

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

Company overview



Managing Director: Philip Cooke
Website: www.thedmg.co.uk/UK



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

World-class marketing, PR and corporate communications

The Gloucester-based Destination Marketing Group's UK clients include national, regional and local tourist boards, government agencies, local authorities, urban and rural regeneration agencies, Business Improvement Districts, and a wide range of related businesses, SMEs and professional service companies.

We enable these organisations and businesses to reach new markets, acquire more customers and exploit new commercial opportunities. So, if you are looking for a cost-effective marketing, PR or corporate communications resource, please email our MD, Philip Cooke – philip@thedmg.co.uk – or call 01452 500 663.



About The Destination Marketing Group UK

DMG UK was founded in early 2000 by Philip Cooke, previously Gloucester City Council's Director of Tourism, Marketing and City Centre Management. Before that, Philip worked for Sport England as Deputy Director of Bisham Abbey National Sports Centre.

We provide our UK clients with a wide range of strategic and operational marketing expertise, including campaign planning, project management, PR and corporate communications. Philip is supported by a local, national and international network of associate companies and consultants who enable the DMG to offer a wide range of additional services, notably digital and social marketing, graphic design and copywriting for websites and promotional literature.



Our UK services and expertise

Working across the UK's tourism, leisure, inward investment, hospitality and urban/rural regeneration sectors, the DMG designs and delivers a wide range of marketing and business development strategies, cost-effective PR and digital marketing campaigns, and outsourced corporate communication support, as outlined right:

Marketing

- Marketing, PR and corporate communications strategy
- Campaign planning and project management
- Feasibility studies, bid writing and implementation of ERDF and Lottery projects

Public relations

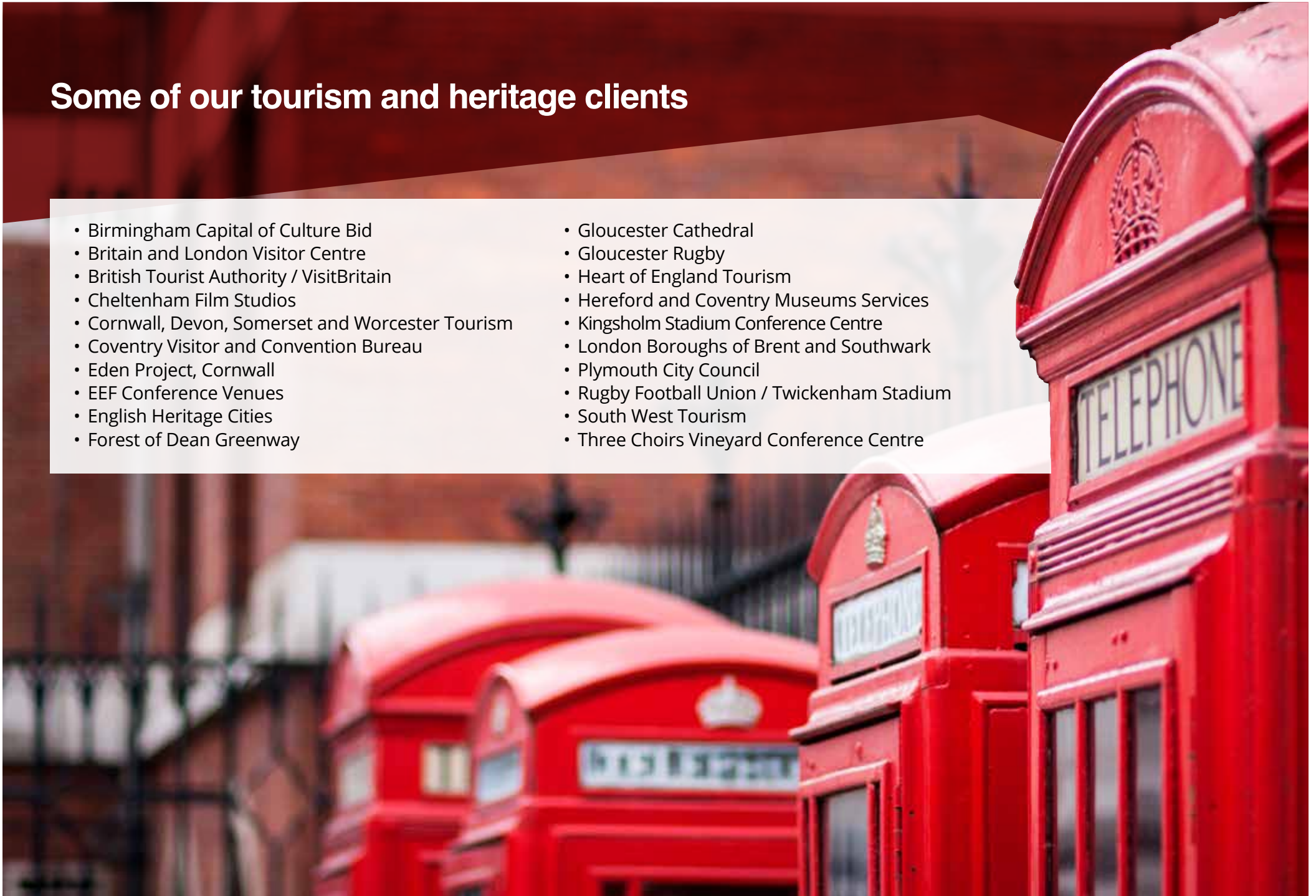
- Production and distribution of content-rich, high-SEO press releases
- Travel industry PR, journalism and feature writing
- Digital marketing, including B2B newsletters and email

Corporate communications

- Graphic design and copywriting for websites and promotional literature
- Trade show support, event management and industry networking
- Tour operator training, sales calls and familiarisation visits

Some of our tourism and heritage clients

- Birmingham Capital of Culture Bid
- Britain and London Visitor Centre
- British Tourist Authority / VisitBritain
- Cheltenham Film Studios
- Cornwall, Devon, Somerset and Worcester Tourism
- Coventry Visitor and Convention Bureau
- Eden Project, Cornwall
- EEF Conference Venues
- English Heritage Cities
- Forest of Dean Greenway
- Gloucester Cathedral
- Gloucester Rugby
- Heart of England Tourism
- Hereford and Coventry Museums Services
- Kingsholm Stadium Conference Centre
- London Boroughs of Brent and Southwark
- Plymouth City Council
- Rugby Football Union / Twickenham Stadium
- South West Tourism
- Three Choirs Vineyard Conference Centre



Some of our urban and rural regeneration clients

- Advance West Midlands
- ASTAM architects and Limbrick architects
- Cheltenham Film Studios
- Countryside Agency / Ruralscapes
- Coventry VCB
- Dartmouth BID
- English Partnerships/Homes & Communities Agency
- Enterprise Europe Network
- Evesham Market Towns Partnership
- Gloucester BID
- Gloucester Heritage Urban Regeneration Company
- Gloucestershire Development Agency
- Gloucestershire First LEP
- Gloucestershire Rural Community Council
- RegenCo Urban Regeneration Company
- Rugby BID
- Somerset West and Taunton Council
- South West England RDA
- VisitWestBrom.com
- Weaver Valley Enterprise, Cheshire

Editorial and feature writing



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:

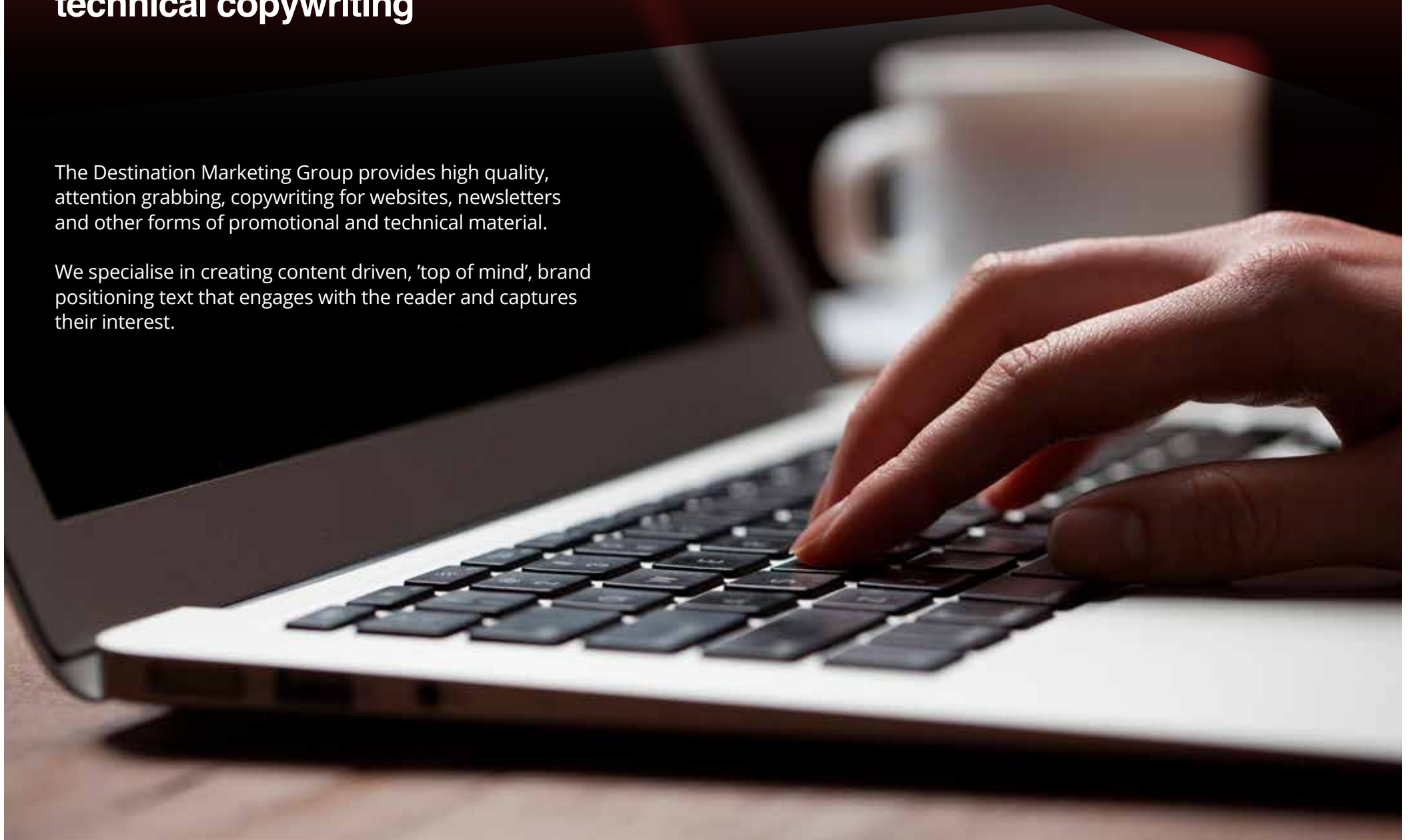
- Conference and Meetings World
- Conference News,
- Group Leisure Magazine
- West Country Life
- Regeneration and Renewal
- Selling Travel
- Sport and Leisure magazine
- Travel Bulletin
- Travel Trade Gazette
- The Tourism Society magazine

Philip has also previously been Press and Publicity Officer for Skål UK and Editor of British Tourism News.

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.



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Contact us...

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