

# Membership & Advertising Opportunities



## Why join Visit Exmoor?



### We are Exmoor!

Greater Exmoor (stretching from North Devon, across Exmoor National Park and into West Somerset and the Quantock Hills) welcomes nearly five million people a year

who visit, stay and enjoy our beautiful landscapes, friendly businesses and wide-ranging opportunities to get out and explore.

**As the area's official tourism body we are proud to represent the businesses that make up our visitor economy and we'd love to have you on board.**



**We are the only official organisation representing Exmoor: So don't miss out.**

**Turn over to find out how we can help your business get noticed.**

Exmoor is one of the strongest brands in the South West punching well above its weight, ranking just after Cornwall, Devon and Dorset in terms of both interest and awareness.

**We are the only organisation dedicated to promoting the Exmoor brand.**

**We get Exmoor!**

**Turn the page to see how you can too...**



# Get Noticed:

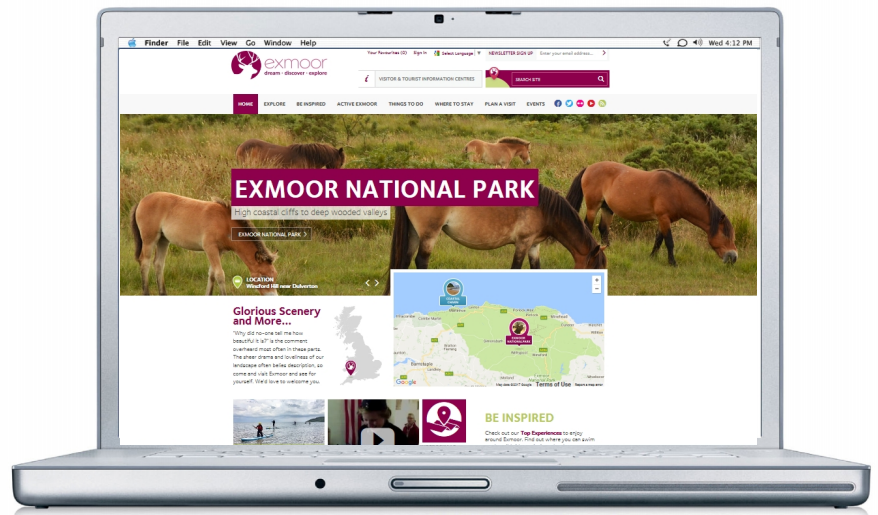
[www.visit-exmoor.co.uk](http://www.visit-exmoor.co.uk) is the official tourism website promoting the Greater Exmoor area from North Devon to West Somerset and the Quantock Hills.

Our inspirational site is the first place visitors look to find things to see and do, places to go

and where to stay on Exmoor. **It reaches a worldwide audience and ranks on the first page of Google with over 500,000 page views last year.**

The site offers a **one-stop shop** for potential visitors providing inspiring content, map-driven searches, a range of unique Exmoor experiences and of course full listings for things to do, places to see and places to stay.

- All of our marketing points to our comprehensive and informative website. We continue to update and add content so that our website is current and interesting.
- Page views are up 38% year on year and continuing to rise.
- A link to our page will strengthen your own website SEO ranking.
- Our website audience is accessible to all; you can advertise with us for as little as £60 per year.
- Our close links with Exmoor National Park means that the official Exmoor National Park website points visitors to [www.Visit-Exmoor.co.uk](http://www.Visit-Exmoor.co.uk) for accommodation and things to do, driving 25% of our traffic.



multi-device **COMPATIBLE**



Advertise your business on the Visit Exmoor website and get new customers while supporting the promotion of the area worldwide.

Visit Exmoor is a not-for-profit organisation relying on subscriptions for the promotion of our members and Exmoor. By each of us putting a small contribution into the bigger pot, we produce a budget that is sufficient to promote Exmoor to our main



## Get Marketing:

When you join Visit Exmoor you can use our exclusive branding and take advantage of our comprehensive marketing experience to increase visitor numbers to the area and therefore to your business.

- We send out press releases to local, regional and national media alerting them to new and important events happening in the area. We organise both UK and international journalist visits to show off our beautiful landscapes, attractions and accommodations.
- We have a strong and growing social media presence with almost 10k combined likes/follows on Facebook and Twitter.
- We send monthly newsletters to our growing customer database who sign up to hear more about what's going on in & around Exmoor.
- We commission videos which you can download to use on your own website to attract and encourage visitors to the area. We have a gallery of images available for use.
- We promote Events, Attractions and Things to Do all around the Greater Exmoor area. We organise festivals such as the Coast & Moor Outdoor Festival in May and 'Exmoor in Focus' in October.

**Tell us what's going on and we can shout about it to the rest of the world.**

### Visit Exmoor, working for...

**Accommodation Providers**

**Retailers**

**Activity Providers**

**Attractions**

**Food & Drink Providers**

## Get Networked:

It is only by working together that we can help each other to **promote the greater Exmoor area**, resulting in real benefits to all our members.

- We hold an annual tourism Networking Day and leaflet exchange each spring which results in valuable networking and collaboration with trade partners.
- We send out local and business updates at least monthly, offering the latest news and offers for our members. We will be developing 'Members Only' special offers to help your business. Watch this space.
- We organise training workshops and alert businesses to local opportunities such as social media training and how to win awards. Let us know what training you would like to see offered.

## Get Linked:

We work in partnership with nationally and internationally recognised bodies to represent our members and make marketing funds go further. We represent Exmoor at South West England, Visit England and Visit Britain forums to give opinions on our visitor economy. **Tell us what you think.**

**By becoming part of Visit Exmoor, not only will your business benefit, but you will be positively demonstrating your support and enthusiasm for sustainable and responsible tourism in the area. You can help us to help you and keep shouting louder for Exmoor!**

- Our links with bodies such as Exmoor National Park (and the wider National Park family in the UK), West Somerset Council and Hinkley Tourism Action Partnership allow us to represent you and to secure resources to enhance our marketing and boost visitor numbers.
- We work with the North Devon Marketing Bureau, Visit Somerset and Visit Devon so that we can get involved with promoting this area to a wider audience.
- We get involved with specific opportunities such as the South West Tourism challenge Fund and the recent Discover England's South West Coast Path project which resulted in extensive PR and publicity opportunities in Europe for Exmoor.

*"We joined Visit Exmoor a couple of months ago and the results have already more than paid for our fees. We are delighted to be involved in promoting Exmoor as a great tourism destination."*  
**Exmoor Country House, Porlock.**



*"Our membership brings us the benefits from pooling Exmoor destination marketing expertise and advertising spend alongside promoting our business on the VE website"*  
**West Withy Farm Cottages.**

**For more details go to [www.visit-exmoor.co.uk/trade](http://www.visit-exmoor.co.uk/trade)  
or email [marketing@visit-exmoor.co.uk](mailto:marketing@visit-exmoor.co.uk)**

## Get Signed Up:

**1**

Select the membership package to suit your needs and email

[marketing@visit-exmoor.co.uk](mailto:marketing@visit-exmoor.co.uk)

**2**

You will be sent an invoice which can be paid online or by BACS / Cheque

**3**

Complete the web-site information form we send you to set your advert

[www.visit-exmoor.co.uk](http://www.visit-exmoor.co.uk)



# Visit Exmoor Membership and Advertising rates 2017

Membership Type	Basic	Silver	Gold	Premium
No VAT payable	<b>£50</b>	<b>£100</b> (reduced rate of <b>£60</b> available for food and drink outlets and retailers only)	<b>£150</b>	<b>£290</b>
Who's this for?	Those that wish to join and support Visit Exmoor and benefit from this without a weblisting including those that benefit from tourism but do not need to market direct to consumers.	Small businesses seeking to be part of visit Exmoor with a basic web presence	Those businesses wishing to benefit from enhanced opportunities through the Visit Exmoor website	Those wanting to gain maximum benefit including larger providers and national organisations. <i>Tailored packages for specific requirements can be discussed.</i>

## Membership benefits

Welcome on <b>FB &amp; Twitter</b>	○	○	○	○
Additional guaranteed <b>social media</b> posts <i>per annum</i>	2	2	4	6
Inclusion in monthly <b>consumer newsletter</b> <i>Price per edition</i>	£50	£50	£25	<b>1 free</b> thereafter £25
Article / advert in monthly <b>trade newsletter</b> <i>Price per edition</i>	£25	£25	£15	<b>1 free</b> thereafter £15
<b>Blog opportunity</b> Your blog published and promoted on the Visit Exmoor blog	£35	£35	£20	<b>1 free</b> thereafter £15
Visit Exmoor <b>window sticker</b> (on request)	○	○	○	○
Priority opportunity to host <b>press familiarisation visits</b>	○	○	○	○
Use of Flickr <b>photo library</b>	○	○	○	○
<b>Reduced attendance fees</b> at key Visit Exmoor hosted <b>events</b> and <b>training</b>	○	○	○	○
<b>Discounted advertising rates</b> in VE publications	5% off	5% off	10% off	15% off

## Web Advertising [www.visit-exmoor.co.uk](http://www.visit-exmoor.co.uk)

Listing description		150 words	350 words	500 words
<b>Images</b>		1	5	10
<b>Priority listing</b> in search results and on map			○	○
<b>Video</b>				○
Location on <b>interactive map</b>		○	○	○
Your <b>contact details</b>		○	○	○
<b>Online booking link</b>			○	○
<b>TripAdvisor</b> link direct to your page			○	○
<b>Events listing</b> Add your events to the events diary pages		<b>2</b>	<b>4</b>	<b>6</b>
Highlight your <b>special offers</b> on website		<b>£35</b>	<b>Free</b>	<b>Free</b>
<b>Additional listing</b> Have your listing appear in a second relevant listing category (e.g. food / drink). Includes subsites such as the Coleridge Way)		<b>£25</b> <i>N/A for food and drink / retailers taking advantage of reduced rate)</i>	<b>£25</b>	<b>1 free</b> thereafter £25
Embed your availability calendar			○	○
Block adverts / home page / menu features	POA	POA	POA	POA

# Membership Application



Please fill in the form and email to [marketing@visit-exmoor.co.uk](mailto:marketing@visit-exmoor.co.uk).  
Alternatively send the relevant information in an email to the above address. You will be sent an invoice and a website information form to set up your advert..

## Your details

Business /  
Organisation name

Contact name

Type of business

Business address

Email address

Phone no.

## Choice of membership

See the current rate card for list of member benefits

Basic £50 p.a.

Gold £150 p.a.

Silver £100 p.a.

Premium £290 p.a.



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