

visit exeter

MEMBERSHIP PACK 2018-19

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.

VISIT EXETER

Following extensive industry and consumer research, Visit Exeter was 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.

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

Membership of Visit Exeter offers your businesses the opportunity to directly benefit from our regional, national, and international campaigns of advertising, press, and PR.

Join us today to reach more customers and be part of a global destination marketing campaign.

ON AND OFFLINE MARKETING

WHO WE ARE

The team at Visit Exeter is part of Exeter City Council's Marketing & Communications 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.

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.

Since the official launch of Visit Exeter in March 2017, we have undertaken a range of marketing activities:

- A new mobile-responsive website – **www.visitexeter.com** – was launched in June. Since its launch, traffic to the website has increased by over 80%, with organic search traffic up by 96%. The site now receives over 1 million annual page views.
- A programme of advertising placed in targeted publications in London, the South East, South West, and M4 corridor, plus advertising features in national press.
- Published a series of guest blogs by members and local and regional bloggers.
- Attended local events throughout the year to raise the profile of the brand, including the Exeter Festival of SW Food & Drink, European Rugby 7s, and University of Exeter Open Days.
- Provided opportunities for members to stand share at the above events.
- A regular programme of consumer e-newsletters sent to our growing list of subscribers

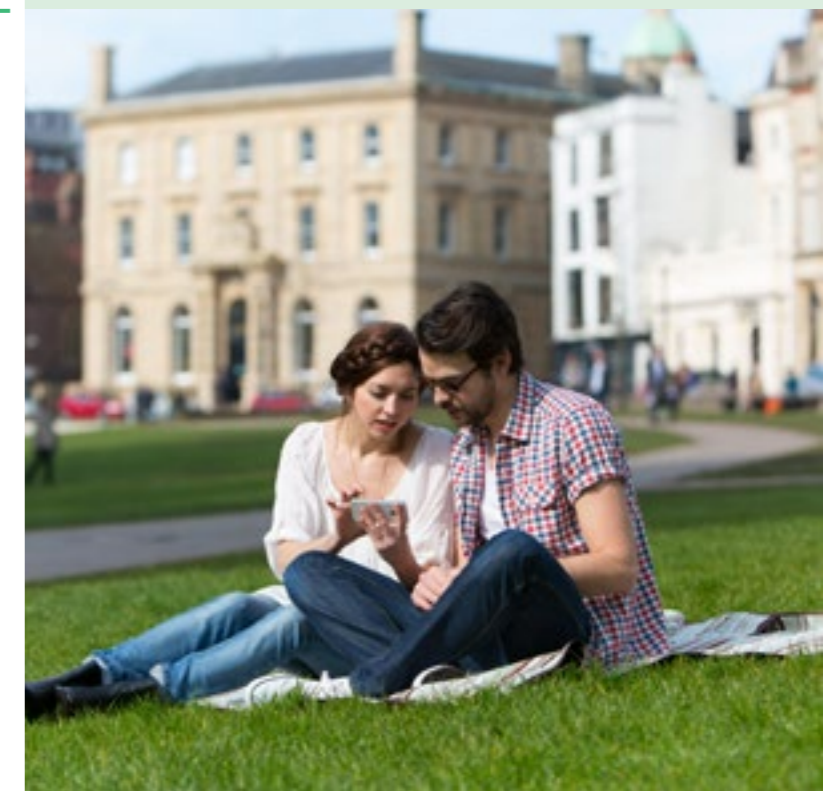
- Increased social media following to over 25,000
- Search engine optimisation on **www.visitexeter.com**: the Visit Exeter website is now in Google's top three ranking results for a number of search terms, including:

- Things to do in Exeter
- Exeter attractions
- Exeter activities
- What's on in Exeter
- Exeter events
- Exeter food and drink
- Exeter restaurants
- Exeter places to eat
- Places to stay in Exeter
- Exeter B&Bs
- Exeter self-catering
- Exeter shops
- Exeter shopping
- Exeter family-friendly
- Conference venues in Exeter
- Conferences in Exeter
- Bed and breakfast in Exeter

 >7,000 Followers

 >17,000 Followers

 >1,500 Followers



WORK WITH US

Join Visit Exeter today to reach more customers and be part of a global destination marketing campaign. 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 and support from the Visit Exeter team

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	6	12	unlimited
Description	unlimited	unlimited	unlimited
Priority in Search Results	3rd	2nd	1st
Press and PR Inclusion in Press & PR opportunities including press visits and competition prizes.	✓	✓	✓
Website Link		✓	✓
Video Content on Your Listing		✓	✓
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 and 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.		✓	✓
Additional Listings Additional listings for other parts of your business, e.g. accommodation, restaurant, spa 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.			✓
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	From £50 per month	From £50 per month	✓

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 member e-newsletter, and discounts on website banner advertising. Please contact us for more details.

ADDITIONAL DIGITAL ADVERTISING OPPORTUNITIES

Banner advertising

Promote your business in front of around 50,000 unique visitors a month online by placing a web banner on a relevant page on www.visitexeter.com – the official tourism website for Exeter.

Location on www.visitexeter.com	Member (per month)	Non-member (per month)
All pages	£75 + VAT	£150 + VAT
Relevant section, e.g: Things to Do; Places to Stay	£50 + VAT	£100 + VAT

Banner adverts link directly to your website. Dimensions are 300 x 250 pixels, and can be supplied either as a JPEG or animated GIF. Please send finished artwork files to claire.toze@exeter.gov.uk

Digital advertising screens

Book a spot on our 43-inch digital advertising screens at Exeter Central Station, Exeter St Davids Station and Exeter Airport to potentially reach over 7 million passengers annually.

Central and Airport	Member (per screen, per week)	Non-member (per screen, per week)
Standard static advert (1920 mm x 1080 mm)	£25	£35
Video – up to 1 minute	£30	£40
Video – up to 2 minutes	£50	£60

St Davids	Member (per screen, per week)	Non-member (per screen, per week)
Standard static advert (1920 mm x 1080 mm)	£35	£45
Video – up to 1 minute	£50	£60
Video – up to 2 minutes	£60	£70

Discounts are available for advertising in multiple locations. For more information, and to book an advert, please contact june.hutchings@exeter.gov.uk



**visit
exeter**

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