

# Bristol

City Centre Shopping

[VisitBristol.co.uk](http://VisitBristol.co.uk)

## Retail Marketing Update

Recent Marketing & PR Initiatives

DestinationBristol



# Retail Marketing

## Lifestyle competition

- That's Life Magazine
  - 332,500 circulation
  - 25 Aug publication



# WIN A BRISTOL BREAK

**Big BREAK prize**

**A shopping and sightseeing trip for two, featuring:**

- Two nights at the Holiday Inn City Centre
- Entry to Bristol Zoo Gardens
- Entry to Bristol Aquarium & Imax 3D cinema
- £200 in shopping vouchers
- £300 towards travel




**that's life! PUZZLE 2**

**0**ur Big Break winner and a companion will be taking a two-day city break in Bristol, the shopping capital of the South West. Based at the brand new Holiday Inn City Centre, which features a relaxing bar and lounge area, a fully-equipped gym and bedrooms with the latest audio visual equipment, they will also enjoy dinner at the hotel's fantastic restaurant which boasts floor-to-ceiling windows looking out across the city. The prize includes £200 to spend at either Debenhams, Marks & Spencer, Next, Zara or the UK's second largest Primark. Bristol has over 500 other stores, two covered shopping centres and more than 50 cafes and restaurants. Visit the stunning Bristol Aquarium, home to more than 40 naturally-themed displays, including two underwater walk-through tunnels, a giant rainforest pool and a Mad-style rock pool. It's also the only aquarium in Europe with its own IMAX 3D cinema, another treat for our winners. There's also a pair of tickets to Bristol Zoo Gardens, which this year celebrates its 175th birthday. Come face to face with over 400 species of exotic, endangered and adorable animals including twin Asiatic lion cubs, a family of gorillas and charismatic meerkats in the zoo's new state-of-the-art enclosure. Simply solve the puzzle for your chance to win this fantastic weekend in Bristol.

See the twin Asiatic lion cubs



175 years. Let's do more than celebrate

**Bristol City Centre SHOPPING**

**TO ENTER** Solve the clues, writing your answers in the directions shown by the arrows. When complete, the letters in the ringed squares, reading from top to bottom, will reveal a famous Bristolian. Just write this name on the entry coupon on page 46.

**TERMS AND CONDITIONS** The prize may be taken at any time up to 31 December 2011. Accommodation is on a bed & breakfast basis plus one evening meal for two people sharing a twin or double room. The £200 gift voucher will be for one featured store of the winner's choice.

Parrot Spread for bread	Destiny	Neither black nor white	Excuse me surround	Sir Terry Wogan's redoubt	Least generous
Jenny comedian			Rope fiber		Bullfight city
Delicious					
			Of Wight my Tuts up		
Indian influence	Patrolman jolly, ng	Cricket prize 18 x 5		Bert's goal in Sevens Sover	Sloppy
Meeting place	Lazy type High power				Two of them are a score
				Ferrow	
Pubes			... Beaky, wife of Henry VIII		
Private				Pub	
Bogey's home Her					
			Alice -- US singer		

**that's life!** 7

# Retail Marketing

## In-flight magazine competition

- Flybe Uncovered
  - Bristol Shopping and Cabot Circus competition
  - July/August issue



## WIN A STYLISH WEEKEND BREAK IN BRISTOL

with Cabot Circus, Brooks Guesthouse and Al-Bristol

With world-class attractions, first-rate shopping and a vibrant culture, Bristol has become one of England's most popular visitor destinations and is the perfect choice for a stylish city break.

Here's your chance to win a fabulous weekend for two in Bristol with:

- £100 to spend at Cabot Circus
- Two nights' stay for two people at Brooks Guesthouse, Bristol
- Dinner for two at Piccolino restaurant
- Lunch for two at Giraffe restaurant
- Two tickets for 'Al-Bristol'

Cabot Circus is the South West's leading shopping destination and offers 120 fantastic stores including House of Fraser, Harvey Nichols, Hugo Boss, All Saints, French Connection, Ted Baker, Zara, Urban Outfitters, New Look, and Topshop – with something for every taste and budget.

There are also over 20

restaurants and cafés including Brasserie Blanc, Harvey Nichols Restaurant and Bar and Carluccio's, as well as a 13-screen luxury cinema.

The newly-opened boutique Brooks Guesthouse is the most central and contemporary in Bristol City Centre, located in St Nicholas Market. With chic décor, flatscreen TVs and iPod docks, it offers luxury accommodation, delicious organic breakfasts and a beautiful courtyard garden, just a stroll away from Cabot Circus.

Located in Cabot Circus, Piccolino brings a true taste of Italy to the heart of the city. It offers a delicious mix of modern and classic Italian dishes in chic surroundings. Fresh pasta is made daily in the pasta kitchen and the outdoor terrace provides the perfect place to enjoy a relaxing drink or bite to eat during the summer months.

The winning couple will also receive lunch at Giraffe restaurant, which brings together flavours from around the world including brunch and

pancakes to club sandwiches, Vietnamese noodles, gourmet burgers and fresh salads. Great music and smiling staff also guaranteed!

Also included is a day out in Al-Bristol, one of the UK's best interactive science centres, where you can freeze your shadow, create a TV show, become an animator for a day and run in a giant hamster wheel! New for 2011 is All About Us – a £1.5m exhibition exploring the human body and brain.

For more information please visit: [www.brooksguesthousebristol.com](http://www.brooksguesthousebristol.com) or call 01179 300066; [www.cabotcircus.com](http://www.cabotcircus.com)

### HOW TO ENTER

To enter the competition, simply answer the following question:

**How many stores are there at Cabot Circus?**

Email your answer, together with your name, address and telephone number to [flybe.comps@streampublishing.net](mailto:flybe.comps@streampublishing.net) by the closing date, midnight on 31st August 2011, making sure you put BRISTOL on the subject. The winner will be the holder of the first entry picked at random after the closing date. They will be notified in writing within 14 days. The prize includes a two-night stay for two people in a twin/double room with breakfast, lunch for two at Giraffe is up to a total value of £50, dinner for two at

Piccolino comprises a two-course meal from their 'menu del Giorno' (menu of the day) for two people with a glass of prosecco on arrival and bottle of house wine with the meal. 2 adult tickets to Al-Bristol. Bookings at Brooks Guesthouse Bristol, Piccolino and Giraffe are all subject to availability. The prize must be taken by November 30th 2011. Any expenses incurred must be paid for separately. The prize is non negotiable and cannot be exchanged for cash. Privacy statement: If you do not wish to receive details of offers and promotions from Flybe, you can opt out by stating OPT OUT on the competition entry. The promoter is Stream Publishing, The Courtyard, Ladycross Farm, Hollow Lane, Dormansland, Surrey, RH7 6PL. A list of winners will be available six weeks after the closing date by sending an email to [streampublishing@flybe.comps](mailto:streampublishing@flybe.comps)



# Retail Marketing

## Group Leisure Marketing

- August Christmas groups consortium ad
- Group Travel Organiser Magazine
- Distributed to UK group travel organisers

The UK's leading magazine for GTOs

# GROUP TRAVEL

organiser

ISSUE 112 January 2011



### Getting an expert view

Taking groups behind the scenes



**The best job ever!**  
Organising staff day trips and holidays is a dream come true for GTO Barbara Fraser from Kent



**Simple pleasures**  
Discover wildlife, history and awe-inspiring scenery on the remote islands of the Outer Hebrides

TALKING POINTS • TRAVEL TALK • OUT & ABOUT WITH THE EDITOR • UK & OVERSEAS NEWS • GROUP GOSSIP • MAKE A DATE • YOU WRITE

DISTRIBUTED FREE TO QUALIFYING GTOs

# Bristol

for Christmas groups

New, free coach parking • Christmas Markets • Over 500 stores • Christmas panto • Skating rink • Major brands • Christmas light displays • Santa's Grotto... all in Bristol's City Centre!



### Bristol's Best Christmas Ever

A new coach park and festive Christmas activities are just the start of what awaits Bristol groups this year. Cabot Circus will open a new coach park in mid-Nov, providing free parking, while festive activities include a Christmas Panto of Peter Pan starring David Hasselhoff, a Peter Pan-themed Santa's Grotto at The Galleries shopping centre and a skating rink at Quakers Friars in Cabot Circus.

Add to that Christmas Markets, a Christmas tree and more! Just a short walk from the Christmas Markets is St Nicholas Market, another festive treat. The lights switch-on takes place 11th Nov marking the start of Bristol's Christmas season.

Destination Bristol  
For info call 0117 929 9205 or email [14charbourside@destinationbristol.co.uk](mailto:14charbourside@destinationbristol.co.uk), [visitbristol.co.uk/grouptravel](http://visitbristol.co.uk/grouptravel)

### Christmas Markets & Shopping

The South West Shopping Capital is where groups love to shop! With Cabot Circus, The Galleries and other city centre retail, the area offers over 500 stores, providing a unique Christmas shopping experience and a huge variety of well-known brands and independents. With something for every shopper, visitors can enjoy Harvey Nichols, House of Fraser, Debenhams, Bhs, Zara, Topshop, Marks & Spencer,

TK Maxx, Boots, WH Smith, the UK's second largest Primark and so much more. Bristol's Christmas Markets will run from 10th Nov until 22nd Dec, offering a high quality traditional German market and new, enhanced Christmas light displays in the city centre retail area.

Bristol Retail Management  
852 9AB (shopping coach park)  
Tel: 0117 925 7053  
[visitbristol.co.uk/shopping](http://visitbristol.co.uk/shopping)

### Christmas Panto with The Hoff

Global mega-star David Hasselhoff comes to The Bristol Hippodrome this Christmas in the swashbuckling family pantomime, Peter Pan. The Hoff, best known for his iconic roles of Michael Knight in Knight Rider, Mitch Buchanan in the most watched TV show in history, Baywatch, and judge on this year's Britain's Got Talent, will play the evil Captain Hook.

With stunning special effects (including amazing flying!) sumptuous costumes, superb sets and a good helping of fairy dust, Peter Pan is the perfect treat for groups from 10th Dec until 8th Jan.

The Bristol Hippodrome  
St Augustine's Parade  
Bristol, BS1 4UJ  
Ticketmaster: 0844 871 3012  
Groups 10-: 0844 871 3032  
[bristolhippodrome.org.uk](http://bristolhippodrome.org.uk)

### Fantabulous Christmas at Bristol Zoo

Reindeer, carols, ice sculptures and more!  
On Monday 19 and Tuesday 20 Dec, from 5:30pm until 8:00pm, visitors can meet and feed Santa's reindeer, join in with carol singing, listen to a merry brass band and enjoy festive refreshments in the enchanting surroundings of Bristol Zoo Gardens. Live ice sculpting demonstrations will take place and visitors can even have a go!

Group Prices:  
Special prices are available for groups of 10-: Adult advance ticket- £6 or £7 on the night. Child advance ticket- £4 or £5 on the night. Group organiser goes free!

Bristol Zoo Gardens  
Guthrie Road, Clifton  
Bristol, BS8 3HA  
Tel: 0117 974 7300  
[receptionist@bristolzoo.org.uk](mailto:receptionist@bristolzoo.org.uk)  
[bristolzoo.org.uk](http://bristolzoo.org.uk)

[www.VisitBristol.co.uk/GroupTravel](http://www.VisitBristol.co.uk/GroupTravel)

# Retail Marketing

## Group Leisure Marketing

- August Christmas group feature
- Discover Britain for Groups
- Distributed to UK group travel organisers and coach operators

## Less Hassle and plenty of Hoff for Bristol Christmas groups



Picture: C. Latham Sharp

Christmas in Bristol is set to be the biggest and brightest yet, with the announcement of The Bristol Hippodrome's Christmas pantomime production of Fear Fan starring David Hasselhoff, along with an array of other festive treats including Christmas markets and new coach parking. Bristol's Christmas season will officially begin on Friday 11 November.

**New coach parking for groups**  
A new coach park will open at Cabot Circus from mid-November, providing less hassle for coach drivers during the busy holiday shopping season. Coach parking will be free with 24 hour security and overnight parking will be available. The postcode of the coach park is BS2 9AB with drop-off points nearby.

**Fear Fan at The Bristol Hippodrome**  
The Bristol Hippodrome recently announced the biggest pantomime cast to date starring the global mega-star David Hasselhoff who will play Captain Flook in Fear Fan from 10 December until 8 January.

**Bristol Christmas lights**  
The Christmas lights switch-on will take place on Friday 11 November at Cabot Circus marking the start of the city's festive Christmas season. This year will see Bristol's biggest and best Christmas lights throughout the whole of the city centre shopping area including St Nicholas Market, The Centre Promenade, College Green, and Park Street. Bristol's Christmas tree will be located near to the cascade steps on The Centre Promenade. Details of the lights switch-on event will be announced soon.

Christmas markets and shopping  
Bristol's Christmas markets will combine a quality traditional German theme with a locally inspired market all in the city centre shopping area. On offer will be crafts, gifts and deliciously festive food and drink. The German market will run from 10 November until 22 December, with the local market running from 9 until 20 December. A short walk away is one of Bristol's best kept secrets, St Nicholas Market on Corn Street, offering the largest collection of independent retailers in Bristol.

Bristol's city centre shopping area comprises over 500 stores and offers a unique Christmas shopping experience with a huge variety of well-known brands and independents. There is something for every shopper including Mollater, House of Fraser, Zara, Topshop, Debenhams, Marks & Spencer, H&M, TK Maxx, Sainsbury's, WH Smith, Apple, HMV and the UK's second largest Primark.

**Cabot Circus and Quakers Friars**  
A skating rink will be located in Quakers Friars, a beautiful open-air piazza surrounded by the region's most exclusive shops and restaurants. Cabot Circus will also feature fantastic new Christmas lights. The centre comprises 120 shops including 15 major flagship stores and signature stores Harvey Nichols and House of Fraser. There are over 25 places to eat offering plenty of refreshment options for all the Christmas shoppers.

**The Galleries**  
To be in with the pantomime at The Bristol Hippodrome, The Galleries will have a Fear Fan Christmas production from 12 November until 24 December. The Galleries is an attractive centrally located, three-storey shopping centre with over 100 other stores.



### Folkestone Festive food and Gift Fair

The Folkestone festive food and gift fair takes place over a period of 4 weeks. See dates below

24th November - 27th November  
28th November - 4th December  
5th December - 11th December  
12th December - 18th December  
19th December - 23rd December



With various activities such as Reindeer, Camels and carol singers

### Warrington Golden Square Festive Gift Fair

The Folkestone festive food and gift fair takes place over a period of 4 weeks. See dates below

30th November - 4th December  
5th December - 11th December  
12th December - 18th December  
19th December - 23rd December



Golden Square is a modern, quality shopping centre at the heart of Warrington. We will be having a lot more attractions this year such as Reindeer, carol singers and other festive attractions.

For more information  
Tel: 01482 790092

Bristol Tourist Information Centre  
Contact the Bristol Tourist Information Centre for essential Christmas information and planning resources.  
T: 0333 3210101  
E: [ticharbourside@destinationbristol.co.uk](mailto:ticharbourside@destinationbristol.co.uk)  
www.VisitBristol.co.uk/GroupTravel

# Retail Marketing Update

## Group Travel Organiser

- Group leisure feature
- Promoting walking tours of Bristol including city centre shopping area
- Distributed to UK group travel organisers and coach operators

on the City Trails...

# BRISTOL:



This month, **Tom Evans** visits Bristol, a thriving 21st century city that manages to maintain a successful balancing act by combining a dynamic and diverse urban culture with a rich maritime heritage. The city has always adapted to the times and, as visiting traders and sailors from past centuries have found, Bristol's streets boast an abundance of treasures to explore.

**B**ristol just had been historically linked to the sea – and recent development has sought to harness its maritime heritage. It has been one of the country's largest and most economically important cities for over eight centuries, and early contact to Newark during the Middle Ages, as an important commercial port, landed into the River Frome and Avon. It has, however, been forgotten since the 16th Age and there is still a sense of a kind of human settlement within its boundaries, though at the time as Bristol, by the early 17th century it had become a centre for the wool trade with Ireland and by 1733 had gained a charter and county status. The main trade became an export industry for the city over the subsequent centuries and great fortunes in precious minerals were brought to the town. It was, from 1602, that John Cabot sailed to Rio Grande, a voyage of exploration to North America on behalf of the British, a discovery of which can be seen in the Harbourside area today.

46 GROUP TRAVEL ORGANISER August 2011

... A new series of articles that uncover the many diverse places of interest in UK towns and cities

## ship-shaped history



Bristol was made a city in 1140 and its thriving port continued to grow as an importer of wool, silk, tin, and lead ore. Although the 16th century made fast strides to diminish by the 18th century, its economy, and wealthy merchants, prospered from the same trade. In 1686, the city was made a port of call for the East India Company. By 1801, almost 100,000 people were living here, and, with other major British cities, Bristol saw substantial immigration from various Commonwealth countries in the post-war years. The city continues to find new energy during the Bristol era of innovation and a consequent rebuilding boom, taking the 1950s and 60s, when characterful housing and industrial regeneration programmes of the late 20th century. In 2010, Bristol was named the most innovative city in the world, a recognition of its economic and cultural success. Bristol is a city of many faces, and a city of many stories. It is a city of many faces, and a city of many stories. It is a city of many faces, and a city of many stories.

**Guided Tours**

Take a guided tour of Bristol's history and heritage. The city has a rich maritime heritage and a vibrant city centre. The city has a rich maritime heritage and a vibrant city centre. The city has a rich maritime heritage and a vibrant city centre.

**SHIP-SHAPED HISTORY**

Another guided tour for groups in a new city. The city has a rich maritime heritage and a vibrant city centre. The city has a rich maritime heritage and a vibrant city centre.

**BRISTOL YEARS AND KINGS**

The growing popularity of Bristol has led to the city's reputation as a vibrant city. The city has a rich maritime heritage and a vibrant city centre. The city has a rich maritime heritage and a vibrant city centre.

www.grouptravelorganiser.com

GROUP TRAVEL ORGANISER August 2011 41

# Retail Marketing

## Travel GBI

- Group leisure news
- Promoting Christmas in the city centre shopping area
- Distributed to UK group travel organisers and coach operators



## Bristol adds more coach parking for group visits

**CHRISTMAS** in Bristol is set to be the biggest and brightest yet, with the announcement of The Bristol Hippodrome's production of *Peter Pan* starring David Hasselhoff.

The city also welcomes an array of other festive Christmas delights for groups, along with added coach parking to provide ease of access for coach groups.

Meanwhile, Bristol's city centre shopping offer comprising nearly 500 stores,

provides a tempting Christmas shopping experience with a huge variety of well-known brands, including Debenhams, Marks & Spencer, Bhs, and the UK's second largest Primark, along with a range of independent shops.

Christmas markets will provide festive sparkle for groups, along with improved Christmas light displays.

For more information, call 0333 3210101 or go to [visitbristol.co.uk](http://visitbristol.co.uk)

# Retail Marketing Update

## Group Leisure Magazine



### ◀ Cabot Circus and The Galleries Bristol

To complement Bristol Hippodrome's pantomime production, The Galleries in the main city centre shopping area will have a Peter Pan-themed Santa's grotto, and group members can tie in a visit on a shopping trip to the three-storey centre. Bristol's Cabot Circus also provides ample opportunity for Christmas shopping - boasting more than 120 shops and signature stores such as Harvey Nichols and House of Fraser - and will also feature a skating rink.

Offering craft, gifts, and a selection of festive food and drink, Bristol's Christmas Markets are scheduled to run from the 10th November until 22nd December, promising an authentic German festive experience for visiting groups.

Groups can also take advantage of free coach parking in Bristol's city centre shopping area during December.

☎ 0333-321 0101  
🌐 [www.visitbristol.co.uk](http://www.visitbristol.co.uk)

### Westfield London

### The Christmas Guide - Shopping



Promising groups the ultimate festive shopping experience, Westfield has unveiled a host of key diary dates for groups planning a visit to the London shopping centre this Christmas. Following the Christmas lights switch-on in November, the centre will host its ice rink once again until January, featuring a 30-metre by 15-metre rink. Back by popular demand, Rocket the Reindeer and friends will be showing *Rocket's Sleigh Adventure* - a brand new story in 3D - from November up until Christmas Eve.

☎ 020-3371 2300  
✉ [coachbookings@westfield-uk.com](mailto:coachbookings@westfield-uk.com)  
🌐 <http://uk.westfield.com/london>

- Christmas shopping listing in Group Leisure Magazine

# Retail Marketing Update

## Evening Post

- Coach parking for Christmas featured in Evening Post

visitbristol.co.uk 199-691-62 Wednesday, August 24, 2011

### Cabot Circus coach park will open in time for Christmas

**Ian Onions**  
Political Editor  
i.onions@brspg.co.uk

**A NEW coach park is due to open near Cabot Circus in mid-November – just in time for the Christmas shopping rush.**

It is being built in front of the shopping centre's multi-storey car park next to Newfoundland Road. There will be 16 parking bays and enough room for coaches to turn around off road.

John Hirst, operations director at Destination Bristol said: "We are very excited that Cabot Circus is opening a new coach park in time for the Christmas shopping season. "Group leisure tourism is very important to our industry and the new coach park will allow us to welcome more coaches to Bristol, increasing the economic impact of city tourism and retail business. "Our group travel clients and coach operators are very pleased that we will have the new coach park in time for Christmas. The coach park is being built by Bristol Alliance, the shopping centre's developers. Kevin Duffy, the centre's director, said: "Cabot Circus is working with Bristol City Council and other city partners to create a new coach park area between Newfoundland Road and the Cabot Circus car park. "Work has not yet started on site, but we hope that 16 new coach bays will be ready in time for groups coming to the city for Christmas shopping. "The new coach park is an ideal location for those visiting Bristol for shopping and leisure, and the location at the end of the A322 should mean less congestion as vehicles will be taken off the road before they reach the city centre. "Coach parking has been an issue in the city for several years because there are few places for the vehicles to park while visitors are sightseeing, going to the theatre or shopping. Some parking places have been created, such as in Cumberland Road and in Prince Street. But there is no purpose-built coach park to deal with the growing number which visit the city each day. The new coach park would be landscaped, with trees hiding it from the road. The site between Houlton Street and Bond Street was originally earmarked for a complex of offices, shops and apartments. But the scheme, which has already been given planning permission, was mothballed because of the recession. The site used to be occupied by a 19-storey office block called Tollgate House which was demolished, which signalled the first significant step in the building of the new shopping centre. The office block, once the second tallest in the city, was pulled down at a cost of £1.5 million – the same amount it cost to build it just over 30 years before. It had been the first city centre landmark visitors would see as they drove in on the A322, and had stood there since 1975. It was taken apart floor by floor, as it was too close to residential areas to use explosives. The city council was ordered to pay £4.5m for the compulsory purchase of the former city land. The payment ordered by the Lands Tribunal is more than double what the authority had claimed the former office block was worth. But it was way below the £38.5m former owner Ridgeland Properties Ltd was seeking in compensation for the loss of the site. In June, the company lost an appeal for £28m in compensation.

**No stopping us:** A coach park will be added to Cabot Circus car park to help pull in tourists to the city

**Partners:** Kevin Duffy

**Excited:** John Hirst

**12 months' car insurance for the price of 10**  
(Incentivatory discount applied to premium. Subject to minimum premium. Offer ends 30/09/11. Excludes SELECT.)  
Remember, we're not on price comparison websites.  
Call us direct on **0845 246 3750** or visit **directline.com** for a quote  
Making insurance straightforward  
direct line

### A fresh take on filmmaking at Tyntesfield

PEOPLE are being invited to go behind the scenes with leading natural history filmmakers at Wrexall's Tyntesfield Estate. The National Trust has teamed with Bristol Wildlife Filmmakers to provide a day packed full of presentations that will take visitors behind the scenes of many of the country's most popular wildlife programmes. Aimed at those who love wildlife, love filmmaking or both, Wild Behind the Scenes will give visitors the chance to meet some of the presenters and producers whose close encounters with animals around the world make the wildlife films on TV. The event is on September 24 and runs from 9.30am-4.30pm. The workshop includes presentations from top professionals including wildlife presenter on *The One Show*, Mike Dilger, wildlife producer, full paying adults and lunch at our Karen Partridge, naturalist, wildlife producer and author, Serpben Moss, and Meercat Manor cameraman, John Waters. Tickets cost £99.50 for adults and £20 for those aged 11-17 (when accompanied by a full paying adult) and lunch at Tyntesfield's Cow Barn restaurant is included. Booking is essential on 0844 2491986 or at [www.nationaltrust.org.uk/events](http://www.nationaltrust.org.uk/events). For more information go to [www.bristolwildlife.com](http://www.bristolwildlife.com).

**Scene setting:** Tyntesfield in Wrexall



# Retail Marketing Update

## Yorkshire Post

Yorkshire's National Newspaper  
**YORKSHIRE POST**

- Double page travel feature generated by press visit to Bristol
- City centre shopping and John Wesley's Chapel 'The New Room'

**travel**

**BRUNEL'S SS GREAT BRITAIN**

**All ship shape**

**BRISTOL: The SS Great Britain was the theme of a weekend in Paul Kirkwood, who also found another piece of maritime history**

**room with a view**  
 Deasville and Meadowview  
 Newby Park & Richmond area

**GETTING THERE**

**RECOMMENDED ACCOMMODATION:**  
 The Merit Hotel, www.merithotel.com, 0117 925 1001. Very nice and modern hotel which includes the two AA awarded City Centre and a fantastic dining terrace opposite Temple Gardens.

**ADDITIONAL INFORMATION:** See website for details. Includes details of all the places in Bristol.

**THE PHOENIX OF PASTOR:** Paul Kirkwood says the SS Great Britain was the theme of a weekend in Bristol. The ship was built by Brunel and was the first iron-hulled steamship. It was built in Bristol and was the first iron-hulled steamship. It was built in Bristol and was the first iron-hulled steamship.

**Deasville Over 45's Residential Village**  
 • First home from £100,000  
 • From 145k. Park or view house  
 • Cash back plan  
 • Full service care for your home

**Meadowview Holiday Park**  
 Holiday homes from 17,995  
 Holiday homes from 120k  
 11 & 1/2 acres of park

**CALL TODAY ON: 01429 862111** See View Park Homes  
 Station Road | Harrogate | HG2 9EQ

# Retail Marketing Update

## Diary Planner

- Weekly event listings in the Evening Post
- Prepared by Destination Bristol
- City centre retail events included

**DIARY PLANNER** July 2 →

Your guide to what's coming up in Bristol, with the team from Destination Bristol

**Major events**

**Ongoing, All About Us Exhibition, At-Bristol**  
Explore the All About Us Exhibition, where you'll be able to get under your own skin and discover how amazing you are! With over 50 new or significantly enhanced exhibits, All About Us will help you discover how amazing your brain and body are — it's a celebration of all things human!

**Ongoing, 'The Incredible Journey', Brunel's ss Great Britain**  
Turn back the clocks and listen to the memories of those who rescued the ship from the Falkland Islands and witnessed her return.

**Until July 31, The Bristol Shakespeare Festival, Various venues**  
A festival celebrating the best of open air theatre.

**Today St Paul's Carnival, St Paul's**  
This much-loved community carnival promises more music, dance and colourful costumes than ever before.

**Today and tomorrow, Grillstock BBQ and Blues Festival, Harbourside**  
Enjoy the excitement of a US style BBQ competition as well as local food, drink and cuisine.

**July 7 – 10, World Stage Festival, Various venues**  
World Stage Festival, are bringing a thrilling range of international performers from around the world to Bristol.

**July 11, Bristol Zoo Gardens 175th Anniversary, Bristol Zoo Gardens**  
Bristol Zoo is 175 years old in 2011

**July 9 – 12, Race For Life, The Downs, Clifton**  
Join the girls to help beat cancer at Tesco and Cancer Research UK's Race for Life

**July 9 – 17, Pride Bristol, Various venues**  
A celebration of the lesbian, gay, bisexual and transgender (LGBT) community

**July 29 – 31, Bristol Harbour Festival, Harbourside**  
The Harbour Festival is Bristol's

Lots of things to see and do at Noah's Ark Zoo Farm.

**Exhibitions**

**Until August 29, Beryl Cook: Larger than life, Bristol Museum & Art Gallery**  
Larger than life is a major exhibition of original paintings by Britain's most popular painter, Beryl Cook.

**Until tomorrow, Gillian Ayres Exhibition, Arncliffe**  
Considered one of the most important British painters working in the abstract style from post-war period through to the present day.

**Until tomorrow, Magical Consciousness Exhibition, Arncliffe**  
Magical Consciousness presents works by a selection of artists who look for images at the edges of perception.

**Theatre and Music**

**Today, Bristol Metropolitan Orchestra/MihalCocea, St George's Bristol**  
Violist Mihal Cocea joins Bristol Metropolitan Orchestra.

**July 10, AfrikaOyaya! The Second Bristol African Music Festival, St George's Bristol**  
Oyaya has gloriously uplifting world music from some of the greatest names of the Bristol African scene.

**July 12 – 16, Midnight Tango, The Bristol Hippodrome**  
Vicent and Flavia are back!

**July 15, Bryan Ferry at Westonbirt, Westonbirt Arboretum**  
ryan Ferry performs in the grounds of the fabulous Westonbirt Arboretum

**July 16, Westlife at Westonbirt, Westonbirt Arboretum**  
During their 12 years at the top of pop's hierarchy, Westlife have sold over 43 million records around the world and they play at Westonbirt this summer.

**July 17, Texas at Westonbirt, Westonbirt Arboretum**  
Texas are confirmed to perform at the Westonbirt Arboretum this summer.

**Special Tours**

largest, liveliest and most diverse free event, and one of the biggest events of its kind in the country.

### Family Fun

**Ongoing, Animate It! At-Bristol**  
Morph joins a host of other Aardman Animations favourites in At-Bristol's permanent exhibition, Animate It! Become an animator for the day.

**Tomorrow Drum Blondes, St George's**  
Emily Morris and Claire Hasted inspire the child in all of us with their fun and imaginative approach to percussion playing. Perfect family entertainment.

**July 5, Sea Hear, Brunel's ss Great Britain**  
Join Sarah Mooney for adventures of the high seas. Stories are tailored especially for pre-school children aged 3 to 4, but younger siblings are welcome.

**July 22 – September 1, Nature Detectives at WWT Slimbridge, WWT Slimbridge Wetlands Centre**  
Visit Slimbridge during the school holidays to enjoy activities for all ages

**July 30 – August 13, Reptile Fortnight at Noah's Ark Zoo Farm, Noah's Ark Zoo Farm**

**Ongoing, Pirate Walks, Harbourside**  
Join Pirate Pete for a guided walking tour of Bristol's historic Harbourside and its maritime history of discovery, trade, slavery and piracy. Walk times: 2pm on weekends. Book at the Tourist Information Centre or phone Pirate Pete.

### Fairs/Markets/ Food

**Every Wednesday, Bristol Farmers Market, Corn Street**  
Local producers from a 40-mile radius sell a massive range of food from cheese, fish, honey, cakes and vegetables to meat, game and poultry at this award-winning market.

**Every Sunday, Tobacco Factory Market, Tobacco Factory**  
The market features around 30 food & craft stalls.

**Tomorrow, Tyntesfield Farmers Market, Tyntesfield Estate**  
Seasonal Food from the Farmers Market at Tyntesfield, one of the National Trust's most glorious houses. For further information on any of these events and more please check out [www.visitbristol.co.uk](http://www.visitbristol.co.uk)

# Retail Marketing

## E-newsletter

City centre shopping  
monthly e-newsletter



## Five fresh ideas from Bristol City Centre Shopping: You've got a friend in Bristol!

### 1. You've got a friend in Bristol

Destination Bristol has launched 'You've Got a Friend in Bristol', a campaign which uses a number of friendly iconic characters from the city to promote the best in Bristol. The ten friendly characters include Kat Walker who represents fashion and shopping in Bristol. Kat will share with you all the best sales, offers and fashion advice from the city's retailers. Join Kat Walker on Facebook for all the latest shopping deals in Bristol.

### 2. Win a £1000 shopping spree

Fancy updating your wardrobe with £1000 to spend in Bristol's city centre shopping area? For your chance to win this fantastic prize, click the link above and enter the shopping spree competition. The deadline for entries closes on 5th June. Terms and conditions apply.

### 3. Win a mountain bike plus goodies from Berghaus

Berghaus is giving shoppers the chance to win a specialised Camber Pro Mountain Bike worth £2200 plus £250 of Berghaus gear. To enter, drop into the Berghaus store in the city centre and fill out an entry form.

### 4. Sanctuary Spa offers

Prepare your skin for summer at the luxury Sanctuary Spa in Quakers Friars, Cabot Circus. The spa is offering three treatments from the following options for only £85.00: exfoliating salt scrub, Sanctuary back, neck and shoulder massage, prescription facial 25-minute, express manicure or pedicure, waxing treatments tinting and shaping treatments. To book for more information please call the spa direct on 0117 370 2791.

### 5. La Senza

Getting into shape for your summer holiday? La Senza has a new range of swimwear in-store including nautical, polka dots, florals and tribal prints. The range also features the new triple gel bikini.



Available on the  
App Store

The Bristol official city guide

Our iPhone app is available on the App Store!

Follow us on **Facebook** and **Twitter**  
Get special offers, news and much, much more!



# Bristol

City Centre Shopping

[VisitBristol.co.uk](http://VisitBristol.co.uk)

## Autumn advertising campaign

DestinationBristol



# Retail Marketing

## Autumn advertising

### Heart FM Radio

- On-air advert 6 times a day for 10 days starting Tuesday 6 September
- Targeting listeners in Bristol, Bath, Swindon, Wiltshire, Somerset and Gloucestershire
- Dedicated article page on heart.co.uk with VIP shopping competition prize
- Article page & competition communicated through Heart's e-newsletter to database of 69,700

The screenshot shows the Heart FM Radio website interface. At the top, there's a navigation bar with 'heart 96-107 more music variety' and a 'Listen Live' button. Below the navigation, a main banner features a competition announcement: 'Win the ultimate shopping spree in Bristol'. The text describes a competition where listeners can win €1000 to spend and an overnight stay in Bristol, the South West's Shopping Capital. It mentions over 500 stores across Bristol City Centre, including The Galleries and Cabot Circus. A sidebar on the left shows an advertisement for 'Accidental damage cover comes as standard' with an image of a cat. On the right, there's a 'Listen Live' section with a location selector and a list of songs being played, including 'Alexandre Starke - Bad Boys' and 'Vid Young - Jealousy'. At the bottom, there's a section for a competition where users can win €1000 in Bristol City Centre shopping vouchers by answering a quiz question.

Discover the South West's  
**Shopping Capital**

Over 500 stores • 3 shopping centres • Easy parking



**Bristol**  
City Centre  
SHOPPING

visitbristol.co.uk/shopping

# Retail Marketing

## Autumn advertising

Tagline:

*Find the feel-good factor this autumn with Bristol City Centre Shopping*

Key messages:

- Continue to position Bristol city centre as the shopping capital of the South West.
- Bristol's city centre shopping area is packed with ideas to ensure you make the most of a colourful, cosy autumn.
- From fashion and interior design, to seasonal fragrances, what to read, outdoor accessories and the latest technology, Bristol has autumn shopping sussed and you can find inspiration right in the heart of the city centre.
- Present the scale and choice associated with Bristol's city centre retail offer
- Promote the key retail brands available in Bristol city centre

Discover the South West's  
**Shopping Capital**

Over 500 stores • 3 shopping centres • Easy parking



**Bristol**  
City Centre  
SHOPPING

[visitbristol.co.uk/shopping](http://visitbristol.co.uk/shopping)

# Retail Marketing

## Cruise Ship

- MS Prinsendam returned to Bristol on 2 September, six weeks after its first visit
- Tourist Information Centre set up at Portbury Dock to engage with passengers
- Leaflets on city centre shopping included in visitor information

**NEWS BRISTOL**

Home World UK **England** N. Ireland Scotland Wales Business Politics Health Education Sci/Environ

### Cruise ship visits Royal Portbury Docks in Bristol



**Play this again?**  
Cruise ship visits Royal Portbury Docks in Bristol

21 July 2011 Last updated at 20:35

A cruise ship, the MS Prinsendam, arrived at the Royal Portbury Docks in Bristol recently.

It is the first time in more than 10 years that the docks - usually used for hosting freight ships - have been visited by such a ship.

# BID2 Marketing Update

## Opportunities

### Upcoming Initiatives & Opportunities

- Heart radio advertising campaign to promote autumn shopping with VIP shopping competition
- Heart radio advertising campaign to promote car parking for city centre shoppers and drive footfall to retail area through exclusive print out of shopping deals
- Autumn shopping article for [visitbristol.co.uk/shopping](http://visitbristol.co.uk/shopping) and regional media
- Christmas light switch-on event and city centre festive activities
- Press release on new stores opening for Christmas shopping
- Press release to promote top Christmas gifts available in Bristol
- Promotion of Christmas coach parking for groups
- Daily Facebook & Twitter updates & monthly e-newsletter
  - Send offers, sales, new products, general news

