

Tourism Services

Isle of Wight Council
Tourism Services
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www.islandbreaks.co.uk

A guide to tourism services
and business opportunities
from the Isle of Wight Council



How do I register my business and how will my details be used?

Registration is FREE. All you need to do is complete a registration form. The details you supply will be maintained on the Destination Management System (DMS) and used to feed the:

- ◆ Call centre that receives over 14,000* tourism enquiries each year
- ◆ Our official Isle of Wight website – www.islandbreaks.co.uk promoted via the annual marketing campaign
- ◆ Regional website – www.visitsoutheastengland.com (official website for tourism in the South East of England)
- ◆ National websites – www.visitbritain.com (official website for tourism in the UK which includes links to a number of international websites) and www.enjoyengland.com (official website for tourism in England). This distribution channel is currently being reviewed. For more information please contact Isle of Wight Council tourism services.

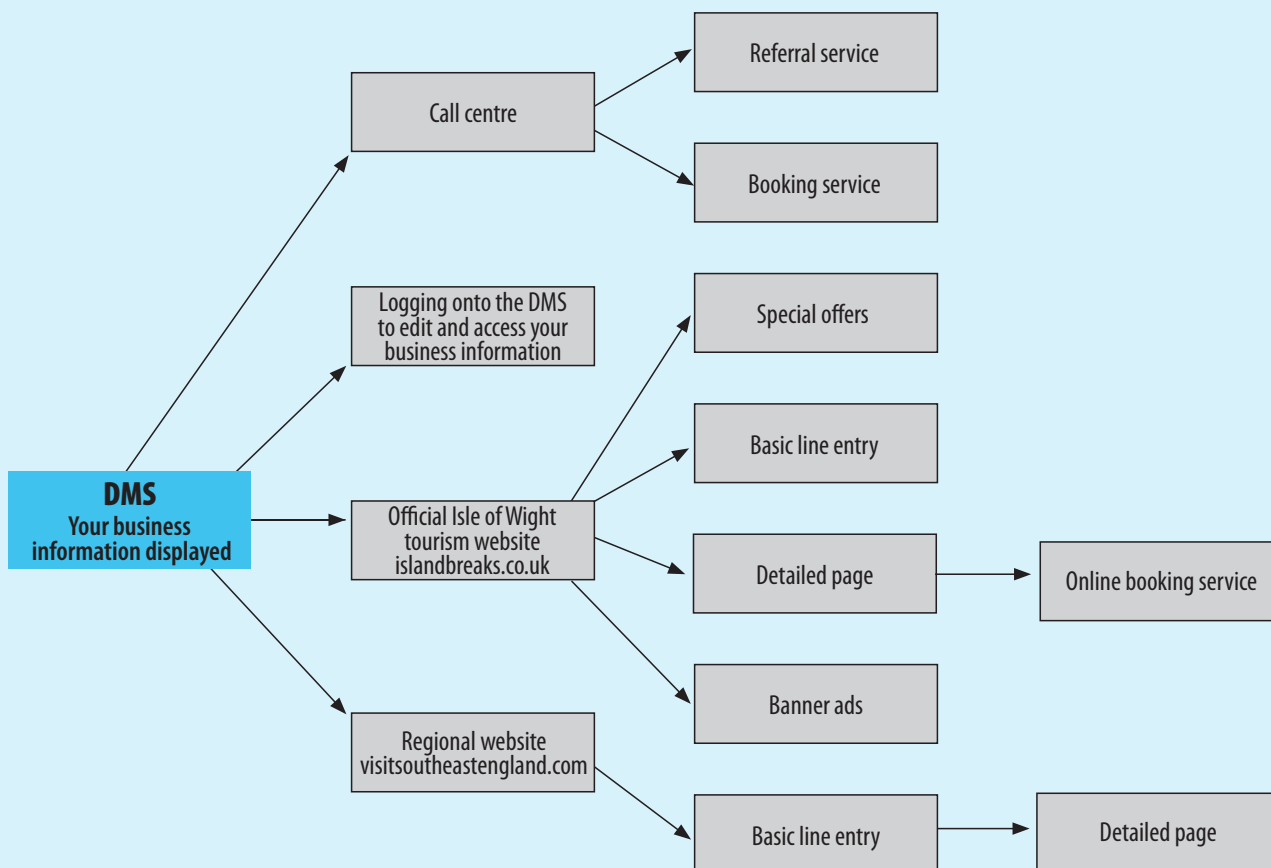
*(April 2010 - March 2011)

Accommodation providers are required to participate in a quality assurance scheme. Please contact Isle of Wight Council tourism services for more information on this process.

What is the DMS?

The DMS is a powerful central database of information about tourism related businesses, events and facilities on the island. It is used to provide the most up-to-date information to visitors to the Isle of Wight.

Please see below a diagram of the functionality of the DMS.



www.islandbreaks.co.uk... the Isle of Wight's official tourism website

Isle of Wight Council tourism services maintains one of the most interactive and best value Isle of Wight tourism website *www.islandbreaks.co.uk*. The site attracts over 817,000* visits per annum, with the vast majority interested in gaining further information on holidays, experiences, activities, etc. Islandbreaks is the only Isle of Wight website recognised at regional level for providing the quality of information necessary to link to Tourism South East, ensuring regional coverage.

*(June 2010 - May 2011 statistics)

Islandbreaks functions and services

- ◆ Accommodation availability searches
- ◆ Online booking
- ◆ Extensive searching function for attractions, events, activities, local producers, eating out, shopping and other tourism services
- ◆ Regularly updated news features on events
- ◆ Lifestyle pages for key target groups
- ◆ Translations in French, Dutch and German
- ◆ Personal password enabling you to view statistics and generate reports on the number of times your details have been displayed, printed and emailed. Plus click-throughs to your own website
- ◆ Consumer E-newsletters to thousands of email subscribers
- ◆ Free marketing opportunities

Is there a charge to display my business on the website?

A presence on the website is provided FREE to all tourism businesses that register with us. This will provide you with a basic line entry.

How can I maximise the profile of my business on Islandbreaks?

Detailed webpage

For a small charge you are able to purchase a detailed web page which includes a hyperlink to your own website. For more information please visit the tourism services section on our website or phone 01983 823113 to request a copy of the ratecard.

Banner advertising

There is an opportunity for you to further promote your business on *islandbreaks* with a banner ad.

Special offers

We currently offer a service to promote your special offers on our website.

Additional marketing opportunities

Featured products, iphone apps and virtual tours are additional opportunities to market your business.

Please note there is a ranking order on our website with those participating in our booking services coming first.

For more information on marketing opportunities please visit the tourism services section on our website or phone 01983 823113.

How do I add my business details on the regional website?

Isle of Wight Council tourism services is the recognised "data steward" for the Island and has the ability to feed business information to the regional website (www.visitsoutheastengland.com). For further information on this website please visit the tourism services section on our website or call 01983 823099 ext 5273.

When you register, your information will be displayed automatically on this site. You can contact us to change your information at any time.

Information services

Call Centre

The first port of call for potential visitors to the Island is often the call centre. Our professionally trained staff provide excellent customer service to all enquirers whether by telephone, email, letter or fax on a wide range of tourism related services.

Referral and booking services

Free referral service in our call centre

We offer a FREE referral service when visitors contact the call centre. Our staff will provide details of businesses that best match visitors' requirements. Visitors will then contact the business directly to make their own arrangements.

Accommodation booking services available in our call centre and islandbreaks website.

Participating in our booking services and updating your availability on a regular basis – therefore providing accurate information – will help to enhance your exposure in our call centre and on Islandbreaks.

Advanced accommodation booking services via the call centre

Through our call centre we are able to offer an advanced booking service. The customer simply needs to call our booking/enquiry telephone number (01983 813813) with their requirements. Our staff will then do all the work to find suitable accommodation and complete the booking. Confirmation of the booking will be sent to you. Isle of Wight Council tourism services will charge 10 per cent commission of the total holiday cost for providing this service with the remaining amount payable to you via your normal methods.

Online booking services on our website (www.islandbreaks.co.uk)

Our online accommodation booking service is available on Islandbreaks 24 hours a day.

The commission payment for the online booking service on our Islandbreaks website is 10 per cent of the whole stay. Please note that to participate in this service a business must have a detailed web page. For full details of these services and options therein, please visit the tourism services section on our website or phone 01983 823113.

Please note that pricing and commission rates were correct at the time of going to print but may be subject to future changes.

Edit and access your business information 24 hours a day via the DMS

Using a password you can access the DMS 24 hours a day, seven days a week. This will allow you to check the information we hold about your business and update your details.

Reports

Monitor the effectiveness of marketing your business via Isle of Wight Council tourism services by generating a wide range of reports and statistics from Islandbreaks, the regional website and from the call centre.

Updating availability

Accommodation providers can use this part of the DMS to update availability and pricing information. It is vitally important if providers are participating in our booking services that the availability and pricing is updated via this online system on a regular basis. This will ensure that when an availability search is undertaken, your business will display prominently in the list of search results in the applicable ranking order.

Please note that if you participate in our booking services and there is no availability or pricing entered into the system, your business will appear as 'unknown' in search result lists. This includes our system within the call centre and when a customer conducts an availability search on the Islandbreaks website. For full details of ranking order on our DMS and Islandbreaks please see the tourism services section on our website or phone 01983 823113.

Development courses and training opportunities

For current up to date development courses and training opportunities please visit the tourism services section on our website.

Photography and picture image usage:

Registered providers are entitled to use any of our images free of charge. To access these images please visit the 'Image Library' section on Islandbreaks website.

Contacts at Isle of Wight Council tourism services

For an up-to-date contact list or details of any of the services listed in this document, please visit the tourism services section on our website or call 01983 823099 ext 5273.