



JOINT MARKETING BUSINESS SUPPORT SCHEME EXPRESSION OF INTEREST

This form has been designed to give you the opportunity to register your interest in the Joint Marketing Business Support Scheme. Please make sure you have read the Information & Guidance Booklet before completing this form. You may be finalising some areas of your project at the time of your 'Expression of Interest', however, everything should be in place by the time your formal application is ready for submission.

Project Title :	UK Joint Marketing Campaign for Rural Wales
Amount of funding requested	£175,000

Year 1 Project Duration:	From: 1 st September 2003	To: 31 st August 2004
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Applicant Organisation:

Name of organisation: This Week Publications Limited
Name of main contact: Terry Jackson
Address : Trawsfynydd,

County: Gwynedd **Postcode:** LL41 4TS
Tel/Fax: 01766 540250 / 01766 540430
E-mail: terry@thisweek.co.uk
Legal Status of Organisation: Private Limited Company **Size of Organisation:** SME

Partner Organisation (s):

Please provide organisation name, tel & e-mail. If necessary, please use a separate sheet:

Industry partners (a): 600 DMS-registered accommodation providers that have to share their data with This Week®.
Industry partners (b): 400 additional accredited accommodation providers registered with This Week®.
Travel partner: Wales & Borders train operating company (and parent).
Economic development partners: Various ASPBs, trusts and charities with a remit for / interest in Rural Wales regeneration and development.

Is the partnership formally constituted? *Mark with an 'X'*

Yes:	No: X
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Please provide an overview of your project, its aims and how the partnership will work together to achieve them:

The project aims to raise the profile of Rural Wales in the UK market with the objective of first restoring, then increasing, Rural Wales' market share and increasing travel by train. The partnership will work in marketing clusters and corridors of events, attractions, points of general interest, public transport provision, entertainment and hospitality providers (including restaurants), with the emphasis on quality. The campaign will adopt geographic information systems and services to define the clusters / corridors, drive a calendar of events, enable

information searches across the network, maintain mapping datasets, and facilitate frequent mass market newspaper communication with prospective Rural Wales visitors using full-colour mapping to help visitors plan their trip and their itineraries at destination. All partners will be expected to register with the DMS to ensure that data used is up-to-date, accurate, and cost-effective to maintain.

Please provide details of your target market/segments/niche for your project:

UK ABC1C2 categories within a 4-hour drive time of Wales, including Greater London inside the M25 motorway. Families and 45+ age groups in particular will be targeted, leading on events and activities in Rural Wales to trigger the visit decision.

What evidence is there of market demand for your project?

Copious evidence exists of demand for mapping to support the holiday decision-making process and the quest for pre- and during-visit information to aid planning.

Please mark (x) which fits your project best	Regional	Cross Regional	Pan Wales <input checked="" type="checkbox"/>
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How do you plan to monitor and evaluate your project?

Each partner will be obliged to maintain records on occupation rates. All direct enquiries/conversions will be monitored by This Week.co.uk and VisitWales.com.

YOUR TARGETS

What do you hope to achieved by end of Year 1?

Uplift of 10 x 250,000 monthly, free-to-consumer copies of This Week® in Rural Wales at 1,000 varying and varied supermarket / filling station outlets in England , including 300 inside the M25 motorway; 5 x bi-monthly emailings to 50,000 opt-in households; 5 x monthly PFP search engine optimisation campaigns, and maintenance of an online Calendar of Rural Wales events. Percentage increase in visitors using travel by train as part of the overall visit experience.

What are your 'hard business targets' (quantifiable) by end of Year 3?

The 1999/2000 This Week Reader Survey shows that each distributed copy influenced the

following:

10.9 bednight bookings
1.7 day visits made
£316.91 of staying visitor expenditure
£27.01 day visit expenditure
0.013 jobs generated / safeguarded
Visitors' propensity to make a scenic rail trip / visit an attraction by bus or train.

The campaign will aim to restore these outputs post-FMD and to increase them in year's 2 & 3.

What are your 'softer business targets' (more generally) by end of Year 3?

Delivery of a total of 40m full-colour tabloid pages of Rural Wales-centric information to 5m prospective Rural Wales visitors.

Signed:	Terry Jackson	Name in capitals:	TERRY JACKSON
Date:	16 th June 2003		

**Please return this form to: Louise Cork, Financial / Joint Marketing Administrator, Wales Tourist Board. E-mail: louise.cork@tourism.wales.gov.uk
Address: Brunel House, 2 Fitzalan Road, Cardiff, CF24 0UY. Tel: 029 20 475 351
Fax: 029 20 475 321**