



Visit South Devon is the official marketing organisation for the region. We provide the definitive resource for both visitors and media on places to visit, events, accommodation, attractions and places to eat in South Devon. We are a not for profit Community Interest Company (CIC) who work to grow awareness of the region, increasing bookings and income, to maintain and secure the future of the tourism industry.

# MEDIA PACK 2018



## WHAT DO WE DO?

- Host the Visit South Devon website and Visitor Guide
- Manage the South Devon brand
- Provide social and digital media activity including e-marketing
- Undertake PR activity and communications
- Develop marketing campaigns and activities locally, regionally and nationally
- Promote regional events nationally
- Work with Local and District Authorities to improve the visitor economy
- Work with other tourism partners locally and regionally to promote the brand

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[www.visitsouthdevon.co.uk](http://www.visitsouthdevon.co.uk)

## THE AREA WE COVER

Visit South Devon covers the entire southern half of Devon and is the official tourism organisation for South Hams, Teignbridge, East Devon and Mid Devon.



## ADVERTISING STATISTICS

- Over 2.7 million Page Views and 1.3 million Visits in 2017
- 75% new visitors to the website
- 8.3% overseas visitors to the website, 91.7% UK, 22% London
- Over 58,000 Social Media followers and consumer database
- £2.8 million AVE and £8.4 million EIV generated in Local/National Press and PR in 2017
- 80,000 Visitor Guides produced for 2018

## TOP PAGE VIEWS 2017

- Things To Do Section: 794,000
- What's On/Events Section: 645,000
- Explore Section (cities, towns and villages): 535,000
- Where To Stay Section: 280,000
- Food & Drink Section: 90,000



## VISIT SOUTH DEVON PAGES APPEAR AMONGST THE TOP RANKING RESULTS IN GOOGLE, INCLUDING THE FOLLOWING KEY PAGES AND TOWNS:

**Accommodation in South Devon**  
**Attractions in South Devon**  
**Activities in South Devon**  
**Events in South Devon**  
**Holiday in South Devon**  
**Places to eat in South Devon**  
**Places to stay in South Devon**  
**Things to do in South Devon**

**Bovey Tracey**  
**Budleigh Salterton**  
**Crediton**  
**Cullompton**  
**Dartmouth**  
**Dawlish**  
**Exmouth**  
**Honiton**

**Kingsbridge**  
**Newton Abbot**  
**Salcombe**  
**Seaton**  
**Sidmouth**  
**Teignmouth**  
**Tiverton**  
**Totnes**

## 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 £13.75 per month + VAT

ADVERTISING PACKAGE	1	2	3	PLATINUM
<b>WHATS INCLUDED</b> (All prices exclude VAT)	<b>£165</b>	<b>£275</b>	<b>£440</b>	<b>£875</b>
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 & blogs	✓	✓	✓	✓
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 27,000	£150 per newsletter	£150 per newsletter	£150 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.

† Number of images available from Spring 2018 with launch of new site. Until then, level 3—10, Platinum—15.

‡ Features available in Spring 2018 with launch of new site.

## 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.

### Homepage

#### MPU Banner

Appears on all pages except category pages.  
**£125 per month**  
**220px wide by 311px high.**  
 Links direct to your business website.



### Category Pages

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

#### Don't Miss

Displays as you hover over main category header tabs and receives huge exposure.  
**£50 per month**  
**211px wide by 188px high.**



#### Gallery Image

Sub pages of the category are available, e.g. Things To Do/Attractions  
**£50 per month**  
**700px wide by 370px high.**



#### MPU Banner

MPU banner advert.  
**£75 per month**  
**220px wide by 311px high.**  
 Links direct to your business website.



## 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 BLOGS

Advertisers are able to provide 'Guest Blogs' to be hosted on the Visit South Devon website. Either about your business, local area or anything to do with South Devon. We also have regular 'Love Like a Local' and 'Top Ten' blog spots available. Blog posts are promoted across relevant Social Media platforms.

Please email [enquiries@visitsouthdevon.co.uk](mailto: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>