

Marketing Opportunities

Digital Marketing

Newsletter subscribers
100,000+

Annual website visits
1,200,000+

Social media followers
60,000+

Email Marketing

Newsletter inclusion

Feature in the “Spotlight” space in our monthly newsletter, sent to over 100,000 subscribers. Spotlight includes image, up to 150 words of copy, and multiple Call-To-Action links direct to your website. **£110**, subject to availability.

Solus Email Send

We will send a dedicated solus email featuring your messaging, imagery, branding and multiple Call-To-Action links direct to your website. **From £250**, subject to availability.

We can also arrange free contra-deal solus email sends with partners who have a GDPR-compliant email list of 5,000+ subscribers, signed up in the last two years.

Free of charge for partners

Digital Seasonal Promotion Bundle

Ideal for gaining additional visibility for a seasonal offering or event.

Bundle includes newsletter spotlight, 8 dedicated social posts, one month of banner ads, inclusion in our “what’s on” monthly blog post and homepage feature. **£300**

Limited availability each month.

Digital Marketing Services

We can now offer partners:

- Website consultations
- Channel sites
- Consultancy for digital advertising
- Social media set up, management and training (Facebook, Twitter, Instagram)
- Blog and web content advice and creation
- Video production and photography (partly outsourced to our long-term partners)

For further details on all opportunities, please contact:

Fiona Errington | fionaerrington@visitwiltshire.co.uk | 01722 324780

All advertising options are subject to change. Rates are plus VAT. Terms and conditions apply.

Website Promotion

Annual visits
1,200,000+

VisitWiltshire.co.uk

- Top of Google for many relevant searches
- Winner of TravelMole's "Best UK Tourist Board Website" 2019
- Up to 300,000 pageviews per month

Event listings

Upload your events for FREE to our most popular web pages with our simple form.

Free of charge
for partners

Blogs area
Up to **15,000**
monthly visits

Blog posts

Contact us to discuss how you could feature in a blog post.

Free of charge
for partners

Competitions

Offer a competition prize for the chance to feature in our monthly VisitWiltshire.co.uk competition - promoted with a dedicated web landing page, social media pushes, and prominent newsletter inclusion (100,000+ subscribers)

Free of charge
for partners

Competition
Entries
Up to **3,000**

Receive opt-in data at the end of the competition (fully GDPR compliant.)

£0.50/lead

Or, we can send a dedicated solus email to all GDPR opt-ins who entered. **£150**

Website Area Sponsorship

Brand a selection of relevant pages on VisitWiltshire.co.uk with your business or event for 1 year. Including featured hero image, top-of-the-page write up, featured product and a designated number of branded blog posts during the year. **From £500**

Annual
referral clicks
Up to **4,000**

Home Page Town Tab

Link directly from our homepage to your town website. **£2,000 per year**

Banner Adverts

Provides a direct link to any page on your website

Flexible monthly or quarterly adverts with discounts for multiple bookings

Includes one long banner and one small banner on two pages of your choice (subject to availability)

One Month	Three Months	Six Months	Year
£110	£300	£510	£900
	(£100 / month)	(£85 / month)	(£75 / month)

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Additional Marketing Opportunities

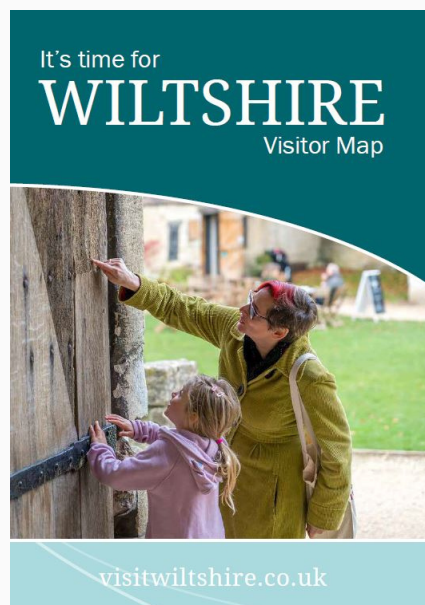
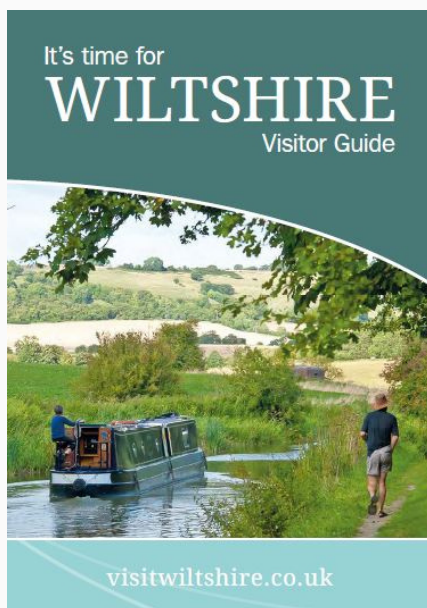
Marketing Campaigns

We run regular seasonal marketing campaigns throughout the year. Participating partners are promoted via digital advertising, social media, campaign PR, print (for example, our [themed food and drink map](#)) and more. We also run Wiltshire Resident's Week targeted at reaching local Wiltshire audiences.

[Our most recent digital campaign](#) uses Visit England's "Escape the Everyday" messaging and includes online content, newsletter feature (sent to 120,000) subscribers and third part promotion - with an estimated reach of 400,000.

£95 - £2,000 depending on specific campaign and level of activity

Estimated
ROI:
43:1



Digital Publications

Reach more people and increase brand awareness by taking out an advert in our digital publications.

Each year we produce the [Time for Wiltshire Visitor Guide](#) and [Time for Wiltshire Visitor Map](#).

Currently in a digital format, these publications are distributed online, via web, social and digital lead generation.

£42.50 - £1,595 depending on level of activity.

[See all publication prices.](#)

Press and PR

Distribution of your press release to a curated, up-to-date and responsive press database, segmented by location or interest: **£260**

We can also offer bespoke PR and media relations support

Average
open rate
27%

Average
click rate
6%

**For further details on all opportunities, please contact:
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Travel Trade Opportunities

Wiltshire Travel Trade Group

The VisitWiltshire travel trade group's overall objective is to develop and implement a group and travel trade marketing strategy and [tactical activity plan](#) as agreed by VisitWiltshire and Travel Trade Group Partners. It aims to increase visits and spend, increase overnight stays, and to raise the profile of Wiltshire among the travel trade.

The 2021/2022 Tactical Activity Plan includes activity such as production and distribution of collateral, website development, advertising, PR, familiarisation visits, digital communication, trade engagement and international distribution etc.

There are three levels of investment for suppliers, starting from 1 April 2021 – 31 March 2022 (prices can be pro-rata'd throughout the year).

Partner – £230 | Sponsor – £735 | Investor – £2,250

Travel Trade Website Adverts

Advertise to group travel organisers and tour operators on the VisitWiltshire [trade website pages](#).
From £55/month

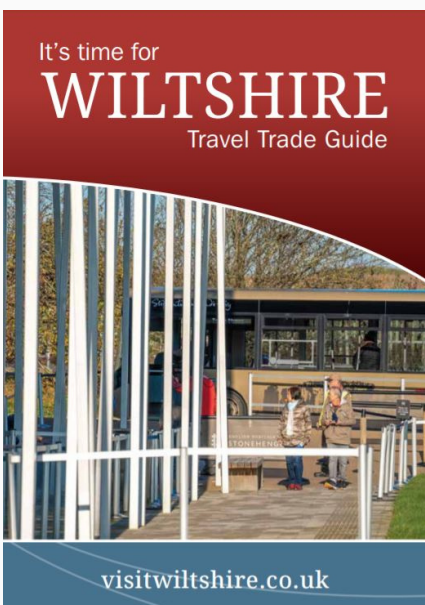
Travel Trade e-Newsletters

Feature in the VisitWiltshire or Great West Way Travel Trade e-newsletters, distributed to a targeted trade database.

£110, subject to availability

VisitWiltshire
Travel Trade database
2,000

Great West Way
Travel Trade database
1,500



Advertise in the Digital Travel Trade Groups Guide 2022

Targeted digital distribution via VisitWiltshire and third-party channels.

- Full page back cover **£705**
- Full page inside back cover **£470**
- Double page inside spread **£460**
- Full page inside pages **£230**
- £470 Half page inside pages **£115.50**
- Quarter page inside pages **£60**

Book before November 2021 for distribution January/February 2022.

For further details on Travel Trade opportunities, please contact:

Flo Wallace | flowallace@visitwiltshire.co.uk | 07436 588860

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Travel Trade Exhibitions & Events*

VisitWiltshire / Great West Way® has annually attended a number of international and domestic travel trade events and exhibitions where our travel trade partners have been represented. There are opportunities for stand sharing and/or inclusion in collateral. Prices will vary as they depend on the number of interested partners.

Travel Trade events and exhibitions that have previously been attended include:

- [Excursions](#)
- [Britain & Ireland Marketplace](#)
- [Group Leisure & Travel Show](#)
- [British Tourism & Travel Show](#)
- [South West Travel Show](#)
- [Go Travel Show](#)
- [World Travel Market](#)
- [ITB Berlin](#)
- [Vakantiebeurs](#)

This list is not exhaustive. Please contact us if there are any that you are interested in attending as a Wiltshire/Great West Way stand sharer.

Great West Way Marketplace has been VisitWiltshire flagship annual B2B marketplace event for the last few years. It is hoped that this event can run again in autumn 2021, where we can facilitate buyer/supplier meetings and run a series of familiarisation visits.

* Please note that the annual programme of events and exhibitions is being affected by COVID-19 restrictions

Supplier Industry Support & Trade Engagement Services

Supplier Industry Support and trade engagement services are now available as an added extra to the travel trade group. The award winning, VisitWiltshire / Great West Way travel trade team are nationally recognised DMO leaders for travel trade engagement. With over 20 years' experience and a dedicated travel trade resource we are well positioned to offer trade engagement and consultancy services to businesses or destinations who are keen to distribute product to increase trade visitors. Please contact flowallace@visitwiltshire.co.uk for a specific proposal that could include the following services:

- Travel trade strategy development
- New product development, scoping and trade sales
- One-to-one buyer engagement
- Sales presentations to DMC's, tour operators/wholesales
- Event representation
- Itinerary development services
- Manage and deliver buyer/supplier Marketplace events
- Content distribution via newsletters or direct email comms
- Identifying and developing products. Looking at ways to encourage and enhance overnight stays, shoulder season business etc. Building packages and itineraries.
- Introducing destinations and products to the travel trade
- Developing relationships with new tour companies

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