



Visit South Devon is the official Destination Marketing Organisation for the region. We provide the no 1. resource for both visitors and media on places to visit, events, accommodation, attractions, places to eat & more.

We are a not for profit Community Interest Company (CIC) working to promote the region to National and International markets for the benefit of local businesses and the tourism economy.

MEDIA PACK 2019



WHAT DO WE DO?

- Undertake Digital Marketing to promote the no. 1 visitor website visitsouthdevon.co.uk
- Nationally promote the official South Devon Destination Guide
- Undertake online & offline marketing to promote the region nationally & internationally
- PR & Media promotion
- Develop regional & national marketing campaigns & activities
- Promote regional events nationally
- Work with Local & District Authorities to improve the visitor economy
- Work with other tourism partners locally & regionally to promote the brand
- Manage the South Devon brand
- Manage the South Devon image library

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THE AREA WE COVER

Visit South Devon covers the entire southern half of Devon and is the official Destination Marketing Organisation for South Hams, Teignbridge, East Devon and Mid Devon.



TOP PAGE VIEWS 2018

- Things To Do Section: 830,000
- What's On/Events Section: 641,000
- Explore Section (cities, towns and villages): 542,000
- Where To Stay Section: 303,000
- Food & Drink Section: 97,000

ADVERTISING STATISTICS 2018

2.77 million page views
1.37 million sessions
84% new visitors to the website
10% overseas website visits, **90%** UK, **20%** London
Total social media & consumer database: **46,000**
100,000 Destination Visitor Guides produced for 2019

TARGETS FOR 2019

3 million page views
1.5 million sessions
Total social media & consumer database: **56,000**
Facebook: **10,000**
Twitter: **23,000**
Instagram: **15,000**

ADVERTISING OPTIONS

Visit South Devon offers 12 month online advertising at 4 different levels. The below table explains the different range of features, benefits and exposure of each level.

Advertising starts from as little as £14.16 per month + VAT

ADVERTISING PACKAGE	1	2	3	PLATINUM
WHATS INCLUDED (All prices exclude VAT)	£170	£285	£455	£895
Listing Details Website link, Email link, Contact details, Opening times, Map, Pricing, Mobile & Desktop	✓	✓	✓	✓
Number of Images These images may be changed as often as you like	1	5	15	25
Description	Unlimited	Unlimited	Unlimited	Unlimited
Priority in Search Results	4th	3rd	2nd	1st
Press & PR/Social Media Inclusion in Press & PR opportunities including press visits & competition prizes, Promotion through VSD Social Media, blog posts & Instagram Stories	✓	✓	✓	✓
Promotion Through Teignbridge TIC's*	✓	✓	✓	✓
Extranet login Ability to edit your own listing	✓	✓	✓	✓
Event Listings	Unlimited	Unlimited	Unlimited	Unlimited
TripAdvisor TripAdvisor reviews appear alongside your listing*		✓	✓	✓
Travel Directions, Facilities, Awards/Grading & 'Add to Itinerary' Button		✓	✓	✓
'Book Now' Button*		✓	✓	✓
'What's Nearby' Carousel Your business will appear at the bottom of a page in the 'What's Nearby' carousel with a clickable link		✓	✓	✓
Special Offers Promote your special offers on the website and in seasonal campaigns e.g. Easter, Christmas or Summer Holidays		✓	✓	✓
Highlights Carousel/Map Prominent promotion on the 'Highlights Map' on website homepage and the 'Highlights' carousel on the main category pages			✓	✓
External Links/Brochures/Menus Add links to your listings for downloadable products or links to other websites			✓	✓
Social Media Your Twitter & Facebook feeds appear alongside your listing			✓	✓
Video Content on Your Listing			✓	✓
Dedicated Quarterly Social Media Post Facebook post or tweet solely about your business e.g. events, offers, general advertisement				✓
Additional Listings* Add pages in other categories to promote other areas of your business e.g. Restaurant, spa, shop or additional accommodation	£75 each	£75 each	2 x Level 2	✓ Unlimited Platinum
'Don't Miss' Promotional Advert Advert in the drop down navigation menu of main category pages	£50 per month	£50 per month	£50 per month	✓ 12 months
Inclusion in Consumer Newsletter** Newsletter goes out 7 times a year to a database of 7000	£50 per newsletter	£50 per newsletter	£50 per newsletter	✓ 1 free
Category Page MPU Banner** Banner advert on main category pages	£75 per month	£75 per month	£75 per month	✓ 3 months free
Homepage MPU Banner Advert**	£125 per month	£125 per month	£125 per month	£125 per month

*Conditions apply—please ask for details.

** Subject to availability.

PREMIUM ADVERTISING

Add premium advertising to your listing and drive additional traffic to your business. All options are available on a first come first served basis. All prices exclude VAT.

Category Pages

Our most highly viewed sections of the site:
Where To Stay // Things To Do // What's On // Food & Drink

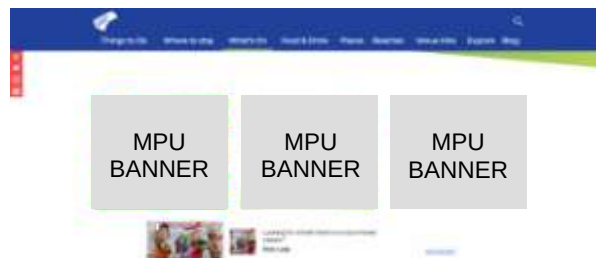
MPU Banner

MPU banner advert.

£75 per month

300px wide by 250px high.

Links direct to your business website.



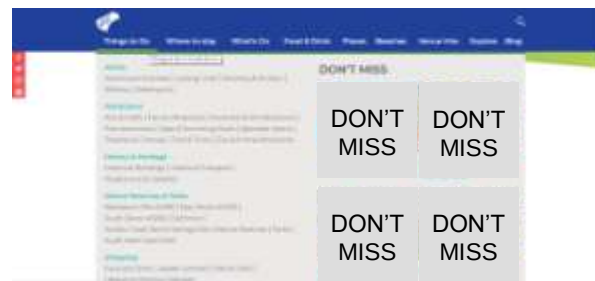
Don't Miss

Displays as you hover over main category header tabs and receives huge exposure.

£50 per month

395px wide by 280px high.

Links to your Visit South Devon listing page.



Gallery Image

Sub pages of the category are available, e.g. Things To Do/Attractions

£50 per month

1750px wide by 750px high.

Links to your Visit South Devon listing page.



Homepage

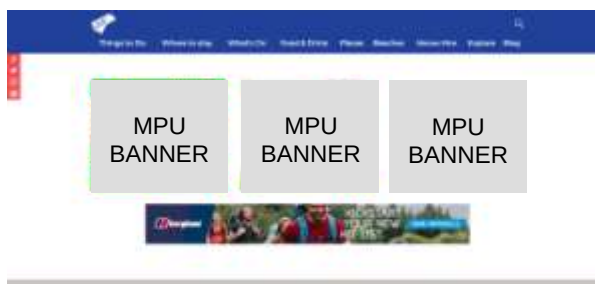
MPU Banner

Appears on all pages except category pages.

£125 per month

300px wide by 250px high.

Links direct to your business website.



Inspire Me Banner

Square or rectangle banners in homepage 'Inspire Me' section.

£125 per month

Square: 395px wide by 280px high.

Rectangle: 807px wide by 280px high.

Links directly to your business website.



2020 SOUTH DEVON GUIDE ADVERTS

Due to the popularity of the 2019 South Devon Visitor Guide by both advertisers and consumers, Visit South Devon is taking bookings for the 2020 guide from February 2019.

In 2020 Visit South Devon will print a minimum of 100,000 A5 copies which will be distributed alongside a marketing campaign locally, nationally, through nationwide TIC's and to direct website requests. The guide is also available online through the Visit South Devon website.

Book before 31st July and receive a 10% discount*.

Advertising prices can be found below. All prices exclude VAT.

*Conditions apply—please ask for details.

1/8 page — £185

65mm wide by 45mm high

1/4 page — £340

65mm wide by 92mm high

1/2 page — £660

132mm wide by 92mm high

Full page — £1,995

132mm wide by 186mm high



OTHER WAYS YOU CAN GET INVOLVED:

COMPETITIONS

Advertisers are welcome to participate in competitions with Visit South Devon. Competitions will be hosted on either the Visit South Devon site or any Social Media platform as well as being promoted across all available channels.

GUEST BLOG POSTS

Advertisers are able to provide 'Guest Blog Posts' free of charge to be hosted on the Visit South Devon website. Either about your business, local area or anything to do with South Devon. Blog posts are promoted across relevant Social Media platforms.

Please email enquiries@visitsouthdevon.co.uk for more information on how to get involved.

EVENTS

Advertisers can list unlimited events on the Visit South Devon website. They can be submitted through the easy to use form: <https://www.visitsouthdevon.co.uk/whats-on/submit-event>