

## Enterprise St Helena – Board Paper

Board Paper Number	04-03
Paper Title	Tourism Advertising Campaign 2016/17
Date	March 2016
Session	Open
Paper Presented By	Christopher Pickard, Director of Tourism

Subject	St Helena Tourism international advertising campaign
Background	<p>One of Enterprise St Helena’s Key Focus Areas is the development of a sustainable tourism industry, while establishing St Helena as a tourist destination is a Key Performance Indicator. In order to achieve this, it is vital that the destination and the brand be highly visible to our core source markets.</p> <p>Marketing campaigns over the past years have yielded good results, most notably during the latter part of 2015, when St Helena was listed by no fewer than 15 distinguished global travel publications as one of the top destinations for 2016. The attention that St Helena received was in part due to our advertising campaign which caught the attention of the international media. Our marketing efforts were also greatly boosted by a significant number of positive articles in respected publications internationally.</p> <p>As we gear up to receive our first visitors to arrive by air, we need to ensure that St Helena remains in view of both consumers and the travel trade and that we exploit the immense interest that air access to the island has generated all over the world.</p> <p>Although we concentrate the biggest share of the resources on our key source markets namely the UK and South Africa, this campaign also targets a wider European audience with a limited number of activities reaching even further afield to the USA and Canada. A great advantage of advertising with British publications is that these are respected and read worldwide.</p> <p>Rather than trying to reach too broad a market, our campaign targets specific audiences. By focusing our messaging, we hone in on travellers who are looking for new, unique experiences. Niche marketing targets those whose interests align with the offering on St Helena, such as diving, hiking and birding. There are a number of untried niche markets that we intend capturing this year, including the international yachting community.</p> <p>The campaign includes a combination of both print advertising and online activity and will be supported by St Helen Tourism’s growing social media presence where appropriate.</p> <p>Air access makes St Helena an attractive destination for tour operators to sell, and the campaign includes activities in a number of publications that will reach the desired travel trade.</p> <p>It is also worth mentioning that this proposal builds on campaigns of previous years. We have established relationships with a number of key publications, and are able to maximise value for money through discounted rates and packages, rather than one-off placings. Furthermore we have created a strong, recognisable brand which</p>

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	ensures that our advertising is conspicuous and that generates positive associations with the product, St Helena. In fact, our current campaign is so distinctive that various editors have commented positively on its impact to the Director of Tourism.	
Proposal	<b>ACTIVITY/PUBLICATION</b>	<b>BUDGET</b>
	<b>TTG</b> Our preferred UK travel trade partner Circulation: 18,616 6 full-page insertions @ £1,400 each (May July September November January March) 1 insert in TTG Luxury @ £2,000 (October), 1 full circulation email @ £1,500 (May)	11,900
	<b>Selling Travel</b> UK travel trade training publication Monthly print run circulation: 14,925 3 full-page inserts at discounted rate @ £1,000 each (May October February)	3,000
	<b>LATA Members Guide</b> Advertising in the LATA (Latin American Travel Association) as a member. Print run circulation: 40,000 One insert @ £2,000 (October)	2,000
	<b>Routes News</b> Publication to reach the global route development community for promotion of St Helena route. Print, online and social media options (October)	3,000
	<b>Travel Trade Support (tour operators)</b> Advertising support for tour operators that represent St Helena will be finalised after commencing of flights. To include <i>Discover the World, VJV, Mantis</i>	12,000
	<b>Co-operative marketing air service providers</b> To be agreed once flights are in operation. To include advertising in Highlife, partnership branding in print and online advertising, launch of a competition as well as on-island PR campaign	15,000
	<b>Journeys</b> UK consumer publication aimed at active traveller Print run circulation: 80,000 3 half-page inserts @ £1,500 each (June November January)	4,500
	<b>Lonely Planet</b> Premium travel publication and website 49m page views Digital advertising campaign to support Best in Travel 2015 award (May August October January)	12,000
	<b>National Geographic Traveller</b> Premium UK consumer travel publication Circulation: 58,242 6 inserts @ £3,000 each (May July September November January March)	18,000
	<b>Wanderlust</b> UK consumer travel magazine aimed at adventure & active	18,000

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	<p>travel market Circulation: 86,000 6 full page inserts @ £2,500 each, digital campaign @ £3,000 (April June August October December February)</p>	
<p><b>The Guardian Travel Guide</b> Published annually in co-operation with NGT Print run: 285,000 One full page insert @ £3,000 (January)</p>	3,000	
<p><b>The Law Society Gazette</b> Annual Luxury Selection Circulation: 110,000 One insert @ £1,000 (October)</p>	1,000	
<p><b>Niche publications</b> Niche advertising will be continued from last year. The following niche markets and associated publications will be targeted when results of the 2015/16 campaign are available:</p> <ul style="list-style-type: none"> <li>• Diving - Diver/net and Dive (September January)</li> <li>• Walking &amp; Hiking – Trail &amp; Country Walking (August March)</li> <li>• Birding &amp; Wildlife – Bird Watch, Bird Watching (October February)</li> <li>• Yachting: Yachting World (November December January)</li> <li>• Heritage – Majesty (September)</li> </ul>	20,000	
<p><b>BBC Publications</b> Niche advertising in BBC publications History, Sky at Night and Wildlife, to coincide with events or campaigns such as Dark Skies certification, whale shark season and major Napoleonic events (August October December January February)</p>	10,000	
<p><b>French &amp; German publications</b> Advertising in suitable travel publications for the French &amp; German markets will be determined once flights are available and agreements are in place with tour operators in these countries (October November January February)</p>	10,000	
<p><b>Getaway</b> Most recognised South African consumer travel publication Circulation: 65,000 3 full page inserts in second half of financial year (first half will involve Comair marketing with the publication) @ £2,000 each and online activity (December January February)</p>	8,000	
<p><b>Weg/Go</b> Popular South African adventure publication for consumers Circulation: 59,719 4 full page inserts @ £2,000 and 1 newsletter @ £1,000 (May October November January)</p>	9,000	
<p><b>Ad hoc advertising costs</b> This will include ad hoc costs associated with marketing, such as postage for prizes, administrative costs, travel etc.</p>	2,000	
<p><b>Digital brochure</b> Annual management fee to Image Giants for administration of the digital brochure</p>	2,200	
<p><b>Design costs</b> Activities to include design of advertising campaign (including</p>	5,000	

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	niche advertisements), design of collateral and brochure design			
	<b>Video</b> To include editing of existing footage, adding footage to library and producing short videos for online marketing, in-flight information and events and tourist attractions		5,000	
	<b>Local media campaign</b> £150 per month to support on-island marketing, including jingles, radio advertisements and competitions		1,800	
			<b>£176,400</b>	
Recommendation	The Board approves the above plan for the Advertising Campaign			
Decision Sought	That the Board approves the budget and the planned Advertising campaign			
Financial Implications	Budget 2016 2017	£176,400	Commitment to Date	£0
	Proposed Commitment	£176,400	Budget Remaining	£0
	Comments			
Economic Implications	This proposal supports ESH's objective of developing tourism by marketing the destination internationally			
Public / Social Impact	N/A			
Environmental Impact	N/A			
Previous Board Consultation / Approvals	N/A			
Public Reaction	N/A			
Publicity	We will advise in the local newspapers, website and Facebook of the International publications that St Helena has featured in.			
Procurement Considerations	Procurement policy will not be followed as this campaign is targeted to specific markets which we want to advertise or obtain maximum exposure in. Negotiations will ensure that value for money is achieved with the various publications.			
Support to Strategic Objectives	Output Indicator	St Helena better established as a tourist destination	Anticipated Output	Increase in number of tourist visitor arrivals per annum
Supporting Documents				