



Wookey Hole Caves & Attractions

The village of Wookey Hole in Somerset is exceptionally popular with visitors due to a number of operating [tourist attractions](#); most famously its natural limestone caverns and show cave. In addition to the world famous caves, there are several other family attractions including pirate adventure golf, hotel and 4D cinema, mystic fairy gardens, an arcade, a museum and a paper mill... not to mention a valley of dinosaurs!



With plenty to shout about, the folk at Wookey Hole Caves & Attractions are keen to ensure they pitch their marketing strategies wisely and [appeal to the right people at the right time](#).

That's why they've opted to secure long-term rights on one of our typical Postasites!

18 miles away from Wookey Hole, Weston Super Mare is the nearest major holiday town, bursting with prospective Resort visitors.

Their Postasite, overlooking a roundabout intersecting the busy A370, is ideal for them, allowing their [message to be seen by the hundreds of people](#) travelling from the direction of the seafront back toward the M5 motorway [every hour](#). This allows them to [raise awareness](#) within the right demographic of people.



Wookey Hole Caves & Attractions appreciates the [importance of relevant advertising](#), and is careful to ensure that it captures the interests of those passing the signage. Their designers provide us with a [new creative at least three times a year](#), which we then [digitally print onto a 20' x 10' PVC banner](#) and erect into place for them, to allow their message to stay fresh and on point.

To this end, we also work with Wookey Hole Caves & Attraction's design team to make sure that special Halloween and Christmas promotions are also visible on the lead-up to these festive periods!



The Postasite location is just yards from Weston Super Mare train station, and a stone's throw away from the comprehensive shopping area including Gallagher Retail Park and ASDA Superstore, popular with shoppers travelling from many nearby towns. With Alternative Advertising changing



the artwork three times a year, Wookey Hole Caves & Attractions can also [continue to attract the attention of local residents](#) and shoppers, reminding them that there are new events and things to see, and thus ensure a [steady flow of tourism](#) into their Resort all year round.

We find the [right site for you](#), where you want it. That's why clients like Wookey Hole have retained their Postasites with us for [years on end](#)!



'We have worked with Alternative Advertising for many years on different projects and have always been delighted with the value of the product we receive, along with the personable service. They should be any company's first port of call when looking for alternative out of home media advertising.'

Director, Wookey Hole Ltd