

Silver & Gold Partnerships - 2020 Summary of Benefits

| | Silver | Gold |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| Online - visitwiltshire.co.uk | | |
| Detailed entry on visitwiltshire.co.uk, our award winning website which is top in Google listings for many Wiltshire holiday phrases. Seen globally by over 1.2million potential visitors, the site has a responsive design for PCs, tablets and mobiles and incorporates our current brand positioning. | comprehensive description, up to 6 images, full contact details plus availability updates | comprehensive description, up to 10 images, full contact details plus availability updates |
| Priority ranking for your business from searches on visitwiltshire.co.uk | 2 nd priority | 1st priority |
| Your product referenced within the content on the relevant channel site for Calne or Salisbury which are part of visitwiltshire.co.uk* | ✓ | ✓ |
| Opportunity to embed your own video in your entry on visitwiltshire.co.uk | not available | ✓ |
| Inclusion of your social media feed on your page at visitwiltshire.co.uk | not available | ✓ |
| Option to display your last five TripAdvisor reviews on your entry on visitwiltshire.co.uk | ✓ | ✓ |
| Enquiries direct to your own booking service or online travel agent with no VisitWiltshire commission charges | ✓ | ✓ |
| Listing on visitwiltshire.co.uk's interactive map | ✓ | Enhanced |
| Free listing of your events | ✓ | Priority |
| Opportunity to add Special Offers | ✓ | Priority |
| Online - Social Media | | |
| Inclusion* in relevant social media activity with over 57,000 followers | ✓ | Priority |
| Inclusion in our blogs* | ✓ | Priority |
| Publications | | |
| Inclusion in the editorial* and photography* within our guide which signposts readers to visitwiltshire.co.uk | ✓ | Enhanced |
| Option to purchase advertising in Time for Wiltshire publications. | ✓ | ✓ |
| Opportunity to get involved in other targeted publications as they develop | ✓ | ✓ |
| Consumer Marketing | | |
| Benefit from our core SEO including content strategy, keyword growth and trends to increase and maintain our rankings | ✓ | ✓ |
| Option to offer competition prizes for increased presence | ✓ | Priority |
| Opportunities to feature in monthly consumer e-newsletter sent to a database of over 120,000 readers with a competition or low cost paid promotion* | ✓ | Priority |

* where appropriate

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| Accommodation Information Boards | | |
| Listing on accommodation boards in key Wiltshire locations - for Accommodation Partners | ✓ | ✓ |
| Opportunity to take advertising space at partner rates | ✓ | ✓ |
| Groups & Travel Trade | | |
| Editorial coverage* in the Group Visits and Travel Trade Guide and inclusion of images* of your business | ✓ | ✓ |
| Inclusion in Familiarisation Trips and Itineraries* | ✓ | ✓ |
| Opportunity to host Travel Trade journalists and related PR* | ✓ | Priority |
| Press & PR | | |
| Inclusion in press releases and features* accessing an audience reach of over 208 million | ✓ | ✓ |
| Opportunity to host journalists and inclusion in itineraries* | ✓ | Priority |
| Photo Library | | |
| Gain access to the VisitWiltshire Flickr photo library and use the images in your promotions. Add your own high quality images in albums on the account so others can use your images | ✓ | ✓ |
| Familiarisation Opportunities | | |
| Free or reduced entry to attractions in Wiltshire worth over £1900 via our Familiarisation Passport. Perfect to get to know what's around you | ✓ | ✓ |
| Familiarisation trips to key attractions and destinations in Wiltshire for partners keen to improve their product knowledge | ✓ | ✓ |
| Networking opportunities | | |
| Events take place across Wiltshire, hosted at partner venues where businesses can meet other partner businesses and hear the latest from VisitWiltshire too | ✓ | ✓ |
| Training opportunities | | |
| Low cost training opportunities on key popular topics including Social Media, Marketing, Customer Service, Tax and Finance | ✓ | ✓ |
| Business Benefits | | |
| Access a range of business benefits from our Supplier Partners including Monahans Chartered Accountants, Etymax Translation Services and Eviivo Online Booking Software | ✓ | ✓ |

For more details please contact

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* where appropriate