



Sun, Sea And Extra Shoppers!



LET'S shout about our town centre events and bring all those extra summer holiday 'staycationers' onto our high streets.

That's the message to town centre managers from PinPointer this month.

With record numbers of people choosing a 'staycation' and holidaying at home PinPointer managing director Alison Bowcott-McGrath says there's a real opportunity for town centres to take advantage.

The latest figures from Visit England show 7.3 million people holidaying in the UK in the first quarter of this year – a 10% increase on the same time in 2015.

PinPointer is one of the UK's leading place consultancies, bringing together

brands, place managers and creative agencies to deliver new opportunities to the high street.

PinPointer managing director Alison Bowcott-McGrath said:

"Let us know what's going on in your town and we can do the rest . We have clients who want to bring product launches and top brands to these destinations, both indoors and outdoors.

With millions of extra people holidaying at home this is the ideal time for us to work with our towns and cities to make the most of the increased footfall."

PinPointer's current campaigns they are involved in include McDonald's McFlurry, Chewits (Icecream flavoured), Coca-Cola, all looking for locations this Summer.

The company, formed in 2004, is already working with two of the UK's favourite

holiday destinations, Blackpool and Eastbourne.

It's a relationship that's paying off, according to Luke Johnson, from Eastbourne's town centre management.

"Since going into partnership with PinPointer we have been able to increase our revenue generated through our town centre promotional space and we have also been able to hold some fantastic promotions which have created a real buzz around the town centre."

If you'd like help promoting your town this month get in contact with ali@pinpointer.uk or call her on 0161 8501400 – we would love to hear from you.

www.pinpointer.uk

