

Visit Exeter Content Plan Autumn/Winter 2019-2020



Theme	Audience / focus	Campaign delivery	Member opportunities
October Half Term / Halloween	Families Events & half term packages	<ul style="list-style-type: none"> Website landing pages E-newsletter Blog post Social media posts 	<ul style="list-style-type: none"> Submit Halloween/Oct half term events to https://www.visitexeter.com/whats-on/submit-event Send special offers/Oct half term packages to visit.exeter@exeter.gov.uk Tag us in social posts so we can share
Christmas	Couples/individuals Groups Families Exeter Christmas Market Christmas shopping breaks Christmas holiday family events	<ul style="list-style-type: none"> Competition Website landing page: www.visitexeter.com/christmas E-newsletter Blog posts – family and couple Social media posts Collaborations with blogger / micro-influencers Print advertising: <ul style="list-style-type: none"> - British Travel Journal - Around Town Magazine - Group Travel World - Group Travel Today - InExeter Christmas Guide - Christmas Unwrapped distributed with The Guardian Press release to group travel mags 	<ul style="list-style-type: none"> Share landing page through your own channels where possible: www.visitexeter.com/christmas Submit Christmas events to https://www.visitexeter.com/whats-on/submit-event Tag us in social posts Send Christmas offers/packages to visit.exeter@exeter.gov.uk Guest blog opportunities
New Year	Couples Groups Celebrate new year in Exeter	<ul style="list-style-type: none"> Website landing page Blog post Social media posts 	<ul style="list-style-type: none"> Submit NY events to https://www.visitexeter.com/whats-on/submit-event Tag us in social posts
Winter breaks Nov – Feb	Couples/individuals Groups Out of season breaks: Culture History/heritage Food & drink	<ul style="list-style-type: none"> Website landing page E-newsletter Press release – Food & drink trail Press visits – Food & drink trail Visit Exeter Guide 	<ul style="list-style-type: none"> Send special offers/breaks to visit.exeter@exeter.gov.uk