



**StayBlackpool** is the officially recognised association for nationally accredited, quality holiday accommodation who, together with the main tourism channels in the town, work tirelessly to promote and encourage more visitors to Blackpool and to you!

**Background:** The Blackpool Hotel & Guesthouse Association was formed in 1898 and in 1945 the North and South sections amalgamated. In 2007 it merged with the Blackpool Premier Hotels Association to be reformed as **StayBlackpool**. The association is a Community Interest Company consisting of a Board of Directors who are all unpaid volunteers, each owning serviced or un-serviced accommodation with an accreditation between 1 and 5 stars or the local Blackpool Approved Scheme. We feel it's vital for the Association that the Board represents a mixture of all industry grades and categories i.e. B&B, Guesthouse, Hotel, Self-Catering and from all areas of the town so we can fully represent the members from an informed perspective.

## Providing More than Just Membership

- Free accreditation – we provide Blackpool Approved Accreditation free worth £49.95 or more
- You feature on the StayBlackpool website which is promoted via marketing campaigns and PR activity
- Commission free bookings
- We promote your business through advertising both online and print, locally and nationally
- We generate media campaigns promoting [StayBlackpool](#) and [You](#)
- We partner with major attractions to run joint marketing campaigns
- We sponsor events to increase the StayBlackpool profile
- We are only a call away providing backup and support – if we don't know then we most certainly know someone that does
- We offer free/reduced ticket prices to many of the town's biggest shows
- We offer discounts and benefits to save your business money
- We offer free and discounted training courses
- We provide news and information to help you run your business better
- We provide a monthly e-newsletter [The Insider](#)
- We provide the [StayBlackpool Forum](#) where members provide support, help, advice and where knowledge and experience are s
- We get the job done e.g., fly tipping, planning issues, noise and anti-social behaviour. With direct access to Blackpool Council and Lancashire Constabulary issues are resolved quickly
- We keep you up to date with relevant changes in the law, compliances and legalities
- We have our own VisitEngland Trained Assessors to help & advise you
- We work with VisitEngland, the AA, the Blackpool Approved Scheme, VisitBlackpool and VisitLancashire
- We are “One Collective Voice” representing your views at local, regional, national and government level
- We organise the annual [StayBlackpool Trade Show](#), a one stop shop providing over 100 relevant suppliers and associated organisations to ensure you have all you need to run your business for another year
- The StayBlackpool Board of Directors consists of unpaid volunteers, so all association income is spent promoting [StayBlackpool and You](#)

[We](#) listen, [We](#) support, [We](#) care!