The Luton Visitor Guide 2012/2013 is Luton Borough Council’s comprehensive guide to promote all that is happening in the town and the surrounding area.

The guide is produced annually in May, with each edition covering:

- Getting here/travel
- Going out – pubs, clubs, restaurant and late night economy
- Luton’s Heritage
- The Great Outdoors
- Attractions – in Luton and surrounding area
- Key annual events
- Shopping
- Accommodation
- Parking

The aim of the guide is to help increase the local tourism economy and boost trade to those organisations who wish to be profiled within the guide. If you are a local tourism related business within Luton or a 10 mile radius don’t miss out on this opportunity to work with us in promoting the area and your business.
10,000 copies of the Luton Visitor Guide will be printed in May.

The guide is available to local, regional, National and International Tourist Information Centres on request.

The guide will be mailed directly to potential visitors who request a copy via the Business and Economy Team at Luton Borough Council.

The Luton Visitor Guide 2014/2015 will also be supported by a dedicated area on the Luton Borough Council website, providing maximum exposure of tourism businesses in the area to the internet community. www.luton.gov.uk/tourism

Circulation profile:

- Reserve your space by completing the attached booking form and returning by Monday 30th May 2014. For further information on how to book please refer to the advertising opportunities information below.

How to promote your business through the Luton Visitor Guide and Website 2014/2015

Entries
Advertising entries can be placed within any of the following sections:

- Getting here/travel
- Going out – pubs, clubs, restaurant and late night economy
- Luton’s Heritage
- The Great Outdoors
- Attractions – in Luton and surrounding area
- Key annual events
- Shopping
- Accommodation
- Parking

Multiple entries
If you would like to book multiple entries please copy the form before completing or download a further form from www.luton.gov.uk/visitorguide.
The Icon Hotel in Luton is a privately owned and operated boutique luxury hotel genuinely committed to providing impeccable personalised accommodation, services and facilities in an intimate and quirky one-off environment.

Our vision is to purposely differentiate ourselves from any other hotel. The Icon is furnished in a themed, elegant and aspirational manner providing an ambience based on design and luxurious fabrics that are truly visible only in 5-star establishments. Our ambition is to be recognised as offering a unique guest experience at affordable rates.

So much more particular than a mainstream chained hotel, we have 66 inspired suites and guest rooms (all en-suite), fitted with telephony, complimentary WI-FI internet, heat/air-conditioning, hospitality units, interactive TV, ironing centres, salon style hairdryers and state of the art ‘Green’ energy saving features.

Guest services are attended to by 24-hour hotel staff, plus our on-site signature restaurant Capello’s and Snug Lounge & Piano Bar both offer extensive menus.

The Icon Hotel is a prominent and landmark building situated in the town centre of Luton Luton Airport is less than 10 minutes away by car (3 miles) and just 5 minutes drive (2 miles) from Junction 10 of the M1 Motorway.

Prices per room
Single - £59 - £84
Double - £65 - £93

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For an additional £100, businesses can also increase coverage and drive traffic to their website by advertising on the tourism pages of the Luton Borough Council website www.luton.gov.uk/tourism.

The website averages over 70,000 visits a month with the tourism pages accessible directly from the homepage and supported by search engine optimization aimed at drawing visitors directly to the hotel and accommodation pages. **Each entry includes:**

- Main image
- Up to 200 word description
- Contact information
- Capacity to include a further 6 images
- Hyperlink to your website
- Direct link to your email address
- Location highlighted on Google map
Please complete and return to:

Michelle Smith, Sponsorship and Advertising Assistant, Luton Borough Council,
Town Hall, Luton, LU1 2BQ
Email: michelle.smith@luton.gov.uk

Closing date: Friday 30th May 2014

The visitor guide will be split into the below sections. Please tick only one section that you would like to advertise in. (If you would like an additional entry in another section please complete a new form)

- Getting here/travel
- The Great Outdoors
- Shopping
- Going out
- Attractions in Luton and surrounding area
- Accommodation
- Luton’s Heritage
- Key Annual Events
- Parking

I would like to book a:

- Quarter page £125 + VAT
- Half page £225 + VAT
- Full page £400 + VAT

Design

- I would like my advertisement to be designed
- I am supplying camera ready artwork *(Does not apply to accommodation entries)*

I accept the terms and conditions of advertising as stated in the media pack, which I have read and understood

Print Name

Signature Date

Position Company

Address

Postcode

Telephone Fax

Email
For advertisements requiring design, please complete the below information

Business name: _________________________________________________________________

Address: ______________________________________________________________________

Web address: ___________________________ Email address: ___________________________

Telephone number: ______________________________________________________________________

**Advertisement copy** -

(Please write below or email your words to marketing@luton.gov.uk)

Quarter page = 50 words Half page = 100 words Full page = 200 words

Camera ready artwork

Camera ready artwork should be sent as a Jpeg and saved as actual size of advertisement. All artwork to be CMYK, high resolution (300dpi) ready for output.

Advertisements on CD should be sent to Michelle Smith, Sponsorship and Advertising Assistant, Communications Division, Luton Borough Council, Town Hall, Luton, LU1 2BQ.

Artwork under 2MB can be sent via email to Michelle.smith@luton.gov.uk

Accommodation entries:

Accommodation entries can only be accepted from establishments that have been quality assessed by either Visit Britain or the AA, or have recently applied for a rating and are awaiting assessment.

**Grading (please tick)**
Visit Britain [ ] or AA [ ] – please confirm stars awarded ( )

**Prices per room (please insert prices)**

<table>
<thead>
<tr>
<th>Single from (£ ) to (£ )</th>
<th>Double/Twin from (£ ) to (£ )</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheelchair access [ ]</td>
<td>Night porter [ ]</td>
</tr>
<tr>
<td>Ground floor rooms [ ]</td>
<td>Parking [ ]</td>
</tr>
<tr>
<td>Evening meals [ ]</td>
<td>Dogs by arrangement [ ]</td>
</tr>
<tr>
<td>Licensed premises [ ]</td>
<td>Accept coach parties [ ]</td>
</tr>
<tr>
<td>TV in bedroom [ ]</td>
<td>Facilities for children [ ]</td>
</tr>
<tr>
<td>DVD in bedroom [ ]</td>
<td>Air conditioning [ ]</td>
</tr>
<tr>
<td>Tea/coffee in room [ ]</td>
<td>Air conditioning in selected rooms [ ]</td>
</tr>
<tr>
<td>Cater for vegetarians [ ]</td>
<td>Long term parking by arrangement [ ]</td>
</tr>
<tr>
<td>Internet access [ ]</td>
<td>Leisure or health club on site [ ]</td>
</tr>
<tr>
<td>Four poster beds [ ]</td>
<td>Swimming pool [ ]</td>
</tr>
<tr>
<td>Distance from London Luton Airport ( ) miles</td>
<td></td>
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</tbody>
</table>