



VISIT SOUTH DEVON

**MEMBERSHIP
PACK 24/25**

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.



**07590 570007 | louise@visitsouthdevon.co.uk
www.visitsouthdevon.co.uk**

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devon**

2023 WEBSITE STATS & MORE

2.2 million pageviews

1.3 million sessions

1.0 million users

80% UK users

20% International users

25.7K e-newsletter subscribers



15K followers



23.5K followers



25.3K followers

Why Join Visit South Devon?

Promotional listing on the website for 12 months

Participate in press trips and familiarisation visits

Inclusion in national press releases

Access exclusive offers from our Business Services Partners

Invitations to networking events, conferences, Travel Trade and Group Travel shows*

Promote your business through our e-newsletter* **

Add special offers to the website**

Make your business bookable through our website**

Advert in the South Devon Visitor Guide (online only)*

Provide guest blog posts

Submit an unlimited number of events to the 'What's On' section of the website

Participate in competitions with VSD

Provide content to be posted on VSD social channels and engagement from VSD accounts

Instagram stories takeover



*Additional cost **Included in higher level packages

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MEMBERSHIP OPTIONS

Visit South Devon offers a 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	£235 +VAT	£370 +VAT	£550 +VAT	£995 +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
Social Media Support Option to send prepared content to be posted on VSD channels & access to the VSD Members Facebook group	Yes	Yes	Yes	Yes
Branding Use of our branding for your own marketing, member sticker for your website & window	Yes	Yes	Yes	Yes
Team Visit Blog post and social media coverage by us after a complimentary visit to your business	Yes	Yes	Yes	Yes
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

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MEMBERSHIP OPTIONS

MEMBERSHIP TABLE CONTINUED

PACKAGE	BRONZE	SILVER	GOLD	PLATINUM
WHAT'S INCLUDED	£235 +VAT	£370 +VAT	£550 +VAT	£995 +VAT
Video Content on Your Listing			Yes	Yes
External Links/Brochures/Menus			Yes	Yes
Social Media Feeds Your Twitter & Facebook feeds appear alongside your listing			Yes	Yes
Inclusion in Group Travel Campaign Separate listing in Group Travel section of the site			Yes (Gold level listing)	Yes (Platinum level listing)
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)			2 included (Gold level listings)	Unlimited (Platinum level listings)
Homepage MPU Banner Advert	£125 per month	£100 per month	1 month included (£75 per month)	3 months included (£50 per month)
Category Page MPU Banner Advert**	£100 per month	£75 per month	3 months included (£50 per month)	6 months included (£25 per month)
'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 month	£50 per month	£25 per month	1 included
Dedicated Quarterly Social Media Post Facebook post or tweet by us solely about your business				Yes
Consumer Newsletter Banner Advert**	£100 per newsletter	£75 per newsletter	£50 per newsletter	£25 per newsletter

*Conditions apply - please ask for details. **Subject to availability.

Additional Advertising



We have plenty of additional advertising opportunities for both members and non-members, including different banners, press visits from us, competitions and more. Please see our Rate Card for those prices or for more information, please just get in touch.

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