

Looking for a cost effective way to reach thousands of potential customers to your business?

Accommodation

BOOKING FORM 2017

Eastbourne

& SOUTH DOWNS

Visitor Guide 2017

fresh DESIGN

The new look 2016 Guide has proved hugely successful with great feedback received. Take a look at page two to see what our advertisers have to say.

fab CONTENT

The new look Guide showcases beautiful photography of the area with lifestyle features and inspirational editorial. In addition to the accommodation and attraction advertising sections, we are also providing businesses with the opportunity to **advertise within editorial features as a 'Related Advertiser'**.

ACCESS TO THE New WEBSITE

Be part of the brand new, fully responsive VisitEastbourne website which is being relaunched with an exciting new design; compatible with desktop, tablet, mobile and touchscreen platforms. Featuring Around Me maps to show attractions, restaurants and businesses nearby, and holiday planners for visitors to create their own itinerary. Join in with booking campaigns and special offers and appear on the new Resort App which launches this summer.

AFFORDABLE

Advertising rates start from just £225 + VAT and include the official tourism website VisitEastbourne.com and Resort Guide Listing.

Great OFFERS

For 2017 we are offering a chance to save up to 20%. An **early bird discount of 10%** off all advertising rates* (excluding 1/32 size), and a further **10% discount for EHA members**, so make sure you get your booking form in on time! *for a limited period only, booking form must be received by 15 July 2016.

FLEXIBLE

Easy payment plans available. Spread the payments over an agreed period to suit you.

MONEY Saving

Free photography and copy writing service available on request ‡. Your advertisement is designed free of charge and proofed to you (max. twice).**

** supplementary proofs/amends will be charged at £25 per additional proof

‡ terms & conditions apply

Early Bird booking deadline
15 JULY 2016
Save up to 20%

Become part of the Eastbourne & Southdowns Visitor Guide and showcase your business to potential visitors who are looking to book a short break away.

TESTIMONIALS

There has never been a better time to advertise.

The new look 2016 guide received a fantastic response from advertisers. Comments received include...

“There couldn't be a better place for local hospitality businesses to advertise!” The Sheldon

“Perfect marketing tool for visitors.” Beamsley Lodge

“Our most lucrative form of annual advertising.” Bella Vista

The Visitor Guide appeals to your customers' planning their UK break through exciting and engaging content showcasing the beauty of the area, with an eye catching design and user-friendly layout.

With planned feature-led sections including Family Fun, Exploring Sussex, Events, Heritage, Eating Out, plus stunning photography, helpful holiday hints, itineraries and tips for the perfect trip, the Eastbourne & South Downs Visitor Guide will be essential for promoting your business in 2017.

HOW is the guide promoted?

- National and international marketing and lead generation campaigns reaching thousands of potential visitors every year (50,000 copies)
- Dedicated brochure request telephone service and order page on VisitEastbourne.com make brochure ordering quick and simple
- 25,000 Guides distributed through national Tourist Information Centres and selected outlets
- To Group Travel and Conference Organisers
- As a digital e-brochure for downloads

What else do I get with my membership?

- Inclusion on VisitEastbourne.com as a Premium or Basic member
- **FREE** listing for all advertisers in the Eastbourne & South Downs Resort Guide, published in March 2017
- **FREE** access to the VisitEastbourne events listing widget which can be added to your own website
- **FREE** access to the Daily Bulletin and emailed Tennis Orders of Play which can be printed out for your guests
- **FREE** access to bookings from the TIC (and listing in their window for overnight arrivals)
- **FREE** access to Guestlink.co.uk and its associated nationwide booking channels (EBC pays a Guestlink licence for this)
- **FREE** access to promote your offers (bookable through VisitEastbourne) in e-newsletters to 60,000+ subscribers and on the VisitEastbourne website
- **REPRESENTATION** at exhibitions such as Excursions, Berlin, Vakantiebeurs and TSE/Visit England media events
- **ACCESS** to familiarisation visits, press pitches, competitions and group buyer events
- **ACCESS** to research data
- **2-4-1** on Bandstand tickets (selected concerts)
- **AIRBOURNE** - live streaming and official seller of programmes
- Premium members will also soon be added to the **NEW** Resort App
- **ACCESS** to join the Conference Membership Scheme
- Finally, by being part of VisitEastbourne you are also supporting PR and social media promotion to achieve free coverage for Eastbourne in national titles.

Some questions you may have...

What does my Visitor Guide advert pay for?

- Visitor guide design, printing & distribution
- Lead generation advertising campaign
- Visual inspiration to encourage staying visits and attract new visitors

So who pays for the (mini) Resort Guide?

- Funded by advertisers – attractions and other businesses (it is not funded by the Visitor Guide)

How is the website funded?

- By Visitor Guide advertisers who upgrade their free DMS entry to premium
- Booking commission
- Membership fees from attractions, restaurants etc.
- Additional advertising by members

Become part of the Eastbourne & Southdowns Visitor Guide and showcase your business to potential visitors who are looking to book a short break away.

Take a look at our colourful and inspiring editorial & accommodation spreads

18 Active Pursuits For the latest offers, events and news visit eastbourne.com

Whoah!

Feel the need for a little exhilaration? Cycle, run, ride, walk, surf, swim, canoe, paddle-board or sail in and around our stunning coastline and countryside and feel refreshed and reinvigorated.

CYCLING BLISS
Choose from a 66 mile tour of Sussex or a Beachy Head Circular. Explore winding trails through Friston Forest or an exhilarating descent around the Seven Sisters. Head north and experience the magical Cuckoo Trail or venture east or venture to mystical Pevensey Levels. 180 degrees of superb cycling for all abilities and across all terrains. Make Eastbourne your base.

ADRENALINE Boost
Explore our magnificent coast and countryside from the air paragliding or paramotoring with AirWorks. From one day taster sessions to specialist courses. An uplifting experience.

TAKE TO THE water
Take to the water with Buzz Active watersports. Taster sessions and courses in paddle-boarding, canoeing, windsurfing, kayaking, raft building and dinghy sailing on our seafront and the Cuckmere River in the Seven Sisters Country Park. Combined watersports, cycling and nature trail packages for kids. Whatever your age, try it. Call 01323 417023 | www.buzzactive.org.uk

SECRET Eastbourne

Dive in

Take an invigorating dip in the sea any time of the year or join The Big Sea Swim - 1k or 3k fun races to raise money for the Marine Conservation Society. Take the plunge or watch the fun on 16th July. Or for a relaxing old-fashioned swim, step back in time at Motcombe Pool in the Old Town. Built as the Motcombe Slipper Baths and Pool in 1905, much of the original tiling, windows, fittings and rope hooks are still intact. Float beneath the glass ceiling and watch the clouds drift by.

RELATED ADVERTISER

WALKERS PARADISE
As the gateway to the South Downs, walkers flock to our town. A huge choice of walks and trails from a 6.5 mile wheel and pushchair friendly Butts Brow to Birling Gap to a 14 mile Heathfield to Hampden Park. Or, for the ultimate walking experience, take time out and experience the South Downs Way. One hundred miles. Twenty days. Do it.

EVENT

The big run with the big view

BEACHY HEAD MARATHON
26.2 10k

Our Beachy Head Marathon is one of the biggest off-road marathons in the UK. Popular for the scenic and challenging route across the South Downs and great for runners, joggers or walkers looking to get fit. A 10k race follows on half an hour after the start. The date is 29th October. Start preparing.

FULL PAGE

HALF PAGE

QUARTER

1/32nd

1/8th

1/16th

42 Hotel & Guest Accommodation

NEW WILMINGTON HOTEL

25 Compton Street, Eastbourne, BN21 4DU
T: 01323 721219
E: info@new-wilmington-hotel.co.uk
www.new-wilmington-hotel.co.uk



The New Wilmington Hotel is an independent AA 3 star hotel and offers the perfect stop for holiday or adventurous getaway. With Eastbourne's award winning seafront, theatres and art gallery have the ideal location to explore Eastbourne during the day and the evening.

Voted as 'Excellent' on Trip Advisor five years in a row we strongly believe our passion for service and quality has established the New Wilmington hotels in the area. A selection of Economy, Standard, Standard Plus and Superior rooms give you an option to suit any budget. Upgrades like parking wire on arrival, chocolates or fresh flowers can be arranged for that special occasion and no request is too much for our staff.

Our restaurant has received a complete refurbishment and Head Chef changes the menu on a daily basis offering fresh seasonal ingredients where possible. With prior warning the New Wilmington will do everything possible to cater for those with special dietary requirements. To get you started in the morning, you can look forward to a freshly prepared Full English or continental breakfast along with a variety of drinks including

specialty teas and coffees. Throughout the year we offer exclusive discounts to members of our Regular Guest Club and membership is free of charge. Simply visit our website or call for further information. If you see a better like for like price for the New Wilmington where else, we will beat it. We hope you choose the New Wilmington Hotel as your ideal base for pleasure, work or out of town commitments. If you require any further information or have any questions please call hotel reception on 01323 721219. Don't forget to scan the QR code below to view your special deal.

"The Staff are great and the hotel is clean and tidy with a high standard of presentation, choice of food and entertainment."

"We visited this hotel again, four years after our last stay. Fantastic - the food and staff were excellent and the room was perfect."



AA *** Hotel	Rooms: 40 Contact: Sue Harris
Half Board from	Weekly £358 - £566 Daily £54 - £86
B&B from	£246 - £455 £38 - £69

DEVONSHIRE PARK HOTEL

27-29 Carlisle Road, Eastbourne, BN21 4JR
T: 01323 728124 F: 01323 419734
E: info@devonshire-park-hotel.co.uk
www.devonshire-park-hotel.co.uk
CONTACT: Eric or Joanne Godfrey (Proprietors) Hugh Drake (General Manager)



Hotel & Guest Accommodation 45

FREE PRIVATE CAR PARK - LEVEL ACCESS - LIFT

We have owned and personally run the Devonshire Park Hotel since 2001 and our guests regularly tell us they feel 'at home' and are able to enjoy a relaxing holiday on the coast with Country House Hotel luxury and the best service. Our front rooms overlook the Birley Centre and Tower, whilst our rooms have views over private Victoria Gardens.

Our Head Chef uses only the freshest ingredients to create a different menu each evening. Served in our spacious restaurant, our ample Breakfasts and expertly prepared Dinners are an enjoyable culinary experience. Located in Eastbourne's cultural district, the hotel is a short walk from the Downs National Park. So whatever your pleasure, you'll find the Devonshire Park Hotel is the perfect location for a relaxing break on the Sussex coast.

Rooms: 35	Half Board from	Weekly £455 - £665 Daily £75 - £115
	B&B from	£350 - £560 £55 - £95

THE AFTON HOTEL

2-8 Cavendish Place, Eastbourne, BN21 3EJ
T: 01323 733162 F: 01323 645720
E: info@aftonhotel.com
www.aftonhotel.com



A good value hotel which offers excellent service. In a superb location opposite the Pier. The Afton Hotel is dog, walker and cyclist friendly.	Regular evening entertainment on our sprung dance floor • Delicious home cooked food • All bedrooms are en-suite with hospitality tray, telephone, hairdryers and flat screen TVs • Large open plan Bar with Harveys on tap, teas, coffees, sandwiches and snacks • Excellent facilities for functions (up to 150) and small conferences	
Rooms: 55	Half Board from	Weekly £225 - £350 Daily £45 - £55
	B&B from	£175 - £250 £25 - £45

ARDEN HOUSE

17 Burlington Place, Eastbourne, BN21 4AB
T: 01323 699038 F: 01323 710639
E: info@ardenhouse.co.uk
www.ardenhouse.co.uk



301 Howard Square, Eastbourne, BN21 4BD T: 01323 727123 www.ardenhotel.com Artistic, classy, elegant, distinctive, friendly, modern, personal, relaxing, unique, welcoming... different Contact: Janine Moore	72 en-suite rooms, some with sea views and shared balconies • Lift • Disabled room • Walking distance to theatres, restaurants • One of the largest Ballrooms and dance hall • WiFi • Licensed for Weddings/Civil Ceremonies	
Rooms: 72	HB from	Weekly £300 - £550 Daily £50 - £95
	B&B from	£200 - £450 £30 - £65

SOUTHCROFT GUEST HOUSE

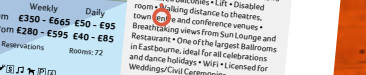
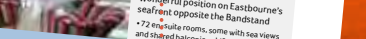
3 South Cliff Avenue, Eastbourne, BN20 7AH
T: 01323 729071 E: info@southcroft.co.uk
www.southcroft.co.uk
F&B a friendly and relaxing stay, a short walk from the South Downs Way, Theatres, Golf Club, Conference Centre. Please Contact: Angela and Steve for special offers.



72 en-suite rooms, some with sea views and shared balconies • Lift • Disabled room • Walking distance to theatres, restaurants • One of the largest Ballrooms and dance hall • WiFi • Licensed for Weddings/Civil Ceremonies	Rooms: 72
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THE CUMBERLAND HOTEL

34-36 Grand Parade, Eastbourne, BN21 3YT
T: 01323 730342 F: 01323 646314
E: info@cumberland.co.uk
www.cumberland.co.uk



(Adverts shown smaller than actual finished size)

Refer to page 40 for key to symbols and map on pages 38-39 for location. Please quote Eastbourne Guide 2016 when contacting establishments.

HOW TO Make the Most OF YOUR MEMBERSHIP

Why not give your website listing an annual MOT! Have a look at our top tips and compare with other properties for the best results.

MAKE YOUR LISTING Stand Out

- Promote your **strongest selling point** in your thumbnail image
- Include **unique selling points** in your description
- Feature **bright photographs** with crystal clear resolution
- Use **captions** to upsell rooms, facilities and your USP's



OFFER THE Best Deal

- Ensure your price range shows the **lowest possible start price**
- Use price plans in Guestlink to **discount mid-week or off season stays**, while charging a premium at busy times
- Make **special offers** a regular part of your marketing plan

Reach THE ACCESSIBILITY MARKET

- Complete your accessibility self-assessment in Guestlink to **appear in advanced search results** from dietary requirements to wheelchair access
- All properties completing this assessment automatically **appear free on the Open Britain website**, produced by VisitEngland and various disability partners



Maximise YOUR POTENTIAL

- Keep availability up to date to **appear further up in the listings**
- Sign up to Guestlink affiliates for free to **receive extra bookings** through other channels such as UK Great Breaks, IKnow-UK, Roomcheck etc.
- Display your Guestlink reviews on your website to **keep bookings through your website**



Choose Your Size

PREMIUM ADVERTISING POSITIONS

Be sure to get your business seen with these premium positions.

Inside Back Cover

285 x 198mm

Price: **£7,000**

Early Bird: **£6,300**

EHA Discount: **£5,670**

DMS Level: PREMIUM

DPS

Double page spread

241 x 390mm

Price: **£6,600**

Early Bird: **£5,940**

EHA Discount: **£5,346**

DMS Level: PREMIUM

Full Page

241 x 185mm

Max. words: 420

Max. symbols: 38

Max. images: 6

Price: **£3,782**

Early Bird: **£3,404**

EHA Discount: **£3,064**

DMS Level: PREMIUM

1/2 Page

118.5 x 185mm (landscape)

Max. words: 160

Max. symbols: 30

Max. images: 4

Price: **£2,120**

Early Bird: **£1,908**

EHA Discount: **£1,717**

DMS Level: PREMIUM

1/4 Page

119 x 91mm (portrait)

Max. words: 70

Max. symbols: 24

Max. images: 2

Price: **£1,400**

Early Bird: **£1,260**

EHA Discount: **£1,134**

DMS Level: BASIC

1/8 Page

58 x 91mm (landscape)

Max. words: 50

Max. symbols: 12

Max. images: 1

Price: **£825**

Early Bird: **£743**

EHA Discount: **£668**

DMS Level: BASIC

1/16 Page

58 x 44mm (portrait)

Max. words: 22

Max. symbols: 10

Max. images: 1

Price: **£420**

Early Bird: **£378**

EHA Discount: **£340**

DMS Level: BASIC

1/32 Page

27.5 x 44mm (landscape)

Max. words: 16

Max. symbols: 10

Max. images: None

Price: **£225**

EHA Discount: **£202**

DMS Level: BASIC

THE EARLY BIRD CATCHES THE WORM!

Send your completed booking form back by 15 July 2016 to receive our preferential rates†.



(Max. figures shown are for guidance only, and are subject to change according to design requirements).

*10% off for all advertisers, and a further 10% off for EHA members. Booking form must be received by 15 July 2016. †Only the 10% EHA member discount will apply after 15 July 2016.

All prices shown exclude VAT.

What's Included?

VisitEastbourne DMS Entry Levels include:

Premium

- Listing and appearance on the 'Accommodation around me' map on the Resort App
- Image gallery with up to 10 images on property page
- One thumbnail image in browse listings
- Pdf brochure link
- Links to Facebook and Twitter
- Video (via YouTube)
- Full contact details (including email address)
- Link to your own website
- Directions and link to a map
- Priority for 'Featured Hotel' positions and e-newsletter features (fee payable)
- Availability
- Online bookings
- Special offers
- Extended description of your establishment
- Inclusion of your events on VisitEastbourne.com

Basic

- Contact details (excluding email address, telephone, fax and website)
- 1 large image on property page
- 1 thumbnail image in browse listings
- 30 word description only
- Online bookings
- Availability
- Special offers

FANCY AN Upgrade?

UNDER 21 BEDROOMS:

Basic to Premium: £65

21-75 BEDROOMS:

Basic to Premium: £80

OVER 75 BEDROOMS:

Basic to Premium: £99

Early Bird booking deadline

15 JULY 2016

Save up to 20%

Did You Know?

On average, Premium members receive over 200% more page views than Basic members, and more than double the number of online bookings.

Booking form 2017

1. ENTRY DETAILS

The details you provide in this section will be printed in your advertisement and determine which colour will be used to define your accommodation (subject to grading confirmation).

Section (please ✓) { } Hotel { } Guest Accommodation { } Self Catering { } Camping/Caravanning

Name of establishment

Address

Postcode

Telephone Fax

Email Map Ref

Website (Please refer to the map in the centre pages of the 2016 Guide.)

Name of contact to appear in advert

2. ADVERT SIZE Please ✓ as appropriate (prices exclude VAT):

<input type="checkbox"/>	INSIDE BACK COVER	<input type="checkbox"/>	DOUBLE PAGE SPREAD	<input type="checkbox"/>	Full	<input type="checkbox"/>	1/2	<input type="checkbox"/>	1/4	<input type="checkbox"/>	1/8	<input type="checkbox"/>	1/16	<input type="checkbox"/>	1/32
	£7,000		£6,600		£3,782		£2,120		£1,400		£825		£420		£225
Early Bird:	£6,300		£5,940		£3,404		£1,908		£1,260		£743		£378		£225
EHA:	£5,670		£5,346		£3,064		£1,717		£1,134		£668		£340		£202

Upgrade your online advert on the visiteastbourne.com DMS: (please ✓)

Under 21 Bedrooms: { } Basic to Premium: £65
 21-75 Bedrooms: { } Basic to Premium: £80
 Over 75 Bedrooms: { } Basic to Premium: £99

3. ADVERTISEMENT TEXT

Please fill in one letter per space and allow one space for commas, full stops and gaps between words. Capital letters can be used to highlight text as necessary. When using an asterisk or bullet point to divide text please allow two spaces for each one.

F a m i l y r u n h o t e l c l o s e t o s e a . ★ F R E E
 P A R K I N G ● S u n l o u n g e . ● S u p e r b v i e w s .

IF YOU REQUIRE THE SAME TEXT AS LAST YEAR please indicate this in capitals below & turn over to update your symbols. It is essential that you still confirm your grading/memberships overleaf.

_	37 spaces
_	74 spaces
_	111 spaces
_	148 spaces
_	185 spaces
_	222 spaces
_	259 spaces
_	296 spaces
_	333 spaces
_	370 spaces
_	407 spaces
_	444 spaces
_	481 spaces
_	518 spaces
_	555 spaces
_	592 spaces
_	629 spaces
_	666 spaces
_	703 spaces
_	740 spaces
_	777 spaces
_	814 spaces
_	851 spaces

4. PRICES FOR 2017 GUIDE (prices inclusive of VAT)

Hotels and Guest Accommodation

Price per person based on two people sharing a twin bedded room

	Weekly	Daily
HB from	£ to	£ to
BB from	£ to	£ to

Self Catering and Camping

Price per unit/pitch per week

	Weekly
Low Season	from £ to
High Season	from £ to

5. SYMBOLS Please ✓ the most relevant boxes below.












































For smaller adverts choose symbols not already outlined in your description (see overleaf for maximums).

HOTELS & GUEST ACCOMMODATION

<input type="checkbox"/>  Accessible by public transport	<input type="checkbox"/>  Licensed	<input type="checkbox"/>  Garden/outdoor play area
<input type="checkbox"/>  Broadband/Internet access	<input type="checkbox"/>  Café/Restaurant on site	<input type="checkbox"/>  Pets by arrangement
<input type="checkbox"/>  DVD/VCR	<input type="checkbox"/>  Breakfast available	<input type="checkbox"/>  Private parking
<input type="checkbox"/>  Satellite TV in room	<input type="checkbox"/>  Local produce served	<input type="checkbox"/>  On street parking
<input type="checkbox"/>  Baby sitting	<input type="checkbox"/>  Special diets catered for	<input type="checkbox"/>  Special Breaks/Rates
<input type="checkbox"/>  Children welcome (min. age)	<input type="checkbox"/>  Tea/coffee facilities in room	<input type="checkbox"/>  Coach parties
<input type="checkbox"/>  Family rooms available	<input type="checkbox"/>  Residents Lounge	<input type="checkbox"/>  Open for Christmas
<input type="checkbox"/>  Cots available	<input type="checkbox"/>  Swimming pool (indoor)	<input type="checkbox"/>  Open for New Year
<input type="checkbox"/>  Highchair available	<input type="checkbox"/>  Swimming pool (outdoor)	<input type="checkbox"/>  Credit cards accepted
<input type="checkbox"/>  Ground Floor bedrooms	<input type="checkbox"/>  Entertainment	<input type="checkbox"/>  Euros accepted
<input type="checkbox"/>  Lift	<input type="checkbox"/>  Wireless internet access	<input type="checkbox"/>  Foreign languages spoken
<input type="checkbox"/>  Accessible Facilities	<input type="checkbox"/>  Spa Facilities	
<input type="checkbox"/>  Suitable for disabled	<input type="checkbox"/>  Conference Facilities	


Total number of bedrooms:

SELF CATERING / CAMPING

<input type="checkbox"/>  Touring caravans	<input type="checkbox"/>  Cots available	<input type="checkbox"/>  Electric hook-up
<input type="checkbox"/>  Tents	<input type="checkbox"/>  Highchair available	<input type="checkbox"/>  Chemical toilet disposal point
<input type="checkbox"/>  Accessible by public transport	<input type="checkbox"/>  Ground Floor bedrooms	<input type="checkbox"/>  Wireless internet access
<input type="checkbox"/>  Bed linen for hire	<input type="checkbox"/>  Accessible Facilities	<input type="checkbox"/>  Garden/outdoor play area
<input type="checkbox"/>  Bed linen inclusive	<input type="checkbox"/>  Suitable for disabled	<input type="checkbox"/>  Pets by arrangement
<input type="checkbox"/>  Laundry on site	<input type="checkbox"/>  Licensed bar on site	<input type="checkbox"/>  Private parking
<input type="checkbox"/>  Refrigerator	<input type="checkbox"/>  Café/Restaurant on site	<input type="checkbox"/>  On street parking
<input type="checkbox"/>  Washing machine in all/some units	<input type="checkbox"/>  Breakfast available	<input type="checkbox"/>  Special Breaks/Rates
<input type="checkbox"/>  Microwave in some/all units	<input type="checkbox"/>  Local produce served	<input type="checkbox"/>  Coach parties
<input type="checkbox"/>  Games room	<input type="checkbox"/>  Special diets catered for	<input type="checkbox"/>  Open for Christmas
<input type="checkbox"/>  Broadband/Internet access	<input type="checkbox"/>  Swimming pool (indoor)	<input type="checkbox"/>  Open for New Year
<input type="checkbox"/>  DVD/VCR	<input type="checkbox"/>  Swimming pool (outdoor)	<input type="checkbox"/>  Credit cards accepted
<input type="checkbox"/>  Satellite TV in room	<input type="checkbox"/>  Shower/toilet block on site	<input type="checkbox"/>  Euros accepted
<input type="checkbox"/>  TV in some/all units	<input type="checkbox"/>  Shop on site	<input type="checkbox"/>  Foreign languages spoken
	<input type="checkbox"/>  Entertainment	

6. AWARDS Please ✓ and/or complete as appropriate. Evidence of ALL gradings/awards MUST be provided.


For smaller adverts choose symbols not already outlined in your description (see overleaf for maximums).

AA 

VisitEngland 

EHA member 

EBC Conference member 

Welcome to Excellence trained staff 

Other

Early Bird booking deadline
15 JULY 2016
Save up to 20%

7. PHOTOGRAPHS

Your images are key in presenting your establishment at its best. Therefore, please ensure you supply photographs that are current (under five years old) and are of the highest possible quality to allow for resizing and good print production. JPEG, TIFF and EPS files can be emailed or supplied on disc. Photographer available until 31 August, please book with Amber. Please tick below:

- { } Please repeat last year's photo(s) (under 5 years old) { } I'm sending image(s) via email
{ } I require a photographer (please call the team for advice)

8. CONSENT

I REQUEST, as an authorised signatory, for or on behalf of the above premises, agree that an advertisement be placed in the 2017 Guide in accordance with the details completed above. I confirm that I have read, understood and accept the conditions of contract printed in the booking form literature. I confirm that my establishment complies with the EBC and Eastbourne Hospitality Association jointly agreed standards for Hotels, Guest Accommodation or Self Catering Accommodation (as appropriate to my property). I also confirm (if a self catering establishment) that my establishment conforms to the Furniture and Furnishings Fire Regulations, as applicable from January 1997.

NAME

(BLOCK CAPS)

POSITION OWNER / MANAGER (please delete as applicable)

SIGNED

DATE

For correspondence from EBC to be sent to a different address (from Section 1), please detail here:

PLEASE RETURN YOUR COMPLETED BOOKING FORM TO:

Amber Rose Eastbourne Visitor Guide VisitEastbourne
Winter Garden Compton Street Eastbourne BN21 4BP

For any queries please call 01323 415436 or email amber.rose@eastbourne.gov.uk

Early Bird booking deadline
15 JULY 2016
Save up to 20%



WHAT NEXT?

DON'T DELAY, BE AN EARLY BIRD!

Make sure you send back your completed booking form by 15 July to receive a fantastic discount on your advert rates!

Early bird discount only valid until 15 July, forms received later than this date will not be valid for the additional Early Bird discount.

Final booking deadline:
31 July 2016.

FINALLY, PLEASE...

RETURN YOUR COMPLETED BOOKING FORM TO:

Amber Rose
Eastbourne Visitor Guide
VisitEastbourne
Winter Garden
Compton Street
Eastbourne
BN21 4BP

Save up to 20% today!
Early bird booking deadline
15 JULY 2016

Production Schedule

15 July	Final date for Early Bird discount. Only EHA 10% discount will apply after this date.
31 July	Final closing date for booking forms, copy and images
September	1st proof sent to advertisers to check and return
October	2nd/final proof sent to advertisers, if required/for reference
November	Printing of Visitor Guides and invoices issued
December	Publication and distribution of Visitor Guide

NB: Apart from booking deadlines, all other dates are shown as a guideline only.



Advertising Eligibility

All accommodation establishments wishing to advertise in the 2017 Eastbourne Visitor Guide must comply with a set of **Quality Standards** jointly agreed by Eastbourne Borough Council and the Eastbourne Hospitality Association.

Establishments which do not belong to the Eastbourne Hospitality Association or do not hold a current grading under the national harmonised standards (Quality in Tourism for VisitEngland or AA) must be inspected. Call 01323 726756 to arrange a convenient time.

Please organise this **IMMEDIATELY** and enclose a covering note, giving details of your inspection date, with your visitor guide Booking Form.

Inspection fees will be charged at the following rates (inc. VAT):

Serviced Accommodation

- Associate Member: £17
- Up to 10 Bedrooms: £107 / 11-20 Bedrooms: £154
- 21-40 Bedrooms: £221 / 41-74 Bedrooms: £295
- 75-110 Bedrooms: £428 / 111+ Bedrooms: £442

Self Catering Accommodation

- Units accommodating 1/3 people equivalent to 1 bedroom on the above scale
- Units accommodating 4/6 people equivalent to 2 bedrooms on the above scale

NB. Please ensure your establishment complies with the standards before application - a further fee of £38 will be charged if re-inspection is necessary.

Also in the event of a guest complaint which requires inspection, a fee of £38 will be charged only if the complaint is upheld.



Conditions of Contract

1. All advertisements submitted to Eastbourne Borough Council ("the Council") must comply with the British Code of Advertising Practice and must in no way contravene the Trade Descriptions Act 1968.
2. The Council will not accept any special requests for typefaces or alterations to the layout of a proposed advertisement and no guarantee will be given as to the position of an advertisement within this Guide; which the Council reserves the sole right to decide.
3. Full payment for all advertisements submitted to the Council is required within 28 days of the advertiser receiving their invoice. The Council reserves the right to refuse to place the advertisement, if full payment is not made within this time frame or if payment in relation to the previous years' guide has not been settled.
4. Part payment is only acceptable subject to prior agreement and arrangement with the Council's Finance Department.
5. It is the responsibility of the advertiser to ensure that they have received an invoice in November and paid in full within 28 days or within point 4 above.
6. The Council accepts no liability and will not enter into any agreement with an advertiser who claims to have failed to receive an invoice, pay in full by the due date or arranged agreed regular payments. Additionally no invoice will be waived or any refund made for cancelled advertisements once an application has been submitted for by the advertiser.
7. The advertiser will indemnify and keep indemnified the Council from and against all actions, costs, claims and demands arising in respect of his or her advertisement contained in this Guide or by any reason of any libel and infringement of copyright arising in respect of copy, artwork and/or photographs supplied by the advertiser to the Council which is or are used by the Council in this Guide.
8. The Council will use every endeavour to ensure the due performance of this Contract but will not be responsible for any loss or damage, direct or consequential which may arise from any errors which may occur in the final print of this advertisement in the Guide nor will the Council be liable for any delay or cancellation caused by its inability to secure labour or material or as the result of any strike, lockout or other labour dispute or any other cause beyond its control.
9. These terms and conditions cannot be altered without the prior written approval of Annie Wills - Head of Tourism & Enterprise.