

Visitors enticed to Royal Leamington Spa for pampering

As part of a series of promotional campaigns to entice visitors to Royal Leamington Spa, BID Leamington is launching their first promotion 'Pamper Leamington'. The promotion, which aims to encourage visitors to visit and experience a wide range of salons including beauty and tanning as well as nail bars, hairdressers and health centres, will run from 1 – 31 March. The promotion is just one way in which BID Leamington is helping drive footfall to businesses, attract new customers and boost sales in the current financial climate.

A number of businesses participating in the promotion are offering special discounts ranging from free products and gift vouchers to discounted treatments and haircuts to further incentivise people to visit during March.

A leaflet featuring the special vouchers is being distributed to over 70,000 homes and businesses within the local vicinity at the beginning of March. The special vouchers can be cut out and redeemed at the participating salon and are limited to one per customer. The leaflet also lists over 40 salons within the town along with contact details plus a map highlighting the main streets and car-parks. Additional leaflets are available through BID Leamington and can be e-mailed out to anyone interested in benefitting from the promotion.

Helen Smith, Executive Director of BID Leamington, stated "This is a fantastic initiative to encourage people into the town and visit a wide range of salons from alternative therapies to the latest health and beauty treatments. With such a broad range of salons on offer, there's something to appeal to all ages and the special discounts provide superb value for money. We hope that visitors will be encouraged to visit salons they haven't been to for a long time or maybe ones they've never been to before".

'Pamper Leamington' is just one of many promotions undertaken by BID Leamington to promote particular sectors throughout 2009. Other promotions planned include 'Independence Day' to promote independent retailers, 'Late Night Leamington' to promote bars, clubs and other late night venues and 'Taste Trail' and 'National Dining Week' to promote eateries within the BID area.

Any business interested in participating in these promotions should contact Helen Smith at BID Leamington for more information.

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For more information, interviews and photo opportunities please contact:

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