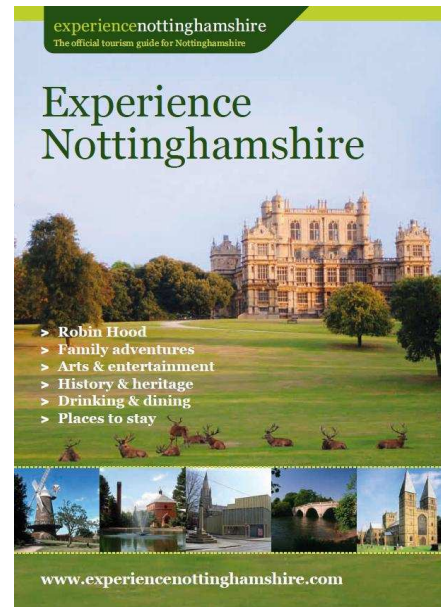


## 2012 Nottinghamshire Visitor Guide

### Production

Design:	January 2012 Monkie Design, Epperstone
Photography:	Martine Hamilton Knight + 2011 competition entrants
Print:	50,000 Pyramid Press, Nottingham
Cost:	£24,718 / Unit cost: £0.49



### Distribution

Nottingham Tourism Centre	10,000
Holding stock for walk in/over the counter requests, email enquiries and ad hoc	
Take One Media	10,000
National coverage includes rail station, national TIC network, Derbyshire/Lincolnshire/Leicestershire attractions and accommodation, Select One service	
All About Tourism	10,000
Nottinghamshire coverage includes local attractions, accommodation, tourism offices	
Lifestyle Media Group/Catalink	10,000
Online generation of pre-registration enquiries (10k hard copy, 5k download requests)	
Website requests (PDF download also available)	5,000
Universities, corporate events and open days	3,000
Business tourism and events fulfilment	1,500
Nottinghamshire Tourism members' copy	500
<b>TOTAL</b>	<b>50,000</b>

## All About Tourism - Nottinghamshire delivery locations

Unit	Albert Hall
Unit	Attenborough Nature Reserve
Unit	Best Western Westminster
Unit	Britannia Hotel
Unit	City of Caves
Unit	Colwick Hall Hotel
Unit	Company Inn
Unit	Crowne Plaza
Top Ups	Clumber Park
Unit	Dakota Hotel - Holiday Inn
Unit	Days Hotel Nottingham
Top Ups	EMCC
Unit	Express By Holiday Inn
Unit	Ferry Farm Park
Unit	Galleries Of Justice Museum
Unit	Gateway Hotel
Unit	Gooseberry Bush
Unit	Hilton Hotel Nottingham
Unit	Hodsock Priory
Unit	Holiday Inn Nottingham
Top Ups	Hucknall Library
Unit	Ibis Nottingham
Unit	Igloo Backpackers Hostel
Unit	Jurys Inn
Unit	Lace Market Theatre
Unit	Making It!
Top Ups	Mansfield Museum
Unit	Manor Farm Animal & Donkey Sanctuary
Top Ups	Milestone Caravan Park
Unit	Monkey Tree
Unit	National Water Sports Centre
Unit	Newark TIC
Unit	Nottingham Arena
Unit	Nottingham Belfry, The
Unit	Nottingham Tourism Centre
Top Ups	Nottingham Train Station
Unit	Nottingham University - Trent Building
Unit	Nottinghamshire Golf Club
Top Ups	Ollerton TIC
Unit	Park Plaza
Unit	Premier Apartments
Top Ups	Retford TIC
Unit	Riverside Golf
Top Ups	Rufford Abbey

Unit	Roebuck Inn
Unit	Rutland Square Hotel
Top Ups	Saco Apartments
Unit	Sherwood Hideaway
Unit	Sherwood Arts And Craft Centre
Top Ups	Sherwood Visitor Centre
Top Ups	Southwell Minster
Unit	Starbucks Beeston
Unit	Strathdon Hotel
Top Ups	Thorntons Holt Caravan Park
Unit	Tom Browns
Top Ups	Victoria Centre
Unit	Village Hotel And Leisure Club, The
Unit	Waltons Hotel
Unit	Welbeck Abbey
Top Ups	West Bridgeford Library
Unit	West End Cabaret
Top Ups	Worksop TIC

Discussions are taking place with the following organisations to receive an AAT unit:

- |                            |                                          |
|----------------------------|------------------------------------------|
| 1. Raddison Blu            | 10. The Approach                         |
| 2. Welbeck Abbey Farm Shop | 11. Nottingham Conference Centre         |
| 3. Creswell Crags          | 12. Cranbrook House                      |
| 4. Wollaton Hall           | 13. NCN College                          |
| 5. Sherwood Pines          | 14. Saltwater                            |
| 6. Thoresby Hall Courtyard | 15. Water Meadows                        |
| 7. Trent Bridge            | 16. Newark Showground                    |
| 8. Wheelgate Park          | 17. The Cross Keys                       |
| 9. Riverbank               | 18. Nottingham Trent Uni Newton Building |

### **Take One Media - additional Nottinghamshire coverage**

- Nottingham Railway Station
- Select One request service (pre-Easter and pre-summer holidays) includes Nottinghamshire B&Bs, campsites, guesthouses, etc.
- A full list of organisations subscribing to this service can be provided.

### **Investigation into Amazon Marketplace**

Amazon website research indicates a need to set a nominal price for the item being sold even when the item (ie the visitor guide) is generally distributed free of charge to the recipient. A P&P charge in excess of actual cost would be needed to cover the cost of shipping and the £0.75 handling charge per item, which is payable to Amazon. If sales were to exceed 35 items per month, a monthly fee of £25 (VAT excl) would be applied in addition to the £0.75 handling charge. *It is felt that the total costs incurred would exceed the benefits of the wider distribution channel.* Formatting the visitor guide for self publication to Kindle download may provide a more commercially viable alternative and costs are being investigated.