

PARTNERSHIP AND MARKETING PROGRAMME 2024-25

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.

Visit Winchester is the consumer facing destination brand for Winchester district, showcasing all of the great things to do, places to eat and drink, where to stay and what's on.

The Visit Winchester Partnership & Marketing Programme offers businesses across the district the chance to work more closely in partnership with the Visit Winchester team to shape and grow the local visitor economy. Our main aims are to raise awareness of the Winchester district and generate additional tourism visits and spend.

The rate card below outlines the services and expertise we offer to continue to support the performance and growth of our tourism partners.

PARTNERSHIP BENEFITS IN A SNAPSHOT

VISITWINCHESTER.CO.UK

- Over 38,000 unique visits per month
- Over 1 million page views a year
- Google ranked number 1 website

VISIT WINCHESTER SOCIAL MEDIA

- Over 20,000 social media followers

E-NEWSLETTERS

- Monthly B2C e-newsletters
- 49% open rate
- 3.7% 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)

- Visitor Information Centre of the Year 2023
- 100,000 visitors to the centre

CHRISTMAS IN WINCHESTER

- 23,634 Facebook and Instagram combined reach
- Over 13,000 impressions on X
- 130,862 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

**CHRISTMAS IN
WINCHESTER**
christmasinwinchester.co.uk

**FESTIVALS IN
WINCHESTER**
festivalsinwinchester.co.uk

 VISIT WINCHESTER	PLATINUM Discover Winchester Partner	GOLD	SILVER	BRONZE	FREE LISTING
Book before 1 April 2024 and pay 2023/24 prices	£2,000	£900	£600	£240	
1 April 2024 - 31 March 2025	£2,135	£960	£640	£256	
LISTING ON VISITWINCHESTER.CO.UK					
Business name, address, phone number, email	✓	✓	✓	✓	✓
Opening times	✓	✓	✓	✓	
Location map	✓	✓	✓	✓	
Business description (maximum characters)	✓	✓	(1500)	(500)	
Images	20	15	10	5	1
Website link	✓	✓	✓	✓	
Social media icons	✓	✓	✓	✓	
Social media feed*	✓	✓	✓	£30	
TripAdvisor feed	✓	✓	✓	£30	
Special offers	✓	✓	✓		
Event listings	✓	✓	✓	✓	✓
Featured & highlighted website positions (included)	✓ ⁱⁱⁱ	✓ ⁱⁱ			
Featured & highlighted website positions (additional - price per month)	£45	£45	£45		
One month web banner advert (included)	✓ ⁱⁱⁱ	✓ ⁱⁱ	✓ ⁱ		
One month web banner advert (additional - price per banner)	£180	£180	£180	£180	£180
Dedicated blog (included) with social media promotion	✓ ⁱⁱⁱ	✓ ⁱⁱ	✓ ⁱ		
Free inclusion in themed blogs**	✓	✓	✓		
Dedicated blog (additional) with social media promotion	£30	£30	£30	£30	£30
ADDITIONAL WEB LISTINGS FOR OTHER BUSINESS FUNCTIONS AT SAME LOCATION AS MAIN LISTING	✓	£75	£100		
PR PARTNERSHIP OPPORTUNITIES					
Inclusion in press releases and PR campaigns	✓				
Opportunity to host journalists and influencers	✓				
Inclusion in press itineraries	✓				
Solus press release	✓ ⁱⁱ	POA	POA	POA	POA
NETWORKING OPPORTUNITIES					
Discover Winchester	✓				
Attractions Partnership	✓	✓	✓		
Meet in Winchester	✓	✓	✓		
TAILORED VISIT WINCHESTER MARKETING CAMPAIGNS					
Inclusion in marketing campaigns**	✓	✓	✓		
Opportunities for enhanced paid for inclusion	✓	✓			
Competitions / Giveaways	✓	✓	✓		
Visit Winchester 12 Days of Christmas	✓	✓	✓	✓	

All prices shown are +VAT. *Facebook and/or X feeds. **Where appropriate and at the discretion of the Visit Winchester team
i 1 per year ii up to 2 a year iii up to 4 a year iv up to 6 a year v up to 12 a year

visitwinchester.co.uk

Follow Visit Winchester on Social Media



VISIT WINCHESTER TEAM

Winchester Visitor Information Centre,
Guildhall, High Street, Winchester, SO23 9GH
advertising@winchester.gov.uk

 VISIT WINCHESTER	PLATINUM Discover Winchester Partner	GOLD	SILVER	BRONZE	FREE LISTING
Book before 1 April 2024 and pay 2023/24 prices	£2,000	£900	£600	£240	
1 April 2024 - 31 March 2025	£2,135	£960	£640	£256	
SOCIAL MEDIA OPPORTUNITIES					
Unlimited likes and shares if Visit Winchester is tagged**	✓	✓	✓	✓	
Dedicated and tailored posts**	✓	✓	✓		
Facebook album	✓	✓	£35	£35	
Sponsored post	✓ ⁱⁱ	✓ ⁱ	£20	£25	
Story showcase posted into a highlight on VW Instagram	✓ ^v	✓ ^{iv}	✓ ⁱⁱⁱ		
Social media competitions	✓	✓	✓		
Collaborative reel	✓ ^{iv}	✓ ⁱⁱⁱ			
Bespoke social media plan	✓	✓			
B2C E-NEWSLETTERS					
Feature story (copy and image) included	✓ ⁱⁱⁱ	✓ ⁱⁱ	✓ ⁱ		
Feature story (copy and image) additional (price per month)	£25	£25	£25	£25	
Display advert (artwork) included	✓ ⁱⁱⁱ	✓ ⁱⁱ	✓ ⁱ		
Display advert (artwork) additional (price per month)	£25	£25	£25	£25	
Solus e-newsletter	✓ ⁱⁱ	£300	£300	£300	
VISITOR INFORMATION CENTRE (VIC) OPPORTUNITIES					
Free of charge leaflet racking**	✓	✓	✓	✓	
One month VIC main window poster site	£160	£160	£160	£160	
One month VIC digital display screen no audio	✓ ^v	✓ ^{iv}	£55	£55	
Exhibition area**	✓ ⁱ	POA	POA	POA	POA
OUTDOOR POSTER SITES					
Guildhall poster site (price for 2 weeks)	£160	£160	£160	£160	
Middle Brook Street poster site (price for 2 weeks)	£160	£160	£160	£160	
PRINT OPPORTUNITIES					
Advert in Visit Winchester Visitor Map	£430	£430	£430	£430	
Advert in Visit Winchester Destination Guide	TBC	TBC	TBC	TBC	
Advert in Market Towns Guide(s)	TBC	TBC	TBC	TBC	
Advert in Walks and Trails Guide(s)	TBC	TBC	TBC	TBC	

Book now and gain access to the partnership benefits immediately. 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

For full Terms & Conditions please see visitwinchester.co.uk/advertising

CLICK HERE
To complete the
booking form

All prices shown are +VAT. *Facebook and/or X feeds. **Where appropriate and at the discretion of the Visit Winchester team
i 1 per year ii up to 2 a year iii up to 4 a year iv up to 6 a year v up to 12 a year

visitwinchester.co.uk

Follow Visit Winchester on Social Media



VISIT WINCHESTER TEAM

Winchester Visitor Information Centre,
Guildhall, High Street, Winchester, SO23 9GH
advertising@winchester.gov.uk