier	2 nd Tier	3 rd Tier	4 th Tier
	Free mirrored Listing on other DC brand site for 2024 signings 50% off for 2025 sign ups, across both Leisure & Business sites	1 st Tier	2 nd Tier	3 rd Tier	4 th Tier
BANNERS & SPONSORSHIP	Mobile Banner: Supercharged Mobile Advertising	×	×	×	×
	Home Page: Top Banner Video with Link Direct to Your Website	×	×	×	×
	Home Page: Main Large Sponsorship	×	×	×	×
	Home Page: Middle Page Banner	×	×	×	×
	Home Page: Spot Light Carousel Sponsorship	✓ x21 Days	✓ x14 Days	✓ x7 Days	×
	Category Page of Choice: Top Banner	×	×	×	×
	Category Page of Choice: Main Large Sponsorship	×	×	×	×
	Category Page of Choice: Middle Page Banner	✓ x14 Days	✓ x7 Days	×	×
DIGITAL MARKETING, ADVERTISING & BRANDING	Category Page of Choice: Spot Light Carousel Sponsorship	✓ x21 Days	✓ x14 Days	✓ x7 Days	×
	Coventry Train Station Visitor Information Centre Advertising	×	×	×	×
	Allocated Paid Social Budget Attracting New Audiences	×	×	×	×
	Social Media Posts	6 Social Posts	4 Social Posts	2 Social Posts	1 Social Posts
	Promote Your Event and Attraction Tickets Digitally & in Visitor Information Centre	✓	✓	✓	×
	Featured in one Influencer Campaign	×	×	×	×
	Featured in two Blogs	×	×	×	×
	Campaign Landing Page	✓ x6	✓ x4	✓ x2	×
	Email Blast to Database Spotlighting Your Business	×	×	×	×
	Free listing to the highlights section	×	×	×	×
	Full Page Advertorial in Official City Visitor Guide	×	×	×	×
	Quarter Page Advertorial in the Official City Visitor Guide	×	×	×	×
	Digital Mapping of Venue/Business/Service on Visitor Map Finder	✓	✓	✓	×
	One Online Competition Targeted to New Audience With Data Capture	×	×	×	×
	First Option for Prime Space in Seasonal Marketing Campaigns	×	×	×	×
	Article in One Quarterly Newsletter	×	×	×	×
	Your Brand Sponsoring Network & Annual Conference	×	×	×	×
	Unlimited Events Uploads into Region Wide Calendar	✓	✓	✓	✓
	Unlimited Social Media Uploads	✓	✓	✓	✓
	Inclusion in One Destination Coventry Press Release	×	×	×	×
	Analytical Reporting on your Digital Content	✓	✓	✓	✓
	Supplier Showcases on LinkedIn	✓	✓	✓	✓
	Key Note Speaking Opportunities at Visitor Economy Annual Conference	×	×	×	×
CORPORATE GROWTH SUPPORT	First Option on Commission-Free Direct Enquires for Conferences and Hotels as They Occur Directly Via Destination Coventry	×	×	×	×
	Preferential Rates for BID Writing Support	×	×	×	×
	Premium Access to Visitor Economy Research and Data Worth £8000	✓	✓	✓	✓
	Access to Participate in Media and Buyer Familiarisation Trips if Travel Trade Ready Via the TT Development Programme	✓	✓	✓	×
	Seasonal Breakfast Forum	✓	✓	✓	✓
	Annual Conference (Preferential Ticket price will apply)	✓	✓	✓	✓
	Access to Destination Coventry Photography Library	✓	✓	✓	✓
	Inward Investment Relationship Development With Coventry City Council	✓	✓	✓	✓
	Local Visitor Economy Partnership (LVEP) Representation	✓	✓	✓	✓
	10% Discount for Destination Coventry Organised Local and UK Domestic Trade Shows	×	×	×	×
UK & LOCAL TRADE SHOWS	UK Domestic: NET Zero, Food & Drink Show, C&W Annual Conference The Meeting Show London and more	×	×	×	×
	Your Brand Prominently Displayed On Our Material Premium Lisitng on Material	✓	✓	×	×
YOUR ONE STOP MARKETING BOLT ON FOR GROWTH OPPORTUNITY	Special Feature: Full Management of Your Digital Marketing Output from 6K	✓	✓	✓	✓
	Targeted TV Advertising	✓	✓	✓	✓
	Radio Advertising	✓	✓	✓	✓
	Digital Board Advertising	✓	✓	✓	✓
	Bus & Taxi Advertising	✓	✓	✓	✓
	PR Press Release	✓	✓	✓	✓
	Printed Large Bill Boards	✓	✓	✓	✓
	Sponsorship of Newsletter & Events	✓	✓	✓	✓
	Influencer Campaigns	✓	✓	✓	✓
	Detailed SEO Analsis of Your Website	✓	✓	✓	✓
	Marketing and branding design	✓	✓	✓	✓
	Support BID Writing	✓	✓	✓	✓

As a Destination Coventry partner, we will offer you first option on the sales and development opportunities available to you through our work with the West Midlands Destination Development Partnership.

LEISURE & GROUP TRAVEL TRADE SHOWS	Travel Trade: Australia, MEA (India, Gulf States, Asia), UKInbound, ITB Berlin, BIM	Your Brand Prominently Displayed On Our Material Premium Lisitng on Material	×	×	×	×
MEETINGS, INCENTIVES, CONFERENCE & EVENTS TRADE SHOWS	Business: IMEX Frankfurt, IMEX America, TMS (The Meeting Show) CHS (Conference & Hospitality Show) IBTM (Incentives, Business, Travel & Meetings)	Your Brand Prominently Displayed On Our Material Premium Lisitng on Material	×	×	×	×
REGIONAL DEVELOPMENT PROGRAMME (LIMITED PLACES)	Travel Guide		✓	✓	✓	✓
	Regional Visitor Pass		✓	✓	✓	✓
	Travel Trade Product Development & International Trade Support		✓	✓	✓	✓
	Green Tourism Accreditation		✓	✓	✓	✓
	Entry into Accessible Access Guides		✓	✓	✓	✓
	West Midlands Tourism Awards Consideration		✓	✓	✓	✓
	Cultural & Tourism Connected West Midlands		✓	✓	✓	✓



Coventry Building Society Arena

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Limited Spaces: book now to secure your spot!

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COVENTRY

