

# visit exeter

## MEMBERSHIP PACK 2024

[www.visitexeter.com](http://www.visitexeter.com)



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

Visit Exeter has grown into a strong brand, recognised locally and nationally, 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, Tourism & Culture department. 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.

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:

- Digital advertising campaign in London, the South East, South West, South Wales and M4 corridor
- 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

- 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
- Listing in relevant section of the website, e.g. Members Area / Conference & Wedding Suppliers
- 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 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	Business support	Bronze	Silver	Gold	Platinum
What's included	£100 + VAT	£185 + VAT	£265 + VAT	£370 + VAT	£700 + 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 and Instagram pages			✓	✓	✓
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				✓	✓
Listing on <a href="http://www.conferenceexeter.com">www.conferenceexeter.com</a> where relevant	✓			✓	✓
Brochure/menu downloads on your listing				✓	✓
Website 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 advertising					✓
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					✓
Featured on themed campaign landing pages where relevant					✓
Sponsored post on one Visit Exeter consumer e-newsletter					✓
1 week's advertising on Exeter's Visitor Information Point digital screen network, subject to availability					✓
Attendance at Visit Exeter member networking events	✓	✓	✓	✓	✓
Discounted advertising on Exeter poster display sites	✓	✓	✓	✓	✓
Discounted advertising on Exeter digital screen network	✓	✓	✓	✓	✓

## BUSINESS SUPPORTERS PACKAGE (£100 + VAT)

We also offer a business supporters package, aimed at non-tourism businesses and suppliers to the conference and weddings industry, e.g. solicitors, finance companies, training providers, caterers, 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 ADVERTISING OPPORTUNITIES

Exeter City Council also offers a range of out of home advertising across the city centre. This includes a network of digital advertising screens at high footfall locations, Visitor Information Points, city centre street banners, car park poster advertising opportunities and vehicle advertising, reaching millions of visitors, commuters and residents each year.

Find out more at [www.exeter.gov.uk/business](http://www.exeter.gov.uk/business).



For more information or to become a member with Visit Exeter, please contact Fay

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**visit  
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