

PARTNERSHIP AND MARKETING PROGRAMME 2023-24

The Visit Winchester Team at Winchester City Council works with businesses across the visitor and economy sectors to develop and maintain the successful provision of industry support and marketing opportunities for Winchester district and beyond.

We want to work in partnership with you to raise awareness, drive footfall and generate income to help this successful sector continue to grow.

PARTNERSHIP BENEFITS IN A SNAPSHOT

VISITWINCHESTER.CO.UK

- Over 38,000 unique visits per month
- 139% year-on-year increase

VISIT WINCHESTER SOCIAL MEDIA

- Over 18,800 social media followers

E-NEWSLETTERS

- Monthly B2C e-newsletters
- 49% open rate
- 2.7% click rate
- Bi-monthly B2B industry e-newsletters

PUBLICATIONS

- Visit Winchester Destination Guide
- Winchester Visitor Map
- Market Towns Guide
- Market Towns Map

NETWORKING OPPORTUNITIES

- Have your say and help shape a new Sustainable Tourism Strategy for the district
- Training opportunities
- Share best practice with other businesses and hear from industry experts
- Local, regional and national updates

VISITOR INFORMATION CENTRE (VIC)

- 300,000 visitors to the centre (pre pandemic)

CHRISTMAS IN WINCHESTER

- 23,634 Facebook and Instagram combined reach
- Over 13,000 impressions on Twitter
- 143,244 unique visits to christmasinwinchester.co.uk
- Top performing festive blog - 3,120 page views
- Christmas film – over 32,000 reach

FESTIVALS & EVENTS

- 'What's on' landing page ranked 2nd in top performing pages after 'Things to do'
- Dedicated Festivals in Winchester campaign and website to support festivals: festivalsinwinchester.co.uk



Once you have clicked the link it's easy to sign in as a 'guest' and complete your booking. For more information:
VISITWINCHESTER.CO.UK/ADVERTISING

CLICK HERE
To complete the booking form

| BOOK NOW and gain access to the partnership benefits immediately. For full Terms & Conditions please see visitwinchester.co.uk/advertising | | FREE LISTING | BRONZE | SILVER | GOLD | PLATINUM Discover Winchester partner |
|---|---|--------------|--------------|-----------------|------------------|---|
| | | | £240 +VAT | £600 +VAT | £900 +VAT | £2,000 +VAT |
| 1 April 2023 - 31 March 2024 | | | | | | |
| VISIT WINCHESTER (VW) WEBSITE | Business name, address, phone and email, short description (50 words), VW generic image/symbol NEW FOR 2023 | | | | | |
| | EVENTS AND FESTIVALS Basic (non-clickable) entry on 'What's on' calendar, event name, short description up to 15 words, VW generic image, generic area, date | ✓ | ✓ | ✓ | ✓ | ✓ |
| | One business image, website address, opening times, directions, description (100 words), free unlimited event listings | | ✓ | ✓ | ✓ | ✓ |
| | Up to five images, video, social media links, extended description (250 words), special offers | | | ✓ | ✓ | ✓ |
| WEB ADVERTS | Leaderboard (horizontal) or Skyscraper (vertical) | | | | ✓ ⁱ | ✓ ⁱⁱ |
| BLOGS | Free inclusion in themed blogs* | | | ✓ | ✓ | ✓ |
| | Feature blog | | | | ✓ ⁱⁱⁱ | ✓ ⁱⁱⁱ |
| VW SOCIAL MEDIA CHANNELS | Unlimited social media likes and shares if, Visit Winchester, is tagged* | | ✓ | ✓ | ✓ | ✓ |
| | Dedicated and tailored posts and inclusion in relevant social media activity* | | | ✓ | ✓ | ✓ |
| | Story showcase posted into a highlight on VW Instagram NEW FOR 2023 | | | ✓ ^{iv} | ✓ ^v | ✓ ^{vi} |
| | Ability to link up to event module on Facebook and Instagram reels | | | | ✓ | ✓ |
| | Collaborative reels NEW FOR 2023 | | | | ✓ ⁱⁱⁱ | ✓ ⁱⁱⁱ |
| | Facebook adverts paid for by VW NEW FOR 2023 | | | | | ✓ ⁱⁱⁱ |
| | Social Media takeovers NEW FOR 2023 | | | | | ✓ ⁱⁱⁱ |
| CONSUMER E-NEWS | Feature stories* | | | ✓ | ✓ | ✓ |
| | Display advert | | | | ✓ | ✓ |
| | Solus e-newsletter | | | | | ✓ ⁱⁱⁱ |
| NETWORKING OPPORTUNITIES | Attractions Partnership | | | ✓ | ✓ | ✓ |
| | Meet in Winchester | | | ✓ | ✓ | ✓ |
| | Visitor Economy Strategic Planning Forum NEW FOR 2023 | | | | ✓ | ✓ |
| | Discover Winchester | | | | | ✓ |
| TAILORED VW MARKETING CAMPAIGNS | Inclusion in marketing campaigns* | | | ✓ | ✓ | ✓ |
| | Opportunities for enhanced paid for inclusion NEW FOR 2023 | | | | ✓ | ✓ |
| DIGITAL DISPLAY SCREENS | Dedicated advert on screens (no audio) (inside VIC) | | | | ✓ ^{vii} | ✓ ^{viii} |
| POSTER SITES | A1 poster sites on ramp* (inside VIC) | | | | ✓ | ✓ |
| PR PARTNERSHIP OPPORTUNITIES | Inclusion in press releases and PR campaigns, opportunity to host journalists and influencers and inclusion in press itineraries. | | | | | ✓ |
| ADDITIONAL VW, PAY AS YOU GO, MARKETING OPPORTUNITIES | Visit Winchester website banners for four consecutive weeks | | | £150 | £150 | £150 |
| | VIC main windows (1 – 2 weeks) | | | £75 | £75 | £75 |
| | Outdoor advertising: Guildhall Poster Site (2 weeks) | | | £150 | £150 | £150 |
| | Display adverts in Winchester Destination Guide | | | TBC | TBC | TBC |
| | Display adverts in Winchester Visitor Map | | | £400 | £400 | £400 |

* Where appropriate and at the discretion of the Visit Winchester team. All prices shown are +VAT
 i 1 x 4wk ii 3 x 4wk iii 1 per year iv up to 3 a year v up to 6 a year vi up to 12 a year vii 1 x 4wk, static or moving viii 3 x 4wk, static or moving

visitwinchester.co.uk

Follow Visit Winchester on Social Media



VISIT WINCHESTER TEAM

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