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Media Pack 2017

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Managed by Exeter City Council, Visit Exeter is the official organisation responsible for the promotion of Exeter as a visitor destination. Our aim is to increase visitor trips and spend in the city, by positioning Exeter as a year round sustainable destination for a day visit, city break, business trip or group visit.

Exeter has seen some exciting developments in recent years, including the opening of the multi-million pound Queen St Dining in 2016 and major events coming to the area including Rugby World Cup 2015 and Radio 1's Big Weekend 2016. The future is looking bright with the regeneration of the city's bus station site to offer a new leisure and retail complex, and the Boat Shed, a £4million new creative space on Exeter's Quayside.

By working closely with Visit Devon and VisitBritain, and locally in collaboration with the Exeter BID and the Exeter Cultural Partnership, we will raise the profile of Exeter nationally and internationally, placing it firmly on the map as a leading cultural, sporting and activity destination.

Who we are

Exeter was previously marketed as part of the Heart of Devon Tourism Partnership. In September 2016, Heart of Devon formally merged with the Visit South Devon Area Tourism Partnership, leaving Exeter as a stand-alone city destination, with full support from Exeter City Council.

The team at Visit Exeter is part of the Council's Growth and Enterprise department, working together across sectors including business support and investment, events and festivals, and skills. The team works closely with the local business community through working groups, networking and regular communication to be aware of issues, and take action or lobby on businesses' behalf.

Following extensive industry and consumer research, Visit Exeter will be launched in 2017 with a fresh new brand, reflecting the city's identity as a stylish destination strengthened by its heritage and its proximity to the coast and countryside.



On and offline marketing

www.visitexeter.com will be relaunched in early 2017 with a brand new design and enhanced functionality, including online availability and booking, enhanced mapping features and an integrated blog. Using the new brand alongside high quality imagery and engaging content, the new website will aim to inspire visitors to make a visit to Exeter in 2017 and beyond.




The website currently receives over 600k annual page views. Through a targeted online marketing campaign we expect to grow website visitor numbers by 25% year on year.

Activity will include:

- search engine optimisation
- social media
- consumer e-newsletters
- creating engaging content in collaboration with journalists and bloggers
- working in partnership with Visit Devon and VisitBritain
- advertising with targeted publications and websites
- attending national events and exhibitions



Social media following

-  Facebook >6k followers
-  Twitter >15k followers
-  Instagram – launched Sept 2016



Work with us

Join Visit Exeter today to reach more customers and be part of a global destination marketing campaign. Financial and staff support from Exeter City Council means that 100% of membership income goes directly into promoting the city, allowing for maximum return on your investment with us.

By becoming a member, you will have the opportunity to directly benefit from our regional, national and international campaigns of advertising, press and PR.

We offer three levels of membership – Bronze, Silver and Gold, with ALL members receiving the following promotional and business support as part of their membership:

Marketing:

- Preferential involvement in our marketing campaigns, press & PR activity including press visits & competitions
- Promotion through Visit Exeter's social media channels
- Access to sponsorship opportunities for industry events/exhibitions and marketing campaigns
- Opportunity to stand-share at regional and national exhibitions

Business support

- Regular members e-newsletter with industry news and updates
- Access to networking events organised by Visit Exeter
- Lobbying and representation through partnership working with Exeter City Council, Visit Devon and VisitBritain on local, regional and national industry matters
- Access to subsidised training courses
- Access to Visit Exeter image library and video content for use in your own promotional materials

In addition to the above, members will receive an entry on www.visitexeter.com. Please see overleaf for membership package online features.

Membership packages

INCLUDED ADVERTISING OPTIONS	Bronze	Silver	Gold
	£150 +VAT	£300 +VAT	£600 +VAT
Listing Details Listing details on www.visitexeter.com: Address, telephone number, email address, opening times, pricing, directions, facilities, awards & grading's	✓	✓	✓
Number of Pictures These images may be changed throughout your membership	4	8	20
Description	500 words	unlimited	unlimited
Priority in Search Result	3rd	2nd	1st
Press and PR/Social Media Inclusion in Press & PR opportunities including press visits & competition prizes. Promotion through VSD Social Media & Blogs	✓	✓	✓
Visit Devon Discounted entry on www.visitdevon.co.uk and involvement in all related marketing activity	✓	✓	✓
Trip Advisor Trip Advisor reviews appear alongside your listing*		✓	✓
Blogs Opportunity to submit guest blogs on www.visitexeter.com, promoted through our social media channels		✓	✓
Online Booking Availability search & online booking (if applicable) OR link to own online booking website		✓	✓
What's Nearby Carousel Placement in the What's Nearby Carousel		✓	✓
Special Offers on Website Inclusion in special offers section		✓	✓
Social Media Your own social media feed displayed on web listing		✓	✓
Themed Campaigns Inclusion in listings on themed campaign landing pages where relevant, e.g. romantic breaks, activity breaks etc.		✓	✓
Must See Section Appear in Must See Exeter section on homepage			✓
Gallery Image Gallery image in relevant section of website, e.g. Hotels in Exeter, Restaurants in Exeter			✓
Top Level Navigation Placement in top level navigation on www.visitexeter.com			✓
Additional Listings Additional listings for other parts of your business, e.g. accommodation, restaurant, spa etc. (normally £50 per additional listing)	£50 each	£50 each	✓
Themed Campaigns Featured on themed campaign landing pages where relevant			✓
Brochure / menu/ event download			✓
Consumer Newsletter Sponsored post on 1 Visit Exeter consumer e-newsletter			✓
Social Media Sharing Shared posts on Visit Exeter's Facebook and Twitter feeds			✓
Video Content on Your Listing		✓	✓
Sponsorship Opportunities Priority access to sponsorship opportunities, attendance at events/exhibitions, press and advertising opportunities			✓
Button Advertising Button advert on www.visitexeter.com for 2 months, plus 20% discount on further banner advertising	£200 per month	£200 per month	✓

ALL members will receive the following promotional and business support as part of their membership:

Marketing:

- Preferential involvement in our marketing campaigns, press & PR activity including press visits & competitions
- Promotion through Visit Exeter's social media channels
- Access to sponsorship opportunities for industry events/exhibitions and marketing campaigns

Business support

- Members monthly e-newsletter with industry news and updates
- Access to networking events organised by Visit Exeter
- Lobbying and representation through partnership working with Exeter City Council, Visit Devon and VisitBritain on local, regional and national industry matters
- Access to subsidised training courses
- Access to Visit Exeter image library and video content for use in your own promotional materials

Business supporters package £100 + VAT

For non-tourism businesses, e.g. solicitors, finance companies etc.

- Access to Visit Exeter networking events and opportunities
- Regular feature on Visit Exeter members e-newsletter
- 20% discount on website banner advertising on www.visitexeter.com





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