

# visit exeter

## MEMBERSHIP PACK 2020-21

[www.visitexeter.com](http://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 businesses in the city 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 business 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.**

# WHO WE ARE

The team at Visit Exeter is part of Exeter City Council's Communications, Tourism & Culture 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 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.

Visit Exeter runs a number of themed marketing campaigns each year. Marketing activity includes the following:

- Print and digital advertising in London, the South East, South West, South Wales and M4 corridor, plus advertising features in national press including the Mail, Telegraph, Guardian and Independent
- Email marketing
- PR & press trips
- Social media
- Blog
- Search Engine Optimisation
- Attendance at local and national events and exhibitions

We regularly post content from members across our social media channels, to an audience of 30k followers\*



\* Silver & Gold members



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 member events organised by Visit Exeter
- Lobbying and representation through partnership working with Exeter City Council 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](http://www.visitexeter.com). Please see overleaf for membership package online features.



# MEMBERSHIP PACKAGES

Included Advertising Options	Bronze	Silver	Gold
What's included	£165 + VAT	£330 + VAT	£630 + VAT
Listing Details Listing details on <a href="http://www.visitexeter.com">www.visitexeter.com</a> : 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 <a href="http://www.visitexeter.com">www.visitexeter.com</a> , 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. Listing on <a href="http://www.conferenceexeter.com">www.conferenceexeter.com</a> where relevant		✓	✓
Banner Advertising Banner advert (200 px high x 350 px wide) on <a href="http://www.visitexeter.com">www.visitexeter.com</a> for 2 months, plus 20 % discount on further banner advertising	From £50 per month	From £50 per month	✓
Social Media Sharing Shared posts on Visit Exeter's Facebook and Twitter feeds.		✓	✓
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 <a href="http://www.visitexeter.com">www.visitexeter.com</a> 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.			✓

# BUSINESS SUPPORTERS PACKAGE (£100 + VAT)

We also offer a business supporters package, aimed at non-tourism businesses, e.g. solicitors, finance companies, training providers, 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](http://www.visitexeter.com) – the official tourism website for Exeter.

Location on <a href="http://www.visitexeter.com">www.visitexeter.com</a>	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 advert 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](mailto:claire.toze@exeter.gov.uk)

## Digital advertising screens

Book a spot on our digital advertising screens at Exeter Central Station, Exeter St David's Station, Guildhall Shopping Centre and Exeter Airport to potentially reach millions per year.

### Screens available at:

Exeter St David's Station - 43inch  
Exeter Central Station - 43 inch  
Guildhall Shopping Centre - 65 inch  
Exeter Airport

Discounts available for advertising for longer periods:

3 months 10% discount  
6 months 20% discount  
12 months 35% discount

### Design:

We can provide a complete design and artwork service if required. Please enquire for a quote.

ALL 4 SCREENS	Visit Exeter Member (price per week)	Non-member (price per week)
10 Seconds	£75 +VAT	£100+VAT

# BOOKING FORM

## VISIT EXETER MEMBERSHIP

Name of establishment/business:

Contact name:

Address:

Postcode:

Tel:

Email:

Website:

Details for correspondence/invoicing if different to above:

Name of establishment/business:

Contact name:

Address:

Postcode:

Tel:

Email:

## Package and payment details

Please tick which package you would like to take:

Gold £630 + VAT

Silver £330 + VAT

Bronze £165 + VAT

Digital screen advert:

5 seconds for \_\_\_\_\_ weeks (£30 + VAT per week) =

10 seconds for \_\_\_\_\_ weeks (£50 + VAT per week) =

Total amount to be paid =

I would like to be invoiced

I agree to share my data with Visit Exeter in order to appear on their website, in any printed publications and on other distribution channels purchased (we will not pass this on to anyone else)

Name:

Signed:

Date:

Please return your application form and general queries on membership to:

Visit Exeter, Civic Centre, Paris Street, Exeter, EX1 1JJ.

Tel: 01392 265209 Email: [visit.exeter@exeter.gov.uk](mailto:visit.exeter@exeter.gov.uk) Web: [www.visitexeter.com](http://www.visitexeter.com)



visit  
exeter

Civic Centre  
Paris Street  
Exeter  
EX1 1JJ

01392 265209  
[tourismpr@exeter.gov.uk](mailto:tourismpr@exeter.gov.uk)