



# Experience **OXFORDSHIRE** PARTNERSHIP



**WORKING WITH BUSINESSES  
TO GROW AND DEVELOP THE  
VISITOR ECONOMY**

[www.experienceoxfordshire.org/partner](http://www.experienceoxfordshire.org/partner)

## THE OXFORDSHIRE EXPERTS

Visitors to Oxfordshire are vitally important to the local economy. The iconic city and surrounding county attract local, national and international visitors. The county's proximity to London and other key cities in the UK make Oxfordshire an attractive destination for leisure and business travellers.

Experience Oxfordshire is the official Destination Management Organisation (DMO) for Oxfordshire. We are the trading arm of the parent charity, the Experience Oxfordshire Charitable Trust, and are a not-for-profit partnership organisation committed to the promotion, management and development of Oxfordshire as a great destination to live, work, visit and do business.

## STRONG STRATEGIC LINKS

As the official DMO for Oxfordshire we have positioned ourselves alongside the influential national networks and work closely with VisitBritain and VisitEngland, Department for Culture, Media and Sport (DCMS) and Department for International Trade, Arts Council England, UKinbound, Tourism Alliance and the Tourism Society.

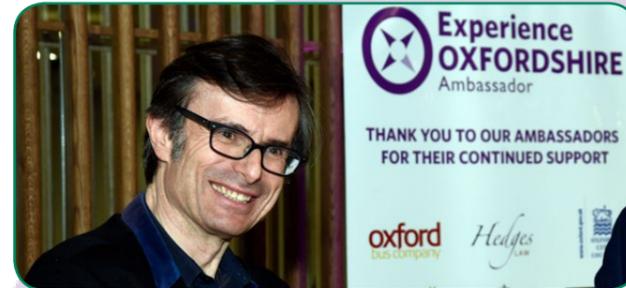
## JOIN OUR GROWING NETWORK

Experience Oxfordshire's growing partnership network spans all parts of the visitor economy and cultural sectors including attractions, accommodation providers, local authorities, transport services, retail, restaurants, language schools, tour companies, venues, events and service providers.

By becoming a Partner of Experience Oxfordshire your organisation will join a thriving partnership network. Partners benefit from a committed, personal and professional service that supports and promotes your business and develops Oxfordshire's visitor economy. We hope you will join us and become an integral part of helping to ensure Oxfordshire is a world renowned tourist destination of choice.



Bernard Donoghue FTS, Director at The Association of Leading Visitor Attractions (ALVA) speaking at the Experience Oxfordshire 'Insights from the Experts' partner conference.



Robert Peston, Political Editor of ITV News speaking at the Experience Oxfordshire Cultural Platform.



Experience Oxfordshire partners networking event at The Oxford Artisan Distillery (TOAD).



**"Experience Oxfordshire have been very helpful in spreading the word... Probably safe to say, Bill Spectre's Ghost Trails would not exist without Experience Oxfordshire!"**

- Bill Spectre, Owner, Bill Spectre's Ghost Trails.

**"Oxfordshire Artweeks is pleased to be an Experience Oxfordshire partner as we've made unplanned connections at the networking events that have created unexpected opportunities for us, and we've also benefited from occasional snippets of publicity out of the county that we just couldn't have generated ourselves."**

- Esther Lafferty, Executive Director, Oxfordshire Artweeks



**"Destination Management Organisations play a vital role in British tourism, ensuring that our destinations provide a quality experience for visitors. We fully support Experience Oxfordshire aims - as the official DMO for the area - in developing and investing in improving the Oxfordshire experience. Collectively we work with them and the wider tourism industry to inspire more international visitors to Oxfordshire and beyond."**

- Sally Balcombe, Chief Executive, VisitBritain and VisitEngland



**"I am delighted that Experience Oxfordshire have joined UKinbound. This beautiful part of the English countryside is a huge draw for our inbound visitors - combining iconic heritage, stunning countryside and excellent hospitality - and I know that Hayley and her team have some really exciting and innovative plans to maximise this important sector of the tourism market. We look forward to collaborating over the next year to grow this valuable business even further."**

- Deirdre Wells, Chief Executive, UKinbound



# THE IMPACT OF OUR WORK

**MORE VISITORS,  
STAYING LONGER  
AND SPENDING  
MORE.**

Economic & Social Benefits:

**34,856**

Total jobs

**10%**

of all jobs in Oxfordshire

Tourism in  
Oxfordshire is worth  
**£2.04  
BILLION**

Visitor Statistics:

**27.6M**

Total visitors

**24.9M**

Day visitors

**2.7M**

Overnight visitors

**9.8M**

Nights spent in the County

**680K**

International visitors

For more research on the Oxfordshire Visitor economy, visit: <https://www.experienceoxfordshire.org/partner/partner-benefits/research-and-insights/>  
Source: Economic Impact of Tourism – Oxfordshire 2016.

# WORKING WITH OUR PARTNERS

Our growing partnership network includes all parts of the visitor economy and cultural sectors.



ACCOMMODATION



ATTRACTIONS



ARTS AND EVENTS



TOURS



SERVICE PROVIDERS



RETAILERS



VENUES



TRANSPORTATION PROVIDERS



FOOD AND BEVERAGE OUTLETS



TOWNS AND VILLAGES



LANGUAGE SCHOOLS



UNIVERSITIES

# REACHING A LOCAL, NATIONAL AND INTERNATIONAL AUDIENCE IN 2017

## PRINT

**325,000**

Oxford Visitor Guides, Oxford Quick Guides and leaflets printed



**18K**

Downloaded or read online



## EMAILS

**400K**



E-newsletters sent every year to visitors, travel trade, conference organisers, and group buyers

## WEB

**1.5M**



Page views on experienceoxfordshire.org

**77%**



UK visitors

**33%**



International visitors

## SOCIAL MEDIA

**5K**

Likes on Facebook

**17K**

Followers on Twitter

**1.5K**

Followers on Instagram

## EVENTS

**800**



Travel agents, tour operators and buyers met from over 40 international markets at national and international travel trade events

**650**



Partners attended Experience Oxfordshire's events

**150**



Group buyers met at Excursions and Group Leisure and Travel Shows

**300**



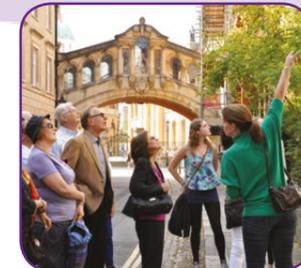
Press enquiries

# PROVIDING KEY SERVICES



## DESTINATION MARKETING

We work to ensure that Oxfordshire remains a leading destination by participating in international travel trade missions and attending national trade events to showcase Oxfordshire to a local, national and international audience.



## OXFORD OFFICIAL WALKING TOURS

Experience Oxfordshire's Walking Tours welcome over 40,000 visitors to Oxford each year. Led by qualified tour guides, we offer introductory tours exploring the city and university, as well as more specialist tours covering film, literature, history and architecture.



## GROUP TRAVEL

Working with our Partner network, Experience Oxfordshire offers a booking and advice service to group organisers looking to visit the County. Our knowledgeable team can assist with group accommodation, transport and tour guides, and ensure a group gets the most from their stay in Oxfordshire.



## CONFERENCING

The meetings, incentives, conference and events (MICE) market is a vital component in the visitor economy in Oxfordshire. To support and grow business visits and events (BV&E), Experience Oxfordshire works with Partners to promote and market the county as a great meetings and conference location through a dedicated venues website, PR and events.



## OXFORD VISITOR INFORMATION CENTRE

Located in the heart of Oxford on Broad Street, the Oxford Visitor Information Centre welcomes 500,000 visitors per year and provides award winning information, advice and inspiration on the best ways to experience the County along with a broad range of souvenirs and gifts.



"Experience Oxfordshire plays a central role in the city's rapidly growing tourism and hospitality economy. Facilitating networking and coordination across the many different components of the sector makes a vital contribution to the Oxford brand across the globe."

- Cllr Bob Price, City Council Board Member for Economic Development

# MEET THE EXPERIENCE OXFORDSHIRE AMBASSADORS

Ambassador Partners play an active part in the work that we do. They are leading businesses from a variety of sectors within the Oxfordshire economy. Collectively they bring valuable insight, support and strategic direction to the work Experience Oxfordshire does as the Destination Management Organisation for the County.



"We are proud to have been a founding Ambassador of Experience Oxfordshire. We've been a part of Oxford for over 135 years so it's only fitting that we play a leading role in promoting everything our beautiful County has to offer".

— Phil Southall, Managing Director, Oxford Bus Company

"At Blenheim Palace we are very proud of our contribution to bringing tourists from far and wide to the area. But this effort would mean nothing without the critical role played by partners like Experience Oxfordshire in bringing all contributors together and presenting Oxfordshire to the world".

— Dominic Hare, Chief Executive Officer, Blenheim Palace

"JACKfm is committed to being at the centre of all things local and this association will allow us to share across all three of our stations, JACKfm, JACK 2 and JACK 3 all the exciting work and events that Experience Oxfordshire is working with and promoting throughout the county".

— Ian Walker, Managing Director, JACKfm

"We are thrilled to be teaming up with Experience Oxfordshire. VSL & Partners is committed to supporting the promotion of culture in Oxfordshire and our partnership with Experience Oxfordshire is an excellent means of achieving this".

— Richard Venables, Partner, VSL & Partners

"Westgate Oxford has transformed Oxford bringing a new dimension for tourists. We work closely with our partners at Experience Oxfordshire. Their role in bringing national and international visitors to Oxfordshire is invaluable".

— Brendan Hattam, General Manager, Westgate Oxford

"Tourism in many ways supports jobs locally and provides enhanced services for residents. Cherwell District Council strongly supports Experience Oxfordshire and wishes to ensure that local businesses can gain full advantage from the services and expertise offered by this valuable partnership".

— Councillor Lynn Pratt, Lead Member for Estates and the Economy, Cherwell District Council

Experience Oxfordshire brings together all those involved in the thriving tourism and hospitality sector in this lovely county in order to make Oxford and the surrounding area a welcoming place for our visitors from around the world.

— Cllr Mary Clarkson, Portfolio Holder – Culture and City Centre, Oxford City Council

"Experience Oxfordshire offers the best platform to showcase the richness and diversity within our beautiful county to visitors from both the UK and around the world. It does this by forging and strengthening the partnerships that make Oxfordshire a top choice for visitors to the UK".

— Clive Doble, Tourism Director, Bicester Village



"As a transport provider we see our role in destinations as an important one. We are delighted to be Ambassadors of Experience Oxfordshire and help to encourage visitors to come to the City, County and Cotswolds. These strategic relationships are extremely important for us as we further strengthen our network and services"

— Mark Hopwood, Managing Director of GWR



"The Macdonald Randolph Hotel are delighted to be Ambassadors of Experience Oxfordshire. The DMO plays a vitally important role in supporting local businesses and bringing visitors into the City of Oxford. We look forward to continuing to support their work and drive the economic growth locally. We are very proud to have our 5\* Hotel associated with the good work of Experience Oxfordshire "

— Simon Drake, General Manager, The Macdonald Randolph Hotel

"Experience Oxfordshire delivers many opportunities for us as a local and intercity bus and coach operator and as the city grows and builds on its strengths we are looking forward to welcoming more visitors to experience the delights that our City and County have to offer".

— Martin Sutton, Managing Director, Stagecoach Oxfordshire

"With our strong and historic links throughout Oxfordshire, personal, professional and commercial, the collaboration makes perfect sense and is one that we feel will give great support to Experience Oxfordshire and its Partners".

— Nicola Poole, Managing Director, Hedges Law

"Being individual, independent, and in the centre of Oxford - we are proud to support Experience Oxfordshire and their efforts to inspire the rest of the world to discover and explore all that our marvellous City has to offer".

— Rebecca Mofford, Head of Operations, Mogford Group

"Oxfordshire County Council recognises the significant contribution tourism makes to the county. We are pleased to maintain our long-standing support for Experience Oxfordshire in their valuable work to promote the visitor economy to local, national and international markets."

— Cllr Lorraine Lindsay-Gale, Cabinet Member for Property, Transformation, Cultural Services and Tourism.

## BECOME AN EXPERIENCE OXFORDSHIRE AMBASSADOR

Benefit from the full range of Experience Oxfordshire's services while also positioning your company as the driving force behind the Destination Management Organisation for Oxfordshire, and benefiting from significant exposure across our partnership network.

For more information about becoming an Ambassador, please contact Hayley Beer-Gamage, Chief Executive on **01865 686436** or email [hayley.beer-gamage@experienceoxfordshire.org](mailto:hayley.beer-gamage@experienceoxfordshire.org)

# PARTNER BENEFITS



## TARGETED MARKETING

- Significant discounts on marketing campaigns targeting local, national, international leisure and business visitors.
- Promote your business through digital and traditional marketing channels including presence on our websites:  
[www.experienceoxfordshire.org](http://www.experienceoxfordshire.org)  
[www.experienceoxfordshire.org/conferencing](http://www.experienceoxfordshire.org/conferencing)  
[www.experienceoxfordshire.org/partner](http://www.experienceoxfordshire.org/partner)



## INDUSTRY INSIGHTS

- Receive exclusive Partner newsletters
- Access to market intelligence, industry reports and destination research such as our annual Economic Impact Report
- T-Stats account to benchmark your performance against competitors.



## PRESS AND PR COVERAGE

- Opportunity to receive press, media and familiarisation trips from local media and VisitBritain/VisitEngland
- Feature in the Experience Oxfordshire Press Pass.



## PERKS FOR PARTNERS

- Reach thousands of individuals across our partnership network with targeted special offers
- Enjoy great discounts from the Partner network across Oxfordshire for your employees.



## BUSINESS SUPPORT

- Invitations to exclusive seminars, workshops, networking, meetings and events
- Showcase your venue to the Partnership network by hosting an Experience Oxfordshire event.
- Advertise your job vacancies for free at:  
[www.experienceoxfordshire.org/partner/about-us/job-vacancies/](http://www.experienceoxfordshire.org/partner/about-us/job-vacancies/)

# PICK YOUR PACKAGE AND BECOME A PARTNER

**PARTNER**  
**£599** <sup>+VAT</sup>  
 Per year

All partner benefits plus:

A page for your business on [experienceoxfordshire.org](http://experienceoxfordshire.org)

Feature your events on our 'What's on' page

Sell your tickets in the Oxford Visitor Information Centre (Commission rates apply)

A4 poster site to promote your events in the Oxford Visitor Information Centre

**ENHANCED PARTNER**  
**£999** <sup>+VAT</sup>  
 Per year

Partner benefits plus:

Leaflet space in the Oxford Visitor Information Centre

1/6 page advert in the Oxfordshire Visitor Guide

Feature in 1 visitor e-newsletter per year

Leaflet space at 1 Group travel show per year

**Enhance your package with additional marketing and save £££**

**Benefit from comprehensive promotion and save £££**

**PREMIUM PARTNER** <sup>+VAT</sup>  
**£1999**  
 Per year

Partner benefits plus:

Boost your presence on [experienceoxfordshire.org](http://experienceoxfordshire.org)

1/3 page advert in the Oxfordshire Visitor Guide

Feature in 3 visitor e-newsletters per year

Leaflet space at 2 Group travel shows per year

2 month online advert on [experienceoxfordshire.org](http://experienceoxfordshire.org)

Leaflet space in the Oxford Visitor Information Centre

# OFFERING CULTURED CONFERENCING

Experience Oxfordshire Conferencing works hard to showcase the superb and diverse collection of venues and raise the profile of Oxfordshire as a great location for meetings, incentives, conferences and all manner of events.

PARTNER



ENHANCED PARTNER

Experience Oxfordshire Partners can add the Conference Package for just £500 +VAT. Non partner price for the Conference package is £1099+VAT.

PREMIUM PARTNER

CONFERENCE PARTNER

£500<sup>+VAT</sup>  
Per year

Partner benefits plus:

A page for your venue on [experienceoxfordshire.org/conferencing](http://experienceoxfordshire.org/conferencing)

A page for your wedding venue on [experienceoxfordshire.org/conferencing](http://experienceoxfordshire.org/conferencing)

Promote your events and offers on your page and via our Twitter @ExOxConference

Feature in the monthly e-newsletter

Exclusive invitation to our bi-annual Conference Partner Meeting

Option to attend or be promoted at MICE events

Generate enquiries for your business

Discounts on marketing campaigns for the MICE market

# WORK WITH OUR AWARD WINNING OXFORD VISITOR INFORMATION CENTRE

## BENEFIT FROM OUR AWARD WINNING EXPERTISE:

Each year the Oxford Visitor Information Centre welcomes over half a million visitors who come to receive our expert help and advice. Your business can target these visitors:

## DIGITAL DISPLAY AND POSTER ADVERTISING

- A1 and A4 Poster sites available
- Digital screen adverts
- Save and buy poster and digital screen advertising together.

## TICKET SALES\*\*

Events and attraction tickets sold both in the VIC and online.

\*\*Commission applies.

## LEAFLET RACKING

Displaying your leaflet in the Oxford Visitor Information Centre comes with the added value of our trained staff on hand to advise customers about your product.

## VISITOR INFORMATION TRAINING COURSES\*

Based on the experience of our award-winning team at the Oxford Visitor Information Centre, the course will equip participants to answer the wide range of questions visitors ask, and how to help guests make the most of their visit to Oxfordshire.

\*Charges apply.

## OPPORTUNITY TO STOCK THE QUICK GUIDE TO OXFORD

- Compact guide to Oxford packed with information.
- Designed to answer the needs of day and short break visitors to Oxford
- Written by Experience Oxfordshire with up to date information approved by Green Badge qualified city guides.
- The guide is available in English, German, French, Spanish, Russian, Japanese and Chinese



"We have found our partnership to be of great benefit as a new business. We have received many useful tips on how best to promote our business both in the UK and overseas and Experience Oxfordshire has offered us the opportunity to gain maximum exposure for our business in a prime city centre location, which attracts many visitors"

- Isobel Lewis, Cotswold Exploring



# PROMOTE YOUR BUSINESS WITH EXPERIENCE OXFORDSHIRE

Enjoy savings on all our print-based advertising with our discounted Partner rates.

## PRINT MARKETING OPPORTUNITIES



### COUNTRY HOUSES & GARDENS GUIDE

25,000 guides distributed through the Oxford Visitor Information and 120 locations in Oxfordshire and neighbouring counties.



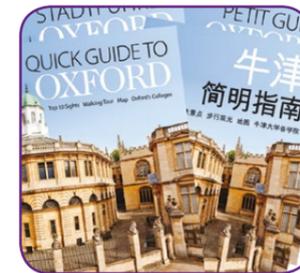
### OXFORD OFFICIAL WALKING TOURS

Reach visitors to Oxford. 65,000 guides printed and distributed through the Oxford Visitor Information Centre and at 150 locations in Oxford.



### OXFORDSHIRE VISITOR GUIDE

40,000 guides distributed at key attractions in Oxfordshire, throughout neighbouring counties and nationally in Visitor Information Centres.



### QUICK GUIDE TO OXFORD

Compact guide to Oxford available in 9 languages. Advertising and re-sale opportunities.



"More and more our discerning, well-travelled guests are looking to immerse themselves in new and inspiring experiences. Experience Oxfordshire gives us the opportunity to link with Oxfordshire's wealth of unique attractions, its rich history and culture. By aligning our businesses we can create greater experiences for our guests and elevate this enchanting region we live in."

- Julia Sutcliffe, Belmond Le Manoir Aux Quat' Saisons.

# DIGITAL MARKETING OPPORTUNITIES

Also enjoy savings on all digital advertising with discounted Partner rates.

For more information on marketing opportunities, call 01865 686433 or visit [www.experienceoxfordshire.org/partner/marketing-opportunities/](http://www.experienceoxfordshire.org/partner/marketing-opportunities/)



### ONLINE BANNER ADVERTISING

With over 1.5 million page views per year, advertising on [experienceoxfordshire.org](http://experienceoxfordshire.org) is an excellent way to target people planning a visit to Oxfordshire.



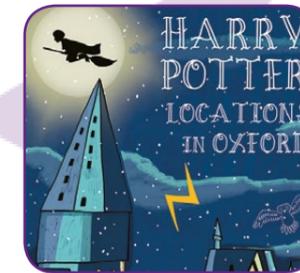
### E-NEWSLETTERS

Target 24,000 + residents and visitors through inclusion in monthly e-newsletters promoting key events such as Christmas and Valentine's Day or send your own bespoke email.



### FREE SOCIAL MEDIA PROMOTION

Benefit from social media promotion on Facebook, Twitter, Instagram and LinkedIn.



### E-SHOP

Sell your tours and attraction tickets online at [experienceoxfordshire.org](http://experienceoxfordshire.org) (commission applicable).



"Didcot Railway Centre is pleased to be a partner of Experience Oxfordshire. As a small business, Partnership gives us access to specialist expertise and advice, and the networking events are very useful for making contacts in the local tourism industry."

- Ann Middleton, Didcot Railway Centre.

**Experience Oxfordshire**  
[www.experienceoxfordshire.org](http://www.experienceoxfordshire.org)

**Experience Oxfordshire Conferencing**  
[www.experienceoxfordshire.org/conferencing](http://www.experienceoxfordshire.org/conferencing)

**Experience Oxfordshire Partnership**  
[www.experienceoxfordshire.org/partner](http://www.experienceoxfordshire.org/partner)

**Oxford Visitor Information Centre**  
[www.experienceoxfordshire.org](http://www.experienceoxfordshire.org)

**Oxford Official Walking Tours**  
[www.experienceoxfordshire.org](http://www.experienceoxfordshire.org)



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