

Marketing Services

- Design and print – from simple business cards and leaflets to full colour brochures
- One to one marketing reviews of your business
- Managed advertising and marketing campaigns
- Media planning
- Signage, banners and exhibition material
- Creative copywriting and advert artwork
- Bespoke branding and logo design
- Professional photography
- Targeted press and PR services



But don't just take our word for it...

“ Letting the Shropshire Tourism team take control has turned everything around for us, suddenly we have literature and 3 websites that do our products justice...I must give credit to Shropshire Tourism for helping us to encourage a substantial growth in our market presence ”
Chris Hill - The Edge, Stokes Barn & Sytche

“ We're very excited!!! Just had first booking... from your Shropshire Tourism website! ”

*Emma Richards – Bicton Country House Pursuits
(less than one week after they joined membership)*

“ Don't go to the cowboys; come to the Indians - from excellent tourism marketing advice to a professional website design ”
Bev and Mark Boffey - Oakpond Cottage



The official tourism marketing organisation for Shropshire & the surrounding area

Services to shout about!

You can call us anytime, we are here to help.

Any member of our team will talk to you whenever you have a query, concern or wish to discuss ways of improving your business.

Shropshire Tourism
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8 St. Julian's Friars
Shrewsbury, Shropshire
SY1 1XL

Tel: 01743 261919
enquiries@shropshiretourism.co.uk
Industry website: www.stmem.com
Visitor website: www.shropshiretourism.co.uk



- EXCLUSIVE MEMBERSHIP BENEFITS
- TAILORED BUSINESS SUPPORT & ADVICE
- BESPOKE WEBSITE DESIGN
- PROFESSIONAL MARKETING ADVICE & PROMOTIONAL SERVICES
- ACCOMMODATION ASSESSMENTS
- PR, MEDIA & E-MARKETING CAMPAIGNS

01743 261919

www.shropshiretourism.co.uk



Who Are We?

Shropshire Tourism is a membership organisation established in 1995 to promote Shropshire as a visitor destination and provide support to the tourism industry.

When Shropshire Tourism was originally created, it was a partnership between the Local Authorities, District Tourism Associations and the private sector in Shropshire. Although we are not a department of Shropshire Council, we work closely with them. We are and remain, wholly independent.

Today, we work with many organisations, and are almost entirely funded by the tourism industry itself. We are also now the largest membership body in the county.

We are a not for profit company which means that any surplus we earn can only be used to promote Shropshire and help our member businesses.

A small team of professional and dedicated individuals undertake the day to day work and ensure that publications are produced, websites work and that our members get all the support and representation they need.

So, what do we do?

To put it simply; we're a **one stop shop** for your business, IT and marketing needs.



Business Support

The main membership benefit is a web entry on the official tourism website for the county, www.shropshiretourism.co.uk

Many businesses have found being a member of Shropshire Tourism not only gives them excellent opportunities to reach national and international visitor markets but it also opens up a useful source of information via our industry website (www.stmem.com), offering networking with other tourism businesses and practical support and advice.

Businesses also have the opportunity to...

- Advertise in Shropshire Tourism brochures and publications
- Submit special offers, events, news and press releases
- Get discounted rates on professional photography and credit/debit card facilities
- Get professional support and advice from our experienced team

We are also responsible for maintaining all of Shropshire's accommodation and attraction web records on 'Englandnet' – the national and regional tourism database.



Accommodation Assessments

If you run an accommodation business you need to be independently inspected and graded to become a member of Shropshire Tourism.

Along with other agencies, Shropshire Tourism can also assess your property.



We provide:

- A locally run accommodation assessment scheme undertaken by experienced and helpful assessors
- A cost competitive alternative to the national schemes

IT Services



Shropshire Tourism has a United Kingdom IT Association accredited team.

We provide:

- Bespoke website design, hosting and support
- Full search engine optimisation
- Ongoing text and image updates included as standard
- Content management systems & customer databases
- Targeted e-newsletter campaigns
- Managed social networking
- Pay per click advertising
- Availability calendars and enquiry forms
- Live event, news and attraction feeds
- E-commerce websites

All the technical advice you need – without the technical jargon.