

The **Destination
Marketing** Group

Company Overview
www.thedmg.co.uk



**THE
tourism**
CONSULTANTS
NETWORK

worldwide experience
world-class expertise
A SECTION OF THE TOURISM SOCIETY

prca
COMMUNICATIONS
MANAGEMENT
STANDARD

The Chartered
Institute of
Journalists



Managing Director: Philip Cooke



The Destination Marketing Group

The Gloucester-based Destination Marketing Group (DMG) is a marketing, PR and international representation company working across the tourism, leisure and cultural sectors and for related urban regeneration and economic development agencies.

Established in 2000, we provide a wide range of public and private sector clients with cost-effective corporate PR, communications and business development strategy, campaign management and high SEO journalism and copywriting.

Client Matrix

UK Tourism and Leisure

- Black and White House Museum, Hereford
- British Tourist Authority / VisitBritain
- Dartmouth and Rugby BIDs
- Devon, Cornwall and Somerset Tourism
- Forest of Dean Greenway
- Gloucester Cathedral
- Gloucester Rugby and the RFU
- Heart of England Tourism & South West Tourism
- London Boroughs of Brent and Southwark
- England's World Heritage Sites (VisitBritain funded)

Urban and Rural Regeneration / Tourism

- ASTAM architects and Limbrick architects
- Countryside Agency / Ruralscapes
- Enterprise Europe Network South West
- The Homes & Communities Agency
- GFirst and Business Link Gloucestershire
- Gloucester Heritage Urban Regeneration Company
- Gloucestershire Rural Community Council
- RegenCo Urban Regeneration Company
- Sandwell MBC
- South West England RDA

International Representation

- Darwin's Trails (Chile and Patagonia)
- Tren Crucero (Ecuador)
- Hainan, Hangzhou, Sanya and Nanjing (China)
- Music Contact International (USA)
- National Liberation Museum (Holland)
- PeruRail (Peru)
- Passion Brazil (Brazil)
- Southern Expeditions (Galapagos)
- Swiss Government Enterprise
- Vesna Tours (India)

Business Conference Tourism

- Britain and London Visitor Centre
- Cheltenham Film Studios
- Coventry Visitor and Convention Bureau
- Cvent.com (USA)
- England's World Heritage Sites
- EEF Conference Venues
- Kingsholm Conference Centre
- Parkhotel Conference Centre (Czechoslovakia)
- Rugby Football Union (RFU) Twickenham
- Three Choirs Vineyard Conference Centre



Consultancy and Agency Services

Marketing and Communications Strategy

- Marketing and business development strategy
- Market segmentation and brand positioning
- Graphic design and corporate branding
- Campaign planning and management

Public Relations and Corporate Communications

- Travel industry PR, journalism and feature writing
- Content-rich, high SEO press releases
- Copywriting for websites and digital newsletters
- Media relations and forward features research

International Representation

- Travel industry PR and media research
- Tourist board and tour operator liaison
- Trade show support and event management
- Tour operator training and sales calls



Some of our Local Clients

Leisure and Cultural Tourism

- Gloucester Cathedral
- Gloucester Rugby
- Cheltenham, Broadway and Gloucester TICs
- Black and White House Museum, Hereford

Regeneration and Rural Renewal

- ASTAM Architects and Limbrick Ltd, Architects
- Gloucestershire First
- Gloucester Heritage Urban Regeneration Company
- Gloucestershire Rural Community Council

Conference, Events and Hospitality

- Arle Court Conference Centre
- British Heritage Tours – the 'Cotswolds Collection'
- Kingsholm Conference Centre
- The Three Choirs Vineyard Conference Centre



Some of our UK Clients

National and Regional Tourist Boards

- British Tourist Authority and VisitEngland
- The Britain and London Visitor Centre
- Heart of England Tourism and South West Tourism
- England's World Heritage Sites / VisitBritain

Regions, Counties, Towns and Cities

- London Boroughs of Brent and Southwark
- Gloucestershire, Devon and Cornwall Tourism
- Birmingham, Gloucester and Plymouth Tourism
- Sandwell and RegenCo (West Bromwich) URCs

Urban and Rural Regeneration

- Gloucester Heritage Urban Regeneration Company
- The Forest of Dean Greenways Project
- The Homes and Communities Agency
- Rugby, Dartmouth and the New West End BIDs



Some of our Overseas Clients

National Tourist Boards and Government Agencies

- Ferrocarriles del Ecuador and Perurail
- National Liberation Museum 1944/45 (Holland)
- Hangzhou, Nanjing, Sanya and Hainan (China)
- Swiss Government Enterprise (Switzerland)

North and South American Tour Operators

- Cvent Inc (Washington, USA)
- Music Contact International (Vermont, USA)
- Southern Expeditions (Galapagos and Chile)
- Passion Brazil (Brazil) and Darwin's Trails (Chile)

Other Overseas Travel Companies

- BZ-Comm (Germany)
- Sailing.hr and Mljet Island (Croatia)
- Tempas de Papallacta (Ecuador)
- Vesna Tours and Red Dot Tours (India)

Editorial and Feature Writing

A photograph of a desk with a rolled-up magazine, an open magazine, and a cup of coffee. The background is blurred, showing a vase with red flowers and a window.

Managing Director, Philip Cooke, is a member of the Chartered Institute of Journalists and an experienced travel industry editor, feature writer and copywriter. His articles and press releases are published regularly in a range of prestigious magazines, including:

- Conference and Meetings World
- Conference News,
- Group Leisure Magazine
- West Country Life
- Regeneration and Renewal
- Selling Travel
- Sport and Leisure magazine
- Travel Bulletin
- Travel Trade Gazette
- The Tourism Society magazine

Philip is also Press and Publicity Officer for Skål UK and was previously the Editor of British Tourism News.

Client Logo Gallery

UK Tourism, Sport and Leisure



Client Logo Gallery

Urban Regeneration, Heritage and Enterprise



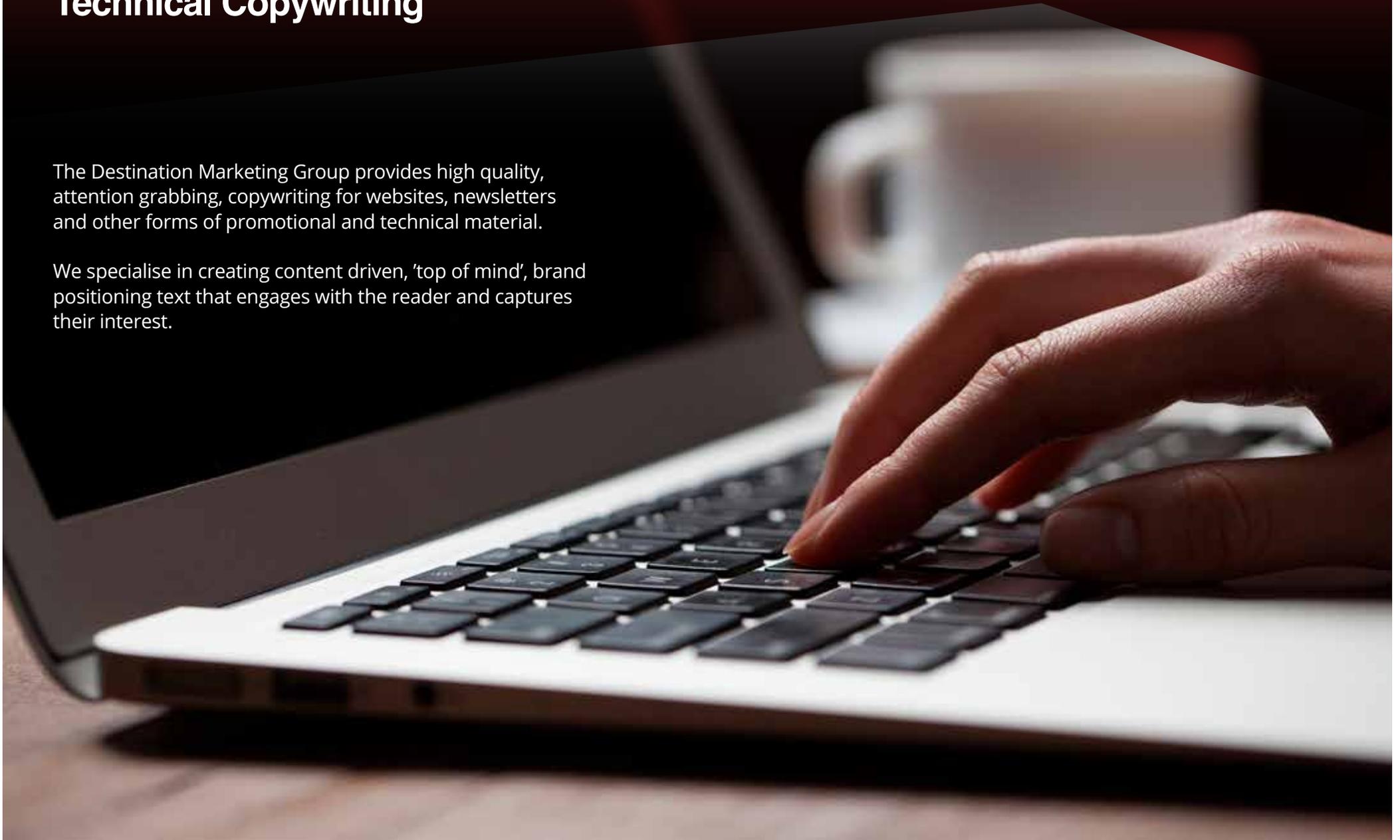
Client Logo Gallery International Tourism



Website and Technical Copywriting

The Destination Marketing Group provides high quality, attention grabbing, copywriting for websites, newsletters and other forms of promotional and technical material.

We specialise in creating content driven, 'top of mind', brand positioning text that engages with the reader and captures their interest.



Digital Travel Industry Newsletters



The **Destination** **Marketing** Group

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