



# VISIT SOUTH DEVON MEMBERSHIP PACK 2021



[WWW.VISITSOUTHDEVON.CO.UK](http://WWW.VISITSOUTHDEVON.CO.UK)

# WHO ARE WE

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.



# WHY JOIN VISIT SOUTH DEVON

- All members with VSD get a complete promotional listing on the site for 12 months, which includes full contact details, description, map and at least 1 image
- The opportunity to participate in press trips and familiarisation visits
- The opportunity to be included national press releases
- Each month you will receive a member's update with the latest news from VSD and other industry updates
- The opportunity for any business to take over the VSD's Instagram Stories
- The opportunity to access exclusive offers from our Business Services Partners
- Receive invitations to VSD networking events and conferences
- The opportunity to participate in Travel Trade and Group Travel shows\*
- The opportunity to promote your business through our consumer e-newsletter\* \*\*
- The ability to add special offers to the site\*\*
- Add a 'Book Now' button to your listing, allowing visitors to book direct with you, avoiding third party booking sites\*\*
- The 2021 South Devon Visitor Guide is hosted online only and widely promoted across multiple channels\*

## All members can;

- Provide guest blog posts, which are also promoted across social media
- Submit an unlimited number of events to the VSD 'What's On' section
- Participate in competitions with VSD which are promoted on the website, across social media or in e-newsletters.

\* Additional cost

\*\* Included in higher level packages

## MEMBERSHIP OPTIONS

Visit South Devon offers 12 month online membership at 4 different levels.

The below table explains the different range of features, benefits and exposure of each level.

MEMBERSHIP PACKAGE	Bronze	Silver	Gold	PLATINUM
WHATS INCLUDED	£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
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		✓	✓	✓
Online Availability & Booking (e.g TXGB) or 'Book Now' Button*		✓	✓	✓
'What's Nearby' Carousel		✓	✓	✓
Special Offers		✓	✓	✓
'Highlights' Carousel/Map			✓	✓
External Links/Brochures/Menus			✓	✓
Social Media Your Twitter & Facebook feeds appear alongside your listing			✓	✓
Video Content on Your Listing			✓	✓
Inclusion in Group Travel Campaign			✓	✓
Dedicated Quarterly Social Media Post Facebook post or tweet solely about your business				✓
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 Gold	✓ Unlimited Platinum
'Don't Miss' Promotional Advert**	£50 per month	£50 per month	£50 per month	✓ 12 months
Feature in Consumer Newsletter** 150 words of text and 1 image	£50 per newsletter	£50 per newsletter	£25 per newsletter	✓ 1 free
Consumer Newsletter Banner Advert**	£40 per newsletter	£40 per newsletter	£20 per newsletter	£20 per newsletter
Category Page MPU Banner**	£75	£75	✓ 3 months free	✓ 6 months free
Homepage MPU Banner Advert**	£100	£100	✓ 1 months free	✓ 3 months free

\*Conditions apply—please ask for details.

\*\* Subject to availability.

All prices exclude VAT

**For further information or to discuss membership with Visit South Devon please call 07590 570007 or email [louise@visitsouthdevon.co.uk](mailto:louise@visitsouthdevon.co.uk)**



## ADDITIONAL PROMOTIONAL OPPORTUNITIES

Homepage Feature Inspire Me Advert	£175+vat per month
Homepage Tile Inspire Me Advert 395 x 280 px wxh	£125+vat per month
Category Page Tile Inspire Me Advert 395 x 280 px wxh	£100+vat per month
Homepage MPU Advert 300 x 250 px wxh	£100+vat per month
Category Page MPU Advert 300 x 250 px wxh	£75+vat per month
Feature in Consumer Newsletter 150 words of text & 1 image	£50+vat per month
Banner Advert in Consumer Newsletter 580 x 220 px wxh	£40+vat per month

All adverts are subject to availability

## 2020 STATISTICS

**2.5 million** page views  
**1.07 million** users  
**1.36 million** sessions  
**92% UK & 8%** overseas website visits  
**23K** Twitter Followers  
**10.5K** Facebook Likes  
**20K** Instagram Followers  
**Consumer E-newsletter database: 12,000**

Due to Covid19 Lockdown measures, we saw a minor decrease in traffic for 2020, however July - October 2020 saw a 25% increase in traffic and record high monthly traffic to the site.