



Summary of City/Town Destination Partner Benefits 2021 @ £775 + VAT per year

	Town Partner Benefits
Economic Growth	
Derive additional benefit from Wiltshire's visitor economy, generating £1.5bn p/a and supporting 28,000 jobs (2019)	✓
Strategic Development	
Working in partnership to stimulate and encourage visitor economy growth and development	✓
Working in partnership with Wiltshire's official DMO, benefitting from their access to DCMS, VisitBritain/VisitEngland, Tourism Alliance and other key tourism agencies and influencers	✓
Access to tourism strategy and marketing delivery advice and support	✓
Ability to influence Wiltshire destination marketing and development activity	✓
Market intelligence and insight	✓
Access to a range of bespoke marketing services, match funding and subsidised marketing opportunities	✓
Online – website	
Detailed destination entry on visitwiltshire.co.uk with access to 1.3m unique visitors a year	✓
Additional destination editorial, photography and messaging on relevant pages on visitwiltshire.co.uk and associated sites	✓
Priority Search Ranking	✓
Your social media feed on your page at visitwiltshire.co.uk	✓
Distribution of destination content, eg as a destination experience on VisitEngland.com and where appropriate on England Originals and Great West Way	✓
Referrals and enquiries direct to your local town tourism lead	✓
Promotion of local visitor-focused destination collateral via visitwiltshire.co.uk	✓
Video – opportunity to link to your own destination video from your entry on visitwiltshire.co.uk	✓
Special offer publicity and free listings of town events	✓
Opportunity to feature in any relevant blogs or 'Spotlight On' blogs	✓
Free basic listings for town approved Food & Drink establishments, subject to VisitWiltshire conditions	✓
Online – video	
Video – opportunity to link to your own destination video from your entry on visitwiltshire.co.uk	✓
Hosting VisitWiltshire videos on your own website	✓
Opportunity to feature in VisitWiltshire videos	✓
Online – Social Media	
Destination inclusion in twitter, facebook & Instagram social media activity (+70,000 fans/followers)	✓

Opportunities for inclusion in Destination blogs	✓
Wiltshire Publications	
Enhanced destination content in our main Digital Wiltshire Visitor Guide	✓
Access to reduced advertising rates in our Digital Publications, including the Wiltshire map	✓
Featured in the VisitWiltshire Towns and Villages Map – widely distributed	✓
Consumer Marketing	
Benefit from our core marketing activity including national marketing campaigns, PPC, Online Display	✓
Benefit from our destination content distribution, including VisitBritain overseas and VisitEngland domestic marketing , England’s Historic Cities activity and other 3 rd party promotions, eg Stonehenge digital boards	✓
Increased town presence via partnering on destination focused competitions	✓
Opportunity to buy into additional Marketing Opportunities at preferential Partner Rates	✓
Regular Destinations features in our consumer newsletter (120k subscribers)	✓
Accommodation Information Boards	
Opportunity to host destination information board	✓
Groups and Travel Trade	
Inclusion in Wiltshire Travel Trade Guide	✓
Opportunities to be included in Familiarisation Trips, itineraries and new product development	✓
Access to travel trade PR opportunities, including media visits/events, press content	✓
Opportunity to join the Wiltshire Travel Trade Group giving access to an agreed programme of travel trade activity	✓
Press & PR	
Inclusion in our Wiltshire programme of press releases and media activity (PR activity had a reach of +502 million in 2019)	✓
Opportunities to be included in a programme of press and influencer visits/events	✓
Opportunities to have destination press releases sent to regional, national and international media	✓
Photo Library	
Dedicated destination folder in the Wiltshire photo library, accessed by press, travel trade, industry and other partners	✓
Include your own high quality images in albums on the VisitWiltshire photo library	✓
Familiarisation Opportunities	
Access for the Destination lead to free or reduced entry to Wiltshire attractions via our Familiarisation Passport	✓
In person or virtual visits to key Wiltshire product for partners keen to improve their product knowledge	✓
Industry Engagement, Meetings & Events	
Opportunity to attend and contribute to VisitWiltshire meetings and events, including sector events such as the Wiltshire Association of Visitor Attraction meetings, regional tourism groups and other industry meetings	✓
Opportunities to hear from tourism experts and leaders via VisitWiltshire’s events programme	✓
Opportunities to promote your destination news to Wiltshire tourism businesses (B2B newsletter +1,000 distribution)	✓
Training opportunities	
Access to low cost training opportunities and bespoke town training courses, eg on social media and marketing.	✓

