

Dear Accommodation provider,



As you may be aware, following the pandemic we changed the way in which we produce the annual visitor guide, and now produce two different publications one of which is a bespoke accommodation guide. (copy attached)

This form of guide is particularly popular with organisers of events, weddings and group travel, as well as for 'in person' callers at Tourism Information centres. In addition, this guide is sent out with the main visitor guide to customers seeking accommodation.

Why we adopted this approach?

- To keep costs down for businesses
- To be able to facilitate growth of new businesses in the accommodation sectors
- A recognition that much business has gone 'on line'
- To give customers the information they need and therefore minimise unnecessary waste

So, the accommodation guide is a publication with an attractive standardised approach to its advertising format, which will be reprinted regularly to meet demand. Your participation in this guide will cover entry in all editions produced at least until Spring 2025

All of these factors mean that we have been able to dramatically reduce the costs of advertising.

Size	2022	2020 Visitor Guide
1/3rd	£95	£425

I do hope you choose to be part of this popular publication, which we will continue to produce for as long as our customers ask for it.

The deadline for entries is **Friday 24th November 2023**

Yours faithfully

Tom Pridmore,
Tourism Officer
Ribble Valley Borough Council

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