

visit
exeter



Membership
Pack 2017

start
here

www.visitexeter.com

start here ▾

Managed by Exeter City Council, Visit Exeter is the official organisation responsible for the promotion of Exeter as a visitor destination. Our aim is to increase visitor trips and spend in the city, by positioning Exeter as a year round sustainable destination for a day visit, city break, business trip or group visit.

Exeter has seen some exciting developments in recent years, including the opening of the multi-million pound Queen St Dining in 2016 and major events coming to the area including Rugby World Cup 2015 and Radio 1's Big Weekend 2016. The future is looking bright with the regeneration of the city's bus station site to offer a new leisure and retail complex, and the Boat Shed, a £4million new creative space on Exeter's Quayside.

By working closely with Visit Devon and VisitBritain, and locally in collaboration with the Exeter BID and the Exeter Cultural Partnership, we will raise the profile of Exeter nationally and internationally, placing it firmly on the map as a leading cultural, sporting and activity destination.



Who we are

Exeter was previously marketed as part of the Heart of Devon Tourism Partnership. In September 2016, Exeter City Council made the decision to focus its marketing spend on the city as a stand-alone destination, and Heart of Devon formally merged with the Visit South Devon Area Tourism Partnership.

The team at Visit Exeter is part of the Council's Growth and Enterprise department, working together across sectors including business support and investment, events and festivals, and skills. The team works closely with the local business community through working groups, networking and regular communication to be aware of issues, and take action or lobby on businesses' behalf.

Following extensive industry and consumer research, Visit Exeter will be launched in 2017 with a fresh new brand, reflecting the city's identity as a stylish destination strengthened by its heritage and its proximity to the coast and countryside.



On and offline marketing




www.visitexeter.com will be relaunched in Spring 2017 with a brand new design and enhanced functionality, including online availability and booking, enhanced mapping features and an integrated blog. Using the new brand alongside high quality imagery and engaging content, the new website will aim to inspire visitors to make a visit to Exeter in 2017 and beyond.

The website currently receives over 600k annual page views. Through a targeted online marketing campaign we expect to grow website visitor numbers by at least 25% year on year.

Activity will include:

- search engine optimisation
- social media
- consumer e-newsletters
- creating engaging content in collaboration with journalists and bloggers
- working in partnership with Visit Devon and VisitBritain
- advertising with targeted publications and websites
- attending national events and exhibitions

Social media following

-  Facebook >6k followers
-  Twitter >15k followers
-  Instagram – launched Sept 2016



Work with us

Join Visit Exeter today to reach more customers and be part of a global destination marketing campaign. Financial and staff support from Exeter City Council means that 100% of membership income goes directly into promoting the city, allowing for maximum return on your investment with us.

By becoming a member, you will have the opportunity to directly benefit from our regional, national and international campaigns of advertising, press and PR.

We offer three levels of membership – Bronze, Silver and Gold, with ALL members receiving the following promotional and business support as part of their membership:

Marketing:

- Preferential involvement in our marketing campaigns, press and PR activity including press visits & competitions
- Promotion through Visit Exeter's social media channels
- Access to sponsorship opportunities for industry events/exhibitions and marketing campaigns
- Opportunity to stand-share at regional and national exhibitions

Business support

- Regular members e-newsletter with industry news and updates
- Access to networking events organised by Visit Exeter
- Lobbying and representation through partnership working with Exeter City Council, Visit Devon and VisitBritain on local, regional and national industry matters
- Access to subsidised training courses
- Access to Visit Exeter image library and video content for use in your own promotional materials
- Advice & support from the Visit Exeter team.

Business supporters package £100 + VAT

We also offer a business supporters package, aimed at non-tourism businesses, e.g. solicitors, finance companies, etc. Benefits include access to Visit Exeter networking events, inclusion in our members e-newsletter, and discounts on website banner advertising. Please contact us for more details.

In addition to the above, members will receive an entry on www.visitexeter.com. Please see overleaf for membership package online features.

Membership packages

INCLUDED ADVERTISING OPTIONS	Bronze	Silver	Gold
What's Included	£150 +VAT	£300 +VAT	£600 +VAT
Listing Details Listing details on www.visitexeter.com: Address, telephone number, email address, opening times, pricing, directions, facilities, awards & gradings	✓	✓	✓
Number of Pictures These images may be changed throughout your membership	6	12	unlimited
Description	unlimited	unlimited	unlimited
Priority in Search Results	3rd	2nd	1st
Press and PR/Social Media Inclusion in Press & PR opportunities including press visits & competition prizes. Promotion through Visit Exeter Social Media	✓	✓	✓
Discounted entry on www.visitdevon.co.uk and involvement in all related marketing activity	✓	✓	✓
Website Link		✓	✓
Video Content on Your Listing		✓	✓
Visit Devon Free simple listing on www.visitdevon.co.uk		✓	✓
Trip Advisor Trip Advisor reviews appear alongside your listing		✓	✓
Blog Opportunity to submit guest blogs on www.visitexeter.com, promoted through our social media channels		✓	✓
Online Booking Availability search & online booking (if applicable) OR link to own online booking website		✓	✓
What's Nearby Carousel Placement in the What's Nearby Carousel on other product listings		✓	✓
Special Offers Inclusion in special offers section		✓	✓
Social Media Your own social media feed displayed on web listing		✓	✓
Themed Campaigns Inclusion in listings on themed campaign landing pages where relevant, e.g. romantic breaks, activity breaks etc.		✓	✓
Sponsorship Opportunities Priority access to sponsorship opportunities, attendance at events/exhibitions, press and advertising opportunities			✓
Exeter Highlights Appear in Exeter highlights carousel on homepage			✓
Gallery Image Gallery image in relevant section of website, e.g. Hotels in Exeter, Restaurants in Exeter			✓
Top Level Navigation Placement in top level navigation on www.visitexeter.com for 3 months.			✓
Additional Listings Additional listings for other parts of your business, e.g. accommodation, restaurant, spa etc.	£50 each	£50 each	✓
Themed Campaigns Featured on themed campaign landing pages where relevant			✓
Brochure / menu downloads			✓
Consumer Newsletter Sponsored post on one Visit Exeter consumer e-newsletter			✓
Social Media Sharing Shared posts on Visit Exeter's Facebook and Twitter feeds			✓
Banner Advertising Banner advert on www.visitexeter.com for 2 months, plus 20% discount on further banner advertising	£100 per month	£100 per month	✓



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