

# visit exeter

## MEMBERSHIP PACK 2022-23

[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 its launch in 2017, Visit Exeter has grown into a strong brand, recognised locally and nationally and 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, foodie 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, Culture, Leisure & Tourism 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 35k followers.





We offer four levels of annual membership: Bronze, Silver, Gold and Platinum - with all members receiving the following promotional and business support as part of their membership:

#### Marketing

- Listing in relevant section of the website
- 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, the Great South West Tourism Partnership 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
- Discounts on additional advertising opportunities



# MEMBERSHIP PACKAGES

Included Advertising Options	Business Support	Bronze	Silver	Gold	Platinum
What's included	£100 + VAT	£175 + VAT	£250 + VAT	£350 + VAT	£665 + VAT
Unlimited description, address, telephone number, email address, opening times, pricing, directions, facilities, awards & gradings, itinerary planner.		✓	✓	✓	✓
Link to your own website			✓	✓	✓
Number of pictures		6	12	12	unlimited
Priority in search results		4th	3rd	2nd	1st
Opportunity to submit guest blogs on <a href="http://www.visitexeter.com">www.visitexeter.com</a> , promoted through our social media channels.	✓	✓	✓	✓	✓
Inclusion in Press & PR opportunities including press visits and competition prizes.		✓	✓	✓	✓
Inclusion in listings on themed campaign landing pages where relevant, e.g. romantic breaks, activity breaks etc.		✓	✓	✓	✓
Availability search and online booking (if applicable) or link to own online booking website.			✓	✓	✓
Inclusion in special offers section.			✓	✓	✓
Shared posts on Visit Exeter's Facebook, Instagram and Twitter feeds.			✓	✓	✓
Inclusion on Visit Exeter app			✓	✓	✓
Video Content on your listing				✓	✓
Trip Advisor reviews appear alongside your listing.				✓	✓
Placement in the What's Nearby Carousel on other product listings				✓	✓
Your own social media feed displayed on web listing				✓	✓
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	✓			✓	✓
Brochure/Menu downloads on your listing				✓	✓
Banner advert (300 px width x 250 px height) on <a href="http://www.visitexeter.com">www.visitexeter.com</a> for 2 months, plus 20% discount on further banner ads.					✓
Priority access to sponsorship opportunities, attendance at events/exhibitions, press, and advertising opportunities.					✓
Appear in Exeter highlights carousel on homepage.					✓
Gallery image in relevant section of website, e.g. Hotels in Exeter, Restaurants in Exeter.					✓
Placement in top level navigation on <a href="http://www.visitexeter.com">www.visitexeter.com</a> for 3 months.					✓
Featured on themed campaign landing pages where relevant.					✓
Sponsored post on one Visit Exeter consumer e-newsletter.					✓
1 week's advertising on Exeter digital screen network, subject to availability					✓
Opportunity to add discounts on Exeter Leisure app					✓
Attendance at Visit Exeter member networking events	✓	✓	✓	✓	✓
Discounted advertising on Exeter poster display sites	✓	✓	✓	✓	✓
Discounted advertising on Exeter digital screen network	✓	✓	✓	✓	✓

## ADDITIONAL ADVERTISING OPPORTUNITIES

### Website banner advertising

Promote your business in front of around 60,000 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.

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 [visit.exeter@exeter.gov.uk](mailto:visit.exeter@exeter.gov.uk)

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

### Digital advertising screens

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

Screens available at:

Exeter St David's Station	43 inch
Exeter Central Station	43 inch
Guildhall Shopping Centre	65 inch
Bus Station x 2	70 inch
Riverside Leisure Centre	65 inch

Discounts available for advertising for longer periods:  
3 months 10% discount  
6 months 20% discount  
12 months 35% discount

ALL SCREENS	Visit Exeter Member (per screen, per week)	Non-member (per screen, per week)
10 Seconds	£100 + VAT	£150 + VAT

### High Street Banners

We have 40 overhead banner sites situated in high footfall locations across the city.

SITE LOCATION	Visit Exeter Member	Non-member
Premium	£150 + VAT	£175 + VAT
Non - Premium	£125 + VAT	£150 + VAT

### Design:

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

# 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:

Business Support £100 + VAT

Bronze £175 + VAT

Silver £250 + VAT

Gold £350 + VAT

Platinum £665 + VAT

Digital screen advert:

10 seconds for \_\_\_\_\_ weeks = \_\_\_\_\_

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)





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