



Membership Pack 2022/2023

Visit South Devon

www.visitsouthdevon.co.uk

To become a member of Visit South Devon or to find out more information, please contact louise@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.



2021 VISIT SOUTH DEVON STATS:

WEBSITE

2.9 million pageviews
1.5 million sessions
1.2 millions users

E-NEWSLETTER

13,800 Subscribers

BLOG

160,000 pageviews

COMPETITIONS

Avg. 3700 entries

SOCIAL MEDIA

10,600 Facebook likes
23,000 Twitter followers
22,600 Instagram followers



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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**
- Make your business bookable through our site**
- 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





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ADDITIONAL ADVERTISING OPTIONS

We have plenty of additional advertising opportunities for both members and non-members, including different banners, other newsletter options and more.

Please see our Rate Card for those prices or for more information, please just get in touch.

Membership Options:

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

All prices exclude VAT.

PACKAGE	BRONZE	SILVER	GOLD	PLATINUM
WHAT'S INCLUDED	£199 + VAT	£310 + VAT	£485 + VAT	£895 + VAT
Listing Details Website link, email link, contact details, opening times, map, pricing, mobile & desktop	Yes	Yes	Yes	Yes
Number of Images These 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	Yes	Yes	Yes	Yes
Event Listings	Unlimited	Unlimited	Unlimited	Unlimited
TripAdvisor* TripAdvisor reviews appear on your listing		Yes	Yes	Yes
Travel Directions, Facilities, Awards/Grading & 'Add to Itinerary Button'		Yes	Yes	Yes
Online Availability & Booking (e.g TXGB) or 'Book Now' Button*		Yes	Yes	Yes
'What's Nearby' Carousel		Yes	Yes	Yes
Special Offers		Yes	Yes	Yes
'Highlights' Carousel/Map			Yes	Yes
External Links/Brochures/Menus			Yes	Yes



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PACKAGE	BRONZE	SILVER	GOLD	PLATINUM
WHAT'S INCLUDED	£199 + VAT	£310 + VAT	£485 + VAT	£895 + VAT
Social Media Your Twitter & Facebook feeds appear alongside your listing			Yes	Yes
Video Content on Your Listing			Yes	Yes
Inclusion in Group Travel Campaign			Yes	Yes
Dedicated Quarterly Social Media Post Facebook post or tweet solely about your business				Yes
Additional Listings* Add pages in other categories to promote other areas of your business e.g restaurant, spa, shop or additional accommodation (must be at same address)	£100 per listing	£75 per listing	2 x Gold	Yes (Unlimited Platinum)
'Don't Miss' Promotional Advert**	£75 per month	£50 per month	£25 per month	12 months included
Feature in Consumer Newsletter** 150 words and 1 image	£75 per newsletter	£50 per newsletter	£25 per newsletter	1 included
Consumer Newsletter Banner Advert**	£100 per newsletter	£75 per newsletter	£50 per newsletter	£25 per newsletter
Category Page MPU Banner Advert**	£100 per month	£75 per month	3 months included	6 months included
Homepage MPU Banner Ad	£125 per month	£100 per month	1 month included	3 months included

*Conditions apply - please ask for details.

**Subject to availability.

All prices exclude VAT.

