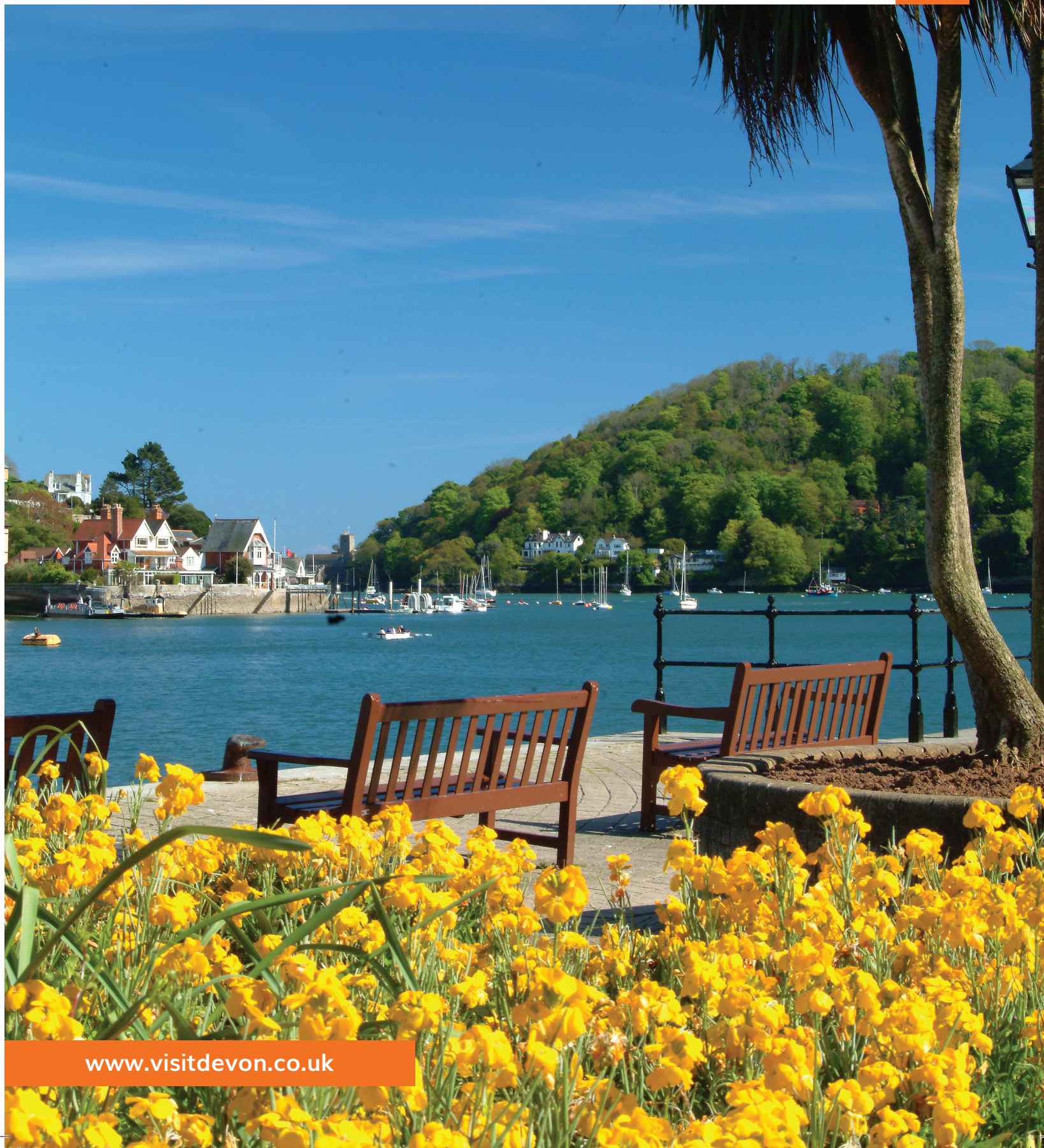


Membership and media pack 2019

visit
devon



www.visitdevon.co.uk

Visit Devon is the official Destination Management Organisation for Devon and as a CIC (Community Interest Company) we operate to promote Devon to the domestic and international markets.

WHY JOIN VISIT DEVON?

- You will gain a 12 month promotional page on the Visit Devon website
- The ability to add all of your events to the Visit Devon website at no cost
- The opportunity to be included in Visit Devon's marketing and PR campaigns
- The opportunity to be included in press and travel trade familiarisation visits
- The opportunity to be showcased at international travel trade shows and events (additional cost)
- The opportunity to show your accommodation availability online and take bookings directly from Visit Devon
- The opportunity to sell tickets directly from Visit Devon
- You will receive invitations to networking events and conferences through Visit Devon
- You will receive monthly newsletters with industry news, events and opportunities
- Reduced rate participation in a range of marketing courses offered by partners of Visit Devon
- Add any special offers and late availability offers to Visit Devon
- You will be offered the opportunity to star in our blogs
- You are able to provide a prize for social media campaigns
- The opportunity to showcase your business in our consumer newsletters

Visitdevon.co.uk was launched as a new platform in November 2016. During 2017 the platform grew and developed to offer exceptional response to our members.

**For further information or to discuss your membership, please call:
Telephone 01626 798728 or email Bridget.Mccombe@visitdevon.co.uk**

'We've been really happy with our gold listing on the new Visit Devon site. It looks great with plenty of content, it's easy for us to update and the guys at Visit Devon are really helpful too! Most importantly, it's been performing well and we've seen that in increased traffic to our website. Would definitely recommend.'

James Turner, Manager, World of Country Life

'Babbacombe Model Village has a platinum package with Visit Devon and does feel it is money worth spent. The Visit Devon website is one of the top 5 referral sites to our own website, we have also had great success being part of the 'dog-friendly' campaign.'

Mike Rhodes, Babbacombe Model Village

'As an Ocean Conservation charity connecting people with the Ocean is at the forefront of everything we do. Through their personal yet professional approach, Visit Devon's support over our time working together has truly helped drive this mission.'

Olly Reed, National Marine Aquarium

'Visit Devon have been a fantastic tool to publicise through. Their customer service to us as a member has been second to none with great knowledge and quick responsiveness to our needs. Within our first month of advertising we received great statistics, which is extremely beneficial to a new business such as ours. We look forward to continuing working with Visit Devon and making our beautiful county a must visit destination.'

Pippa Whiteley, Lympstone Manor

'We are extremely happy with the service we have received from Visit Devon, and highly effective and personalised service we have received from our account manager. The PR and marketing support is excellent and last year this relationship led to a leading piece in national newspapers' travel supplement. We would highly recommend Visit Devon as part of a marketing suite to any Devon-based tourism business.'

Guy, Lee Byre



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STATISTICS FOR 2018

1,800,000 page views
725,000 sessions
595,000 users
2.38 pages per session

75.82% of visitors are from the UK
24.18% of visitors are from overseas

- 1st USA
 - 2nd Australia
 - 3rd Germany
 - 4th Netherlands
 - 5th Canada
-

22% returning visitors

User demographics

Aged 25-34 : 21.84%
Aged 35-44 : 21.13%
Aged 45-54 : 19.91%
Aged 55-64 : 17.31%
Aged 65+ : 14.29%
Aged 18-24 : 5.53%

Social Media:

Facebook likes **27,445**
Twitter followers **50,800**
Instagram **8,000**



TARGETS FOR 2019

1 million users
1,250, 000 sessions
2.85 pages per session

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Package Details	Bronze £250 + VAT	Silver £400 + VAT	Gold £650 + VAT	Platinum £1000 + VAT
Name and address	✓	✓	✓	✓
Telephone Number	✓	✓	✓	✓
Email Address	✓	✓	✓	✓
Website address and link	✓	✓	✓	✓
Gradings	✓	✓	✓	✓
Prices	✓	✓	✓	✓
Opening times	✓	✓	✓	✓
Facilities	✓	✓	✓	✓
Location map and directions	✓	✓	✓	✓
Description: text used to promote the business	✓	✓	✓	✓
Number of pictures:	5	10	20	20
Priority in search results	3rd	2nd	1st	1st
Social media feed appears on the page		✓	✓	✓
Online Booking: show availability (if applicable)	✓	✓	✓	✓
Online ticketing: using web Ticket Master	✓	✓	✓	✓
Special offers: promote your special offers		✓	✓	✓
What's nearby Carousel: appear on other category pages		✓	✓	✓
Trip Advisor Integration: displaying your last 3 reviews			✓	✓
Additional, tailored pages in other categories: highlight other areas of business (e.g. Hotel with restaurant and spa)	£99 per page	£99 per page	£99 per page	✓
You Tube integration: displaying your own video			✓	✓
Add your own downloads: menus, vouchers etc.			✓	✓
Appear in the highlights carousel: under the relevant category (e.g. hotels, restaurants, shopping etc.)			✓	✓
Social Media: benefit from our social media sharing on Facebook and Twitter		✓	✓	✓
Appear in the highlights carousel: relevant main landing page (e.g. accommodation, food and drink etc.)				✓
Appear in the home page highlights				✓
Display advert on a category page: a bespoke advert to appear on a category page				✓
Newsletters: inclusion in our consumer newsletters for 2 months, sent to over 70,000 monthly	£200 + VAT per month	£200 + VAT per month	£200 + VAT per month	✓
News/Blog: Submit press releases and guest blog pieces	✓	✓	✓	✓

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ACCOMMODATION OPTIONS

	Bronze	Silver	Gold	Platinum
1 to 5 rooms	£150 + VAT	£275 + VAT	£525 + VAT	£875 + VAT
6 to 19 rooms	£195 + VAT	£325 + VAT	£575 + VAT	£925 + VAT
20+ rooms	£250 + VAT	£400 + VAT	£650 + VAT	£1000 + VAT

PREMIUM ADVERTISING OPTIONS

Home page banners : £200 + VAT per month

Only 1 available each month

Home page tile adverts : £150 + VAT per month

Only 3 available each month

Home page MPU adverts : £100 + VAT per month

Footer adverts, which appear across the site, only 5 available

MPU adverts on main category pages : £75 + VAT per month

Appear on accommodation, things to do, food and drink etc.

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VISIT DEVON GUIDE 2020

Devon's official printed tourism guide is a fantastic opportunity for any tourism business in Devon to reach a huge target audience, both domestic and international. 85,000 copies of the guide are printed and distributed through a number of specific channels to ensure that the publication achieves maximum exposure for your business.

- Key businesses in Devon will have copies to be picked up
- Supplied to Tourist Information Center's across the UK
- Supplied in motorway service points across the UK
- Distributed to outlets at a number of key entry points
- Distributed at International Travel Trade Shows
- Downloadable and viewable online with direct links to advertisers websites.

Format: A5 – full colour throughout

Premium positions:

Back page **£1550 + VAT**

Inside front cover **£1250 + VAT**

Available positions:

Full page - 148mm wide x 210mm high portrait - **£1100 + VAT**

Half page – 136mm wide x 96mm high – landscape - **£650 + VAT**

Quarter page – 66mm wide x 96mm high – portrait - **£400 + VAT**

Eighth page – 66mm wide x 46.5mm high – landscape - **£250 + VAT**



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INTERNATIONAL OPPORTUNITIES

As a member of Visit Devon, you have the opportunity to be involved in our international marketing activities, these include:

- Vakantiebuers - January 2019 - Utrecht.
- US Sales Mission to East Coast - February 2019
- ITB - March 2019 - Berlin
- MEETGB - April 2019 - Windsor.
- Pre and Post ExploreGB educationals with a mix of buyers and press.
- IMEX - May 2019 - Frankfurt
- ExploreGB - May 2019
- The Meetings Show - June 2019
- Destination Britain North America - October 2019
- WTM London - November 2019
- IBTM - November 2019