



Scenic

BUSES

ADVERTISE WITH US
TO **GROW** YOUR
ROUTES, DAY TRIPS
& **ATTRACTIONS**

ADVERTISING
OPPORTUNITIES PACK
2024/25



WELCOME

About Scenic Buses

Thank you for downloading this pack detailing our advertising and promotion opportunities for bus operators, coach companies and attractions served along the way.

ABOUT OUR WEBSITE

Scenic Buses is the UK & Ireland's leading platform for showcasing the finest scenic bus routes, days out & holidays, with a website and social media platforms to promote the routes, trips & attractions listed.

Thanks to our SEO-first strategy, the carefully built and thoughtfully designed Scenic Buses website attracts highly engaged potential bus passengers who have searched for bus routes or day trips on Google.

BREAKING DOWN THE DATA

In 2023 our website was shown in Google search results over 7,000,000 times, with over 150,000 people clicking on our links.

We reached over 310,000 visitors in 2023 and saw over 750,000 pageviews across the routes, locations, attractions & travelogues listed on our website.

Our audience are interested in travel, sightseeing, family friendly days out, outdoor activities & cultural experiences.

PRIVACY FIRST APPROACH

Our highly engaged audience is the perfect group of users to advertise to - they've already shown a keen interest in bus trips & activities and are actively seeking more information to plan their days out.

We don't want to invade our users' privacy and sell their data to third parties, such as Google, Apple or Microsoft - so we've developed our own advertising platform .

OUR BESPOKE PLATFORM

We gather insights into our users to help you target them more accurately and through our bespoke A/B testing tools allow you to test different variants of your ads to effectiveness of your campaign with us.

Our marketing dashboard provides you with real-time insights into how your adverts are performing on our website.

Track click-through rate, number of views and other key metrics to determine how much Scenic Buses is delivering for your business!

OPPORTUNITIES

In this guide we showcase the different options we have available for operators & attractions to advertise their routes, services or activities on our website.

Opportunities include:

- *Bus routes listing management*
- *Attractions listing management*
- *Digital display adverts (web banners)*
- *Home page takeover*
- *Newsletter advertising & editorial*

If there are other opportunities you'd like to discuss feel free to get in touch with our helpful team who'll gladly chat with you.

We'll be launching additional opportunities over the course of 2024 & beyond, sign up to our **"Partner's Newsletter"** or speak to our team to be kept up to date about new advertising options.

Sign up at: scenicbuses.co.uk/advertise/

MANAGE YOUR LISTINGS

Bus routes LISTING MANAGEMENT

Bus route listings are at the core of what we offer at Scenic Buses - they're the whole reason people visit our website. We offer operators the opportunity to add and edit their routes, using our bespoke listing management tools, **for free!**

WHY CHOOSE US?

Scenic Buses is the UK & Ireland's leading platform for showcasing the finest scenic bus routes & days out with over **1.5 million views** for the routes we showcase.

Working with us will advertise your scenic bus services to more people than ever before, with a very highly engaged audience. Our website ranks very highly on Google, meaning that your potential passengers will see our pages above competitors.

PRICING PLANS

As you'll see from the pricing table, we offer operators the chance to list their services for free (forever) with an optional upgrade to our Silver plan with access to additional features.

We can list your route for you for a small fee, where we add your route with high quality content and imagery, and keep it updated to ensure your content is always accurate.

Out of date information is worse than no information - break the cycle with our tools and services that ensure your info is always up to date and correct!

FEATURES:

Number of **bus route listings**

Who creates & updates listings

Update **places to visit**

Add **bus tickets & passes**

Add **things to do** to your route

Add **operator contact details**

Number of **photos per bus route**

Upload **videos** to your routes

Access to **ChatGPT AI content tools**

Access to our **bespoke SEO tools**

Free stock images via our API tools

Premium iStock & Adobe images via API

TripAdvisor reviews via API

Journey planning via Google Maps API

	BRONZE	SILVER	GOLD
	FREE! forever!	£ 500 annually	£ 850 annually
Number of bus route listings	unlimited	unlimited	1 route
Who creates & updates listings	you do	you do	we do it for you!
Update places to visit	yes	yes	yes
Add bus tickets & passes	yes	yes	yes
Add things to do to your route	yes	yes	yes
Add operator contact details	yes	yes	yes
Number of photos per bus route	15 photos	unlimited	unlimited
Upload videos to your routes	not available	free!	free!
Access to ChatGPT AI content tools	not available	free!	free!
Access to our bespoke SEO tools	not available	free!	free!
Free stock images via our API tools	yes	yes	yes
Premium iStock & Adobe images via API	not available	+ £ 15 /month	free!
TripAdvisor reviews via API	not available	+ £ 35 /month	+ £ 5 /month
Journey planning via Google Maps API	not available	+ £ 20 /month	+ £ 3 /month

All costs shown are exclusive of VAT, which will be charged.

To begin adding & managing your bus routes on Scenic Buses, **get in touch with Andi** who'll get you set up - andi@scenicbuses.co.uk

**ADVERTISE WITH US
TO GROW YOUR
ROUTES, TRIPS &
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MANAGE YOUR LISTINGS

Attractions LISTING MANAGEMENT



From beaches to museums, pubs, theme parks and even Roman forts, we want to highlight all of the amazingly fun things you can do on a grand scenic journey.

That's why we recently launched "Things to do along the way" - our attraction listing tools.

WHY CHOOSE US?

As an attraction, working with Scenic Buses allows you to reach out to the ~25% of visitors who arrive without a car and those who are looking for a greener, low carbon trip.

We work directly with operators to ensure that the information on our website is always up to date and relevant.

Our affordably priced self-listing tools allow you to add your venues to our ever-growing website full of exciting, great value family friendly days out.

We also offer a service where we can list your attraction for you - giving you more time back, and giving you reassurance that your listing will always be kept up to date.

GET IN TOUCH

Our friendly & helpful team will be glad to work with you to get started with adding your attraction's venues to Scenic Buses.

We offer bulk discount deals for larger organisations with lots of visitors.

FEATURES:

Annual visitors	up to 25k
to your physical locations (not a cost for visitors to website)	25k to 100k
	100k to 500k
	500k to 1m
	more than 1m

Who creates & updates listings

Number of photos per attraction page

Upload videos to your attraction

Access to ChatGPT AI content tools

Access to our bespoke SEO tools

Free stock images via our API tools

Premium iStock & Adobe images via API

TripAdvisor reviews via API

Journey planning via Google Maps API

	BRONZE	SILVER	GOLD
	£50 annually	£100 annually	£450 annually
included	included	included	included
+ £20 /year	+ £20 /year	+ £40 /year	included
+ £50 /year	+ £50 /year	+ £100 /year	included
+ £125 /year	+ £125 /year	+ £250 /year	+ £175 /year
+ £200 /year	+ £200 /year	+ £400 /year	+ £275 /year
you do	you do	you do	we do it for you!
15 photos	15 photos	unlimited	unlimited
not available	not available	free!	free!
not available	not available	free!	free!
not available	not available	free!	free!
yes	yes	yes	yes
not available	not available	+ £15/month	free!
not available	not available	+ £35/month	+ £15/month
+ £20/month	+ £20/month	+ £20/month	+ £10/month

To begin adding & managing your attractions on Scenic Buses, **get in touch with Andi** who'll get you set up - andi@scenicbuses.co.uk

Bus & coach operators can **earn 20% commission*** on all attractions they refer to Scenic Buses who list their places on the website.

* You earn 20% commission as a Scenic Buses credit - if you'd like the cash alternative your commission is 10%. Commission only applies to core listing fees not optional extras or VAT. Terms & conditions apply. All costs shown are exclusive of VAT, which will be charged.

ADVERTISING

Digital display adverts (web banners)

WHAT ARE THEY?

Display adverts are ads that use visuals like images, videos, and banners to attract attention on websites and apps.

They benefit businesses by increasing brand awareness, allowing targeted advertising to specific audiences, and enabling retargeting to re-engage previous visitors.

Display banners are cost-effective, provide measurable results, and offer creative flexibility, making them a valuable tool for driving conversions and enhancing visibility.

AD SPECS

Adverts designed not to look like adverts, but as part of the content, achieve many more clicks. That's why we've developed our proprietary ad platform to allow us to serve a wider range of banner sizes.

Speak to us about what you're looking to achieve and we can work with you to design a suite of banners perfect for your campaign.

ADVERT DESIGN

The best adverts are the ones that don't **look & feel** like adverts. We can work with you to design ads on our site that actually deliver for you.

Design services from **£100 + VAT**

**GLOBAL & PAGE-SPECIFIC
ADVERT SLOTS:**

	1 MONTH	3 MONTHS	6 MONTHS
HOME PAGE TAKEOVER Add a bespoke designed mega banner, with extra components throughout the page. The best way to advertise your scenic bus routes.	£750	£1,950	£3,600
GLOBAL: FOOTER We offer two slots above the footer, below the newsletter sign up on desktop & mobile.	£600	£1,550	£2,900
NAV: ROUTES Add a banner to our mega navigation for routes, shown on every page (mobile & desktop).	£400	£1,050	£1,950
NAV: PLACES TO VISIT Add a banner to our mega navigation for routes, shown on every page (mobile & desktop).	£400	£1,050	£1,950
HOME PAGE HEADER Add an advert below the "Welcome" message on the home page, above the genres.	£400	£1,050	£1,950
SEARCH & "ALL ROUTES" Add a banner to our route lister pages and search result pages across the site.	£300	£770	£1,490

All costs shown are exclusive of VAT, which will be charged.

750,000
PAGE VIEWS
JAN TO DEC 2023



7,000,000
GOOGLE SEARCH
IMPRESSIONS, 2023



ADVERTISING

Digital display adverts (web banners)

**ROUTES, ATTRACTIONS,
LOCATIONS, DAY TRIPS
& HOLIDAYS:**

These types of pages on the Scenic Buses website are the most popular - we had over 500,000 visits to these pages in 2023.

Adverts can appear in the following locations on the above templates:

- **Page header** (i.e. just below the £2 promo)
- **Main content** (i.e. above timetable links)
- **Above the “Sights to see” gallery**

AD SPECS

We know that adverts designed not to look like adverts, but to look as part of the content, achieve many more clicks.

That’s why we’ve developed our proprietary ad platform to allow us to serve a wider range of banner sizes with different variants for mobile & desktop.

Speak to our team about what you’re looking to achieve and what you want to promote and we can work with you to design a suite of banners perfect for your campaign.

Our friendly team will be happy to help.

PAY BY REGION:

You can target your messaging on Scenic to the most relevant regions. Your adverts will appear on all routes, locations, attractions, day trips & holidays in the selected region.

Select which regions you’d like to advertise in from the list below:

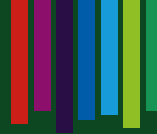
A/B TESTING

Our proprietary advertising platform allows you to easily run A/B tests to tweak your ads for increased clicks.

Speak to our team for details.

	1 MONTH	3 MONTHS	6 MONTHS
SOUTH WEST <i>Cornwall, Devon & Somerset</i>	£400	£1,050	£1,950
NORTH WEST <i>Cumbria, Lancashire, Merseyside & Manchester</i>			
SOUTH <i>Hampshire, Dorset, Wiltshire & Isle of Wight</i>	£350	£900	£1,700
MIDLANDS & PEAKS <i>Derbyshire to Oxfordshire & West Midlands</i>			
SCOTLAND <i>from Dumfries to John o’ Groats</i>			
YORKSHIRES <i>York, Leeds, Hull & much more</i>	£290	£775	£1,450
SOUTH EAST & LONDON <i>Berks, Surrey, Sussex, Kent & Greater London</i>			
NORTH EAST <i>Durham, Tyne & Wear & Northumberland</i>	£230	£600	£1,100
EAST OF ENGLAND <i>Norfolk coast to Lincs, Cambs, Herts & Essex</i>			
WALES <i>Brecons to Snowdonia & everywhere between</i>	£175	£475	£850

Please note that region rates may change depending on the popularity of the routes, attractions & trips featured in that region. Book your ad slots early to lock in the best price. All costs shown are exclusive of VAT, which will be charged.



Get in touch

To learn more about our advertising options or to secure your spot, please contact our helpful and friendly team who'll be glad to help you out.

CONTACT THE TEAM

advertising@scenicbuses.co.uk

CONNECT WITH US

scenicbuses.co.uk



@ScenicBuses

We're home to Britain's most scenic bus routes.

FIND YOUR NEXT ADVENTURE.

